

# BROADCASTING TELECASTING

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

## more listeners...more often

*WOR is preferred over all other New York stations for news.*

"Which station do you prefer for news?"

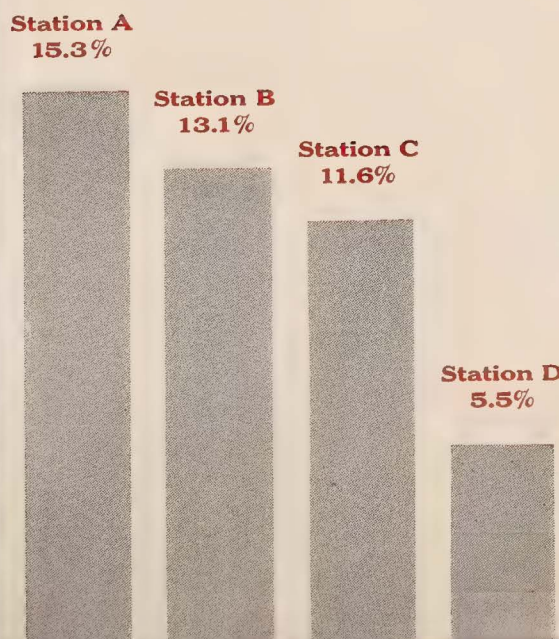
**WOR**  
**27.7%**

**WOR**

*"First for news in New York"*

*The third biennial Pulse survey of news listening in New York reveals almost twice as great a preference for WOR as for the next best station.*

*Today, WOR newscasts are delivering audiences as large as in pre-TV 1946!*



**All other 16.7%**

Source: Special Pulse Study, August, 1952



## NO FLYING SAUCERS IN RICHMOND

Military men often achieve  
their objectives with secret weapons.

This is not true with advertising men.

Broadcast sales strategy, in particular,  
calls for heads-up use of a time-tested media.

The Havens and Martin stations, for example,  
have a unique record of sales achievements  
in Richmond, the first market of Virginia.

Long years of experience in radio and television  
have won for WMBG, WCOD, and WTVR  
the confidence and loyalty of Richmond's populous  
and prosperous market.

You can't overlook these result-producing  
facilities in planning your fall and winter campaign.

Havens & Martin Stations are the only  
complete broadcasting institution in Richmond.

**WMBG** AM

**WTVR** TV FIRST STATIONS OF VIRGINIA

**WCOD** FM

Pioneer NBC outlets for Virginia's first market.  
WTVR represented nationally by Blair TV, Inc.  
WMBG represented nationally by  
The Bolling Company



*One of the nation's  
top test markets*

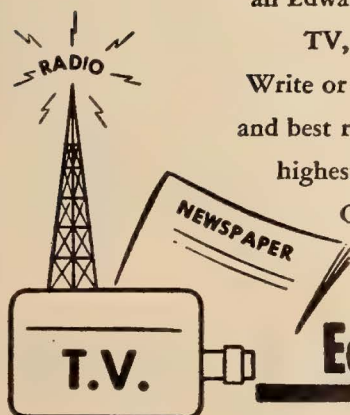
*Pennsylvania's 3rd City*  
**HAS 3 OUTSTANDING  
ADVERTISING MEDIA**



**One alone can do the job . . . but together  
they can do it QUICKER and BETTER**

In Erie, Pa., you get complete assistance and merchandising help when you specify an Edward Lamb Property to do the job for you. Whether plans call for Radio, TV, or Newspapers—or all three, we can be of merchandising assistance. Write or call today for complete Market Data—the Erie Dispatch is Erie's oldest and best read newspaper, daily and Sunday; Radio Station WIKK has Erie radio's highest Hooperating all day long; WICU is Erie's only TV station, 4 networks.

One alone can do the job—but together they can do it quicker and better!



**Edward LAMB ENTERPRISES INC.**

Edward Lamb Enterprises, Inc., Hotel Barclay, 111 E. 48th St., N. Y. C.

National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.  
WTVN-TV—Columbus, O.—Headley-Reed Co.  
WTOD—Toledo, O.—Headley-Reed Co.

WHOO—Orlando, Fla.—Avery-Knodel, Inc.  
WIKK—Erie, Pa.—H-R Co.  
ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.

WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction



# WANTED:

## 100,000

### CAP CADETS

The Lancaster, Pennsylvania, Aero Club recently held an unusual breakfast meeting. Members had fruit juice at one airport, flew to another airport for bacon and eggs, finished breakfast at a third airport. Not just another "stunt", the breakfast flight was intended to focus attention on the current national campaign of the Civil Aeronautics Patrol to enlist 100,000 cadets. WGAL-TV, in line with its public-service activities, took sound films of the flight, used them on its news programs to highlight the CAP recruiting campaign. A distinguished participant in the proceedings was Lancaster County's District Attorney, John Beyer, shown in the photograph at the WGAL-TV microphone.

# WGAL-TV

## LANCASTER, PENNSYLVANIA

A Steinman Station  
Clair R. McCollough, Pres.

Represented by

## ROBERT MEEKER ASSOCIATES

New York • Chicago • Los Angeles • San Francisco



# at deadline

## CLOSED CIRCUIT

**SALE OF KGHL** Billings, Mont., to Walter E. Schott, industrialist of Cincinnati and Cleveland, in final negotiation last Friday. Price of approximately \$1,500,000 includes 26,000-acre ranch, 2,600 head of cattle, 300-acre farm and distributorships of Frigidaire, RCA and auto parts in Billings area. KGHL is NBC-affiliated, operates on 790 kc with 5 kw. Transaction handled through Blackburn-Hamilton Co.

**REPERCUSSIONS** to FCC's actions last week on so-called show cause cases involving several pioneer TV stations were coming thick and fast at last weekend. Setting of hearings involving Steinman stations (WGAL-TV Lancaster and WDEL-TV Wilmington) and of Crosley stations (WLWC (TV) Columbus, WLWT (TV) Cincinnati and WLWD (TV) Dayton), raising for first time issue of overlap in coverage (duopoly), generally regarded as dragging in totally unrelated and extraneous issue. Moreover, charges of bad faith being leveled against Commission in cases of those 31 stations which were asked to shift channels to permit enforcement of final allocation plan.

**WHILE OPINION** in Washington generally was that no existing stations could possibly see out, observers were contemplating prospect that whole allocation project could be undermined because of these actions. Certain to arise again is question of limitation on ownership of TV outlets, now restricted to five, as against pending proposals to increase number by allowing two or more uhf outlets to same entity.

**NOW THAT ABC** has completed plan for outside sales representation of its owned and operated stations (5 AM, 5 TV) entire industry will watch trend in station representation of networks. Several years ago major networks began effort to assume representation of certain key affiliates because of substantial revenue involved. Case was carried to FCC by Station Representatives Assn. (formerly NARTSR) and it stopped there. ABC has now reversed that trend by assigning to Petry three of its markets (New York, San Francisco and Los Angeles) and to Blair remaining two markets (Chicago and Detroit).

**KEPT UNDER** cover as classified, final approval of Conelrad project for deployment of radio and TV in Civil Defense emergency slated for release prior to Oct. 1, after which rules and regulations will be announced. Top level plan has cleared National Securities Resources Board and Defense Dept.

**CONELRAD** developments recalled to FCC Comr. George E. Sterling, FCC's representative, that Joseph H. Short Jr., press secretary to President Truman who died last Thursday, had been tower of strength to broadcasters in sometimes lively deliberations. Assigned by President to Conelrad's council, Mr. Short paid particular attention to welfare of broad-

(Continued on page 6)

## NARTB BOARD SESSIONS SLATED IN DECEMBER

COMBINED NARTB Radio and Television Boards will meet Dec. 5 at Roney Plaza Hotel, Miami Beach, Fla., to take up new draft of association by-laws. Extensive changes proposed in document, amended hastily in 1951 when TV stations were admitted to association. If combined boards approve changes, they go to membership for ratification.

Radio Board will meet Dec. 5 at conclusion of by-laws discussion and continue through following day. Proposed revival of radio Standards of Practice, including ethics of rate-cutting methods, likely to be on agenda.

Television Board will hold separate meeting Dec. 8-9 at Cat Cay, Fla. Developments in fast-growing TV industry, including TV Code, to be considered among other topics.

## STANDARD, FOX AGREE

**FINIS** to station involvement in dispute between Standard Radio Transcription Services and Harry Fox, agent and trustee for a number of music publishers, concerning mechanical rights (see earlier story, page 25) apparently came Friday, when Mr. Fox, after conferring with Sydney Kaye, Standard counsel, agreed to send following letter to stations: "By agreement with Standard Radio Transcription Services, we are proceeding to adjust our claims against this company directly with it without involving your station. You may therefore disregard our letter of Sept. 10, 1952" [B•T, Sept. 15].

## CBS-TV AFFILIATES MEET

**FIRST MEETING** of CBS-TV affiliates advisory committee with network officials held Friday in New York, with five-man group conferring throughout day with CBS President Frank Stanton, CBS-TV President J. L. Van Volkenburg, stations relations vice president H. V. Akerberg, Sales Vice President Fred M. Thrower and other top executives on program and sales plans, political telecasts, promotion and related problems. Committee consists of E. K. Jett, WMAR-TV Baltimore, chairman; Clyde Rembert, KRLD-TV Dallas; Glenn Marshall Jr., WMBR-TV Jacksonville, and Philip G. Lasky, KPIX (TV) San Francisco.

## Group Seeking RKO Would Sell to TV

**CURRENT** backlog of RKO movies will be released to television if anticipated sale of RKO Radio Pictures Inc., to Chicago syndicate headed by Ralph E. Stolkin is consummated.

Deal, in negotiation since Labor Day weekend, expected to be closed soon. Group reportedly buying stock interest of Howard Hughes for \$7,500,000.

Mr. Stolkin, vice president of National Video Corp., Chicago, tube manufacturer, is also identified with Screen Assoc. Inc., Beverly Hills. He has oil and ranching interests. Others reported in syndicate are his father-in-law, A. L. Koolish; Edward G. Burke Jr., San Antonio oil man; Ray Ryan, also an oil man, and attor-

## BUSINESS BRIEFLY

**AMERICAN LOOKS** ● American Tobacco Co. (Lucky Strike cigarettes) through BBDO, N. Y., reportedly interested in sponsoring radio show featuring Horace Heidt, whose *Youth Opportunity* program was sponsored for many years by rival Philip Morris cigarettes. ABC, CBS Radio and NBC are pitching time proposals at advertiser. NBC radio is offering Thursday, 9:30-10 p.m. slot which will be vacated Oct. 5 which Gulf Oil's *Counter Spy* moves to Sunday 5:30-6 p.m. period.

**CAMAY NIGHT RADIO** ● Procter & Gamble, Cincinnati (Camay), through Benton & Bowles, N. Y., preparing nighttime minute radio announcements campaign to start Oct. 21 for 26 weeks in 31 markets.

**VICEROY CAMPAIGN** ● Brown & Williamson Tobacco Co., Louisville (Viceroy cigarettes), through Ted Bates Inc., N. Y., setting up 52-week radio spot announcement campaign to be launched next Monday.

**SUPER SUDS DELAY** ● Colgate-Palmolive-Peet (Super Suds) will delay its Oct. 1 scheduled radio spot campaign to one that will start sometime early in 1953. Budget for earlier campaign going into newspapers. Agency, Cunningham & Walsh, N. Y.

**DURSTINE NAMED** ● Modglin Co., L. A. (manufacturers of Perma-Broom, Perma-Scrub Whisk-Off and Perma-Kleen), names Roy S. Durstine Inc., N. Y. and L. A., to handle its advertising.

## AGENCY ADDS TO STAFF

**SHERMAN & MARQUETTE** Inc., N. Y., on Friday announced following additions to its staff: Richard J. Keegan, Vick Chemical Co., named account executive; Chet Kulesza, head of TV commercial dept., Ellington & Co., placed in charge of TV film commercials; James S. Campbell, TV copy supervisor Kenyon & Eckhardt, to same position with S&M; Harry Wholley, also Kenyon & Eckhardt, to merchandising dept., and Janet A. Gilbert, Harold Cabot & Co., Boston, named media buyer.

ney Arnold Grant.

Messrs. Stolkin and Burke are listed among new owners of KOIN and KOIN-FM Portland and KJR Seattle [B•T, Aug. 18] and reportedly supplied major money for their purchase from Marshall Field for \$1,500,000.

Potential new owners reported concerned primarily with backlog of RKO-controlled movies for TV distribution rather than production of feature films. They plan TV production unit in Hollywood. It is understood there has been talk with DuMont and NBC-TV regarding backlog.

for more AT DEADLINE turn page



(Continued from page 5)

### COLUMBIA PACIFIC ADOPTS RATE-DISCOUNT REVISION

NEW rate and discount structure for Columbia Pacific Radio Network scheduled to go into operation Sept. 21, conforming in general to pattern set by CBS Radio Network.

New structure includes "slight increase in daytime costs for most advertisers and decrease through discounts in nighttime costs." William D. Shaw, general manager of CPN and KNX Hollywood, announced Friday station hour discounts are retained rather than annual dollar volume discounts. Fifty-two week consecutive weeks discount remains at 12½%. Present advertisers will be protected against any increase in costs for six months from effective date of new rate and discount structure, Mr. Shaw said.

### FOLSOM TO EUROPE

FRANK B. FOLSOM, RCA president, was to fly Saturday to Europe for business trip. He expects to cover most of continent, visit Near East and return in late October. He follows by fortnight trip to Europe made by RCA Board Chairman David Sarnoff. He does not plan to cover same ground, however.

### WFMJ-TV PLEA DENIED

WFMJ-TV Youngstown, Ohio, denied petition for waiver of TV temporary processing procedure in Friday ruling by FCC. Station asked waiver so it could file for change of CP from Channel 73 to 21 [B•T, Sept. 1]. FCC also denied petition challenging legality of rule and dismissed application which had been tendered for filing.

### WANNAMAKER HEADS WBIG

ALLEN WANNAMAKER, onetime announcer of WBIG Greensboro, N. C., and now general manager of WGTM Wilson, N. C., named general manager of WBIG, Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard Broadcasting Co., announced Friday. Jefferson Standard has supervised operation of WBIG for parent insurance company since Sept. 15. Mr. Wannamaker succeeds Gilbert Hutchison, who resigned. Pending his assumption of position Oct. 1, Larry Walker, vice president and assistant general manager of Jefferson Standard in Charlotte, will continue to supervise operations.

### DENY FIELD HEARINGS

CITING LIMITED funds for holding hearings in field, FCC Friday denied requests of applicants in TV hearings at Tampa-St. Petersburg, Fla., Denver and Portland, Ore., to move proceedings from Washington to those cities. Commission said it cannot switch hearing to field "except upon the strongest showing by the parties involved that a particular hearing should be transferred."

## In this Issue—

FCC Comr. Robert F. Jones quits to join Arthur W. Scharfeld's Washington law firm. William P. Massing, assistant secretary of Commission, may succeed to vacancy. *Page 23.*

FIRST commercial uhf TV station goes on air in Portland, Ore. Uhf premiere is months ahead of expectations and probably will do much to arouse interest in uhf. *Page 25.*

FCC calls halt to processing of all competitive applications for same TV channels. It's a measure to push non-competitive grants through. *Page 65.*

DESPITE late start, eight advertisers are trying to whip fall broadcasting plans into shape. *Page 23.*

FCC raises new policy question which could mean life or death to some existing TV stations and some that are proposed. If signals of commonly-owned TV stations overlap, under channel changes required in Sixth Report, duopoly may be invoked. *Page 65.*

CBS is 25 years old. Special articles tracing the network's history begin on *Page 44.*

HOW an independent automotive chain built a booming business by radio advertising. A success story told at the NARTB District 12 meeting. *Page 40.*

ABC and NBC think their affiliates will approve new radio rate and discount structures which will make those networks competitive with CBS Radio. *Page 26.*

THEATRE Owners of America vow to fight government anti-trust suit to compel sale of 16mm feature films to TV. They're also urged to become TV operators themselves. *Page 27.*

HOUSE subcommittee investigating radio-TV morals gets facts from industry representatives. Hearings resume this week in New York. *Page 28.*

LAST week's TV grants and applications begin on *Page 66.*

STANDARD Radio says that anyone who buys its radio library doesn't have to worry about mechanical rights fees. Standard will indemnify any purchase if suits arise. *Page 25.*

## Upcoming

Sept. 22: ABC-TV meets with advisory committee, ABC headquarters, N. Y.

Sept. 22-25: National Electronics Distributors Assn. convention, Atlantic City, N. J.

Sept. 28-30: Adv. Fed. of America, 10th district meeting, Mayo Hotel, Tulsa.

Sept. 29: ABC Western Div. radio affiliates annual fall meeting, Beverly Hills Hotel, Hollywood.

Sept. 29: Tall Tower meeting, FCC, Room 2230.

(Other Upcomings, page 36)

casters' interest, said Mr. Sterling in paying tribute to him. President himself walked in on one recent meeting held at White House executive offices.

FIRST name heard and just as quickly dispelled on appointment of successor to Robert F. Jones on FCC was Chan Gurney, Republican member of Civil Aeronautics Board, former Senator from South Dakota and one time owner-manager of WNAX Yankton. While admitting that he has deep affection for radio Mr. Gurney told BROADCASTING • TELECASTING Friday that there is much to occupy him at CAB and that "for the moment" he isn't interested in change.

ABC OFFICIALS reported station acceptance of its proposed new rate and discount structure progressing "splendidly" with about 35% of total 253 "pay" affiliates having returned signed contract amendments by late Friday which was latest date network had asked them to get signed forms into mails. At NBC, which has 180 "pay" affiliates, it was reported acceptances of that network's new plan had already passed 80% mark (early story page 26).

REPORT, current in New York Friday, that Allis-Chalmers Mfg. Co. had signed to sponsor full 90-minute weekly *Omnibus* (Ford Foundation supershow to start Nov. 9 on CBS-TV Sun., 4:30-6 p.m.) could not be immediately confirmed. CBS-TV spokesman said 28 companies "very interested" in program's sponsorship. Problem is selection of sponsor best suited to program.

THEATRE operators, stung by TV and fretting over upcoming influx of video competitors pinning high hopes on closed-circuit color TV network featuring Broadway productions. They're quietly raising fund to finance active role in FCC theatre TV hearings and have elaborate data ready.

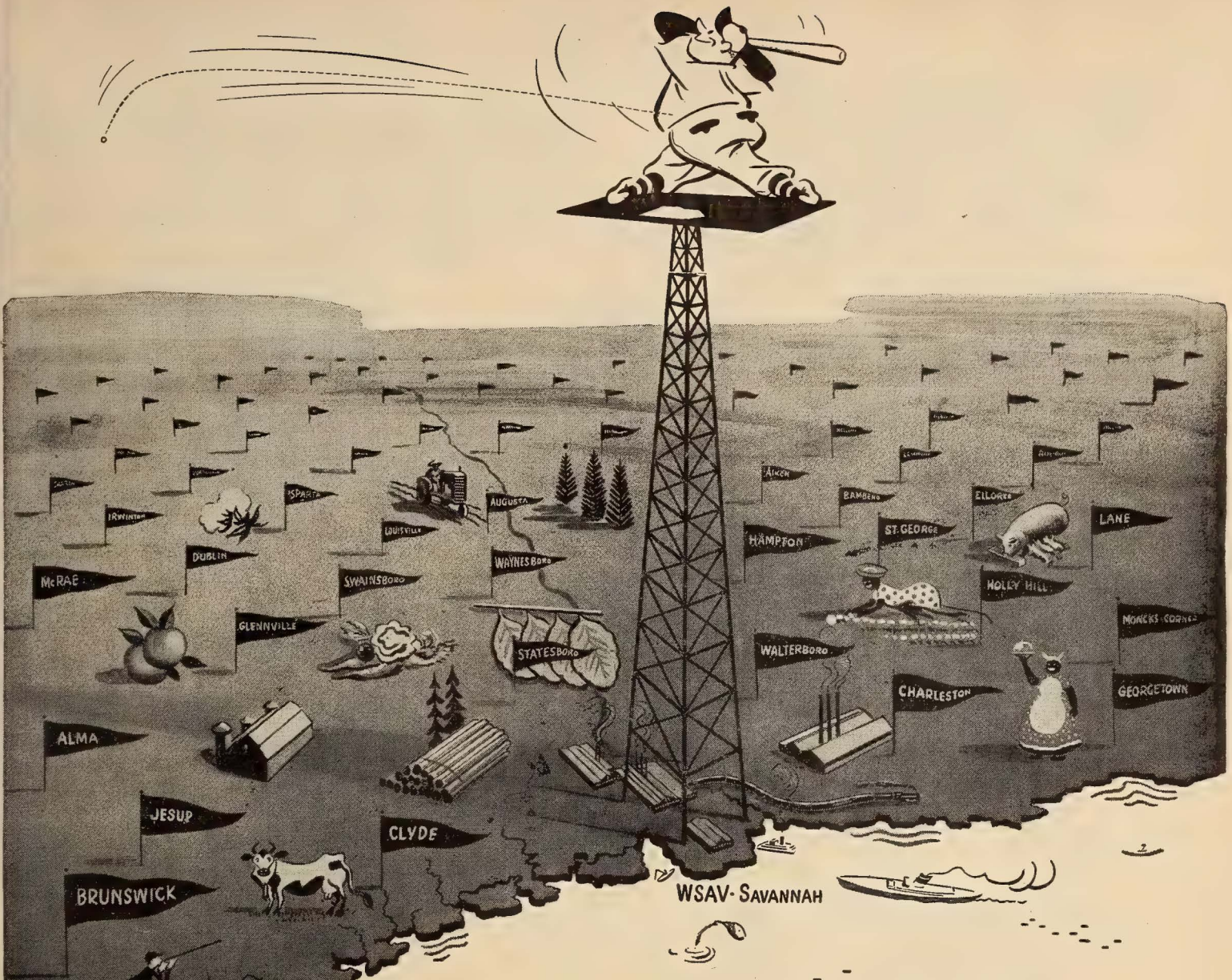
FRESH from her trip to Southwest and West Coast, Comr. Frieda B. Hennock last Tuesday regaled her fellow Commissioners with stories of her TV educational conquests. Several Commissioners were constrained to leave meeting. She reported on conferences with numerous educational and philanthropic groups and predicted more stations would be underwritten than originally thought and that number of broadcasters were prevailed upon to donate considerable equipment to noncommercial educational applicants in those areas.

THOSE 500-odd TV sets which RCA rushed into Portland area for advent of KPTV (TV) all were factory adapted with two-channel uhf tuners as special service for country's first uhf market. RCA Victor officials felt it was essential first commercial uhf receivers be as bug-less as possible. Company's sales and service departments plan to watch Portland like hawks during next few weeks.

### WBRY PETITION

IN INTEREST "of bringing television service to Waterbury [Conn.] as soon as possible," WBRY that city petitioned FCC Friday to dismiss its bid for uhf Channel 53 in order that competitive application of WATR Waterbury can be promptly approved. WBRY earlier in week petitioned Commission to allocate additional uhf Channel 83 to city, indicated it will seek that channel (see story, page 65).

for more AT DEADLINE see page 102



# Half a Billion is Big League, Brother!

And that's what the entire Savannah Seaboard Market is—\$557,206,000 in retail sales. To reach it, to sell all the million plus people in 79 counties in three states, you need a big league medium.

That's what WSAV is—top medium in this big league market. With WSAV at 630 KC you reach 3½ times more people, 4 times more area. And you reach it with the station that sells best because it serves best. Ask for proof!

It's **630**  in Savannah

# WSAV

630 kc.  
5,000 watts  
Full Time



REPRESENTED BY



SOUTHEASTERN REPRESENTATIVE:  
HARRY E. CUMMINGS

# YOU NEED THE 17<sup>th</sup> STATE\* TO WIN!



Yes, you should surely include the tremendous WGY coverage area in making your "candidate's" campaign plans.

WGY is a "must" market area for you and your sponsor. Covering 53 counties in Eastern Upstate New York and Western New England for the past 30 years, WGY is the top station in the area.

Not confined to a single city, WGY blankets 22 cities with a population of 10,000 or more.

Just look at this market data!

Compared to the major metropolitan centers in the nation and based on figures in the 1952 Survey of Buying Power, the WGY area is exceeded only by New York and

Chicago in population, total retail sales and food sales!

The WGY area ranks 4th in Furniture-Household, Drug and Automotive Sales and 5th in General Merchandise Sales when compared to the major cities of the country.

Containing large rural and urban populations, the 17th State\* represents a true cross section of the country. Make sure your sponsor scores plenty of votes for his product in the form of sales by including the 17th State\* in your campaign plans.

## YOU CAN COVER THE 17<sup>th</sup> STATE\* WITH ONLY ONE STATION

\*The WGY coverage area is so named because its effective buying income exceeds that of 32 of the nation's States.

# WGY

Studios in  
SCHENECTADY, N. Y.

Represented  
Nationally  
by  
HENRY I. CHRISTAL

## BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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### WASHINGTON HEADQUARTERS

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EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Berlyn, Assignment Editor; Lawrence Christopher, Technical Editor. STAFF: Harold Hopkins, John H. Kearney, Patricia Kieley, John Osborn, Keith Trantow. EDITORIAL ASSISTANTS: Evelyn Boore, Kathryn Ann Fisher, Pat Nickens, Blanche M. Seward, Wanda Speights; Gladys L. Hall, Secretary to the Publisher.

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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.

### SUBSCRIPTION INFORMATION

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 send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

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

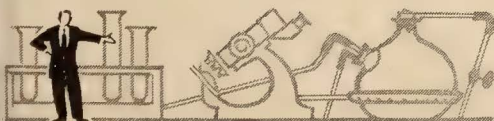
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BROADCASTING • Telecasting



## JUST WHAT GOOD ARE PROFITS ?

During the last 20 years a great many uncomplimentary things have been said about profits. Left Wing propaganda has been so successful that many honest Americans were actually beginning to wonder if maybe there wasn't something evil about profits after all. But the answer is plain if we understand one of the most important functions of profits in our economy. It is simply this:



**The chance for profit** constantly encourages the development of new and improved products. Because of the competition for profits, every business strives to put out better and more use-

ful products, with greater efficiency, at lower prices. (At Union Oil, for example, we're spending \$10,000 per day on research—and our competitors work just as hard as we do on product improvement.)

**Because** of this essential function of profit the American people have better products in greater abundance than the people of any other country. As a consequence, we enjoy the highest standard of living the world has ever known.

**It's not hard to see,** then, why the profit motive must be preserved. Yet present tax policies and government controls are discouraging production by destroying the profit motive. And without this incentive we Americans cannot

possibly show the progress in the future that we have shown in the past.



## 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

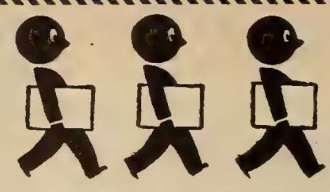


**TWO TOP  
CBS RADIO STATIONS  
TWO BIG  
SOUTHWEST MARKETS  
ONE LOW  
COMBINATION RATE**

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

**JOHN BLAIR & CO.**



agency

**D**AVID HALE HALPERN, vice president in charge of radio and television for Owen & Chappell Inc., N. Y. [B•T, Sept. 15], to Bingham Co., that city, as account supervisor on Jacob Ruppert Brewery.

**PAUL L. BRADLEY**, manager, Executive Research Inc., N. Y. (public relations), to Grant Adv. Inc., Hollywood, as West Coast vice president and manager. He succeeds **PATRICK E. O'ROURKE**, to Hixson Jorgensen Inc., L. A., as account executive. **COLETTE BURNS**, assistant to editor, NBC radio *Richfield Reporter*, to latter agency as copywriter.



on all accounts

**R**OBERT N. AYLIN, president, Aylin Adv. Agency, Houston, apparently has always wanted to be an advertising man.

Even back in his high school days, in Little Rock, Ark., he began learning about the advertising business. Today he is still learning, although there are those who would say: "He knows his business."

At the U. of Missouri and at Tulane U., Mr. Aylin combined schooling with practical experience in advertising and selling. He wrote newspaper articles, sold magazines door-to-door and did research and copy work for Young & Rubicam.

Following his graduation with a B.A. degree in journalism from Tulane, Mr. Aylin decided to equip himself still further by seeing something of the world. Aboard a freighter, he traveled to Portugal, Spain and France.

Back in the U. S. after a few months, Mr. Aylin began selling want ads door-to-door for the New Orleans *Times-Picayune*. He later became a copywriter for Fitzgerald Adv. Agency of New Orleans.

Moving to Houston, he became advertising manager for the *Gulf Coast Lumberman*, a lumber industry trade journal. Within six years, he had become vice president of that publication.

Then came World War II and the Coast Guard. Mr. Aylin served as senior watch officer on the *USS General W. H. Gordon*, which saw duty as a troop transport in both the Atlantic and Pacific. Mr. Aylin left the service a full lieutenant. A book he wrote, *USS General W. H. Gordon*, is highly-regarded by the Coast Guard.

At the war's end, Mr. Aylin

opened his own ad agency—a one man operation with three much prized accounts. That was six years ago. Now there are 12 employees, servicing 36 accounts.

Through daily staff meetings Mr. Aylin thoroughly familiarized himself with every account and gives advice, when needed.

In its six years of operation, estimates that his agency has produced 570 TV spots, created 3,200 radio and video programs and

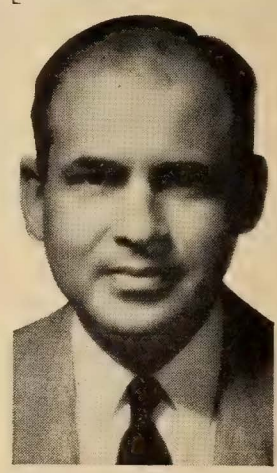
placed more than 23,500 radio spots. Enough ad copy has been written by the agency to fill 34 full-length novels. At this year, Mr. Aylin adds with a note of pride, his TV Department created the first animated cartoon for television to be produced in Houston.

Mr. Aylin is member of the Houston Advertising Club, the National Industrialist Advertiser's Assn., the Houston Sales Executives, Houston Country and the

Briar Clubs. Also he is a vestryman of his Episcopal church and is active in civic affairs. He has served as president and as director of the Houston Chapter of the Southwestern Assn. of Advertising Agencies.

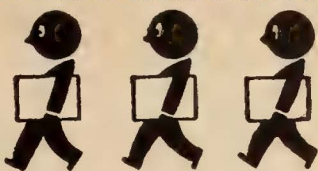
A native of St. Louis, Mr. Aylin was born Aug. 1, 1913. In 1939, he married the former Betty Wellborn of Alvin, Tex. They have three children: Robert Jr., 11; Betsy, and Martha, 5.

In retrospect, Mr. Aylin is glad that he knew what he wanted to do early in life. That way, he was able to begin learning early about his chosen vocation. He learned much on his way to the top. Now that his own agency is firmly established, Mr. Aylin wants to continue learning.



Mr. AYLIN

# beat



**EBRAND H. NIEWENHOUS Jr.**, account executive, BBDO, Pittsburgh, to Sullivan, Stauffer, Colwell & Bayles, N. Y., in executive capacity.

**MIL MOGUL Co.**, N. Y., relocates in larger quarters at 250 W. 57th. New personnel includes: **LESTER J. MALLETS**, account executive, Harry B. Cohen, named business manager of radio-TV staff; **NAT B. (SENBERG)**, TV producer-director, Al Paul Lefton Co., appointed supervisor of creative programming. **FLORENCE KATZ**, Mogul radio mebuyer, named radio-TV timebuyer and **MARVIN SCHLAFKE** promoted to production supervisor.

**ERNARD LONDON**, sports and special events director, CBS, to Kuder Agency television department, N. Y., as producer of General Motors-NCAA *Television Game of the Week*.

**UNTER & SCOTT Inc.**, Hollywood, has been dissolved. **MILT SCOTT** now heads **M. B. SCOTT & Assoc.**, 1540 N. Highland Ave. **BILL UNTER** heads **HUNTER Adv.**, 1552 N. Highland Ave. **ALLEN ROSS**, producer, WOR New York, and **DON OTIS**, Hollywood free lance disc jockey, to former as media director and account executive, respectively.

**OGART KARLAW**, copy chief, Biow Co., N. Y., has resigned.

**JOHN F. McMANUS**, advertising manager, Thayer Inc., Gardner, Mass., to Zimmer, Keller & Calvert Inc., Detroit, as account manager.

**WILLIAM ROSS HOWARD**, account executive, Ruthrauff & Ryan, Hollywood, resigned.

**EDWARD E. KEELER**, president of Western Adv., L. A., elected first vice president and program chairman of Southern Calif. Adv. Agencies Assn. He succeeds **EARL TAGGART**, resigned, who has left agency field.

**RUSSELL H. NAGLE**, vice president-merchandising director, Erwin, Wasey & Co. Ltd., L. A., resigned.

**BILL BROWN**, Young & Rubicam Inc., N. Y., supervisor for Singer Sewing Machine Co.'s *Four Star Playhouse* on CBS-TV, transfers to Hollywood office. Others transferred there are **JOE SCIBETTA**, agency producer for General Electric on NBC-TV *I Married Joan*; **JOHN (RIEDKIN)**, publicity director for latter program, and **BARBARA (EMARAY)**, copywriter for General Foods on CBS-TV *Our Miss Brooks*.

**HESSIE GALBRAITH**, regional director, Foote, Cone & Belding Inc., Mexico City, to Los Angeles office as account executive.

**JOSE ROBERTO LEME**, radio-TV production staff of United Nations, to radio-TV staff of J. Walter Thompson's Sao Paulo, Brazil, office.

**WILES HACK**, radio-TV commercial writer, Erwin, Wasey & Co. Ltd., L. A., promoted to commercial supervisor on Carnation Co. (evaporated milk) account.

**MOROTHY NICKERSON**, art and production department, Foote, Cone & Belding Inc., Chicago, to Mogge-Privett Inc., L. A., as production supervisor. She replaces **JOE FERNANDEZ**, resigned to open own art and production service, L. A.

**JOHN S. COERNE**, advertising manager, Capitol Records, L. A., to Elwood J. Robinson & Co., that city, as creative director.

**EROME M. COWLE**, Erwin, Wasey & Co., N. Y., to Anderson & Cairns, that city, as member of copy staff.

**GEORGE ELWERS**, Chicago regional editor and later machinery editor, Iron Age magazine, to publicity staff, G. M. Basford Co., N. Y.

**FACTOR-BREYER Inc.**, L. A., moves to 607 S. Hobart Blvd. Telephone 8-Dunkirk 8-8111.

**FOOTE, CONE & BELDING Inc.**, L. A., moves to 900 Wilshire Blvd. Telephone is Madison 9-3611.

BROADCASTING • Telecasting



**LADIES' MAN**  
par excellence  
**IN BUFFALO**  
... especially at lunchtime

Every day is ladies' day for personable Ed Dinsmore, head man of WBEN's popular Luncheon Club, Monday through Friday afternoons from 12:30 to 1:00. Ed's musical potpourri of old tunes and new tunes, spiced with celebrity interviews, and topped off with interesting bits of Western New York miscellany, make for an unusually popular noon-time show.

Ed has a (selling) way with the ladies, and how they love it! When Dinsmore dines 'em . . . sponsors sell 'em . . . and *everybody's* happy! If you're yearning for an introduction to Western New York housewives, WBEN's Ed Dinsmore will be happy to do the honors . . . and the selling!

# WBEN

NBC BASIC

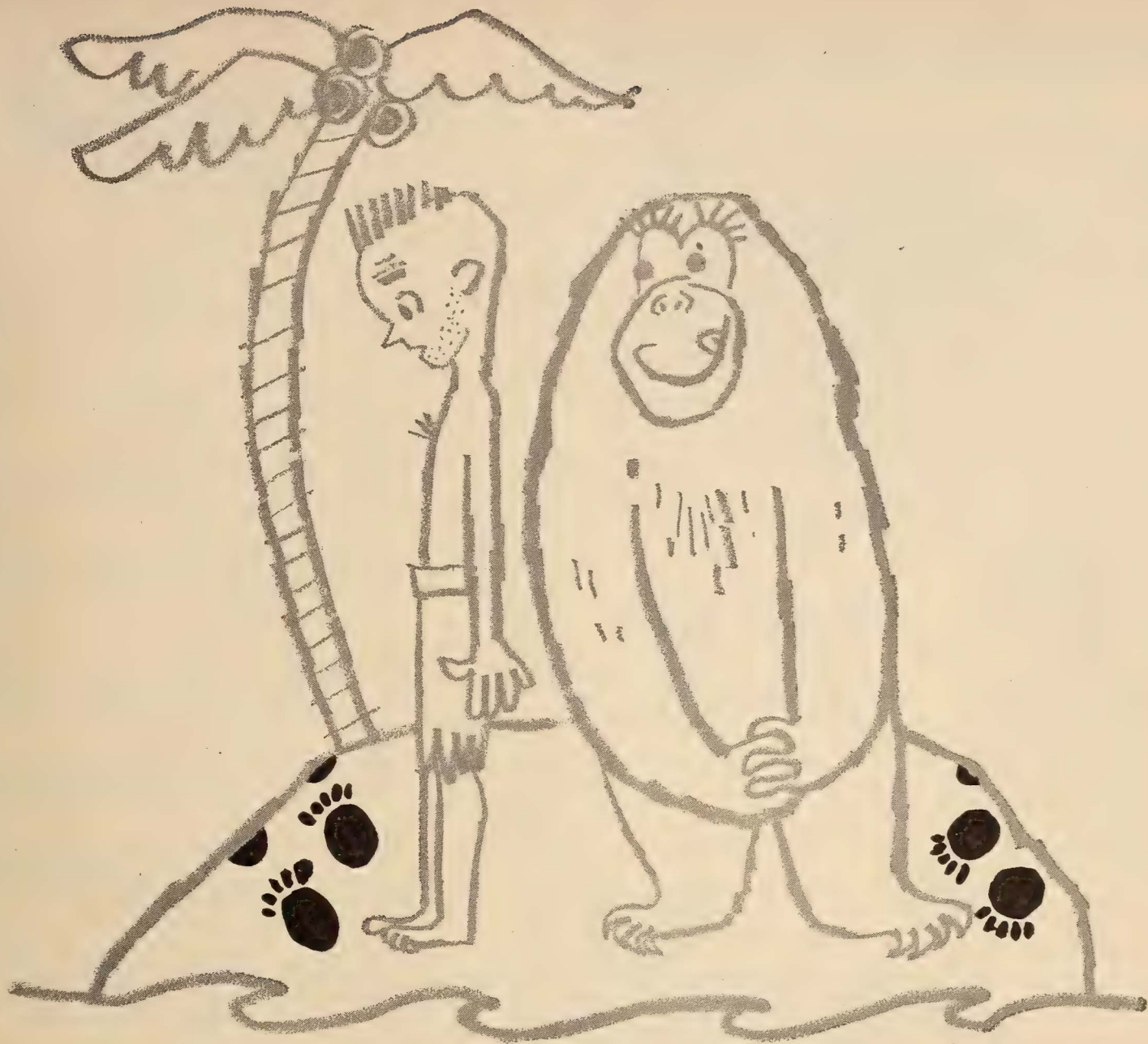
BUFFALO

The Henry I. Christal Co. — National Representatives



**SOME SPOTS ARE BETTER THAN**

*For the best spot, at the right time, at the right place*



## OTHERS

Specifically, the ten NBC Spot Sales markets account for:

43% of U. S. Population	45% of U. S. Drug Sales
48% of U. S. Retail Sales	42% of U. S. Automobile Sales
49% of U. S. Food Sales	50% of U. S. Effective Buying Income

Just think—one phone call, one contact can put your sales messages in the richest two handfuls of markets in the country. These ten trading areas equal the effective buying power of all other U. S. markets combined.

(Source: Sales Management 1952)



### SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco  
Los Angeles Denver Charlotte\* Atlanta\*

\*Bomar Lowrance Associates

representing  
RADIO STATIONS:

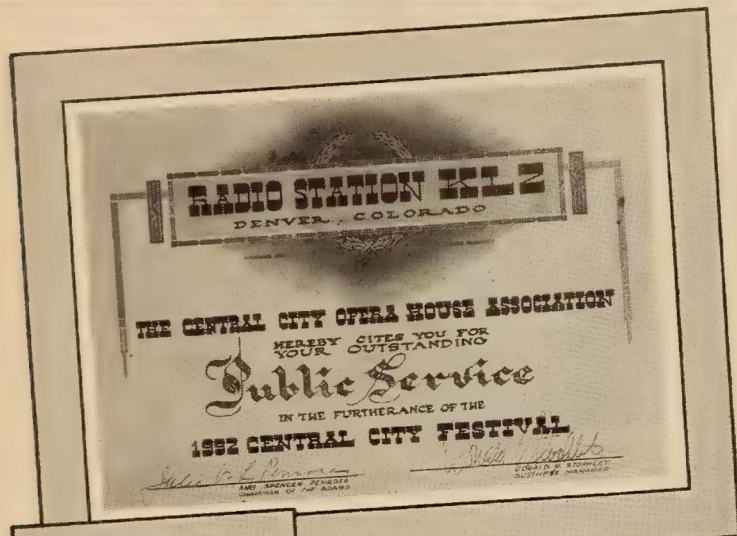


KNBC	San Francisco
WTAM	Cleveland
KOA	Denver
WRC	Washington
WNBC	New York
WMAQ	Chicago

representing  
TELEVISION STATIONS:



KNBH	Los Angeles
WPTZ	Philadelphia
WBZ-TV	Boston
WNBK	Cleveland
WNBW	Washington
WRGB	Schenectady-Albany-Troy
WNDT	New York
WNBQ	Chicago



KLZ Manager Hugh Terry (left), receives a certificate of appreciation awarded the station for outstanding public service in aiding the 1952 Central City Opera Festival, presented by the Honorable Maple T. Harl, Chairman of the Federal Deposit Insurance Corporation.

## Tops In Public Service

—wherever  
the need  
may arise!

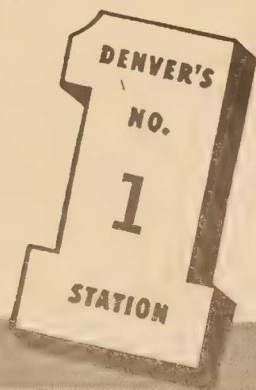
Not content with serving only the organizations within its own community, KLZ carries its public service activities throughout the entire Rocky Mountain area.

Wherever and whenever Denver's first station can be of service to the people, KLZ is there.

This recognition from one of Colorado's famous mountain towns is further support of KLZ's local and national reputation for outstanding public service broadcasting.

# KLZ

5000 WATTS - 560 KC  
CBS RADIO



REPRESENTED NATIONALLY BY THE KATZ AGENCY

## new business



### Spot . . .

**SQUIRE DINGEE Co.**, Chicago (Ma Brown pickles, preserves), using radio for first time to sponsor *Hopalong Cassidy*, radio transcribed series in 14 major midwest markets, starting Oct. 4. Agency: L. W. Ramsey Co., Chicago.

**INTERNATIONAL SHOE Co.**, St. Louis, sponsor of *Kids and Company*, DuMont TV Network, Sat., 11:30-12 noon EDT extending program coverage to WKY-TV Oklahoma City; WDAF-TV Kansas and WOW-TV Omaha. Agency: D'Arcy Adv. Co., St. Louis.

**MINARD'S LINIMENT Co. Ltd.**, Yarmouth, N. S., has started spot announcements on number of Canadian, English and French language stations. Agency: McKim Adv. Ltd., Toronto.

**CANADIAN CANNERS (WESTERN) Ltd.**, Vancouver (canned foods), will start spot announcement campaign on western Canadian stations in October. Agency: James Lovick Ltd., Vancouver.

### Network . . .

**TONI Co.**, Chicago, (Prom Home Permanent and White Rain shampoo), to sponsor *Fun for All*, starring Arlene Francis and Bill Cullen, on CBS Radio starting Sept. 27, Sat., 1-1:30 p.m. EDT. Agency: Weiss & Geller, N. Y.

**ARMSTRONG CORK Co.**, Lancaster, Pa., renewed *Armstrong Theatre of the Air* over CBS Radio, Sat., 12 noon-12:30 p.m., effective Sept. 20, for 52 weeks. Agency: BBDO, N. Y.

**CANADA DRY GINGER ALE Inc.**, N. Y., sponsoring film version of newspaper strip, *Terry and the Pirates*, on DuMont TV Network's WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh alternate Tues., 7:30-8 p.m. EST, beginning Nov. 25, for 26 weeks over 52-week period. Agency: J. M. Mathes Inc., N. Y.

**ROMAN MEAL Co.**, Tacoma (muffin mix, hot cereal), starts five minute participations in news broadcasts of Chet Huntley, thrice weekly, and Bob Garred, twice weekly, on ABC radio, for 13 weeks from Sept. 29. Agency: Guild, Bascom & Bonfigli Inc., S. F.

**MILES LABS.**, Elkhart, Ind. (Alka Seltzer and One-A-Day Brand tablets), renews CBS Radio's *Curt Massey Time*, Mon.-Fri., 5:45-6 p.m. EDT and *Hilltop House*, Mon.-Fri., 3-3:15 p.m. EDT, both for 52 weeks effective next Monday. Agency: Geoffrey Wade Adv., Chicago.

### Agency Appointments . . .

**PAGE MILK Co.**, Pittsburgh, appoints Wasser, Kay & Phillips, same city, for introductory advertising campaign for Slim, non-fattening milk product. Radio will be used.

**BUSCH CREDIT JEWELRY Co.**, N. Y., appoints Hilton & Riggio Inc., same city, for radio-TV advertising. **LOUIS MEISEL** is account executive.

**EISENHOWER-NIXON COMMITTEE FOR SOUTHERN CALIFORNIA**, L. A., appoints Elwood J. Robinson & Co., that city. Radio-TV is being used.

**LELAND ELECTRIC Co.**, Dayton, Ohio, appoints Fletcher D. Richards Inc., N. Y.

### Adpeople . . .

**SEYMOUR MINTZ**, advertising director, Admiral Corp., Chicago, elected vice president in charge of advertising.

**MACK KEHOE**, public relations director, Greater Milwaukee Committee, to Miller Brewing Co., same city, as head of publicity and community relations. **GALE BRENNAN**, Miller's merchandising staff, now heads brewery's publications. Both report to **VERNON S. MULLEN Jr.**, director of advertising.

# Seniority Counts

**WWJ, world's oldest radio station,  
celebrates its 32nd Anniversary**

**Naturally**, WWJ is proud of its seniority status in the nation and its own market—Detroit. The wealth of experience acquired through the years continually serves as the guiding influence for WWJ's pioneering and aggressive programming. This spirit has built for WWJ a loyal audience that responds enthusiastically to the sales appeals of WWJ advertisers.

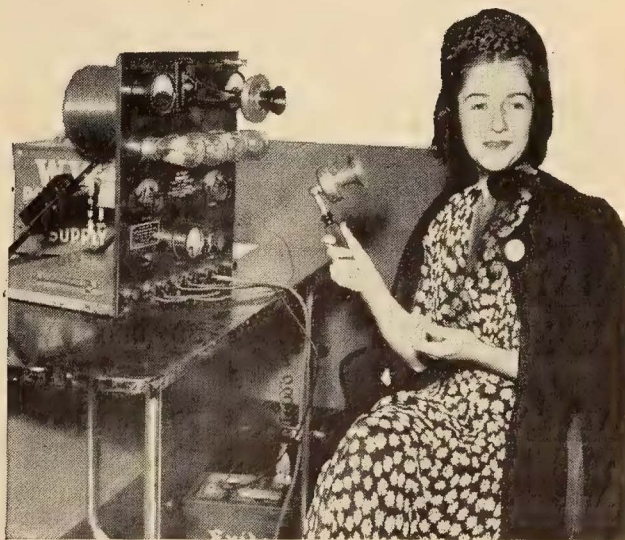
## W W J

### (NATIONAL FIRSTS)

**FIRST** radio station, August 20, 1920  
**FIRST** election returns, August 31, 1920  
**FIRST** radio dancing party, September 4, 1920  
**FIRST** fight results, September 6, 1920  
**FIRST** vocal concert, September 23, 1920  
**FIRST** World Series scores, October 5, 1920  
**FIRST** church chimes, December, 1921  
**FIRST** symphony concert, February 10, 1922  
**FIRST** radio orchestra, May 28, 1922  
**FIRST** radio wedding, June 18, 1922

### (MICHIGAN FIRSTS)

**FIRST** eyewitness football game, October 25, 1924 (Mich.-Wisconsin)  
**FIRST** eyewitness baseball game, April 19, 1927 (Detroit-Cleveland)  
**FIRST** eyewitness boat races, August 2, 1924 (Gold Cup)  
**FIRST** Michigan FM station, May 9, 1941



*Dorothy Gish at the microphone of the original DeForest transmitter used by WWJ in 1920.*

THE WORLD'S FIRST RADIO STATION  
Owned and Operated by THE DETROIT NEWS



AM—950 KILOCYCLES—5000 WATTS  
FM—CHANNEL 246—97.1 MEGACYCLES

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

## Agency Recognition

EDITOR:

[The 1952 MARKETBOOK] . . . strikes me as a fine job, and I know it will help us out immensely.

Harry Parnas  
Media Director  
Cecil & Presbrey  
New York

\* \* \*

## Population Report

EDITOR:

This office has been asked by Mr. [Earl L.] Boyles, general manager of WNAV Annapolis, Md., to report to you the correct population of Annapolis.

In a check with the City Clerk, the official population of Annapolis on Jan. 12, 1951, was 25,104.

In April of 1950 the city of Annapolis annexed the suburbs and a recount of the 1950 population was asked. The request was granted and on Jan. 12, 1951, the official population was given to the city. . .

John J. McWilliams  
Executive Secretary  
Annapolis and Anne Arundel  
County Chamber of Commerce  
Annapolis, Md.

[EDITOR'S NOTE: The 1952 BROADCASTING • TELECASTING MARKETBOOK used the 1950 U. S. Census figure for Annapolis as for all other population listings. It would have been inconsistent to use later figures for Annapolis and not for other localities where population has increased since the 1950 Census was made.]

## open mike



## Vest-Pocket Bible

EDITOR:

That miniature edition of BROADCASTING • TELECASTING entitled "TV Goes Nationwide" is the handiest bible of its kind that I have ever seen. Within 30 days, I'll wager that my copy will be dog-eared and dirty. But it will have served a very useful purpose.

Please accept my personal congratulations on your journalistic enterprise.

Lewis H. Avery  
President  
Avery-Knodel Inc.  
New York

\* \* \*

## Missing Watts

EDITOR:

B•T has just low rated us by 292,500 watts.

WMIT radiating 325,000 watts from the highest point in Eastern United States might have appeared unbelievable to the editor who so kindly mentioned our after-hours hurricane service (page 74, Sept. 15 issue).

WMIT has been called "the

world's most powerful station" (in terms of interference-free coverage) and those 325 radiated kw are making sense to our sponsors. So could we please have them back?

Wallace E. Stone  
General Manager  
WMIT (FM)  
Clingman's Peak, N. C.

[EDITOR'S NOTE: Not an unbelieving editor but a stray decimal point was responsible for the error. The 292,500 w are herewith restored with apologies.]

\* \* \*

## Kill The Umpire

EDITOR:

. . . A serious protest is brewing in the sales, promotion and other departments of WLS against the tactics of Station Manager Glenn Q. Snyder.

The said Snyder appointed himself umpire and final and complete arbiter of a softball game played last Friday between the men and women of *Prairie Farmer*-WLS. He was heard to say in swift succession: "Batter up, ball one, two, three, four, take your walk" before

the male team's pitcher had even thrown the ball. On occasions when the men were at bat, he is reported to have called a man out for merely stepping to the plate, bat in hand . . .

It is further alleged that the said umpire stepped out from behind the screen long enough to catch a foul fly ball hit by a male batter, and then and there called the man batter out.

We felt your publication would wish to know of this possible trouble brewing in an old, established radio station.

John C. Drake  
An innocent bystander  
WLS Chicago

[EDITOR'S NOTE: Glenn Q. (for Queerulous) Snyder, comes naturally by his umpiring talents. He used to be a rhubarb grower in Nebraska.]

\* \* \*

## Available

EDITOR:

Mr. [Julian M.] Kaufman's article, "Tips on TV Operation in City of Medium Size," [B•T, Sept. 8] reveals comprehensively the problems that each new TV station will meet some day.

However, there is one salvation to the problems of [finding] experienced personnel. Why is it that stations are not aware of the few good television production schools in this country? Why is it that the capable directors, cam-

(Continued on page 20)



## TO COVER LONG ISLAND YOU NEED WHLI

### THE BIG BOOMING NASSAU COUNTY MARKET

POPULATION	830,000	103% increase since 1940
NET INCOME	Total \$1,607,000,000	Greater than 15 States
	per family \$ 7,791	Ranks 2nd among U. S. Counties
RETAIL SALES	\$ 794,860,000	Greater than 12 States
Food Store sales	\$ 246,000,000	Ranks 16th among U. S. Counties
Auto Store sales	\$ 134,850,000	Ranks 25th among U. S. Counties
Household, etc., sales	\$ 45,629,000	Ranks 19th among U. S. Counties
PASSENGER CAR REGISTRATIONS (MAY 1952)	260,863 cars	(1.3 cars per family)

ONE STATION . . . WHLI . . . WITH STRONG LOCAL PROGRAMMING DELIVERS MORE LISTENERS DURING THE DAY IN THE MAJOR LONG ISLAND MARKET, AND AT A LOWER COST PER THOUSAND THAN ANY NETWORK STATION OR MORE THAN ALL OTHERS COMBINED!

#### DATA SOURCES:

Sales Management Survey of Buying Power, May 1952  
Conlan Study of Listening Habits, Feb. 1952

REPRESENTED BY RAMBEAU

# WHLI

AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.  
PAUL GODOFSKY, President

the voice of  
Long Island

# "Top Spot"

in Wisconsin SPORTS Broadcasting\*



- MARQUETTE UNIVERSITY FOOTBALL *Exclusive!*
- MILWAUKEE BREWERS BASEBALL *Exclusive!*
- MILWAUKEE HAWKS BASKETBALL *Exclusive!*
- WISCONSIN UNIVERSITY BASKETBALL *Exclusive!*

**NOW**

... exclusive in Milwaukee **All-**

## GREEN BAY PACKER FOOTBALL GAMES!

• This year thirty-eight Wisconsin, Michigan, Minnesota and Iowa radio stations chose for their home town audiences the exclusive play-by-play reports of the Green Bay Packer Football games originated by WEMP's Earl Gillespie.

These alert station managers know that their listeners will applaud the fresh vigorous exuberant style which has projected WEMP to the top in

Wisconsin sports broadcasting.

Just another reason why WEMP is your best *round-the-clock* Milwaukee radio buy. Dollar-wise, statistics show you get 2½ times more audience on WEMP than any Milwaukee network station.

Get the facts before you buy . . . call, write or wire collect your nearest Headley-Reed office or WEMP, Milwaukee 3, Wisconsin.

\*Sorry, none of these sports broadcasts are for sale. All are sponsored by Miller Brewing Co., brewers of Miller High Life Beer, except the University of Wisconsin Basketball games which was renewed again this year by Loewi and Co., Wisconsin Investment securities firm. All adjacencies are sold, too.

**COMPLETE COVERAGE—ALL  
MAJOR MILWAUKEE AND  
WISCONSIN SPORTS . . .**

# WEMP

**AM-FM** 24 HRS. • MUSIC • NEWS • SPORTS  
1340 K. C. • MILWAUKEE

# Triple-Threat Sales Force

Now Available

With its new afternoon "Pattern for Pleasure," WRC offers three good reasons for the advertiser to include Washington's first radio station on his fall spot schedule. These two hours of live entertainment, Monday through Friday, feature three of Washington's most popular air personalities.



**NANCY  
OSGOOD**

12:15-12:45 p.m.

... News and interviews, for and about women. ...



**BILL  
HERSON**

12:45-1:45 p.m.

... Recorded and live music by WRC's well-known morning man. ...



**GENE  
ARCHER**

1:45-2:15 p.m.

... Washington's favorite baritone, accompanied by the Cliff Quartet. ...

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



PRIMING for another edition of 'Meat Magic' are (l to r) Mr. Levy, Miss Martin, Mr. Chaney and Jack Burke, of WBAL-TV's sales staff.

\* \* \*

A FIVE-MINUTE participation on WBAL-TV Baltimore's Mollie Martin's *Feminine Fair* has produced results which the sponsor himself describes as phenomenal.

The brief segment — entitled "Meat Magic" — is sponsored by Edward A. Levy, president, Eddie's Super Markets Inc.

Once a week, Pat Chaney, representing the food chain, appears on Mollie Martin's program and demonstrates the most efficient, practical method to cut up any given

piece of meat. One week it's ham, another week turkey or lamb.

Supplementing the on-the-air demonstration, a meat cutting chart is prepared for each program and may be obtained by viewers simply by writing Mollie Martin.

Commenting on the sales impact, Mr. Levy told Mollie Martin, "Even though our show is only a five minute presentation, taking place once a week, the results have been phenomenal.

"We have received many letters from enthusiastic housewives commending us on the educational values passed along to them through 'Meat Magic.'

"Recent sales promotions featuring meat and poultry items featured on 'Meat Magic' have shown increases up to 150%. This surpasses by far any other promotions heretofore recorded in our organization.

"Eddie's Super Markets are extremely elated with the results and reactions received through the presentation of 'Meat Magic' as a part of *Feminine Fair* and are of the opinion that the results will be even greater in the weeks to come."



## strictly business

PETER M. ROBECK, general manager of Consolidated Television Sales, Los Angeles and New York, doesn't claim to be a master-mind, but he is firmly convinced "live" television programming is in danger of pricing itself out of existence.

It's his belief the real future of TV programming lies in top-notch films, sold and distributed at the local or regional level.

Mr. Robeck finds advertisers becoming increasingly "economy minded" and "double-checking to make sure that every cent of their advertising dollar is put to the best possible use."

"The day is past when a national advertiser is willing to buy television or radio time in cities where he has no sales problem or distribution of product," Mr. Robeck says. "This he must frequently do when buying a 'live' network production.

"On the other hand, local and regional sponsors, particularly those whose product has a national competitor, have come to realize that in order to buck the competition, they must advertise in as effective, if not more



Mr. ROBECK

... TV future in films?

so, manner than the competition."

Mr. Robeck believes a filmed syndicated TV program supplies the answer in all cases and maintains that the trend in the past few years has been in that direction, because:

"It offers the national advertiser (Continued on page 42)

# CLEVELAND WSRS

"The Family Station"

CLEVELAND'S  
ONLY  
NEWS STATION  
ON THE AIR  
24 Hours daily  
'round the clock

# WSRS

● "The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

# WSRS

LOCAL NEWS  
EVERY SIXTY  
MINUTES ON  
THE HALF HOUR  
'ROUND THE  
CLOCK

On the air  
24 hours daily

"The Family Station"

# WSRS

CLEVELAND

NAT'L REP. FOR JOE & CO.



## A MONTHLY REPORT TO EDITORS

*Highlighting Significant Facts about Bituminous Coal*

### **COAL INDUSTRY ACHIEVES SAFEST MONTH ON RECORD.**

The U. S. Bureau of Mines recently announced that a new all-time safety mark has been established by America's coal industry. The month of May, 1952, saw fewer fatalities than any previous month on record. From January to July, 1952, the coal industry's effective safety program has bettered the safety mark by 11.5% over the same period of a year ago.

### **NEW U.S. ATOM PLANT MAY USE EIGHT MILLION TONS OF COAL A YEAR.**

The Atomic Energy Commission has selected a site near Portsmouth, Ohio, for a new 1.2-billion-dollar gaseous diffusion plant to make explosive Uranium 235. The plant will have twice the capacity of the Oak Ridge (Tenn.) installation. Several huge generating stations will be built to serve the new atom plant. It is estimated that it will take eight million tons of coal a year to supply the needed electric power.

### **COAL MAY BE MAJOR POWER SOURCE IN EXPANDING TITANIUM PRODUCTION.**

Titanium has suddenly become a vital metal, especially to the nation's jet aircraft program. Its properties of lightness and extreme toughness make it especially suitable to replace aluminum—which softens at the extreme temperatures caused by air friction at supersonic speeds. But at the present, there is not nearly enough titanium. The yearly production is only about 1,400 pounds. To expand titanium production, a plan is being considered that requires great amounts of electric power. If this plan is put into effect, additional huge tonnages of coal will be required by the electric utilities to meet this new demand.

### **COAL DERIVATIVES PLAY LEADING ROLE IN GROWING CHEMICAL INDUSTRY.**

Expansion plans for the nation's chemical industry represent production goals four to five times larger than would be undertaken in normal times . . . so says Dr. George Holbrook, head of the National Production Authority's chemical division. By the beginning of 1955, America's capacity to produce certain chemicals vital to defense is expected to be 50% greater than it was in January of 1951. Coal is a basic source of many of these chemicals, and, as this expansion program continues, coal will become increasingly important as one of the nation's vital raw materials of industrial chemistry.

### **BITUMINOUS COAL INSTITUTE**

A Department of National Coal Association  
320 Southern Building, Washington, D. C.

*If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.*

## Open Mike

(Continued from page 16)

eramen, producers, writers and other technical experts who are now, or have been graduated from these highly versatile production schools are overlooked? . . .

That is one more sad commentary on the "Big Freeze"—those who had the talent and experience to direct, create and produce were stopped cold because there was no place for them to go. That is why thousands who had fresh ability to produce shows have bided their time until now, or have gone on to other fields of endeavor. I haven't made up my mind yet.

Raymond Maurine  
Former Writer  
WTAC Flint, Mich.

\* \* \*

## All in The Head

EDITOR:

The FCC has rules that prevent

the broadcasting of an unlicensed radio station, but do they cover such things as license when it comes to "mental" communication?

Our "Lady in Blue," Anne Lawrence, received the following in a letter from a fan: "... there is something I can't wait to ask you. Would it be all right for me to communicate with you mentally? Would you permit my kissing you mentally? . . .

Perhaps we should ask the Commission for permission?

Bernard M. Dabney Jr.  
WBGE Atlanta, Ga.

\* \* \*

## Cancer Drive

EDITOR:

On Sept. 1 you ran a story on page 81 regarding the radio-television contribution to the D. C. Cancer Crusade. I think this was

a wonderful job, but as chairman of the public relations committee of the San Diego Cancer Society drive, I am particularly proud of what San Diego radio and television did. We contributed 3,202 radio and television spot announcements and special programs. This included a half-hour tumor clinic, using honest-to-goodness patients and honest-to-goodness doctors; the first of its kind ever presented on television, we are told.

Howard Chernoff  
General Manager  
KFMB San Diego, Calif.

\* \* \*

## Why Help Competition?

EDITOR:

Although I am not acquainted with Frank McIntyre of KLIJ [Twin Falls, Ida.], his reaction to BAB suggestion that stations use newspaper space strikes me as a good one [OPEN MIKE, Sept. 15].

I enjoy good, clean competition

with the Niagara Falls *Evening Review*. Some people are critical that they don't print radio listings, but I respect and admire them. However, I have no cause to spend money with them. As far as Niagara Falls is concerned, we have ample promotion facilities of our own. . . .

B. Howard Bedford  
President  
CHVC Niagara Falls, Ont.

\* \* \*

## Wrong Killer

EDITOR:

Your story on the Stow, Mass., tax on TV sets [B•T, Sept. 15] states that the Pennsylvania Liquor Board tax on TV taverns was "killed by a state court."

Not so. The Pennsylvania Supreme Court upheld the tax. The legislature repealed it.

John W. Willis  
Washington, D. C.

\* \* \*

## Money's Worth

EDITOR:

After several months of subscribing to BROADCASTING • TELECASTING, I feel confident that I have not been away from the radio-TV industry since my entry into the United States Air Force. Your magazine has done a wonderful service to radio men everywhere. All the latest developments are reported with a factual basis, the editorials are thought provoking and generally, being away from actual radio-TV work is made easier by your terrific publication. Best seven bucks I ever spent.

Louis M. Sirota  
664th AC&W Squadron  
Bellefontaine, Ohio

\* \* \*

## Palsy Walsy

EDITOR:

As one of the industry may be permitted to air my favorite gripe. It is directed to the disc jockey who, when referring to a band leader, musician or vocalist insists on calling them by their first names, as if he was on real intimate terms with the party.

I am particularly referring to the all night jocks, the gabby kind or the kind that conduct interviews etc. This type usually chatters 30 minutes before and after each three minute record. . . .

George R. Turpin  
George R. Turpin & Assoc.  
Fort Worth

## KRNT Donation

KRNT-AM-FM Des Moines has donated its old FM tower and antenna to the Des Moines public schools system for use by Technical High School which operates KDPS (FM) Des Moines. KRNT is now using its new 709-ft. downtown tower for FM broadcasting

## THE COMPLETE ADVERTISING PLAN . . .

*"As Advertised on WGN"*

► Now available to manufacturers  
of products sold in grocery stores

An agreement with IGA and their 1,369 stores in WGN's 25%-100% 1949 BMB Coverage Area offers qualifying advertisers top merchandising assistance—including newspaper advertising and point of purchase displays.

Get the most out of your advertising—contact your WGN representative for details as to how you can participate in the COMPLETE ADVERTISING PLAN — *"As Advertised on WGN."*

A Clear Channel Station . . .  
Serving the Middle West

MBS

**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. P. Hollingbery Co.

Advertising Solicitors for All Other Cities

Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street  
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street

# Do You Like Our Kind Of Life ...

## OR THIS?



*"While few realize it, the future of our kind of life is involved in the kind of communications policies we have. All over the world, the avenues of communications are in the hands of the state. Only in the United States do we have a free, privately owned system. We want to keep it that way."*

— An official statement  
by Senator Ernest W. McFarland, Chairman  
Senate Communications Subcommittee,  
Senate Interstate and Foreign Commerce  
Committee, and Majority Leader.

**T**ODAY, America has the largest, most modern and most efficient independent telegraph system on earth—Western Union. It is still "free, private." It can be "kept that way"—by your support.

And it is to your own interest to keep it that way. Why? Because the *first step* of dictators is to get control of public thought and action by *seizing the communications systems*.

There is no danger that America's great telegraph system will fall prey to state ownership so long as it

remains useful to the public, dynamic in growth and profitable to its thousands of private owners—most of them small, thrifty shareholders who believe in the American Way—the "free enterprise" way.

**Western Union** in the past seven years *alone* has invested over \$100,000,000 of *private* capital in new mechanized equipment. This step has greatly improved the speed, accuracy and dependability of telegraphic communications in America. More than 40,000 highly trained, courteous Western Union workers are ready to serve you in thousands of Western Union offices throughout the country.

## ***WESTERN UNION***

**NORTH CAROLINA is  
the South's No. 1 STATE**

# *North Carolina's Number ONE SALESMAN*

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

**WPTF**  
also  
WPTF  
FM

**50,000 WATTS • 680 KC.**

**NBC AFFILIATE FOR RALEIGH-DURHAM  
AND EASTERN NORTH CAROLINA**



**FREE & PETERS, NATIONAL REPRESENTATIVE**

**R. H. MASON, GENERAL MANAGER  
GUS YOUNGSTADT, SALES MANAGER**

# JONES RESIGNS FCC

ROBERT F. JONES, militant minority member of the FCC, last Friday tendered his resignation to President Truman to return to private practice of law. He will join the law firm of Arthur W. Scharfeld in Washington.

A name that arose spontaneously in the wake of Mr. Jones' resignation was that of William P. Massing, assistant secretary of the Commission and a staff executive for two decades. Until the recent staff reorganization he had headed the License Division of the full Commission. He is a graduate accountant.

Mr. Massing is a native of Indiana and a Democrat. His appointment, it is thought, would be generally applauded. Because of his long stewardship with the FCC and its predecessor, Federal Radio Commission, he is one of the best-known officials in government. He has made many friends and no known enemies.

It was learned that Mr. Massing's name is before President Truman—having reached his desk almost coincident with Mr. Jones' resignation last Friday. Whether Mr. Massing—a career official—would accept the appointment if proffered, could not be ascertained. Although only 58, he is already eligible for retirement at his option. As a Commissioner he would continue to retain civil service status for retirement purposes.

Terminating five years as a member of the FCC, Mr. Jones will become a partner of the law firm. Mr. Scharfeld, president of the Federal Communications Bar Assn., announced that the firm name will be changed to Scharfeld, Jones and Baron. Theodore Baron, former FCC attorney, has been with the firm since 1948.

Formal word of Mr. Jones' resignation came following a visit Friday morning to the White House at which time he presented his resignation to President Truman. His letter of resignation follows:

I hereby tender my resignation as a member of the Federal Communications Commission effective immediately.

I want to thank you again for the opportunity which you gave me to serve on this important commission of the federal government. I have found a great deal of pleasure in



WILLIAM P. MASSING

... at informal gathering last week

adding this experience to my years of public service. I am grateful to have participated as a Commissioner in the development of administrative law which is playing so important a part in the everyday life of the American people.

Comr. Jones made a "back door" visit to the White House. Following custom, it is expected that the White House shortly will release



ROBERT F. JONES

... joins law firm

the President's letter accepting the resignation.

He is the first commissioner to resign since the McFarland Act amendments were adopted last July. The Act carries a proviso barring members of the Commission from practice before that agency for a year following termination of tenure, but this provision

does not apply to Comr. Jones since he resigns within a year of enactment of the new proviso. There is a specific exemption in that instance and where a commissioner has served the full term for which he had been appointed.

Comr. Jones, who served 10 years in Congress from the Lima, Ohio, district, several times in the past couple of years has contemplated leaving the Commission to engage in private law practice. He was in the forefront of the color television fight, and was the lone overall dissenter from the Final Television Allocations Report (Sixth Report) which brought about the lifting of the freeze last July.

Although Comr. Jones is one of the three Republican members of the seven-man agency, the President is not necessarily bound to appoint a Republican as his replacement. The law specifies that not more than four members of the Commission shall be of the same political faith. There are now three Democrats (Walker, chairman; Hennock and Bartley); three Republicans (Hyde, vice chairman; Sterling and Mr. Jones) and one Independent, Webster. Hence the

(Continued on page 82)

## LATE FALL STIR Eight Sponsors Seek Time, Shows

By FLORENCE SMALL

LAST WEEK saw a belated stir of behind-the-scenes action, with eight advertisers maneuvering for suitable time and programs to meet starting dates for the fall campaign.

Although talent and program factors are reckonable in some cases, a BROADCASTING • TELECASTING spot check indicates scarcity of acceptable time periods is a major block among five aspirants for network representation. The three others are jockeying for spot availabilities.

Cannon Mills Inc. (Cannon towels), for example, which first sponsored a portion of the *Kate Smith Show* on NBC-TV and then switched to its own TV program, *Give and Take*, until the end of the season, now is seeking another TV show. Client representatives confide, however, that the

issue could be settled if a suitable time slot were opened. The advertiser continues to sponsor *Give and Take* on NBC radio. Young & Rubicam, New York, is the agency.

Falstaff Brewing Corp., St. Louis (Falstaff beer), whose Mutual baseball *Game of the Day* will conclude this month, is considering sponsoring three quarter-hours on the same network with a western-music show.

### Continue Spots

The brewers will continue sponsoring television spots in about 16 markets. It also has just bought *China Smith* to replace *Dangerous Assignment* in seven of these markets with starting dates in September and October. As for the firm's spring baseball plans, renewal will hinge on the major league ball clubs' decision on

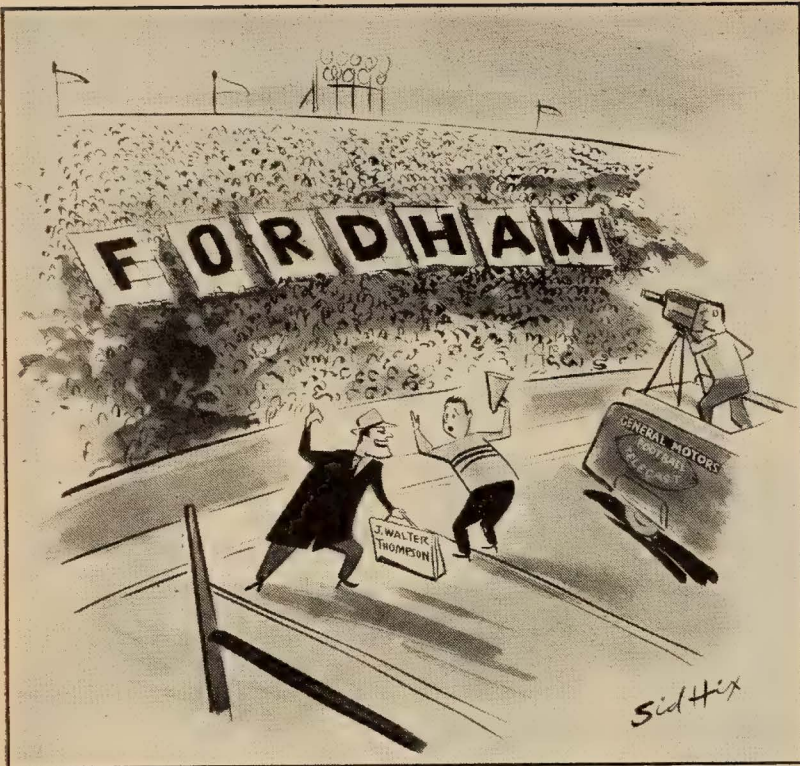
rights. Dancer-Fitzgerald-Sample, New York, handles the account.

General Foods, New York (Jell-O), currently sponsoring a portion of *Today*, morning NBC-TV show, plus heavy local radio, still is negotiating with Bob Hope for a daytime radio show, with a decision expected next month.

Meanwhile, Jell-O, which sponsored *Young Mr. Bobbin* on NBC-TV last season, still is considering another TV show of its own, but no acceptable network time has opened. Young & Rubicam, New York, is the agency.

Pontiac Cars through McManus, John & Adams, Detroit, after considering fight telecasts, has decided to sponsor Herman Hickman in a quarter-hour sports roundup following the NCAA football games Saturdays on NBC-TV. The NCAA games are sponsored by General

(Continued on page 101)



Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's worth \$10 if you'll kill the 'ham'."

## RECRUITING

### Army, Air Force Name D-F-S

EXTENSIVE production facilities of Dancer-Fitzgerald-Sample Inc. will be utilized for radio, TV and other media advertising programs on behalf of Air Force and Army recruiting effective Oct. 1.

The two departments last Monday jointly announced the appointment of the agency to handle their \$1 million recruitment advertising until the end of fiscal 1953.

Dancer - Fitzgerald - Sample consistently has been among the top advertising agencies in domestic billings, including radio and television network expenditures. In 1951 it reported combined radio-TV expenditures of \$968,290 for gross time.

It was one of 22 eligible agencies which competed for the account and one of six finalists whose names were placed before a joint Air Force-Army selection board. Only those organizations—about 90—with annual domestic billings of \$5 million were eligible [B•T, Aug. 18, 4].

#### Present Contract to Oct. 1

It was understood that the other finalists were N. W. Ayer & Son, Ruthrauff & Ryan, Grant Adv. Inc., McCann-Erickson and Calkins-Holden, Carlock, McClintock & Smith. Grant has serviced the account since January 1950. Its present contract expired Oct. 1.

In announcing the appointment, recruiting authorities stressed they felt the choice of D-F-S was not guided, necessarily by determination of "the best agency" but the one they felt could provide the supplies and services best suited to the service account. The agency's New York office will service the program. The contract provides for re-ap-

pointment after next July 1.

An advertising program will be developed in the next few months, with the \$1 million to be obligated early next year. Radio-TV will derive its fair slice of the recruitment melon, as it has in the past, and will be asked to contribute public service time on the side because of the limited funds. Recruiting authorities hope to enlist the support of NARTB and newspaper trade associations as well.

#### Spot Campaign

A series of radio-television spot campaigns have been underway since last spring, as prepared by Grant Advertising, with messages designed to spur aviation cadet enlistments. Congress has practically outlawed lavish expenditures for network shows and otherwise attached recruiting monies. As a result, military officials the past year have called for directionalized drives, with heavy emphasis on spot announcements, mostly radio.

It was held the 83d Congress may be asked to allot more funds early next year in the form of a supplementary appropriation to cover air cadet, WAC and nurse enlistment drives. In general, however, the account is viewed more as a public service prestige-builder than as a profitable one for the agency handling it.

## PROGRESSIVES

### Still Badger Stations

BROADCAST stations continued to be harassed last week by letters from the Progressive Party which threatened FCC reprisals unless it received equal time with the major political parties.

North Carolina broadcasters received a ruling from the State Board of Elections informing them that the Progressive Party "is not a legally qualified political party in this state." The ruling was made in a letter from R. C. Maxwell, executive secretary of the board, to E. J. Gluck, WSOC Charlotte.

WMRY New Orleans informed the party it has not carried acceptance speeches of any candidate and does not intend to do so. Mort Silverman, of WMRY, wrote C. B. Baldwin, secretary and campaign manager of the party, that the station "would appreciate it greatly if you would stop annoying us with your uncalled for communications."

## P&G APPOINTS

### Two to Radio-TV Posts

GAIL SMITH has been named associate manager of Procter & Gamble's advertising production division. He will supervise radio-TV and other media activities, the company announced Thursday. Appointment is effective today (Monday).

Simultaneously, appointment of W. F. Craig as television director of Procter & Gamble Productions Inc., effective today, was announced by P&G. W. M. Ramsey, radio director, continues to handle daytime-nighttime radio programming for the production subsidiary.

## NBC TANDEM PLAN

### Emerson Drug First Client

SIGNING of Emerson Drug Co. as the first participating sponsor of NBC radio's three Tandem Plan programs this fall was announced last Thursday by John K. Herbert, NBC vice president in charge of radio and TV network sales.

To be used by Emerson to promote its Bromo-Seltzer, the three programs are: *Red Skelton Show* (Tues., 8:30-9 p.m.); *Barrie Craig, Confidential Investigator* (Wed., 10-10:30 p.m.); *Judy Canova Show* (Thurs., 10-10:30 p.m.). Agency is Lennen & Mitchell, New York.

## Spanish Programming

USE of Spanish-language radio by 80 national accounts to reach more than three million Mexican-Americans in Arizona, California, New Mexico and Texas was reported last week by National Time Sales, New York, station representative firm specializing in the Spanish-speaking market. Advertisers included Procter & Gamble Co., Colgate - Palmolive - Peet Co., American Tobacco Co., R. J. Reynolds Tobacco Co. and Sterling Drug Co. Inc.

## WBS PROMOTES

### Friedheim, Weis, Lawrence

PROMOTIONS of Robert W. Friedheim, general manager of World Broadcasting System Inc. to vice president Pierre Weis to general manager and Richard Lawrence to sales manager were to be announced yesterday (Sunday) by John L. Sinn, president. Mr. Weis and Mr. Lawrence formerly were sales



Mr. Friedheim

manager and assistant sales manager, respectively.

Mr. Friedheim will coordinate various Ziv activities as manager of the New York office in addition to his duties with World. (Ziv Television Programs and World Broadcasting are subsidiaries of the Frederic W. Ziv Co.)

In his new post, Mr. Friedheim will assume part of the responsibilities formerly handled by Herbert Gordon, who recently was transferred to Hollywood. A veteran of 25 years in radio, Mr. Friedheim joined World in 1948 and was appointed general manager last year. Previously, he had served with NBC 15 years, resigning as director of NBC's Radio-Recording Division to join World.

Mr. Weis, a native of Paris, France, joined World in June 1951 as sales manager. He previously was general manager of Langworth Feature programs. During World War II, Mr. Weis served



Mr. Weis



Mr. Lawrence

with the French army as a lieutenant until France surrendered, then escaped to Africa and made his way to the U. S. He joined the U. S. Army as a private, later becoming a second lieutenant in the Transportation Corps.

Before joining WBS in July 1950, Mr. Lawrence was sales manager and account executive with WVNJ Newark three years. Previously, he worked several years for Davidson-Lawrence, package program producers.

## K-F May Expand

KAISER-FRAZER Dealer Assn., through William H. Weintraub & Co., New York, has sponsored a quarter-hour *Night Editor* in six key eastern cities since Sept. 9 with such favorable response that the firm is considering extension of the one man presentation show in other markets.

By EARL B. ABRAMS  
MONTHS ahead of all expectations, the first commercial uhf TV signal was scheduled to go out into the ether Saturday from KPTV (TV) Portland, Ore.

This also will be the first TV service in that northwest city.

Station put its Channel 27 transmitter on the air within minutes after it received word Thursday that the FCC had granted its request for permission to operate commercially on an interim basis.

KPTV is owned by Empire Coil Co., New Rochelle, N. Y., electronics parts manufacturer. Herbert Mayer is president. Empire Coil



Mr. Mayer

is the licensee of WXEL (TV) Cleveland (which began operation in 1949) and holds a construction permit for a uhf station in Denver.

The company also applied for St. Petersburg-Tampa, Fla., and for San Juan,

P. R. Those applications were withdrawn recently.

Ability to get on the air so quickly—station received its CP July 11—is attributed to the purchase of the 2½-year-old RCA Bridgeport experimental uhf TV station last month [B•T, Sept. 1].

Bridgeport 1-kw station was dismantled Aug. 25, shipped by fast freight and truck to Portland, and reassembled by the same RCA engineers who operated the plant in the East. All parts were coded and a day and night shift of workers aided in its installation which was completed Sept. 11.

Special RCA Victor 21-gain antenna was expressed from Camden Sept. 6, arrived in Portland Sept. 11 and was installed that evening. Two hundred-and-fifty ft. tower was begun Sept. 9 and completed Sept. 11, in time to receive the antenna.

### Claims Viewers' Calls

Although Mr. Mayer admitted that he had no idea of the number of TV sets in Portland capable of picking up his 17.6 kw signal, he said that calls from viewers began to come in last Thursday.

A special BROADCASTING • TELECASTING check of major receiver manufacturers indicated that all were rushing complete TV sets to the Portland market. Most were also sending in uhf strips so that turret tuners could be adapted for the uhf channel.

Only sponsor signed for the KPTV inauguration was RCA, Mr. Mayer acknowledged. He reported that he had "a stack" of requests for time and spot sales, but that as of Thursday he had no idea of schedule or availabilities.

Opening day's gala program was due to begin with a reception and luncheon at Portland's Multnomah Hotel, to be followed by a visit to the city-owned Council Crest Park

site in the western hills of the Columbia River metropolis. First regular program was due to start at 4:30 p.m., with guests viewing the telecasts at the Benson Hotel. Notables were to include state and city officials.

Mr. Mayer was scheduled to lead off the first telecast. He was to be followed by the RCA-sponsored film of the Bridgeport experimental uhf operation. Following the film, KPTV was scheduled to be hooked into the NBC-TV network for *All Star Revue* and *Show of Shows*. First day on the air was due to end at 7:30 p.m.

Regular, full-scale programming is scheduled to begin Oct. 1 with the World Series, Mr. Mayer said. Until then the station will be on a test basis, although programs will be telecast one or two hours each night, he said.

Station is putting an 87 dbu signal over the entire city of Portland, Mr. Mayer reported, with the 1-kw transmitter and 17.6 kw effective radiated power. It is also putting a Grade A signal (74 dbu) into the adjacent cities of Vancouver, Wash.; St. Helens and

Oregon City, Ore.; and a Grade B signal (64 dbu) into Salem, Ore., and Longview, Wash.

KPTV's CP calls for an effective radiated power of 87.9 kw. In his request for the STA, Mr. Mayer reported that delivery of a 5-kw uhf transmitter was not promised until November 1953. He also stated that the visual modulation monitor was promised for February 1953, but that aural modulation monitor and visual and aural frequency monitors were due to be delivered in 30 days.

In his application for the STA, Mr. Mayer stated he intended to operate for an interim period with network feeds and local film shows only, pending completion of studio facilities in downtown Portland at 735 S. W. 20th Place.

AT&T coaxial cable runs from Sacramento to Portland, where TV signals are transposed to microwave facilities for the 150-mile hop to Seattle.

Transmitter is at the north end of Council Crest Park, located in the western hills of Portland. The 14-bay antenna is 1,023 ft. above average terrain and more than

1,300 ft. above sea level.

There has been some talk in Portland of the city erecting a 700-ft. tower at the KPTV site so that all TV stations can be located at that point, but nothing definite has yet taken place.

The site is near the KOIN antenna and field measurements were necessary to insure that no interference would be caused to that station's directional radiation pattern.

### Work Continues

Transmitter went into the shell of the transmitter building when it arrived earlier this month. Work is continuing to finish the cinder-block housing, both structurally and with power and water facilities.

As to uhf TV receivers, most manufacturers were humping to get enough stock in the hands of their distributors and dealers. Only problem seems to be that upsweep in TV sales in recent months has necessitated quotas for all distributors, and set makers are unsure they can get enough sets into Portland to meet demand.

RCA Victor planned to have  
(Continued on page 82)

## SRTS LIBRARY

### Stations Assured on Licenses

ASSURANCE that stations with performing rights licenses may broadcast any transcriptions purchased, as well as leased, from Standard Radio Transcription Services without need to worry about recording licenses (mechanical rights), has been given by Standard to its subscribing stations.

Standard's letter follows one sent Sept. 10 to all stations by Harry Fox, agent and trustee of some 450 music publishers for recording rights. He alleged that stations buying the Standard recordings outright will have to obtain "proper clearance of the mechanical and other rights involved from the owners and publishers thereof" before using these recordings on the air [B•T, Sept. 15].

Standard, which proposes to discontinue its monthly library releases and to sell outright to stations the collection of recordings it has amassed, on Sept. 12 wrote its subscriber stations that its counsel considers Mr. Fox's position "entirely groundless." Furthermore, Standard states, it "will defend any action brought by Mr. Fox or his clients against any radio station resulting from the purchase of our library."

Standard's letter, in full text reads:

"To all our subscribers:

"We understand that you have received a letter from Harry Fox regarding the purchase of our li-

brary transcriptions. Our counsel, Sydney Kaye of Rosenman, Goldmark, Colin & Kaye, advises us that Mr. Fox's position on behalf of his publishers is entirely groundless.

"We, therefore, repeat to you our complete assurance that transcriptions purchased from us may be used by you as long as you have performance licenses. Furthermore, we will defend any action brought by Mr. Fox, or his clients, against any radio station resulting from the purchase of our library."

### Standard's Statement

Asked for an amplification of this message, to explain more fully the legal situation which might not be wholly clear to station operators and other non-legally trained persons, Standard issued the following statement to BROADCASTING • TELECASTING:

"Standard considers wholly unwarranted the implication contained in Mr. Fox's letter to stations dated Sept. 10, that use of transcriptions purchased from Standard will be subject to clearance by stations of mechanical or other rights. It has written to all of its customers agreeing to defend and protect them against any action brought by Mr. Fox or any of his publishers. Standard has no present contract with Mr. Fox. Its expired contract with Mr. Fox specifically reserved to Standard all of its rights under the Copyright Law. Even under the terms of the contract, Stand-

ard's right to sell as well as lease transcriptions to its customers was reserved. The right of Standard to press records in accordance with law is, therefore, beyond question.

"Beyond this, however, it is clear that stations are in no way involved. All that a broadcasting station needs in order to play a transcription is the right publicly to perform for profit the musical compositions embodied in the transcription. Stations have these rights under their contracts with music licensing organizations. The transcriptions which Standard is selling were legally made and are not infringing copies. Even if they were, the U. S. Circuit Court, as recently as May of this year, pointed out that 'one does not infringe a copyright by buying an infringing copy of the work,' and that, though it might be an infringement of copyright to sell certain recordings, it was not an infringement to buy or use them. (*Foreign & Domestic Music Corp. v. Light*). If Mr. Fox has a claim, therefore, which Standard vigorously denies, it is against Standard alone. Standard will not only meet such a claim, if it is made, but it will stand behind and indemnify the purchasers of its transcriptions to the fullest extent.

"Standard is not going out of business, and if Mr. Fox attempts to trouble or coerce any of its customers it will bring Mr. Fox to account by appropriate legal action."

# RATE ACCEPTANCE

**NBC, ABC Confident**

COUNTING returns from their respective affiliates, NBC and ABC appeared confident last week that their new radio rate and discount structures [B•T, Sept. 15, 8] would win station acceptance and thereby put them back into competitive standing with CBS Radio, whose changes went into effect Aug. 25 and which on Friday reported signing of its last two holdouts, WGAR Cleveland and WJR Detroit.

NBC, a week and a convention ahead of ABC in the move to realign costs to advertisers, reported Thursday that it had received signed affiliation contract amendments from more than 75% of its affiliates and assurances from others to indicate acceptance would be virtually 100% complete. There were "no known holdouts," it was said.

## Gets Some Returns

ABC, which put contract riders and letters explaining its plan into the mails to affiliates over the weekend of Sept. 12 (see text of ABC letter below) and outlined it orally to them in a conference call last Monday, was beginning to get scattered returns of signed amendments. Officials were optimistic that, even though ABC departed from NBC and CBS procedure by not holding a convention of affiliates first, acceptances would be substantially complete.

NBC, while not formally announcing a proposed effective date for its change, has been aiming at Sept. 29, and authorities said it would take effect on that date or very shortly thereafter. ABC's target is Oct. 1.

In expecting affiliate approval of their plans, both networks have relied heavily upon the fact of CBS Radio's already having taken the plunge, which they feel makes it essential for them to follow suit to regain "competitive status." Affiliates generally have appeared to accept this line of reasoning.

The same factor is expected to impel Mutual to adopt comparable changes, thus completing the cycle among the four national radio networks. MBS officials said they still were studying the problem last week. They indicated no definitive action may be taken before the network's Sept. 30 board meeting [B•T, Sept. 15].

CBS Radio, meanwhile, came to terms with the last two holdouts on its affiliates list—the Goodwill Stations' WGAR and WJR, which are known to have had unusually favorable arrangements for compensation from the network in the past—after negotiations dating from the day CBS Radio's new plan was given voice approval by affiliates at the rate meeting in Chicago Aug. 12. Both stations, whose present affiliation contracts expire Sept. 30, have renewed.

Their signing was announced in

a joint statement by John F. Patt, president of Goodwill Stations, and Herbert V. Akerberg, CBS Radio vice president in charge of station relations. They said: "We have reached an entirely satisfactory arrangement and both stations have renewed their affiliations, which makes it 100% among CBS Radio affiliates."

It was understood the renewals were on an 11-month basis, in order to give both sides time for further negotiations toward regular renewals.

With some variances, the CBS Radio, NBC and ABC plans all follow the same pattern. Principal changes include: An average 25% reduction (through increased discounts rather than rate slashes) in the cost of evening time; increases in Monday-through-Friday daytime rates (with smaller increases in the actual cost to the advertiser in these segments); and 14 to 15% cutbacks in the network's compensation to affiliates.

CBS Radio also made reductions to put its Saturday and Sunday morning and afternoon rates on a uniform basis, while ABC proposed a cut in Saturday morning and Sunday afternoon time costs to achieve competitive status with the other networks.

Both CBS Radio and NBC plans involve 11.1% increases in Mon.-Fri. daytime rates to restore their 10% cuts of July 1951. But both are increasing discounts for these periods, so that the actual cost to advertisers will be up about 5.5%, morning and afternoon, in the case of CBS Radio and, in the case of NBC, by about 4%, morning only, with no change in afternoon time. ABC, which achieved the 1951 cutback by adjusting discounts rather than rates, is boosting Mon.-Fri. daytime rates 5% above the pre-1951 level but revising discounts so that only the morning costs will go up.

Unlike CBS Radio, both NBC and ABC came up with extensions of their respective "contiguous

rate" plans, making it possible for a daytime advertiser, say, to get contiguous rate benefits on a program which he sponsors at night. In NBC's plan, however, the advertiser must sponsor a quarter-hour strip to get contiguous-rate credit for a program in the opposite portion of the broadcast day; under ABC's "vertical contiguity" plan, the programs need only be broadcast on the same day.

Programs of less than 15 minutes duration will not be eligible for contiguous rates under either the NBC or the ABC proposal. This represents a departure from ABC's present policy since five-minute strips in any part of the broadcast day will no longer qualify for contiguous rates (present advertisers are excepted: Three Betty Crocker strips sponsored by General Mills, and Philco's five-minute evening strip).

ABC also pointed out that its present "horizontal contiguity" policy for evening periods—special benefits to advertisers buying at least 60 minutes of evening time in segments of at least 15 minutes each—will be continued. The network said Gulf Oil had renewed its John Daly program, originally placed as a summer show, "on a regular basis directly as a result of this policy."

## ABC Annual Meets

While ABC decided against holding a convention of affiliates to explain the proposed changes to them—to a great extent, it was said, because officials felt the stations realized the moves by NBC and CBS made a comparable ABC move almost mandatory—the network's annual regional meetings with affiliates start shortly (first is Sept. 29). The new structure is expected to get a large spot on those agendas. Nevertheless, ABC asked its affiliates to put their signed contract revisions into the mail no later than last Friday.

First of the regional meetings is scheduled in Hollywood next Monday, when ABC President Rob-

## STORER EXPLAINS Committee Resignation

GEORGE B. STORER, president of Storer Broadcasting Co. and chairman of the CBS Radio Affiliates Committee, informed committee members last week that he had been forced to resign because of illness and an enforced leave of absence from all business activities.

Mr. Storer has taken a leading role in discussions between CBS affiliates and the network over radio rate procedure and has been credited with effective leadership in the negotiations.

Expressing gratitude to committee members for their cooperation in the proceedings, Mr. Storer said he has regained some degree of hearing following his illness but was forced to remain inactive for a time.

Some weeks ago he suffered a hemorrhage in the inner ear, attributed to nerve strain and overwork. About 25% of his hearing has returned, it is understood. The ear condition was not caused by flying in a non-pressurized plane, as originally reported, according to Mr. Storer's office.

ert E. Kintner and other top officials will meet with executives from Pacific and Mountain States affiliates. Slated to accompany President Kintner are Ernest Lee Jahncke Jr., vice president and assistant to the president; Charles T. Ayres, vice president for the radio network, and Alfred R. Beckman, national director of the radio and TV station relations departments.

Additionally, James Connolly, vice president for the San Francisco Div., and William Phillipson, director of the Western Div., are expected to be on hand, along with Ted Oberfelder, director of owned radio stations, who has been conferring with Western Div. authorities for the past month.

Second regional meeting is slated for Oct. 15 in New York, and the third is tentatively set for Oct. 22, in Chicago. Three others will follow, to be held in Dallas, New Orleans, and probably Pinehurst, N. C., on dates not yet fixed.

## FULL TEXT OF ABC LETTER TO AFFILIATES ON RATES

TEXT of letter sent by ABC, signed by Lee Jahncke, vice president and assistant to the president, to the network's radio affiliates explaining proposed rate and discount changes [B•T, Sept. 15; also see above]:

On Aug. 25, 1952, the Columbia Broadcasting System made adjustments in the rates of the CBS Radio Network which resulted in a reduction in costs to advertisers for evening time averaging about 25% and increases in the morning hours averaging about 5%. The overall effect was a reduction in revenue which necessitated a reduction in CBS station compensation of 15%.

The National Broadcasting Co. has just announced changes in the rate structure of its radio network of a comparable nature. It is understood that these changes will be made effective prior to Oct. 1, 1952. The necessary reduction in NBC station compensation will be 14%.

Over the past several months ABC has made an exhaustive study of radio rates. We have concluded that the present relationship of day and night rates is improper and we believe that rates are already below their proper value. In spite of these studies, the action of our two major competitors has forced us to the reluctant conclusion that we must take similar action in order to maintain

our competitive position. With regret, we must seek your approval to make the rate changes effective Oct. 1, 1952, which are hereafter described.

The ABC plan will result in decreases to advertisers averaging about 25% in the evening and increases averaging about 5% in the morning. We propose to maintain the same net cost to advertisers in the afternoon. On Saturday mornings we propose a decrease to maintain a competitive position with CBS. On Sunday afternoon we propose decreases to effect a competitive position with the other three networks, which we

(Continued on page 101)

# TOA FORMS BATTLE LINES

## To Fight 16mm Film Anti-Trust Suit

By J. FRANK BEATTY

OPERATORS of 10,000 U. S. theatres wound up a week-long convention in Washington determined to fight the government's anti-trust suit designed to compel sale of 16mm movies to TV stations.

They left the convention city with an eloquent plea still ringing in their ears—a plea by Mitchell Wolfson, operating WTVJ (TV) Miami and the Wometco theatre chain, that they apply for TV stations [see list of theatre TV owners, CP holders and applicants, B•T, Sept. 15].

Mr. Wolfson is retiring president of the exhibitors' trade association, Theatre Owners of America.

These theatre operators, openly resentful over TV's impact on the box office, spent much of last week working on ways to build up attendance. One method—theatre television—is still in the trial-and-error stage but Mr. Wolfson predicted it is "just around the corner."

Obviously caught off balance by the Dept. of Justice 16mm suit, TOA members limited their convention action to stormy criticism of the department and resentment over what they call the year's big mystery: Who inspired the suit?

TOA was notified by the Dept. of Justice that it will have a chance to state its case prior to entry of any consent decree. Survey of the TOA membership on its intervention procedure will start at once, Herman M. Levy, TOA general counsel, said Thursday. He reminded that consent decrees "are not overnight matters."

Eric Johnston, president of Motion Picture Assn. of America, addressing the Thursday banquet, predicted "a marriage of motion



RETIRING president of Theatre Owners of America, Mitchell Wolfson (Wometco Theatres, WTVJ (TV) Miami), greeted at TOA reception (l to r): Louis Wolfson, Media Adv. Agency, Miami; William P. Massing, FCC; William Graham, WPTR Albany, N. Y., and Schine Theatres; Judge Justin Miller, NARTB board chairman; President Wolfson, Marcus Cohn, Cohn & Marks, special TOA counsel.

pictures and electronics."

"We are going to use television to sell pictures in the theatres," he said. "Some are already starting to do so with remarkable success. When this selling job is done intelligently, it can produce happy days at the boxoffice."

Mr. Johnston flatly told exhibitors the producing industry will make films for television. He claimed TV programs "will be predominantly on films, no matter who makes them. If we don't make them somebody else will. It's as simple as that. The constantly increasing market for films for television will provide an additional source of income for producers that will enable Hollywood to make even better pictures for theatrical exhibition."

Although he didn't discount TV as a competitive medium, Mr. Johnston called it "an evident falsehood" to predict TV will put motion pictures out of business. He said newspapers, radio, baseball and prize fights have been affected.

The recent Supreme Court censorship decision "was an important victory," he said, promising a continuing fight in legislatures and courts to eliminate censorship. Re-

ferring to the rash of litigation and government suits, he scoffed at those who see a "conspiracy" every time two or more people get together.

The new TOA president, Alfred Starr of Nashville, asked this question: "Why this insistence on films for television that have been made for the express purpose of exhibition in theatres? Why does not the television industry make its own films especially for telecasting, shorter films and special films made for a special medium?"

Mr. Starr called TV "just one more popular device for mass communication" and predicted the time will come when 2,000 or more TV stations, press, theatres, and radio work at their jobs "in harmony, all prospering mightily." Their sole enemy, he added, "will be that man or that force which attempts to harass or to shackle freedom of expression or freedom of speech." He cited the recent Supreme Court decision holding motion pictures to be within the free press and free speech guaranty of the First Amendment.

In an informal and unscheduled address Wednesday, Mr. Wolfson reviewed progress in theatre TV

equipment. He said the Eidophor system of color TV for theatres, promoted by 20th Century-Fox, needed about a year of experimentation before it would be ready.

At that point he predicted that 20th Century-Fox would come up with a theatre TV program service when its Eidophor system is perfected.

In urging theatre operators to get TV stations he said, "I believe motion picture exhibitors can contribute much to television by participating as TV broadcasters. Many operators already have decided to apply. Not all will qualify because of competitive applications, but I think you'll see many theatre exhibitors operating TV stations."

"The American public and the FCC will find you trustworthy of this responsibility for you have been in the front during every public service in your community and will respond to an opportunity to provide the finest type of TV broadcast service. I hope the time is not far off when many of you join United Paramount, Wometco and other TV station operators."

### TOA to Brief FCC

Marcus Cohn, of Cohn & Marks, special counsel to TOA for theatre TV, said the association is planning active participation in FCC theatre TV hearings starting Oct. 20. These cover technical and accounting phases. A thorough exhibit has been prepared, based on extensive preparation, he said. En banc hearings start Jan. 12.

The problem of censorship of theatre TV arose during the general discussion of the subject. Mark Chartrand, Wometco Theatres, suggested telecasts of Broadway productions to theatres might offend audiences around the country where moral standards are higher. It was pointed out that neither NARTB TV nor motion picture codes would apply to such theatre telecasts.

Robert O'Brien, United Paramount Theatres, speaking as chairman of the TOA Theatre Television

(Continued on page 38)

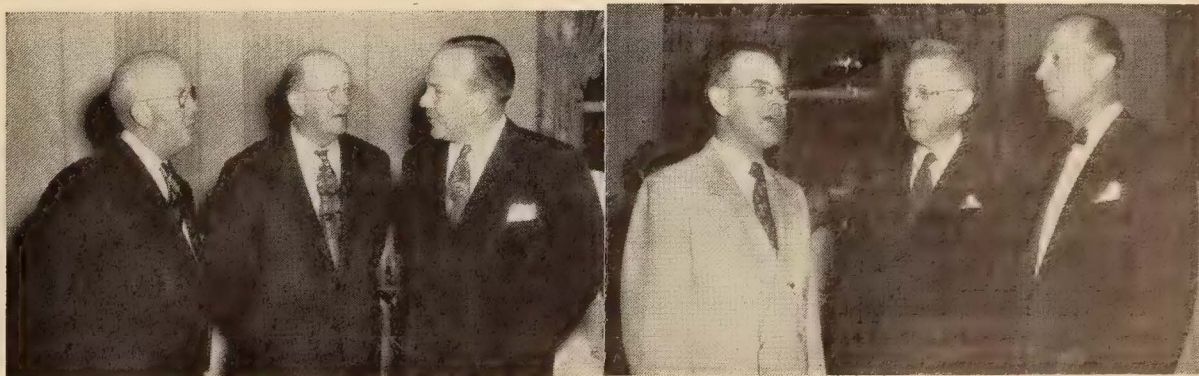
## TOA PRESIDENT

### Starr Succeeds Wolfson

ALFRED STARR of Nashville, was named president of Theatre Owners of America last week at TOA's Washington convention. He succeeds Mitchell Wolfson, WTVJ (TV) and Wometco Theatres, Miami.

Other officers elected were Walter Reade Jr., New Jersey, executive vice president and chairman of executive committee; E. D. Martin of Georgia, Patrick McGee of Colorado, John Rowley of Texas, Roy Cooper of California, and Myron Blank of Iowa, vice presidents; S. H. Fabian, New York, treasurer; Albert M. Pickus, Connecticut, secretary; Charles P. Skouras, re-elected board chairman; Mr. Wolfson and M. A. Lightman Sr., named finance committee co-chairmen; Herman M. Levy, named general counsel.

No successor was elected for Gael Sullivan, executive director, who resigned. Other officers will absorb duties, including Mr. Levy, and Dick Pitts, public relations chief.



BROADCASTERS represented at Theatre Owners convention reception included (left photo, l to r): Earl S. Gammons, CBS Washington; FCC Chairman Paul Walker; Loyd C. Sigmon, KMPC Los Angeles. Right, Stuart L. Bailey, Jansky & Bailey; FCC Comr. Edward M. Webster; John J. Laux, WSTV Steubenville.

# WHO'S RESPONSIBLE? 'Morals' Group Asks

WHO is ultimately responsible for radio and TV programs? The sponsor, the advertising agency, the producer, the network or the local broadcaster?

The House Commerce subcommittee, investigating "immoral and offensive" programs [B•T, June 9 et seq.], seemed to be seeking answers to these questions, as it resumed hearings last week in Washington.

## Networks Heard

Committee, under the chairmanship of Rep. Oren Harris (D-Ark.), heard NARTB and ABC, MBS and DuMont network witnesses explain the working of the TV Code and how network continuity acceptance departments operate.

Hearings resume tomorrow and Wednesday in Room 1305, Federal Bldg., Foley Square in New York City. Scheduled to be heard are CBS-TV President Jack Van Volkenburg, NBC Vice President Charles R. Denny Jr. and National Television Film Council's Melvin Gold. An MBS official also is due

to explain Mutual's policy on programs.

The committee, however, is hoping additional witnesses from advertising agencies, sponsors and program producers will volunteer testimony.

In a statement to reporters after the close of last week's hearing, Rep. Harris said:

"Agencies and others are invited to appear. It would be very helpful if they would come before the committee without being requested."

Mr. Harris said he thought agencies and sponsors are as "deeply involved" in the probe as networks and stations.

In questioning one witness, Mr. Harris observed: "Could there be a cartel relationship between the producer, the sponsor, the network and the local broadcaster? . . . At the least, there is a real close relationship among them."

At another point, he declared that the main question confronting the committee was the extent of the licensees' responsibility in their dealings with sponsors, networks and agencies.

He added: "To what extent has someone else moved in and taken over the responsibility of the licensee?"

Witnesses' testimony, emphasizing that the local broadcaster has the final authority in deciding what goes out over the air in his community, obviously did not satisfy Mr. Harris or other members of the committee present.

## More Sessions in D. C.

Mr. Harris said that the question of subpoenaing witnesses would be examined by the committee after it completes another two-day session in Washington this Thursday and Friday. At that time, the committee is scheduled to hear representatives of the FCC, U. S. Brewers Foundation, American Civil Liberties Union, National Assn. of Catholic Men, and others.

Committee last week seemed impressed with charts furnished by Mrs. Geraldine B. Zorbaugh, ABC secretary and acting general attorney. Based on FBI Uniform Crime Reports, charts compared auto thefts, murders, assaults, etc. for 1946 through 1951 in 10 TV cities and 10 non-TV cities. The cities were chosen on the basis of equiv-

alent populations, and showed that the crime rate had not increased in cities with TV.

Such statistics scotch the oft-repeated charge that juvenile delinquency can be blamed on TV crime and horror programs, Mrs. Zorbaugh pointed out.

The year 1946 was chosen because TV was not a factor then, she said. In 1951, TV had become established and could be shown to have an influence, she emphasized.

The charts showed:

Auto thefts declined from 5,448 in 1946 to 4,184 in 1951 in TV cities, and from 4,148 in 1946 to 3,728 in 1951 in non-TV cities.

Murders declined from 213 in 1946 to 161 in 1951 in TV cities; from 98 in 1946 to 45 in 1951 in non-TV cities.

Aggravated assaults declined from 2,423 in 1946 to 2,325 in 1951 in TV cities, but rose from 817 in 1946 to 844 in 1951 in non-TV cities.

Burglaries declined from 10,440 in 1946 to 9,772 in 1951 in TV cities, and from 9,736 in 1946 to 8,919 in 1951 in non-TV cities.

Robberies declined from 1,751 in 1946 to 1,294 in 1951 in TV cities, and from 1,303 in 1946 to 929 in 1951 in non-TV cities.

Cities used for the comparison were: With TV—New Haven, Columbus, Kansas City, Indianapolis, Schenectady, Greensboro, Nashville, Albuquerque, Charlotte, Phoenix. Without TV—Spokane, Portland, Ore.; Scranton, Denver, Roanoke, Va., Wilkes-Barre, Pa., Wichita, Duluth, Austin, Tex.; Peoria Ill.

Mrs. Zorbaugh also identified the dance which Rep. E. C. Gathings (D-Ark.), sponsor of the resolution calling for the investigation, complained about when he appeared before the subcommittee last June. He termed it a "hootchy-cootchy" dance. Mrs. Zorbaugh said it was a Haitian dance performed on the program *You Asked For It*.

She said the program receives about 1,000 letters per week and that less than .5% are critical. Not one letter objected to the dance sequence referred to by Rep. Gathings, she said.

Bulk of Mrs. Zorbaugh's testimony concerned the working of ABC's continuity acceptance department. Grace Johnsen, head of that department, accompanied her.

Among the items mentioned was the fact that of the 6,750 films reviewed by ABC, 186 were rejected entirely as unsuitable for broadcasting. Rejections were based on conflicts with ABC policy regarding violence, sacrilege, children's standards and stories or characters prejudicial to minority groups, Mrs. Zorbaugh said.

Minor deletions in some of the others made them suitable for tele-



CONFERRING before they individually testified before House Commerce subcommittee investigating "immoral and offensive" radio-TV programs were these first network witnesses last week in Washington: Chris J. Witting, director of DuMont Television Network, and Geraldine B. Zorbaugh, ABC secretary and acting general attorney.

\* \* \*

casting, she told the committee.

DuMont Television Network Director Chris J. Witting urged that broadcasters be allowed to police themselves. He objected to any "unbending standards" to be applied to the "vastly diversified makeup of the American audience." He said broadcasters are aware of the nature of their responsibility and are capable of meeting the challenge.

One of the facts of telecasting that the committee must take into account, Mr. Witting said, was that of programming seven to 10 hours a day, seven days a week, 365 days a year.

## Cites TV Code

Mr. Witting said the TV Code represented a "uniform and well considered skeleton of operation into which the individual operator fills the nebulous intangibles."

DuMont has received no mail complaining of immoral or offensive programs, Mr. Witting declared.

In answer to a question about offensive commercials, Mr. Witting said that DuMont has eliminated all direct selling.

Appeal to audience is not the only criterion, Mr. Witting told the committee members. He cited the low initial ratings for DuMont's *Johns Hopkins Science Review* and the Bishop Sheen talks and told how their audience popularity had risen to such an extent they were

(Continued on page 34)

\* \* \*

## SEX CRIMES

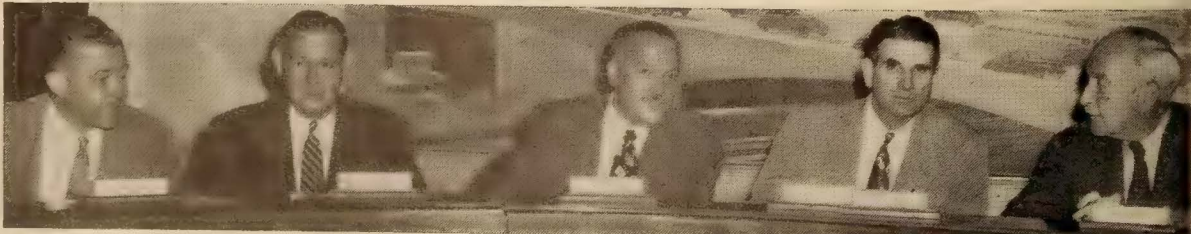
### Wertham Blames Radio, TV

WHILE broadcasting representatives were defending their media in congressional hearings in Washington (see adjoining story), television and radio, along with motion pictures and comic books, were blamed last week by Dr. Frederic Wertham of New York, internationally known psychiatrist, as contributing to an increase in sex crimes.

Dr. Wertham, first quoted in *The New York World-Telegram & Sun* as part of an anti-crime campaign, told BROADCASTING • TELECASTING that he considered comic books the worst offender of all in this respect. But he indicted television on two counts: It emphasizes "blood and thunder" too much, and it glorifies crime, giving young people the impression that "crime is not so bad after all."

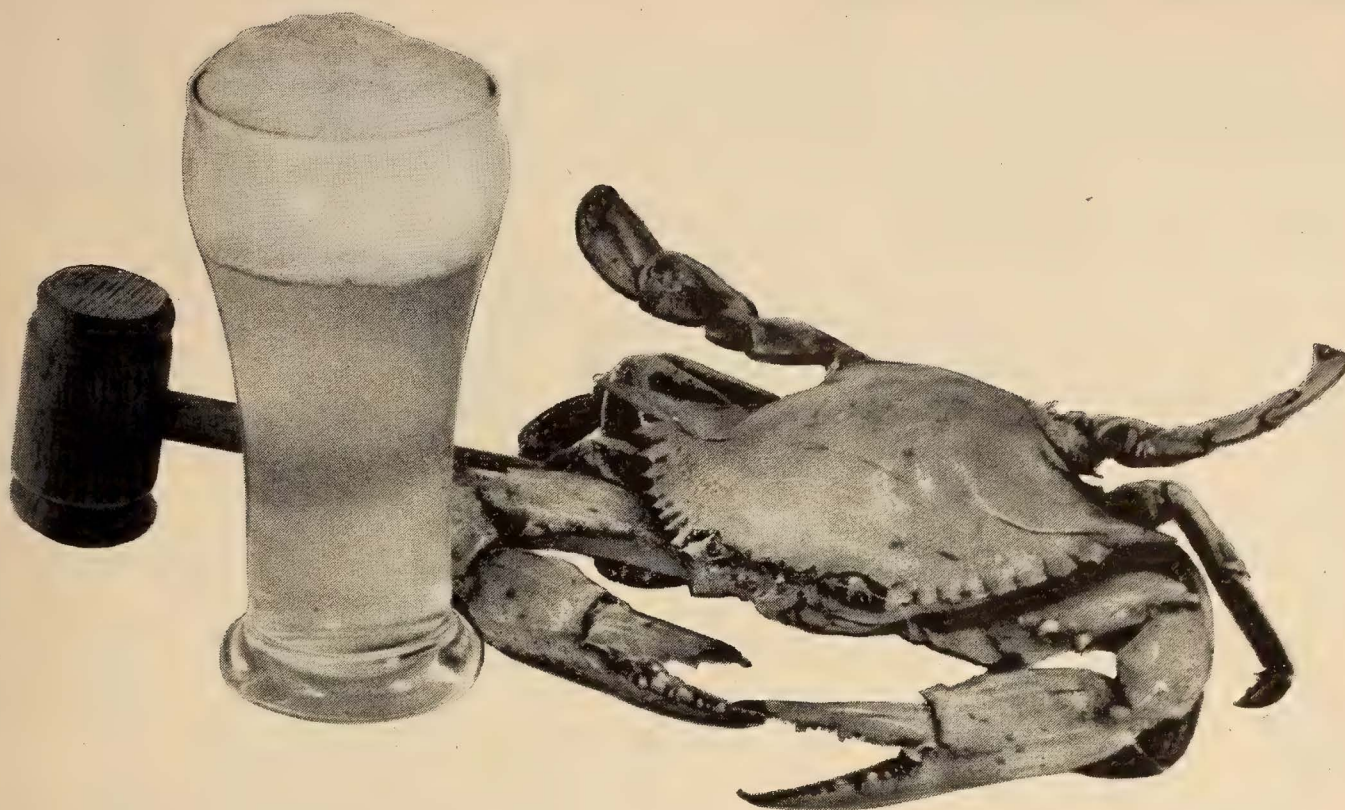
He called television "a wonderful medium" and one that could assist immeasurably in raising the cultural standards of the world. He insisted he was not a foe of television, as had been reported, but a warm supporter when the medium is used for constructive ends.

Dr. Wertham deplored testimony before the House subcommittee, probing radio and television, by Geraldine Zorbaugh, ABC acting general attorney. He said he regretted that testimony by Mrs. Zorbaugh indicated that the TV industry was aligning itself with the comic book industry for a line of common defense. Dr. Wertham declared he could see nothing commendable about comic books though he realized the potential usefulness of television.



MORAL climate of radio-TV programs is what these gentlemen, members of the House Commerce subcommittee, are probing. Last week in Washington they heard industry witnesses. They will reconvene this week in New

York to continue their sessions. L to r: Reps. Homer Thornberry (D-Tex.), F. Ertel Carlyle (D-N.C.), Arthur G. Klein (D-N.Y.), Chairman Oren Harris (D-Ark.) and Harman D. Denny Jr. (R-Pa.).




# Like hard crabs go with beer

*Low-cost results and W-I-T-H go together just like hard crabs go with beer. And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any 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

# NETWORK BILLINGS

## Conventions to Bolster July Slump

GROSS billings of the four radio and four TV networks in July fell more than \$6 million below the June level. The July total does not include radio-TV time purchased by Admiral Corp., Philco Corp. and Westinghouse Electric Co. for the networks' coverage of the Republican and Democratic national conventions.

Gross time sales of the four nationwide radio networks in July totaled \$9,538,394, against \$12,937,970 in June; gross TV network time sales aggregated \$10,351,177 in July, against \$13,324,972 in June, according to Publishers Information Bureau.

The bureau released its monthly summary of network broadcast advertising with the notation that data for the sponsored convention radio-TV coverage were not yet available.

While individual network time purchases of all advertisers except these three companies are correctly reported for July, the gross time charges (calculated on one-time rates, before discounts) for the convention broadcasts will certainly raise the July totals for both radio and TV much nearer the June figures. Care should be exercised in making any general comparisons of July with any other month until the amended totals are available.

Excluding the conventions, the July network picture reflects the summer season and the reduced billings traditional for that time of year. Procter & Gamble Co., for example, retains its position as the leading network timebuyer in both radio and TV (Tables I and IV). But its July radio network time purchases are down a half-million dollars and its TV network time purchases are off \$300,000 compared to June [B•T, Aug. 11]. Each top ten list contains eight of the same advertisers

(Continued on page 38)

TABLE I

Top Ten Radio Network Advertisers, July 1952

1. Procter & Gamble Co. ....	\$845,856
2. Miles Labs .....	532,349
3. General Mills .....	454,144
4. Gillette Co. ....	309,249
5. Sterling Drug .....	295,899
6. William Wrigley Jr. Co. ....	288,978
7. Colgate-Palmolive-Peet Co. ....	282,559
8. Lever Brothers Co. ....	264,532
9. American Home Products .....	263,436
10. General Foods Corp. ....	258,073

TABLE IV

Top Ten TV Network Advertisers for July 1952

1. Procter & Gamble Co. ....	\$737,725
2. Colgate-Palmolive-Peet Co. ....	565,936
3. Lever Brothers Co. ....	544,146
4. R. J. Reynolds Tobacco Co. ....	498,305
5. General Foods Corp. ....	428,215
6. American Tobacco Co. ....	374,485
7. Liggett & Myers Tobacco Co. ....	349,280
8. General Mills Inc. ....	289,024
9. Kellogg Co. ....	272,350
10. Gillette Co. ....	269,390

TABLE II

Top Radio Network Advertisers by Product Groups for July 1952

Product Class	Advertiser	Gross Time Expenditures	Product Class	Advertiser	Gross Time Expenditures
Agriculture & Farming	Allis-Chalmers Mfg. Co.	\$23,353	Industrial Materials	E. I. duPont de Nemours & Co.	12,907
Apparel, Footwear & Access.	Cannon Mills Co.	9,440	Insurance	Prudential Insurance Co. of America	121,468
Automotive, Auto. Access. & Equip.	General Motors Corp.	59,467	Political Publishing & Media	Russell for President Hqtrs. Time Inc.	25,074
Beer, Wines & Liquor	Falstaff Brewing Corp.	87,426	Radios, TV Sets, Phonographs, Musical Instruments & Access.*	RCA	61,446
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	66,125	Retail Stores & Direct by Mail	Dr. Hiss Shoe Stores	2,688
Confectionery & Soft Drinks	William Wrigley Jr. Co.	288,978	Smoking Materials	P. Lorillard Co.	183,165
Consumer Services	Credit Union National Assn.	55,000	Soaps, Cleansers & Polishes	Procter & Gamble Co.	607,715
Drugs & Remedies	Miles Labs	532,349	Toiletries & Toilet Goods	Gillette Co.	309,249
Food & Food Products	General Mills	447,175	Transportation, Hotels & Resorts	Assn. of American Railroads	57,512
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	94,745	Miscellaneous	American Federation of Labor	98,169
Household Equipment & Supplies*	Philco Corp.	143,922			
Household Furnishings	Burton-Dixie Corp.	29,144			

\* Subject to change when political convention coverage data are available.

TABLE III

Gross Radio Network Time Sales by Product Groups for July and First Seven Months of 1952 Compared to Same Period, 1951

Product Class	July 1952	Jan.-July 1952	July 1951	Jan.-July 1951	Product Class	July 1952	Jan.-July 1952	July 1951	Jan.-July 1951
Agriculture & Farming	\$34,491	\$407,907	\$30,712	\$380,219	Office Equip., Writing Supplies, Stationery & Access.	.....	361,557	.....	398,292
Apparel, Footwear & Access.	14,751	161,563	.....	491,497	Political Publishing & Media	10,182	97,335	.....	204,172
Automotive, Auto. Access. & Equip.	195,521	2,239,884	226,590	2,558,290	Radios, TV Sets, Phonographs, Musical Instru. & Access.	48,048	468,298	37,529	.....
Beer, Wine & Liquor	146,350	1,456,984	365,335	2,092,669	Retail Stores and Direct by Mail	107,419	866,574	236,181	1,535,475
Bldg. Materials, Equip. & Fixtures	87,259	570,932	107,681	816,118	Smoking Materials	2,688	15,054	1,185	26,154
Confectionery & Soft Drinks	436,542	3,423,045	582,059	3,760,879	Soaps, Cleansers & Polishes	699,761	10,217,403	1,374,892	12,520,143
Consumer Service	129,639	1,351,468	163,435	1,831,447	Toiletries & Toilet Goods	1,078,865	10,693,003	1,062,771	10,851,043
Drugs & Remedies	1,364,235	12,424,835	1,519,987	14,035,917	Transportation, Hotels & Resorts	1,290,656	13,207,133	1,604,449	16,297,798
Food & Food Products	2,150,616	21,505,090	2,695,446	26,156,661	Miscellaneous	57,512	541,435	88,343	748,888
Gasoline, Lubricants & Other Fuels	381,007	3,102,587	432,181	3,463,554		396,916	2,908,034	547,263	3,008,668
Horticulture	.....	109,923	.....	86,394	Totals	\$9,538,394	\$92,995,351	\$11,738,585	\$107,237,361
Household Equipment & Supplies	520,122	2,444,753	223,543	1,665,019					
Household Furnishings	103,236	686,562	74,410	573,639					
Industrial Materials	12,907	1,178,361	120,600	1,210,715					
Insurance	269,671	2,028,583	255,668	1,841,280					
Jewelry, Optical Goods & Cameras	.....	527,048	80,325	691,430					

Source: Publishers Information Bureau

\* National Political Conventions Programs not included.

TABLE V

Leading TV Network Advertiser in Each Product Group During July 1952

Class	Advertiser	Gross Time Purchases	Class	Advertiser	Gross Time Purchases
Apparel, Footwear & Access.	Brown Shoe Co.	\$22,800	Industrial Materials	Revere Copper & Brass Inc.	124,760
Automotive, Auto. Access. & Equip.	Ford Motor Co.	233,625	Insurance	Mutual Benefit Health and Accident Assn.	46,958
Beer, Wine & Liquor	Pabst Brewing Co.	105,200	Jewelry, Optical Goods & Cameras	Speidel Corp.	54,345
Confectionery & Soft Drinks	American Chicle Co.	124,406	Office Equip., Stationery & Writing Supplies	Hall Brothers Inc.	89,070
Consumer Services	U. S. Government (U. S. Organized Reserve Corps)	65,132	Publishing & Media	Curtis Publishing Co.	96,330
Drugs and Remedies	American Home Products Corp.	152,775	Radios, TV Sets, Phonographs, Musical Instruments & Access.*	RCA	96,428
Food and Food Products	General Foods Corp.	428,215	Retail Stores & Direct by Mail	Drugstore Television Productions	90,930
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	59,490	Smoking Materials	R. J. Reynolds Tobacco Co.	498,305
Household Equipment & Supplies*	General Electric Co.	179,945	Soaps, Cleansers & Polishes	Procter & Gamble Co.	454,632
Household Furnishings	Armstrong Cork Co.	75,990	Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	29,230

\* Subject to change when political convention coverage data are available.

TABLE VI

TV Network Time Sales by Product Groups for July and First Seven Months 1951-1952

Product Group	July 1952*	Jan.-July 1952*	July 1951	Jan.-July 1951	Product Group	July 1952*	Jan.-July 1952*	July 1951	Jan.-July 1951
Apparel, Footwear & Access.	\$39,325	\$1,853,349	\$108,801	\$1,446,827	Jewelry, Optical Goods & Cameras	151,511	1,270,144	50,005	1,162,856
Automotive, Auto. Access. & Equipment	903,234	8,386,982	898,036	5,778,981	Office Equip., Stationery & Writing Supplies	89,070	923,905	68,925	237,480
Beer, Wine and Liquor	292,948	3,423,818	494,708	2,808,731	Political Publishing and Media	98,228	133,152	.....	464,228
Bldg. Materials, Equip. and Fixtures	.....	329,014	.....	7,690	Radios, TV Sets, Phonographs, Musical Instruments & Access.	198,293	473,360	66,150	.....
Confectionery and Soft Drinks	273,751	2,922,927	263,395	1,550,271	Retail Stores & Direct by mail	90,930	2,460,974	367,279	2,875,632
Consumer Services	65,132	175,385	.....	315,712	Smoking Materials	1,791,589	686,780	180,953	1,172,223
Drugs and Remedies	312,074	3,003,896	256,534	1,193,749	Soaps, Cleansers & Polishes	1,122,528	15,767,830	1,503,295	8,847,010
Food & Food Products	1,922,254	19,133,492	1,668,278	13,606,316	Toiletries & Toilet Goods	1,832,826	10,590,317	650,191	5,107,283
Gasoline, Lubricant & Other Fuels	120,000	2,163,168	150,773	1,425,660	Miscellaneous	48,310	14,489,768	1,262,318	7,282,289
Horticulture	.....	12,370	.....	.....			1,052,598	20,432	711,934
Household Equip & Supplies	605,545	5,839,640	558,162	4,025,040	Total	\$10,351,177	\$98,996,586	\$8,924,473	\$64,172,752
Household Furnishings	103,726	1,322,380	156,600	2,094,859					
Industrial Materials	242,945	2,354,769	199,638	1,810,991					
Insurance	46,958	226,568	.....	246,990					

SOURCE: Publishers Information Bureau.

\* National Political Convention programs not included.

# Congratulations

## KPTV

### PORTLAND, OREGON

---

First Commercial UHF TV Station  
on the air

---

## RCA-EQUIPPED THROUGHOUT



**RADIO CORPORATION of AMERICA**  
ENGINEERING PRODUCTS DEPARTMENT

CAMDEN, N.J.

# ZIV GROWTH

## Adds Four Radio Salesmen

ADDITION of four new salesmen to the radio sales staff of the Frederic W. Ziv Co. to handle increased radio sales for the transcribed radio series, *Freedom, U. S. A.*, other Ziv radio properties and an expanded program of future radio shows was announced yesterday (Sunday) by John L. Sinn, executive vice president:

Sales on *Freedom, U. S. A.* were reported at 315 by the week-end. Alvin E. Unger, radio sales vice president for Ziv, said that the most recent multiple-market sale for the program was to Frederick & Nelson department store, Seattle, for sponsorship on KOMO Seattle; KPUG Bellingham, and KBKW Aberdeen, all in Washington state.

The new Ziv salesmen, added to the south and midwest districts, are Earl J. Brewer, Arthur E. Watson, George J. Williams and Jesse S. Peaver Jr.

Mr. Brewer, who will report to Jack Howard, division manager, recently resigned as district manager of the George S. May Co., business engineering firm. He has held several advertising and selling positions with firms in the midwest and southwest.

Mr. Watson will report to Tom Privette, southwestern division manager. For the past five years, Mr. Watson was sales manager of the Americana Corp., New York.

Reporting to Division Manager Bill Nevin will be Mr. Williams. He was formerly an account executive with the Craigie Adv. Agency, Minneapolis, and previously an account executive and radio time-buyer with the Manson-Gold-Miller Agency, Minneapolis.

Mr. Peaver also will be under Mr. Privette's supervision. He was a WAFM-TV Birmingham, Ala., salesman the past two years.

## ABC AFFILIATES

### Western Div. to Meet

FALL season network plans and review of the proposed ABC-United Paramount Theatres merger will be key topics on the agenda at the annual autumn meeting of ABC Western Div. radio affiliates in Hollywood, Calif., next Monday. Alfred R. Beckman, new national director of ABC radio-TV station relations, will preside over the session at the Beverly Hills Hotel.

ABC President Robert Kintner and other network executives will attend. Also participating will be Ernest Lee Jahnke Jr., vice president and assistant to the president; Charles T. Ayres, vice president, ABC radio network; Ted Oberfelder, director of ABC radio O&O stations; James Connolly, vice president, San Francisco division; William Phillipson, director of ABC Western Div. operations.



PROUDLY exhibiting the Declaration of Advertising Principles of the Dallas Adv. League, issued Sept. 12, are (l to r): William A. Roberts, assistant general manager, KRLD-AM-FM Dallas; Ben H. Wooten, president of Dallas Chamber of Commerce and of the First National Bank there; Pat Brassell, Neiman-Marcus; John J. Shea, president, Lone Star Wholesalers Inc., spokesman for area TV set distributors, and who issued the "Standards for Advertising and Selling Television Sets," and Ralph Nimmons, manager, WFAA-TV Dallas.

## 'DOUBLE-BILLING' Rochester Group Hits Practice as 'Harmful'

PRACTICE of double-billing—using both local and national rate scales in billing procedures for advertisers—has been denounced as "harmful" to the radio industry by the Radio Broadcast Management Council of Rochester, N. Y.

The council, comprising five Rochester stations, adopted a resolution scoring the practice and subscribing to a loyalty pledge that they are "totally abstaining from any form of the double-billing practice."

To further the impact of its declaration, the council bought a full-page advertisement in at least one trade paper, and reportedly was contemplating commitments in others.

The group comprises WARC WHAM WHEC WRNY WVET, with top executives of these stations affirming their approval of the resolution. Only station off the council reservation—and thus not signing the resolution—was WSAY, whose president and general manager, Gordon Brown, has been a constant critic of network affiliation practices.

In announcing its stand, the Rochester management group said it took the action after "recognizing the danger" of such a practice. "Double-billing" generally involves national advertiser-local dealer co-op tie-in campaigns for which advertisers are billed the national rate and dealers at the local scale.

The council claimed that the "entire segment of the radio industry in one community has been blacklisted by national advertisers and advertising agencies" because of the "malpractice" of one station. The resolution did not identify the community or station, but held that "such operation methods" have resulted in blacklisting of all stations there, including the guilty one.

Signers of the resolution,

adopted Sept. 5, were: S. W. Townsend (for WARC), William Fay (WHAM), Gunnar O. Wiig (WHEC), W. E. Huff (WRNY) and Ervin F. Lyke (WVET).

Text of the resolution follows:

Whereas: The radio industry has sustained harmful effects through double-billing procedures (both local and national rates) and,

Whereas: Such operation methods has (sic) brought about a black-listing of stations involved in such practices, and,

Whereas: The entire segment of the radio industry in one community has been blacklisted by national advertisers and advertising agencies even though only one station in said community has been guilty of such malpractice,

Now, therefore be it resolved: That the Radio Broadcast Management Council of Rochester, N. Y., hereby subscribes to a loyalty pledge of totally abstaining from any form of double-billing practice, and,

Be it further resolved: That the member stations of the Radio Broadcast Management Council do hereby affirm by signature (hereon) their approval of this resolution and maintain that they will not indulge in any form of double-billing practice.

## BULLITT NOMINATED

### Seeks House Seat

STIMSON BULLITT, stockholder and director of KING-AM-FM-TV Seattle, will be the Democratic candidate for member of Congress from the First District of Washington. He won the nomination in the state primary election Sept. 9.

Mr. Bullitt is the son of Mrs. A. Scott Bullitt, president of KING and a member of the NARTB Television Code Committee. He will run against Thomas M. Pelly, Seattle businessman. The district seat has been held four years by Hugh B. Mitchell, nominated at the primary as Democratic candidate for governor of Washington.

# PETRY FOR KECA

## KFI Appoints Christal

ARRANGEMENTS were completed last Thursday for Edward Petry & Co. to take over representation of ABC's KECA Los Angeles, effective Oct. 1, thus rounding out ABC's appointment of independent representatives for all of its O&O stations [B•T, Sept. 8, 1].

The KECA appointment was held up by negotiations for termination of the Petry company's representation of KFI Los Angeles, to avoid conflict in that city. Appointment of the Petry firm to represent KECA-TV, WJZ-AM-TV New York and KGO-AM-TV San Francisco had been made effective Sept. 1, at which time representation of the other ABC stations was taken over by John Blair & Co. (WENR Chicago and WXYZ Detroit) and Blair-TV (WENR-TV and WXYZ-TV).

It was reported in Los Angeles, Friday, that KFI had appointed Henry I. Christal Co. as its national representative effective Oct. 1. The firm was expected to name a West Coast manager with offices in San Francisco.

With the KECA appointment, what was described as the most extensive spot representation agreement in broadcasting history was completed, involving an estimated \$8 million in annual billings on the 10 stations.

Concurrent with ABC's announcement that the Petry organization would represent KECA as well as KECA-TV, Petry's TV division announced that L. D. (Bill) Larimer, ABC manager of TV spot sales in Los Angeles, has joined the Petry firm as TV account executive in Los Angeles.

Entering broadcasting in 1933, Mr. Larimer was account executive for Central States Broadcasting Co. in the Omaha-Lincoln area; worked with CBS Radio Sales in Chicago and in Los Angeles, where he was sales manager, and joined ABC four years ago as network sales manager in that city. Two years later he was named Los Angeles manager of TV spot sales for ABC.

## JOHN HEINEY NAMED

### To Ford Radio-TV Post

JOHN H. HEINEY, associated with J. Walter Thompson Co. in New York until last April, has been appointed head of radio and TV relations of the Ford Motor Co.'s public relations office. Mr. Heiney was with the agency for the past five years and previously with CBS in Washington.

Other changes in the Ford public relations realignment involve John E. Statler, named manager of the New York public relations office; C. Gayle Warnock, who will manage the Chicago office, and William A. Lashley, who heads the San Francisco office.

*Akron University Study Shows  
Huge Car Radio Audience*

## **In Akron, Ohio . . . WCUE delivers lowest cost-per-thousand listeners\***

For every 1,000 cars on the streets of Akron, there are 469 "bonus" radio listeners. That's the finding of a survey of the car radio audience completed by Akron University students.

WCUE can give you their share of this bonus audience at the lowest-cost-per-thousand of any Akron station. WCUE can give you up to 96% more listeners for your advertising dollar than other Akron stations (see chart below). Survey after survey has shown that whether it's a car radio audience or an at home radio audience, you get more lis-

teners for your advertising dollar on WCUE.

What's more, this Akron University survey points up another interesting fact: Music and news were preferred by 83.5% of the car radio listeners . . . WCUE devotes the greatest percentage of their total programming to music and news.

Put WCUE, Akron's only independent and fastest-growing station on your schedule . . . for saturation . . . for lowest cost-per-thousand . . . for direct results.

\* Based on figures from Akron University car radio survey

**WCUE gives you 32.5% more listeners for your advertising dollar than Akron station "A".**

**WCUE gives you 96.3% more listeners for your advertising dollar than Akron station "B".**

**WCUE gives you 53.6% more listeners for your advertising dollar than Akron station "C".**

*One of Ohio's Outstanding  
Independent Stations*

**Wcue**

SEE YOUR FORJOE MAN FOR DETAILS

## 'Morals' Group Probes Responsibility

(Continued from page 28)

desired now by commercial sponsors.

Hollis Seavey, MBS director of Washington operations, introduced that network's program standards, but begged off answering policy questions. He was asked to have a Mutual official testify in New York on policy matters.



Mr. Seavey

Appearing for NARTB were Ralph W. Hardy, director of government relations, and Thad H. Brown Jr., TV director and counsel.

Mr. Hardy detailed the care taken by local broadcasters to bring listeners the best programs in the best of taste. Mr. Hardy said:

I know of no business enterprise where good will is so completely the paramount factor in the success of the undertaking as it is in broadcasting. Remember, in our business, the people do not even have to go to the trouble of calling up to cancel their subscription. All it takes is a simple twist of the wrist—even by a child—and your competitor is enjoying front and center stage....

He explained in detail how a broadcaster handles a letter of criticism, particularly how it is weighed to determine whether it is bona fide or only in response to a pressure group.

Mr. Hardy promised that NARTB would make a study of a recent survey of Los Angeles children's TV programs made by *TV Magazine* of that city. It showed, said Mr. Harris, that in one week 124 programs used crime as their basic appeal. It enumerated, the committee chairman said, 857 crimes, including 167 murders, four suicides and one attempted rape. The survey showed, Mr. Harris said, that 78% of children's shows were crime programs, and that 85% of crime programs are telecast before 9 p.m.

### Brown Testifies

Mr. Brown gave an historical resume of events leading up to the adoption of the TV Code and explained how the Code Review Board and the NARTB TV Board operates respecting violations.

Only a little more than 100 complaints have been received since the Code became effective March 1, Mr. Brown said. He also reported that more than 23,000 copies of the Code had been sent out by NARTB, of which 1,200 went to American Assn. of Advertising Agencies for distribution to its members.

No disciplinary actions have been taken by the Review Board yet, Mr. Brown divulged, but several complaints are in what he termed the "corrective" stages.

In answer to queries by committeemen, Mr. Brown said that

the Code Review Board has been thinking of asking stations to relay complaints to Washington. He also responded that after the Code has been in operation for some time, the Review Board might monitor programs.

Mr. Harris told NARTB witnesses that he had received more than 100 complaints and that he would turn them over to the Review Board. He also suggested that NARTB more widely publicize the fact that the public can complain to NARTB's Review Board.

He also brought up the question of "irritating" cigarette commercials. He alluded to an article in the *Journal of the American Medical Assn.* which objected to the impersonation of physicians in cigarette commercials. Rep. Homer Thornberry (D-Tex.) also questioned industry witnesses on the length of commercials.

Rep. Harmer D. Denny Jr. (R-Pa.) expressed his disappointment that neither the TV Code, nor the policy statements submitted by ABC and MBS contained anything about respect for the U. S., the Constitution or American institutions. He was assured that everyone in the industry was aware of his responsibility in that direction.

Two other witnesses who appeared last week were 84-year-old temperance leader Dr. Clinton Howard, of the International Reform Federation, and metaphysical lecturer and practitioner Walter H. Wilson of Washington and Indian Head, Md. Mr. Wilson asked that Congress forbid the broadcasting of public service spot announcements about diseases on the ground that listeners actually become stricken because of the fear engendered by hearing about the symptoms.

## NARTB DIST. 13

## Congress Eyes Local Radio-TV—Hardy

CONGRESSIONAL investigators of radio and TV programming are keenly interested in local station operations, Ralph W. Hardy, NARTB government relations director, told NARTB District 13 (Texas) delegates Thursday as their annual meeting opened at the Texas Hotel, Fort Worth.

Mr. Hardy, who testified Tuesday in the House Commerce subcommittee probe into radio and TV (see story page 28), gave delegates a review of developments at the Washington investigation.

Kenyon Brown, KWFT Wichita Falls, District 13 director, opened the meeting Thursday morning. He introduced NARTB President Harold E. Fellows, who reviewed progress in association affairs and discussed problems of broadcasters and telecasters.

Mr. Brown named the following Resolutions Committee: James R. Curtis, KFRO Longview; Gordon Thompson, KFYO Lubbock; Karl O. Wyler, KTSM El Paso; Jack McGrew, KPRC-TV Houston; Lewis O. Siebert, KGKL San Angelo.

NARTB headquarters also was represented by Richard P. Doherty, employee-employer relations director, and William T. Stubblefield, station relations director. Mr. Doherty reviewed trends in station operating costs and conducted a management clinic. Mr. Stubblefield directed a discussion of NARTB membership problems.

Named to a new Membership Committee representing Texas and District 13 were Ray F. Herndon Jr., KTRH Houston; Marshall H. Pengra, KGKB Tyler; Tom Critser, KGNC Amarillo; Eugene J. Roth, KONO San Antonio; Richman G. Lewin, KTRE Lufkin; George W. Marti, KCLE Cleburne; Willard Deason, KVET Austin.

Harold Hough, WBAP-TV Fort Worth, a member of the NARTB Television Board, represented the board at the district session and was named to direct a Friday television clinic.

## WOAI BIRTHDAY

### Marks 30 Yrs. in Radio

WOAI San Antonio, which claims to be the first U. S. radio station to pay talent for appearing on its programs, celebrates its 30th anniversary Thursday.

The 50 kw station, founded by the late G. A. C. Half, went on the air for the first time Sept. 25, 1922, with a power of 500 w.

In May 1925, its power was increased to 5 kw, highest wattage then permitted by the government. In 1930, WOAI upped to its present power of 50 kw. It has been an NBC affiliate since 1928. WOAI-TV was added in 1949.

Since its beginning, WOAI has devoted a large portion of its schedule to programs of special interest to farmers and ranchers.

Station executives include Hugh A. L. Half, president, and Arden X. Pangborn, general manager of Southland Industries Inc., licensee of WOAI-AM-TV.

In commemoration of its anniversary, the station is sending advertisers and agencies a bronze plaque in the form of a circular paperweight.

## Demo Booking Post

MARY BETH LARRABEE, special assistant to Bryson Rash, ABC Washington, White House correspondent, has joined the Democratic National Committee. She will handle booking arrangements in the Speakers' Bureau for radio-TV appearances of Democratic members of Congress on network public service political campaign programs.



MOUNTAIN area broadcasters met at Denver Sept. 11-12 for NARTB District 14 sessions. Seated (l to r): William C. Grove, KFBC Cheyenne, Wyo., district director; Sen. Edwin C. Johnson (D-Col.); NARTB President Harold E. Fellows; Don Searle, KOA Denver; Bernard Koteen, special

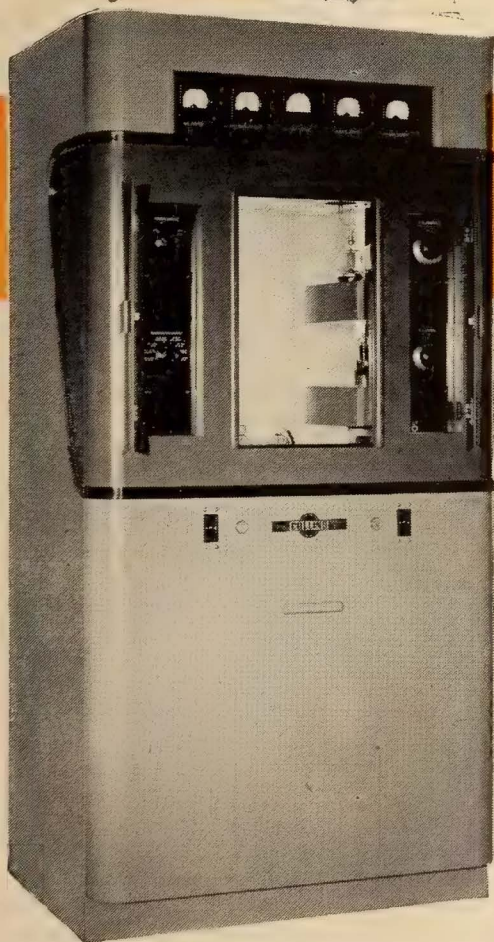
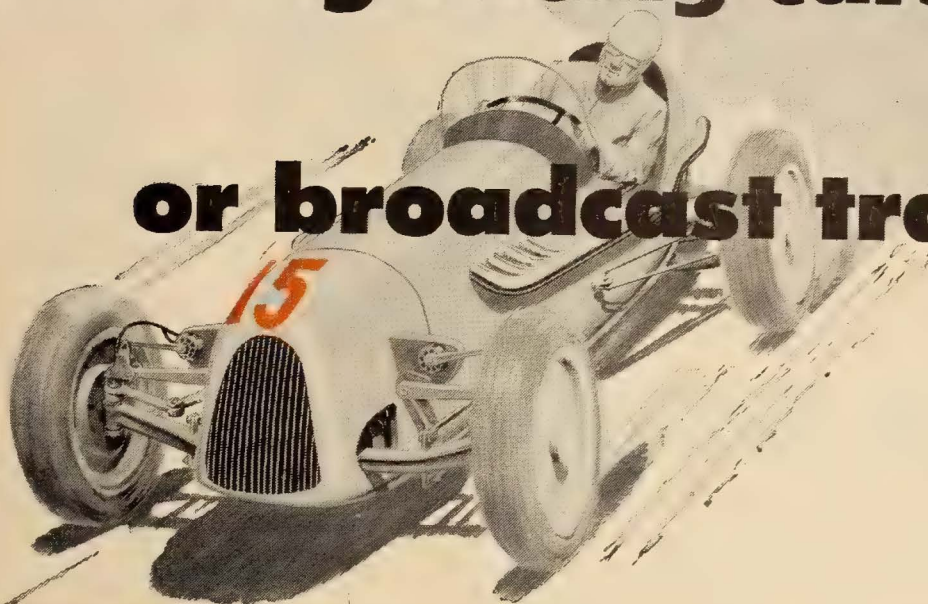
counsel, NARTB. Back row, Rex Howell, KFXJ Grand Junction, Col.; S. S. Fox, KDYL Salt Lake City; A. G. Meyer, KMYR Denver; Hugh B. Terry, KLZ Denver; Frank Bishop, KFEL Denver.

(Also see District 12 pictures, page 40)

# in building racing cars...



# or broadcast transmitters



Collins 300J 250 watt  
Broadcast Transmitter

## ENGINEERING makes the difference!

There can be no substitute for sound, logical, advanced engineering processes — whether you're building Indianapolis Speedway winners or the new Collins 300J Broadcast Transmitter. Enclosed in the full-size, two-tone grey cabinet of this 250 watt transmitter are the engineering accomplishments that have established Collins as the leader in broadcast equipment quality.

Collins engineered features in the 300J give you *superior* performance — *minimum* operating and maintenance costs — and *maximum* dependability. Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components and all terminals are quickly accessible from the rear. All tubes are visible at a glance.

Collins consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it's . . .



**COLLINS RADIO COMPANY, Cedar Rapids, Iowa**

11 W. 42nd St.  
NEW YORK 36

1930 Hi-Line Drive  
DALLAS 2

2700 W. Olive Ave.  
BURBANK

Dogwood Road, Fountain City  
KNOXVILLE

## TRADE RESOURCES

### Educators Asked to Realize

A "HANDS - across - the - microphone" relationship between educators and the radio-TV industry was urged by Michael R. Hanna, general manager of Cornell U.'s WHCU Ithaca, before the annual fall conference of the New York State chapter of American Women in Radio and Television.

Participating in a panel discussion of "Educational and Commercial Television: Can They Live and Work Together?" Mr. Hanna called upon educators to recognize the program and financial resources of radio and television broadcasters. Ralph Steetle of the Joint Committee on Educational TV, another panel participant, cited what he called a trend toward better showmanship among educators.

Other panel participants include Doris Corwith of NBC, national president of AWRT; Duncan McDonald of DuMont TV; Geraldine Zorbaugh of ABC, and John Herring, New York State Adult Education Dept.

The conference, held Sept. 12-14 at Ithaca, was attended by 61 registrants, according to Conference Chairman Anita Monsees of WHCU. Cornell President Deane Malott urged the group in a welcoming address to help develop a better informed public by providing leadership in communities. Gertrude Grover of WHCU, chapter chairman, presided.

## U. S. CONSTITUTION

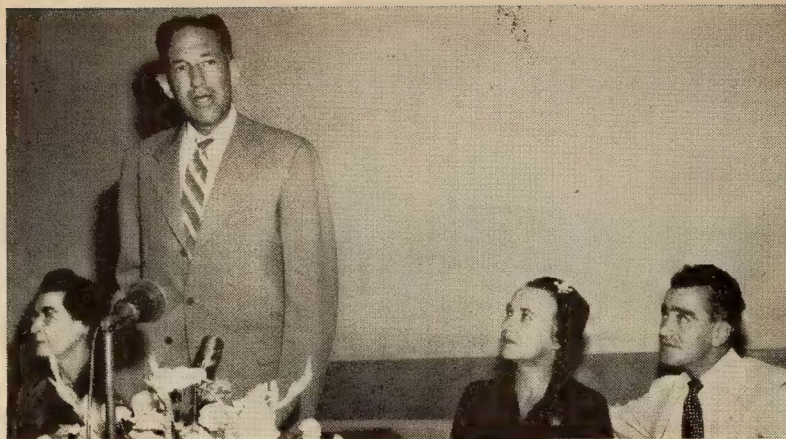
### Judge Miller Discusses

THOROUGH training in the meaning of the Constitution should start in grammar schools and proceed through secondary schools and colleges, Judge Justin Miller, NARTB board chairman, said Wednesday in an address to the National Conference on Citizenship. Judge Miller was overall chairman of the conference, which met at the Hotel Statler, Washington.

Recalling that framers of the Constitution probably never dreamed about radio, television, autos, telephones and similar inventions, Judge Miller warned that the greatest danger to the document comes "from insidious efforts to amend it by distortion and misinterpretation." He cautioned against governmental restraints which he said always have been precursors of state censorship.

## Hunter Named

JAMES HUNTER, vice president in charge of manufacturing and engineering of Columbia Records Inc., has been named vice president and director of production engineering and research. In this newly-created post, Mr. Hunter will concentrate exclusively on the development of production innovations in line with Columbia's long-range program for developing new manufacturing processes.



DISCUSSION on desirability of cooperation between radio-TV broadcasters and educators was preceded by a welcoming address from Cornell U. President Malott (standing) at New York State AWRT fall conference. L to r: AWRT President Corwith; Mr. Malott; Mrs. Grover, chapter chairman, and WHCU General Manager Hanna.

## MAJOR MEDIA USERS

Rise Noted  
By MAB

NUMBER of national advertisers spending \$25,000 or more in any of the major advertising media—network radio, network television, magazines and newspapers (excluding spot broadcasting for which data are not available)—increased from 936 in 1939 to 2,384 in 1951. This

Expenditures of these advertisers, meanwhile, rose from \$333,157,000 in 1939 to \$1,142,478,000 in 1951, MAB reported, with the average expenditure rising from \$355,900 in 1939 to \$479,200 in 1951.

Tabulation of dollar volume of national advertising in these four media (limited to advertisers spending \$25,000 or more in each medium in any year), made by MAB, is shown below.

Noting that in the time covered by the tabulation, national advertising has increased 257% in magazines, 213% in newspapers, 109% in network radio, despite recent losses, and network TV has gone from zero to more than 10% of the total in 1951, MAB explodes the theory that TV's rise has been at the expense of printed media in the following comment:

"The 1949 to 1951 figures are of particular interest, since this covers the entire period of the development of this new medium. It is interesting to note that while television has shown a 1949-1951 increase of \$114.1 million in billings, the two printed media—magazines and newspapers—have shown an even larger increase of \$118.3 million. And, in total numbers of national advertisers using each medium, television's 1949-1951 net increase was 132 while the number of national advertisers using magazines increased by 214.

"There is an interesting parallel

	1939	1944	1949	1950	1951
Magazines	\$130,777,000	\$243,763,000	\$395,713,000	\$416,598,000	\$467,101,000
Newspapers	121,243,000	134,786,000	332,619,000	362,604,000	379,571,000
Network Radio	81,137,000	185,408,000	184,418,000	177,741,000	169,744,000
Network TV			11,951,000	39,744,000	126,026,000
Total	\$333,157,000	\$563,957,000	\$924,701,000	\$996,687,000	\$1,142,478,000

here, with the early days of network radio. From 1933 to 1939, advertiser expenditures in the then new radio medium increased by \$39 million. But magazine advertising grew much more; it increased by \$54 million. That fact may be surprising even to those who were buying and selling space in those years."

## JAMES B. RYAN

### Is Football Fatality

JAMES BERNARD RYAN, 16, son of BAB President William B. Ryan and Mrs. Ryan, was fatally injured during football scrimmage at Iona Preparatory School, New Rochelle, N. Y., where he was a junior, last Tuesday afternoon.

He died Wednesday afternoon in New Rochelle Hospital, where he had been taken when he collapsed shortly after he was injured while tackling a classmate. He was said to have suffered a cerebral hemorrhage. His father, in Birmingham for a BAB sales clinic, was summoned and arrived home Wednesday morning.

Requiem mass was said Saturday morning at Our Lady of Fatima Church in Scarsdale, N. Y., where the family resides. Survivors include the parents; a brother, William C. Ryan, a student at Georgetown U., Washington, D. C., and two sisters, Barbara Ann and Mary Louise Ryan.

## upcoming



### NARTB District Meeting Schedule

Date	Dist.	Hotel	City
Sept. 22-23	10	The Elms	Excelsior Springs, Mo.
25-26	9	Plankinton	Milwaukee
Oct. 2-3	4	Carolina	Pinehurst, N. C.
6-7	5	Biltmore	Atlanta
9-10	6	Peabody	Memphis
13-14	3	Penn-Harris	Harrisburg, Pa.
16-17	2	Westchester Country Club	Rye, N. Y.
20-21	1	Statler	Boston

Sept. 22: ABC-TV meets with advisory committee, ABC headquarters, N. Y.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 25-27: Television Authority special convention, New York.

Sept. 28-30: Adv. Fed. of America, 10th District meeting, Mayo Hotel, Tulsa.

Sept. 29: ABC Western Div. radio affiliates' annual fall meeting, Beverly Hills Hotel, Hollywood.

Sept. 29: Tall Tower meeting, FCC. Room 2230.

Sept. 29-Oct. 1: Assn. of National Advertisers, 43d annual meeting, Hotel Plaza, N. Y.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 6-10: Society of Motion Picture & Television Engineers, 72d semi-annual convention, Statler Hotel, Washington.

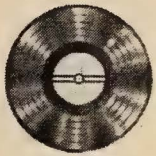
## RACING SHOWS

### KYA Asks License Renewal

KYA San Francisco, one of a group of radio and TV stations whose license renewal applications were set for hearing earlier this year after return of FCC questionnaires on horse race programs, petitioned the Commission last week for renewal without hearing. Station pointed out that regular daily broadcasts of racing news had been discontinued upon official FCC notice [B•T, March 3]. KYA noted the Commission had renewed other stations which discontinued such programs.

The Commission a fortnight ago renewed another 11 licensees of the original group, the action based upon recommendation of the FCC Broadcast Bureau, which observed the questionable programs had been dropped and, in any event, indicated the problem should be dealt with through a general policy proceeding [B•T, Sept. 15, 1].

KYA in its petition contended the news it aired was taken from the regular United Press wire, hence was delayed in most cases for more than an hour. KYA said it wished to carry certain feature race news from time to time in the future because of the great interest in racing in that state.



# Standard Radio

## Transcription Services, Inc.

HOLLYWOOD  
CHICAGO  
NEW YORK



1 4 0 N O R T H L A B R E A · H O L L Y W O O D 3 6

September 12, 1952

TO ALL RADIO STATIONS:

We understand that you have received a letter from Harry Fox regarding the purchase of our library transcriptions.

Our counsel, Sydney Kaye of Rosenman Goldmark Colin & Kaye, advises us that Mr. Fox's position on behalf of his publishers is entirely groundless.

We, therefore, repeat to you our complete assurance that transcriptions purchased from us may be used by you as long as you have performance licenses. Furthermore, we will defend any action brought by Mr. Fox, or his clients, against any radio station resulting from the purchase of our library.

Very truly yours,

STANDARD RADIO  
TRANSCRIPTION SERVICES, INC.

## TOA Forms Battle Lines

(Continued from page 27)

Committee [B•T, Sept. 15], said some theatre interests predict a theatre TV circuit of 200 to 300 stations will eventually carry regular service. He told of plans to test the medium, using Broadway productions.

TOA and the Theatre Equipment Supply Mfrs. Assn. will hold a combined trade show Oct. 31-Nov. 5, 1953 at the Conrad Hilton Hotel, Chicago, during the time the two groups will hold conventions along with Theatre Equipment Dealers Assn.

Nathan D. Golden, director of NPA's Motion Picture & Photographic Products Div., described trends in controls over equipment and building materials, predicting a "tremendous upsurge" in construction of drive-in theatres the next few years as controls are relaxed.

### Manchester's Proposal

Proposal for a teamwork arrangement between major companies selling food, soap and similar products and theatre operators was submitted to the TOA by Donald S. Manchester, vice president of Dancer-Fitzgerald-Sample. He said General Mills spends \$100,000 a day on consumer advertising, including sampling at cost of 25 to 50 cents a house.

Edgar Kobak, WTTA Thomson, Ga., consultant to General Mills and other firms, introduced Mr. Manchester and Clift Samuelson, advertising manager of General Mills, which was host to the Wednesday luncheon.

Sam Pinanski, TOA representative on the Council of Motion Picture Organizations, reported that the industrywide unity drive is bringing results. Promotion efforts, particularly "Movietime U. S. A." campaigns, have utilized radio advertising and other media in connection with nationwide tours of artists, producers, directors and writers.

Reporting as chairman of the public relations committee, Elmer C. Rhoden, for Midwest Theatres, scoffed at what he called "the defeatist attitude toward television." After the "first numbing shock is over," he said, "experience again has shown that the motion picture theatre can still attract a huge audience—currently more than 55 million a week—through superior showmanship and good pictures."

Mr. Rhoden continued:

Television has an economic problem in its effort to survive and expand on commercial support—the advertising dollar can be stretched only just so far. Television has a programming problem that is becoming increasingly acute, due to the high mortality rate of performers and shows. On the other hand, the motion picture industry is solidly entrenched. We are economically sound. We have entertainment merchandise that cannot be duplicated by any other medium. While we do not give it away "for free" we sell it at a price within the reach of all.

We have yet to learn to use television to our advantage, and while the day may not be far distant when television will be an adjunct of the motion picture theatre, meanwhile we must join our forces to make the public in every city, town and hamlet more

conscious of the motion picture industry, and particularly the motion picture theatre, in a more friendly and understanding way.

Mr. Rhoden referred to the 13-week mutual benefit test in New York, with radio-TV and theatre groups publicizing each other's programs.

In his keynote address to the convention, Mr. Rhoden voiced industry anger among exhibitors over the government's 16mm anti-trust suit, calling for united action to fight the "shocking" litigation. Investment of \$2½ billion in U. S. theatres is threatened, he said, along with world screen dominance for American-made movies.

"What is behind this conspiracy suit?" he asked. "Who inspired it?"

Perhaps a Senate investigation might bring out the facts, he suggested. Terming it a matter of record "that one government official, since charged with bribery and other misconduct in office, accepted a fee of \$50,000 for his presumed influence in obtaining films for a phonovision test," he asked if similar tactics have been employed in the 16mm case.

Mr. Rhoden suggested theatres give their "allegiance" to producers "who have shown the courage and good judgment to turn down a few quick dollars" from sale of older pictures to television. He said exhibitors should "recognize and appreciate" the decision by many stars "to reserve their talents to the screen."

His TV optimism was based on this premise:

After one more year's experience, we have found that the threat does not grow, but becomes less apparent as time goes on. In our own experience in Kansas City it has been hopeful to note a gradual abandonment of television in favor of normal movie going habits. This is especially true with children. In 1952 to date we have played to more children than during the same period in 1951. There are also twice as many television sets in the Kansas City viewing radius as there were a year ago; more than 223,000 sets, one for every two families.

Mr. Rhoden commented enthusiastically on the "excellence" of the Eidophor color TV equipment for theatres.

### Sullivan Resigns

A surprising development as the convention got under way was announcement by Gael Sullivan, executive director, that he was resigning immediately. The announcement was made Sunday evening and Mr. Sullivan promptly left Washington for New York.

Mr. Sullivan, ending a four-year term, voiced "profound regret" and said he would announce his plans soon. The TOA Executive Committee lauded him for his service to the association.

In his opening address to the convention Mr. Wolfson compared current exhibitor crises to the "so-called dilemma of radio in 1930." At that time theatre operators were panicky over radio's rapid development. He foresaw progress



CHARLES C. BEVIS Jr. (l), who is leaving KOA-AM-FM Denver to work with NBC in an executive capacity, and William Grant (c), president, Metropolitan Television Co., which bought KOA for \$2.25 million, greet Don Searle, who succeeds Mr. Bevis as KOA vice president-general manager [B•T, Sept. 1].

in theatre TV as a box office booster.

TV's power as an advertising medium brought this comment: "With the recent sensationally successful TV campaigns on several pictures, we find our industry waking up to intelligent use of television, this new and great sales force."

## Network Billings

(Continued from page 30)

in July as in June, although the amounts are reduced and the order considerably altered. Radio newcomers in July are Gillette and Wrigley, replacing Philip Morris and Liggett & Myers; TV additions are General Mills and Kellogg, replacing Lorillard and General Motors.

Lists of leading advertisers in the various product categories (Tables II and V) show: (1) for network radio, no jewelry advertising in July and five changes in leading advertisers from the June list of 24; (2) for network TV, no political advertising in July but with some consumer service business that month, none of this type on in June, and changes in five classes of leading firms.

Total time purchases of each advertising class for July 1952 and January-July of this year, compared to the 1951 figures for the same month and seven-month period, are reported in Tables III and VI.

## McDonald Named

APPOINTMENT of Richard A. McDonald, on leave from Crown-Zellerbach Corp., San Francisco (paper products), as National Production Authority administrator was announced last Monday by Secretary of Commerce Charles W. Sawyer. He succeeds Henry H. Fowler, recently named as director of the Office of Defense Mobilization. Mr. McDonald, who has been serving as acting deputy administrator of NPA since August, is a vice president and chairman of the executive committee of Crown-Zellerbach.

## ABC-UPT CASE

Deadline Extended

ON the plea of FCC counsel that they needed more time to prepare proposed findings on the intricate Paramount case—which involves primarily the merger of ABC and United Paramount Theatres Inc.—FCC Hearing Examiner Leo Resnick granted all parties a two-week extension of the deadline—to Oct. 3.

Although none of the parties need to file proposed findings before the new date, it is understood that a joint ABC-UPT brief may be submitted this week. At the same time, Paramount Pictures is said to be prepared to file its proposed findings on the renewal of the license of KTLA (TV) Los Angeles and kindred matters before the Oct. 3 deadline.

Filed Thursday were the proposed findings of CBS, which is due to purchase WBKB (TV) Chicago from the merged ABC-UPT company for \$6 million.

Its proposals ask the examiner to authorize the purchase on the grounds that: (1) Neither CBS nor its officers, directors, stockholders or employees have participated in any violations of state or federal anti-trust laws; (2) Operation of WBKB will be expanded, if sale is approved, through strengthened facilities, staff and programs; (3) Sale cannot be called trafficking in licenses since if the merger is approved ABC-UPT must sell one of two-owned stations in Chicago (ABC already owns WENR-TV there).

## KMPC'S 50 KW

CP May Be Dropped

KMPC Los Angeles is considering turning back its construction permit for 50 kw nighttime directional, it was learned last week. The Goodwill station has had the CP since 1947, but has encountered engineering difficulties in establishing the full nighttime radiation authorized.

Station operates on 710 kc with 50 kw day, and 10 kw night, directionally. Cost of using the 50 kw nighttime grant is considered too high, in the opinion of station officials—particularly in light of network nighttime rate cuts and the impact of TV on nighttime listening. There are seven TV stations in Los Angeles.

General Manager Robert O. Reynolds and Assistant General Manager Lloyd C. Sigmon conferred with their attorneys in Washington last week on the matter. A decision is due to be reached by the end of the month, it was reported. Messrs. Reynolds and Sigmon visited other Goodwill stations on their way east, at WJR Detroit and WGAR Cleveland. They were due to return west, stopping off to visit their respective families in Oklahoma on their way back to Los Angeles.

# YOU'RE SURE WHEN YOU BUY TRANSIT RADIO



**THE TRANSIT RADIO AUDIENCE IS EXCLUSIVELY YOURS!**

## MARKETS

CINCINNATI  
WASHINGTON, D. C.  
ST. LOUIS  
KANSAS CITY  
PITTSBURGH  
WORCESTER  
TRENTON  
TACOMA

WKRC  
WWDC  
KXOK  
KCMO  
WKJF  
WGTR  
WTOA  
KTNT

ALL FM STATIONS  
PROVIDING MORE  
ENJOYABLE STATIC-FREE  
LISTENING

TO



### 1 ACCURATE, AUDITED AUDIENCE

There is no guesswork about the size of the Transit Radio audience. It is tabulated minute by minute, hour by hour, day by day. It is NON-COMPETITIVE!

### 2 DEEP COMMERCIAL PENETRATION

95% of people WANT music as they ride. They're relaxed and in the mood to listen to your sales message. This means almost 100% penetration!

### 3 LOW . . . LOW . . . COST!

All of these millions of customers are YOURS at a cost of \$1 or less per thousand!

\*Fares paid, audited and reported to Public Utilities Commissions.

**FORJOE NATIONAL, INC.**

EXCLUSIVE REPRESENTATIVES

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

# 'OTASCO' STORY

## District 12 Hears Firm's Radio Success

DELEGATES to the NARTB District 12 meeting, which ended Tuesday at Wichita, Kan., after two days of sessions, on Monday heard how "the world's largest" independent automotive chain flourished and grew to its present size with the help of radio.

D. C. (Clem) Sperry, advertising manager of the Oklahoma Tire & Supply Co., Tulsa, Okla., who addressed the broadcasters at a Monday luncheon in the Lassen Hotel, described his firm's 18 years of using radio, starting with a \$600 budget in 1934.

For NARTB, President Harold E. Fellows, Government Relations Director Ralph W. Hardy and Employee-Employer Relations Director Richard P. Doherty made featured talks at the sessions, along the line of those made at previous district meetings.

The automotive firm, whose trade name, "Otasco," became established through radio, went into the medium in 1934 with a \$600 budget on one station. That was after its study showed half its business in 15 Oklahoma markets was from rural areas where newspapers had "forgotten" circulation, Mr. Sperry said.

### Spends \$30,000 on 16

The next year Otasco used two stations, spending \$2,000, and sales increased "at a fantastic rate," with 11 new markets in Arkansas opened up. By 1939, 16 stations were being used with a \$30,000 radio budget. Beginning in 1941, Otasco used news programs in every market and still does so now.

Today the firm is advertising on 58 stations regularly in Oklahoma, Arkansas, Missouri and Kansas, with a budget of \$160,000, or a third of its total advertising budget. Otasco spends 1% of sales in advertising, using all power stations (5, 10 and 50 kw) in its area and about 27% of smaller stations, all on daytime radio, according to Mr. Sperry.

H. W. (Hank) Slavick, WMCT (TV) Memphis, at a TV seminar conducted by him Tuesday, said prospective TV operators first should consider (1) the set number potential of the area, (2) the dollar volume potential of the area and (3) competition. Mr. Slavick said some experts believe 50,000 sets in an area are necessary, but he believes 35,000 TV homes are enough.

Mr. Slavick said the operator should start out with a small staff, promoting circulation before going on the air. With development of films and kinescope techniques, he said, the operator can program 16 hours daily within a year. He advised getting films from government and institutional sources and buying the cheapest films available.

Describing the WMCT film department, which cost \$24,000 to set up, he said WMCT does spots for as low as \$35 (depending on production costs) and has three rate cards—the first a production rate

card for production costs paid by the advertiser and two others for local and national advertising.

Tuesday afternoon sessions featured a sales panel headed by Ben Ludy, WIBW Topeka, with Arden Booth, KLWN Lawrence, Kan.; Bob Schmidt, KAYS Hays, Kan.; Bud Blust Jr., KTUL Tulsa, and Guy Farnsworth, KCRC Enid, Okla. The resolutions committee was headed by Hale Bondurant, KFBI Wichita, with Mr. Schmidt and Cy Casper, WBBZ Ponca City, Okla.

The meeting was called to order Monday by Jack Todd, KAKE Wichita, District 12 director, and Wichita Mayor Russell Jump officially welcomed delegates.

Resolutions were passed asking for increased NARTB membership, commending NARTB efforts to purchase tower insurance on a group basis, deploring rate cuts and asking NARTB to encourage training for young people entering radio and TV.

Registration for the District 12 meeting follows:

Anderson, J. R., AP, Kansas City; Bell, Earle H., Caterpillar Tractor Co., Salina, Kan.; Blust, Bud Jr., KTUL Tulsa; Bondurant, Hale, KFBI Wichita; Booth, Arden, KLWN Lawrence, Kan.; Bradshaw, Justin B., KANS Wichita; Casper, Cy, WBBZ Ponca City, Okla.; Chapin, Wells, General Electric Co., St. Louis; Chesley, Alex, World Broadcasting System Inc., Memphis; Church, Arthur B. Jr., KMBC-KFRM Kansas City; Cobb, Grover C., KVGB Great Bend, Kan.; Conger, Fred L., WREN Topeka; Davis, Jacob A., KLPR Oklahoma City; Doherty, R. P., NARTB, Washington; Dolberg, Glenn, BMI, New York.

Douglas, Jim, General Electric Co., Dallas; Elliott, Henden, KGNO Dodge City, Kan.; Esau, John, KTUL Tulsa; Farha, Fred M., KLPR Oklahoma City; Farnsworth, Guy B., KCRC Enid, Okla.; Fellows, Hal, NARTB, Washington; Fletcher, Graeme, KAKE Wichita; Fuller, Mack, KOMA Oklahoma City; Hales, Sam, UP, Kansas City; Hardy, Ralph, NARTB Washington; Harrison, Robert R., KLPR Oklahoma City; Harvey, E. D., KGAR Garden City, Kan.; Holmes, Ben, KOMA Oklahoma City; Hoover, Bill, KADA Ada, Okla.; Jackson, Phil, KWCO Chickasha, Okla.

Kenkel, Fred H., A. C. Nielsen Co.,



AMONG those at NARTB District 12 meetings were (seated l to r) Fred Conger, WREN Topeka; Greg Reeser, RCA Thesaurus, Chicago; John Esau, KTUL Tulsa; standing, are Cy Casper, WBBZ Ponca City, Okla.; Ben Ludy, WIBW Topeka, and Allan Page, KSWO Lawton, Okla.

New York: Lamer, Kip, KSAL Salina; Langlois, Cy, Lang-Worth, New York; Ludy, Ben, WIBW Topeka; Marlin, Al, BMI, Topeka; Murphy, Pat, KWSH Wewoka, Okla.; Newby, Harold A., KAKE Wichita; Page, Allan, KSWO Lawton, Okla.; Parker, Kenneth, SESAC Inc., New York; Platt, Jim, KJCK Junction City, Kan.; Pratt, Robert L., KGGF Coffeyville, Kan.; Raburn, T. M., KGYN Guymon, Okla.; Reeser, Gregory, RCA Thesaurus, Chicago; Riessen, John E., KVSO Ardmore, Okla.; Ross, Byrne, KLPR Oklahoma City; Ryan, Edward A., KSIW Woodward, Okla.

Salathiel, Leon, KSCB Liberal, Kan.;

Schmidt, Bob., KAYS Hays, Kan.; Seaton, R. M., KGGF Coffeyville, Kan.; Sewell, Clarence, KFBI Wichita; Shaw, Bill, BROADCASTING • TELECASTING, Chicago; Shideler, Mrs. Elsie, WIBW Topeka; Slavick, H. W., WMC-WMCT Memphis; Stubblefield, Bill, NARTB, Washington; Taylor, O. L. Ted, KANS Wichita; Thompson, Al, KSAL Salina; Todd, Jack, KAKE, Wichita; Varnum, Walt, RCA, Kansas City; Webb, Frank V., KFH Wichita; Weir, Bud, KJCK Junction City; Weiss, Pierre, World Broadcasting System, New York; Wells, Monty, KLPR Oklahoma City; Wilson, Jay, Southwestern Bell Telephone Co., Topeka.

## HIGHER RECORDING FIDELITY

May Result From Bureau of Standards Device

THE PROBLEM was to establish high fidelity speech standards for records used in the Library of Congress "talking books" for the blind. The answer was development by the National Bureau of Standards of a device permitting measurement of the most minute sound used in pronouncing a vowel or consonant. The result may be higher fidelity for radio and TV recordings.

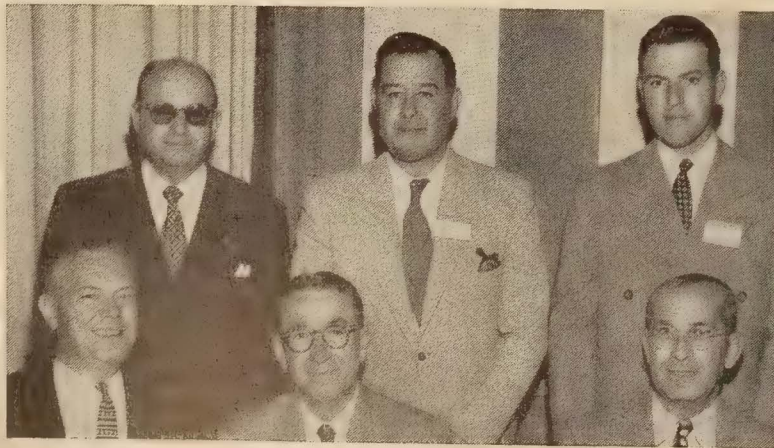
NBS was called in by the Library of Congress, which has been supplying "talking books" to blind

"readers" for more than a decade, to set up specifications for the purchase of records and reproducers.

In setting up a technique to study speech records, a spectogram of the recorded speech was used, but NBS scientists found there was no device that could present visually all the variations of a speech sound. A Panoramic Analyzer, which normally sweeps through the audio frequency range once a second, was modified to provide a higher rate so all the frequencies in a syllable could be shown on a cathode ray tube. These were photographed so they could be studied in arriving at specifications for "talking books."

## NBC Election Plans

NBC claimed last week it will install the "most elaborate radio and television news center in broadcasting history" in its Radio City headquarters in New York on election night. Staff of 500 men will process and report latest developments gathered by some 1,000 newsmen with NBC affiliated stations throughout the country in addition to coverage of political headquarters in New York and Washington by TV camera crews and reporters with tape-recording equipment, officials said. An "electronics brain," a huge tabulator, is to be used in New York to give rapid tally on returns in key contests.



AT speakers' table were (seated, l to r) Harold E. Fellows, president, NARTB; Jack Todd, KAKE Wichita, NARTB director; D. C. Sperry, Oklahoma Tire & Supply Co., Tulsa; standing, Eddie Wilkinson, Oklahoma Tire & Supply Co., H. W. Slavick, WMC WMCT (TV) Memphis, and Grover Cobb, KVGB Great Bend, Kan.



### WHK GENERAL MANAGER

"As Ohio's pioneer station — on the air since 1923 — we've tried just about every wire service. We're sticking with the best — AP!"

K. K. Hackathorn, General Manager  
WHK, Cleveland, Ohio



### WHK SALES MANAGER

"Our salesmen like the idea of selling news that carries the prestige of the world's biggest news agency."

J. B. Maurer, Sales Manager  
WHK, Cleveland



### WHK ACCOUNT EXECUTIVE

"AP's reputation for fast, accurate service makes it easy when I go to a client to renew a newscast contract. Half my selling job is done by having AP."

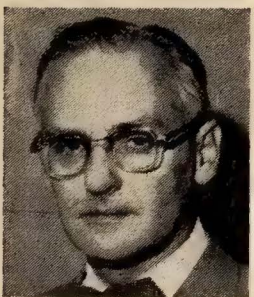
Joseph A. Beres, Account Executive  
WHK, Cleveland



### WHK NEWS EDITOR

"For reliability, I stick with AP — especially on the tough stories that break fast. And salutes to AP's Cleveland Bureau for fast action on our requests and questions!"

Wayne Skakel, News Editor  
WHK, Cleveland



### WHK SPONSOR

"Marshall's has been using AP news on all ten weekly newscasts for ten years. We feel that AP news coverage is the finest available."

E. V. Swisher, Merchandising Manager  
The Marshall Drug Company, Cleveland

*at WHK, Cleveland*

**they  
all  
prefer  
AP  
NEWS**

For full details on how you can join The Associated Press, contact your AP Field Representative or write

Hundreds of the country's finest stations announce with pride

**"THIS STATION IS A MEMBER  
OF THE ASSOCIATED PRESS"**



# What a heavenly spot, Mr. Hooper!



## WOODland! AM

WOODlanders (the prosperous inhabitants of greater Grand Rapids — the marketing center of Western Michigan) have three good reasons for walking on clouds . . .

- Most families own at least one car
- Most families own at least one house
- Most families listen to one radio station

That station, of course, is WOOD . . . Grand Rapids' only 5000-watt station . . . where home-grown personalities, on locally produced shows, vie capably with network.

Compare, for example, the lofty ratings of WOOD's locally produced programs . . . with those of stations B, C, D and E. (Quoting chapter and verse by Dr. Hooper\*) . . .

Monday - Friday 8:00 a.m. to 6:00 p.m. (average ratings)

WOOD	B	C	D	E
3.5	2.7	2.6	2.7	2.3

Monday - Friday 6:00 p.m. to 7:30 p.m. (average ratings)

WOOD	B	C	D	E
5.9	2.4	3.5	Daytime Only	

The sales results you get from programs like these are, quite naturally, supernatural. And the low cost per thousand is positively out of this world, especially when you consider your bonus coverage of nine additional counties!

Obviously, a heavenly spot, for spots — and programs, too!

\* — C. E. Hooper — Fall-Winter, '51-'52

# WOOD

GRAND RAPIDS, MICHIGAN  
Grandwood Broadcasting Company

H. M. Bitner, President

H. M. Bitner, Jr., Vice President

NBC — 5,000 Watts

Also WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.  
WEOA — Evansville, Ind.

National Representatives: Katz Agency

## Strictly Business

(Continued from page 18)

an opportunity to select exactly those markets in which he needs to do a selling job. In buying a top-budgeted production like *All American Game of the Week* or *Front Page Detective*, starring Edmund Lowe, the advertiser is buying a superior program, comparable to and in many cases better than live network productions. And he is paying only for those cities he must concentrate in.

"To the local and regional advertiser, such programming offers an opportunity to buy, on a share-the-cost basis, a top-grade audience puller. It also enables him to present, as his very own in the community or region, a program with national promotion and prestige. It is a decided 'plus' for a local or regional merchant. . . ."

Mr. Robeck said the purchase of such programming also would bring rate and other advantages which have added up to the tremendous growth of the filmed-syndication industry these past few years.

### Media Background

In setting up his sales organization, Mr. Robeck chose men with media background because they "must be able to help station buyers with their presentations to sponsors" and at the same time "aid advertisers in working out merchandising and promotional ideas built around the programs."

Going a step further in his sales philosophy, Mr. Robeck says selling and distribution organizations such as Consolidated have a definite responsibility.

Besides keeping standards high, he says, "we must sell and distribute only programs which are well produced and 'commercial.' It is the duty of organizations such as ours to insure the continued good faith of stations and advertisers towards our growing industry."

A native of Marinette, Wis., Mr. Robeck was born May 18, 1917. His family moved to Hollywood shortly after.

After his graduation from Hollywood High School in 1934, he joined the Merchant Marine for three years. He then enrolled in the U. of California at Los Angeles, majoring in psychology.

He went to work as a CBS Hollywood guide in 1940. A year later he was with the Air Force, serving in World War II as a bombardier. He flew 14 missions over North Africa before his plane was shot down in August 1943. A year of hospitalization in Africa and in the U. S. followed before he returned to duty at Okinawa. Mr. Robeck held the D.F.C. Air Medal with two oak leaf clusters and the Purple Heart. He left the service early in 1948, a first lieutenant.

Returning to CBS Hollywood, he soon was named Western Div. farm director and wrote, produced and announced six quarter-hour programs weekly. He was on the job

daily at 3 a.m. to prepare for a 6 a.m. broadcast.

Later, he served for six months as assistant to the regional director of special events and public affairs. Moved to the promotion department, he was appointed merchandising manager of KNX and the Columbia Pacific Network.

When KTTV (TV) Hollywood, then 49% owned by CBS, with the *Los Angeles Times* 51% stockholder, went on the air Jan. 1, 1949, Mr. Robeck joined the station as an account executive. By mid-1950 he was assistant sales manager.

Mr. Robeck was national sales manager of Consolidated Television Productions Inc. in Aug. 1951. When Consolidated agreed on a merger with Jerry Fairbanks Inc., he was made general manager of Consolidated Television Sales, Aug. 1, 1952. The firm is owned by the *Los Angeles Times* and Hallett Mfg. Co. of that city.

He was married to the former Gertrude Mann Aug. 5, 1944. The Robeck household is located in suburban Brentwood, just 25 minutes from Hollywood & Vine. Victoria Susan, 6, and Stephan Peter, 4, are their children.

A Delta Tau Delta, he also is a member of Town Hall, a current events discussion group. Sailing is his chief hobby.

## DIRECTORS GUILD

### Holds Strike Meet Tomorrow

RADIO & Television Directors Guild in Hollywood has called a membership strike meeting for tomorrow night (Tuesday), following a stalemate of its negotiations with CBS-TV, NBC-TV and ABC-TV on wages, working conditions and air credits.

Covering some 195 staff and free lance directors, associate directors and floor managers, RTDG is asking the same wage scale that exists in New York. Negotiations began Aug. 8. Guild also is in negotiation with CBS Radio and NBC radio. Its contract with ABC radio, which has been in effect for the past two years, expires in February 1953.

## RTMA Sports Committee

SEVEN-MAN Sports Committee was appointed Tuesday by John W. Craig, Crosley Div., chairman of the Radio-Television Mfrs. Assn. Set Div. J. B. Elliott, RCA Victor, was re-appointed chairman. The committee guides RTMA sports activities to promote cooperation among sports and radio-TV groups. Other committee members are A. A. Brandt, General Electric Co.; John F. Gilligan, Philco Corp.; Dan D. Halpin, Allen B. DuMont Labs.; William H. Kelley, Motorola Inc.; Walter L. Stickel, Hoffman Radio Corp.; L. C. Truesdell, Zenith Radio Corp.

# IRE AWARDS

## Dr. Miller Wins '53 Medal of Honor

SELECTION of Dr. John M. Miller of the Naval Research Lab. as winner of the Institute of Radio Engineers' Medal of Honor for 1953 was announced last week, along with winners of other honors and elevation of 49 to IRE's top membership grade of Fellow.

The awards will be presented March 25 at the annual banquet during IRE's national convention in New York.

Dr. Miller, superintendent of the Naval Research Lab's Radio Div. 1, Washington, D. C., was selected for IRE's highest award "in recognition of his pioneering contributions to our basic knowledge of electron tube theory, of radio instruments and measurements, and of crystal oscillators."

Among contributions credited to him were "the first single-dial receiver of commercial importance, and a radio circuit for high fidelity reception which is still being used in almost every radio receiver manufactured."

The 1953 Morris Liebmann Memorial Prize for a recent contribution to the radio art went to John A. Pierce, senior research Fellow at Harvard U., noted for contributions to the development of the Loran system of long-range radio navigation and, more recently, for his conception of the RADUX system of long-range navigation now under development for the government.

The Vladimir K. Zworykin Television Prize Award was voted to Frank Gray, Bell Telephone Labs. research engineer, who was credited with developing, in the early 1930s, principles whose importance has been recognized only recently, and which are embodied in the color TV system being developed by the industry-wide National Television System Committee.

Recipients of the IRE Fellow award, effective Jan. 1:

Edward W. Allen Jr., FCC chief en-

gineer; Jean P. Arnaud, Direccion General Fabricaciones Militares, Buenos Aires; Benjamin B. Bauer, Shure Bros. Inc.; Leonard J. Black, professor, U. of California; J. W. Bell, Smith & Stone, Georgetown, Ont.; H. G. Booker, professor, Cornell U.; William E. Bradley, research director, Philco Corp.; John L. Callahan, RCA Labs. and RCA Communications; K. A. Chittick, RCA Victor Div.; Arthur A. Collins, Collins Radio Co.

Edward U. Condon, Corning Glass Works; W. W. Eitel, Eitel-McCullough; Harry Faulkner, British Post Office, London; Enoch B. Ferrell, Bell Telephone Labs.; Warren E. Ferris, Naval Research Lab.; Lyman R. Fink, General Electric Co.; Lawrence R. Hafstad, Atomic Energy Commission; F. Hamburger Jr., Johns Hopkins U.; Lewis B. Headrick, RCA Victor Div.; Philip J. Herbst, RCA Victor Div.; John Hessel, Signal Corps Engineering Labs.; Hans E. Hollmann, U. S. Naval Air Missile Test Center, Point Mugu, Calif.; T. A. Hunter, Hunter Mfg. Co.; Eric J. Isbister, Sperry Gyroscope Co.; Edward C. Jordan, professor, U. of Illinois.

Frank G. Kear, Kear & Kennedy; Ronald W. P. King, professor, Harvard U.; Royce G. Kloeffer, Kansas State College; Edmund A. LaPort, RCA International Div.; Russell R. Law, RCA Labs. Div.; William A. MacDonald, Hazeltine Electronics Corp.; Jack A. McCullough, Eitel-McCullough; J. A. Morton, Bell Telephone Labs.; Allen B. Oxley, RCA Victor Co., Montreal; Albert Preisman, Capitol Radio Engineering Institute; John C. R. Punchard, Northern Electric Co., Belleville, Ont.; Jan A. Rajchman, RCA Labs. Div.; J. A. Ratcliffe, Cambridge U.; Stephen O. Rice, Bell Telephone Labs.

Walter Richter, electrical engineering consultant, Milwaukee; A. A. Roeten, Bell Telephone Labs.; William M. Rust Jr., Humble Oil & Refining Co.; Jorgen Rybner, professor, Royal Technical U. of Denmark; Daniel Silverman, Stanolind Oil & Gas Co.; Archie W. Straiton, professor, U. of Texas; Irven Travis, Burroughs Adding Machine Co.; Bertram Trevor, RCA Labs. Div.; Harry W. Wells, Carnegie Institution of Washington; Charles J. Young, RCA Labs. Div.

## NEW DAYTIMER

### KCRB Takes Air Oct. 15

KCRB Chanute, Kan., 1460 kc with 1 kw daytime, is to begin operations about Oct. 15, it was announced last week. The new station is owned by Cecil W. Roberts, who holds licenses also for KCLO Leavenworth, Kan., and KREI Farmington, KCHI Chillicothe and KNEM Nevada, all in Missouri.

General manager of KCRB will be Jerrell Henry. The station is to have fulltime studios in nearby Iola, Kan., with Tom Irwin, manager there.

## Struthers Gets Post

HARVEY J. STRUTHERS, WEEI Boston general manager, has been elected director of the Advertising Club of Boston, to complete the term of William B. McGrath, WHDH Boston managing director, who has resigned his directorships in the ad club and NARTB District 1. Mr. Struthers came to WEEI in January 1951 as assistant general manager, taking his present position when Harold E. Fellows left in April 1951 to become NARTB president.

## What a romantic place, Mr. Pulse!



# WOODland! TV

WOODlanders (the prosperous folk of Grand Rapids, Muskegon, Battle Creek, Kalamazoo and surrounding territory) find their hearts beat as one . . . when it comes to watching WOOD-TV.

According to Pulse\*, WOODlanders palpitate — both to network programs and to an unusual variety of local live programs — Monday, Tuesday and always. Or, more specifically . . .

WOOD's Share of Audience		
Monday - Friday	10 a.m. - 12:00	90%
	12:00 - 6:00 p.m.	60%
	6:00 p.m. - 12:00	51%
Saturday	10 a.m. - 12:00	85%
	12:00 - 6:00 p.m.	63%
	6:00 p.m. - 12:00	58%
Sunday	12:00 - 6:00 p.m.	63%
	6:00 p.m. - 12:00	50%

Incidentally, WOOD-TV offers you much more than affection. To wit:

- 225,000 TV families
- The only live TV facilities outside Detroit
- Michigan's largest outstate market

Want to feel our Pulse?

\* — Survey of Grand Rapids, Battle Creek, Muskegon, Kalamazoo — February, '52.

# WOOD

## GRAND RAPIDS, MICHIGAN

### Grandwood Broadcasting Company

H. M. Bitner, President

H. M. Bitner, Jr., Vice President

Also WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.  
WEOA — Evansville, Ind.

NBC — Basic; CBS, ABC, DuMONT — Supplementary  
National Representatives: Katz Agency

## KTFI AIDS FAIR

### Promotion Spurs Attendance

TWIN Falls, Ida., County Fair promotion was sagging. A new approach obviously was needed to spur interest and boost attendance. KTFI Twin Falls found that new approach and the fair enjoyed perhaps its most successful season.

KTFI dug the new angle from Dept. of Agriculture releases which show that Twin Falls County has a right to be proud of its achievements. The station praised farmers and showed non-farmers how prosperity had been brought to the county by farmers. It urged all to attend.

Due in part to KTFI efforts, the four-day fair was host to nearly 26,000 visitors. The promotion received noteworthy praise from the mayor, the county commissioners, the Chamber of Commerce, the Fair Board, the Granges, businessmen and farmers alike.

# CBS PASSES THE 25-YEAR MARK

ON THE EVENING of Sept. 18, 1927, radio listeners heard a familiar voice, that of Maj. J. Andrew White, a top announcer of the day, introducing a new network, Columbia Broadcasting System, and its premiere program, "The King's Henchman," an American opera by Deems Taylor and Edna St. Vincent Millay.

With that, broadcast competition entered the radio network field, and has raged for a quarter-century as Columbia Broadcasting System vied with the older (by nearly a year) Red and Blue networks of NBC.

But the CBS story really began a year before when a promoter named George A. Coats addressed NAB's fourth convention on the pressing subject of ASCAP's performance rights fees. As Gleason Archer recalls in his *Big Business and Radio*, Mr. Coats urged broadcasters to fight ASCAP by organizing "a great radio program bureau."

Sold by his own eloquence, Mr. Coats forthwith contacted Arthur Judson, manager of the Philadelphia Symphony and New York Philharmonic - Symphony Orchestras, and on Sept. 20, 1926, Judson Radio Program Corp. was formed in New York.

When NBC rejected a proposal

\* \* \*



PRESIDENT STANTON  
... in post since 1946



THIS IS a "then and now" picture of CBS Board Chairman William S. Paley as he appears now on the occasion of the network's 25th anniversary, and (at right) as he looked in the early days of CBS.

\* \* \*

for an artists' bureau to be headed by Mr. Judson, he and Mr. Coats determined to form their own network and on Jan. 27, 1927, United Independent Broadcasters came into being. Mr. Coats and Mr. Edward Ervin, an associate of Mr. Judson's who had invested in the new company, signed up 16 stations on a novel affiliation plan whereby the network was to purchase 10 hours a week from each station at \$50 an hour.

Where to find sponsors to pay for this \$8,000 a week, plus other costs, and how, without either capital or clients, to get telephone lines to connect the stations, loomed as almost insurmountable problems. Then Mr. Coats met Louis Sterling, a Columbia Phonograph Co. official, who was alarmed over rumors of a merger of Victor Talking Machine Co. with RCA. Beating Victor to the punch, Columbia made a fast deal to take over the 10 hours a week, to be resold to other advertisers while Columbia advertised its own products through network identification announcements on "the Columbia Phonograph Broadcasting System." For the name change the phonograph concern paid \$163,000, according to *Big Business and Radio*.

Armed with cash, UIB secured telephone lines and on CPBS broadcast its first program over a network extending from WOR New York to KMOX St. Louis. Other original affiliates were



WNAC Boston, WEAN Providence, WMAK Lockport, N. Y., WFBL Syracuse, WCAU Philadelphia, WCAO Baltimore, WJAS Pittsburgh, WADC Akron, WAIU Columbus, WKRC Cincinnati, WGHP Detroit, WOWO Fort Wayne, WMAQ Chicago, KOIL Council Bluffs, Iowa.

When a month put the network \$100,000 in the red, Columbia Phonograph, which was paying time and talent costs, decided to exercise the 30-day cancellation clause in its contract. Mr. Judson went to Dr. Leon Levy, WCAU owner, for help and arranged to sell the network to Jerome H. Louchheim, millionaire Philadelphia sportsman. The deal was completed against advice of Mr. Louchheim's lawyer, Ralph Colin, who soon became a CBS director and general counsel, and the network shortened its name to Columbia Broadcasting System.

To give CBS a fighting chance, the \$8,000 a week to affiliates needed to be reduced, so Maj. White, now president, toured the network, securing more reasonable contracts. Even so, losses mounted and Mr. Louchheim began looking for a way out.

\* \* \*

ONE of the few CBS sponsors was Congress Cigar Co., whose *La Palina Smoker* sales had been raised from 400,000 to one million a day and concurrently raised the

curiosity in radio of the company's advertising manager, 27-year-old William S. Paley, almost to the boiling point. Learning CBS was for sale, he persuaded relatives to join him in buying it, and when the transfer took place—Sept. 2, 1928—took a three-month leave to whip the network into shape. Within a month Bill Paley realized his future lay in broadcasting and settled down to turn CBS into a money-making venture.

His first move combined network (CBS) and operating company (UIB) into a single corporation; he then acquired the kind of executives to make it a success. Maj. White stayed on as managing director until 1930; Arthur Judson merged seven concert bureaus into Columbia Concerts Corp., a subsidiary insuring CBS adequate talent.

To handle station relations, Mr. Paley in February 1929 persuaded Comr. Sam Pickard to resign from the Federal Radio Commission. Herbert V. Akerberg, who subsequently succeeded Mr. Pickard as station relations head, was hired from Bell Labs., which had sent him to install new equipment at WABC New York, after that station re-

(Continued on page 46)

## CBS GROSS BILLINGS

Year	Gross Billings
1927	\$72,500
1928	1,447,308
1929	4,785,981
1930	7,605,203
1931	11,895,039
1932	12,601,885
1933	10,063,566
1934	14,825,845
1935	17,637,804
1936	23,168,148
1937	28,722,118
1938	27,345,397
1939	34,539,665
1940	41,025,549
1941	44,584,378
1942	45,593,125
1943	57,951,744
1944	66,791,319
1945	65,724,851
1946	60,063,905
1947	59,250,964
1948	62,265,105
1949	63,403,583
1950	70,744,669
1951	68,784,773

EDITOR'S NOTE: Source, 1927-'46 BROADCASTING YEARBOOK; 1947-'51, Publisher's Information Bureau.

**COOKING on the FRONT BURNER  
for the  
FOLKS at HOME!**

- It's "GRASS ROOTS" acceptance that counts in RADIO advertising. KTUL programming appeals to listeners in the TULSA MARKET!
- That's why KTUL has MORE LOCAL PROGRAM SPONSORS than ALL other Tulsa network Radio Stations.
- Get the KTUL story from your nearest AVERY-KNODEL, Inc. office.

"SUNSHINE  
MAN"

"WOMEN  
ARE  
WONDERS"

"THE NIGHT  
RIDER"

"THE SOCIAL  
WHIRL"

"FOOTBALL  
INSIGHT"

"IT'S ALL  
MUSIC"

"WHAT THE  
EDITORS SAY"

"DATE WITH  
MARJEAN"

TOP  
CBS Radio  
SHOWS

TBA

TBA

BEST PROGRAMS  
in EASTERN  
OKLAHOMA

KTUL

The  
AUDIENCE  
ACTION  
STATION

**KTUL** Radio  
TULSA

JOHN ESAU—Vice President—General Manager

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

# CBS Passes The 25-Year Mark

(Continued from page 44)

placed WOR as CBS key outlet. He joined CBS as head of planning and development.

Edward Klauber, night city editor of the *New York Times*, joined CBS in 1930, soon becoming executive vice president. Lawrence W. Lowman, a Paley classmate at U. of Pennsylvania, became vice president in charge of operations. From Lennen & Mitchell, Mr. Paley attracted two more top men, Hugh K. Boice to head sales and Paul W. Kesten to handle sales promotion.

Henry Bellows, WCCO Minneapolis general manager and a former Federal Radio Commission member, became CBS midwestern vice president when CBS acquired WCCO ownership. Mefford R. Runyon joined CBS as accountant in 1931, becoming, successively, comptroller, vice president and director. H. Leslie Atlass became Chicago executive in 1931 after CBS completed purchase of WBBM Chi-

\* \* \*



**EDWARD KLAUBER**  
Chairman of Executive  
Committee in 1943

\* \* \*



**PAUL W. KESTEN**  
Vice Chairman of  
Board in 1946

cago from Leslie Atlass and his brother, Ralph. CBS had bought part interest in WBBM in 1929 from the two brothers, who started the station in Lincoln in 1923, moving it to Chicago in 1925.

Frederic Willis, with a finance and advertising background, became head of public service programming, as assistant to the president. In 1930, when radio often was regarded even by broadcasters as "nothing but a huge three-ring vaudeville and circus," as BROADCASTING • TELECASTING commented some years later, Mr. Paley was "already evincing the unique sense of awareness for which he has since become so distinguished, and he was already looking forward to the day when American broadcasting would rapidly and necessarily evolve into a great cultural medium."

Meanwhile, CBS finances and personnel received the Paley treatment. After reorganizing CBS' capital structure for a bookkeeping credit of \$340,000, enabling CBS to show a 1929 profit of nearly half a million dollars, the young network president negotiated a Hollywood alliance—giving CBS access to movie talent. Through an arrangement with Adolph Zukor, half the CBS shares went to Paramount-Publix Corp. in exchange for 59,000 shares of the movie company's stock which then—September 1929—was selling at \$65 a share.

Paramount-Publix agreed that on March 1, 1932, it would repurchase its stock at \$85 a share, but only on the apparently unlikely condition that CBS, meanwhile, had earned a net profit of \$2 million or more. When that date arrived, the CBS net was nearly \$3 million and Paramount was faced with paying \$85 a share for stock then valued at less than \$10. Mr. Paley promptly seized this opportunity to regain full CBS ownership by accepting the CBS stock back from Paramount in lieu of \$5 million cash.

By this time, the American public thought of CBS as the source of Ida Bailey Allen's *National Homemakers' Club*, of Ted Husing's sports broadcasts, of *The March of Time* and of Bing Crosby, Paul Whiteman and Alexander Woollcott. In October 1930, CBS began broadcasting the Sunday concerts of the New York Philharmonic-Symphony Orchestra.

\* \* \*

**E**ARLIER that year, CBS had covered the London Five-Power Naval Disarmament Conference, one of radio's first major jobs of trans-Atlantic reporting. And shortly before Christmas CBS aired the voice of Henrik Willem Van Loon from Amsterdam in the first foreign pick-up of a commercial program. That series also made radio history as the first network co-op program, a pre-Christmas series of talks on gems and precious metals sponsored by local jewel-



**NORMAN BROKENSHIRE**, announcer for the Chesterfield programs in the '30s, faces the sextet of stars who appeared on the shows. Shown returning his smile are (clockwise, starting at top), Ruth Etting, songstress; Arthur Tracy, the famed "Street Singer," the Boswell Sisters, leading vocal trio, and Nat Shilkret, orchestra leader.

\* \* \*

ers in a number of cities, with commercials cut in locally by the CBS outlets.

Although CBS in 1930 sold more than \$7.6 million in time (before discounts), NBC sales were nearly three times that amount and CBS salesmen had a hard time explaining away NBC programs at the top of the Crosley Rating list. To provide ammunition, Paul Kesten conceived the first study of network popularity.

The accounting firm of Price, Waterhouse & Co. was employed to send 200,000 cards to radio owners in 67 cities asking, "What radio station do you listen to most?" The answers, showing more CBS affiliates were listened to more frequently than other stations, helped boost CBS' 1931 sales to nearly \$12 million gross, despite the depression.

The following year CBS underwrote a survey to test radio's sales effectiveness by checking use of brand products, both those advertised on the air and those not so advertised, in radio and in non-radio homes. Conducted by Robert S. Elder, then assistant professor of marketing at Massachusetts Institute of Technology, this study showed radio families purchased more radio-advertised goods and fewer non-radio-advertised articles than non-radio families and that furthermore, the proportion of homes using radio-advertised products went up as average listening time increased.

On July 21, 1931, Mayor Walker of New York officiated at the inaugural of the network's experimental TV station, W2XAB, forerunner of WCBS-TV, which telecast 60-line images on a regular daily schedule for a year and a half, under direction of William Schudt Jr., now director of CBS

station relations. W2XAB used transmitting equipment developed by William B. Lodge, CBS development engineer, now vice president in charge of engineering.

That fall Wrigley gum was first advertised on radio, its *Myrt and Marge* serial attracting wide interest by going on CBS at 7-7:15 p.m., opposite *Amos 'n' Andy*, then the most popular program on the air. CBS also made news with its migrating microphones, which originated programs in a moving train, on an aquaplane, in a balloon ten miles above the earth and a bathysphere 2,200 feet below sea level.

By March 1932, the CBS network comprised 91 stations—five

(Continued on page 48)



**"MYRT and MARGE,"** heroines of a 1931 serial drama which was Wm. Wrigley Jr. Co.'s first radio vehicle, daringly placed on CBS opposite *Amos 'n' Andy* (then radio's top attraction) on NBC. Portrayed as sisters in the drama, "Myrt" was Myrtle Vail, who also wrote the series, and "Marge" was her daughter, Marge Damorel.

# what makes WLAC click:

Programming with personalities who draw, hold and SELL listeners!

---



This is **GENE NOBLES**, WLAC's famous all-night disc jockey, who for five years has held the undisputed claim to selling more recordings by direct mail than any other announcer in the world. His average of 2,000 orders per day the year 'round has never been challenged.

---



This is **ANDY WILSON**, one of WLAC's many popular folk music (hillbilly) stars, whose (December, 1951) achievement of pulling 40,952 pieces of mail from 3,387 towns in 25 states in three weeks gives him top billing in this field of entertainment.

---



This is **AUDREY HOLMES**, the "Question-Answer Lady" of the CBS Garden Gate show, whose own "Lady of the House" program on WLAC has frequently led all daytime Hooperatings in Nashville. Her sales ratings on products advertised have kept pace with her Hooperatings.

---



This is **YOUR ESSO REPORTER**, now in his 13th year of 4-a-day news broadcasting for the Esso Standard Oil Company. Over 16,000 programs for a single sponsor earns for WLAC a niche in radio's Hall of Fame.

---



This is **MARY MANNING**, producer and announcer of two of WLAC's most sought-after shows—"Woman's World" and "Interesting People". An independent survey proved that, out of four media used, her advertising messages were the most often remembered.

---



This is **F. C. SOWELL**, WLAC's radio-newspaper editor (and general manager) whose weekly summary of news from county newspapers has cemented strong bonds of friendship between WLAC and the rural editors. Over 1,000 complimentary press notices in 5 years.

---

All these and many more—plus radio's best network programming, via CBS Radio, combine with 50,000 watts power to make WLAC a productive station.

## WLAC ~ Nashville's SALES Power Station

THE KATZ AGENCY, INC., NATIONAL ADVERTISING REPRESENTATIVES

## CBS Passes The 25-Year Mark

(Continued from page 46)

owned outright (WABC New York, WBBM Chicago, WBT Charlotte, WCCO Minneapolis and WKRC Cincinnati)—with CBS also owning 51% of KMOX St. Louis and leasing WPG Atlantic City.

In July, CBS page boys with lapel mikes interviewed delegates at the 1932 political conventions in Chicago. On Sept. 1, the hook up charge for West Coast stations was eliminated and rates reduced for the South Atlantic group. Chrysler Corp. in November bought a 25-city CBS network to hold a nationwide meeting of some 75,000 Plymouth dealers and salesmen, insuring this first radio sales meeting for \$500,000 against line breaks or equipment failure. In a 1932 sequel to his 1931 study, also

financed by CBS, Dr. Elder found sales of radio-advertised products in radio homes 35% ahead of non-radio homes.

In February 1933, CBS broadcast an eye-witness account of the attempted assassination of President-elect Roosevelt in Miami that same evening, arranged by E. K. Cohan, CBS technical director, vacationing in Miami. Newspapers' resentment at such rapid transmission of news to the public, fanned by radio's emergence as a competitor for advertising, led publishers to refuse news to the networks. So CBS formed Columbia News Service, headed by Paul White, which aired two five-minute newscasts a day under General Mills sponsorship.

Legalization of beer and the end of prohibition, both covered by CBS on-the-scene, led to a CBS decision to accept beer and wine advertising but not liquor. A new "transition" rate of two-thirds the nighttime scale was instituted for the 6-6:30 p.m. period after a drop in business early in the year. By fall the tide had turned and CBS raised rates of some of its major market stations.

In the opening weeks of 1934 the press-radio war ended and, with establishment of the Press Radio Bureau, which provided two five-minute newscasts a day, CBS dropped its news collecting. On-the-scene special events coverage increased, however, and CBS developed a technique of dramatization which brought "concise, fast-moving accounts of still other out-

(Continued on page 50)



MAJ. J. ANDREW WHITE, founder of CBS, is shown in 1951 at the microphone of KNX Los Angeles during his program on that station.

## CBS' ORIGINAL NETWORK

## Started With 16 Outlets

TWENTY-FIVE years ago last Thursday, Maj. J. Andrew White, vice president (and later president) of CBS, himself read the announcement that first told the listening public that a new network was beginning operations.

Even for such a broadcasting veteran as Maj. White, who in 1921 had made radio history by broadcasting a blow-by-blow description of the championship fight between Jack Dempsey and Georges Carpentier over a two-station hookup (WJZ New York and WGY Schenectady), the opening CBS network announcement was a mouthful. It read:

"Good evening, ladies and gentlemen.

"This is the Voice of Columbia.

"The Columbia Broadcasting System is owned and operated by the Columbia Phonograph Co. Our programs originate in the New York studio of WOR of Newark, N. J. The system comprises the following stations:

"WEAN Providence, R. I.; WNAC Boston, Mass.; WFBL Syracuse, N. Y.; WMAK Buffalo-Lockport, N. Y.; WCAU Philadelphia, Pa.; WJAS Pittsburgh, Pa.; WADC Akron, Ohio; WAIU Columbus, Ohio; WKRC Cincinnati, Ohio; WGHP Detroit, Mich.; WMAQ Chicago, Ill.; KMOX St. Louis, Mo.; WCAO Baltimore, Md.; KOIL Council Bluffs, Ia.; WOWO Fort Wayne, Ind., and to the entire civilized world through its low wave station at Fort Wayne, Ind."

At that time, WEAN Providence and WNAC Boston were owned by the Shepard Stores in those cities, with John Shepard 3d the chief executive of both stations. WEAN broadcast on 550 kc, with power of 500 w daytime and 250 w at night. WEAN had begun broadcasting in 1922; WNAC in the same year.

WFBL Syracuse was owned by the Onondago Hotel and the *Post-Standard*. It broadcast on 1490 kc,

with 1 kw. Sam Cook was manager. WFBL first went on the air in 1922.

WMAK Buffalo-Lockport was owned by Norton Laboratories. It broadcast on 900 kc with 750 w. I. R. Lounsbury, now WGR president, was manager. The station (now WGR) started operations in 1922.

WCAU Philadelphia was licensed to Universal Broadcasting Co. It broadcast on 1170 kc with 10 kw. Dr. Leon Levy was in charge of the WCAU operations.

WJAS Pittsburgh was owned by the Pickering Stores and the *Pittsburgh Sun-Telegraph*. It operated with 1 kw on a frequency of 1290 kc. Hugh Brennen was the head of the station, which began broadcasting in 1921. His son, H. K., is now operating head.

WADC Akron had three owners—Allen Theatre, the *Beacon-Journal* and the *Times-Press*. Its power was 1 kw; it broadcast on 1320 kc; its manager was Allen T. Simmons, now owner as well. WADC began broadcasting in 1925.

WAIU Columbus was licensed to American Insurance Union and had gone on the air in 1921. It broadcast on 640 kc with 500 w power. Manager was Herbert V. Akerberg, now CBS vice president in charge of station relations. WAIU later became WHKC.

WKRC Cincinnati was owned by Kodel Radio Corp. Its frequency was 550 kc; its power was 500 w. Gene Mittendorf was manager. WKRC went on the air in 1926.

WGHP Detroit (now WXYZ) was owned by George Harrison Phelps, who also headed its oper-

ating staff. On 1240 kc, its power was 750 w. The station was started in 1925.

WMAQ Chicago was owned by the *Chicago Daily News* (and now by NBC). In 1927 it operated with 5 kw on 670 kc. Its manager was the radio editor of the *News*, William S. Hedges, now NBC vice president in charge of integrated services. WMAQ went on the air in 1922.

KMOX St. Louis was owned by the *St. Louis Globe-Democrat*; today it is a CBS-owned station. It operated with 5 kw power on 1090 kc. William West was manager. KMOX was licensed in 1925.

WCAO Baltimore was owned then (and now) by Monumental Radio Co. Beginning operations in 1922, in 1927 it broadcast with 250 w on 600 kc. Manager was J. Thomas Lyons.

KOIL Council Bluffs belonged to Mona Motor Oil Co. Licensed in 1925, it broadcast on 1260 kc, with 2.5 kw daytime, 1 kw at night. Don Searle, now vice president and manager of KOA Denver, was manager of KOIL in 1927. KOIL, now Omaha, currently is owned by Central States Broadcasting Co.

WOWO Fort Wayne was owned by Main Auto Supply Co. in 1927; today it is one of the Westinghouse Radio Stations. Licensed in 1925, WOWO broadcast the first CBS program with 10 kw on 1160 kc. Its manager was Fred C. Zieg.

WOR Newark in 1927 was owned by Bamberger Broadcasting System, which had started it in 1922. In 1927 WOR used 5 kw power on 710 kc. Manager was Alfred J. McCosker, now retired. WOR today is one of the radio properties of General Teleradio Inc. WOR's affiliation with CBS ended after a few months, when WABC (now WCBS) first shared with it and then took over exclusively the position of New York key station of the Columbia Broadcasting System.



MICROPHONES of stations of the original CBS network as well as microphones of other pioneer outlets of the network are shown at CBS headquarters.

# YOU MIGHT GET A 1600-LB.

## BULL MOOSE\*—

## BUT . . .

## YOU WON'T BAG MUCH IN WESTERN MICHIGAN WITHOUT THE FETZER STATIONS!



Fetzer Broadcasting Company stations give you incomparable coverage of the rich Western Michigan market—and do it economically!

### WKZO-TV

WKZO-TV is Channel 3 . . . is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It serves a far bigger market than you'd guess—a 28-county area with a Net Effective Buying Income of more than two billion dollars. There are more than 200,000 television homes in these 28 Western Michigan and Northern Indiana counties, or more TV homes than are available in such cities as Atlanta, Houston, Rochester or Seattle. And here's the payoff: *An August 1952, Videodex Diary Study proves that WKZO-TV*

*delivers 93.4% more television homes than Western Michigan's other TV station!*

### WKZO-WJEF RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, are consistently the top stations in their home cities. Together they deliver about 57% more city listeners than the next-best two-station combination in Kalamazoo and Grand Rapids—yet they cost 20% less! The rural picture is equally bright—the 1949 BMB Report credits WKZO-WJEF with a 46.7% increase over 1946 in unduplicated daytime audience, a 52.9% nighttime increase!

Write direct for the whole Fetzer story. Or ask Avery-Knodel.

*\*F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.*

### WJEF

*top 4* IN GRAND RAPIDS  
AND KENT COUNTY  
(CBS RADIO)

### WKZO-TV

*top 4* IN WESTERN MICHIGAN  
AND NORTHERN INDIANA

### WKZO

*top 4* IN KALAMAZOO  
AND GREATER  
WESTERN MICHIGAN  
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

## FETZER BROADCASTING COMPANY

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

**571,000**  
**People with**  
**\$420,267,000**

**Effective buying power\***

**LIVE and SPEND**

**in the**  
**GOLDEN**  
**TRIANGLE**



\*From Sales Management

## THE ARKTEX STATIONS

**KCMC** AM-FM  
TEXARKANA, Ark., Tex.  
Oil, agriculture, manufacturing, the world's largest Army Ordnance installation produced \$145 millions in retail sales to 223,200 people in 1950. They listen to KCMC.

**KWFC**  
HOT SPRINGS, Ark.  
Over a half million visitors come annually to this world famous resort—a bonus market besides the 138,400 resident population. \$91,822,000 retail sales in 1950.

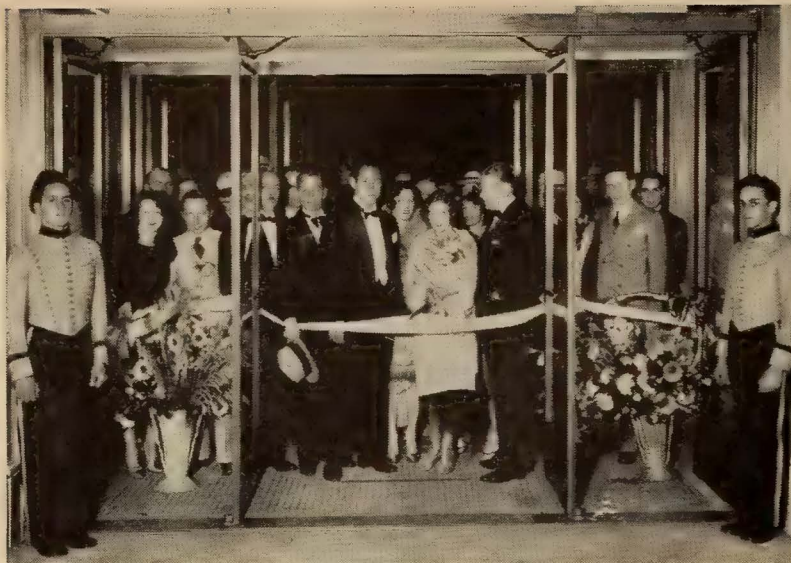
**KAMD**  
CAMDEN, Ark.  
209,400 people in this industrial and agricultural area spend over \$130 millions annually retail. Sell your product over their home station.

**One Order**  
**One Clearance**  
**One Billing**

**FOR THE FULL  
DETAILS WRITE**

**Sold Singly  
or in Groups**

**FRANK O. MYERS, Gen. Mgr.**  
**THE ARKTEX STATIONS**  
Gazette Bldg., Texarkana, Ark.-Tex.



**CUTTING** ribbon in front of new CBS building at 485 Madison Ave., New York, at opening ceremonies Sept. 18, 1929, are William S. Paley, then CBS president, and Olive Shea (holding scissors), "Miss Radio of 1929." Flanking Mr. Paley on the right are Lucile Black, hostess-pianist; Miss Shea; Minnie Blauman, director of male quartet; G. Clayton Irwin Jr. (standing sideways), director of the 4th Radio World's Fair held at Madison Square Garden, and (on extreme right front) Lawrence W. Lowman, CBS vice president; G. Stanley McAllister, manager of building operations; Nicholas Corpologna, captain of CBS page staff; to left of Mr. Paley is Sam Pickard, director of station relations. At extreme left (reading to right) are unidentified lieutenant of CBS page staff; Joyce Conlon, secretary to director of press and publicity; Herbert B. Glover, director of press and publicity. Group also included Warren H. Pierce, executive director of sales; William H. Ensign, assistant to the president, and Hugh Cowham, radio representative of AT&T.

## CBS Passes The 25-Year Mark

(Continued from page 48)

standing national and international events," as Mr. Paley stated in his annual report for 1934.

In February, CBS stock was changed from no-par value to a par value of \$5, with five shares of the new stock exchanged for each share of the old, and a 50% stock dividend in December. Cash dividends of 25 cents a share for the first quarter and 50 cents for each succeeding quarter were declared, plus an extra fourth-quarter dividend of \$1 a share. Year's net profits were \$2,274,120.

CBS now had 97 stations to serve the nation's 21.4 million radio homes with 64.2 million listeners. Continuing audience research, CBS made studies on the "degree of penetration" of individual CBS programs, finding programs broadcast less than six months had been heard in more than two-thirds of total radio homes by an audience of 42 million. Working with universities on basic research, CBS distributed a study by Dr. Frank Stanton of Ohio State U. of the relative memory value of advertising copy seen or heard.

Henry A. Bellows resigned in 1934 to join the NAB executive staff, Harry Butcher succeeding as CBS vice president in Washington. General Foods and CBS made history with weekly broadcasts from the Byrd Expedition in Little America.

Early in 1935, CBS increased rates for basic stations 22.3% but

with compensating discounts for many supplementaries, so that the boost for full network advertisers was only 3.1%. A new discount system was adopted, based on number of "station hours" used per week, with a 10% discount for 52-week broadcasting.

CBS also instituted new policies, limiting advertising on sponsored programs to 10% of the program time at night, 15% in the daytime; prohibiting advertising of laxatives and some other products; and establishing more exact standards for children's programs. Dr. Arthur T. Jersild, child psychologist, became consultant and Gilson Gray, from D'Arcy Co., was named commercial editor to administer the new policies.

**P**RESIDENT PALEY was radio's highest paid employe in 1935, receiving \$169,097 in salary and bonus. CBS net profits were \$2,810,679. A Joint Committee on Radio Research was set up under ANA, AAAA and NAB, with CBS and NBC jointly pledging \$30,000 for preliminary studies. CBS' *Lux Radio Theatre* was first aired July 29.

In April 1936, CBS paid \$1,250,000 for KNX Los Angeles, 50-kw key for a new West Coast CBS network to replace Don Lee Broadcasting System, whose contract with CBS expired. WEEI Boston was leased.

CBS in 1936 launched *Columbia*

*Workshop* to experiment with new forms of presentation. The future of programming, however, was more affected by another new CBS program, *Professor Quiz*.

Six composers were commissioned to write new musical works for radio, and CBS aired the premieres the next summer. The first annual radio award of the Women's Auxiliary of the American Legion went to *Wilderness Road*, CBS children's series.

Two CBS surveys showed (a) the average home radio was in use 4.8 hours a day and (b) 250 "very rich" Boston families averaged three sets per home. CBS during 1936 grossed \$27.8 million, earning net profits of \$3,755,523.

In 1937 CBS began a \$2 million studio-and-office building in Hollywood; in New York installation of a TV transmitter in the Chrysler Tower and studios in the Grand Central Terminal Bldg. were started. There were 114 affiliates. A CBS-financed survey by Dr. Daniel Starch found U. S. broadcasters providing more than 95 million family-hours of listening daily.

CBS' shortwave station, W2XE Wayne, N. J., began beaming a full daily program schedule to South America. In May, with power boosted to 10 kw, service to Europe was added, W2XE transmitting an average 54½ hours weekly to Europe and 38½ hours to South America. A shortwave bureau was set up in the program department.

CBS during 1937 grossed \$34,239,896, with a net of \$4,297,567. Dividends of \$1.95 a share of the new \$2.50 par value stock were paid. As in 1936, approximately 25% of profits were withheld for prospective capital requirements.

\* \* \*

**I**N April 1938, as the FCC prepared for an investigation of network operations, Mr. Paley aired radio's case to the public over the network in his annual report as CBS president. He urged that regulations be kept to the minimum necessary to keep radio reception free from government interference.

With the Austrian Anschluss in March focusing attention on Europe, news chief Paul White inaugurated the world news roundup, with CBS correspondents in London, Paris, Berlin, Vienna and Washington reporting, in a matter of minutes, reaction to each new development in each capital. The world roundup paid off in September, when the Munich crisis brought Europe to the brink of war, with analyses by H. V. Kaltenborn, delivered a dozen or more times a day, winning further kudos for CBS.

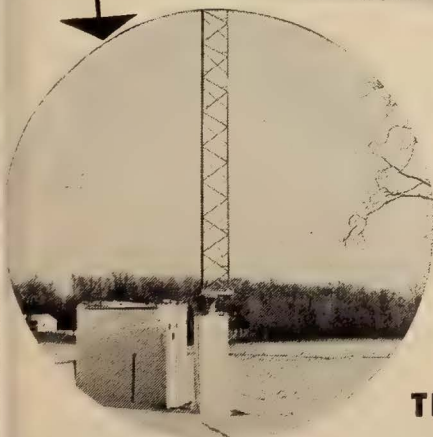
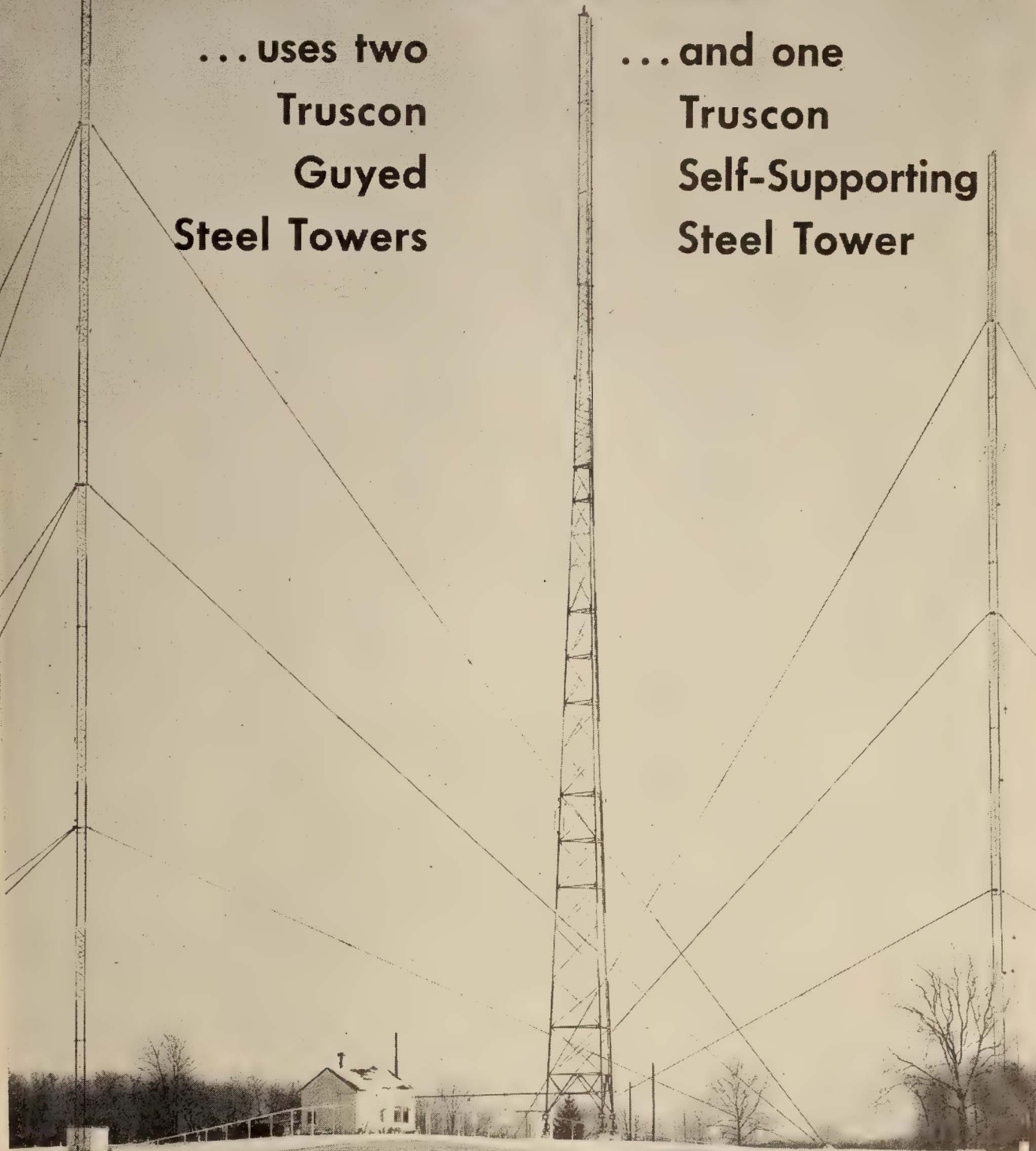
A different kind of acclaim came the following month, when Orson Wells devoted a CBS Sunday evening broadcast to "War of the Worlds," which startled many listeners into believing momentarily that men from Mars actually had landed in New Jersey. The confusion brought from CBS and the other networks prompt pledges never again to simulate a news-

(Continued on page 56)

# WRSW

... uses two  
Truscon  
Guyed  
Steel Towers

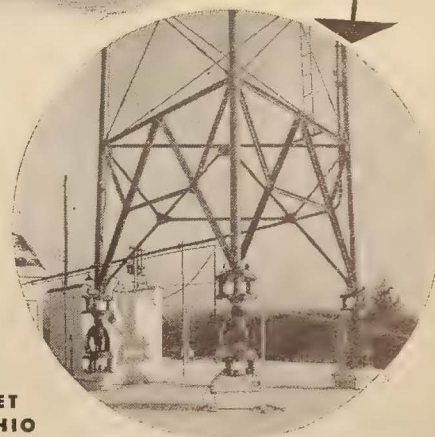
... and one  
Truscon  
Self-Supporting  
Steel Tower



Many hundreds of radio towers are Truscon-designed and Truscon-engineered. Among them are these three strong slender steel spires erected for WRSW, Warsaw, Indiana. Two 287-foot Truscon guyed towers and one 312-foot Truscon self-supporting tower constitute the AM array, the latter performing double duty with its Collins 8-ring side-mounted FM antenna.

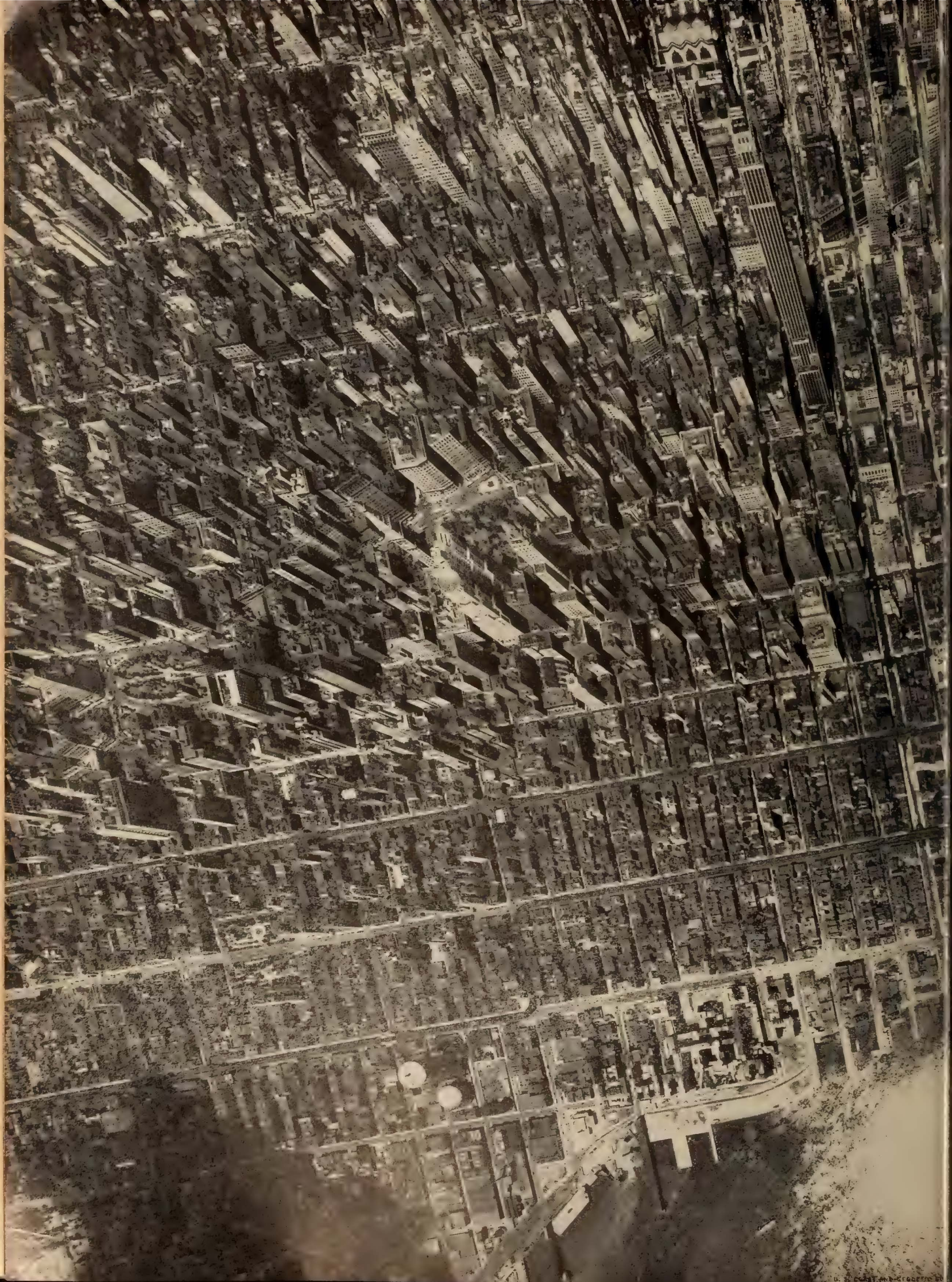
Whether your own current or future requirements are for AM, FM, TV, or MICROWAVE, trust Truscon with tower design and manufacture. Use Truscon's many years of engineering knowledge and experience. Benefit from Truscon's modern, efficient production facilities that can build 'em tall or small . . . tapered or uniform in cross-section . . . guyed or self-supporting.


Your first move toward getting prompt, capable tower engineering and design assistance is a phone call or letter to your nearest Truscon district office, or to our home office in Youngstown. Call or write today.



**TRUSCON® STEEL COMPANY**  
Subsidiary of Republic Steel Corporation

1074 ALBERT STREET  
YOUNGSTOWN 1, OHIO



A high-angle, black and white aerial photograph of New York City, showing a dense grid of skyscrapers and buildings. The perspective is looking down from a high altitude, with the city stretching out towards the horizon. The image is slightly tilted, giving a sense of height and scale.

**Way up!** In towering New York and its fabulous suburban market, WCBS stays *way up* above all the other radio stations, delivering your sales message to *30 per cent more potential customers* than any other station... winning 10 out of the top 10 daytime and 6 out of the top 10 nighttime programs!\* And advertisers—in a wise new reckoning of radio—are investing 28 per cent more on WCBS this year than in '51. Want your New York sales to reach new heights? Let us give you a lift. Just get in touch with CBS Radio Spot Sales or WCBS, the number one station in the number one market.

*\*Pulse, January-August 1952*



## Pioneer in Portland

THE WAY of future uhf operations will be made easier by the enterprise of Herbert Mayer, president of Empire Coil Co., who over last weekend was to put the nation's first commercial uhf station on the air in Portland, Ore.

It was fortunate for uhf development that the first station should go into operation in an important market which until then had been without TV. The uhf interest thus stimulated in Portland cannot help but spread elsewhere. Mr. Mayer and RCA, whose engineers moved the transmitting equipment from Bridgeport, Conn., to Portland in what must be a record of efficiency and speed, are to be commended for their resourcefulness. Their work will do much for the general expansion of uhf service.

## How About It, Adlai?

THIS journal, during 21 years of publication, has meticulously avoided partisan politics. Through a half-dozen Presidential campaigns, we have never supported one Presidential candidate as against another.

Rather, we have dealt with policies and platforms as they might affect the freedom and the welfare of the broadcast media. There have been many ambitious bureaucrats who have fostered government ownership of radio or restraints upon its freedom, but these never have been debated issues in a campaign.

This campaign, which gets hotter with each passing day, is being waged largely through the air the broadcasters and telecasters husband. Yet nary a word has been spoken directly about the well being of the media. The platforms of each party ducked any mention of freedom of radio, although each had been asked to say a kind word about the media that were certain to carry the campaign burden.

Except for stereotyped messages to the NARTB kicking off the current district meeting season, neither candidate has uttered a phrase as to where he stands in respect to freedom of radio. But from each camp has emanated laments about the high cost of television and radio time—obviously to entice more generous contributions.

What Gen. Ike may think about commercial radio is known only second-hand. In the absence of any direct statements, we must conclude that he has no present ideas that would do violence to the *status quo* of radio by the American Plan. He knows about radio because he has two brothers in or around the medium.

Gov. Stevenson, despite great gobs of silence as to where he stands, must be presumed to be a free radio advocate too. Through his family interests in the *Bloomington* (Ill.) *Pantagraph*, he holds 25% of WJBC-AM-FM. He also was interested in a pending application for a TV station in Springfield to the extent of 2½% but dropped that following his nomination. His sister, brother-in-law and nephew, however, continue their minority holdings in the applicant company—Sangamon Valley Television Corp. (WTAX-AM-FM).

So, by the process of elimination, each candidate must be accepted as having no preconceived notions about government ownership or even more rigid controls.

Yet we're constrained to one reservation about Gov. Stevenson's position. He has lashed out at what he calls the "one party press." President Truman backed him up. President

Roosevelt, throughout his unprecedented 12 years in office, carried on a running vendetta with the press. It manifested itself in his opposition to newspaper-ownership of radio.

While Mr. Truman has never gone quite so far, his antipathy toward the press is well established. And he, too, on more than one occasion, evinced an interest in the "monopoly" aspects of newspaper-ownership of radio and television outlets.

F.D.R. wanted no newspaper domination of radio because it elected him to four terms against the overwhelming opposition of the nation's press. He did not relish the thought of the preponderantly Republican press giving their radio outlets partisan labels (the fact that the press never did is a tribute to the wisdom of many publisher-broadcasters).

Nevertheless, F.D.R. wanted fervently to force newspaper divorce but found the legal basis did not exist. Even a hand-picked FCC couldn't swing it.

Gov. Stevenson is banking heavily on TV to do the big job for him. And he's already demonstrated that he has mastered the medium as has no one else in politics.

If the Democratic candidate has any misgivings about newspaper ownership, he hasn't stated them. But there is a logical inference to be drawn from his broadside against the press. We hope the governor will make his position crystal clear. If there can be discrimination against one class of licensee, then it logically can progress to others—department stores, insurance companies, motion picture interests or citizens with blue eyes and red hair.

So, we venture into the hitherto forbidden field of partisan politics with this single reservation. Otherwise, the candidates are even—each admirably qualified.

It is our intention to ask Gov. Stevenson where he stands.

## TV Innocent Abroad

IN READING that the Archbishop of Canterbury, upon embarking from a visit in the United States, said that television was "potentially one of the greatest dangers of the world," we could not help thinking that the remark was not unlike those made 500 years ago by ecclesiastics who feared the printing press would do the devil's work at heaven's expense.

In Gutenberg's day, the clergy's dread was that printing would break the monopoly which the church's scribes enjoyed in the hand-manufacturing of books. Printing would not only increase literacy but also the literates' appetites for reading. Heretics would be given a new opportunity to reach large audiences.

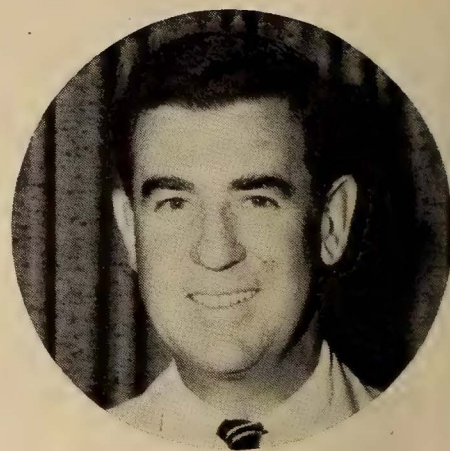
Like most things, mechanical inventions cannot be classified as either all good or all bad. Printing gave an eager Germany *Mein Kampf* and subsequent tragedy, but it also gave the Bible and spiritual enlightenment to innumerable more persons than the most visionary cleric of 500 years ago could have imagined.

Television has not visited another *Mein Kampf* upon mankind, and it is extremely unlikely that, in America at least, it could ever be perverted to such a frightening purpose. The worst that can be said of it is that it has presented trivial diversion; but diversion, however trivial, can hardly be considered dangerous unless it so engulfs the air that substance is entirely sublimated.

Like printing, television is no more than a technical process. What it does depends upon the intelligences that guide it and make it work. The Archbishop would be better advised to think of it as such and to explore ways of putting this remarkable instrument to useful purposes, rather than to regard it as a dangerous menace which dominates man.



our respects to:



JOHN ANTHONY PATTERSON

**I**NSISTENCE upon adding a sixth attribute to the five musts of a good salesman perhaps dots the "i" in the sales ingenuity of John (Jack) Anthony Patterson, WPIX (TV) New York's new sales manager.

To the rare and hard-gained qualities of top salesmanship—loyalty, faith in the product, personality, ability and plain pavement-pound—Mr. Patterson adds a service to the client or sponsor.

This service is counseling—giving the client the benefit of the salesman's own (and in Mr. Patterson's case, extensive) experience in evaluating the market, product and price in strict relation to the medium to be used.

This quality plays right along with his belief in long-range selling, and with his strong sense of loyalty may be partly responsible for the fact he is in a top spot with the *New York News'* TV outlet, having begun his career in that newspaper's merchandising department after his graduation from Williams College in June 1932.

Personally responsible for such WPIX accounts as Consolidated Edison Co. of New York Inc., Chesterfield cigarettes, Esso Standard Oil Co., Vim Stores and Metropolitan New York Dodge Dealers Inc., his advice on selling might well be worth listening to.

For instance, he thinks the glamor of television already has worn off.

In its early infancy, he believes, the ease of selling television could be compared to the war-time vogue of "order-taking." But today:

"The average salesman has got to sell, and unless he knows the problems of his prospective clients, and is able to translate them into actual campaigns, he is at a disadvantage in a highly competitive market."

Mr. Patterson believes the counseling factor in his recipe for salesmanship goes back to his days with the *News* beginning in 1932. Here he trained two years in marketing and merchandising, with high emphasis on surveys at the retail level, pricing, distribution and point-of-sale display. This training turned itself into service for the prospective client.

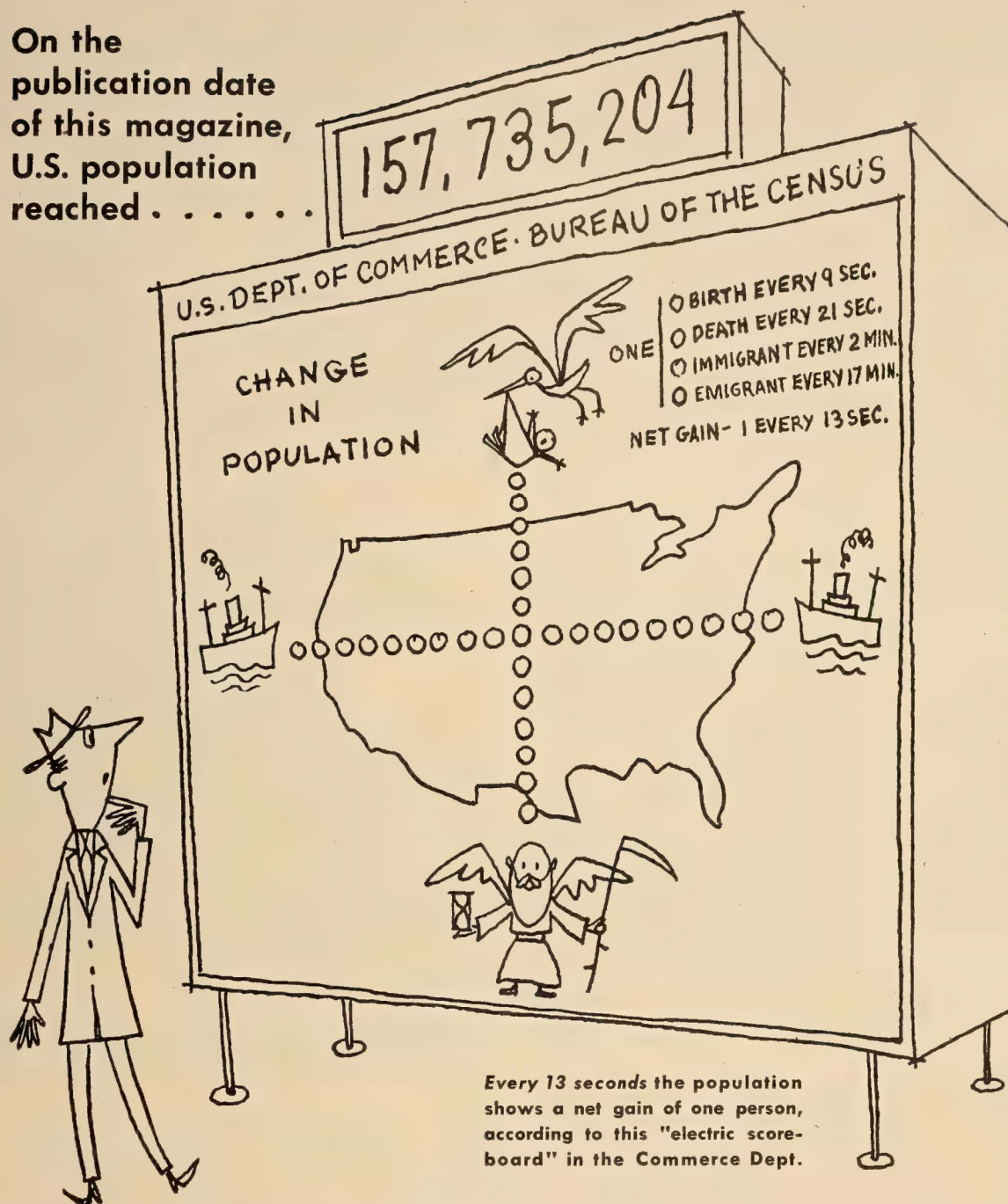
Here also he learned to appreciate advertising and promotional impact at the point of sale—the coordination of sales and promotion which makes for successful merchandising.

Later he went out on the street to sell products and advertising at the local level. Then he was promoted to national advertising, which he sold successfully for three more years.

Next he joined Standard Oil Co. of New Jersey, picking up valuable experience in that

(Continued on page 93)

On the  
publication date  
of this magazine,  
U.S. population  
reached . . . . .



Every month, in fact, your potential U.S. market grows by 240,000 customers. They are people moving up the economic ladder—people who may never have heard of your product. You have to keep telling your advertising story over and over and over again! What's the most efficient way to cover this ever-changing market? Radio! It's the *only*

medium that reaches 96 percent of *all* homes. And for the most effective use of radio, with practical help in program selection and promotional activities, depend on Westinghouse radio stations. They are at your service in six of the nation's leading sales-areas: Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon.



WESTINGHOUSE RADIO STATIONS Inc

**KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV**

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

# CBS Passes The 25-Year Mark

(Continued from page 50)

Los Angeles and St. Louis.

A new 50 kw transmitter was completed at WJSV (now WTOP) Washington and work begun on a new transmitter for WABC (now WCBS) New York on an island in Long Island Sound. A new studio building was opened in New York, across 52nd St. from the main CBS building. CBS during 1940 had gross income of \$50,902,064 and a net of \$5,006,633.

News coverage, again a major activity in 1941 when CBS employed 65 correspondents in 2,004 pickups from Europe, Asia and Latin America, became even more important after Pearl Harbor. CBS established a wartime code for sponsored news broadcasts, reducing the time for commercials 20%, prohibiting lengthy opening announcements and requiring commercial copy to be clearly distinguished.

(Continued on page 58)

Advertisement

## Searching

for the answer  
in St. Louis?



# KWK

is the answer

to your radio

advertising problems

in St. Louis

That Low-Low

cost per thousand

makes KWK

THE radio buy

in St. Louis.

Globe-Democrat Tower Bldg.  
Saint Louis



Representative  
The KATZ AGENCY

cast in a fictional presentation.

During the year CBS opened its new building at Columbia Square in Hollywood and erected a new 50 kw transmitter for its KNX there, also building new studios and transmitter in San Francisco. The network's gross for 1938 was \$32,662,993; its net, \$3,541,741.

CBS the following year bought American Record Corp. for \$700,000, acquiring ownership of Columbia Phonograph Co., an ARC subsidiary, and renewing on a somewhat different basis the relationship between the network and the phonograph company in 1927. Renaming ARC Columbia Record Corp. and (subsequently Columbia Records Inc.), CBS named Edward Wallerstein, who had headed RCA Victor's recording operation, as president.

In March 1939, CBS announced a new summer hiatus policy, which shortened the conventional 13-weeks summer layoffs by CBS refusal to hold time periods open longer than eight weeks and encouraged year-round broadcasting by upping annual discounts from 10% to 12½%, with a corresponding decrease in weekly discounts.

With outbreak of war in Europe in the fall of 1939, news became of paramount importance.

During this year also, CBS applied for FM CPs in New York and Boston. Its shortwave activities were expanded, with 16 new foreign language programs a week. Several stations joined CBS, bringing the total to 119, including 16 50-kw stations. CBS gross income for 1939, including that of Columbia Recording Corp. for the first time, was \$42,845,394; its net was \$5,001,529.

\* \* \*

**E**XPANDING news coverage, CBS in 1940 made 2,081 radio pickups from 19 European countries, two points in the Far East and seven Latin American countries. A short-wave listening center was established to cover the "propaganda front" of foreign governments. Edward R. Murrow, chief of the CBS European staff, received the first prize for radio news reporting given by the Overseas Press Club, with second honors going to CBS Berlin correspondent William L. Shirer. William L. White, Helsinki CBS correspondent, won the National Headliners Club award for best radio coverage of a news event. Sigma Delta Chi gave Albert Warner, CBS Washington correspondent and news analyst, its award for the best radio news writing of the year.

In the fall CBS started constructing two new 50 kw short-wave transmitters for broadcasting to Latin America. Mr. Paley and other CBS officials made a seven-week tour of Latin America, which resulted in a Latin Amer-

ican network of 39 longwave and 25 shortwave stations in 18 countries affiliated with CBS to rebroadcast CBS programs.

On Aug. 27, 1940, television pictures in color were broadcast from the CBS-TV transmitter in New York's Chrysler Tower and received at the network's headquarters a half-mile away. Believed to be the first color telecast in history, the performance utilized a system developed by Dr. Peter C. Goldmark, CBS chief TV engineer. Revamping its New York monochrome transmitter for its new frequency, CBS secured TV CPs for Chicago and Los Angeles. The network also received CPs for FM stations in New York and Chicago and applied for FM stations in Boston,

## "Spot radio is ideal to reach particular consumer groups"

With it you can reach the group you want,  
farmers, children, housewives, etc.

The above headline was lifted from one of the most important reports that *Printers' Ink* has ever released. It ran in our July 11 issue under the heading, "National Spot Radio."

A special editorial task force of *Printers' Ink* traveled far and wide interviewing advertisers, salesmen, station owners, and program people to prepare this story. The original work started in February, 1952. Almost six months were devoted to research and preparation of the report.

If you haven't seen it yet, may I send you a reprint? No charge. (Additional copies are 50¢ each.)

In this article the editors listed "10 ways to use National Spots." One of the most important of the 10 was—"You can reach particular groups."

While the daily programming of the more than 2,400 AM and 600 FM stations in this country is somewhat similar, many stations, probably yours, have learned through trial and error the best approach to certain special groups of listeners you now have.

Hundreds of national advertisers (over 13,000 are now listed in the two national directories) are interested in specific con-

and buyers of advertising are interested in what you have to offer.

Where can you find the largest group of buyers of advertising?

*Printers' Ink* now has 23,793 subscribers who pay \$5 a year for 52 issues. In this group of subscribers you will find that more than two-thirds are advertising managers, sales managers, time buyers, agency officials, and the top management group who give the nod for the release of a schedule of spots for your station and other stations.

Here is the largest single group of buyers of advertising in this country.

A suggestion: tell our buyers of advertising each week how your station can, and does, reach "particular groups." Use 1/6 of a page or two pages.

Our staff, in our five offices, is ready to help you sell more to advertisers who are interested in special groups of consumer buyers.

ROBERT E. KENYON, JR.  
Advertising Director



Bob Kenyon

**Printers' Ink** • 205 East 42nd Street, New York 17, N. Y.  
Chicago • Pasadena • Atlanta • Boston • London

BROADCASTING • Telecasting



## Sew up the holes in the net-with FM

There are over 4 million FM sets in use nationally, according to the most recent estimates.

FM is a necessity in a wide list of static and "white spot" areas that stretch from Florida to Minnesota, from upstate New York to San Francisco. If you want to catch *all* your prospects, include FM in your coverage.

### FM fills "holes" in 352 communities\*

In 28 communities, FM is the *only* local radio buy.

In 67 communities, FM is the only local radio buy after sunset.

In 257 communities, FM is used to supplement AM, because AM is directionalized after sunset.

### Special to Broadcasters

Your local Zenith dealer will gladly help promote your station and programs in his newspaper ads and displays. Get in touch with him today.

© 1952



\*If you want the complete list, simply write to: ZENITH RADIO CORPORATION, Chicago 39, Illinois

# TOP

## HOOPER\*

Jimmy Lewis on  
"JIMMY LEWIS  
SHOW"

4:45-5:00 P.M. Mon.-Fri.

K-NUZ	2.5
Net. "A"	1.8
Net. "B"	1.1
Net. "C"	2.5
Net. "D"	0.7
Ind. "A"	0.0
Ind. "B"	0.9
Ind. "C"	0.7

4½ YEARS OPERATION

4½ YEARS of TOP HOOPERS  
and PERSONALITIES

\* April, 1952.



**TOP**

**BUY**

Call **FORJOE**  
or **Dave Morris**  
General Manager  
at **KE-2581**

# K-NUZ

HOUSTON'S LEADING INDEPENDENT



**CUTLINE** on this picture circulated by the CBS press department in 1930 began "Chain television broadcasting isn't far off, Columbia Broadcasting System executives believe, and they're installing an experimental television laboratory at their New York headquarters." Shown in the picture were: (l to r) Edwin K. Cohan, technical director; William S. Paley, president; H. V. Akerberg, chief engineer; G. Stanley McAllister, chief construction engineer.

## CBS Passes The 25-Year Mark

(Continued from page 56)

guishable from news.

Like most of American radio, CBS got along without ASCAP licensed tunes for most of the year, returning to them only after a new licensing agreement was signed in October. CBS also pledged support to BMI to insure competition in the music field.

The Columbia Workshop series presented "26 by Corwin," and Norman Corwin received the annual Advertising Award for distinguished service to radio advertising. Lyman Bryson, chairman of the CBS Adult Education Board from 1938, was named director of education.

On July 1, WCBS (now WCBSTV) New York, was licensed commercially and began video program service 15 hours a week. Experimental color broadcasts were made almost daily through the last half of the year. The new WABC New York transmitter on Columbia Island began operations. CBS opened the year with 121 stations, added two and lost four (including one in Manila that fell into enemy hands).

A new 50 kw shortwave transmitter, WCBX, was inaugurated the last of the year (and a second of equal power, WCRC, launched on Feb. 12, 1942). Broadcasts were made in ten languages, with shortwave news stepped up 40% after Pearl Harbor. The CBS Latin American network launched *Calling Pan America*, originating weekly in Latin American cities for rebroadcast by CBS in North America.

CBS disposed of its artist management subsidiaries, realizing a profit after taxes of \$220,000, after the propriety of the network's ownership had been questioned by

the FCC. Other proposed regulations of the FCC were less acceptable to CBS and it instituted court action.

Edward Klauber, long executive vice president, was elected executive committee chairman and Vice President Paul W. Kesten became general manager. Frank Stanton, research director, and Paul Hollister, in charge of advertising, were elected vice presidents. Will B. Lewis, broadcasts vice president, resigned in November to become assistant director of the wartime Office of Facts and Figures, with Douglas Coulter becoming acting director of broadcasts. CBS in 1941 had gross income of \$59,456,305 and a net of \$4,804,734, or \$2.91 a share.

In the first war year, Dec. 7, 1941 to Dec. 7, 1942, CBS operated 6,280 hours, carrying 6,471 war broadcasts, not counting 3,723 war announcements. The network also

presented 4,158 broadcasts of war news and news analyses. Its listening center recorded, transcribed and translated more than 30,000 broadcasts from 40 points on the globe.

CBS continued its shortwave activities until Nov. 1, 1942, when all shortwave licensees leased their time to OWI and CIAA. TV activities were cut to four hours a week June 1.

In June, CBS instituted a full network plan, offering special discounts to advertisers using all available stations of the network. Designed to encourage advertisers to use the maximum nationwide system and to strengthen small stations not getting many top-ranking CBS programs, the plan by the year's end had been accepted for 27 sponsored programs resulting in 26 CBS affiliates doubling or tripling network commercial hours, 34 increasing this time by half or more, and 40 by a third or more.

A pension plan was instituted in December. In 1942, CBS grossed \$62,211,573, with a net of \$4,123,698.

When the CBS report for 1943 was issued, it was signed by Paul W. Kesten, executive vice president, Mr. Paley having become one of the 724 CBS employees in military service by accepting a special OWI assignment to serve as colonel in the Army's Psychological Warfare Branch at SHAEF. Three CBS vice presidents—Harry C. Butcher, Mefford R. Runyon and Lawrence W. Lowman—had been on military leave more than a year. Edward Klauber left CBS in October to become associate OWI director under Elmer Davis. Douglas Coulter was promoted to vice president.

At the behest of affiliates, CBS on Oct. 1 eliminated "hitch-hike" and "cow-catcher" announcements from network-sponsored programs. The CBS Affiliates Advisory Board, formed earlier in the year to confer with the network's management on problems of mutual concern, cooperated by limiting station-break announcements.

Despite wartime projects, CBS continued researches into audience

(Continued on page 60)

# GATES

QUINCY, ILLINOIS

**Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS**

**THESE OFFICES TO SERVE YOU**

QUINCY, ILL.	TEL. 8202
HOUSTON, TEXAS	TEL. ATWOOD 8536
WASHINGTON, D. C.	TEL. METROPOLITAN 0522
MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200

**an understanding of the difference is helping  
stations sell time**

First step in the strategic use of available sales tools is to adapt them to the buying habits and needs of the customer. Standard Rate has completed a report on its continuing study into time buying practices (see description of the SPOT RADIO PROMOTION HANDBOOK on this page) which reveals that a station's tools of selling group themselves into two main headings:

- a. Station salesmen and representatives
- b. Service information for media files
- c. Service-Ads in buyers' service publications

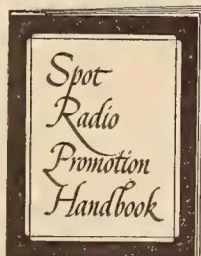
- a. Direct mail promotion
- b. Advertising in the trade publications

**SERVICE-Selling Tools** are used to supply the advertiser with needed buying information; make this information available to the men who use it, at the time they need it.

When Service-Ads in STANDARD RATE contain useful information like the one reproduced here they become a *preliminary* to PROMOTIONAL-Selling . . . and serve a double purpose: (1) they give buyers the kind of information needed, right where they are looking for it; (2) they "file" up-to-date expanded information in the logical place for quick reference when PROMOTIONAL-Selling creates interest in your station.

The 32-page COPY ORGANIZER shown at right is essentially a set of specifications for preparing the kind of information advertisers and agency men tell us they would like to have at hand when working on radio lists. Those who would like to see it, to look over the examples of Service-Ads. which meet these specifications, can have a copy for the cost price of fifty cents.

Those who want to dig deeper, behind the specifications in the COPY ORGANIZER, may want to send for the SPOT RADIO PROMOTION HANDBOOK. Here are the quoted comments of advertisers and agency men—hundreds of them — who told our interviewers *how* they analyze markets, *what* they need to know about stations, *how* they go about getting this information. Copies are available for the nominal charge of \$1.00.



**SALES AND SERVICE 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



# CBS Passes The 25-Year Mark

(Continued from page 58)

behavior. In July tests of audience reaction to specific kinds of programs were begun with the program analyzer developed by Dr. Stanton and Paul Lazarsfeld.

After the U. S. Supreme Court had upheld the FCC's so-called "network monopoly" rules, giving the FCC implied broad program control, CBS and other broadcasters began working for legislation to keep broadcasting free from governmental control.

Although 36% of its operating hours in 1943 were devoted to war topics, CBS' 90 clients purchased enough commercial hours to give CBS a gross income of \$75,166,441, and a net, after taxes, of \$4,535,941, \$2.64 per share.

In April 1944, CBS proposed that TV be moved above 200 mc at the war's end, with 16 mc bands replacing the prewar 6 mc TV channels, to permit better and larger pictures and colored as well as monochrome images. The network commissioned Federal Radio & Telegraph Co. to construct a color transmitter of CBS design, to be installed when war priorities permitted. In May, CBS resumed live telecasting in New York.

Operating its own FM stations in New York and Chicago, CBS made all its network programs available without cost to FM sta-

tions operated by AM affiliates. Eleven stations joined CBS in 1944, bringing its U. S. total to 148. For the year, CBS reported a gross income of \$84,905,830 and a net of \$4,678,361. CRC resumed recording in November, when the company agreed to make royalty payments to AFM after a strike of more than two years.

After V-J Day, Mr. Paley returned to CBS and resumed active direction of broadcasts. Vice President Frank Stanton was named general manager and, with Vice Presidents Joseph Ream and Frank White, became a director. Edward R. Murrow was made vice president and director of public affairs, and Davidson Taylor, vice president and director of programs.

\* \* \*

CBS sold WBT Charlotte to Jefferson Standard Life Insurance Co. for \$1.5 million. In October CBS achieved "actual broadcast transmission and reception of high-definition full-color TV pictures." Its monochrome station, WCBW New York, offered advertisers a "working partnership" deal, for commercial TV experiments, with the advertiser paying talent and production costs and the station contributing its facilities without charge. Audience reaction to nearly

a third of all telecasts was analyzed by the CBS Television Audience Research Institute.

Gross CBS income for 1945 was \$86,257,385; net was \$5,345,641.

In January 1946, Mr. Paley became board chairman with Mr. Kesten named vice chairman. Later in the year Mr. Kesten resigned to serve as a consultant. Frank Stanton was made president and Joseph Ream, executive vice president. Adrian Murphy, Earl H. Gammons and Howard S. Meighan later were named vice presidents.

After many tests of its color system, CBS applied for establishment of engineering standards and commercial status for color TV, precipitating FCC hearings at which RCA opposed the CBS petition, arguing it (RCA) should be given time to perfect its all-electronic system then under development. WCBS-TV New York began selling time to advertisers and by the end of the year 22% of its broadcast hours were sponsored.

CBS gross hit a new high of \$91,996,822 in 1946, but the annual report, signed jointly by Messrs. Paley and Stanton, pointed out operating income before taxes was 14.3% less than the previous year and that CRC operations accounted for 32.4% of this, compared to 4.6% of the 1945 net income. Postwar curtailment of advertising budgets produced a decline of 8% in time sales; overhead and operating expenses rose sharply. Net for the year, after taxes, was \$5,795,896.

\* \* \*

IN 1947, Hubbell Robinson Jr., Victor Ratner and James Seward were named vice presidents, while Mr. Murrow resigned his vice presidency to concentrate on news activities. Edward Wallerstein became board chairman of Columbia Records, Frank White moving from vice president and treasurer of CBS to the presidency of CRI. Samuel R. Dean was named CBS treasurer.

CBS went into the packaged program field intensively during the year, which saw 15 CBS-owned programs sponsored and 21 more as network sustainers. A co-op department was established to provide network programs for local sale by individual affiliates. CBS acquired ownership of the Housewives' Protective League programs. Radio Sales, spot broadcasting unit of CBS, began representing affiliated but non-owned stations, provoking station representatives promptly to protest the network's invasion of this field for other than o & o stations. CBS sold its 45% interest in WAPI Birmingham and acquired a like interest in KQW San Francisco.

After the FCC had decided color TV was not yet suitable for commercial operation, CBS concentrated on black-and-white TV, expanding its New York studios and networking some programs to other eastern cities.

For the 53-week fiscal year, CBS

and its subsidiaries grossed \$101,045,647, with a net of \$5,920,104.

In the fall of 1948, CBS introduced a new twist to its competition with NBC by buying one of NBC's top ranking shows, *Amos 'n Andy*, under a capital gains deal, also new to radio. Within the next few months the Jack Benny, Bergen & McCarthy, Ozzie & Harriet, Bing Crosby and Red Skelton shows had become CBS properties and for the first time in 20 years CBS programs held the top positions on the rating lists. CBS also reported 29 of its "package programs" were sponsored. During the year, CBS advertisers used more stations, the average nighttime network increasing 22%, the average daytime network 27%.

These gains, the annual report stated, were the result of a single basic policy initiated in anticipation of the impact of TV: "To obtain for CBS the most effective program schedule and the strongest grouping of stations in the entire industry."

\* \* \*

COLUMBIA RECORDS introduced its 33 1/3 rpm long playing phonograph records, which RCA countered by bringing out its 45 rpm discs, causing a period of confusion among both buyers and sellers of records.

Getting a foothold in Pacific Coast television, CBS purchased a 49% interest in KTTV (TV) Los Angeles. Gross income for the year was \$98,377,258; the net, \$5,041,682.

Early in 1949, CBS bought the remaining 55% in KQW San Francisco, concurrently selling to the *Washington Post* a 55% interest in WTOP Washington, formerly a wholly owned CBS station. Arthur Hull Hayes, named manager of KQW (shortly renamed KCBS), also was made a vice president, as were J. Kelly Smith, William B. Lodge, Howard L. Hausman, Harry S. Ackerman and J. L. Van Volkenberg. Mr. Van Volkenberg succeeded Lawrence W. Lowman as television vice president, Mr. Lowman becoming a general vice president with broadened administrative duties.

Frank Stanton signed a 10-year contract to continue as CBS president at a base salary of \$100,000 a year. Frank White resigned as CRI president to become president of Mutual. Howard Meighan was made chief CBS officer on the Pacific Coast.

In September, the FCC began new hearings on color TV, with CBS, RCA and Color Television Inc. each seeking endorsement of

(Continued on page 86)

## KMA-KMTV'S Expansion Increases Value of Your "Time-Dollar"

### New Facilities Will Give Advertisers Greater Audience . . . Audience Better Service

Television Station KMTV, Omaha, celebrated its 3rd anniversary on September 1st by announcing a huge expansion plan.

Construction will begin immediately on a modern, air-conditioned, acoustically treated studio, much larger than the one now in use. The plan also calls for a new film processing room, news room, glass enclosed control room, new offices and greatly expanded storage space.

These new facilities will enable KMTV to give advertisers a greater audience . . . audience an even finer caliber of telecasting.

According to the most recent Pulse survey, KMTV has 9 out of the top 10 shows in the Omaha area. Call Katz today!

On September 1st, KMA, Shenandoah, Iowa, put a new 5,000 Watt, \$40,000 transmitter into operation. This new transmitter will bring better broadcasting service to more midwestern families.

New equipment coupled with remodeled studios will help "you" sell more of these rural midwesterners in America's top spending farm market. In 1950, these rich-from-the-soil midwesterners spent \$2,819,660,000 for goods and services . . . a figure surpassed only by a handful of metropolitan markets.

Pulse proves that KMA rates 1st among 2,700,000 rural radio listeners. Let Avery-Knode tell you why.

**KMTV** CBS  
DUMONT  
ABC  
OMAHA 2, NEBRASKA  
CHANNEL 3  
Represented by KATZ AGENCY

**KMA** 5000 WATTS  
960KC  
SHENANDOAH, IOWA  
Represented by  
AVERY-KNODEL INC

MAY BROADCASTING COMPANY

REACHES  
93,217  
RADIO  
FAMILIES  
**WEOK**  
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