

# BROADCASTING TELECASTING

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**21<sup>ST</sup>**  
The Newsweekly  
of Radio and  
Television  
year

**Cavalier renews  
co-sponsorship of**

**"BROADWAY  
TV THEATRE"**



R. J. Reynolds Tobacco Co. picks up Cavalier option four weeks ahead of time—to extend run through summer—on television's top dramatic show... original Broadway hits, presented live, five nights a week, reaching more homes per dollar than any other TV drama.

**WOR-tv "BROADWAY TV THEATRE"**

A WARREN WADE PRODUCTION  
7:30-9 P.M. MONDAY THROUGH FRIDAY

CO-SPONSOR: THE GENERAL TIRE AND RUBBER CO.  
CO-SPONSOR: R. J. REYNOLDS FOR CAVALIER CIGARETTES

**9**  
Channel

WOR-tv  
1440 Broadway, New York  
Longacre 4-8000

# Go where there's GROWTH...

## *GO WHAS!*

### FARMING IN KENTUCKY IS BIG BUSINESS!

There's more to the Kentucky Farm Story than last year's record crop! There's the story of tractors and trucks . . . 59,193 tractors were in use in 1950; an increase of 142.5% over 1945! 50,032 farm trucks were in use in 1950; up 102% over 1945! From 1939 to 1949, farm gasoline and other petroleum fuel and oil purchases increased 410% . . . and tractors in use were up 396%!

That's a lot of tractors, trucks and petroleum fuel!  
FARMING IN KENTUCKY IS BIG BUSINESS!



## *GO WHAS!*

*No other station, or group of stations in this market can match the audience delivered by WHAS . . . seven days a week; morning, afternoon and night.*

WHAS farm programs have an average listenership 329% greater than that of the next highest rated station. (Benson and Benson)

THE WHAS MARKET  
105 Kentucky counties  
25 Indiana counties



ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director  
Represented Nationally by Henry I. Christal Co., New York, Chicago

# WKM H GETS RESULTS!

**1253 Orders from 18 Spot Announcements**

(Letters Contained an Average of \$1.75 for a Total of \$2,192.75)

**WHERE DID THESE ORDERS COME FROM?**

**79 Michigan Cities Including:**

- Detroit
- Dearborn
- Pontiac
- Mt. Clemens
- Monroe
- Ann Arbor
- Saginaw
- Flint
- Bay City
- Port Huron

**36 Ohio Cities Including:**

- Toledo
- Fremont
- Sandusky
- Tiffin
- Findlay
- Lorain
- Mansfield
- Fostoria
- Norwalk
- Cleveland

**For Coverage of METROPOLITAN DETROIT**  
SOUTHEASTERN MICHIGAN and NORTHERN OHIO

**BUY**

# WKM H

1310 ON THE DIAL

**5000 WATTS • 1000 WATTS**  
**DAYTIME • NIGHT**

**Affiliated with WKHM Jackson, Mich.**

**SEE YOUR LATEST PULSE AND YOUR HEADLEY REED MAN**



CHANNEL 4

IS NO. 1

CBS



*July 1st....*

KRLD-TV becomes a basic, inter-connected member of the COLUMBIA BROADCASTING TELEVISION Network.

Programs direct from New York, Los Angeles... and the momentous Democratic and Republican conventions at Chicago will be telecast by KRLD-TV.

See More on Channel 4.



TEXAS' MOST POWERFUL TELEVISION STATION

The Branham Company, Exclusive Representative

John W. Runyon, President  
Clyde W. Rembert, Managing Director

*In the Great*  
**DALLAS-FORT WORTH  
VIEWING AREA  
KRLD-TV**

- I. The best picture and audio signal in North Texas... Survey of 750 Television dealers.
- II. 10 out of the first 15 Television shows in the Dallas-Fort Worth area are on KRLD-TV. Current Videodex. (Individual Stations)
- III. More local and retail advertisers than all other stations in Dallas and Fort Worth combined. "Rorabaugh"
- IV. Telephone Answering Services report KRLD-TV produces the same number of calls in Fort Worth as Dallas, in proportion to population.
- V. Exclusive programming... KRLD-TV is the only TV station to televise the great Columbia Television Network programs in Dallas-Fort Worth and contiguous areas.
- VI. Texas' Most Powerful Television Station on low Channel 4.





# at deadline

## CLOSED CIRCUIT

**PRESSURES** of advertisers and agencies for lower radio rates now being turned also against proposals that daytime rates be boosted as partial offset for widely expected cuts in network nighttime charges. Group of major agencies, who contend daytime charges should be reduced, too, though probably not as much as nighttime rates, is seeking permission to appear and present arguments when CBS Radio affiliates and CBS officials meet July 1-2 to consider network radio problems. Another request for "outside" participation—by NAR-TSR—was rejected by affiliates' group on theory these are in-the-family meetings.

**IS THERE** change in Detroit affiliation of CBS upcoming? CBS, it's learned, is making coverage survey of Detroit area presumably against day it negotiates with WJR for contract renewal. Station gets network's highest rate—full rate minus usual sales commissions, amounting to about 50% of card rate. This as against maximum 37½% for major market stations carrying full schedules.

**DON'T WRITE** off deal involving KMPC Los Angeles in not distant future. Transaction in neighborhood of \$1 million is entirely possible, either with NBC which is only network not owning Los Angeles key, or syndicate headed by John McNeil, former ABC executive and now with Doherty, Clifford & Shenfield, national advertising agency, or group headed by Robert O. Reynolds, vice president-general manager and part owner of KMPC.

**NEWS OF SALE** of NBC's KOA Denver may come any day. Network officials were said Friday to be still undecided whether to sell, but it was acknowledged they'd had several "flattering" offers—one of which led Financial Vice President Joseph V. Heffernan to Denver for negotiations earlier in week. Among bidders: Bob Hope and Denver Mayor Quigg Newton, for one; Don Searle and Herbert Hollister (owners of KMMJ Grand Island, Neb., and KXXX Colby, Kan.), for another [Closed Circuit, June 9, May 19].

**BROADCASTERS** in South have been alerted to plan of NABET-CIO to undertake "Operation Dixie" looking toward organization of technical and programming staffs. Report reaching them is that \$300,000 war chest has been established and that 35 to 40 organizers will be assigned in area.

**NEW TWIST** to proposals for amendment of FCC temporary processing procedure to get big cities off bottom of city priority listing will be suggestion that cities with applications in hearing prior to freeze be given preference. Pioneer applicants would gain indirect equity at least for efforts. Request expected to be made today (Monday), deadline for petitions for reconsideration of Sixth Report lifting TV freeze. Several other bids for rehearing also expected today (see page 63).

**FURTHER** evidence that TV towers won't be major menace to air navigation—As feared by aviation groups when FCC issued Sixth Report heralding 2,000 stations and 2,000-ft. anten-

(Continued on page 6)

## MARTIN QUILTS CROSLY, JOINS GENERAL TELERADIO

**DWIGHT D. MARTIN**, vice president and assistant general manager of Crosley Broadcasting Corp., resigning to become vice president of General Tire & Rubber Co.'s radio-TV subsidiary, which today (Monday) officially changes name from Thomas S. Lee Enterprises Inc. to General Teleradio Inc. Announcement of his appointment by General Teleradio, being released today, does not specify his duties except to say that he will be vice president and general officer. He has been especially active in TV.

General Teleradio is licensee name of WOR New York radio and TV properties, which were acquired by General Tire early this year. New General Teleradio is incorporated under California laws, encompasses all General Tire broadcasting properties: Don Lee and Yankee networks, controlling interest (about 58%) in Mutual, plus WOR stations.

## K & E RESIGNS KELLOGG

**KENYON & ECKHARDT**, New York, Friday resigned estimated \$3 million Kellogg Co. account, effective Oct. 1. Leo Burnett Agency, Chicago, is expected to pick up some of Kellogg business since it already handles part of it. It was understood that K & E may have another cereal company to service in near future.

## Without Discounts Network Sales Up

**ADVERTISERS** in May spent \$28,696,746 for time on national radio and TV networks, rise of 7.9% over broadcast network time sales of \$26,598,029 in same month of last year, according to figures released today (Monday), by Publishers Information Bureau, which reports its figures in terms of gross time sales, calculated at one-time rate, before discounts of any kind.

Combined gross of four nationwide radio networks for May totaled \$13,994,919, decline of 15.6 percent from May 1951 gross of \$16,576,895. Concurrently, time sales of four TV networks totaled \$14,701,827 in May of this year, increase of 46% over TV gross of \$10,021,134 for May 1951.

Network-by-network tabulations of PIB for

## BUSINESS BRIEFLY

**PONTIAC HOUR SHOW** ● Pontiac dealers signed for 15-week series of full-hour evening shows, *Pontiac Film Theatre*, on WCBS-TV New York, starting Tuesday (8-9 p.m.). Purchase represents estimated \$75,000 in billings. Agency, MacManus, John & Adams, New York.

**HARRIS MAY EXPAND** ● Harris Chemical Co., Cortland, N. Y. (Fly-Ban insecticide), currently in two-week radio spot campaign, will expand to 40 or 50 markets if test is successful. Marfree Agency, N. Y., is servicing.

**NAME AGENCY** ● Economics Lab., St. Paul (Soilax household cleaner and electra-sol dishwasher compound), names Scheidele, Beck & Werner, N. Y., as its advertising agency. Account formerly serviced by Cunningham & Walsh.

**SWANSDOWN MAY EXPAND** ● General Foods, N. Y. (Swansdown cake flour), which is sponsoring *The Second Mrs. Burton* on CBS Radio (2:15 p.m., five times weekly), is considering possibility of increasing station lineup or adding another network radio show to combat competitors' increasing use of daytime radio.

**SEABROOK LOOKING** ● Seabrook Farms, Bridgeton, N. J. (frozen foods), through its agency, Hilton & Riggio, N. Y., asking for half-hour radio availabilities in about 110 markets. Campaign will start mid-August.

May and January-May, this year compared with last, show:

	NETWORK RADIO				
	May 1952	May 1951	Jan.-May 1952	Jan.-May 1951	
ABC	\$ 3,323,092	\$ 2,991,227	\$16,402,402	\$14,664,888	
CBS	4,989,424	6,745,098	25,036,805	32,958,144	
MBS	1,820,521	1,510,818	8,628,653	7,668,217	
NBC	3,861,882	5,329,732	20,475,920	25,200,943	
Total:	\$13,994,919	\$16,576,895	\$70,543,780	\$80,552,092	

	NETWORK TELEVISION				
	May 1952	May 1951	Jan.-May 1952	Jan.-May 1951	
ABC	\$ 1,501,148	\$ 1,385,901	\$ 9,434,888	\$ 6,941,260	
CBS	5,692,634	3,066,249	27,065,274	14,168,546	
DuMont	775,063	662,646	3,740,274	2,496,088	
NBC	6,822,982	4,946,338	35,162,947	22,495,293	
Total:	\$13,994,919	\$16,576,895	\$70,543,780	\$80,552,092	

Month-by-month gross time sales for each radio and TV network, corrected as of June 19, follows:

NETWORK RADIO TOTALS TO DATE					
	ABC	CBS	MBS	NBC	Total
1952					
Jan.	\$3,301,479	\$5,161,397	\$1,699,282	\$4,357,353	\$14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924*	4,078,593	13,948,063*
May	3,323,092	4,989,424	1,820,521	3,681,882	13,994,919
Total:	\$16,402,402	\$25,036,805	\$8,628,653	\$20,475,920	\$70,543,780

NETWORK TELEVISION TOTALS TO DATE					
	ABC	CBS	DuMont	NBC	Total
1952					
Jan.	\$2,020,461	\$5,074,643	\$717,148	\$7,259,307	\$15,071,559
Feb.	2,148,467	5,103,943	748,544	6,815,549	14,816,603
March	2,065,052	5,643,123	760,593*	7,320,358	15,789,126*
April	1,699,760*	5,641,831	738,926	6,946,751	15,027,268*
May	1,501,148	5,602,634	775,063	6,882,982	14,701,827
Total:	\$9,434,888	\$27,065,274	\$3,740,274	\$35,162,947	\$75,403,383

(\*) Revised as of June 19, 1952.

for more AT DEADLINE turn page





# at deadline

## THREE MORE PROTEST SIXTH REPORT; FCC REPLIES

THREE MORE petitions for reconsideration of FCC's Sixth Report to lift TV freeze were filed with Commission Friday. FCC concurrently made public its reply to protest of Pittsburgh Mayor David L. Lawrence respecting failure of Commission to allocate more VHF channels to that rugged terrain area (see story, page 63). Letter includes new war of words between Comrs. Robert F. Jones and George E. Sterling.

Chesapeake Television Broadcasting Inc., Baltimore TV applicant, seeks reshuffle of UHF channels there and in Harrisburg and Reading, Pa., to make channels workable in area. Firm points out UHF allocation in area overlooks minimum spacing provisions and contends site to south of city which meets minimum separation prevents inadequate coverage because of terrain.

WFOJ Milwaukee, TV applicant prior to freeze, seeks "same procedural and substantive rights" on Channel 12 as it had on Channel 8, for which it went through hearing and, when extra applicant withdrew, petitioned for grant just days before September 1948 freeze order. Otherwise, WFOJ asks restoration of four VHF channels there. FCC now assigns three VHF (one reserved) and three UHF.

WJDX Jackson, Miss., challenges legality of Sixth Report in establishing zone system and wider spacings in Zone III than proposed in earlier Third Report. WJDX asks modification of order to switch city to Zone II and permit allocation of VHF Channel 3 there.

FCC told Mayor Lawrence it couldn't comment on VHF allocations at Pittsburgh since case has been appealed to courts and is also before Commission for reconsideration. Pittsburgh fared as well as other major cities in priority list, FCC indicated. Comr. Jones, however, in separate view charged letter constituted amendment of processing procedure since FCC said Group A and Group B applications would be processed simultaneously. Thus, he argued, some Group B cities with multiple services would get still more before Pittsburgh got second service or some Group A cities got first service. Comr. Sterling, in additional view, opposed Comr. Jones' holding letter constitutes no amendment of procedure since simultaneous processing of A and B applications was provided in Sixth Report.

## ABC SIGNS EIGHT

SIGNING of eight new affiliates reported by ABC Radio on Friday, bringing total to 336. They were listed as:

KGPH Flagstaff, Ariz. (1230 kc, 250 w), owned by Frontier Bestg. Co. and managed by A. S. Holm; KCLF Clifton, Ariz. (1400 kc, 250 w), licensed to Saguaro Bestg. Co. with Chet Darwin as manager; KGAN Kingman, Ariz. (1230 kc, 250 w), owned by J. J. Glancy; KTBB Tyler, Tex. (600 kc, 500 w daytime, 1 kw night), owned by Blackstone Bestg. Co., managed by M. E. Danborn; WGRA Cairo, Ga. (1300 kc, 1 kw day only), owned by Grady Mitchell Bestg. Co., managed by Jim Honey; WDWD Dawson, Ga. (990 kc, 1 kw day only), owned by Dawson Bestg. Co., managed by W. C. Woodall Jr.; WARN Fort Pierce, Fla. (1330 kc, 1 kw), owned by Hurricane Bestg. Service, managed by Claude C. Tillman Jr.; WBCU Union, S. C. (1460 kc, 1 kw), owned by Union-Carolina Bestg. Co., managed by C. P. Stribling.

## In this Issue—

Regular commercial sponsors are figuring out how to adjust their schedules to the disruptions that are bound to be caused by radio-television coverage of the political conventions. And the Democratic Party has made contracts for radio-TV network time next fall. The political season is both help and headache to broadcasters. *Page 23.*

NBC moves toward reintegration of radio and TV. Pat Weaver is put in charge of both radio and television networks, and Frank White becomes general manager of both. Meanwhile, CBS Radio affiliates committee, planning strategy for July 1-2 meeting of all CBS Radio affiliates in New York, swears to resist any rate reductions. *Page 27.*

House passes McFarland Bill with some important changes from version that the Senate passed. One is an amendment to make broadcasters immune to libel suits arising from political broadcasts. Some other discrepancies between House and Senate measures will have to be ironed out in joint conference committee. *Page 25.*

Wise sponsors will buy both radio and television, the "best unduplicated buy an advertiser can make," Edward D. Madden, NBC vice president in charge of TV sales and operations, tells American Marketing Assn. *Page 26.*

Tall TV towers won't be the navigation hazard that aviation interests first feared they would be. A study in preparation for the industry-government committee investigating this question shows that most new telecasters will not want to put up towers tall enough to interfere with the airways. *Page 63.*

TV applications and arguments over the processing procedure proposed by the FCC are on the increase. Commission denies petition to amend its processing plan and says it will stick with its city priority listing. *Page 63.*

This week broadcasters will come to their own defense in the radio-TV morals hearings of the House subcommittee which two weeks ago saw a demonstration of the "hootchie kootchie" by a Congressman who said he had seen it on TV. *Page 38.*

After-midnight broadcasting is attracting listeners and sponsors. Here's a special B•T report on 24-hour-per-day radio broadcasting. *Page 28.*

## Upcoming

June 22-26: Advertising Assn. of the West, Olympic Hotel, Seattle.

June 23-26: RTMA Convention, Palmer House, Chicago.

June 26-27: Virginia Assn. of Broadcasters, Chamberlin Hotel, Fort Monroe, Va.

June 29-July 2: National Industrial Advertisers Assn., Palmer House, Chicago.

(Other Upcomings page 44)

## Closed Circuit

(Continued from page 5)

nas—contained in fact that nearly half of 1,200 communities assigned channels have populations around 10,000. Such cities economically can't support big power, tall tower stations, observers point out. Statistics of towers currently planned also show minority above 1,000 ft. (see story page 63).

AMICABLE solution expected soon in only major problem thus far tossed into lap of NARTB Code Review Board. Details still under wraps but it's known there aren't any necklines or morals involved.

LOOK FOR ANNOUNCEMENT this week that one of major radio-TV set manufacturers is making substantial grant to help noncommercial educational television get off ground on nation-wide basis, coupled with plan looking toward raising multi-million dollar fund for similar purposes through manufacturers in number of fields.

SPACE accommodations for independent stations desiring to cover political conventions no problem but cost factor poses obstacle. As with networks, stations must bear facilities installation costs. National committees' formula was to pro-rate costs based on number of indie wanting in. Some have dropped plans, however, with resultant higher tab for others. Plan to parcel out space set off by sound-proof curtains.

LAPFULL of political time lost by major network when all its brass happened to be "in conference" or "busy" while buyer cooled heels in reception room, and finally went across street.

THERE'S TALK that Harris subcommittee of House investigating morals of radio-TV programs is thinking seriously of inviting advertising and talent agencies to answer charges of "offensive" performers and shows. Some committeemen also understood to be impressed with "dry" testimony regarding frequency and "sell" of beer and wine commercials, want to ask agency men who's responsible—they or advertisers.

GENERAL FOODS, N. Y., through Young & Rubicam, N. Y., late Friday was still trying to clear daytime strip on CBS Radio for sponsorship of Bing Crosby by Jell-O. Talent figure said to be in neighborhood of \$16,000. If radio time not acceptable to all sides, GF-Crosby negotiations probably will dissolve and advertiser will be forced to start again with another show.

STORM CLOUDS are gathering over FCC proposal to relax transmitter operator rules, permit remote operation of some transmitters [B•T, June 9]. It's broadcaster vs. engineer as comments begin to flood FCC, NARTB and unions. Management says technical help is short, wages forced disproportionately high. Engineers, some seeking tougher rules, say stations want cheap operation, bigger profits. Watch for this argument against relaxation: Unattended transmitters will be wide open to enemy sabotage.

PRIVATE study of TV program sources understood to show no network produces even half of commercial programs on its facilities, with one said to "own" less than 5%.

for more AT DEADLINE see page 98



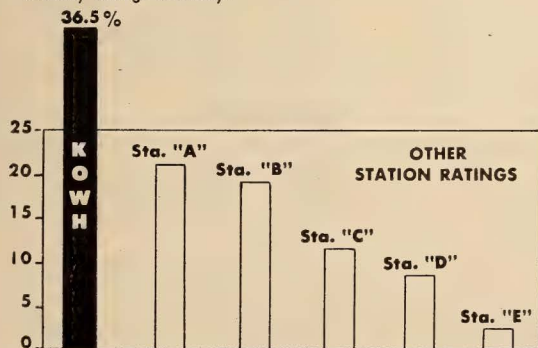
# All It Took was a Hot Lick...



... And Joshua really "sent" Jericho—tumbling, that is.

KOWH swiped the page from history and tried it on the Omaha, Council Bluffs area. Darned if it didn't work! Popular music "hath charms" . . . especially when served up a la KOWH, garnished by program techniques that have placed KOWH first in the nation! For an idea of how many walls are being penetrated by KOWH, glance at the below Hooper share-of-audience chart averaged for October, 1951-April, 1952, 8 A.M.-6 P.M., Monday through Saturday.

- *Largest total audience of any Omaha station, 8 A. M. to 6 P. M., Monday through Saturday! (Hooper, Oct., 1951 thru April, 1952.)*
- *Largest share of audience, in any individual time period, of any independent station in all America! (April, 1952.)*



# Kowh

## OMAHA

**"America's Most Listened-to Independent Station"**

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

PROMOTION IS

# BIG BUSINESS AT WGY

Sponsors using WGY have the benefit of tremendous support for their sales messages through the station's many promotional activities—

## AUDIENCE PROMOTION:

- WGY publishes *Mike and Camera* monthly and distributes it to an up-to-date mailing list containing over 20,000 subscribers.
- Over 900 hard-hitting promotional announcements are scheduled each month.
- Over 10,000 lines of advertising are placed in Albany and Schenectady newspapers each month.
- One minute movies of station artists are shown on WGY's sister station—WRGB.
- Motorists on area highways have their attention called to the station by seven 8' by 24' colorful scotchlit billboards.
- WGY artists are furnished with promotional postcards on which they answer their large volume of mail.
- The complete WGY program schedule is carried in 14 area dailies having a circulation of 332,934 and in three Sunday papers with a circulation of 217,797.
- Many remote broadcasts are conducted throughout the year, including several from N.Y.S. Fair and County Fairs in the area.

## MERCHANDISING:

- Dealer letters and postcards are mailed on request to 1436 grocers and 299 druggists.

WGY IS A TOP PROMOTIONAL BUY! The extensive promotional activities insure a maximum audience for all sales messages broadcast by this pioneer station which serves 840,000 radio families in 53 counties in Eastern New York and Western New England.



**WGY**  
A GENERAL ELECTRIC STATION

Represented by  
NBC Spot Sales

## BROADCASTING TELECASTING

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### WASHINGTON HEADQUARTERS

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ADVERTISING: S. J. PAUL, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, Central 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, HEMPSTEAD 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. TORONTO: 417 Harbour Commission, EMPIRE 4-0775 James Montagnes.

Annual subscription for 52 weekly issues \$7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) \$9.00, or TELECASTING Yearbook (54th issue) \$9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues \$11.00.

Add \$1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues \$5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

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 and Broadcast Reporter in 1933.

\*Reg. U. S. Patent Office

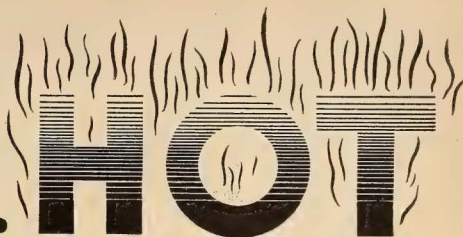
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BROADCASTING • Telecasting



## FORECAST FOR ARKANSAS:

# WEATHER AND POLITICS...



In this election year, something besides the weather is going to be HOT in Arkansas! Folks down here like their politics at a boil and their politicians "pouring on the heat"! It makes for more interesting elections just as it makes for a more enlightened electorate.

★ With five men in the race for governor, with a Congressional seat at stake, with other state, county and local offices being contested for . . . summer in Arkansas will surely be "Hot and Unsettled"!

★ KLRA will cover the state political scene from all angles. Only KLRA with the state's only full-time News Department (soon to be implemented with special personnel), is in a position to fully report the news of politics as well as the usual run of events.

★ Special coverage of the Democratic Primary on July 29, as well as the Run-Off Primary on August 12, has been planned. The general election in November will be covered by CBS on a national scale and by KLRA on a state-wide basis.

★ Gubernatorial candidates will be heard on special public service broadcasts as well as paid political time. Significant, we believe, is the fact that the first gubernatorial candidate to make his opening address chose KLRA alone of the Little Rock stations to carry his message to Central Arkansas.

★ The National Conventions of both parties will be completely covered by CBS Radio under the sponsorship of Westinghouse. This is an ambitious coverage, and Arkansas will be listening avidly, because the choice of both Republicans and Democrats will be important to the people of Arkansas. KLRA, which has proven itself "Arkansas's Listening Habit", is proud of the fact that it is "CBS Radio for Arkansas".

So there will be no "summer slump" in listening to KLRA this summer (there NEVER has been!) but advertisers with a message for this up-and-coming market will get MORE VALUE than ever with a schedule on KLRA.

**For the Complete KLRA Story Ask any O. L. Taylor Company Office**

**10,000 WATTS DAYTIME  
5,000 WATTS NIGHT  
1010 KC • CBS RADIO**

**KLRA**  
**LITTLE ROCK**

## Chary of Charity

EDITOR:

Your report on "Free Plugs" in the June 9 issue of BROADCASTING • TELECASTING was welcome coverage of a most irritating income loss to radio stations and networks—but it stopped short of the most serious "steal" of all.

You failed to mention the fact that one entire industry depends almost entirely for its success on radio—and spends only pennies for paid advertising on the air while pouring literally thousands into newspapers and magazines . . . and thousands more into the palms of individuals on the talent pay-rolls of the nation's stations.

Of course, I mean the phonograph record folks. For 25¢ or less—the manufacturing cost of one of their discs—they can "buy" a mini-

## open mike



num of three minutes of commercial devoted entirely to their product. And when you hear some of the DJ's slobbering over a platter that arrived a day ahead of the rest, you realize that the cash value of these "commercials" runs into staggering figures. . . .

The interesting thing about it all is the fact that any group of stations in a sizable area could torpedo the whole "steal" in 30 days. All it takes is a little organized effort. No label mentions, for example. Some judicious "knocking" of pet releases. The

omission of a major label for a month—from all stations, all programs. Tearing up all those "top-ten" reports and those return postcards from the publicity departments. If that treatment doesn't slam sales down and scare up some fast, legitimate advertising dollars, then our medium is no good in the first place and the record people are simply being charitable, sending out all those "free" records!

It will be suggested that my interest in this subject stems from my connection with the transcription library field. Not at all. Long

before I reached here, I was pounding away at this "steal", in company with a lot of self-respecting operators who learned long ago that "you can't sell it if you give it away."

Maurice B. Mitchell  
Vice President  
Associated Program Service  
New York

\* \* \*

## Fudd's No Dud

EDITOR:

OUR COMPLIMENTS ON THE SERVICE RENDERED THROUGH "BUSINESS BUILT BY RADIO." IF AVAILABLE, PLEASE SEND AND BILL US FOR 100 ADDITIONAL COPIES.

GEORGE M. BURBACH  
GENERAL MANAGER  
KSD ST. LOUIS

\* \* \*

EDITOR:

Your dissertation on "Eustace T. Fudd" really hits the mark and certainly, in my estimation, should take its place among the masterpieces of radio promotion. . . .

John E. Bernhard Jr.  
General Manager  
WFOY St. Augustine, Fla.

\* \* \*

EDITOR:

"Radio Is No Damn Good" . . . is a fine job . . . handled with your usual high quality . . . and should be most effective.

What'll reprints run? . . . want to use it as soon as possible.

Ralph J. Robinson  
General Manager  
WACE Chicopee, Mass.

\* \* \*

EDITOR:

Congratulations on the collection of radio success stories and the excellent form in which you have presented them.

Can you please send me an additional 25 copies and bill us.

Del Leeson  
Promotion Manager  
KDYL Salt Lake City

\* \* \*

## War or Peace?

EDITOR:

I see in your June 9 issue that you have declared a state of war exists: "Research Wrangle—Nielsen, SAMS Battle." Please tell me who invaded whom. All I know is that we announced we were a going business producing a very up-to-date new kind of coverage service, NCS.

There was a time when we had hoped a single combined service (Nielsen-SAMS) might have been offered to the industry, but SAMS preferred to fan the embers of a once live BMB, rather than tackle the real problem of answering radio and TV's currently different problems on coverage and audiences. So we went on alone to research the problem and develop NCS.

Way back in B. B. (before Baker), BMB said no to personal in-

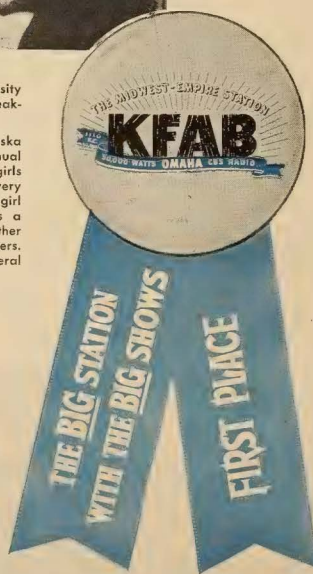
(Continued on page 16)



Pictured is KFAB Farm Service Director presenting KFAB's University of Nebraska scholarships to Nebraska's Champion 4-H Club Speakers: Doris Jean Anderson and Douglas York.

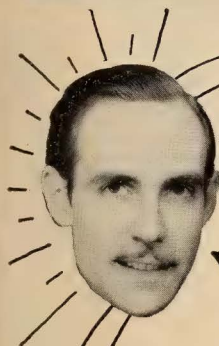
KFAB—4-H Clubs . . . working together for a better Nebraska . . . is the achievement citation commemorating the 10th annual KFAB-sponsored 4-H Club Public Speaking Contest. Boys and girls throughout Nebraska take part in this service sponsorship every year . . . with awards and ribbons going to the best boy and girl speaker in each county contest . . . helping to build 4-H is a continuing achievement of the Midwest Empire Station—another achievement that builds acceptance for the station's advertisers. Get the facts on KFAB from Free & Peters . . . or contact General Manager Harry Burke.

**THE MIDWEST-EMPIRE  
SERVED BEST BY KFAB**





# GO YANKEE



## Go Home-Town with the Yankee Home-Town Food Show

featuring  
**RUTH MUGGLEBEE**  
and  
**BILL HAHN**

These products are  
featured regularly on

### YANKEE HOME-TOWN FOOD SHOW

AMAZO  
CERTO  
SURE-JELL  
GLENWOOD RANGES  
HABITANT SOUPS  
LA CHOY PRODUCTS  
LAMOUR COLOR COMB  
SHAMP-O-PADS  
LOG CABIN SYRUP  
DAWN FRESH  
MUSHROOM SAUCE

Yankee Home-Town Food Show is the sensation of New England food shows — and for good reasons:

1. It's a great show featuring Ruth Mugglebee, Woman's Editor Boston Record-American and Sunday Advertiser and Bill Hahn, Yankee Radio and TV Personality —

**Monday thru Friday, 1:15-1:45 P.M.**

2. It reaches *locally* into more places where volume sales are made than any other food show.

3. The merchandising plan is exclusive and distinctive in New England. Renewals prove the high selling impact of this show.

*Go Yankee! Go Home-Town — with the  
Yankee Home-Town Food Show!*

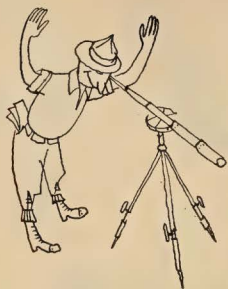
## THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

BROADCASTING • Telecasting

June 23, 1952 • Page 11



By any measure

WGAC is first







## COVERAGE:

With 5,000 watts on 580 k.c. WGAC and only WGAC blankets the twenty county, 500,000 population, four hundred million dollar Augusta Retail Trading Area, with an average daytime penetration of 71% and with 80% more listeners than its nearest competitor (Broadcast Measurement Bureau Study No. 2).

## RATINGS:



WGAC captures first place in 47 of 52 quarter hours daily, Monday through Friday, 7 A.M. to 8 P.M., in the Augusta Retail Trading Area (Pulse, January 1952).

## ADVERTISING:

More local and national spot advertisers spend more money on WGAC than on any other Augusta radio station.

## MAIL PULL:



Always Augusta's top mail pull station, WGAC demonstrated its marked superiority in this category last Christmas when, to eliminate confusion among the small fry all four Augusta radio stations carried the same Santa Claus at the same time. WGAC accounted for a fat 40% of the total mail response:

WGAC	2,174 Letters
Station B	1,345
Station C	1,002
Station D	489

Right now? Typically, Busby's Bargain Block is averaging 1,000 letters a week in response to its Mystery Tune contest on WGAC.

## TOP TALENT:



WGAC's local personalities capture first place in the 1952 Pulse ratings whenever they are on the air.

1. Claude Casey and the WGAC Sagedusters at 7:15 A.M., 12:15 to 1:00 P.M. and 6:30 P.M. daily.
2. Joyce Hayward, who conducts Augusta's only women's program, 1:15 to 2:00 P.M. daily.
3. Hugh Grant, former U. S. Minister to Albania and Thailand, and Augusta's only news commentator, at 7:00 P.M. daily.
4. Warren Hites, WGAC's star newscaster, at 7:00 A.M., 7:55 A.M., 8:30 A.M. and 12:00 Noon daily.
5. Farmer Chambers, Richmond County Agent and Augusta's only farm commentator, 6:15 A.M. daily (not rated because of early hour).

## COMMUNITY ACTIVITIES:

WGAC, its personnel and its management are active in nearly every phase of Augusta's civic life. Included on its staff are the Chairman of the Augusta Chapter of the American Red Cross, the President of the Civitan Club, the Chairman of the Hospital Entertainment Committee of the Red Cross, the Campaign Chairman and Treasurer of the Boys' Club of Augusta, the Chairman of the Scrap Mobilization Committee of the Augusta area and members of the Boards of Directors of the Community Chest, the Red Cross, Boys' Club, Kiwanis Club, the American Businessmen's Club and the Merchants' Association.



## COMMERCIAL:

By any measure, by any yardstick, WGAC is the Augusta area's first station. No matter what measurement you prefer, we've got it. For results, use WGAC. For action, see our



## NATIONAL REPS:



Avery-Knodel, Inc.—New York, Atlanta, San Francisco, Los Angeles and Chicago.

in the Augusta area

# WGAC

AUGUSTA, GA. • 580 KC • 5,000 WATTS D • 1,000 WATTS N • ABC NETWORK



# WDEF

CHATTANOOGA, TENNESSEE

has more  
audience, all  
morning, in  
Chattanooga than  
the next two  
network stations  
combined!

# WDEF

CHATTANOOGA

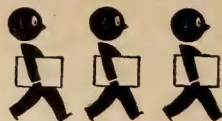
1370 KC • ABC

5000 WATTS

CARTER M. PARHAM, Pres.

• KEN FLENNIKEN, Gen'l Mgr.

Represented by BRANHAM



## agency

**M**ARVIN FRANK, executive vice president, W. B. Doner, Chicago, elected president.

**PENELOPE SIMMONS**, radio-TV timebuyer, Federal Adv., N. Y., to Foote, Cone & Belding, same city, in same capacity.

**ROD McKENZIE**, Sherman & Marquette Inc., N. Y., elected vice president and account supervisor.



Mr. McKenzie

**TED KEADY**, radio-TV director, Lloyd Mansfield Co., to Pitluk Adv. Co., San Antonio, in same capacity.

**NICHOLAS B. BJORNSON**, Levenson Bureau, Phila., to Gray & Rogers, that city, in copy department.

**RICHARD S. OLMSTED** to Cecil & Presbrey Inc., N. Y., as assistant account executive. **NORMAN WEXLER**, Brooke, Smith, French & Dorrance, to C&P's copy staff.

**GAR W. YATES**, vice president of Rogers & Smith, Chicago, and **HOWARD N. SMITH Jr.** of Dallas office, elected to board of directors.

**DUDLEY D. CARROLL**, manager of N. W. Ayer & Son, Honolulu, returns to Philadelphia office, replaced by **JAMES P. SMITH**. **FRANCIS M. WATERS**, assistant to president, Assn. of National Advertisers, to agency's New York office on public relations staff. **DIRK A. WATSON** returns to latter office in radio-TV department after tour of duty with Navy.



## on all accounts

**A** BRIEF newspaper career on the *San Francisco Examiner* served as the portal for entrance into the agency field for Maury Baker, radio-TV director of the San Francisco office of BBDO.

Born at Salt Lake City in 1915, the son of a newspaperman there, Mr. Baker was graduated from the U. of California, but admits he learned more as managing editor of the informal *Daily Californian* than he did in the halls of learning.

His newspaper work led to general assignments and beat work on the *Examiner*. When World War II began slenderizing city room staffs, he joined the advertising department of Associated Oil, and shortly afterward was appointed assistant director of public relations for the western division of the American Red Cross.

After an interim of three wartime years as a commissioned officer in the China-Burma-India theater, he entered radio with KGO San Francisco, ABC's owned and operated station there. When ABC opened its extensive television plant, Mr.

Baker took over promotion and publicity operations.

"The pace was fast, but the pre-conditioning in so many fields has come in mighty handy since I've been with BBDO," Mr. Baker says. He joined BBDO in June, 1951.

Not so much an account man as he is a radio-TV specialist, Mr. Baker works on all accounts at present active in the broadcasting media. These are Standard Oil of California, Gallo Wine, Pacific Telephone, MJB Coffee and Circus Foods.

In 1949, Mr. Baker won a national award for his promotional and advertising activities with KGO-TV. He is a member of Alpha Delta Sigma and a long-time member of the San Francisco Press Club.

Married in 1945, he is father of two sons, ages 6 and 1. He lives in Palo Alto.

Although Mr. Baker is an enthusiastic booster of both radio and television, he admits: "TV grabbed me by the ears when ABC first opened its San Francisco video plant. It hasn't let go yet."



Mr. BAKER



# beat



**LEONARD H. RUSSELL**, supervisor of research operations, Young & Rubicam, N. Y., to Warwick & Legler, same city, as director of research and member of plans board.

**EARL WENNERGREN**, William Kostka & Assoc., Denver (public relations firm), joins MacGruder-Bakewell-Kostka Inc., that city, as radio director. He succeeds **JOSEPH W. PALMER**, who transfers to Oil Industry Information Committee of American Petroleum Institute as representative, that city.

**PAUL BRILLMAN**, Electrical Distributing Co., Portland, to James Emmett Adv., that city, as account executive.

**RICHARD MARSHALL**, junior account executive, Foote, Cone & Belding Inc., L. A., named media manager.

**VINCENT P. BLACK**, Perfex Corp., Milwaukee, to Grant Adv., Detroit, as vice president serving as account executive on Chrysler Airtemp, Udylyte Corp. and Frederic B. Stevens Inc. accounts.

**LEONARD S. NAURISON**, Thomas & Delehanty Inc., N. Y., to S. R. Leon Co., same city, as account executive.

**DALE PLUMB**, *Vancouver (Wash.) Sun*, to Showalter Lynch Adv., Portland, as account executive.

**RAY McCAREN**, account executive, Julian R. Besel & Assoc., L. A., to Clyde D. Graham Co., that city, in similar capacity.

**FRAZIER NOUNNAN**, J. Walter Thompson Co., Chicago, to Ruthrauff & Ryan, that city, as director of public relations and publicity.

**DONALD A. BENJAMIN**, Geyer, Newell & Ganger, N. Y., to Grant Adv., N. Y., to handle eastern area public relations for Dodge Div., Chrysler Corp.

**ELIZABETH BEOHM**, radio-TV writer, Sales Builders Inc., L. A., to Milton Weinberg Adv., that city, as copywriter.

**POLLY PREDMORE**, Aerogram Studio, Hollywood, joins Blitz Adv., Portland, as chief copywriter.

**JAMES SPILLAN**, Benjamin Eshelman Adv., Phila., elected vice president of Council of Adv. Clubs, Adv. Federation of America.

**PHIL LAVEN**, Tintair Co., N. Y., to Action Adv., Memphis, as division manager supervising offices in central and mid-southern states.

**SAM HERMAN**, assistant copy chief, Gourfain-Cobb, Chicago, to copy staff, William Hart Adler, that city.

**RALPH WEINSTOCK**, Ted H. Bell Co., Hollywood, to Consolidated Adv. Directors, L. A., as account executive and head of sales and merchandising staff.

**FRANK E. CLARKE**, Erwin, Wasey & Co., L. A., elected president of Adv. Agency Production Managers' Assn. there. Named vice president was **WILLIAM M. CLARK**, West-Marquis Inc. **JOE HALL**, The McCarty Co., is new secretary and **GIL RICH**, Martin R. Klitten Co., treasurer.

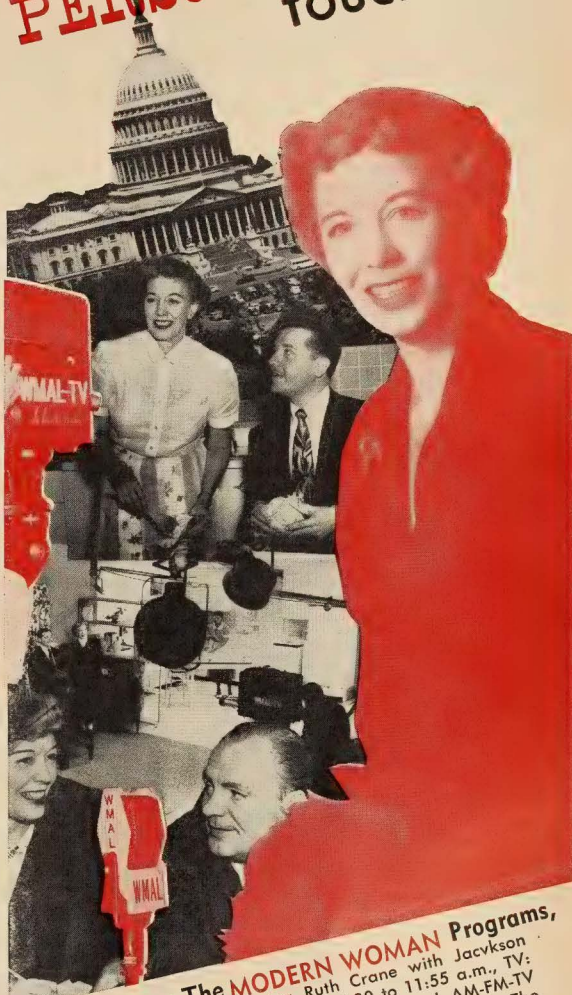
**MORTON & CLYDE**, Portland, changes to **HENRY J. MORTON** Co. with sole ownership purchased by **HENRY J. MORTON** from **VELMA CLYDE**, who has resigned because of ill health.

**HIXSON & JORGENSEN** Inc., discontinued San Francisco office with accounts transferred to Los Angeles headquarters.

**RUPERT ARNOLD** Adv., L. A., moved to new headquarters at 439 S. Western Ave. Telephone is Dunkirk 2-4409.

**BROADCASTING • Telecasting**

## YOU GET THAT PERSONAL-ITY TOUCH...



... PLUS ... on The **MODERN WOMAN** Programs,  
WMAL's sales-getters starring Ruth Crane with Jackson  
Weaver—Mon. thru Fri., AM-FM: 11:30 to 11:55 a.m., TV:  
3:30 to 4:00 p.m. Earning the HIGHEST local AM-FM-TV  
ratings\* among women's daytime participations shows, The  
**MODERN WOMAN** Programs offer you a SURE-FIRE WAY  
to more Sales! SALES! SALES!  
\*May Pulse

Call or Wire  
**The KATZ AGENCY, Inc.**  
or WMAL Sales Department

# WMAL **AM FM** TV

THE EVENING STAR STATION IN WASHINGTON, D. C.



## Open Mike

(Continued from page 10)

interviews (and it was my voice that was used). There just wasn't a well-trained available Nielsen field staff that could tackle such a job; and, anyway, it wasn't necessary to get answers from non-owners, radio owners and TV owners in proper proportions. Nor had anyone developed the "family edit" to insure full interview cooperation. But times have changed.

NCS has to find all those missing pieces of radio (and TV) listening—in the living room, up in the back bedroom and yes, out of home, too. And we don't want any "forgetting" or "exaggerating." Our Audimeter will help us there because we have the perfect check in what these machines record against what the same homes report. The machines must be pretty good or NRI and NTI subscribers wouldn't use them for programs, far more demanding than circulation measure-

ments. And as for programs, Page 5 of our ballot only goes to a subsample and isn't used for station coverage anyway regardless of what SAMS would like to think.

These trade press "wars" get wearisome after 20 years. We have a job of helping radio and TV and that's battle enough. How about a crusade instead of a civil war for a change.

John K. Churchill,  
Vice President,  
A. C. Nielsen Co.

[EDITOR'S NOTE: Mr. Churchill, who once was director of research of BMB, is advised that if war exists, BROADCASTING • TELECASTING did not declare it.] \* \* \*

## Thank-You Note

EDITOR:

At this time it is possible to examine the results of our efforts in obtaining cooperation from the

radio and television industries for our 1952 crusade . . .

During the month of April, Cancer Crusade Month, and the early part of May, into which the crusade was extended, the radio networks gave us 346 appeals as compared with 240 last year. For the same period, the television networks gave us a total of 156 appeals as compared with 135 last year. We had three simulcasts, 12 radio and 18 television integrations, and 10 advertisers using national spot radio gave us mentions running well above 200. In radio there were four network programs devoted either completely or mostly to the American Cancer Society and in television there were seven fea-

tures . . .

The figures I gave above are for network cooperation, but our field representatives tell me of areas throughout the country where it was impossible to avoid hearing the subject of cancer throughout the month of April.

We are grateful to you for helping us tell the industries of our crusade and we are thankful to the good men and women in radio and television for helping so admirably in the fight to control cancer.

Walter King  
Dir. of Radio-TV  
American Cancer Society  
New York

## in the public interest . . .

IN an all-out safety drive, WABJ Adrian, Mich., 27 months ago enlisted 13,000 students in 11 high schools and more than 100 grade

schools in Lenawee County, awarding pennants and students' "safety" buttons in the case of schools with no accidents for a month. Weekly *Safety Quiz* is recorded in various schools for broadcast and Mon-Fri. *Safety Story Lady* promotes safety.

## Share-Ride Service

DURING transportation strike, WGSM Huntington, L. I., secured transportation to New York for 200 commuters through morning disc jockey Bob Murphy, who acted as intermediary between the strike-bound Nassau-Suffolk commuters and 53 car owners who offered rides during the program's 6:15-9:15 a.m. period.

\* \* \*

## Air Raid Instructions

AIR RAID test alert in Hartford, Conn., found WDRC there ahead of time with a mobile unit cruising the streets giving instructions to listeners on what to do when the sirens went off. In the mobile unit were Station Manager Walter Haase, a civil defense public relations official and announcer Leif Jensen.

\* \* \*

## WBAL Aids Reunion

AFTER a 20-year separation, Navy seaman Robert Phipps and his father, Ralph Hamblin of Geneva, N. Y., were reunited last Monday on NBC-TV's *Today* (Mon-Fri., 7-9 a.m. EDT and CDT). Seaman Phipps had written to news commentator Archdale J. Jones of Baltimore *News-Post's* WBAL, seeking aid in locating his real father, whom he had not seen since his adoption as an infant by another family. Knowing only that Robert had been born 21 years ago in Waterloo, N. Y., Mr. Jones enlisted the aid of his radio audience and followed tips until he located Mr. Hamblin in Geneva, N. Y. Until their belated introduction during the program, neither Seaman Phipps nor Mr. Hamblin knew the reason for his invitation to appear on *Today*.

# A TOP Testimonial for a TOP Program on the Midwest's TOP Station

An Agency Executive wrote WGN in May:

"I can say that without qualification that the "M.J.B. Show" was the best participation program that we used anywhere in the West or Far West. In fact, he outpulled almost all of the other 50,000 watt stations combined and these stations were located in Cleveland, Detroit, Los Angeles, Pittsburgh, Boston and other important markets throughout the country." . . . .

**Remember . . . RADIO SELLS MORE TO MORE PEOPLE FOR LESS . . .**  
and your BASIC BUY in the Middle West is WGN . . . delivering  
the greatest coverage and the most homes reached per week\*

\*1949 BMB

A Clear Channel Station . . .  
Serving the Middle West  
BMS

**WGN**

Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee  
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston  
Geo. F. Hollingsbury Co.  
Advertising Solicitors for All Other Cities  
Los Angeles—411 W. 5th Street • New York—509 5th Avenue • Atlanta—223 Peach Street  
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street





Photograph by RALPH STEINER

"I  
love  
politicians"

Ray Henle has a long, sincere and requited affection for the political genus. It goes back to his first years in Washington and one of his first big political stories — when President Coolidge chose not to run. In the intervening years, Henle has covered every convention and traveled extensively with each president as well as candidates Landon, Willkie and Dewey.

As editor-in-chief of THREE STAR EXTRA, his understanding

of and continuing interest in politicians stands him in good stead.

With Albert Warner as expert on international affairs, Ned Brooks covering domestic news, and Henle on the Washington beat, the Sun Oil Company's THREE STAR EXTRA presents nightly the interpretations of three experts — each working in his special field.

Credit NBC with another unique format for broadcasting news, and credit NBC for having such

eminently able newsmen as Henle, Warner and Brooks.

It's not easy to hold news leadership in both radio and television as NBC consistently does. It has to be done the hard way — by having a larger, more distinguished news force and by broadcasting more hours of news every week. That's why most people hear the news first and hear more of it from NBC.

**NBC radio and television**  
a service of Radio Corporation of America

# Mrs. MUFFIN IS NO MYTH ANYMORE!



- We're not lisping, either ... when we say there's no myth to Mrs. Muffin's capturing the interest and imagination of "the younger set" in New Orleans.
- Bright and early each Saturday morning, young ears are literally glued to their radios (WDSU, of course) between 8 and 9 o'clock. During these sixty magic minutes, Mrs. Muffin weaves fascinating stories ... as well as giving tips on health, safety, and good deeds.
- As proof of her magnetic personality, recently Mrs. Muffin received more than 6,000 letters during a single week. If sales to the "small fry" is your problem ... Mrs. Muffin can easily provide the solution!
- Don't ever be fooled by myths ... let WDSU show you real sales in the "Billion Dollar New Orleans Market."

• Write, Wire  
or Phone Your  
JOHN BLAIR Man!



## new business



### Spot . . .

**EMERSON RADIO & PHONOGRAPH Corp.**, N. Y., and **PAN AMERICAN WORLD AIRWAYS**, to sponsor radio spot campaign in various markets to boost sales of Emerson "Pan American" portable during vacation season. Agency: Grey Adv., N. Y.

**REV. PERCY CROSBY** planning to place radio version of TV show, *Young People's Church of the Air*, in Los Angeles, Chicago and Pontiac-Detroit areas Monday through Friday. Agency: John Camp Agency, Ft. Wayne, Ind.

**INTERNATIONAL SHOE Co.**, St. Louis, adds 45 stations to lineup on *Howdy Doody*, NBC-TV. Company has 52-week contract for a quarter-hour, adding the new list to its current 81 stations. Agency: Henri, Hurst & McDonald, Chicago.

**LYON VAN & STORAGE Co.**, L. A., starting *Elmer Peterson and the News* on 13 NBC Pacific Coast radio stations, Tues., 5:45-6 p.m. PDT, for 26 weeks from Aug. 5. Agency: Smalley, Levitt & Smith Inc., L. A.

**GENERAL FOODS Ltd.**, Toronto (Swansdown flour), has started spot announcements on a number of Canadian stations. Agency: Baker Adv. Ltd., Toronto.

### Network . . .

**NAUMKEAG STEAM COTTON Co.**, N. Y. (Pequot sheets and pillow cases), to sponsor Tuesday and Thursday segments of 15-minute *Paula Stone Show* on MBS, Mon. through Fri., 10:15-30 a.m. EDT effective July 22. Agency: Jackson & Co., N. Y.

**KRAFT FOODS Co.**, Chicago, renews *The Great Gildersleeve* on NBC from July 23 for 59 weeks, Wed., 7:30 p.m. CT. Agency: Needham, Louis & Brorby, Chicago.

**CHEVROLET** dealers renewing *Dinah Shore Show*, Tues. and Thurs., 7:30-45 p.m. on NBC-TV for 1952-53 season. Agency: Campbell-Ewald, N. Y.

**R. J. REYNOLDS TOBACCO Co.** (Camel cigarettes), to sponsor *Pantomime Quiz* as summer replacement for *My Friend Irma* beginning July 4 on CBS-TV, Fri., 8:30-9 p.m. EDT. Agency: William Esty & Co., N. Y.

**PROCTER & GAMBLE**, Cincinnati, to sponsor *Boss Lady* as summer replacement for *Fireside Theatre* from July 1 on NBC-TV, Tues., 9-9:30 p.m. Agency: Compton Adv., N. Y.

### Agency Appointments . . .

**IMPERIAL KNIFE ASSOCIATED Co.**, N. Y., appoints Wilson, Haight & Welch, N. Y. Account executive is **CHARLES B. H. PARKER**.

**WESTERN IRRIGATION Co.**, Eugene, Ore. (Dry-Lift drain valve), and **MEADOWLAND CREAMERY Co.**, that city, appoint Coleman Adv., Portland.

**THRIFTY DRUG STORES**, L. A., appoints William W. Harvey Inc., that city, to handle vitamin products' advertising.

**J. HENRY HELSER & Co.**, Portland (investment counselors), names House & Leland, that city.

**COBBLERS Inc.**, L. A. (women's shoes, bags), **HOLLYWOOD STATE BANK**, Hollywood, and **COMPUTER Corp.**, L. A. (div. Benson-Lehner Corp., applied cybernetics, business machines), name Vick Knight Inc., Hollywood.

### Adpeople . . .

**RAYMOND K. MEFFEN**, sales manager, Bymart-Tintair Inc, N. Y. (hair coloring), named director of newly created professional division. **ALBERT M. BEHRENS** appointed coordinator of all firm's advertising, publicity and point of sale material.

**DON HOYT**, art-production department, Adolph L. Bloch Adv., Portland, to Mixermobile Mfg. Co., that city, as advertising manager.

**J. J. CURTIS**, eastern regional manager, Johnson's Wax, named national accounts manager to coordinate company's advertising and marketing policies succeeded by **R. W. GRIFFITH**. **G. O. POTTER** of firm's Chicago office, appointed national accounts manager in charge of midwest and western areas.



**PUBLIC  
SERVICE  
RADIO  
AWARD**

Without tax, license or dues, paid  
only by support of their products,  
advertisers give the people of America  
the finest radio programs in the world.

**AMERICAN RADIO**

**SALUTES**

**THE TEXAS CO.**

**SERVING THE PEOPLE OF BUTTE  
AND MONTANA OVER**

**KXLF**



EACH STAR DENOTES FIVE YEARS  
OF CONTINUOUS RADIO SPONSORSHIP  
IN THE PUBLIC INTEREST

The **XL** Stations

**RESULTFUL ADVERTISING**

*on the XL Stations Pays Big  
Dividends Continuously.*

**KXL  
PORTLAND**

**KXLY  
SPOKANE**

**KXLF  
BUTTE**

**KXLL  
MISSOULA**

**KXLJ  
HELENA**

**KXLK  
Great Falls**

**KXLQ  
BOZEMAN**

New York 17, N. Y.  
347 Madison Avenue  
The Walker Company

Hollywood 28, Calif.  
6381 Hollywood Blvd.  
Pacific Northwest Broadcasters

San Francisco 4, Calif.  
79 Post Street  
Pacific Northwest Broadcasters

Chicago 1, Illinois  
360 North Michigan  
The Walker Company





## Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

IN THE NATION'S CAPITAL  
YOUR BEST BUY IS

FIRST in WASHINGTON

**WRC** 

5,000 Watts • 980 KC

Represented by NBC Spot Sales



## feature of the week

FIRST SHOWING of cars "live" on television by a new and used car firm in the Philadelphia area is claimed by John B. White Inc., Ford dealer there.

Capitalizing on the new WCAU-TV studios' accessibility from ground level, permitting cars and trucks to enter the studios, the White company initiated "live" demonstrations in the commercial portions of its news show a week after opening of the WCAU center [B\*T, June 2].

The firm's advertising agency, J. Cunningham Cox, reported the "live" demonstrations televised excellently with favorable consumer reaction. Firm plans demonstrations on all future shows.

Six cars, "television specials," are shown on each program, and the firm thus can keep track of sales attributed to TV.

Keyed in this manner, the firm



Mr. Facenda, star of news program sponsored by John B. White Inc., helps "sell" a new Ford during a commercial.

has been able to keep track of sales directly attributed to their TV expenditures. A company spokesman stated a "good number" of sales have been traced to television, of which the greater percentage were used cars.



## strictly business



JACK HALEY

APPEAL to advertisers to join the TV industry in raising video's standards, made June 11 by NARTB Television Code Review Board Chairman John E. Fetzer, probably will fetch a wholehearted approval from John W. (Jack) Haley, advertising manager of Narragansett Brewing Co. of Cranston, R. I.

Head of the brewing firm's advertising since 1933, Mr. Haley this year breezes through his 25th year in radio. His associates tag him "an extremely vocal proponent of

good taste in radio and TV."

He is proud of the several occasions Narragansett and his other clients have been honored for excellence of entertainment. Narragansett, with its heavy use of radio and its pioneering advertising on television making it one of the biggest advertisers in New England, received a certificate Award of Merit from City College of New York in 1947.

A Brown U. man (treasurer, Class of 1919), Mr. Haley first appeared on radio as commentator, actor and commercial announcer on a wide variety of local broadcasts sponsored by firms with products ranging from chewing gum to public utilities.

He probably has established some sort of a record by writing, producing and being featured on *Rhode Island Historian*, one of radio's oldest commercial programs. Sponsored continuously by the Providence Institution for Savings, a Mutual Savings Bank, from 1927 through 1949, the weekly radio program was supplemented only with occasional newspaper institutional advertising.

Radio scripts of the *Historian* program have been printed in pamphlet form and widely distributed to request mailing lists, and four bound volumes still are in demand at libraries and schools—each has passed the 20,000 copies mark. Many have been printed in Braille.

Mr. Haley is in national demand  
(Continued on page 42)

## It's Coverage That Counts!



Grandfather sure knew the value of coverage. He didn't take any chance of getting burned . . . and speaking of coverage, WBRE is the "must" buy to reach this 3rd largest populated market in Pennsylvania. Yes, it's coverage that counts and WBRE and only WBRE can deliver this mining-manufacturing market to you.





# Greener Pastures for EUROPE too!



SAM SCHNEIDER



At the request of the Mutual Security Agency of the United States Government, Sam Schneider, KVOO Farm Director and President of the National Association of Radio Farm Directors will head a delegation of his co-workers on a six weeks' tour of Europe to help establish a more effective farm radio service on the continent.

An important part of Sam's work, in addition, will be to set up a GREENER PASTURES PROGRAM modeled after the highly successful KVOO Greener Pastures Program which has already been adopted in several South American nations.

Translations of this highly important and effective plan\* have already been made available to European farm directors in order that they may be prepared to plan progressive steps toward its accomplishment when the American delegation arrives.

The success of the KVOO GREENER PASTURES PROGRAM is a source of pride to us and we are happy for the opportunity of sharing it with our friends in South America and Europe. The land is basic, whether here or any other place in the world. Let's all work to improve and restore it to its rich, original beauty and fertility.

\*Your copy of this important Program is free for the asking. Just address your request to KVOO or your nearest Petry & Company office.

## RADIO STATION KVOO

NBC AFFILIATE

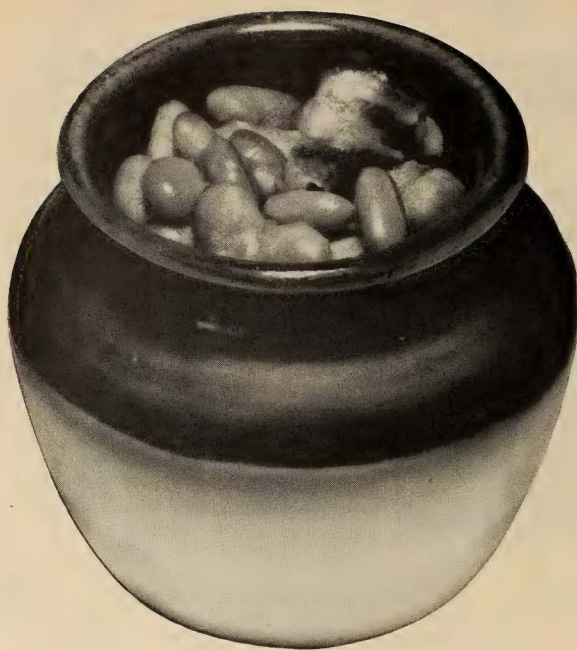
EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

**50,000 WATTS**

**OKLAHOMA'S GREATEST STATION**

**TULSA, OKLA.**

**NBC AFFILIATE**



## Like pork goes with beans

That's the way successful advertising goes with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H* regularly carries the advertising of twice as many of them as any other station in town.

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE

**WITH** 

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY



# POLITICS ON AIR: \$10 MILLION HEADACHE

## Democrats Already Are Buying Up Time

By JOHN OSBON

FACTS for "excellent time periods" in radio and television have been corralled by the Democratic National Committee for the post-convention political campaign, it was revealed last week.

While actual sums were not specified, it was learned that the contracts involve "hundreds of thousands of dollars" covering basic time purchases on all major radio-TV networks.

In announcing that contracts have been signed, Committee Chairman Frank E. McKinney boasted that the Democrats, for the first time, had skirted time pre-emption problems at a great saving to the national committee—and incidentally minimizing the headaches of network executives later on.

The purchases cover basic time only on "all national networks" for programs to be broadcast and telecast starting next September and ending just prior to the election Nov. 5. The announcement came as the committee accelerated its Victory Chest drive to raise funds for

In the feverish campaigning for the Presidential elections, political broadcasting will play hob with commercial schedules on radio and television throughout the summer and the fall. Regular sponsors are already making plans to adjust their spots and programs to the dislocation bound to be made by the broadcasts of next month's political conventions. And politicians have already entered the market to buy up time next fall.

radio, television and other media. Results for radio-TV funds thus far have been gratifying.

Details were not available late last week but will be released shortly so Democratic officials can coordinate state and local campaign plans with the national schedule. The Joseph Katz Co., Baltimore, has been instructed to push ahead on programs.

### Early Bird

"I believe we have secured excellent time periods which will reach every city, every town, every community and rural area in the country," Chairman McKinney said. "By moving early, we have saved substantial sums of money. We plan to see that this time is used to achieve the maximum effect."

Thus, the contracts presumably were signed with ABC, CBS and NBC radio and television networks; with MBS, and with DuMont Television Network. There were some reports that commitments will approximate \$1 million, give and take either way.

It was reliably learned the Democrats had purchased 10:30-11 p.m. Election Eve network segments.

Chairman McKinney pointed out that choice time periods were obtained early—"before commercial sponsors have signed their fall contracts." In a letter to Democratic party workers, Mr. McKinney explained:

... By contracting for this time now we are saving substantial sums which in previous campaigns we have had to pay to remove regularly scheduled sponsored shows to make way for political broadcasts. This expense—whatever amount it cost to produce the program—was in addition to the money paid to the network for the time.

To give you some idea of what kind of money this involved, the produc-

tion cost of many top television shows is as much as \$40,000 or \$50,000, over and above the cost of the network time.

This year, however, we have secured choice time periods on television and radio before commercial sponsors have signed their fall contracts. If we had waited until late summer to sign these contracts we would have had to pay money running well into six figures to remove sponsored shows in order to get the same time we now have under contract.

Mr. McKinney noted that the Victory Chest drive [B•T, June 9] "is off to a good start," although most of the contributions have not been large and "it takes a lot of these contributions to meet the high cost of radio and TV time." In fact, the radio-TV appeal bids fair to become "the most successful campaign" the party has ever conducted, he added.

The Democratic chairman assured party workers that emphasis on the radio-TV fund did not mean "we are going to rely only on those media." He proposed a "well-rounded publicity and advertising program, utilizing every medium of communication to the maximum that our legal campaign ceiling will permit."

### Fund Raising

Mr. McKinney referred to the \$3 million ceiling imposed on campaign expenditures during an election year under the Hatch Act. Early estimates placed radio-TV funds for the Democrats at somewhere between \$1-\$2 million.

"We will be able to do a better job in all [media] fields because we are moving early to raise our radio and TV fund to contract for basic national network time," Mr. McKinney observed. He called on party workers to send in any con-

(Continued on page 97)

## How Sponsors Plan To Meet Disruptions

By FLORENCE SMALL

AN ESTIMATED seven to ten million dollars worth of radio and TV spot announcement schedules will be disrupted by the networks' coverage of the political conventions during July, with agencies split in their demands for either time-credit or substitute ("make good") time, the latter to be cleared with the agencies in advance.

The situation derives from the fact that the networks anticipate that during the conventions' keynote addresses and dramatic occasions like the first balloting, coverage will not be interrupted for station identification. However, during predictable convention action all the networks will strive for at least half-hour breaks in radio of the usual 30 seconds duration and at least one break during the hour in television.

### Disappearing Spots

Thus, since the individual station on the network will be able most of the time to retain the 30 seconds for station identification, that revenue will not be unduly affected, but the stations still face the loss of the quarter-hour spot.

One of the first radio station representatives to query New York agencies on the problem last week was the O. L. Taylor Co. President Lloyd G. Venard sent letters to the agencies asking approval of a suggested method to be used in handling affected national accounts.

Mr. Venard's plan as expressed in his letter suggested that "if a national account is missed during the convention, the station is to run that announcement on the first break that is open. If for instance, an announcement is scheduled for 11 a.m. and is knocked out by the convention, it would run at the first open break."

Although it was too early for Mr. Venard to have received complete replies, B•T was able to spot

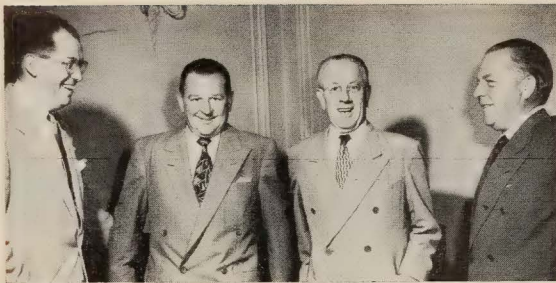
(Continued on page 30)



CHAIRMAN MCKINNEY

... He beat commercial sponsors to the punch





ATTENDING the National Assn. of Radio & TV Station Representatives' Spot Radio Clinic luncheon in New York's Hotel Biltmore June 10 are (l to r): Arthur McCoy, Avery-Knodel Inc.; C. L. Miller, president, C. L. Miller Co., honored guest; T. F. Flanagan, managing director, NARTSR, and Jones Scovern, Free & Peters Inc.

## LBS VS. MAJORS

Trial Date Now Jan. 19

THE EXPIRING Liberty Broadcasting System was revived a bit last week as a Chicago federal district court judge set Jan. 19 as the trial date in the network's anti-trust suit charging conspiracy by major league baseball clubs.

Liberty's Chicago law firm, McConnell, Lutkin & Van Hook, on Tuesday requested and received a January trial date. The early date is expected to influence creditors so they may agree to continuance of the costly litigation.

Creditors of Liberty—to whom almost \$1½ million is owed—will meet in Dallas July 8 to select the trustee in bankruptcy, who is the permanent replacement for the receiver. The receiver is William J. Rochelle, Dallas attorney, who may also be named trustee.

The trustee and creditors will decide what disposition is to be made of the baseball suit. Should the network win a favorable decision, creditors would stand to collect everything owed them. However, they might decide to drop the suit because of litigation costs and the possible time involved in getting a decision. As it is now, debts might be paid off at the rate of 10 cents on the dollar. Liberty's liquid assets are unknown, but presumably include accounts receivable from former affiliates and equipment.

## COPYRIGHT BILL

Senate Group Okays

BILL to broaden the Copyright Act to protect recording rights of authors of non-dramatic literary works [B•T, March 31, 24] was reported favorably last week by the Senate Judiciary Committee. Bill (HR 3589) is substantially the same as the House-passed version, which would require broadcasters to secure the consent of the author for airing.

Maximum damages of \$100 are permitted "where the infringing broadcaster shows that he was not aware that he was infringing and that such infringement could not have been reasonably foreseen."

## HUMPHREY LAUDS

Talent on OPS Shows

PRAISE for patriotic services donated by radio and film talent in connection with radio programs of the Office of Price Stabilization was given by Sen. Hubert H. Humphrey (D-Minn.). He paid the tribute to their "patriotism and selflessness" in response to charges that broadcasters and artists were aiding OPS "propaganda" programs.

Sen. Humphrey's statement, introduced in the *Congressional Record*, pointed out that the people must understand the OPS program to check inflation as well as maintain and expand production. He said:

I am confident that your contribution of talent and time has the appreciation of all Americans who fear inflation and desire to protect their economy. You and your associates have been criticized by a small handful of my colleagues for assisting your government. If helping your government in its anti-inflation program is to be considered controversial and political, then I say that we are only a step away from condemning any individual who desires to help his government carry out a program enacted by law through Congress.

## BAB CLINICS

Management Units Held

SERIES of Broadcast Advertising Bureau clinics for station managers and sales managers was held in the East last week, with sessions at Philadelphia, Baltimore, Washington and Richmond, Va. Kevin B. Sweeney, BAB vice president, and Jack Hardesty, director of local promotion, made the tour.

Morning programs covered BAB's internal operations, with presentation of income distribution and jobs accomplished along with plans for the rest of the year. These plans include extensive advertising and retail sales promotion drives.

Afternoon sessions were devoted to sales discussions with station sales and program executives. BAB projects were described in detail.

# DORLAND ASSETS

Liquidation Authorized

LIQUIDATION of the fiscal assets of Dorland Inc., New York, was authorized last week after the agency, with liabilities said to be \$190,000, filed an assignment for benefit of creditors in New York County Court.

The authorization was given to A. Alan Reich, attorney for the assignee, at a meeting at which 32 of the agency's largest creditors—among them WOR New York (\$28,260) and the DuMont TV Network (\$25,000)—met to appoint a committee of five creditors. They are: Merrell Morgan, representing DuMont Network, Chauncey H. Levy, General Television-Radio; Muriel Henle, ABC; Joseph Lewis, Bingham Photo Engravers, and Leo M. Rogers, Rogers Engravers Co.

The creditors' committee also employed an accountant to go over the books and report to the committee within a fortnight.

Among the questions for the accountant to pursue are the relationships, if any, (1) among Dorland Inc., Dorland Adv. Ltd., and Dorland International, and (2) between Dorland Inc. and the Wesley Assoc. agency, which occupies office space with Dorland Adv. Ltd. and whose staff includes Dorland President Atherton Pettingell and Executive Vice President Walter Maas.

At the creditors' meeting, Eugene Roth, attorney for Dorland Inc. said that merchandising activities of radio-TV division under Harold Kaye were the main cause of the agency's financial break-up. He said Mr. Kaye was part owner of some of the companies that were delinquent in paying their bills.

Lewis Ullman, attorney for Mr. Kaye, who was not represented at the meeting, pointed out that in a settlement back in March Mr. Kaye paid Dorland Inc. approxi-

## Clandestine VOA?

IS THE Voice of America violating the law of Japan? The Japanese Foreign Office and Radio Regulatory Commission, according to newspaper accounts, think perhaps VOA and Korean language broadcasts may run afoul of Japan's electric wave law. A section of that law stipulates that no license for operating a station shall be given to a foreign country. But the U.S. expressly demanded the right of broadcasts when it negotiated the security pact with Japan. Nipponese authorities hold the broadcasts are not intended for U.S. forces there but the local populace.

mately \$15,000 and that there is still a possible rebate of \$2,000 or so owed to Mr. Kaye by Dorland. The original settlement of \$15,000 was made, he said, after Mr. Pettingell stated in a letter during the Dorland-Kaye litigation that "we may have been in error with respect to the amount of \$46,142.04, which we asserted was due. . . . The figure alleged now appears to have been unduly large."

## FRENCH SARDINE BUYS

Godfrey Show Segments

FRENCH SARDINE Co. of Terminal Island, Calif., has bought two weekly quarter-hours of the simulcast of Arthur Godfrey's morning show on CBS radio and CBS-TV, effective Sept. 2, bringing to 14 the number of 15-minute simulcast segments already sold for this fall.

CBS-TV Network Sales Vice President Fred M. Thrower announced the purchase of the simulcast on Tuesday and Thursday for the firm's Starkist Tuna fish product, through Rhoades & Davis, San Francisco.



Drawn for BROADCASTING • TELECASTING by Dick Wang

"Just think! In twenty minutes your appendix will be in practically every living room in the city!"

BROADCASTING • TELECASTING



# HOUSE PASSES McFARLAND BILL

Also Libel Measure

By EARL ABRAMS

FIRST major revision of the Communications Act in 18 years is in the hands of Senate-House conferees this week, following passage last Tuesday of the House version of the Senate-passed McFarland Bill (S 658).

Only major amendment adopted on the House floor was a provision to exempt radio stations from damages for libel uttered by political candidates or their authorized spokesmen. This was offered by Rep. Walt Horan (R-Wash.).

The same amendment would forbid stations from charging political candidates more than the comparable commercial rate.

Horan amendment was adopted 92 to 27, after the House defeated by 59 to 37 an amendment offered by Rep. Joseph P. O'Hara (R-Minn.) which would have permitted station operators to censor candidates' speeches for defamation and obscenity.

House also defeated by voice vote an amendment by Rep. Harry R. Sheppard (D-Calif.) to strike the provision to forbid the FCC to discriminate against newspaper applicants "solely" because of newspaper ownership.

## Horan Amendment

REVISED Section 315 of the Communications Act, adopted by the House by a vote of 92 to 27 upon a motion by Rep. Walt Horan (R-Wash.), is as follows:

### "Facilities for Candidates for Public Office

"Sec. 315. (a) If any licensee shall permit any legally qualified candidate for any public office in a primary, general, or other election, or any person authorized in writing by such candidate to speak on his behalf, to use a broadcasting station, such licensee shall afford equal opportunities in the use of such broadcasting station to all other such candidates for that office or to persons authorized in writing by such other candidates to speak on their behalf.

"(b) The licensee shall have no power to censor the material broadcast by any person who is permitted to use its station in any of the cases enumerated in subsection (a) or who uses such station by reason of any requirement specified in such subsection, and the licensee shall not be liable in any civil or criminal action in any local, State, or Federal court because of any material in such a broadcast, except in case said licensee shall willfully, knowingly, and with intent to defame participate in such broadcast.

"(c) Except to the extent expressly provided in subsection (a), nothing in this section shall impose upon any licensee any obligation to allow the use of its broadcasting station by any person.

"(d) The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the minimum charges made for comparable use of such station for other purposes.

"(e) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section."

This motion, and the debate preceding and following it, brought the admission from the bill's managers—Reps. Oren Harris (D-Ark.) and J. Percy Priest (D-Tenn.)—that the newspaper provision does not bar the FCC from turning down a newspaper applicant if in its judgment a favorable grant would conduce to monopoly in the dissemination of news in the community involved.

This is one of the provisions which was believed to have been at the root of the White House's objections to the McFarland bill, and which led to its removal from the House schedule two weeks ago. [B\*<sup>T</sup>, June 16].

Bill as passed by the House follows the general outline of the legislation passed in February 1951 by the Senate with several important differences (see summary of principal points below).

Senate-House conferees are scheduled to meet this week behind closed doors. No major changes are expected to be made in the McFarland bill, although it was said two weeks ago that the FCC had "reached" the White House which had ordered that certain provisions be "adjusted."

Fact that the only attempt to "soften" the bill was made by Rep. Sheppard surprised industry observers. The four-and-a-half-hour

debate produced no opposition to the bill. Most of the time was spent on the newspaper section and the political censorship amendment.

Representing the Senate in the conference committee are Democratic Sens. Ernest W. McFarland (Ariz.), author of the bill; Edwin C. Johnson (Col.), Lester C. Hunt (Wyo.), and Republican Sens. Charles W. Tobey (N. H.) and Homer E. Capehart (Ind.).

Representing the House are Democratic Reps. J. Percy Priest (Tenn.), Oren Harris (Ark.), Homer Thornberry (Tex.) and Republican Reps. Charles A. Wolverton (N. J.) and Carl Hinshaw (Calif.).

## Agreement Seen

Little difficulty is expected in "compromising" differences between the House and Senate bills.

Broadcast spokesmen are hopeful that the provisions relating to suspensions, cease and desist orders and fines will be eliminated. They also believe that the provision regarding the purchase of the apparatus of unsuccessful applicants for license renewal by the successful grantee can be deleted. They feel that the language of the Horan amendment referring to political charges will be clarified.

Spokesmen for major broadcasters also are hopeful that House conferees will accept the Senate

provision eliminating the double jeopardy clause.

Most spirited debate was on the respective merits of the Horan and the O'Hara amendments. The former, which was adopted, would exempt broadcasters from liability for libel uttered on the air by political candidates or their authorized spokesmen. The latter would have permitted stations to censor political speeches for "defamation and obscenity."

The O'Hara amendment was defeated by a House which felt political candidates' speeches should be inviolate and that it was unfair to station owners to require them to give time to political candidates and forbid them to censor such talks, while at the same time permitting them to be sued for libel.

Adoption of the Horan amendment evoked strong words from Mr. O'Hara. After raising the question of constitutionality, Mr. O'Hara declared:

**I do not believe, and I assure you I say this in all sincerity, that the Congress of the United States could pass an act which would exempt someone . . . from the libel laws, either civil or criminal, of the States, and that is just what you are going to be passing on in this provision.**

Adoption of the amendment drew even stronger words from Rep. Clare E. Hoffman (R-Mich.):

"This amendment . . . is an in-  
(Continued on page 36)

## Main Points in House Version of New Bill

**SALIENT** features of the McFarland Bill (S 658), passed last week by the House and now the subject of Senate-House conference, are as follows:

**Cease and desist orders, suspension of licenses, fines**—House bill gives FCC power to suspend licenses up to 90 days, issue cease and desist orders, levy fines up to \$500 per day per infraction. This is in addition to existing authority to revoke licenses for cause. Senate bill permits issuance only of cease and desist orders.

**Newspaper ownership**—House bill forbids FCC to discriminate against newspaper applicants "solely" because of newspaper ownership or association. Senate bill does not contain this provision.

**Political broadcasts**—House bill exempts broadcasters from damages for libel uttered by political candidates speaking over stations. It also forbids stations to charge more than the "minimum charges made for use of such station for other purposes" for political broadcasts. Senate bill does not contain these provisions.

**Double jeopardy**—Senate bill deletes that portion of Section 311 of Communications Act which gives FCC power to revoke licenses of

any licensee found guilty by Federal court of anti-trust violations in radio or communications business. House version does not touch this provision, leaving this section as *status quo*.

**Separation of staff and Commissioners**—Both bills forbid staff of FCC from consulting with or making recommendations to Commissioners regarding decisions on cases before them. Both bills set up a review staff whose only function is to digest evidence for Commissioners. Senate bill adds a legal assistant to staff of each Commissioner. House bill adds a "professional" assistant to staff of each Commissioner. House bill is more rigid than Senate version.

**Action on cases**—Both bills require FCC to reach final decision on applications within three months after filing on cases not requiring hearings, within six months after close of hearing on hearing cases. Both also require full report to Congress on cases not acted upon which are on file for longer than above periods.

**Job jumping**—Senate bill prohibits any Commissioner from representing a client before FCC for one year after resignation. It also applies to staff executives.

House bill does not include this provision.

**Declaratory orders**—Senate bill orders FCC to issue declaratory orders only when requested. House bill does not include this provision.

**Sale of equipment**—House bill requires FCC to compel a successful grantee to purchase equipment of unsuccessful applicant when latter is licensee of facility involved. Senate bill does not include this provision.

**Renewals**—Both bills put burden of proving that a licensee is not qualified for renewal of license on the FCC.

**Hearing procedures**—Both bills require FCC to notify applicant and other interested parties of time and place of hearing and reasons why grant cannot be made. Applicant is permitted to object to FCC's reasoning. If FCC, after reply of applicant, still feels it cannot grant application without hearing, it may then set case for hearing.

**Protests and petitions for rehearing**—Both bills permit protests against grants or petitions for rehearing to be filed up to 30 days after a grant. Both bills also require FCC to answer protests or petitions for rehearing within 15 days after filing.



# COMBINED RADIO-TV SELLS BEST

Says NBC's Madden

"BEST unduplicated buy an advertiser can make is the combination of radio and television," Edward D. Madden, NBC vice president in charge of TV sales and operations, said Tuesday in an address before the American Marketing Assn. meeting in Cincinnati.

Citing Nielsen figures on "an actual experience of last year," Mr. Madden reported that an advertiser sponsored a network radio program reaching 14.1% of all U.S. homes and a network TV show reaching 7.9% of the nation's homes, but with only 1/10th of 1% of all homes reached by both programs.



Mr. Madden

## Duplicated Audience

"The important thing here is that the duplicated audience—the number of homes reached by both programs—is only 43,000 out of almost 10 million homes reached by the advertiser with this combination," Mr. Madden pointed out.

"Radio," he declared, "has too much basic circulation—and, in addition, secondary sets, portable and auto sets—to be passed over. It has too much grass roots penetration, too much advertising impact, for it to be omitted from any advertiser's schedule."

Answering critics who have charged TV with pricing itself out of the reach of most advertisers, Mr. Madden stated that "day or night, television gathers an audience for the advertiser at an economical cost per viewer. And its price is low in comparison with the cost of reaching people through the older visual media."

He backed up these statements with figures showing that an average NBC-TV sponsored evening half-hour cost the advertiser \$37,600 for time and talent and reached 11,192,000 viewers in 4,204,000 homes for an average cost of \$3.36 per thousand viewers. The average NBC-TV daytime half-hour, costing \$15,100 and reaching 4,224,000

viewers in 2,057,000 homes, delivers viewers at the price of \$3.57 a thousand, he reported.

In contrast to these TV costs of \$3.36 for an evening half-hour and \$3.57 for a daytime half-hour per thousand persons reached, Mr. Madden said that a black-and-white page in *Life* costs \$3.83 per thousand and a 500-line ad in the leading newspaper in 64 markets costs \$5.17 per thousand. "The most economical medium is television," he noted, "which is substantially below either the largest magazine or newspaper advertising."

Realizing several years ago that as TV circulation increased, costs would also increase, NBC-TV "introduced new selling concepts of multiple participating sponsorship, which are making network television advertising available to moderate budget advertisers," Mr. Madden stated.

"They also enable advertisers with somewhat larger budgets to co-sponsor programs which they alone couldn't afford," he commented, reporting that of the 50 leading advertisers, 48 are using television and of those 48, 43 are using some form of participating sponsorship. "In the next 50 advertisers, 35 are using TV and 19 some form of participating sponsorship, he said.

"Actually, what we're doing is to make it as easy for the advertiser to buy TV as it is for him to buy space in magazines," Mr. Madden said. He pointed out that an advertiser who wants to reach housewives can buy 15 minutes of the *Kate Smith Hour* (Monday-Friday, 4-5 p.m.) for \$12,044, at a cost per thousand of \$2.27. A quarter-hour of *Howdy Doody* (Monday-Friday, 5:30-6 p.m.) costing \$12,541, will deliver viewers (90% kids) at a cost of \$1.93 per thousand. To reach the whole family, Mr. Madden noted, the advertiser can use as little as a five-minute segment of *Today* (Monday-Friday, 7-9 a.m.) for \$2,352, or a cost per thousand of \$1.36. The three advertisers who jointly sponsored the middle half-hour of *Your Show of Shows* paid \$17,329 each a week, he said, reach-

ing viewers at 85 cents a thousand.

"I'm not saying that you will not have individual sponsorship of individual programs," Mr. Madden declared. "What I want to get across to you is that television advertising will not be frozen into the traditional patterns of network radio."

Asking, "Do these new TV selling concepts vitiate the soundness of advertising practices established in radio?" Mr. Madden pointed out that "in radio you had the same advertiser sponsoring the same program on the same stations week after week in 13-week cycles. You had frequency and continuity of advertising impressions on a mass market of consumers."

"If you analyze that situation,

you find it's made up of two important elements: One, the program, which listeners could get by turning to the same station, on the same day, every week; two, the frequent and continuous advertising impressions the advertiser could make on the audience attracted by the program.

"These two elements—the mass audience and the frequent, continuing advertising exposure—we must and will retain in the new selling plans television will develop. In many instances we will have to forego the luxury of exclusive advertiser identification with the program, as you had in radio."

Research organizations should revise their radio evaluation methods (Continued on page 97)

## PROFIT SQUEEZE Theme of Doherty Talk At Nags Head Meet

BROADCASTERS, one of few industries to absorb rising operating costs out of profits, must avoid or minimize the squeeze between income and operating costs, Richard P. Doherty, NARTB employee-employer relations director, told the North Carolina Assn. of Broadcasters, meeting Friday at Nags Head, N. C.

At the same time, he said, radio seems to be the only industry content to reduce profits to pay higher costs of operation. The results could be "devastating" if inflation continues, he added.

John H. Smith Jr., NARTB FM director, called on broadcasters to get FM out of the "foreign language class and into the great radio family" by talking "radio and TV" instead of "FM, AM and TV."

In his analysis of labor and operating costs, Mr. Doherty said the upward spiral will continue "regardless of the political outcome of the November elections." He said inflationary forces "have jumped the national income from \$233 billion in 1947 to \$328 billion in 1951—an increase of 41%. During the same period the revenue of the radio broadcasting industry rose by 30%. Radio stations and networks need a combined additional income of some \$153 million if the industry is to get the same proportionate share of the nation's income as was received in the 1946-50 period."

### Lists Operating Problems

Operating problems of the broadcaster are shaped and influenced by broad and complicated national trends, Mr. Doherty said. He listed these as: National policies which generate inflation; national tax programs which affect potential sponsor advertising budgets; national wage and employment patterns; nationwide union practices; national radio rate tendencies; national legislation which directly affects, or threatens, the standards of all radio and TV operations.

"Never before in the history of broadcasting," he continued, "has there been such a crying need for industry-wide cooperation and for outside operating services and aids if profit-making stations are to

maintain their profits and 'red-ink' stations are to get into the black."

Referring to radio's absorption of rising costs out of profits, Mr. Doherty said:

Newspapers and other lines of business have raised rather substantially the prices of their product or services to cover the steady upward march of costs. In fact, it is ironic that so many businessmen who, in their own business, know full well the impact of higher costs upon prices virtually fail to realize that radio has been equally subjected to higher wages, higher costs of equipment, higher taxes, higher costs for services and, in total, higher operating cost ratios. NARTB's three-year campaign for better control of operating and labor costs has assisted a substantial segment of the radio and TV industry and has contributed greatly toward improvement in the industry's profit margin.

Operating costs for the majority of radio TV stations are too high. These relative high operating costs result primarily from excessive payroll expenditures. While many stations operate with an efficient minimum staff, a full 50%, if not more, of the nation's stations employ too many persons.

Chiding management, he said: "The fault with many station managements is that they are content to sit complacently on their profit margins—many of which are not too fat—and ride out the 'liquidation' of radio broadcasting."

Established businesses don't die; they wither from managerial hardening of the arteries. We like to think of radio as one of America's younger industries; some of radio's management wants to act like old men sitting out the green bench era. . . . There is nothing wrong with radio that creative, courageous and competent management cannot solve. . . .

In calling for recognition of FM broadcasting, Mr. Smith said "the great FM discovery" is being made in many more places, including radio manufacturing firms that had grown apathetic about FM. At least two firms are resuming production of FM sets, he said.



AMOUNT of selling copy in 35-word commercial is demonstrated to William H. Weintraub & Co. executives Carlos Franco (l), head of radio and TV, and Les Blumenthal (r) by George Backus, Edward Petry & Co. New York salesman, in the Petry drive to sell more 20-second chain breaks. Copy was prepared for Kaiser-Frazer.



# MEETING THE CRISIS

**NBC Reinforces; CBS Stations Buck Cuts**

THE biggest problem facing network radio—how to re-stabilize it—was approached in separate but significant moves last week by the management of NBC and a group of affiliates of CBS Radio.

● NBC, to coordinate its radio and TV activities more fully, put NBC-TV Vice President Sylvester L. (Pat) Weaver Jr. in charge of both the radio and TV networks and installed Frank White as vice president and general manager of both, almost simultaneously starting to promote the use of radio and TV in combination as the most effective advertising buy.

● Looking toward the July 1-2 "Crisis Conference" of CBS Radio affiliates and CBS officials, members of the affiliates' steering committee met in an agenda session whose tenor gave notice that the network faces a scrap if and when it undertakes any major reduction in rates.

The NBC realignment, calculated to result in "more use of radio in both radio-only and television homes," as well as to benefit TV, came without warning. Announced by President Joseph H. McConnell late Tuesday, it makes Mr. Weaver's abilities—recognized especially in the programming field—available to the radio as well as the TV network, while giving both radio and TV the benefit of Mr. White's broad experience in administration and sales and also in labor and talent negotiations and relations.

Mr. White, who resigned as president of Mutual effective May 31, joined NBC June 10 and had been slated to head the network's projected television film division. This post went, almost simultaneously with the Weaver-White appointments, to Vice President Robert W. Sarnoff, who will be responsible for all NBC film activities including planned expansion of film syndication, reporting to Mr. White (see separate story, this page).

## Denny Status

The exact future role of Charles R. Denny, executive vice president of NBC and acting head of the radio network, was not defined. Officials said, however, that he would remain in an executive capacity.

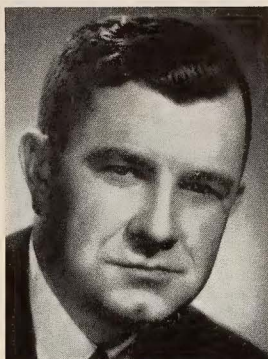
President McConnell's statement of the goals of the Weaver-White appointments—which represent a reversal of the concept which led the network to separate its radio and TV operations a few years ago—was as follows:

"Placing of the actual operating management of the radio and television networks under a single, coordinated control will benefit our audience and our customers. NBC radio network listeners will gain access to the outstanding personalities and attractions which have



**Mr. WEAVER**

... heads radio and TV networks



**Mr. WHITE**

... vice president & gen. manager

made an NBC television network such a success. The NBC television audience will have the advantage of a coordinated schedule of entertainment and information programs on both radio and television.

"We expect this coordinated management to give new excitement to our radio programming by bringing into radio many of our television stars and attractions. This will benefit our audience in homes which use radio as the primary source of entertainment and information. This same coordinated planning will also offer television

homes a more exciting supplementary program schedule on radio. We expect the result to be more use of radio in both radio-only and television homes."

Mr. McConnell also felt the new arrangement would mean improved sales service to advertisers using both radio and TV, and more coordinated supervision and guidance for NBC employees.

Almost simultaneously with the new appointments—which became effective immediately—NBC's approach to advertisers began to emphasize the advantages of co-

## ROBERT SARNOFF

## Heads New NBC Film Division

ROBERT W. SARNOFF, vice president of NBC and director of Unit Productions in its television network, last week was named to head a new NBC film division which will encompass all film activities of the network including a projected expansion of film syndication.

Announcing creation of the new division and the appointment of Mr. Sarnoff to direct it, NBC President Joseph H. McConnell said "we at NBC believe that films will play an ever greater role in the future of television" and that "we intend to stay in the forefront in this field as we have in other aspects of television."



**Mr. Sarnoff**

In his new post Mr. Sarnoff, who joined NBC-TV as an account executive in network sales in January 1948, will report directly to Frank White, vice president and general manager of the radio and TV networks under the reorganization which installed Sylvester L. (Pat) Weaver Jr. as vice president in charge of both networks (see story above).

The new film division chief was elected a vice president of NBC in June 1951, and became director of

NBC Unit Productions last June 22. Before that he had progressed from network sales account executive to production manager for the television network, and manager of program sales.

As Unit Productions director, he was responsible for the several special NBC production units for *The Comedy Hour*, *All-Star Revue*, *Saturday Night Revue*, *Kate Smith Hour*, and the *Victory at Sea* documentary which will be released this fall.

Mr. Sarnoff, a son of RCA Board Chairman David Sarnoff, was assistant to the publisher of *Look Magazine*, and previously had served with the *Des Moines Register and Tribune* in a similar capacity, prior to joining NBC. He was in the Navy for three and a half years, with rank of lieutenant, and before that he served in the office of Gen. William Donovan, Coordinator of Information, in Washington.

ordinated use of both radio and television as combined sales tools, and authorities expected that this would become standard procedure.

The 43-year-old Mr. Weaver, with NBC since August 1949, has won reputation as a new-program idea man. Some of the departures from standard programming concepts which he has installed at NBC-TV are represented in the Saturday-night *Show of Shows*, with its rotation of stars, and *Today*, the two-hour early-morning communications program.

He started his career with advertising copy writing in Los Angeles following graduation from Dartmouth College in 1930, moved next into radio program production with CBS-Don Lee network, and became program manager of Don Lee's KFRC San Francisco. Moving to New York in 1935, he produced the *Fred Allen Show* for Young & Rubicam. By 1936 he had become manager of the agency's radio department. In 1938 he joined American Tobacco Co. and a year later—at 31—he was its advertising manager. After wartime service which started in 1941, he returned to American Tobacco in 1945, then went back to Y&R, where he was vice president in charge of radio and television—the post he held before moving to NBC.

Mr. White, who reports to Mr. Weaver in the new organizational structure, served both CBS and Mutual before joining NBC early this month. His entry into the broadcast field came in 1937, when he joined CBS as treasurer. In 1942 he was elected a vice president and director, continuing also as treasurer until 1947 when he was named president of the subsidiary Columbia Records Inc. He moved from CRI into the Mutual presidency on May 1, 1949. Substantial advances in MBS sales were made under his three-year administration.

## CBS Radio Session

The CBS Radio affiliates' steering committee members met in Detroit on Monday. Though the details of their plans for the July 1-2 sessions were not made public, it was learned that they shared the conviction that reductions in rates—the subject which is expected to occupy the limelight at the meetings, in view of wide speculation that CBS Radio is planning cuts—will never stabilize radio, but instead will lead to greater uncertainties and losses.

The group, it was learned, felt that officials of the networks tend to rationalize the "inevitability" of reductions in rates, and fail to take into account the full vitality that does exist in the medium. Stabilization of the network radio situation can be achieved better by rate increases, if anything, and by rejection

(Continued on page 34)



THE "wee small hours" have meant big business for many station operators who have kept a surprisingly large listening audience entertained and informed between midnight and 6 a.m. Formats vary from a program including information on how fish are biting to that of a mysterious female disc jockey whose signature is "Lovingly Yours, Laura."

# SALES LIFT



Joe McCauley interviews celebrities such as Rudy Vallee (r) on WIP Philadelphia, The Dawn Patrol.



Jim O'Leary, KCBQ San Diego, Midnight to Dawn record man.



Felix Grant, WWDC Washington, combines sales and public service.



Del from Dixie and Bob McKee alternate as emcees after midnight on WGN Chicago

BROADCASTING after midnight can be successful, too.

Stations on the air 24 hours a day report happy sponsors and worthwhile revenue from the 12 p.m. to 6 a.m. segment of their operation.

Others admit that while extra-hour programming does not always pay its way in cash it is a prestige builder for the station and makes radio more attractive to advertisers in other time classifications.

Increased local and national spot business is making many a station manager take a second look at the possibilities of these usually "blackout" hours.

Advertisers who have difficulty finding the time they want during daylight or early evening hours or who like a lot of time for a comparatively low rate are looking at this "neglected" period, too.

A baker's dozen station managers in all parts of the country who have operated 24 hours a day anywhere from one year to 20 were checked by BROADCASTING • TELECASTING. Here are some of their conclusions:

- ① Favorite format: Records and news.
- ② Average personnel: Disc jockey and engineer.
- ③ Typical sponsors: Local business (wishing to appeal to night listeners) and national advertisers (a good part of these per inquiry on some stations).
- ④ Success: Every station reported satisfactory listener reaction.

Of course there are many variations. While most stations prefer to keep to a format of popular music, chatter and regular news roundups, others have found variations that appeal to their markets. KFAC Los Angeles uses classical music instead of popular. WWJ Detroit has a mystery girl disc jockey. WIP Philadelphia interviews celebrities. KDAL Duluth tells how fish are biting.

Proof that there is a substantial after-midnight audience has come from a number of sources. Advertest Research made a report in mid-March of this year on a study of

the New York market that showed one in every ten homes in that area uses the radio after midnight. The report indicated that on the average week-day 10.3% of all families used the radio from 12 to 1 a.m.; 4.3% from 1 to 2 a.m.; 1.7% from 2 to 3 a.m.; .4% from 3 to 4 a.m.; .4% from 4 to 5 a.m. and .6% from 5 to 6 a.m.

Other markets with substantial swing shift factory operation or other night activity report an even larger percentage of late night listeners.

Since stations checked included those in every part of the country and formats varied widely the following capsule reports should prove interesting to advertisers considering this time segment and to station managers who are thinking of expanding into late-hour programming.

## WGN Chicago

The WGN 720 Club takes over promptly at midnight daily except Monday and continues to 6 a.m. Programming consists of records with five minutes of news each hour on the hour. First four hours of the show is devoted to popular music while the 4 to 6 a.m. period is made up almost entirely of hill-billy tunes.

Two personalities handle the show: Bob McKee, a staff announcer who became interested in the new and different selling methods needed for mail order commercials and Delores (Del from Dixie) Ward of Macon, Ga. Mr. McKee believes he is perhaps the only hill-billy announcer who ever went to Harvard. Miss Ward, with her soft southern voice, has a great following both above and below the Mason-Dixon line. The two alternate hours during the night.

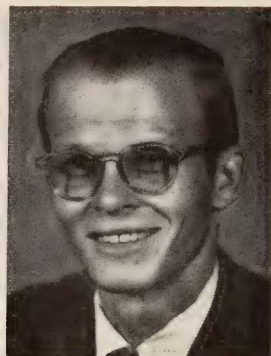
Much of the program is seasonal advertising. Best results are obtained, WGN reports, from the 12 to 1 a.m. and 4 to 6 a.m. periods. Many advertisers are on a per inquiry basis. Advertisers participate in either 10 or 15-minute segments.

## WIND Chicago

Beer and amusement advertising give a solid background of sponsorship for the midnight-to-morn-



# T WITH THE SWING SHIFT



Ted Jones presides over Night Beat on KNUZ Houston.

ing segment on WIND Chicago. The station started its extra-hour operation with a 22-hours-a-day schedule in January 1933. On Dec. 8, 1941 the schedule was expanded to 24 hours and has continued since.

The program first had the name *Milkman's Matinee* but this was changed in 1936 to *The Night Watch*. Popular music on records is used, with five minutes of news each half-hour.

While the program is not a big revenue producer for the station, continuance is felt worthwhile. Management of the station believes a large industrial population is necessary to make this type of program self-sustaining.

## WKCY Cincinnati

The nighttime audience in the Cincinnati area is largely male, in the opinion of WKCY's management. The station has been on the air all night since 1947 with its *Nighthawks* program. To cater to men listeners WKCY plays pop with a sprinkling of pop hillbilly until 4 a.m. with five minutes of sports highlights every hour. At 4 the format is changed with an hour of relaxing waltz music.

Frank Taylor, disc jockey handling the show, claims 5,000 members belong to the Nighthawks club. Most sponsors are mail order advertisers.

The late show boasts a number of outstanding success stories. One occurred last summer when the South Carolina Peach Growers' Assn. reported a bumper crop with few trucks coming into the market. The agency, Henderson Adv., of Greenville, S. C., bought a saturation schedule telling fruit truckers in what area the peaches were ripe. Agency and association were pleased with results.

While WKCY finds it difficult to make the late programming pay its own way with direct advertising revenue, management believes the public service it performs is worthwhile.

## WSRS Cleveland

Newcomer to the 24-hour operation field, WSRS Cleveland is still experimenting with format and as yet has not investigated its com-

mercial possibilities. In its sixth month on the station, the late shift is covered by one disc jockey who plays request numbers and makes dedications. Advertisers have been attracted to the program and are buying spot announcements. WSRS management is pleased by the mail count and listener response attracted.

## WJR Detroit

Constantly successful in drawing vast amounts of mail is the WJR Detroit format of transcribed music with five minutes of news every hour from midnight to 5 a.m. The station employs four disc jockeys for the period, including Marty McNeely, Johnny Russell, Bill Barber and Vic Cotton. Bob Conger reports news during the period while the disc jockeys keep listeners informed of the regional weather reports, road conditions and time.

The station has received mail from 43 states, six Canadian provinces, Alaska, Greenland, Cuba, Puerto Rico and New Zealand. One example of the program's pull came during a Chrysler-sponsored segment when an offer was made to give those who wrote in within 24 hours an automatic pencil. Although the offer was made on Sunday morning and many postoffices were closed, 17,129 requests postmarked within the time limit were received.

While the after-midnight segment is currently unsponsored on WJR, station management believes it well worth continuing because of the prestige and listener interest it builds. Interest in the program has been shown by several national advertisers because of its apparent pulling power and present favorable rates.

## WWJ Detroit

From 2:05 to 6 a.m., WWJ Detroit listeners are soothed and entertained by the station's mysterious girl disc jockey, who signs herself, "Lovingly Yours, Laura." For more than a year she has spun discs and dispensed chatter six nights a week. On the seventh her counterpart, Lorraine, takes over. Beyond their voices the audience

has no knowledge of who they are. Her secret identity, WWJ executives feel, adds relish to the program.

Laura does a five-minute newscast on the hour and between records chats anonymously about her family, friends, apartment, and the neighbors' dogs and children. Her voice has a very practical side, however. It has sold such commodities as new and used cars, men's clothes, women's clothes, gasoline, river boat cruises, department store items and ale. When Laura announced a special Mother's Day offer for a florist, his entire supply of special plants was sold out by 9 a.m. Her signature, "Lovingly Yours, Laura," has caught on in Detroit and listeners have given her name to favorite pets. Biggest thrill came when a man and his wife sent her a birth notice. The couple had waited for a taxi while they listened to her program. When the stork won, the baby was named for Laura.

The midnight-to-2 segment on WWJ is handled by Johnny King, an old showman and night club m.c. who uses show business for the basis of his between-record comments.

## KDAL Duluth

So greatly did KDAL Duluth's audience seem to appreciate the station's first experiments with 24-hour operation and its *Vacationland Calling* program that it continued the plan after the vacation season. Since favorable comment has followed and actual loss is small in carrying the program through the months when there is little sponsorship, management plans to continue.

Decision to begin extra-hour programming came after a long, cold spring in 1950 threatened Minnesota's second greatest industry, the tourist business. KDAL checked schedules of other stations on 610 kc and found only one station, on the Atlantic Coast, operating after midnight. Assured of a big area of audience the station immediately started *Vacationland Calling*.

With Robert Daniels, an expert on fishing and woodcraft, in charge,

format consisted of recorded music, time and temperature reports. Detailed descriptions of fishing conditions in Northern Minnesota lakes were given, plus information on camping sites and on the many resorts equipped for tourists. Within two weeks inquiries were received by the Minnesota Arrowhead Assn. and KDAL from 15 states as far south as Texas, and tourists started to arrive. It was estimated 70% of the early tourists on the Gunflint trail reported they had heard the program and became interested in the area.

Advertising during the vacation season has been brisk, much coming from hotels and merchants that profit from the influx of tourists. During the winter all-night filling stations and similar establishments have continued to use the program.

## KNUZ Houston

Houston's only 24-hour station, KNUZ, programs its 12 to 5 a.m. segment with *Night Beat*, a music and news record show emceed by Ted Jones and its 5 to 7 a.m. segment with *123 Ranch*. Write-ins and wires prove the popularity of both programs.

Good example of past-midnight  
(Continued on page 85)



Frank Taylor is disc jockey for WKCY Cincinnati Nighthawks Club.





**ON HAND** for signing of contract for Amoco's 10th year of sponsoring the Washington Redskins National Football League games on WMAL-AM-FM-TV Washington were (l to r) Ben Baylor, WMAL assistant general manager; K. H. Berkeley, WMAL vice president-general manager; E. F. Kalkhof, American Oil Co. advertising manager, and Joseph Katz of the Joseph Katz Co., Baltimore, Amoco's agency. In 1943, WMAL fed the games to only one other station. This season outlet will feed 35 other radio stations and six other TV stations.

## Advertisers to Meet Disruptions

(Continued from page 23)

the following approaches to the situation:

Best Foods and General Foods, through Benton & Bowles, New York, will be guided by suitable "make good" arrangements. In the case of a participation show, however, they will not consider a spot outside the show as a substitute fill-in. They will agree to retaining the spot in the participation show if the show as a whole is aired at a later or different time.

Spot radio-TV advertisers such as Utica Club Beer, Four-Way Cold Tablets, Lydia Pinkham, Black Draft Beer, Groves Chill Tonic, will accept substitutes, providing the time is first cleared through the agency. If the agency—Harry B. Cohen—does not agree to the new time it would prefer credit.

On the other hand, an executive at Young & Rubicam told B\*T that "if the spots do not run as scheduled" its accounts will expect full credit and will not accept substitute time. Among the major spot advertisers that this policy applies to are Lipton Tea, Borden products, General Foods and International Silver.

At the Ted Bates agency, such summer advertisers as Minute Maid Coffee, American Sugar Refining, B & B Mushrooms and Carter products will ask for "credits" unless equally acceptable time is presented, a spokesman told B\*T. As for Colgate-Palmolive-Peet, at the same agency, no definite plan has yet been formulated but C-P-P usually accepts "make-goods."

At Compton agency, clients such as Standard Coffee and Tea, Hubinger Starch, Goetz Beer and Crisco, will take omission credits during the convention.

Dancer-Fitzgerald-Sample, New York, will also demand credits for its General Mills and Procter & Gamble spot omissions.

BBDO, New York, indicated that it had no firm policy but will leave it entirely to the account to say

whether "make goods" or credit would be in order. "We will treat each one individually," a BBDO executive said. Among the agency's accounts which will be affected are Lever Brothers, Breeze, Bromo Seltzer, General Electric, Vick Chemical (TV only), Schaefer Beer, Polaroid Corp. and Johnny Mop.

SSC&B, New York, on behalf of Arrid and Filbert will accept "make-goods" within a reasonable time after the convention sessions but if time is not available shortly it will take credit.

Kenyon & Eckhardt, New York, has advised station representatives that the agency would like "make good" offers wherever possible for Kellogg Co. Agency will take "make goods" instead of credit where possible. Amazo Desserts are also using "make goods" in some cases and taking credits in others.

Cunningham & Walsh, New York, for Chesterfield Cigarettes will accept substitute time providing the "make good" is comparable to the original time scheduled—for example, before and after the convention.

Scheiderer, Beck & Werner, New York, expects to take credit in most cases, unless the "make good" is so attractive that it can't be turned down. Agency summer spot accounts are Muellers Products, Sterling Salt and A-1 Sauce.

## WISMER QUITS

Redskins for N. Y. Giants

AFTER a nine-year association as radio-TV commentator with the Washington Redskins professional football team, Harry Wismer has resigned and will do the telecasts of the New York Giants' football games this fall, Jack Mara, Giants president announced last week.

Mr. Wismer, an MBS vice president, handles five shows a week from New York and gave this as the reason for making the change. Marty Glickman will continue to call the Giants' plays on radio.

## Pre-Convention Radio-TV Developments

### Spivak, Rountree Set Series; Expand 'Meet the Press'

LAWRENCE E. SPIVAK and Martha Rountree, owner-producers of *Meet the Press* and *Keep Posted* programs, will launch a new half-hour TV show, *Nation's News Conference* in a special pre-convention series on NBC-TV, starting July 1 (7 p.m.). Current plans call for the program to be telecast frequently during the conventions.

Meanwhile the owner-producers will present special full-hour *Meet the Press* shows on NBC-TV interviewing all leading candidates for the nomination on the nights before the Republican and Democratic conventions (July 6 and 20, 7-8 p.m.). These special pre-convention programs, double the usual length of *Meet the Press*, will originate in NBC-TV convention coverage headquarters in Chicago. Show is sponsored by Revere Copper & Brass Inc., through St. George & Keyes, New York.

### CBS Radio Series to Trace Convention Strategy

TO advise listeners when and where to expect the strategic moves at the Republican and Democratic national conventions, CBS Radio will broadcast a five-day series, *You and the Political Conventions*, June 30-July 4 at 6:15-6:30 p.m. Wells Church, CBS Radio director of news and public affairs, and CBS Radio newsmen Charles Collingwood, Griffing Bancroft, Eric Sevareid and Bill Shadel will be heard on the series, with Dwight Cooke as host.

### GOP Film Unit Moves To Chicago July 7

REPUBLICAN National Committee is planning to move its TV film equipment to Chicago with the idea of "shooting" Republican Senators and House members on the floor of the convention which opens July 7.

Sixteen-millimeter films will be processed in Chicago and airmailed to the Congressmen's local TV stations without cost. Idea is to insert the 3½-5 minute clips during dull moments of networks' coverage of convention.

Plan is dependent on acceptances from TV stations. Managers who desire the service can write to Ken Adams, director of TV films, Republican National Committee TV Studio, 210 First St., S. E., Washington.

Studio produces six to eight programs a week. Programs run from 9½ to 13½ minutes. Studio includes an Auricon film camera and associated equipment, it was noted by party spokesman in setting convention plans.

### Eastman-Kodak Plans Rapid Processing in Chicago

RAPID processing for 16mm Cine-Kodak film at its Chicago Processing Lab. in connection with film coverage of the national political conventions was announced last week by Eastman Kodak Co. There will be no extra charge for the special service during the conventions, it was added.

The company suggested that M. D. Francis, Eastman Kodak Co., 1712 Prairie Ave., Chicago, 16, be notified of intentions to use the laboratory facilities. The laboratory will remain open on weekends for prompt processing.

★ ★ ★

### Convention Conduct to Change Because of TV—India Edwards

POLITICAL conventions next month in Chicago will be tailored especially for television, with demonstrations cut down in order to hold the attention of viewers, India Edwards, vice chairman of the Democratic National Committee, said last week.

In a speech prepared for delivery Saturday before the Sixth Annual Political Institute of the New York State committee's Youth Division at Hobart College in Geneva, N. Y., Mrs. Edwards noted that "continuous TV coverage will cause more complications than are immediately apparent." She warned that TV cameras could catch delegates in situations not calculated to impress home audiences.

Television now has a "new secret weapon," the Zoomar or telescopic lens, that could focus on delegates without warning. "I suspect the men will have to watch their shaves and women their lipstick a little more closely this year," she added.

Mrs. Edwards also used TV as projection board for favoring national conventions—"the biggest political show on earth"—over national Presidential primaries because of color and drama.

## FELLOWS AT AWRT

Stresses Vote Messages

SUPPORT of the drive to bring out voters in the Presidential election was asked by NARTE President Harold E. Fellows in a June 20 address to the New England chapter of American Women in Radio & Television at the Hotel Statler, Boston.

Women in radio and TV can play a great part in the campaign, Mr. Fellows said, "because as a group you talk to more women than any other single professional group in the action. You have, therefore, special obligations in the field of citizenship."

NARTE currently is conducting a "Get Out the Vote" campaign.



# More Samples from the WHO Mailbag

Dear Mr. Shelley:

These few lines are just a "Thank You" note for the article concerning our son, Robert, which you received and so kindly sent on to us. I had thought of writing to you for this but didn't know whether you kept these articles on file or destroyed them after they were used. Bob is our only son and has been over in Korea since the beginning of the War.

And since I've never had any special reason for writing to WHO before I'm going to take this opportunity to tell you how much our family enjoys your station and it's the station most often listened to in our home. We can even tell when a strange announcer's voice is heard. We enjoy all your entertainment and what I wouldn't give to be able to play the piano like Bill Austin, sing like the "Chore Gang" and that guy, Gene Godt and his witticism. I'll bet his wife could choke him sometimes. We even like the chuckles he provokes from the fellows in the studio. To make a long story short we just enjoy all of WHO. Only one thing that we haven't heard for a long time that we enjoyed a great deal, Jack Kerrigan's singing. The last we heard of him he was in the office, too.

My "Thank You" has gotten quite lengthy but did want you to know how much we appreciated your thoughtfulness.

MR. & MRS. THOS. McCLELLAND  
Madrid, Ia.

Dear Mr. Loyet:

This letter is to express the appreciation of the Iowa Milk Dealers Association and Association of Ice Cream Manufacturers of Iowa for the fine program conducted by Herb Plambeck on your Radio Station WHO.

We appreciate the fact that Mr. Plambeck evidently took a considerable amount of time to make a study of our industry which was so interesting and so capably explained during his broadcast Wednesday morning, May 17th.

Thanks again for the splendid co-operation your Radio Station has given the Iowa Industry.

JOHN H. BROCKWAY

Executive Secretary  
Association of Ice Cream Manufacturers  
Des Moines, Iowa

Dear Sirs:

This is to tell you how high we rate WHO above all other stations especially for News. We left our home at Greene, Ia. last June & have been in Miss. Montana, Wash., Oreg., Calif., full length, then here in very south of Texas. We couldn't get you on the West Coast & surely were delighted to hear you here. We heard the basket ball broadcasts & scores on billboard often & were on the night our Marble Rock won over Allison

to take tournament. Many Iowans here & all are anxious for the weather items at 10:15 P.M. often cold there & 92° here during day. This is a nice place. Very pretty country—

MR. AND MRS. GALEN R. GATES  
Val Verde Motel, Dorma, Texas

To WHO—all!

I am determined to write you a letter right now, and do you s'pose I can find any paper?

But I just wanted to greet each and every one of you and thank you for the joy you have given us this past year thru WHO!!

Herb Plambeck, Gene Godt—oh what a kick I get out of your humorous episodes! We sure enjoyed the WHO kids' hour Saturday! Bud Hovland & Lucia congrats on baby! Jack Shelly—Song fellows—We love you! In fact we love all of you down there.

From all of us

SAMUEL (11)

KARL (10)

PETER (9)

TOM (8)

MIRIAM (4)

KNUTE (11 mo.)

OLAF & BERNICE WATNE

Galt, Iowa

Dear Mr. Shelley:

I wish to express my appreciation for the emergency broadcast announced by your station today on the 12:30 News to locate me. My family had been trying since last night to reach me to inform me of the death of a member of my family.

A friend in Marshalltown heard the broadcast and told me on my arrival there this afternoon. Many thanks for your trouble and kindness.

Yours very truly,

L. R. BINDER

Des Moines, Iowa

Gentlemen:

This is a note of appreciation in behalf of the thirty-eight churches in the Presbytery of Des Moines for airing the Presbyterian News of our General Assembly meeting at Cincinnati, Ohio.

We wish to thank the sponsors of the Lowell Thomas program for relinquishing their time so that the more than 9800 members of our denomination in this presbytery might have the opportunity of hearing the highlights of the Assembly.

Sincerely yours,

HAROLD S. GILLENY

Stated Clerk

Presbyterian Church in the U.S.A.  
Presbytery of Des Moines

*A*s a sophisticated, big-city advertising man, it may be difficult for you to realize what WHO means in Iowa Plus.

Day in and day out, our mailbags are jammed with personal letters of friendship and confidence—"stamp-of-approval" evidence, from *your customers*, that WHO is giving a unique radio service to the millions of people in Iowa Plus.

**WHO**  
+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives



# a **BIG** push by a **BIG** group put **KBIG** on

## **MY SINCERE THANKS TO . . .** **The KBIG Staff**

Emma Barberio, Accounting  
Carl Bailey, Larry Berrill, John Haradon,  
Gene McGehee, George Sanders, Announcers  
J. D. Edwards, Sam Margolin, Gordon Calcote,  
C. B. Carlin, Bill Dalton, Roy Glanton,  
Charlie Green, Engineers  
Gloria Bizzarri, Carol Cook, Lois Haszillo  
Phyllis Nungester, Shirley Wray, General Office  
Cliff Gill, Operations  
Alan Lisser and Stu Wilson, Program Department  
Jeannette Huston and Peggy Wood, Publicity  
Patti Kelly, Record Librarian  
Bob McAndrews, Phil Dexheimer, Carl Hill,  
Wayne Muller, Joe Seideman, Sales Department

## **Our Test Boats and Their Skippers**

Larry Wilson of the *La Belle*  
Oscar Griffith of the *Hurricane*  
Nick Nojkovich of the *Bess Ross II*

## **Our Contractor and Sub-Contractors**

Herbert Lutz and Robert Larson and  
The Austin Company  
O. R. Benedict and O. R. Benedict Co., Excavation  
Fischbach & Moore, Inc., Electrical Work  
Carl W. Garson, Plumbing  
Clifford Monk, Painting  
Western Air & Refrigeration, Air Conditioning

Frank S. Smith, Concrete Block Work  
Los Angeles Millwork Co., Millwork  
California Glass & Mirror Co., Glazing  
J. F. Holbrook Co., Water & Oil Tanks  
Olcott's Inc., Flooring  
R. W. Downer Co., Inc., Acoustical Installation  
Owen Parks Lumber Co., Lumber  
Cal Conrad, Landscaping  
Anderson & O'Brien, Generator Installation

## **Our Equipment Suppliers**

Robert Kuhl and Gates Radio Co.  
William Whiteman and International Derrick &  
Equipment Co. (Div. of Dresser Industries)  
Moe Kudler and Speed Krogar and Advance Radio  
Tower Co.  
Robert Walker and General Electric Co.  
Jack Frost and R.C.A. Radio Equipment Division  
Robert Yorke and R.C.A. Record Division  
Art DePaul and George Oliver and  
Leo J. Meyberg Co.  
Robert Thompson and Johnny Valardo and  
Graybar Electric Co.  
Robert Kronkright and Kierulff & Co.  
Jay Eisman and Hollywood Radio Supply

## **Our General Suppliers**

P. K. Wrigley, Arthur Meyerhoff, Malcolm Renton,  
Orval Liddell and Santa Catalina Island Co.  
Edgar Bergen and Peggy Purcell and Cal Interests



# the air

Ken Wilson, Distributor, and Chris Craft Co.  
 James Plusch and Glen Conrad and Long Beach  
 Technical Junior College  
 Joe Quinn and United Press  
 Claude McCue and Clyde Wood and A.F.R.A.  
 George Mulkey and Harry Stillman and I.B.E.W.  
 Bob Meeker, Don Pontius, Carl Jewett, Tracy Moore  
 and Robert Meeker Associates  
 Harry Timmins and Harry L. Timmins Co.,  
 Multigraphing  
 Bud Edwards, Jack O'Mara, Jimmy Vandiveer,  
 Jim Jonson and John I. Edwards and Associates  
 James A. McKenna and Vernon Wilkinson, Attorneys  
 Andrew G. Haley, Attorney  
 Robert E. Ritch and George Adair and George P.  
 Adair Co., Consulting Engineers  
 Jay Tapp and T. & T. Radio Measurements  
 Jim Wally and Jack Reader, Field Engineers  
 Catalina Transfer  
 Avalon Transfer  
 Ralph Baetz and Ralph Baetz Transfer

Without the help of all these people  
 KBIG would never have been launched  
 so successfully.

*John H. Poole*

**JOHN POOLE BROADCASTING COMPANY,  
 OPERATING**

And my thanks to our charter sponsors and  
 their agencies, who showed their faith in  
 KBIG by signing contracts before we com-  
 menced broadcasting:

#### Advertisers

1. Tom Ashbrook Dodge-Plymouth
2. Dr. Frederick Bailes
3. Berman Clothing Co.
4. Best Motor Exchange
5. Carrell Speedway
6. California Air College
7. Catalina Inn
8. Catalina Steamship Company
9. J. B. Finch Furniture Co.
10. Four Seasons, Inc.
11. Gledhill Dodge-Plymouth
12. Golden State Company, Ltd.
13. Good Housekeeping Furniture
14. Hoffman Auto Repairs
15. Jerseymaid Milk Products Co.
16. Kaiser-Frazer Dealers Association
17. Fred Klein Mortgage Co.
18. Kramer's TV
19. Lee's Distributing Co.
20. Lloyd's of Avalon
21. Local Loan Co.
22. Los Angeles Daily News
23. Macy Jewelry Co.
24. Don Manchester's Parrot Cage
25. Media Agencies Clients Magazine
26. Leo J. Meyberg Co.
27. Murnat Motors
28. Arthur Murray School of Dancing
29. Native Daughters of the Golden West
30. Eddy Nelson Dodge
31. Nix-Ine Co.
32. Northrop Aircraft, Inc.
33. O'Keefe & Merritt
34. Pacific Telephone & Telegraph Co.
35. Palomar Watch Company
36. Prudential Insurance Co.
37. A. P. Smiley & Son
38. Streamland Park
39. Thrifty Drug Stores
40. Troy Upholstering Co.
41. Vent-A-Hood
42. Vine Street Motors
43. Water Conditioning Co. of America
44. Earl Weatherford
45. Welch's Restaurant
46. West Electric Sewing Machine Co.
47. Western Airlines
48. Western Amusement Company
49. Western-Holly Appliance Co.
50. Wilton Hotel
51. Dean Witter & Co.

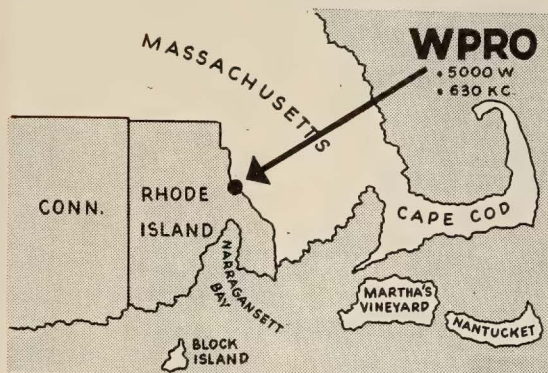
#### Agencies

1. Action in Advertising
2. Ad Associates
3. Bruce Altman Advertising
4. Arc Advertising Agency
5. Richard B. Atchison Advertising
6. Batten Barton Durstine & Osborn
7. Brooks Advertising Agency
8. Calkins & Holden, Carlock McClinton & Smith
9. The Caples Co.
10. Al Carmona Advertising
11. Darwin H. Clark Advertising
12. John I. Edwards and Associates
13. Spence Fennell & Associates
14. Guild Bascom & Bonfigli
15. Heintz and Co., Inc.
16. Hixson & Jorgensen, Inc.
17. McNeill & McCleery
18. The Mayers Company, Inc.
19. Jack Mears Advertising
20. Arthur Meyerhoff & Co.
21. Dan B. Miner Co.
22. Mogge-Privett, Inc.
23. Claire Rankin Agency
24. Roche-Eckhoff & Associates
25. Rutledge & Schideler, Advtg.
26. Lisle Sheldon Advertising Agency
27. Jack Vaughn Advertising Agency
28. Milton Weinberg Advertising Co.
29. Welsh-Hollander Advertising
30. West-Marquis, Inc.

## KBIG, GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

# \$900,000,000 BONANZA

New England's vacation industry earns approximately \$900,000,000 yearly . . . and a large share of that within WPRO's coverage area.



In Rhode Island, vacationists find hundreds of miles of seashore and beaches . . . excellent sailing . . . the best in salt water fishing . . . sports for the entire family . . . a state crammed with historic and scenic interest. Neighboring Massachusetts offers exciting Cape Cod and a shore line famous for vacation glamour.

Most of each New England vacation dollar is spent for the **PRODUCT YOU SELL**—23¢ for general merchandise . . . 22¢ for food . . . 12¢ for gas, oil and transportation services. **Get your share of that dollar by talking to the vacationist thru WPRO—the most-listened-to-station in this rich, New England vacation-land.**

**More New Englanders listen to WPRO than ANY other Rhode Island station**



REPRESENTED BY RAYMER

## Meeting the Crisis

(Continued from page 27)

tion of under-the-counter deals even though such an attitude might mean temporary loss of some business, it was contended.

George B. Storer of the Storer Broadcasting Co., one of the principal initiators of the July 1-2 conference, was named chairman for the July 1 meeting, which will be confined to the affiliates themselves. Victor A. Sholis, of WHAS-AM-TV Louisville, is slated to deliver the "keynote" address at the opening session. CBS officials will participate in the July 2 conferences. Top executives are expected to be on hand, headed by Board Chairman William S. Paley, President Frank Stanton, and CBS Radio President Adrian Murphy.

The steering committee in its Detroit session rejected a request of the National Assn. of Radio and Television Station Representatives that NARTSR be permitted to take part in the July 1-2 sessions, to be held at the Ambassador Hotel, New York. The rejection, it was reported, was based solely on the belief that in these meetings the discussions would be more fruitful if participation is confined to the affiliates and the network alone.

### Steering Committee

Steering committee members at the meeting were Messrs. Storer and Sholis; William Quarton, WMT Cedar Rapids; John E. Fetzer, WKZO Kalamazoo; Hulbert Taft, WKRC Cincinnati, and John F. Patt, WGAR Cleveland and WJR Detroit. Members unable to attend were Kenyon Brown, KWFT Wichita Falls, Tex.; Saul Haas, KIRO Seattle, and Ray Herndon, KTRH Houston.

In the discussion of rates, it was understood, there was some feeling that reductions may be justified in some cases, though this feeling was not shared by all members. Those who did indicate such a view, however, maintained that any reductions that might be made should be decided upon only on a case-by-case basis.

CBS Radio also was said to have come in for criticism for its renegotiation of affiliation contracts to obtain the right to change affiliates' network rates virtually at a moments notice. Affiliates felt the network originally asked for this contract change so that it would be able to adjust quickly in case some other network reduced rates, and not for the purpose—which some affiliates now apparently suspect—of initiating a round of cuts itself.

## Population Rises

TOTAL population of the United States was approximately 156,602,000 as of May 1, 1952, according to Roy V. Peel, director of the Census Bureau. This figure, which includes armed forces overseas, is 3.6%, or 5,469,000 persons, above the April 1950 total.

## RADIO-TV HEALTH McDaniel Notes Growth

PUBLIC confidence in advertising has permitted the "healthy growth and development of both radio and television broadcasting" which in turn have been responsible for the growth of the set manufacturing industry, Glen McDaniel, president of Radio-Television Mfrs. Assn., told the annual conference of the Assn. of Better Business Bureau, Friday at Swampscott, Mass.

Advertising, to be effective, must be honest, he said, adding that the economic soundness of many broadcasting operations would be imperiled if the public were to lose confidence in the advertising it sees and hears.

RTMA is encouraging and promoting improved ethical trade practices, Mr. McDaniel said, referring to current negotiations with Federal Trade Commission to expand the radio trade practice code to include television. He predicted the new code would contain clauses on color TV, adaptors for UHF, size of viewing screen and effectiveness of antennas.

Since the formation of RTMA in 1924, he said, only one case involving an FTC order against advertising of radio or TV sets has come to the federal courts, and this involved technical questions. He cited factors in TV set advertising, such as erratic behavior of electromagnetic waves.

At the same time, Mr. McDaniel said, radio set makers are entitled to indulge in time-honored "puffing" practices and cannot be expected to dwell on adverse or derogatory factors in advertisements.

Description of picture tube areas and diameters presents a special problem, he said.

Mr. McDaniel said RTMA's engineering standardization work has eliminated much public confusion.

## D.C. BOXING BILL

### Set for Senate Debate

BOXING COMMISSION for the District of Columbia will be cut in for 10% of any income from the sale of radio-TV and motion picture rights, as well as from general admissions if the Senate approves a House-passed bill (HR 5768) reported favorably last week by the Senate District Committee.

Bill was scheduled for Senate debate Saturday (June 21). It is based on the fact that the D. C. Boxing Commission does not have the power to collect a percentage of gross income, only of admissions. It was passed by the House last month.

In a letter to the Congress in 1951, former president of the D. C. Board of Commissioners John Russell Young stated that the impact of TV on the income of the local Boxing Commission has been "disastrous." He cited figures showing that the Boxing Commission's income has slumped from a high of \$37,900 in 1944 to \$13,031 in 1950 and \$12,548 in 1951.



# All this...



**DAVE SHANKS** . . . AUSTIN'S BEST KNOWN  
FARM EDITOR . . . in

"Reuben's Radio Half-Acre"

6:30-6:45 A.M. Monday through Friday

Sponsors: The Purina Dealers of Central Texas  
Safe-Way Farm Products



**PAUL BOLTON** . . . DEAN OF CENTRAL TEXAS  
RADIO NEWS EDITORS . . . in

"Straight Texas News" . . .

with emphasis on Austin and Central Texas . . .

7:30-7:45 A.M., Monday through Saturday

Sponsor: The T. H. Williams Company



**"CACTUS" PRYOR** . . . AUSTIN'S OWN  
RADIO PERSONALITY . . . in

"The Austin Hoedown"

8:15-8:55 A.M., Monday through Saturday

. . . for laughs, drama, music and SALES . . .

"Cactus ain't a lady, but the ladies listen and buy!"

Available for non-competitive one-minute announcements.

and CBS, too!



# KTBC

590 on your dial  
AUSTIN, TEXAS

*"The Strongest Voice in the  
Capital of the Biggest State"*

Represented Nationally by The O. L. Taylor Company

# Cover this GOLDEN TRIANGLE

**KWFC**  
HOT SPRINGS  
Ark.

**KCMC**  
(AM-FM)  
**A RICH**  
*Growing*  
**MARKET KAMD**

**TEXARKANA**  
Ark. Tex.

where

**571,000 people  
have \$420,267,000  
in Effective Buying  
Income\***

**KWFC** Hot Springs  
Arkansas

0.5 MV/M area:

Population . . . 138,400  
Radio homes . . . 39,500  
Eff. buying income \$ 96,375,000  
Retail sales . . . 91,822,000

**KCMC** Texarkana  
(AM-FM) Ark., Tex.

0.5 MV/M area:

Population . . . 223,200  
Radio homes . . . 62,800  
Eff. buying income \$175,750,000  
Retail sales . . . 145,127,000

**KAMD** Camden  
Arkansas

0.5 MV/M area:

Population . . . 209,400  
Radio homes . . . 57,900  
Eff. buying income \$148,142,000  
Retail sales . . . 130,589,000

**ONE ORDER  
ONE CLEARANCE  
ONE BILLING**  
(Sold Singly or in Groups)

For Facts, write  
**Frank O. Myers, Gen. Mgr.**  
THE ARKTEX STATIONS  
Gazette Bldg., Texarkana,  
Ark., Tex.

**THE ARKTEX  
STATIONS**  
Serving a rich market  
in the great Southwest

\*From Sales Management

## House Passes McFarland Bill

(Continued from page 25)

vation to a foul, dirty, vilifying campaign over the radio."

And Rep. George A. Dondero (R-Mich.) added: "I think the amendment . . . is an invitation for the lowest kind of a political campaign."

Mr. Hoffman's interest in the amendment stemmed from his concern over the technicalities of legal service for damages against defamation when uttered over the air. He has pending a bill to make liable the speaker who broadcasts defamation in the district in which the victim resides or where the defamation is heard.

References to discrimination against newspapers if radio stations are absolved of liability for defamation were answered by spokesmen for the amendment who pointed out that stations are licensed, that they are required to give equal treatment to political candidates and that they are forbidden to censor such speeches.

Potent support for the Horan amendment was furnished by Rep. John W. McCormack (D-Mass.), the House Majority Leader. He also led the fight for inclusion of the section prohibiting stations from charging candidates more than comparable commercial rates. He said:

Certainly, if we are going to do anything now about proper and justifiable protection of men and women who aspire to public office in the use of radio stations and television stations, now is the time to see that we are not charged more than the minimum commercial rate charged to others.

Mr. McCormack's sentiments were echoed by other House members.

### Discrimination Point Debated

Import of the provision forbidding the FCC to discriminate against newspaper applicants aroused the greatest amount of debate.

Rep. Harris, was asked repeatedly whether the provision might be construed to hamstring the FCC from deciding against a newspaper applicant if a grant meant monopoly of the means of news dissemination.

Time and again, Mr. Harris and other members of the House Interstate & Foreign Commerce Committee answered that it did not—that if the Commission determined that a grant to a newspaper applicant might unduly concentrate the media of communications, it could decide against such a grant.

"If there is a question of monopoly involved, where you have two applicants, then certainly the Commission could not say that it would be in the public convenience and necessity to give it to a station that would bring about a monopoly in this field," Mr. Harris asserted.

Exact meaning of the provision, in this light, was given by Rep. Priest, House Majority Whip and author of the provision:

I am just as strongly opposed as any

member of the House to any proposition that would authorize and establish or encourage a monopoly of news-gathering and news-disseminating agencies in a community. (But) I feel that simply because an individual is a publisher of a newspaper, and applies for a license to operate a radio or television station, there should not in a sense be two strikes against him to begin with. The public interest must always be paramount. I do not believe that the public is best served by granting a monopoly to news-gathering or news-disseminating agencies.

Rep. Harris, in answer to other questions, emphasized that: "It was in no way to give any preference to newspaper applicants" that the provision was recommended.

Speaking enthusiastically for the amendment was Ohio publisher Rep. Clarence J. Brown (R.) He warned:

I say to you that if the FCC, through an arbitrary ruling, can say an American citizen who happens to have an interest in a newspaper or magazine, or who is engaged in the publishing business, shall be considered unfit to receive a radio or television license, then just as easily the Commission might rule that if a man has red hair he shall be considered unfit to own a radio station or to engage in television, or the Commission can say, if you please, that if a man belongs to the Methodist Church or the Catholic Church he shall be barred from radio and television.

Similar sentiments were voiced by the Republican Minority Leader, Rep. James W. Martin Jr. (Mass.), also a newspaper publisher.

Clarifying questions were asked by Rep. Clinton D. McKinnon (D-Calif.), former owner of KCBQ and the *San Diego Journal*.

Mr. McKinnon pleaded for additional funds for the FCC: "Congress, I think, sometimes has been penny-wise and pound-foolish in not providing the FCC with sufficient funds to operate efficiently and with good speed, and as a result of that we have denied a lot of people the right to be in business who would otherwise be serving the public and making tax money for Uncle Sam."

### FCC Legal Staff Stretched

FCC's legal staff came in for castigating, as did some former FCC chairmen, by Rep. Eugene E. Cox (D-Ga.), long-time biter of the Commission. He urged the adoption of a provision to forbid practicing before the FCC for one year following resignation of commissioners and key staffmen. This provision was in the Senate version, but is not in the House bill.

After relating the history of recent chairmen of the Commission, Rep. Cox declared, "I am told that the process of washing it out is very rapidly going forward."

In Mr. Harris' description of the bill, which he revealed had been under executive consideration by House Interstate & Foreign Commerce Committee for 23 days following the close of hearings, he pointed out that most "vital" portion related to separation of staff from commissioners. He said:

The committee [House Interstate & Foreign Commerce Committee] believes that this will have a very salutary effect on the operations of the Commission and will make it act

in a manner similar to that of a court in these contested proceedings. The committee regards this particular provision of the bill as of vital importance in guaranteeing fair and open hearings in cases involving applications for licenses.

Matter of requiring stations to tape-record all programs was brought up by Rep. Albert P. Morano (R-Conn.). He referred to the WMCA-Barry Gray situation last year when it was alleged the New York disc jockey had "ad libbed" criticisms of a column in the *Greenwich* (Conn.) *Times* [B-T, Oct. 29, 1951]. Attempts by the editor of the newspaper to ascertain what was said were fruitless, it was said, because the station had no tape recording of Mr. Gray's remarks.

Reason for the inclusion of the provision requiring a successful applicant to purchase the equipment of the unsuccessful applicant, where the latter is a licensee, was given by Rep. Carl Hinshaw (R-Calif.) in answer to a question by Rep. James G. Donovan (D-N.Y.).

He said FCC granted WJKS Gary, Ind., which deleted WPCC and WIBO Chicago through no fault of the latter. Subsequently, the Supreme Court upheld the right of the FCC to act in this manner in 1933, Mr. Hinshaw said.

## ABC AGAIN ASKS

Denial of KOB Requests

ABC on Tuesday petitioned the FCC again to dismiss pending applications of KOB-AM-TV Albuquerque for modification of permit and license to operate KOB on 770 kc. ABC's WJZ New York is the clear channel outlet assigned 770 kc.

The ABC petition for dismissal of KOB's application for transfer of ownership from T. M. Pepperday to Time Inc. and Wayne Coy was refused by FCC on May 28 [B-T, June 2], the transfer permit was granted and the FCC was notified June 13 that the transfer transaction had been made.

ABC based its new petition on Paragraph 4 of the FCC memorandum opinion and order of May 28 granting permission for the KOB sale. The paragraph stated in part that "whether the Albuquerque applications should be dismissed is not properly before us at this time since, as a matter of law, we cannot say that the corporate licensee is now owned by new parties. We therefore must deny that portion of the petition seeking dismissal of the pending Albuquerque applications and we do so without passing upon whether, in the event the transfer is consummated, those applications would be dismissed by us."

The ABC petition Tuesday stated KOB had been given 11 years of special service authorizations for "temporary" operation on 770 kc. In its memorandum opinion May 28, the FCC conditioned its approval for the transfer to whatever action the Commission may take to carry out the mandate of the U. S. Court of Appeals to reconsider KOB's status on 770 kc.





This oft-repeated scene has become a tradition between Clothier H. V. Holmes and KTUL Account Executive R. P. (Bud) Akin. For the 19th consecutive year, these two men have swapped signatures on KTUL advertising contracts. The satisfaction is obviously mutual.

## "SUCCESS STORY"

19<sup>th</sup> ANNUAL PERFORMANCE

*starring*

### ORIGINAL CAST

- ★ H. V. Holmes, president of S. G. Holmes & Sons, clothiers, Tulsa, Oklahoma.
- ★ R. P. (Bud) Akin, senior account executive, the KTUL Sales Staff.

**KTUL Offers  
Advertisers  
A Tradition of  
Confidence Based  
on Years of  
Consistent  
RESULTS**

- KTUL has MORE LOCAL PROGRAM SPONSORS than ALL OTHER TULSA network radio stations COMBINED.
- LOCAL ACCEPTANCE is the "GRASS ROOTS" TEST of a Radio Station's SELLING POWER!
- Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.



# RADIO

CBS Radio Network

JOHN ESAU—Vice President—General Manager

**AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY**

# 'MORALS' PROBE

## Industry Prepares for 'Day in Court'

MORAL tone of radio-TV programs will be defended June 25 and 26 when broadcast representatives appear before the Harris subcommittee investigating "immorality" and "offensiveness" on radio and television [B•T, June 16, 9].

The right of broadcasters to self-regulate themselves is also expected to be urged when NARTB and network officials take the stand before the House subcommittee, headed by Rep. Oren Harris (D-Ark.).

Committee was set up under a resolution by Rep. E. C. Gathings (D-Ark.) which authorized a probe of radio-TV programs.

Expected to be the first industry witness is John E. Fetzer, chairman of the NARTB Television Code Review Board. Mr. Fetzer is owner-operator of WKZO-AM-TV Kalamazoo and WJEF-AM-FM Grand Rapids, Mich.

Other NARTB witnesses will be Harold Fellows, president; Thad H. Brown, TV director, and Ralph Hardy, government relations director.

CBS is scheduled to be represented by Jack Van Volkenburg, president of CBS Television; NBC by Charles R. Denny Jr., executive vice president.

Gordon P. Brown, WSAY Rochester, N. Y., who proposes to set up American Assn. of Affiliated & Independent Radio & Television Broadcasters to take advantage of the FCC's rebroadcast rule, has requested a chance to testify fol-

lowing NARTB's appearance. His topic would be radio monopolies and network influence on the type and character of programs as well as FCC's past views on networks.

Brewers Foundation also is expected to have a witness testify in rebuttal to complaints of temperance leaders that beer and wine ads are blatant and repetitive.

A subsequent session will be scheduled for FCC officials, it is understood. The Commission already has furnished the subcommittee with a breakdown of complaints in its files.

In the *Congressional Record* for June 18, Rep. Joseph R. Bryson (D-S. C.) inserted an editorial by *Memphis Press-Scimitar's* editor Edward J. Meeman. *Memphis Press-Scimitar* is affiliated with WMC, WMCB (FM) and WMCT (TV) in Memphis and through Scripps-Howard Radio Inc. with WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland and KNOX Knoxville.

Mr. Meeman's editorial took advertisers to task for appealing to the "common denominator . . . [which] is pretty common."

This is how Mr. Meeman reasoned: "In choosing programs the advertisers are motivated by these

desires: (1) to get the attention of the largest possible number of viewers (2) to persuade them to buy their goods (3) to get the viewers to think well of the company which offers the product." Mr. Meeman did not think the last factor looms large in the advertiser's mind these days.

After reciting the great potentialities of TV, Mr. Meeman closed with these words: "We are allowing the tremendous influence of television to be shaped by the desire for entertainment and the gratifying of our whims."

"Not only is there too much entertainment, but too much of it is provided by the same source as provide entertainment for night clubs and the sophisticated Broadway theatre, and it isn't suited for the family at all."

When Rep. Gathings sponsored the investigation of radio-TV programs, he also asked for a probe of pornography in books, magazines and comics.

This week, the special committee to study the morals of printed media was tentatively given \$25,000 by a House Administration subcommittee. The sum must still be approved by the full committee and then by the House.

Appointed to the special committee, which Mr. Gathings heads, were Democratic Reps. Reva Beck Bosone (Utah), Emanuel Celler (N.Y.), Francis E. Walter (Pa.), George P. Miller (Calif.) and Republican Reps. Edward H. Rees (Kan.), Louis E. Graham (Pa.), Katherine St. George (N.Y.) and Carroll D. Kearns (Pa.).

## TRIAL EXAMINERS

### Celler Urges 'Quality'

CALL for "high quality decisions, concisely reasoned and expeditiously rendered" was made by Rep. Emanuel Celler (D-N. Y.) in a speech before the Federal Trial Examiners Conference annual dinner in Washington two weeks ago.

Discussing the Administrative Procedure Act, which set hearing officers apart from the agencies in which they work, Mr. Celler said:

We are interested in the maintenance of complete independence and freedom of decision on the part of the administrative hearing officer. We owe an obligation to the people who are subject to prosecution or those whose investments in radio, television, airlines, railroads, motor carriers or securities are daily subject to regulation and adjudication by administrative agencies to insure that these agencies do not control the decision of their hearing officers either by hope of reward through selective promotion, or through imposition of sanctions by discriminatory assignment of cases, or, worse, through arbitrary budget manipulation so as to cause reduction in the trial examiner force. . . .

It is important that the litigating agency not be in a position to influence the trial examiner functions. . . .

Mr. Celler, who is chairman of the House Judiciary Committee, also made a plea for reasonable haste in decisions:

Justice before the heavily burdened administrative agencies often depends upon the rendition of a final decision within a reasonably short time. The applicant for a television license or an airline route who must wait five years or more before the ultimate result is known may not be able to earmark his resources for such a period. Delay in processing always favors the "haves" . . . [not] the "have-nots."

# ABC PROGRAMS

## Summer Changes Announced

DETAILS of ABC radio's summer program format re-alignment, highlighted by a two-hour mid-afternoon block of hillbilly music and commentary effective June 30 [B•T, June 16], were announced last week by Leonard Reeg, vice president for radio programs.

Evening lineup changes will bring *The Mayor of Times Square*, featuring band leader Vincent Lopez, into the 8-8:30 p.m. EDT Tuesday spot beginning tomorrow (Tuesday) and a weekly half-hour of sentimental songs in the 8:30-9 p.m. Wednesday period under the title, *Valentino*, starting July 2.

Postmark U. S. A. moved into the 8-8:30 p.m. Wednesday slot last week, featuring Jimmy Blaine in a new type audience participation show, and *Summer Cruise*, a program of light classical and musical comedy music was to take over the Friday 9:30-10 p.m. period. *Masquerade*, another light musical program, is to start July 6 in the Sunday 9:15-9:45 p.m. spot.

*Mr. Broadway*, described as "a latter-day counterpart" of O. Henry will be presented Thursday 8-8:30 p.m. beginning July 10.

Afternoon programming for youngsters will start at 5 p.m., with *Big Jon and Sparkie* from 5-5:30, followed by *Fun Factory* in the 5:30-5:50 p.m. slot. *World Flight Reporter* will be heard at 5:50-5:55 and a sportscast featuring Frankie Frisch will be aired from 5:55-6 p.m.

Mid-afternoon programming will offer a sustaining hillbilly musical program with Tennessee Ernie Ford from 2:30-4 p.m. Monday-through-Friday. The following half-hour, featuring commentator Cal Tinney, will be sponsored by General Mills (Monday-Friday). Additionally, General Mills for Pura Snow, Rex and other products, will sponsor *The Bill Ring Show*, new 15-minute program of western and country-style music, in the 12:30-12:45 p.m., EDT time slot, effective June 30.

Rounding out the afternoon, the network will present pianist Ronnie Kemper from 4:30-4:45 p.m., followed by news commentator Dean Cameron, from 4:45-5 p.m.

Coinciding with its new afternoon programming, the network will offer, effective June 30, a new forenoon series, *Top of the World*, featuring Tom Reddy as commentator, 11:15-11:30 a.m., EDT.

## Willson Radio-TV Plan

WHAT is believed to be the first comprehensive television spot campaign in the sun glasses industry is being inaugurated by Willson Products Inc., Reading, Pa., and will include radio and TV during the summer months, covering 20 major markets on TV immediately before the Fourth of July and participating in *Stop the Music* jackpots on ABC radio network, 8 p.m. Sunday. Agency is Beaumont, Heller & Spurling Inc., Reading.

## Early bird

### GRASSROOTS COMMENTATOR

Holds 55% of the 7:00 A.M. audience\*

in

## ROCKFORD, ILLINOIS

No. 2 MACHINE TOOL CENTER IN THE NATION



JOHN J. DIXON

## another reason why

NATIONAL ADVERTISERS

buy more listeners per advertising dollar

on

## WROK-AM-FM

\* CONLAN SURVEY—1952

H-R Nat'l Reps.



*where are these 24 million listeners?*

---





Now, for the first time, timebuyers will  
know where are the 24,000,000 car radios . . .

## THE 1952 BROADCASTING-TELECASTING MARKETBOOK

will contain a county-by-county listing of automotive registrations. This is the information that buyers have requested. These are the figures that key radio research men have said will be used throughout the year.\*

Automotive listening has become a basic part of *total* radio circulation. Automotive listening is big. Automotive listening is adult. Automotive listening today is an important factor in buying and selling radio time.

The big push is on out-of-home and automotive listening. Hook your promotion to a car—24,000,000 of them. Put your sales into high gear and reserve space in

THE 1952 BROADCASTING-TELECASTING Marketbook today!

\*These facts are also to be included in the 1952 Marketbook that will be used throughout the year:

Spot Rate Finder • Radio Homes • Foreign Language Markets • State Maps and other features



# RELAX RULES

Md.-D. C. Group Endorses

PROPOSED relaxing of its operator requirements rules by FCC [B•T, June 9] was endorsed by the Maryland-District of Columbia Broadcasters Assn. at its June 13-14 meeting at Ocean City, Md. The association adopted a resolution approving the plan, long advocated by NARTB.

Next meeting of the group will be held in November at Baltimore. Jack Surrick, WFBR Baltimore, association president, presided at the weekend sessions [B•T, June 16].

In a sales clinic, John S. Hayes, WTOF Washington, laid down five rules for sale of time to retailers, explaining that retailing is the only major industry in Washington aside from the government.

First, Mr. Hayes said, the station must understand the retailer's selling problems, including items to be sold, type of customer to be reached, locale, and appropriate media.

Second, he continued, the retailer must be indoctrinated with knowledge of the radio medium since he is newspaper conscious and his advertising employees are generally newspaper-trained. "I think you will find that any time you invest personally in simply discussing radio, the makeup of radio audience, the intricacies of radio research, and tricks of radio copy and presentation with every retailer with whom you come in contact, will in the long run pay dividends."

## Community Action Urged

Mr. Hayes urged stations to be active in community affairs, so the community-minded retailers will think of the broadcaster when he has a sales problem. Fourth, he said, the account must be well serviced since retailing is a day-by-day operation and the retailer expects a day-to-day interest in his radio advertising.

Retailers are bound to find out what you charge for your facilities, he added, urging that time be sold by the rate card.

William T. Stubblefield, NARTB station relations director, discussed future trends in broadcasting and telecasting at the closing luncheon session. A check of transmitter manufacturers, he said, indicated that no UHF transmitters are in production.

Attending the two-day meeting were E. K. Jett, WMAR (TV) Baltimore; Mr. Surrick; Charles E. Smith, WTBO Cumberland, secretary-treasurer; Charles J. Truitt, WBOC Salisbury, vice president; Mr. Hayes; Ed Gross, Sydney Hollander Co.; R. C. Embrey, WITH Baltimore; William Cochran, DuMont; Frank Stearns, Associated Press; Norman Reed, Herman M. Paris, WWDC Washington; H. B. Cahan, WAAM (TV) Baltimore; E. S. Hamner, R. L. Haeseler, RCA; Bert Hanauer, WFBR Baltimore; Rudy Frank, Frank King, WELI New Haven, Conn.; Ed Tracy, RCA; Frank Barnes, William Cody, General Electric Co.; FCC Comr. George E. Sterling.



**BOARDWALK GROUP** at the Maryland-D. C. association session, held at Ocean City, Md. (l to r): Jack Surrick, WFBR Baltimore, president; Joseph L. Brechner, manager, WGAY Silver Spring; Herman M. Paris, WWDC Washington; FCC Comr. George E. Sterling; Charles E. Smith, WTBO Cumberland.

ling; Leslie H. Peard Jr., WBAL Baltimore; Eugene Juster, WRC Washington; Maury Long, BROADCASTING • TELECASTING; Thomas Maguire, WCEM Cambridge; Shelton Earp Jr., WBMD Baltimore; Charles W. Irwin, WASA Havre de Grace; Howard Bell, Vincent Wasilewski, Robert Church and Mr. Stubblefield, NARTB; J. W. Paulsgrove, WJEJ Hagerstown; Joseph L. Breckner, WGAY Silver Spring, Md.; Ken Sparron, BMI; Allan W. Long, WFMD Frederick; D. L. Provost, WBAL Baltimore; Richard Rudolph, WITH Baltimore; William B. Ryan, Broadcast Advertising Bureau; Roy H. Knotts, WCUM Cumberland.

## NABET WRITERS

May Strike in Chicago

ABC and NBC Chicago have been notified staff newswriters, members of the National Assn. of Broadcast Engineers and Technicians (CIO), will strike if contract negotiation agreement has not been reached July 1.

The news writers, who recently bolted from Radio Writers Guild (independent) to affiliate with the engineers union, seek \$130 weekly for staff writers employed more than one year, \$110 weekly for beginners, name credits on commercial shows and commercial fees, as well as a one-year instead of a five-year escalator.

Under terms of the old RWG contract, which expired May 31, beginners received \$325 monthly with a maximum of \$500 over a five-year period. Companies reportedly have offered to raise the minimum to \$350 and the maximum to \$530.

George Smith, president of the Chicago local, is representing the newsmen, five at ABC and eight at NBC. WBBM (CBS) and WGN (Mutual) are excluded because they do not belong to NABET. Attorneys Walt Emerson and Tom Compere represent ABC and NBC, respectively.

## TSN's 20th Affiliate

KTTB Tyler, Tex., on June 29 will become the 20th affiliate station of the Texas State Network, according to Gene L. Cagle, TSN president.

## CRIME HEARINGS

Chicago Okays Some Costs

MAJORITY of Chicago City Council's nine-man Emergency Crime Committee last week voted to permit broadcasting and telecasting of committee hearings, which have been opened to the public. Still banned to broadcast newsmen, however, are the more informative and colorful sessions in which subpoenaed witnesses will testify in the campaign to rid the city of crime. First meeting open to radio-TV newsmen is July 14, when committee policies and procedures will be set.

Although one broadcast concession has been made by the council, bigger ones are sought by militant newsmen, including Bill Ray, news director at NBC who formerly headed the Freedom of Information Committee of the National Assn. of Radio News Directors, and Sigma Delta Chi, professional journalism fraternity. They protest discrimination in favor of newspapers.

The council's closed-door stand on broadcasting presumably is based on a declaration by members of the Chicago Bar Assn., who say witnesses can object to radio and TV on constitutional grounds.

## HOWARD FIRM

Is Formed in New York

FORMATION of Sandy Howard Productions, New York, television and radio packaging firm, was announced early last week by Sandy Howard, president. Company is located at 152 W. 42nd St., New York, 36. Telephone: Bryant 9-6286.

As its initial project, the new firm has taken over complete production of WOR-TV New York's daytime children's show *The Merry Mailman*, starring Ray Heatherton. Under terms of contract with station, SHP will also handle promotion, publicity, sales, and act as licensee on profit-sharing basis for merchandising the program. Additionally, SHP has been authorized by WOR-TV to handle production of the new *Dave Elman's Curiosity Shop* (WOR-TV, Sunday, 8-8:30 P.M. EDT).



what  
should you  
do about  
automotive  
listening  
in your  
coverage  
area?

Promote Auto Radio Circulation  
in your Area by  
Reserving space adjacent to your  
county listing in the 1952

## BROADCASTING-TELECASTING MARKETBOOK

Regular rates apply.  
Deadline July 20th.

Send in  
your coupon  
today!

Reserve ..... space in the  
following state data:

Signed .....

Radio Station .....





## From where I sit by Joe Marsh

### Well, What Do You Know?

Do you believe in a bunch of old tales about lightning—about how it's attracted by cats or the warmth of cattle . . . how it never strikes in the same place twice . . . or how it's liable to turn milk sour? Lots of people often do—but they're wrong.

*Dad Hawkins inspired this column today. He's really studied up on lightning since his own cow barn was struck that time.*

"Trouble is, most of us don't know half enough about the subject," Dad says. "And about half of what we do know is false!"

*From where I sit, Dad's statement applies to a lot of things besides lightning. Too many people think they know their neighbor's wrong when he votes for his candidate instead of theirs. Some people even resent our right to enjoy a friendly glass of beer if and when we choose. Opinions based on misinformation and prejudice, instead of being "grounded" on true facts can cause more damage than lightning ever did.*

*Joe Marsh*

Copyright, 1952, United States Brewers Foundation

### See I Want to Hear . . .

GIs in England are soon to hear a recorded tape taken directly off the air from WSPD Toledo. Cpl. Frank Roach, native Toledoan, wrote to WSPD, requesting a "recording of several of your programs—and include the commercials. Here in England, radio just isn't the same—or as good—and we're homesick for American radio and commercials." In response, WSPD taped segments of the noon newscast featuring Jim Uebelhart; the *Sidewalk Interview* program of John Saunders, and of *Petticoat Partyline*, a disc jockey show m. c'd by Emerson Kimble.

## MULTIPLE SETS

### Double One-Radio Homes

THERE are twice as many multiple-set radio homes (66.1%) as there are single-set homes (33.9%), according to "Extra Sets," a brochure released last week by BAB.

Reporting on a survey of 5,000 families in 20 metropolitan areas conducted last January by Pulse Inc. covering the number of radios and their location in the home, "Extra Sets" reveals:

"There are more families with two radios (37.1%) than with one radio (33.9%) and nearly as many families with three or more radios (29.0%) as there are with one radio. More than one home in ten (10.8%) now has four or more radios.

"Today's radio family is a two-radio family." On the average, each family would own 2.11 radios.

"Radio-television homes have more radio sets than radio-only homes"—2.34 to 1.87.

Other findings of the BAB-financed study indicate ownership of extra sets tends to parallel the family's economic status, that there are more radios outside living rooms than in them, with roughly half of all radio homes having sets in bedroom and kitchen, and that the distribution of sets in TV homes is "significantly different" than in radio-only homes.

The survey did not count auto radios nor sets not in regular use in the home.

The brochure was announced Monday by Kevin B. Sweeney, BAB vice president, at a BAB sales clinic at Philadelphia's Barclay Hotel, attended by 85 management and sales representatives of member stations in eastern Pennsylvania. Another BAB clinic was held Thursday at the Hotel Statler in Washington, D. C., and a third Friday at the Jefferson Hotel, Richmond.

The schedule calls for 27 more BAB clinics, with the chairmanship rotated among William B. Ryan, BAB president, Mr. Sweeney and John F. Hardesty, director of local promotions.

as a public speaker, often in the person of the "Rhode Island Historian," the radio character he created. Once he addressed an Indian pow-wow. He has produced outstanding documentary films, in addition to many TV public service sequences.

For the past 25 years Mr. Haley also has written, produced and been featured in an annual Christmas radio program for the Outlet Co., owners of WJAR-AM-FM-TV Providence. This dramatization of religious and Yuletide themes has been such a high spot of southern New England broadcasting that a juvenile mail response to this special feature exceeded 25,000 as far back as 1929.

Under Mr. Haley's supervision, Narragansett Brewery at present co-sponsors Red Sox broadcasts and telecasts, with a 31 radio station network and three TV station hookups (WBZ-TV WNAC-TV Boston and WJAR-TV), plus heavy spot schedules regionally and live weekly sports show over WNHCTV New Haven.

### Other Public Activities

He has served as chairman of the New York World Fair Commission for Rhode Island. He is an active member of the Rhode Island Historical Society and American Legion, and during World War II was chairman of the Aviation Cadet Committee.

He is director of the Rhode Island Cancer Society and the Nickerson Settlement House. He is a member of the corporation of the Rhode Island Hospital, Butler Hospital, Roger Williams General Hospital and the Rhode Island District Nursing Assn.

With his wife, Beatrice, he lives on Blackstone Blvd., Providence. The Haleys have four children—John Jr., who is in the advertising and printing business; Nancy, a registered nurse, now Mrs. Alexander G. Lyle Jr.; Jane and Ann, twin daughters, 19, who recently were graduated from Southern Seminary, Buena Vista, Va.—and four grandchildren, whom Mr. Haley says are "naturals" for radio careers.

## SINGLE RATE

### WMDN Begins New Policy

WMDN Midland, Mich., last week announced a new single rate policy for national and local accounts during all hours.

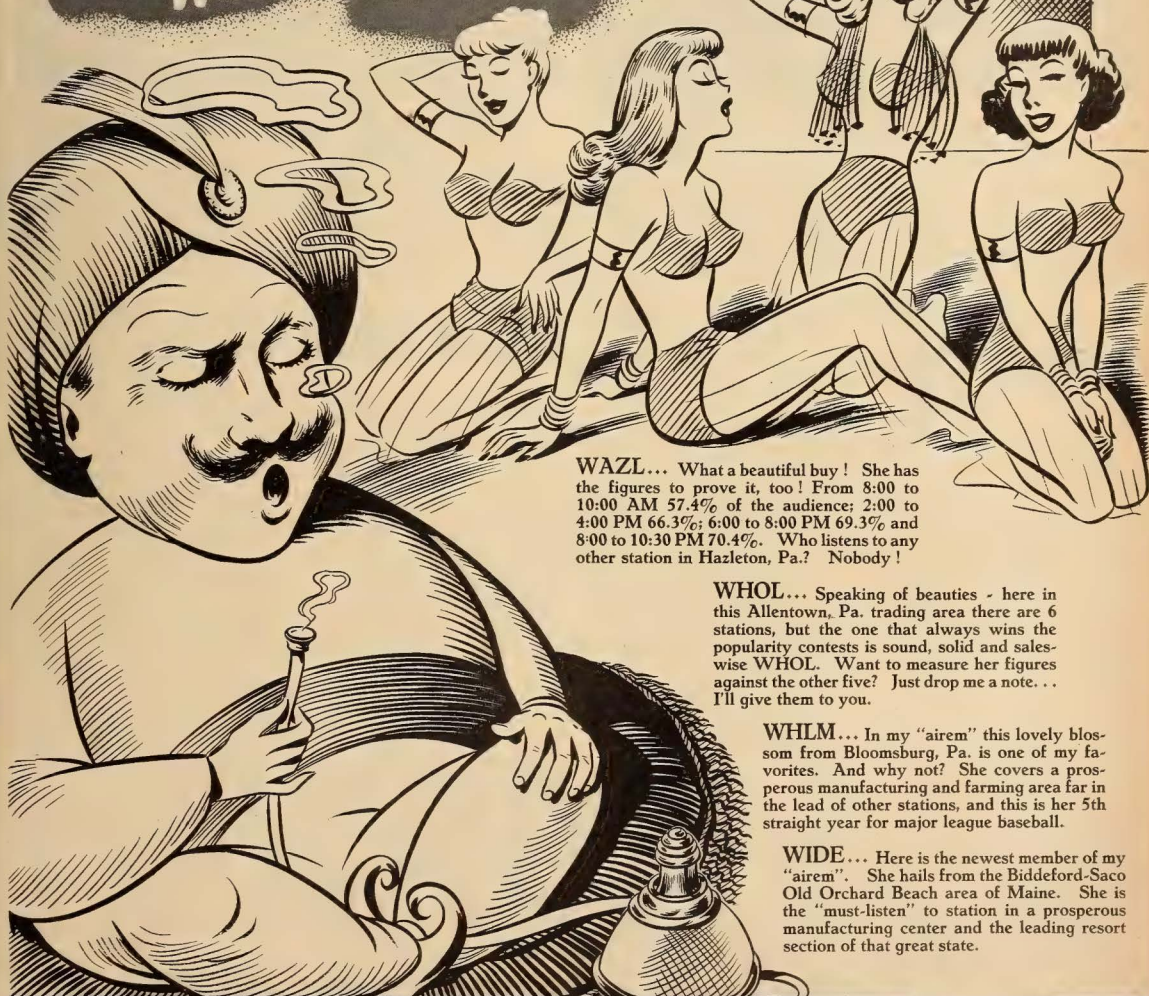
Joseph A. Sturgeon, WMDN general manager and news director, said that studies and tests "satisfied me that all time was equally valuable, and that local stations could and did hold their audiences with the right programming. And the advertiser could expect returns on his advertising dollar in proportion to the placing of his messages at the proper times."



# Vic <sup>RADIO</sup> PROFIT Diehm Says:



"Time Buyers  
Meet My 'Airem!'"



**WAZL...** What a beautiful buy! She has the figures to prove it, too! From 8:00 to 10:00 AM 57.4% of the audience; 2:00 to 4:00 PM 66.3%; 6:00 to 8:00 PM 69.3% and 8:00 to 10:30 PM 70.4%. Who listens to any other station in Hazleton, Pa.? Nobody!

**WHOL...** Speaking of beauties - here in this Allentown, Pa. trading area there are 6 stations, but the one that always wins the popularity contests is sound, solid and sales-wise WHOL. Want to measure her figures against the other five? Just drop me a note. . . I'll give them to you.

**WHLM...** In my "airem" this lovely blossom from Bloomsburg, Pa. is one of my favorites. And why not? She covers a prosperous manufacturing and farming area far in the lead of other stations, and this is her 5th straight year for major league baseball.

**WIDE...** Here is the newest member of my "airem". She hails from the Biddeford-Saco Old Orchard Beach area of Maine. She is the "must-listen" to station in a prosperous manufacturing center and the leading resort section of that great state.

**WAZL**

HAZLETON, PA. NBC-MBS

(Represented by Robert Meeker Associates).

**WHOL**

ALLENTOWN, PA. CBS

**WHLM**

BLOOMSBURG, PA.

(Owned and Operated by Harry L. Magee).

**WIDE**

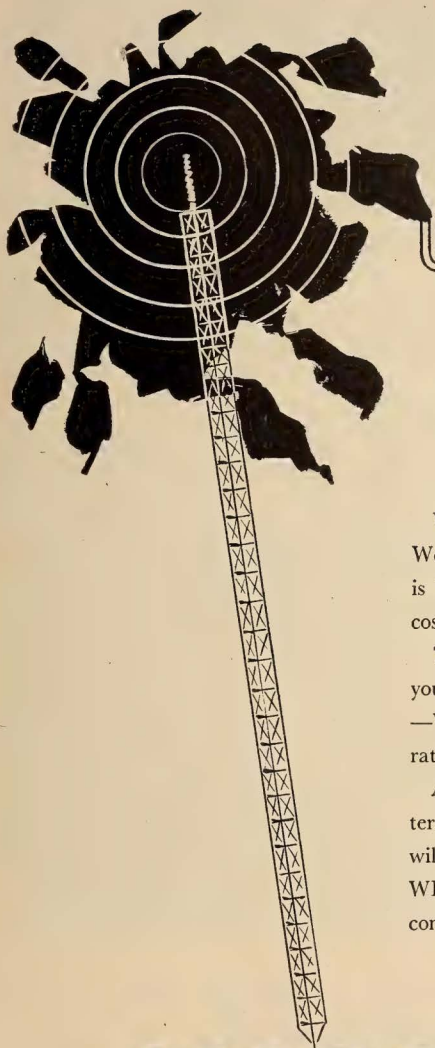
BIDDEFORD-SACO, ME. MBS-YANKEE

(Represented by Edward Devney).









# wonderful spot

Want to buy spots for less than in 1946? Well, the place is Memphis, and the Station is WREC—where your advertising actually costs 10.1% less than in 1946.

That's because more people are hearing your message—the area has grown, and also—WREC has the highest average Hooper rating of any Memphis radio station.

Ask salesmen who travel the huge WREC territory—ask advertisers on WREC. They will tell you from experience your spot on WREC is a wonderful spot in a thriving area completely covered by WREC.

# WREC

REPRESENTED BY THE KATZ AGENCY

**MEMPHIS NO. 1 STATION**

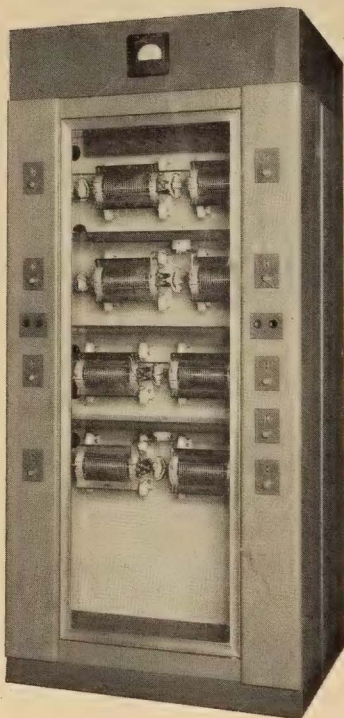
AFFILIATED WITH CBS, 600 KC, 5000 WATTS

---

# Continental BROADCASTING EQUIPMENT is custom-built to your requirements

For broadcasting equipment individually engineered to meet exact station requirements, put CONTINENTAL skill and experience to work on your next installation.

CONTINENTAL specializes in the production of all types of antenna phasing equipment, and each layout is specifically designed to meet the requirements of the particular directional array involved.



## A typical Phasing Control and Power Division Unit

by CONTINENTAL is shown above. This modern unit was manufactured especially for Radio Station KWTO, Springfield, Mo. It is housed in a new style, unified, all aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.



**Continental  
Electronics**

MANUFACTURING COMPANY

4212 S. Buckner Blvd.

Dallas 10, Texas



Arthur Feldman (l) records a special WLFH opening-day message from former President Hoover.

## WLFH LITTLE FALLS

### Ready to Make Air Bow

WLFH Little Falls, N. Y., announced last week that it expected to begin operation within 10 days. The station, an MBS affiliate, is to operate on 1230 kc with 100 w. WLFH co-owners are Arthur Feldman, MBS director of special events, and M. Robert Feldman, of Little Falls.

Heading a list of well-known public figures to participate in the special opening-day program is Herbert Hoover, the nation's only living ex-President. Robert Earle, formerly with WKAT Rome and WKTU Utica, both New York, is general manager. Ed Dumas, formerly with Pan-American Airways Communications in South America, is chief engineer.

## CARSON NAMED

### For Seven-Year FTC Term

PRESIDENT Truman last Wednesday nominated John Carson for re-appointment to the Federal Trade Commission for a seven-year term beginning Sept. 28. The nomination was referred to the Senate Interstate & Foreign Commerce Committee, which has not yet scheduled action.

Almost simultaneously, FTC was brought to full strength for the first time since last January as Albert A. Carretta, Washington attorney, was sworn into office. Mr. Carretta, confirmed by the Senate June 12, fills the unexpired term of the late William Ayres ending in September 1954. The oath was administered to Mr. Carretta Wednesday by Chief Judge Harold M. Stephens, U. S. Court of Appeals for the District of Columbia.

Mr. Carson, former research and information director for the U. S. Cooperative League, was the center of controversy during committee hearings on his nomination three years ago. He was nominated in April 1949 to fill the unexpired term of then Comr. Robert Freer, who resigned to re-enter private practice. Mr. Carson was confirmed that September.

## 'GREEN CAMPAIGN'

### WTMA Builds Used Car Sales

WTMA Charleston, S. C., is credited with making a success of a campaign which ties the wearing of green hats by salesmen to the idea of saving used-car buyers "on the long green."

Advertising stunt was staged by Frank Norris Motors of Charleston. Manager Bevie L. Machen equipped his used-car salesmen with green hats. With Ralph J. Shade, WTMA account executive, he worked out a system of spots. Spots included teasers and then a continuing series of telephone conversations between WTMA announcer Red Munro and automobile salesmen.

Norris used-car sales jumped about 100% the first month, WTMA reports, and each succeeding month has brought continued increases. WTMA Sales Manager Grange S. Cuthbert Jr. wore a green hat as a gag and in one afternoon picked up three prospects for the automobile agency, station observes.

Mr. Machen comments, "The man-in-the-green-hat campaign, conducted by WTMA for Frank Norris Motors, was one of the most successful advertising campaigns we ever tried. The enthusiasm generated among our own salesmen and the public was of the highest order of any campaign yet undertaken."

## NEW WISN CENTER

### Planned on Milwaukee Site

ERECTION of a radio-television center will be carried out by WISN-AM-FM Milwaukee at a downtown site which the station has purchased on West Wisconsin Ave., Milwaukee's main thoroughfare, at N. 19th St., according to Harry D. Peck, manager.

The 120,000-sq. ft. site cost \$145,000, Mr. Peck said. He said plans now are on the drawing board for the new center, which will house all broadcasting and telecasting activities and offices. WISN is a division of the Hearst Corp.

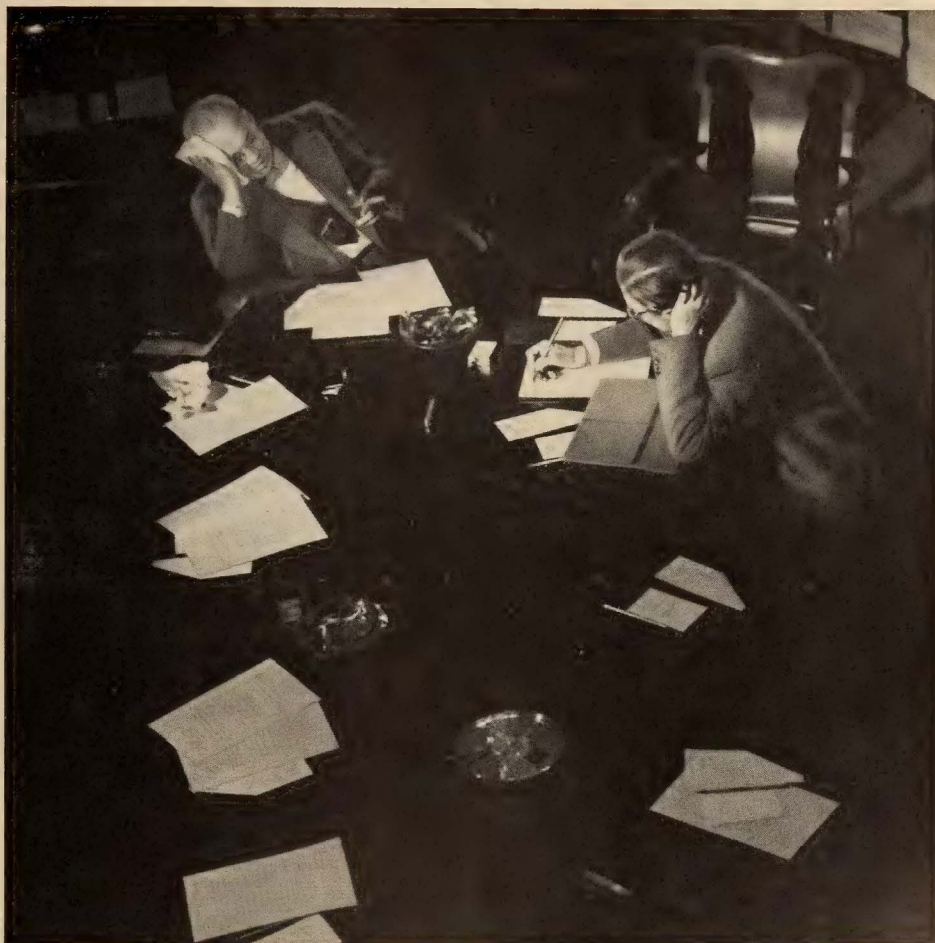
## NU-NBC INSTITUTE

### 57 Enroll for Session

SIX-WEEK professional session in radio and video training which begins today (Monday) at the 11th annual Northwestern U.-NBC Summer Institute has 57 enrollees from 25 states and three foreign countries.

Of the students, 15 are employed at broadcasting stations, and a smaller number work in broadcast departments at educational institutions. Foreign students include one from Italy, two from Canada and one from the Philippines.





## *\$50,000 a day— for waiting!*

These manufacturers are waiting.

In their factory, the production line has halted, the men are idle. And every day of this inactivity is costing them \$50,000—and more!

What happened? One small breakdown in an important machine has stopped the works!

Even though replacement parts are hundreds of miles away, there's one

way they could cut those days of waiting to hours. It's an answer that is saving thousands of manufacturers thousands of dollars every day.

That answer is—Air Express!

Air Express speed means *production* line speed. Whether your business is factories, films, or food, you can profit from regular use of Air Express. Here's why:

**IT'S FASTEST** — Air Express gets *top priority* of all commercial shipping services — gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns at *no extra cost*.

**IT'S DEPENDABLE** — Air Express provides one-carrier responsibility all the

way and gets a *receipt upon delivery*.

**IT'S PROFITABLE**—Air Express service costs less than you think, gives you many profit-making opportunities.

Call your local agent of Air Express Division, Railway Express Agency.



First or Second in

# 38

Quarter Hours

Between 6 a.m. and 7 p.m.

## WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-grown"—outstanding participation shows! For instance:

### CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

### MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

### NELSON BAKER SHOW

1st in its time period!

### EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

### SHOPPIN' FUN

Top locally produced show in its period!

### MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

\*Jan.-Feb. 1952  
Pulse Report

# WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.



PLANNING next fall's United Red Feather campaigns, to receive support by all networks, are (l to r) Sylvester Weaver, NBC-TV vice president; Joseph Allen, Bristol-Myers vice president and chairman of Red Feather Radio-TV-Films Committee, and Charles Denny, NBC executive vice president.

## milestones . . .

► **STARTING** his 25th year in broadcasting on June 12 was C. L. (Chet) Thomas, KXOK-AM-FM St. Louis. He began at WLW Cincinnati and became general manager of KXOK in March 1943.

► **JOCKO MAXWELL**, sports director of WWRL Woodside, L. I., billed as the nation's first Negro sportscaster, observed his 20th anniversary in radio last Saturday. He started in 1932 on the former WNJ Newark with a morning sports program. After WNJ ceased operations, he moved in 1937 to WWRL, where he conducts a weekly *Sports Digest*. He also writes a weekly sports column, and magazine articles and is author of a book.

► **HOUSEWIVES** took over at the 10th anniversary of Edith Hansen's radio homemaking on KMA Shenandoah, Iowa, June 6, when more than 1,200 honored her at the station auditorium. A Shenandoah housewife, Mrs. Hansen airs programs heard today on 54 radio stations throughout the country. She started on KMA. Edward May, president, KMA, presented her with an engraved silver tray. Also taking part in the festivities were J. C. Rapp, president, and A. W. Ramsey, vice president, Tidy House Products Co. Mr. Rapp is a former general manager of KMA. Mr. Ramsey a former sales manager at the station.

► **TWELVE**-year-old *Quiz Kids* will be feted at Chicago's Bismark Hotel on the program's June 23 birthday. Host is Louis G. Cowan, owner and originator of the radio-TV package. Joe Kelly, m.c., and Mr. Cowan will greet more than 400 former and present program kid stars. Show will be tape-recorded for broadcast on its CBS Radio Saturday time period.

WOR NEW YORK supplied about 30 portable radios to Ebbs Field, Brooklyn, last Thursday, when some 400 blind persons attended Dodgers-Cubs game as guests of Dodgers.

## SUMMER MUSIC

Replaces MGM Shows on MBS

MUSICAL SHOWS have been picked by Mutual as summer replacements for the MGM productions which occupy the 8-8:30 p.m. EDT periods Mon.-Fri.

Julius F. Seebach Jr., in charge of MBS programs, announced last week that the Mon.-Fri. summer-time schedule would see the following programs in the 8-8:30 spot, starting June 30:

Monday, *Jazz Nocturne*, featuring Sylvan Levin, MBS musical director in New York, and orchestra plus singer Jean Tighe and a quartette, the Mac and Jack Singers; Tuesday, *Jimmy Carroll Show*, with Jimmy Carroll, guest vocalist, and Emerson Buckley and orchestra; Wednesday, *Music for a Half-Hour*, a program of operetta and musical comedy melodies with Jimmy Carroll and guests; Thursday, *Symphonic Strings*, with Emerson Buckley and orchestra; and Friday, *Concerto Festival*, with Sylvan Levin and orchestra, plus guests.

A participation quiz, *The Great Day Show*, is scheduled for the 8:30-9 p.m. period on Wednesday, which currently is the second half of the hour-long M-G-M Musical Comedy Theatre.

MGM shows vacationing for the summer in addition to *Musical Comedy Theatre*, are *Woman of the Year*, starring Bette Davis and George Brent; *Black Museum*, with Orsen Welles; *Modern Adventures of Casanova*, with Errol Flynn, and *Adventures of Maisie*, with Ann Sothern.

## Locke Buys Programs

LOCKE Stove Co., Kansas City, through Calkins & Holden, same city, has bought a half-hour on a 27-station southern NBC network for broadcast of a folk music and variety show originating in Nashville. Contract is effective for 13 weeks from Aug. 16, Saturdays, 9:30 to 10 p.m. CT.

PHILCO Corp., Philadelphia, has established new scholarship fund for engineering students at Lehigh U., Bethlehem, Pa. Grant of \$18,000 will provide for three scholarships valued at \$1,500 annually for next four years.

## BAB SIGNS

For Special Nielsen Service

BAB has contracted for a special Nielsen service, making available to BAB members information developed from the Nielsen Radio Index Service, Nielsen Coverage Service and Nielsen Food-Drug Index Service, it was announced Thursday in a joint release from W. B. Ryan, president of BAB, and Arthur C. Nielsen, president of A. C. Nielsen Co.

Signing of the contract followed months of negotiations between the radio industry's self-owned promotion organization and the market research firm, in which Edgar Kobak, business consultant, whose clients include the Nielsen firm, and also chairman of BAB's executive committee, reportedly played a major part.

First reports to be developed by BAB from NRI material will include analyses of general radio listening and TV viewing habits, early morning and late evening radio audiences, evening radio listening in TV areas, cumulative weekly and monthly audiences of programs broadcast more often than once a week and audience size studies of national spot radio campaigns, Mr. Ryan said.

### Auto Data in Fall

Food and Drug Index Service will provide material for additional reports on seasonal variations in the sale of packaged goods, importance of rural and small town markets for various types of products and case histories of radio advertising successes as reflected in store sales records, the joint release stated. In the fall the first NCS report will give BAB subscribers up-to-date information on automobile and other out-of-home listening.

"Through the Special Nielsen Service" Mr. Ryan said, "BAB members will be armed with important new facts about radio listening and the movement of goods resulting from radio advertising. We expect that some of BAB's most significant presentations for local and national advertisers will be based on the tremendous fund of information which A. C. Nielsen has spent many millions of dollars to acquire."

BAB officials would not comment on the amount the organization is paying for Nielsen service other than to indicate the sum is "reasonable."

## Gallup Sales Expand

EIGHT additional sales of Dr. George Gallup Show, transcribed radio program, were announced last week by George F. Foley Inc., N. Y., film packaging and distributing firm. Bringing total sales to 130 markets, new station sales include WWVA Wheeling, W. Va.; WMAZ Macon, Ga.; WMT Cedar Rapids, Iowa; WDNC Durham, N. C.; KMED Medford, Ore.; KMO Tacoma, Wash.; WLOK Lima, Ohio; WMAZ Springfield, Mass.

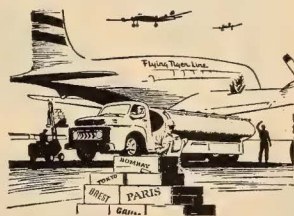


# How the Flying Tigers got over the Hump



**1. In November, 1945,** we told the story, in this series, of 12 India-China "hump" flyers from the American Volunteer Group who came home from the war and started an air freight business. They called their company The Flying Tiger Line Inc.

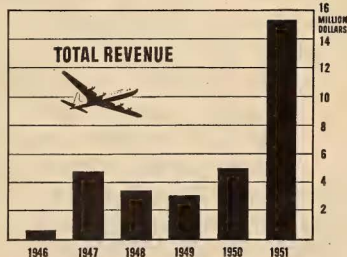
**2. As we told you then,** the veterans pooled all their savings but they still needed additional capital to launch their project. Several Los Angeles businessmen offered to furnish this capital on a 50-50 basis—the veterans to operate the company. This capital enabled them to start operations on June 25, 1945, with 8 war surplus Conestoga cargo planes.



**5. The company** has used Union Oil aviation products since it began operations in 1945. But that doesn't seem nearly as important to us as the fact that the men were able to accomplish these things. It could hardly have happened under anything but the American profit and loss system.



**3. Over the last seven years** the company's growth has been spectacular. Their fleet of planes has grown from 8 to 39. In 1949 they received the first certificate to fly U.S. Air Freight Route 100. And they now operate daily transcontinental schedules to 43 cities, in addition to world-wide contract and charter services. The company has now contracted for seven new DC-6A's—the largest order ever placed for cargo planes.



**4. Last year their fleet** earned a total revenue of \$15½ million compared to \$458 thousand the first year. In 1951 their planes flew a total of over 13½ million miles compared to ½ million miles the first year. Today The Flying Tiger Line Inc., is the world's largest certificated freight and contract air carrier.



**6. For without the profit incentive** the businessmen wouldn't have put up the capital to start the business in the first place. Without the hope of gaining financial independence, the veterans wouldn't have had the incentive to sweat out the problems of starting the company and developing it. Altogether, we think it's a wonderful example of the advantages of our American free enterprise system over others.

## UNION OIL COMPANY

OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

**Manufacturers of Royal Triton, the amazing purple motor oil**

# THANK YOU,

## "ZIV SWEEPS NON-NETWORK TV FILM DIVISION WITH 3 OUT OF 4 TOPPERS"

states industry-wide survey!

HOW STATIONS RATE NON-NETWORK TV FILMS		Points
Place	Name	
1	<b>CISCO KID</b>	63
2	<b>THE UNEXPECTED</b>	48
3	<b>BOSTON BLACKIE</b>	44
4		43

non-ZIV show

we quote: "Ziv Television Programs, Inc., swept the field, copping first, second and fourth positions with "The Cisco Kid," "The Unexpected," and "Boston Blackie" scoring 63, 48 and 43 points respectively."

THE BILLBOARD, TV FILM QUARTERLY, page 14.



**Billboard Magazine** mailed questionnaires to all 109 TV stations. 78 of the questionnaires were returned and the above results printed in **Billboard TV Quarterly**, June 14, 1952. We're gratified...we're elated...we're happy...we're proud. All we can say is - thanks...gee whizz.



# TV STATIONS!

## "STATIONS NAME ZIV BEST TV FILM DISTRIB..." in industry-wide survey!

Place	HOW STATIONS NAME	RATE DISTRIBUTORS OF FILMS PRODUCED ESPECIALLY FOR TV	Points
1	<b>ZIV TELEVISION PROGRAMS, Inc.</b>		106
2	OUR		59
3	BELOVED		55
4	RIVALS		30

"Ziv Television Programs was voted the outstanding distributor of TV film series especially produced for television by an almost two to one margin in The Billboard's first quarterly survey of TV films. This was the verdict of the nation's Television stations..."

THE BILLBOARD, TV FILM QUARTERLY, page 12



# TV

WOW!





## Price War

NO MATTER whose the fault (if indeed anyone can be singled out for blame) much radio network business in the past year and a half has been conducted in the haggling traditions of a Near Eastern bazaar, where nobody pays the first price asked unless he is a rich and stupid tourist.

A wandering rug merchant may be able to do his pittance of business that way, but it does not work out well for larger enterprises. It certainly has not worked out well for radio, as a special article in last week's issue of this publication made disturbingly clear.

The trouble has been that not very many people in radio have brought themselves to admit that radio network business has really degenerated to the hawk's level. It is not easy to believe that an enterprise dealing in more than \$100 million a year could have let its price structure fall into utter chaos.

Only recently, it seems to us, has the radio industry as a whole begun to recognize this problem. The next step, which it appears will soon be taken, is to deal with it realistically.

The heart of the problem is prices. Quite obviously, many of their canniest customers think that radio networks today are overpriced. Although we certainly do not agree, we must concede that, whatever the reason, the networks have been unable to persuade these customers that the price (or at least the announced price) is equitable.

It was an unhappy consequence that haggling came about once enough customers objected to the first prices asked. There is no point now in wondering whether the line could have been held if the networks as a group had steadfastly stuck to their prices.

Radio networks now have no choice other than to set a new price scale. It must be reasonable enough to attract buyers but high enough to enable networks and their affiliated stations to make a living.

Above all, the price scale must be one to which all the networks will adhere. If, after the readjustment that seems inevitable, a new period of haggling ensues, the demoralization of radio networks will be complete and their destruction unavoidable.

## Timely Testimony

INERTIA, which has plagued broadcasters for years, is nowhere apparent in the approach toward the so-called Gathings investigation in Congress, which so far has been marked primarily by side-show exhibitions and an oblique effort of prohibitionists to force alcoholic beverage advertising from the air.

A formidable team of spokesmen for broadcasters and telecasters will testify next week before the House Interstate and Foreign Commerce Subcommittee. They will come prepared to show that radio and television are entirely capable of regulating themselves.

Many broadcasters were deluded by what transpired when the hearings opened three weeks ago. The witnesses launched diatribes against "hoochy-coochy" dancers and "beer-casts." It looked like more of the headline-hunting that animates many Hill hearings.

A timely note of caution is sounded by Committee-man Arthur G. Klein (D-N. Y.). He urges complete and forthright testimony. And he cited the appearance of the prohibitionists, who earlier in the session were thwarted in a drive to get through a Senate committee a

bill to prohibit alcoholic beverage advertising. This happened by the slim margin of one vote. So the campaign was carried to the House, smuggled in under the broad terms of the Gathings Resolution, theoretically aimed at purporting "offensive" TV programs.

Thus far, an NARTB delegation headed by President Harold E. Fellows and including Code Review Board Chairman John E. Fetzer has scheduled appearances before the subcommittee. Network representatives plan to testify. The Brewers' Foundation, recognizing the ruse of the blue-nosers, also contemplates an appearance.

This is gratifying. The foe hasn't been underestimated. A strong showing should spell the end of these forays against free media (for the moment, anyway). It will become apparent that Congress can't legislate program content without contravening the Bill of Rights.

## Revision Needed

IN SOME DETAILS, the version of the McFarland Bill passed last week by the House is unacceptable.

Though retaining some of the major provisions of the original measure, as proposed by Sen. Ernest W. McFarland (D-Ariz.) and passed by the Senate, the House version strayed in just enough particulars to pervert what could be a useful piece of legislation into an extremely dangerous one.

Discrepancies between the Senate and House versions are summarized elsewhere in this issue. Those which strike us as especially in need of straightening out include:

The failure of the House to change Sec. 311 of the existing Communications Act which permits the FCC to refuse broadcasting licenses to persons found guilty in federal court of monopolizing radio communications. This section was eliminated from the act in the Senate bill on the quite justifiable grounds that it constituted "double jeopardy."

The addition by the House of a section authorizing the FCC to suspend licenses for 90 days and levy fines of \$500 a day for violations of the Communications Act. The Senate, in its bill, would give the FCC power to issue cease and desist orders, which would be bad enough. The House would make the situation intolerable. An intemperate or willful Commission could wreck a station easily by exercising such punitive powers. The FCC's present power of license revocation is adequate.

The House bill subsection preventing stations from establishing political broadcasting rates that exceed "the minimum charges made for comparable use of such station for other purposes." In the absence of further explanation, this subsection could be interpreted most unfairly. Suppose the political broadcast replaced a show regularly scheduled under a long-term contract earning a favorable discount. Would the discount be figured in when computing the "minimum charges"?

These and other apparent flaws in the House version must be eliminated before broadcasters can regard this legislation favorably. Fortunately, the measure will be taken up by a joint Senate-House committee where, it is to be hoped the ills will be removed.

There would seem to be a chance that a sensible bill may emerge. It is interesting that the roadblocks which certain FCC personnel tried to place in the way of the measure proved ineffective in the House, which passed the bill overwhelmingly. This would indicate that if the conferees can produce a compromise bill reasonably soon, it would have a chance of adoption before the adjournment of Congress.

But one thing must be kept in mind. It would be better to have no new bill at all than one containing serious shortcomings.



our respects to:



BENEDICT GIMBEL JR.

TO BENEDICT GIMBEL Jr. there's no business like show business, unless, of course, it's broadcasting.

Happily, Mr. Gimbel, president-general manager, Pennsylvania Broadcasting Co., licensee of WIP-AM-FM Philadelphia, has been able to combine both of his loves.

Twenty-two years ago, Mr. Gimbel assumed the presidency of WIP and since that time has directed its efforts in entertainment and civic affairs.

How successful has he been? Mr. Gimbel's answer to that query shows that whereas, he brings much imagination to his programming, his feet are solidly on the ground insofar as the practical aspects of station operation.

He has a one-word yardstick with which to measure success. That word is simply: Results.

"Many people have been depreciating radio and its effectiveness," he commented. "We at WIP feel differently. The year just past shows an increase of 26% in local billing over the year before . . . the highest in the 30 years of WIP's existence.

"Next year is going to be even better," he added optimistically. "I don't think any other medium can offer a serious challenge to radio on a coverage basis or on a cost basis.

"Everyone knows that the set sales are the highest ever and radio sales volume is the highest in its history.

"It all adds up," said Mr. Gimbel, "to more penetration, more listeners, more business. Radio is a great medium and I think it will continue to be for years to come. It's economical and it produces. Isn't that the answer to any good medium?"

The early direction of Mr. Gimbel's life was not pointed toward broadcasting. It was assumed that he would inherit the mantle of his family's famous mercantile business.

A native Philadelphian, Mr. Gimbel attended Central High School there, then completed his secondary education at Thorpe School, Stamford, Conn., and at La Villa, Lausanne, Switzerland.

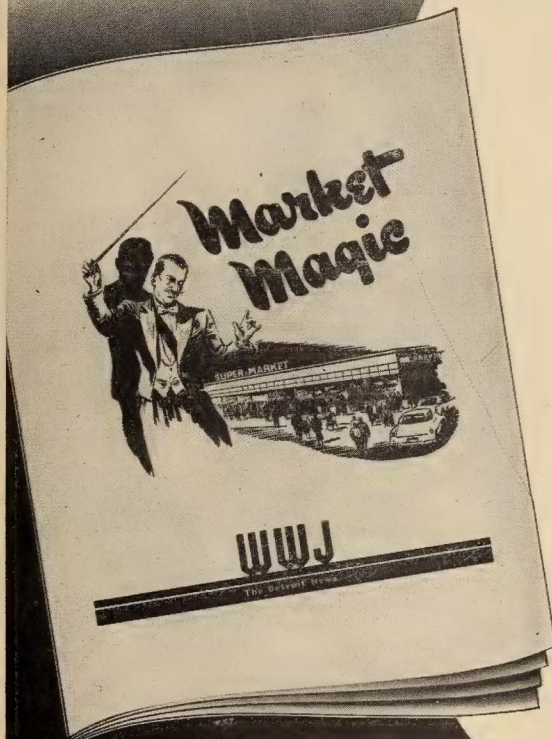
College training at the U. of Pennsylvania's Wharton School was interrupted in Mr. Gimbel's sophomore year when he joined the Army during World War I. He was discharged as a sergeant after 16 months' service. He was graduated from Wharton in 1921.

Then, as planned, he began his business career with the Gimbel store in Philadelphia. Following an apprenticeship of two years, during which he served in every department, young Mr. Gimbel was made assistant mer-

(Continued on page 54)



# Here's how to **DOUBLE** your impact in the Detroit Market



ASK YOUR HOLLINGBERRY MAN FOR  
A MARKET MAGIC BROCHURE. IT  
CONTAINS ALL THE DETAILS.

**MARKET MAGIC** is a combination selling plan that ties your WWJ on-the-air advertising to A&P in-the-store merchandising. It adds to WWJ's powerful radio salesmanship the direct eye-catching impact of point-of-sale promotion in the 93 A&P stores dominating the Detroit area.

**MARKET MAGIC** advertisers who distribute their products through A&P stores—where Detroiters spend \$100,000,000 annually—are assured a one-week preferred position display in each of these stores, for any one product during a 13-week cycle.

**MARKET MAGIC** produces double impact from one sales campaign, at one low cost, through one medium. WWJ, Detroit's NBC station.

FIRST IN DETROIT    Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

Associate Television Station WWJ-TV

**WWJ**  
AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS

FM—CHANNEL 246—97.1 MEGACYCLES



# ✓PROOF POSITIVE that K-NUZ brings results!

## Kaphan's RESTAURANT Speaks Out for K-NUZ Pull Power...

Here is a letter K-NUZ received from Peter Petkas, owner of Kaphan's Restaurant in Houston.

Gentlemen:

As we begin our 40th week on K-NUZ I would like to thank the personnel of your station for their friendly co-operation and assistance. As evident in our fourth renewal of our original contract, we are more than pleased with the results we have obtained from our program "Dinner Date" with Paul Berlin. I think you will appreciate knowing that our over-all volume of business has increased 16%, and holidays have shown a 19% increase over the same period before going on K-NUZ.

We are looking forward to continued success with your station.

Very truly yours,  
Peter Petkas

### TIME BUYERS' INFORMATION

Kaphan's sponsors 5  
quarter-hour "Dinner  
Date" programs per  
week—6:00 - 6:15 PM,  
Monday thru Friday.

Call FORJOE  
National  
Representative  
or DAVE MORRIS  
General Manager  
At KE-2581

# K-NUZ

HOUSTON'S LEADING INDEPENDENT

## Our Respect To

(Continued from page 52)

chandise manager of the ready-to-wear departments. A year later he was named merchandise manager of those sections.

In 1922, Gimbel Bros. purchased WIP as an adjunct to its advertising department. The station shared time in those days with WFAN, then owned by the Levy brothers of CBS fame. In the early 30s, Gimbel Bros. bought out WFAN, deleted the call letters, and WIP started to hit its stride under the guidance of Benedict Gimbel Jr.

During those long months while he was learning merchandising, Mr. Gimbel had longed for some active participation in show business. When the radio station came along, he seized the opportunity. Here was a field in which he could enlist his knowledge of show business on behalf of the station's advertisers.

Under his imaginative direction, WIP was the first station in the Philadelphia area to go on a 24-hour daily, seven-day-a-week operation; it was the first in Philadelphia to broadcast from airplane to ground and the first to broadcast from the bottom of the sea.

This progressive programming has led to well satisfied advertisers. A source of pride with Mr. Gimbel is the fact that many of the station's current sponsors have been with WIP for 10 to 15 years. One advertiser has just celebrated its 21st anniversary with the station.

Mr. Gimbel not only sets the policy of the station, but he is active also in helping carry it out. He is at his office usually before 9 a.m. and remains in harness as long as he feels he is needed. This sometimes means that he still is working at midnight.

### Covers Local Stories

Many ideas are originated by him. And, since WIP tries to give full coverage of local happenings, he often covers stories himself. He is an honorary Philadelphia fire chief.

Philadelphia being his "home town," Mr. Gimbel takes an active part in civic affairs. He lately was honored by the Boys Clubs of America for his more than 15 years of service as a member of the board of the Crime Prevention Assn. He also is a member of the board of directors of MBS and serves as president of the Philadelphia Radio & Television Broadcasters Assn.

On June 3, just three weeks ago, he was awarded an honorary degree of Doctor of Humane Letters by Lincoln U., Oxford, Pa., during the university's 98th commencement.

He has attended every major show's opening night performance in Philadelphia for the past 17 years. Mr. Gimbel's home guest book bears the names of most of the great and near-great of the theatre, movie and radio world; his collection of autographed photographs number nearly 1,500; his

personal record library is an enviable collection, as are his collection of strange hats, brought from far parts of the world.

As a youth, Mr. Gimbel was an avid polo player. He rode for the Lancaster Polo Club and for the Philmont Polo Club. A team mate was William S. Paley, CBS board chairman. Incidentally, Mr. Paley also is a "brother" in Zeta Beta Tau fraternity.

Polo playing now, however, attracts only a spectator's interest from Mr. Gimbel. At 49, he follows more sedentary pursuits such as the study of words, their meanings, derivations and proper usage. His library of dictionaries and reference books boasts more than 100 volumes, and includes a research library on curious and little-known facts.

### Club Memberships

In addition, Mr. Gimbel is a member of Philadelphia's Poor Richard Club, the Radio Executives Club of New York, the Radio Pioneers, the Lamb's Club of New York and the Variety Club of Philadelphia.

He is now married to the former J. Jessie Kane, of Philadelphia. A son of Mr. Gimbel by a former marriage is Edward Nathanson, ABC-TV producer-director.

As for future ambitions, the Pennsylvania Broadcasting Co. has just filed for UHF TV stations in Philadelphia, Milwaukee and Pitts-

burgh. Also, Mr. Gimbel plans extensive expansion of WIP.

He has full faith in the future of radio but TV quite naturally, has a fascination for him, too. Every new show would mean an "opening night" and the familiarly beloved backstage call, "Curtain going up!"

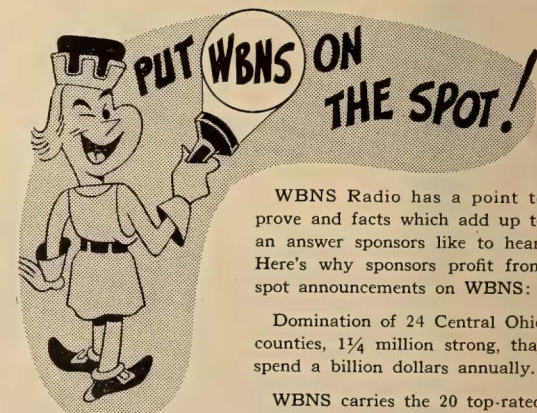
## WTSP BALLCAST

Studio Outdraws Ballpark

STUDIO recreation parties held by WTSP St. Petersburg, Fla., to stimulate fan interest in minor league baseball have become so successful that the station actually outdrew the ballpark in attendance on one occasion.

This was the enthusiastic report from Jack Faulkner, WTSP program director, in commenting on the station's newest activity. The parties have been a regular feature the past few weeks, with attendance at the baseball broadcasts hitting 120 for each game. Admission is free and cooperative sponsors supply free sandwiches, soft drinks, ice cream and cigarettes.

When the local Saints team played the weak second-division Fort Lauderdale Braves in a Florida International League game, some wags wagered the studio party would draw more people than the game at Fort Lauderdale. It did—by 20 fans.



WBNS Radio has a point to prove and facts which add up to an answer sponsors like to hear. Here's why sponsors profit from spot announcements on WBNS:

Domination of 24 Central Ohio counties, 1¼ million strong, that spend a billion dollars annually.

WBNS carries the 20 top-rated programs with more listeners than all other local stations combined. For more sales, put Central Ohio's only CBS outlet to work for you.

**WBNS RADIO**  
ASK JOHN BLAIR  
POWER  
WBNS — 5,000  
WELD-FM — 53,000  
COLUMBUS, OHIO  
CENTRAL OHIO'S ONLY **CBS RADIO** OUTLET



## WGEZ DUNKS

Stages Sears Day

WGEZ Beloit, Wis., helped dunk three top local Sears Roebuck & Co. executives into a river as a result of the success of an annual Sears sale.

For several days preceding "Sears Days," and throughout the nine-day sale, WGEZ aired 11 spots daily plugging the event. In addition, Sears co-sponsored Chicago White Sox baseball games over the station.

Immediately preceding the sale, a "planning party" was given. John Barrows, store manager, set the quota, and announced that if 129% of it were reached, he would submit himself, fully dressed, for a thorough dunking in the Rock River, just north of Beloit. If 131% were reached, Gordon Wedge, assistant manager, would be dunked, and if 135% were reached, Alvin Collins, credit manager, would receive the same treatment.

Opening night brought the largest crowd in the history of the store. In three hours, about 10% of the quota was reached. At the end of the nine-day sale, total business equalled 141% of the quota.

Employees declared "D (for dunking) Day" and Messrs. Barrows, Wedge and Collins lived up to their end of the bargain.

WGEZ was on hand at the dunking to give a gurgly-by-gurgly description.

All three executives praised WGEZ's part in making the sale a success. Mr. Wedge commented, "We feel that the success of the sale was due greatly to the power of radio and especially in the kind of promotion we have come to expect of your station after two years of advertising with you."

## KAUFMAN AGENCY

Wins 18 NAAN Awards

HENRY J. KAUFMAN & Assoc., Washington, received 18 awards at the 21st Annual Conference of the National Advertising Agency Network, which met Monday-Friday last week at Skytop, Pa.

The annual creative awards competition had 384 entries by the 30 advertising network members. Kaufman clients who won awards include:

WMT Cedar Rapids; Christian Heurich Brewing Co., Washington, local merchandising campaign and spot radio advertising; Potomac Electric Power Co., local general newspaper campaign and radio program; First Federal Savings & Loan Assoc., Washington, spot TV announcements, and Mason Root Beer Bottling Co., Washington, TV program.

Judges included Stuart M. Armstrong, National Radio Institute; Joseph L. Brechner, WGAY, Silver Spring, Md.; John S. Hayes, WTOP-AM-FM-TV Washington; Gene Juster, NBC; Charles L. Kelly, WMAL-AM-FM-TV Washington; Robert K. Richards, NARTE, and Sol Tishoff, BROADCASTING • TELECASTING.



In the Employment Office, too..

## GOOD COMMUNITY RELATIONS

are essential. *Radio* can be a real help!

In countless companies, the Employment Director faces a terrific task these days. Management calls for continuing additions to the force, while competition grows stiffer all the time.

Good community relations can be of tremendous assistance. And, as many companies have shown, radio is an excellent tool for fostering friendship in a plant's neighborhood. Radio programs help make friends not only with families near at hand, but also with those in outlying areas that other media usually fail to reach.

If you're not already using radio as an aid to recruitment, it will pay you to look into it. And

if you're located in any one of six leading industrial areas.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, or Portland, Oregon.. you're in luck. You can count on the specialized programming experience of a Westinghouse radio station to help you make friends with your neighbors.



WESTINGHOUSE RADIO STATIONS Inc  
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for  
WBZ-TV; for WBZ-TV, NBC Spot Sales

## A black and white cartoon illustration of four men in suits. One man is standing and holding a large book, while the others are seated at a table with papers and a small box. The man on the right is holding a cigarette.

**This is the crisis of the schedule.** The agency is presenting its media recommendations for the year ahead. The client men listen in stony-faced silence. . . . Their turn will come soon enough.

**What do they think of it? Why doesn't somebody say something?**

The client's ad manager shuffles his papers; steals a look at his boss. The agency men force themselves to keep still. They know it's the client's turn to speak. The media director unconsciously fingers his copy of Standard Rate ... and waits for the inevitable storm of questions to come.





Every agency man who's been through it knows Operation Critical. A recommendation in five figures—or six—is on the table . . . the result of weeks of research, dozens of interviews with helpful and hopeful representatives, agency sessions far into the night, untold man-hours of just plain work. And all for nothing, if the client doesn't go along.

#### The questions begin:

"How much of a break in rates would we get if we put the whole magazine campaign into these top five?"

"This newspaper—how well does it cover the city and trading area population?"

"Has there been any study of listening habits in the Kansas City region?"

"Do these business publications get read by employees below management level?"

Questions, questions. They range from simple to complex, from naive to shrewd. But they must be answered, then and there. The time for preparation is gone. This is it—Operation Critical.

The media director's fingers fly as he flips to a figure in CONSUMER MARKETS, quickly turns to a fact in Standard Rate & Data. The account executive cites a previous experience while the media man digs.



As usual, the "standard" questions are relatively easy to answer. Standard Rate & CONSUMER MARKETS have most of the facts organized. But some of the questions go beyond facts, into interpretations; comparative studies; trends . . .

"Which of these women's magazines carries the most ethical drug advertising?"

"Do young people read this Sunday supplement?"

"Has this station's audience grown in the last year? How much?"

"Would it be worthwhile to add a second paper in this city?"

Listings of standard facts cannot answer many such questions—they're not supposed to. But the need for quick access to summarized information has been anticipated by many publishers and station operators who know from experience what goes on day and night in the media department, in the agency review sessions, and in Operation Critical.

That's why approximately 1,050 individual media used 8,500 Service-Ads in 1951 to supply needed information in packaged form . . . and to place this information near their market listings (in CONSUMER MARKETS) and near their media listings (in SRDS).

How you can sell 22 markets with one radio station

Service-Ads supplement the basic facts . . . and they are right there, in the conference room, when this supplementary information is most needed. They help buyers buy . . . they help buyers sell.

s r d s

## STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function



Walter E. Botthof, Publisher

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of consumer magazine rates and data • business publication rates and data • national network radio and television service • radio rates and data • television rates and data • newspaper rates and data • transportation advertising rates and data • A. B. C. weekly newspaper rates and data • consumer markets, serving the market-media selection function

THE ONLY  
PHILADELPHIA  
STATION  
CARRYING  
MAJOR LEAGUE  
BASEBALL

Play-by-play  
broadcasts of

Athletics  
and  
Phillies  
HOME AND  
AWAY GAMES

with

\* BYRUM SAAM  
\* GENE KELLY  
\* CLAUDE HARING

Philadelphia's top sportscasters

WIBG

DIAL 990

10,000  
WATTS  
PHILADELPHIA'S  
MOST POWERFUL  
INDEPENDENT

REPRESENTED BY  
RADIO REPRESENTATIVES, INC.

## front office



**ROBERT J. BODDEN**, program director, WRCO Richland Center, Wis., appointed general manager, WRDB Reedsburg, Wis.

**W. W. (NICK) CARTER Jr.**, station manager, WTRY Troy, N. Y., promoted to general manager and director there.



**GEORGE W. CLARK Inc.**, N. Y., appointed national representative by KRSC Seattle.

**IRWIN HOTT**, sales staff, WONE Dayton, Ohio, and former musical director at WOL Washington and WRFD Worthington, Ohio, to WVKO-AM-FM Columbus, in sales capacity.

**Mr. Carter**

**DAVID A. CARLISLE** added to sales staff, WFIL-TV Philadelphia.

**LEWIS D. STEARNS**, account executive, KECA Hollywood, has resigned.

**KEITH MCKENNEY**, sales staff, Free & Peters, to WJBK-TV Detroit, in same capacity.

**WAYNE MACK**, sales staff, WDOK Cleveland, resigns to devote full time to announcing and producing.

**THOMAS C. HARRISON** to WSM Nashville, as director of national spot sales.

**GARDNER COWLES**, president, KRNT Des Moines, re-elected chairman of the board, *Minneapolis Star and Tribune*. **KINGSLEY H. MURPHY**, president, KSO Des Moines, re-elected to board of directors.

**THOMAS F. CLARK Co.**, N. Y., elected to membership in National Assn. of Radio & Television Station Representatives.

### Personals . . .

**EARL W. WINGER**, president, WDOD Chattanooga, presented award on behalf of station for "outstanding service in the field of safety promotion" by National Safety Council. . . **ARTHUR H. CROGHAN**, owner-general manager, KOWL Santa Monica, cited by Southern Calif. Broadcasters Assn. and Adv. Club of Los Angeles on 25th anniversary in radio.

**HUGH A. L. HALFF**, president, WOAI-AM-TV San Antonio, elected to board of trustees of National Jewish Hospital, Denver. . . **DANA CLARK**, guest relations manager, ABC Hollywood, recovering from stroke suffered recently.

**JOHN T. GELDER**, vice president, WCHS Charleston, W. Va., elected president of city's Symphony Orchestra Society. . . **ROY V. SMITH**, spot sales manager, Alaska Radio Sales, N. Y. father of girl, Deborah Jean, June 14. . . **BILL GIETZ**, sales staff, WTAR-AM-TV Norfolk, Va., cited by Norfolk Sales Executive Club as one of area's outstanding salesmen. . . **HARRY MAIZLISH**, president-general manager, KFVB Hollywood and **ERNEST L. SPENCER**, president-general manager, KVOE Santa Ana, elected to board of directors of Southern Calif. Broadcasters Assn.

**LES BEIDERMAN**, owner of Paul Bunyon Network and general manager of WTCM Traverse City, Mich., made honorary alumnus of U. of Michigan. . . **COLIN M. SELPH**, president, Santa Barbara Broadcasting & Television Corp., Santa Barbara, elected to board of directors of city's Better Business Bureau and chairman of executive committee of Golfers' Assn.

## FEIST ELECTED

Music Publishers Assn. Pres.

**LEONARD FEIST** of Mercury Music Corp. was elected president of Music Publishers' Assn. of the U. S. for the coming year, at the group's 58th annual meeting, held June 12-13 at the Warwick Hotel, New York.

**Joseph A. Fischer** of J. Fischer & Bro., retiring president, automatically becomes MPA vice president. **Donald H. Gray** of H. W. Gray Co. was re-elected secretary and **Willard Sniffin** of Harold Flammer Inc. was elected treasurer.

Four new directors were elected: **Donald F. Malin** of C. C. Birchard Co., **Kermit A. Walker** of Bourne Inc., **Walter Heinrichsen** of C. F. Peters Corp., and **Robert Schell** of Shawnee Press. **Benjamin Pepper** of New York was appointed permanent legal counsel for MPA.

## Mitchell Elected

**L. SPENCER MITCHELL**, general manager of WDAE Tampa, has been elected director of District No. 4 of the Columbia Affiliates Advisory Board to serve out the unexpired (1952-53) term of **Glenn Marshall Jr.**, general manager, WMBR-TV Jacksonville, who resigned from CAAB to join the CBS-TV Affiliates Advisory Board now being organized [B•T, June 16]. **Mr. Mitchell** was chosen in a special election to select a replacement for **Mr. Marshall**.



Mr. McKenney



## The Water's Fine! (really)

A quick dip into the North Dakota pool of buying power will convince you that KFYP in this agriculturally wealthy state pays handsome dividends per advertising dollar. Ask John Blair for KFYP facts and figures.

**KFYP**

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE  
Rep. by John Blair



## KBLA BURBANK

Begins in California

KBLA Burbank, Calif., 250 kw on 1490 kc, was to begin fulltime operation Saturday from its transmitter studio at 239 Amherst Drive. Permanent studios and executive offices at 11516 Oxnard St., North Hollywood, are expected to be ready this weekend.

Licensed to Broadcasters of Burbank, KBLA is owned equally by Floyd J. Jolley, Burbank councilman; Arthur J. Crowley, attorney; Gordon A. Rogers, contractor; Walter Mansfield and Albert S. Hall, realtors. Robert S. Marshall, formerly of KFMV (FM) Hollywood, is KBLA general and commercial manager.

The staff includes Nicholas Muskey, assistant manager and program director; Charles Powers, account executive; Julie Cummings, copy writer-traffic manager; Robert Skiles and Robert Miller, announcers; and Thomas Payne, engineer.

## Arthur M. Semones

ARTHUR M. SEMONES, 53, who worked at Henri, Hurst and McDonald agency, Chicago, since it was organized in 1916, died Tuesday after a long illness. Funeral services were conducted Friday. Three years ago he became a vice president. Surviving are his wife and two sons.

## MORE AND EARLIER CHRISTMAS RADIO

NRDGA Studies Department Stores '52 Plans

RADIO, widely used in department stores' pre-Christmas promotions last year, is expected to do as well or better this year, while TV is still an unknown factor with most stores, according to Howard Abrahams, sales promotion head of the National Retail Dry Goods Assn.

In the June issue of *Promotion Exchange*, NRDGA bulletin service, Mr. Abrahams said that although Thanksgiving Day is the traditional starting time for retail Christmas advertising, reports from stores indicate that "1952's Christmas promotions will definitely be on the earlier side." Plans are made much earlier, with "newspaper and radio themes planned on the most part during late summer, although actual Christmas formats are not created until later in the season," he said.

"Of 91 stores studied, 52 used radio in the 1951 Christmas season," Mr. Abrahams reported. Stores with regular programs on the air generally reslanted them at Christmas time, while "a substantial number" of stores added special pre-Christmas programs, Mr. Abrahams added.

"From their reports," he said, "it is evident that stores will put

as much and probably increased emphasis on Christmas radio programming as compared with last year."

On the video front, Mr. Abrahams reported that "only a small percentage of the stores reporting Christmas plans, use television regularly as a selling medium. Generally, the TV users reslanted their telecasting, whether it consisted of programs or spots, to Christmas themes. Last year, several stores added TV at Christmas time. These stores are divided in their thinking as to whether they will repeat their TV this Christmas.

"However, stores which had specialized programs slanted to children's audiences are definitely enthusiastic about the effect of these programs and will repeat these techniques this year."

## RADIO FESTIVAL

Inaugurated by WBEZ

POLITICS of Britain and the drama of Oscar Wilde highlighted the first summer radio festival sponsored last week by the Chicago Board of Education on its FM station, WBEZ. The five-day programming from 9 a.m. to 4 p.m. included shows relayed to educational stations throughout the country by the National Assn. of Educational Broadcasters.

The radio festival included programs from the U. of Michigan, U. of Illinois and U. of Chicago, Northwestern U. and the British Broadcasting Corp. George Jennings, director of the board's radio council, said the effort will be continued during school holidays and summer vacations if response is favorable.

## Safety by Radio

PENNSYLVANIA ASSN. of Broadcasters, noting mounting traffic deaths, is planning a saturation public service spot campaign on all holiday weekends in the interest of traffic safety. PAB board of directors, who met in Harrisburg June 12, is advocating that all members participate in the plan. It is believed, said Robert Trace, station manager, WMGW - AM - FM Meadville, Pa., that radio can play a major role in reducing traffic accidents by constantly alerting motorists of dangers which lurk on crowded highways. Plan is to incorporate messages in station breaks.

BMI is sponsoring series of 10 concerts by the Berkshire String Quartet, which will perform new works of chamber music by 29 contemporary composers. Series will be held at Music Mountain, near Falls Village, Conn.



Only ONE Station

DOMINATES

This Rich

Growing

15-County

Market

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FOOD SALES

of

\$124,756,000\*

\* Sales Management, 1952  
Survey of Buying Power.

**WSJS**

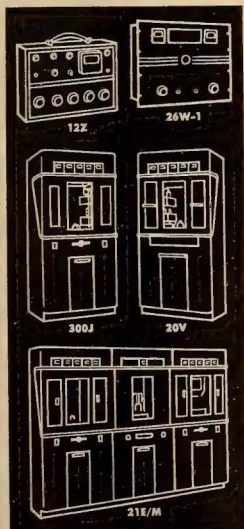
The Journal-Sentinel Station

AM-FM  
WINSTON-SALEM

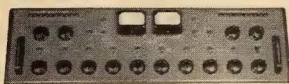
NBC Affiliate

Member of the  
NAB

## MEMBERS OF A GREAT RADIO EQUIPMENT FAMILY



**COLLINS . . . for  
broadcast equipment  
of unquestioned quality**



Collins 212A  
Studio Console

Your studio installation deserves the built-in quality and superior performance the Collins 212A speech input console will supply. Unit amplifiers are individually shock mounted. Main frame and end castings are solid aluminum. Tilt-to-service feature allows installation against window or wall. Write for complete technical information.



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Cedar Rapids, Iowa

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NEW YORK 18

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DALLAS 2

2700 W. Olive Ave.  
BURBANK

Dogwood Road  
Fountain City  
KNOXVILLE



# 286

## RADIO STATIONS

Now Carry

### JOHN T. FLYNN

Transcribed



● This is the amazing record which has been built up in just one month by the John T. Flynn daily news commentary which is now being offered to radio stations on a transcribed basis.

● This program, a prestige-building vehicle in production for more than three years, has gained national recognition as an audience-building, sponsor-pleasing, down-to-earth analysis of current events, featuring the nation's outstanding authority on economic and social subjects.

● It is offered exclusively in each market—fifteen minutes one, five, or six times weekly—at no cost to stations while broadcast sustaining. A nominal talent fee is asked when commercial.

● Full cooperation, including visual sales aids, is provided by the distributor to all stations seeking sponsorship. Your inquiry is cordially invited.

R. K. Scott, Sales Director  
**America's Future, Inc.**  
205 East 42nd Street,  
New York 17, N. Y.

Murray Hill 4-6023

**Also Available  
AMERICANS,  
SPEAK UP!**

—fifteen minutes weekly—  
transcribed—featuring nationally-known personalities interviewed by Bill Slater—winner of a 1951 Freedoms Foundation radio honor medal.

## air-casters



**ROLLAND C. BOURBEAU** appointed merchandising manager, WBAL Baltimore, succeeding J. WILLIAM MASON, who transfers to sales service, WBAL-AM-TV.

**PATRICIA SCANLAN** to CBS Radio public affairs staff, Washington.

**ROBERT C. CURRIE**, producer-director, WCAU-TV Philadelphia, appointed production manager.

**PAUL SCHRIMPF**, news editor, KWOS Jefferson City, Mo., to farm programming department, WDAF Kansas City, Mo.

**GEORGE SANDERS**, Hollywood disc m.c., adds similar duties at KBIG Avalon, Calif.

**DONALD MCGILL**, announcer and producer, CBM Montreal, appointed program director.

**TIM OSBORNE**, senior announcer, KTHH Houston, promoted to program director, replacing **JOHN KNAPP**, who transfers to KSOX Harlingen in same capacity.



Mr. Osborne



Mr. Knapp

**KNOX TAUSSIG Jr.**, account executive, KMOX St. Louis, appointed merchandising manager at station.

**ART WOLDT** to announcing staff, WSYR Syracuse, N. Y.

**GRANT RECKSIECK**, assistant advertising-promotion manager, NBC Chicago, to KNBH (TV) Hollywood as director of sales promotion.

**A. C. WILLIAMS**, disc jockey, WDIA Memphis, promoted to promotion consultant.

**JOSEPH C. BEAL**, program consultant, WDSU - TV New Orleans, named production manager.



Mr. Beal

**ROBERT M. ADAMS**, director of press and public relations, WOL Washington, to WRC and WNBW (TV) that city, in similar capacity.

**JERRY REUTER**, KLRA Little Rock, Ark., to announcing staff, KWK St. Louis.

**HAL LAWSON** to WJR Detroit announcing staff.

**MORTON COHN**, program director, WCHS Charleston, W. Va., and **HARRY BRAWLEY**, public affairs director there, elected to presidency of Kanawha Players and Charleston Open Forum, respectively.

**FRANK FONTAINE**, star of CBS Radio *Frank Fontaine Show*, assigned role in Paramount Pictures feature film, "Scared Stiff."

**ED F. SHADBURNE**, sales staff, WAVE-TV Louisville, Ky., to advertising staff, KVOR Colorado Springs.

**NORMAN HANSEN** appointed assistant farm commentator for Pacific region of Canadian Broadcasting Corp., Vancouver.

**FRED GREGG**, promotion man with Scripps - Howard papers, to WLWT (TV) Cincinnati, as head of new client service department. Assisting him will be **JAMES ALLEN**, former city editor, *Cincinnati Post*, and **JACK FRAZIER**.



Mr. Gregg

**JACK ROSS**, WCRO Johnstown, Pa., to WCFM (FM) Washington, as special events director.

**JOSEPH R. COX**, coordinator of traffic operations for DuMont Television Network, appointed area supervisor in station relations department succeeded by **JAMES P. O'BRIEN**, who transfers from WTTM Trenton.

**E. S. COATSWORTH**, formerly with moving picture interests including J. Arthur Rank Organization, Toronto, and National Film Board, Ottawa, named TV publicity director for Canadian Broadcasting Corp., Toronto.

**MAX TERHUNE**, star of KNXT (TV) Hollywood *Alibi's Tent Show*, named president of Hollywood chapter of Society of American Magicians and West Coast vice president of national chapter.

**CHRIS MACK**, farm service director, WNAH Yankton-Sioux City, S. D., granted six-month leave to service as radio consultant on agriculture information to Mutual Security Agency. He will be headquartered in Paris.



Mr. Mack

**CHARLES KURALT**, U. of North Carolina student and former winner of NART "Voice of Democracy" contest, to WBT and WBTW (TV) Charlotte, N. C., for summer months.

**BOB MENEFEY**, WIP Philadelphia announcer, and Barbara McGowan were married June 7.

**WAYNE GIBBS**, mail department, ABC Hollywood, father of girl, Linda Marie, June 3.

**WALTER DUNDON**, manager, script department, CBS Radio, Hollywood, married **JACQUELINE AKERS**, executive secretary, Anderson-McConnell Adv., that city, June 2.

**GEORGE DOBSON**, sports announcer, KFTS Texarkana, Tex., father of boy, William.

**BINGO PIVER**, star of KECA-TV Los Angeles *Accent on You*, and Keith Whipple will be married July 26.

**TOM MCCOLLUM**, director, WSYR-TV Syracuse, N. Y., and Jean Zimmerman were married June 13.

## WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

## National Spot Advertisers TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

# WSYR ACUSE

570 KC

WSYR - AM-FM-TV - The Only Complete  
Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives