

tion. WPDX is a 1 kw daytimer on 750 kc. Broker was Hamilton-Landis & Assoc.

▪ **KTWN St. Paul, Minn.:** Sold by Franklin Broadcasting Corp. to Gene Posner for \$125,000. Mr. Posner owns WMIL-AM-FM Milwaukee. This is the first step in an expansion program to acquire the full quota of radio and tv stations, Mr. Posner said. Franklin Broadcasting also owns WEW St. Louis, WWOM New Orleans, KOME Tulsa and WLOD Pompano Beach, Fla. KTWN operates on 1400 kc with 1 kw daytime and 250 w nighttime. Broker was Hamilton-Landis & Assoc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 82).*

▪ **WCAX Burlington, Vt.:** Sold by C. P. Hasbrook and associates to James Broadcasting Co. for \$300,000. James Broadcasting, which is headed by Simon Goldman, owns WJTN-AM-FM Jamestown, WGGO Salamanca, WDOE Dunkirk, all in New York and WWYN and WERC-FM Erie, Pa. Mr. Goldman has a personal 16 2/3% interest in WCUM Cumberland, Md. WCAX is a fulltime station on 620 kc with 5 kw.

▪ **KASE Austin, Tex.:** Sold by Austin Radio Co. to W. D. (Dub) Rogers Jr. for \$225,000. Mr. Rogers formerly was principal owner of KDUB-AM-TV Lubbock and KEDY (TV) Big Spring, both Texas, which he sold for \$3.8 million to Grayson Enterprises Inc. in 1961. KASE operates on 970 kc with 1 kw daytime.

▪ **KASK-AM-FM Ontario, Calif.:** Sold by Daily Report Co. (*Ontario Daily Report*) to J. William O'Connor and wife, 50% and Frank H. Babcock Jr., 50% for \$150,000. Approval was conditioned that assignment not be consummated until Mr. O'Connor disposes of his interest in one of the following am stations: WBOW Terre Haute and WHUT Anderson, both Indiana; WGSB Geneva and WJRL Rockford, and 80% of WCVS Springfield, all Illinois. Messrs. O'Connor and Babcock own WPEO Peoria, Ill. KASK is 1 kw fulltime on 1510 kc. KASK-FM operates on 93.5 mc with 1 kw.

Eastman opens Boston office

Robert E. Eastman Co., New York radio station representative, last Monday (Jan. 14) announced the opening of its 10th office, in Boston, to serve New England and upper New York State. Raymond A. Gardella, sales promotion manager in the New York office, has been named manager of the Boston branch.

BROADCASTING, January 21, 1963

CBS-TV REPORTS Network was 90% sold out for most of night schedule

CBS-TV has maintained nighttime sales to advertisers at the 90% or better level through most of 1962, the network notes in a year-end report.

The report emphasizes advertiser and program strength, including additions to its talent roster.

Highlights of the report follow:

CBS-TV for the ninth straight year retained a position as the "world largest advertising medium," continued to emphasize "straight program sale" as compared to participations, marked 90% or better showing at night and nearly continuously maintained an SRO status in the daytime.

A total of 177 different advertisers, of which 13 were new to network tv, were represented, and CBS-TV's "morning minute plan" (rotating spots) built to a high sales percentage and in the last three months of 1962 was SRO.

Affiliate Total ▪ At the year's end, CBS-TV had 202 stations in the U. S. as affiliates along with affiliates in Puerto Rico, Guam, Bermuda, Virgin Islands, and Mexico City (and in Canada via Canadian Broadcasting Corp. and its 48 affiliated stations).

In programming: Dany Kaye, Judy

Garland and Carol Burnett have been signed for next fall.

A new hour series of dramas of American history and a 30-minute evening news broadcast on a Monday-Friday basis are planned.

News and public affairs programming was up, the network estimating 34.5% additional time devoted to this fare in 1962 over 1961.

CBS-TV said it devoted a record 292 hours to sports coverage. This figure represents 42% of the total sports programming on all the networks, according to the report.

CBS owned tv stations show 6% sales increase

CBS Television Stations Div. last year had a net sales increase of 6% over 1961, Merle S. Jones, president, said last week in a yearend review that describes 1962 as "the most successful year" in the division's history.

The division is responsible for non-network tv activities at CBS including the five owned tv stations, CBS Films, CBS Television Stations National Sales and international tv investments.

The CBS stations groups, according to the division, had an 11% net sales increase with sales at their highest point. Stations are WCBS-TV New York, KNXT (TV) Los Angeles,

ATTRACTIVE STATION BUYS!

SOUTHWEST—Daytime-only radio station grossing approximately \$65,000.00 annually and capable of doing better under owner-operator. Good, stable market. Priced at \$85,000.00 on ten years terms.

MIDWEST— Daytimer serving area of 50,000-plus population. Excellently equipped. Land and building included in sale. Priced at \$90,000.00 with \$25,000.00 down and balance over seven years.

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