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SION AND RADIO

NEWSPAPER

MAY 14, 1962

Government-planned parenthood for radio?
it's now a reality 27

FCC proposals to duplicate clears, restrict
daytimers face Hill roadblock 50

The boom began in those lusty days of 1922
—a nostalgic look at radio's 40 years 75

How tv is being used to woo new customers
for the 'Herald-Tribune' 30

COMPLETE INDEX PAGE 7

**MAJOR LEAGUE
BASEBALL**

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COLTS

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HOUSTON!**

**AND ALL GAMES
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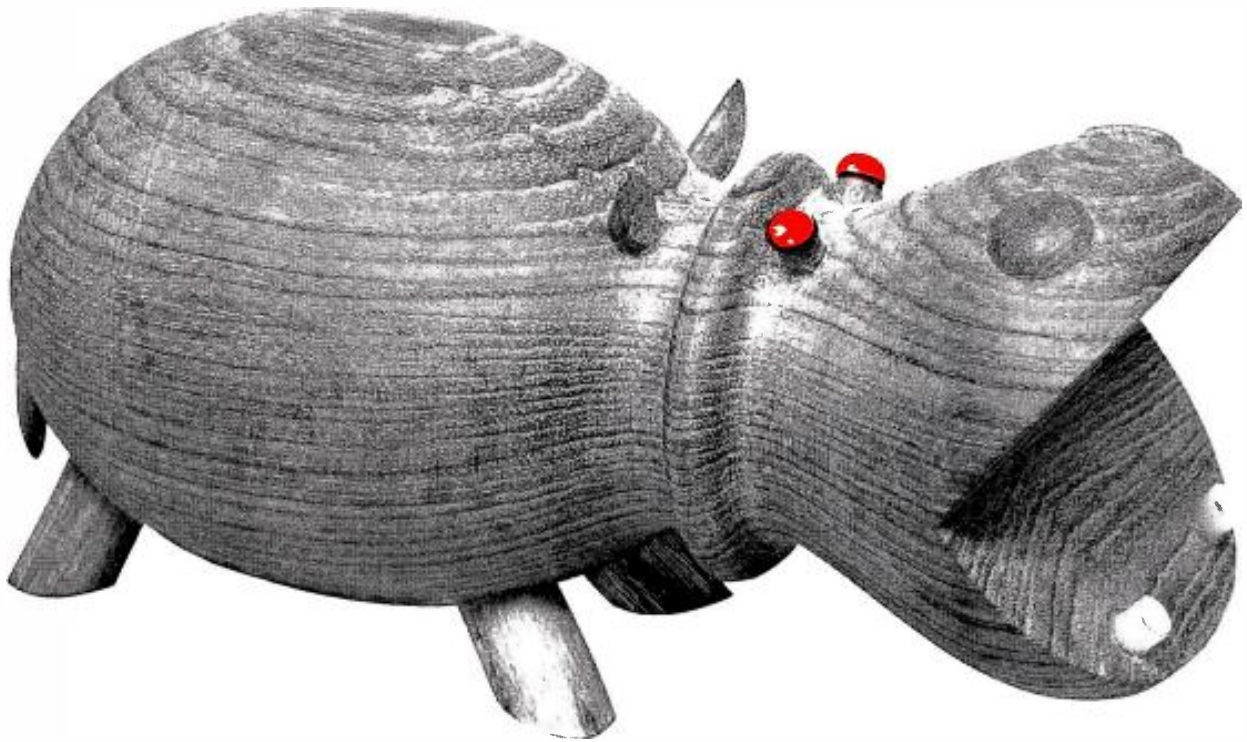
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to Houston . . . Some of the best transportation facilities in the world provide a vital link and outlet to the spectacular Houston economy. Outstanding facilities by land, air, or from the sea through the great Port of Houston, third largest in the nation, makes Texas' largest city one of the most accessible cities in the world. A vital link also in the lives of the dynamic people of Houston is KTRK-TV with news, public service, and popular family entertainment.

KTRK-TV

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product potential

To exploit your product's highest possible sales potential in the Dallas-Fort Worth market, expose it to the 648,230 TV-Homes reached each week* by KRLD-TV, Channel 4.

See your Advertising Time Sales representative. He'll plan a schedule sure to be right for the product — and the budget.

*NCS 61



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

Protection fading

Product protection looms as spot tv's next battleground: Some agencies and several stations already skirmishing over stations' contention that customary 15-minute protection against competing products must be shortened, if not virtually eliminated. Stations argue that protection, increasingly difficult in recent years, has been rendered totally unmanageable on old standards by ever-growing variety of products dotting network time as result of rise of network "spot-carrier" (participation) programs, including weekend movies on NBC-TV and ABC-TV most recently. Agencies naturally want all protection they can get, and at least one is known to be canvassing stations.

Atliss back in radio?

Negotiations reported near completion, but no contract signed, for sale of WAIT Chicago by Robert Miller family for \$1 million-plus to Leslie Atliss Jr., son of late H. Leslie Atliss, founder of WBBM there and long prominent on Chicago broadcast scene. Miller family bought majority interest in WAIT in 1954 for \$271,000 from Gene T. and Evelyn M. Dyer. WAIT is assigned 5 kw day on 820 kc.

It looks like Cross

Still no word from White House on reappointment of or successor to John S. Cross as member of FCC whose term expires June 30. But one possible successor was eliminated last week with announcement of appointment of Seymour M. Peyser, 47-year old New York attorney, as Asst. Administrator for Development Finance and Private Enterprise of Agency for International Development. Mr. Peyser, vice president and general counsel of United Artists Corp., it's understood, was "prominent New Yorker" and Kennedy supporter who had been under consideration for FCC post.

Meanwhile, Mr. Cross is only open and avowed candidate to succeed himself for another seven-year term, with full backing of Arkansas Congressional delegation. Passive candidate is Kenneth A. Cox, Seattle attorney and chief of FCC's important Broadcast Bureau. Best bet: Reappointment of Mr. Cross with Mr. Cox in line to succeed Commissioner T. A. M. Craven, who automatically retires June 30, 1963, because of age.

KEX to Autry

Negotiations were in progress last week for sale by Westinghouse Broad-

CLOSED CIRCUIT[®]

casting Co. of KEX Portland, 50,000 watter, to Golden West Broadcasters (Autry-Reynolds-Sigmon ownership) for \$900,000. Golden West, it's understood, had sought outlet to give it four-station West Coast ownership stretching from Los Angeles to Seattle (KMPC Los Angeles, KSFO San Francisco, KVI Seattle-Tacoma). In addition, Gene Autry, major stockholder in Golden West, also is controlling stockholder in KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson.

Transaction is not sequel to WBC's \$10-million purchase of WINS New York, now awaiting FCC approval. Donald H. McGannon, WBC president, and Loyd Sigmon, executive vice president of Golden West, have had conversations regarding Portland acquisition for sometime, it's learned. WBC intends to surrender license of WBZA Springfield upon approval of WINS transfer (BROADCASTING, May 7). KEX, on 1190 kc, was established in 1926 and acquired by Westinghouse in 1944.

Is am freeze legal?

Washington lawyers expressed sharply divergent opinions late last week over legality of FCC freeze on acceptance of future am applications (see story, page 27). Some were outspoken in denouncing FCC action without first accepting prior comments (as advocated by Commissioner Rosel Hyde) while others felt, under law, FCC has to accept applications meeting legal and technical requirements. Another oft-expressed view was that FCC was within its rights and pointed to past freezes. Applicants have privileges which do not accrue to prospective applicants, they said.

All-channel quality

FCC last week suggested to Senate Commerce Committee that all-channel receiver bill (HR-8031) as passed by House should be tightened up to thwart manufacture of sets that would not provide acceptable uhf quality but, at same time, meet token requirements. Letter to Subcommittee Chairman Pastore (D-R. I.), suggested language to give FCC authority to require noise level of receivers to meet minimum criteria without projecting government unnecessarily into regulation of manufactured products. Senate Commerce Committee is expected to report legislation favorably this week.

Last fall slot filled

Last open slot in prime-time program schedule for fall on any of the three networks is being filled this week as ABC-TV will announce decision to put Roy Rogers hour-long musical in 7:30-8:30 Saturday spot. Hour was left vacant when network pulled *Circus by the Sea*, low-priced MGM package, after *Circus* failed to attract advertiser interest. Rogers and company will compete for audience with *Jackie Gleason Show* on CBS-TV and *Sam Benedict* on NBC-TV.

Staff studies BAH report

FCC staff evaluation of Booz, Allen & Hamilton report (CLOSED CIRCUIT, May 7) has been given top priority in all bureaus and offices with agency's own evaluation due at Budget Bureau June 1. Budget commissioned and paid for study and FCC will tell Budget which recommendations of BAH it favors, which it rejects. Strongest opposition on both commission and staff level still is expressed against broad powers for chairman and proposed executive director. New rules establishing three member employe review board are progressing and will be ready for adoption by June 1.

FC&B realigns

Foote, Cone & Belding has completed revamp of its broadcast and media departments to bring media experts into more buying decisions even on network level. Changes follow pattern set by several other major broadcast buying agencies. New York FC&B office is most affected, though Chicago also will be involved. Agency says overhaul is designed to cope with broadcast media, which it feels have become increasingly complex.

Specific changes at FC&B include: Tv commercial production unit moved out of broadcast to become department responsible to Judson H. Irish, agency's creative director in New York; Jack B. Simpson, national director of broadcast, continues as chief network negotiator and agency's spokesman on broadcast matters. Both procedures and personnel realigned to bring in more media oriented people to coordinate broadcast plans of clients. As a part of shift: in New York, Peter Bardach, associate media director, will work closer with Mr. Simpson on network negotiations with title of Associate Media Director for Broadcast.



THEN:

In 1926 with the help of King Sharp, WHN was born. March 15, 1926, 250 watts. On the air, only seven hours a week. The first transmitter was a vacuum tube affair. The program was a mix of music, news and sports. The original WHN general manager was Walter Edward Rowe. Long formaters Gus Star and Arthur Hays Sulzberger were there. So was singer- pianist Gene McNulty, who became Decca's DJ. And in the sports department, Ed Manning, Don Dunbar and reporter Sam L. Water (They call him...)

REMEMBER

W H N



AGAIN

Now WHN is back. And with it today's great Sound of Music, Total Information News. When Storer Broadcasting Company purchased WMGM early this year, they did more than set a financial record for radio transactions. They re-branded the pioneering call letters WHN to the air.

Storer Broadcasting Co. adds to WHN's great tradition the experience of 34 years of responsible broadcasting - answers the hopes and expectations of millions of listeners throughout Greater New York, New Jersey, Upper New York State, New England, reached by the powerful WHN 50,000 watt signal. If radio's first forty years sounded exciting, just look ahead at the WHN showcase featuring the world's greatest artists playing the world's greatest compositions. And REMEMBER WHN. The new sound of Storer Radio in New York. REPRESENTED NATIONALLY BY THE KATZ AGENCY.



JACKIE GLEASON SPACE AGE RICHARD RODGERS

S ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK
EW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV

STORER
BROADCASTING COMPANY

WEEK IN BRIEF

The deepfreeze has come back. Last week the FCC stopped radio's overpopulation trend by imposing partial freeze on applications for am outlets and starts development of new pattern for fm. See lead story . . .

ICE AGE BEGINS FOR AM . . . 27

Meantime the FCC has injected itself into the heart of the economic injury dispute. Last week it ordered a hearing on two Wyoming radio applications to find if the market can support another outlet. See . . .

FCC IN ECONOMIC DISPUTE . . . 52

The House Communications Subcommittee made clear to the FCC last week that it's still boss by voting bills to block clear-channel breakup for a year and to give day-timer radio stations more air hours. See . . .

CHECKMATING THE FCC . . . 50

As far as Rep. Rogers is concerned the communications industry lacks the guts to stand up and fight its battles. The FCC, programmers and NAB come in for some of his caustic comments about radio-tv. See . . .

ROGERS' RALLYING CRY . . . 60

In the tough, competitive New York market the "Herald Tribune" is going after circulation by means of a hard-sell campaign dominated by tv. Latest development in this media battle is renewal of tv. See . . .

HOW 'TRIB' SELLS BY TV . . . 30

A fast-growing New York agency, Papert, Koenig, Lois, has set a Madison Avenue precedent by issuing stocks to the public. Now it's speculated other agencies may be considering similar stock offerings. See . . .

AD AGENCY STOCK ISSUE . . . 46

SPECIAL FEATURE: RADIO AT 40

That wonderful year, 1922, marked radio's emergence as a truly national medium. An intimate look backward at the trials and hazards of 141 stations that went on the air that year and are still there. See . . .

RADIO ENTERS CRITICAL ERA . . . 75

And what of radio's future? It's looking good at this point. Spot business, slow in 1961, is better; networks edging upward; local business, the mainstay, seems to be moving toward even higher levels. See . . .

CONFIDENCE IN FUTURE . . . 77

It began with about 30 stations, that burgeoning year, 1922, and ended with more than 500 on the air. A lively look at the early experimenters and the fantastic evolution of a new form of communication. See . . .

FIRST GREAT YEAR . . . 82

Out of electric shops, colleges and specialty stores came the original transmitting gadgetry of the early 1920s. And then Western Electric and others started to turn out new and standardized types of equipment. See . . .

HAND-MADE HARDWARE . . . 138

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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

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



THREE!

What else could he say? It's channel THREE's own tournament... Omaha's first major tournament open to all amateur golfers in the Metropolitan area. Another example of the big, important events originated by Omaha's big, important station, KMTV. (Naturally, the tournament will be telecast and has already been sold.) Before you take your next swing at the Omaha market, clear the way with THREE! Petry will show you how.

KMTV - THREE - OMAHA

Tv networks deny stressing sex, violence

AUBREY, SCOTT, MOORE JUSTIFY PROGRAMS TO SENATORS

That networks injected sex and violence into tv programs to hypo ratings and boost audiences was denied completely by three television network executives testifying before Senate Subcommittee on Juvenile Delinquency Friday.

But Sen. Thomas J. Dodd (D-Conn.), chairman of subcommittee, implied that there is pattern of such moves by tv networks.

Windup of year-long investigation and hearings is expected today (May 14) when network presidents testify (see page 53).

Session Friday began with allegations that CBS-TV President James T. Aubrey ordered injection of "prurient sex" into *Route 66*. Mr. Aubrey flatly denied so ordering for *Route 66* or any CBS show.

Charge that network ordered such programming was made by Sen. Dodd who submitted sheaf of subpoenaed documents purporting to substantiate charge.

Misinterpreted ■ Mr. Aubrey said documents had been misinterpreted, and that CBS strives to keep smut, vulgarity and "salacious sex" from its shows.

Questioning of Mr. Aubrey dealt entirely with network's *Route 66* series, supplied by Screen Gems and produced by Lancer Productions. Sen. Dodd said show from beginning was "violent" one. Mr. Aubrey testified after subcommittee ordered screening of scenes from four episodes of series.

Sen. Dodd said "most shocking revelation" of documents—subpoenaed from network, supplier and producer—is "clear attempt" by CBS "to inject prurient sex into *Route 66* to bolster its ratings."

In one memorandum, William Dozier, Screen Gems vice president, allegedly told Herbert B. Leonard, head of Lancer, that CBS feels "there is not enough sex in the programs." Memo also said "Jim Aubrey made concrete suggestion" that two heroes "get involved with a locale, the people in it, and some girls on a more than cursory basis."

True to Life ■ Mr. Aubrey said "sex and violence exist in life and are part of the drama portraying that life." He also that "sex" is "very broad and encompassing word . . . I've heard it used by show-business people in every possible connotation, from mother-and-child relationships to the way an actress walks."

Another memorandum referred to "Mr. Aubrey's dictum of broads, bosoms and fun" for *Route 66*. Document was review of four episodes, by Howard Barnes, CBS West Coast official, for Guy della-Cioppa, his superior. Both have since resigned.

Mr. Aubrey denied ever using term in connection with CBS program, and said he objected to language when it came to his attention. He said he shouldn't be blamed for words attributed to him.

Mr. Aubrey said CBS's problem was holding down amount of sex and violence. He noted memos written by production people immediately after meetings with him and other CBS officials made no mention of sex "because our people never used that word with them."

Sen. Kenneth Keating (R-N.Y.) asked if FCC Chairman Newton N. Minow's speeches of criticism had any effect on CBS programming decisions.

Taking Notice ■ Mr. Aubrey said

network programs are being brought into "better balance" as among action-adventure, variety and other formats. He said he doesn't attribute any programming judgment directly to Mr. Minow's activities. "But we do pay a great deal of attention to his remarks."

Reference in network memoranda about more sex in *Man and the Challenge* did not mean salaciousness, Walter D. Scott, executive vice president of network, told the subcommittee. Sex in this context, he explained, meant "love interest" or "romantic appeal." Mr. Scott emphasized that program was never criticized for being unwholesome. Writer's description of elements to go into series are "rather lurid and fanciful," Mr. Scott said. "If he thought that was what we wanted, he was completely mistaken."

Reference in research report to sex innuendo in *Whispering Smith* segment was never given much credence, Mr. Scott said, because research technique was considered invalid. Report was submitted by outside firm and remained in NBC's research department. *Whispering Smith* was summer replacement, Mr. Scott said, and was not considered for regular programming.

Gangsters Without Guns ■ Thomas W. Moore, ABC-TV president, emphasized that *The Untouchables* was considered adult entertainment right from start and that picturization of Prohibition Era required historic credibility. He denied recommending more violence for violence's sake, but acknowledged he had called for continuance of "action."

Mr. Moore also defended ABC-TV's showing of first episode of *The New Breed*, concerning psychotic kidnaper of young girl. As show was finally telecast, he noted, it did not violate NAB or ABC codes.

Salem ch. 3 seeker charges 'harassment'

W. Gordon Allen, president of applicant for ch. 3 Salem, Ore., has charged FCC Broadcast Bureau with "harassment" in announcing he'll withdraw his application. Petition to dismiss Willamette-Land Tv Inc. ch. 3 application (only remaining one), had not been received by FCC Friday (May 11).

Mr. Allen made charges after brief hearing last week in Salem at which bureau announced it will question Willamette-Land's financial qualifications. After initial decision recommending



Mr. Scott

Mr. Aubrey

Mr. Moore

WEEK'S HEADLINERS



Mr. Hopkins

David J. Hopkins, vp and general manager, McCann-Erickson, Los Angeles, named managing director of Hansen Rubensohn-McCann-Erickson, Australian affiliate of McCann-Erickson Inter-

national. Mr. Hopkins will make his headquarters in Sydney. **John Bristow**, present managing director of HR-M-E, will leave that position toward end of 1962 but will continue as deputy chairman of agency. Mr. Hopkins has served as manager of motion picture division of Coordinator of Inter-American Affairs; executive assistant to president of Enterprise Productions; western sales manager of Emerson Radio & Phonograph Corp. and president of Emerson West Coast Corp.; director of sales for CBS Columbia and director

of sales and advertising of Emerson Radio before joining McCann-Erickson in New York.



Mr. Halverstadt

Albert N. Halverstadt, general advertising manager, and **J. Spencer Janney**, general sales manager, Procter & Gamble, Cincinnati, elected vps in charge of advertising and sales, respective-

ly. Both posts had been vacant for last few years. Mr. Halverstadt, who joined Procter & Gamble in 1930, has been company's general advertising manager since August 1960. He will be responsible for coordinating all advertising policies and personnel. Mr. Janney, who joined P&G in 1931 as salesman, has served as general sales manager since February 1961.

Atherton W. Hobler elected founder chairman of Benton & Bowles, New York. Agency was incorporated in 1932 with Mr. Hobler, William Benton and Chester Bowles as equal partners.



Mr. Hobler

Mr. Benton left agency in 1935, Mr. Bowles in 1941. Neither now hold any stock in B&B. Mr. Hobler has been president of Benton & Bowles for 11 years, chief executive officer for 25 years and for last 11 years he has been chairman of executive committee. As founder chairman he will continue his "active role in the agency where he will bring to bear his broad experience in basic planning" for B&B clients, according to Robert E. Lusk, chairman of board of directors.

For other personnel changes of the week see FATES & FORTUNES

grant to Willamette-Land, record was reopened to determine if Mr. Allen made misrepresentations to FCC in his sale of KBAM Longview, Wash. (BROADCASTING, Feb. 26).

KSLM-TV Salem formerly held grant for ch. 3 but permit was relinquished and four new parties filed. All have since been dismissed except Willamette-Land. In accusing FCC of harassment, Mr. Allen said his financial position already had been considered and passed on by examiner.

Ch. 6 dropout plan gets Bureau approval

FCC's Broadcast Bureau has recommended approval of pay-off, drop-out agreement between two remaining applicants for ch. 6 South Miami-Perrine, Fla. (AT DEADLINE, May 7).

Both amount Coral Tv Corp. plans to reimburse South Florida Amusement Co. (\$65,000) and basis for agreement (swifter implementation of service to area) seem reasonable, bureau said. But bureau would condition agreement on prohibition of South Florida principal, Sherwin Grossman, from buying into Coral without prior FCC approval. Mr. Grossman's character qualifications have been challenged by FCC.

Bureau asked FCC to approve agreement and terminate proceeding, which would leave Coral as qualified sole applicant.

CBS Films reorganizes distribution operation

CBS Films is reorganizing its distribution operation to serve its clients in U. S. and abroad, Fred J. Mahlstedt, managing director of operations, domestic and international, announced last Friday (May 11).

Under new plan, Stanley Moldow, formerly manager of international sales service, becomes manager of sales service with responsibility for all domestic

and foreign schedules, contracts and billing. Ed Cooper, formerly manager of domestic sales services, becomes manager of film service with supervision over all international and domestic print orders, technical procedures, film inspection, dubbing, and shipping and receiving.

Grand Rapids agreement

Three Grand Rapids, Mich., applicants for ch. 13 there signed agreement Friday setting up corporation for interim operation (see earlier story, page 52). Two other applicants abstained, but can join group within 30 days. Signing: Western Michigan Telecasters Inc., MKO Broadcasting Corp., and Peninsular Broadcasting Co.

KGB-AM-FM sold: \$71,500

Application for sale of KGB-AM-FM San Diego was filed for FCC approval Friday. Marion R. Harris seeks sale of outlets to Willet H. Brown for \$71,500. Mr. Brown was president of Don Lee division of RKO General from 1950-1958 and is 19.75% owner of KTVU (TV) Oakland-San Francisco.

KGB is on 1360 kc with 5 kw D, 1 kw N. KGB-FM operates on 101.5 mc with 80 kw.

Pepsodent, Hope reunite

Pepsodent Division, Lever Bros., New York, has ordered one-half sponsorship in four of Bob Hope's six one-hour specials planned for next season on NBC-TV. Pepsodent buy marks reunion with Mr. Hope after 15-year separation. Agency: Foote, Cone & Belding. New York.



NEW RCA PORTABLE AUDIO CONSOLE

Type BC-10A

SPECIFICATIONS

Length:	44 inches
Width:	16½ inches
Height:	10 inches
Standing Height:	31 inches
Weight:	68 pounds
Frequency Response:	70 to 15,000 cycles cps \pm 2 db
Output Level:	+ 6 VU

You'll find everything for handling remote programs in this handy unit! Includes two 3-speed 12-inch turntables with transistorized amplifiers and solid-state power supply. Frequency response is excellent from 70 to 15,000 cycles. Distortion is less than 3 per cent.

Mixing is provided for turntables, microphones and a remote input. Each of the turntables has individual mixing controls. Two microphones and the remote input are selectable by a three-position switch. (High Level source, such as tape recorder or remote amplifier, can be fed into remote input.)

The console is a one-piece fiberglass unit. The legs are detachable and the unit has convenient handles for carrying. Base of console is flat when legs are in storage position, permitting ease of transportation.

Order now from your RCA Broadcast Representative or write to RCA, Broadcast and Television Equipment, Dept. HB-22, Building 15-5, Camden, N.J.—for full information.



The Most Trusted Name in Radio



FARM Re-

porter Of The Year Wally Ausley. Outstanding staff personalities help make WPTF the respected leader in a vital segment of the Southeastern market.



WPTF

Raleigh-Durham NBC
50,000 Watts - 680 KC

Dick Mason, General Manager
Gus Youngsteadt, Sales Manager

HENRY I. CRISTAL CO. National Rep.

DATEBOOK

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

*Indicates first or revised listing.

MAY

May 13-15—Southwest Assn. of Program Directors for Television, annual meeting, Skirvin Hotel, Oklahoma City.

*May 14—Hollywood Ad Club, luncheon meeting at Hollywood Roosevelt, 12 noon —“Wine Day.” Philo Biane, president, Assumption Abbey Winery, will discuss the advertising of fine wines.

May 14—Chicago Area Agricultural Advertising Assn., annual marketing seminar, 8:30 a.m.-4:30 p.m., Pick-Congress Hotel, Chicago.

May 14—Georgia Assn. of Broadcasters and Atlanta Advertising Club sponsor Georgia Radio Day. Speaker will be RAB President Kevin B. Sweeney. Atlanta Athletic Club.

*May 15—American Women in Radio & Television, May meeting of Philadelphia Chapter. Arnold Maxin, president of MGM Records, will speak on “The Contribution of Phonograph Records to the Culture of the World.” Sheraton Hotel.

May 15—Joint meeting of Hollywood and Los Angeles Advertising Clubs and Southern California Broadcasters Assn., luncheon, noon, at Los Angeles Statler-Hilton. Leonard Reinsch, executive director, James M. Cox stations, and chairman of the U. S. Advisory Commission on Information, will discuss broadcasting during the 1960 political campaign.

May 15-16—Council on Medical Television, fourth annual meeting. Speakers include Rep. John E. Fogarty, (D-R. I.) and FCC Commissioner Robert E. Lee. Clinical Center, National Institute of Health, Bethesda, Md.

May 15-18—Variety Clubs International, 35th annual convention, Dublin, Ireland.

*May 16—Los Angeles Club of Kiwanis International “Radio Day” luncheon meeting at Biltmore Hotel. Speakers are Robert M. Light, president, Southern California Broadcasters Assn., and Harfield Weeding, program director of KNX Los Angeles.

*May 16—Radio & Television Executives Society annual meeting and broadcasting “Folies.” Grand Ballroom, Hotel Roosevelt, New York, 12:30 p.m. luncheon.

May 16 — Deadline for comments on FCC proposal to charge fees for applications for new stations, renewal applications, transfers of control or major facilities changes, and other non-broadcast licenses.

May 16—Composers & Lyricists Guild of America awards dinner at Sportsman's Lodge, Van Nuys, Calif. CLGA will honor the year's best original dramatic score, original comedy score, original song and original “specialized material” in both theatrical films and television and radio and tv commercials for original score and original song.

May 16-17—Kentucky Broadcasters Assn., spring meeting. Featured speakers will be Vincent Wasilewski, NAB executive vice president; Kenneth Cox, FCC Broadcast Bureau Chief, and Chuck Tower, administrative vice president. Corinthian Broadcasting Corp. Sheraton Hotel, Louisville.

May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the National Naval Medical Center, National Naval Medical Center, Bethesda, Md.

May 17—Advertising Writers Club of St. Louis, first annual awards dinner. Men's Grill, Stix, Baer & Fuller, St. Louis.

*May 17—New Jersey Broadcasters Assn., spring meeting, Rutgers U., New Brunswick. Speakers include: Daniel Kops, WAVZ New Haven, Conn. (“Editorializing on Po-

litical Candidates Revisited”), and Benito Gaguine, Fly, Shuebruk, Blume & Gaguine, Washington (“The Broadcasting Climate in Washington”).

May 17—Writers Guild of America, West, annual membership meeting, 8:15 p.m., Beverly Hilton, Beverly Hills, Calif. Election of directors of screen and radio-tv branches and presentation of awards to writers of winning tv and radio scripts of the 1960-61 season.

May 17—Southern California Broadcasters Assn., luncheon meeting, 12 noon, at June 11-12 — North Carolina Assn. of Michael's Restaurant. Bernard Weinberg, president, Milton Weinberg Adv. Co., will be guest speaker.

May 17—Assn. of Broadcasting Executives of Texas, fourth annual “Betty” award banquet, Sheraton Dallas, Hotel, Dallas.

*May 19-20—Arkansas Broadcasters Assn. board meeting, Mt. Petit Jean.

May 20-22—Assn. of National Advertisers, spring meeting, Hotel Commodore, New York.

May 21—Southern California Broadcasters Assn. annual Wingding, golf and dinner, at Lakeside Golf Club, Burbank.

May 21-24—25th anniversary Electronic Parts and Distributors Show and Conference. Conrad Hilton Hotel, Chicago.

May 22—National Academy of Television Arts & Sciences, 14th annual Emmy Awards presentation. Originating in New York, Hollywood, and Washington, D. C.

May 23-25—Electronic Industries Assn., 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.

*May 24—Radio-Television-Recording & Advertising Charities: annual luncheon meeting at Michale's Restaurant, Hollywood, 12 noon.

May 24-25—Iowa Broadcasters Assn., annual meeting, Hotel Fort Des Moines, Des Moines.

May 24-26—Institute of Radio Engineers seventh region conference, during which IRE board of directors will hold its second annual meeting. Theme of conference will be space communications. Seattle, Wash.

May 25-26—South Dakota Broadcasters Assn. meeting, Watertown.

JUNE

June 1—UPI Broadcasters of Michigan, spring meeting, Normandy N-C Room, Sheraton-Cadillac Hotel, Detroit.

June 2-3—Oklahoma AP Radio-Tv Assn. Tulsa.

June 10-16—American Women in Radio & Television “Century 21” seminar, on communications and broadcasting with a view

TVB sales clinics

- May 15—Sheraton-Dallas, Dallas
- May 15—Sheraton-Dallas, Dallas
- May 17—Roosevelt, New Orleans
- May 17—Sheraton-Gibson, Cincinnati
- May 29—Hillsboro, Tampa
- May 31—Dinkler Plaza, Atlanta
- June 5—Statler Hilton, Buffalo
- June 5—Sheraton-Belvedere, Baltimore
- June 7—Sheraton-Cleveland, Cleveland
- June 7—John Marshall, Richmond
- June 19—Tropicana Motel, Fresno
- June 21—Benson, Portland, Ore.
- June 22—Vancouver, Vancouver
- June 26—Writers' Manor, Denver
- June 28—Sheraton-Fontenelle, Omaha

Reaching for Tomorrow

...is a community and the station that serves it.

From the magnificent U. S. Science Pavilion at the Seattle World's Fair—three outstanding religious leaders, a minister, a rabbi and a priest —probe the relationship between Science and Religion in today's space-age. ★ Each Sunday on KOMO-TV this program makes a forward step toward better understanding. ★ The program is CHALLENGE. For this distinguished series the National Conference of Christians and Jews conferred its highest honor, the "1962 Brotherhood Award."

KOMO-TV SEATTLE 



REPRESENTED NATIONALLY BY KATZ

... "for outstanding contributions to better human relations and the cause of Brotherhood."

**DID YOU
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MARKET?**

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IN SALES...
OVER 45,000
AUTO STORES!**

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IS THE
LEADING STATION
BECAUSE
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LONG ISLAND'S
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*** The independent Long
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live and shop.**

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WHLI AM 1100
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HEMPSTEAD
LONG ISLAND, N. Y.

*the voice of
long island*

PAUL GODOFSKY, Pres., Gen. Mgr.
JOSEPH A. LENN, Exec. Vice Pres., Sales

Represented by Gill-Perna

toward space age living. Registration deadline May 15; registration fee \$150. World's Fair, Seattle.

June 11-12 — North Carolina Assn. of Broadcasters annual convention, Heart of Charlotte Motel, Charlotte.

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.

June 11-15—American Federation of Musicians 65th annual convention. Public Auditorium and Hotel Penn-Sheraton, Chicago.

June 13-16—Florida Assn. of Broadcasters annual convention. International Inn, Tampa.

June 14-15 — Western Assn. of Broadcasters, convention. Jasper Park Lodge, Alta.

June 14-16—Florida AP Broadcasters Assn. meeting, Tampa.

June 15-16—Wyoming Assn. of Broadcasters, annual meeting. Jackson Lake Lodge, Jackson.

June 16—Florida UPI Broadcasters Assn. annual meeting. International Inn, Tampa.

June 16—New deadline for reply comments on FCC proposal to charge fees for applications for new stations, license renewals, transfers of control or major facilities changes, and for other non-broadcast licenses.

June 16 — Georgia Assn. of Broadcasters annual Golf Day, Athens.

June 17-22—Annual convention of the National Community Television Assn. Shoreham Hotel, Washington, D. C.

June 18-19—Institute of Radio Engineers, Chicago spring conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19—Georgia Assn. of Broadcasters first annual Tv Day. Atlanta.

June 20-22—Virginia Assn. of Broadcasters, annual meeting. Cavalier Hotel, Virginia Beach.

June 20-22—American Marketing Assn., 45th annual conference. Netherland Hilton Hotel, Cincinnati.

June 21-23—Mutual Advertising Agency Network national meeting. Palmer House, Chicago.

June 22—Deadline for reply comments on FCC proposals to foster uhf, delete single vhf stations from eight markets (deintermixture) and drop in vhf channels in eight other markets.

*June 22-23—Colorado Broadcasters Assn. annual convention. Harvest House, Boulder.

*June 23-27—American Academy of Advertising, fourth national convention. Denver-Hilton Hotel, Denver.

June 23-28—Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Round-up." Denver-Hilton Hotel, Denver.

June 23—Advertising Federation of America, ninth district meeting. Denver.

June 25-29—Workshop on television writing, sponsored by Christian Theological Seminary. Featured guest will be tv writer John Bloch. Christian Theological Seminary, Indianapolis.

June 25-Aug. 18—Stanford U. 20th annual radio-tv-film institute. Stanford U., Stanford, Calif.

June 27-July 2 — National Advertising Agency Network national meeting. Dorado Beach Hotel, San Juan, P. R.

June 29-30—Texas AP Broadcasters Assn., 15th annual meeting. Hotel Texas, Fort Worth.

JULY

July 15-27 — Advertising Federation of America, Harvard Management seminar for advertising and marketing executives. Harvard U., Cambridge, Mass. Deadline for candidates' applications May 15.

July 25-29—First International Sound Fair, Cobo Hall, Detroit. Trade exposition and simultaneous business congress for dealers, distributors of records, phonographs and components, and radio programmers.

*July 31—Radio & Television Executives Society's fourth annual Fun Day, Wykagil Country Club, New Rochelle, N. Y.

*July 30-Aug. 4—Cornell U.'s fourth annual Public Relations Institute. Speakers will include Dr. Carl A. Menninger, chairman of the Board of Trustees and chief of staff of the Menninger Foundation, Topeka, Kan.; Clarence Randall, retired president and board chairman of Inland Steel Co. and former special assistant to President Eisenhower, and Edward Bursk, editor of *Harvard Business Review*. Ithaca, N. Y.

AUGUST

Aug. 5-7—Georgia Assn. of Broadcasters, annual convention. Holiday Inn, Jekyll Island, Ga.

*Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena. Papers, abstracts and summaries due April 15.

*Aug. 31-Sept. 9—1962 World's Fair of Music & Sound. An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago. Paper titles and abstracts due March 15.

SEPTEMBER

Sept. 11-13—Electronic Industries Assn., committee, section division and board meeting. Biltmore Hotel, New York.

*Sept. 12-13—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, New York.

Sept. 12-14—Michigan Assn. of Broadcasters, fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 14—Advertising Federation of America, first district meeting, Cape Cod area.

Sept. 14—Georgia Assn. of Broadcasters, 2nd annual South-East Radio-Tv Seminar. Atlanta.

Sept. 14—Advertising Federation of America, first district meeting, Cape Cod area. La.

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

OCTOBER

Oct. 14-17—CCBA Managing and Engineering convention. Royal York Hotel, Toronto, Ont.

*Oct. 15-19—Audio Engineering Society, 14th annual fall convention. Leading topics of papers to be presented will be fm stereo broadcasting and modern telephony. Deadline for abstracts is June 8. Barbizon-Plaza Hotel, New York.

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

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

NOVEMBER

Nov. 10-25—World Economic Progress Assembly and Exposition under international auspices. Special sectors devoted to radio and tv. McCormick Place, Chicago.

*Nov. 14-16—Television Bureau of Advertising Inc. annual meeting. Waldorf-Astoria, New York.

Nov. 27-29—Electronic Industries Assn., committee, section, division and board meeting. Jack Tar Hotel, San Francisco.

GREAT INSTITUTIONS

...known for dependability



*Simon Newcomb,
noted astronomer
associated with
the Naval Observatory
for twenty years*



U. S. NAVAL
OBSERVATORY

KWTV
OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.

"One of our most productive advertising media is WSUN-TV Tampa—St. Petersburg"



THIS IS HOW JACK M. ECKERD, PRESIDENT OF ECKERD DRUG OF FLORIDA FEELS ABOUT WSUN-TV.

"Over 2 years ago we became sponsors of a Sunday evening movie, 6:00 to 7:30 pm, called 'Theatre 38.' Our results speak for themselves . . . at the time we had 5 stores, next month we are opening our 15th store in that market. When it comes to sales results we depend on WSUN-TV for a major share."

Ratings vary from survey to survey; the true yardstick is SALES! Dollar for dollar by any survey, your best Tampa - St. Petersburg buy



Tampa - St. Petersburg

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

BOOK NOTES

"Fundamentals of Semiconductor and Tube Electronics," by H. Alex Romanowitz; John Wiley & Sons, Inc., 440 Park Ave., S., N.Y.; 620 pp. \$8.25.

This book is offered as an introduction to electronics which requires only a knowledge of elementary algebra and simple trigonometry. The author is a professor and head of the electrical engineering department at the University of Kentucky. The work includes 19 chapters on subjects covering the basics of electronics and each chapter includes problems and answers. Illustrated with photographs and diagrams. Appendix and index.

"The Communications Challenges In the Decade of the 60's." Study by Bozell & Jacobs Inc. 114 pages.

This study projects the economic and social conditions of the United States to 1970, presenting a generally optimistic picture, and outlines the challenges the mass media will face in a country with more people, more money and continually expanding opportunities.

The B&J findings differ sharply from those of such economists as John Maynard Keynes and Alvin Hansen, who believe that the free-enterprise economy of the U. S. is incapable of putting to effective use the savings it engenders. But the study relies on the character of the people in part as well as on technical factors.

Government regulation of tv will continue and will probably intensify, the study predicts. Consequently tv will undergo the widest changes among the mass media. "The novelty is gone and audiences do not grow automatically," the study warns. Among changes that

might take place, it suggests, is the "magazine concept" of rotating spot announcements and unsponsored programs, and flexible network rates based on the varying size of the audience for different programs. Deintermixture, emergence of uhf and more stations in most markets are also foreseen.

The B&J study expects radio to prosper, with emphasis on the continuing development of fm.

"Communications in Space," by Orrin E. Dunlap Jr.; Harper & Bros., New York. 170 pp. plus index; \$4.95.

The glamor of space research and its heavy use of electronics for communications as well as for tracking and telemetry has impelled Orrin Dunlap to put together another of his volumes on "wireless." His books have become landmarks in the popular literature of the electronic arts and the latest volume continues this tradition.

Beginning with the theoretical computations of James Clerk Maxwell through the experiments of Heinrich Rudolph Hertz and Sir Oliver Heaviside and culminating with Marconi's successful practical use of wireless for transatlantic communication, Mr. Dunlap relates the origins of radio communications to the uses of radio in space today. Of great interest is his discussion of radio observatories to "see" the stars through radio. He also discusses various possibilities in broadcasting—fm, pay tv and color tv.

Mr. Dunlap was the first radio editor of the *New York Times*. Until he retired last year, he was vice president in charge of advertising and press relations for RCA.

OPEN MIKE®

Sound suggestion

EDITOR: In advance of the 1963 NAB convention I suggest that a committee of capable engineers be appointed to supervise and insure a public address system and service consistent with the engineering capabilities of good broadcasting.

This is an outgrowth of the worst display of poor sound quality, pick-up and distribution my poor ears have ever heard in dozens of NAB conventions as culminating in the atrocious sound of the annual banquet. . . . The equipment and its operation must have been in the hands of gorillas with boxing gloves on all paws and tin ears covered with extra heavy fur. . . .

. . . Several broadcasters with engineering background tried to get the situation corrected through the headwaiter or other floor captains, only to be told

by the overalled, plier-wielding IBEW "unsound" technicians that "de sound is okeh . . . why don't you keep your nose outa our business. . . ."—S. A. Cisler, president, WLVL Louisville.

Local radio value

EDITOR: . . . I receive weekly "news releases" from insurance companies and public service utilities which advertise daily or weekly in newspapers. These companies realize the value of local radio advertising, yet are not inclined to use local radio for paid advertising. . . .


. . . Local radio has an audience that is loyal to the station, community and products advertised on the station; and though it outstrips newspapers by far for public service and advertising results, yet local radio is ignored by these same advertisers, who think nothing of



There's magic behind this marquee!

The magic of *WLAC-TV's* superb movie programming features exclusively the best of M-G-M, Warner Brothers, Paramount, . . . and now the great, new Seven Arts packages one and two, (FILMS OF THE FIFTIES).

Twice daily, these box office greats are beamed to the 438,000 families in the 36 Kentucky, 3 Alabama, and 50 Tennessee counties that rank Nashville as the 38th TV market.

WLAC-TV leads the way with NON-DUPLICATED network coverage, too.  of course!

WLAC-TV
nashville

the "way" station *to the central south*

Ask any Katz man—he'll show you the way!

THE MIRACLE OF EASTER/THE MENACE OF COMMUNISM/A PROGRAM OF NEWS EDITED FOR



THIS IS NBC

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

OUNG PEOPLE / DEBUTANTES AND A DIVA / A PRECINCT HOUSE AND A TRIP DOWN U.S. 1



LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD



Outdoor Studio at WDBJ-TV. New building is one of the largest and most modern in the entire South. Finest technical equipment . . . 316,000 watts e. r. p. . . . CBS affiliate.

WDBJ-TV Brings You the News About Fructuous Western Virginia!

The productive, prosperous Western Virginia market keeps making news with its rapid industrial growth. Blanket this market with WDBJ-TV, Roanoke, now reaching over 400,000 television homes of Virginia, N. Carolina, W. Virginia — in counties with nearly 2,000,000 population. For real merchandising aid, you're right to use Roanoke and WDBJ-TV.



New Steel Industry is planned, using vast deposits of iron ore in Giles County, Va. Shown here, initial drilling obtains ore samples. New enterprises boost prosperity of WDBJ-TV area.

Ask Your PGW Colonel For Current Availabilities

WDBJ-TV

Ch. 7



ROANOKE, VIRGINIA

mass publication of ads, but demand proof of radio advertising power with each one or two campaigns a year. . . .
—Jay Bagwell, station manager, KBJT Fordeyce, Ark.

Tooting a horn

EDITOR: Re your editorial, "Chance to toot a horn" [EDITORIALS, April 23], this is to suggest that the million dollar drive to build a music center near Washington, D. C., be implemented with an organized promotion program.

Perhaps some advertising agency would volunteer to put together a series of musical symphony spots with voice-over to be used on radio and with tv slides to get the message to the people.

A prepared package to be given in hand direct to station managers in each city would pave the way to get the fund-raising campaign moving quickly. This also would help trigger stations to create some spots and programs of their own.
—Mark Finley, promotion, Boston.

Career guide

EDITOR: I want . . . to express my appreciation for such a comprehensive and educational trade magazine. As a young man in the broadcasting industry, I find BROADCASTING of great importance to my continued education, and a reliable source of fresh ideas and up-to-date information, thus helping to foster my career. . . . —Larry Faler, Amarillo, Tex.

Am-fm set law?

EDITOR: It was good news hearing that [the House] has passed a bill to require all tv set manufacturers to produce sets capable of receiving both uhf and vhf.

Now how about starting the ball rolling on a bill to require all radio set manufacturers to produce sets capable of receiving both fm and am?—George R. Kravis, president, Boston Broadcasting Co., Tulsa, Okla. (applicant for new fm in Tulsa).

'Doctor's House Call'

EDITOR: In the July 3, 1961, issue [PROGRAMMING, July 3, 1961] you were very kind to print a news story about our five-minute radio show, *Doctor's House Call*, featuring Dr. James Rogers Fox.

To date we have over one hundred radio stations broadcasting this series, including Hong Kong, Australia, Alaska, New Zealand and 11 markets in Canada.

Your news article . . . helped a great deal in bringing this show to the attention of numerous radio stations.—John R. Lucas, associate to Dr. James R. Fox, Prestige Productions Co., Minneapolis.

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BROADCASTING

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

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

*Reg. U. S. Patent Office

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decision

The first year
in a new business
is the year
to watch.

It's the Year
of Decision.

We're proud to
mark our
First Anniversary;
it's been
a successful year!

We're on our way...



ADVERTISING TIME SALES, INC.

KSYD-TV

*Proudly
Appoints*



ADVERTISING TIME SALES, INC.

as

Exclusive

NATIONAL

REPRESENTATIVES

on May 1, 1962



KSYD-TV

wichita falls, texas

How Eastern keeps its seats occupied and its phone unoccupied

Last month, in cooperation with 10 radio stations, I made available 1,000 small radios on loan from Eastern Air Lines to the persons responsible for booking transportation in many of our country's leading corporations, with a note urging them to tune in to the station in their city every hour on the hour. Just a few months ago, if anyone had suggested that I—as the president of an airline—would be committing an act of this type, I might have suggested that *he* be committed! For nothing could have been farther afield from the everyday problems I was encountering.

One of these everyday problems actually led to our loaning the radio sets. I think you might be interested in knowing more about it.

At peak times the Eastern Air Lines' switchboards may become clogged with calls from thousands of passengers and would-be passengers, all telephoning at the same time for information on departing and arriving Eastern Air Lines' flights.

Although our switchboards have been expanded again and again, it is impossible for all of these callers to get through to Eastern at once. And nothing is more frustrating than to be told, "one moment please . . ." and then have to sit by with a dead telephone receiver in your hand for what seems like forever.

Most people literally give up in despair. A friend is let down . . . a passenger is inconvenienced . . . a sale is lost.

A Solution ■ In thinking about this virtually unsolvable problem, it occurred to me that perhaps a solution is to broadcast the information that many of these telephone callers are seeking. The load on the switchboard could then be lightened—and the passengers enlightened at the same time. At this point, I asked our agency, Fletcher Richards, Calkins & Holden, to investigate the practicability of broadcasting flight information on a regular basis.

They looked into both radio and television, first considering the possibility of five- or ten-minute nightly forecasts for the following day's flight schedules. This seemed, however, to be impractical because constantly changing weather, equipment and other variables required greater frequency.

What evolved from this investigation was Eastern Air Lines' *Flite-Facts*—announcements of approximately one minute once each hour, seven days a week, from 6 a.m., and continuing 19 times throughout the day until midnight, on a key radio station in each of four cities. This has since been expanded to 10 cities.

[Eastern's flight-information campaign started March 1 on WHN New York, WNAC Boston, WMAL Washington and WCKR Miami. The list was expanded April 1 to add WSB Atlanta, WBT Charlotte, WLS Chicago, KTRH Houston, WDSU New Orleans and WFLA Tampa. (BROADCASTING, April 2)].

How It Works ■ A 10-second taped opening is supplied to each of the 10 radio stations. This tape retains the same identification for *Flite-Facts* in each of the 10 cities where they are currently being broadcast. It begins with the sound of a teletype machine and the announcement, "Here are the latest *Flite-Facts* brought to you by Eastern Air Lines—first in on-time dependability." The teletype sound effect is continued under the station's announcer reading his *Flite-Facts* report, which can be 40- 30- or 20-seconds in length, depending on how much flight information needs to be transmitted at that particular time. The announcer's *Flite-Facts* information has been telephoned directly to the station's news desk approximately 30 minutes before airtime, and contains the latest report on all Eastern Air Lines flight and weather conditions in that area.

A typical announcement in New York might say: "At 8 a.m. all Eastern flights are operating normally and on schedule with the exception of Air Shuttle to Boston which is being delayed at destination due to local Boston weather conditions. The Boston weather problem should be cleared up by early afternoon. In the meantime, if you are flying Eastern's Air Shuttle to Boston this morning, you may be landing 20 to 30 minutes late."

When weather is good and all flights are on time, the major part of the min-

ute is filled with either a commercial message or general flight facts information of interest to air travelers. If weather or other complications require more explanation, the general or commercial message is omitted.

Announcements end with something like the following: "Eastern—and only Eastern—brings you *Flite-Facts* every hour on the hour as a special convenience to save you the time and trouble of telephoning for latest information. Next broadcast at 9 a.m."

The Reaction ■ In each of the 10 cities where *Flite-Facts* has been broadcast for the past few months, we have had enthusiastic reactions from businessmen, radio stations and many others interested in air travel. Naturally, it is difficult to evaluate results this quickly, but more and more people are beginning to hear these announcements on a regular basis and to count on them for accurate and up-to-date flight information. In all of our newspaper ads in these cities, we mention that *Flite-Facts* is broadcast every hour on-the-hour from 6 a.m. to midnight and we list the station's call letters and frequency. We remind our passengers of Eastern's *Flite-Facts* service in our time-tables, on our ticket envelopes and on counter and window displays. And all 10 radio stations have cooperated in publicizing these broadcasts in their own areas.

What at first seemed like an impossible task has been tackled, made workable and seems to be succeeding despite the problems that are faced in any pioneering effort.

As far as Eastern Air Lines is concerned, I am hopeful that eventually every single person who telephones us for information, or for flight reservations, will get through immediately because of the job *Flite-Facts* is doing.



Malcolm A. McIntyre joined Eastern Air Lines as president and chief executive officer on Oct. 1, 1959, after serving for two years as Under Secretary of the Air Force. An outstanding innovation he brought to the airline industry is Eastern's Air Shuttle service between New York, Washington and Boston. He is a Phi Beta Kappa graduate of Yale (1929), a Rhodes Scholar at Oxford, a former practicing attorney and a former officer in the U. S. Army Air Corps. He lives in Scarsdale, N. Y.



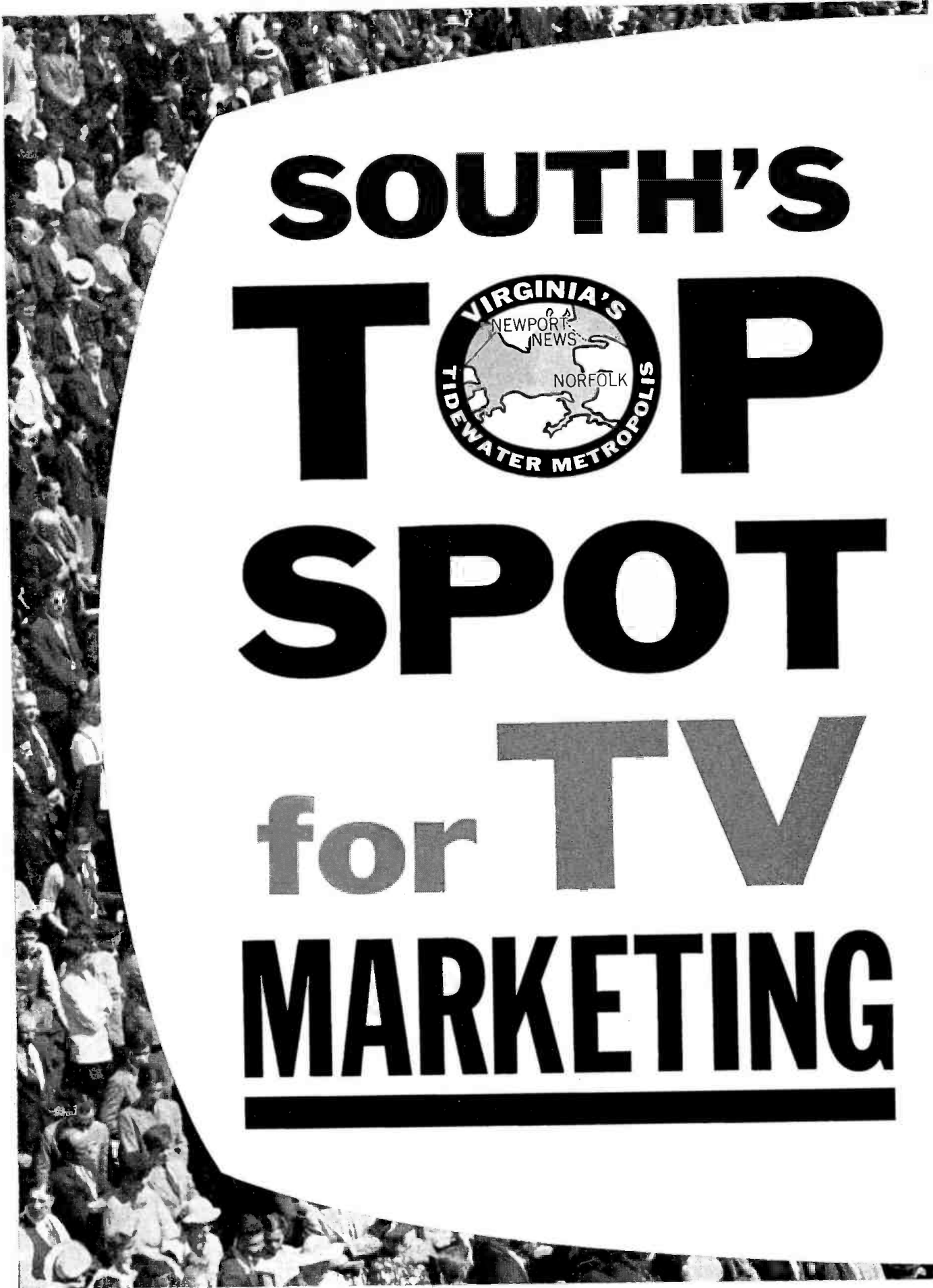
AMERICA'S HIGHEST RATED
TOTAL "GOOD MUSIC" STATION*

Beautiful **WRYT** *Music*

PITTSBURGH America's 8th Market
WRYT IS RIGHT FOR PITTSBURGH

Represented nationally by Daren F. McGavren Co., Inc.

*Source: Pulse, Inc., Share of Audience. Latest figures for all major markets



SOUTH'S
T  **P**
SPOT
for TV
MARKETING

Metro Norfolk & Newport News

have the greatest concentration of people in the Southeast—nearly 900,000 in half the area of metro Atlanta or Miami.

Greater urban population than metro Charlotte, Greensboro, High Point, Winston-Salem, Durham and Raleigh all combined.

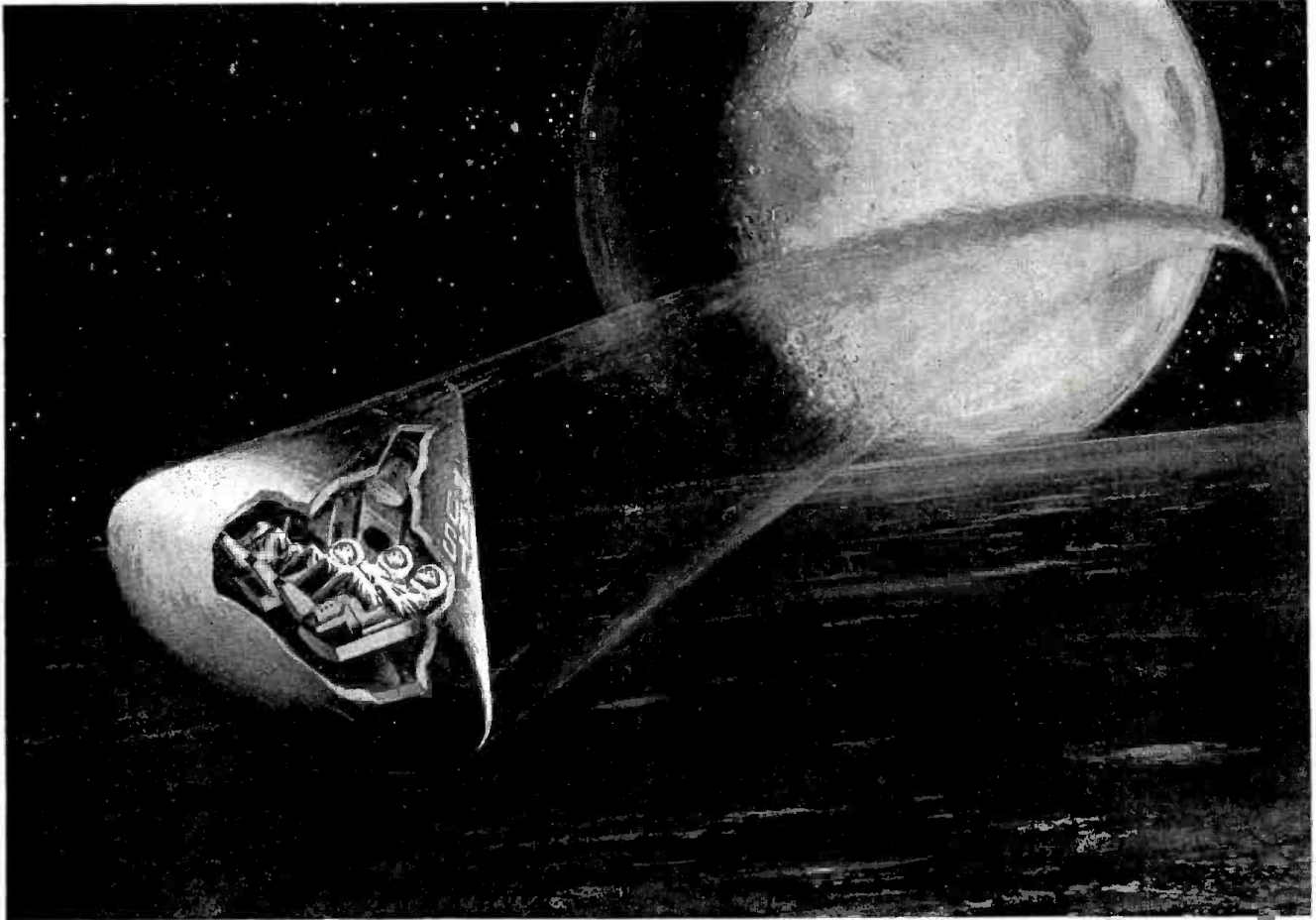
A market so compact you can get better distribution of advertised merchandise, better coordinated wholesale and retail promotion, more results per man-hour of your merchandising effort, more sales per outlet, more sales per advertising dollar!

ONLY THREE TV SIGNALS

No other station pulls a rating here. What a place to put a TV dollar! For more information write to any of these stations at Norfolk, Va.



Are You Making This \$200 Million Error? Norfolk-Newport News has been called America's most underestimated market; for example, a hidden plus of \$200 million in effective buying income lies in the fact that our huge armed forces payroll is largely available for discretionary spending. So add at least \$200 million to the EBI for this market. Still other millions omitted from statistics on this market: Retail sales by the many commissaries, PX, shops, clubs, etc., operated here by Army, Navy, and Air Force (largest military concentration in the world).



It was a great trip.

"60 HOURS TO THE MOON... a fascinating, imagination-igniting hour."
N.Y. Daily News

"Chalk up one for Jim Hagerty's ABC News shop."
Variety

"First-rate documentary."
Newsweek

"Well worth the attention of viewers of any age."
Time

We are obviously gratified at the critical response to 60 Hours to the Moon.

It was television's full-scale report to the public on an exceedingly complex subject: our country's plans for future steps into Space.

It faced scientifically and realistically the many problems involved; indicated the inestimable new knowledge to be gained; stressed the opportunities for our youth in the national space program.

Guided by ABC's Science Editor Jules Bergman and Astronaut John Glenn, the report

ranged the country for on-the-scene views at the work in progress. In all, some 20 N.A.S.A. scientists outlined their parts in the effort.

To take this wealth of technical material and make it exciting, as well as informative, television represented a big challenge. ABC News is prepared for such challenges.

It should also be noted that Olin, in sponsoring this program, likewise met a challenge in its acceptance and fulfillment of corporate responsibility to the public interest. **ABC Television**

ICE AGE BEGINS FOR AM APPLICANTS

- FCC freeze precedes rulemaking on new or changed facilities
- Fm standards amended to include nationwide table of allocations
- Commission suggests am applicants might like fm station instead

The FCC last week called a halt to the population explosion in am radio stations. At the same time it set out to devise an orderly system of fm development.

The commission imposed a partial freeze on applications for new am's or for major changes in existing stations. The freeze will be in effect while the FCC undertakes a sweeping re-examination of its criteria for making am grants.

Act on Fm ■ On the same day, May 10, the FCC instructed its staff to design a nationwide table of fm assignments. This was a new development in an fm rulemaking procedure that was already under way. Among the three broadcast services, only television now is organized in a system of channel distribution to specific localities. Am and fm radio facilities have been granted wherever applicants have been able to show they could be fitted in.

The commission did not say so in so many words, but the implication was clear that it expected to reach a final decision on its fm national allocations plan before it resolved a new am policy. In its announcement of the am freeze, the commission suggested that applicants who had been eyeing am might want to think of shifting to fm instead.

There was no official estimate of the duration of the am freeze.

Fm has, in effect, been frozen since last December.

Television was frozen in September 1948, and it was not until three years and seven months later that the FCC agreed on a new allocations plan and began to accept applications for new stations.

Doesn't Apply If ■ Under the am freeze, the commission announced that it will not accept—as of last Thursday—applications for new or changed facilities unless they are (1) for Class II stations (with a minimum of 10 kw) on one of the 13 recently broken down clear channels; (2) an increase in power for existing Class IV stations up to 1 kw; (3) new stations (except 100 w Class IV's) which would bring a first primary service to at least 25% of the

proposed coverage area and which would not cause objectionable interference to an existing station.

Applications pending at the present time, the commission said, will be "processed and acted upon in normal course . . ." There was a kicker: The applications will be carefully considered "to avoid unnecessary aggravation" of the am problems which caused the impending study. That is, grants reportedly will not be made of pending applications which could conflict with any new technical am rules the FCC might adopt.

Commissioner Rosel H. Hyde issued a one-sentence dissent to the freeze on future applications. "I think this is essentially a substantive policy decision and ought to be the subject of a public notice before decision," he said.

Not so, said the six-man FCC majority. Since the interim freeze relates to matters of practice and procedure, prior notice under the provisions of the

Administrative Procedure Act is not required, the majority decreed. They cited as authority Sections 4 (i) and 303 (r) of the Communications Act.

The Present Problems ■ Am rules in existence today are virtually unchanged from those adopted two decades ago, yet the number of standard radio stations has grown from 955 in 1945 to 3,871 at the present time, the commission said. "We believe that the time has come to restudy the standards under which we consider new and changed assignments and, as a first step toward this end, we find it necessary to bring a temporary, partial halt to our acceptance of applications for new and changed facilities," the FCC stated.

Rulemaking will be announced at a later date and the freeze is expected to continue until such new rules are adopted. Among questions to be posed for coverage in the rules: Whether technical portions of the rules are useful

For radio, birth control begins at 40

The freeze that the FCC invoked on am radio station applications last week came in the 40th year of steady growth in station population. It was in 1922 that the first great spurt in station numbers occurred. Ever since, except for a brief interlude during World War II, stations have been proliferating. In a series of special articles in this issue BROADCASTING presents a comprehensive history of the early days of radio and a forecast of the future as seen by broadcasters and their advertising customers. These articles treat the prospects of radio



in the dangerous age of 40-plus, the first big year of growth, the pioneer stations that are still in business, the days of hand-made broadcast hardware and the early advertisers who took a chance on a new medium.

Special radio report begins on page 75

under present conditions? Whether many of the rules have been impaired by built-in exceptions? Whether the effectiveness of the rules have been eroded through the practice of granting almost automatic waivers of certain sections?

Also to be considered will be: The extent to which revision of the rules would be appropriate? Present limits employed to define the normally protected contour of the various classes of stations? What constitutes a "community" for the purposes of allocating local services? Whether station assignment principles should provide at all for a weighing of engineering standards against subjective non-engineering factors?

Deficiencies ■ The commission said pre-war radio service suffered from three principal deficiencies: Lack of a first local outlet in many cities of substantial size; absence of competing local stations, and substantial "white" areas in many sections of the country.

"The standard broadcast service has grown so as to fulfill the commission's first two objectives to an unexpected degree," the FCC said. "Lack of competition . . . can no longer be regarded as a serious problem. At the same time, this tremendous proliferation of stations has occurred without significant

reduction of white areas."

Outlying areas which lacked primary service in 1946 have been reduced "only a minute degree by the continual flow of new assignments," the agency said. "More than this, concentration upon the creation of multi-station markets has led to a derogation of engineering standards . . . and the available channels for the establishment of new stations in growing underserved areas have been continually reduced in number."

Core of the Problem ■ In the face of this mounting problem, the commissioners said it has become necessary to ask "ourselves whether the present rules . . . and the substantial body of precedent which has become intertwined with many of the rules frustrate implementation of a more efficient pattern of station assignment." This question forms the "core" of the thorough reappraisal of am rules which "must become" the subject of rulemaking, the FCC said.

Two major areas of concern to the FCC are a certainty that technical rules have lost their practical validity and, of greater importance, many of the most crucial standards have been impaired by built-in exceptions and waivers. The result has been a developing system of assignments that may be justified in terms of each individual case, but which, on the whole, bears little re-

lation to the rational assignment system represented by the protected contour concept in undiluted form, the commission said.

"We feel that the first step necessary to permit an undertaking of the magnitude here involved is a partial halt in our acceptance of standard broadcast applications," the FCC said in explaining the freeze. This is essential, the agency continued, so that a continual flow of new assignments based upon existing, possibly inadequate, standards will not compound present difficulties.

Having already determined that duplication of 13 of the 25 Class I-A clear channels is in the public interest, the FCC said that it will accept and process those applications (BROADCASTING, Sept. 18, 1961). Also last year, the commission authorized a power increase up to 1 kw for Class IV outlets and the agency said it will continue to accept such applications since some 500 already have been granted.

Economics, Overpopulation ■ In its order, the FCC made only the one mention of the economics of am broadcasting in stating that lack of competition no longer is a problem. Continuing complaints have been received on economic injury grounds but a commission spokesman said last week that the overpopulation problem will not be attacked on financial grounds.

Rather, strict engineering and technical standards will be adopted and ad-

Overpopulation radio's biggest problem, Collins believes

An NAB depth study of the radio overpopulation problem and the issues created by the FCC's partial freeze announced May 10 will get under way in the near future.

Gov. LeRoy Collins, president, is ready to announce composition of a nine-member committee to direct the association's consideration of overpopulation and to cooperate with the FCC in its review of the crowded radio spectrum.

NAB had no official comment Thursday on the FCC's freeze action. It was made clear, however, that NAB had no part in the freeze. A three-man NAB Radio Board committee and Gov. Collins had met with FCC Chairman Newton N. Minow April 25 for an informal discussion of overpopulation (BROADCASTING, April 30). Chairman Minow had advocated a cooperative FCC-NAB study during his convention address in Chicago (BROADCASTING, April 9).

Overpopulated ■ Gov. Collins discussed the effect of overpopulation in his May 5 address to the Kansas Assn. of Radio Broadcasters (see KARB story, page 64). Calling it the biggest problem confronting radio in some markets, he said FCC's extreme generosity in granting licenses with the industry in many areas "too populated for its own good, or that of the public."

Asserting he is not arguing for "a monopoly in radio," Gov. Collins explained, "Radio should always be fully competitive. But in each community there is a limit to the number of radio stations which that community can with reason sustain.

"And when that number is exceeded—and the number will vary with each community, or market—radio stations are forced to cut costs and reduce rates below the point where they are able to maintain a reasonable balance between commercial and noncommercial programming.

Further, in this situation there is simply not an adequate economic base to provide a suitable level of program quality or of public service.

Economic Squeeze ■ "As Chairman Minow emphasized at our recent NAB convention, the FCC now recognizes the dangers to both the industry and the public in such an economic squeeze. The NAB and the commission are now working together to develop joint studies and conferences to find answers we do not now have to this overpopulation problem, and I am confident that great progress will come from these efforts.

"The motives of the industry and the FCC are the same—to find ways and means for radio to improve the quality of its service within the environment of freedom fostered by our American system."

Gov. Collins said the station manager "often finds himself in an economic box because the FCC has au-

hered to for future grants and in existing overpopulated areas, the FCC will take steps to encourage mergers and consolidations. Last week's order was the first official commission action looking toward solving the am overpopulation dilemma. Several FCC officials have spoken about the problem individually.

One day ahead of its meeting which marked the am freeze approval, the FCC decided that it would take up the subject of economics in a Riverton, Wyo., am case and a Nebraska translator case. In Riverton, the commission ordered a hearing to determine if that city can support economically more than one am station but the next day (May 10) decided (privately) to reconsider the hearing order this week (see story, page 52).

Commissioner Robert E. Lee drew an ovation at the 1961 NAB convention when he said there are too many am stations and suggested a freeze on future grants. Since then, individual commissioners, Broadcast Bureau Chief Kenneth Cox and other FCC staff members have advocated a broad study of am rules because of the proliferation of the present standards.

Things began to jell at the NAB convention in Chicago last month when both NAB President LeRoy Collins and FCC Chairman Newton N. Minow called for a joint industry-government conference on am overpopulation and

New horizons for FCC

The FCC will be getting into novel regulatory fields when Congress passes the space communi-



Mr. Paglin

cations bill, Max D. Paglin, FCC general counsel, told the Second National Conference on the Peaceful Uses of Space in Seattle May 9. The bill already has passed the House and is under consideration by the Senate. Among the new areas to be overseen by the FCC: competition in procurement bidding; communications link with foreign countries; technical and operational coordination and integration of satellite users with existing cable and landlines.

rules (BROADCASTING, April 9). The idea was immediately accepted and the NAB is ready to name its participants (see story below).

And, Fm Too ■ In its am order, the FCC noted that its revision of rules governing allocations in the fm band is

nearing completion. These new fm rules are expected to be in force months before the am freeze is lifted and, with this in mind, the FCC offered the following advice:

"The commission suggests that potential applicants for facilities in the crowded standard broadcast band give serious consideration to the greater coverage possibilities, both day and night, in the fm band."

Over a year ago, the FCC became alarmed over the trend in fm grants which many felt was rapidly leading to the same situation which exists in am and last summer issued rulemaking drastically revising its fm rules (BROADCASTING, July 3, 1961). A partial freeze, still in existence, was placed on fm grants last December which might conflict with the proposed new rules (BROADCASTING, Dec. 11, 1961).

Generally, comments in the fm docket were violently opposed to the FCC's plans (BROADCASTING, Nov. 13, 1961) and, as a consequence, the commission has undertaken a major revision of its former proposal.

The fm table will assure secondary cities within 50-75 miles of major metropolitan centers will have fm frequencies. The commission plans a nationwide table of allocations similar to that adopted for television.

Top priority has been given to the fm table with the staff ordered to expedite its drafting for comments.

thorized more stations to operate in his market than the market can possibly support on any reasonable basis." He explained that in five of the 30 largest cities the 39 radio stations had a combined profit of \$1.7 million before taxes in 1948 but in 1960 the number of stations in these cities had grown from 39 to 65 with their combined operations producing a deficit of \$742,000.

Howard H. Bell, NAB vice president for industry relations, said May 11 that the radio allocation "is at the root of the overpopulation debate." In an address to the Ohio Assn. of Broadcasters, meeting in Cleveland, he reminded that NAB-FCC cooperation "proved highly effective with respect to the new program forms and logging requirements, which should be released by the commission shortly."

Birth-Control Problems ■ The hazards of birth-control methods for radio overpopulation were pointed out May 5 at the Kansas Assn. of Radio Broadcasters convention, held in



Gov. Collins

Hays, Kan., by Thad M. Sandstrom, general manager of WIBW-AM-TV Topeka. He is retiring KARB president.

While birth control sounds "like a fine suggestion," Mr. Sandstrom said, "in a free enterprise economy I find a difficult struggle in conforming to the proposal that the FCC encourage

station mergers and that the commission stop licensing stations on economic grounds.

"The commission has within the framework of its own rules the necessary tools through rigid enforcement of the commission's own engineering requirements. This, to me, is the only sensible approach to the so-called overpopulation of radio. None of us wants a government-sponsored monopoly, for if we have one, we're inviting regulations which would make today's rules seem like the by-laws of a civic club."

Gov. Collins KARB address was broadcast over a statewide radio network. The association adopted a resolution endorsing the NAB-FCC conference but added that it "does not feel economics in a given market should enter into the decision as to whether a license is granted, and that additional broadcasting licenses shall be granted purely on the basis of public interest and good engineering practices. KARB voted to poll its membership on the question.

The 'Trib' uses tv to reverse a trend

NEWSPAPER RENEWS TV CAMPAIGN AS FINANCES END TEN-YEAR SLIDE

The *New York Herald Tribune* plans to continue its \$1.2 million-per-year tv campaign. The newspaper has been using tv in New York since early fall in an all-out attempt to increase circulation and advertising revenue in its fight for survival in a market dominated by other, higher-circulation morning newspapers: the *Times*, *Daily News* and *Mirror*.

Most important to the tv story being composed by the *Herald Tribune* is the campaign's renewal (effective July 1), indicating continued faith in the job tv advertising can do for a newspaper.

The *Trib's* tv advertising is hard sell and devised to attract new readers to its brand new makeup and news treatment, which have radically changed the paper's image in the past several months.

For years, the *Herald Tribune* has bucked a trend of lost circulation and failure to dent the solid readership and substantial advertising revenue of the

competing *New York Times*. Of all the morning papers the *Times* is the most logical competitor, since the others are mass circulation tabloids (the *News* is the more successful of the two tabloids).

The *Herald Tribune* is allocating 70% of its advertising budget to television and is using the electronic medium's excitement and visual impact to increase interest and help the paper survive in what's regarded generally as one of the toughest newspaper markets in the U. S.

Editing Difference ■ Some of the H-T's effort goes against the rules. The paper's makeup is daring and exciting, its writing crisp and its pictures are dramatically displayed. For the advertising job, the *Trib* in July, 1961, chose Papert, Koenig, Lois, New York, an agency that's relatively new (organized in January 1960), and is known for its unusual and stimulating approach to advertising.

The newspaper, through PKL, is on the 11 p.m. newscast on WCBS-TV New York, with an investment of about \$670,000. For that expenditure on the station, the advertiser has two "major" and two "minor" spots in a four-day period—the major spot two nights each week, and the minor spot the other two nights. In addition, the H-T has run spot announcements on other New York tv stations.

All commercials emphasize the theme: "Who says a good newspaper has to be dull?" and relies on immediacy by taping the messages to coincide with what will be in the newspaper the next morning. The theme is repeated and put on posters displayed in metropolitan New York.

PKL also is pushing its advertising theme, which might be paraphrased as: "Who says a good advertising campaign has to be dull?" The commercials on the news program present visual movement as well as a close-up of the next

How Vallee, tv sell 'a paper' without really seeming to try

A good-humored dig at "that other morning paper" (the *New York Times*, the *Herald-Tribune's* major competitor) is a key device employed by the *Trib* in its tv.

Rudy Vallee (below), a star of the Broadway musical "How to Succeed in Business Without Really Trying," tells the New York tv audience why he likes the 'Trib' (after the advertiser respectfully focuses the camera on the theatre's marquee):

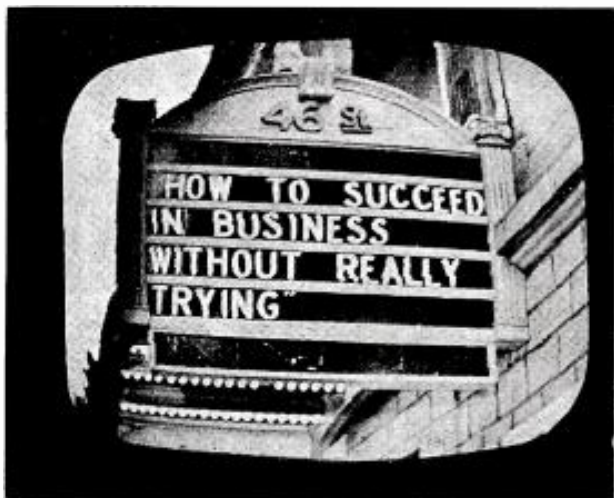
"For years I struggled through another morning paper, trying to make sense out of those grey columns of unevaluated news. Very difficult. Very unrewarding." Mr. Vallee goes on to say the *Tribune* organizes the news so the reader can see how events fit together. He continues:

"And then there's the inside of the *Tribune*. There's really good writing there." After saying a few words about the newspaper's colum-

nists, he quotes a phrase from the *Tribune* theatre critic Walter Kerr's review of "How to Succeed":

"Why, listen to this sentence: 'Rudy Vallee is very funny.' Now there's great writing! Who says a good newspaper has to be dull? Why don't you give the *Tribune* a try tomorrow. A nickel."

The 60-second tape commercial was prepared by the H-T's agency, Papert, Koenig, Lois Inc., New York.



Some parents spare the rod, others the tv

Statement: the behavior of the nation's children should be a major concern of television advertisers.

Fact: 38% of the nation's parents punish their children by taking away their tv privileges (59% use old-fashioned spanking, putting tv-less days in second place as a method of punishment).

Conclusion: tv advertisers on chil-

dren's shows would do well to encourage good behavior among their viewers and so encourage the purchases by parents of the advertised products.

Source: R. H. Bruskin Assoc., New Brunswick, N. J., market research concern, questioned 1,400 parents on how they punish their children.

morning's front page. The camera singles out a news story or feature treatment judged to be of standout interest.

To achieve this immediacy, Ron Holland, the commercial script writer, sits in on the *Herald-Tribune* editorial conference each afternoon.

The ad campaign is aimed at the *Times* but the attack is chiding and often humorous. This carries through in all commercials, including the endorsement IDs (see story, page 30). The "has to be dull" theme was coined by Julian Koenig, president of PKL, and first used on tv last Nov. 8, election night.

Tv Effectiveness ■ Paul Keye, account executive at the agency, puts it bluntly: "Too many newspapers are still edited on the assumption that people do not own tv or radio sets, or, if they do, they rarely look or listen." This philosophy reflects in part that of John Denson, editor of the *New York Herald Tribune*, who has motivated the changes over the months.

Editor & Publisher reports that the *Herald Tribune* daily circulation is running around 381,000, or 12,000 higher than a year ago. (The latest ABC circulation figure for the H-T is 373,509.) The agency places the increase at 10,000 to 15,000 each day (compared to the comparable day a year ago).

If sifting through the numbers, it's explained, it's necessary to chart in terms of "trends" since so much in circulation depends also on the significance of news at the time the circulation count is made.

Tv is being used particularly to catch the so-called new reader and the person who does not rely solely on the newspaper for his information. At the same time, it is noted, in advertising terminology the "switch brand" concept is more difficult to use. "It's like changing wives," Mr. Keye says. "People do not casually change reading habits."

But, he reports, both agency and client know that "something is happening." Advertising revenue, for example, is moving upward and holding.

Radio, Too ■ The *Trib* has used some radio: spots on its four owned stations: WVIP Mt. Kisco, WVOX-AM-FM

New Rochelle, WGHQ Saugerties and WFYI Mineola, all New York.

But the newspaper today (May 14) begins a five-week test campaign on WNEW New York. The test calls for one spot announcement daily, to be ad libbed by station personality William B. Williams, between 10-11:30 a.m.

The radio test is aimed at the housewife who not only would be interested in the columns of the H-T's women's page, but also those of the editorial and front pages—"the thinking broad is what we like to call her," Mr. Keye explains.

Ad Objective ■ The advertising planners, conscious of the need to make the newspaper a "conversation" piece, are well aware that this approach also catches the attention of potential advertisers.

The current rate of tv usage is expected to dip this summer and some additional effort will be put in to posters, but the full force will be back in the fall. The summer dip is sought to maintain flexibility, too, or as Mr. Keye expresses it, to keep a "cookie jar fund."

Right now, the H-T has moved cautiously in advertising its Sunday edition (reported at 486,000) because editorially the management is still "working on the Sunday paper," but the circulation drop has "bottomed out," ending a decline of about a decade.

Ad efficiency subject of ANA spring meeting

The need for more efficiency in advertising—and ways to achieve it—will be the theme of the spring meeting of the Assn. of National Advertisers, to be held in New York next Monday and Tuesday (May 21-22).

Among the areas to be covered: Development of more highly trained professional manpower, the relationship of advertising to principal areas of management, measurement of advertising results, the growth of international advertising, the essential value of advertising in the cold war, and government and public views of advertising.

Speakers will include McGeorge Bundy, special assistant to President Kennedy for national security; Harrison

F. Dunning, Scott Paper; J. H. Jewell, Westinghouse Electric; Bernard Shull, Federal Reserve Bank (Philadelphia); Ernest P. Zobian, Vick Chemical; John M. Elliott, the Richardson Foundation; Andrew Karnig, Bristol-Myers International; Gilbert H. Weil, ANA general counsel; C. H. Sandage, U. of Illinois; Arthur Tatham, Tatham-Laird; Lyndon O. Brown, Dancer-Fitzgerald-Sample.

The sessions will be held at the Hotel Commodore starting at 9:15 a.m. Monday.

'Roadar' ad service offered for turnpikes

A new radio advertising service, "Roadar," soon will become the companion of toll road automobile drivers and passengers. Undertaken by a midwest group, its target is the millions who travel the turnpikes daily.

Robert J. Campbell, until last November manager of WTMT Louisville, and since 1936 in management and talent in midwest radio, announced the first franchise for turnpike radio. The 10-year franchise with the Indiana Toll Road Commission includes an option to continue for a second decade. Mr. Campbell is president of Communications Development Co., with headquarters at New Albany, Ind.

Construction of the 160-mile Indiana toll road link, with about 80 repeaters, will cost an estimated \$250,000 and will be begun soon, according to Mr. Campbell.

Negotiations are under way for a second franchise with the Ohio Turnpike Commission, Mr. Campbell acknowledged. He said preliminary discussions have been held with other eastern states that have toll roads.

The first Roadar network, extending from Philadelphia to Chicago, will be programmed from Berea, Ohio, site of the Ohio toll road communications center. Each state will have a sub-office permitting it to cut in on the network for special instructions to drivers.

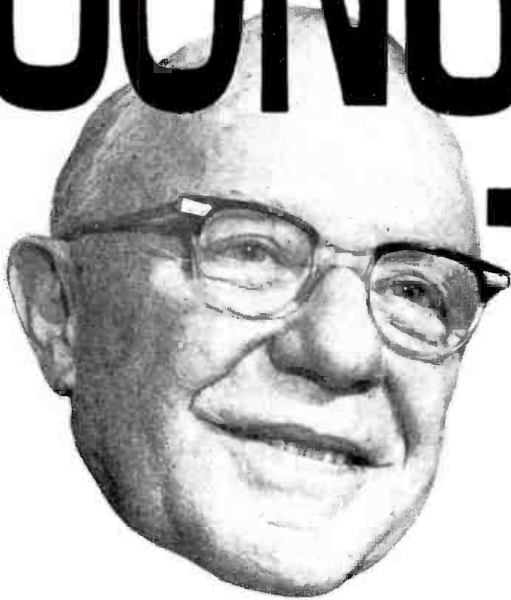
The programs will consist mainly of music, news, sports and special broadcasts to the auto driver on road conditions, traffic reports and other items of importance to toll road drivers.

CDC plans to carry eight commercials each hour. The company is negotiating with Avery-Knodel to act as sales representative for the new service.

The broadcasts will be on 540 kc, radiating from a wire line laid on the median strip of the throughways. No FCC licenses will be required, it was indicated, since the radiation will not be more than the permissible limit.

Fulton Lewis Jr., radio commentator, holds a minority interest in CDC. John H. Battison, Washington consulting engineer, is director of engineering for the company.

LOOK WHO'S EDITORIAL CONSULTANT TO WSB



Atlanta's Mayor Emeritus William B. Hartsfield has been named to the post. When he stepped out of office in 1962, Hartsfield had served as mayor of "our town" for 23 years. Probably no one among Atlanta's million people is as aware of this city's needs and dreams as he is. Working directly with WSB's management, and Dick Mendenhall, editorial director, Hartsfield's community insight and advice add new breadth and strength to the editorial policies of these stations.



Represented by



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

P&G No. 1 tv advertiser in '61—TvB

LEVER, AMERICAN HOME PRODUCTS NEXT, BOTH OVER \$40 MILLION

Procter & Gamble is the No. 1 national advertiser in television, responsible for a total of \$108,632,187 in 1961, more than half of it in spot (over \$56.7 million). Lever Bros. and American Home Products, each with more than \$40 million, respectively, ranked after P&G.

A list of the 100 leading national tv advertisers, which includes their gross billings in spot and network last year, was released May 11 (Thursday) by Television Bureau of Advertising.

TvB reported that nine advertisers

appeared in the combined list for the first time since the bureau began its compilation in 1958. They are Mead Johnson & Co.; Purex Corp.; Goodyear Tire & Rubber Co.; Lehn & Fink Products Corp.; Union Carbide Corp.; Charles Pfizer & Co.; Ex Lax Inc.; Pharmacrast Labs, and Socony Mobil Oil Co.

Others in Top 10 • General Foods Corp. and Colgate-Palmolive Co., both with over \$35 million in gross billing, ranked Nos. 4 and 5, respectively. The other five leading national advertisers in television grossed more than \$20

million. They ranked in this order: General Motors Corp., Bristol-Myers Co., R. J. Reynolds Tobacco, General Mills, and P. Lorillard & Co.

Of the top 10 national advertisers in tv, P&G was the only advertiser spending more in spot than in network. Other than P&G, General Foods came nearest to achieving an outlay equally divided between network (\$20 million) and spot (nearly \$18 million). P&G's spot and network came close to an even split (almost \$52 million in network). The television billing listings follow:

TOP 100 ADVERTISERS—1961

Rank	TOTAL TV	SPOT TV	NETWORK TV	Rank	TOTAL TV	SPOT TV	NETWORK TV
1. Procter & Gamble	\$108,632,187	\$56,704,290	\$51,927,897	51. Kaiser Aluminum & Coal	5,465,538	22,630	5,442,908
2. Lever Bros.	47,738,418	18,976,870	28,761,548	52. Richardson Merrill	5,431,439	2,594,400	2,837,039
3. American Home Products	42,624,300	8,713,090	33,911,210	53. Joseph E. Schlitz	5,409,558	3,353,160	2,056,398
4. General Foods	37,877,683	17,856,170	20,021,513	54. Eastman Kodak	5,389,755	631,590	4,758,165
5. Colgate-Palmolive	36,503,110	14,989,170	21,513,940	55. International Latex	5,323,280	5,323,280
6. General Motors	25,167,390	1,355,560	23,811,830	56. Chrysler	5,263,537	1,112,370	4,151,167
7. Bristol-Myers	24,719,622	9,586,450	15,133,172	57. Anheuser-Busch	5,228,468	4,535,130	693,338
8. R. J. Reynolds Tobacco	24,040,662	2,299,740	21,740,922	58. Chesebrough-Ponds	5,117,306	1,353,090	3,764,216
9. General Mills	23,289,821	4,272,080	19,017,741	59. Consolidated Cigar	4,863,600	1,484,540	3,379,060
10. P. Lorillard	21,609,920	8,003,050	13,606,870	60. U.S. Borax & Chemical	4,855,041	2,603,750	2,251,291
11. Miles Labs.	19,580,969	7,636,790	11,944,179	61. J. A. Folger	4,735,150	4,735,150
12. Gillette	19,276,324	5,062,430	14,213,894	62. Lestoil Products	4,662,670	4,662,670
13. Brown & Williamson	17,597,611	3,464,840	14,132,771	63. Food Manufacturers	4,610,690	3,682,270	928,420
14. Philip Morris	16,148,631	6,374,160	9,774,471	64. Avon Products	4,540,460	4,540,460
15. Sterling Drug	16,081,946	3,008,580	13,073,366	65. Kimberly-Clark	4,322,955	512,200	3,810,755
16. Kellogg	15,000,228	5,978,780	9,021,448	66. Hunt Foods & Industries	4,166,380	4,166,380
17. Alberto-Culver	13,961,454	5,150,090	8,811,365	67. R. T. French	4,108,034	697,430	3,410,604
18. Liggett & Myers	13,904,761	2,845,350	11,059,411	68. Prudential Insurance	4,093,756	4,093,756
19. American Tobacco	13,639,986	4,237,670	9,402,316	69. Gulf Oil	4,017,711	780,770	3,236,941
20. S. C. Johnson & Son	13,581,030	1,060,500	12,520,530	70. Reynolds Metals	3,966,147	33,640	3,932,507
21. National Biscuit	12,891,872	1,529,570	11,362,302	71. Falstaff Brewing	3,948,868	2,555,760	1,393,108
22. Coca-Cola (bottlers)	12,723,615	10,745,140	1,978,475	72. Revlon	3,919,105	2,299,680	1,619,425
23. Corn Products	12,710,389	6,126,570	6,583,819	73. Sears, Roebuck	3,872,139	1,237,650	2,634,489
24. Warner-Lambert Pharma.	11,721,228	4,183,090	7,538,138	74. Beecham Products	3,845,830	189,930	3,655,900
25. Ford Motor	11,503,224	421,670	11,081,554	75. Helene Curtis Industries	3,828,207	1,763,010	2,065,197
26. William Wrigley Jr.	11,117,550	10,098,750	1,018,800	76. Pabst Brewing	3,815,916	3,508,490	307,426
27. Campbell Soup	10,700,933	3,366,570	7,334,363	77. Purex Ltd.	3,774,355	282,940	3,491,415
28. Texaco	10,386,264	267,140	10,119,124	78. Welsh Grape Juice	3,754,650	2,930,970	823,680
29. National Dairy Products	10,312,916	1,406,960	8,905,956	79. Mennen	3,724,746	25,880	3,698,866
30. J. B. Williams	9,905,537	537,810	9,367,727	80. Humble Oil & Refining	3,660,332	2,884,190	776,142
31. Pillsbury	9,721,012	2,049,150	7,671,862	81. Westinghouse Electric	3,650,938	171,360	3,479,578
32. Standard Brands	9,284,680	8,752,320	532,360	82. Drackett	3,632,129	73,830	3,558,299
33. Continental Baking	9,049,453	8,535,930	513,523	83. Armstrong Cork	3,602,925	55,240	3,547,685
34. Beech-Nut Life Savers	8,628,470	1,572,580	7,055,890	84. U. S. Steel	3,351,436	3,351,436
35. Carter Products	8,166,838	3,872,170	4,294,668	85. Canadian Breweries	3,350,379	3,216,180	134,199
36. Ralston-Purina	8,113,120	1,959,940	6,153,180	86. Ford Motor (dealers)	3,329,700	3,329,700
37. Nestle	7,984,417	4,718,820	3,265,597	87. Noxzema Chemical	3,261,831	773,390	2,488,441
38. Scott Paper	7,951,947	1,971,020	5,980,927	88. Goodyear Tire & Rubber	3,237,706	213,660	3,024,046
39. Quaker Oats	7,832,446	2,754,440	5,078,006	89. Lehn & Fink Products	3,218,773	1,287,070	1,931,703
40. Block Drug	7,828,627	951,910	6,876,717	90. Polaroid	3,216,222	3,216,222
41. General Electric	7,584,072	1,503,080	6,080,992	91. Union Carbide	3,182,002	227,950	2,954,052
42. E.I. du Pont de Nemours	7,444,698	363,030	7,081,668	92. General Motors (dealers)	3,165,920	3,165,920
43. American Chicle	7,082,260	2,549,530	4,532,730	93. H. J. Heinz	3,150,233	28,690	3,121,543
44. Simoniz	6,843,921	2,846,360	3,997,561	94. Aluminum Co. of America	3,060,650	114,800	2,945,850
45. Johnson & Johnson	6,331,369	565,370	5,765,999	95. Hills Bros. Coffee	3,004,010	2,543,510	460,500
46. Carnation	6,287,190	2,979,480	3,307,710	96. Norwich Pharmacal	2,977,900	2,001,210	976,690
47. Armour	6,217,130	725,570	5,491,560	97. Chas. Pfizer	2,798,569	124,050	2,674,519
48. Mead Johnson	6,139,326	236,950	5,902,376	98. Ex Lax	2,773,761	1,310,020	1,463,741
49. Andrew Jergens	5,688,431	2,540,400	3,148,031	99. Pharmacrast Labs	2,767,730	2,767,730
50. Pepsi Cola (bottlers)	5,570,626	4,336,350	1,234,276	100. Socony Mobil Oil	2,748,437	782,820	1,965,617

Sources: spot, TvB-Rorabaugh; network, TvB/LNA-BAR

MUSIC NOTED...

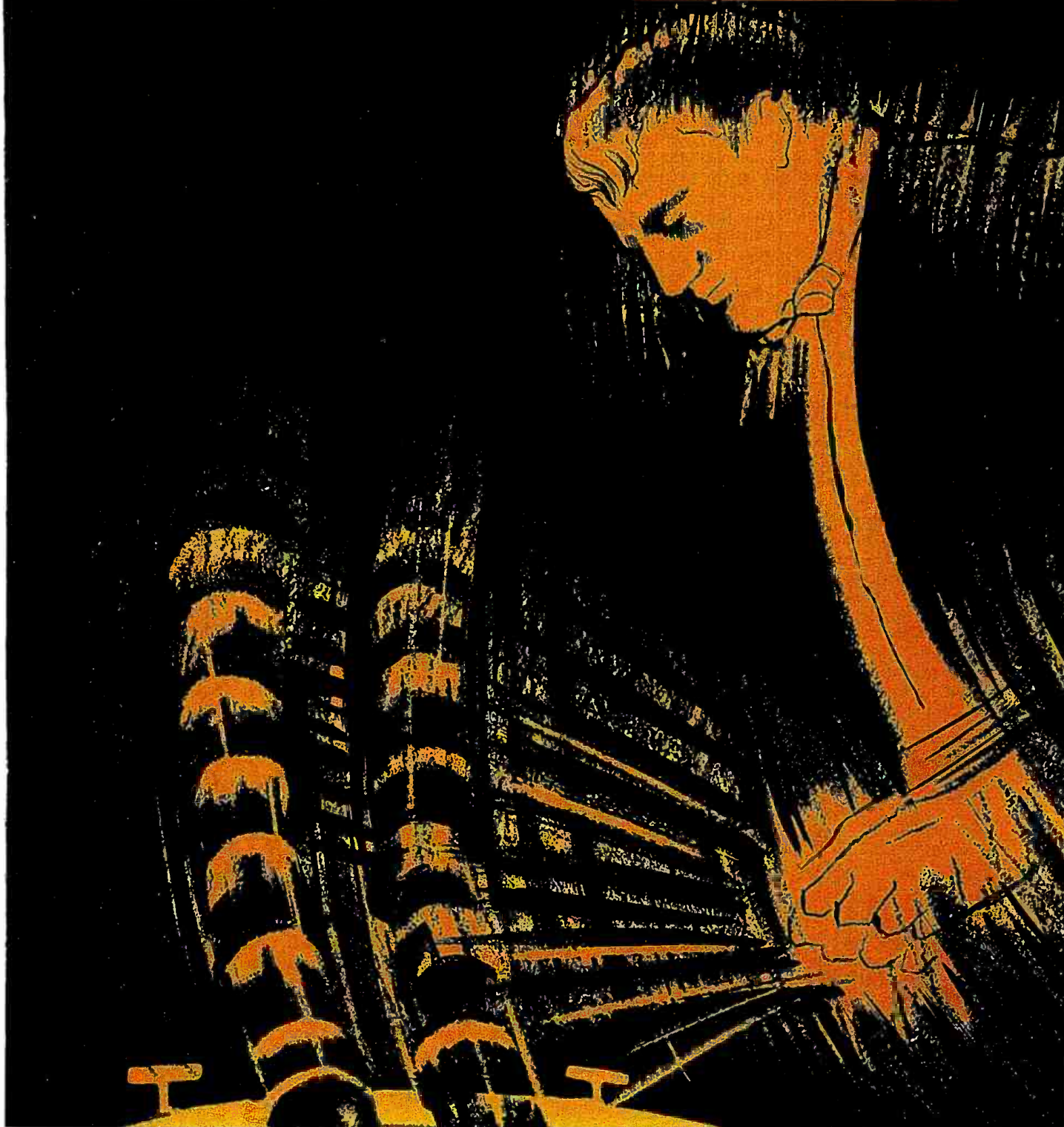
Boston Symphony Orchestra in a series of 13 one-hour TV Concert Specials has already been sold in these markets:

WNEW-TV, New York, N. Y.	WTVN, Columbus, O.
WJBK-TV, Detroit, Mich.	WTRF-TV, Wheeling, W. Va.
WHDH-TV, Boston, Mass.	WICU-TV, Erie, Pa.
WTTG, Washington, D. C.	WABI-TV, Bangor, Me.
WMAR-TV, Baltimore, Md.	KFSA-TV, Ft. Smith, Ark.
WGR-TV, Buffalo, N. Y.	KOLO-TV, Reno, Nev.

The concerts, featuring the world renowned 104-piece orchestra to be conducted by Charles Munch and Erich Leinsdorf, will include the works of Beethoven, Haydn, Honegger, Schumann, Franck, Milhaud, Piston, Mozart, Bach, Copland, Handel, Diamond, Purcell, Wagner, Mendelssohn, Sibelius and Brahms.



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRAnite 6-1564-5Tate 8-8276



A THREAT TO AGENCIES?

WSAAA official conference theme: 'New Directions'
Prevailing topic: getting advertising 'off spot'

The threat of advertisers and media bypassing agencies to deal directly is no phantom but a real and present danger, Robert E. Lovett of Boylhart, Lovett & Dean, Los Angeles, told the Western States Advertising Agencies Assn. Thursday (May 10) at the opening session of the WSAAA 12th annual conference. The three-day meeting was held at the Oasis Hotel in Palm Springs, Calif.

Reporting as chairman of the WSAAA Media Relations Committee, Mr. Lovett told the agency executives that a survey of advertiser, agency and media attitudes made in March reveals a general feeling that business management is not fully convinced of the value of advertising. A similar survey made in 1961 showed advertisers split nearly evenly on this point, with 51% feeling that management did appreciate the importance and value of advertising, but this year 75% of the advertiser respondents said they did not believe management feels that way. Agency and media responses indicated a similar negative view but to a lesser de-

gree, with no significant change from their 1961 response.

The increase among the advertisers who feel they are not convinced of advertising's importance and value in the past year is a warning that no one in advertising can ignore, Mr. Lovett declared. Advertising in most instances is used to increase sales and an advertiser who has lost faith in advertising's ability to do this can easily decide to divert part or all of his advertising budget into price reductions or increased compensation for salesmen as more efficient means of getting more business.

Agencies On the Spot — "We agencies are in the middle," the survey chairman declared. "We've been suckered into the position of claiming that advertising is responsible for sales, so when sales fall off we can't duck the conclusion that advertising is responsible here too. And since the agency is generally responsible for the advertising, the agency gets the blame when the ads don't produce the desired results."

Mr. Lovett pointed out that in answer to a question on media merchan-

dising and promotion, 90% of the advertiser respondents expressed the belief that these services are not being adequately used in their sales programs. This attitude, he noted, was stronger than the 70% of agencies and even the 75% of media men who agreed with the advertisers. In all three groups, the feeling that media merchandising and promotion is not being properly used has risen in the past year.

The three groups differ radically in their feelings about agency compensation. The 15% commission system was voted the one that best serves our interest by 80% of the advertisers and 50% of the media respondents, but only by 10% of the agency men, 75% of whom favored a fee-plus-commission operation. Only 5% of the advertiser and 20% of the media responses agreed with the agencies on this point. All groups feel that the fee-plus-commission plan will show the most growth in the year ahead, but the agencies, perhaps through wishful thinking, are much more positive, with 70% anticipating this change, to 40% of media and 45% of advertisers who do so. None of the groups believe that the next year will bring a change in agency commission to a figure higher than the present 15%.

No Licensing — Advertisers, agencies and media agreed in opposing licensing

Freberg's humor earns RAB top radio award

Stan Freberg of Stan Freberg Ltd. was selected last week as the top winner of Radio Advertising Bureau's nationwide competition for "creative excellence in commercials first heard on radio during 1961." Mr. Freberg will be given \$1,000 by RAB for a series of humorous commercials for Meadow Gold dairy products, whose agency is Hill, Rogers, Mason & Scott Inc., Chicago.

The second prize of \$500 will be shared by Edward A. Trahan, vice president for radio-tv for W. B.

Doner & Co. Baltimore, and Ralph W. Cummings, Cummings Productions Inc. for their Gibbs pork and beans jingle. Third prize will be shared by four BBDO New York executives — Tom Anderson, Jim Jordan, Joe Hornsby and Ted German—for a marching song commercial for the F & M Schaefer Brewing Co.

The selections were made by Kevin B. Sweeney, president of RAB; Miles David, RAB vice president for administration and the bureau's board of directors. More than

300 commercials were submitted by agencies, advertisers and producers.

The Meadow Gold commercial was a spoof of "My Fair Lady," called "My Fair Dairy." The jingle for Gibbs pork and beans, carried on stations in the South, was said to combine "bright lyrics and a bouncy, catchy tune." The Schaefer beer commercial was a "rousing, masculine march," aimed at men who consume the highest percentage of beer ("Schaefer is the one beer to have/ When you're having more than one . . .").



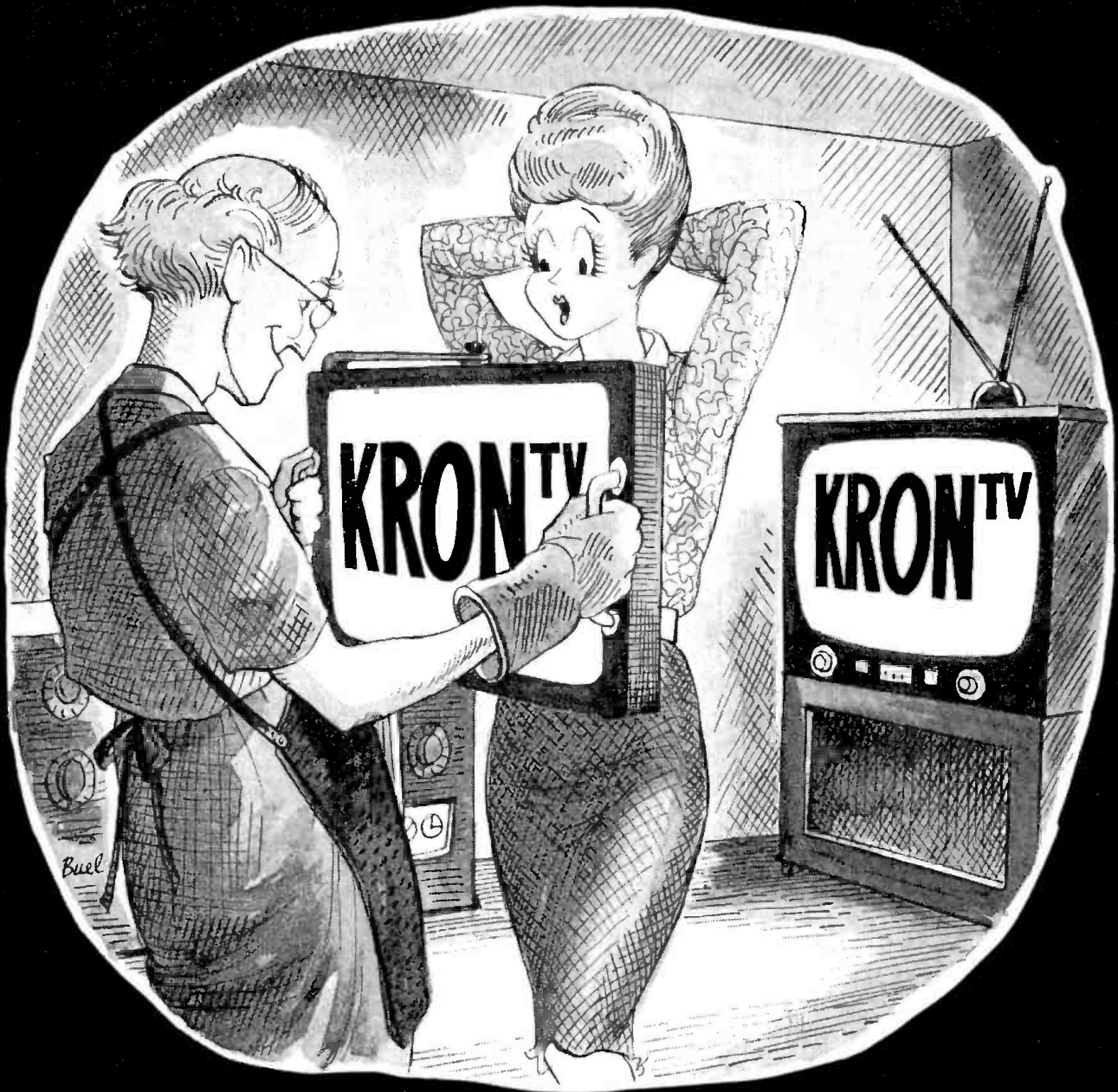
Mr. Freberg

Mr. Trahan

Mr. Cummings

Messrs. German, Anderson, Jordan, Hornsby

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON-TV
Has been **FIRST**
51 consecutive
months

ARB, through March, 1962

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS. GRIFFIN. WOODWARD •



of agencies and that licensing of agencies would be of no benefit. The negative attitude toward governmental licensing has increased during the past year, Mr. Lovett said, but the write-in comments indicate a feeling that some sort of industry standardization would be a good idea.

The fact that advertisers are losing faith in advertising is a matter of serious concern, according to Allen R. McGinnis, vice president and creative director of BBDO, Los Angeles. But the agencies have only themselves to blame. "It is we, the very people who earn our living at it, who most distrust and are the least convinced of the value and importance of advertising," he asserted. "Moreover, I submit that we have unwittingly perhaps but nonetheless successfully communicated it to our clients."

To Restore Faith ■ Mr. McGinnis urged his fellow agency executives, if they really believe in advertising, to join in "a simple crusade: First, let's stop the creating, the selling, and the judging of advertising as an end in itself. Let's start concentrating on getting it acted upon rather than talked about.

"Second, let us remember that the only true improvement in advertising must always begin with, and rest upon, a better pinpointing of its objectives—with all the time, thought and sweat which that implies.

"And finally, let us remember that the only real proof of advertising effectiveness must lie in the constant testing and measurement of it against those objectives."

Don't Attack, Answer ■ Advertising must adopt a realistic attitude when dealing with its critics, Marvin Cantz, president of Tilbs & Cantz, Los Angeles, said at the Friday afternoon conference session. Urging an approach of "enlightening our critics, not condemning them," he said that "too often our industry's spokesmen have been quick to identify opponents of advertising as subversives . . . very few, I have found, truly deserve to be called "fuzzy" thinkers or communist inspired on the basis of their criticism.

"Besides," Mr. Cantz continued, "this kind of rebuttal serves no real purpose. . . . It merely antagonizes a lot of honest skeptics. I believe there is far more to be gained through informative and rational debate in the arena of public opinion. There is no need to attack the motives of scholars, authors, political spokesmen or any honest critic. This will never clarify the role of advertising in a free society. It will never satisfy the public's need to understand it better. Let's not forget, we are competing against ideas, not people."

Overdue Obligation ■ Referring to the conference theme, "New Directions,

Advertising West," Elton H. Rule, vice president and general manager of KABC-TV Los Angeles, expressed the hope that "the new direction in television will be adoption of a sound editorial policy as well as a sound programming policy."

Mr. Rule recalled that when the Elmo Roper research firm asked the public how they felt about tv being a wasteland, "only three out of ten agreed with that charge, while the other seven felt that television in fact offers a balanced schedule. Broadcasters in the past year have been 'nudged' to provide more public interest programs," he said, but "as one looks at the ARB or Nielsen ratings you seldom see an educational program or a classical musical offering or a documentary in the top 20 or 30 or 40. . . . So one would have to think that such programs are not in the public interest if the majority of people doesn't watch them. The public's thinking here would seem to be, these programs are great and we've got to have them, for somebody else to look at."

The tv executive referred to another Roper finding that "more people will accept the authenticity of an issue reported on television" and declared, "If it is true that the public places greater reliability on tv news as compared to the printed word, then we have an obligation which is overdue . . . we now must take a stand on key issues we feel to be improvements in bettering our community and present the merits of these issues over broadcasting facilities.

"As advertisers and advertising agencies, it will become your duty to respect those stands taken by the broadcaster.

'TIMEBUYER OF THE YEAR' AWARDS

D&C's Black, Bates' Kearns, NL&B's Monahan honored by SRA

Elizabeth Black of Donahue & Coe, New York, was named No. 1 Timebuyer in the country last week, winning the Silver Nail Timebuyer of the Year award.

Williams H. Kearns, vice chairman of the board and chairman of the executive committee, Ted Bates, New York, was honored with the Gold Key award.

Marianne Monahan of Needham, Louis & Brorby was selected for the Chicago timebuyer of the year award.

Presentations were made in New York on May 10 by the Station Representatives Assn. at its fifth annual awards luncheon. Other than awards for timebuying, the Gold Key award is presented for outstanding leadership in advertising.

Rep. Walter B. Rogers (D-Tex.), a member of the House Interstate & Foreign Commerce Committee, spoke

For the most part we no doubt will be in accord. But should there be differences of opinion, it will still be your responsibility to respect our basic rights of freedom of expression. The people have a right to know where a major medium stands and now more than ever before it is expected of us to let that stand be known. As you are well aware, it takes a long time to create an image. We have worked hard to create a favorable image and will do nothing to injure that image. In my opinion, editorializing will enhance it."

An Offer ■ Any service of Southern California Broadcasting Assn. that "applies to the sales of radio broadcasting as an advertising medium is available to the advertising industry, literally upon request and always at no cost," SCBA president Robert M. Light told the WSAAA conference Friday. "Whether the demand is for a full-size presentation on the medium and the market, or a presentation encompassing the almost unlimited possibilities in creative commercial radio, or a discussion of radio for any purpose whatsoever, SCBA is delighted to help."

SCBA, Mr. Light stated, can conduct meetings of salesmen or dealers or brokers or store managers or others who need convincing that radio can do a job for their companies and make their own jobs easier. He cited cases, like Robert Hall and Westinghouse, where SCBA meetings were instrumental in restoring the company's use of radio. "SCBA and our members," he said, "do know the medium. What knowledge we have, we would like to pass along to you, when and if you need it."

critically at the luncheon of threatened government intervention in television programming (see story, page 60).

The SRA awards luncheon started in 1958 when BBDO honored its retiring timebuying executive, Frank Silvernail. It then became an annual affair as SRA picked up sponsorship the next year. Actually, the Chicago award giving is held coincident with the New York SRA awards presentation.

Miss Black is known for her account work on Grove's Four-Way cold tablets. As a timebuyer, her career started in 1934 at Ruthrauff & Ryan on the Lever Bros. account, then a heavy spot-radio user. Later at Joseph Katz she supervised the media department for 14 years, and in 1954 became the top media buyer at Harry B. Cohen (later Cohen & Aleshire) and continued with the Grove's account as well as other activity when Cohen & Aleshire on

THE REBEL

starring Nick Adams



NOW LOCAL

For Fall '62 release: 76 high rated 1/2 hours for syndication! The eminently successful REBEL enjoyed top Sunday night audiences on ABC's Television Network for 2 solid years. A 32.9% average share-of-audience* put THE REBEL into 9,729,000 homes each week during the 1960-'61 season. Already bought and programmed by the NBC Network** THE REBEL faces no hiatus this summer. This invaluable exposure of your property will cover 12 weeks this summer on the network: A springboard for your local programming this fall. So rally 'round THE REBEL, boys! Write for full details today; or call . . .

ABC FILMS, INC. 1501 Broadway
New York 36
LA. 4-5050

*NATIONAL NIELSEN, JAN.-MAY, 1961 **WED. 8:30-9 P. M. STARTING JUNE 27. (REPLACING JOEY BISHOP)

Sales figures jump



WGAL-TV

Your advertising dollar spent on this multi-city station is doubly rewarding. First, because of its wide market coverage, including several metropolitan areas, and many other cities and towns. Second, because of the vast size and loyalty of its audience. WGAL-TV is far and away the favorite of viewers in hundreds of communities.

WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

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

Aug. 1, 1961, merged with Donahue & Coe.

Mr. Kearns served with the Buchanan-Thomas agency in Omaha, joined Blackett-Sample-Hummert, Chicago, in 1936 and later H. W. Kastor & Sons, and in 1942 moved to New York to assume the vice presidency of the then newly organized agency, Ted Bates & Co. He was elected president of Ted Bates in 1955 and vice chairman and head of the executive committee in 1959. He also serves as a board member of Spitzer, Mills & Bates Ltd.

Miss Monahan has more than 11 years of agency buying experience. She joined the radio-tv department of Henri, Hurst & McDonald in 1951, and two years later went to NL&B, becoming assistant timebuyer in 1954 and timebuyer in 1958.



Miss Monahan

Miss Black

Mr. Kearns

ABC-TV in 7 weeks: \$46 million in sales

As the tv networks last week reported more sales for the fall season, ABC-TV pointed out that since late March (when Thomas W. Moore became vice president in charge), \$46 million in time billings had been consummated.

CBS-TV, already close to a sellout, has not changed significantly in new sales in recent weeks (status of all three networks reported in April 23 issue). The new sales at ABC-TV and NBC-TV:

ABC-TV—R. J. Reynolds Tobacco (Esty): half-sponsorship of *McHale's Men*; participation in *Premiere*. Armour (FC&B): participation in *Premiere*. Block Drug (Grey): participation in *Hawaiian Eye*, *Hollywood Special* and *Wagon Train*. Lincoln-Mercury (K&E): *Hawaiian Eye*, *Wagon Train*, *Gallant Men*, *Sunset Strip*, *Ben Casey*, *Cheyenne*, *Hollywood Special* and *Stoney Burke* in addition to American Football League games this fall. Mobil Oil (Bates): *Untouchables*, *Premiere*.

Schick Electric (NC&K): *Stoney Burke* and *Sunset Strip*. Polaroid (DDB): *Premiere*.

NBC-TV — Bristol-Myers, through Young & Rubicam, bought a weekly segment in *The Virginian* (90-minute program, Wednesday, 7:30 p.m.), making that series 94% sold. Dow Chemical, through MacManus, John & Adams, purchased an alternate-week in *Sam Benedict*.

Breck makes purchase for fall on ABC-TV

John H. Breck Inc. (hair preparations) Springfield, Mass., has released details of previously unconfirmed reports (BROADCASTING, April 23) it plans sponsorship in ABC-TV's new fall series *Going My Way* (Wed. 8:30-9:30 p.m.). The order for alternate-week half-hours will be for 50 weeks starting Oct. 3.

The advertiser says the buy, via N. W. Ayer & Son, Philadelphia, is evidence of the company's growth, and represents its largest investment in network tv as well as a change from sponsoring tv specials.

New 'Fast Rating' cities

A. C. Nielsen Co. announced last week that it's adding six important markets to its "Fast Tv Ratings" report in the fall season. The report has covered 24 markets, but now will have 30 in total. The additional markets are Los Angeles, San Francisco-Oakland, Portland, Ore., Buffalo, Milwaukee and New Orleans.

Young quits Young Assoc.

John Orr Young has resigned as board chairman of the Executive Selection Division of John Orr Young & Assoc. Inc., New York, to devote his time to other activities. The name of the organization, an executive recruitment firm, will be changed to Smith, Dingwall Assoc. Inc. on July 1. Mr. Young, who has been chairman of the company since 1959, will continue his association with the firm as consultant. He continues as president of John Orr Young & Assoc., New York, advertising consultants.

NIELSEN

Second Report for April, 1962
(Based on two weeks ending April 15, 1962)

NIELSEN TOTAL AUDIENCE (†)		
Rank	Rating	
	% U.S. TV Homes	No. Homes (000)
1	Academy Awards	47.9 23,471
2	Wagon Train	37.7 18,473
3	Ed Sullivan Show	33.5 16,415
4	Hazel	32.0 15,680
5	Ed Sullivan Show (8:30)	32.0 15,680
6	Dr. Kildare	31.8 15,582
7	Bonanza	31.7 15,533
8	Andy Griffith Show	31.4 15,386
9	Perry Mason Show	31.2 15,288
10	Ben Casey	30.7 15,043

Background: The following programs. in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Academy Awards (ABC-219); Procter & Gamble (Grey), Mon. April 9, 10:30 p.m. to conclusion.
Ben Casey (ABC-197); participating, Mon. 10-11 p.m.
Bonanza (NBC-178); Chevrolet (Campbell-Ewald), Sun. 9-10 p.m.
Dr. Kildare (NBC-160); Sterling Drug (D-F-S), L&M (D-F-S), Colgate (Bates), Singer (Y&R), Warner-Lambert (L&F), Thur. 8:30-9:30 p.m.
Andy Griffith (CBS-181); General Foods (B&B), Mon. 9:30-10 p.m.

NIELSEN AVERAGE AUDIENCE (‡)

Rating	No.	%	
		U.S. TV Homes	Homes (000)
1	Academy Awards	37.1	18,179
2	Wagon Train	31.7	15,533
3	Hazel	29.6	14,504
4	Ed Sullivan Show (8:30)	28.9	14,161
5	Andy Griffith Show	28.6	14,014
6	Red Skelton Show	28.0	13,720
7	Bonanza	27.8	13,622
8	Dr. Kildare	27.3	13,377
8	Gunsmoke (10:30)	27.3	13,377
10	Danny Thomas	27.1	13,279

Copyright 1962 by A. C. Nielsen Co.

Gunsmoke (CBS-199); Liggett & Myers (D-F-S), S. C. Johnson (FC&B), Remington Rand (Y&R), General Foods (B&B), Sat. 10-11 p.m.

Hazel (NBC-144); Ford (JWT), Thur. 9:30-10 p.m.

Perry Mason (CBS-185); Colgate (Bates), Drackett (Y&R), Philip Morris (Burnett), Sterling Drug (D-F-S), Quaker Oats (JWT), Sat. 7:30-8:30 p.m.

Red Skelton (CBS-195); S. C. Johnson (FC&B), Corn Products (GB&B), Tues. 9-9:30 p.m.

Ed Sullivan (CBS-186); Colgate-Palmolive (Bates), P. Lorillard (L&N), Revlon (Grey), Sun. 8-9 p.m.

Danny Thomas (CBS-179); General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-186); R. J. Reynolds (Esty), National Biscuit (M-S), Wed. 7:30-8:30 p.m.

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

Gas & oil firms like tv public affairs

NETWORK-SPOT TV GROSS \$40.6 MILLION IN 1961, UP \$600,000

The major part of petroleum companies' tv advertising expenditures during 1961 was spent in sponsoring news, weather, sports and documentaries, according to a Television Bureau of Advertising summary of the industry's advertising last year.

Tv gross time billings, in behalf of gasoline and lubricants, totaled \$40.6 million in network and national spot, compared with \$40 million in 1960. Of the total, \$21,746,000 went to spot tv, and \$18,860,956 to network. In 1960, spot billings were \$24,338,000, network \$15,699,000.

TvB reports today (May 14) that of the \$40.6 million total, an estimated \$26 million was spent in sponsoring news, weather, sports and documentaries. Among the leaders in these program areas: Standard Oil of New Jersey, Socony-Mobil Oil, Gulf Oil, Texaco, Standard Oil of Indiana, Phillips Petroleum, Sinclair Oil, Sun Oil and Atlantic Refining.

TvB said that although 10 of the top 15 increased tv spending last year, only seven raised their newspaper expenditures. Excluding Shell, which increased newspaper spending by nearly \$8 million, all others as a group decreased newspaper billings—\$19,745,596, in

1960, compared with \$19,275,807, in 1961.

A large part of Shell Oil's tv expenditures last year were for the Leonard

Bernstein symphonic concerts on CBS-TV. In early 1962, Shell returned to heavy use of tv spot and sponsorship of golf broadcasts on network tv.

TOP 20 TV ADVERTISERS—TV GROSS TIME BILLINGS*

Company	Spot	Network	Total
Texaco Inc.	\$ 269,050	\$9,681,109	\$9,950,159
Gulf Oil Corp.	725,970	3,034,734	3,760,704
Standard Oil (New Jersey)	2,575,460	710,251	3,285,711
Socony Mobil Oil Co.	964,020	1,965,617	2,929,637
Phillips Petroleum Co.	2,025,750	322,289	2,348,039
Sun Oil Co.	1,651,650	672,564	2,324,214
Sinclair Refining Co.	1,033,040	1,085,143	2,118,183
Standard Oil (Indiana)	1,503,280	465,788	1,969,068
Atlantic Refining Co.	1,712,290	—	1,712,290
Standard Oil (California)	1,362,220	—	1,362,220
Cities Service Co.	788,570	176,175	964,745
Standard Oil of Ohio	954,570	6,084	960,654
Pure Oil Co.	808,880	—	808,880
Shell Oil Co.	450,260	328,557	778,817
Continental Oil Co.	574,600	—	574,600
D-X Sunray Oil Co.	534,050	—	534,050
Bardahl Oil Co.	474,710	—	474,710
Richfield Oil Corp.	471,130	—	471,130
Tidewater Oil Co.	369,740	—	369,740
Wynn Oil Co.	6,550	308,917	315,467

* includes only gasoline and lubricants billings
Sources Spot: TvB-Rorabaugh Network: TvB/LNA-BAR

Seven lined up for RTP, says Sweeney

RAB HEAD TELLS OHIOANS ABOUT LOCAL-REGIONAL PLAN

RAB President Kevin Sweeney told the Ohio Assn. of Broadcasters in Cleveland last week that 7 national advertisers have reached or passed the contract drawing stage in RAB's new Radio Test Plan project, and that 11 others are one step behind, at the point where test markets and test products are being selected for RTP participation.

In a speech prepared for delivery at OAB's Friday session (May 11), Mr. Sweeney also revealed a plan under which, he said, Ohio would become "the first state to have a combined regional-local selling operation managed by RAB."

This plan calls for the state's chief regional advertiser prospects and 20 key local prospects in each of five Ohio cities to be the subjects of specific radio presentations by RAB during the next year, RAB to be partly compensated for its services under a research-development commission arrangement similar to the fee system in RTP.

In RTP, participating stations agree to pay RAB 10% of the gross billings

placed with them through RTP, this fee to help pay RAB's costs in researching the test campaigns to prove radio's effectiveness.

Mr. Sweeney said advertiser interest in RTP is running twice as high as expected. RAB originally thought it would need to make presentations to 300 major advertisers to find 60 willing and able to undertake extensive RTP tests (in which RAB hopes to convince at least 30 that they should spend \$1 million or more in radio each year). "At the end of 10 weeks of selling," Mr. Sweeney said, "it appears that it will take less than 200 presentations to produce the 60 tests."

"We are completely sure that the only obstacle to securing the 60 tests will be the availability of funds to finance the tests," he said. "Our stopgap solution to this problem will be to choose advertisers whose results are very easily researched. This will necessarily eliminate some of the larger targets of the RTP drive but that can't be helped."

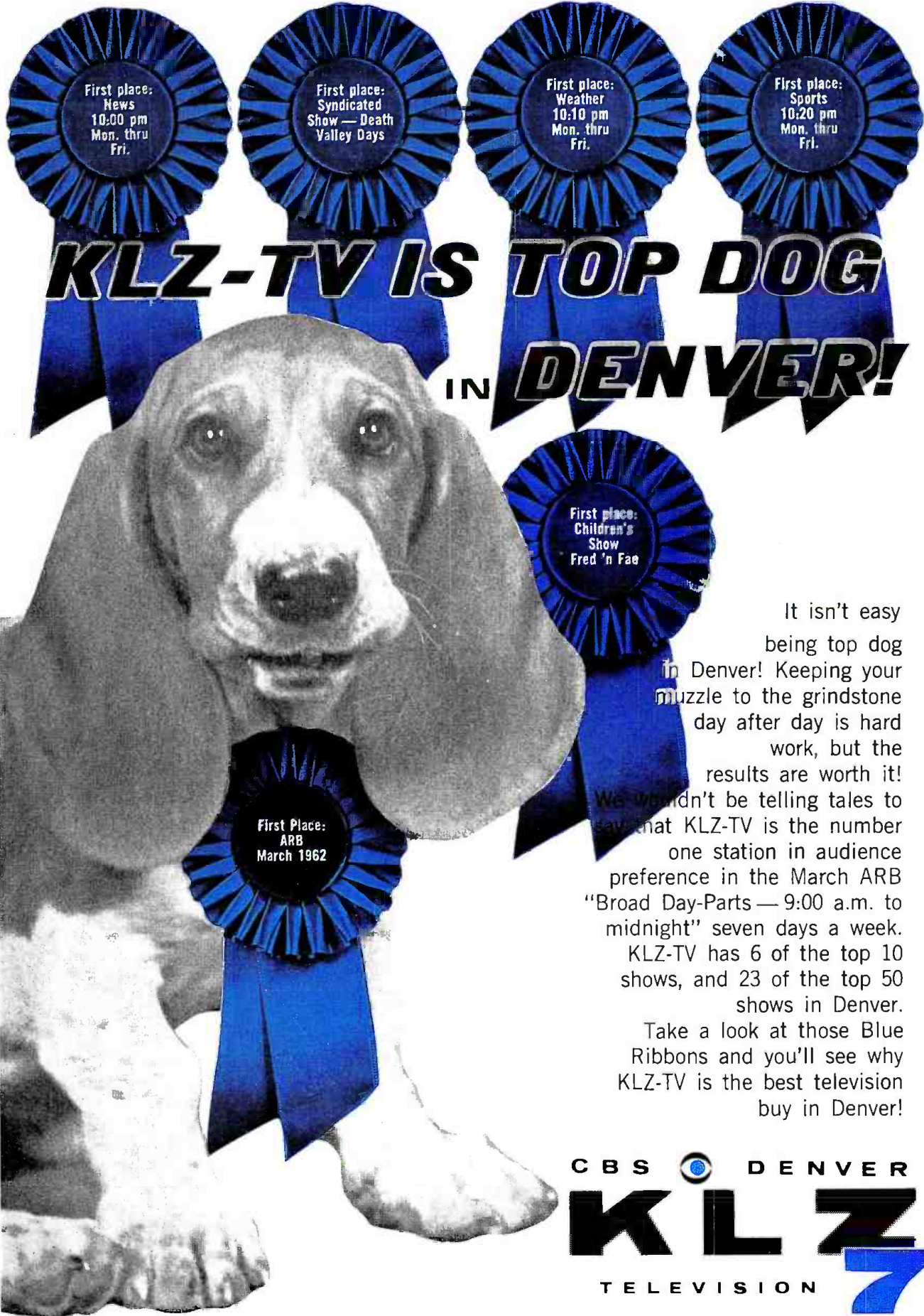
Non-members Disappoint ■ He said

that "although our membership response from small and medium-market stations has been at an all-time high," response to the RTP idea by non-member stations in major markets has been "disappointing."

Neither the advertisers currently negotiating for RTP nor the Ohio stations nor the Ohio cities involved in the new regional-local sales project were disclosed. The cities, it is understood, will be chosen according to the interest displayed by local stations.

William Sansing, vice president and general manager of McCann-Marschalk in Cleveland, based his talk on what six key people associated with the agency would have said to the Ohio broadcasters. Mr. Sansing contacted the agency's president, a senior account supervisor, the research director, a timebuyer, a client and the creative director, asking each what he thought is the most important issue on radio-tv.

Summarized: the president spoke of the agency's image; the senior account supervisor brought up such problems as rising rates and other costs, local-regional advertising, the need to find a way to get radio-tv out of the traditional pattern and the search for ways to use radio for retail categories never before



First place:
News
10:00 pm
Mon. thru
Fri.

First place:
Syndicated
Show — Death
Valley Days

First place:
Weather
10:10 pm
Mon. thru
Fri.

First place:
Sports
10:20 pm
Mon. thru
Fri.

KLZ-TV IS TOP DOG IN DENVER!

First place:
Children's
Show
Fred 'n Fae

First Place:
ARB
March 1962

It isn't easy being top dog in Denver! Keeping your muzzle to the grindstone day after day is hard work, but the results are worth it! We wouldn't be telling tales to say that KLZ-TV is the number one station in audience preference in the March ARB "Broad Day-Parts — 9:00 a.m. to midnight" seven days a week. KLZ-TV has 6 of the top 10 shows, and 23 of the top 50 shows in Denver. Take a look at those Blue Ribbons and you'll see why KLZ-TV is the best television buy in Denver!

CBS  DENVER
KLZ
TELEVISION 

THE KATZ AGENCY, INC. National Representatives

TIME-LIFE BROADCAST INC.

How to reach 20 consumer groups on tv

RKO General Inc. National Sales Division, New York, is releasing a study today (May 14) that is intended to show the actual effectiveness of various program types in reaching 20 consumer "targets" with advertising messages. The study provides a general guide not only to network programs but also to syndicated programs of the same type and spot adjacencies to programs of these types.

Titled "Target . . . the Consumer," the study is based on the Marketing Survey of Network Television Programs conducted by The Pulse Inc. in the fall and winter of 1961. It is limited to evening programs that reach a minimum of 6 million viewing homes per telecast, with the exception of news-documentary programs where a 5-million-homes minimum was used to broaden the analysis. Program types studied were (1) situation comedies, (2) mystery-adventures, (3) dramas, (4) westerns, (5) variety shows and (6) news-documentaries.

For each consumer target grouping, the study presents an indication of each program type's effectiveness in reaching the target in relation to that of the "average" evening program.

Listed below are the 20 target groups, and the programs which, at least generally, reach a greater number of the target group per viewing home than the average run of eve-

ning programs.

(1) Children (11 years and under): situation comedies, westerns and drama.

(2) Young adult men (18-39 years): mystery adventures, westerns, news and documentaries.

(3) Older men (40 and over): westerns, variety shows, news and documentaries.

(4) Young adult women (18-39): mystery adventures and dramas.

(5) Older women (40 and over): variety shows, dramas, news and documentaries.

(6) Male cigarette smokers (18 and over): mystery adventures, westerns, news and documentaries.

(7) Female cigarette smokers (18 and over): mystery adventures and dramas.

(8) Heavy coffee drinkers (18 and over, three or more cups at home each day): mystery adventures, westerns, news and documentaries.

(9) Heavy tea drinkers (18 and over, three or more cups per day): westerns, dramas, variety shows, news and documentaries.

(10) Women buyers of hair sprays (12 and over): mystery adventures, variety shows, dramas, news and documentaries.

(11) Women buyers of color rinse (12 and over): situation comedies, mystery adventures, variety shows, dramas, news and documentaries.

(12) Women purchasers of home permanents (12 and over): situa-

tions comedies, mystery adventures, westerns, variety shows and dramas.

(13) Heavy auto-using families (10,000 miles or more annually): situation comedies, mystery adventures, dramas, news and documentaries.

(14) Families who are heavy users of soaps and detergents (\$1 or more a week): mystery adventures, westerns, and dramas.

(15) Families who are heavy purchasers of scouring powder (3 or more cans monthly): mystery adventures, dramas, news and documentaries.

(16) Families who spend \$30 or more weekly on food and groceries: mystery adventures, dramas, news and documentaries.

(17) Families in which head of household has some college education, at least: situation comedies, variety shows, dramas, news and documentaries.

(18) Female viewing heads of households with children under two years of age: situation comedies, mystery adventures, variety shows and dramas.

(19) Families with total annual income \$7,500 or more: variety shows, dramas, news and documentaries.

(20) Families with five or more members: situation comedies, mystery adventures, westerns and dramas.

in the medium; the research director spoke of tv county coverage analyses (in non-rated counties).

Timebuyer Inquiry ■ The timebuyer emphasized that agencies need to know more of the mechanics of rate increases, noting stations are late in relaying the information and asserting that pressure has increased from clients, who demand that each dollar in budgets be justified.

The client said he feels the industry does not audit commercial performances as strictly as the client deserves, based on the money he spends in broadcasting. He noted that a single discrepancy could cost him a full day's sales.

Focus on FCC ■ Dr. Hyman H. Goldin, chief of the FCC's Research & Education Div., said the FCC hearing on local tv programming in Chicago was the culmination of theories incubated by the commission over a long period and that these ideas will affect many future FCC actions.

Dr. Goldin said the FCC almost held a local hearing some years ago to de-

termine how well local radio served its community (Atlanta). Such subsequent events as the quiz-rigging and payola scandals and policy emphasis by the FCC on local autonomy and licensee responsibility made the Chicago hearing "almost inevitable," he said.

Howard H. Bell, NAB vice president for industry affairs, told the OAB that the FCC should act to prevent "letters of inquiry" from its staff to broadcasters on petty matters or frivolous complaints. Noting that such letters are being received "with considerable frequency," Mr. Bell suggested the FCC should establish guidelines "to avoid the possibility of abuses or harassment of licensees by members of the staff." He said allocation is at the root of the overpopulation debate.

Antitrust judgment finalized

Judge Richard H. Levett, in U. S. District Court, Southern District of New York, last Monday (May 7) signed the final judgment in A. P. Management Corp.'s \$16 million antitrust

suit against Young & Rubicam and 15 station representative firms. As reported earlier, settlement terms involved no transfer of money; called for a permanent injunction against Y&R and nine of the rep firms, and dismissed the case against six companies not parties to the preliminary injunction (BROADCASTING, May 7).

Petker reopens shop after N. Y. litigation

Al Petker, who operates Personality Scope program service for radio stations in Beverly Hills, Calif., has reopened his office after involvement in litigation in New York. The final judgment in his suit, A. P. Management Corp. against Young & Rubicam and others, was signed May 7 (see story this page).

In a letter to stations Mr. Petker said the office was closed for the first time since 1957, but "I see no other questions that could possibly arise to stop your service now."

An agreement offered stations is de-

Number one of a series of paid testimonials.

**“We*
always
listen
to
Jack
Sterling”**



*PATRICIA ANNE STERLING, MARY ELIZABETH STERLING, CATHARINE JEAN STERLING, SUSAN ADELE STERLING, NANCY EDNA STERLING

“We never miss him 'cause...We like the funny things he says...and, the music makes us want to dance around the breakfast table...and, the news about whether school is open or not. Now can we have our allowance, Daddy?” ■ Join the Sterling girls (and most of New York) in enjoying the Jack Sterling Show, Monday-Saturday, 6 to 10 AM on

**WCBS
RADIO
880**
101.1FM

A CBS OWNED RADIO STATION

scribed as a no-cash-cost radio station management service providing "entertainment and public service programming, promotion and sales aids, and custom-imprinted gifts and merchandising premiums."

Part I of the service includes the *Celebrity Fives Series*, 44 five-minute programs each month, including Eddie Cantor, Jaques Bergerac and George Raft. The second series is *Hollywood Profiles*, 22 five-minute shows each month presenting interviews with motion-picture stars.

Part II, the agreement states, offers 60 or more public service miniatures each month, station premiums with call letters imprinted, and a publication, "Radio Grapevine," which carries promotional and sales ideas. The agreement specifies that the station, under each of the two parts, "will air for advertising clients supporting the Al Petker cooperative plan six one-minute commercial spots per day, Monday through Friday."

A bonus clause specifies that stations will also receive custom station identification announcements by movie stars and custom trailers for theatre publicity.

Winius-Brandon, Lane merge

Winius-Brandon, St. Louis and Kansas City advertising agency, has merged with Richard Lane & Co., Kansas City, according to an announcement by William H. Sanborn, president of the combined agency, which will continue under the name of Winuius-Brandon.



Mr. Sanborn

All Lane clients and personnel will be incorporated in the merger. This

will give the agency annual billings of more than \$9 million.

Key Lane personnel making the shift include Richard Lane, vice president and account supervisor; Frank Rickey, account executive, and Art Law, art director.

Six name Avery-Knodel

Avery-Knodel Inc., New York, has been appointed national representative for six Philadelphia area radio stations that are offering their facilities to national spot advertisers on a single buy basis. Stations in the newly-formed Philadelphia Urban Area Group are: WAMS Wilmington, Del.; WBCB Levittown, WEEZ Chester and WNAR Norristown, all Pennsylvania, and WBUD Trenton and WKDN Camden, both New Jersey.

AD AGENCY STOCK ISSUE

Papert, Koenig, Lois becomes first to offer shares to public; financial sheet shows its rapid growth

One of New York's fastest growing advertising agencies has decided to become the first to issue stock to the public.

Papert, Koenig, Lois Inc., which was formed in 1957 and started achieving its present growth in 1960, filed with the Securities & Exchange Commission last week to register 100,000 shares of its Class A capital stock. An additional 12,000 purchase warrants were registered with a like amount of stock to cover exercise of those warrants.

Of the 100,000 shares 7,500 will be offered to PKL employees, the rest to the public. The stock is being sold by principals of the agency; the company will not share in the proceeds. The underwriting group is headed by Andresen & Co. and Oppenheimer & Co.

PKL's billings are primarily in tv (42%) and magazine (48%) advertising; the rest is in newspaper advertising. Among the agency's clients: Dutch Masters cigars, Exquisite Form women's underwear, Jack Frost and Quaker sugar, Ronson electric appliances, Xerox Corp., Joseph E. Seagram & Sons (liquors) and its subsidiary, Pharmcraft Labs (Allertest, Coldene, Fresh and Ting). The last two accounts provide over a third of the firm's billings.

The young agency's fortunes are reflected in its financial statements:

Year ended Nov. 30	1959	1960	1961
Gross billings	\$256,065	\$1,172,863	\$5,888,861
Commission & service fee income	75,506	212,079	955,716
Net income (loss)	(12,237)	21,070	114,458

Still rising — The agency pointed out that in the three-month period ended Feb. 28, 1962, gross billings increased approximately 150% over the comparable 1961 period but net income after taxes increased only 8%. PKL said this was due to a sudden increase in personnel to handle new accounts and the agency's move to larger quarters and acquisition of new equipment and facilities.

Agency principals are Frederic Papert, board chairman; Julian Koenig, president and chief executive officer, and George Lois, first vice president and secretary. Each owns 25.66% of the company's Class A capital stock and a like amount of the Class B. When the stock offering becomes effective their Class A holdings will be reduced to 20.65% each. Norman Grulich, executive vice president and treasurer, owns

14.70% of each class of stock; the offering will reduce his Class A holdings to 11.83%. Four other stockholders own about 2% each.

There are 262,444 shares of Class A stock outstanding of 750,534 shares authorized. Class B stock authorized and outstanding amounts to 249,466 shares. Book value of each share prior to the offering was about 40 cents. PKL said it has formulated no policy on dividends. Holders of Class B stock have waived dividends but that stock is convertible to Class A, the type being offered the public. PKL said it will review its dividend policy periodically.

No officer of PKL received salary over \$30,000 during fiscal 1961. Officers and directors as a group got \$148,419; next year the company contemplates paying this group a total of approximately \$240,000.

Each of PKL's four top executives has agreed to continue in the agency's employ until at least Aug. 31, 1964, and for one year after termination of contract not to engage in certain types of competition.

PKL is the first agency to go public in recent times. Speculation has been aroused about several large agencies reportedly considering this method of financing, notably Interpublic Inc. (McCann-Erickson) and Ted Bates & Co. In 1929 Albert Frank-Guenther Law Inc. sold some stock to the public, but officers of the agency retain almost all the stock.

Avery-Knodel to be widely revamped

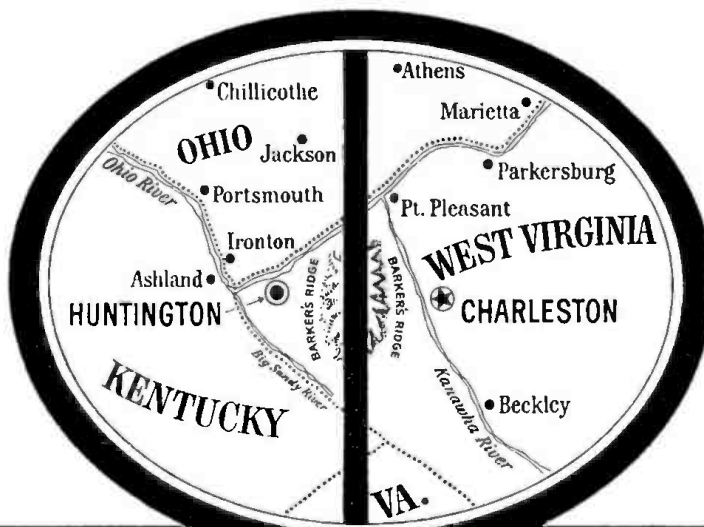
Avery-Knodel Inc., New York, is trimming its sales promotion activity and will concentrate more on research and sales. This is one major effect of a recent management study conducted for the rep firm by Stevenson, Jordan & Harrison, New York.

Another is the revamp of top executive posts. Among them—as announced by Lewis Avery, president of Avery-Knodel—are the following:

Thomas J. White Jr., formerly vice president, tv sales, becomes senior vice president and will be in complete administrative charge of the New York office for both radio and tv. He also has been made a member of the executive committee. Roger H. O'Sullivan, formerly vice president, radio sales, in the Chicago office, also becomes a senior vice president.

Edward W. Lier, previously assistant

THE GREAT CHARLESTON- HUNTINGTON DEBATE



4 STATES SPLIT ASUNDER AS TOM GARTEN¹ & JOHN SINCLAIR² DO BATTLE ON BARKER'S RIDGE!!

TOM: Media men, sales managers and time-buying influences of all kinds: Greetings! And welcome to another *Grand Harangue* over a question so often — and so *needlessly*—asked of us at WSAZ-TV: “Which West Virginia market shall we buy with our budget? Hearty Huntington or Cheery Charleston?” My friends, *both* of these treasure troves lie within easy audio-video reach of Barker’s Ridge—site of our Towering Tower! Thus, no choice is necessary!

JOHN: Mr. Garten, to what you have so grandiloquently put, permit me to add this one infuriating thought. *Were* an outright choice the advertiser’s only option, I would reply “Charleston!” without hesitation! For this fair city is not only *Mixer of the Nation’s Chemicals*, but, indeed the very pulse and purse of the entire 72-county 4-state *Supermarket* area served by our single—and single-priced—signal!

TOM: *En garde*, sir! Once again, your local loyalty has set highly paid brother against highly paid brother, split handsome TV homes in half, divided 2 million consumers right down the middle, and torn a 4-billion-dollar payroll in twain (see map)! Your rashness, sir, will be rewarded by the rumble of one of the world’s finest gun collections — housed in the magnificent Huntington Art Gallery. *Charleston* the pulse and purse of *Supermarket*? You reckon without the spirit of an *All-American City*, and without the economic strength of its many allies!

1. Vice President and General Manager, WSAZ-TV

JOHN: Economic strength? Be advised, sir, that a defense contract recently awarded the FMC Corporation will give employment to 1,250 persons in South Charleston! The product? *Armored cars*, my friend!

TOM: Transport, is it? The trains of a really great rail center will turn your flanks! And down the center we shall fire such balls of steel, glass, nickel, alloys and zinc as will set you sandbagging your capitol and wishing for far less heavy industry in the Huntington Tri-State Complex!

JOHN: Sandbags, sir, we have in abundance—as well as brinebags, coalbags and gravelbags. Sufficient to last out any siege, and even lend *you* some. And speaking of *flanks*, Mr. Garten, you forget your vulnerability to diesel-operated barge attack! We have but to come down the Kanawha, rendezvous with our Parkersburg and Marietta forces at Point Pleasant . . .

TOM: Stop right there, Mr. Sinclair! The pleasure boats of Huntington will be lying in ambush round the bend—for the Ohio River is ours! Besides, our time-keeper beckons.

JOHN: And I ahead on points! Let us once again declare the advertiser winner. For it is he who, by simply calling his Katz Agency man, can have *all* of *Supermarket*! This is *WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: The Goodwill Stations, Inc.*

2. Manager, Charleston Operation, WSAZ-TV

3
WSAZ-TV

director of sales development, was named director of sales development. Robert J. Kizer, associated with the company for six years, becomes director of tv sales in New York. Donald F. McCarthy, who recently was appointed assistant sales manager, radio, now is director of radio sales, New York. He will be working under Mr. O'Sullivan, although the latter is located in Chicago. John J. Tormey, vice president, radio sales, New York, is leaving the firm.

The abandonment of its sales promotion servicing affects five people including the department's director, John Owen. It's said the move will point the company toward more aggressive



Mr. White



Mr. O'Sullivan

selling. Sales promotion functions now will be handled by an outside firm, thus freeing the company to give full attention to sales. The research department will be expanded.

In announcing the executive changes, Mr. Avery said the facilities for the analysis, preparation and dissemination of rate cards and other rate information will be expanded, as will the preparation of program profiles and other information for the various stations represented by Avery-Knodel.

Business briefly...

Purex Corp., South Gate, Calif., has bought 13 special programs to be telecast on NBC-TV this spring and summer (Fridays, 9:30-10:30 p.m. EDT). Series consists of two new programs now in production, nine re-runs from Purex' series shown the past season, and two other programs. Agency: Edward H. Weiss & Co., Los Angeles.

Chock Full O' Nuts Corp., New York, has bought a radio-tv campaign in the New York area for its frozen doughnuts. The campaign includes 231 radio spots and 62 tv spots weekly on nine radio and four tv stations. Agency: Peerless Adv., New York.

Riviera Mfg. Co., Los Angeles (convertible sofa beds), has signed contracts for a full year's sponsorship of sign-on and sign-off spots on three Los Angeles tv stations: KHJ-TV, KTLA (TV) and KTTV (TV). Commercials, taped at KTTV, are chiefly "good morning" and "good night" greetings, backed up with

appropriate music such as reveille in the morning and lullabies at night, with an off-camera voice delivering such messages as "have a happy day today . . . and live on the Riviera—convertible sofa, that is." Commercials are produced by Marjorie Banks, broadcast director of Winston Adv., Los Angeles, Riviera's agency.

Purex Corp., South Gate, Calif., has bought NBC-TV's *Germany: Fathers and Sons*, a special program examining the difference between the Germans who lived under Hitler and the younger generation, to be telecast Friday, June 15 (9:30-10:30 p.m. EDT). Agency: Edward H. Weiss & Co., Los Angeles.

Shulton Inc., New York, has bought a daily and weekend spot radio campaign in 51 markets for nine days prior to Father's Day. Agency: The Wesley Assoc., New York.

Also in advertising...

Sixth season ■ Union Oil Co. of California, through Young & Rubicam, Los Angeles, for sixth consecutive season will sponsor *Saturday Feature Races* from Hollywood Park on CBS Television Pacific Network special hook-up of 20 stations. Broadcasts will cover 11 Saturday races, starting May 12, 5:15-5:45 p.m.

Series ordered ■ Ohio Oil Co., through N. W. Ayer & Son, Philadelphia, has ordered series of tape spots starring Ben Blue from BLH Productions, Hollywood, new tv and industrial commercial production firm.

New home ■ Tracy-Locke Co., Dallas, has announced plans to construct a new multi-story headquarters building in that city, according to President Morris L. Hite. The new structure, which is being specially built to meet the company's particular needs, has a tentative completion date of mid-1963, Tracy-Locke's 50th year in business.

Harvard seminar ■ Advertisers, agencies and media representatives have been invited to attend Advertising Federation of America's fourth annual Harvard Seminar for Advanced Management in Advertising and Marketing, July 15-27 at the Harvard Graduate School of Business.

Pet produces radio show for Negro listeners

Pet Milk Co., St. Louis, for Pet Evaporated Milk, has created *Showcase*, a three-day-a-week, 15-minute radio program to be aimed at the Negro market.

Showcase, being produced for Pet by Gardner Adv. in cooperation with Johnson Publications (*Ebony* and *Jet*

magazines), is scheduled to begin June 4 in major U.S. markets.

The show has been described as a "potpourri of elements attractive to the Negro, presented with taste and quality." Nat King Cole, Negro entertainer, will be the first guest. The show also will feature other outstanding Negro personalities in various walks of life.

HARVARD AD SURVEY

Business regards advertising fairly well, study shows

The businessman has been tapped by the *Harvard Business Review* for his opinion on advertising, a marketing service he uses and pays for. The results of the massive poll (questionnaires were completed by more than 2,400 businessmen, 30% of those polled) are published in the current (May-June) issue.

To sum up (the summary took more than 40 columns, the size of columns in this magazine): Businessmen are aware of and respect the key role of advertising but quibble a bit with what they feel are specific excesses. And they have some ideas on what can be done about them.

As to what's spent on advertising: They believe business spends just about the right amount of money for advertising. But for the most part they don't know what the total advertising outlay is in the U. S.

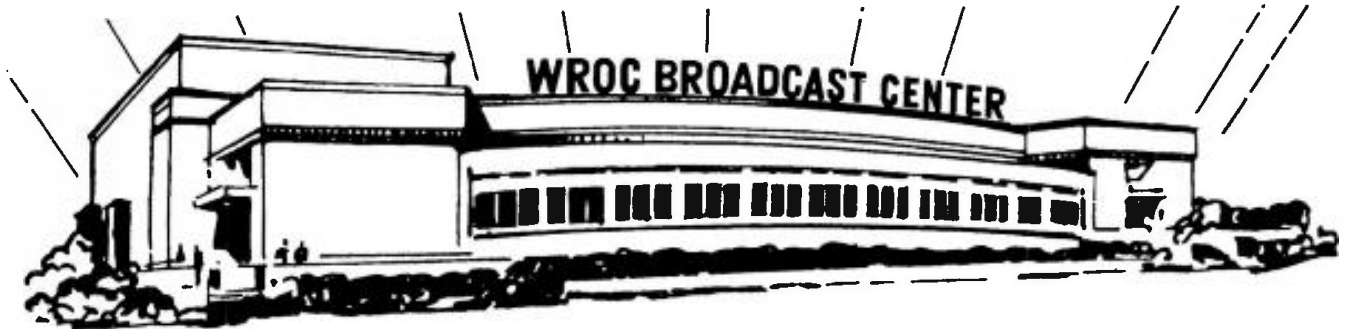
They are also troubled by advertising deficiencies (such as irritating ads and ones which "insult the intelligence") and feel advertising needs to adopt "stronger and more stringently enforced ethical codes than their own industries require." In general, businessmen have little knowledge of any self-regulation by the advertising industry. They recommend self-improvement in advertising, "more truth," better taste and greater self regulation.

Television Views ■ Television advertising came off quite well—and not so well—in the study: it scored highest as the medium with the most effective advertising (38% for tv, 22% for consumer magazines) and the greatest percentage of respondents (57%) voted tv commercials as the most "objectionable."

The *Harvard Business Review* editor writing the article (Stephen A. Greyser) pointed up large number (24%) of businessmen who feel advertisers have most control over tv content. But he attributed this high level to public discussion over the extent to which advertisers influence television program content. Direct mail was No. 1 among media most controlled (38% of respondents); newspapers scored low—4%.

MONTH AFTER MONTH AFTER MONTH

WROC-TV Channel 5



IS ROCHESTER
NEW YORK'S

No. 1 Station

No. 1 in COVERAGE—No. 1 in POPULARITY

**FOR THE SECOND CONSECUTIVE TIME
WROC-TV Carries 9 out of 10 of the Shows You Like Best**

SHOW	RATING
No. 1 Hazel	52.5 Channel 5
No. 2 Dr. Kildare	51.5 Channel 5
No. 3 Bonanza	48.5 Channel 5
No. 4 Saturday Night at the Movies	44.8 Channel 5
No. 5 Sing Along with Mitch	44.75 Channel 5
No. 6 Flintstones	42.5 Channel 5
No. 7 Dick Powell	42.25 Channel 5
No. 8 Walt Disney's World	40.5 Channel 5
Perry Mason	40.5 Station B
No. 10 87th Precinct	39.75 Channel 5

March, 1962 ARB

**Buy the Station
more people watch**



TV 5
CHANNEL
BASIC NBC

Represented by
Edward Petry & Co., Inc.



House group would checkmate FCC

SUBCOMMITTEE MOVES TO DELAY CLEARS PLAN, EXTEND DAYTIMERS

The House Communications Subcommittee last week took two steps into an area the FCC regards as its private preserve—the technical regulations under which radio stations operate. In separate actions, the subcommittee referred to the parent Commerce Committee bills that would:

1. Block for one year FCC plans to duplicate 13 of the 25 clear channel radio stations (BROADCASTING, Sept. 18, 1961), and expressly authorize the commission to permit all clear-channel stations to operate with more than 50 kw of power.

2. Extend the hours for operation by daytime broadcasters. This bill (HR 4749) requires a virtual redrafting, but the subcommittee's aim reportedly is to permit pre-sunrise operation by some daytimers under "certain conditions," which remain to be defined. It would reportedly also permit all daytimers to operate from 6 a.m.

Both bills are a long way from enactment, and the daytimer proposal especially may encounter heavy opposition in the full committee. But their

referral to the committee represents in part at least the subcommittee's determination to do more than provide the commission with "broad policy statements" concerning regulatory matters.

Dingell Bill ■ The clear-channel bill is an amended version of a bill (HR 8210) introduced by Rep. John D. Dingell (D-Mich.). As introduced, it would have prevented the commission for an indefinite period from duplicating any of the clears. It also would authorize the higher power.

Although the amended bill bans duplication of all clears for only one year, Rep. Dingell considers its approval by the subcommittee a victory.

As he sees it, the bill, if enacted, would give the clears a year of grace to apply for—and be authorized to operate on—higher power. At the end of the year, he said, there should be no objection to duplicating the clears, provided their primary and secondary service areas were adequately protected.

The bill, he said, "gives the FCC a clear mandate as to what we want done"—to reconsider its rulemaking on

the clears and grant all clears higher power to enable them to provide better nighttime service to rural areas.

Another Proposal Dropped ■ Rep. Dingell, who is a member of the full Commerce committee but not its communications subcommittee, reportedly fought hard for the bill in the latter group's executive session Thursday. It is understood another proposal considered would have said nothing about the stations proposed for duplication but would have preserved the remaining 12 clears. This idea was dropped, but it could be revived in the full committee.

The commission now has authority to grant power in excess of 50 kw, but has refrained from doing so, at least in part because of a 1938 Senate resolution requesting the commission to maintain that limit.

In referring the daytime-broadcasting bill (HR 4749) to the full committee, the subcommittee handed over more of an idea than a bill. In fact, some subcommittee members expressed differing views as to what was agreed on in their executive session on the proposal.

But Rep. Oren Harris (D-Ark), chairman of the full committee and a subcommittee member, said the group had referred a bill permitting pre-sunrise operations by some stations "under certain conditions."

Sunset Shutdown ■ As introduced by Rep. Morgan Moulder (D-Mo.), subcommittee chairman, the bill would permit daytimers to operate at least from 6 a.m. to 6 p.m. Rep. Harris said the subcommittee feels the present requirement that daytimers close down at sunset should be retained.

Other subcommittee representatives said the bill probably would permit all daytimers to start operation at 6 a.m. Any now permitted by FCC regulations to operate before sunrise would be authorized to begin broadcasting at 4 a.m. if it is the only station in a community and doesn't cause "substantial" interference to a fulltime station.

This last provision resulted from the commission's proposal to restrict pre-sunrise operation. This proposal has been shelved, and the commission is reconsidering it in accordance with a promise made to the Commerce Committee (BROADCASTING, April 30).

The "conditions" under which the daytimers would be permitted to operate outside daylight hours will be worked out by the committee staff and the FCC.

Some subcommittee members, how-



New USIA officials in first meeting

The U. S. Information Advisory Commission last week held its first meeting since the Senate confirmed the nominations of its two new members, Morris Novik, radio-tv consultant (second from l), and Clark Mollenhoff, Washington newspaperman (second from r). Seated between them is J. Leonard Reinsch, exec-

utive director of the Cox stations and White House radio-tv advisor, the commission's new chairman. Other commission members are Josephus Daniels, editor of the *Raleigh* (N. C.) *News and Observer* (far left) and Sigurd S. Larmon, board chairman of Young & Rubicam, New York advertising agency.

sell

STRAIGHT

to 6 of America's Top 10 Markets

Go straight to the big-buy, big-wallet audiences with RKO General . . . largest, most powerful independent radio and TV chain. RKO General stations beam your message to 6 of the top 10 markets plus one of the South's richest.

Over RKO General your product is straightaway identified with the integrity of adult programming . . . gets the coverage that unlocks tremendous purchasing power.

Whether you use radio, television or the double exposure of both, you'll sell the largest markets more efficiently over RKO General

stations . . . markets where 67 million consumers live, work and buy. Contact your nearest RKO General station or your RKO General National Sales Division office for details on the chain that's basic to any national advertising buy.



A GENERAL TIRE ENTERPRISE

NATIONAL SALES DIVISION OFFICES

New York: Time & Life Bldg., Longacre 4-8000

Chicago: The Tribune Tower 644-2470

Hollywood: 5515 Melrose, HOLLYWOOD 2-2133

San Francisco: 415 Bush St., YUkon 2-9200

NEW YORK WOR-AM/FM/TV	LOS ANGELES KHJ-AM/FM/TV
DETROIT CKLW-AM/FM/TV	BOSTON WNAC-AM/FM/TV THE YANKEE NETWORK
MEMPHIS WHBQ-AM/TV	WASHINGTON, D. C. WGMS-AM/FM
SAN FRANCISCO KFRC-AM/FM	

FCC members at odds over economic injury issue

An intramural squabble about whether the FCC should get into the economics of broadcasting has broken out among commission members—and it's all concerned with whether Riverton, Wyo., (pop. 10,000) can support more than one radio station.

Last Wednesday the FCC ordered a hearing on two applications for new daytime stations in Riverton—one by William L. Ross for 1370 kc and the other by Hugh Jordan Stock for 740 kc, both with 1 kw. The applications were opposed by KVOW Riverton on economic grounds. The FCC announcement said the issues would include the "determination whether there are adequate revenues available to support two or more stations without loss or degradation of am service in Riverton."

Commissioner John S. Cross dissented to the economic injury hearing and submitted his written objections to the commissioners at the special meeting Thursday on am-fm rules (see story, page 27). Commissioner Rosel H. Hyde did not participate but aligned with Commissioner Cross' dissent at the Thursday session.

Commissioner T. A. M. Craven then moved for reconsideration of the Riverton order and, unofficially, the FCC decided to take the matter up again this week. The staff was told not to release the text of the

hearing order although no move was made to correct the brief announcement that was made publicly.

Cross Influences ■ Important in the decision to reconsider was a warning by Commissioner Cross that the FCC is taking the first step toward a public utility concept for broadcasting.

Mr. Cross, after noting that the commission has consistently emphasized its inability to forecast the competitive and economic factors in a community, predicted that the FCC would have to estimate potential advertising revenue, the efficiency of each station to tap this potential, ascertain what a fair return should be for the existing broadcaster, prescribe a uniform system of accounting, review the existing broadcaster's income and operating expenses.

KVOW Opposition ■ In its opposition to the two applications, KVOW submitted an economic study by Richard M. Allerton, former NAB research director, which recommended that where there is a questionable economic base for additional stations the FCC should require applicants for new stations to show they have sufficient financial resources to carry out a full year's operation (BROADCASTING, Feb. 26).

Under existing "rule of thumb" policies, Mr. Allerton said, an applicant must show only that he can

carry on for three months without income.

KVOW also disagreed with the estimate that there is \$140,000 worth of yearly advertising revenue potential in Riverton. This is twice the actual revenues available, KVOW stated.

It was also in Riverton that the FCC denied the grant of a microwave to service catv systems there on the grounds KWRB-TV Riverton would suffer economically by the outside tv signals (BROADCASTING, Feb. 19). Commissioner Cross termed that decision a "bad law" in dissenting. This is believed to be the first time the FCC has denied a grant of any kind on grounds an existing station will be forced off the air.

The economics of broadcasting also played a part in another hearing designated by the FCC last week. This was on an application by the Goodland (Kan.) Chamber of Commerce for a vhf translator operating on ch. 13 in that city to rebroadcast programs of ch. 6 KHPL-TV Hayes Center, Neb., a satellite of KHOL-TV Kearney-Holdrege, Neb. The application is opposed by ch. 10 KWHT-TV Goodland. Goodland, the commission noted, also receives services from ch. 8 KOMC-TV McCook, Neb. Commissioner Cross concurred in part in this action.

ever, are understood to oppose extending daytimer hours by statute, fearing it would lead to interference with other stations on their channels. Rep. John E. Moss (D-Calif.) said Congress "can't legislate physical laws. We should leave this matter to the FCC, but lay down guidelines."

He and Rep. J. Arthur Younger (R-Calif.), who shares this view, are said to be drafting amendments to the bill.

The commission had opposed legislation in both the clear-channel and daytime broadcaster fields. It contends these matters are too complex for statutory action, and are better left to the agency created to handle them.

HEW starts planning to implement etv law

Government officials last week began putting together machinery to administer the educational television bill enacted earlier this month (BROADCASTING, May 7). But the Dept. of Health Education and Welfare, which will administer the act, indicated it will be

weeks before it can begin processing applications for any of the \$32 million in assistance authorized.

Ivan Nestingen, undersecretary of HEW, said that department will request a supplemental appropriation to pay for the additional staff needed. He said work has started on forms, procedures and regulations to implement the new law (PL 87-447).

Earlier, HEW Secretary Abraham A. Ribicoff announced the appointment of John W. Bystrom as assistant for educational television in the office of the secretary, and Dean W. Costin, as deputy assistant.

Dr. Bystrom, a consultant to the Office of Education since October 1961, is a former director of education and public service for KMSP-TV Minneapolis-St. Paul. Mr. Costin has been assistant to the department's assistant secretary for legislation since July 1961. Previously, he had served as operating supervisor of Michigan U.'s broadcasting service.

The department seeks 16-19 new staff members. Two or three will be in

the office of the HEW secretary, charged with responsibility for the etv program, and 14 to 16 in the Office of Education, which will carry the main administrative burden.

The FCC's role in assisting HEW is still to be determined. The FCC's Office of Research and Education has already given the department some preliminary assistance, and it is assumed that the office's chief, Hyman Goldin, will serve as liaison with HEW.

The new law authorizes matching-funds distribution, of federal assistance to state or private, non-profit educational institutions to establish educational television stations.

Agreement in Rochester; snag in Grand Rapids

Nine of ten applicants for commercial operation on ch. 13 Rochester, N. Y., have reached an "agreement to agree" on an interim operation but a similar deal on ch. 13 Grand Rapids, Mich., hit a snag last week when three of six applicants turned down the plan

nearing consummation there (BROADCASTING, May 7).

An interim operation agreement already has been approved by the FCC in the third city where a third vhf was added last summer—ch. 9 Syracuse, N. Y. (BROADCASTING, April 16).

Washington attorneys submitted a draft interim agreement to their Rochester clients which all but one (the 11th applicant seeks educational operation and has not participated in the interim talks) have agreed in principle with only minor changes. Nothing has been signed, however, and no articles of incorporation have been drafted, it was reported last week.

The Rochester plan calls for a \$1 million plan to construct and finance the interim station, all participating parties to share equally. A meeting was held on the interim plan last Wednesday and ABC has agreed to affiliate with the temporary station—as the network has done in both Syracuse and Grand Rapids. One party said after last week's meeting that the "chances are excellent" that a final agreement will be reached soon.

In Grand Rapids, Atlas Broadcasting Co. (WMAX-AM-FM there) voted last week not to participate at this time in any interim operation because there are "too many unknowns involved." Another applicant, Grand Broadcasting Co., has never been a party to the plan although it has participated in preliminary meetings.

The other four applicants—MKO Broadcasting Corp., Major Tv Co., West Michigan Telecasters Inc. and Peninsular Broadcasting Co.—signed an interim agreement earlier last week but one of the four reportedly rescinded its plans to participate Thursday.

Network heads face Dodd hearing today

The Senate Juvenile Delinquency Subcommittee, which resumed hearings Friday on television crime and violence, was scheduled to hear testimony today (Monday) from the operating heads of three networks.

Sen. Thomas J. Dodd (D-Conn.), subcommittee chairman, said the witnesses will be Dr. Frank Stanton, president, CBS; Robert E. Kintner, president, NBC; and Leonard Goldenson, president, American Broadcasting-Paramount Theatres.

Sen. Dodd announced the hearings on Thursday (May 10), a day before the subcommittee was scheduled to take testimony from three other high television network executives—James T. Aubrey, president CBS-TV; Walter D. Scott, executive vice president, NBC-TV; and Thomas Moore, vice president, ABC-TV (see AT DEADLINE).

CLARIFY 'COUNTERFEIT' BILL—NAB

Anello says bill might hit legitimate record copying

An NAB spokesman warned Congress last week that pending legislation aimed at those who counterfeit or pirate phonograph records may also hit broadcasters guilty of nothing more than dubbing records onto automatic tape systems. Douglas A. Anello, NAB general counsel, asked that the bill (HR 6354) be clarified to prevent this from happening.

The House Judiciary Committee's Subcommittee on Patents, Copyrights & Trademarks held a one-day hearing on the bill that would provide stiff criminal penalties for interstate trafficking in such illicit records and additional civil remedies for infringement of reproduction rights in copyrighted music.



Mr. Anello

The bill provides for a maximum penalty of \$10,000 fine and 10 years' imprisonment for these offenses.

Witnesses representing record makers and music publishers urged adoption of the bill, introduced by Rep. Emanuel Celler (D-N. Y.), Judiciary Committee chairman. They contended existing federal and state statutes are inadequate to protect legitimate manufacturers, artists and publishers. Art Talmadge, president of the American Record Manufacturers & Distributors Assn. and United Artists Records, said counterfeiting has cost the record industry \$20 million.

Favors Counterfeiting Ban ■ Mr. Anello said NAB has no objection to the section banning counterfeiting. But he said the provision aimed at piracy needs to be drafted with greater precision to prevent its being applied to broadcasters who often transcribe records onto tape for broadcast.

Record makers, he said, give records to stations to obtain the widest possible exposure for them. "We do not believe that the owners of the master recording have any desire to proscribe" broadcasters from playing their records, he added.

Mr. Anello also objected to the section amending the Copyright Act to provide additional civil remedies for any-

one injured by infringement of reproduction rights in copyrighted music. He said this provision would "equate the penalty for an unauthorized duplication of a recording with the unauthorized performance of that recording for profit."

And this, he said, would make the civil damages collectable in all cases of duplication, innocent or wilful, regardless of whether a profit motive is involved. The damages provided by the Copyright Act range from \$250 to \$5,000.

He suggested that this section be dropped in view of a study now being made by the Register of Copyrights of a general revision of the Copyright Law. He said piecemeal changes in the law are not advisable in view of the complexity and technical nature of the matters involved. Mr. Anello is a member of a special committee working on the revision.

Abraham A. Kaminstein, the Register of Copyrights, took a similar position. He said he favored additional civil remedies in cases involving infringement of records. But, he said, "piecemeal legislation on a matter of such importance, in advance of a general revision, is . . . to be avoided unless absolutely necessary."

Rust answers charge of trafficking

Charges of trafficking made against multiple-station owner William F. Rust Jr. by WMOU-AM-FM Berlin, N. H., are irresponsible and are based on an erroneous conception of what constitutes trafficking, Mr. Rust told the FCC last week (BROADCASTING, May 7). He asked the commission to ignore WMOU's "reckless" allegations and approve his sale of WBRL Berlin.

In the first place, WMOU has no standing to protest a sale in Berlin—it could object to the advent of a new service but not the sale of an existing one, Mr. Rust claimed.

Mr. Rust emphasized that he is making no profit on the sale of the WBRL construction permit. His acquisition of WHAM - WHFM (FM) Rochester, N. Y., was approved by the FCC May 2 on condition he dispose of one of his am stations. He said he has had interests in 11 stations since 1946 and retains majority control of five of them. He said further he had kept most of his stations for at least three years and had not been juggling them for quick profits.

Mr. Rust, in association with Ralph Gottlieb, owns WBRL; WHAM-

WHFM (FM); WKBR-AM-FM Manchester; WTSN Dover, WKBK Keene, all New Hampshire; WNOW-AM-FM-TV York; WRAW Reading and WAEB Allentown, all Pennsylvania.

C-P seeks reversal of 'sandpaper' order

Colgate-Palmolive has asked the U.S. Court of Appeals to review the Federal Trade Commission's benchmark decision ordering the company to discontinue "unfair and deceptive" sandpaper-test tv commercials for C-P's Rapid Shave (BROADCASTING, Jan. 8).

The company and its agency, Ted Bates & Co., asked the Boston appeals court to consider the case. The American Assn. of Advertising Agencies asked to file an *amicus curiae* (friend of the court) brief but was turned down.

Colgate and Bates are understandably anxious to get the FTC decision reversed: the commission language is so broad that future commercials adjudged by the FTC to be deceptive could make

the company and agency liable to fines for contempt.

The far-reaching implications of the Rapid Shave decision were shown in the recent ruling on Carter Products' Rise commercials (AT DEADLINE, May 7). As in the Rapid Shave case, the FTC unanimously ruled: "The demonstration did not prove what it purported to prove and was, therefore, false and deceptive." In the Rapid Shave case, a plexiglass mockup was represented as sandpaper and was shown being shaved; Rise represented a chemical substance, known to be quick-drying, as a competing product.

The decision against Rise, written by Commissioner Sigurd Anderson, underlined the FTC's policy on demonstrations in tv commercials.

In defense, Carter had contended the commercial disparaged only "ordinary—that is, inferior" competing shaving creams, but the FTC ruled: "We find it exceedingly difficult to believe that respondents would compare Rise, a product claimed to be 'unique' and

'superior,' with only the lowest quality shaving creams."

That Carter discontinued the challenged Rise commercials cut no ice with the FTC. Rarely does abandonment form grounds for dismissing a complaint if the discontinuance does not come until the commission acts, the FTC decided. "Moreover, respondents' assurance of discontinuance relates only to the specific commercials and not to the practices at which the complaint is directed."

Carter had claimed the hearing examiner's recommendations for stopping the Rise commercials were too broad; the FTC agreed in only one instance—a prohibition against Carters' misrepresenting or "otherwise disparaging competitors' products." The FTC said, "We know of no rule of law which prevents a seller from honestly informing the public of the advantages of its products as opposed to those of competing products."

FCC asks \$1.5 million for electronic brain

President Kennedy asked Congress last week for \$1.5 million more for the fiscal year beginning July 1 to buy an electronic brain to speed up FCC application processing.

The FCC's fiscal 1963 budget is \$13.1 million. The requested \$1.5 million is to buy a Remington-Rand Univac III computer and more monitoring equipment and to establish a space communications working group within the Common Carrier Bureau.

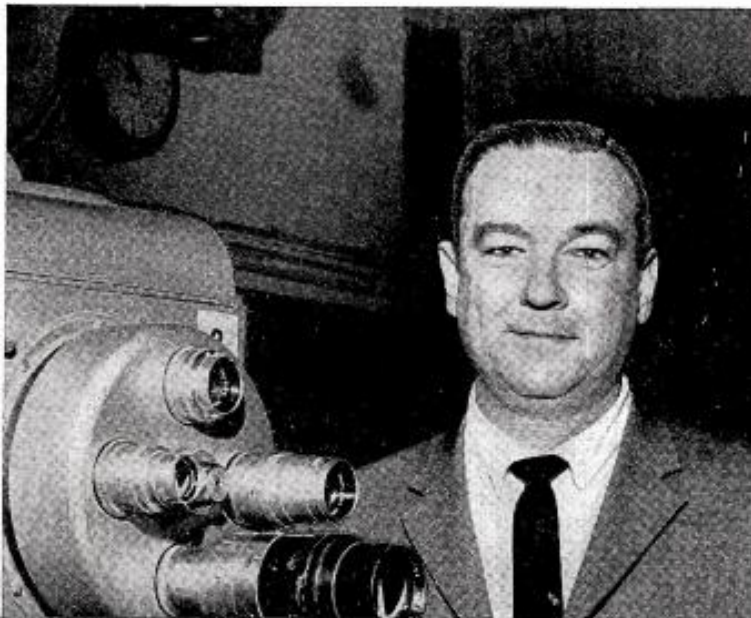
The computer, the FCC claims, will save about \$200,000 a year by speeding up routine engineering computations in all areas, including broadcasting and safety and special services. If Congress approves the additional appropriation, FCC officials believe the automated technique will be in operation in about a year.

The agency testified before a House Appropriations subcommittee about two months ago. The committee has not yet issued its report.

FTC orders Vademecum to drop challenged ad

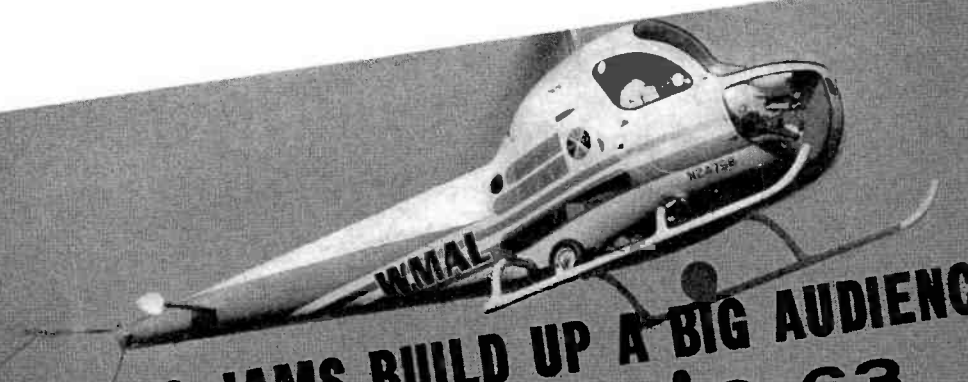
Allegedly false advertising claims made for Vademecum toothpaste in radio commercials and in other media have been ordered discontinued by the Federal Trade Commission.

FTC adopted an initial decision recommended by a hearing examiner January. Golden Valley National Sales & Distribution Co., Palo Alto, Calif., failed to answer the FTC's complaint against advertising. The company has said use of radio has increased sales 290% (BROADCASTING, May 7).



WLW-TV COLOR TV RATINGS AND SALES CLIMB IN COLOR-FULL CINCINNATI

John T. Murphy, WLW-TV General Manager: "A WLW-TV survey shows that Color programs have *double* the ratings of the same programs in black-and-white, and Color commercials have *triple* the impression of their black-and-white counterparts. Result: WLW Television sales have increased 34% since we installed Color TV equipment." Color TV can pay off for you, too. Find out how today from: J. K. Sauter, RCA, 600 North Sherman Drive, Indianapolis 1, Indiana, Telephone: ME 6-5311.



TRAFFIC JAMS BUILD UP A BIG AUDIENCE FOR WMAL RADIO 63

"WMAL trafficopter reports ease traffic delays"
says Congressman Joel T. Broyhill
Member of Congress from Virginia



JOEL T. BROYHILL
10th District, Virginia

CITIES: ALEXANDRIA, FALLS CHURCH, FARMERS CITY, FALLS CHURCH

COUNTIES: ARLINGTON, FAUQUIER

Congress of the United States
House of Representatives
Washington, D. C.

COMMITTEES:
POST OFFICE AND CIVIL SERVICE
DISTRICT OF COLUMBIA
HOMER L. S. KAGOUT
ADMINISTRATIVE ASSISTANT
JOHN T. WHITE, II
LEGISLATIVE ASSISTANT

Mr. John W. Thompson, Jr.
President
WMAL
4461 Connecticut Avenue, N. W.
Washington, D. C.

Dear Mr. Thompson:

I would like to congratulate your fine organization and the Metropolitan area for the splendid public service you are rendering through the traffic reports that are broadcast from an observer in a trafficopter to the rush hour commuter below.

These radioed observations giving detailed information on congestion and traffic tie-ups along specific routes have proven most helpful to me in commuting from my home in Arlington to the Capitol. I know thousands of other motorists have been able to avoid long delays at accident blocked streets or bridges. I am sure that these reports have helped to ease traffic delays throughout the entire metropolitan area.

of WMAL can be justly proud of the service that they are performing to help alleviate one of the National Capital Area's problems.

With best wishes, and appreciation for a job well done, I am

Sincerely,
Joel T. Broyhill
Joel T. Broyhill, M. C.

JTB/emn

WMAL RADIO 63
The Evening Star Broadcasting Co., Washington, D. C.

NATIONAL REPS:
M-R REPRESENTATIVES, INC.
BROADCASTING, May 14, 1962

FCC denies Biscayne reconsideration plea

Biscayne Tv Corp. lost another round with the government last week in its efforts to retain WCKT (TV) (ch. 7) Miami when the FCC denied a petition for reconsideration of a 1961 decision revoking the ch. 7 grant to Biscayne (BROADCASTING, July 31, 1961).

The commission reaffirmed its earlier order which disqualified Biscayne and two other applicants and gave the grant to a fourth party, Sunbeam Tv Corp. The original grant was made in 1956 but, following a rehearing, the FCC disqualified Biscayne, East Coast Tv Corp. and South Florida Tv Corp. for making *ex parte* contacts while the original case was pending.

Sunbeam was the only one of the four applicants found not guilty of off-the-record attempts to influence the commission. In its decision last week, the FCC also accepted amendments to Sunbeam's application to reflect corporate changes and a change in the proposed transmitter site.

Last week's action came on the same 4-1 vote by which the Biscayne grant was revoked, with Commissioner Robert E. Lee again dissenting. Commissioners Rosel Hyde and T. A. M. Craven did not participate.

Opponents say tax bill endangers free speech

Legislation that would disallow tax deductions for advertising aimed at influencing legislation is being attacked on Capitol Hill as an infringement of the right of free speech.

The omnibus tax bill (HR 10650), already approved by the House, is now before the Senate Finance Committee, headed by Sen. Harry F. Byrd (D-Va.).

The bill would include in one of its sections a 1959 ruling of the Internal Revenue Service. But it liberalizes that ruling to the extent of permitting direct attempts to influence legislators as a deductible expense.

Advertisers and media representatives have made a strong plea for elimination of the section from the bill. NAB has been following the measure, but has not testified on it.

Free Speech Cited ■ The major argument against the provision is that it affects the right of free speech of taxpayers who want to influence legislation by appeals through television, radio and the press. They say this is particularly harmful in cases where the success or failure of an individual's business may be affected by legislation.

John F. Ryan, counsel for the Advertising Federation of America, told the committee that "only through paid

advertising and publicity, employing the most far reaching media, can the citizens rights be expounded adequately."

Robert W. Coyne, president of the Distilled Spirits Institute Inc., has warned that the provision could even be interpreted to include editorial matter carried by broadcasters or print media.

If a newspaper or broadcaster editorialized in an effort to affect legislation, he said, the costs could be considered as non-deductible, even though they were "truly ordinary and necessary" business expenses.

Mr. Coyne said he doesn't believe the administration would use "this potent weapon" to regiment or coerce. "But we do emphasize," he added, "that a power of harrassment and punishment has been created which . . . poses a clear and present danger to . . . freedom of speech."

Broadcast Bureau asks denial of KRLA plea

KRLA Los Angeles failed to give any valid reasons why the FCC should reconsider its refusal to renew the station's license, the Broadcast Bureau has told the commission (BROADCASTING, April 23).

The KRLA pleading did not deal with the actual elements of the FCC's decision but set up a "straw man" and destroyed it, the bureau said. Furthermore the commission's reasons for not renewing the license were based on evidence adduced at the hearing and on the issues enunciated in the hearing order.

The bureau rejected KRLA's claim that the FCC employs a "double standard" for licenses because it only fined WNOE New Orleans for fraudulent contests and renewed the licenses of Westinghouse Broadcasting Co. on the strength of its programming showing; these cases are not comparable to that

of KRLA, the bureau maintained. The KRLA contests caused the public to waste time and effort searching for prizes which were virtually impossible to find, the bureau said. Westinghouse's licenses were renewed because of exceptional public service programming; KRLA's programming was often not in the public interest, the bureau claimed.

Petitions from Los Angeles churches and locals of broadcast unions urging renewal of KRLA's license are improper and should be ignored, the bureau said.

Ch. 8 applicants reply to drop-in petitioners

All applicants for ch. 8 Greensboro-High Point, N. C., took issue last week with a joint petition by the state and federal officials of South Carolina and two Columbia, S. C., tv stations, which asked the FCC to assign ch. 8 to Columbia at substandard spacing (BROADCASTING, May 7), and to impose restrictions on the Greensboro grant.

The applicants asked the FCC to strike the Columbia petition, claiming it was untimely filed (the Greensboro hearing was instituted in 1957) and that the Columbia stations have no standing to interfere in the conditions to be imposed on the Greensboro-High Point ch. 8 grant. Furthermore, the FCC has refused in the past to authorize a drop-in at Columbia and in September the agency announced it was not contemplating further drop-ins at substandard spacing, they said.

For the FCC to add a vhf channel in Columbia, it would have to break its pledge to Congress not to deintermix markets, the Greensboro applicants said. WIS-TV (ch. 10) and WNOK-TV (ch. 19) requested the drop-in; if adopted it would surely cause the demise of ch. 25 WCCA-TV, the Greensboro applicants argued, because a uhf could not possibly compete with two vhf stations. Thereby a third tv service

Tv's bad — and good — effects on children

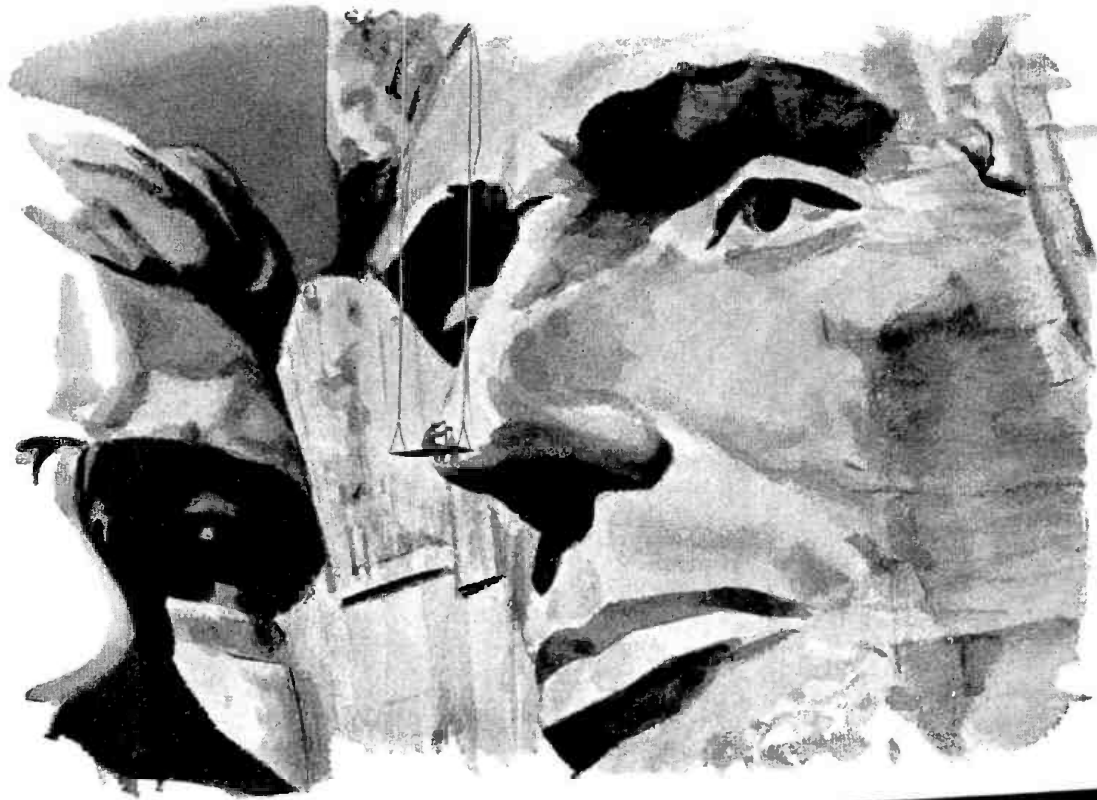
Government and broadcasting representatives planning a conference to discuss television's effect on children, have agreed it won't be mainly concerned with juvenile delinquency. But they haven't agreed on a date or on who will participate (BROADCASTING, April 30).

Bernard Russell, a special assistant to Secretary Abraham A. Ribicoff of the Dept. of Health, Education and Welfare which will sponsor the conference, said he thinks it will be "a few weeks" before an announcement can be made. But he said HEW is "very encouraged" that agreement can be reached.

Attending the meeting last week at

Boston University were Donald McGannon, president of Westinghouse Broadcasting Co.; Melvin Goldberg, WBC's director of research; John Perry, assistant to NAB President LeRoy Collins; and Dr. Ralph Gary of Boston U., special consultant to the Senate Juvenile Delinquency Subcommittee, which asked HEW to sponsor the conference. Another meeting is tentatively scheduled for this week in Washington.

Mr. Russell said there is general agreement that the conference goal should be a research project to throw additional light on television's effect on children—"the positive factors as well as the negative."



YOU MAY NEVER CUT STONE GIANTS* —

BUT... WKZO Radio Can Help You Carve Out Larger Sales In Greater Western Michigan!


Morning, afternoon, and night, WKZO commercials reach more people in the Kalamazoo-Battle Creek and Greater Western Michigan market than any other radio station. Pulse Reports show WKZO outrating all competitors in all 360 quarter-hours surveyed (6 a.m.-Mid., Mon.-Fri.).

And the WKZO Radio coverage area is one of America's fastest-growing markets, too. Kalamazoo alone is expected to outgrow all other U.S. cities in personal income and retail sales between 1960 and 1965. *Source: Sales Management Survey, June 10, 1960.*

For all the amazing facts about the top station in the big, fast-growing Greater Western Michigan market, see your Avery-Knodel man!

7-COUNTY PULSE REPORT			
KALAMAZOO-BATTLE CREEK AREA — SEPTEMBER, 1961			
SHARE OF AUDIENCE — MONDAY-FRIDAY			
	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	18	7
12 NOON - 6 P.M.	24	16	9
6 P.M. - 12 MIDNIGHT	34	13	13

*At the Mount Rushmore National Memorial in South Dakota, the busts are proportionate to men 465 feet tall.



The Felzer Stations

RADIO
 WKZO KALAMAZOO-BATTLE CREEK
 WJEF GRAND RAPIDS
 WJEF-FM GRAND RAPIDS-KALAMAZOO
 WWTV-FM CADILLAC

TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WWTV/ CADILLAC-TRAVERSE CITY
 /WWUP-TV SAULT STE. MARIE
 KOLN-TV LINCOLN, NEBRASKA
 /KGIN-TV GRAND ISLAND, NEB.

WKZO

**CBS RADIO FOR KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives

AMA spokesman out

Dr. Edward Annis, spokesman for the American Medical Assn., has withdrawn from ABC News' *Issues and Answers* program scheduled May 27 (ABC-TV, 4-4:30 p.m., EDT). Dr. Annis said he does not want to be "associated on any program with the Javits or Bow bills." He referred to Sen.



Sen. Javits

Rep. Bow

Jacob K. Javits (R-N. Y.) and Rep. Frank T. Bow (R-Ohio), authors of medical care plans whose appearance with Dr. Annis had been announced April 27. Sen. John Tower (R-Tex.) has agreed to appear on the program in opposition to the administration's bill to provide health and medical care for the aged through social security.

in Columbia would be precluded.

High Point Tv Co., Southern Broadcasters Inc. and TriCities Broadcasting Co. petitioned jointly asking the FCC to ignore the Columbia request. Jefferson Standard Broadcasting Co. filed separately.

Etv reservation asked for ch. 20 in Chicago

WTTW (TV), Chicago's educational station, asked the FCC last week to reserve ch. 20 there for noncommercial etv use. The station indicated it would file such a request in testimony before Commissioner Robert E. Lee during the Chicago local programming hearing (BROADCASTING, April 9).

There is a greater need for educational programming in Chicago than WTTW can provide on ch. 11, the station claimed. Special courses for college-level students, deaf children, policemen and firemen could be provided on the uhf channel, WTTW said.

Ch. 20 is assigned to Chicago but has not been applied for; if the FCC authorizes it for etv, WTTW will apply to operate it, the community educational group said.

In another etv petition last week, National Educational Radio & Tv Center

asked the FCC to modify its rules to permit interchangeable use of educational broadcast microwave facilities (including STL circuits) for closed circuit educational broadcasts. NETRC said this would permit economy in the assignment of microwave frequencies and provide more efficient spectrum utilization.

No station sale exempt from check—Juntilla

Broadcasters were warned last week that the FCC's three-year rule on station transfers does not preclude a review of every station sale to determine whether or not a buyer or seller is trafficking in licenses.

The yellow light on station transfers was flashed by James O. Juntilla, assistant chief of the commission's Broadcast Bureau, in a talk prepared for delivery May 11 to the Illinois Broadcasters Assn.

After discussing the three-year rule and the exceptions which permit transfers to be approved without a hearing (BROADCASTING, March 19), Mr. Juntilla cited the FCC report which specifically states that the commission will examine all transfer applications for possible trafficking problems even where the stations to be sold have been held for three years or longer.

The bulk of Mr. Juntilla's address was concerned with last week's commission order instituting a freeze on new am applications (see page 27).

Senate group critical of regulatory backlogs

Lag in handling administrative cases by government's regulatory agencies, including FCC, is approaching "national scandal" which affects both individuals and "vast industries," a Senate subcommittee has reported.

The report of the Subcommittee on Administrative Practice & Procedure didn't deal specifically with FCC's case backlog. But a staff member said the subcommittee had the commission in mind when it warned of delay by some agencies in handling growing caseloads.

The subcommittee, headed by Sen. John A. Carroll (D-Colo.), praised streamlining operations of some agencies, and said the FCC-reorganization measure enacted last year should help the commission handle cases more efficiently.

The FCC last week...

▪ Denied petitions for reconsideration of grants to WEAT-TV (ch. 12) and WPTV (TV) (ch. 5), both West Palm Beach, Fla., to move transmitters toward Miami, increase antenna heights and power. WTJV (TV) Miami (ch.

4) had protested the planned moves by the West Palm Beach stations.

▪ Added ch. 18 with an educational reservation to Dalton, Ga., and deleted commercial ch. 18 allocations from Fort Valley, Ga., Murfreesboro, Tenn., and Burnsville, N. C., effective June 11. The action was taken on a petition by the Georgia State Board of Education seeking reconsideration of a Feb. 6 order which shifted ch. 25 from Dalton to Huntsville, Ala.

▪ Invited comments by June 11 on rulemaking to permit the simultaneous operation of two transmitters on a single studio-transmitter link for fm stereophonic programs. The transmission of stereo requires two aural signals and present rules prohibit the use of more than one channel for STL operation.

▪ Granted a new educational tv station on ch. 47 in Yakima, Wash., to the Yakima School District No. 7. The station was authorized a power of 22.4 kw and an 860 ft. antenna.

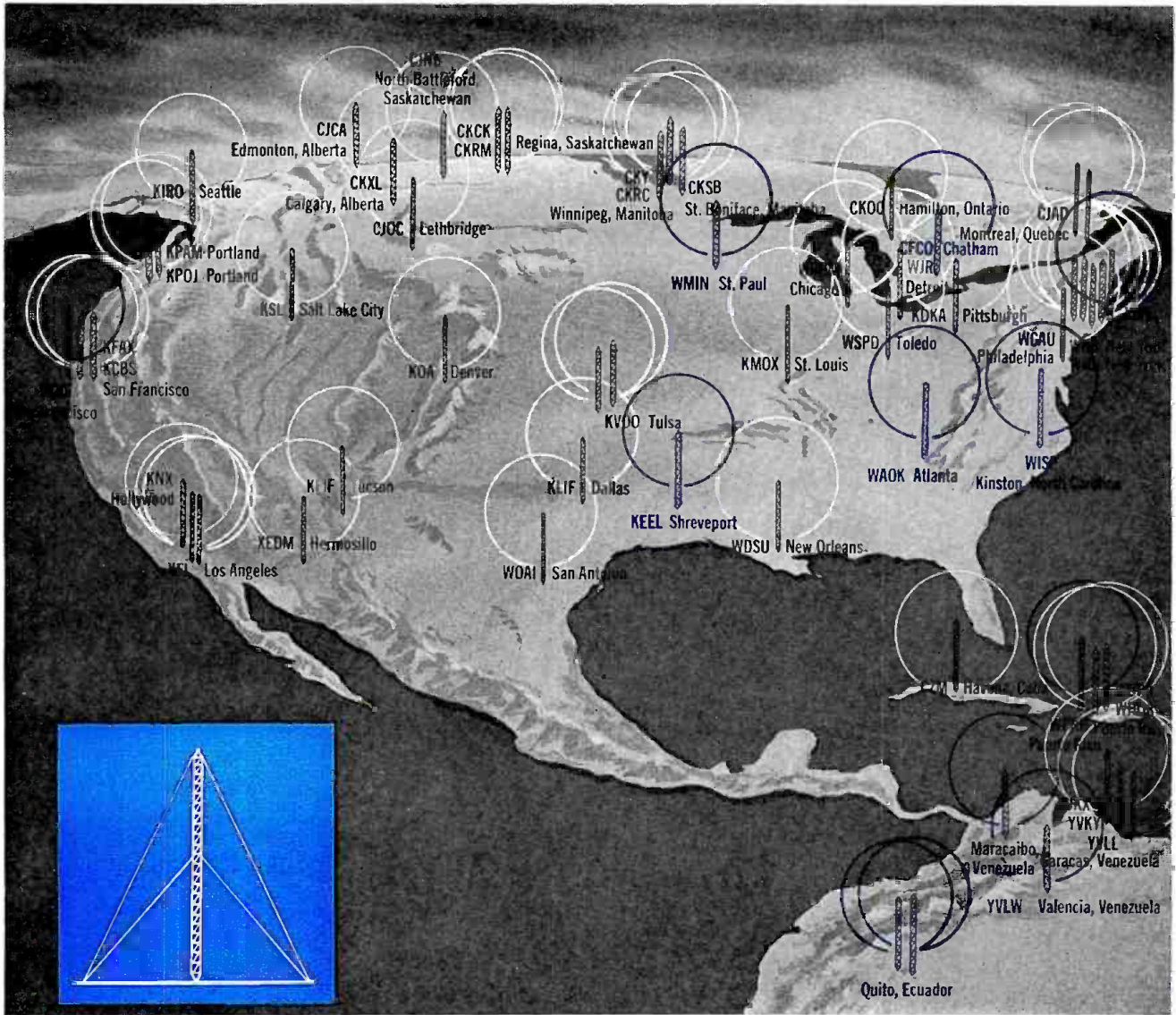
Keep pre-sunrise plan, fulltimers urge FCC

Nine fulltime radio stations last week urged the FCC not to abandon its proposal to restrict pre-sunrise operation by daytime stations.

If the am broadcasting industry is to become "economically viable" and in a position to live up to the standards the FCC expects of it, the commission must recognize that a tightening of engineering standards is necessary, the group said. The stations asked the FCC to approve rules to require daytimers to notify the FCC of their hours of pre-sunrise operation; permit fulltime stations to compute interference by daytimers instead of proving it by frequency-measurement tests; and prohibit new daytimers from pre-sunrise operation. The list of stations operating pre-sunrise

Quiz grand jury dies

The long life of a New York grand jury formed in July 1960 to investigate charges of tv quiz show rigging is officially ended. It was discharged May 2 by Judge Charles Marx, more than three months after the last of 18 program contestants pleaded guilty to lying to an earlier grand jury (BROADCASTING, Jan. 22). All the defendants, including such big-money winners as Charles Van Doren and Elfrida von Nardoff, were given suspended sentences in special sessions court.



These NEW AM Radio Transmitters Speak with Continental Authority!

Here are preferential new installations made by discriminating major broadcasters. They indicate the proven quality, reliability and acceptance of Continental Electronics Transmitters.



Type 317B 50kw AM transmitter



Type 314D 1kw AM transmitter



Type 315B/316B 5/10kw AM transmitter

Continental Electronics
MANUFACTURING COMPANY

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new...
exciting...
wonderful...

RAHALL RADIO

1st...in Community Life
1st...in Overall Ratings
1st...in Sell
1st...in Adult Listening

WKAP

RADIO 132

Allentown - Bethlehem - Easton

5000 WATTS. No. 1 latest Hooper and Pulse. Lowest cost per thousand-audience in vast Lehigh Valley growth market. First with Blue Chip advertisers.

WLCY

RADIO 138

Tampa - St. Petersburg, Fla.

5000 WATTS. No. 1 January-February 1962 Hooper . . . double of all other area stations. Lowest cost per thousand audience . . . in fast growing Tampa-St. Petersburg market.

WWNR

RADIO 62

Beckley - W. Virginia.

1000 WATTS. No. 1 Hooper and Pulse surveys, serving 9 big counties in heart of West Virginia. Lowest cost per thousand audience . . . featuring great personalities.

WNAR

RADIO 111

Philadelphia Area

500 WATTS. No. 1 latest Hooper survey report, covering large Philadelphia and Norristown market . . . where bulk of consumers live and buy. Lowest cost per thousand audience.

WQTY

RADIO 122

Jacksonville - Florida

1000 WATTS. Rahall Radio's newest baby, with new eye-catching radio format. Climbing daily in ratings. Get the facts on low-cost coverage in greater Jacksonville market.

RAHALL RADIO GROUP

N. Joe Rahall, President
Represented nationally by:
ADAM YOUNG, New York
Philadelphia Representative:
Paul O'Brien,
1713 Spruce St., Phila., Pa.

should be made public by the FCC, the stations urged.

The request was signed by KFMB San Diego, KWMT Fort Dodge, Iowa, WANE Fort Wayne, Ind., WDAF Kansas City, WDOK Cleveland, WEBC Duluth, Minn., WGR Buffalo, WISH Indianapolis and WMT Cedar Rapids, Iowa.

FCC clears Florida station

WEBC Milton, Fla., won a three-year renewal from the FCC last week as the agency dismissed charges that licensee Clayton W. Maypoles used the station unfairly in a 1959 election.

The commission said it had made its own investigation of charges made by Clifford Wilson, former county commissioner, and other local politicians, that WEBC used newscasts for the insertion of editorial comments not so labeled.

In renewing WEBC's license unanimously, the commission found that the station had not been used improperly against the complainants and that WEBC had been operated in the public interest. Mr. Mapoles told the FCC

that the charges were untruths and exaggerations (BROADCASTING, Jan. 23, 1961).

Plains Radio forfeits permits for five fm's

Plains Radio Broadcasting Co. lost its authorization for five fm stations last week. The FCC announced their construction permits had been forfeited and call letters deleted. The stations were KRKY Denver, KFMY Minneapolis, WFFM Cincinnati, KFMC Portland (Ore.), and KPRN Boise.

Trafficking and lack of diligence in construction were charged against Plains Radio last month (BROADCASTING, April 9), when the commission denied the company additional time to build the stations. An application to assign the permits to United Communications Inc. also was denied on the grounds that United had made no survey of the programming needs of the communities.

Plains Radio, owned by Globe-News Publishing Inc., of Amarillo, is licensee of KGNC-AM-FM-TV Amarillo, and KFYO Lubbock, both Texas.

THE MEDIA

ROGERS' RALLYING CRY

Congress will shield licensees from retribution if they insist on their rights, says congressman

Rep. Walter B. Rogers (D-Tex.), a key communications figure in the House, took the broadcasting business to task last week for "lack of courage, lack of willingness to fight for the things in which you believe and to fight for them effectively."

This was the appraisal he said he would offer—"constructively, you understand"—if asked to criticize the radio-TV industry.

He did not spare other targets, including the FCC, programmers generally, the NAB proposal to have network programming pre-screened by its code authority, and the Television Information Office.

Rep. Rogers was principal speaker at the Station Representatives Assn.'s annual awards luncheon in New York (see story, page 38). He is a member of the House Communications Subcommittee and a likely prospect for succeeding Rep. Morgan Moulder (D-Mo.), as chairman next year. Rep. Moulder, who has been restricted out of his House Seat, is not running for re-election, and Rep. Rogers is next ranking Democrat on the subcommittee.

Rep. Rogers said he understands that many broadcasters "hesitate to do certain things "because they fear FCC or

the networks, but "it is my feeling that you should stand up for your rights, expound your ideas about ways to improve programs and to improve your service; that you should fight more vigorously to carry your point."



Rep. Rogers

Sympathy ■ He assured his audience that "I feel very deeply that the members of the Congress will always lend a sympathetic ear to even the remotest possi-

bility of an injustice."

"Too long," he said, "the voice of the individual broadcaster has been the lost voice of the industry."

The legislator criticized censorship as "abhorrent in any form," but said that it may be imposed from many sources:

"I do not want any member of the FCC or its staff dictating programming tastes to me, even though their taste and mine may coincide. I don't want other members of Congress dictating to me, and I certainly would not subscribe to



"And there I was, big as life, on TV"

(and in one of the top-40 markets, too!)

Flint-Saginaw-Bay City, of course . . . where Helen Luther sandwiches *March of Dimes* and *Salvation Army* work in with her daily duties as housewife and mother of three. And where this Civil Defense Director gave area residents the lowdown on near receiver warning systems and sandbag shelters on WJRT's well-attended "In Our Opinion" discussion show.

You see, like most communities, industrial Flint-Saginaw-Bay City has an abiding interest in defense and post-attack survival. But these are just a few of the many interests which abound here—ranging from scuba diving to Little League and coin collecting.

Splendid opportunity, we think, for WJRT's "program-

ming from within" concept. And, in fact, in the past 30 months over 25,000 area people have appeared before Channel 12 cameras to talk about these and half a thousand other interests.

Splendid opportunity for you, too, if you advertise on TV. Because households here (75,000 of them watch WJRT on the average night) have an extra \$9 of weekly income*. Or nearly \$500 more each year than the national average household to spend for cars, boats, houses or whatever *you* sell.

Let Harrington, Righter and Parsons carry it from there. Call them in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles or San Francisco.

*Sales Management's "1960 Survey of Buying Power"

WJRT

FLINT-SAGINAW-BAY CITY/ABC PRIMARY/DIVISION: THE GOODWILL STATIONS, INC.

the board of NAB doing it.

"However . . . I am not sure that I take comfort in the fact that perhaps on occasion a similar selection of program content and program choice is exercised by the top executives of television networks, advertising agencies, and even the sponsor of the show who is paying for it.

"It would be well to keep in mind that the evils of censorship are not confined to government activities. They can be equally exercised by economic interests and can be just as damaging and just as dangerous as government interference."

Definitions ■ He challenged the notion that any unsponsored program is a "public service" program and said it should be made clear that stations are not required "to handle a series of dull programs to curry favor with the FCC at license-renewal time." Public service can and should be rendered through good entertainment programs, he said, adding that in his view "the definition of public service could be measurably broadened from its present narrow concept without undue imposition on the time of the station owner."

Regulatory agencies must give "a proper response" to the will of Congress to serve the will of the people, he said, and noted the FCC has been in conflict with Congress on three occasions this year (on the deintermixture bill, the communications satellite bill, and the

daytime broadcasting situation).

Obviously alluding to the special Peabody award presented to FCC Chairman Newton Minow, he continued:

"For instance, after three years of [tv's] image-improving, it struck me as rather odd that one of the Peabody awards went to a federal official who is a relative newcomer to this business and who, although not billed as an entertainer, has put on some interesting performances before congressional committees."

Rep. Rogers listed five areas where radio-tv may expect Washington activity:

■ "The No. 1 broad objective will be the determination of programming responsibility and possible censorship." He said Congress is interested in the roles played by producer, sponsor, talent agency, advertising agency, motion picture industry, networks and network-owned programs, "pressure groups" and "last but not least, the FCC."

■ Pay television, "a matter of increasing interest not only to the industry but to the public."

■ Federal Trade Commission's cease-and-desist proposals: undoubtedly due for "exhaustive examination and study."

■ Rating systems: "The smoke screen that has surrounded these practices will probably be lifted. It would seem to me that all elements of the industry would want to get together to find out as much as possible about the viewing public,

what they would like to see as well as what they are watching."

■ "The continuing controversy of network regulations:" "Needless to say, there is quite a bit of feeling in Congress to license and regulate networks. What form this will take it would be difficult to predict, but it can be said whatever burden of responsibility, if any, has been escaped by the networks and absorbed by the separate stations will be thoroughly examined, as well as the influence of the networks on the individual licensees."

Missouri stations plan major pr push

Missouri broadcasters are working on a plan to inform community leaders in the state about "the positive contributions of broadcasting to civic life." The project was voted at the May 2 meeting of Missouri Broadcasters Assn., held in connection with Journalism Week at U. of Missouri, Columbia.

MBA's plan calls for a series of clinics throughout the state to give broadcasters a chance to inform opinion leaders about service programming and to plan future programming of interest to communities.

Another MBA resolution called for elimination of Sec. 315, the equal-time provision of the Communications Act.

Blair Clark, general manager and vice president of CBS News, told the Missouri session no reporter is allowed within 1,000 miles of current atomic tests. He ascribed the ban to "high politics" as well as military security.

Matthew Culligan, general corporate executive with Interpublic Inc., pointed to the need for "a new approach to communication that will help fight the factors that could bring about total destruction—misery, poverty, ignorance and disease—the basic factors breeding communism.

The School of Journalism citations included an award to Pauline Frederick, NBC UN correspondent.

NAB reconstitutes radio code group

NAB has reconstituted its Radio Code Review Board as part of the association's expanded operation under Robert D. Swezey, code authority administering both radio and tv codes. Charles M. Stone is code authority manager for radio.

Cliff Gill, KEZY Anaheim, Calif., was reappointed for a two-year term as radio code chairman. Robert B. Jones Jr., WFBR Baltimore, also was reappointed as a member. Others named for two-year terms were Richard M. Fairbanks, WIBC Indianapolis; Lee Fondren, KLZ Denver, and Richard



Transcontinent buy of WDOK made final

Transcontinent Television Corp. consummated its purchase of WDOK-AM-FM Cleveland April 30, giving TTC its fourth radio property (it has five tv stations). Shown here handing over the \$1.4 million check to Frederick C. Wolf (l), president of the sellers, Civic Broadcasters Inc., is

David C. Moore (r), president of Transcontinent. Other Transcontinent stations are WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, KFMB-AM-FM-TV San Diego, KERO-TV Bakersfield and WNEP-TV Scranton-Wilkes-Barre.

W. W.* feels the power of KPHO's PUNCH



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W. P. MARSHALL, PRESIDENT

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NL = Night Letter

LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination.

SF-1201 (4-60)

LC463

L PFB308 NPR PD=WUX PHOENIX ARIZ APR 27 505P MST=

1962 APR 27 PM 6 17

TOM SHERLOCK=

STATION KPHO PHOENIX ARIZ=

APPARENTLY KPHO RADIO-TV NEEDS NO NEILSEN, TRENDX OR ARBITRON TO TAKE THE PULSE OF PHOENIX-SCOTTSDALE LISTENERS-VIEWERS. FOLLOWING OUR INTERVIEW LOCALS WHO RECOGNIZE ME IN STORES AND ON STREETS (AND A FEW MOTORISTS AT TRAFFIC STOP LIGHTS) SAID "HEARD YOUR TALK WITH SHERLOCK. LIKED WHAT YOU SAID ABOUT ALL OUR NEWSPAPERS" OR "SAW YOU ON FIVE" AND ALL PUNCTUATED THEIR GOOD WILL WITH SMILES. MADE ME FEEL GOOD.

WALTER WINCHELL/ARIZONA JOURNAL.

Following an appearance with
KPHO Radio-TV news director, Tom Sherlock,

* Winchell came face to face with KPHO's potent audience reaction
... live evidence of KPHO's viewer-listener penetration in this new major market.
Why not make these stations a part of your marketing power play?

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H. Mason, WPTF Raleigh, N. C.

Continuing for the second year of their terms are Richard O. Dunning, KHQ Spokane, Wash.; Elmo Ellis, WSB Atlanta; Herbert L. Krueger, WTAG Worcester, and Robert L. Pratt, KGGF Coffeyville, Kan. Appointments were made by NAB President LeRoy Collins.

Program intrusion opposed by Kansans

Intrusion of the government into programming was opposed May 5 by the Kansas Assn. of Radio Broadcasters, which resolved that "broadcasters' problems can best be solved by broadcasters themselves." The association, meeting at Hays, endorsed self-regulation under the NAB code.

NAB's and FCC's joint efforts to solve the problem of radio station overpopulation was discussed at length (see page 28). The group opposed proposals to schedule FCC fees for broadcast licenses on the ground such a policy "does not conform with other federal

regulatory agencies."

Ralph Beaudin, WLS Chicago, told the Kansans there would be chaos in broadcasting business practices were it not for the guideline help of ratings. He urged stations to stop selling against one another and to join in selling radio itself as a medium.

Thad M. Sandstrom, WIB-AM-TV Topeka, said in his address as retiring president that a permanent radio display has been started at Kansas State Historical Society in Topeka. He warned of increasing demands for more government controls and of descriptions of radio as "publicly franchised jukeboxes."

Mr. Sandstrom praised the stand taken by NAB and its president, Gov. LeRoy Collins, against harassment of Chicago tv stations through hearings and talked on proposals to solve the radio overpopulation problem. He said Kansas leads the nation in radio code adherence, 69% of stations, "more than double the national average," subscribing.

KAYS Hays was host station and

Bob Schmidt, general manager, was in charge of arrangements.

KOFO Ottawa was presented the association's award for community service. KMAN Manhattan received the editorial award. "Advertiser of the Year" awards went to Hunter Construction Co., Hays; Davis Lumber & Building Center, Hutchinson; Marling Stores, Topeka; and J. S. Dillon & Sons Stores. Winners were announced for the group's scholarships at Kansas State U. and U. of Kansas.

The 1963 convention will be held May 10-11 in Lawrence and KWLN will be host station.

Ratings short-changing radio, says Hurleigh

Radio "has been and is being short-changed" by confusion stemming from a "multiplicity of ratings" that "has so segmented radio that its price is now out of all proportion to its true dynamic value," Mutual President Robert F. Hurleigh asserted last week.

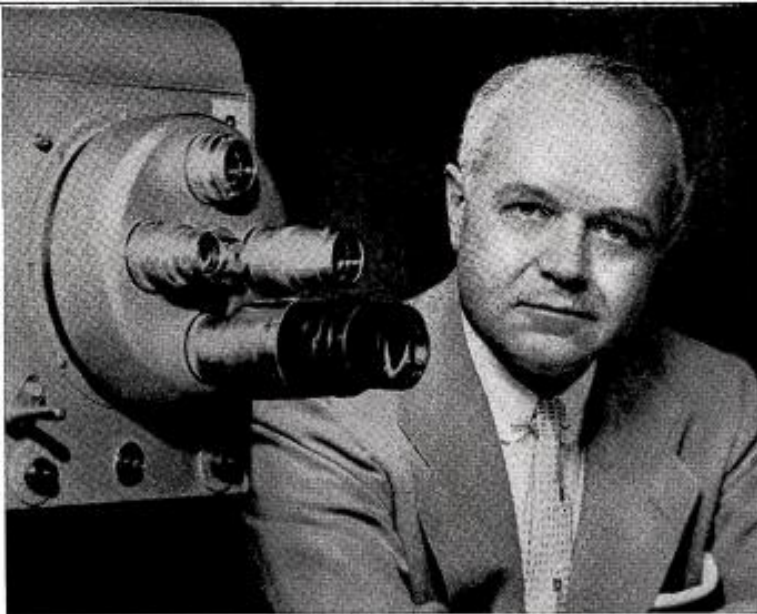
In the network's newsletter to MBS affiliates, Mr. Hurleigh said: "A tv minute on prime network time now costs anywhere from 50 to 10 times as much as that same minute on network radio. Certainly, it can't produce 70 times the audience. Nor can anyone convince us that it's 70 times as effective."

He said he agreed with Robert Pauley, vice president in charge of ABC Radio, in Mr. Pauley's reported contention that A. C. Nielsen Co.'s radio measurement services sometimes have shown sharply conflicting audience data, to the detriment of network radio (BROADCASTING, April 16). "As a matter of record," Mr. Hurleigh said, "we 'agreed' with him roughly three years before his present thoughts were ever reported—in speeches and editorials to everyone who would listen. We'd be happy to furnish him with added information of our own anytime he so desires."

MBS profit picture good, 3M stockholders told

MBS showed a profit during the first quarter of 1962 and is expected to show a profit for the entire year, Herbert Buetow, president of Minnesota Mining & Mfg. Co., told the company's annual stockholders meeting in St. Paul last Tuesday (May 8). Mr. Buetow reported that Mutual, which was bought by 3M two years ago, has made progress in all areas of broadcasting, particularly in its presentation of public-service programs. He noted that both *The Big Lie* and *The World Today* shows had won various awards.

MM&M's first quarter sales and earnings were 15% above the same period in



COLOR PIONEERING PAYS OFF 3 WAYS FOR WFIL-TV PHILADELPHIA

Roger W. Clipp, WFIL-TV General Manager: "Color is definitely the most exciting aspect of Television's present and future. Color TV means increased circulation and revenue. It also has gained a great deal of prestige for WFIL-TV, a pioneer in Color TV in the Philadelphia area." Color TV can increase your profits and prestige, too. It will pay you to find out how today from: J. K. Sauter, RCA, 600 North Sherman Drive, Indianapolis 1, Indiana, Telephone: ME 6-5311.

1961, Mr. Buetow reported. Net income in the period rose to \$18,974,652, or 37 cents a share, from \$16,541,010, or 32 cents a share, in the first quarter of 1961. Revenues increased to \$161,685,673 from \$140,959,527.

Etv audience profile released by NETRC

Regular viewers of educational tv stations watch an average of four programs a week, according to the preliminary results of an etv viewing study released last week by National Educational Television & Radio Center, New York.

Defining regular viewers as those who watch at least one program a week and who can support the claim by answering questions about the program, the organization reports that an educational vhf station "can expect to have from 10-25% of the adults in its viewing area watching its programs four times a week."

NETRC said the survey, which included 30,000 phone interviews and 2,000 home interviews, was held in late spring of 1961 by Dr. Wilbur Schramm of the Institute for Communication Research of Stanford U. The study was supported by a \$40,000 grant from the U. S. Office of Education. Complete results will be published soon.

The average etv viewer, according to the survey's audience composition findings, is better educated than the average non-viewer of etv. He reads more books, is more likely a participant in civic organizations, attends cultural events and earns a higher income.

Etv group reveals plans for Los Angeles station

Plans for bringing an educational tv station to Los Angeles were announced today (May 14) by Dr. L. A. DuBridge, president of the California Institute of Technology and chairman of the board of Community Television of Southern California. CTSC is at 2600 Wilshire Blvd., Los Angeles.

CTSC, a non-profit corporation, is the outgrowth of a year-old committee for educational television, which was launched when, on March 29, 1961, the FCC invited comments on methods by which one of Los Angeles' seven commercial tv channels could be made available for etv. The work of this committee resulted in more than 5,000 letters being forwarded to the FCC. Last November, Abraham Ribicoff, Secretary of Health, Education & Welfare, spoke to a group of college and university presidents on the desirability of providing etv facilities for the city. In January, Dr. DuBridge accepted the

BROADCASTING, May 14, 1962



#1 in Cincinnati

Every radio station has something to offer ... but only one can bring the largest audience in Cincinnati*... and that's WSAI

wsai

robert e. eastman

JUPITER BROADCASTING

*HOOPER

WSAI	30.9
B	23.6
C	14.4
D	13.2

*PULSE

WSAI	30
B	20
C	17
D	14

Hooper: *Feb.-Mar.
Pulse: *Jan.-Feb.,
... Cincinnati
area, total rated
period!

United Press International news produces!

chairmanship of the Educational Advisory Council for the proposed station. In that position he is a member of the board of CTSC and is currently serving as chairman of that board.

Other members of the CTSC board are: James Loper, director of television, Los Angeles State College, vice president; Dr. Frank Baxter, professor of English emeritus, U. of Southern California; Winter D. Horton, Benton & Bowles, secretary-treasurer; Saul Cohen, attorney. Rose Blyth, former head of television at Cal Tech, is executive secretary.

Large radio audience is on wheels, survey shows

The extensive-plus audience produced by auto radios is described in a new survey report being released today (Monday) by WGN Chicago. Conducted by Research Guild, an independent survey firm, under commission by WGN, the study shows more than 1.1 million Chicago families, more than half of the total, take over two auto trips daily; and more than 68% of these involve listening to auto radio.

This adds an average 23% auto audience to the in-home audience, according to Charles E. Gates, WGN manager, resulting in lengthening of "the acceptable peak radio advertising hours." He

Award to WHDH-TV

WHDH-TV Boston received an award last week from the U. S. committee for UNICEF (United



Mr. McGrath

Nations children's fund group) for "distinguished accomplishment in assisting UNICEF to develop more adequate services for the health and well-being of the citizens of tomorrow." The award, a special citation, was the first to a U. S. broadcast station from UNICEF. William B. McGrath, vice president and general manager of WHDH-TV, accepted the award at UN headquarters in New York.

predicted Chicago radio billings could be increased 15% as a result of the study's findings.

The study shows that the peak auto audience periods are 7 a.m., 5 p.m. and 7 p.m. weekdays, and 9 a.m., 4 p.m.

and 7:30 p.m. on Saturdays. In the 6-9 p.m. period weekdays, 41% of all trips are for recreation and 22% are for shopping, the report says. More than 1,000 Chicago residents over 16 were personally interviewed in the study.

Metromedia seeks seat on N.Y. Stock Exchange

Metromedia Inc. stockholders were advised last week that the company plans to apply for listing on the New York Stock Exchange. Metromedia stock now is traded over the counter.

John W. Kluge, Metromedia chairman-president, told the company's annual meeting in New York that he expects the listing on the NYSE to be forthcoming in approximately three months.

A financial report on the first 13 weeks of 1962, ended April 1, revealed that gross revenues totaled \$12,270,314, compared with \$11,059,589 for the corresponding period of 1961. Net income for the first 13 weeks of the current fiscal year was said to be \$138,732, or 8 cents a share, as against a net income of \$12,334, or one cent a share, in the 1961 period.

Operating divisions of Metromedia are Metropolitan Broadcasting, which owns six tv and four radio stations; Worldwide Broadcasting, an advertiser-supported commercial short-wave station; and Foster & Kleiser Outdoor Adv.

Outstanding Values in Broadcast Properties

Good fulltime facility in a major market. Adequate cash flow. The balance can be paid over 8 years.

CALIFORNIA
\$950,000

This profitable FM station is located in an under-radioed university city. Ideal living conditions. Good future. Requires \$20,000 cash down.

MIDWEST
\$75,000

Absentee owner must sell this AM-FM station, so the cash is only \$15,000, balance on good terms. Has excellent physical assets and exceptional real estate.

SOUTHWEST
\$80,000

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CRestview 4-2770

Changing hands

APPROVED - The following transfer of station interest was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 155).

■ KRZY Grand Prairie, Tex.: Sold by Robert W. Rounsaville to G. E. Miller & Co. for \$440,000 and agreement not to compete. The Miller company is headed by Giles E. Miller, insurance and real estate executive, who also owns or controls KOKE Austin, KBUY Amarillo and KINT El Paso, all Texas. Mr. Rounsaville still owns WLOU Louisville, Ky.; WFUN Miami and WTMP Tampa, both Florida; WCIN Cincinnati, Ohio, WVOL Nashville, Tenn. and WYLD New Orleans, La. He also holds permits for WATL-TV Atlanta, Ga., and WTAM-TV Louisville, Ky. Commissioner Robert T. Bartley dissented to the KRZY transfer.

WPIX donates to WNDR

WPIX (TV) New York announced last week it will contribute \$250,000 to the cost of operating WNDR (TV) New York, educational station which goes on the air next September. A \$50,-

000 payment will be made June 1 and four additional \$50,000 payments on June 1 of each year that WNDT (TV) continues operation as the educational channel in New York, according to Fred M. Thrower, executive vice president and general manager of WPIX.

Earlier contributions were made by ABC, NBC and CBS. A total of \$750,000 was provided by the networks when the station was purchased from National Telefilm Assoc. last December (AT DEADLINE, Dec. 25, 1961).

Nine stations combine in special Iowa network

Nine radio stations in Iowa, Minnesota, South Dakota and Nebraska have formed a network to broadcast *Sixty Plus*, a series designed for people of retirement age, originating on WOI Ames, Iowa, Iowa State U. station.

The program, broadcast every Tuesday at 3:30 p.m., features news, entertainment, special interviews and productions designed to provide information on the many areas of particular interest to retired listeners.

Martha Duncan of the WOI staff is hostess of *Sixty Plus*, which also features R. K. Bliss, 81-year-old agriculture reporter, with a regular commentary.

Stations carrying the show: KWOA Worthington, Minn.; WNAX Yankton, S. D.; KMEQ Omaha, Neb.; KCHE Cherokee, KWMT Fort Dodge, KBUR Burlington, KDLS Perry, KXGI Fort Madison, KDVR-FM Sioux City, all Iowa.

Court supports WCHA in contract with d. j.

The effectiveness of contracts that forbid station employees, particularly air personalities, to work for competitors within specified periods of time has often concerned broadcasters.

Last week WCHA Chambersburg, Pa., obtained a preliminary injunction in Franklin County court to prevent Ted Foman, a former WCHA disc jockey, from broadcasting on a competing station. WCHA asked immediate relief and for enforcement of a contractual clause prohibiting Mr. Foman from working within 25 miles of the WCHA transmitter site for three years.

The court granted the temporary relief and agreed to consider whether to enforce a permanent injunction.

KRAK joins ABC Radio

KRAK Sacramento, Calif., has signed as an affiliate of ABC Radio, effective May 27, reports Robert R. Pauley, the network president. KRAK, currently a Mutual affiliate, is a 50-kw station on 1140 kc.

CBS plans campaign against 'Rayburn rule'

A two-part effort to upset the so-called "Rayburn rule" barring radio and tv coverage of house hearings is planned by CBS.

One part will be a 27-minute documentary editorial examining the advantages and disadvantages of the rule, named for the late Speaker Sam Rayburn, and concluding with an appeal by CBS President Frank Stanton for its repeal. The film, due to be completed in about two months, will be shown by CBS to civic organizations and other groups, and copies will be made available to CBS-TV affiliates for similar use locally.

Part 2 will be an on-air editorial by Dr. Stanton calling for repeal of the rule. This is being slated for broadcast by CBS-TV just before the opening of the next session of Congress. By that time CBS hopes to have whipped up the support of community leaders throughout the country through showings of its documentary.

The plans were reported by Richard S. Salant, president of CBS News, in a talk at a closed session of the CBS-TV Affiliates Convention 10 days ago (BROADCASTING, May 7). Participants

said last week that Mr. Salant expressed hope that the affiliates would use the documentary film as extensively as possible in connection with their own appearances before local clubs and organizations.

The senate has no counterpart of the House's "Rayburn rule." Senate hearings may be covered by radio and tv at the discretion of the committee chairmen in charge.

Public, FCC apathetic to radio woes—Straus

Radio's struggle to re-mold itself to the television era has been carried out "in a complete vacuum" of public apathy and FCC indifference, according to R. Peter Straus, president of WMCA New York. Mr. Straus so said as he accepted an award as a "pioneer and staunch advocate of radio's right to editorialize" from WYBC-FM New Haven, Conn.

WMCA began broadcasting regularly scheduled editorials in 1954 and in 1960 was reportedly the first radio station to endorse a presidential candidate.

Radio's growth is "inevitable" but it would be better assured, Mr. Straus said, if government, press and private groups subjected it both to "criticism and encouragement through more con-

ANOTHER H & L EXCLUSIVE

WEST— Full time radio station in fast-growing, major western market. Excellent ratings have resulted in this property grossing close to \$30,000.00 monthly. Present healthy cash flow could immediately be increased by tightening of expenses without affecting station performance. Priced at \$550,000.00 on the basis of 29% down and the balance out over eight years.

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Dewitt Landis
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Riverside 8-1175
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New Orleans

SAN FRANCISCO

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

sistent attention . . . to radio's vast daily performance."

WYBC-FM's licensee is a commercial non-profit corporation owned by Yale University students and ownership is passed to new chairman of student board each year.

Henderson to keep tabs on WHCT toll-tv test

John J. Henderson & Assoc., New York, will design and direct the continuing research program for the country's first over-the-air subscription tv project, scheduled to begin in June on RKO General's uhf station WHCT (TV) Hartford, Conn.

The announcement was made May 2 by John H. Pinto, vice president of RKO General Phovision Co., which is carrying out the project on ch. 18 in association with Zenith Radio Corp. The Henderson company's functions will include consumer attitude studies, collection and evaluation of program and rating information and survey statistics on other aspects of the experiment which will operate under a three-year license from the FCC.

Mr. Pinto said WHCT will carry a varied schedule of dramatic and musical programs, current motion pictures, outstanding sports events and other programs not available on commercial tv.

WMCA airs legislature apportionment report

WMCA New York made public for the first time last Thursday (May 10) an official report which asserts that the apportionment of the New York State Legislature discriminates against city voters.

The station, which has been campaigning for several years to end what it calls "discrimination" against city voters in the apportionment of seats in the legislature, broadcast the two-year old report on Thursday, starting at 6:15 p.m. The report was submitted to the temporary New York Commission on the State Constitution by Prof. Ruth Silva of Pennsylvania State U. in April 1960, but, according to WMCA officials, its findings never before had been

disclosed.

R. Peter Straus, president of WMCA, held a news conference in connection with the report and revealed he had sent a telegram to New York Gov. Nelson Rockefeller requesting him to call a special session of the legislature immediately to begin revision of the state constitution. He declined to say how the station had obtained the report, which, he said, had been "suppressed" for two years. He stressed that it was not obtained from Prof. Silva.

The apportionment provisions of the New York State Constitution currently are being challenged before the U. S. Supreme Court in a suit initiated by WMCA.

WROC's new studios opened

Veterans Broadcasting Co., Syracuse, N. Y., has re-opened its Broadcast Center, remodeled at a cost of \$450,000.

More than 300 customers, agency representatives and NBC visitors attended the festivities at the headquarters for WROC-AM-FM-TV. Among them were New York, Chicago and Detroit

personnel of Edward Petry & Co., WROC's national representative, and NBC personalities Frank McGee (NBC News), Bruce Yarnell (*The Outlaws*) and Art James (*Say When*).

CBS-TV used plane to monitor Cuban tv

The Cuban government won't allow export of news film. So CBS-TV and CBS News have a scheme to overcome the ban.

Through use of an airborne listening post over the Caribbean, any event aired over Cuban tv can be seen the same day by the U. S. audience. First use of the technique was seen May 1 on *CBS News With Walter Cronkite*. Viewers saw Havana's May Day celebration, complete with parade and a speech by Fidel Castro.

A tv recording of CMQ-TV Havana programs is made from a DC-3 flying 65-75 miles off the Cuban coast at elevations of 9,000-12,000 feet. Previously, CBS News monitored CMQ-TV at Key West, Fla., but reception was unsatisfactory.

WNDT, N.Y. etv, buys mid-Manhattan studios

WNDT (TV) New York, which begins operation as educational station on ch. 13 in September, has purchased main studio facilities in midtown Manhattan, Dr. Samuel Gould, president of Educational Broadcasting Corp., has announced. Studio formerly housed Town Theatre.

Station's operating staff will move to permanent offices at 1657 Broadway about June 1. Dr. Gould and his executive staff will have offices in the Carnegie Endowment Building at 345 E. 46th St.

talk about efficiency!

Nielsen says that there are some (not many) stations in the country that reach as many different homes monthly as WCKY. Every single one of them has a spot minute rate over \$60.00 . . . some as high as \$175.00. Check SRDS or H-R and you'll find that no station in the country delivers as many homes every month, every week for as few dollars as WCKY.

wcky • radio

50,000 WATTS • CINCINNATI
LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida

KTVH IS KANSAS TV

WHERE KANSANS VIEW OVER 142 LOCAL PROGRAMS EVERY WEEK

OVER 142 LOCAL PROGRAMS EVERY WEEK

OVER 142 LOCAL PROGRAMS EVERY WEEK

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OVER 142 LOCAL PROGRAMS EVERY WEEK

OVER 142 LOCAL PROGRAMS EVERY WEEK




Kansans love KTVH because it is local programmed for Kansans . . . Children, teenagers, farmers, sportsmen, housewives—**EVERYONE** has their special show on action-packed, on-the-go KTVH! More than 50 news programs every week hold the interest of over 290,000 TV families in the vast KTVH coverage area. To Sell Kansas—Wichita, Hutchinson, plus 13 other important Central Kansas communities—Buy KTVH, exclusive CBS for Central Kansas!

KTVH is POWER SELLING
in Central Kansas

KTVH ←

THE WICHITA-HUTCHINSON STATION

←  →

→ **KANSAS**

BLAIR TELEVISION ASSOCIATES
National Representatives

DELTA
moves the
CARIBBEAN
next door to
CALIFORNIA



Vacationers or businessmen find California and the Caribbean next door to each other by swift Delta 880 Jets. Fastest service, shortest route! Deluxe or Jetourist — stop-overs in New Orleans if you wish at no extra fare.



General
Offices:
Atlanta,
Georgia

DELTA
the air line with the **BIG JETS**

Teleglobe-KTVR pact on pay tv revealed

Terms of an agreement between Teleglobe Pay-Tv System Inc. and KTVR (TV) Denver were revealed last week.

In exchange for the use of KTVR's facilities to transmit pay tv programs, Teleglobe offered J. Elroy McCaw, owner of the station, an option to acquire 25,000 shares of Teleglobe common capital stock within five years of the first pay program broadcast at 50% of the price it is offered to the public, or \$2 per share, whichever is higher.

The agreement is based on Teleglobe's present authorized capitalization—3 million shares—of which 987,500 shares are outstanding. Any changes in the stock structure will be pro-rated on the same basis as if Mr. McCaw had exercised his option.

Mr. McCaw has the right to assign the Teleglobe option to Colorado Radio & Tv Inc., which has applied to buy KTVR for \$2 million (BROADCASTING, Feb. 5). Bill Daniels, owner of KFML-AM-FM Denver and several catv systems, is Colorado's principal owner.

The option offer expires if the FCC has not acted on Teleglobe's pay tv application by Jan. 1, 1963.

H&B, KEYT join in catv

H&B American Corp., Beverly Hills, Calif., has joined with KEYT (TV) Santa Barbara, Calif., for joint development of community antenna systems in Santa Barbara and San Luis Obispo counties.

Cities to be serviced include San Luis Obispo, Atascadero, Paso Robles, Grover City, Morro Bay, Arroya Grande, Shell Beach, Pismo Beach, Cayucos, Mission Hills and Vandenberg Village. H&B American owns catv systems in 12 states and Canada and serves 68,000 subscribers. It is currently building a catv system to serve Vandenberg Air Force Base, Calif.

CBA's employment service

The California Broadcasters Assn. has established an employment service within the organization to act as clearing house for job information and to bring prospective employers and employees together.

Ken DeVaney, managing director of the CBA, is in charge of the service, with headquarters at 3023 Arden Way, Sacramento, Calif.

Individuals interested should send a resume to Mr. DeVaney and employers should write in detail their requirements. Other information is available by calling Ivanhoe 3-9081.

Full coverage

A continuous 15-hour live broadcast of a Michigan State Senate session was presented by WXYZ Detroit earlier this month, during an all-night debate over use of state income tax. Permission to install remote equipment in the senate chamber was granted by Lieut. Gov. T. John Lisinski.

WXYZ Vice President John O. Gilbert pre-empted regular programming to provide the coverage to the city, which was without newspapers because of a strike. Before the session adjourned, a motion was carried commending WXYZ for its public service in conducting the broadcast.

Mass. Democrats block tv from convention

The Massachusetts Democratic State Convention, which will attract nationwide attention, will not be televised. The Democratic state committee has vetoed such coverage, according to WWLP (TV) Springfield.

The highlight of the convention, scheduled June 7-June 9, will be the contest between the President's brother, Edward M. (Ted) Kennedy, and Attorney Gen. Edward J. McCormack Jr., House Speaker John McCormack's nephew, for the Senate nomination.

A WWLP official said the station wanted to cover the convention and that NBC had requested a network feed. But, he added, Democratic State Chairman Patrick Lynch banned tv coverage, saying the delegates didn't want it.

Media reports...

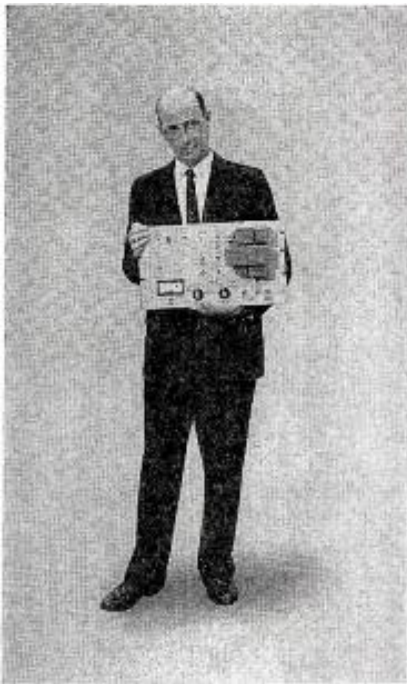
Eisenhower library ■ KTVH (TV) Wichita, Kan., telecast two special programs dealing with the dedication of the Eisenhower Presidential Library in Abilene, Kan. The station video taped the ceremonies attended by former President Eisenhower, Vice President Lyndon B. Johnson, Kansas Governor John Anderson and other state and national officials.

Looking up ■ A quarterly dividend of 10 cents per share was declared last week by Taft Broadcasting Co. The dividend will be paid June 14 to stockholders of record May 15.

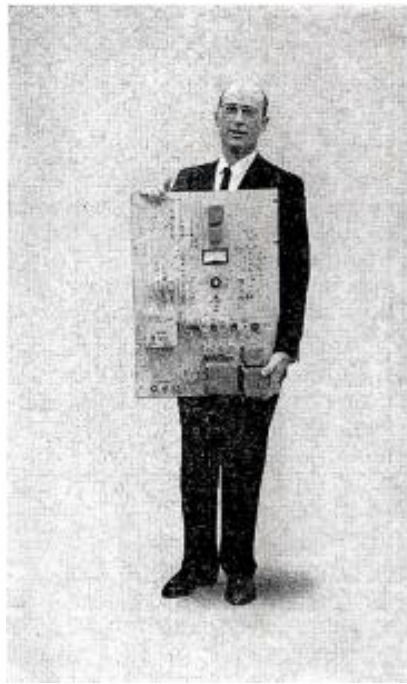
New award ■ The UPI Broadcasters Assn. of New Hampshire has established the "Charles Ross Trophy," to be awarded annually to an outstanding state broadcaster for public service contributions. The trophy was established

1 KW OF FM STEREO

as simple as A, B, C!



A. Take the brand-new Collins 786M-1 FM Stereo Generator. *Features:* both stereo channels produced as a composite signal... stereo separation greatly exceeding FCC requirements... no on-the-air adjusting or readjusting.



B. Match the generator with the Collins 830A-2 Exciter. *Features:* accepts FM stereo directly so that no auxiliary modulators are necessary... eliminates undesirable multiplication of oscillator drift... provides monophonic and SCA audio inputs from 30 cps to 75 kc directly.



C. Mount the generator and exciter into the Collins 830D-1A FM Transmitter. *Features:* equipment designed specifically for both stereo and monaural transmission... simplicity and ease of operation... low distortion and high signal-to-noise ratio.

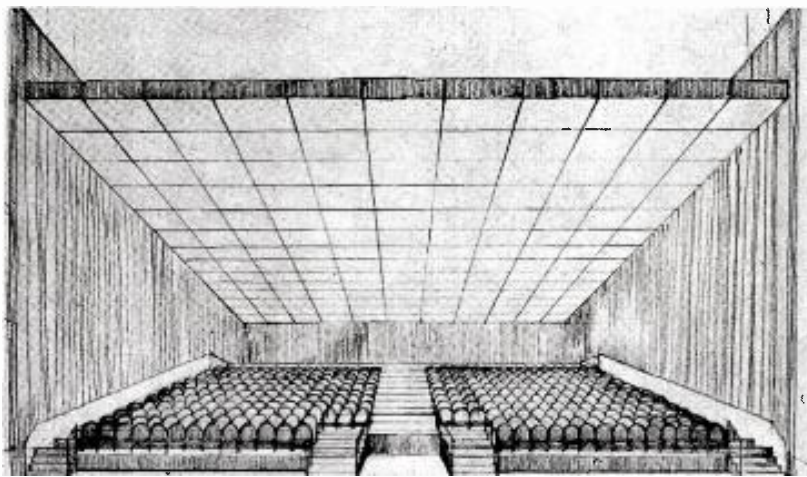
Result: a full kw of the finest FM stereo transmitting equipment on the market!

For more information,
contact your Collins Broadcast Sales Engineer
or write direct.

Collins Radio Company • Cedar Rapids • Dallas • Los Angeles • New York

BROADCASTING, May 14, 1962





NBC to equip studio for color, rename it

NBC studio 8-H, Rockefeller Center, New York, has been renamed Peacock Theatre and is being renovated and equipped for color broadcasts.

The studio, to be the sixth NBC-TV studio equipped for color shows,

will have an enlarged control room, two new lobbies and a prop-storage room when completed in September.

Theatrical seating will be installed and when not in use, the collapsible seats will be taken to a storage area.

in honor of Charles Ross, program director of WMOU Berlin, a founder of the N. H. UPI Broadcasters Assn., who died last month. The first award was given to Ed Lecius of WSMN Nashua for a series of local editorials.

Sales, earnings up ■ Crowell-Collier Publishing Co., New York, reports gains by all operating divisions in the January-March quarter. Total first quarter sales of \$16,989,671 were 41% over the total of \$12,070,868 in the like period last year. Net earnings of \$226,869, or 7 cents per share, were up from \$163,875, or 5 cents per share in the first quarter of 1961. Crowell-Collier Publishing Stations are: KFWB Los Angeles; KEWB San Francisco-Oakland, and KDWB St. Paul, Minn.

Lowe scholarship ■ E. W. Scripps II, chairman of the Sigma Delta Chi Foundation of Washington, last week announced the establishment of a \$500 journalism scholarship in memory of Herman A. Lowe, former Washington correspondent. The annual scholarship will be awarded next month, Mr. Scripps said, for the 1962-63 academic year to a sophomore or junior student at American, Catholic, Georgetown, George Washington, Howard or Maryland Universities, who plans to make a career of journalism.

Mass media for health ■ Broadcasters' roles in transmitting health information are related in a new book, "Better Communications for Better Health," edited by Helen Neal and published by the National Health Council (Columbia U.

Press, 240 pp., \$5). Part IV of the book analyzes tv, radio and films as well as publications for their respective contributions. There are suggestions from station managers, criteria for network programs, the pitfalls in medical programs, examples of successes and failures and other aids for improving dissemination of health information.

Joins Mutual Radio ■ KFJZ Fort Worth, Tex., has joined Mutual Radio, according to Charles W. Godwin, vice president in charge of station relations for the network. The 5 kw facility, which operates on 1270 kc, is owned by Tarrant Broadcasting Co.

CBS affiliate ■ WAFC Staunton, Va., joined CBS Radio April 30. The station, which operates with 1 kw on 900 kc, is owned and operated by the American Home Broadcasting Corp. Lloyd Gochenour is vice president and general manager.

On the air ■ WKDE Altavista, Va., went on the air April 29. A daytimer, the station operates on 1280 kc with 500 w. It is owned by Altavista Broadcasting Co., Ted Gray, president.

Gets Redskins ■ WWDC Washington has acquired the rights to broadcast the pro football games of the Washington Redskins of the National Football League. WWDC also will serve as the key station for the Redskins' radio network which numbers more than 150 stations.

Honored ■ ABC News has received the Achievement Award of the American

Assn. for Jewish Education for its weekly ABC-TV show, "Eichmann on Trial," which ran for 20 Sunday afternoons during the court proceedings last year.

Ober book ■ *Bungalow Nine*, a novel by Norman Ober, director of program writing for CBS Radio, has been published by Walker & Co., New York. The humorous novel, Mr. Ober's first, concerns a family's effort to find surcease from big-city living in amateur theatricals, Saturday-night dances, poker, mah-jong and status-climbing in the mountains.

Annual report ■ WSJS-AM-TV Winston-Salem, N. C., has published an annual report which it is distributing to agencies and advertisers. The report describes the station's role in the community and some of the purposes it serves.

Latin American opinion ■ "Listen Amigos," a study dealing with the feelings of Latin American highschool students toward the United States, is being made available to radio stations by Daniel W. Kops, president of WAVZ New Haven, Conn., and WRTY Troy, N. Y. Mr. Kops made the tapes in conjunction with the recent NAB-Inter-American Broadcasters tour of Latin America.

Michigan AP group honors WSOO, others

WSOO Sault Ste. Marie received national and state awards as the Michigan Associated Press Radio Member of the Year for 1961 at the annual spring meeting, March 27-28, of the Michigan Associated Press Broadcasters in Lansing. The association honored 16 radio and television stations.

Receiving awards for general excellence were WJR Detroit and WJRT (TV) Flint. WKBZ Muskegon, WIBM Jackson, WHFB Benton Harbor, WHLS Port Huron, WJBK Detroit, WKAR East Lansing, WUOM Ann Arbor and WXYZ Detroit won radio awards. Television awards went to WXYZ-TV Detroit and WJBK-TV Detroit. Special mention awards went to WMIC St. Helen, WKMH Dearborn and WTVS (TV) Detroit.

The association also elected Elmer Knopf, general manager of WFDF Flint, president, succeeding Hal Waddell, WKBZ Muskegon.

Kintner, Goodman tour

Robert Kintner, NBC president, and Julian Goodman, vice president-news, left May 12 for a 10-day inspection of NBC news bureaus in Europe. On agenda are London, Paris, Berlin, Rome and Moscow.

CBS sales, income set quarterly record

CBS Inc. last week reported a record first quarter this year. The totals: net sales of \$128,550,576, a \$2.5 million increase over the like period a year ago; consolidated income of \$7,764,855, an increase of 28%.

Current earnings are equivalent to 87 cents per share compared with 68 cents last year. The CBS board on May 9 also declared a cash dividend of 35 cents per share on common stock, payable on June 8 to stockholders of record on May 25.

CBS Board Chairman William S. Paley had anticipated the increase in first-quarter earnings during the annual stockholders meeting in Los Angeles last month (BROADCASTING, April 23). He estimated them to be 20% greater.

Candidates picked for AP group's board

A nominating committee of the Associated Press Radio-Tv Assn. has announced the names of eight candidates to fill four vacancies on the board of directors. The election will be conducted by mail ballots, which must be postmarked before midnight July 27.

Nominations by district:

Eastern district (one director from over 10 kw stations): Tom Eaton, vice president in charge of news, WTIC Hartford, Conn. (incumbent); George Brown, news director, WOR New York.

Southern district (one director representing tv stations): Dwight Martin, board chairman, WAFB-TV Baton Rouge; (incumbent); Ralph Nimmons,



WKZO tower downed by tornado

A tornado which struck southwestern Michigan on April 30 left this calling card (see above) for WKZO Kalamazoo—a toppled 330-foot self-supporting tower in the station's directional array. However, the 70-

mile-per-hour winds knocked the tower away from the station's transmitting facilities and programming continued uninterrupted. WKZO is licensed to Fetzer Broadcasting Company.

station manager, WFGA-TV Jacksonville, Fla.

Central district (one director representing radio stations under 1 kw): Bob Schmidt, general manager, KAYS Hayes, Kan. (incumbent); J. M. O'Hara, general manager, WMAN Mansfield, Ohio.

Western district (one director representing stations from 1 to 10 kw): Richard O. Lewis, president and general manager, KTAR Phoenix, Ariz. (incumbent); Tom Bostic, general manager, KIMA Yakima, Wash.

Tv is morally neutral, says TvB's Cash

Television is neither moral nor immoral—it is simply a mirror, according to Norman E. Cash, president of Television Bureau of Advertising.

Speaking before a luncheon of the Catholic Apostolate of Radio, Tv & Advertising in New York, Mr. Cash said: "If your children watch violent programs on television, look first not at television, but at yourself. For what are you using television? Is it a replacement for you?"

Television can lead and improve, he said. "And you as a viewer, as advertiser, as agency, as consumer have the right and I believe the moral obligation to present and endorse the programming and the commercials which provide this degree of leadership."

Negro news network

WWRL New York has become the New York outlet for the new Negro News Network, whereby news information will be fed to the station on a regularly scheduled basis from WAOK Atlanta, WDAS Philadelphia, and WAMO Pittsburgh. In turn, Negro-interest news

in the New York area will be fed by WWRL to these three stations.

A cooperative venture, the four stations form the nucleus of what it is hoped will become a national Negro News Network.

169 stations carried 'Benefactor' episode

The final count of CBS-TV stations carrying the "Benefactor" episode of *The Defenders* on Saturday, April 28, found 169 of the 180 stations ordered for the show carrying it (BROADCASTING, April 30). In addition, WMAR-TV Baltimore reported last week that it carried the episode at 11:15 p.m. rather than at 8:30 p.m. when the number of children viewers would have been larger.

American Research Bureau announced that Arbitron ratings for the program showed only a slight increase in viewers for the controversial "abortion" episode. *The Defenders* registered 28.4 in New York for the April 28 telecast compared to 26.0, 21.2 and 26.0 in the preceding three weeks.

CBS-TV reported that favorable response was running five times the volume of the unfavorable audience reaction.

Ford Fund grant to WGBH(TV)

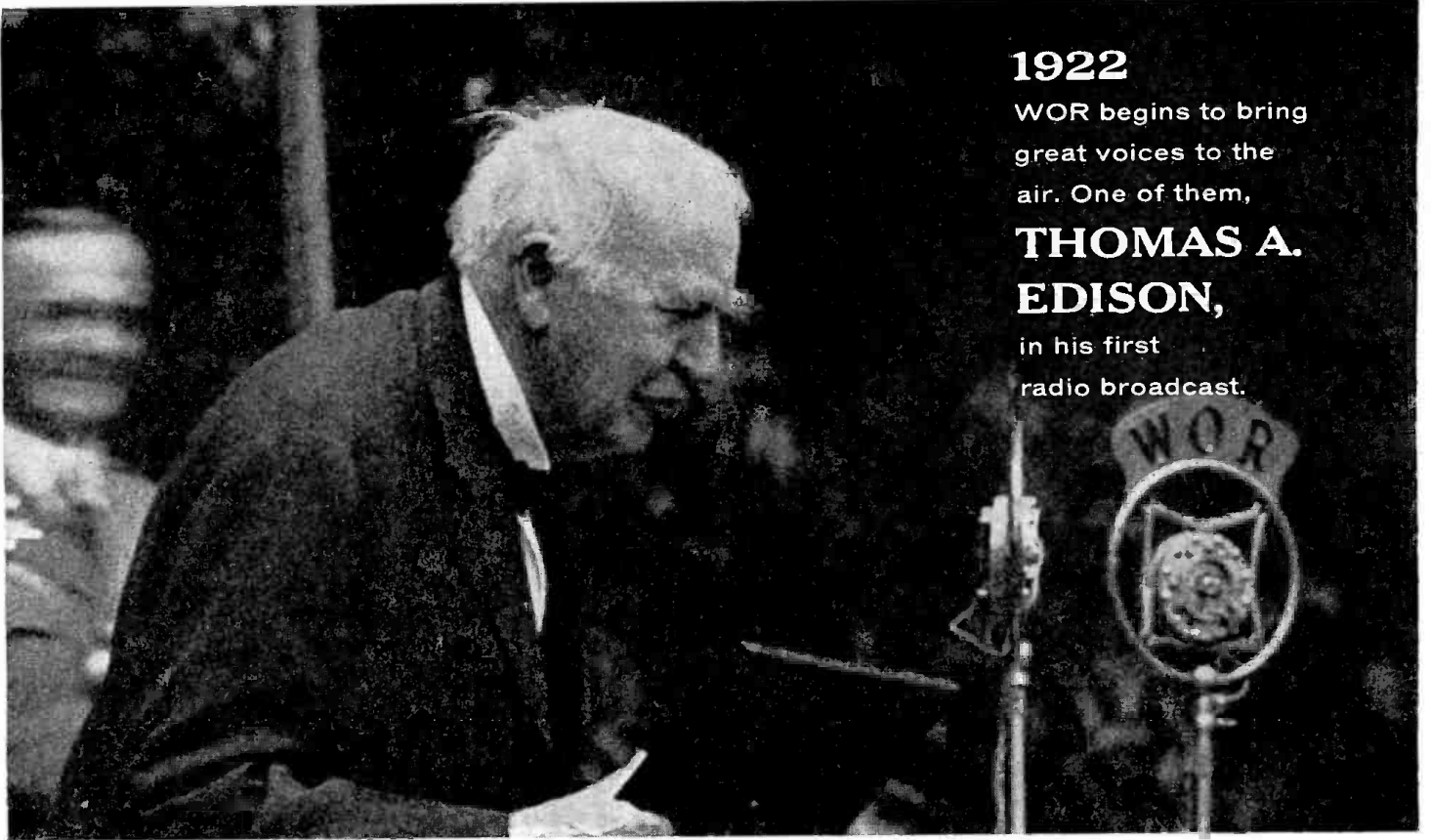
Ford Foundation, New York, has granted \$225,000 to WGBH (TV) Boston, educational tv station, to establish audio-video links between that station and WNDT (TV) New York, educational tv station of Educational Television for the Metropolitan Area Inc. WNDT is scheduled to begin broadcasting in the early fall. The links will enable the two stations to exchange live programs simultaneously.

Forgiven?

Fred W. Friendly, executive producer of *CBS Reports* has been honored in Boston, a city where his name was an unfriendly one to some people only a few months ago. On May 1 Mr. Friendly accepted the Boston Press Club's Headliner's Award for his efforts as producer of the CBS documentary show.

Five months ago Mr. Friendly was chastised by several officials and citizens of Boston for his controversial expose, "Biography of a Bookie Joint," filmed in that city and carried on CBS-TV.

In accepting the award, Mr. Friendly said the bookie episode "could have been done in a dozen other cities but Boston was chosen because it best illustrated the bookmaking situation."



1922

WOR begins to bring great voices to the air. One of them,

THOMAS A. EDISON,

in his first radio broadcast.

**WE PAUSE FOR STATION IDENTIFICATION...
WOR AM•FM New York... An RKO General Station**

FIRST IN NEWS, FIRST IN TALK, FIRST IN AUDIENCE



1962

WOR's tradition of "talk" radio continues with *today's* great voices. Here,

JACQUELINE KENNEDY,

the First Lady's first visit to New York.



Radio at 40 enters its critical years

STATION GROWTH THAT STARTED IN 1922 NOW BECOMES A PROBLEM

American radio broadcasting, now in its 40th year as a national phenomenon, has reached the dangerous age. The wonders of its youth have been experienced; the mistakes of adolescence have been survived. At the beginning of its forties, radio has arrived at a state of vigorous maturity, but it is also showing signs of worry about middle-aged spread. The question claiming more and more attention recently is this: Has radio grown too big for its own good? That was not a question that anyone took time to ask in 1922—the year of radio's first station population explosion.

At the beginning of 1922 about 30 stations were in operation. By the end of the year at least 500 others had gone on the air. Coincidentally came the stirring of a new equipment industry. In 1922 some 100,000 radio sets, having a total market value of \$5 million, were manufactured. It is anybody's guess how many other sets were built at home out of oatmeal boxes and coils of wire.

The dimensions of radio have been growing ever since, except for a brief interruption during World War II when radio equipment production was diverted to military purposes. There are now more than 3,700 am stations on the air and nearly 1,000 fms (a type of broadcasting that was not invented until the 1930s and not authorized by the FCC until 1941). Some 126,900,000 home radios and portables are now

in use and some 46,900,000 autos are equipped with radios. Judged by those measurements, radio broadcasting would seem never to have been healthier. But some broadcasters think that the measurements of station population ought to be trimmed down.

A drive has been started to get the FCC to reduce the number of am stations. It is justified by its participants on the grounds that radio revenue is divided among so many

stations that the scramble for bare survival has depressed advertising rates and with them program standards. The record of revenue distribution lends some support to the cause of population reduction. In 1960, latest year for which figures are available, total radio revenue was \$597.7 million, the highest in radio history. But in the same year 33% of all stations lost money.

A phenomenon that is not explained by those who argue for a cutback in stations is the continually rising prices that radio stations command when sold. Within the past six months new records in station prices were set by Storer's \$10.95 million purchase of WHN New York and Westinghouse's \$10 million purchase of WINS New York.

For all the concern about worsening competition, the general future of radio looks bright. Some station men may feel the pinch, but some of radio's biggest advertising buyers are bullish. SPECIAL REPORT tells this story.

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SPECIAL REPORT

The future after 40-plus
Page 77

First great year of growth
Page 82

Pioneers still in business
Page 122

Days of hand-made hardware
Page 138

Accounts that took a chance
Page 139

New York's first station

ON THE AIR

since October 1, 1921



Owned and operated by American Broadcasting-Paramount Theaters, Inc.



Radio feels confidence in its future

GRADUAL RESURGENCE CONTINUES AS MEDIUM FINDS ITS RIGHTFUL PLACE

Broadcasters, salesmen and buyers who have helped lead radio through many of its first 40 years look to its future with a blend of confidence and realism that may be summarized in this way:

The first 40 years may have been the best—but they were also the worst.

Nobody expects radio to become again the center of family activity that it was in the 1930s and '40s. But neither does anyone think it's apt to go soft again as it did in the early post-television 1950s, or that it'll fail to continue the gradual resurgence it has made since then.

There is easy agreement about radio's immediate future among leading agencies, station representatives and network officials: It looks good.

▪ Spot business, which hit an unaccountable sluggishness last year, is running much stronger now and generally is expected to hold or quicken the pace.

▪ Network business, which once looked as if it would never stop sliding, has leveled off and is edging upward again.

▪ Local business, where radio's advertising pay-out is most directly evident to its users, appears headed for still higher records.

The long-range future is harder to assess—except that virtually everybody expects the radio business to be far better 10, 20 or 40 years from now than it is today. Most also think it'll be a far different medium, but everybody has his own ideas about how.

One feature, however, sticks out more than any other in the long-range forecasts. That's the growing role of the portable radio, especially the transistorized set, and there's a fairly clear consensus about what this will mean.

If the consensus is right, radio in the future will be a far more "personal" medium than it is already, stations will have more distinct personalities, and advertisers will be better able to pinpoint their audiences by choosing the types of station that cater to the types of audience they want—and they will spend far more money in radio as a result.

Here are some of the long-range developments foreseen by respondents in BROADCASTING's survey, though by no means by a majority in most cases:

▪ In many markets, radio will be sold in combination with other media, so that with one order an agency or advertiser will be able to buy, for example, a mixture of am and fm radio and vhf and uhf television.

▪ Advertising agencies specializing ex-

clusively or primarily in radio will be operating extensively in local and regional advertising, and there will be more departmental specialization in radio in agencies placing national business.

▪ Quantitative research will be done primarily by electronics, and qualitative research will play at least as important a role in the buying decision as "the numbers" do.

▪ Automation will be widespread both in station operation and in reaching buying decisions based on the new masses of qualitative as well as quantitative data that will be available. By whatever means, buying will be done more selectively.

▪ There will be fewer radio stations, whether as a result of natural causes or by artificial or other means stemming from the forthcoming "shirtsleeves conference" under FCC and NAB auspices. This conference, currently being set up, was proposed by FCC Chairman Newton Minow and endorsed by NAB last month to consider what might be done about the "overpopulation" of radio stations and other problems confronting radio broadcasters (BROAD-

last 10 years, suggests that radio will look—and sound—something like this 10 to 15 years from now:

". . . Highly diversified programming with clearly defined and different formats on each station. No two stations in a market with identical music or news or talk.

". . . Much stronger emphasis on news and information. Perhaps, in the largest markets, where there are 15 to 20 facilities, there will be four or five information-type stations whose principal programming is fact rather than music.

". . . At least as many networks [as now] will be in operation, with their fare basically information, news type—even more so than now. The only other commodity they will dispense will be personalities. No entertainment (1940 type) programming at all. Networks getting 30% of their programming from overseas: News pickups.

". . . National advertisers using radio for its high selectivity. Much more scientific approach to selection of stations—almost totally qualitative buying.

". . . Radio's biggest supporter, however, will be the big retailer. There will



Major Edward Bowes, general manager of WHN New York, broadcasts from the lobby of the Capitol Theatre with Jeannette MacDonald (c) and Colleen Moore in 1934. Major Bowes Amateur Hour, which originated on the station, was first sponsored by Carlsbad Salts. It was on this program that Judy Garland made her debut as a singer.

CASTING, April 9, et seq).

▪ Radio rates will be higher—and with good reason.

▪ Radio's total billings, currently about \$657 million a year, will reach \$1 billion in 1966-67—and go on from there.

The future sound of radio will be highly individual, judging from most forecasts. Kevin B. Sweeney, who as president of RAB has worked with probably more stations, advertisers and agencies than any other man in the

be \$500,000 retail spenders in many, many markets and it will be common for a big retailer to spend 20-30% of his advertising dollars on radio as compared to 2-3% currently.

". . . Retail advertising will grow at about twice the rate of national advertising on radio, making up partially for the 1925-55 period when it did not get its full development.

". . . Radio stations will be highly automated in all sizes of markets.

". . . Radio operators will be allowed

RADIO FEELS CONFIDENCE IN ITS FUTURE *continued*

to own twelve or even more stations. Many radio-only companies will be publicly held and securities will enjoy a healthy demand.

"... Radio will have solved, electronically, the problem of measuring its great unmeasured audience for *quantity*. All personal interviewing of radio's audience will be for qualitative reasons."

The need for more complete audience measurement was stressed by several respondents—and, indeed, there were signs last week that one may be announced shortly.

New Measurement ■ President A. C. Nielsen Jr., of the A. C. Nielsen Co., whose radio audience measurements currently consist of basic in-home counts supplemented by an "Auto-Plus" car-radio measurement as an optional extra, indicated that his company is studying feasibility of measuring listening to transistor radio sets.

Mr. Nielsen declined to give details. He said plans would depend on the degree of reliability required by users of the service and the amount of money they would be willing to pay for it. It was understood, however, that an announcement may be issued shortly.

The importance of transistor set measurements was especially stressed by Arthur Hull Hayes, president of CBS Radio, and William K. McDaniel, executive vice president in charge of NBC Radio. Both men cited special studies recently made for their respective organizations:

A 10-city survey for NBC by C. E. Hooper Inc., according to Mr. McDaniel, indicated that transistor sets increase

the currently reported in-home, plug-in set count by at least 20%, while two conducted for CBS Radio by R. H. Bruskin Assoc. indicated that currently uncounted sets may run as high as 40% of the counted, Mr. Hayes reported (BROADCASTING, March 12).

New Field ■ Such transistor studies, Mr. Hayes felt, should open up "a whole new field in radio research." He thought it entirely likely that radio has "twice as much audience as we now show." When that is demonstrated, he said, a spiral of benefits for everybody should ensue: broadcaster can raise rates, more money will be available for improved programming, improved programming will lead to even bigger audiences, etc.

Mr. Hayes obviously expects CBS Radio to gain from that sort of spiral. His network "came within an eyelash" of getting out of the red last year—would have got out, he says, except for a rotten first quarter when the whole economy was in recession—and he has every expectation of making 1962 a black-ink year.

So, clearly, does Mr. McDaniel, who says NBC Radio has been in the black with its *News on the Hour*, *Emphasis* and *Monitor* format since 1959, has just had its best first quarter since 1951 and already has orders on the books to insure that the second quarter will also be the highest since 1951. In the first four months of this year, he said, NBC racked up sales representing \$7.2 million in net billing.

Mutual Profitable ■ Mutual also has moved into the black and seems virtually assured of showing a profit for the

full year, according to a report issued last week by its owners, Minnesota Mining & Mfg.

Mutual President Robert F. Hurlleigh sees these strides as bearing out Mutual's policy, inaugurated five years ago, of concentrating the bulk of its programming effort on news and public affairs. But he also thinks—as do some other network heads—that the time may be approaching when affiliates will want their networks to re-enter or expand their entertainment programming, in addition to their basic news-and-information formats.

Aside from their regular services, all four radio networks do program extensively, for optional use by affiliates. But Robert R. Pauley, vice president in charge of ABC Radio, feels they are not making the most of their opportunities. The network lines, he says, could be put to better use in two ways to give both affiliates and public better service:

"First, we can create extensive additional programming specifically for the use of affiliates on a local and regional basis. We can—and should—program public affairs events, sports and, on occasion, variety shows on this basis.

"Second, and even more important, we can present on a regular basis "The Face of America." This will require programming in depth of all informative events of interest to the public. Last month ABC Radio covered live—and in its entirety—the conservative rally from Madison Square Garden. We did so because we realize the tremendous public interest in such a program.

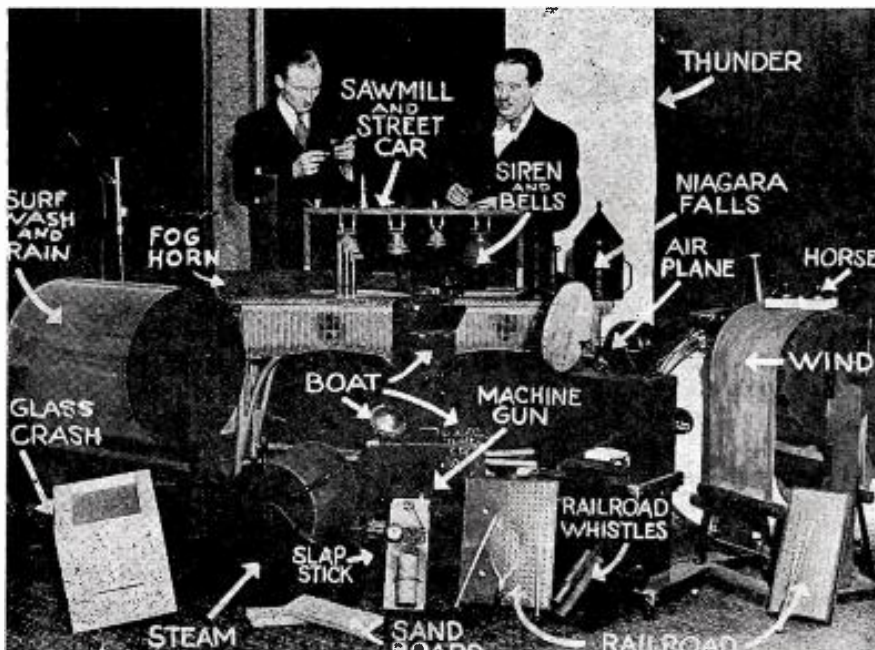
"Why should we not do the same thing for an outstanding event that occurs in Wichita, or in St. Louis or in Sacramento? Television cannot because such unsponsored coverage is economically unfeasible. Radio's lines are available . . .

"We have made a start in the right direction. But there are still 10 network hours a day in which there is much work to be done:

Mr. Pauley says ABC Radio still has not reached black ink—but that he's confident it will. Network radio's immediate economic challenge, he says, is to "be competitive in the total media market."

Personal Set ■ From the audience side, the figures make clear that the era of the personal radio set is here: 8.6 million portables were sold in 1960 and 8.8 million more last year. And many authorities feel that what's to come will make this look like only the beginning of a trend. RAB, for instance, predicts that within five years portables will be moving at the rate of 15 million a year.

(When "personal sets" first began to catch on as a popular term, in the early 1950s, portables were selling about 1.5 million units a year—and those were



Sound effects were an important part of radio in the 1920's. Here's the well equipped sound room of WCAE Pittsburgh. WCAE is now WRYT.



With this 50 watt transmitter, housed in a 9'x9' shed on top of the Dallas Morning News Building, WFAA Dallas went on the air in 1922.



This was the WFI (now WFIL) Philadelphia studio in 1922. Man at the mike is Hal Simonds, who has been with station for 40 years. Today he is an account executive.

mostly heavy portables.)

The rising boom in portables in its own right is expected to mean more people listening, more hours of listening, greater displacement of other media. But it probably will be helped along, and the same results achieved on an even bigger scale, by a relatively new but clearly developing phenomenon in the economy: The shorter work week.

More leisure time means more time for hobbies and recreation, and the portable already has proven to be almost as essential as the lunch-basket on a picnic or a power-saw on the work-bench.

There's no attempt to deny that radio has problems. The chief ones singled out by agencies, reps and broadcasters in BROADCASTING's survey were these (not necessarily in rank order):

- There are too many stations, and in the fight for the advertiser's dollar—a losing fight for about one-third of the station population—marginal operations often resort to programming and business practices that becloud the image of radio as a whole.

- Radio is bought—and sold—too much by “the numbers.” Audience composition and the other qualitative factors which lead to more precise and more efficient buying are ignored more often in radio than in any other major medium.

- Radio is often hard to buy. The volume of paperwork involved frequently leads agencies to prefer media where the commission per man-hour is more attractive.

- Radio lacks the glamor of television to too many agency people.

- Its rates are complex and confusing—and too often are soft, too.

- Radio is over-commercialized, at least in the opinion of some agencies.

Solutions to most if not all of these problems are being actively and in

many cases aggressively sought.

Independent “clearing houses” to minimize and speed the paperwork have been established and are currently setting up their businesses, and several other organization, including RAB and Station Representatives Assn., are promoting or seeking new ways to make the paperwork flow more smoothly and less expensively.

New attention is being given to qualitative research by stations to show agencies and advertisers more clearly the attributes that distinguish them from their competitors. In this category in recent months have been the Politz studies for a group of stations represented by the Henry I. Christal Co., a Pulse study for WNAC Boston and a Psychological Corp. survey for WMCA New York, among others.

A number of organizations have been pushing—and still push—a drive to minimize rate confusion by getting stations either to (1) abolish, as SRA advocates, the “double standard” of separate local and national rates, or (2)



This is how most people received their first radio broadcasts. Here a Civil War veteran listens on his \$25 crystal set to WABC (then WJZ) New York in the early '20s.

at least, as RAB urges, set firm rates, define them clearly and then stick to them.

Experimentation in programming also is becoming more evident. The “talk station” is probably the most notable trend in programming in the past few years.

A number of experts also cited defections from the ranks of stations stressing the so-called “Top 40” type of programming and what they considered a rising trend toward “quality music,” or blends of music and talk, or what one agency executive called “formats calculated to reach a broader, all-family-type audience.”

From the sales standpoint, the most spectacular current special project is the Radio Test Plan which RAB and cooperating stations in some 25 markets are currently launching in an effort to sell major advertisers on big-budget radio usage by proving radio's selling power through carefully researched tests.

Many Advantages ■ In addition to the various attacks being made on radio's problems there are radio's inherent advantages. Respondents in the study for example, cited radio's universality, reaching the nation's adult population to an extent no other medium can match; its flexibility and selectivity, permitting advertisers to move quickly and to choose, out of the total audience, the listeners they most want to reach; its economy, delivering audiences at minimum cost; its sales impact, delivering the advertiser's message in personal terms, with frequency and at the times he wants it delivered; and its accessibility to virtually all advertisers, the small as well as the big.

National salesmen have long cited booming local sales as prime evidence that radio delivers the goods. Local advertisers, they explain, are on the scene, and if they didn't see that radio

RADIO FEELS CONFIDENCE IN ITS FUTURE *continued*

pays off at the cash register they wouldn't continue to invest steadily increasing budgets in it.

"Local salesmen are selling personalities and programming and matching these up with the audience each local businessman needs," one sales expert said. "The only numbers the retailer buys by are the numbers on his cash register. He may not know it, but he may be writing radio's future."

Personality ■ An agency official said: "The most outstanding stations in terms of programming seem to be able to develop a personality of their own, beyond the personality of individual show-cases. This special station personality seems to pervade the entire day and is evidenced by the smooth flow of program content, transition between content and commercials, personality of the disc jockeys and the newsmen, effective presentation of news and weather and station promotional events."

"If you stop to think," said another agency official with a long history of close identification with radio, "you will recognize that one of the tremendous assets of radio is the ability to communicate on the personal level—for example, the early successes of Godfrey, Fred Allen and Will Rogers. Recently the success of some radio commentators has been equated with the personality that they were able to project in their voices; I think properly so. This radio quality is not shared by other media, not even tv in my book."

By the Numbers ■ Several salesmen offered views which one of them expressed this way: "The local advertiser has shown the way for the national—the local advertiser doesn't buy the most highly rated station unless it serves his



Six years after WMAQ Chicago went on the air two unknown comedians, Charles Correll (l) and Freeman Gosden (r) launched "Amos 'n Andy" which under the sponsorship of Pepsodent became radio's most popular program.

purpose. Yet the national client still buys, for the most part, by the numbers. But more and more the national advertiser is realizing that he must know more about his markets and the specialties of each station before he buys . . ."

There was a sizeable body of belief that "buying by the numbers" has reached its peak and that more selective buying, with more and more emphasis on qualitative audience factors, is approaching a big upsurge. Some authorities said selective buying would be demanded by advertisers—already is being demanded by some advertisers—and that agencies would have little choice but to join the parade.

Lawrence Webb, managing director

of SRA, said that while radio "is and has been vastly over-researched and under-rated," its future as an advertising medium "never looked brighter," and cited this as one sign:

"Perhaps it is a coincidence, but now that the FCC is taking a serious look at the unhealthy state of entirely too many radio stations currently on the air, and is examining renewal applications with utmost care, a new interest in the medium is developing in advertising circles.

The radio industry as a whole is bent on 'polishing' the image of the medium. As long as that frame of mind exists, radio's future looks brighter than ever."

Overcoming Reluctance ■ There also appeared to be a widespread belief among radio salesmen that concurrently with a reawakening of radio interest among agencies—and deliberately spurring it—station reps and network salesmen will turn more and more to direct presentations to advertisers in the hope not only of making immediate sales but also of overcoming the reluctance which some agencies show toward the medium.

One broadcast advertising authority, looking ahead, predicted that the next decade will see radio emerge as "the next great national advertising discovery." Another summed up the implications of most forecasts with this observation:

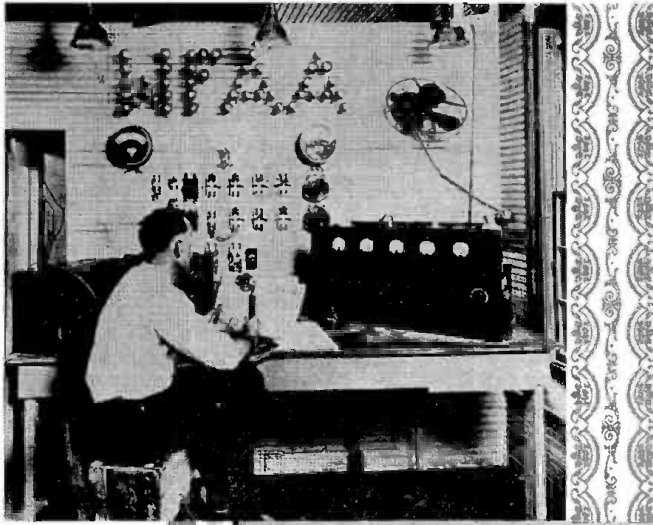
"Of all mass media, radio is the most unfettered. It's the one medium free to change, and to do so overnight, to meet the needs of a new day. Thus one safe prediction that we can make about the future of radio is that it will be different tomorrow—that it will change, with imagination and vitality, in response to changing needs and tastes."



This WGY-General Electric exhibition attempts to explain how radio works. In the early days the public had little understanding of the principals behind transmission of sound.

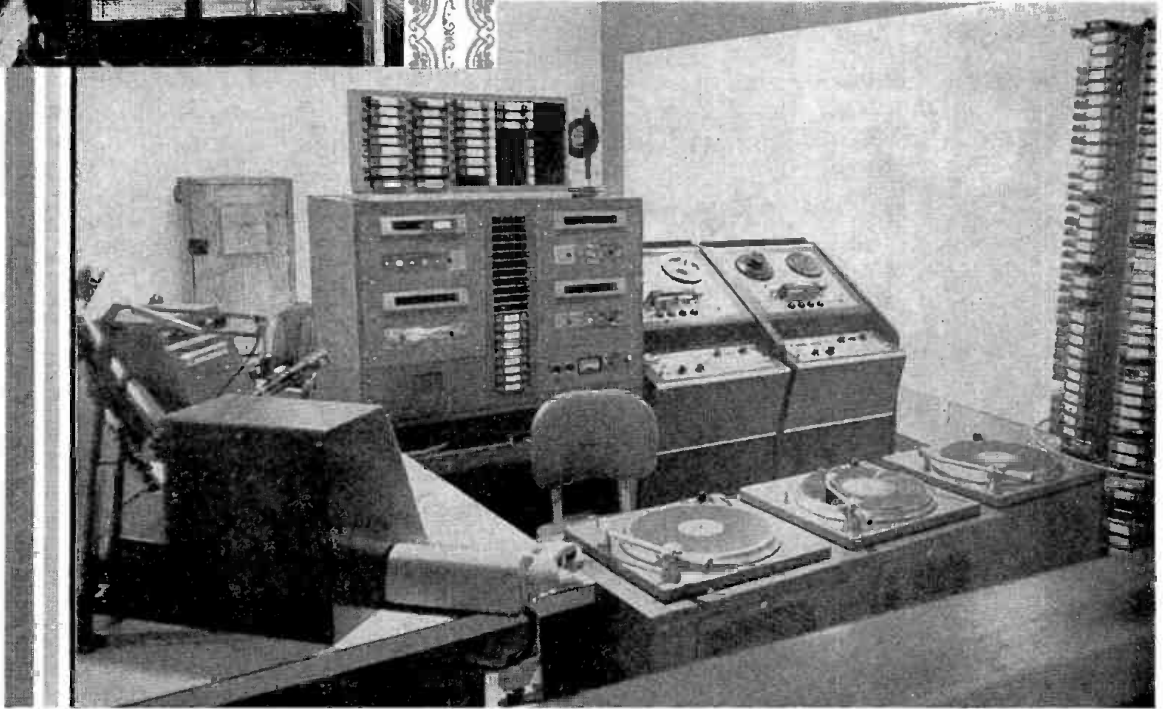


The late Professor Earl M. Terry in his physics department laboratory at the U. of Wisconsin working on the wireless circuitry for 9XM, original call of WHA Madison. First successful transmissions were in 1917.



40

WONDERFUL YEARS!



...and good taste in broadcasting is still more precious to us than our new \$4,000,000 facility!

WFAA's broadcast license, authorized in 1922, was a public trust. It has been honored each broadcast hour of the 40 wonderful years. It will continue to be honored in years to come. Naturally, we have sought new and better methods of transmission and program appeal through the years.

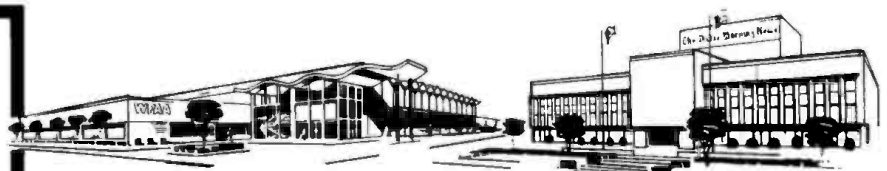
*NCS-61

Today, these facilities are unsurpassed . . . anywhere! Today, WFAA RADIO continues to enjoy top popularity and respect with its programming of news, music and special features. In fact, there are more homes dialed to the "820 spot" than to any other in the entire Southwest*! We like to think it is because we have honored that 40-year trust.

WFAA-820

RADIO DALLAS

Represented by The Original Station Representatives



AT "Communications Center" DALLAS

WFAA • AM • FM • TV — THE DALLAS MORNING NEWS

1922—year radio's population soared

FROM 30 STATIONS ON JAN. 1 TOTAL ZOOMED TO 500 BY YEAR'S END

Radio really exploded all over the national scene in 1922.

That was the year the backyard antenna became a symbol of sophistication, the year that radio began living up to the promises of those who had been predicting a new form of airborne entertainment and enlightenment.

Some call letters had become conversation pieces—KDKA Pittsburgh, WWJ Detroit, WHA Madison and others. But not many others because there were only 30 stations on the air at the start of 1922.

Then the ether began to erupt. Elec-

lution into a truly nationwide service honors years of attic and basement search for a way to transmit intelligence without wires, both point-to-point and in a broadcast pattern.

Three decades before radio's first big year the inventor of the alternating current system, Nicola Tesla, had been experimenting with earth and air waves. In 1900 he wrote, "An inexpensive receiver, not bigger than a watch, will enable me to listen anywhere on land or sea to a speech delivered or music played in some other space, however distant."

wireless bans were removed, development was speeded tremendously.

By 1920 the air teemed with voice and music, some legal and some not. The Bureau of Navigation had been handing out experimental licenses. By yearend WWJ and KDKA were gathering audiences and making claims about which was the first station—a question that still can start an argument among oldtimers in the industry.

The experiences of the early stations were strenuous and often funny. Long before the gremlin was devised by a harassed soul, radio had its own Parkinson's Law for its patched-up gear—If anything can blow, it will. But patient listeners waited out the repair interval or groped for another channel.

Many Hazards ■ In these columns are narrated a few of the hazards of pioneering broadcasters. The material was supplied by stations themselves—enough to fill a book. It came from a collection of available call-letter listings, both governmental and private (see list of 40-year stations page 122).

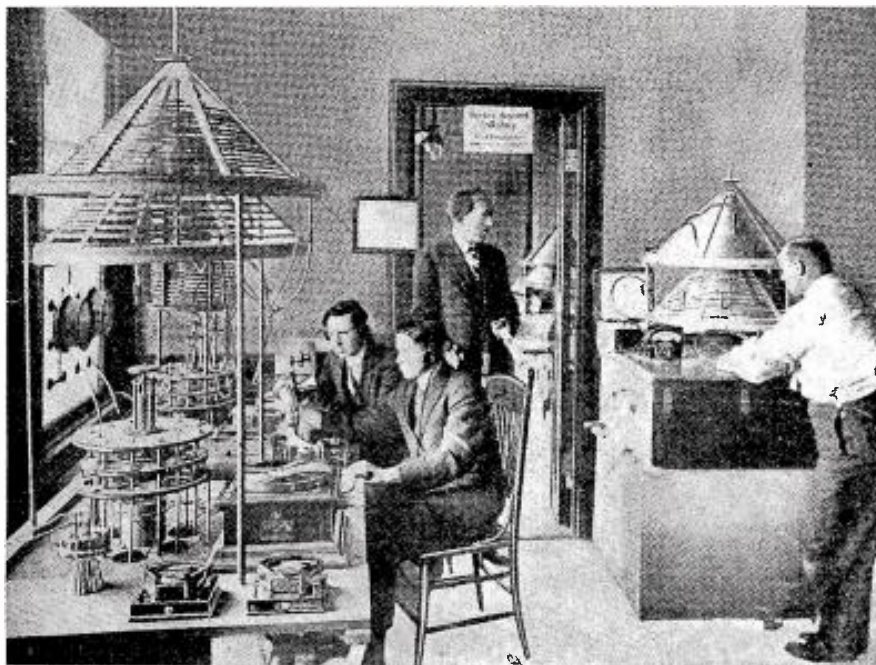
The formal record of broadcasting's growth is difficult to compile. Dozens of 40-year-old stations know little about the early days, especially in cases where there have been one or more changes in ownership. Best available records show 141 stations now have a 40-year history. One listing shows 583 stations on the air Dec. 31, 1922. In this period of two-score years a lot of mergers and transfers took place, leading to some confusion in the pedigree of many established broadcasting operations.

The compilation below, culled from the source material supplied by broadcasters, is typical rather than comprehensive. It reflects the experiences of 1922, radio's first big year, and the years that have followed.

As far as KCBS San Francisco is concerned, its golden anniversary was celebrated in 1959. Dr. Lee De Forest is among those who trace early KCBS broadcasting service back to voice experiments at San Jose by KQW, its predecessor. KQW call letters were changed to KCBS San Francisco in 1949 when it was acquired by CBS.

First radio experiments were traced to January 1909 under direction of Charles David Herrold, principal of a San Jose technical college bearing his name. Mr. Herrold, a classmate of Herbert Hoover at Stanford U., died in 1949.

The first audience consisted of those in homes near his school where Mr.



This is KQW (now KCBS) San Francisco as it looked in 1913 when Dr. Lee De Forest was conducting experiments at San Jose State College. Shown (l to r) are Kenneth Sanders, E. A. Portal, Dr. Charles D. Herrold and Frank G. Schmidt.

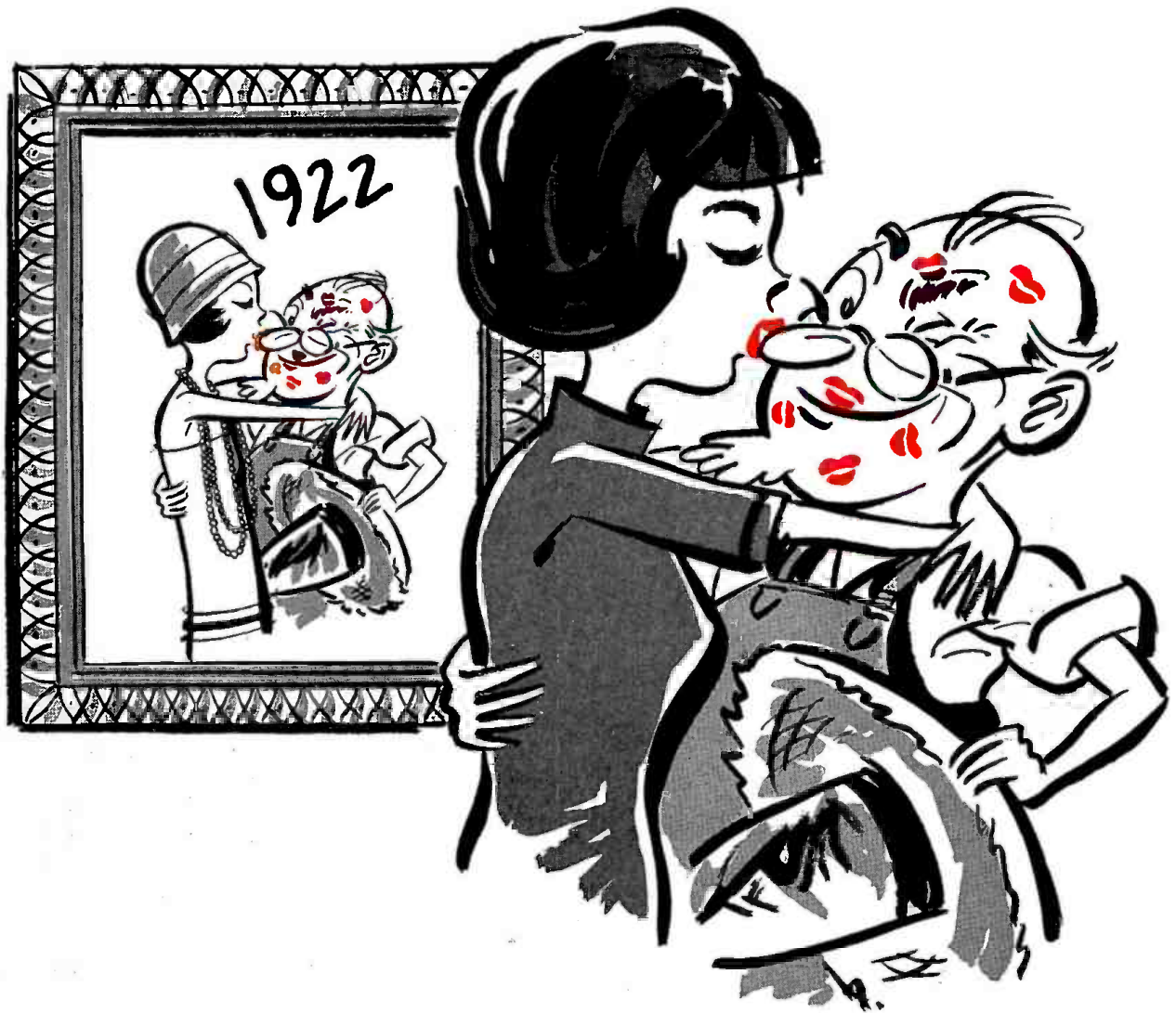
tric shops, newspapers, colleges—any person or group that could look into the problem of piecing together tubes and coils into a 5 w transmitter was likely to find itself in the public service. All that was needed to get a Bureau of Navigation license in Washington was desire, gadgets and a youthful tinkerer who could translate these into a bread-board rig.

500 Stations ■ By the end of 1922 there were more than 500 broadcasting stations on the air, sharing two assigned frequencies and generally trying to promote the sale of radio receivers and perhaps have a little excitement. A few wondered if it might not be a shrewd investment or a newspaper's hedge against possible competition.

The 40th anniversary of radio's evo-

Stubblefield First ■ Deep down in Kentucky in 1892, Nathan Stubblefield is reputed to have sent a spoken radio message across a swampy woods. In 1902 he transmitted messages to the shore from a steamboat in the Potomac River off Georgetown, D. C. He patented his apparatus but never used it commercially (BROADCASTING, Sept. 16, 1946).

Guglielmo Marconi was transmitting wireless messages before the turn of the century. Fessenden, Armstrong and many others were searching for a solution. By 1912 amateur transmission was becoming a popular hobby and college physics departments were putting in radio courses. This activity proved helpful to the nation during World War I. After the war, when the temporary



They're still doin' the same as their grandmas did!

OUR wimmin out here in Red River Valley ain't changed at all in the forty years we've known 'em — they're still *mad* about WDAY.

They chased us in 1922, they're still hot on our wave length in 1962. And twenty years from

now, when our WDAY birthdays have increased from 40 to 60, you can bet your life they'll *still* be a-hungerin' for us. You see, *we give them what they want!*

If you want the details, ask PGW!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



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

1922 - YEAR RADIO'S POPULATION SOARED continued

Herrold had installed crystal sets so people could hear the music. First call letters were FN. The story is documented by Prof. Gordon B. Greb, of San Jose State College. This research shows KCBS is celebrating its 53d anniversary. The first antenna consisted of 11,500 feet of wire strung out in all directions from a bank building. A daily schedule of broadcasts was begun in 1910, according to Prof. Greb.

Listening Room - In 1912 a listening room was installed in the Wiley B. Allen Co., San Jose, with two dozen headsets. The store provided phonograph records, with request records performed for the audience. The Herrold signals were received regularly at the De Forest booth in the Panama Pacific Exposition, San Francisco, in 1915. Dr. De Forest made this comment in the De Forest Day at the San Francisco World's Fair in 1940: "That station, KQW, can rightfully claim to be the oldest broadcasting station of the entire world."

Ira Smith, an early manager of KQW under Fred J. Hart, recalls a pickup from the home of Capt. Robert Dollar, head of the Dollar shipping interests. A wire fence was the link between the house and the nearest telephone line. Jules Dundes is now KCBS vice president-general manager under CBS ownership.

The Herrold station became KQW in 1921. Power was increased from 15 to 500w in 1925 and it was sold to the First Baptist Church, San Jose, which a year later sold it to Fred J. Hart.

KDIA Oakland, Calif., was started in 1920-21, according to the recollection of F. Wellington Morse, who was a

combo man at the station in 1922. It was started by E. N. and S. W. Warner, not connected with the Hollywood motion picture family. After an absence, Mr. Morse rejoined the station, first known as KLS, in 1930. In 1959 he and E. N. Warner started KWME-FM Walnut Creek, Calif. The KWBR call letter replaced KLS in 1940, signifying Warner Bros. Radio. Present call, KDIA, was adopted with purchase of the station in 1959 by the present owners, Sonderling Stations.

Conrad Experiments - The early experiments of Dr. Frank Conrad for Westinghouse (8XK Pittsburgh) caught the attention of Joseph Horne Co., local department store. The store ran an ad in the Sept. 29, 1920 edition of the *Pittsburgh Sun* calling attention to the "air concerts" and noting that it had wireless receivers on sale from \$10 up.

This caught the interest of H. P. Davis, Westinghouse vice president, who had been following the Conrad experiments. He decided "the real industry lay in the manufacture of home receivers and in supplying radio programs which would make people want to own such receivers." A license application was submitted Oct. 16, license was issued Oct. 27 and KDKA went on the air Nov. 2, 1920 with what KDKA calls "the world's first scheduled broadcast."

The Nov. 2 Harding-Cox election returns were carried from 6 p.m. through noon the following day. The results were "a sensation," KDKA recalls and were heard at sea as well as around the country.

Dr. Conrad got the radio bug in 1915 when he built a small radio receiver to settle a \$5 bet with a friend on the



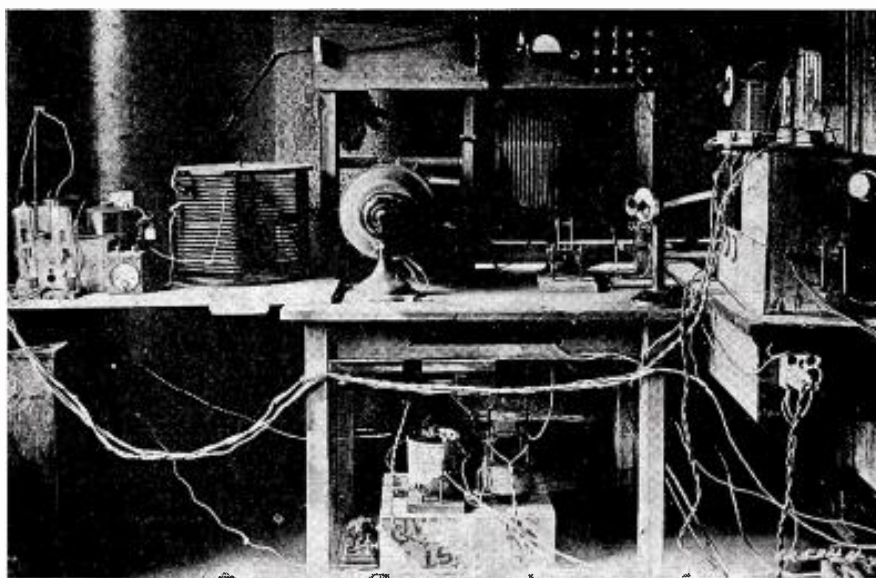
accuracy of his \$12 watch. The set picked up Arlington, Va., time signals. The first official record of his station, 8XK, appears in the Aug. 1, 1916 list of the Dept. of Commerce, station records show. The 8XK facilities were used during World War I to test military equipment made by Westinghouse. The station was relicensed May 1, 1920 as 8XK.

First Announcer - The first fulltime announcer was Harold W. Arlin, an engineer. Station files show Herbert Hoover made his first radio address Jan. 15, 1921 from KDKA. The station's first hotel remote was Feb. 18, 1921, President Warren G. Harding's inaugural address March 4, 1921 was read on the air while he was speaking in Washington. Market reports were started May 19, 1921, leading to employment of Frank E. Mullen as head of the farm service. Mr. Mullen later became NBC executive vice president.

KDKA had numerous incidents in the early months, like the time a famous tenor almost swallowed an insect as he hit a high note. An alert operator took the station off the air in a hurry after the singer loosed a torrent of words not suited to a family audience. Another time a dog raced into the studio while Mr. Arlin was reading baseball scores, upsetting the mike, copy and announcer, and then adding authentic sound effects.

Lowell Thomas made his radio bow on KDKA March 30, 1925, station records show.

Dr. Conrad was responsible for development of the shortwave band when he picked up news reports from Pittsburgh at a radio conference in London, using a curtain rod as an antenna. A



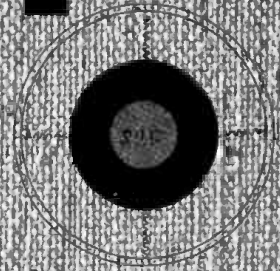
In the four years before KDKA Pittsburgh went on the air in 1920 Dr. Frank Conrad, assistant chief engineer of Westinghouse, used this transmitter to send out radio telephone programs. Located on the second floor of a garage at the rear of his home in Wilksburg the transmitter powered station 8XK.

JANUARY, 1920

WKY

(ONLY STATION ON THE AIR)

100% OF OKLAHOMA CITY RADIO AUDIENCE

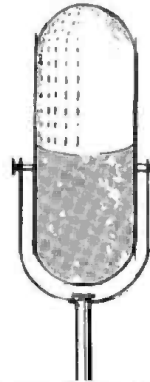


MAY, 1962 WKY

(one of 12 metro area stations on the air)

52.1% of Oklahoma City radio audience

(more than the other 11 stations combined)



WKY

RADIO 930

The WKY Television System, Inc.
WKY-TV, Oklahoma City
WTVT, Tampa-St. Petersburg, Fla.
Represented by the Katz Agency

1922 - YEAR RADIO'S POPULATION SOARED continued

repeater station, KFKX, was put in operation via shortwave in Hastings, Neb., in 1923.

10 Watts Power - KEEL Shreveport, La., recent addition to the 50 kw ranks, began as a 10 w station formed in 1922 by three local businessmen. It started as WDAN, changed to KSBA and then KTBS. In 1942 it was sold under the duopoly rule to George Wray Sr. and in 1957 to Gordon and B. R. McLendon. Lin Broadcasting Corp. bought the station from the McLendons recently for \$800,000. Frederic Gregg Jr. is president.

The inaugural date of KFBK Sacramento, Calif., first of the McClatchy stations, is Feb. 2, 1922. With 5 w and the call letters KVQ, the station had offices in the *Sacramento Bee* building. An electrical company was part owner. The newspaper bought out this firm in 1929, call letters incidentally having been changed in 1925. KFBK went on the air with 50 kw Dec. 25, 1948.

The builders of KFH Wichita, Kan., had to scour the mid-continent area to find the supplies needed to build a 50 w transmitter in 1922. Francis J. Lander, who did the shopping, started selling radios by loading 15 sets in a car and driving around the countryside. He would leave sets in homes and other places on trial, and seldom had to pick up more than one unsold set though the cost was \$125 plus a \$30 battery plus \$15 for a set of dry cells, a \$50 Magnavox speaker and a \$25 aerial. Programming featured market news. Call letters were changed from WEAH to KFH in 1926. Fire destroyed the transmitter in 1929 but the station was back on the air in 30 days.

Anthony Pioneer - One of the industry's pioneers, Earle C. Anthony, started KFI April 16, 1922 with a 5 w home-made transmitter, moving eventually to a 50 kw assignment on 640 kc. Ori-

nally studios were located in the Packard building, Los Angeles, occupied by Mr. Anthony, who was a distributor.

KFI broadcast a full-length opera, "Die Walkure," in 1926, feeding it to KPO San Francisco. The event drew wide attention. In 1924 KFI had started test broadcasts to England and in 1925 to Australia. Curtis Mason and H. L. Blatterman, who joined KFI in 1924, are now co-chief engineers. Mr. Anthony died in 1961, aged 81. George A. Wagner is now president-general manager of KFI.

KFJZ Fort Worth started out in 1922 with 100 w, which was pretty good muscle in those days. It was sold in 1936 to Texas State Network. Gene Cagle, now owner-president, became general manager in 1939. The oldest account is Leonards Department Store. The station has several 20-year employees.

The original license of KFKA Greeley, Colo., was issued May 21, 1921 to Colorado State Teachers College of Greeley, since changed to Colorado State College. The plant was assembled from assorted parts and early programming was provided by students. Live market reports from the Denver Union Stockyards were started in the mid-20s. Carl Jordan, the original reporter, still handles the assignment.

Originally licensed in 1922 as KFBC San Diego, Calif., KGB received its present call letters in 1927. Marion R. Harris became licensee in 1954. The station became a key station in the Don Lee network in 1931. Art Linkletter started his radio career on KGB, Mr. Harris recalls.

McNeil Station - According to Ida A. McNeil, owner-director, the first license of KGFX Pierre, S. D., was issued to her husband June 6, 1916. Mr. McNeil died in 1936. She has managed the station since 1922. The

first license was 9ZP, later changed to KGFX.

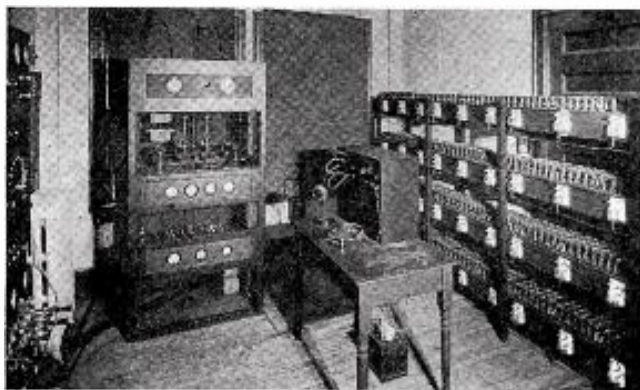
Hawaiian Station - A radio pioneer, M. A. Mulrony, was the first manager of KGU Honolulu, licensed to the *Honolulu Advertiser*. Lorrin P. Thurston, KGU president until his retirement last Dec. 31, was assistant manager at the time. In 1931 KGU joined NBC as an affiliate. Deac Aylesworth, first president of NBC, set up an RCA circuit from San Francisco to Honolulu for the contract negotiations.

A military representative slept each night at KGU for years, putting the station on the air immediately if needed. KGU served as homing signal for countless military aircraft. It was one of the two stations that first told the story of Pearl Harbor. The other was KGMB.

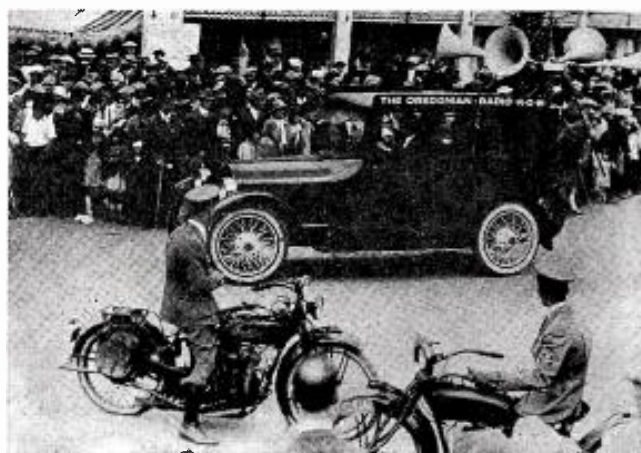
From a small room in the *Oregonian* plant, KGW Portland took the air March 25, 1922, with this pledge, "The *Oregonian* offers the enjoyment of the great invention (radio) to the people of the Northwest without thought of any reward except the pleasure of service to our friends and patrons." The station was in the red until 1929. About that time the *Oregonian* had several bad months and was supported for a while by its radio adjunct. One of the oldest continuous advertisers is Tommy Luke Florists, which was on the old *Hoot Owls* starting in the late 1920s.

\$1 Per Kilocycle - KGY Olympia, Wash., operated noncommercially from April 4, 1922 into 1927, licensed to St. Martin's College. Archie Taft Sr. (KOL Seattle) and Louis Wasmer (KHQ-KGA Spokane) bought it for a purported \$1,200, or "\$1 per kilocycle," to quote Tom Olsen, now president. Shortly after it went commercial, Mottman's Mercantile Co. started as a sponsor and was followed a month later by Goldberg Furniture Co. Both are still on the station.

An early newscaster was Sam L. Crawford, who joined KGY in 1932 when radio news was in the early stage



KHQ first on the air in Seattle, used this 500 watt transmitter when it moved the entire station to Spokane in 1925. Louis Wasmer was licensee, owner and general manager.



KGW Portland used this car to broadcast the unfamiliar sounds of radio-telephony during a parade in 1925.



“A Curiosity Today, It May Be A Commonplace Tomorrow”

So predicted the Kansas City Star in an editorial on the eve of WDAF Radio's maiden broadcast 40 years ago. The Star went on to prophesy that . . . *“The time may be shortly at hand when families will sit home and hear the opera.”* . . . *“...when the farmer will get his market report without waiting for the paper.”* . . . *“... may, a year from now, clap a receiver to his ear in his office or home and get the baseball score.”* . . . *“...when anybody who wishes may listen in to the debates in Congress. And*

won't Congress watch its step then, though!” . . . *“... it is no doubt destined to be a great universal business and social agency.”* • Nothing clouded about that writer's crystal ball, particularly as applied to the big, full, modern sounds of today's WDAF radio. • It is Kansas City's Metropolitan Opera station. It is the Midwest's prime source for farm information, sports, news and special events. • WDAF is a “great universal business and social agency.”



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

380 MADISON AVENUE • NEW YORK 17, NEW YORK

1922—YEAR RADIO'S POPULATION SOARED continued

of development. He set up regular news beats and KGY soon developed a local reputation as a news station. Mr. Crawford recalls the time he ran out of the courtroom after hearing a jury verdict in a murder case. By the time he had run up a flight of stairs he was unable to talk. Within seconds he managed to gasp "Guilty." After catching his breath he was able to tell the story.

Nostalgia pours from the files of KHJ Los Angeles. It was started April 13, 1922 by the *Los Angeles Times* as a circulation device. Two first-year features were a seven-hour Easter music festival and a broadcast throughout New Year's Eve. Before it was a year old KHJ had exchanged programs with WOR, then Newark, N. J. Dr. Lee DeForest was the star performer on the opener.

In 1927 the *Times* sold KHJ to Don Lee, a Cadillac dealer, for a reported half-million dollars. The use of name bands was popularized, using a pickup from KFRC San Francisco. Some early stars were Paul Whiteman, who tried an innovation by using mikes in front of each instrumental group for his *Old Gold Hour*; and Raymond Paige and a 50-piece Don Lee orchestra. The Don Lee network grew out of KHJ-KFRC interchange.

Lewis Allen Weiss became vice president-general manager of the Don Lee system in 1930 though he spent a term at WJR Detroit. Don Lee served for a time as CBS Pacific Coast segment but moved to Mutual network in late 1936.

Big Name Policy — The big-name, big-program policy made radio history for many years. A young announcer, Don Wilson, was said to have been fired by KHJ because he bought a Packard from Earle C. Anthony, then owner of the rival KFI. Don Lee had the Cadillac franchise. An early Saturday night variety show, *The Merry-Makers*, was credited with setting a pattern for radio-tv spectaculars. Eddie Cantor did his Campbell Soup shows from KHJ for years. Estimated program cost was \$37,000 per hour. *Lux Theatre* and *Burns & Allen* shows started at KHJ. Nelson Eddy acquired fame on the station. Van C. Newkirk, program director, was a believer in remotes and special events. KHJ was a training ground for many broadcasters prominent in management.

Originally KHQ Spokane, Wash., was located in Seattle, moving to the former city in 1925. Louis Wasmer was licensee-owner-manager at the beginning. The Oct. 30, 1925 inaugural program featured top personalities from the state and drew over 300 telegrams. Richard Dunning was named president-general manager of KHQ Inc. in 1947.

Mr. Wasmer was technical adviser to

KDZE Seattle, later KFOA, when it was started by Rhodes Brothers store in 1922. In 1928 Archie Taft Sr., operating a sportings good store, bought KFOA. He changed the call to KOL.

When KIMN Denver went on the air July 4, 1922 as KFEL, Eugene P. O'Fallon was a stockholder and sales manager. Later he bought out Capt. W. L. Winner and on May 1, 1954 sold it to A. L. Glasmann, of Ogden, Utah. KIMN claims to be the oldest continuously operated station in the city.

The powerful little 7½ w KLCN Blytheville, Ark., made the *New York Times* Jan. 14, 1929 when its transmissions were described as setting a world record. Two test programs were heard in Florida, New York, New Jersey, Pennsylvania and Ontario. The *Times* added an explanatory story pointing out how at that season the transmission,



In May 1921 9ZAF (now KLZ) Denver broadcast the complete opera "Martha." Here is the back stage installation at the Denver Municipal Auditorium with which the broadcast was accomplished.

using less power than a tiny light bulb, could be heard at great distances. Harold Sudbury, present owner, worked for the original owner, C. L. Lintzenich. The 1929 tests were described in most major newspapers. KLCN was begun in 1921 and went into "fairly regular operation" in 1922.

Back in 1919 Dr. W. D. Reynolds Jr., founder of KLZ Denver, put 100 w 9ZAF on the air. The "Z" stood for special government citation for amateur radio achievement. Dr. Reynolds had built a crude transmitter in 1912 while a student at U. of Minnesota, transmitting speech and music from Edison cylinder records. After World War I he set up a dental practice in Colorado Springs and operated a station with call letters 9WH.

In 1919 he moved to Denver, organizing Reynolds Radio Co. to make receivers. In summer months he and

Mrs. Reynolds sang and played the piano in front of the house, drawing visitors from miles around and creating a demand for sets. In 1920 the first time was sold (see commercial story starting page 139).

Opera Broadcast — Dr. Reynolds, in conjunction with the *Rocky Mountain News*, sent a "wireless" auto down Curtis Street in 1921, playing tunes of the day. The complete opera "Martha" was broadcast in May 1921 from the municipal auditorium. The transmitter had been moved in toto to the roof.

The KLZ license was granted March 10, 1922. The inaugural address of President Calvin Coolidge, March 4, 1925, was fed by direct wire from Washington and heard by a big crowd in the auditorium. Dr. Reynolds died in 1931. During his last decade he had been devoting much of his time to radio, eventually abandoning dentistry.

In 1927 the station bought an organ on the installment plan. When Dr. Reynolds couldn't get it out of the freight station, he sold a third interest in his station to Bill Meyer, a spice salesman who promptly started to sell time to candidates for the Denver mayoralty. The money helped pay for the organ.

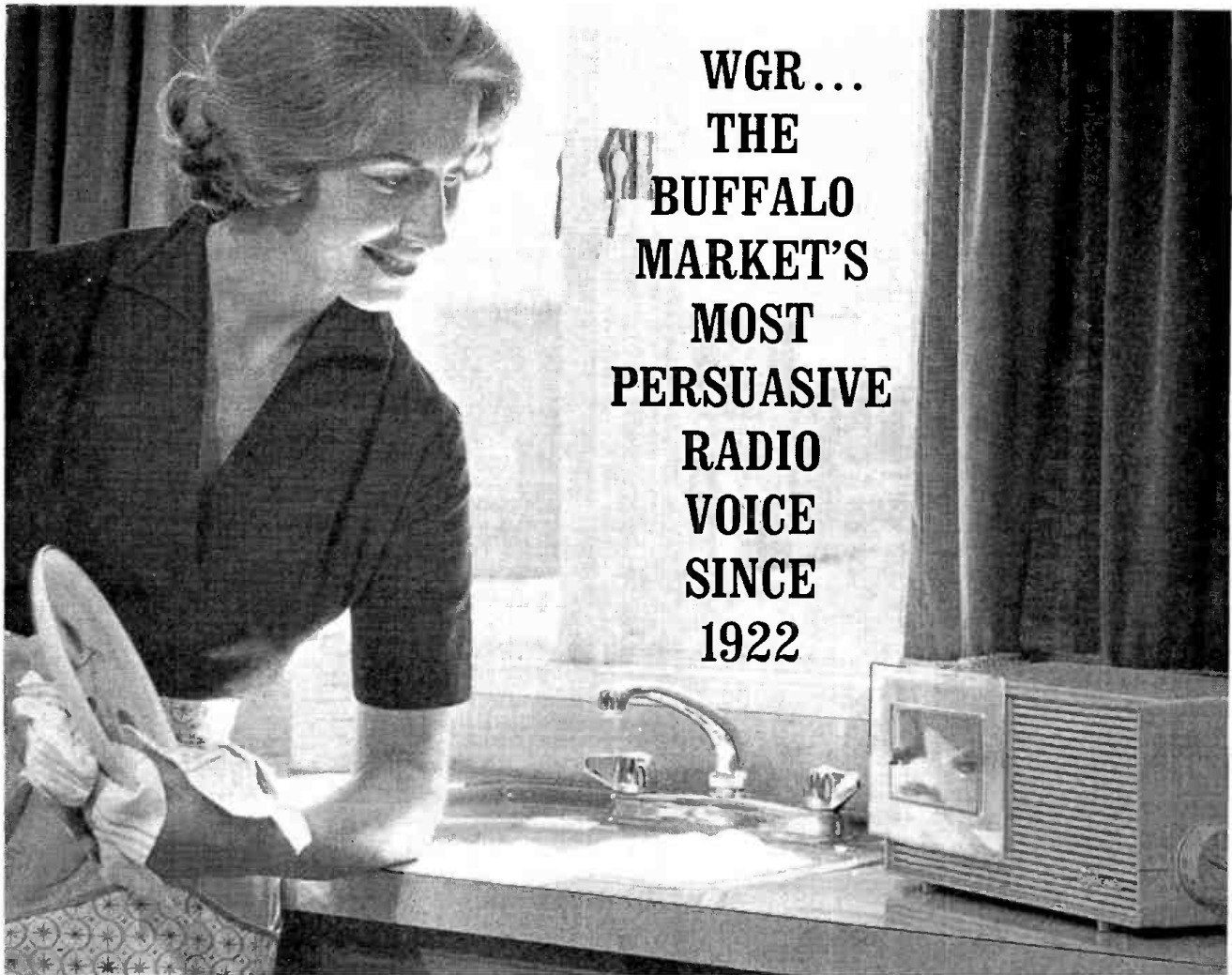
KLZ was sold in 1935 to E. K. Gaylord, president of Oklahoma Publishing Co. Mr. Meyer resigned in 1941 to start his own station and Hugh B. Terry, current president, became manager. *Time-Life* bought KLZ in 1954. Among early employes were Lee Fondren, now station manager-sales director; Harvey Wehrman, business manager; Ralph Sargent, am radio supervisor, and Charles Roberts, program director.

Advertising First — Arthur B. Church, founder of KMBC Kansas City, paid his way through school starting in 1914 by use of his own amateur radio station to promote the sales of wireless equipment. This self-exploitation "may have been the beginning of the use of radio as an advertising medium," BROADCASTING stated in its April 15, 1933 issue in a profile of Mr. Church.

After World War II he founded Central Radio School, Kansas City. He went into the broadcasting business in 1921 and later received the call letters WPE, changed in 1923 to KFIX when the station was bought by the Mormon church. It was taken over by Midland Broadcasting Co. in 1927. The current licensee is Metropolitan Broadcasting. Ray Moler, engineering supervisor, completes his fourth decade with the station he helped create.

KMBC originated many early programs for CBS, including *Easy Aces*. Mr. Church is now living in Colorado Springs.

Stole the Station — It was a dark and gloomy night in the early 1920s at KMED Medford, Ore. Someone stole



**WGR...
THE
BUFFALO
MARKET'S
MOST
PERSUASIVE
RADIO
VOICE
SINCE
1922**

On-the-air since May 22, 1922, WGR is proud of its service stripes as a pioneer in an industry with a great past and a promising future. As WGR begins its fifth decade, it is providing advertisers with an opportunity to associate their commercial messages in this climate of confidence and public acceptance built on 40 years of service. Today, our concept of full range programming makes your sales message stronger than ever through radio listening that is better than ever.

WGR radio
 1922
 1962
40
 years of **SOUND** leadership



Symbol of Service

WGR-AM • 550 KC • BUFFALO, NEW YORK

Transcontinent Television Corporation

In Television: WGR-TV Buffalo
 • WDAF-TV Kansas City • KFMB-TV San Diego
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380 MADISON AVENUE • NEW YORK 17, NEW YORK

1922—YEAR RADIO'S POPULATION SOARED continued

the entire station, leaving only a piano bench. Somehow they got back on the air eventually. At the time KFAY, as the station was then known, was operated until all the advertising had been broadcast. Then the station was shut down and the staff went out on the street to sell more time. This happened every day. The station's manager, William Virgin died in 1927, when it was taken over by his wife, Blanche Virgin, who sold in 1950 to the present owner, Radio Medford Inc.

When the young KMEO Omaha, Neb. (then WAAW) was moved about four miles in 1931, the Federal Radio Commission said the coordinates indicated a 150-mile move. A Creighton U. professor of astronomy finally coordinated the coordinates to the FRC's satisfaction.

The station went on the air Feb. 14, 1922 licensed to the Omaha Grain Exchange to broadcast on 15 w. This was increased soon to 100 w. *Omaha World Herald* bought WAAW in 1939, changing it to KOWH. National Weekly Inc. bought it from Mid-Continent Broadcasting Co. (now Storz Radio) in 1957, adopting the present KMEO letters.

KMO Format ■ KMO Tacoma, Wash., featured news, music and religion from its opening day, April 1, 1922. News was provided by the *Tacoma Times*, co-owner of the station with Love Electric Co. A fortnight after the debut a religious program was broadcast. Three days later city primary returns were put on the air. And on April 26, 1922, a 113-foot mast was installed. The station was heard in Alaska and San Francisco, the *Times* reported.

Carl E. Haymond bought KMO in 1926, installing new equipment. He introduced a merchandise program with

prizes in 1926, bringing calls from all over the Pacific Coast and requiring four extra girls to handle the switchboard. Mr. Haymond sold to Tacoma Radio Corp., present licensee in 1954.

Nobody was excited, not even the



Herbert C. Hoover as he appeared before a KNBC San Francisco microphone in the library of his home at Palo Alto to deliver the final address of his 1928 campaign. His address was carried coast to coast by NBC.

Hale Bros. department store front office, when an ex-naval man named Joe Martineau was given permission to build a station (KPO) atop this San Francisco store. A bit of public service catering to a passing public fancy, the Hales figured. For \$2,400 Mr. Martineau built a 50 w rig and it was licensed April 17, 1922—one of 12 stations in the area all using the same wavelength and sharing time.

Football Broadcasts ■ KPO used only live talent, some performers even re-

ceiving fees. Many program "firsts" originated at the station. For several years KPO had exclusive football rights from several universities. Its symphony concerts developed into Standard Oil's *Standard Hour* and school broadcast series. And March 4, 1925 marked the first national hookup for the inauguration of President Coolidge. At that time the *San Francisco Chronicle* became a partner.

In May 1925 the *Chronicle* announced KPO's range was 12,500 miles, "a literal blanketing of the earth's surface with its signals." A photo of Andy Gump was transmitted from KPO Aug. 22, 1925 with the tv system of C. Francis Jenkins whose equipment was on exhibition at the Pacific Radio Exposition.

KPO joined NBC in 1927, with Don E. Gilman named vice president in charge of the western division. *One Man's Family* was one of many famous shows originating at KPO, famed for its development of radio talent. Call letters were changed to KNBC Nov. 23, 1947, NBC having bought the station in 1932.

Fred Christian, an electrical engineer, put together a 5 w transmitter in his Hollywood bedroom and Sept. 10, 1920 was kickoff day for 6ADZ, predecessor of KNX Los Angeles. Mr. Christian received his KNX call in 1921 and moved to downtown Los Angeles. Power went up to 50 w in 1922. KNX shared time with 22 other local stations. Guy Earle, owner of the *Los Angeles Evening Express*, bought KNX in 1924. Mr. Christian now is president of American Electrodynamics, manufacturer of hospital beds.

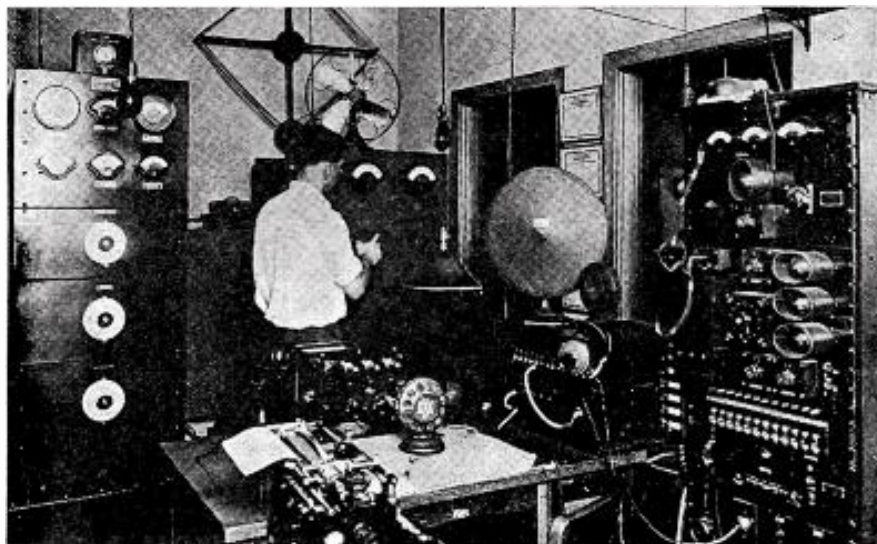
Fur Buyer Sponsor ■ The signal of the 1920s was aimed at 11 western states. Mr. Earle recalls an Alaskan fur buyer bought time every winter so trappers in the Yukon and points north could know his travel schedule. The station was sold to CBS in 1936. Mr. Earle still lives in Southern California.

Among Mr. Earle's early executive associates were Naylor Rogers; Edith Todesca, program manager; Wilbur Hatch, conductor; and Paul O'Hara, audio engineer.

Mr. Hatch recalls the celebration when KNX (now 50 kw) boosted power from 500 w to 5 kw and moved to a new antenna site. After the speeches listeners were warned to turn down their volume to avoid damage to sets. This wasn't necessary, it developed quickly, because the antenna hadn't been air checked and only a tiny signal was being fed to the Los Angeles area. Eleven western states had a fine signal. It took two years to solve the problem.

Many of the alltime favorites in radio started at KNX. Conrad Nagel and Wally Reid were among first live actors.

A laboratory experiment directed by



This 500 watt transmitter was used by KNX Los Angeles from 1924 to 1929. The engineer is Paul O'Hara, still with KNX as an audio-supervisor.



The interesting migration habits of the red-blooded vacationing consumer

Interesting, yes. Exceedingly profitable, too, for farsighted advertisers! They *know* that every summer Michigan draws more than five million outstate tourists. And these tourists spend 650 million dollars on almost every imaginable product. When you add these folks to the seventeen million residents in our primary coverage area—and consider the fact

that Ontario (right next door) draws 60% of Canada's tourist trade—you'll find that you're talking in terms of a tremendous market. And a market that WJR covers like a glove. Whether you're talking to vacationers or stay-at-homes, mass audience or a select few, the place to get results is WJR . . . try us this summer.



FOR FORTY YEARS YOUR GOODWILL STATION

1922—YEAR RADIO'S POPULATION SOARED continued

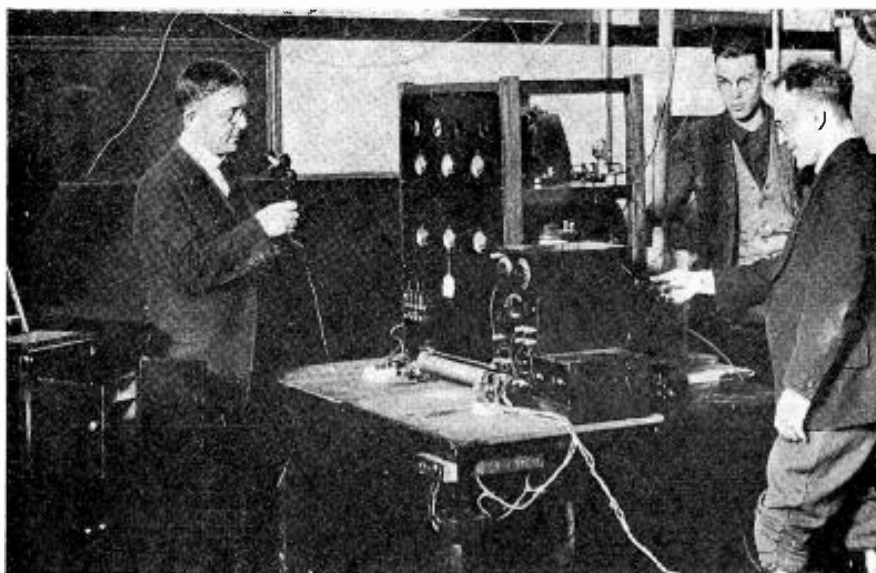
Prof. Jacob Jordan evolved Dec. 7, 1922 into KOAC Corvallis, Ore. First known as KFDJ, the station was licensed to Oregon State Agricultural College. Prof. Jordan was chief engineer. Wallace Kadderly became the first manager. Mr. Kadderly later became known as director of the NBC *Farm & Home Hour*. School is now Oregon State U.

Increased Day ■ With its choice 550 kc frequency, KOAC had to increase its schedule to 12 hours a day in 1931 under a federal rule for stations with unlimited license. The state offered financial aid in return for air time, Mr. Kadderly recalls. Now KOAC is a unit in the state educational broadcasting system. Grant S. Feikert, a ham, had been with the station since 1922, serving

ters to music publishers brought in orchestrations.

On-the-Air—Oomph ■ KOB fed its first program to NBC in 1933. At that time network cues came by telegraph. A staffer whose job was to relay the cut to the announcer slapped him on the back—so hard, that KOB's first sound on a national network was a healthy oomph.

KOB was granted 50 kw on 1030 kc in June 1941 but has never used the frequency, operating instead on a temporary 770 kc permit and resulting in the longest litigation in broadcasting history. Time-Life bought KOB in 1951 and it was sold in 1957 to KSTP Inc., St. Paul. George S. Johnson, who became KOB station manager in 1932,



Prof. Jacob Jordan (l) of Oregon State Agricultural College with the KOAC Corvallis microphone in 1922. Wallace Kadderly (r) was the first engineer.

until 1961 when he became director of engineering for the state system. James M. Morris, manager of KOAC-AM-TV, joined the station in 1928.

Prior to 1922 KOB Albuquerque, N. M., was known as 5XD. With grant of the KOB license April 5, 1922, the station was moved from New Mexico State College, Las Cruces, to Albuquerque. Ingenuity typical of the period was used to build the 10 kw transmitter needed for western coverage. An arc-welding machine served as a filament supply. Electric light bulbs stabilized the bias supplies. Heating elements from electric irons served as amplifier loads. Air condensers were made of pie pan steel. Copper tubing came from old appliances. And that's how transmitters were made by pioneers.

KOB used a lot of live talent and talks with a \$125 monthly budget permitting 50-cent fees for performers. Let-

is now general manager of KOB-AM-TV. He was a technician at the original 5XD.

KOY Phoenix, Ariz., operated starting in April 1922 as KFCB, with Earl A. Nielsen as owner-manager. Mr. Nielsen now operates a radio shop in Hawaii. Burrige D. Butler, then owner of WLS Chicago, bought KOY in 1937. Sen. Barry Goldwater (R-Ariz.) was an early employe of the station. Advertisers still with KOY who started in the '20s include Holsum Bakery, Valley National Bank, and Arizona Public Service.

Another First? ■ There's some haziness about it all, but KQV Pittsburgh holds a 1945 mayor's proclamation which cited two employes of Doubleday Hill Electric Co. "who have devoted their time and interest to radio since 1914 and who through their own initiative dared to make illegal use of call

letters 8ZAE to broadcast to the public in 1919." The proclamation described Doubleday Hill as "the first commercial institution to use radio with the specific intention of broadcasting programs to the public . . . and authorized to broadcast commercially in January 1922 as KQV, thus making KQV the second oldest commercial station and the oldest broadcasting station."

Now an owned station of American Broadcasting Co., KQV operates from showcase studios at a busy Pittsburgh intersection. The station pioneered use of automatic control broadcasting.

The Leese Brothers, Otto and Bob, started broadcasting in the middle of 1920. Records of KRKO Everett, Wash., show they built their own battery power supply and receivers. Soon they were devoting full time to the station, then KFBL. It was licensed Aug. 17, 1922. Call letters were changed to KRKO in 1935. William R. Taft, present owner, took over in 1943. Currently 24-hour news service is directed by Shirley Bartholomew, news director.

An early broadcaster, S. H. Patterson, who has owned KSAN San Francisco since 1937 and founded the Patterson chain, at age 68 has projected a new type of broadcast venture—a vhf-uhf dual operation in San Francisco with partially unduplicated programs. The plan is before the FCC.

His son, Norwood J. Patterson, is president of KSAN and operates KBIF and KICU-TV Fresno, Calif. The elder Patterson at one time owned KFBC Cheyenne, Wyo., KVOR Colorado Springs, KVAK Atchison, Kan., and KJAY Topeka. Norwood Patterson was a licensed engineer at 16. KSAN was licensed June 7, 1922 as KDZX.

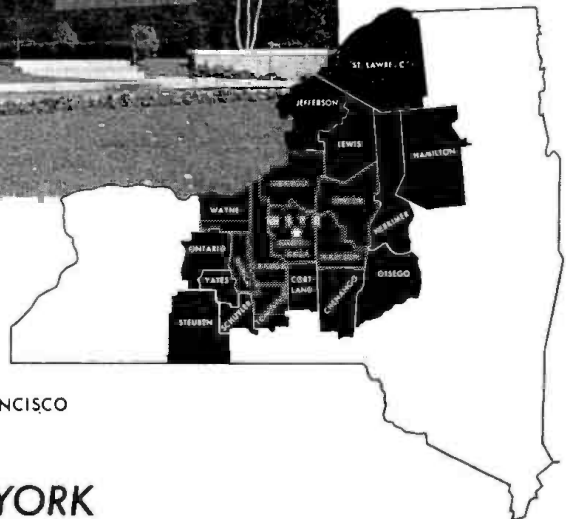
Delayed License ■ KSD St. Louis, *Post-Dispatch* station, had three inaugurals in 1922. The first broadcast was Feb. 14. Having neglected to get a license, the station was silenced until one was received March 8. Sporadic service was provided until the formal debut June 26. The first power was 20 w. The first managers were two executives of the publishing company, Herbert A. Trask and A. G. Lincoln. Station records show Gardner Motor Co. was the first advertiser, sponsoring a quartet April 19, 1925. Mercantile Trust Co. followed a few months later and has been on KSD through the years. The late George M. Burbach became general manager of KSD in 1933 and held the post until retirement Jan. 1, 1958.

At first KSL Salt Lake City was mostly a hobby with some of the *Deseret News* staff. The antenna was mounted on a tall smokestack until it crashed in a lightning storm. Shortly after the *Deseret News* transferred ownership to Radio Service Corp. of Utah in 1924.

for 40 YEARS



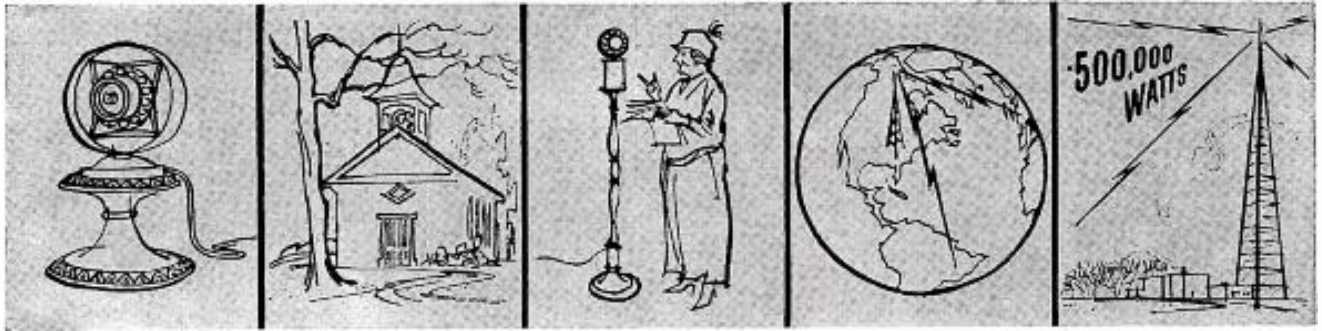
The CALLMARK of QUALITY RADIO in Central New York



Represented Nationally by
THE HENRY I. CRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

NBC AFFILIATE IN CENTRAL NEW YORK



1922—March—WLW Radio went on air. Founded by Powell Crosley, Jr. Now ranks among top 10 of more than 4400 U. S. Radio Stations.

1928—3 of WLW original programs are still on in 1962: "Church by the Side of the Road," "Moon River," "Mail Bag Club."

1933—American soap opera was born at WLW with "Ma Perkins," Virginia Payne, creating a famous far-reaching era in broadcasting.

1933—WLW operated first 10,000 watt international transmitter beaming signals to Europe and South America.

1934—WLW was first and only Radio Station ever to increase its power to 500,000 watts.

CROSLEY ~ WLW ~ CELEBRATE 40TH ANNIVERSARY

These are the events and the people that have made WLW Radio-TV famous

In its 40 years, the Crosley Broadcasting Corporation has had a profound effect on the entertainment world and the growth of the radio-television industry — now including 6 WLW stations reaching 9 states and 20 million people. So on this ruby anniversary—we proudly look back — but even more proudly

look forward to the continued service we can render our own audience in WLW Radio-TV land . . . and our faithful advertisers who put their trust in us and shared in our accomplishments.

Our pride and our privilege.

In show business, WLW is known as "The Cradle of the Stars."
Here is some of the talent who performed on WLW in their climb to fame.



Ma Perkins (Virginia Payne) Al Helfer The Mills Brothers Andy Williams Rod Serling, writer Rosemary Clooney Ralph Moody Bill Nimmo McGuire Sisters Frank Lovejoy



Red Skelton Jane Froman Dick Noel Fats Waller Durward Kirby Janette Davis Eddie Albert Doris Day Ink Spots Red Barber



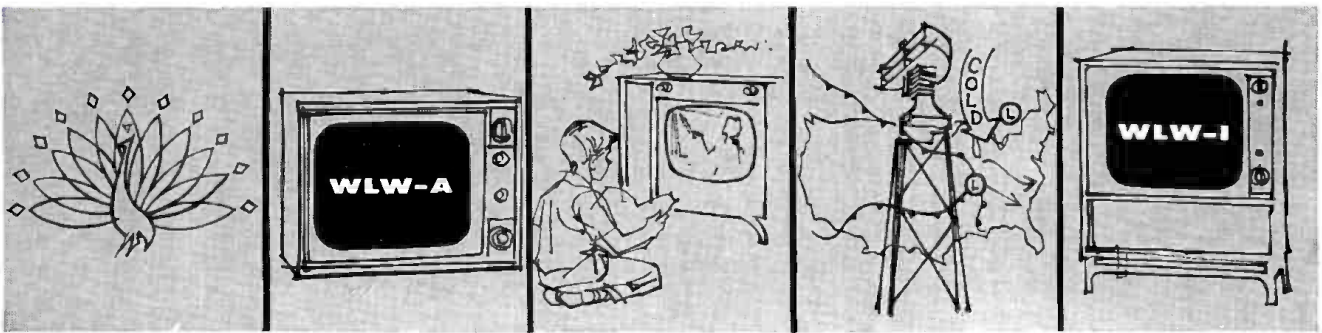
1937 —Crosley Broadcasting engineers developed WLW Television experimental station. Further development interrupted by the War.

1941 —Crosley purchased "Everybody's Farm" to operate and broadcast farm programs from Mason, Ohio. Now annually visited by 14,000 people.

1942 —Crosley constructed and still operates 6 Voice of America transmitters at Bethany, Ohio. Largest domestic installation of Voice of America.

1948 —WLW-T, Cincinnati, went on the air as one of first TV Stations in Country, first in Ohio and one of the first NBC affiliates.

1949 —WLW-D, Dayton, and WLW-C, Columbus, went on the air, forming Crosley 3-Station regional television network.



1953 —WLW Television became first NBC Color Affiliate. Now Color TV leader in Nation, making Cincinnati "Colortown, U.S.A."

1953 —WLW-A TV, Atlanta, joined Crosley group. Reaches 3 million people, 68% of Georgia, parts of Alabama, Tennessee, North Carolina.

1954 —WCET, first U. S. licensed educational TV Station, was provided half-million dollar Crosley facilities for \$1 a year "rent" as public service.

1955 —First Radio Station to install Radar weather service. Today this service provides a range of over 300 miles in WLW Radio-TV land.

1957 —WLW-I, Indianapolis, became 5th WLW-TV Station. Reaches over 3 million people in 63 Indiana and 13 Illinois counties.



1959 —WLW became world's highest fidelity Radio Station with exclusive new AM transmission developed by Crosley engineers.

1959 —First to colorcast big league baseball locally and regionally. First to colorcast indoor remotes with new low-light tube developed by Crosley and GE.

1960 —First to colorcast night-time big league baseball and other night-time outdoor remotes under normal lighting conditions.

1960 —Crosley provided FM transmitting facilities at \$1 per year "rental" to University of Cincinnati for educational broadcasts.

1942-61 —Ruth Lyons annual fund for hospitalized children has collected over 2½ million dollars for 59 hospitals thru WLW Radio and TV alone.

the dynamic WLW Stations



Crosley Broadcasting Corporation

1922—YEAR RADIO'S POPULATION SOARED continued

Earl J. Glade was named sales manager. He interested the LDS Church and *Salt Lake Tribune* in joint ownership. Call letters were changed from KFPT to KSL in 1925. The first transcontinental feed of the Salt Lake Tabernacle Choir went to NBC in 1928. It has been on the air ever since. KSL was granted 50 kw in 1932, joining CBS at that time.

Mr. Glade is still active at KSL-AM-TV as a consultant. Arch L. Madsen is president. The first time-sale was made by Mr. Glade to Salt Lake Knitting Co., which paid \$60 for an hour program. The firm is still a client.

The Wild-Eyed Apaches ■ The early programming of KTAR Phoenix, Ariz., was never monotonous. Two of the 1925 shows, for example, were titled *The Amalgamated Order of Wild-Eyed Apaches*, a western jamboree featuring local businessmen and talent, and the *Sunday Hodge-Podge Hour*, which was just that.

Started June 21, 1922 as KFAD, the station eventually went under control of Arizona Publishing Co. in late 1929. Richard O. Lewis was picked from the newspaper advertising staff to become general manager, a role he still holds.

A dramatic broadcast on Easter Sunday, 1935, originated from Grand Canyon. It was fed to NBC. The feature is now in its 27th year. J. Howard Pyle, KTAR program director, described the first service. Mr. Pyle later became governor of Arizona and an assistant to President Eisenhower. He was a war correspondent in the Pacific during World War II and witnessed the Japanese surrender on the battleship *Missouri*.

KTW Seattle was built in the summer of 1920 at the request of the late James D. Ross, civic leader and a member of the First Presbyterian Church congregation. His idea was to provide



President Calvin Coolidge dedicated the Coolidge Dam in 1930 and the ceremony was broadcast by KTAR Phoenix. Note the Texaco star on the microphone.

an outlet for the powerful sermons of the pastor, Dr. Mark A. Matthews. A "melting pot" for old gold jewelry was devised by Dr. Matthews to finance the station during the depression of the 1930s.

The station became commercial in 1960 when it went to seven-day-a-week operation. It shares time with KWSC Pullman, Wash.

Experiment in S.D. ■ Dr. Ernest Lawrence, then a sophomore at U. of



KTW Seattle in 1925. The original engineer, the late James D. Ross, is shown with the equipment. The station was broadcasting with 1,000 watts.

South Dakota and later a Nobel Prize winner in physics, triggered the experimental version of KUSD Vermillion in 1919. A general amateur license was granted in 1920 and voice-music broadcasts began May 20, 1922. Call letters WEAJ were assigned Feb. 6, 1923. Regular programming started in early 1924, featuring campus talent. Call letters were changed to KUSD in 1925.

For the first time in 1941 students were paid for their work. An announcer, Bill Knight, tells of the time he had to read the lines of four actors who didn't show up for a drama.

Regular programming started on KWSC Pullman, Wash., Dec. 10, 1922 when it was known as KFAE. Here is an old log entry at the Washington State U. station: "Oct. 12, 1923. Trouble tonight. Someone took wire from one of transformers supplying the motor generator. A fuse blew on the motor line. No extra fuse here so used wire." Another: "Dec. 27, 1924. Much difficulty in putting program on the air. Door locked. Plate battery wire broken. No announcer. No A battery."

A student in the university radio course was Edward R. Murrow, now U. S. Information Agency director, who was graduated in 1930. He will be the commencement speaker next June 3 and receive an award.

Promoting Parts ■ KXLY Spokane, Wash., was the brain child of Ed Craney. It was a supplementary service of Radio Supply Co., a subsidiary

of Symons Investment Co. promoting sale of radio parts. Mr. Craney described himself as "chief janitor and engineer." Call letters were changed from KFDC to KFPY in 1926 and to KXLY in 1947. It was purchased recently by the Morgan Murphy Group.

One of the most mobile stations is one of the oldest—KYW Cleveland. It went on the air Nov. 11, 1921 in Chicago. The early signal didn't reach out far enough to satisfy Westinghouse Electric & Mfg. Co., the operator, so a repeater station, KYWA, was installed

atop the Edgewater Beach Hotel, some miles north of the business district.

KYW stayed in Chicago until 1934 when it was transferred to Philadelphia. It remained there until the 1956 exchange with NBC when Westinghouse moved the call letters to Cleveland.

The idea behind WAAF Chicago originated in the *Drovers Journal*, cattlemen's trade magazine, which figured it would offer a supplemental service to the industry. WAAF's current chief engineer, Carl Ulrich, ran a one-man station starting April 7, 1922. Programming was devoted to trade news until 1929 when it was broadened.

A dramatic event was the 1934 stockyards fire. Mr. Ulrich and an announcer broadcast a closeup version until heat and smoke drove them out of the building. They slid down a cable to a lower wing where fire ladders were available. Two months later WAAF was back on the air, moving from the stockyards to the Palmer House. Later it shifted to the LaSalle-Wacker Bldg.

WABC New York, originally WJZ Newark, was opened Oct. 1, 1921 by Westinghouse Electric & Mfg. Co. and sold in 1926 to RCA. It became the NBC Blue key in 1926 and now is the ABC Radio New York station. Its list of "firsts" as compiled by the station includes: First New York commercial station, first live music shows (October, 1921), first complete opera, first stage show on radio (Ed Wynn in "The Perfect Fool") from the Capitol Thea-



from
forty...
forward

As we celebrate 40 years of radio broadcasting, we look back on a record of achievement that has made WGY one of the great pioneers of the radio industry. From the first dramatic program ever produced on radio in 1922 to quality full-range programming in 1962, our efforts have been directed at making radio serve the public in the highest standards of communication and entertainment.

But while we look back with pride, we also look forward to the challenge of the future . . . to find new and better ways to serve the public and the radio industry. Our history of accomplishment, therefore, is most valuable as it serves to stimulate us to forty more years of progress in radio.

982-27

WGY 810 KC ■ 50 KW
A GENERAL ELECTRIC STATION
ALBANY ■ SCHENECTADY ■ TROY

1922 - YEAR RADIO'S POPULATION SOARED continued

tre and first trans-Atlantic-transcontinental broadcast, 1924.

Milton Cross went to WJZ shortly after it went on the air to have an audition. It turned out to be an on-the-air audition, starting one of broadcasting's celebrated careers.

Bought the Station ■ After much tinkering, a lad living in Cleburne, Tex., had his first crystal-detector radio all assembled back in 1923 and started after a signal. The first one he found was WJAD Waco, 65 miles away. His name was Lee Glasgow. Later he became owner of the station, now WACO, as well as KAND Corsicana and KNIN Wichita Falls, both Texas. Mr. Glasgow became WACO manager in 1937 and bought a half interest in 1955. Wendell W. Mayes Sr. owns the other half. Goldstein-Migel Co., Waco department store, has been on the station since the beginning.

Power Increase ■ Three decades of effort to get maximum power culminated Nov. 29, 1958 in an FCC grant of 50 kw power for WAPI Birmingham. The station was first located in Auburn, Ala., as part of Alabama Polytechnic Institute and when it opened in September 1922 was designed to extend the institution's influence. Through the years it passed through a series of technical and administrative changes under the call letters WMAV, moving to Birmingham in 1928. Finally three schools owned the station.

In 1929, WAPI joined NBC. "Commercial income from NBC was approximately \$3,000 for five months," the files show. This wasn't enough so in 1930 WAPI was authorized to sell local time. An operating lease was transferred to Voice of Alabama in 1937. Principals were Thad Holt, president, and Ed Norton, chairman of the board. WAPI joined CBS, which bought some stock in Voice of Alabama.

The Birmingham News Co. took over



Percy Grainger at the piano on WJZ (now WABC) New York in the 1920s.

the WAPI lease in 1953, along with outright ownership of the affiliated WAFM (FM) and WAFM-TV (now WAPI-TV). In 1956 the News and its broadcast properties were sold to S. I. Newhouse. A longtime WAPI lease was bought from three universities in 1961, giving the Newhouse interests complete title.

Donated gadgets were used for wireless experiments at Purdue U., Lafayette, Ind., during the 1910-1918 period. The license 9YB was granted in 1919 and programs were broadcast five nights a week, radiating out about 900 miles. WBAA was licensed April 4, 1922. Programming was based on lectures by professors and sports events.

In 1928 a fire destroyed the studio and equipment. P. C. Sandretto, now a brigadier general in the air force, and R. C. Bierman, rebuilt it. Students who



This was the console used in the WAPI Birmingham control room during the 1920's. Engineer Clayton Dow is riding the gain.

watched the blaze cheered when the beat-up old piano went up in flames, Gen. Sandretto recalled recently. Operation was resumed Jan. 25, 1930. The *School of the Air* series was begun Sept. 11, 1944.

Farseeing Publisher ■ "Let's not be left at the switch," said Amon Carter, *Fort Worth Star-Telegram* publisher, to Harold Hough, his circulation manager. That was in April 1922.

With some fast footwork WBAP was put on the air May 1, just a month later, powered by a 10 w \$200 transmitter. Harold Hough found himself managing the project, doubling as program director, chief engineer, chief announcer and janitor.

Mr. Carter was impressed and within



Harold Hough, WBAP Ft. Worth's first general manager, won a large following for himself and the station with his program "The Hired Hand." This is the picture that was sent to fans about 1925.

weeks was proposing a boost in power. Mr. Hough consulted General Electric. "How far do you want to listen?" asked a GE representative. "Listen, hell!" Harold said. "We want to talk."

The youth who later became famed as the "Hired Hand" became an announcer when the night man didn't show. "You didn't have to have lace on your tonsils in those days," he recalls, "so I was as good as anybody." He turned out to be so good that his fame became international. The nickname grew out of the "H. H." signoff, which drew vast mail wanting to know who H. H. was. Harold answered by saying H. H. stood for Hired Hand and the name stuck. He announced baseball, football, rodeo and Holy Roller ceremonies and everything else. Then he moved into management problems as the power increased—in 1932 to 50 kw and fm as well as tv stations were built.

In 40 years of broadcasting Harold Hough has served on network and NAB boards and as a key figure in the development of the tv code and the original Television Bureau of Advertising. Last April he greeted hundreds of friends at the NAB Chicago convention.

Home Broadcaster ■ Though WBT Charlotte, N. C., went on the air April 10, 1922 as a commercial licensed station, its beginnings trace back to a transmitter, 4XD, in the home of Fred Laxton. Later Earl Gluck, a famous name in southeastern broadcasting, and Mr. Laxton formed Southern Radio Corp. (not related to the present firm of the same name) to start WBT. In four years they sold out to an auto dealer for \$2,000.

WBT joined NBC in 1927, received a power increase in 1928 and was bought by CBS in 1929 when power went up to



Special Issues

We're commemorating two important events this year in Philadelphia: WIP Radio's 40th anniversary and Joe McCauley's 20 years of continuous on-the-air service. WIP can point to a long list of "Firsts" in 40 years of maintaining the highest standards in broadcasting. We'd rather make an issue of Joe McCauley, affectionately known as Philadelphia's Morning Mayor, and a tradition with hundreds of thousands of Philadelphians. For over a generation, they (and scores of happy clients), have started each day with Joe McCauley on Philadelphia's Pioneer Radio Station **WIP RADIO**

*A Metropolitan Broadcasting Station
Now represented by Metro Broadcast Sales*

1922 - YEAR RADIO'S POPULATION SOARED continued

25 kw. A brash young announcer from Spartanburg S. C., Charles Crutchfield joined the staff in 1933. He'll never forget the time President Roosevelt was late for a Charlotte network feed and he had to ad lib 55 minutes. Grady Cole, Arthur Smith, Russ Hodges and the Johnson Family joined WBT prior to World War II.

Jefferson Standard Life Insurance Co. bought WBT in 1945. That year Mr. Crutchfield became "the youngest CBS

broadcasting," according to Mr. Dyson.

Westinghouse started a sister station, WBZA, in Boston in 1924. They were synchronized in 1925. A few years later the WBZA call letters were switched to Springfield and WBZ went on high power in Boston, still synchronizing with WBZA.

Special features and pickups of historic events were featured by WBZ from the beginning. Market reports, news

Olaf College, Northfield, Minn., started tinkering with wireless in 1916. After World War I the call letters 9AMH were granted, with voice broadcasts in 1920 as 9YAJ. Hector Skifter, now president of Airborne Instruments Lab. and vice president of Cutler-Hammer, was one of the active students in the wireless group. A broadcast license was received May 6, 1922. A radio version of Shakespeare's "As You Like It" was broadcast that spring. Milford C. Jensen, present WCAU director, joined the staff as an operator in 1926 and became manager in 1934.

The 250 watts that put out the signal of WCAU Baltimore starting May 16, 1922 exceeded the usual power of newborn stations. The station became a regional in 1935. The Milbourne interests acquired WCAU in 1931, selling in 1956 to Plough Broadcasting Co. The Plough management relinquished the CBS affiliation and adopted a music-news-weather format. Studios and offices at 1102 N. Charles St. are housed in an old mansion originally designed by Stanford White.

WCAU began as a 250 w Philadelphia station in 1922 but went up to 500 w two years later. Isaac D. and Dr. Leon Levy bought the station in 1925. They were key figures with William S. Paley in the formation of CBS network in 1927 and WCAU was the first affiliate signed. Through the years WCAU has featured top artists and its alumni include Paul Douglas, Boake Carter, Harry Marble, Henry Morgan, Norman Brokenshire, Rex Marshall and Ezra Stone. The station was bought in 1946 by the *Philadelphia Record* and then in 1947 by the *Bulletin*. CBS acquired the station along with WCAU-TV in 1958.

Barn Broadcasts - A barn in E. Columbus, Ohio, was the original site of the transmitter of WCOL Columbus, known as WMAN at the time. Programming consisted of morning services of a Methodist church that owned the 5 w station. Erner & Hopkins Electric Co. was the site of the station later in the 1920s, when M. A. Pixley first entered the ownership. All commercials on WMAN promoted the electric firm's products.

Call letters were changed to WSEN around 1928, and to WCOL in 1936 as ownership changes were made. The Pixley family re-entered the operation in 1947, when WCOL-FM took the air. Air Trails Inc., present owner, acquired WCOL in 1952.

The *Tampa (Fla.) Tribune* took over the experimental station operated by L. G. McClung in 1922, starting regular broadcasts May 10. Some of its early features were a wedding in a truck rolling down a main street, an electrocution from the state prison and mass marriage of 16 couples at the state fair. WDAE



Charles H. Crutchfield (r), general manager of the Jefferson Standard Broadcasting Co., was a fledgling announcer when this musical group appeared three times weekly on WBT Charlotte back in 1933.

station manager in the United States." Now he is executive vice president. He recalls the time he decided to cover a wedding of a 97-year-old ex-slave and a 92-year-old woman. He was denied access to the church but climbed a plum tree outside and stuck the mike on a window sill. After the wedding he pulled his car up to the church entrance, told the couple this was the official wedding car, and when they got in he obtained an interview. When he asked the bridegroom about his plans, this was the answer, "I'm gonna quit running round, settle down and start raising a big family."

Banquet Feature - WBZ Boston was born Sept. 19, 1921 in Springfield, Mass., the first broadcast originating from the roof of the Westinghouse Electric Co. plant. It was a feature of the Eastern States Exposition banquet being held that night.

A member of the original broadcast crew, Horace Dyson, said the impetus for WBZ grew out of a plan to start night letter service between the plant and Westinghouse headquarters in East Pittsburgh, Pa., home of KDKA. Mr. Dyson was chief engineer of WBZ. The original WBZ license No. 106 was "the first to be endorsed with the word

and weather were broadcast regularly.

WBZ will originate a special 40th anniversary program in September, bringing voices of ex-Presidents and other notables of past decades.

In 1928 WBZ-WBZA broadcast the first in a series of Arctic programs, supplying news and entertainment to those living in isolated places. Later the stations joined with KDKA to broadcast a special program to the Antarctic expedition of Richard E. Byrd.

Student Tinkerers - Students at St.



Babe Ruth as he appeared on WCAU Philadelphia in the '30s.

THEN . . . and NOW

WHAT'S NEW TODAY

The Providence Journal

Published by the American Telephone and Telegraph Co. from 1923 to 1926, with stations in key cities added rapidly, and was called the Red Network because the company used red lines on its map to indicate the wire connections. In 1926 the newly founded National Broadcasting Company took over the Red Network, which then consisted of about 20 stations.

SENATE MAY PASS ANTI-PROFITTEERING COAL BILL TO-DAY

Approves Amendment Limiting Life of U. S. Measure to Six Months.

Daugherty Declares It Is Not Personal

Just How Far Governmentals Can Only Spokenmen Assume Situation.

TURNKS SA FORCES

Telegraph Lin and Com Put

ALLIED G

PROVIDENCE, MONDAY, JULY 28, 1928

VETS LIKE RADIOS BOUGHT FROM FUND

Disabled Soldiers in Seven State Institutions Benefit by Big Sets.

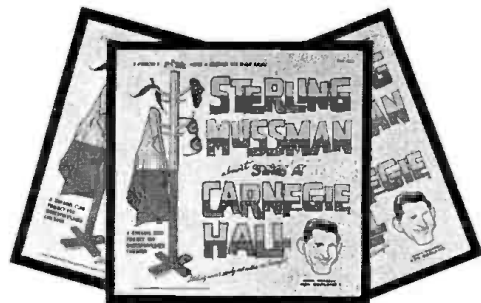
HALF OF \$15,000 SPENT

Root to be Used for Installation of Sets in Veterans' Homes and Completion of Equipment in Hospitals

Seven State Institutions and 26 residences of veterans now have radio sets and equipment purchased with money from the WJAR, the Outset Company, and Radio Fund for the Rhode Island Disabled Veterans of the World War. The committee in charge of the \$15,000 has spent about half of the "over raised, towards helping to make the boys' a little happier. And, according to a number of letters of gratitude received from hospital superintendents, nurses and convalescent soldiers alike, the fund has been a source of pleasure and diversion exceeding the expectations of the committee. The committee following institutions, the committee reports: Four sets at Butler Hospital, a large Soldiers Home at Bristol, a powerful set at Hillsgrove Sanatorium, a powerful Western Electric set at the Red Cross Hospital at Howard, a set at the United States Naval Hospital at Newport, and Western Electric sets at Wallum Lake Sanatorium and Newport Naval Hospital. 24 head-sets also have been purchased for use in the hospital.

NOW as THEN . . . LEADERSHIP IN PROGRAMMING

Today, as in the beginning, WJAR is an NBC station and Today, as in the beginning, WJAR sets the pace in local programming; the most hours of any Rhode Island station devoted to staff-created news and public affairs features, the only daily women's program in the market, its own meteorologist, Brown University football on Saturday afternoons each Fall and the finest lineup of disc jockeys.



NOW as THEN . . . LEADERSHIP IN SERVICE

In the first four days of May sales on the album shown above reached \$2,200 for Providence Kiwanis Underprivileged Children's Fund. This album was created and produced for Kiwanis by WJAR Radio.

WJAR RADIO 920

PROVIDENCE, RHODE ISLAND

Leadership in service . . . Leadership in programming.

For 40 years on WJAR Radio . . . For 13 years on WJAR Television

Outlet Company Stations

1922—YEAR RADIO'S POPULATION SOARED continued

began religious broadcasts in 1923.

WDAF Kansas City took the air Feb. 16, 1922 under *Star* ownership and remained with the newspaper until it was sold in 1958 to National Television Corp. and finally in 1960 to Transcontinent Television Corp. It was one of the first few affiliates signed by NBC and one of the first stations to be represented by Edward Petry & Co. Starting in 1922 the station was famous for its *Nighthawks* program featuring the Coon-Sanders orchestra. Leo Fitzpatrick, "The Merry Old Chief," was m.c. of the program, which soon developed nationwide popularity. William A. Bates is vice president and general manager of WDAF-AM-FM-TV.

The present owner of WDAS Philadelphia, Max M. Leon, who bought the 40-year-old station in 1950, changed its

received a license May 22, 1922. The station was successful and the equipment business was abandoned.

The first general manager of the equipment firm in the early 1920s was Kenneth M. Hance, now executive vice president of KSTP St. Paul. WDAY at first was up a half-dozen flights of stairs, through three locked doors and in a 6x12 ft. room under the chimes in the Cass County Courthouse.

Between the pigeons and chimes, WDAY was having electronic fits so it moved into a room above a cigar store. With sound-deadened studios, WDAY went into live programming seriously and encouraged amateur talent. Business was pretty good and late in the 1920s two fulltime announcers were hired—Maney Marget, now general manager of KVOX Moorhead, Minn., and Dave

figures, Franklin M. Doolittle, started WDRC Hartford, in 1922. First broadcasts originated in the Doolittle home, New Haven. Mr. Doolittle moved to Hartford in 1930. Walter B. Hasse joined the station shortly after it went on the air. WDRC is now owned by Richard D. Buckley and John B. Jaeger, operating as an independent after a long affiliation with CBS. Mr. Doolittle worked with Maj. Edwin Armstrong on fm, providing facilities for early Armstrong experiments.

WEJL Scranton, Pa., went commercial in 1951 after having operated 29 years on a noncommercial basis. It was started Nov. 29, 1922 by the *Scranton Times* with the call letters WRAY, later WQAN, and using the transmitting facilities of another station, WLAO.

Early two-way communication experiments were conducted in 1924, with the Bureau of Mines watching them closely. That year two-way communication was maintained with the ill-fated dirigible *Shenandoah* during its flight over Scranton.

The transmitter of WEAN Providence, R. I., went up in smoke in 1924 during the Shepard department store fire. Donald Spear, of Brown U., had built and operated the station for the Shepard interests. A new transmitter was built and was moved in 1928 to the Biltmore Hotel.

Yankee Network had its start in 1927 when WEAN started taking programs from the Shepard station in Boston, WNAC. The stations and Yankee Network moved to General Teleradio ownership in 1942. The *Providence Journal* acquired WEAN in 1954.

Turns Commercial ■ One of the early college stations, WEW St. Louis, turned commercial in 1955 when it was sold by St. Louis U. to the Barrington Co. Now operated by Franklin Broadcasting Co., WEW follows a good-music format. The first beeps from WEW came from a wireless rig built in 1912 by the university's science department. It carried earthquake reports and weather data. After World War I it returned to the air but the government took it over to relay weather and farm reports from the West Coast to Washington while its own station was being built.

Brother Rueppel first played a phonograph record into the mike in 1921, shortly after he became station director. Call letters were 9YK. Farm reports were broadcast. The WEW license was granted in 1922. The call letters were interpreted as "We Enlighten the World."

A quiz program was started in 1923, centered on religious questions. A 1 kw transmitter was installed in 1926 with funds provided by the Catholic Laymen's Assn.

Presses Shook Station ■ Running a



Frank Zeiler and his Varsity Boys was the first WFDF Flint studio dance band in 1928.

format to serve the expanding Negro population in the Delaware Valley. The station is staffed by Negro air personalities. Frank Unterberger, chief engineer, recalls that his pay envelope when the station was located atop the Elk's Hotel included a tradeout for free meals, as well as money. He joined the station in 1929 when the call letters were WELK.

Experimenter ■ An early tinkerer with wireless and electricity, Earle C. Reineke, founder and board chairman of WDAY Fargo, N. D., designed and built an electric garage-door opener in 1912 when he was 18 years old. Another time he melted the dining room chandelier when he hitched up some equipment.

As a teenager he bought an early DeForest three-element tube. This was well before World War I. During the war he was an Army code instructor. After the armistice he and several other Fargo men formed a radio equipment company. They started WDAY and re-

ceived a license May 22, 1922. The station was successful and the equipment business was abandoned.

Forum Publishing Co. became sole owner of WDAY-AM-TV when Mr. Reineke sold his stock. He now serves as board chairman. Norman D. Black Jr. is president and Tom Barnes is executive vice president-general manager.

A historic day at WDAY was May 22, 1929, when Dalton LeMasurier, an announcer, broadcast from an airplane. Julius Hetland, pilot, is technical adviser of WDAY Inc. Mr. LeMasurier died several years ago when his plane crashed, Mrs. LeMasurier was rescued.

Another early station in the Steinman group was WDEL Wilmington, Del. The station took the air July 22, 1922 as WHAV. Wilmington Electric Supply Co. was the owner, with Willard Wilson as first manager. The Steinmans bought WDEL in 1931, the call letters having been changed. Power rose from 100 w to 5 kw in the first 20 years.

Radio Great ■ One of radio's famed

radio station was tough back in 1922 when WFAA started out in studios atop the *Dallas Morning News* building. The first studio had everything a radio studio shouldn't have—trembling from the vibration of heavy newspaper presses, wooden walls that bounced sound waves crazily around the room and traffic noise. A few months later a canvas-lined room was provided off the second-floor library. Programs from the carbon mike, with a telephone mouthpiece, sounded as though they were coming from a vault.

WFAA and WBAP Fort Worth share 5 kw and 50 kw facilities on 570 kc and 820 kc because both applied for the same 50 kw facility and only one was available. They accepted a share plan proposed by the FCC.

Money was the least of the worries of WFBL Syracuse, N. Y., in its early days. At first Syracuse Radio Dealers Assn. underwrote costs. Then the chamber of commerce organized the Sustaining Listeners Club whose members donated \$1 per year for quality, live talent and symphony broadcasts. First call letters were WLAH, though experimental activity dating to 1912 used the letters SW for the late Samuel Woodworth, founder. WFBL became the symbol in 1924.

Among early sponsors still on WFBL are First Trust & Deposit Co., Netherland Milk, Goldberg furniture store and Edwards department store. WFBL is credited with setting up the first statewide radio network in 1926, cooperating with WGY Schenectady, WHAM Rochester and WMAK Lockport.

Everything went off nicely when WFBR Baltimore went on the air June 8, 1922, except John Bauernschmidt, pianist, tripped over some loose wires and immersed his posterior in transmitting gear. No damage was done. Call letters at the time were WEAR, licensed to Baltimore American News Publishing Co. Two years later the station was

sold to Field Officers Assn. of the Fifth Regiment, Maryland National Guard. Its new call letters were said to stand for "World's First Broadcasting Regiment."

Present Ownership ■ Present owners acquired WFBR in 1927. The late Robert S. Maslin Sr. was president. His son, Robert S. Maslin Jr., is now president with Hope Barroll, nephew of the younger Maslin, as national sales service representative. A distinguished alumnus of WFBR is Arthur Godfrey, who got his



Will Rogers was among the stars who performed on the first NBC network broadcast over WEFB New York on Nov. 15, 1926. That was the year the station was purchased for \$1 million by RCA.

radio start in 1930 as a member of the WFBR Ukulele Club.

Dead Studio ■ Some of the programming in the 1920s was good despite the completely dead studios of WFDF Flint, Mich., with their scanty ventilation. Fred L. McKittrick, program director at that period, remembers how soloists were baffled when their singing sounded tiny and colorless to them. He tells this story of the *Mother Goose and Mr. Announcer* program, "Completely unrehearsed and without script, my wife

would enter as Mother Goose to the loud quacking and barking of Jasper, the goose, and Nipper, the dog, along with Beautiful Tune, the Frog. I had to do the barking for Nipper, make like a frog for Beautiful Tune and quack on a duck call for Jasper." After five years of this Mr. McKittrick left radio and devoted fulltime to his job with the Grand Trunk Railroad. The original WFDF license was issued May 25, 1922 (WEAA at the time).

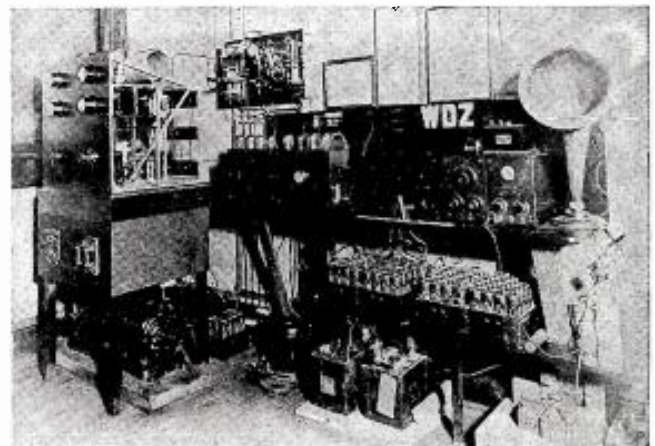
An outstanding employment record is held by Harold Simonds, an original employe of WFIL Philadelphia. Now a radio account executive, he celebrated his 40th anniversary with the station last March 17. WFIL began in 1922 as WFI, the property of Strawbridge & Clothier department store. The original staff consisted of store employes. In 1935 WFI, the original symbol, and WLIT were merged into WFIL. In 1946 the station was bought by Triangle Publications, which put WFIL-TV on the air a short time later. WFIL-FM was started in 1941.

The original owner of WGAL Lancaster, Pa., started in June 1922, was Lancaster Electric Supply & Construction Co. J. E. Mathiot, first manager, is now technical director of the Steinman Stations under Clair R. McCollough president and general manager. John F. and J. Hale Steinman, owning the *Lancaster New Era* and *Intelligencer-Journal*, bought WGAL in 1921. Originally 10 w, power was increased to 100 w in 1930, 250 w in 1931 and 1 kw in 1961.

Through News Door ■ The official records of WGN Chicago show the *Tribune* first became interested in radio when it agreed for a brief period to supply news and market reports to what it describes as Chicago's first station, KYW. WDAP, WGN's predecessor, opened in May 1922. It operated with one employe—Ralph (The Shiek) Shugart, licensed operator, studio engi-



This was the WDAF Kansas City studio as it looked in the early 1920s.



This is believed to be the original transmitting equipment used by WDZ Decatur when it went on the air in 1921.

1922—YEAR RADIO'S POPULATION SOARED continued

neer, transmission engineer, telephone operator, program director, announcer, secretary and publicity director.

Robert R. McCormick, editor-publisher of the *Tribune*, was getting interested in radio about that time. In 1923 he sent his mother a radio set, saying, "I don't think you will want to keep one, but you cannot help being thrilled at the little box that picks sound from the air."

In 1924 the *Tribune* assumed control of WDAP, changing the call letters to WGN (World's Greatest Newspaper). Balanced information and entertainment programming were provided. Special pickups included the Democratic Na-

tion Convention in 1924 ("Alabama casts 24 votes for Oscar W. Underwood"), the Indianapolis auto races, Kentucky Derby and in 1925 the Scopes monkey trial in Tennessee. Sam and Henry became a popular act, later known worldwide as Amos 'n' Andy. Chicago Symphony Orchestra concerts were started in 1929.



An unprecedented radio broadcast was the WGN Chicago coverage of the Scopes trial where the high school teacher John Thomas Scopes had been indicted for teaching evolution. The mike was placed in a central position with the audience grouped around it. William Jennings Bryan (r) offered his services for the prosecution and fanned himself in the stifling court room. Clarence Darrow was counsel for the defense. Scopes was convicted and fined \$100 in 1925.

tional Convention in 1924 ("Alabama casts 24 votes for Oscar W. Underwood"), the Indianapolis auto races, Kentucky Derby and in 1925 the Scopes monkey trial in Tennessee. Sam and Henry became a popular act, later known worldwide as Amos 'n' Andy. Chicago Symphony Orchestra concerts were started in 1929.

In the mid-20s WGN was a leader in the fight to eliminate the Monday night American radio silence, a device designed to allow listeners to log foreign call letters. In 1935 WGN, WOR New York, WXYZ Detroit and WLW Cincinnati formed the Mutual Network.

New studios adjoining Tribune Tow-

er had been built in 1935. The station began broadcasting Jan. 16, 1961 from its new Mid-America Center in northwest Chicago.

First Participation ■ The first commercial program on WGN was a participator, *The Radio Floor Walker*. Early sponsors included Walgreen's (baseball), Sawyer Biscuit Co. (*Man on the Street*), Skelly Oil (*Capt. Midnight*) and Miles Labs. (*Tom, Dick & Harry*).

Among pioneers are James M. Cleary, Tribune promotion manager; Myrtle E. Stahl, assistant to manager and educational director; Quin Ryan, manager and announcer, and Carl J. Meyers, vice president and engineering opera-

tions manager. Ward L. Quaal is executive vice president and general manager.

Early Remote ■ WGR Buffalo recalls the time the Peace Bridge was dedicated in 1927 by Bill Fay, recently retired as general manager of WHAM Rochester, and Bob Strigl, now WGR-TV sales coordinator. The Duke of Windsor, then Prince of Wales, was among those at the dedication ceremony, carried by remote control.

For many years a staff orchestra was maintained by the station, with up to 30 musicians. Musical programs were carried coast-to-coast.

Colonel Stoopnagle and Bud started

their act at WGR. The station grew under the stewardship of the late I. R. Lounsberry, president, and Walter Amidon, traffic manager who recently retired. In 1942 Jack Gelzer, then an announcer and now sales manager, raised over a million dollars for the war effort with a program *Commando Corps Court of Honor*.

After WGY Schenectady signed off Feb. 20, 1922 staff and musicians looked at each other, wondering if anybody had listened to its debut. Then the phone began to ring . . . they had, and in quantity. The next day a telegram from Cuba reported a roomfull of guests had danced to WGY's music.

WGY's first drama in 1923 had the heroine shrieking for help. A cop patrolling his beat in Pittsfield, Mass., heard the screams through a window, pounded the sidewalk with his club and demanded entrance to the house. Among numerous technical steps were: first church remote, Oct. 1, 1922; first shortwave relay of church service, Oct. 21, 1923; first experimental use of 50 kw, May 13, 1924; first use of crystal control, Oct. 10, 1925; assigned 50 kw May 8, 1926; authorized 100 kw experimentally Aug. 3, 1927; voice of C. D. Wagoner, of GE, broadcast around the world via shortwave June 30, 1929; two-way conversation with Real Adm. Richard E. Byrd in New Zealand.

Since 1917 ■ WHA Madison, Wis., offers stacks of evidence to support its claim of "first continuously operated broadcast station at same location." For WHA, 1962 is its 45th anniversary. First successful transmissions began in 1917 under direction of the late Prof. Earle M. Terry, of the U. of Wisconsin physics department. The original call was 9XM. Even the World War I broadcast ban didn't affect 9XM because the Navy asked it to conduct experiments.

Among Prof. Terry's students were C. M. Jansky Jr., of Jansky & Bailey, and the late Malcolm P. Hanson. As a student Mr. Jansky developed and built under Prof. Terry's direction the first three-element power vacuum tubes, even blowing the glass.

Daily radiotelephone broadcasts of weather reports, first regular service of this kind in Weather Bureau annals, were begun Jan. 3, 1919.

After the July 11, 1922, debut of WHAM Rochester, a local newspaper said of the piano recital, "The program was of high order and rounds of applause could be heard plainly after each number." Two decades ago WHAM carried am-fm stereo programs, fm experiments having begun in 1939. WHAM pioneered in-school instruction, starting the *Rochester School of the Air* in 1929.

Strange Events ■ The opening night

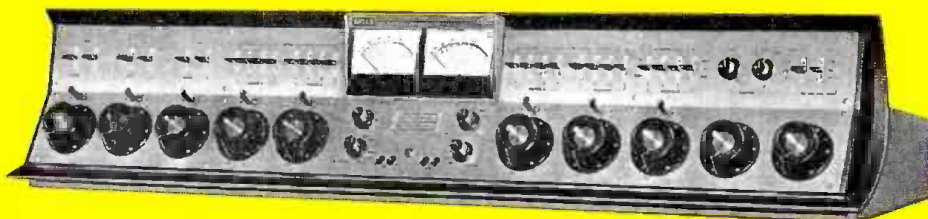
NEW

GATES

TRANSISTOR AUDIO CONTROL CONSOLES

Three *entirely new* transistor audio systems, opening a whole new era of facility control never before dreamed possible.

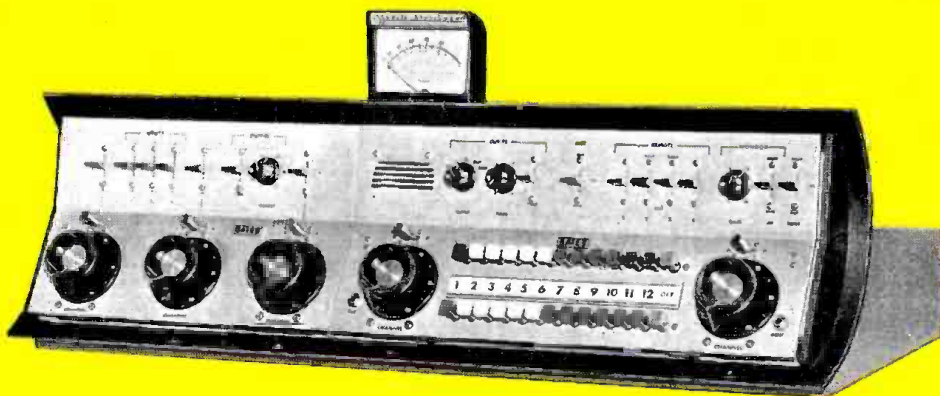
Here is a rare combination of exquisite styling to satisfy the aesthetic faculties . . . direct natural-pattern placement of operating controls for split-second response . . . and absolute reliability with AAA transistors, *gold* program switching contacts and highly advanced electronic circuitry.



M-6158 Stereo Transistor Console, designed for full 10-channel stereo — plus AM, FM and TV dual channel broadcasting and recording of monophonic programming. Gates' exclusive *Solid Statesman* Transistor Amplifiers are incorporated to meet the most exacting tests of performance and reliability.



M-6209 Dual Channel *Solid Statesman* Transistor Console, featuring a totally new switching concept with two illuminated banks of push-buttons forming a comprehensive medium level input control center. Specially designed modular construction. Eight mixing channels for monophonic programming for AM, FM, TV or recording.



M-5564 Single Channel *Solid Statesman* Transistor Console. The 12-position push-button control center and multiplicity of input circuits set a new standard in the development of monophonic control consoles. Illuminated VU meter designed to be placed either on console housing or desk top.

Dramatic styling by one of America's foremost industrial designers . . . advanced audio technology by Gates, the most respected name in broadcasting.

GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS
INTERTYPE
CORPORATION

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C. • In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

1922—YEAR RADIO'S POPULATION SOARED continued

at WHAS Louisville, Ky., had some strange reactions. One listener complained that bricks fell out of his chimney. Another said disturbance of the ether made her child throw up in school. A woman spent two sleepless nights because the signal made noises in her fireplace and static in her bed-springs. A farmer saw a blackbird drop out of an overhead flock and blamed WHAS.

Judge Robert Bingham, owner and licensee, instructed Credo Harris as manager "to build a radio station which will reach into the farthest confines of the state, where a man may string an aerial from his cabin to the nearest pine tree and, sitting before the fire in his chair, have a pew in a church, a seat at the opera, a desk at the university."

A WHAS complaint led to a change in the federal rule requiring weather to be broadcast at 485 on the dial. All other broadcasting was at 360 meters.

Some WHAS highspots: Broadcast to moving Louisville & Nashville train, Sept. 14, 1922, with program picked up in tunnel; bureau of missing persons set up in 1922; signal picked up in Mammoth Cave, July 21, 1923; radio farm school set up in 1924; two-way talk with plane in flight, Sept. 4, 1925; news bulletins led to capture of bank robbers in 1925; 188 continuous hours of broadcasting during 1937 flood.

Equal Time ■ WHAZ Troy, N. Y., operated by Rensselaer Polytechnic Institute, anticipated the equal-time problem long before it became a national issue. Al Smith spoke before the WHAZ mike Oct. 16, 1922, in his successful campaign to succeed Gov. Nathan Miller. The station, barely a month old at the time, offered equal time to Gov. Miller but he declined. In its early days WHAZ boasted of its fans in Calgary, Alta., and Invercargill, New Zealand.

When Emory J. Sweeney, owner of



Frank Roehrenbeck, who was an announcer when WHN New York went on the air March 18, 1922, later became the station's manager. He is shown here interviewing a movie starlet in the early 20's. In January, 1962 the station was sold to Storer Broadcasting for \$11 million.

Sweeney Automotive & Electrical School, put WHB Kansas City on the air April 15, 1922, he said he wanted to make WHB "the radio educational center of the world." He organized a staff orchestra and went deep into serious programming as well as entertainment. Among early headliners were Goodman Ace, Ramona, Leath Stevens, Jack Todd, John Cameron Swayze, Count Basie and Jimmie Atkins.

Another station that grew out of a university laboratory is WHCU Ithaca, N. Y., which traces back to 1916 as 8YC in the Cornell U. electrical engineering department. By 1922 it was operating as WEAI. Most of the time was leased in 1932 to the *Elmira Star Gazette*, which changed it to WESG. At one point, after becoming commercial, WESG had a commercial intake of \$70 a month. Cornell took over full operation in 1940 when Michael R.

Hanna became manager and changed the call to WHCU.

WHK Cleveland has moved once since it first went on the air March 5, 1922—from 5005 Euclid Ave. to 5000, same street. Now a unit of the Metro-media group, the station was founded by Warren R. Cox and originally went on the air three evenings a week.

"Few Hundred Dollars" ■ In the summer of 1923 George Schubel, owner of the year-old WHN New York, sold the station to Marcus Loew Book- ing Agency for "a few hundred dollars." Thirty-nine years later the Loew organization resold WHN to Storer Broad- casting for \$11 million, highest price ever paid for a radio station.

WHN went fulltime in 1932 when it merged with three neighbors—WAOA, WPAP and WRNY. The station went into showmanship in a big way as the late Nils T. Granland put on the air such talent as Judy Garland, Eddie Cantor, Gus Van, Shirley Ross, Ted Husing, Dennis Day, Bob Burns, Harry Richmond and scores of others. An amateur show caught the eye of Maj. Edward Bowes, WHN manager, and he created the famous *Amateur Hour*. Sportscasters included Clem McCarthy, Husing, Don Dunphy, Red Barber, Sam Taub, Stan Lomax and others. Call let- ters were changed to WMGM in 1948 but changed back to WHN by Storer.

WIL St. Louis, Balaban station, went on the air Feb. 9, 1922. It claims to be the oldest station in St. Louis and the oldest "west of the Mississippi Riv- er."

WILL Urbana, Ill., operated experi- mentally as 9XJ for several months be- fore getting a broadcast license as WRM March 28, 1922. Originally full- time, it was moved to 580 in 1936 and now has 5 kw power. U. of Illinois is licensee. An fm affiliate was started in 1941 and tv service began in 1955.

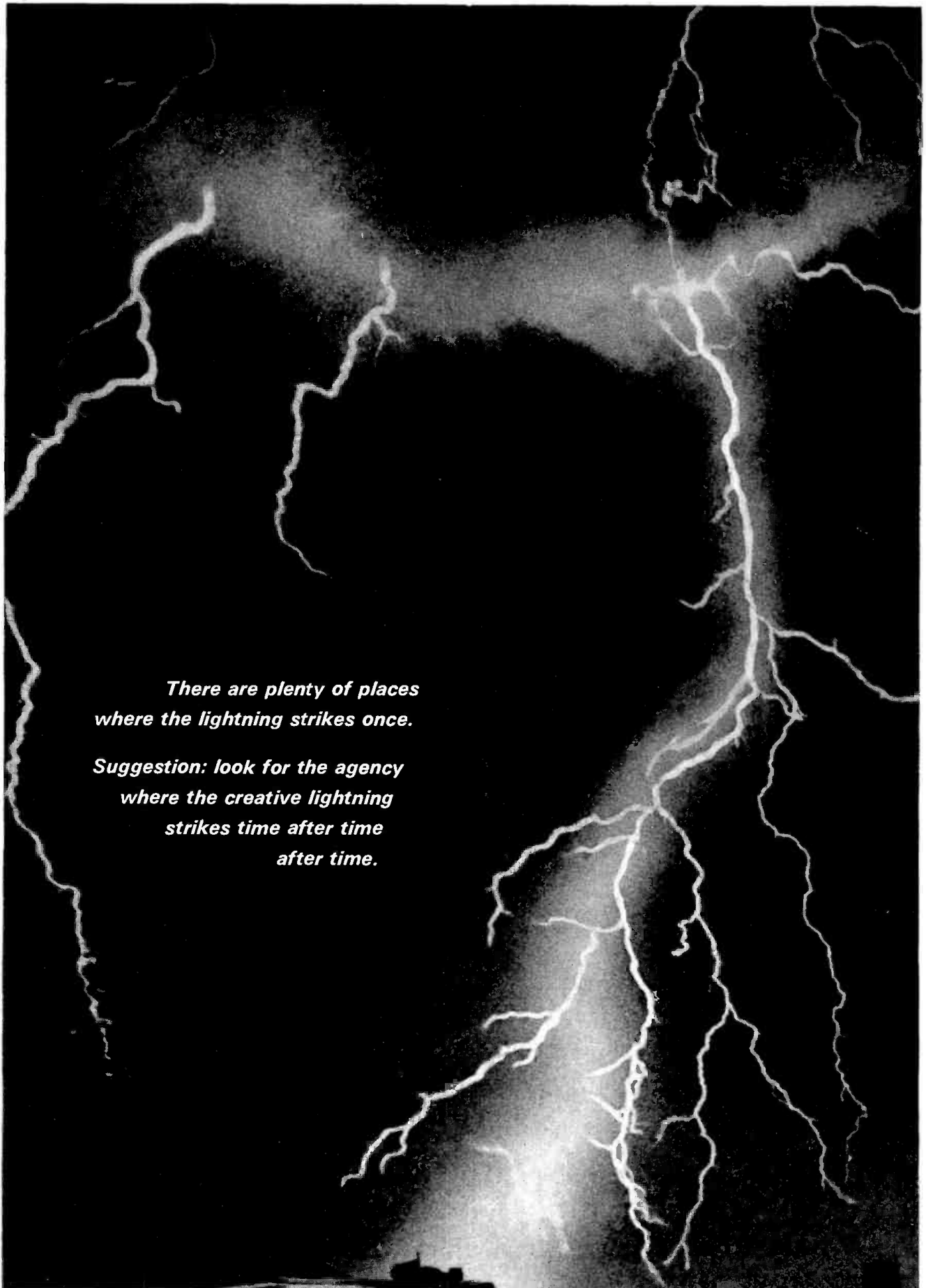
Alibi Artist ■ WING Dayton, Ohio, tells one on itself. When a power boost was granted in 1926 the transmitter



Mr. Warren Cox, founder of WHK Cleveland, in his studio about the time the station went on the air in 1922.



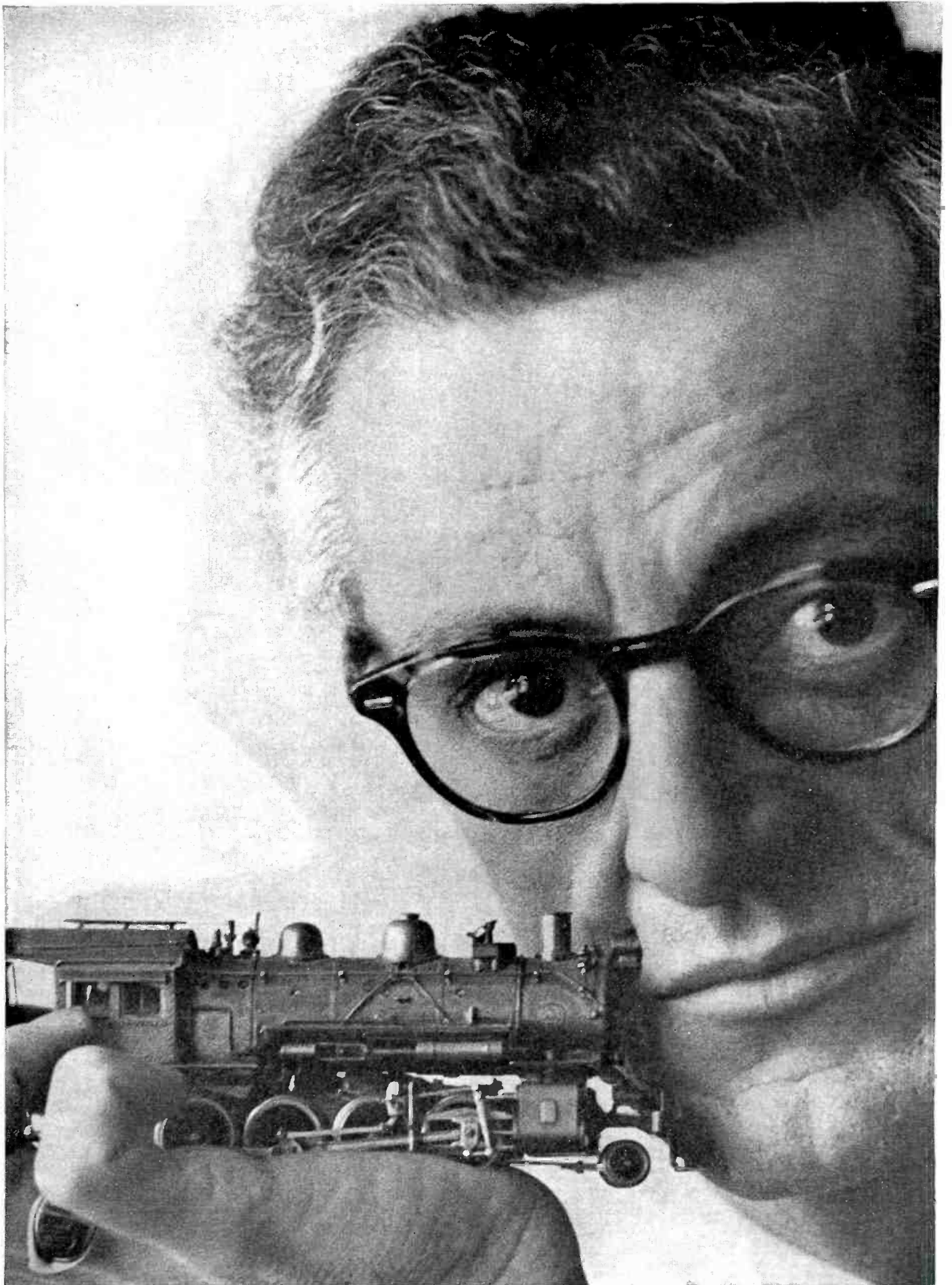
In 1925 WHAS Louisville broadcast from these spacious and well-appointed studios.



*There are plenty of places
where the lightning strikes once.*

*Suggestion: look for the agency
where the creative lightning
strikes time after time
after time.*

YOUNG & RUBICAM, ADVERTISING





Important?

The head belongs to Rege Cordic: owner of 1,215 ft. of working railroad. He's also a husband, father, wit, community leader, and friend of millions.

Does this make him important? Not in itself. For surely the measure of any of us must also include: the *goals* we set, how well we work at them, and how our community (as well as those close to us) measures us.

And these, surely, are as good measures for an *organization* as a man; whether in business or public service...or in broadcasting (which is both).

Thus, Rege Cordic is one of a team of 21 people, combining their minds and voices *to meet a common goal*. They are the regular Program and News staff of KDKA, whose deeply familiar voices *are* KDKA radio on-the-air.

Their goal reaches well beyond their pride in being champions.

(KDKA has a larger audience than all other Pittsburgh radio stations *combined*.)

The measure of their goal is larger than numbers. It is clearly

seen in the three-phase objectives of KDKA's day-to-day operations. These focus on making KDKA's community of listeners the *best informed*...and most involved in community affairs...and *best entertained* listeners in the world. Nothing less.

This requires that News-in-Depth, Public Service and Community Involvement must all be a *daily matter* at KDKA; presented by trusted and talented friends; with Music, always freshly chosen, for the dominant "Middle Audience" of America's musical tastes.

This sums up the basic design and common goal of all WBC Radio Stations—whose importance is to be measured in how their communities respect and respond to them, as *prime movers* of ideas and goods...and people.



WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ + WBZA, WBZ-TV, Boston; KDKA, KDKA-TV, Pittsburgh; WJZ-TV, Baltimore; KYW, KYW-TV, Cleveland; WOWO, Fort Wayne; WIND, Chicago; KEX, Portland; KPX, San Francisco.

1922 — YEAR RADIO'S POPULATION SOARED *continued*

crew couldn't make the official starting time. A completely imaginary "shock" suffered by Wyle Wenger, transmitter engineer, sent him to the hospital, according to WING's records. That served as an excuse for the delays until the equipment was in working order a few weeks later and the power boost was effected.

You Asked for One ■ "I remember going for a license," recalled Benedict Gimbel Jr., vice president of Metropolitan Broadcasting and board member of Metromedia. "You just went down to Washington and asked for one. You got the license the same day; the next day you picked your call letters out of a hat." The Gimbel department store drew WIP.

On opening day, March 16, 1922, the

in a wire from the telephone company-owned WEAF to WMAF, a station he operated as a hobby on his estate at South Dartmouth, Mass. I heard he was going away for the winter and having it taken out. I went over to find out if he had any objection if we asked for the line and he said he didn't. So The Outlet Co. sent me to New York and we made arrangements with AT&T to put in a permanent line. In the meantime, we picked up some things on a temporary wire and so did WCAP (Chesapeake & Potomac Telephone Co.) in Washington. After the three stations had been tied in on the permanent line for a little while they began adding other stations."

James A. Gleason, now manager of WJAR, said all but five stations were

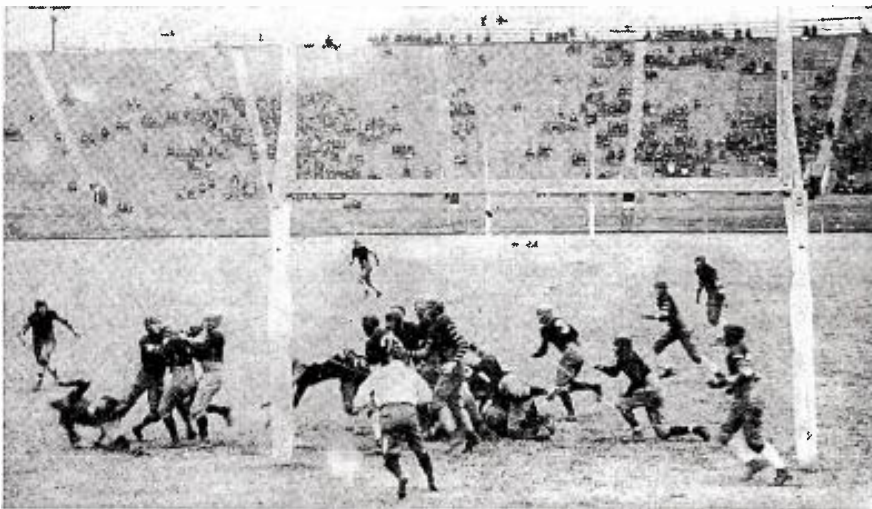
active operation of a broadcasting station from the pre-commercial days of the early 1920's up to the present."

Early Problems ■ Technical crises were constantly popping up, recalls Andrew Friedenthal, who left a lakes steamer in 1926 to answer an ad for an engineer at WJR Detroit, which had its beginnings in 1922. "A bottle of carbon granules was kept handy to re-pack the microphone buttons when the mikes began to sizzle. A studio operator sat with his hand on the gain control to cut down the volume during peaks of music and speech but sometimes he didn't twist the knob fast enough and the station would be kicked off the air."

John F. Patt, WJR board chairman, entered radio at WDAF Kansas City but moved to WJR with his boss, Leo Fitzpatrick.

Norman L. White, former production manager of WJR who retired last Jan. 1 after nearly 40 years service, (he joined May 20, 1922), recalls the night he had a group singing in the studio. It seemed like a program idea. A cast was gathered and the first program drew 500 wires from distant points. At a listener's suggestion it was called the *Red Apple Club*.

Mr. Patt is celebrating his 40th year as a broadcaster. WJR celebrated its 40th anniversary May 4 with a 24-hour ceremony using the theme "Flight 40." Mr. Patt, President Worth Kramer and James H. Quello, vice president-general manager, appeared on interview programs. Bud Guest broadcast reminiscences of his father, Eddie Guest, who read poetic selections on the first broadcast. The station was called WCX when it went into operation. WCX took the air in studios located in the old Free Press Bldg. WJR was started in 1925 by Jewett Radio & Phonograph Co. They shared the chan-



WIP Philadelphia claims to have been the first radio station in the country to broadcast a football game. An announcer gave the play-by-play on the 1922 University of Pennsylvania-Cornell game shown above.

Public Ledger said, "No longer is it necessary for one to understand the wireless code in order to derive enjoyment from a radio set." WIP claims to "firsts" include: first live grand opera ("Aida" from the Met in 1923); first fm applicant in 1939; first football broadcast (Penn-Cornell game in 1922), and "first radio station in Philadelphia."

Early Network ■ A mellow bit of early network lore is recalled by James A. Reilly, an early announcer-manager of WJAR Providence, R. I., started in 1922 by The Outlet department store.

"At 7:20 the night of Oct. 14, 1923, listeners heard an announcer from the stage of New York's Capitol Theatre say, 'This is WEAF New York and WJAR Providence.'

"Col. E. H. R. Green and his mother, Hetty, known as the world's wealthiest woman, were about the biggest stockholders of AT&T. Col. Green had put

shut down Dec. 9, 1923, while President Coolidge gave a memorial talk on the late President Harding, with KSD St. Louis and WFAA Dallas added to the original three-station lineup. WJAR became a charter member of NBC network when it was formed in 1926 and still has the affiliation along with WJAR-TV.

The funeral services for Woodrow Wilson were carried cross-country Feb. 6, 1924. Four months later WGN Chicago joined the original trio to broadcast the marriage of Wendell Hall, "red-headed music maker."

The Outlet Co. entered broadcasting originally to sell radio sets, R. C. Blanchard, first announcer-manager, said, but became deeply interested in civic projects.

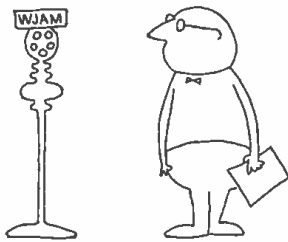
Joseph Samuels (Dody) Sinclair, president of The Outlet Co., looks at WJAR today: "We're among the last—if not actually the last—of the major department stores to have maintained



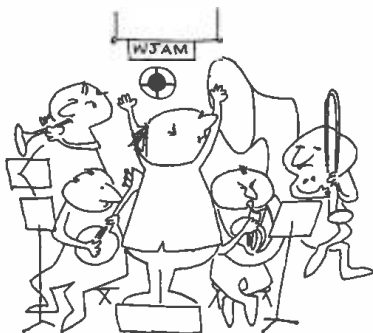
Karl Stefan, who later became third district congressman from Nebraska from 1934 to his death in October, 1951, was chief announcer, newscaster and program director from the day WJAG Norfolk, Neb., went on the air until 1934. This was the Hotel Madison mezzanine studio about 1933.

Ion Work in Eastern Iowa

or it seems like 40 years ago



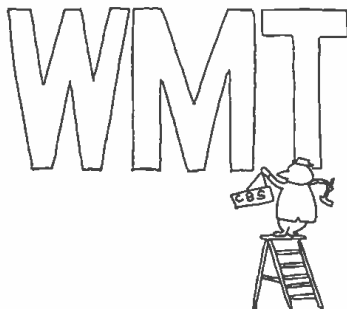
WMT began life July 30, 1922, as WJAM, Cedar Rapids. The call letters were changed but their descriptive charm lingers.



The first orchestra to play in our studio rendered "Don't Send Me Posies When It's Shoosies That I Need."



In 1928 WJAM was sold to Harry Shaw, a pioneer broadcaster and one of the NAB's first presidents, who moved the studio to Waterloo and changed our call to

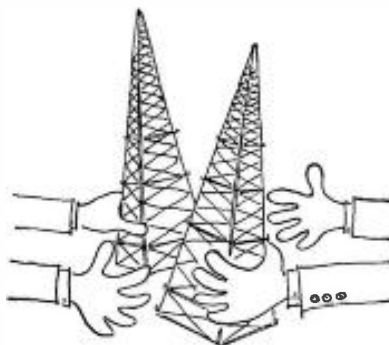


Shaw latched onto 600 kc with pioneer cunning; he also invited CBS to affiliate with us; they did. Our first network program featured an orchestra playing "Don't Send Me Posies etc."

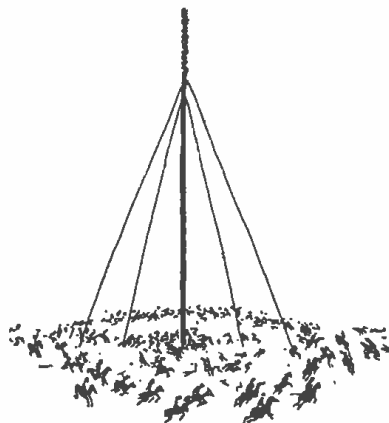
BROADCASTING, May 14, 1962



In 1934 WMT was purchased by the Cowles Brothers, who moved the station from Waterloo to Cedar Rapids, leaving behind a studio and a long wire.



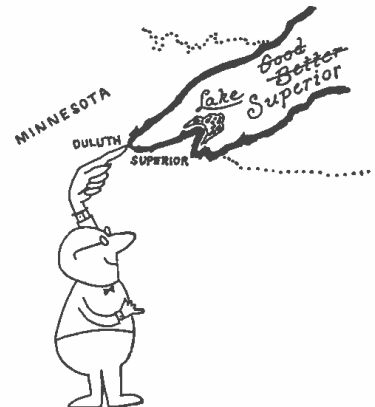
In 1944 The Cowles Brothers and the Mark Family, owners of WOL (Washington, D. C.) traded stations. The White House, preoccupied, took no known notice of this historic event.



In 1953 WMT-TV was established, a development greeted by the WMT staff with enthusiasm approached only by the welcome accorded General G. A. Custer by Chief Sitting Bull one June day in 1876.



The acquisition of K-WMT, Fort Dodge, in 1957 can be attributed to (1) recognition of opportunities for expanded service afforded by another fine frequency (540 kc) and (2) capitalism.



WEBC, Duluth, joined the family in 1961, an action which can be attributed to (1) recognition of opportunities for expanded service afforded by another fine frequency (560 kc) and (2) capitalism.

"Just what," an inquiring reporter might ask, "is your greatest source of pride as you look back over 40 years of nose-grinding?"

We might answer, "*Faithful adherence to Proviso 7 of our first license.*" We quote it in full: *The station shall give absolute priority to signals and radiograms relating to ships in distress; shall cease all sending on hearing a distress signal; and, except when engaged in answering or aiding the ship in distress, shall refrain from sending until all signals and radiograms relating thereto are completed.*

In our forty years of broadcasting we have never given anything but absolute priority to ships in distress, a statement in which our national rep, The Katz Agency, concurs.

1922 - YEAR RADIO'S POPULATION SOARED continued

nel until 1928 when WJR bought the WCX assets.

G. A. Richards, Mr. Patrick and Mr. Patt had an option on WJR which they exercised Sept. 1, 1927. The present corporation was formed in January



George M. Cohan is interviewed by a WKY Oklahoma City staff announcer on a visit to the city in 1938.

1929 after the acquisition of WCX.

By 1924, WSOE Milwaukee, now WISN, had a fulltime staff. His name was Gaston Grignon and he stayed with the station until his retirement in the early 50s. WIAO was the first call letter when the station went on the air July 22, 1922, licensed to Milwaukee School of Engineering. The *Wisconsin News* acquired the station in 1928, changing the call to WISN. The paper is now the *Milwaukee Sentinel*.

Karl Stefan, later a congressman, presented a one-hour show in 1922 on WJAG Norfolk, Neb., featuring talent that had driven 35 miles. Several congratulatory telegrams arrived from Albion after the show and the guests were delighted. Mr. Stefan hurried to the transmitter room where he found Gene Huse, station founder, in utter dejection. Shown the telegrams, he said, "The transmitter quit at the start of the show. I arranged to have those telegrams filed at Albion. I just didn't have the heart to tell you and those weary travelers we haven't been on the air at all."

Said the *Norfolk Daily News* May 23, 1922, "many of the members [Rotary Club] who witnessed radio the first time were thrilled by the music and voices coming to them so clearly through space without the aid of wire connections." WJAG received its first license July 26, 1922.

Receiver Seller ■ WJAS Pittsburgh had a good reason for being born. Pittsburgh Radio Supply House, its instigator, wanted to build a market for its pioneering all-electric receiver. the McCulloch AC. Founders were H. J. Brennan, S. A. Pickering and three asso-

ciates. Live pickups of Mass from Old St. Patrick's Church, begun in 1925, have been carried without interruption. NBC bought WJAS in 1957, changing the call letters to WAMP, but returned to WJAS in 1960.

WKAQ San Juan, P. R., opened service Dec. 3, 1922 from a local theatre, feeding a remote program to the transmitter site. It became a commercial outlet in 1931 and went to 1 kw unlimited time in 1932. El Mundo Broadcasting Co., bought the station in 1949. Among early employes were Joaquin Agusty, first manager, who has retired; Manolo Ochoa who moved from technical to recording, and Gladys de Castro, who has broadcast a beauty program for a quarter-century.

Michigan Experiments ■ Another early experimenter was WKAR Lansing, Mich. Officially licensed Aug. 18, 1921, the project grew out of broadcast experiments at Michigan State U. dating back to 1917. Formal credit courses



First WJR Detroit manager was Neal Tomey, when the station was still identified as WCX. Here "Uncle Neal" reads the Sunday funnies from the "Detroit Times."

from the *College of the Air* were started in 1925. Important state government events are covered regularly. A tape program service extends MSU faculty and staff participation to 75 stations around the state, adding up to 196 programs a week. With its fm companion, WKAR-FM, programming is provided for minority interest audiences of many types.

The living room and garage in the Oklahoma City home of Earl C. Hull were the scene of first WKY experiments in January, 1920. The 20 w transmitter had the call letters 5XT. Mr. Hull received a federal license in April 1921. He sold the station Aug. 1, 1928 to Oklahoma Publishing Co. Currently he is owner of WHLD Niagara Falls, N. Y.

WKY outgrew the Hull home in Westwood, a suburb, so it moved to the new Shrine auditorium in 1923. The *Daily Oklahoman* aided the station by publicizing its operations and providing news and market reports. One advertiser, Cain's Coffee, has been on WKY continuously since 1933. Its early talent included Johnny Marvin, Jimmy Wakeley and Vaughn DeLeath. Local Federal Savings & Loan is the oldest continuous news advertiser, having sponsored the 5 p.m. strip since 1944.

Club Project ■ The 80-odd members of the Laconia (N. H.) Radio Club didn't have much money but they mustered sufficient enthusiasm to patch together the first transmitter of WLNH, known as WKAU when it took the air Aug. 22, 1922. The manager was Walter Varrell, now retired from New England Telephone & Telegraph Co. The first broadcast was remote from a music store.

While tinkering around with the original transmitter, the staff developed a frequency-modulated rig but discarded it as unsuited to the station's needs. The ownership of WLNH moved last April 1 from Northern Broadcasting Co. to WLNH Inc. Mr. Varrell recently recalled that the only mike, cost \$50, was backed up to the speaker of a phonograph for musical pickups.

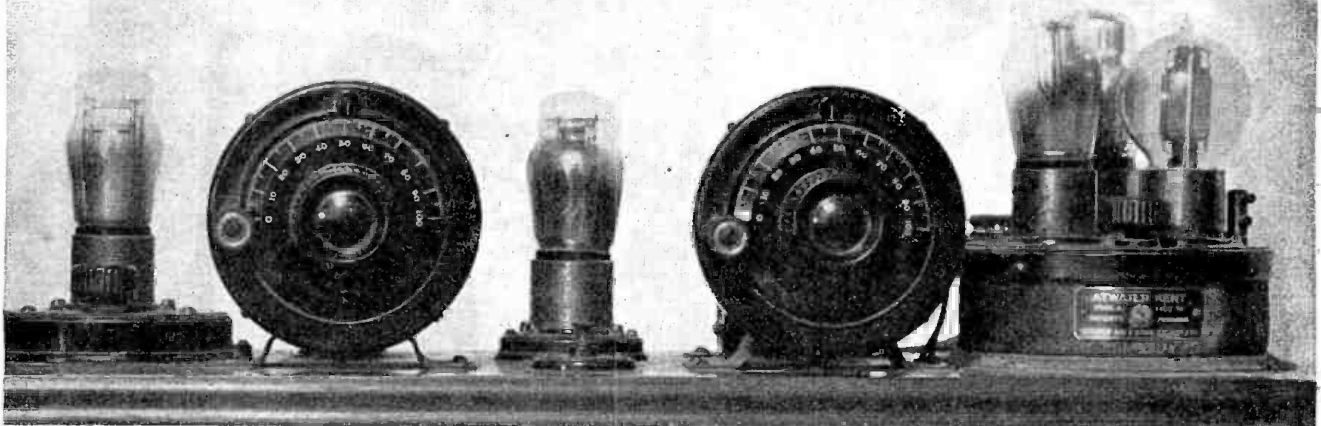
One of the nation's major broadcasting organizations grew out of breadboard tinkering by Powel Crosley Jr. back in 1921. His 8CR transmitter was moved March 2, 1922 from the Crosley home to a new site where Crosley Mfg. Co. took over the license and adopted the call letters WLW. Within six years WLW had increased from 50 to 50,000 w power and in another six years was operating experimentally on 500,000 w.

Crosley pioneered shortwave international broadcasting, automatic gain con-



Powel Crosley Jr. (r), founder of WLW and the Crosley Broadcasting Corp. is shown in the early 1920's with Emil Heermann, concertmaster of the Cincinnati Symphony and Lydia Dozier, popular soprano on the station.

good evening this is WIL St. Louis



Forty years of pace-setting performance — this is the heritage of Radio WIL.

From the era of crystal sets to transistorized miracles — WIL has led the way in programming alive with the sounds of the day.

Today as in 1922, WIL is synonymous with dynamic radio — indeed, in tempo with the times.

THE BALABAN STATIONS — John F. Box, Jr., Managing Director — IN TEMPO WITH THE TIMES

WIL/St. Louis

WRIT/Milwaukee

KBOX/Dallas

Represented by Robert E. Eastman & Co., Inc.

Represented by The Katz Agency

1922 — YEAR RADIO'S POPULATION SOARED *continued*

trol, low-distortion audio transmission and other major technical developments. The company acquired a second Cincinnati station, WSAI, in 1928 but sold it in 1944 to Marshall Field. Robert E. Dunville, Crosley Broadcasting Corp. president, joined WLW in 1937 under

joint owner with *Chicago Daily News*, had to fight a surrounding group of tall buildings. Within a few months a new 500 w rig was installed, the call letters changed and the 750 kc clear channel frequency was assigned. That solved the problem.



Early-day stars on WMAQ Chicago were "The Three Doctors," Joe Rudolph (at piano), Ransom Sherman (flute) and Russell Pratt (at right of mike) shown here in the early Chicago studios with some members of their company.

James D. Shouse, chairman.

WLW is alma mater for literally hundreds of industry executives and artists. Every network has important executives and talent who started at "The Nation's Station." Many program innovations were developed at the station, which now is flanked in the Crosley system by five television stations.

Interference ■ The old WGU Chicago, now WMAQ, had technical problems when it went on the air April 12, 1922. The antenna atop the Fair Store,



Caption to this WMAZ Macon 1920 promotion picture was "Ten Busy Fingers, Miss Frances Hackett with Wilton E. Cobb. Miss Hackett helps to defray her expenses by playing and teaching." Mr. Cobb has been manager of the station for many years.

The *News* bought Fair Store's 51% control in 1923, selling to NBC in 1931. WMAQ's first network broadcast was carried July 31, 1923 over the AT&T network, a speech by President Harding in San Francisco. Niles Trammell, now WCKT (TV) Miami president and part owner, was NBC's manager when it acquired WMAQ. Bill Hedges was first station manager. He later became an NBC vice president until his retirement. Mr. Trammell is an ex-NBC president.

Many entertainment stars made broadcast history at WMAQ. Ed Wynn was guest on a program Oct. 2, 1922 when the WMAQ call letters were adopted. Charles Correll and Freeman Gosden made their debut Jan. 10, 1928 as *Amos 'n' Andy*. Marian and Jim Jordan made their debut three years later as *Fibber McGee & Molly*. Others include Harold Peary (The Great Gildersleeve), Joan Blaine (Valiant Lady), Irene Wicker (The Singing Lady) and Don and Jim Ameche, station files show. Everett Mitchell, who became WMAQ farm broadcaster in 1926, attained national fame as m.c. of the NBC *Blue National Farm & Home Hour*.

Lloyd Yoder currently is NBC vice president of WMAQ and WNBQ (TV).

Mercer Station ■ The birth of WMAZ Macon, Ga., took place in the physics laboratory of Mercer U., call letters signifying "Watch Mercer Attain Zen-

ith." Broadcasts were started Aug. 18, 1922. After several years the university presented WMAZ to the Macon Junior Chamber of Commerce, which leased it in 1930 to Southwestern Broadcasting Co. The firm bought the station two years later. It stepped up power to 50 kw daytime, 10 kw night.

George P. Rankin Jr., president and chief engineer, has been with the station since its beginning. Wilton Cobb is general manager and Red Cross is commercial manager.

One of the early builders of wireless telephone stations, Douglas M. (Tex) Perham, started WMT Cedar Rapids, Iowa, in a garage. Soon he had three studios in his home, with antenna and tower on the roof. The original call was WJAM. Starting July 30, 1922, the station was on the air one hour a day with local musical groups. A few days after the debut baseball scores were broadcast and a 10-minute scoop over Chicago stations was claimed in the 1922 World Series results.

Another station, W9CNF (later KWCR) was started by Harry Paar, of Cedar Rapids, though it originally was a ham rig. In 1928 WJAM was sold to the late Harry Shaw, who moved studios to Waterloo and changed the call to WMT (*Waterloo Morning Tribune*). Mr. Shaw operated the newspaper. A prominent NAB member who became its president, he put up the original \$5,200 loan on which BROADCASTING magazine was founded by Sol Taishoff and Martin Codel. The loan was soon repaid.

Bought by Cowles ■ In 1931 John and Mike Cowles, of the *Des Moines Register & Tribune*, bought KWCR. They brought in two brothers, Sumner and William B. Quarton, to operate the station. In 1934 the Cowles bought WMT from Mr. Shaw, retiring the call letters KWCR and moving WMT back to Cedar Rapids. William B. Quarton is now executive vice president.

WNAC Boston makes two "first" claims of historical significance—first Boston station (July 31, 1922) and first network broadcast (from WEAJ New York, now WNBC, Jan. 4, 1923). The stations were tied by AT&T line, with the program fed to the Massachusetts Bankers Assn. banquet. Six years later Yankee Network was set up with permanent lines. The regional hookup grew to 33 stations.

In 1934 John Shepard 3d broke away from a press association ruling that news could not be broadcast until it first appeared in newspapers. He started Yankee Network News Service with fulltime reporters and correspondents. The service broke down historic barriers against radio newsmen. Leland Bickford, editor-in-chief, was central figure in the famous Mayflower Case which

The
"Voice of Alabama"
Since 1922



WAPI

50,000 Watts*
Birmingham, Alabama

*5000 Nights

Represented by Henry I. Christal Company, Incorporated

1922—YEAR RADIO'S POPULATION SOARED *continued*

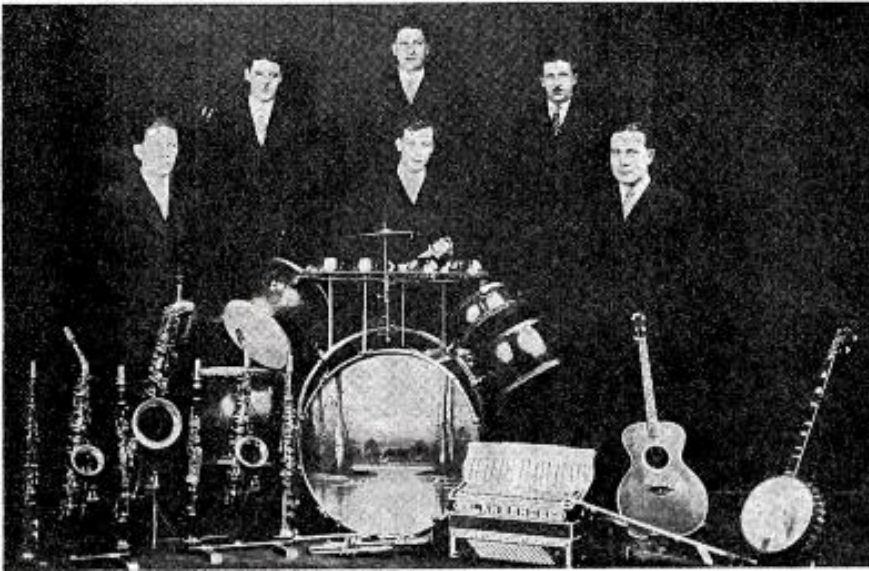
led eventually to FCC approval of the right to editorialize. WNAC pioneered fm before World War II. RKO General bought the stations and network in 1943.

Oklahoma Station ■ Poof went a tube and that was the end of the operation of WNAD Norman, Okla., by Maurice Prescott, student at U. of Oklahoma. The time was May 1923, when the station was only seven months old. The university had money, which young Prescott lacked, and took over the station license. Equipment was repaired and WNAD went back on the air. Among WNAD announcers in the 30s

restaurant would send us up some sandwiches and coffee. In about 10 minutes the food arrived so we knew we had been picked up in the restaurant. That was our first broadcast."

A commercial license was granted Nov. 9, 1922. The Gurney Nursery took over the station in 1926. The 927-foot tower erected in 1943 was claimed at the time to be the world's tallest radio tower.

Mr. Gurney managed WNAX before going into public life. Donald D. Sullivan is vice president-general manager for the present owner, Peoples Broadcasting Corp.



Among the early stars on WNAX Yankton were Lawrence Welk, Jimmy Dean, Happy Jack O'Malley. Here Welk (c), is shown with his "novelty orchestra," which played on the station in the '20s.

was Carl Albert, now Majority Leader of the U. S. House of Representatives. The university regents authorized WNAD to go commercial Jan. 5, 1962. Don Webb is manager.

The postwar (WW I) hobby of Chan Gurney, later a U. S. Senator and now a member of the Civil Aeronautics Board, was tinkering with things electrical — especially the experimental transmitter built by E. C. (Al) Madson, manager of Dakota Radio Apparatus Co. (now WNAX). Young Gurney was an officer of Gurney Seed & Nursery Co.

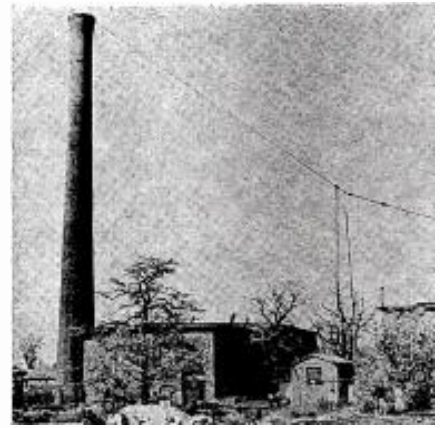
They rigged a motor to run the dynamo, overloading it with tubes which in turn required electric fans and a crock of transformer oil as coolants. Finally one evening the thing worked and the two experimenters talked into a microphone. A receiver was installed in a restaurant on the first floor of the radio building.

First Broadcast ■ "We turned on the transmitter," Mr. Gurney recalled, "and said it would be very nice if the res-

When WEAf New York (now WNBC) went on the air Aug. 16, 1922, Al Protzman bore the imposing title of field supervisor in charge of design and installation. He and two buddies soon comprised the staff of a department titled "Wired Telephone as an Adjunct to Radio Broadcasting." They soon shortened it to "Nemo," now part of the electronic lexicon. W. E. Harkness was first station manager.

First NBC Network ■ In 1926 RCA bought WEAf from AT&T for \$1 million, a fabulous figure in that era. The first NBC Radio Network program was aired Nov. 15, 1926 over WEAf and 24 other stations. Talent included Will Rogers, Weber & Fields, Walter Damrosch and the New York Symphony, Albert Stoessel and the New York Oratorio Society, Titta Ruffo and Mary Garden from opera, the Goldman Band and the dance orchestras of George Olsen, Ben Bernie, B. A. Rolfe and Vincent Lopez.

Among WEAf claims for "firsts" were a broadcast from the dirigible



Early transmitter of WNBH New Bedford is shown above after the antenna was raised to the top of the chimney of the Atlas Tack Corp. in Fairhaven by attaching enough balloons to float it into position then deflating the balloons by shooting at them with a shotgun. Since the shooting was at 5 a.m. a neighbor called police.

Graf Zeppelin over the Atlantic, Oct. 22, 1933; first NBC relay from Nanking, China, Dec. 17, 1936; first sponsor (see sponsor story starting page 139). Call letters were changed to WNBC in 1946, to WRCA in 1954 and back to WNBC in 1960. Dozens of special and public service features are highspots in radio's history. The next 40 years will be even more exciting, according to George S. Dietrich, station manager.

41st Anniversary ■ May 21 will be the 41st anniversary of WNBH New Bedford, Mass., according to Jack Delaney, news director. The station first transmitted from a waterfront sail-loft. It was built by Irving Vermilya, who held the nation's No. 1 ham radio license. In 1925 the then WBBG moved into the New Bedford Hotel, source of the new call letters. E. Anthony & Sons bought the station in 1934.

Recalling early days, Mr. Delaney said trolley cars climbing a hill outside the studio were picked up. Lacking air conditioning, one announcer liked to hang out the window and call out names of people he recognized in passing cars so the folks would know dad was on the way home.

Before WNOX Knoxville, Tenn., (then WNAV) was two years old it burned down, all 50 watts of it. That was in 1923, the station having gone on the air Nov. 3, 1921. It was rebuilt in 1925 as WNOX. After two transfers it was bought in 1935 by Scripps-Howard.

Four employes have been with the station since its acquisition by Scripps-Howard. They are Richard B. Westergaard, general manager; Fred Shepherd, local sales manager; O. L. Smith, station director, and Lowell Blanchard, special events. Jack R. Howard, president of Scripps-Howard Broadcasting

W K A Q

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100,000 WATTS

The nucleus of a three station network, —largest audience most facilities
Established 1954

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Leads in circulation, leads in lineage
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FILM and DUBBING PRODUCTIONS, Inc.

Dubbing that guarantees perfect synchronization between phonetic sounds and lip movements—commercials as well as feature films.

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ABOUT PUERTO RICO:

IMPORTS

1954—\$525,000,000

1961—\$924,000,000

Up 76%

PERSONAL CONSUMPTION EXPENDITURES

1954—\$ 912,000,000

1961—\$1,442,000,000

Up 58%

GROSS PRODUCT

1954—\$1,104,000,000

1961—\$1,789,000,000

Up 62%

PERSONAL DISPOSABLE INCOME

1954—\$ 952,000,000

1961—\$1,485,000,000

Up 54%

POWER GENERATION

1954— 774,00,000 kwh

1961—2,287,000,000 kwh

Up 195%

1922—YEAR RADIO'S POPULATION SOARED continued

Co., had his first broadcast experience at WNOX in 1936.

Opera Remote ■ One of the early triumphs of WOAI San Antonio, which made its debut Sept. 25, 1922, was a remote pickup of the San Carlos Opera Co. G. A. C. Halff was principal owner. Early logs show such items as



In 1921 this was the scene when a college professor gave an educational lecture on WOI Ames. On the lower panel of the 100 watt transmitter is the switch which changed the transmitter from regular broadcast on 360 meters to "official" transmission for weather forecast or other official material on 475 meters.

"speaker didn't show up, played records," "accompanist on hand but no soprano" or "Joe Doe, announcer, filled in with baritone solos." That's why WOAI started paying its talent almost from the beginning—it had control over their appearances. Early advertisers still on WOAI include St. Anthony Hotel, Gebhardt Chili Powder and Pearl beer (formerly San Antonio Brewing Assn.). WOAI is in the middle of a \$400,000 remodeling program. Hugh Halff Jr. is board chairman and James M. Gaines is president-executive general manager of WOAI-AM-TV.

After some experimenting as 9BY, WOC Rock Island, Ill. (now Davenport, Iowa), received a license Feb. 18, 1922. A new 250 w DeForest transmitter replaced the old 5 w rig. Times were tough so Palmer School of Chiropractic agreed to take over WOC in May 1922, moving it to nearby Davenport. WHO Des Moines was started in the spring of 1924 by Bankers Life Co. The 1928 radio allocation put WOC and WHO on the same channel, dividing time.

Common ownership was set up—Central Broadcasting Co.—in 1930 and

synchronous experiments were conducted. The late Dr. B. J. Palmer, Central's head, tried to sell stock but the idea wasn't well received. John H. DeWitt Jr., now head of WSM-AM-TV Nashville, Tenn., directed the synchronizing tests. Finally KICK Carter Lake, Iowa, was bought and relicensed as WOC, ending alternating use of combined WHO-WOC and WOC-WHO call letters. Dr. David P. Palmer, president, is the only surviving member of the original staff. Paul Loyet, vice president, is the oldest employe in service.

Victrola to Mike ■ "The first music from WOI Ames, Iowa, Iowa State U. station, trickled from the horn of a spring-motor victrola into a carbon-button mike," recalled Andy Woolfries, WOI manager who was there for this historic occasion Nov. 21, 1921. The call at the time was 9YI, changed to WOI in March 1922. Mr. Woolfries is the only one of the original employes still with the station. WOI broadcast a football game in the fall of 1922, following with winter and spring sports. WOI-AM-FM-TV will move into a new building in 1963.

Someone put an Al Jolson record, "April Showers," on the phonograph, pulled up the homemade mike and WOR New York (then Newark) was on the air. That was Feb. 22, 1922, in a little room in a corner of the sporting goods-radio department of Bamberger's store.

In October 1922, WOR successfully transmitted a message by Sir Thomas Lipton to London. The next year Paul Whiteman's orchestra went to Newark every night for two weeks in an effort to send music to Tokyo. Finally a Japanese listener cabled he had heard the broadcast.

Guided Dirigible ■ Alfred J. McCosker, one of radio's historic figures, started the guest appearance fad in 1924, getting the biggest names in entertainment and politics on the air. The same year WOR guided the dirigible *Shenandoah* to its Lakehurst, N. J., mooring.

As far back as 1925 WOR was taking part in television experiments. Jack Poppele was the station's first engineer. WOR claims to be the first hi-fi station, attaining 100% modulation in 1935. It pioneered directional antenna signals for 50 kw power. Gabriel Heatter rose to prominence with his coverage of the Bruno Hauptmann execution.

WOR-FM went on the air Jan. 1, 1941, described as the second commercial fm station. Its annals teem with program and technical "firsts" that made broadcasting history.

Taught Radio in 1910 ■ Ohio State U. started teaching a radio course in 1910 and soon had a transmitter work-

ing. During the Ohio River flood of 1913 the station was the only Columbus link with the rest of the nation, radio messages sent to U. of Michigan being relayed from Ann Arbor by land lines. Experimental 8XI went on the air April 20, 1920. The first standard broadcast license was assigned June 3, 1922, with WEAO as call letters.

A story in the *Columbus Citizen* April 20, 1920 estimated the first program had been heard within a radius of 120 miles. "Save for the first two musical numbers, on which too strong a battery was used, the program was distinctly heard," the newspaper reported. *Ohio School of the Air* was started in 1929, with WLW Cincinnati carrying the early programs.

Students ran the station in the first year but a fulltime radio operator was employed in the summer of 1923. Richard B. Hull is now executive director.

Hoyt Wimpy founded WPAX Thomasville, Ga., Dec. 27, 1922 with one goal—to help the S. W. Radio Co. sell more receivers. Sixty No. 6 dry cells provided bias current supply. "One night when KDKA Pittsburgh was coming in particularly well," Mr. Wimpy recalls, "a wide-eyed young fellow came into the garage to listen. 'Mister, would you let me look in that box?' he said. 'I know you have a phonograph in it.' He opened the victrola lid and the record player was motionless. He ran out of the garage declaring what he'd heard was supernatural." Mr. Wimpy sold WPAX in 1961 to Radio Thomasville, Don Price, president.

Fun in Dallas ■ Operation of WRR Dallas, city-owned station, is serious business but it wasn't always that way. Back in the 20s a new engineer was apt to get the "silent treatment." This was simple, and very funny. The announcer would go through all the motions of



WOR's first microphone, a simple megaphone attached to a telephone transmitter, worked beautifully, according to those who remember the original broadcasts from the New York station.

talking and gestures but not utter a sound. A new engineer, watching from the control room, would go wild trying to find the trouble—plugging, unplugging, tinkering and sweating. Another trick was to start electric clocks running in reverse.

WRR went on the air in 1920, "one of the first three or four in the nation," it claims. The idea was devised by a Dad Garrett in the fire department to send messages to fire trucks. There was plenty of time left for informal chats, jokes, weather, newspaper reading and ad libbing. Then someone figured out it would be fun to put on music. Dallas residents became interested in what was known as "Garrett's gadget." Power was increased in 1921 from 20 to 100 w and the city took over operation from the firemen. A manager was hired in 1927 to sell time and soon the station was paying for the city's communications activities. Durward J. Tucker, now managing director, has been with WRR since 1933. First Presbyterian Church services have been on continuously since 1925.

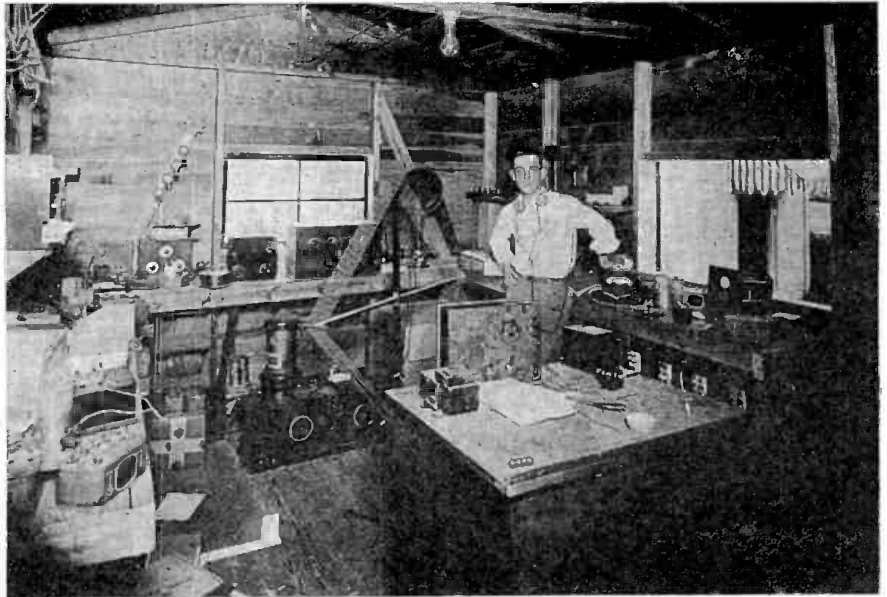
Wooten Ham ■ Hoyt B. Wooten, president of WREC Memphis, Tenn., started out as a ham with an electrical engineering degree in 1919. In 1922 he built the 10 w KFNG Coldwater, Miss., which he described as the state's first station. In 1926 he moved it to Memphis. Call letters were changed to WREC (Wooten's Radio & Electric Co.) and power was boosted from 10 w to 100 w and finally to 5 kw.

WCAE Pittsburgh had a built-in sponsor from its opening May 4, 1922—Kaufmann & Baer department store. The main idea was to promote goodwill for the store, later sold to Gimbels which has continued as a sponsor since sale of the station, now WRYT, to Hearst.

The *Pittsburgh Press* provided most of the early programming. Later the *Sun Telegraph* bought WCAE from Gimbels (1931), when Leonard Kapner joined the staff as a salesman. Today he is president of WRYT and executive vice president of WTAE (TV). Mr. Kapner recalls the 1936 flood when famed Gen. Hugh Johnson was stranded in the William Penn Hotel. The hotel power was off so a staffer kept the general entertained in the bar while gear was set up so he could feed NBC.

Washington Inspector ■ Joseph Sartory, now age 77, recalls the time a radio inspector from Washington showed up in 1922 for inauguration of a new transmitter. The thing wouldn't work. An all-night check revealed the grounding cable had been sawed off, a mystery that was never solved.

WCAE made good use of the Kaufmann & Baer record department. William A. White, of the *Pittsburgh Press*



WREC Memphis was born in this workshop of Hoyt B. Wooten, 40 miles south of the city, at Coldwater, Miss.

and once a WCAE newscaster, ad libbed the news out of the first edition of the *Press*. He did this job two years and never got a dime for his work.

Jesse L. Kaufman, station manager 1929-33, recalls an NBC program from Toledo that ran over. The network switch was made without a pause and Milton Cross came on. The announcer on duty let out an SOB in all its elegance, drawing complaints from listeners who were surprised Milton Cross would use such language.

Campus Station ■ After a decade of experimenting, Grove City College (Pa.) opened a radio receiving station on the campus in 1913 and a year later was transmitting with the call letters 8CO. In 1920 the station was relicensed as 8YU with 2½ kw power. In the

spring of 1920 the late Dr. H. W. Harmon, of the college, was talking over a 75-mile range. The first scheduled broadcast was made April 26, 1920 when President Weir C. Ketler of the college delivered an address picked up by the Rotary Club in New Castle, Pa. The call letters WSAJ were assigned in November 1921. Dr. Harmon was the father of Ralph N. Harmon, engineering vice president of Westinghouse Broadcasting Co.

Ever since 1927 the R. A. McWhirr Co., major Fall River, Mass., department store, has sponsored on WSAR a musical parade, with an old recording of "Neapolitan Nights" as theme song. RCA Victor supplies new copies of the old record as they wear out. The program is informal, featuring all store



The facilities of WSB Atlanta in 1922 impressed famed opera singer Alma Gluck and her husband Efrem Zimbalist, an accomplished musician. George Iler (l) was WSB's first chief engineer.

1922—YEAR RADIO'S POPULATION SOARED continued

departments. WSAR went on the air Sept. 21, 1921 from a cellar, with Doughty & Welch Electric Co. as owner. K&M Publishing Co. is the present licensee.

Fire Story ■ From a window in the WSB Atlanta studios in September 1922, Lamdin Kay, one of the famed figures of American broadcasting, scored a news scoop as he described the burning of the Childs Hotel and adjoining buildings. The story was heard far around the nation and was the basis of many newspaper accounts of the tragedy. WSB has been owned by the *Journal* since it started 40 years ago.

Mr. Kay is now retired, living in Atlanta. Another prominent broadcaster, John M. Outler Jr., who rose to gen-

eral manager, is also a retired Atlanta resident.

ful "White Columns" building on an elevation overlooking Peachtree St. J. Leonard Reinsch is executive director of the parent company, James M. Cox Stations.

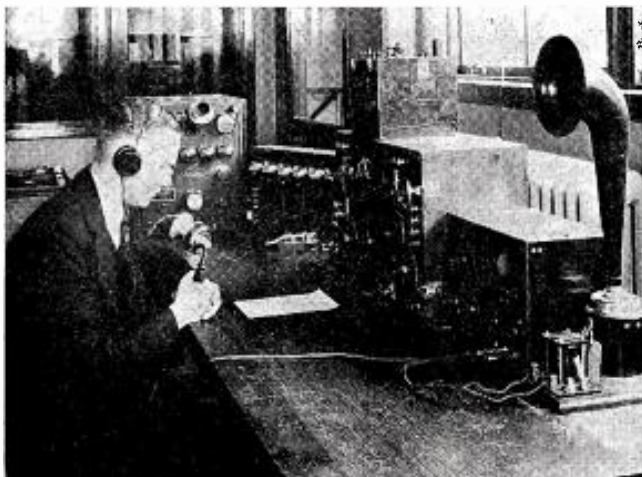
Better Mikes ■ Paul Mangus, WSBT South Bend, Ind., transmitter engineer who has been with the station 38 years, recalls the improved response when double-button mikes came into general use about 1923. "If they were moved while alive they sounded like coal pouring down a tin chute," he said. "Many stations had only one so it was customary for the announcer to ask for a standby while the mike was killed and moved for the next number."

WSBT went on the air with its first program July 3, 1922, first using the call letters WGAZ (World's Greatest

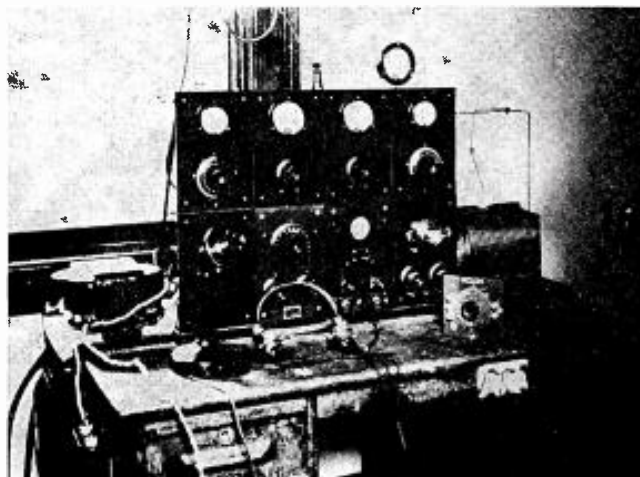
started at that time is still operating. Col. Harry C. Wilder and his father, Mark S. Wilder, bought WSYR in 1932. E. R. Vadeboncoeur, once news editor, is president. WSYR - AM - FM - TV moved into a new radio-tv center in 1957.

A young preacher asked for a Saturday night spot in the station's early days—Rev. Norman Vincent Peale. Gordon MacRae used to sing with his father and Jimmy Van Heusen, songwriter, often played the piano. Mrs. Ruth Hardke, now radio traffic, used to be program manager with such duties as traffic, farm broadcasting, schedule typist, newspaper contact, audition conductor, d.j., and client contact.

Four decades ago WTAW Bryan, Tex., used to open the day with "Reveille," picked up from the Texas A&M bugler by means of a mike



Fred Lathrop at the WWJ Detroit microphone in 1921.



First transmitter used by WGAZ (now WSBT) South Bend.

er dropped out a window on a rope. Back in 1919 the predecessor 5YA operated as a ham. That fall three students broadcast the Texas A&M-Texas U. football game by a code that included a list of initials for plays. A Waco newspaper announced the game for a crowd outside its building, translating the code account. The WTAW call letters were licensed Oct. 7, 1922.

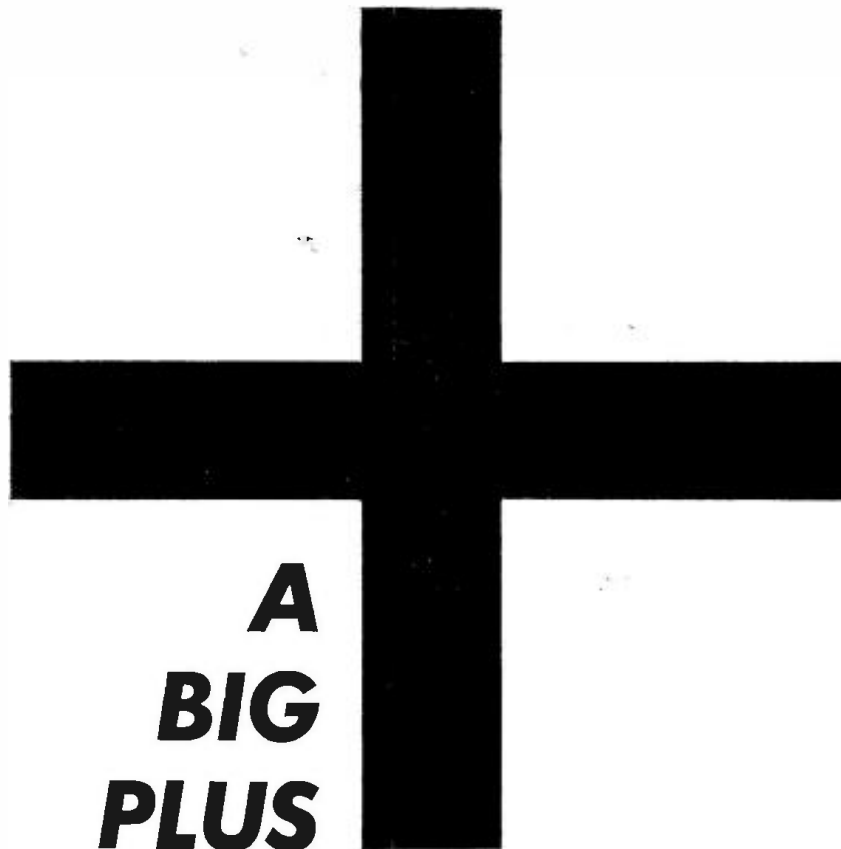
Pioneer ■ Here is the way pioneering WWJ Detroit describes its debut: "The station began broadcasting regularly, scheduled, daily programs under experimental license Aug. 20, 1920, changing to commercial license Oct. 13, 1922. Call letters at inauguration were 8MK; power was 20 w (DeForest OT-10 transmitter); location was the radio-phone room in the Detroit News Bldg.; licensee-owner was the *Detroit News*; the original manager was Charles D. Kelley, who was designated department editor and supervisor.

Single-Room Start ■ WSYR Syracuse, N. Y., was born in a single room in the Clive Meredith Home Sept. 15, 1922. It had the call letters WMAC. After six years WMAC graduated to Hotel Syracuse studios and the present call letters. Its third home was in the Syracuse U. gymnasium; a radio workshop

dropped out a window on a rope. Back in 1919 the predecessor 5YA operated as a ham. That fall three students broadcast the Texas A&M-Texas U. football game by a code that included a list of initials for plays. A Waco newspaper announced the game for a crowd outside its building, translating the code account. The WTAW call letters were licensed Oct. 7, 1922.

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"The call letters 8MK were changed to the assigned call letters WBL as the station received its commercial license



In 40 years of radio broadcasting service to the Southern California area, KFI policy has been dedicated to the best interest of both the advertiser and the listening public.

With this in mind, KFI keeps commercial interruptions to a minimum. So strictly does KFI adhere to this policy, that announcement schedules may be refused if acceptance necessitates additional interruptions beyond those provided within the framework of standard programming. Consequently, your sales message is not "crowded or bunched" with a lot of others.

THIS BIG PLUS assures the listener a full measure of entertainment and information and creates a greater receptivity for your advertising message.

Continued audience-loyalty and unqualified commercial success serve as a total endorsement of this policy by the public and the advertising industry.

In radio broadcasting, as in any other field of endeavor, there is no substitute for quality. The time-tested broadcasting integrity of KFI is now in its 41st year.



Measure of a Great
Radio Station

KFI 640

Barb C. Anthony, Inc.

NBC For Los Angeles

50,000 WATTS • DAY & NIGHT • CLEAR CHANNEL

Represented Nationally by HENRY I. CRISTAL CO., INC.

Oct. 13, 1921, and by Jan. 28, 1922, a new transmitter was installed and power increased from 20 w to 500 w. On July 7, 1922 the present call letters WWJ were adopted.

"On Aug. 31, 1920 the station broadcast local, state and congressional election returns." The next day the *Detroit News* said the broadcast "was fraught with romance and must go down in the history of man's conquest of the elements as a gigantic step in his progress."

Ernest Ball, composer-vocalist, missed the applause when he sang on WWJ Dec. 13, 1921. The *News* reported "he stuck out his tongue at the instrument, which seemed to relieve his feelings a lot, for he swung immediately into another selection." The 1921 guests included Frank Tinney, Van & Schenk and Fannie Brice. A complete performance of the Detroit Symphony was broadcast Feb. 10, 1922. Waring's Pennsylvanians orchestra was heard May 2, 1922, which WWJ describes as



Now famous Al Hirt was relatively unknown in these beardless days when he played on WWL New Orleans Dawnbusters show.

the orchestra's radio debut. "It was a sensation," the station recalls, leading to a theatre engagement in Detroit and putting the dance group into show business.

Remade Wireless — The first voice out of WWL New Orleans was projected through a collection of discarded wireless parts from an old ship. The speaker was the Very Reverend Edward Cummings, S. J., then president of Loyola U.

Actually the university had been identified with radio at the turn of the century, receiving wireless messages. The Reverend Anton Kunkel, S. J., physics professor, built a spark transmitter. During World War I the facilities were placed at the disposal of the government and a radio school was operated.

The initial broadcast went on the air March 31, 1922. Power grew from 10 w to 50 w to 100 w to 500 w to 5 kw to 10 kw and Dec. 31, 1937 to 50 kw.

Stars who rose to fame via WWL included Al Hirt, with the WWL Dawnbusters 10 years, the Boswell Sisters, and singers Warren Baljou, Norman Treigle and Charles Anthony.

Radio stations 40 or more years old in 1962

WAPI Birmingham, Ala.—Founded as the 500 w WMAV Auburn, Ala., on Oct. 3, 1922, the station was owned by Alabama Polytechnic Institute. In January 1925, WSY Birmingham was donated to the school which operated both stations until they were combined as WAPI. U. of Alabama and Alabama College joined in the ownership of WAPI in 1929. In 1937, the license was acquired by The Voice of Alabama Inc. Station subsequently increased to 10 kw (in 1952) and to 50 kw (in 1958). The Birmingham News Co. leased WAPI in 1953. When the *News* was sold to S. I. Newhouse in 1956, the lease was purchased and Newhouse became owner.

KOY Phoenix, Ariz.—The outlet went on the air in April 1922 and was licensed as KFCB in September of that year. The original owner was Earl A. Nielsen. Call letters were changed to KOY in 1929, when the station was operating on 1390 kc with 500 w. In 1937 the late Burrigge D. Butler bought the station. Frequency was switched to 550 kc. The license was assigned to KOY Bcstg. Co. in 1951. KOY now has 5 kw.

KTAR Phoenix, Ariz.—Charles and Warren McArthur started the station with 100 w on June 21, 1922. The equipment was built and installed by the late Arthur C. Anderson. In 1925, ownership was transferred to the Elec-

trical Equipment Co. of Phoenix, and the station began operating on its present 620 kc. In 1929, controlling interest in the station was purchased by the Arizona Publishing Co., call letters were changed to KTAR and corporate licensee to KTAR Broadcasting Co. In 1944, John J. Louis acquired control of the licensee.

KCLN Blytheville, Ark.—Founder in 1921 was C. L. (Dutch) Lintzenich, who operated the station with a power of 7.5 w. The station was owned by Mr. Lintzenich and J. A. Bass. Harold L. Sudbury became the owner in 1944. In 1953 the station was authorized for 5 kw operation on 910 kc.

KMJ Fresno, Calif.—The *Fresno Bee*



This is the staff which put WEAR (now WFBR) Baltimore on the air in 1922. The entire station was on the 18th floor of the Munsey building. Here John J. O'Hara is at the controls.



Easy Aces were among the many radio stars who got their start on KMBC Kansas City. The group soon became nationally famous and was popular as a radio team for many years.

started KMJ on March 23, 1932. The station was operating with 50 w in 1927, when the station was assigned 820 kc. The licensee, James McClatchy Co., became the McClatchy Bcstg. Co. in 1936. By that time the outlet was operating on 580 kc with 500 w. It was granted 1 kw in 1937. The station began using 5 kw in 1939. Licensee became McClatchy Newspapers in 1957.

KFI Los Angeles—Founded in April 1922 by the late Earle C. Anthony, pioneer auto dealer, the station increased its original 5 w power to 500 w before the year was out. In 1923 it assumed the KFI call letters and moved to 640 kc. KFI increased to 5 kw in 1926 and in July 1931 became the first 50 kw operation in Southern California.

KHJ Los Angeles, Calif.—C. R. Kieruff established the station on April 13, 1922. Operating with 5 w, the station was located in a room on the roof of the old Los Angeles Times Building. The *Times* bought the call letters from Mr. Kieruff shortly thereafter. In 1927 Don Lee bought the station and operated it on 750 kc with 1 kw before switching to 930 kc in 1930. The outlet was sold to the General Tire Co. in 1950. Present licensee of the 5 kw station is RKO General Inc., owned by General Tire.

KNX Los Angeles, Calif.—Fred Christian put 6ADZ on the air from Los Angeles in September 1920. This 5 w outlet was licensed as KNX on Dec. 8, 1921. Power was increased to 50 w. In 1924 KNX was purchased by Guy Earl, owner of the *Los Angeles Evening Express*, who operated it until the mid-thirties when he sold it to CBS. In the twenties and early thirties power increases to 500 w, 5 kw, 10 kw and 25 kw preceded KNX authorization for 50 kw operation. Station is on 1070 kc.

KDIA Oakland, Calif.—As KLS, the station was established in 1920-1921, by E. N. and S. W. Warner. Call letters were switched to KWBR in 1940, and to KDIA in 1959, when KDIA Inc., owned by the Sonderling Stations, bought the station. KDIA operates on 1310 ks with 1 kw.

KEWB Oakland, Calif.—On May 3, 1922, KLX, 590 kc, 500 w, was assigned to The Tribune Publishing Co. The licensee became the Tribune Bldg. Co. in 1933, and the station operated with 1 kw. It received its present 910 kc under NARBA reallocation in 1941, and its power was increased to 5 kw in 1950. Crowell-Collier Bcstg. Corp. became licensee in 1960 with the present call letters.

KFBK Sacramento, Calif.—On Feb. 2, 1922, the station then known as KVQ began operating with 5 w. The owner was a partnership of the *Sacramento Bee* newspaper and the J. C. Hobrecht Co. In 1925, KFBK replaced

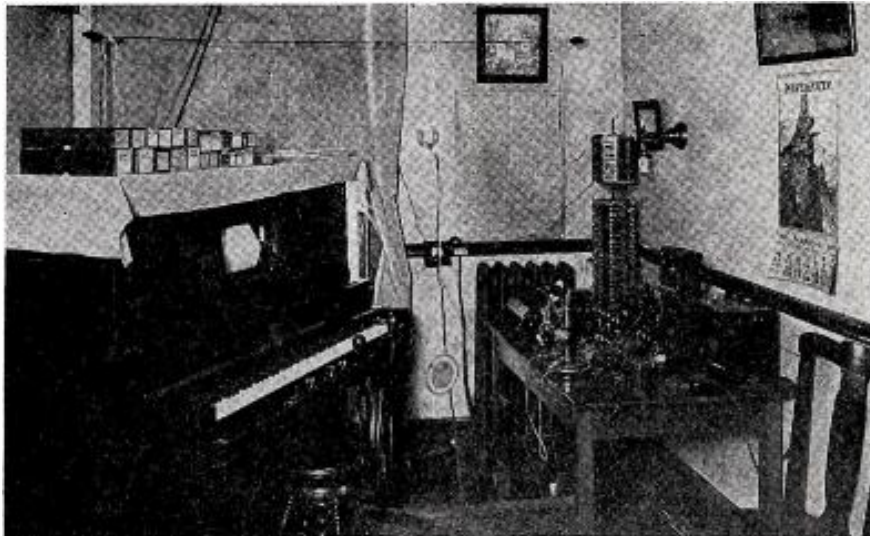


... but we're only 39

WTAR RADIO

BORN 1923 IN
NORFOLK, VIRGINIA

VIRGINIA'S FIRST STATION



First broadcasting studio of WDRC Hartford was compact and functional. That's the transmitter at right. The player piano and rolls supplied the music.

KVQ and James McClatchy Co. assumed full control. The licensee became known as McClatchy Bcstg. Co. in 1936, with permission to use 5 kw. Under NARBA the station was assigned its present 1530 kc, and in 1948, it reached its present 50 kw.

KGB San Diego, Calif.—Under the call KFBC, the station was licensed to W. K. Azbill in July 1922. The owner assigned the license to W. K. Azbill & Union League Club in early 1927, and later in the year Arthur Wells Yale M.D. became the licensee. Dr. Yale sold the station a year later to Pickwick Bcstg. Corp. Call letters KGB were taken from the initials of George Bowles, vice president and manager. In 1931, Don Lee Inc. purchased the station. Marion Harris became licensee in 1954. The station operates on 1360 kc with 5 kw and 1 kw at night.

KCBS San Francisco, Calif.—It is reported that Professor Charles David Herrold began broadcasting in January 1909 with a 15 w spark transmitter. The present KCBS is the direct lineal descendant of Prof. Herrold's station. In 1921, the station was issued KQW. Power was increased to 500 w in 1925 and the outlet was sold to the First Baptist Church in San Jose. Fred J. Hart operated the station and a year later purchased it. Mr. Hart sold KQW in 1934 to Ralph Brunton and C. L. McCarthy, who operated it with 1 kw. The following year power was increased to 5 kw. CBS took over the station in 1949. The station, on 740 kc, began operating with 50 kw in 1951.

KNBC San Francisco, Calif.—The station, licensed as KPO, with a 50 w transmitter, built by Joe Martineau, went on the air on April 17, 1922. Marshall, Reuben and Prentice Hale were the owners. The outlet increased

its power to 500 w in October 1922, and to 1 kw in 1926. Then the Chronicle Publishing Co. became co-owners with the Hale brothers. In 1927 the station went on its present 680 kc and the following year increased to 5 kw. In 1932, NBC bought the station and increased power to 50 kw. It became KNBC in 1947.

KSAN San Francisco, Calif.—Originally known as KDZX, the station was licensed on June 7, 1922. Since that time the outlet has had call letters KFVZ, KGTT, KGGC, and finally KSAN. The station was acquired by S. H. Patterson in 1938, when the call KSAN was adopted. In 1960, Mr. Patterson's son, Norwood, and his wife, Gloria, assumed control as a family group. The station which went to 1 kw in 1962, operates on 1450 kc.

KWG Stockton, Calif.—Portable



This 3-in-1 studio was considered ultra-modern at WDAY Fargo in the late '20s. It served as control room, announcer's booth and soloist's studio.

Wireless Telephone Co. started KWG on Dec. 6, 1921 on 1200 kc with 50 w. McClatchy Broadcasting Co. purchased the station in 1937 and increased power to 250 w. The station which had been operating on 1230 kc since 1941, was sold to James Longe and Lewis B. Saslaw and licensed to Delta Broadcasting Co. in 1955. The licensee became Western Broadcasting Inc. in 1956. KWG Broadcasting Inc. became licensee in 1957. KWG was sold by Robin Hill to Frank A. Axelson and O. R. Reighenbach in 1958. Hale Bondurant assumed control of the licensee in 1959. KMO Broadcasting Co. took over in 1960. The present licensee is Royal Bear Broadcasters Inc.

KIMN Denver, Colo.—The station signed on the air on July 4, 1922, with 50 w and call letters KFEL. The licensee was Captain W. L. Winner. Eugene P. O'Fallon, an initial stockholder was sales manager. Mr. O'Fallon subsequently purchased the Winner interest and operated the station until 1954. At that time A. L. Glasmann bought the station, and switched call letters to KIMN. The station operates on 950 kc with 5 kw.

KLZ Denver, Colo.—Established by Dr. W. D. Reynolds Jr., the station known as 9ZAF was broadcasting from Denver in 1919. It was licensed as KLZ on March 10, 1922 on 780 kc, 100 w, to The Reynolds Radio Inc. During 1927 and 1928, five changes brought KLZ to 560 kc with 1 kw. In 1935, Dr. Reynolds transferred his interest to his wife and Bill Meyer who sold it to a group headed by E. K. Gaylord, president of the Oklahoma Publishing Co. In 1954 the station, by now operating with 5 kw, was sold to Time Inc., which became TLF Bcstrs. Inc. and finally in 1961, Time-Life Broadcast Inc.

KFKA Greeley, Colo.—KFKA was licensed in May 1921. Professor Charles Valentine and H. E. Green started the station at Colorado State Teachers College. (now Colorado State College). Around 1926, Prof. Valentine and Mr. Green organized Mid-Western Radio Corp. and assumed full operation of the station. Mr. Green became full owner upon Prof. Valentine's death in 1929, and the Green family still controls the station. In 1949 KFKA was moved to 1310 kc with 1 kw.

WDRC Hartford, Conn.—Franklin M. Doolittle founded WDRC in his home in New Haven in 1922. He moved, with his station, to Hartford in 1930. Today WDRC is owned by Richard D. Buckley and John B. Jaeger, who acquired the station in 1959. It is operated on 1360 kc with 5 kw.

WDEL Wilmington, Del.—Wilmington Electrical Specialty Co. became licensee of WDEL on July 22, 1922. The station was granted 1130 kc with 100 w

in 1927 and changed to 1010 kc later that year. The license was assigned to WDEL Inc. in 1928, and control of the company was assumed by J. Hale Steinman and John F. Steinman in 1937. The station was moved to 1150 kc (250 w) by the NARBA in 1941. Power was increased to 5 kw in 1943. The license was assigned to Delmarva Broadcasting Co. in 1955.

WQAM Miami, Fla.—Electrical Equipment Co. owned WQAM until 1928, when the station was taken over by Mid-Continent Broadcasting Co. Storz Broadcasting Co. acquired the station in 1956. WQAM had been using 560 kc since 1929, and 5 kw day with 1 kw night since 1941.

WDAE Tampa, Fla.—L. G. McClung, who had been operating a station in St. Petersburg since at least 1921, sold his station to C. G. Mullen, and in February 1922, Mr. Mullen received permission to build WDAE. As general manager of the Tampa Publishing Co., Mr. Mullen received his license on June 15, 1922. The outlet operated with 500 w on 1100 kc. The present owners acquired WDAE in 1933. Today, licensed to Smiley Properties Inc., the station is on 1250 kc with 5 kw.

WSB Atlanta, Ga.—Signifying "Welcome South, Brother," WSB went on the air in March 15, 1922, and was licensed in April. The Atlanta Journal Co., licensees from the beginning, op-



In his campaign for the presidency Al Smith broadcast over WSYR Syracuse in 1928.

erated the station with 200 w on 360 and 485 meters. In 1949, James M. Cox assumed control of the licensee, which became known as Atlanta Newspapers Inc. Ownership was transferred to the Cox family group in 1953. It is on 750 kc with 50 kw.

WMAZ Macon, Ga.—Mercer U. put WMAZ on the air in August 1922. The station which began as a physics experiment was licensed the following October. Mercer gave the station to the Macon Junior Chamber of Com-

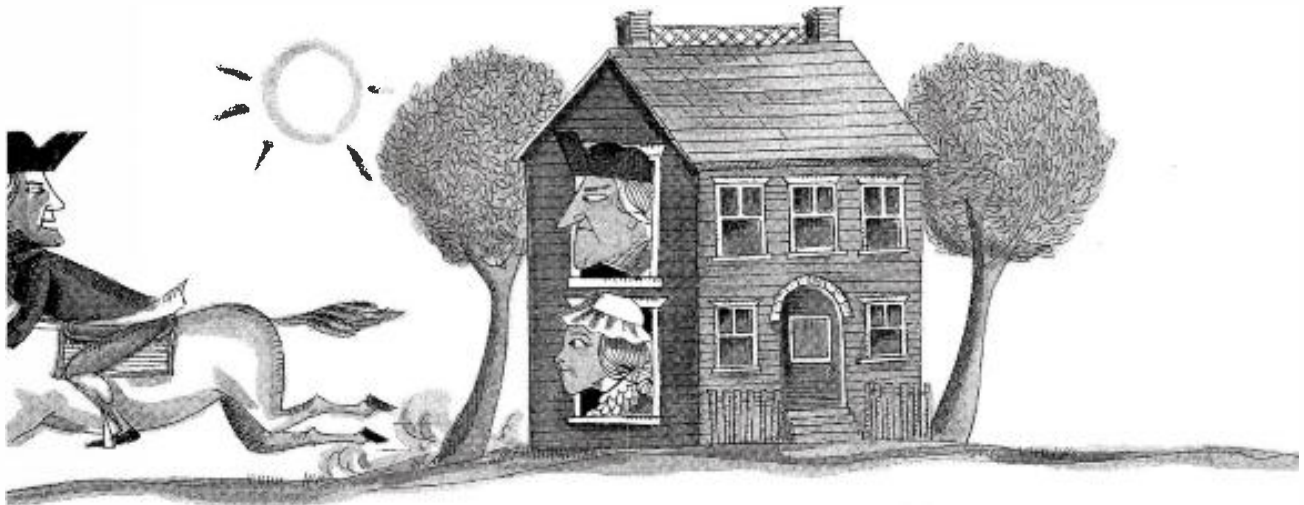
merce, who leased the outlet to Southeastern Bcastg. Co. in 1930. Southeastern bought the station in 1932, and has owned it ever since. WMAZ was granted 50 kw with 10 kw and directional antenna nighttime in 1959. It operates on 940 kc.

WPAX Thomasville, Ga.—Founded on Dec. 26, 1922, by Hoyt Wimpy, WPAX operated with 10 w. In 1961, WPAX was sold to Radio Thomasville Inc., Don Price, president, and is operated on 1240 kc with 250 w.

KGU Honolulu, Hawaii—Advertiser Publishing Co. began broadcasting with 100 w in May 1922. The station's original frequency was 940 kc, then 750 kc and now 760 kc. It operates with 10 kw.

WAAF Chicago, Ill.—On April 30, 1922, WAAF was started as a public service of *Drovers Journal*, a cattleman's trade magazine. The early station was run by Carl Ulrich. Mr. Ulrich is present chief engineer of the station, operating on 950 kc with 1 kw. The license is held by Corn Belt Publishers.

WGN Chicago, Ill.—Licensed to Midwest Radio Central Inc. on May 19, 1922, with 1 kw, the station was known as WDAP. A year later, the station was purchased by the Chicago Board of Trade and subsequently by the Whitestone Co., owners of the Drake Hotel in Chicago. On June 1, 1924,



**Bostonians don't
need a Paul Revere
to arouse them to
good radio listen-
ing...They've been
awake to it for 40*
years on 50,000 watt
WNAC Radio-
680 in Boston...**

The *Chicago Tribune* assumed control of the station and changed call to letters to WGN. In 1925, WTAS and WCEE Elgin, Ill. were purchased to prepare for clear channel operation. The station began broadcasting on 720 kc in 1927. It now has 50 kw.

WMAQ Chicago, Ill.—Owned by the Fair Store and the *Chicago Daily News*, WGU went on the air on April 12, 1922. The station originally broadcast on 833 kc with about 100 w. Call letters WMAQ were assumed in October 1922, and the outlet began broadcasting with a new 500 w transmitter on 750 kc. In 1923, the *Daily News* bought the Fair Store's interest and switched to 670 kc. At that time WMAQ shared time with WQJ. In 1927, the *Times* bought WQJ and consolidated both stations as WMAQ on 670 kc. In 1931, the station was purchased by the NBC. Four years later, power was increased to 50 kw.

WDZ Decatur, Ill.—The station went on the air on March 17, 1921 from Tuscola, Ill. It was operated by a Mr. Bush with 10 w. The station received 1 kw in 1937 and began operating on 1050 kc. Broadcasting from Decatur commenced in 1949. The outlet, owned by Mid-States Broadcasting Co. since 1958, has applied to increase power to 5 kw.

***WILL Urbana, Ill.**—The U. of Illinois was granted an experimental license in October, 1921, for operation on 300-360 meters as 9XJ. Call letters WILL were assigned in 1928 and the station moved to 890 kc. In 1936, WILL was authorized to operate on its present 580 kc and, in 1939, the station received its present 5 kw.

***WBAA Lafayette, Ind.**—Purdue U. was granted temporary call 9YB, to operate a wireless station in 1919. The school received the permit for WBAA in 1922. The station was off the air in 1929 because of a fire, but it was rebuilt the following summer and relicensed in 1930. Then it operated on 890 kc, sharing time with WILL at the U. of

Illinois. The station received its present 920 kc in 1941, operating with 5 kw and 1 kw after sunset.

WSBT South Bend, Ind.—WGAZ went on the air on July 3, 1922. Licensed to the *South Bend Tribune*, under the ownership of the late Messrs. Elmer Crockett and F. A. Miller, the station operated with 100 w. In 1924 the station was rebuilt with transmitter towers on the Tribune Bldg. and the following year call letters were changed to WSBT. In 1941 WSBT switched to its present 960 kc and its power was increased to 1 kw. The station was granted 5 kw in 1947.

***WOI Ames, Iowa**—Iowa State College of Agriculture made its first broadcast on Nov. 21, 1921. The original 9YI call was changed to WOI, when the station was licensed on April 28, 1922. At the same time power was increased to 100 w. The outlet's present 640 kc was assigned in 1929, when the station was given permission to broadcast with 3.5 kw. Two years later WOI increased to 5 kw. In 1959, the licensee became known as Iowa State U.

WMT Cedar Rapids, Iowa—On July 30, 1922, WJAM, forerunner of WMT went on the air with 20 w. The station was built by Douglas M. (Tex) Perham. In 1928, WJAM was sold to Harry Shaw and call letters WMT, which stood for his newspaper *The Waterloo Morning Tribune*, were established. Mr. Shaw moved the station to Waterloo. Another station, originally W9CNF Cedar Rapids, established by Harry Paar in 1922, was purchased by John and Mike Cowles in 1931 with call letters KWCR. In 1934, the Cowles brothers bought WMT, moved its transmitter back to Cedar Rapids and retired call letters KWCR. In 1944, the 5 kw station was acquired by American Bcstg. Stations Inc. It is on 600 kc.

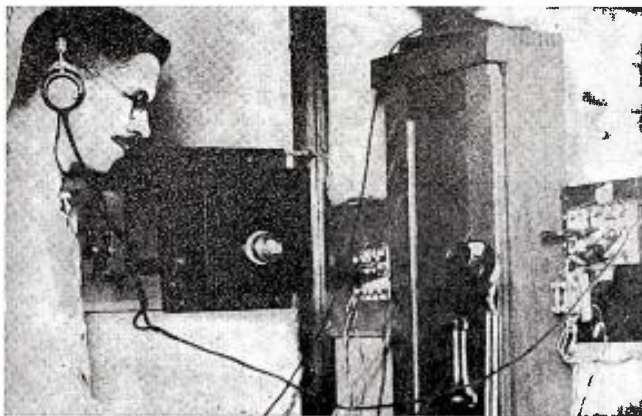
WOC Davenport, Iowa—On Feb. 18, 1922 Karlowa Radio Co. of Rock Island, Ill., started station which had been broadcasting for some time earlier as 9BY with 5 w. In May 1922, Palmer

School of Chiropractic purchased the outlet and moved its equipment to Davenport. WOC was purchased by the Central Bcstg. Co., the late Dr. B. J. Palmer, president, along with WHO Des Moines, in 1930, and for some time the two stations were operated with a single 50 kw transmitter. In 1934, WOC returned to separate operation, utilizing the facilities and license of 5 kw KICK Carter Lake, Iowa. Licensed to Tri-City Broadcasting Co., subsidiary of Central, WOC operates on 1420 kc. Dr. David D. Palmer is president and owner.

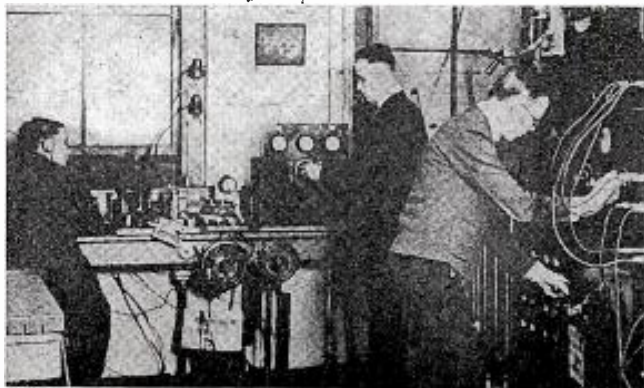
KSO Des Moines, Iowa—FCC records show H. F. Paar as licensee on July 29, 1922. The call letters were KWCR. The station was in Cedar Rapids, operating on 1360 kc with 500 w. The station was assigned to Cedar Rapids Bcstg. Co. in 1931 and moved to Des Moines in 1935. Iowa Broadcasting Co. became licensee in 1936 and the outlet operating on 1430 kc, became known as KSO. Kingsley Murphy assumed control in 1944 and the license was assigned to Murphy Bcstg. Co. in 1946. KSO was sold in 1958 to KSO Inc., which is controlled by Joe Floyd, N. L. Bentson, Edmond R. Ruben and Anton J. Moe. The station operates on 1460 kc with 5 kw.

***WSUI Iowa City, Iowa**—Granted an experimental license in 1919, the station operated with call letters 9YA until June 26, 1922. At that time call letters WHAA were assigned to the station along with 834 kc and 200 w. Later in the year power was increased to 500 w, and in 1925 call letters WSUI were adopted. In 1935, the FCC granted the station 1 kw, and power was increased to 5 kw in 1940. The State of Iowa is licensee. WSUI is on 910 kc.

KFH Wichita, Kan.—First record of KFH was a contract providing for a radio station to be established by the Lander Radio Co. D. M. Good and Francis J. Lander built a 50 w transmitter for the station and broadcast



This was the control room equipment used by WISN Milwaukee in the late 1920s and early 1930s.



In 1927 this was the first floor control room of WBAA Lafayette, Purdue U's pioneer station. In 1928 a fire destroyed all of the station's equipment.

under the call WEAH. The outlet was sold to the Board of Trade in 1923, and was purchased by the Rigby-Gray Hotel Co. in 1925. John Rigby, president of that company, is president of the KFH Radio Co., present licensee. Call letters KFH were adopted in 1926. Two years later the station was assigned 1300 kc with 1 kw. It got its present power, 5 kw, in 1935, and its present 1330 kc in 1941.

WLAP Lexington, Ky.—L. W. Benedict was granted the license to operate from Louisville on Sept. 15, 1922. The station was moved near Okalna in 1928. The license was assigned to American Bcstg. Corp. of Kentucky in 1929 and power was increased to 100 w on 1200 kc. The station was moved to Lexington in 1934. Licensee became American Broadcasting Corp. in 1944. Community Broadcasting Co. became licensee in 1957 and WLAP Radio Inc., in 1958. Thoroughbred Broadcasting Co. became licensee in 1961. The station, on 630 kc, operates with 5 kw day, 1 kw night.

WHAS Louisville, Ky.—Credo Harris, manager until 1942 retirement, and Emmet Graft established the station in April, 1922 for Judge Robert Bingham, owner of the *Courier-Journal*. The station was broadcasting with 5 kw in 1928, with 25 kw by 1932, and with 50 kw in 1933. Barry Bingham has been licensee since 1937. WHAS is on 840 kc.

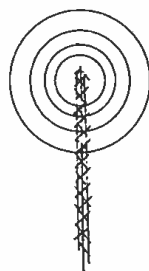
WWL New Orleans, La.—Loyola U. first broadcast with a 10 w transmitter on March 31, 1922. WWL was authorized 100 w in 1924, and 500 w in 1927 on 1220 kc. On March 31, 1929, the station began broadcasting with 5 kw, and in 1932 with 10 kw. WWL got 50 kw on 870 kc in 1937.

KEEL Shreveport, La.—Initially the 10 w WDAN, in 1922, the outlet changed its call to KSBA with 250 w shortly thereafter. S. R. Elliot and A.C. Steere purchased the station in 1929, changed its call to KTBS and operated with 1 kw. The *Shreveport Times* owned the station in 1942, when it was acquired by a corporation headed by George Wray Sr. Power was increased to 10 kw with 5 kw at night, in 1949. The McLendon Group bought the station in 1957, and the call letters were changed to KEEL. In March of this year, the station was acquired by the Lin Broadcasting Corp. The station, which operates on 710 kc, is due to begin broadcasting with 50 kw day, 5 kw night, this spring.

WCAO Baltimore, Md.—With 250 w on 834 kc, WCAO went on the air on May 16, 1922. The original owner and manager was Robert V. O. Swarhout of Monumental Radio Co. Power was increased to 250 w on 600 kc in 1929 and subsequent power changes brought the station up to 5 kw in 1942. Mr.



Celebrating 40 years of responsible service, 1922 to 1962, to New Orleans and the Gulf South with the latest and finest in programing. Today as always, the South's No. 1 salesman.



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RADIO
NEW ORLEANS, LA.

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Represented by the Katz Agency, Inc.

Swarthout operated the station until 1956, when it was purchased by Plough Broadcasting Inc.

WFBR Baltimore, Md.—With call letters WEAR, the station went on the air on June 8, 1922. The 10 w outlet was owned by the Baltimore American News Publishing Co., Frank Munsey, owner. It was taken over in 1924 by the Field Officers Assn. of the 5th Regiment, Maryland National Guard and the station became WFBR. The Baltimore Radio Show Inc. became licensee in 1927. The late Robert S. Maslin Sr.

WEZE Boston—Founded on July 31, 1922, station functioned as key station (as WNAC) of the Yankee Network. Ownership passed from Shepard mercantile family to General Tire & Rubber in 1942, which in turn sold it to Vic Diehm Associates in 1953. WEZE Inc., which acquired the facility in December 1957, now operates it as WEZE on 1260 kc with 5 kw.

WNAC Boston, Mass.—With a power of 100 w, WNAC went on the air on July 31, 1922. John Shepard was the owner. Power was increased to 500

WSAR Fall River, Mass.—Owned by Doughty & Welch Electric Co., 50 w WSAR was licensed on Sept. 21, 1921. The station increased power to 1 kw in the late 20's. In 1945, K&M Publishing Co. purchased the outlet, and in three years power was up to 5 kw on 1480 kc.

WNBH New Bedford, Mass.—As WDAU, it was founded by Irving Vermilya on May 21, 1921, and broadcast with 50 w. In 1923, the station was moved from New Bedford to Mattapoisett, Mass., and began operating as WBBG with 250 w. The outlet was moved to the New Bedford Hotel in 1925 with WNBH call letters. In 1930, operation was transferred to the Atlas Tack Corp. and sold in 1934 to E. Anthony and Sons Inc., present owner.

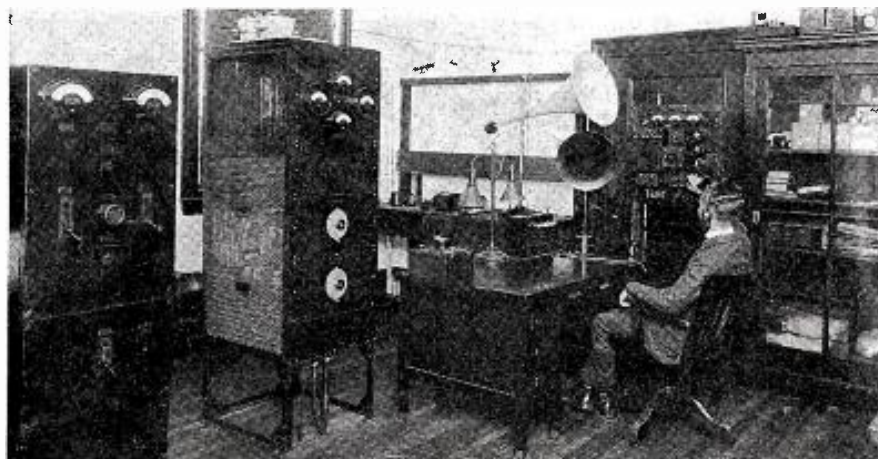
WJR Detroit—Began May 4, 1922, as WCX, as 500 w outlet owned by the *Detroit Free Press*. WCX was joined by WJR in 1925 as a 5 kw operation. WJR had been formed by Jewett Radio & Phonograph Co. on Aug. 15, 1925. On Dec. 18, 1926, option to buy WJR-WCX was acquired by G. A. Richards and associates (Leo Fitzpatrick, John Patt, P. M. Thomas and M. R. Mitchell). Option was exercised Sept. 1, 1927 and the present corporation (Goodwill Stations Inc.) was formed in January 1929. Meantime, WJR-WCX had been assigned (on Nov. 11, 1928) to 750 kc clear channel. WJR acquired all assets of WCX in 1929. WJR's power went to 10 kw in 1931, and to 50 kw in 1935.

WWJ Detroit, Mich.—Began broadcasting on Aug. 20, 1920 under experimental license as 8MK with 20 w. The *Detroit News* was the original licensee. WBL was assigned to the station on Oct. 13, 1921, and station increased power to 500 w. Later that year letters WWJ were adopted. In 1936 power was increased to 5 kw on 950 kc.

***WKAR East Lansing, Mich.**—After experimental broadcasting dating back to 1917, WKAR was licensed on Aug. 18, 1921, to Michigan State U. The frequency was changed to present 870 kc in 1936 and power increased to 5 kw in 1939.

WFDF Flint, Mich.—Frank D. Falian began broadcasting as WEAA on May 25, 1922. In 1925, he changed the call letters to his initials, FDF. In 1930, WFDF was broadcasting on 1310 kc with 100 w. In 1933, the major portion of the licensee, Flint Broadcasting Co. was sold to the Loeb Brothers. In 1940 power was increased to 1 kw and frequency to 910 kc. In 1948 control of the station was acquired by the Trebit Corp. In 1957, power was increased to 5 kw. Since June 1961, WFDF Flint Corp. has owned the station.

***WCAL Northfield, Minn.**—St. Olaf



This 500-watt Western Electric transmitter was used to put WHAZ Troy on the air in 1922. Here Dr. Harry R. Mimno, then instructor in electrical engineering at Rensselaer Polytechnic Institute and now on the faculty of Harvard, rides gain on an early program.

was president until 1954. His son is president of the licensee today. The station which has been operating with 5 kw since 1941, is on 1300 kc.

WBZ Boston, Mass.—Westinghouse Electric Co. established WBZ on Sept. 19, 1921. The station operated with 100 w from Springfield, Mass. Call letters WBZ were moved to a new Westinghouse outlet which was built in Boston in 1924 and the Springfield station became WBZA. The two are synchronized. WBZ operates on 1030 kc with 50 kw.

in 1924, subsequent power increases brought the station to 50 kw in 1953. There were many corporate name changes throughout the years, but only two owners. Shepard Stores, the first licensee, and General Tire & Rubber Company, which purchased WNAC in 1943. The station is now operated by the Yankee Network Div. of RKO General Inc., wholly owned subsidiary of General Tire & Rubber. WNAC operates on 680 kc, the facility it bought from WLAW Lawrence, Mass., in 1953 and moved to Boston in 1957.

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College has owned WCAL since it was first licensed on May 6, 1922. WCAL was granted its present 5 kw on 760 kc in 1938.

KMBC Kansas City, Mo.—Arthur B. Church put KMBC on the air on April 5, 1921. The station's call letters were WPE in 1922, and when the Mormon church took over in 1923, call was changed to KFIX. The station was assigned to Midland Broadcasting Co. in 1927. Metropolitan Broadcasting Co. now operates the outlet on 980 kc with 5 kw.

WDAF Kansas City, Mo.—The *Kansas City Star* owned the station which went on the air on February 16, 1922. They sold it to National Tv Corp. in 1958. Transcontinent Tv Corp. purchased the station in 1960. WDAF operates on 610 kc with 5 kw.

WHB Kansas City, Mo.—Originally owned by Emory J. Sweeney of the Sweeney Automotive & Electric School, WHB went on the air April 15, 1922. The station had 500 w. In 1929, it was assigned 860 kc. The late Charles R. Cook purchased the outlet in 1930 and it was licensed to the Cook Paint & Varnish Co. In 1948, WHB moved to 710 kc with 10 kw. Storz Broadcasting Co. bought the station in 1954.

KSD St. Louis, Mo.—Licensed on March 14, 1922, to the Pulitzer Publishing Co., KSD operated as the *Post-Dispatch* radio station. Initial power was 20 w. The station began operating early on 550 kc and in 1946, was granted 5 kw.

WEW St. Louis, Mo.—Jesuit St. Louis U. was licensed for WEW on March 23, 1922. The school operated WEW until 1955, when the license was assigned to the Barrington Co. WEW Inc., controlled by Franklin Broadcasting Co., became licensee in 1961. WEW operates on 770 kc with 1 kw.

WIL St. Louis, Mo.—On the air since February 1922, WIL was licensed on April 5 of that year. The license was assigned to Missouri Bcstg. Corp. in 1928. The station changed to 1430 kc with 5 kw in 1949. Balaban Stations acquired WIL in 1957.

KFBB Great Falls, Mont.—The F. A. Buttrey Co. was the first licensee July 11, 1922. The outlet operated on 1090 kc with 50 w until 1928, when it went on 1360 with 250 w. The station began on 1280 kc with 1 kw in 1930, and on 1310 kc with 5 kw in 1941. J. P. Wilkins assumed control of the licensee in 1952 and in 1954, the licensee changed its name to Wilkins Broadcast Inc. KFBB Bcstg. Corp. became licensee in 1960.

WJAG Norfolk, Neb. — Publisher of the *Norfolk Daily News*, the late Gene Huse, was granted WJAG's first license on July 26, 1922. The original

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power of 100 w on 833 kc was increased to 200 w on 1110 kc in 1926, and to 1 kw on 1060 kc in 1929. It was assigned 780 kc in 1944.

KMEO Omaha, Neb.—Omaha Grain Exchange founded the station as WAAW in February 1922. The 15 w operation was changed to 100 w later in the year and to 500 w by 1924. WAAW switched from 830 kc to 1080 kc in this period. In 1928, it was assigned 660 kc. The station was purchased by the Omaha World Herald Publishing Co. in 1939 and call letters were changed to KOWH. Mid-Continent Broadcasting Co. bought the station in 1949 and sold it to National Weekly Inc., in 1957. At that time the station became known as KMEO.

WLNH Laconia, N. H.—WKAV received its license on Aug. 22, 1922. The station had 750 w on 360 meters. It was owned by the Laconia Radio Club. In 1934, the station began operating with 5 kw, and the licensee changed its name to Northern Broadcasting Co. Present licensee, WLNH Inc., was formed this year. It currently operates on 1350 kc with 5 kw.

WHBI Newark, N. J.—Licensed March 11, 1922, to May Radio Bcst. Corp., the station was called WGCP. FRC records show the station on 1070 kc with 500 w in 1927. Later in the year the station was on 1250 kc with 250 kw. The station was granted 1 kw in 1934 and became WHBI in 1935. It broadcasts with 2.5 kw day and 1 kw night sharing time on 1280 kc with WADO New York, owned by Bartell Bcstrs. Bartell took over WHBI this year and closed it down to permit WADO full occupancy of 1280 kc.

KOB Albuquerque, N. M.—The early experimental predecessor of KOB began in 1920 as 5XD. The station, which was built by Dr. Ralph Goddard, received the KOB call letters with his license on April 5, 1922. The station went through a series of frequency

changes, and finally in 1941 it received a temporary permit to operate on 770 kc, where it is today. That same year power was increased to 50 kw. The station, which had been purchased by the *Albuquerque Journal* in 1936, was sold to Time-Life Inc. in 1951. KSTP Inc. purchased the outlet in 1957.

WGR Buffalo, N. Y.—WGR went on the air May 22, 1922. The late I. R. Lounsberry was president and general manager. During the 30's and 40's, WGR was part of the Buffalo Broadcasting Corp. Transcontinent Television Corp. acquired the station in 1957. WGR is on 550 kc with 5 kw.

WHCU Ithaca, N. Y.—Cornell U., the present owner, received its license for station 8YC on May 16, 1916. This station preceded WEAI, which was licensed on Jan. 30, 1923. The new station had 500 w power. Frequency was changed from 1050 kc to 1180 kc in 1924. The station was operating on 1270 kc with 1 kw in 1930. It was leased to the *Elmira Gazette* from 1932 to 1940. The frequency was changed to 1040 kc in 1934, and to 850 in 1939. The station, which is now known as WHCU, operates on 870 kc.

WABC New York—AS WJZ Newark, station went on the air on Oct. 1, 1921. Licensee was Westinghouse Electric & Mfg. Co. WJZ in 1926, under new ownership of RCA, became the New York key of NBC's Blue Network. WJZ was sold in 1943 to Edward J. Noble. American Broadcasting-Paramount Theatres Inc. acquired WJZ in 1953 and the WABC call letters were assumed. WABC is 770 kc with 50 kw.

WHN New York, N. Y.—Originally licensed to George Schubel on March 18, 1922, the station broadcast with 250 w on 760 kc. In 1923 Marcus Loew Booking Agency bought the station and operated it for 39 years. In 1932, WHN merged with WAO, WPAP and WRNY from the area and began broadcasting with 500 w. Two

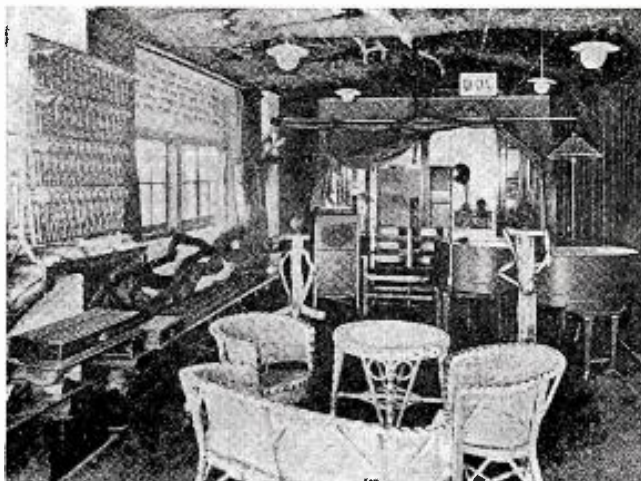
power boosts in the next three years brought WHN to 5 kw and in 1940 the FCC granted WHN 50 kw on 1050 kc. In 1948, call letters were changed to WMGM, but when Storer Bcstg. Co. purchased the outlet early this year, call letters WHN were restored.

WNBC New York, N. Y.—As WEAJ, operating with 500 w, the station went on the air on Aug. 16, 1922. W. E. Harkness was manager. The station was sold to RCA in 1926. Call letters WNBC were adopted in 1946, but were changed to WRCA in 1954. Then in 1960 the station resumed WNBC. It is on 660 kc with 50 kw.

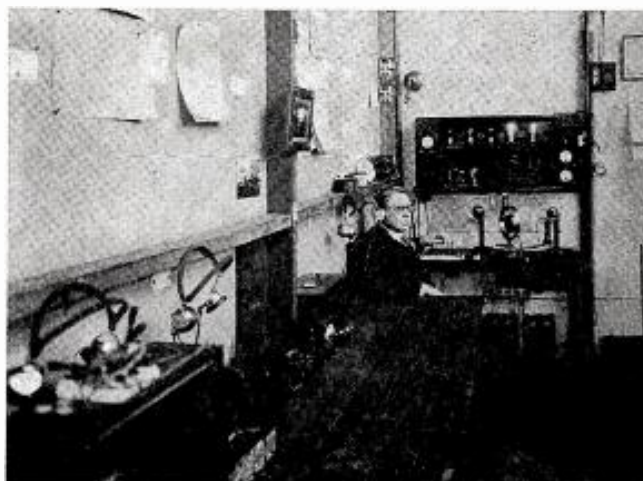
WOR New York, N. Y.—Licensed as a 250 w outlet on Feb. 22, 1922, WOR was located in Newark. By 1931, the station had 5 kw power. On 710 kc, the station began using 50 kw in 1935. Initial licensee Bamberger Bcstg. Service Inc. became controlled by R. H. Macy & Co. in 1948, and the following year the license was assigned to General Teleradio Inc. The license was assigned to Don Lee Bcstg. System in 1952, to RKO Pictures Inc. in 1955, RKO Teleradio Pictures Inc. in 1956, and finally to RKO General Inc. in 1959.

WHAM Rochester, N. Y.—The U. of Rochester put the station on the air July 11, 1922. Power was 100 w. Stromberg Carlson Co. became licensee in 1927, and power was raised to 5 kw. It was increased to 25 kw in 1933 and later the same year to 50 kw. The current owner, Genesee Broadcasting Corp., acquired the outlet in 1959. Operation is on 1180 kc.

WGY Schenectady, N. Y.—The station went on the air Feb. 20, 1922. WGY was assigned 790 kc in 1923, and by 1925 was experimenting with 50 kw. The station received authorization to use 50 kw in 1926, and the following year to experiment with 100 kw, then 200 kw in 1930. The original owner, General Electric Co., still broadcasts



Studios of WOC (Rock Island) now Davenport, Iowa, are shown above as they appeared in the '20s.



This was the control room of WEAO which later became WOSU Columbus.

with 50 kw, now on the 810 kc allocated under NARBA in 1941.

WFBL Syracuse, N.Y.—Operation began in February 1922 with call letters WLAH. The station was previously in amateur and experimental activity dating back to 1912. The late Samuel Woodsworth owned the early station. Through the years power has gone from 100 w to the present 5 kw, and frequency is 1390 kc. Present call letters were adopted in 1924. The outlet was purchased by Samuel H. Cook, Oscar F. Soule and Robert G. Soule in 1932. Present owner, First Broadcasting Corp., acquired the station in 1956.

WSYR Syracuse, N. Y.—At the home of its founder, Clive Meredith of Cazenovia, the station as WMAC began operating on Sept. 15, 1922. The 250 w outlet was purchased by Col. Harry C. Wilder and his father Mark S. Wilder in 1932. Power was increased to 1 kw in 1936 and to 5 kw in 1941 on 870 kc. Col. Wilder sold the station to S. I. Newhouse in 1948, but continued to direct operations.

***WHAZ Troy, N. Y.**—After several months of testing, WHAZ went on the air Sept. 11, 1922. The station, owned by Rensselaer Polytechnic Institute, has had the same call and licensee ever since. It is 1 kw on 1330 kc.



Three early staffers of WLNH Laconia, N. H. are (l to r) Al Davis, Charles Shastany, an announcer and Walter Varrell, business manager and first announcer with the station.

WBT Charlotte, N. C.—Early station operations were under the call 4XD at the home of Fred Laxton. WBT was licensed to Mr. Laxton, Fred Bunker and Earl Gluck in April 1922. The station was purchased by Carolina States Electric Co. and Jim McMillan in 1925. It was sold to C. C. Coddington Jr. in

1926. The present owner, Jefferson Standard Life Insurance bought the outlet in 1945 and operates on 1110 kc with 50 kw.

WDAY Fargo, N. D. — Earl C. Reineke founded WDAY on May 22, 1922. Mr. Reineke operated the station with 50 w on 360 meters (834 kc). The power was increased to its present 5 kw in 1935. In 1961, Forum Publishing Co. became the owner of WDAY Inc., corporate licensee, when Mr. Reineke disposed of his majority stock. The station operates on 970 kc.

WLW Cincinnati, Ohio—On March 3, 1921, 8CR was started in the home of Powel Crosley Jr., with 20 w. Licensed to the Crosley Manufacturing Co., the station became WLW on March 2, 1922, operating on 360 meters with 50 w. The following September, power was increased to 500 w, and in 1925 to 5 kw. The Federal Radio Commission assigned WLW to 700 kc in 1927 and the following year WLW moved from Northside to Mason, Ohio, and installed a 50 kw transmitter.

KYW Cleveland, Ohio—This Westinghouse station was first licensed on May 15, 1922, to the Willard Storage Battery Co. It was operated on 770 kc with 1 kw. When the Federal Radio Commission came in in 1927, power



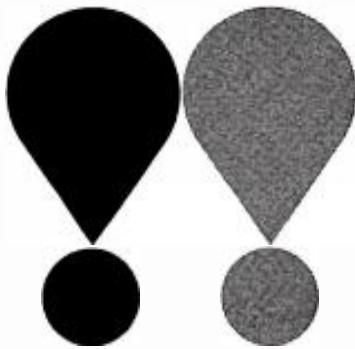
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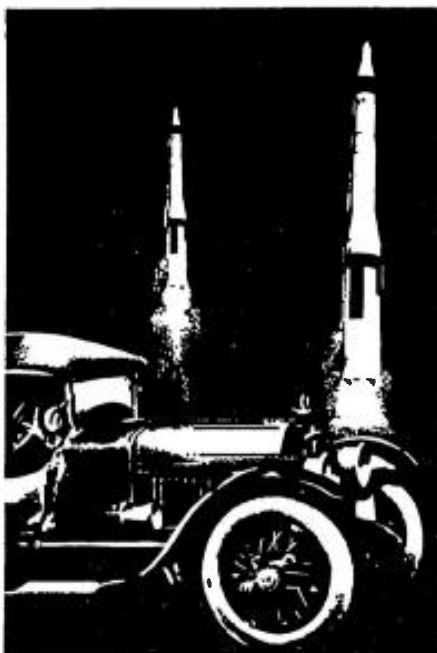
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SOUND OF EXPERIENCE WCAU RADIO



THE CBS OWNED STATION IN PHILADELPHIA REPRESENTED BY CBS RADIO SPOT SALES

was increased to 5 kw. In 1928, the license was assigned to WTAM & WEAR Inc. Power was increased to 50 kw in 1929. The licensee name was amended to WTAM Inc. in 1930, and later in the year the station was acquired by NBC. In 1941, KYW was assigned to its present 1100 kc. Westinghouse Bcstg. Co. bought the station in 1955.

WHK Cleveland, Ohio—As a 500 w commercial outlet, WHK went on the air on March 5, 1922 on 830 kc. The original licensee was Warren Cox. In 1934, the *Plain Dealer* bought the station. Metropolitan Broadcasting Stations (a division of Metromedia Inc.) purchased WHK in 1958. Station is on 1420 kc with 5 kw.

WCOL Columbus, Ohio — As WMAN, M. A. Pixley went on the air in 1922 with 5 w. His station became known as WSEN in 1928. WCOL letters were adopted in 1936. The outlet was purchased by Air Trails Inc. in 1952, and in 1960 the power was increased to 1 kw on 1230 kc.

***WOSU Columbus, Ohio**—An experimental license granted on April 20, 1920, authorized Ohio State University to operate on 200 and 375 meters with 1.8 w. The station was assigned call letters WEAO on June 3, 1922, and raised to 650 w. In 1933, the outlet was given permission to broadcast with 1 kw as WOSU. In 1941, on 820 kc, the station began broadcasting with 5 kw, limited to local sunset at Columbus.

WING Dayton, Ohio—Licensed for 5 w on May 24, 1921 to Stanley M. Krohn Jr., the station carried the call letters WXAX. The station was known as WDBS in 1922, WSMK in 1926 and WING in 1940. Mr. Krohn was the owner until 1940, when he sold the station to Charles Sawyer, the present owner. It assumed its present 1410 kc, 5 kw operation in 1941.

WSPD Toledo, Ohio—Going on the air in 1921, the station was acquired in 1928 by Fort Industries, (now Storer Broadcasting Co.) which has retained the license since. WSPD operates on 1370 kc with 5 kw.

***WNAD Norman, Okla.**—In September 1922, Maurice Prescott, a student of engineering at the U. of Oklahoma, interested a group of students in building a station. The outlet went through several frequency and power changes; down to 50 w, up to 100 w and finally was granted 1 kw in 1934, and 640 kc in 1940.

WKY Oklahoma City, Okla.—Operation began when Earl C. Hull started broadcasting with an experimental 20 w transmitter as 5XT in January 1920. Mr. Hull was licensed for WKY in April 1921 on 1040 kc. The Oklahoma Publishing Co. bought WKY in 1928 and began broadcasting with a new 1



Until 1960 Newsman Beckley Smith was active with WJAS Pittsburgh. Here he is shown before one of the early broadcasting mikes used in the late '20s and early '30s.

kw transmitter on 900 kc. In 1956 corporate licensee was changed from WKY Radiophone Inc. to WKY Tv System Inc. The station operates on 930 kc with 5 kw.

KAST Astoria, Ore.—Going on the air in 1922, KAST operated as a 100 w daytime outlet in its earlier years. The station was purchased by Astoria Broadcasting Co. in July 1935. It now operates on 1370 kc with 1 kw.

***KOAC Corvallis, Ore.**—On Dec. 7, 1922, the Federal Radio Commission designated KFDJ for Oregon State U. The station placed a 500 w transmitter in operation in 1925. Call letters were changed to KOAC in 1926. Power was increased to 1 kw in 1928 and the station received its present 550 kc. In 1940, it was granted 5 kw.

KMED Medford, Ore.—In October 1922, as KFAY, station went on the air with 50 w. It went through several power changes until 1948 when it began operating with 5 kw and 1 kw at night. The original owner, William Virgin died in 1927 and his wife Blanche assumed station ownership. Mrs. Virgin sold the outlet to the present owner, Radio Medford Inc. in 1950. The station operates on 1440 kc.

KGW Portland, Ore.—The Oregonian Publishing Co. went on the air on March 25, 1922. In November of that year KGW went on with 500 w and increased to 1 kw in 1926. The station was granted permission to operate with 5 kw in 1933. King Broadcasting Co. acquired the station in 1953. KGW is on 620 kc.

WSAJ Grove City, Pa.—Amateur station 8CO was licensed with 1 kw to Grove City College in the fall of 1914. This station was the forerunner of WSAJ. In 1921, the outlet was licensed as WSAJ. Dr. Herbert W. Harmon built the station's first transmitter. The present 100 w transmitter operating on 1340 kc was installed in 1950.

WKBO Harrisburg, Pa.—Station went on the air in 1922. The Keystone Broadcasting Corp. purchased the outlet in 1935. It is operated on 1230 kc with 250 w.

WGAL Lancaster, Pa.—WGAL has been operating since June 1922. The original licensee, WGAL Inc. (Steinman Stations), still operates the station. The original 10 w station now operates on 1490 kc with 1 kw.

WCAU Philadelphia, Pa.—WCAU began broadcasting with 250 w from Philadelphia in 1922. It was using 500 w by 1924. The station was acquired by Dr. Leon Levy and Isaac D. Levy in 1925. They increased power to 1 kw in 1928, and to 10 kw a year later. The outlet was finally given 50 kw in 1932. It was purchased by the *Philadelphia Record* in 1946, and re-sold to the Philadelphia Bulletin Publishing Co. the following year. CBS bought the station in 1958. WCAU is on 1210 kc.

WDAS Philadelphia, Pa.—WIAD went on the air in 1922 from the living room of Howard Miller with a power of 100 w. Call letters were changed to WELK a few years later. The station was purchased by Alexander W. Dannebaum and Maurice Steppacher in 1932 and changed to WDAS. William Goldman of the Goldman Theatre chain bought the station in 1947. Max M. Leon, present owner acquired the station in 1950. It operates on 1480 kc with 5 kw and 1 kw at night.

WFIL Philadelphia, Pa.—WFI began as a 250 w station on March 17, 1922. The original owner was Strawbridge and Clothier department store. In 1934, the station combined with WLIT and WFIL assuming the WFIL call letters. The Albert M. Greenfield interests was owner of the new station. Triangle Publications Inc. purchased the outlet in 1946 and the following year power was increased to 5 kw. The station operates on 560 kc.

WIP Philadelphia, Pa.—With call letters WIP, picked from a hat, Gimbel Brother's Department Store became licensee on March 17, 1922. The power was the same as it is today, 5 kw. Benedict Gimble, the station's first manager, bought the station prior to its sale to Metropolitan Bcstg., division of Metromedia Inc., present owners. WIP currently operates on 610 kc.

KDKA Pittsburgh, Pa.—This station carried its first regularly scheduled broadcast on Nov. 20, 1920. It was first licensed to Dr. Frank Conrad with the call 8XK in August 1916. Dr. Conrad's license was cancelled just after World War I commenced, along with all amateur licenses, but was renewed in 1920. Dr. Conrad transferred his station to Westinghouse Bcstg. Co. in 1924. KDKA operates on 1020 kc with 50 kw.

BROADCASTING, May 14, 1962



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KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO • KERN BAKERSFIELD

KQV Pittsburgh, Pa. — Operation commenced in 1919, when KQV was amateur station 8ZAE. The Doubleday Hill Electric Co. of Pittsburgh licensed the station as KQV in January 1922. Ownership was transferred to the Allegheny Broadcasting Co. in 1944. The station received 5 kw in 1946. It broadcasts on 1410 kc.

WJAS Pittsburgh, Pa.—Founded by S. A. Pickering, H. J. Brennan and associates, known as Pittsburgh Radio Supply House Inc., the station went on the air on Dec. 2, 1922 with 500 w. The outlet was purchased from its original owners by NBC in 1957 and call letters were changed to WAMP. In 1960, however, the station brought back the call letters WJAS. Operation is on 1320 kc with 5 kw.

WRYT Pittsburgh, Pa. — WCAE went on the air on May 4, 1922. In 1926, original licensee, Kaufmann & Baer Dept. Store, sold the station to Gimbel Brothers. In 1930, power was increased to 1 kw and the following year the station, organized as WCAE Inc., was sold to Pitt Publishing Co., a subsidiary of the Hearst Corp. Power was raised to 5 kw in 1935. The station changed its call letters to WRYT in 1961. It is now on 1250 kc.

WRAW Reading, Pa.—Station began operating in September 1922. WRAW Inc. took over the outlet in 1959 and operates it on 1340 kc with 250 w.

WBAX Wilkes-Barre, Pa.—Began operations on May 1, 1922. WBAX was licensed to John H. Stenger Jr. and Anna Stenger throughout most of its history. P. A. L. Broadcasters Inc. became licensee in 1961. The station operates on 1240 kc with 250 w.

WEJL Scranton, Pa.—Owned by the *Scranton Times*, WRAY was licensed on Nov. 29, 1922. The station was using transmitting facilities of WLAO. In 1923, the *Times* began broadcasting over its own facilities with 10 w. The owner was Edward J. Lynett Sr. Power was increased to 50 w, and the station was operating on 280 meters in 1923. It was known as WQAN prior to becoming WEJL. It now operates on 630 kc with 500 w.

WKAQ San Juan, P. R.—WKAQ began broadcasting on Dec. 3, 1922. It was licensed on 1240 kc with 500 w. The owner was a subsidiary of I.T.T., Radio Corp. of Puerto Rico. Power was increased to 1 kw in 1932. El Mundo Broadcasting Co. purchased the station in 1949 and converted it into WKAQ-Radio El Mundo, operating on 620 kc with 5 kw.

WEAN Providence, R. I.—Originally licensed to the Shepard Co. of Providence and Boston, WEAN went on the air June 2, 1922. As a member of the Yankee Network, the station became



In 1922 WMT Cedar Rapids went on the air as WJAM from this converted garage in 1922. In 1928 WJAM was sold to Harry Shaw who moved it to Waterloo and changed the call letters to WMT. Mr. Shaw was one of the first presidents of NAB and provided some of the capital for founding BROADCASTING magazine.

controlled by the General Tire & Rubber Co. in 1942. Later it was licensed to General Teleradio Inc. The Providence Journal Co. acquired ownership in 1954. The station is on 790 kc.

WJAR Providence, R. I.—As The Outlet Broadcasting Station, WJAR went on the air on Sept. 6, 1922. The Outlet Co., licensee, operated the station on 360 meters. The station was installed by Thomas C. Giblyn. Still owned by the same company, WJAR operates on 920 kc with 5 kw.

KGFX Pierre, S. D.—Mrs. Ida McNeil, present owner and operator of the station, reports that she and her husband operated as 9ZP in June 1916. With a power of 200 w, they broadcast on about 324 kc. In 1927, call letters were changed to KGFX. Mrs. McNeil maintains the same power, on 630 kc today.

***KUSD Vermillion, S. D.**—The U. of South Dakota began broadcasting with an experimental station with 1 kw in 1919. KUSD was given 890 kc with 500 w in 1928. In 1950, the station received its present 690 kc, 1 kw facilities.

WNAX Yankton, S. D.—WNAX went on the air as a commercial station Nov. 9, 1922. In 1926, D. B. Gurney and the Gurney Nursery Co. took over operation of the outlet, and in 1927, the station was operated with 1 kw. The station was purchased by the Cowles Bcstg. Co. in 1938 and power was increased to 5 kw with 1 kw at night. WNAX, 570 kc, was sold to Peoples Bcstg. Corp., subsidiary of the Nationwide Insurance Co. of Columbus, Ohio, in 1958.

WNOX Knoxville, Tenn.—On Nov. 3, 1921, WNAV was established as a 50 w outlet. The station burned two years later. It was rebuilt in 1925 and relicensed as WNOX. The original owner was the Peoples Telephone Co.

of Knoxville. The station was purchased by S. E. Adcock in 1927 and shortly thereafter sold to Sterchi Brothers furniture chain. In 1929, Liberty Life Insurance Co. bought the outlet and installed a 2.5 kw transmitter. In 1935, Continental Radio Co., later Scripps-Howard Radio Inc., bought the station, changed from the original frequency of 560 kc to 1010 kc and installed 5 kw day, 1 kw night. In 1942, it increased to 10 kw on 990 kc. Name of the licensee was changed to Scripps-Howard Broadcasting Co. in 1962.

WREC Memphis, Tenn. — From Coldwater, Miss., in 1919-1920, Hoyt B. Wooten broadcast as 5RK. Mr. Wooten built KFNG in Coldwater in 1922, and received a license to operate on 1370 kc with 10 w. The station was moved near Memphis in 1926 and call letters changed to WREC. From its new location WREC operated on 600 kc with 1 kw. In 1936, power was increased to its present 5 kw. WREC is still owned by Mr. Wooten.

KGNC Amarillo, Tex.—The late J. Laurance Martin founded WDAG in May 1922. In late 1922, E. B. Gish started KGRS in Amarillo, and both stations were allocated 1410 kc. They operated on a split time basis until 1935, when both stations were purchased by a group led by the late Gene Howe. KGNC was the product of combination. In 1941 the station shifted to 1440 kc with 5 kw. A switch to 710 kc with 10 kw came in 1947.

WTAW Bryan, Tex.—Original licensee of WTAW was Texas A&M, College Station. WTAW was licensed on October 7, 1922. The station operated on 1150 kc with 1 kw. In 1957, the college sold the outlet at a public auction to R. E. (Lee) Glasgow. In 1962 Radio Bryan Inc., present owner, purchased the station. It is operated on 1150 kc with 1 kw.

WFAA Dallas, Tex.—Employing the talent of L. B. Henson, who aided "Dad" Garrett in building WRR in Dallas, the *Dallas Morning News* had a 150 w station built. It was licensed and went on the air on June 26, 1922. A. H. Belo Corp., owner of the licensee, still controls the station, which operates on 570 kc, sharing 50 kw facilities with WBAP Ft. Worth.

WRR Dallas, Tex.—As a communications system for the local fire department, WRR began broadcasting with 20 w in 1920, with firemen doing the air personality work. The transmitter was built by "Dad" Garrett. Power was increased to 100 w in 1921, and to 500 w in 1925. WRR began operating as an organized station around 1927 when a manager was hired. In 1940 the outlet was granted its present 5 kw. The City of Dallas has been licensee of WRR since its inception. The station

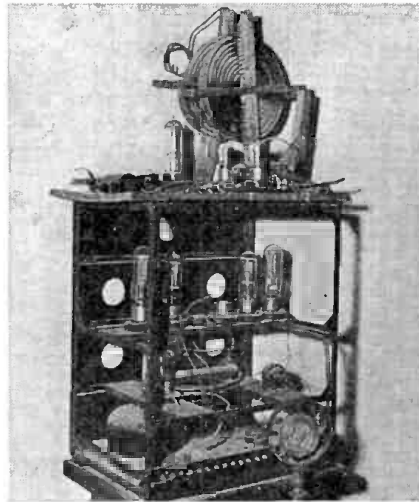
operates on 1310 kc.

KFJZ Fort Worth, Tex.—KFJZ began broadcasting from Fort Worth in 1922 with 100 w. A. P. Barrett of the Tarrant Bcstg. Co. bought the station in 1932. The Texas State Network purchased the station from him in 1936. Gene Cagle, who began with the station as announcer and salesman in 1933, is the present owner. KFJZ operates with 5 kw on 1270 kc.

WBAP Fort Worth, Tex.—Carter Publications Inc. signed WBAP on the air in May 1922. Responsible for the first operation was Harold Hough, present director of broadcasting operations for Carter. The initial broadcasts were made on 834 kc with 10 w. Power was increased to 1.5 kw in 1923; to 10 kw in 1929 and in 1932, to 50 kw. The station has been operating on 820 kc since 1941.

KILE Galveston, Tex.—Went on the air in 1922. The station was licensed to KLUF Broadcasting Co. Geo. Roy Clough was the owner until 1957. Present owners, Island Broadcasting Co., acquired the outlet at that time. The station operates on 1400 kc with 250 w.

KTSA San Antonio, Tex.—The Alamo Bcstg. Co. was first licensee of KTSA on May 9, 1922. Early records show the station assigned 1130 kc with 2 kw. In 1928, the station was licensed



This is the first transmitter and microphone used by WRR Dallas when they went on the air in 1920 with 20 watts power.

to Lone Star Broadcast Inc. It was assigned to Southwest Broadcasting Co. in 1932, and the station was operated on 550 kc with 5 kw, 1 kw at night. The license was assigned to KTSA Bcstg. Co. in 1936, and to Sunshine Broadcasting Co. in 1939. Express Publishing Co. assumed control of the licensee in 1949, and transferred it to O. R. Mitchell Motors in 1954. Mc-

Lendon Investment Corp. assumed control in 1956. The station is on 550 kc with 5 kw fulltime.

WOAI San Antonio, Tex.—Licensed to G. A. C. Half on Sept. 25, 1922, WOAI has been retained by the same family interests with the same call letters ever since. First broadcasts were made with 500 w. The Federal Radio Commission granted the station 5 kw in 1925. The outlet was granted 1200 kc and 50 kw in 1930.

WACO Waco, Tex.—Frank R. Jackson owned WACO on July 22, 1922, when the station was licensed as WJAD. The call letters WACO were adopted in 1927. The station is now owned by R. E. Lee Glasgow and Wendell W. Mayes Sr. It operates with 1 kw on 1460 kc.

KSL Salt Lake City, Utah—KSL went on the air April 21, 1922, under the call letters KZN. The station had 500 w on 833 kc. The *Deseret News* owned the outlet. In 1924 the station was purchased by John Cope and his father, F. W. Cope. Radio Service Corp. of Utah, present licensee, was formed shortly thereafter. Call letters KPFT were assumed that year and the station was operating on 1149 kc. About the same time, the Latter Day Saints Church and the Salt Lake Tribune Publishing Co. became interested in



4

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the station. In 1925, the church agreed to lend the licensee money to erect a 1 kw station, thereby gaining approximately 51% of the stock. The *Salt Lake Tribune* acquired interest in exchange for news and promotion services. Call letters KSL were then adopted. The outlet began broadcasting with 50 kw in 1932, and moved to 1160 kc in 1941.

WCAX Burlington, Vt.—The U. of Vermont was licensed for the station on May 13, 1922. The outlet was on 1180 kc with 100 w in 1927. The *Burlington Daily News* took over in 1931 on 1200 kc. The license was assigned to the Vermont Bestg. Corp. in 1939 and later that year, the name was changed to Burlington Daily News Inc. The licensee became WCAX Bestg. Corp. in 1941, and began broadcasting with 1 kw on 620 kc. It now uses 5 kw on that frequency.

KRKO Everett, Wash.—Otto and Bob Leese, broadcasting with 5 w on 360 meters since 1920, received their license in August 1922. In 1924, they were transmitting with 15 w on 1340 kc. Power was increased to 100 w in 1925. Call letters KRKO were adopted in 1935. William R. Taft became principal owner in 1943. The licensee Everett Bestg. Co. was broadcasting with 1 kw on 1380 kc in 1950, and received 5 kw in 1960.

KGy Olympia, Wash.—As a non-commercial station, operated by St. Martin's College in Lacey, Wash., KGy was licensed in April 1922. Archie Taft Sr. and Louis Wasmer bought the station in 1927 and the frequency was changed from 1200 to 1210 kc, sharing time with KTW Seattle. Tom Olsen, present owner, purchased part ownership in KGy in 1939. The station was granted 250 w on 1240 kc in 1940. Power was given its latest increase to 1 kw in 1960.

***KWSC Pullman, Wash.**—Licensed as KFAE to the Washington State U., the station began regular programming on Dec. 10, 1922. The original fre-

quency was 834 kc with 500 w. KFAE was descended from an experimental 5 w radio telephone built in early 1922. The licensed power was 500 w, but the station used only one-half that. Call letters KWSC were established in 1925. Throughout the years the station went through about a dozen changes in frequency. It finally settled on its present 1250 kc in 1941. It broadcasts with 5 kw.

KOL Seattle—Station began as the 10 w KDZE, owned by Rhodes Brothers Co., Seattle department store. About two years later, call letters were changed to KFOA and power increased to 1 kw on 1270 kc. In 1928 Archie Taft Sr., Seattle sporting goods store operator, purchased the station and switched call letters to KOL. In January 1961, license was assigned to Seattle Broadcasting Co. with Archie Taft Jr. as president and general manager. KOL has been on 1300 kc with 5 kw since 1941.

***KTW Seattle, Wash.**—Station has been owned by the First Presbyterian Church of Seattle since its inception. The station began broadcasting in August 1920. In 1925, it was licensed to operate with 1 kw. The station remained with that power until 1960, when it was granted 5 kw. KTW operates on 1250 kc.

KHQ Spokane, Wash.—Louis Wasmer, licensee-owner-manager began operating KHQ from Seattle in 1922. The original station had 50 w. Facilities were moved to Spokane in 1925, and the station began broadcasting with 1 kw. In 1946, the station was purchased by the Chronicle Co. It operates on 590 kc with 5 kw.

KLYK Spokane, Wash.—Started in 1922, KLYK Inc. (The Taft Family) took over the station in 1959. The station is on 1230 kc with 250 w.

KXLY Spokane, Wash.—As a supplementary service of Radio Supply Co., KFDC went on the air on Oct. 16, 1922 with 5 w. The purpose was to promote sales of radio parts. Ed



This was the original Strawbridge and Clothier male quartette on WFI (now WFIL) Philadelphia. Hal Simonds still works for WFIL as an account executive. Mr. Lewis was the first station manager of WFI.



This was the code and voice transmitting equipment of the University of Iowa in 1919. In 1922 station WHAA (now WSUI) Iowa City went on the air with 200 watts.

Craney was the operator. In 1924, the station's call was changed to KFPY. Its power went up to 100 w two years later and its frequency was 1130 kc. In 1927, power was increased to 250 w on 1220 kc, and in 1928 to 500 w on 1390 kc. In 1930, the station went to 1 kw and in a few years to its present 5 kw. In 1947, the call letters were changed to KXLY. It now operates on 920 kc.

KMO Tacoma, Wash.—As a joint venture of the *Tacoma Times* and Love Electric Co., KMO first broadcast in April 1922. The station was taken over by the Tacoma Radio Supply Corp. during the next four years. In 1926, Carl E. Haymond bought the outlet. Mr. Haymond increased the power to 500 w, then in 1954, sold the station to its present licensee, Tacoma Radio Corp. The station operates on 1360 kc.

***WLBL Auburndale, Wis.**—With a 500 w transmitter at Waupaca, WPAH began operation Feb. 5, 1922 on 485 meters. The station was established by the Wisconsin State Dept. of Markets, to broadcast agricultural information to farmers. In 1924, the outlet was moved to Stevens Point and call letters were changed to WLBL. In 1937, the station installed a 5 kw transmitter near Auburndale and began operating on 930 kc. Studios were moved to the Central State Teachers College campus that same year. In 1951 station operation was transferred to the Wisconsin State Radio Council, a statutory body charged with providing statewide educational broadcasting.

KFIZ Fond Du Lac, Wis.—Started in May 1922, station operated with 100 watts in its earlier days. Reporter Printing Co. was licensee in the mid-thirties. Present licensee, KFIZ Broadcasting Co., acquired station in May 1946 and operates it with 250 w on 1450 kc.

***WHA Madison, Wis.**—Under the

supervision of the late Professor Earle M. Terry, the U. of Wisconsin started 9XM in 1917. The station was operating on 485 meters with 500 w in 1921. WHA supplanted 9XM on Jan. 13, 1922, and subsequent frequency and power changes have brought the station to the present 5 kw on 970 kc. The outlet has operated from the same location under the same licensee since its inception.

WISN Milwaukee, Wis.—With call letters WIAO, the station began operation with 100 w on 360 meters. WSOE was adopted in 1924, to identify the licensee, Milwaukee School of Engineering. In 1924 the *Wisconsin News*, Hearst Corp. newspaper in Milwaukee, began part time programming for the station, and a year later took over all programming duties. The outlet increased its power to 500 w on 1110 kc in 1927. It was acquired by the *Wisconsin News* in 1928, and call letters were changed to WISN. The licensee has changed its name to the *Milwaukee Sentinel*, but letters WISN remain. Under early Federal Radio Commission, power was increased to 250 w and time was shared with WHAD, the Marquette U. station. In 1930 the station increased power to 1 kw and continued to share time with WHAD until 1934, when it purchased the WHAD plant and facilities. The outlet was placed on its present 1150 kc with 5 kw in 1941.

The preceding compilation has been made from records of the FCC, FRC, Bureau of Navigation, station reports and files of past issues of BROADCASTING. Since much pioneering in broadcasting occurred before official and complete records were instituted, this listing may be incomplete in certain respects.

W W W W W
W W W W W



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CONSECUTIVE
YEAR IN
THE GREAT
SOUTH BEND,
INDIANA
MARKET!**

5000 Watts . . . The Most powerful in Northern Indiana



First transmitters made mostly by hand

WESTERN ELECTRIC EQUIPMENT USED IN EARLY '20S; OTHERS IN FIELD

Honors for the first commercial broadcast transmitter belong to Western Electric Co., manufacturing arm of the AT&T. The design of the transmitter, a 100 w job, was begun in 1921. By the end of 1922, some 30 radio stations were broadcasting to the American public with WE equipment.

There had been earlier transmitters, but most were what were then called radio-telephone apparatus, generally hand-built or put together by the thousands of amateurs whose imaginations were fired by Marconi's great triumph and by those who had been exposed to radio during World War I.

100 w Transmitter ■ The first WE model, a 100 watter, was installed on the 11th floor of the Engineering Dept. Building on West St., and used for WEAJ New York. The 500-w transmitter, also went up to the 11th floor of the West St. building; this was used for WBAY New York.

By the end of 1922, these stations were using WE transmitters:

WNAC Boston, Shepherd Stores, 100 w; WOR Newark, N. J., L. Bamberger & Co., 500 w; WIP Philadelphia, Gimbel Bros., 500 w; WSB Atlanta, *Atlanta Journal*, 500 w; WMC Memphis, *Memphis Commercial-Appeal*, 500 w; WFAA Dallas, *Dallas News and Journal*, 500 w; WBAP Fort Worth, *Fort Worth Star-Telegram*, 500 w; WDAF Kansas City, *Kansas City Star*, 500 w; WHB Kansas City, Sweeney Automobile School; KSD St. Louis, *St. Louis Dispatch*, 500 w; WOC Davenport (Iowa), Palmer School of Chiropractic, 500 w; WGN Chicago, *Chicago Tribune*, operated in conjunction with The Fair department store, 500 w; WHAS Louisville, *Louisville Courier-Journal*, 500 w; WWJ Detroit, *Detroit News*,

500 w; WCX (now WJR) Detroit, *Detroit Free Press*, 500 w; WHAM Rochester (N. Y.), *Rochester Democrat & Chronicle*, with the radio plant installed in the Eastman School of Music, 100 w; WLAG Minneapolis (on 720 kc) 500 w, formed by eight electrical concerns in that city and WKAQ San Juan, 500 w, Puerto Rico Telephone Co.

Private Broadcasting ■ One WE transmitter was used at New Bedford, Mass., by Col. E. H. Green, son of the renowned first lady of finance of that era, Hetty Green. Col. Green used his broadcast station, WMAF, principally to entertain guests on his estate and for the delectation of the nearby populace. He started with a 100 w transmitter and before the year was up had boosted this to 500 w.

In Philadelphia, the John Wanamaker department store used a WE 500 w transmitter to communicate with its store in New York.

In Jefferson City, Mo., a 500 w WE transmitter, WOS, was owned by the state and used by the State Market Commission to broadcast market news.

In Cleveland, the Union Trust Co. used its WE broadcast transmitter (WAJX) to broadcast stocks, bond, agricultural prices and weather reports.

And in Troy, N. Y., Rensselaer Polytechnic Institute installed a WE 500 w transmitter (now WHAZ) in its Russell Sage Lab.

In Cuba, the Cuban Telephone Co. was using a WE 500 w transmitter broadcasting with call letters PWX.

House Gear ■ There were two other companies in the business of making transmitters in those days, but they made them only for their own stations.

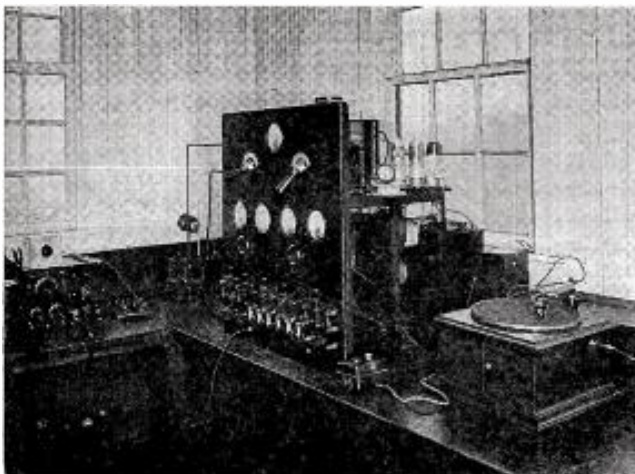
Westinghouse Electric Corp. made transmitters for its owned stations.

These were KDKA Pittsburgh, KYA Chicago, WBZ Springfield and WJZ Newark, N. J. KDKA received the first unit, a 100 w transmitter and jumped to 10 kw in 1923 and finally to 40 kw in 1925. For a time Westinghouse, like the John Wanamaker store in Philadelphia, used its broadcast stations after hours for inter-plant communications but this was discontinued when the Secretary of Commerce objected.

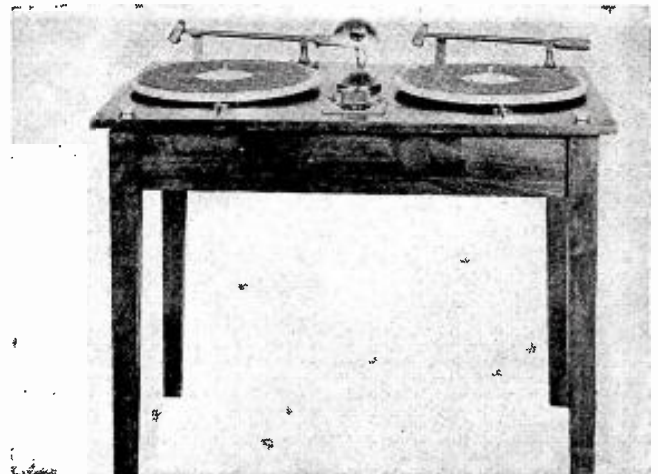
General Electric Co., heavily engaged in manufacturing radio-telephone apparatus for the military services, tailored three of these for its own radio stations—WGY Schenectady, KOA Denver and KGO Oakland, Calif.

RCA began selling station "apparatus" in 1929. The equipment was made by Westinghouse and General Electric but sold through the Radio Corporation. RCA was founded in 1919 by Westinghouse, GE and AT&T. In 1922 it was mainly in the communications business although it did sell tubes and parts, manufactured by Westinghouse and GE, for receivers and stations. In 1930, a year after RCA acquired the Victor Talking Machine Co. plant in Camden, N. J., it began manufacturing and selling transmitters and equipment.

Studio equipment was generally constructed of spare parts and modifications by engineers of the stations. One of the first commercial items in this category came from Gates Radio Co. It was a transcription turntable and resulted from Gates' work in developing non-synchronous talking picture equipment for disc and film. One of the first was supplied to WOI Ames, Iowa; similar units soon went to WEAJ New York, WTAM Cleveland, WLS Chicago, and WLW Cincinnati. Gates was founded in 1922 by Henry C. Gates.



This 100 watt transmitter, manufactured by Westinghouse Electric Corp. in its East Pittsburgh Works, was used by KDKA Pittsburgh when the station first went on the air.



One of the first commercial transcription turntables manufactured especially for radio stations was made by Gates in the early 1920's.

Early radio sponsors few, far between

REAL ESTATE FIRM ON WEAF OFTEN CREDITED WITH FIRST COMMERCIAL

The argument over who was the first radio sponsor may never be settled for there are numerous stations that claim to have broadcast the first commercial account.

It's an argument without solution because there is no central source of carefully kept records. Those who comb station files and libraries in search of the answer often come up with the date Aug. 28, 1922, on WEAF New York, then a 12-day-old outlet owned by AT&T.

That day WEAF broadcast a 10-minute paid commercial for a real estate development, Queensboro Corp., of

graph records.

Until superior documentation is presented, many radio historians prefer to use the WEAF citation as the first paid advertisement broadcast on a regularly scheduled commercial station.

KDKA Pittsburgh describes the Hamilton Music Store, in nearby Wilkinsburg, as the "first radio advertiser." During the 1919 experiments of 8XK, operated for Westinghouse by Dr. Frank Conrad, the Conrad vocal chords took a beating. The music store offered a continuing supply of records to save his voice if he would announce the records could be bought there. "The

Walter Murphy Motors, Owl Drug and General Mills on KFI.

At KLZ Denver the first time sold was in 1920—*Joe Flood, the Singing Butcher Boy*. He interspersed songs and jokes with spot announcements six evenings a week, 7-7:30. Cottrell's Men's Store has sponsored the same news program 31 years.

KMED Medford, Ore., sold time in the early 1920s. The station was shut down while all personnel pounded sidewalks selling time. This happened daily.

KIMN Denver, then KFEL, signed its first sponsor in the 1922-23 season. It was Elitch Gardens, amusement park and botanical spot. Elitch has been on nearly every summer.

In Cedar Rapids ■ The first sponsor of WMT Cedar Rapids, Ia. (then WJAM) was Iowa Electric Light & Power Co. That was in 1922 when the sponsor bought 2½ hours daily for \$100 a month—" \$50 will be in cash," the contract read. Morris Sanford Co., office-book store, has a continuous 30-year record on the station and Killian's Department Store has been on continuously over 30 years. The power company is still on WMT.

The Goldstein-Migel department store has been on the air since the start of WACO Waco, Tex., and has been one of its most consistent advertisers.

Horn & Hardart last year celebrated the 33d anniversary of continuous advertising on WCAU Philadelphia. Hamady Bros. Food Markets, now 18 supermarkets, and Greenley Appliance Stores, a six-unit chain, have been on WFDF Flint, Mich., most of the four decades, along with several realtors. Strawbridge & Clothier department store was the original owner of WFIL Philadelphia, originally WFI.

WGN Chicago started its first commercial program, *The Radio Floor Walker*, in 1928. It featured variety, music and participating spots. There were early complaints about the "constant barrage of advertising."

A gasoline sponsor's successful use of radio had an unusual twist in Toledo, Ohio. This was in 1927 when George B. Storer and his brother-in-law, the late J. Harold Ryan, were building service stations for Speedene gasoline.

Speedene sales were booming, thanks to a cost-cutting device the young proprietors had figured out. They bypassed the cost of trucking gasoline to service stations by building the stations beside railroad sidings and sold two or three cents a gallon under the going retail rate.

Mr. Storer decided to buy some radio



Packards for \$867 were a pre-war luxury. Here is a WKY Oklahoma City musical group which the motor car sponsored. They are: Bobby Howard and Tom Immel, pianos; Ken Wright at the organ and Lee Norton vocalist. Ken Wright is still with the station.

Jackson Heights, N. Y. The sponsor bought other commercials Aug. 29, 30, 31 and Sept. 1, paying \$100 for each 10-minute message.

By late September Tidewater Oil and American Express had joined the list. By its first birthday WEAF had over 30 advertisers. The list included R. H. Macy, American Hard Rubber Co., Metropolitan Life, Haynes autos, Gotham hosiery, Goldwin Picture Corp., I. Miller & Sons, Davega, Browning King, Lily Cup Co. and Corn Products Co.

Which was First? ■ There's a problem of definitions in deciding who broadcast the first commercial. Newspapers, radio shops and others operating early broadcast stations plugged their own names, of course. And there were swap deals with stores for phono-

store promptly found that records played on the air sold better than others," according to KDKA, thus establishing a radio success story.

On West Coast ■ KCBS San Francisco, which traces its experimental emissions back to 1909, lists its first regional sponsor as Sperry Flour Co., which started a five-weekly cooking program on then KQW in 1926. Local merchants had bought time before this time, however. In 1911 Charles David Herrold, of Herrold College, San Jose engineering school, started record broadcasts in the Wiley B. Allen Co. store, playing hit tunes from the store's stock.

The Earle Anthony station in Los Angeles, KFI, started an opera series in 1924 under Standard Oil Co. of California sponsorship. The next year saw

spots on WTAL Toledo. They were effective and he wound up as owner of the 50 w station. Call letters were changed to WSPD, symbolic of the gasoline brand. In the spring of 1928 WSPD was putting out 250 w and became the eighth member of the young CBS network.

That's how Storer Broadcasting Co. began. The next station was WGHP Detroit, which later became WXYZ. The Storer group has kept growing, acquiring more stations and entering larger markets.

Radio-Minded Plumber ■ The first commercial of WIP Philadelphia was on behalf of Hajoca Plumbing Supplies. The sale was made on a Gimbel's department stores sales slip, just like selling a pair of shoes.

WMAQ Chicago, NBC o&o station, recalls its origination of its first commercial network program starting in March 1925. The station presented a series of concerts for Victor Phonograph Co. over an improvised hook of 22 stations. It joined NBC in January 1927, moved to CBS the next September, and back to NBC when acquired by that network.

The details are a bit vague but the message was eloquent when WHAS Louisville signed its first sponsor, a Chicago tobacco firm. The advertiser offered three free cigars for response



Popular sponsored program of the early 1920's was the "Ray-o-Vac Twins" on WJAM Cedar Rapids, forerunner of today's WMT. The "twins" were Ross Wildey (l) and Billy Sheehan.

to his spot announcement. The second week he wired, "For God's sake, quit." WHAS explained, "He was swamped."

56 Hours a Week ■ WHN New York went commercial in 1932, but not very commercial. Then in 1934 Sam Faust, still at WHN, started selling. Adam Hats bought 56 hours a week for a full year in 1934. Afterward it became a regular sponsor for many years. Mr.

Faust's first sale was to Chauteau Martin Wines, a sponsor that has remained on WHN 28 years. He recalls the time a kid named Judy Garland was given a tryout on the WHN *Amateur Hour*. Audience reaction was wild. Judy took it from there.

WWJ Detroit, which made its debut in 1920, acquired a sponsor in February 1922 after the Detroit Symphony had broadcast a concert. "Thereafter, all remaining concerts during the season were broadcast, and the series was sponsored by the Detroit Bank," WWJ recalls. Expressions of appreciation and contributions came from distant areas, including Cuba.

The business side of broadcasting at one station was described this way: "WJAG (Norfolk, Neb.) remained strictly a news and public service projection of the daily newspaper of Gene Huse (*Norfolk Daily News*) until February 1926, when the increasing cost demands of his avocation created a necessity for accepting commercial revenue." Many of the station's records were lost in a flood. Mr. Huse, who died in 1961, had operated experimentally as early as 1912. The first advertiser was Carberry Seed Co., 1926. Eight others were signed in 1927, including Ryal-Miller Chevrolet. Buchanan-Thomas, Omaha agency, was the fourth sponsor signed.

Church Sponsor ■ When WNBH New Bedford, Mass., moved into a flossy hotel suite in 1925 its owner, Irving Vermilya, started looking around for some way to pay the bills. One of the first to agree to buy time was the local Unitarian Church which had been originating a program several years. The program is still on the air. "Advertising snowballed and we balanced the books, and more," Mr. Vermilya said.

The first sponsor on KGW Portland, Ore., was an infantry captain who had a polo saddle for sale. That was in 1925—the first and last commercial for quite a while. The first big client was Standard Oil Co. of California, which paid \$100 a spot for six spots. The first rate card listed spots from \$1 to \$100 a minute, offering a tremendous discount. A florist account has been on since the mid-20s.

Still on KGY Olympia, Wash., is Mottman's Mercantile Co., which started in 1927.

Back in 1924 Earl Glade sold an hour to Salt Lake Knitting Co. for KSL Salt Lake City. The tag was \$60. The outstanding event in the early history of KNBC San Francisco, then KPO, was the payment of \$2,500 to Reinald Werrenrath to sing a performance sponsored by Southern Pacific Railroad. Hale Bros. department store once owned KPO but early records indicate no attempt was made to publicize this ownership.

talk about total reach!

It takes a big station with big reach to wrap up the big Cincinnati market—a market busting at the seams and spilling over into more and more counties every year. Your H-R salesman will show you that big WCKY tents the market like a cover, reaching over 4,000,000 homes in 16 States at a pennies-per-thousand cost! Nielsen and SRDS prove that no other station delivers so many homes for so few dollars.

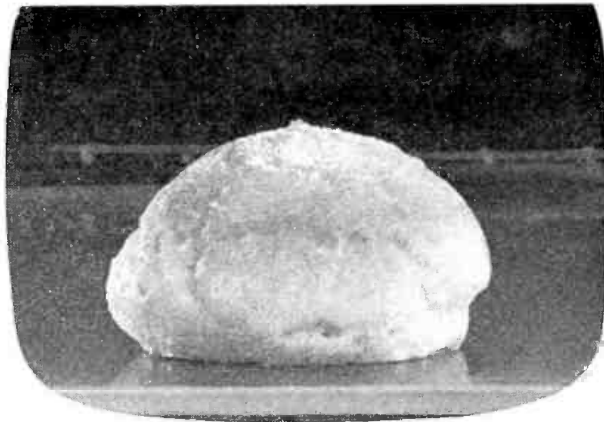
wcky • radio

50,000 WATTS • CINCINNATI

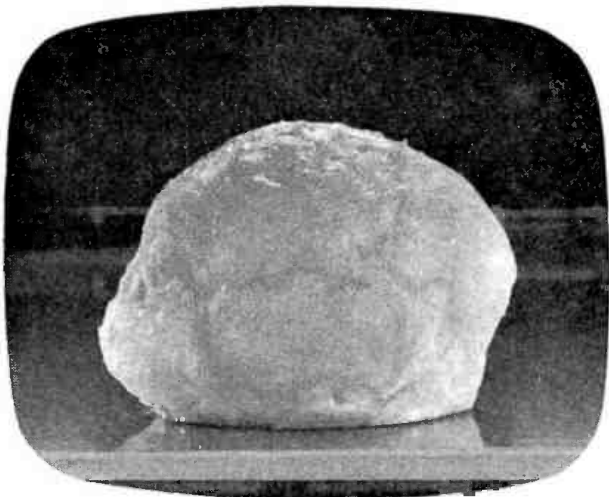
LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida



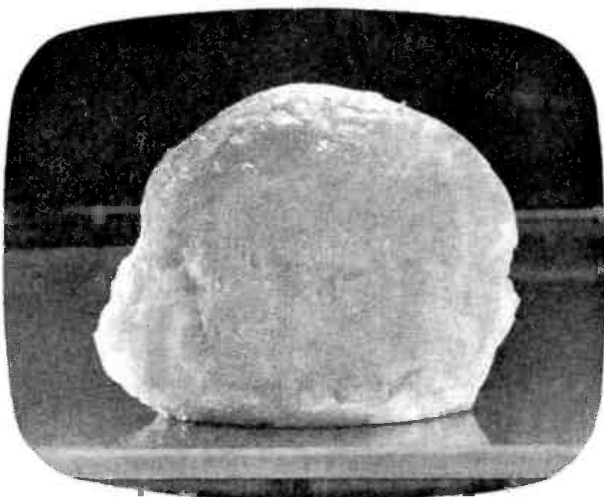
Right before your eyes . . .



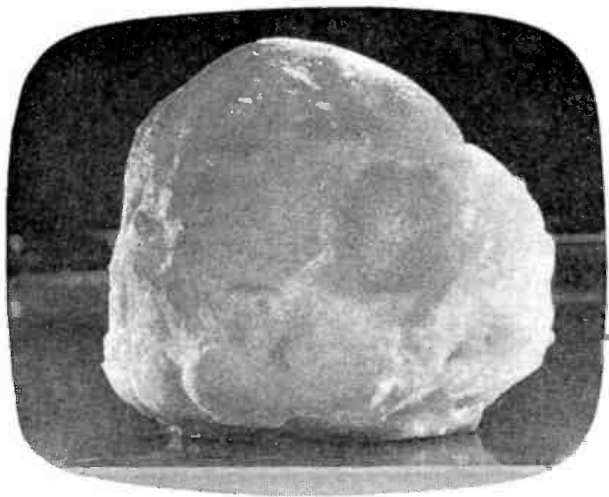
UP . . .



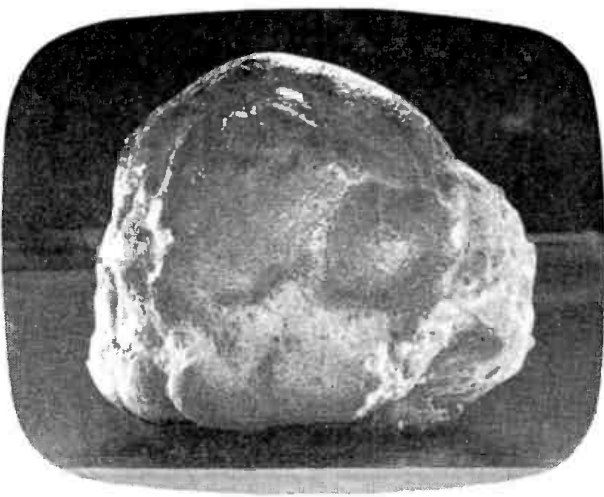
UP . . .



UP . . .



UP . . .



UP . . .

film does the unusual . . .

ink of it! A front-row seat in a baking oven! Right before your eyes, mounds of dough puff up . . . and up . . . into tender, golden rolls—lovely, luscious, ready-to-eat—all in brief seconds!

Magic? Yes, the magic of time-lapse photography—magic that ticks minutes into seconds—the magic that's film!

But that's only part of the story! Only part of the reason why so many advertisers are using film. For film gives the optical effects you must have . . . gives commercials—crisp, vivid, exciting—the way

you want them—and when!

What's more, film assures you the convenience, coverage and penetration that today's total marketing requires. For more 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 Drive, Chicago 1, Ill.

West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, Calif.

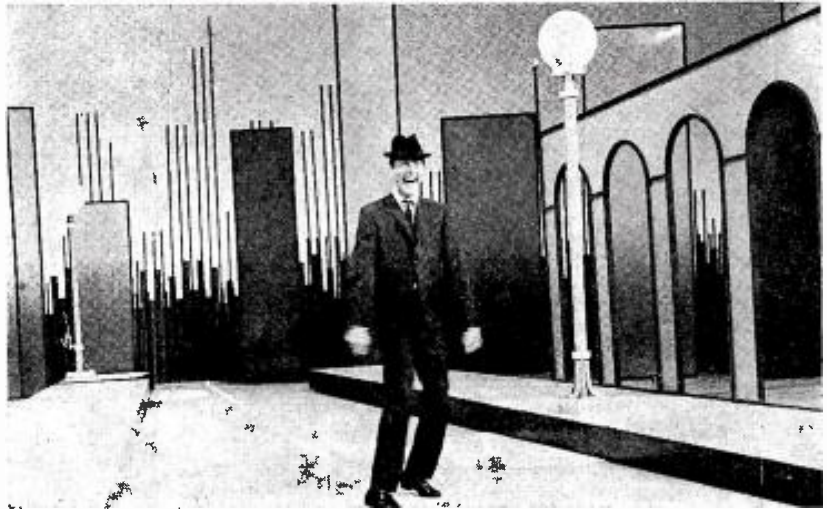
or **W. J. German, Inc.** Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

Modern settings to reflect modern times

If the sets on the Andy Williams Special on NBC-TV May 4 looked different, it's because they were. Edward S. Stephenson, art director and associate producer for Armanco Productions, used Filon as the basic element of design for virtually all of the sets used in the hour-long color-cast.

"I'm a firm believer in using contemporary materials to set the moods of contemporary life," the art director who won an Emmy for his set designs for the first Fred Astaire Special observed. "Scenery should be an element of the complete mood, never just a background. In fact, the main set became very nearly a part of Dick Van Dyke during his featured pantomime."

With an ever increasing number of tv programs broadcast in color while the great majority of tv viewers still see them in monochrome, "the trick is to find a material that will not only look great in color, but one that will lend it-



self easily to black-and-white adaptation," Mr. Stephenson said. He anticipates widespread set design use of translucent fiberglass products like Filon, which comes in 20 colors and "lets as much light through as the designer desires, depending on the

color chosen and the director's use of lighting."

Filon is rigid, easily cut to shape, lightweight, highly fire resistant and does not have to be framed for storage, according to its maker, Filon Corp., Hawthorne, Calif.

Cellomatic to enter live syndication

The entry of the Cellomatic Division of Screen Gems into the field of live programming syndication was announced last week by Tom Howell, vice president.

Mr. Howell said that stations equipped with the Cellomatic animation projector will be provided with programming formats and graphic arts packages that can be used as complete program units or as sections to be inserted within live programs the outlets already are presenting. At first, Cellomatic will supply formats for children's programs. Lumpy Brannun, script writer and character actor on the *Captain Kangaroo* series, will be in charge of children's program development for Cellomatic. In the developmental stage is a program package for a half-hour women's service program, Mr. Howell added.

'Steve Allen Show' announced by WBC

Westinghouse Broadcasting Co. has announced that it will produce the 90-minute *Steve Allen Show*, (originating in Los Angeles and seen on tape, Mon.-Fri.) starting June 25.

The series will begin when *PM* is discontinued (BROADCASTING, May 8). The new series will be seen, as is *PM*, on five

WBC tv stations and will be syndicated in other markets. As a late-night offering, *Steve Allen Show* will be slotted at 11:15 p.m.-12:45 a.m. Mr. Allen said some popular features of his old *Tonight* show will be revived and other entertainment-variety ideas tested. Technical facilities will be supplied by Glenn-Armistead Inc., Hollywood.

Westinghouse has announced another new series, this one for its six radio stations and ultimately for syndication, titled *Impressions: South America*, featuring syndicated newspaper columnist John Crosby. The series consists of 20 radio essays, written and delivered by Mr. Crosby, based on his recent visit to South America.

Kerman indicted for fraud

Arthur Kerman, president of Governor Television Attractions and National Television Representatives Inc., New York tv film distribution companies, was indicted for fraud last week by a New York grand jury. He is accused of swindling a New York factoring company of \$289,000. Assistant District Attorney Norman Ostrow said Mr. Kerman obtained money from Cambridge Factors, New York, by claiming he had contracts for films with various tv stations, but it was found that some of the contracts were "frauds."

NBC tells about 'gift' to program interviewee

NBC has rebutted a Newburgh, N. Y., city official's claim that a former Newburgh welfare recipient was paid to "act" on an NBC-TV presentation treating the city's publicized policy on welfare payments.

The network said the charges by Newburgh City Manager Joseph Mitchell are the latest of his accusations against the NBC program which reported on the welfare situation in Newburgh. NBC's explanation of the charge that it paid a Newburgh laborer, Thomas H. Weygant, "to act" on the program, was that "an NBC production representative gave him \$50 out of sympathy for his plight," and that the gift was made after Mr. Weygant's interview.

NBC claims its own investigation of the Newburgh situation since the Jan. 28 broadcast of the disputed program, "NBC White Paper No. 9," confirms that the program was "an objective report of what NBC found in its investigation of Newburgh's policies."

Film sales...

Hanna-Barbera Cartoons (Screen Gems): Sold to WBZ-TV Boston; WJZ-TV Baltimore; KPIX (TV) San Francisco; WXYZ-TV Detroit; WEWS (TV) Cleveland; WDAF-TV Kansas City;

Columbus, Ohio; KCPX-TV Salt Lake City; WNDU-TV South Bend, Ind.; KGMB-TV Honolulu; and WTVW (TV) Evansville, Ind. now in 19 markets.

Post-'48 Columbia Features (Screen Gems): Sold to WBZ-TV Boston; WWL-TV New Orleans; KETV (TV) Omaha, Neb., and WNDU-TV South Bend, Ind. Now in 79 markets.

The Lone Ranger (Telesynd): Sold to KHJ-TV Los Angeles; WKBT-TV La Crosse, Wis., and WTTG (TV) Washington. Now in 50 markets.

Flying Doctor (Tv Marketeers): Sold to KCOP (TV) Los Angeles. Now in 30 markets.

27 Blue Chips (package of 27 feature movies made in the late 1950's) (M&A Alexander Productions): Sold to WTOP-TV Washington, D. C.; KFYR-TV Bismarck, N. D.; KBOI-TV Boise, Idaho; KBAK-TV Bakersfield, Calif.

True Adventure (Teledynamics Corp. and Bill Burrud Enterprises): Sold to WGN-TV Chicago and to J. A. La-Pointe Films, Montreal, Canada, which obtains rights in all French-speaking countries of the world. Now in 22 markets.

Program notes...

SG's record earnings ■ Screen Gems Inc. reports record earnings for the first nine months of the fiscal year, which began July 1, 1961, with net profit (after taxes) amounting to \$2,443,264 as against \$1,739,196 for the previous corresponding period. This is equal to 96 cents a share for the current period, as compared with 72 cents a share for the nine months ended April 1, 1961. SG noted that third quarter earnings were \$1,055,509, equal to 42 cents a share for "the highest single quarter in Screen Gems' history."

Programatic subscribers ■ Five radio stations have become subscribers to Programatic Broadcasting Service's new O-Vation music programs. Stations are WJAC Johnstown and WGET Gettysburg, both Pennsylvania; KMAC San Antonio, KMOD Midland, both Texas, and WPBI (FM) Danville, Ill.

NBC-TV signs ■ Arthur Godfrey, who has been a CBS personality for almost 30 years, has been signed by NBC-TV as program host on the *Tonight* show during the week of Sept. 24-28 (11:15 p.m.-1 a.m. EDT), according to producer Perry Cross (CLOSED CIRCUIT, May 7). This will be the first time Mr. Godfrey has appeared on a regular NBC-TV series.

Series offered ■ A new tv series, star-

ring Hans Conreid, is being released to subscriber-stations of Television Affiliates Corp. (TAC), beginning tomorrow (May 15). The series, *Great Voices from Great Books*, was produced by WBKB (TV) Chicago.

'Patty Duke' pilot ■ Ziv-United Artists announces that a pilot for a situation tv comedy series, spotlighting Patty Duke, star of *The Miracle Worker* play and motion picture, will be filmed in New York shortly. In line with Ziv-UA's recently announced policy, *The Patty Duke Show* will be produced by an independent producer for Ziv-UA distribution.

Make honor role ■ Three television programs were honored with blue ribbons by the American Film Festival in New York last week. They were: *The Twentieth Century* for "The Burma Surgeon Today," produced by CBS News; *Project 20*, for "The Real West," produced by NBC News, and *Casals Master Class: Program 17. Dvorak*, produced by the National Educational Television & Radio Center.

Films acquired ■ WCBS-TV New York has acquired 23 feature films from Show Corp., according to Norman E. Walt Jr., vice president and general manager of the station. The complete package was originally released theatrically between 1956 and 1961, and all will be the first runs on tv. Included are "Two Way Stretch" (Peter Sellers); "Stage Struck" (Henry Fonda), and Norman Mailer's "The Naked and the Dead" (Raymond Massey, Joey Bishop, Cliff Robertson).

Economy Run ■ KFBB Great Falls, Mont., program director Ron Moore will give a behind-the-wheel report of the 2,200 mile Montana Economy Run to prove the effectiveness of the new Chevy II automobile. Mr. Moore will give beeper reports from various stops along the trip.

Earnings up ■ Seven Arts Production Ltd. announced last week that earnings for the fiscal year ended last Jan. 31 amounted to \$1,100,555 after taxes, as compared with a loss of \$1,090,212 for



WGN-TV CITES CONTAGIOUS COLOR ENTHUSIASM IN CHICAGO MARKET

Ben Berentson, WGN-TV Station Manager: "Enthusiasm and interest in Color TV is growing and spreading every day. To meet this great opportunity and exciting challenge, we've planned over 1600 Color hours this year, and we foresee a major break-through in Color sales to advertisers in '63." Color TV has big opportunities for you, too. Find out about them today from: J. K. Sauter, RCA, 600 North Sherman Drive, Indianapolis 1, Indiana, Telephone: ME 6-5311.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT):

NBC-TV:

May 14-18, 21-23 (6-6:30 a.m.) Continental Classroom, probability and statistics.

May 14-18, 21-23 (6:30-7 a.m.) Continental Classroom, American government.

May 14-18, 21-23 (10:30-11 a.m.) Play Your Hunch, part.

May 14-18, 21-23 (11-11:30 a.m.) The Price Is Right, part.

May 14-18, 21-23 (12-12:30 p.m.) Your First Impression, part.

May 14-18, 21-23 (2-2:25 p.m.) Jan Murray Show, part.

May 14-18, 21-23 (11:15 p.m.-1 a.m.) Tonight, part.

May 14, 21 (8:30-9 p.m.) The Price Is Right, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

May 15, 22 (7:30-8:30 p.m.) Laramie, part.
May 16, 23 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.

May 16, 23 (10-10:30 p.m.) Bob Newhart Show, Sealtest through N. W. Ayer; Beech-Nut through Young & Rubicam.

May 16, 23 (10:30-11 p.m.) David Brinkley's Journal, Douglas Fir Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.

May 17 (10-11 p.m.) Sing Along With Mitch, Ballantine through William Esty; Puick through Burnett; R. J. Reynolds through Esty.

May 19 (9:30-10 a.m.) Pip the Piper, General Mills through Dancer-Fitzgerald-Sample.

May 19 (10-10:30 a.m.) Shari Lewis Show, Nabisco through Kenyon & Eckhardt.

May 19 (10:30-11 a.m.) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.

May 19 (7:30-8:30 p.m.) Tales of Wells Fargo, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.

May 19 (9-11 p.m.) Saturday Night at the Movies, part.

May 20 (5-5:30 p.m.) Patterns in Music, sust.

May 20 (6-6:30 p.m.) Meet the Press, co-op.

May 20 (7-7:30 p.m.) Bullwinkle, part.

May 20 (7:30-8:30 p.m.) Walt Disney's Wonderful World of Color, Kodak and RCA through J. Walter Thompson.

May 20 (9-10 p.m.) Bonanza, Chevrolet through Campbell-Ewald.

May 20 (10-11 p.m.) DuPont Show of the Week, DuPont through BBDO.

May 23 (8:30-9 p.m.) Joey Bishop Show, American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

the previous fiscal year. The announcement of earnings was made in a letter to shareholders by David B. Stillman, president, who pointed out that complete financial details will be revealed

in the company's annual report to be released in June.

Derby rights ■ CBS-TV has received exclusive television rights to the Kentucky Derby for the next four years.

The Derby has been telecast by CBS since 1948. First live coverage of the race from Churchill Downs in Louisville was presented in May 1952 by the network.

EQUIPMENT & ENGINEERING

SOME PROBLEMS OF SATELLITE TV

It can be made practical — with work, U.S. experts say

Direct television broadcasting to home receivers via satellite may be possible, but there are a lot of problems to be overcome before it can become practicable. This was the message given at the Second International Television Symposium at Montreux, Switzerland, by Edgar T. Martin and George Jacobs of the U. S. Information Agency's Broadcasting Service.

Aside from the fact that many countries have differing standards for tv reception the authors feel that there are formidable technical problems that must be solved before high quality broadcasting from space satellites can

be considered.

The most satisfactory orbit for direct satellite-to-home receiver telecasting is the synchronous, 24-hour equatorial orbit, they maintain. The synchronous satellite—placed 22,300 miles above the earth with its orbit around the earth the same as the earth's rotation, thus maintaining the satellite above the earth in a fixed position—is most satisfactory because it permits uninterrupted transmission through the entire day and does not require complex tracking antennas for receiving. Three such satellites would cover the entire earth.

Among the problems: need for high

capacity power supplies and system components that will operate over a long period of time; development of precise stabilization and orientation methods to maintain the satellite's antenna pointing toward the area it is intended to serve; use of vhf and uhf television bands already heavily assigned throughout most of the world, or the use of higher frequencies for which new home receiving equipment must be developed.

The authors also discussed power and antenna requirements for this type of telecasting.

Jenfred develops slide-motion machine

A new multi-motored multi-lens machine, the Jenfred Threplex, which can project nine slides simultaneously to produce moving picture effects entirely from stills has been developed by Jenfred Inc., New York.

A demonstration film previewed in New York last week showed effects created by the new machine during its experimental stage for Norelco Shaver commercials, the *Kate Smith Program*, *American Heritage Show* and *Life Magazine*.

The effects are photographed at 24 frames per second continuously in one take, thus producing a final positive or negative at first shooting, according to Claude and Grace Frederick, owners of Jenfred and inventors of the machine.

The film illustrated the Threplex cre-

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ation of illusion of the shaver heads appearing and separating on the Norelco Shaver commercial; show signature on the *Kate Smith Show* of the moon coming over the mountain; animation of storm clouds, lightning and sunset on *American Heritage Show*; and a motion picture film giving animated action to still color transparencies for *Life* magazine.

Sylvania to resume color production

Sylvania Electric Products Inc., New York, is resuming production of color tv picture tubes.

The company, which previously produced and marketed color tubes from 1953 to 1957, will have a 21-inch round glass tube available in 1963, according to Gene K. Beare, president of Sylvania. The tubes will be made at Seneca Falls, N. Y., headquarters of Sylvania picture tube operations.

"Engineering and marketing studies we have conducted over the past several months show the color tv market now is expanding, and that this is the time for us to enter the field," Mr. Beare said. "We already are manufacturing a line of receiving tubes for color tv chassis and are developing additional tubes."

Last month Zenith Radio Corp. announced it will begin producing color tv tubes in early 1963. RCA, in recent years the only manufacturer of color tubes, also announced last month that it is developing a new color tube with a neck six inches shorter than those of present tubes (BROADCASTING, April 23).

Technical topics...

Fm with help of tv ■ With the addition of a small piece of electronic filtering equipment, a tv antenna can now also provide simultaneous reception for an fm receiver, according to Walter Goodman, manager, Distributor Sales Div. of Jerrold Electronics Corp. The new Antenna Splitter, Model TX-FM, permits reception from a common antenna for both tv and fm sets, without interference or loss of signal.

New video alignment tape ■ Development of a new monochrome video alignment tape for use in evaluating the performance of quadruplex tv tape recorders was announced last week by the RCA Broadcast & Communications Products Div., Camden, N. J. The tape, wound on an eight-inch reel, contains five minutes of multi-purpose test signal.

Best awarded ■ The EMI/US exhibit at the convention of Society of Motion Picture & Television Engineers in Los Angeles, April 30-May 4, was awarded a plaque by SMPTE officials as the best

of the 50 company exhibits that occupied 72 booths.

Tape cartridges ■ Two new models of continuous tape cartridges, compatible with all current models of continuous cartridge playback equipment, have been introduced by Sound Corp. of America, Silver Spring, Md. SCA Model S (\$2.25) is specifically designed for broadcasting, message repeaters, audio and visual display devices and language equipment. SCA Model L (\$6) is designed for background music, data retrieval or where longer tape lengths are required.

Velocity calibrator ■ Tel-Instrument Electronics Corp., Carlstadt, N. J., has announced the availability of a new portable velocity pickup calibrator. Model 510, designed to recheck the calibration of velocity pickup transducers, is particularly useful for field checking because of its portability. The shaker driving coil vibrates both a table on which the pickup under test is mounted and an internal standard velocity pickup. More information can be obtained by writing to E. W. Brinkerhoff, sales manager, Dept. X-2, Tel Instrument Electric Corp., 728 Garden St., Carlstadt, N. J.

Storage tube system ■ Image Instruments Inc., Newton, Mass., announces the availability of its new Model 206 Electrostore, recording storage tube system. Operating at standard EIA television scanning rates, the unit stores and instantly reads out for repeated display a single television frame. It connects directly into a video line to receive composite television signals at standard amplitude and polarity. Dimensions: 77 inches high, 22 inches wide and 24 inches deep. Weight: 520 pounds. Power requirements: 105-125 volts, 60 cycle AC, 1.1kw. Price: \$16,000. Delivery: 60 days after receipt of order.

Tv, radio production, sales up, reports EIA

Television and radio production and distributor sales for the first three months of this year were ahead of the same period last year. Included in the increases were uhf tv receivers and fm radios.

First quarter totals, as announced by Electronic Industries Assn. last week:

Period	PRODUCTION	
	Tv	Radio
Jan.-March 1962	1,689,614*	4,625,844**
Jan.-March 1961	1,309,811	3,589,154
	DISTRIBUTOR SALES	
Jan.-March 1962	1,567,987	2,177,998
Jan.-March 1961	1,332,872	1,965,094

* Includes 134,647 tv receivers with uhf compared to 71,324 in previous year's period.

** Includes 1,618,331 auto radios and 241,736 fm radios compared to 1961 period's 1,079,336 auto radios and 166,822 fm radios.

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Tv gains throughout the world—USIA

AGENCY ISSUES REPORT ON WORLD-WIDE TV DEVELOPMENTS OF 1961

The television industry abroad is continuing to show tremendous vitality, expanding in size and scope and taking on a new dimension of importance in international politics.

This is the import of a review by the U.S. Information Agency of overseas television developments in 1961, which shows that 55 million sets are in use, receiving programs from more than 2,000 stations.

The report, which excluded the U.S. and Canada and U.S. Armed Forces television stations overseas, said that the number of sets had increased since 1960 by 9 million (to 44.5 million) in the non-Communist world, and 2 million, to 9.5 million, in Iron Curtain countries.

At the same time, 442 stations went on the air in non-Communist countries, boosting the total to 1,666. In the Communist bloc, 117 new stations brought the total there to 381.

Amid the welter of statistics compiled from countries all over the world is a cautionary note from USIA that the

sources of its information may not always be reliable. But as a yardstick against which foreign television growth could be measured, the report recalls that in 1951, foreign tv consisted of 28 stations and some 1 million receivers.

Four New Tv Countries — By the end of 1961, 66 countries had television, four more than in 1960. The newcomers are Ireland, Albania, Kuwait and the Syrian Arab Republic.

In Western Europe, where 30 million sets are in use, The Netherlands was reported to have joined the "million-set circle," along with the United Kingdom (12 million), West Germany (5.9 million), Italy (3 million), France (2.8 million) and Sweden (1.4 million).

In the Far East, Japan continues to stand out, with more than 8½ million of the region's 10.2 million sets. Of the 2½ million new sets in the Far East, almost 2 million were purchased in Japan.

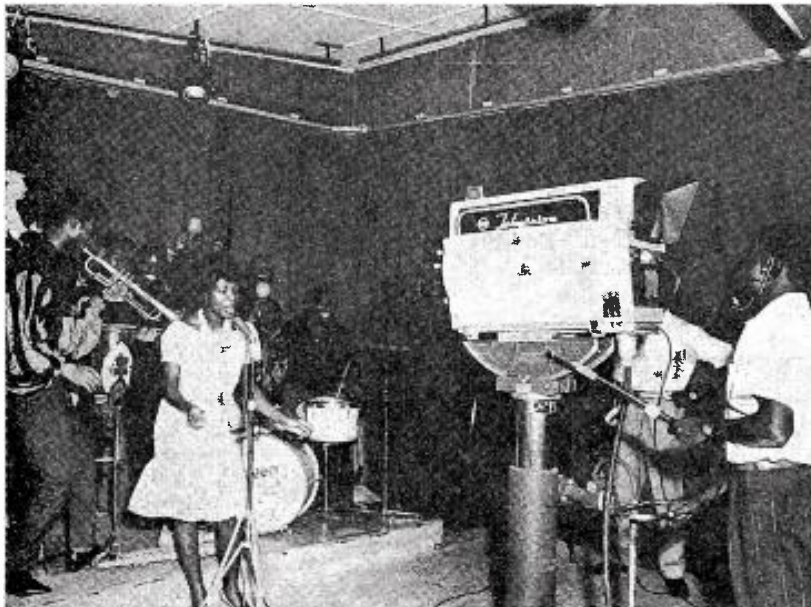
In Latin America, sets in use reached 4½ million, an increase of about 1 million. Small increases were reported

in the Near East and in Africa.

The Soviet Union, according to the report, had 6 million sets, 1 million more than in 1960, receiving programs from 198 stations, an increase of 28. At the same time, work proceeded on a project to connect tv centers by cable or radio-relay lines. By the end of 1961, 43 areas of the country were able to tune in to Moscow television. Under construction is a 3,000-mile link between Moscow and Kazakhstan.

East German Propaganda — The report also indicated that as tv developed during the year, it tended to reflect East-West tensions. For example, East Germany, considered the leading Communist satellite nation in television development, was said to have stepped up the anti-Western propaganda content of its tv programs. These programs were said to be reaching a widening audience in West Germany at the same time that the East German regime was cracking down on its citizens who watched West German television programs.

But there was also a friendlier aspect



NBC team helping start Nigerian tv network

The new Nigerian Television Service, inaugurated in April and now receiving assistance from an NBC International team of technicians, is well on its way to self operation, J. Robert Myers, managing director of the team, said last week.

NBC International has a five-year contract with the Nigerian government to train Nigerian citizens. The team consists of 16 technicians from the U. S., Australia, England and Canada.

Mr. Myers, in New York to at-

tend the first annual sales meeting of the company, said the African country is currently programming 1½ hours of live shows a week. He added that the objective of the network and the team is to air five hours of programming, 30% to 40% live, in five years. The plans are to staff the network with 150 Nigerians.

Construction of fully equipped air conditioned facilities, including two studios, is scheduled to be complete by October, Mr. Myers said. He said Nigeria has a capital investment of \$2 million in the network.

Among the live shows currently televised by the network are the Bobby Benson Show (see picture), a musical variety program; *Meet the Ministers*, an interview program fashioned after *Meet the Press*, and children's shows.

At the NBC International sales meeting, Alfred R. Stern, vice president, NBC Enterprises, said visiting representatives are screening new products to be included in an inventory of some 60 tv series for the international market. The roster of available shows for overseas distribution reflects a steady increase in news and public affairs programming, he added.

to East-West television. Eurovision, the network linking 17 West European countries, was connected with Intervision, the East European network, for coverage of the receptions of Soviet cosmonauts Gagarin and Titov and the May Day parade from Moscow.

There were also bilateral exchanges between the United Kingdom and the Soviet Union. The ceremony of "Trooping the Colour" for the Queen and the British Trade Fair in Moscow and the Soviet State Fair in London were reciprocally televised.

A similar link was established between U.S.S.R. and Italy to permit live coverage in Italy of Prime Minister Fanfani's visit to Moscow.

Interest in Etv ■ In addition, 1961 witnessed "a great upsurge of interest in educational television" among all the countries of the world, the report said. Educational organizations, foundations and such international bodies as UNESCO and the European Broadcasting Union were said to have intensified efforts to use television to expand education.

The First International Conference of Radio & Television Organizations on School Broadcasting was held in Rome, in December, to find ways of coordinating and improving etv efforts. The conference was sponsored by the Italian Radio & Television Organization, under the auspices of the European Broadcasting Union, and was attended by 179 delegates and 48 observers from 64 countries.

Along with the proliferation of sets in Europe, more television systems there were becoming financial successes. West Germany and Italy added second programs, and the former is planning a third. And Austria's semi-commercial tv service became solvent as the number of sets in the country reached 300,000. In France, a long-awaited second network is expected to be in operation by the end of 1963.

In some countries, television expanded despite restrictive government actions. In Brazil, for example, former President Quadros cancelled all operating permits granted by his predecessor, an action that affected some 70 companies, on the ground that the licenses had not been properly granted. The government also issued decrees affecting programming and requiring that all radio and tv scripts be submitted for censorship.

Despite these actions, 30 stations were reaching 60% of the nation's population, another 10 were under construction, and many other channels had been allocated. In all, 1,600,000 sets were said to be in use, providing service for 6,700,000 persons.

Television in Cuba, however, ap-

peared to have suffered a setback. The report indicates that country had 400,000 sets in operation in 1961 as against 500,000 a year earlier. And instead of six networks servicing 24 stations, as in pre-Castro days, there are now two government-controlled chains totalling 15 stations.

Japan, meanwhile, was reported preparing to enter space-age communications in partnership with the U.S. to provide international live coverage of the 1964 Olympic Games, to be held in Tokyo.

Summer relief seen on Canadian content

Canadian television stations, required as of last April 1 to program 55% Canadian content, are to get some relief for the summer. The Board of Broadcast Governors will hold hearings May 29 on an amendment to require only 45% Canadian content between May 27 and Oct. 13.

BBG said new tv stations, especially second tv stations in eight Canadian markets, are not making satisfactory financial progress.

BBG feels that "it is preferable to achieve the desired results by temporary amendment of the regulations rather than by the exercise of administrative discretion."

BBG also has announced that British Commonwealth programs can count for 100% Canadian content up to 28 hours in a four-week period, and for 50%

thereafter, but not for more than one-third of program time. French-language programs produced outside Canada will continue to count for 50% Canadian content.

Programs produced outside Canada in other than Commonwealth or French-language countries and requiring dubbing in French or English in Canadian production centers will count for 25% Canadian program content.

Mutual ■ The ruling on Commonwealth programs is a reciprocity move since Canadian programs in Great Britain count for 100% British program content.

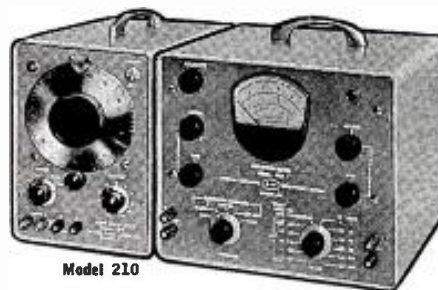
Advertisers who sponsor Canadian productions will receive a bonus in advertising time, the BBG announced at Ottawa late in April. Such advertisers will receive an extra 60 seconds of advertising time per half-hour program. The commercial time allowance is boosted from 5 minutes 15 seconds to 6 minutes 15 seconds for a half-hour sponsored program, with proportionate increases for longer programs.

Canadian tv broadcasters have objected to proposed regulations to require 45% Canadian program content from 6 p.m. to midnight effective October 1962, and 55% effective October 1963 (BROADCASTING, April 9). BBG "was impressed with the argument that setting a minimum of 45% or 55% for any period of the day would too greatly restrict the flexibility of program scheduling which station operators require and could defeat the purposes intended."

New!



INSTRUMENTS for AUDIO MEASUREMENTS



Model 210

Model 410

MODEL 410 DISTORTION METER

- Measures audio distortion, noise level and AC voltages • Also a versatile vacuum tube voltmeter.
- Distortion levels as low as .1% can be measured on fundamental frequencies from 20 to 20,000 cps, indicates harmonics up to 100,000 cps • Distortion measurements can be made on signal levels of .1 volt to 30 volts rms • The vacuum tube voltmeter

provides an accuracy of $\pm 5\%$ over a frequency range from 20 cps to 200 KC. For noise and db measurements, the instrument is calibrated in 1 db steps from 0 db to -15 db, the built-in attenuator provides additional ranges from -60 db to +50 db in 10 db steps.

MODEL 210 AUDIO OSCILLATOR

- Provides a sine wave signal from 10 cps to 100 kc • Output level within ± 1 db when working into 600 ohms (reference 5 kc) • Power output, variable to above 150 mw • Hum and noise, -70

db at 5 volts output • Distortion is less than .2% at 5 volts output from 50 to 20,000 cps, slightly higher at higher output and frequency extremes.

These instruments are supplied with many B.C. station installations for FCC Proof-of Performance tests.

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BROADCAST ADVERTISING



Mr. Salembier

David John Salembier and **Gilbert C. McDonald** elected vps of Young & Rubicam, New York. Mr. Salembier joined Y&R in 1935. He has been member of contact department since 1947 and was made account supervisor in 1961. Mr. McDonald joined agency in 1938; was named account executive in 1944, and account supervisor in 1961.



Mr. MacDonald

Amos H. Griffin, director of marketing, fibers division, Eastman Chemical Products, subsidiary of Eastman Kodak Co., New York, elected vp. Mr. Griffin, formerly associated with Burlington Industries, joined Eastman in 1956 as director of merchandising. He was promoted to his present position in January of this year.

Charles R. Stuart Jr., advertising manager of Bank of America, and **King Harris**, executive vp of Fletcher Richards, Calkins & Holden, elected president and vp, respectively, of San Francisco Advertising Club. Mr. Stuart, who was 1961-62 Ad Club vp, succeeds **A. James McCollum**.

Stanley Waldman, midwest regional advertising administrator, Waste King Corp., Los Angeles, manufacturers of Waste King Universal domestic and commercial garbage disposers, dishwashers etc., appointed assistant to vp

for sales of corporation's commercial food service equipment division. Mr. Waldman will assist in overall marketing, field sales and customer relations programs, and will serve in liaison capacity with other commercial division departments.

Edwin Benedict, account executive, McCann-Marschalk, New York, elected vp.

John T. Bruce, national account marketing executive, D'Arcy Adv., joins Geyer, Morey, Madden & Ballard as manager of agency's Portland, Ore., office. He replaces **Robert J. Livingston**, who now manages GMM&B's Omaha office.

George Irwin, account executive, Wade Adv., Los Angeles, joins Eisaman, Johns & Laws, that city, in similar capacity.

Bernard Sloan, associate creative director, Compton Adv., Chicago, joins Leo Burnett Co., that city, as tv copy supervisor.



Mr. Allen

Christy T. Allen, vp and management supervisor, BBDO, San Francisco, named manager of southwestern regional operations. He will handle his new assignment from BBDO's Dallas office. Mr. Allen joined agency in 1948 after working with Compton Adv. and A. C. Nielsen Co.

Howard E. Rieder, advertising manager, Thomas Organ Co., Sepulveda, Calif., named director of advertising, sales promotion and pr for Thomas

Eastern Region officers

Harold L. McClinton, president, Reach, McClinton & Co., elected chairman of Eastern Region of American Assn. of Advertising Agencies. Other officers elected: **Arthur C. Fatt**, board chairman and treasurer, Grey Adv., vice chairman; and **Stanley J. Keyes Jr.**, board chairman, Adams & Keyes, secretary-treasurer. Governors: **William Bernbach**, president, Doyle Dane Bernbach; **Thomas H. Lane**, senior vp, Lennen & Newell; **Fred T. Leighty**, administrative vp and secretary, Dancer-Fitzgerald-Sample, and **John Peace**, president, William Esty Co. All are of New York City.

Also serving on region board as governors *ex officio* will be chairman of five local councils in region.

Organ Co. and its parent corporation, Pacific Mercury Electronics. Mr. Rieder joined Thomas six years ago from J. W. Raymond Adv., Los Angeles, where he served as copy-contact and media assistant.

Jack Partington, tv-radio producer, Sullivan, Stauffer, Colwell & Bayles, New York, joins tv-radio department of Fletcher Richards, Calkins & Holden, that city, as writer-producer.



Mr. Tinney

Joseph L. Tinney, free-lance director and producer with Hollywood motion picture studios, appointed manager of commercial production for Colgate - Palmolive Co., New York. In newly created position, Mr. Tinney will provide counsel and assistance to all divisional product managers in all phases of tv commercial production. Mr. Tinney was formerly with William Esty Co. and Dancer-Fitzgerald-Sample.

Edwin W. Ebel, vp-advertising services, General Foods Corp. and member of board of directors of The Advertising Council, elected chairman of Ad Council's radio-tv committee.

Bruce Doll, former media director in BBDO's Los Angeles office, and for past 13 months with agency's New York media department, returns to Los Angeles in similar capacity. **Gordon Dunn** appointed director of BBDO's Los Angeles marketing and research departments.

4A's chief executive, Frederic R. Gamble, retires

Frederic R. Gamble retired last week (May 7) as president of the American Assn. of Advertising Agencies after 33 years with the organization. Mr. Gamble joined the 4As as executive secretary in 1929 following his graduation from Oxford U., which he attended as a Rhodes Scholar, and after six years in private business. He was named managing director in 1940 and elected president in 1944.

In 1929, when Mr. Gamble joined the association, it had 134 member agencies and 23 people on its staff. Today, there are 340 4A member agencies and the association has a staff of 62 and two regional offices. Total volume of 4A agencies, in this



Mr. Gamble



Mr. Crichton

period, rose from \$322 million annually to about \$4 billion.

Mr. Gamble was succeeded as AAAA president by **John Crichton**, editor of *Advertising Age*. His term of office is for two years, extending through the association's annual meeting in 1964.



Mr. Lyren



Mr. Fryml

Carl V. Lyren and **Robert G. Fryml** elected vp-copy chief and vp-executive art director, respectively, Edward H. Weiss & Co., Chicago-based advertising agency. N. Lee King, senior vp and creative director, stated that elections reflected major contributions each had made and was in recognition of their increasing responsibilities. Both joined Weiss agency in 1960; Mr. Lyren from North Adv., and Mr. Fryml from Leo Burnett Co.



Mr. Blake

was account supervisor of Listerine accounts.

Gerald Blake II, vp of Lambert & Feasley, New York, named management account supervisor on Listerine Antiseptic, Listerine Products and Fizzies Instant Sparkling Drink Tablets accounts. He formerly

Marianne Monahan, timebuyer, Needham, Louis & Brorby, Chicago, elected "timebuyer of 1962" in annual membership poll by Chicago chapter of Station Representatives Assn. Miss Monahan has been associated with NL&B since 1953.

Hugh Cohn, radio-tv business manager, Lawrence C. Gumbinner Adv. Agency, New York, elected vp in radio-tv department. Mr. Cohn is also special consultant to public health service of Dept. of Health, Education & Welfare.



Mr. Cohn

Bea Alexander and **Virginia Olsen** named traffic director and art director, respectively, for consumer accounts at Boylhart, Lovett & Dean, Los Angeles advertising agency. Miss Alexander was formerly with Jack Lawlore Adv., and Miss Olsen comes from Philip J. Meany Co., both Los Angeles.



Miss Gore

Alice M. Gore, account manager, Weightman Inc., Philadelphia advertising agency, assumes added duties as supervisor of account management department, handling budget, space and time purchase details for all agency clients. She will continue as account manager, assisting S. A. Tannenbaum, agency president and account executive for Allen Products Co. (dog food), and Dave Nazionale, vp and account executive for Mags Macaroni Co. (egg noodles). **Faith A. Farrell**, head of Weightman's clerical department, promoted to account manager.


Larry Orenstein, copy chief, Doyle Dane Bernbach, Los Angeles, joins Kenyon & Eckhardt, that city, as creative director, effective June 1.

Kenneth Palmer, marketing analyst in research department, Quaker Oats Co., joins Lilienfeld & Co., Chicago, as director of research.

Robert J. Wanamaker joins Clinton E. Frank Inc., Chicago-based advertising agency, as vp and copy director. For past two years, Mr. Wanamaker held same post with Edward H. Weiss & Co., that city, which he joined in 1957. From 1952 to 1957, he was assistant creative director with Fulton, Morrissey Co., Chicago.



Mr. Wanamaker



Daniel W. Kops,
• President

Richard J. Monahan,
• Executive Vice President

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REPRESENTATIVES
• Geo. P. Hollingbery Co.
• Kettell-Carter, Inc.

WAVZ
New Haven, Conn.

East Central officers

John F. Henry, vp, Geyer, Morey, Madden & Ballard, Detroit, elected chairman of East Central Region of American Assn. of Advertising Agencies. **Herbert W. Cooper**, president, Meldrum & Fewsmith, Cleveland, elected vice chairman, and **Louis A. Schweizer**, vp, The Bayless-Kerr Co., Cleveland, re-elected secretary-treasurer. Governors: **Willis M. Carpenter**, vp, J. Walter Thompson, Detroit, and **John S. Pingel**, executive vp, Ross Roy—B.S.F. & D., Detroit.

Also serving on region board as governors *ex officio* will be chairman of each of five local councils in region. These are: **Robert G. Grannen**, vp, Leonard M. Sive & Assoc. (Cincinnati Council); **Kirk C. Tuttle**, senior vp, Fuller & Smith & Ross (Cleveland Council); **Thomas J. Pritchard**, administrative manager, Dancer-Fitzgerald-Sample (Dayton Council); **John L. Thornhill**, vp, Campbell-Ewald Co., Detroit (Michigan Council), and **R. Forrest Rosenberger**, vp, Ketchum, MacLeod & Grove (Pittsburgh Council).

WSLS-TV

Roanoke, Virginia

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station
where
leadership
&
integrity
are
tradition!



NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC.

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

Raymond H. Welch Jr. and Richard M. Welch join copy department of Harold Cabot & Co., Boston. Other agency appointments: **Frank N. Moore**, broadcast group; **James Richards**, art department, and **Sargent Goodchild**, research department.

THE MEDIA

Vincent A. Francis, western division sales manager, ABC-TV, Hollywood, elected to newly created position of ABC vp, west coast tv network sales. Mr. Francis joined ABC Radio in 1944 as d.j. on KGO San Francisco. He became salesman at KGO in 1947 and moved to ABC Radio division sales in same year. In 1949 Mr. Francis was appointed general manager of ABC National Spot Sales; became sales manager of KGO-TV in 1951, and has served as ABC-TV's western division sales manager since 1955.



Mr. Francis

Arthur Murrellwright, general sales manager of WROC-TV Rochester, elected vp of Veterans Broadcasting Co. (WROC-AM-TV Rochester, N. Y., and KTVE [TV] El Dorado, Ark.).

John A. Garner, former general man-

ager of KMOS-TV Sedalia, Mo., appointed Carolina sales manager for WFMY-TV Greensboro, N. C.

Marvin Address and Reginald Mead join WGMS-AM-FM Bethesda, Md., as local sales representatives.

Martin Small, former account executive, KRIZ Phoenix, named general manager of KWBY Scottsdale, Ariz.

Jack Murphy, assistant station manager, KOOL-TV Phoenix, promoted to station manager.

James Gerity Jr., president and general manager of WNEM-FM-TV Saginaw-Bay City-Flint and WABJ Adrian, all Michigan, re-elected president of Committee of 100 of Miami Beach, Fla., for fourth consecutive year at association's annual meeting last week.

Frederick W. (Ted) Hodge, program director, WHEC Rochester, N. Y., resigns to become general manager of Northeast Radio Network (broadcasting service to Upstate New York), subsidiary of Ivy Broadcasting Co. In newly created position, Mr. Hodge will be responsible for network sales, programming, and station relations. He will also supervise activities of Northeast's Syracuse U. and Northeast Professional Football Networks'.

Chuck Christianson, former San Francisco office manager of Adam Young Inc., radio rep firm, joins KXRX San Jose, Calif., as general sales manager.



Mr. Ramberg

Arne N. Ramberg, timebuyer, N. W. Ayer & Son, Philadelphia, joins The Katz Agency as manager of rep firm's new radio division office which will open June 1 at 1102 Land Title Bldg. in Philadelphia.

Mr. Ramberg has been in media buying and research since 1949. Previously, he was associated with W. B. Doner & Co. and Paul Venze Assoc.

Gus Vanderheyden, local sales manager, WNDU-TV South Bend, Ind., promoted to sales manager. **Paul Walton**, production manager, appointed director of tv program operations. **John McCullough**, former program manager of WNDU radio, named director of public affairs for tv outlet.

Tom Chauncey, president of KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona, accepts membership on National Committee for Support of Public Schools. Group's purpose is to promote widest possible understanding of financial needs of our public schools on part of citizens.

John Rossiter named local and regional sales manager of WJAR-TV Providence, R. I.

Martin E. (Marty) White, southeastern sales manager, Community Club Awards (CCA), merchandising and promotional franchise available to radio stations, joins WMBR-AM-FM Jacksonville, Fla., as feature sales director. Mr. White will concentrate on program sales of news, special events, vignettes, and specific packages designed to accommodate long-term and institutional advertisers.



Mr. Stanfield

Ray M. Stanfield, vp and general manager of Belk Radio Stations and general manager of WIST Charlotte, N. C., resigns to become director of radio promotion and research for Peters, Griffin, Woodward, New York. Mr. Stanfield is former director of sales and programming and news-sports director of WIS Columbia, S. C.

William C. Aden Jr., assistant editor of bi-weekly journal of opinion, *Christianity and Crisis*, joins advertising and

Central Region officers

George Bolas, vp, Tatham-Laird, Chicago, elected chairman of Central Region of American Assn. of Advertising Agencies. Other officers elected: **Buckingham W. Gunn**, senior vp, Clinton E. Frank Inc., vice chairman; and **Charles S. Winston Jr.**, vp, Foote, Cone & Belding, secretary-treasurer. All are of Chicago. Governors: **A. S. Black**, president, A. S. Black & Co., Houston; **Joseph Greeley**, executive vp, Leo Burnett Co., Chicago; **Chester L. Posey**, senior vp, McCann-Erickson, Chicago, and **George Rink**, executive vp, Earle Ludgin & Co., Chicago.

Also serving on region board as governors *ex officio* will be chairman of each of five local councils in region. These are: **David G. Watrous**, vp, Earle Ludgin & Co. (Chicago Council); **James B. Forrest**, executive vp, Ball & Davidson, Denver (Rocky Mountain Council); **Casper S. Yost**, president, Ridgway-Hirsch & French (St. Louis Council); **Robert N. Aylin**, president, Aylin Adv. Agency, Houston (Southwest Council), and **John W. Forney**, president, John W. Forney Inc., Minneapolis (Twin City Council).

"IT PAYS TO
USE KTVE"



So says
Jerry Ryan
of
RYAN
CHEVROLET
COMPANY
in Monroe, La.

OVER 100 LOCAL
ADVERTISERS USE
KTVE REGULARLY
TO GET SALES
RESULTS & PROFITS



CHANNEL 10

EL DORADO MONROE GREENVILLE
REPRESENTED NATIONALLY BY:
VENARD, RINTOUL & MCCONNELL
CECIL BEAVER SOUTHERN REP.

VAPBA elects Lambe chief

Robert L. Lambe, president, WTAR-AM - FM - TV Norfolk, elected president of Virginia Associated Press Broadcasters Assn. at group's spring meeting in Norfolk May 4, succeeding **Wip Robinson III**, news director, WSWA - AM - FM - TV Harrisonburg. **Charles Craig**, news director, WDVA Danville, and **Joseph Moffat**, news director, WLSL-AM-FM-TV Roanoke, elected vp and treasurer, respectively. Elected to executive committee: **Don Murray**, WDBJ-AM-FM-TV Roanoke; **Ambert Dail**, WGH Newport News; **John Columbus**, WPUV Pulaski; **L. Earl Hundley**, WLPM Suffolk; **Fran Russell**, WLVA-AM-TV Lynchburg, and Mr. Robinson.



Mr. Lambe

on broadcasting service at Rotary International Convention June 4 in NBC studios, Burbank, Calif. Convention officials estimate that more than 50 radio and tv broadcasters will participate. Discussions will be based on general theme of broadcaster in field of community service.

Daniel T. Pecaro, former program manager of WGN Chicago, appointed WGN-TV program manager succeeding **Edward A. Warren** who joins WNBC-TV New York, in similar capacity. **Robert L. Bradford**, assistant program manager of WGN radio, promoted to program manager.

Jay Jones, formerly with KTUL Tulsa, Okla., joins KOMA, that city, as program director.

Hal Boudreau, announcer and production assistant, KGMB Honolulu, promoted to program director. Since moving to Hawaii nine years ago, Mr. Boudreau has served as program director of KHVH Honolulu, vp of Big Island Broadcasting Co., and general

manager of KIPA Hilo.

Robert E. (Bud) Curran resigns as southeast regional manager for ABC-TV station relations after eight years at network. He was responsible for liaison between network and affiliated stations in area from Washington, D.C., to Florida.

George Doyle, news director, KFH-AM-FM Wichita, re-elected chairman of Kansas Associated Press Radio-TV Assn. **Don Hopkins**, news director, KGNO Dodge City, was elected vice chairman and will serve as chairman of association's continuing study committee.

Dalton Danon, former national sales manager, Medallion Tv Enterprises Inc., Hollywood, joins KTLA (TV) Los Angeles as director of film operations.

George J. Bloom, staff writer, WBBM-AM-FM Chicago, appointed supervisor of stations' creative department.

promotion staff of CBS Radio, New York, as sales presentation writer.

Barney W. Broiles, formerly with Allied Artists Corp., joins Dallas office of Edward Petry & Co., as radio account executive.

John J. White, sales manager, Sumner Tv Corp., appointed account executive for Weed & Co., Canadian division of Weed Organization. Mr. White will have his headquarters in New York.

Norm Gray, former sales manager of KXTV (TV) Sacramento, Calif., and for past year in free-lance field of sales promotion, joins KCPX-TV Salt Lake City as account executive.

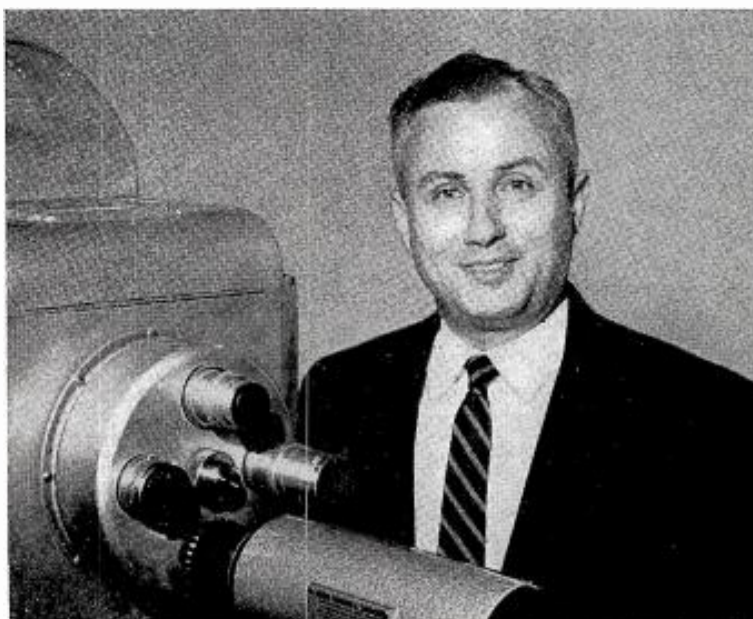
Jack Solomen, executive vp of Bishop & Assoc., Los Angeles pr firm, joins Harshe-Rotman & Druck, that city, as account executive.

Gus Parmet, regional sales manager, WICE-AM-FM Providence, R. I., joins WCOP-AM-FM Boston as account executive.

Stephen C. Riddleberger, president of ABC-owned radio stations, New York, named national radio-tv chairman of United Epilepsy Assn.

Edward A. Warren, director of programming, WGN-TV Chicago, named program manager, WNBC-TV New York.

George G. Volger, general manager of KWPC-AM-FM Muscatine and president of KCII Washington, both Iowa, named chairman of vocational assembly



WBRE-TV COLOR PIONEERING PAYS OFF AS DEMAND SURGES

David Baltimore, WBRE-TV General Manager: "The big surge of enthusiasm for Color TV in the Wilkes-Barre area has already brought a 'demand exceeds supply' situation. Everyone is finding out that Color provides TV's fullest enjoyment and service, and we believe Color TV will be a big factor in audience and advertiser selectivity by '63." Color TV can pay off for you, too. Find out how from: J. K. Sauter, RCA, 600 North Sherman Dr., Indianapolis 1, Ind., Tele: ME 6-5311.



AWRT installs new officers

Highlighting the 11th annual convention of American Women in Radio & Television May 6 in Chicago was the installation of the group's new officers for 1962-63. In the picture (l to r), Martha Crane, director of women's programs, WLS Chicago, AWRT's new president, poses with Montez Tjaden, director of promotion and public relations, KWTU (TV) Oklahoma City, outgoing president, and Margaret Mary Kearney, educational director, WCAU-AM-TV Philadelphia, presi-

dent-elect who takes office in 1963.

Area vps: **Harriet Blue**, KYA-AM-FM San Francisco, Western; **Marion Corwell**, etv department, Henry Ford Museum, East Central; **Julia C. Fuller**, WTAG-AM-FM Worcester, Mass., Eastern; **Jean Clarke**, Humble Oil & Refining Co., Charlotte, N. C., Southern; **Sadia Adwon**, KTUL-TV Tulsa, Southwest; and **Mary J. Chinn**, KRNT-TV Des Moines, West Central. Area vice presidents will serve two-year terms.

Frances Smith, account executive, Ralph A. Klinefelter Inc., Pittsburgh pr agency, joins staff of WTAE (TV), that city, as production assistant.

William J. Leo, manager, credit section, CBS Inc., New York, elected assistant treasurer. He will also continue to serve in present position. Mr. Leo formerly was associated with Philip Morris Inc.

Charles Arlington, who joined KLAC-AM-FM Los Angeles as newscaster last month, promoted to news director, post vacant since last summer. Previously, Mr. Arlington was news director of KFVB, that city.

Marvin H. Friedman, UPI, Newark, N. J., joins WCBS New York as news editor.

Allan Moll, member of KHJ Los Angeles news staff, promoted to director of news of KHJ-AM-TV. **Les Mawhinney** appointed executive editor of stations' news department.

Gabe Viera, formerly with ACF Industries, electronics firm, Riverdale,

Md., joins news staff of WRC-AM-FM-TV Washington.



Mr. Hatch

He will succeed **Robert W. Ward**.

George Palmer, former general manager of WSAI-FM Cincinnati, joins WKRC-TV, that city, effective May 21, as executive news director. In addition to handling news, Mr. Palmer will write and produce at least six prime time specials per year, subject matter of which will be determined at later date.

Charlie Jones, former director of pr and radio-tv voice of Dallas Texans of American Football League, joins WFAA-TV Dallas as sports director.

Max G. Falkenstien, general manager, WREN Topeka, elected president of Kansas Assn. of Radio Broadcasters,

succeeding **Thad M. Sandstrom**, general manager, WIBW-AM-FM Topeka. **Robert E. Schmidt**, general manager, KAYS Hays, to president-elect, succeeding Mr. Falkenstien. **Robert L. Pratt**, general manager, KGGF Coffeyville, **Arden Booth**, general manager, KLWN Lawrence, and Mr. Schmidt were elected to association's board of directors.

Joe Tuttle, formerly with WSAY Rochester, N. Y., and WKOX-AM-FM Framingham, Mass., joins announcing staff of WKVT Brattleboro, Vt., and WKNE Keene, N. H., both licensed to Highland Stations.

Joel D. Lasky, tv sales representative, promoted to advertising and promotion manager of WHEC-AM-TV Rochester, N. Y. **Edgar R. Smith**, former sales representative for WHAM, WHFM (FM), that city, and recently with Rochester advertising agency as account executive, succeeds Mr. Lasky as sales representative. **Howard E. Severe**, assistant radio program director, promoted to program director. **Joan M. White**, news and public affairs secretary, named advertising and promotion assistant.



Mr. Lasky

Arthur Barnes, promotion and publicity director, WISN-TV Milwaukee, joins WBBM-AM-FM Chicago as sales promotion manager.

NAB's radio pr group

Hugh O. Potter, general manager, WOMI-AM-FM Owensboro, Ky., named chairman of 1962-63 Radio Public Relations Committee of National Assn. of Broadcasters. Others, also members of NAB's radio board of directors, who will serve with Mr. Potter are: **John S. Booth**, president, WCHA-AM-FM Chambersburg, Pa.; **John F. Box Jr.**, executive vp and managing director, WIL-AM-FM St. Louis; **Carleton D. Brown**, president and general manager, WTVL Waterville, Me.; **B. Floyd Farr**, vp and general manager, KEEN-AM-FM San Jose, Calif.; **A. Boyd Kelley**, president, KRRV Sherman, Tex.; **Allan Page**, president and general manager, KGWA Enid, Okla.; **Loyd C. Sigmon**, vp and general manager, KMPC Los Angeles, and **Lester C. Spencer**, president and general manager, WKBV-AM-FM Richmond, Ind.

PROGRAMMING

Don Hershey elected president of Screen Directors International Guild, succeeding **Willard Van Dyke**. Other officers elected are: **Jack Glenn**, first vp; **Joseph Lerner**, second vp; **Howard T. Magwood**, secretary, and **Robert J. Kingsley**, treasurer. **George L. George** continues as executive director of union which represents tv and motion picture directors in New York area and in Canada, Latin America and Europe.

Harry A. Holmes, art director, Cello-matic Div. of Screen Gems, New York, appointed general manager of Cello-matic Production Center, that city.

Devery Freeman and **Boris D. Kaplan** named to newly created positions of executive producers for CBS-TV, Hollywood. Mr. Freeman was producer of *Pete and Gladys* during present season. Mr. Kaplan has been with Revue Productions for past two years where he was producer of *87th Precinct*.

Sol Schreiber, director of operations at MGM-TV, elected chairman of Tel-Fil group, association of tv film distributors for exchange information credit and other operational matters. **Sid Smith** of United Artists elected vice chairman.

Mark Russell, executive producer, KMOX-TV St. Louis, elected president of National Academy of Television Arts & Sciences' newly formed ninth chapter in St. Louis. Other officers are:

John Gunter, Gardner Adv., first vp; **Dolan Walsh**, D'Arcy Adv., second vp; **Keith Gunther**, KSD-TV St. Louis, treasurer, and **James Fasholz**, Gardner Adv., secretary.



Mr. Calvin

Paul C. Calvin, account executive with United Artists Associated for past year, promoted to eastern division sales manager. Earlier, Mr. Calvin served in executive capacities with Television Industries Inc. and Motion Pictures For Television, both New York tv film distribution companies. He will make his headquarters in New York.

Lawrence A. Weingarden elected president of Screen Producers Guild, succeeding **Walter Mirisch**. Other officers elected: **John Houseman**, first vp; **Fred Kohlmer**, second vp; **William Self**, third vp; **Irving Briskin**, secretary; **Jerry Bressler**, first assistant treasurer; and **Art Gardner**, second assistant treasurer. **Richard Wilson**, **Robert Arthur**, **Pandro S. Berman**, **William Castle**, **Howard W. Koch**, **Aubrey Schench**, **Jerry Walk** and **Richard Wilson** were elected to three-year terms as SPG board members.

Steven M. Perry, formerly with Filmcraft Productions, Los Angeles, joins BLH Productions, Hollywood tv and industrial commercial producer, as production coordinator and salesman. **Danny Donahue**, formerly with Na-

Etv group re-elects chairman, other officers

Harry C. Lautensack, chairman of Western New York Educational Tv Assn., licensee of community-owned WNED-TV Buffalo (ch. 17), was re-elected to his fifth term as executive director of etv organization. Other officers re-elected: **Carl W. Baisch**, superintendent of schools, Kenmore-Town of Tonawanda, vice chairman; **Carlton P. Cooke**, senior vp, Marine Trust Co., treasurer, and **Mrs. D. T. Karzon**, attorney, secretary.

Trustees elected to fill vacancies on board: **John M. Galvin**, executive vp, Marine Trust Co.; **Dr. Oscar E. Lanford**, president, State University College at Fredonia, and **Charles C. Shutt**, vp and general manager, Westinghouse Electric Co.

Trustees re-elected to three-year terms: **Rt. Rev. Msgr. Sylvester J. Holbel**, secretary of education. Diocese of Buffalo; **Mrs. James Kidney**; **Judge Jacob A. Latona**; **Dr. Joseph Manch**, Buffalo superintendent of schools; **Dr. Weldon Oliver**, superin-

tendent of schools, Niagara Falls, N.Y.; **Dr. Claude E. Puffer**, vice chancellor for business affairs, U. of Buffalo; **Ira G. Ross**, president, Cornell Aeronautical Labs; **Very Rev. Vincent T. Swords**, president, Niagara U.; **Stanley Travis**, chairman, Department of Drama and Speech, U. of Buffalo, and Mr. Baisch.

Renamed to board's executive committee were: Mr. Lautensack, Msgr. Holbel, Dr. Manch, Dr. Puffer, Mr. Cooke, Mrs. Karzon, Mr. Baisch, and **George A. Newbury**, president, Manufacturers & Traders Trust Co. Mr. Newbury was re-appointed chairman of finance committee. Also named to committee were Mr. Galvin and attorney Alfred Saperston. **Marguerite Gane**, director of Children's Aid Society, was named chairman of nominating committee. She will be assisted by **Archie W. Harkness**, superintendent, first supervisory district of Erie County and **Reginald B. Taylor**.

STANDARD ADVERTISING REGISTER

Reaffirms its established policy which for 47 years has been responsible for Standard's proved integrity to its subscribers.

The delivery of all Standard Publications is guaranteed by contract—insuring regular on-time delivery—with no omissions, no skipping of weekly bulletins, monthly supplements, or Agency Lists.

In fact, with dependable, scheduled regularity, you can expect and will receive

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2. **Cumulative Supplements Monthly**
3. **Agency and Personnel Bulletins Weekly**
4. **Geographical Index in June**
5. **Agency Lists every January, May and September**
6. **Geographical Register (optional to subscribers in place of Product Edition) with Weekly revisions, every September**

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Los Angeles 57, Calif.

tional Screen Service Corp., appointed head of BLH's editorial department. **Bob Robb** named director of video tape operations and member of BLH's board of directors.

Richard Alan Simmons, who wrote and produced Emmy-nominated "Price of Tomatoes" program on the *Dick Powell Show*, signs new contract with Four Star Productions to produce and write unspecified number of shows for hour-long anthology series.

Vincent M. Fennelly named producer of *Rawhide* series presented on CBS-TV Fridays, 7:30-8:30 p.m. EDT.

James T. McGinn, president of McGinn Television Productions, joins sales staff of Jayark Films Corp., New York, as account executive. Prior to forming his own production organization, Mr. McGinn was associated with Encyclopaedia Britannica Films, Wilmette, Ill.

EQUIPMENT & ENGINEERING



Mr. Hedblom

in July 1941.

Frederick L. Hedblom, general works manager, Zenith Radio Corp., Chicago, elected vp-works manager. Mr. Hedblom, who is responsible for production at Zenith's five Chicago plants, joined electronics firm



Mr. Humphrey

who had spent 18 years with Raytheon in various executive and general management capacities, was formerly second in command of electronic firm's equipment operations before Ray-

Gordon S. Humphrey, assistant vp and general manager of Raytheon Co.'s Santa Barbara operations, joins controls division of Leach Corp., Azusa, both California, as general manager. Mr. Humphrey,

RCA's honorary vp



Mr. Goldsmith

Dr. Alfred N. Goldsmith, scientist, engineer and inventor, has been elected honorary vp of RCA by company's board of directors. He is second person in history of RCA to be named to this position. First was inventor and scientist Dr. Vladimir K. Zworykin.

In 1920, Dr. Goldsmith's work made possible first commercial radio with only two control knobs and built-in speaker. He also made important contributions to development of first color television tube to find commercial use. He was director of research and later vp of RCA from 1919 to 1933, when he resigned to become independent consultant. Dr. Goldsmith has since served as senior technical consultant to RCA.

theon's divisional reorganization in 1955. Mr. Humphrey fills top management position which has been temporarily held by **Victor S. Kostuck**, vp-corporate planning, who now resumes his planning duties at Leach's corporate headquarters in Compton, Calif.

George Petetin, former sales manager, Pickering & Co., named national distributor sales manager for Reeves Soundcraft Corp., Danbury, Conn.

Marshall Bartlett, marketing manager, audio products department, General Electric Co., Decatur, Ill., transfers to GE's tv receiver department in Syracuse, N. Y., in similar capacity.

Howard T. Dempsey, formerly with WIRE Indianapolis, appointed broadcast equipment sales representative cov-

ering Colorado, Wyoming, New Mexico, Arizona and Utah for General Electronic Labs, Cambridge, Mass. Mr. Dempsey will be headquartered at 8171 Orchard Drive in Denver.

GOVERNMENT

Seymour M. Peyser, vp and general counsel of United Artists Corp., New York, for past 11 years, is to be appointed assistant administrator for development finance and private enterprise of Agency for International Development. Appointment by President John F. Kennedy is subject to confirmation by U. S. Senate. Mr. Peyser's new appointment carries rank of Assistant Secretary of State. He will be on indefinite leave of absence from UA.

Barbara Searles and **Clark Pangle** join tv production staff of U. S. Information Agency, Washington, as production branch chief and producer-director, respectively. Miss Searles worked for past eight years with NBC, where she directed *The Nation's Future* and coordinated *Wide Wide World* and *1,2,3 Go*. Mr. Pangle joins USIA after eight years as Washington producer of network news and special events programs for CBS.

INTERNATIONAL

P. J. McGinnis, general advertising manager, Bell Telephone Co. of Canada, Montreal, elected president of Assn. of Canadian Advertisers at 47th annual meeting in Toronto.

Robert Nelson, former chief announcer of CHIC Brampton, Ont., appointed operations manager of Trans-Canada Telemeter (pay-tv), Toronto.

Frank Murray joins ZIT Programs (Canada) Ltd. as account executive for regional advertisers and Canadian tv stations.

Sydney Newman, drama supervisor, ABC Television Ltd., London, Britain's commercial network program contractor, promoted to head of drama. Mr. Newman began his career as film producer for National Film Board of Canada in 1941 after three years in Hollywood. He joined Canadian Broadcasting Corp. as tv director in 1952 and has been with ABC Television in England since 1958.

Bernard Kalb, member of foreign staff of *New York Times*, appointed chief, Southeast Asia-India bureau of CBS News. Mr. Kalb joined WQXR-AM-FM New York, *Times*-owned stations, in 1946 as news writer and became member of paper's foreign staff in 1955.

Len C. Evans, general manager of CKKW Kitchener, Ont., and former manager of program services, All-Can-

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*

1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

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 52 issues & Yearbook published next November \$12.00
 1961-62 Yearbook \$4.00
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title/position*

company name

address

city

zone

state

Send to home address—

* Occupation Required

ada Radio & Television Ltd., Toronto, continues in his present capacity with CKKW as was reported in BROADCASTING, March 5. It was erroneously reported in BROADCASTING, April 9, that Julian Roffman joined CKKW Kitchener as general manager.

Art Bartel appointed promotion manager of CKSL London, Ont., succeeding Pat Dorey, promotion and pr manager, who resigns to join display advertising staff of London (Ont.) Free Press, owner of CFPL-AM-FM-TV, that city.

William E. Williams, president and general manager of Procter & Gamble of Canada Ltd., Toronto, awarded gold medal of Assn. of Canadian Advertisers at annual meeting in Toronto on May 2. Mr. Williams was cited for consistently and vigorously championing cause of advertising as an important marketing and economic force.

John Whitehead, account executive, Foote, Cone & Belding (Canada) Ltd., Toronto, is Liberal candidate for To-

ronto-Danforth Beaches riding in June 18 Canadian general election.

DEATHS



Mr. Connelly

William Connelly, 41, sales manager, WBBM-AM-FM Chicago, died May 3 at Wesley Memorial Hospital, that city. Mr. Connelly joined CBS-owned station in May 1956, and was appointed sales manager in December of following year. Previously, he was associated with KPHO-AM-TV and KOOL-AM-FM-TV, both Phoenix, Ariz., and KDKA-AM-FM Pittsburgh.

Allen Parr, 49, executive of CBS-TV Network, Hollywood, died May 5 of heart condition at his home in Brentwood, Calif. Mr. Parr was business manager, program department, of network's Hollywood office since 1952. He joined CBS Radio in New York in 1936 and worked in programming op-

erations until 1942, when he entered military service. Upon his return to civilian life in 1946, Mr. Parr rejoined CBS Radio and transferred to CBS-TV Network shortly thereafter.

Frank Goss, 51, veteran newscaster for past 22 years with KNX Los Angeles and CBS Radio Pacific Network, died May 7 of heart attack. Mr. Goss had been doing two daily newscasts at 7:30-7:45 a.m. and 5:45-5:55 p.m. In 1947 he won best radio award of Associated Press and following year Radio-TV News Club of Southern California presented him with its Golden Mike award.

Hugh G. Walton, 57, announcer, WCAU - AM - FM Philadelphia, died May 7 at his home in Drexel Hill, Pa. Mr. Walton began his career with KGW Portland, Ore. He also served on staffs of WOR Newark and WTIC Hartford before joining WCAU in 1932. For 24 years, Mr. Walton was commercial announcer on *The Children's Hour*, continuing when program became radio-tv simulcast.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 2 through May 9, 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. unli.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

address c/o L. E. Gradick, 987 Mt. Paran Rd., NW, Atlanta 5, Ga. Estimated construction cost \$8,550; first year operating cost \$30,000; revenue \$42,000. Principals: John P. Frew, Leslie E. Gradick Jr., and Floyd W. Frew (each one-third). Messrs. John Frew and Gradick each own 50% of WPLK Rockmart, Ga., 35% of application for new am station in Thomaston, Ga., and 25% of application for new am station in Americus, Ga.; Mr. Gradick owns 33.3% of WLAW Lawrenceville, Ga.; Floyd Frew has owned chemical manufacturing company. Action May 9.

Ralls, Tex.—Crosby County Bestg. Co. Granted 1530 kc, 1 kw D. P. O. address box 807, Ralls. Estimated construction cost \$15,725; first year operating cost \$28,000; revenue \$36,000. Principals: Galen O. Gilbert (40%), W. R. Bentley, Phil Crenshaw (each 25%), Darrell Willis and Lewis D'Elia (each 5%). Mr. Gilbert is general manager of KTLQ Tahlequah, Okla., 75% owner of KBTN Neosho, Mo., 66.7% owner of KUKO Post, Tex., and applicant for new am station in Aurora, Mo.; Mr. Bentley owns 25% of KBTN; Mr. Crenshaw owns 33.3% of KUKO; Mr. Willis is remote studio manager of KUKO; Mr. D'Elia is announcer

and salesman for KUKO. Grant is conditioned that Phil Crenshaw, Galen O. Gilbert, Ruth Crenshaw, Elnora Gilbert and J. R. Kincaid will, with prior commission consent, dispose of their entire interest in and, together with Darrell Willis, will sever all connection with KUKO, prior to date on which granted station is authorized to commence operation. Action May 9.

APPLICATIONS

Attala, Ala.—Metropolitan Gadsden Bestg. Corp. 1240 kc, 250 w unli. P. O. address c/o Samuel J. Simon, box 2622, Arcade Station, Nashville, Tenn. Estimated construction cost \$29,499; first year operating cost \$35,000; revenue \$45,000. Principals: Samuel J. Simon, Fred Rosemore and Stanley Besner (each one-third). Dr. Simon is optometrist and 80% stockholder in new am station in Nashville; Dr. Rosemore is optometrist; Mr. Besner is partner in wholesale optical supply firm. Applicants are former partners in WRBS Tuscaloosa, Ala. Application was erroneously reported May 7 as being for station in Atlanta, Ga. Ann. April 30.

Cadiz, Ky.—Barkley Lake Bestg. Inc. 1110 kc, 1 kw D. P. O. address c/o Joseph P. Rupsis, Albany, Ky. Estimated construction cost \$18,652; first year operating cost \$29,200; revenue \$36,500. Principals: P. H. Oliver (16.67%), Robert Lee Meadows, John E.

New tv stations

APPLICATION


Paterson, N. J.—Spanish International TV Inc. Uhf ch. 37 (608-614 mc); ERP 242 kw vis., 121 kw aur. Ant. height above average terrain 522 ft.; above ground 364.5 ft. Estimated construction cost \$365,000; first year operating cost \$200,000; revenue \$200,000. P. O. address Suite 1428, 30 Rockefeller Plaza, New York 20. Studio location Paterson; trans. location Cliffside Park, N. J. Geographic coordinates 40° 49' 33" N. Lat., 73° 58' 44" W. Long. Trans. GE TT-25-A; ant. GE TY-25-D. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, D. C.; consulting engineer Jules Cohen, Washington, D. C. Principals: Frank L. Fouce (45%), Edward J. Noble, Emilio Azcarraga (each 20%), Reynold V. Anselmo (10%) and Julian M. Kaufman (5%). Applicants are stockholders, officers and directors of KMEX-TV Los Angeles and KWEX-TV San Antonio. Ann. May 4.

New am stations

ACTIONS BY FCC

Rome, Ga.—Radio Rome. Granted 1360 kc, 500 w D; remote control permitted. P. O.

BROADCASTING, May 14, 1962



EDWIN TORNBERG & COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

Woodruff (each 12.5%), Joseph P. Rupsis, Reba W. Rupsis, James D. Hayes, Virginia Alexander, Joe B. Clement (each 8.33%), A. K. Goodwin, C. V. Maxfield, Willie Fort and Wilton Fort (each 4.17%). Mr. Oliver is in insurance business and is sheriff of Trigg County (Cadiz); Mr. Meadows owns retail drug store; Mr. Woodruff is in construction business; Mr. and Mrs. Rupsis are announcer-engineer and in promotion and sales respectively for KICO Calexico, WAIN Columbia, WPAD and WDXR Paducah, WANY Albany, all Kentucky; Mr. Hayes is in retail furniture business; Virginia Alexander owns theatre and is clerk of Trigg Circuit Court; Mr. Clement owns one-half of retail pharmacy; Messrs. Goodwin and Maxfield are morticians; Fort brothers own retail grocery store. Ann. May 9.

Corinth, Miss.—The Progressive Bestg. Co. 1350 kc, 1 kw D. P. O. address box 1078, Corinth. Estimated construction cost \$27,852; first year operating cost \$24,000; revenue \$34,525. Principals: James D. Anderson and Frank F. Hinton (each one-half). Mr. Anderson is chief engineer of WCMA Corinth; Mr. Hinton owns wholesale oil business. Ann. May 3.

Shallotte, N. C.—Shallotte Bestg. Co. 1410 kc, 500 w D. P. O. address box 24, Shallotte. Estimated construction cost \$14,205 plus lease on land and building; first year operating cost \$36,000; revenue \$40,000. Principals: R. D. White Jr. (50%), Auburn E. Dutton and A. Earl Milliken (each 25%). Mr. White is partner in petroleum distributor, realty company and land developer; Mr. Dutton owns farm and is former owner of WTAB Tabor City, N. C.; Mr. Milliken is partner in commercial fishing company and realty company. Ann. May 9.

Existing am stations

APPLICATIONS

WAIP Prichard, Ala.—Mod. of license to change studio location from 74 Main St., Prichard, Ala. to "to be determined, Mobile, Ala." and change station location from Prichard to Mobile. Ann. May 9.

KLMR Lamar, Colo.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. May 4.

Stations deleted

Fm cps forfeited and call letters deleted: KRKY Denver, Colo.—Plains Radio Bestg. Co. 102.1 mc, 8.5 kw. Ant. height above average terrain 831 ft. Remote control operation of trans.

KFMV Minneapolis, Minn.—Plains Radio Bestg. Co. 100.3 mc, 8.9 kw. Ant. height above average terrain 159 ft.

WFFM Cincinnati, Ohio—Plains Radio Bestg. Co. 101.1 mc, 9.1 kw. Ant. height above average terrain 156 ft.

KFMC Portland, Ore.—Plains Radio Bestg. Co. 99.5 mc, 7.8 kw. Ant. height above average terrain 956 ft. Remote control operation of trans.

KPRN Boise, Idaho—Plains Radio Bestg. Co. 102.5 mc, 19.2 kw. Ant. height above average terrain 1093 ft. Remote control operation of trans.

New fm stations

ACTIONS BY BROADCAST BUREAU

Isabela, P. R.—Sergio Martinez Caraballo. Granted 101.5 mc, 3.4 kw. Ant. height below average terrain 123 ft. conditions. P. O. address Corchado Street, box W, Isabela. Estimated construction cost \$11,842; first year operating cost \$3,000; revenue \$6,000. Mr. Caraballo is accountant and owner of WISA Isabela. Action May 8.

Murfreesboro, Tenn.—Arthur D. Smith Jr. Granted 93.6 mc, 6.7 kw. Ant. height above average terrain 767 ft. P. O. address St. Elmo, Rt. 4, Chattanooga, Tenn. Estimated construction cost \$10,874; first year operating cost \$12,000; revenue \$12,000. Mr. Smith owns WMTS Murfreesboro. Action May 8.

APPLICATIONS

El Dorado, Ark.—El Dorado Bestg. Co. 99.1 mc, 4.87 kw. Ant. height above average terrain 282 ft. P. O. address 208 N. Cleveland, El Dorado. Estimated construction cost \$18,550; first year operating cost \$5,400; revenue \$12,000. Principals: J. A. West Sr. and J. A. West Jr. (each one-half). The Messrs. West own KDMS El Dorado. Ann. May 8.

Denver, Colo.—Signal Best. Productions Inc. 105.9 mc, 1 kw. Ant. height below aver-

age terrain 45.5 ft. P. O. address 431 W. Colfax Ave., Denver 4. Estimated construction cost \$1,320; first year operating cost \$13,680; revenue \$24,000. Principals: Wm. S. Pierson (over 99%) and others. Mr. Pierson owns radio and tv career school, and tape recording service. Ann. May 8.

Clearwater, Fla.—Clearwater Radio Inc. 95.7 mc, 19.86 kw. Ant. height above average terrain 185.5 ft. P. O. address box 1109, Clearwater. Estimated construction cost \$24,457; first year operating cost \$6,071; revenue \$3,000. Principals: H. Dennison Parker (51%), J. Sudler Hood, Everett M. Harrison (each 13.5%), J. Kenneth Davis (9%), E. Brannon Casler Jr. (7.5%) and others. Applicant is licensee of WTAN Clearwater. Ann. May 9.

Tampa, Fla.—The U. of South Florida. 89.7 mc, 12 w. Ant. height 120 ft. P. O. address 4202 Fowler Ave., Tampa 10. Estimated construction cost \$7,451; first year operating cost \$5,000. Ann. May 9.

Alpena, Mich.—Rogers City Bestg. Co. 99.9 mc, 6.4 kw. Ant. height above average terrain 197 ft. Estimated construction cost \$26,200; first year operating cost \$18,000; revenue \$20,500. Applicant is licensee of WHAK Rogers City, Mich. Ann. May 8.

Livingston, Tenn.—Upper Cumberland Bcstrs. 105.1 mc, 5.8 kw. Ant. height above average terrain 448 ft. P. O. address Livingston. Estimated construction cost \$10,850; first year operating cost \$10,000; revenue \$13,500. R. H. McCain, sole owner, owns 50% of WLIV Livingston.

Existing fm stations

APPLICATION

WORX-FM Madison, Ind.—Cp to change frequency from 96.7 mc to 102.1 mc, increase ERP from 350 w to 1.41 kw, decrease ant. height above average terrain to 236 ft. and install new trans. Ann. May 4.

Ownership changes

ACTIONS BY FCC

KEPI(FM), Ward James Atkinson, Phoenix, Ariz.—Granted assignment of license to Golden Sounds Inc., of which Mr. Atkinson will be president with 50% interest; stock transaction. Action May 9.

WRNY, Alert Radio Inc., Rome, N. Y.—Granted assignment of license to Mohawk Bestg. Corp. (owned by Richard K. Thorman, who also holds 53% stock of WALY Herkimer); consideration \$75,000. Comr. Bartley dissented. Action May 9.

WKSC, Kershaw Bestg. Corp., Kershaw, S. C.—Granted application to reflect changes in amount of stock owned by Nell G. Blackeney and other members of Blackeney family. Action May 9.

KRZY, Rounsaville of Dallas Inc., Grand Prairie, Tex.—Granted transfer of control from Robert W. Rounsaville to G. E. Miller & Co.; consideration \$440,000 and agreement not to compete in am broadcasting within 50 miles for 6 years. Transferee is licensee of KOKE Austin, and principal stockholder of KBUY Amarillo, and KINT El Paso. Comr. Bartley dissented. Action May 9.

APPLICATIONS

KHOG Fayetteville, Ark.—Seeks transfer of all stock in Fayetteville Bestg. Inc. from Southwestern Trans-Video Inc., to C. A. Sammons; consideration \$70,000. Mr. Sammons owns 98.6% of Reserve Life which owns 92.08% of Jack Tar Co. which owns 85% of PenNy Tv Inc. which owns 100% of Southwestern Trans-Video Inc. and therefore owns indirectly 85% of Fayetteville. Assignment will change indirect ownership to 100% direct individual ownership. Ann. May 8.

KMET Paradise, Calif.—Seeks assignment of license from Komet Radio Inc., to Arthur L. Bray; consideration \$6,000 for 1 year lease. Mr. Bray is engaged in sale of real estate. Ann. May 7.

KRDO-AM-TV Colorado Springs, Colo.—Seeks transfer of 21.09% of all stock in Pikes Peak Bestg. Co. from Lucile M. Gregory to Harry W. Hoth Jr. (present owner of 29.72% individually and 24.84% jointly with wife); consideration \$50,000 for stock and promissory note. Ann. May 7.

WITE Brazil, Ind.—Seeks assignment of license from Quad Cities Bestg. Corp., to John A. White M.D. (75%) and Casey A. Heckman (25%), d/b as Community Bestg. Corp.; consideration \$56,500. Dr. White is physician and surgeon and owns 80% of WERN Big Rapids, Mich.; Mr. Heckman is general manager of WERN. Ann. May 9.

WCBC(FM) Catonsville, Md.—Seeks transfer of one-third of all stock in Christian Bestg. Co. from Wm. H. Foell back to company through cancellation of stock subscription. Remaining stock is held by J.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 9

	Lic.	Cps.	TOTAL APPLICATIONS	
			ON AIR	For new stations
AM	3,649	79	146	663
FM	931	59	197	150
TV	484 ¹	77	85	107

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 9

	VHF	UHF	TOTAL
			TV
Commercial	470	91	561
Non-Commercial	42	15	57

COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 30

	AM	FM	TV
Licensed (all on air)	3,644	937	484 ¹
Cps on air (new stations)	67	46	75
Cps not on air (new stations)	153	189	83
Total authorized stations	3,864	1,172	653 ²
Applications for new stations (not in hearing)	418	99	43
Applications for new stations (in hearing)	174	20	63
Total applications for new stations	592	119	106
Applications for major changes (not in hearing)	459	92	35
Applications for major changes (in hearing)	49	4	12
Total applications for major changes	508	96	47
Licenses deleted	1	0	0
Cps deleted	0	4	0

¹There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

Stewart Brinsfield and J. Stewart Brinsfield Jr. (each 50%). Ann. May 4.

WSET Glens Falls, N. Y.—Seeks assignment of license from Vacationland Bcstg. Corp., to Olean Bcstg. Corp. Vacationland is owned 80% by Olean and 10% each by William C. Goodlett and Edward A. Haut. Olean is owned 83.3% by Donald Merriman and 16.3% by Carroll Anstaett. Mr. Haut and Dr. Goodlett will make voluntary contributions of their 20% of Vacationland to Olean. Separate application seeks transfer of Mr. Merriman's stock to Haut's Cookie Shops Inc., which will control WSET. Ann. May 9.

WINS New York, N. Y.—Seeks assignment of license from Gotham Bcstg. Corp., to Westinghouse Bcstg. Inc.; consideration \$10,000,000. Westinghouse owns WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield (Mass.), KDKA-AM-FM-TV Pittsburgh, KEX-AM-FM Portland (Ore.), KYW-AM-FM-TV Cleveland, WIND Chicago, WOWO Fort Wayne, KPIX(TV) San Francisco, and WJZ-TV Baltimore. Ann. May 3.

KWPR Claremore, Okla.—Seeks assignment of license from James Robert Brewer, Alvis Wayne Rowley and Levi E. Taliaferro (each one third), d/b as BRT Bcstg. Co. to Alvis Wayne Rowley (two-thirds) and Levi E. Taliaferro (one-third), d/b as Rowley-Taliaferro Bcstg. Co.; consideration \$10,618 for purchase of Mr. Brewer's stock by Mr. Rowley. Ann. May 9.

Hearing cases

FINAL DECISIONS

Commission gives notice that March 14 initial decision which looked toward granting application of Town and Country Bcstg. Inc., to increase power of WREM Remsen, N. Y., from 1 kw to 5 kw, continued operation on 1480 kc, D, became effective May 3 pursuant to Sec. 1.153 of rules.


Commission gives notice that March 15 initial decision which looked toward granting application of Darrell Willis, W. R. Bentley, Phil Crenshaw, Galen O. Gilbert and Lew D'Elia, d/b as Crosby County Bcstg. Co., for new am station to operate on 1530 kc, 1 kw, D, in Ralls, Tex., subject to condition that Phil Crenshaw, Galen O. Gilbert, Ruth Crenshaw, Elnora Gilbert, and J. R. Kincaid will, with prior commission consent, dispose of their entire interest in and, together with Darrell Willis, will sever all connection with KUKO Post, Tex., prior to date on which Ralls station is authorized to commence operation, became effective May 4 pursuant to Sec. 1.153 of rules.

STAFF INSTRUCTIONS

Commission on May 7 directed preparation of document looking toward affirming Dec. 12, 1961 initial decision which would deny application of Rounsaville of Louisville Inc., to increase hours of operation of WLOU Louisville, Ky., from day only to unil., on its presently assigned frequency 1350 kc with 5 kw, DA-N at site different from that used for daytime operation.

Commission on May 7 directed preparation of document looking toward affirming Dec. 12, 1961 initial decision which would grant application of Crawford County Bcstg. Co. to change facilities of WTV Titusville, Pa., from 1290 kc, 500 w, D, to 1230 kc, 500 w-D, 250 w-N, engineering condition.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.



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OTHER ACTIONS

By report & order, commission denied petition by Biscayne Tv Corp., for reconsideration of the Miami tv ch. 7 proceeding in Docs. 10854-8, and reaffirmed its July 18, 1961 decision which (1) set aside Jan. 18, 1958 grant to Biscayne and ordered it to cease operation of WCKT on ch. 7 in Miami on date to be later specified, (2) granted application of Sunbeam Tv Corp., for permit to construct new station to operate on ch. 7 in Miami and denied applications of Biscayne Tv Corp., East Coast Tv Corp., and South Florida Tv Corp., (3) ordered that any license issued upon completion of construction by Sunbeam shall be for period of four months, and (4) further ordered that decision shall not become effective until further order of commission. In so doing, commission accepted amendments to Sunbeam's application to reflect present status of corporation and change in trans. site. Comr. Lee dissented; Comr. Craven not participating.

By memorandum opinion & order, commission denied petition by Concert Network Inc., for reconsideration of Jan. 10 decision which granted application of WBUD Inc., for new class B fm station to operate on 101.5 mc, ERP 20 kw, ant. height 132 ft., in Trenton, N. J., and which denied application of Concert for same facilities with ant. height of 500 ft. Comr. Ford not participating.

By memorandum opinion & order, commission granted petition by York-Clover Bcstg. Inc. (WYCL), York, S. C., to extent of enlarging issues in Docs. 13624 et al. to determine efforts Ridsen Allen Lyon, applicant for new am station in Charlotte, N. C., has made to ascertain program needs and interests of area he proposes to serve and manner in which he proposes to meet such needs and interests. Chmn. Minow and Comr. Bartley concurred but would add Sec. 3.35(b) issue.

By memorandum opinion & order, commission designated for consolidated hearing applications for new daytime am stations in Riverton, Wyo., of William L. Ross to operate on 1370 kc, 1 kw, and Hugh Jordan Stock on 740 kc, 1 kw, on issues including determination whether there are adequate revenues available to support two or more stations without loss or degradation of am service in Riverton area, also coverage; made KVOW Riverton, which petitioned to deny both applications on economic injury and other allegations, and Federal Aviation Agency parties to proceeding. Comr. Cross dissented and issued statement. Action May 9.

Commission designated for hearing in Goodland, Kan., at time to be specified later, application by Goodland Chamber of Commerce for new vhf tv translator station there to operate on ch. 13 to rebroadcast programs of KHPL-TV (ch. 6) Hayes Center, Neb. Application is opposed by KWHT-TV (CBS affiliate), which operates in Goodland on ch. 10. KHLP-TV is satellite of KHOL-TV (ABC-CBS affiliate) Kearney-Holdrege, Neb. Chs. 10 and 31 (latter unoccupied) are assigned Goodland, which also gets service from KOMC-TV (NBC) (ch. 8) McCook, Neb. KWHT-TV was made party to proceeding. Comr. Cross concurred in part. Action May 9.

The Tuscarawas Bcstg. Co., Uhrichsville, Ohio; The Niles Bcstg. Co., Niles, Ohio; WPME Punxsutawney Bcstg. Co., Punxsutawney, Pa.—Designated for consolidated hearing applications for new daytime am stations on 1540 kc of Tuscarawas with 250 w and Niles with 500 w, DA, and WPME to increase power from 1 kw to 5 kw (but with 1 kw CH), continued operation on 1540 kc, D; made WABQ Cleveland, Ohio, party to proceeding. Action May 9.

Bayshore Bcstg. Co., Hayward, Calif.; Fairfield Publishing Co., Fairfield, Calif.—By memorandum opinion & order, (1) designated applications for new am stations on 1340 kc (Bayshore for 100 w, unil., and Fairfield for 250 w unil.) for hearing; (2) made KCRA Sacramento, KSRO Santa Rosa, KOMY Watsonville, and James Walley, permittee for new station at Oroville, parties to proceeding; and (3) dismissed as moot joint request for approval of agreement to dismiss Fairfield application. Action May 9.

CHE Bcstg. Co., Albuquerque, N. M.—Redesignated for hearing application for new am station to operate on 1240 kc, 250 w, unil.; advised KVSF Santa Fe (former objector) that it will get no objectionable interference from operation as now proposed. Action May 9.

Olney Bcstg. Co., Olney, Tex.; James R. Williams, Anadarko, Okla.—Designated for consolidated hearing applications for new daytime am stations to operate on 540 kc, 250 w; made KWMT Ft. Dodge, Iowa, and KNOE Monroe, La., parties to proceeding. Action May 9.

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WEZY Cocoa, Fla.—Designated for hearing application to increase daytime power from 500 w to 1 kw, continued operation on 1350 kc, 1 kw-N, DA-N; made WDCF Dade City, party to proceeding. Action May 9.

Routine roundup

■ By memorandum opinion & order, commission, on basis of investigation, granted application by Clayton W. Mapoles, trading as Milton Bcstg. Co., for renewal of license of daytime station WEZY Milton, Fla., and denied Jan. 16, 1961 opposing petition by Clifford Wilson. Chmn. Minow concurred with statement. Action May 9.

■ By separate memorandum opinions & orders, commission denied petitions for rehearing filed by Wometco Enterprises Inc., licensee of WTVJ (TV) (ch. 4) Miami, Fla., directed against commission actions of Feb. 14 and Feb. 21, respectively, granting two construction permits involving change in trans. location, increase of ant. height and power, etc.—one to Scripps-Howard Radio Inc., for WPTV (TV) (ch. 5), and other to WEAT-TV Inc., for WEAT-TV (ch. 12), both West Palm Beach, Fla. Action May 9.

■ KEFC-FM Waco, Tex.—Waived Sec. 1.323 (b) of rules to permit acceptance and grant of cp to replace one that had expired to cover studio, trans. and power changes. Action May 9.

■ WJB Salem, Ill.; Leader Bcstg. Co., Edwardsville, Ill.—By memorandum opinion & order, (1) denied petition by Salem for new file number to Leader, and (2) designated both applications for hearing—Salem to increase power of daytime operation on 1350 kc from 500 w to 1 kw and Leader for new station on 1350 kc with 500 w, day; made WAAP Peoria, and KCHR Charleston (Mo.), parties to proceeding. Action May 9.

■ By order, commission granted request by Mid-Florida Tv Corp. to extent of affording each party 30 minutes for oral argument in Orlando, Fla., tv ch. 9 proceeding. Action May 9.

■ By order, commission, on request by Huntington-Montauk Bcstg. Inc., extended to May 21 time to file memorandum briefs in proceeding on its application for new fm station in Huntington, N. Y., and that of The Riverside Church in City of New York for like facility in New York, N. Y. Chmn. Minow not participating. Action May 9.

■ By order, commission rescheduled oral argument for June 8 in proceeding on applications of Charles P. B. Pinson Inc., St. Petersburg, Clearwater, Jacksonville, and All-Florida Communications Co. and James C. Fields, Tampa, Fla. Action May 9.

■ By memorandum, opinion & order in Grand Rapids, Mich., tv ch. 13 proceeding, commission denied petitions by applicant West Michigan Telecasters Inc., for review of examiner's denial of its request to amend its application to show availability of additional \$50,000 loan commitment, and for deletion of its financial qualification issue. Action May 9.

■ Commission granted joint petition by Dirligo Bcstg. Inc., and Downeast Tv Inc., and extended from May 4 to May 14 time for filing reply comments in tv rulemaking proceeding involving Augusta, Bangor, Calais and Presque Isle, Me. Action May 3.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motion by Broadcast Bureau and corrected transcript of oral argument (vol. 70) in proceeding concerning order to Douglas H. McDonald, trustee, to show cause why authorization for WTVW Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action May 3.

By Commissioner Robert T. Bartley

■ Granted petitions Kenton County Bcstrs., Covington, Ky., and extended to April 26 time to respond to petition by Covington Bcstg. Co., Covington, Ky., to reopen record, and to May 29 to file exceptions to initial decision in proceeding on their am applications, et al. Action May 2.

■ Granted petition by general counsel and extended to June 18 time to file exceptions to initial decision in Jacksonville, Fla. tv ch. 12 proceeding. Action May 2.

■ Granted joint petition by Alkima Bcstg. Co. and Howard Wasserman, applicants for new am stations in West Chester, Pa., and extended to June 14 time to respond to petition by Herman Handloff, Newark, Del., for reconsideration in proceeding in Docs. 12414, 12711-2. Action May 1.

■ Granted petition by WPOW Inc.

(WPOW), New York, N. Y., and extended to May 8 time to reply to oppositions to WPOW's petition to enlarge issues in proceeding on its application, et al in Docs. 14559-61; and petition by Broadcast Bureau for extension of time to May 17 to respond to petition to modify issues by Debs Memorial Radio Fund Inc. (WEVD), New York, N. Y., in the same proceeding. Action May 1.

By Chief Hearing Examiner James D. Cunningham

■ Approved joint petition by Monroeville Bcstg. Co., Monroeville, Carnegie Bcstg. Corp., Pittsburgh, and Miners Bcstg. Service Inc. ((WMB), Ambridge-Alliquippa, all Pennsylvania, and approved agreement whereby Carnegie will be paid \$10,000 as reimbursement of portion of expenses incurred in connection with its application in return for its withdrawal; application dismissed with prejudice; retained in hearing status remaining applications in am proceeding. Action May 8.

■ Granted petition by Broadcast Bureau and scheduled hearings to be held in Torrington, Conn., instead of Washington, D. C., in proceeding on an application of Pioneer States Bcstrs. Inc. Action May 7.

■ Scheduled prehearing conference for June 1 and hearing for June 29 in proceeding on an application of Progress Bcstg. Corp. (WHOM), New York, N. Y. Action April 30.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Continued May 8 hearing to date to be hereinafter determined by hearing examiner in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action May 4.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Eliades Broadcast Co., application for new am station in Hopewell, Va., and continued May 7 evidentiary hearing to May 9. Action May 4.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Gabriel Bcstg. Co., Chisholm, Minn., and continued from May 4 to May 9 date for exchange of exhibits and from May 11 to May 14 date for notification of witnesses for cross-examination in proceeding on its am application, et al. Action May 1.

By Hearing Examiner Millard F. French

■ Issued order formalizing agreements and rulings made on record at May 7 prehearing conference in proceeding on fm applications of Grossco Inc., West Hartford, and The Valley Bcstg. Co., Ansonia, both Conn.; continued May 31 hearing to Sept. 11. Action May 7.

■ Granted in part motion by Radio Haddonfield Inc., Haddonfield, N. J., and corrected transcript of hearing; denied its motion for rehearing in proceeding on its am application in Docs. 14425 et al.; and on own motion, corrected in various respects transcript. Action May 4.

■ Granted request by Dolph-Petty Bcstg. Co. (KUDE), Oceanside, Calif., and continued from May 1 to June 4 date for formal exchange of engineering exhibits, and continued May 14 prehearing conference to June 14 in proceeding on its am application. Action May 1.

■ By order formalized agreements reached by parties at April 30 prehearing conference in proceeding on am applications of Saul M. Miller, Kutztown, Pa., et al., cancelled certain procedural dates, and further ordered that agreements reached on record at April 30 prehearing conference are incorporated by reference to govern future conduct of proceeding. Action May 1.

By Hearing Examiner Annie Neal Huntting

■ Granted request by La Fiesta Bcstg. Co. and scheduled further hearing conference for May 8 in proceeding on its am application for new station in Lubbock, Tex., et al. Action May 7.

■ Granted petition by Broadcast Bureau and extended from May 7 to May 28 time for filing proposed findings and from May 28 to June 18 for replies in proceeding on am applications of Catskills Bcstg. Co., Ellenville, N. Y., in Docs. 13257 et al. Action May 7.

■ Having under consideration reopening of record and remand of proceeding to examiner on am applications of Newton Bcstg. Co., Newton, and Transcript Press Inc., Dedham, both Mass., scheduled prehearing conference for June 1. Action May 3.

■ Granted request by Broadcast Bureau and further extended from May 1 to May 4 time for filing proposed findings and from

May 11 to May 14 for replies in proceeding on an application of Asheboro Bcstg. Co. (WSWR), Asheboro, N. C. Action April 30.

■ Granted in part joint motion by WEXC Inc., Depew, Leon Lawrence Sidell, Hamburg, and Seaport Bcstg. Corp., Lancaster, all New York, and corrected in various respects transcript of record in proceeding on their am applications in Docs. 14031 et al.; on own motion, made additional corrections to the transcript. Action April 30.

■ Having under consideration letter of May 1 from counsel for Mainliner Bcstrs., Louisville, Ky., advising that Mainliner proposes to request dismissal of its application, on own motion, cancelled May 3 hearing in consolidated proceeding in Docs. 14288 et al., and ordered that further hearing sessions which may be necessary on applications other than Mainliner will be scheduled at later date to be agreed upon at convenience of parties. Action May 2.

By Hearing Examiner H. Gifford Irlon

■ Continued May 21 hearing to July 9 in proceeding on am applications of WPOW Inc. (WPOW), New York, N. Y., et al. Action May 7.

By Hearing Examiner Jay A. Kyle

■ Pursuant to May 8 prehearing conference, continued June 11 hearing to June 18 in proceeding on application of WIVY Inc. (WIVY), Jacksonville, Fla., in am proceeding. Action May 8.

■ On own motion, scheduled further hearing for May 24 in proceeding on am applications of Simon Geller, Gloucester, and Richmond Brothers Inc. (WMEX), Boston, both Mass.; further ordered that any party desiring to offer further exhibits should supply them to other parties and examiner on or before May 17. Action May 4.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Scheduled further prehearing conference for May 17 for the purpose of establishing procedures and dates to govern hearing in proceeding on application of Bill S. Lahm for additional time to construct WRNE Wisconsin Rapids, Wis. Action May 7.

■ Continued May 8 hearing pending further order in proceeding on am applications of Iowa City Bcstrs. Inc., Iowa City, Iowa, et al. Action May 2.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Santa Maria Telecasting Corp. for leave to amend its tv application to show that William Rea Jr., now 20% stockholder, has been elected vice president and director of applicant corporation in Santa Maria, Calif., tv ch. 12 proceeding in Docs. 14361 et al.; and pursuant to ruling at May 2 prehearing conference, ordered Santa Maria to furnish Central Coast Tv program logs of KUDU Ventura, for certain dates in addition to commission's composite week specifications. Action May 7.

■ By memorandum of ruling denied petition by Rockland Bcstg. Co. for leave to amend its application for new am station in Blauvelt, N. Y., by deleting Sidney Fox as partner. Action May 7.

■ Scheduled oral argument for May 4 on petition by Rockland Bcstg. Co., Blauvelt, N. Y., for leave to amend in proceeding on its am application, et al. Action May 3.

■ Upon request by Central Coast Tv scheduled further prehearing conference for May 2 to discuss request for production of logs of KUDU Ventura, Calif., in Santa Maria, Calif., tv ch. 12 proceeding. Action May 1.

BROADCAST ACTIONS by Broadcast Bureau

Actions of May 8

WLBK-FM DeKalb, Ill.—Granted cp to change frequency to 92.5 mc.

WYNS, Valley Bcstg. Co., Leighton, Pa.—Granted acquisition of positive control by Martin H. Philip through sale of stock by E. D. and Megan H. McWilliams to company of same name.

WJHE-FM, Ohio Valley on the Air Inc., Gallipolis, Ohio—Granted license for fm station.

*KSOZ, The School of the Ozarks, Point Lookout, Mo.—Granted license for non-commercial educational fm station.

WSBC Chicago, Ill.—Granted license to use old main trans. as auxiliary trans. at main trans. location.

KBRZ Freeport, Tex.—Granted license covering installation of new trans.

*WNAD-FM Norman, Okla.—Granted license covering change in ERP, ant. height and installation of new ant.

Lynne-Yvette Bcstg. Co. Albany, Ga.—

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Granted assignment of cp to Lynne-Yvette Bestg. Inc.

WNFM(FM) Naples, Fla.—Granted mod. of cp to change type ant.

WSBA-FM York, Pa.—Granted mod. of cp to change type ant.; remote control permitted.

Granted licenses for following am stations: WORT New Smyrna Beach, Fla.; KDAB Arvada, Colo.

Granted licenses covering increase in daytime power and installation of new trans. for following stations: WGGG Gainesville, Fla.; WRTA Altoona, Pa.; WCUM Cumberland, Md.; KICD Spencer, Iowa; WTAX Springfield, Ill.; WCVS Springfield, Ill.; WSBC Chicago, Ill.; WBYG Savannah, Ga., condition.

Following stations were granted extensions of completion dates as shown: WITI-TV (main trans. and ant.), Storer Bcstg. Co., Milwaukee, Wis., to Nov. 8; KAIT-TV, George T. Herrreich, Jonesboro, Ark., to Aug. 20; WSBA-FM, Susquehanna Bcstg. Co., York, Pa., to July 2; KXEX, Atlas Bcstg. Co., Fresno, Calif., to Aug. 4.

Granted cps for following vhf tv translator stations: Village of Taylor on ch. 7, Taylor, Neb., to translate programs of KHAS-TV (ch. 5) Hastings, Neb.; Scottsburg Community Tv Assn. on ch. 3, Scottsburg, Ore., to translate programs of KVAL-TV (ch. 13) Eugene, Ore.

Actions of May 7

KUDE-FM, Dolph-Petty Bcstg. Co., Oceanside, Calif.—Granted license for fm station.

WJBB Haleyville, Ala.—Granted license to use old main trans. at main trans. location; for auxiliary purposes only.

WJER Dover-New Philadelphia, Ohio.—Granted license covering installation of old main trans. as auxiliary-day-alternate-main, night.

KROX Crookston, Minn.—Granted license covering installation of new trans.

WTRP La Grange, Ga.—Granted license covering change in ant.-trans. and studio location; make change in ground system.

KTTS Springfield, Mo.—Granted license covering increase in daytime power; installation of new trans.; change trans. location; make changes in ant. system; changes in ground system; remote control permitted.

KMRS Morris, Minn.—Granted license covering change in frequency; decrease in power; change hours of operation; and make changes in trans. equipment.

WREO-FM Ashtabula, Ohio.—Granted license covering change in ERP; ant. height; ant. system and installation of new ant.

KGB-FM San Diego, Calif.—Granted license covering an increase in ERP and installation of new trans.

WTRC-FM Elkhart, Ind.—Granted license covering change in ant.-trans. location; redescription of studio location; change ERP; ant. height and ant system; and correct type number of trans.

K02CL, K04CH, K06CQ Modene and Beryl Junction, Utah.—Granted cps to replace expired permits for vhf tv translator stations and specify ERP as 1.38 w; frequency as ch. 2; and make changes in ant. system; specify ERP as 1.35 w; frequency as ch. 4; and make changes in ant. system; specify ERP as 1.34 w; frequency as ch. 6; and make

changes in ant. system.

Granted licenses for following am stations: WYGO Corbin, Ky.; WSHP Shippensburg, Pa.; WSMG Greeneville, Tenn.

Granted licenses covering increase in daytime power and installation of new trans. for following stations: WJBB Haleyville, Ala.; WVLD Valdosta, Ga.; WJER Dover-New Philadelphia, Ohio; WMPM Smithfield, N. C.; WIST Charlotte, N. C.

Actions of May 4

Granted following stations renewal of license: KAKE-AM-TV Wichita, Kan.; KBEA Mission, Kan.; KCLO Leavenworth, Kan.; KCSR Chadron, Neb.; KEDD Dodge City, Kan.; KFOR and alternate main, Lincoln, Neb.; KGGF and auxiliary, Coffeyville, Kan.; KGLC Miami, Okla.; KGWA Enid, Okla.; KGYN Guymon, Okla.; KHAS Hastings, Neb.; KHUB Fremont, Neb.; KIMB Kimball, Neb.; KJRG-AM-FM Newton, Kan.; KKAN Phillipsburg, Kan.; KLEO Wichita, Kan.; KLIB Liberal, Kan.; KMMJ and auxiliary, Grand Island, Neb.; KNEB Scottsbluff, Neb.; KNEX McPherson, Kan.; KNOR Norman, Okla.; KODY North Platte, Neb.; KOFO Ottawa, Kan.; KRGJ Grand Island, Neb.; KRMG Tulsa, Okla.; KRNV Lexington, Neb.; KSID Sidney, Neb.; KSIW Woodward, Okla.; KSPI-AM-FM Stillwater, Okla.; KVSH Valentine, Neb.; KWBE Beatrice, Neb.; KWBW Hutchinson, Kan.; KWPR Claremore, Okla.; KWSK Pratt, Kan.; KXXX and auxiliary, Colby, Kan.; KFMQ (FM) Lincoln, Neb.; *KOKH (FM) KOKH-TV Oklahoma City, Okla.; KOLN-TV Lincoln, Neb.; *KETA (TV) Oklahoma City, Okla.; *KOED-TV Tulsa, Okla.; KHAS-TV Hastings, Neb.; KARD-TV Wichita, Kan.

WREB, Donald T. Hancock, Holyoke, Mass.—Granted assignment of license to Don Hancock Bcstg. Inc.

KABC-FM Los Angeles, Calif.—Granted license covering change in ERP, ant. height, installation of new trans. and ant. and changes in ant. system; conditions.

KENO Las Vegas, Nev.—Granted license covering change in ant.-trans. location, and changes in DA-N system.

KLRO(FM) San Diego, Calif.—Granted license covering change in ERP, ant. height, installation of new ant. and change in ant. system.

WCCN Neillville, Wis.—Granted license covering changes in ant. system.

WKUL Cullman, Ala.—Granted license to use old main trans. at present location of main trans.; for auxiliary purposes only.

WCRS Greenwood, S. C.—Granted license covering change in ant. system.

KRE Berkeley, Calif.—Granted license covering increase in daytime power and change in type trans.

WWIL-FM Fort Lauderdale, Fla.—Granted license covering change in ant.-trans. location and increase in ERP.

WEBR-FM Buffalo, N. Y.—Granted license covering changes in transmission equipment.

WLBK DeKalb, Ill. — Granted license covering increase in power.

WWXL Manchester, Ky.—Granted license covering increase in daytime power.

KTKT Tucson, Ariz. — Granted license covering change in hours of operation; changes in DA and ground systems and installation of new trans. for nighttime use.

WWIL Ft. Lauderdale, Fla.—Granted li-

cense covering change in power; ant.-trans. location; changes in daytime DA system; ground system; and installation of new trans.; condition.

K09BU Del Norte, Colo.—Granted cp to replace expired permit for vhf tv translator station; specify correct call letters of primary station as KOAA-TV; and make of trans.

KCTV(TV) San Angelo, Tex.—Granted cp to modify trans.

WORA-TV Mayaguez, P. R.—Granted cp to change amplifier unit of aur. trans. only (main trans. and ant.).

K07CZ, K09DA, K11DG Laurier, Wash.—Granted mod. of cps for vhf tv translator stations to change ERP to 6.96 w; type trans.; and make changes in ant. system; change ERP to 6.72 w; type trans.; and make changes in ant. system; change ERP to 6.04 w; type trans.; and make changes in ant. system.

K10CK, K08CE, K12CD Kannarrville and New Harmony, Utah.—Granted mod. of cps for vhf tv translator stations to change ERP to 3.85 w; and make changes in ant. system; change ERP to 3.9 w; and make changes in ant. system; change ERP to 3.8 w; and make changes in ant. system.

Granted licenses for following am stations: KSUD West Memphis, Ark., and specify studio and remote control point; WYND Sarasota, Fla.

Granted licenses covering increase in daytime power and installation of new trans. for following stations: WKUL Cullman, Ala.; KWTC Barstow, Calif.; WNEK Macon, Ga.; WHOP Hopkinsville, Ky.; KKID Pendleton, Ore.; WPAV Portsmouth, Ohio; WIKB Iron River, Mich.

Granted licenses for following fm stations: KXQR (FM) Fresno, Calif., change main studio location to 5255 E. Alluvial Ave., Clovis, Calif., and delete remote control; WOOD-FM Grand Rapids, Mich.; WKLW (FM) Grand Rapids, Mich.; WMVB-FM Millville, N. J.

Granted cps to replace expired permits for following vhf tv translator stations: K10BY, Monument Tv Inc., Monument, Ore.; K08AY, K09BH, K09BI, K10BD, K11BM, K11BQ, K12BA, K13BN, K13BM, Upper Methow Valley Tv Assn., Winthrop-Twist, Mazama, Methow, Wash.; K10AB, Richland Tv Club, Sidney, Mont.; K09EL, Ten Sleep Free Tv Club, Ten Sleep, Wyo., and specify frequency as ch. 9.

Granted cps to replace expired permits and specify type trans. for following vhf tv translator stations: K07BX, Harlem Tv Club, Harlem, Mont.; K13BP, Lodgepole Tv. Inc., Lodgepole, Neb.

Granted mod. of cps to change type trans. for following vhf tv translator stations: K11DX, K13DR, Denton Tv Assn., Denton, Mont.; K06AG, K11AI, Moorcroft Community Tv Inc., Moorcroft, Wyo.; K06BL, K10CO, Pioneer Tv Assn., Indian Springs, Nev.

Actions of May 3

KMAP(FM) Dallas, Tex.—Granted SCA on multiplex basis.

WFOA San Juan, P. R.—Granted license covering installation of new trans. with remote control operation.

WGVM Greenville, Miss.—Granted license covering installation of old main trans. as auxiliary trans. at present main trans. location with remote control operation.

KEAN Brownwood, Tex.—Granted license covering increase in power and installation of new trans.

WBIP Booneville, Miss.—Granted extension of authority to Aug. 2 to operate with 8:00 p.m. sign-off.

KGUC Gunnison, Colo.—Granted authority to Aug. 2 to sign-on at 7:00 a.m., and sign-off at 7:00 p.m., Monday through Saturday, and sign-on at 8:00 a.m. and sign-off at 6:00 p.m. on Sundays, except for special events.

WITE Brazil, Ind.—Granted extension of authority to July 25 to remain silent.

KLIL Estherville, Iowa.—Granted extension of authority to June 20 to remain silent.

Granted licenses for following am stations: WSMa Smyrna, Ga.; KRBN Red Lodge, Mont.; WBVM Utica, N. Y.; WLNC Laurinburg, N. C.; WDJS Mount Olive, N. C., and WAWA West Allis, Wis.

Granted licenses covering increase in daytime power and installation of new trans. for following stations: WMIN St. Paul, Minn.; KPV5 Cape Girardeau, Mo.; WBI Abingdon, Va.; WMYB Myrtle Beach, S. C.

Following stations were granted extensions of completion dates as shown: KSWA

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Continued on page 167

CLASSIFIED ADVERTISEMENTS

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

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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

General manager: General manager for mid-west full time station. Perhaps you are a successful sales manager now looking for the next step. Multiple ownership with real opportunities. Box 749K, BROADCASTING.

Tell us why you can manage a successful fulltime AM-FM in a ninety million 3 station market in the East. You must be experienced; ann.—PD—news—sales—super-
vision—know costs and how to control them. Highly desirable area in which to live with many advantages. Earnings in five figures. Top Pulse—Top reputation—so we want a top man. Tell us all—your employment record—your successes (and failures)—your civic endeavors—your family your church and send a pic. Box 956K, BROADCASTING.

\$7,500 plus, plus to an executive salesman in a competitive but thriving New England medium size market. Must be self starter with ideas. Rush a brief resume and snapshot. This is a definite long range management opportunity. Lets talk. Box 981K, BROADCASTING.

Wanted: Manager for new Texas daytimer in small exclusive market. Confidential. Address Box 991K, BROADCASTING.

Branch Studio Manager-Operator in Midwest city of 5,000 with no radio competition. Well established operation. The next best thing to owning your own business. Box 7M, BROADCASTING.

Executive salesman, management experience, proven sales and promotion background. Full-time travel, protected localized territory. Residence in territory required; preference given residents of four available territories: Georgia-Florida-Alabama; New England; Texas-New Mexico; Illinois-Iowa-Missouri. Openings immediate. Personal interviews required. Extensive field training provided. Salary, commission—incentive plan. Earnings unlimited. Major medical, other benefits. Resume, references, pic; Community Club Awards, Westport, Connecticut.

We're putting second FM station on air soon. Excellent opportunity for man with successful sales record to manage both stations. Salary open. Write complete details (no phone calls, please). President WRWR-FM, Port Clinton, Ohio.

Sales

Southeastern—Top Rated Metro Station—needs experienced salesman with management potential for immediate opening. Must be 30-43, married—have excellent references. Guarantee—moving expenses—rapid advancement for creative producer. Send photo—complete resume. Box 527K, BROADCASTING.

BALTIMORE—Good salary plus . . . For good salesman (Management ability) with growing multiple chain . . . complete resume to Box 805K, BROADCASTING.

Florida, West Palm Beach. Excellent salary plus 15% commission and car allowance. Absolute minimum two years fulltime selling radio. Don't put your family through another miserable cold winter. Send complete resume to Box 910K, BROADCASTING.

Las Vegas, Nevada top station opening for aggressive salesman. Opportunity unlimited. Contact KLAS Radio, R. Fleming.

Unusual opportunity in best FM radio time sales market for strong closing, aggressive salesman, age 24-35. Quality programming format with one of Chicago area's top FM stations. Draw against 50% commission. Phone collect UPTOWN 8-7900 or write WXFEM, 4440 N. Clark St., Chicago, Illinois.

Help Wanted—(Cont'd)

Sales

Aggressive young salesman wanted by chain operation. Excellent opportunity for rapid promotion to management. Present operation includes 7 AM's and 1 television. Send full personal resume, character and business references to P.O. Box 1050, Roanoke, Virginia.

Announcers

"Top position open for Negro R & B DJ in No. 1 station—Large market. Must be experienced. Prefer Southerner, 25-32. Excellent salary. Send photo—tape—complete resume to Box 551K, BROADCASTING. All Replies Confidential."

Announcer: DJ for fast moving modern radio. Experience important for strong mid-west market station. Multiple owner operations with many opportunities. Box 750K, BROADCASTING.

Creative c&w dj wanted for Northeast metropolitan market. Send tape, resume. Box 871K, BROADCASTING.

Growing Eastern major market modern radio group has immediate openings for experienced personalities and/or personality newsmen. Modern radio experience is a must. As we grow you will have the opportunity to grow and advance with us. Send tape and complete resume to Box 886K, BROADCASTING.

Fast-pace announcer with good commercial delivery and p.d. abilities. Hospital insurance and other benefits. Immediate opening. Box 952K, BROADCASTING.

Progressive single market station in Texas needs a good combination announcer-engineer. Good working conditions with new equipment. Some maintenance but emphasis on announcing. No drifters please. Box 953K, BROADCASTING.

We have opening for announcer-operator for some young man who wants to get start in radio. There will be some transmitter watch. No maintenance experience needed. Box 958K, BROADCASTING.

Experienced announcer wanted for morning show at good music Ohio station. Mature and pleasant personality desired. Send tape and resume to Box 935K, BROADCASTING.

Aggressive salesman/mature announcer combo man wanted. Must be top flight in both departments. First class ticket preferred but not essential. Live and work in ideal weather and working conditions in beautiful Southern California coastal city, at top-rated good music station. Permanent job in good radio market. Reply Box 970K, BROADCASTING.

Opening engineer-announcer—no maintenance. 500 watt daytime. \$275, send resume, tape. Box 980K, BROADCASTING.

Aggressive experience newsmen—to gather, write, and deliver news—in a unique and exciting news format. Major Eastern market. Send tape and resume to Box 983K, BROADCASTING.

Newsmen to gather, write and air local news. \$90.00—Illinois. Send tape and resume. Box 987K, BROADCASTING.

1st phone announcer—are you tired of the big city rat-race? Want to settle in a medium size, single market, midwest city? News, good music format. Start at \$500.00. No maintenance. Position open now. Box 988K, BROADCASTING.

Announcer, experienced, for full-time AM Philadelphia area. Personal interview preferred. Box 4M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

1st phone announcer. No maintenance. New Jersey daytimer. Box 5M, BROADCASTING.

Announcer needed for midwest better music station. Single station market near metro areas. NAB code subscriber. Must handle tight and complex production. Salary to \$95. Rush tape, picture and your story to Box 12M, BROADCASTING.

Community Station, with community programming in South Alabama has immediate need for announcer—first phone; \$90.00 to \$100.00 for 40 hour week. Box 25M, BROADCASTING.

Announcer, first phone, no maintenance—immediate opening. KSJB 5000 watt 600kc, Jamestown, North Dakota. \$100.00 per week to start, for the right man.

Expanding staff—Dallas station, not top 40, has opening for top notch announcer with bright mature delivery. Some production experience desired. Send tape, picture, complete resume, and personal references. Box 919K, BROADCASTING.

Dixie station has opening for beginning staff announcer. Rush tape and resume to Pete Sanders, KDLA, DeRidder, Louisiana.

Announcer should have experience but will consider outstanding trade school graduate for night shift—three to five and six to eleven. Send details immediately. Mason Dixon, KFTM, Radio, Fort Morgan, Colorado.

Experienced announcer, can also sell. Prefer family man . . . contact Dr. F. P. Cerniglia—KLIC, Monroe, Louisiana.

Prestige Good Music Station needs mature, dignified, hard working announcer who knows how to do an outstanding job and expects to be paid accordingly. This is a top opening in a rapidly expanding, stable, highly successful organization. Please send tape and resume to Managing Director, KOSI, Box 98, Denver 8, Colorado.

Immediate opening. Announcer — First phone, no maintenance. Rush tape, resume. WBRD, Bradenton, Florida.

Immediate opening for morning man, capable on news, sports and announcing. Send tape and resume to WDDY, Gloucester, Va.

Versatile announcer with emphasis on authoritative news. Write, re-write, deliver. Also 2-hour daily show of quality music. Good basic salary and assured growth. Possibility of TV exposure. Also need summer replacement. Send air-check tape and resume to—Operations Manager, WBRE, Wilkes-Barre, Pa.

America's first all-farm station — needs combo man—1st ticket—maintenance—announcing—Contact Jack Moran at once—WDMV, Pocomoke City, Maryland.

Need first phone announcer now! WMHI, Route 5, Frederick, Md. Good station . . . Good music . . . Limited commercials . . . surveyed #1. No maintenance . . . Salary open to experience. Rush tape, resume to above address now!

Good music community-minded station needs experienced mature voice. Above average salary. Personal interview necessary. WPVL, Painesville, Ohio.

WRMF, Titusville, Florida at Cape Canaveral, needs first class engineer-announcer—immediately.

Announcer . . . 1st phone . . . no maintenance. Needed for FM station we're opening soon in Norwalk, Ohio. Send tape and write complete details (no phone calls, please). President, WRWR-FM, Port Clinton, Ohio.

Help Wanted—(Cont'd)

Announcers

Announcer . . . 1st phone . . . Immediate opening for expanding operation. Send tape and resume. WSWV, Platteville, Wisconsin.

Wide awake full time operation wants steady, qualified man with personality plus. \$85 to start with fringe benefits. WUSJ, Lockport, N. Y.

Technical

Sell and service broadcast equipment. Need engineers for local territories. Use spare time. Excellent commission arrangement. Quality product line. Box 781K, BROADCASTING.

Five thousand watt in Pacific Northwest wants competent Chief Engineer. Permanent position. Half board work . . . half maintenance. Send tape and references. Box 947K, BROADCASTING.

Opening engineer-announcer—no maintenance. 500 watt daytime, \$275, send resume, tape. Box 979K, BROADCASTING.

First class engineer for extremely well equipped, modern, progressive Virginia station. Must be thoroughly familiar with audio and transmitter work. Small amount of announcing required. If you want to work with the best equipment and the best people and have the know-how to keep things going, then you can join the staff of this old established station. Send resume with picture, salary requirements and tape to Box 10M, BROADCASTING.

Our chief engineer for the past seven years will get his degree from Kansas University in August. We want his replacement by July first, an experienced, qualified chief, who wants an engineering degree. Be our chief and attend KU. Write Arden Booth, KLWN, Lawrence, Kansas.

Immediate opening first-class engineer-announcer combo. Send photo, resume, and tape to KOKO Radio, Warrensburg, Missouri.

KMAE McKinney, Texas, has opening for announcer-engineer. Must be capable maintenance studio and transmitter equipment. Prefer "Amateur" operator with first phone and good voice. Send complete resume, tape, and snapshot to Geo. W. Smith Jr., KMAE McKinney, Texas.

There must be someone with a 1st class ticket and announcing experience who wants a good permanent job at a smooth-sound, daytime only station. Masculine or feminine applicants acceptable; must be able to read news intelligently. Send resume, tape and salary required to WCNL, Newport, New Hampshire.

Are you a competent engineer who likes the work and would like an owner-boss who appreciates above-average interest and ability? 5 kw full-time AM near Philadelphia. WCOJ, Coatesville, Pennsylvania.

1 kw daytime station . . . remote control transmitter . . . looking for young engineer who has the necessary background but no opportunity to be a Chief. Group operation. Fringe benefits. Real growth opportunity. Write to Benjamin M. Turnbull, General Manager, WDOS, Oneonta, New York, stating minimum salary requirements.

Wanted. First class engineer for chief and limited air work. Write WJWL, Georgetown, Delaware.

Chief Engineer needed immediately because of sudden death long-time incumbent. 5 kw fulltime, directional night only; also FM. University-owned commercial, network affiliate. Settled family man, capable complete charge all transmitter and studio maintenance. Rent-free 3 bedroom quarters at transmitter. Send complete resume, photo, references, salary requirements, in first letter. Director WRUF, University of Florida, Gainesville.

Production—Programming, Others

Program manager: Top station with both Nielsen and Pulse seeking program manager due to promotion. Must have background of rating success. Multiple ownership operation in midwest. Box 748K, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Writer, creative; director, imaginative; combination, rare! If you are a writer who can direct, or a director who can write, and if you'd like to find out how good you really are, send resume and photo to Box 940K, BROADCASTING.

Farm Director: Radio and TV in Carolinas. Interested only in first class applicants for first class job. Salary and incentive open. Full particulars and photo first letter to: Box 976K, BROADCASTING.

Wanted: Top flight newsman with sound journalism background. Capable of writing, producing and airing fast-moving three hour news and feature program on five days per week basis. Send tape, photo and resume to Box 3M, BROADCASTING.

Girl Friday. Emphasis on continuity-writing. Some air work. Send tape, photo, resume to KHAS Radio, Hastings, Nebraska.

Newsman, Michigan, experienced to gather, write and deliver news. Contact Leo Jylha, WBCM, Bay City, Michigan.

Want immediately qualified, mature newsman to head news department. News gathering and reporting more important than announcing ability. Send all information, references, requirements first letter. WDEC, Americus, Georgia.

RADIO

Situations Wanted—Management

Management team (husband and wife), currently owners of successful radio properties with local managers, are available to manage and invest in an additional property (New England—Mid-Atlantic States). Highest financial and business references are available. Box 752K, BROADCASTING.

Manager—strong personal sales. Twelve years management. Highest character and owner references. Responsible qualified. Area \$10,000. Box 854K, BROADCASTING.

Currently General Manager of regional station. Seeking association with growth minded owner. Outstanding record of National, Regional and local sales. Top references. Box 856K, BROADCASTING.

Top quality highly experienced manager—former owner and general manager top 60 market. Sales leader, heavy on promotion, character and ability stands full investigation. Could invest—married 38, excellent organizer prefer new operation. Box 877K, BROADCASTING.

I don't believe in rock and roll—I do believe in solid radio programming. If you have a radio property in the Eastern United States that needs a firm hand plus imagination and 20 years of radio background please contact me. Sales experience totals 7 years. Interested in progressive medium—large market. References exchanged. Box 882K, BROADCASTING.

Put your radio station in hands of educated and experienced broadcaster who can provide you with a Modern-Adult station with Popularity and Prestige, built around a solid, substantial news department. Well versed in Programming, News and Commentary, Sales, Advertising, Administration, Finance, Engineering and FCC. 20 years experience—12 in management. Age 41, married, family and no skeletons to hide. Presently part owner and manager in city of 14,000. Want larger, fulltime market or present market size if interest is available. Presently in midwest but will consider all locations. Available this summer. Box 885K, BROADCASTING.

Manager—First phone, sales-programming. Seeking position in small or medium market. Experience, top references. Sales my business. Replies confidential. Box 887K, BROADCASTING.

Mr. Absentee Owner: Don't give up! Try, one more manager! Me! Age 40, sober, married, dependable, sell—prefer southeast. Box 931K, BROADCASTING.

Manager, strong sales, first phone, experience, small or medium market. Will buy small interest. Box 967K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager—seasoned broadcaster with experience and knowhow to tackle any situation. Any size market. Excellent record and references. Write Box 982K, BROADCASTING.

Ex-Manager Metro Market, 10 years sales, programming, administrative experience—prefers southeast. Opportunity foremost, salary secondary. Box 989K, BROADCASTING.

Mature manager desires to permanently relocate to Texas. Medium or large market. TV and radio experience. Investment optional. Complete details on request. Box 17M, BROADCASTING.

Want station to manage in East with opportunity to purchase. Box 26M, BROADCASTING.

Experienced radio manager, presently employed, desires position where personal sales, promotion and organizational ability will be recognized by increased income. Interested in attractive incentive plan rather than high guarantee. Prefer mid-Atlantic or Northeastern U. S. Available for personal interview immediately for job opening June 1. Write Box 29M, BROADCASTING.

"Experienced husband and wife management team. Desire to move family to warm climate. Will discuss any reasonable proposition including part ownership. Contact Lester Gould, 2105-4th Ave. N.E., Austin, Minnesota, phone Hemlock 3-7608."

Relocate by June 1. Seven years experience radio-tv. Five years manager, KAGE, Winona, Minnesota. College grad, family. Desire management, sales manager, Prefer chance to own percentage. Can make small investment. Frank Haas; Gilmore Valley Road, Winona, Minn. Phone 6133.

Sales

Who makes sponsors want to buy? Who makes listeners and viewers want to try? Who wants his experience (manager to janitor) to make money for you . . . and him? Little old moneymaker, me. Write and make an offer. Box 951K, BROADCASTING.

Sales-News; 10 years experience, good, sober, family man wants change from Florida in June. Box 16M, BROADCASTING.

Announcers

Mature announcer. Wants to put better than average announcing and production ability to work in forward looking radio-TV station. Box 759K, BROADCASTING.

DJ-Announcer — Newscaster. Experienced. Tight format; bright happy sound; authoritative news. Not a floater. Box 809K, BROADCASTING.

Experienced announcer-dj, great adult voice, 21, single. Country and western or good music. Want security—dependable. Prefer Southwest. References. Box 852K, BROADCASTING.

Bright personality—Program, sales, copy versatility—seasoned entertainer—Announcing School graduate, wants suitable location. No FCC 1st license. Will learn! Box 922K, BROADCASTING.

Morning man for adult quality music format. Family man with mature voice and persuasive soft-sell delivery. Pleasant personality. Prefers NE states. Box 934K, BROADCASTING.

Announcer; fast production; mature voice; experienced; dependable—want steady position. Box 943K, BROADCASTING.

Wanted, all night show. First class ticket and three years experience. Tape and resume available on request. Box 944K, BROADCASTING.

New England. Experienced announcer. Clever ad lib. Creative copy. Strong on news. Box 948K, BROADCASTING.

Summer employment—Available June 4—September 1 in Southeast area. 4 years major market experience, now in college. Top rated. Excellent references. Box 950K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer news, play by play sports, music. Creative in radio production. Single, vet. Excellent references. Box 954K, BROADCASTING.

Disc jockey—announcer, young, single, experienced, seeking swinging sound, immediate availability. Box 955K, BROADCASTING.

Sports director/News-caster—writing ability—experienced play-by-play desires position with heavy sports station in Northeast. Box 960K, BROADCASTING.

Experienced announcer dj. Bright sound, tight production. Mature, dependable will relocate anywhere. Box 968K, BROADCASTING.

Long experience, gathering, holding, selling audience warm, sincere. Number one pulse good music—tight format, easy go, talk? News, sports, pd, sales early thirtys, midwest, east. Box 969K, BROADCASTING.

Top dj in large Pennsylvania market. Three years experience. Young, married and ambitious. Bright personality, best references. Not a screamer or floater. Desires swinging "top 40" station, Box 972K, BROADCASTING.

Three top format dj's all with first phones. Presently employed at number one station in top twenty market. \$200.00 weekly minimum. Tapes, picture, resumes and ratings available immediately. Box 977K, BROADCASTING.

Nine years experience, all phases of radio. Excellent references. Family man seeking permanence. Box 978K, BROADCASTING.

2 1/4 years fast format dj experience. A.B. degree, single, 5A. Box 984K, BROADCASTING.

Announcer, dj, young. Little experience. Willing to work. Mature in voice and attitude. Travel no problem. Tape or personal interview upon request. Box 985K, BROADCASTING.

Announcer, dj. Authoritative news, lively sports, bright sound. Not prima donna or floater. Box 993K, BROADCASTING.

Swinging pop or top 40 stations attention! DJ—1 1/2 years—6 mo's (P.D.) Single—23—currently working — AA voice, seeking larger market. Write Box 994K, BROADCASTING.

Top notch combo man, married, seeking good job security. Will send tape and resume. Box 995K, BROADCASTING.

Attention AM or FM stations within 50 miles of Cincinnati, Ohio!—Weekend work wanted—some experience—Salary unimportant. Box 998K, BROADCASTING.

Twelve years experience all departments. Play by play, good solid man. Try me! Box 997K, BROADCASTING.

Need that first job. Can you help! Well trained, college. Box 1M, BROADCASTING.

Experienced, capable, newsman, staff announcer, single, veteran, enthusiastic—available immediately. Box 2M, BROADCASTING.

Young man, single and draft exempt desires news or dj position in or near large urban area. Prefer midwest but will travel. 5 years experience. Box 19M, BROADCASTING.

Swinging Negro announcer with exceptional news ability. Plenty experience, personable. Box 26M, BROADCASTING.

Announcer-Account Executive (combo). Experienced: Air, sales, production-voices, college. Box 8M, BROADCASTING.

Announcer, two and a half years experience. Presently employed. Want to relocate. Reliable, responsible. No screamer. Box 9M, BROADCASTING.

Announcer — versatile, industrious and young. Can do dj shows and authoritative on news. Well trained. Robin Burns, 3090 N. Haussen Ct., Chicago 18, Illinois. MU 5-0287.

Situations Wanted—(Cont'd)

Announcers

Twenty production years as a top-notch personality, Chicago-Detroit stations, sports, news, special events, deejay. Clear voice, good English spiced with humor, guaranteed topseller. Nationally known references. Write Box 1082, White Plains, N. Y.

First phone Negro combo-man. Trained for radio-tv broadcasting. Broadcasting and technical school graduate, some college. No experience, but natural swinging personality and versatile knowledge of music. Fast-pace and board. Benny Johnson, Jr., 1228 Fairmont St., N.W., Washington 9, D. C.

DJ, college grad., B.A. Radio-TV; happy sound; married; 24, desire larger market; southern top 40 preferred; employed; USL, Box 1014, Lafayette, La.

Announcer: 26, vet, no maintenance—1st phone, midwest only, three years announcing. Write: 416 South 6th St., LaCrosse, Wisconsin.

Announcer-First phone. 21, single. Two years experience. Prefer West Coast. Box 13M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, interested more in learning then earning. 2nd phone, single, 32. Thomas Patrick Stanton, 1209 Clover Lane, Ft. Worth, Texas. Telephone RE 8-4211.

School of Broadcasting and Announcing graduates. Trained . . . Experienced . . . Eager. 1697 Broadway, N.Y.C.

Technical

Engineer-twelve years staff and chief—wants to relocate in San Bernardino, California vicinity. If you have an opening now or in future, contact Box 861K, BROADCASTING.

Experienced radio & television chief desires to relocate. Prefer Midwest or Northwest. Box 862K, BROADCASTING.

Former field engineer for a well known consultant. Experienced in all phases of studio and transmitter engineering. Seeking a position as field engineer, working chief, or in construction and maintenance. Box 874K, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

TF (until forbid)

RATES

- Situations Wanted—20¢ per word—\$2.00 minimum (Payments in advance)
 - Help Wanted—25¢ per word—\$2.00 minimum
 - Display ads \$20.00 per inch—STATIONS FOR SALE advertising require display space
- Situations Wanted—(Payment in advance)
- 1" 2" 3" 4" other
- All other classifications 30¢ per word—\$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV Radio TV

HELP WANTED

- management
- sales
- announcers
- technical
- production-programming

FOR SALE

- equipment
- WANTED TO BUY**
- stations
- equipment

SITUATIONS WANTED

- management
- sales
- announcers
- technical
- production-programming

ADDITIONAL CATEGORIES

- Instructions
- Business Opportunity
- Miscellaneous

COPY

{if larger space is needed, please attach separate copy}

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME _____

COMPANY _____

ADDRESS _____

Remittance enclosed \$ _____ Bill

Situations Wanted—(Cont'd)

Technical

Experience chief engineer-announcer. Mid-Atlantic or Florida. \$100. Write: Room Two, Bayard Hotel, Dover, Delaware.

First phone, second telegraph, radar endorsement, 2½ years radio. Strong on maintenance. Some announcing. Graduate in EE January, 1963. Desires summer work radio or tv. Marvin Livingston, 619 University, Stillwater, Oklahoma. FR 2-7941.

Young man age 24, first phone desires experience engineering. Fair voice. David Nobles, Chadbourn, North Carolina.

Experienced first phone 7 years AM, 3 years FM and remote control. 10 years control room operation-maintenance and transmitter. Last 3 years research lab. Seeking position with mature operation. References and resume upon request. Reason for change—lab closing. Charles L. Smith, RD #2, Freeville, New York, ETNA 4681.

Chief engineer 4 years. No announcing. 1 and 5 kw daytimers, remote control. Anthony Ostopp, Box 6876, Towson, Maryland. Phone 821-9420.

Experienced Chief Engineer — announcer. Over 6 years in maintenance, construction and advisory radio engineering. Excellent record and references. Any type of announcing, presently chief of top c&w this area. Seeking reputable employer who needs hard working able combo of engineer. Age mid 30's. Call or write Jim Slawson, 1103 East 12th Tifton, Georgia. 382-5524. Any of the 50 states.

Production—Programming, Others

Available immediately . . . Radio or tv continuity writer. Will travel. Complete details on request. Box 883K, BROADCASTING.

Florida. Seeking position as program director, now employed in large south Florida market. 26, married. Box 930K, BROADCASTING.

News, sports. Experienced, 24, masters degree in journalism. Radio or TV. Minimum \$125.00. Box 990K, BROADCASTING.

Station sold . . . PD-DJ available. Married-family-want to settle as DJ, PD, or both. Call REgent 9-3990, not collect, or write Dave Cummins, 58 Diamond Hill Rd. Warwick, Rhode Island. 8 years high ratings. Go anywhere.

Public Relations

Young, ambitious, presentable, single. B.A. in P. R. One year radio news writing experience. Four years sales experience. Desire Washington, D.C. area—willing to travel. Box 11M, BROADCASTING.

TELEVISION

Help Wanted—Sales

Midwest TV station must add Account Executive. Expanding local potential. City population over 100,000. Excellent salary plus commission arrangement. Minimum one year successful tv sales. Send complete resume, including billings, plus photo. Box 743K, BROADCASTING.

Top executive position in multiple ownership operation to head national sales for two TV stations. Excellent opportunity for person with national background. Box 961K, BROADCASTING.

New Fresno area independent television has immediate openings for three aggressive, creative salesmen. Air work optional. Extremely rewarding commissions and growth potential. Send photos and references to Harold Gann, Box 1321, Hanford, California.

Announcers

Newsman for tv and radio stations in mid-west. Ability to gather, write, and present news is essential. Excellent opportunity to expand in news field with multiple ownership operation. Box 747K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced on camera announcer strong on news, weather and commercial presentation. Send photo, background information, references and audio tape to: Harry C. Barfield, WLEX-TV, Lexington, Kentucky.

Technical

Wanted: Ass't Chief Engineer with switching and board experience to help with maintenance. NBC affiliate northwest. Box 913K, BROADCASTING.

Need TV Chief Engineer familiar with all phases construction and operation. Southeastern VHF. Send full details first letter. All replies confidential. Box 914K, BROADCASTING.

South Florida VHF has opening for first class licensed man. Box 949K, BROADCASTING.

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 959K, BROADCASTING.

Experienced maintenance supervisor needed for TV-AM-FM. Installation experience desirable. Include salary requirement with resume. Reply to Jim Garner, Chief Engineer, KLRJ-TV, P. O. Box 550, Las Vegas, Nevada.

Channel 21, new indie has immediate opening for experienced maintenance technician. G. E. 1kw transmitter and 10w microwave. Above average salary for a competent, ambitious person. Send references and resume to Harold Gann, Box 321, Hanford, California.

Need transmitter operator, must have 1st phone license, no experience necessary. Also need one experienced transmitter engineer to work shift and do maintenance work on RCA TT-25-BL transmitter. Send picture and salary with first letter to Jerry E. Smith, KRIS-TV, Post Office Box 840, Corpus Christi, Texas.

Immediate opening for Television engineers experienced in studio maintenance & operation. VTR experience desired. Permanent position with automatic salary increases. Send resume to Director of Engineering, WGBH-TV, Ch. 2, 25 Granby Street, Boston 17, Mass.

Assistant Chief Engineer to supervise studio operations. Prefer man with microwave, videotape and transmitter experience. Send resume of education, salary requirements, industry references and experience to B. L. Patton, Chief Engineer, WJAR-TV, Providence, R. I.

Immediate opening for tv technician experienced in studio maintenance and operation. Ampex VTR maintenance experience desired. Must be ambitious, dependable and have first phone license. Replies treated in confidence. Send qualifications, references, salary requirements and recent photograph to Chief Engineer, WLAC-TV, Nashville, Tennessee.

Production—Programming, Others

Program Manager—Television, Major Eastern market. Description of experience in production, direction, cost factors and personnel supervision mandatory. Creative leadership required. Reply Box 957K, BROADCASTING.

Southeastern ETV has opportunity with challenge for creative producer-director. Must have minimum of two years working experience, college degree preferable, but not required. Send complete resume, photo, and salary requirement to Box 31M, BROADCASTING.

TELEVISION

Situations Wanted—Management

Station Manager's assistant or business manager, 14 years experience, responsible family man, highest references, available immediately. Box 920K, BROADCASTING.

A fine Salesmanager is now available. What more can be said: Box 807K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

TV Program Manager available in June. Exceptional experience in Programming, Production, and Film Buying. For detailed resume, contact: Box 941K, BROADCASTING.

Operations Manager with major market TV experience in Production, Programming, Film Buying, Promotion, Sales, and VTR-Film Production. Prefer West or Southwest. Box 942K, BROADCASTING.

National Sales Manager with excellent record of sales requiring broker, company and agency contacts. Over ten years in radio and television sales including national representative sales management. Western states only. Box 946K, BROADCASTING.

Salesmanager—Commercial Manager seeking UHF or VHF opportunity in midwest. Experienced, high production record. Box 971K, BROADCASTING.

10 years experience able administrator employed as sales manager—37 years—married—family. Box 998K, BROADCASTING.

Sales

Sales Manager—Well known and regarded in the Southwest. History. Box 939K, BROADCASTING.

Will exchange fifteen years of production and programming knowhow for challenging sales position with television station in tough market. Resume. Box 974K, BROADCASTING.

Experienced radio manager, presently employed, desires position where personal sales, promotion and organizational ability will be recognized by increased income. Interested in attractive incentive plan rather than high guarantee. Prefer mid-Atlantic or Northeastern U. S. Available for personal interview immediately for job opening June 1. Write Box 30M, BROADCASTING.

AGENCY-ADVERTISER

Creative account executive 10 years experience; ad mgr & AE with major 4A agcy. Imaginative, versatile, good administrator—strong on merchandising & presentations. Know print, TV, films. Experience includes packaging, associations, appliances, outboard motors, juv. apparel—also drugs & cigarettes. Works well with people & budgets. Resume on request. NYC preferred. Box 837K, BROADCASTING.

Technical

Engineer, first class, experienced VHF-UHF-Radio maintenance and installation. Box 821K, BROADCASTING.

Chief Engineer or good Xmtr position. 12 years TV-AM experience, 6 as chief. Know RCA, Dumont, some GE. Available immediately. Box 825K, BROADCASTING.

Capable assistant chief seeking similar position with a future. Eight years experience all phases tv. Excellent references—proven ability. Box 992K, BROADCASTING.

Production—Programming, Others

Corporate PR executive; 11 years TV and radio background, sales motivation experience, seeks post as TV promotion and community relations specialist with station or production company. Current income exceeds 10M through personal initiative. Box 938K, BROADCASTING.

News Director, deciding the future this week. After ten years southeastern metro market, I'm seeking new opportunity for aggressive, authoritative reporting that should pay-off with same top ratings, audience and sponsor loyalty earned here. Phone tonight: 404-323-2939. Box 963K, BROADCASTING.

Film editor. 2 years experience. Box 20M, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Production manager/producer-director, employed at net owned heavy public affairs programmed station fourth market, has just completed eight month public relations survey to help station determine program needs in community. Desire permanent news or public affairs position. Box 6M, BROADCASTING.

Director-switcher-producer, 3 years experience. College grad. Box 21M, BROADCASTING.

Reliable young man, seven years public relations, practical experience radio, television, theatre desires to relocate, preferably in California. Present Eastern position over four years. Available personal interview. Salary open. Interested in discussing situation? Details first letter please. Box 973K, BROADCASTING.

Cameraman. Three years experience. College grad. Desires station with extensive public service programming. Box 22M, BROADCASTING.

Floor director. Knows lighting. College grad. 2½ years experience. Box 23M, BROADCASTING.

Floor director. Stop watch, college degree, lighting techniques and three years experience. Box 24M, BROADCASTING.

FOR SALE

Equipment

For Sale: 6 Gray 212-SX 16 inch arms, with 8 GE VR-11 diamond 1 mil cartridges. One year old. Original cost \$328.00 will sell as package only at \$185.00. Excellent for monaural pickup, not satisfactory for stereo. Box 945K, BROADCASTING.

Gates BC-1E 1,000 transmitter reduced to 500 watts with Gates package unit, also with remote control motors and diodes. \$2,400.00 plus shipping and crating. Terms. Box 966K, BROADCASTING.

New Western Electric transmitter tubes—most of them in sealed boxes—242-c Western Electric, 12 @ \$33.00. 242-c General Electric, 6 @ \$33.00. 271-A Western Electric 4 @ \$7.50. 244-A Western Electric 7 @ \$4.00. 247-A Western Electric 10 @ \$4.00. 262-B Western Electric 4 @ \$4.00. 837 General Electric 7 @ \$10.30. Box 14M, BROADCASTING.

One (1) Western Electric Model 503B-2 FM broadcast transmitter, 1000 watts. Write KASU, Arkansas State College, Jonesboro, Ark. Phone No. WE 5-5972.

Presto A-93 recording amplifier, Rek-O-Kut B16H turntable, Rek-O-Kut M-5 lathe with Audax head. Wayne Owens, KSOK, Arkansas City, Kansas.

Gates 250W AM Transmitter, good condition, just removed from service. WANE—Fort Wayne, Indiana.

For sale . . . best offer . . . Raytheon model RT-1000 antenna tuning unit—frequency range 540kc, to 1600kc—1000 watt rating. Line impedance 50-250 ohms. 3 coil single T section low pass filter network—Good condition less remote meter rectifier. Radio WBGR, Jesup, Georgia. Art Manning, C.E.

Berlant Studio Recorder model 31—used. \$300 or best offer. Contact Erny Tannen, WDMV, Pocomoke City, Maryland.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

16mm Reversal Film Processor—Aiglonne, Model America—Automatic daylight Film processing up to 1400 feet per hour, threads itself automatically, high speed solution recirculation, replenishing system, temperature controls, impingement, drying, etc.—new condition. \$2500 plus freight. WHO-TV Des Moines, Iowa.

Unused transmission equipment 1 5/8" Andrews, 51.5 OHM Teflon Line, \$40.00 for 20' length; 3/8" ditto, 90¢ foot; 6 feet. Dishes with hardware, \$150.00 each. Also Elbows, Reducers, Dehydraters, Hangers and Hardware at surplus prices. Write for Stock List. S-W Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, Calif.

For Sale—(Cont'd)

Equipment

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Tapes. 1200' 99¢; 1800' \$1.29. Free catalog. Box 3095, Philadelphia 50.

Now available—tremendous savings. 25 kw notch diplexer Alford Model 1052. Used one year. Ch. 11. RCA vestigial sideband filter RCA MI19085AH Ch. 11. 50 kw diplexer RCA MI19394. 1200' Teflon 3-1/8" coax complete with hangers and connectors. 4 6-1/8" spring line hangers. TS-10A RCA video switcher. 2 RCA high voltage transformers for RCA 25 kw transmitter. WLUK-TV, Green Bay, Wisc.

RCA 1-DB transmitter. Used nine years as main and last 16 as auxiliary. Complete with tubes and one crystal. \$500 FOB. WSBT, South Bend, Indiana.

New & Used towers—3 self-supporting 300 ft. FM-TV-AM. Ace High Tower Erector Co. Greenville, North Carolina.

WANTED TO BUY

Equipment

Wanted: Complete FM Broadcasting equipment, used—must be in excellent condition. Up to 3kw—prefer 1kw. Can use 200 ft. ant. (Guy). Box 933K, BROADCASTING.

Wanted—by our clients. Radio, FM, and TV test and measuring equipment. "Thirty years in Broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Wanted for cash—used water cooled tubes. Types: 892, 6333, 5606, etc. In good condition or surplus new tubes. Advise type, quantity, condition, make and price. Electronic Laboratories Supply Co., 7208 Germantown Ave., Philadelphia 19. Pennsylvania. Phone Chestnut Hill 8-2700.

WANTED TO BUY

Stations

Management team (husband and wife), currently owners of successful radio properties with local managers, are available to manage and invest in an additional property (New England-Mid-Atlantic States). Highest financial and business references available. Box 753K, BROADCASTING.

Experienced program, news, play-by-play sports director desires interest in full time operation. Box 846K, BROADCASTING.

Electronics Components manufacturing company seeks entry AM or TV ownership through purchase profit making Eastern properties. Principals only. Box 986K, BROADCASTING.

Individual interested in purchasing all or portion of station in Texas or Missouri. Your reply will be held in complete confidence. Box 18M, BROADCASTING.

Interested in small station near Dallas, Texas. Will consider other areas in Southwest. Reply Box 27M, BROADCASTING.

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 Gillham Road, Kansas City 9, Missouri.

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.

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.

Instructions—(Cont'd)

Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts June 4—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.

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. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting July 11, September 19. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

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.

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.

Can you qualify for your first class F.C.C. license in six weeks? Yes, you can do it at Pathfinder School in Hollywood. New classes starting June 12. Modern classroom, excellent instructor, small class for truly personalized instruction. Make reservation now, to secure your enrollment in the class of your choice. Pathfinder School, 5504 Hollywood Blvd., Hollywood 28, California. Tel HO 9-7878.

MISCELLANEOUS

Increase ratings with 100 recorded excerpts 5 seconds each, taken from pop records . . . Quick answers . . . Send \$3.00 to Andrews. Box 15M, BROADCASTING

ATC and similar cartridges rewound and reconditioned. Low rates. Broadcast Associates, Box 1392, Atlanta 1, Georgia.

We Guarantee increased ratings with fantastic Lange (one)—Liners! Demonstration record free! Lange, 5880 Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books. Hewlett, N. Y.

Instant gags for deejays!—100 gag topics available such as Radio, Weather, Traffic, Tv, etc. Write for list Show-Biz Comedy Service (Dept. B) 65 Parkway Court, Brooklyn 35, New York.

Household Hints. 260 different ones per year or on quarterly basis. 45 seconds customized for client. Exclusive for listening area. Samples on request. Windham, 2004 Royal St., Selma, Alabama.

BUSINESS OPPORTUNITY

Investors—Capital wanted for new Miami Beach, Florida maximum power full-time radio station. Contact Box 762K, BROADCASTING.

RADIO

Help Wanted—Management

REWARD \$60,000.00

Yes, within the first three years the right man or management team can be rewarded 60 M or more by launching new 10 KW AM in major southern market. Must show proven success, financial responsibility, experience, etc.

SECOND THURSDAY CORP.
20th Floor, L & C Tower
Nashville, Tenn.

Help Wanted—(Cont'd)

Sales

BROADCAST SALES ENGINEERS WANTED

Immediate opportunity for sales engineers to manage broadcast equipment sales in the following territories:

- Midwest States
- Middle Atlantic States

The main requirement is a broad background in radio, combined with some sales experience. Also, must be aggressive, responsible, and with a deep desire to sell equipment. Excellent starting salary with an attractive incentive program and all travel expenses paid. Become part of the dynamic expanding sales organization of a nationally known Midwest broadcast equipment manufacturer. Send resume immediately to Box 881K, BROADCASTING.

SALES MANAGER

Outstanding career opportunity to take responsibility for 5-man sales department in major Midwestern market. Exceptionally well-programmed popular music station with large local news department. Clear No. 1 Pulse and Hooper. Sales potential over \$1 million. Should have successful large market selling experience combined with ability to help build strong station image of prestige and integrity. Attractive compensation plan and opportunity for stock options.

Box 999K, BROADCASTING

Announcers

MAJOR MARKET MODERN

Immediate opening for bright, upbeat morning man. Humorous show with controlled use of voice track characters. Tight production and good commercial delivery essential. Excellent opportunity with competitive, well-established Midwest station. Send tape, resume and salary requirements.

Box 962K, BROADCASTING

The good old days of radio are back! Announcers, deep voices, mature sound. Must be able to sell a commercial. If you like and understand the best in music, we have opening in one of top markets in the country. Send tape, picture and salary requirement to PAM, WEW Radio, St. Louis, Mo.

Help Wanted—(Cont'd)

Technical

OVERSEAS OPPORTUNITIES EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge civil, hydraulics or other engineering helpful.

Travel and housing allowances given. Submit experience and earnings to

Box 841K, BROADCASTING

RADIO

Situations Wanted

Production—Programming, Others

FM PROGRAM DIRECTOR

Wrote industry's first qualitative FM survey; 11 years in FM as writer, producer, announcer, operations and program director. Brought new top-ten market FM station into programming dominance and commercial success in one year. Know program guide production. Northwestern University degree. Phone 313-961-3710 or write Box 936K, BROADCASTING.

PROGRAM DIRECTOR WANTS WORK!

Hard-working, experienced PD available now! Top-notch air, administrative, production copy and promotion experience over 25 year radio career. 41, married, salary 10 M.

Box 937K, BROADCASTING

TELEVISION

Help Wanted—Technical

TOP PROJECT ENGINEER CATV

Who has designed, engineered and supervised technical operations of CATV systems.

Excellent opportunity in expanding organization.

Our staff knows of this ad. Please give full background and salary desired in strict confidence.

Box 932K, BROADCASTING

EMPLOYMENT SERVICE

BETTER JOB!

ALL BROADCAST PERSONNEL PLACED ALL MAJOR U.S. MARKETS MIDWEST SATURATION

Write for application NOW **WALKER EMPLOYMENT SERVICE**

Jimmy Valentine Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

Help Wanted—(Cont'd)

Technical

ENGINEERING AND TECHNICAL POSITIONS AVAILABLE AT ITA ELECTRONICS CORPORATION

UHF-TV TRANSMITTER DESIGN ENGINEER—3 to 5 years minimum experience with high power klystrons and associated circuitry.

SSB TRANSMITTER DESIGN ENGINEERS—3 to 5 years minimum experience, VHF frequencies, familiar with single side band techniques.

AUDIO DESIGN ENGINEERS—3 to 5 years minimum experience. Strong in transistor knowledge, solid state circuitry experience desirable but not essential.

RECEIVER DESIGN ENGINEER—3 to 5 years minimum experience in high quality, super sensitive receivers. Solid state experience desirable but not essential.

ANTENNA DESIGN ENGINEERS—3 to 5 years minimum experience in VHF, UHF or HF antennae. Knowledge of phasing equipment desirable but not essential.

ITA ELECTRONICS CORPORATION

130 E. Baltimore Avenue
Lansdowne, Pennsylvania

Help Wanted—(Cont'd)

Production-Programming, Others

TELEVISION PROGRAM MGR.
Immediate opening—
large Eastern network
affiliate. Must be strong
on film buying, all phases
contract negotiations, sta-
tion production and talent
supervision. Send complete
resume and photograph. Re-
plies in confidence. SAL-
ARY OPEN.

Box 33M,
BROADCASTING

MISCELLANEOUS

Aggressive sales organization available for Radio, TV & Film Sales representation currently calling on Eastern markets. Also interested in representing companies to the Advertising & Market Research business.

Box 965K, BROADCASTING

ATTENTION!
 Announcing a new service for radio stations, large or small. **FIRST AIDS FOR RADIO** will produce custom tailored commercials, contests, station breaks and news openings for your station at low cost to you. **SEND TODAY**, for your free audition tape. Write to: **FIRST AIDS FOR RADIO, P. O. Box 385, Algonquin, Illinois.**

FOR SALE

Equipment

Have used 250 watt transmitters in stock—

Gates BC-250GY's
Gates BC-250C-1's
Collins 300G's
Raytheon RA-250
GE 4BT20-A1

Can supply as is, or tuned and tested to your frequency. Call or wire Franz Cherny, Gates Radio Company, Phone Area Code 217, 222-8202.

FOR SALE

Stations

Major Colorado Market
by Owner
Excellent Earnings
Furnish Financial Status.

Box 975K, BROADCASTING

For Sale—(Cont'd)

Stations

NEVADA

Top fulltimer in a top Nevada market. \$150,000 plus potential. No money down to buyer who will loan corporation \$50,000. Attractive price and terms.

Box 904K, BROADCASTING

WEST COAST FULLTIME

5KW Regional in delightful California city with history of high gross and good profit under previous ownership. Now in distress and in need of new blood. Owner will write off substantial investment to date and turn station over to competent operator willing to assume future payments and provide operating capital. No down payment required.

Box 32M, BROADCASTING

Ala	single	daytimer	\$ 85M	terms
Ky	single	daytimer	75M	\$29M
Fla	medium	fulltime	275M	\$110M
Ga	metro	fulltime	137M	29%
Mass	metro	daytimer	225M	terms
La	metro	daytimer	135M	29%

and others: also newspapers & trade journals

CHAPMAN COMPANY
 1182 W. Peachtree St., Atlanta 9, Ga.

Tex. metro regional, absentee owned, 1961 cash flow \$60,000. \$250,000 with \$50,000 down—Tex. major FM. \$75,000 with 10% down—Tex. regional single \$70,000—Tex. f.t. single \$70,000—Tex. medium f.t. \$160,000—Ark. medium regional \$150,000—Ark. regional single \$78,750—Ark. major f.t. regional \$180,000—La. regional single \$45,000—Colo. regional single \$50,000—Okla. single, making money \$95,000—Tenn. major power, billed over ¼ million yrly past several yrs. \$350,000 23% down—Ga. regional single \$50,000—Ga. regional single f.t. \$75,000 with \$15,000 down—Fla. f.t. single \$45,000 with \$10,000 down—Fla. medium regional \$95,000—Fla. medium f.t. power \$175,000—Fla. medium regional \$145,000—Miss. single \$45,000—Tex. major regional \$200,000, just \$25,000, bal. 10 yrs. no interest! Contact: **PATT McDONALD CO. Box 9266—CL. 3-8080 AUSTIN 17, TEXAS**

STATIONS FOR SALE

SOUTHEAST. Absentee owned. \$5,000 down. Asking price \$70,000.

CALIFORNIA. Full time. Exclusive market. Asking \$50,000. 29% down. Includes land.

NORTHWEST. Top market. Daytime. Asking \$100,000. Excellent terms. Absentee owned.

SOUTHWEST. Exclusive. Full time. Absentee owned. Doing \$50,000. Asking \$80,000. Very excellent terms to qualified buyer.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

Continued from page 160

Sierra Vista, Ariz., to Nov. 15; WSVI (TV) Christiansted, St. Croix, V. I., to Nov. 27.

Actions of May 2

KHGM(FM) Beaumont, Tex. — Granted SCA to operate on a multiplex basis.

WAYX Waycross, Ga.—Granted license covering use of old main trans. at present main trans. location for auxiliary purposes.

WPFM(FM) Providence, R. I.—Granted license covering use of old main trans. for auxiliary purposes.

WOMC(FM) Detroit, Mich.—Granted license covering change in ERP and ant. height, installation of new trans. and ant. and specify type trans.

WFBC-FM Greenville, S. C.—Granted license covering change in ERP and ant. height.

KFML-FM Denver, Colo.—Granted license covering installation of new ant. and change in ERP and ant. height.

WPBS(FM) Philadelphia, Pa.—Granted license covering installation of an alternate main trans.

WAYX Waycross, Ga.—Granted license covering increase in daytime power, installation of new trans., use trans. as main day trans. and present licensed main trans. as main nighttime.

KHER Santa Maria, Calif.—Remote control permitted.

KAWA Marlin, Tex.—Granted license covering increase in daytime power, installation of new trans., change in ant-trans. and studio location, installation DA (DA-D), and change in ground system.

WKDN-FM Camden, N. J.—Granted license covering installation of new trans. and increase in ERP.

KHOM(FM) Turlock, Calif.—Granted license covering change in frequency.

■ Granted licenses for following fm stations: **KAFI** Auburn, Calif.; **KCIB-FM** Fresno, Calif.; and **WVNA-FM** Tuscumbia, Ala., and specify type trans.

■ Granted following stations licenses covering installation of new trans.: **WMVO-FM** Mt. Vernon, Ohio, and **WGHC** Clayton, Ga.

■ Granted following stations licenses covering increase in daytime power and installation of new trans.: **WROZ** Evansville, Ind., and **KBIZ** Ottumwa, Iowa.

■ Following stations were granted extensions of completion dates as shown: **WSGW** Saginaw, Mich., to June 1; **WNOH** Raleigh, N. C., to Sept. 3.

Actions of May 1

Hurschel C. McKenzie, Mercury, Rainier and **Mesa, Nev.**—Granted cps for new vhf tv translator stations on chs. 4, 6, and 10 to translate programs of **KLAS-TV**, **KSHO-TV** Las Vegas, and **KLRJ-TV** Henderson, all via intermediate translators; condition.

Hurschel C. McKenzie, Camp Desert Rock, Nev.—Granted cps for new uhf tv translator stations on chs. 72, 76, and 80 to translate programs of **KSHO-TV** (ch. 13), **KLAS-TV** (ch. 8) Las Vegas, Nev., and **KLRJ-TV** (ch. 2) Henderson, Nev.; condition.

Prescott TV System Inc., Prescott, Wash.—Granted cp for new vhf tv translator station on ch. 10 to translate programs of **KEPR-TV** Pasco, Wash.

■ Granted cps for following vhf tv translator stations: **Prescott TV System Inc.** on chs. 8 and 12, Prescott, Wash., to translate programs of **KNDU** Richland, and **KHQ-TV** Spokane, both Washington, via intermediate translator.

Actions of April 30

Edward L. Hughes, Manchester, Ky.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of **WBR-TV** (ch. 10) Knoxville, Tenn.

KOKY Little Rock, Ark.—Granted change of remote control authority.

Rulemakings

PETITION FILED

Sec. 3.606: The State of South Carolina, The City of Columbia, S. C., Greater Columbia Chamber of Commerce, Palmetto Radio Corp. (**WNOK-TV**), The Bestg. Co. of the South (**WIS-TV**) (4-26-62)—Request amendment of rules so as to assign ch. 8+ to Columbia, S. C., without necessity of suppression in direction of ch. 8 at Greensboro, N. C., and dismiss forthwith notice of proposed rulemaking, in matter of deintermixture of Columbia, S. C., Doc. 14245.



FREE!
TELEVISION STATION MANAGERS.
PROGRAM DIRECTORS!

**FREE
 SAMPLE**


SEE FOR YOURSELF IN THE
 COMFORT OF YOUR OWN HOME

Watch!  **Enjoy!** 

**CAIN'S
 HUNDRED**

A great full-hour television series is available to your station—first run off the network—starting in October this year. Taut, exciting contemporary dramas of crimebusting lawyer, Nick Cain. Unusual production values and story lines from the world's greatest studio, Metro-Goldwyn-Mayer. 30 episodes with top guest stars like Martin Gabel, Dorothy Dandridge, Ed Begley, Walter Slezak, Sammy Davis Jr., Barbara Baxley, David Brian, Larry Blyden, Marsha Hunt, Richard Kiley. Creator and executive producer, Paul Monash.

Currently drawing a bigger share of audience than all these other NBC-TV 10-11pm shows: Thriller, Bob Newhart, Brinkley's Journal, Dinah Shore/Bell Telephone Hour, Huntley Reporting, DuPont Show of the Week. (Nielsen March I & II)

 **FREE SAMPLE** screening every Tuesday on NBC-TV (10pm NYT) of *CAIN'S HUNDRED* starring Mark Richman. Watch it this week. Then contact your nearest MGM-Television salesman.

(Note: if you want a free sample for screening at the office, ask for Cain's Hundred trailer on three typical episodes. Takes only a phone call or letter—3-minutes viewing time.)

 **CONTACT MGM TELEVISION** 

MGM New York
 1540 Broadway, JU 2-2000
 Chicago
 Prudential Plaza, 467-5756
 Culver City
 10202 W. Washington Blvd., UP 0-3311
 Toronto
 340 Victoria St., EM 3-5703



TELEVISION

OUR RESPECTS to Erwin Henry Shomo, vp, general manager, WBBM Chicago

It takes live people to put the life in 'live' radio

You can tell almost instantly that E. H. (Ernie) Shomo, vice president of CBS Radio and general manager of WBBM-AM-FM Chicago, is a radio man's radio man and that he's proud of it.

An impeccable though conservative dresser, Mr. Shomo wears his breast-pocket handkerchief "points-up." No capitulation here to the "square-fold" influence introduced by tv for this veteran CBS station executive.

Modest about his own personal role in the accomplishments of WBBM, Mr. Shomo prefers to let the record of the station speak for itself. But WBBM is as individualistic as its chief.

Completely divorced from all ties with WBBM-TV there, WBBM long has enjoyed a reputation as one of the very top money-making stations in the nation and is a leading station in live-entertainment format. Mr. Shomo is an equally strong believer in public affairs, news-in-depth, editorials, and talk programs. His belief has some rather basic support: the format combination seems to have consistently strong interest and attraction for both the sponsor and the adult listener.

Live Means Live ■ When Mr. Shomo talks about "live" radio, he means precisely that. WBBM doesn't play a record until 2:10 p.m. on weekdays, but there's still lots of music. Starting at the crack of dawn, some 25 musicians, making up two orchestra groups, and a roster of 29 well-known on-the-air personalities, including eight famous vocalists, begin the 24-hour daily schedule of varied programs. This schedule is interspersed with local news (by a 15-man staff) plus CBS news and programs. WBBM's total staff: 110.

Mr. Shomo is respected as a tough taskmaster, but one who delegates authority well and is considered eminently fair in his dealings. His fellow broadcasters admire him for his practical business insight and as a friend who keeps his own counsel.

Erwin Henry Shomo was born in Chicago July 3, 1907. His parents, who were originally from Pennsylvania, had been schoolteachers. But his father changed his career in the Midwest and became a salesman of farm equipment and real estate. Son Ernie was soon to acquire the selling spirit too.

Harvard Graduate ■ During this time the family also lived for various periods in Madison, Wis., Kansas City, and Harvard, Ill., a fact which enables Mr. Shomo to keep right up to date with the New Frontier. "When they ask where I went to school, I can always say I graduated from Harvard—Har-

vard Public School No. 8, that is," he chuckles.

The Shomo family returned to Chicago and young Ernie attended Senn High School on the city's North Side. He was so busy with after-school jobs that there was little time for the sports or the other extra-curricular activities most boys enjoy. One of his better high-school jobs was with a local automobile dealer, teaching women how to drive.

"Part of the deal then in selling a new car to a customer was to teach his wife how to operate the car," he said. "I was the guy with the steel nerves and the patience."

High-school graduation in 1925 was to become another milestone in Mr. Shomo's career of selling "service" along with the "product." For several years he went to night school at Northwestern U. to study merchandising and related subjects. During the day, "I pumped gas, working primarily for tips." This system of monetary incentive quickly taught him the basic principle of giving good service before anticipating rewards. Cars seldom got away before windshields were washed, tires, oil and water checked.

In 1927, Mr. Shomo joined the classified advertising staff of the *Chicago Tribune*, starting behind the counter in the Loop office. Soon he was promoted to outside salesman in classified ads and in 1929 he was switched to New York to sell advertising for the *Ocean Times*, a sister publication printed aboard ships, which was considered a "hobby" venture of publisher Col. Robert McCormick. Both the job and the paper died



WBBM's Shomo
Tough but fair

soon after the stock-market crash and Mr. Shomo was sent back to Chicago to manage the *Tribune's* classified office in the Loop where he had started.

The *Chicago Herald-Examiner* won him over in 1932 by doubling his salary. He was put in charge of the South Side classified territory. He recalled his biggest lesson in advertising during this period was learning well the viewpoint of the customer: "When you spend money, you've got to bring money back and then show a profit."

A Place to Grow ■ Mr. Shomo moved to MacFadden Publications in 1934 as Midwest salesman for *Physical Culture* magazine, and later for *Photoplay* when MacFadden acquired that book. He remembered during his third trip to Cincinnati for *Photoplay* that Procter & Gamble had killed its 20-page ad schedule and put the money in radio instead.

His business acumen convinced him of the selling power of the newer medium. So in 1936, Mr. Shomo joined the Chicago sales staff of CBS. In 1940 he switched to the local sales staff of WBBM, and in 1944 he was elevated to sales manager.

One of his early successes at WBBM was convincing management of the sponsor and audience potentials of the football "game-of-the-week" format despite the higher production costs and other problems involved. It was but one of the many experiences that proved to him that a bigger investment of men and money and effort to create exciting live programming can be just that much more profitable.

CBS picked Mr. Shomo to become the manager of KMOX St. Louis in November 1949 and one year later asked him to return to WBBM as its manager. Soon after that he took on additional duties as assistant general manager of CBS Radio's western division, keeping his headquarters at WBBM, which was still under his charge. In June 1959 he was made a vice president of CBS Radio and general manager of WBBM, his present post.

Mr. Shomo is not a "joiner for the sake of joining," but he is active in several Chicago civic organizations. He is on the board of the John Howard Assn., which helps rehabilitate ex-convicts, and he works with the Boy Scouts and the Off-The-Street Club.

Mr. Shomo married Lorraine Becker of St. Charles, Mo., in 1951. When they first met, she had been at KMOX in charge of the page girls. The family, including Albert, 24; Mary Lou, 21, and Jimmy, 16, lives in Glenview, Ill. The boys join Dad on occasion for fishing or hunting trips, his chief hobby.

The not-so-tender trap

THE SPECIAL REPORT on radio in this issue will evoke among old-timers memories of the good old days.

It may also evoke the wish for a return to times that now seem less disturbing than the present. Anyone who feels that wish coming on is advised to suppress it. Radio cannot return to pre-television times when competition was less severe from other stations and other media.

Yet the unrealistic hope of recapturing the past is at work among those broadcasters who are urging the government to reduce the competition in radio. We speak here of those broadcasters who argue for a reduction in stations on economic grounds. They are seeking the institution of a government policy of economic protectionism. If they get it, they will also get the government controls over rates and profits that are inseparable parts of any protectionist policy. The FCC will be only too willing to lead them down the path toward the trap of their own making.

Last week, as reported elsewhere in this issue, the FCC set a hearing to decide, among other things, if there is enough revenue in Riverton, Wyo., to support an existing station and a new one for which applications have been filed. The day after announcing the Riverton hearing the FCC voted to reconsider its action this week. If it decides to stick with its original decision to make a finding about the capacity of the Riverton economy to support more stations, it faces the need also to decide if the existing station is making enough profit or too much. At that point a precedent for acceptable profit levels will be set.

There will soon be conferences between the FCC and NAB on economic questions involving the whole country. We fear the worst if the NAB, following the course announced by its president, enters those conferences with economic protection in mind.

Change at the AAAA

LAST month's convention of the American Assn. of Advertising Agencies differed from its predecessors in one especially striking way: Fred Gamble was observed one afternoon on a practice putting green.

For 33 years, the last 18 of them as AAAA president, Frederic R. Gamble had been too busy organizing these annual meetings and seeing that they ran smoothly to spend much convention time at play, even practice play. His appearance on the green at the Greenbrier was one of the few signs he ever gave that he was retiring, although his plan to do so—and indeed the election of his successor—had been announced months before.

Fred Gamble retired as of May 6. He obviously will be missed, but he is clearly entitled to a more leisurely pace as well as the thanks of the entire agency business. In John Crichton, former editor of *Advertising Age*, the AAAA board chose an able man to succeed him. Both deserve much luck and good wishes—Mr. Gamble on the putting green or wherever he chooses to enjoy himself, and Mr. Crichton in his new and difficult job.

Why the delay?

PRESIDENT Kennedy now has his second opportunity to make an appointment to the FCC. His first was Chairman Newton N. Minow, who assumed office in March 1961, giving the Democrats a 4-3 majority over the Republican members, shifting the balance from what it was under the Eisenhower administrations.

The term of Commissioner John S. Cross expires on June 30. He wants reappointment and his Arkansas congressional

delegation is behind him. He is experienced in communications and in diplomacy, too. He is an engineer, an ex-Naval officer and served in the State Department's Telecommunications Division before his first appointment to the FCC four years ago.

The White House evidently has been in no hurry because of a change in law last session which allows a commissioner to serve until his successor is qualified. But it would make for a tidier condition if time were not permitted to run out.

T. A. M. Craven is the only other engineer on the FCC. He is renowned as an international negotiator. He will be ineligible for reappointment when his present term expires on June 30, 1963 because he will have reached the retirement age of 70.

We do not always see eye-to-eye with Mr. Cross. But we believe it would be in the nation's best interest to have him continued on the FCC because of his expertise. At least one of the seven members should have an engineering background and be equipped to take over the Craven role a year hence.

World trade is local too

WORLD trade is a complex subject. It affects our basic economy and our relations with a troubled world.

President Kennedy has proclaimed the week of May 20-26 as World Trade Week. He urges all business as well as the public to observe the week with local gatherings, discussions, exhibits and other activities designed to promote continuing awareness of the importance of world trade toward strengthening our economy and the unity of a free world. He calls for a better understanding of the vital problems involved.

As is always the case, there are two sides to this major issue. There are those who are opposed to the President's program. Both sides are organized.

The public cannot decide unless it is informed. Here radio and television are presented with another opportunity to demonstrate that they are the most efficient and effective of the mass media. By working with their businessmen at the local level they can contribute importantly to the public's knowledge.

Spots and other materials are available through local groups in support of the President's program. The Committee for a National Trade Policy in Washington is offering help in the planning. No doubt stations will be importuned by the opposing forces to present their side. Both sides should be heard.



Drawn for BROADCASTING by Sid Hix
"Thought you didn't care for soap operas."

'TIS THE TILL THAT TELLS THE TALE OF ADVERTISING EFFECTIVENESS

The moment of truth comes to all advertisers at the cash register. Make no mistake about it, whether you bought time for this market from your office in New York, Chicago, St. Louis, Minneapolis, or where are you, you bought it to make sales for your client's product here in central Iowa.

In selling anything, who says what to whom is a prime factor in getting results. Do you know that this station telecasts around 80% of all the local business placed in this market? Do you know this has been true since the inception of the station?

Such acceptance must be deserved.

When all the tumult and the shouting is over . . .

'Tis the till that tells the tale . . . and as far as you are concerned it's your till and it tells your tale.

Ask your local representative or broker or jobber or relative or ask Katz about this nationally known, most effective television station.

KRNT-TV

DES MOINES

H-R OUTSELLS ITS COMPETITORS BECAUSE

H-R is a completely-equipped spot sales organization. Its fully-staffed Sales Promotion and Research Departments feed H-R salesmen a never-ending stream of business-getting facts.

H-R salesmen in turn use this material more aggressively, creatively and intelligently. Agencies and advertisers know they can rely on their H-R man for accurate, thorough knowledge of each H-R-represented

market and station, and of each competitor!

Because H-R salesmen use the most effective sales material and efficient selling methods in their presentations, they consistently get a larger share of spot dollars for their stations.

If you want a larger share for your station, we'll show you many more reasons why H-R Outsell's Its Competitors. Please call us.

