

BROADCASTING TELECASTING

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The Newsweek
of Radio and
Television
21
year

Station **WHO** helps industrial manufacturer to sell other industrials!

INDUSTRIAL ADVERTISERS AND AGENCIES!

Here is a true story about the use of consumer media to attack and overcome one of the most difficult problems an industrial manufacturer can face. It carries hope

and inspiration for thousands of industrial manufacturers who have hitherto been "butting their heads against stone walls". Read it—then write WHO for further facts!

Auto Specialties Manufacturing Company of St. Joseph, Michigan, an important manufacturer of parts for the automotive industry, makes extremely effective, high-quality tractor brakes primarily for use as original equipment on new tractors.

Many tractor manufacturers have long agreed that this brake is a big "plus", but have feared that its necessarily higher cost would price their tractors out of the market.

So . . . Auto Specialties and their agency (Van Auken, Ragland & Stevens of Chicago) decided on a rather unusual plan. They would go directly to the farmer, tell their story, and depend upon consumer-demand to do their hardest job.

Spot radio, state farm papers, and direct-mail were used. WHO, one of two great farm stations employed, carried fifteen 1-minute announcements per week. 10,000 inquiries poured in from the farm market. Result: *Auto Specialties has booked more tractor brake business during the past twelve months than during any other period in its history—and their brakes are now used as original equipment on over 100% more tractor models than before the start of the campaign—Though they had been selling*

brakes to tractor companies for fourteen years.

Whatever you make or sell—if it's good, if it makes a contribution to people's welfare or happiness, WHO can help you sell it. Put your problem up to us, and let's see what can be developed. You'll find our ideas and advice to be completely sound and sincere—fully reflective of the top position this great station holds in the heart of America's farm belt.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Go where there's GROWTH...



KENTUCKY

INDUSTRY FARMING

Tweeds and Timber



Kentucky's apparel industry, from tweeds to work clothes, is expanding daily! Sportleigh Hall has under way a \$600,000 plant expansion; General Shoe Corporation has built a new \$320,000 plant! Kentucky Pants Company has begun an extensive plant expansion and Cowden Manufacturing Company has erected five new clothing plants in Kentucky.

Yes, and Kentucky's growth is balanced . . . from tweeds to timber! In 1949, forest products brought to Kentucky farmers \$2,835,000. In 1950, this income reached \$4,419,000!

Go where there's GROWTH...

GO WHAS!

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

(Benson and Benson)



THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

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

JOHN DEERE WILL INVEST \$20 MILLION IN KVOO AREA

Approval has been given by stockholders of Deere and Co. to construct a multi-million-dollar chemical plant near Choteau, thus assuring Oklahoma one of its biggest new industries.

Deere and Co., makers of John Deere machinery, is the nation's second largest farm implement manufacturer.

The new Choteau project is expected to require between \$18 and \$21-million for construction costs, equipment and initial working capital.

The plant will produce chemicals used for fertilizer ingredients. Principal products will be ammonia, urea and urea ammonias solutions.

L. A. Rowland, Deere vice-president who will head the company's chemical activities, said construction of the plant may begin within six weeks, but said much of the work is in the engineering stage. He said the plant is scheduled to be in production within 18 months.

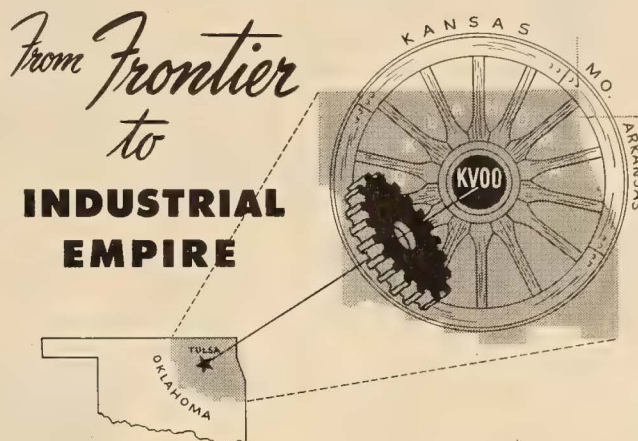
Rowland said the chemical plant will look similar to an oil refinery and that much of the chemical processing will take place in the open.

The Choteau project will be the company's first venture into producing chemicals. Rowland explained the fertilizer program follows Deere's policy of "assisting the farmer in producing crops."

The plant will be located on 320 acres optioned by the Pryor chamber of commerce from the Grand River Dam Authority. The site is about 4½ miles southwest of Pryor, less than 50 miles from Tulsa and in the heart of the KVOO primary area.

The plant will use steam, water and electrical power furnished by GRDA and natural gas tentatively scheduled to be furnished by the Oklahoma Natural Gas Co.

About 200 persons are expected to be hired by Deere to man the plant. The majority will be highly trained technicians.



The KVOO area, comprising only about a third of the state's land area, already has nearly half of the manufacturing establishments of the state and more moving in every month; over 50 percent of the factory workers; and nearly 60 percent of the annual wages paid to factory workers in Oklahoma. It also has 48 percent of the state's bank deposits and over 43 percent of retail sales. Tulsa, the hub of this market area, is the Oil Capital of the World, having more oil producing, refining and marketing companies maintaining home offices there than does any other city in the world. This insures a consistent high level of income. Tulsa is the center of a rich agricultural region of diversified interests.

Tom DeVore,
KVOO AREA DEPARTMENT MANAGER
Says . . .



De Vore

There's a real thrill in working with the progressive people in the KVOO area who know what they want and mean to get it!

No wonder this part of America is attracting so many new industries.

We're prepared to provide plentiful low cost power, fuel, tremendous quantities of fresh, pure water, and ideal living conditions among happy, friendly people, the finest kind of neighbors and most capable workers in the land.

Drop me a line for any detailed facts you want or need about the KVOO area.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.



**Delaware Tops
all U.S. in
1951 Average Income***

WDEL

AM • FM • TV

TOPS

all stations in this

richest market.

Let it sell your

product effectively,

economically.

Write for information.



Represented by

ROBERT MEEKER ASSOCIATES

New York

Chicago

Los Angeles

San Francisco

*Figures released August 1952
by U.S. Dept. of Commerce.



at deadline

CLOSED CIRCUIT

ALTHOUGH final contract has to be zipped up, sale of KMPC Los Angeles independent has been agreed upon in substance—and it's not NBC as purchaser. Robert O. Reynolds, general manager and minority stockholder, and Gene Autry, cowboy star (and principal owner of KOOL Phoenix, KOPO Tucson) have agreed upon partnership to acquire station from estate of G. A. (Dick) Richards, which also controls WJR Detroit and WGAR Cleveland. Deliberations still on as to price adjustments, including real estate and cash assets.

AS RESULT of deal between Standard Radio Transcription Services and Harry Fox, agent and trustee for music publishers, relieving stations of liability for payment of mechanical rights fees on numbers in Standard library [B•T, Sept. 22], some other library services are determined to quit paying such fees, which in some cases have run to \$30,000 yearly. Their reasoning is that if stations are not obliged to pay fees on Standard library, which they are buying outright instead of leasing, other libraries which lease and do not sell should be treated equally.

RAMPANT but unconfirmed reports persisted Friday that two major Lever Bros. products, which participate in sponsorship of at least two radio and three TV network shows and whose combined overall billings reach estimated \$14 million annually, are considering appointment of new agency or agencies.

CBS RADIO Affiliates Committee, meeting in Chicago today (Sept. 29) to select successor to George B. Storer, who resigned chairmanship because of illness and enforced leave of absence from all business, believed set to name John E. Fetzer, WKZO-AM-TV Kalamazoo. He presided at momentous Aug. 12 meeting because of Mr. Storer's illness.

FOLLOWING unusual amount of agency movement among buyers of radio-TV time (see earlier story, page 25), Don Quinn is expected to resign from Benton & Bowles and join Doherty, Clifford & Shenfield, N. Y., as head of radio-TV timebuying department, succeeding Helen Wilbur, resigned.

EXTENT TO which educational TV is on mind of President Truman demonstrated within last fortnight when caller, identified with broadcast field, was confronted by President with queries on pedagogic utopia that could be fashioned out of TV educational reservations (FCC Chmn. Paul A. Walker has discussed matter with President at least three times in recent weeks).

NEW YORK Governor Thomas E. Dewey expected momentarily to announce membership of State Commission on Education by Television as authorized last spring by New York legislature. Commission to act as advisor to Board of Regents of U. of New York, which has received grants from FCC for educational

(Continued on page 6)

SALES ON 'TODAY' TOTAL 102 SEGMENTS

SALES OF TOTAL of 102 time segments of NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EST and CST), with contracts representing estimated \$250,000 in gross billings, announced Friday by NBC sales vice president John K. Herbert. Ten advertisers involved, all signed within last two weeks, Mr. Herbert said. They are:

Plymouth Div. of Chrysler Corp. (through N. W. Ayer & Son); DeSoto Div. of Chrysler (BBDO); Polaroid Corp. (BBDO); Beacon Wax Co. (Allied Adv.); Kleenex (Foote, Cone & Belding); Nylast-Seeman Bros. (William H. Weintraub); Nome Electric Corp. (Albert Frank-Guenther Law); West Coast Lumbermen's Assn. (Mac Wilkins, Cole & Weber); International Silver Co. (Fuller & Smith & Ross); and Pharmacrast Corp. (Ruthrauff & Ryan).

GEYER VICE PRESIDENTS

GEYER Adv. Inc., formerly Geyer, Newell & Ganger (see earlier story, page 45), elects six vice presidents: George Duram, media director, formerly with C. E. Hooper Inc.; Walter Graham, and Ralph Wolfe, account men respectively on Nash and Kelvinator in Detroit office; Wesley J. Loveman, art director; Henry Turnbull, who recently joined Geyer after service with Biow Co., Dancer-Fitzgerald-Sample, and as head of his own agency at one time; and Edward Zern, copy chief.

MGM-FOX MERGER DENIED

EXECUTIVES of Metro-Goldwyn-Mayer and 20th Century-Fox studios insisted Friday they are not near merger deal by which latter would be used exclusively for production of TV films. Under rumored merger, Joseph Schenck, Fox executive production head, and his brother, Nicholas, president of Loews Inc., MGM parent firm, were believed near consolidation deal by which MGM would make features for theatrical release only.

NABET STRIKE THREAT

NATIONAL ASSN. of Broadcast Engineers and Technicians and RCA Victor Div. deadlocked Friday over contract covering some 140 employees at firm's custom record plant in New York. NABET has set deadline for strike Wednesday unless settlement is effected by that date. Dispute centers around wages, job descriptions and fringe benefits, according to NABET and company officials. Wage scale in present pact, which expires tomorrow (Tuesday), ranges from \$1.27½ to \$2.10 an hour with union seeking 18-cent-an-hour across-the-board raise.

TIME SWITCH

ALL MAJOR radio and TV networks reported Friday that arrangements were complete for change from eastern daylight time back to eastern standard time, which was to take place yesterday (Sunday). Networks' spokesmen reported no change in schedules.

BUSINESS BRIEFLY

EMBASSY SPONSORS ● Effective Oct. 7, Embassy cigarettes will sponsor *Bob and Ray* (NBC-TV, Tues., 10:30-45 p.m. EST) while Kent Cigarettes takes over *The Web* (NBC-TV, Sun., 10-10:30 p.m.), formerly sponsored by Embassy. Both brands are made by P. Lorillard Co., New York. Young & Rubicam is Kent's agency and Lennen & Mitchell services Embassy.

SPOTS FOR KAISER-FRAZER ● Kaiser-Frazer cars, Willow Run, Mich., buying Oct. 15-31 radio spot campaign in 90 markets. Agency: William Weintraub & Co., N. Y.

CHILDREN'S SHOW ● I. J. Grass Noodle Co., Chicago (Mrs. Grass' noodle soup mixes), to sponsor *Super Noodle* children's show on CBS Radio (Sat., 10:15-30 a.m.) starting Oct. 11. Agency, Phil Gordon Agency, Chicago.

GAME OF WEEK TIE-INS ● Barbasol Co., Indianapolis (shaving preparations), sponsoring five-minute preview before and five-minute summary after each football *Game of the Week* on Mutual, starting last Saturday. Agency, Erwin, Wasey & Co., N. Y.

SIXTY STATIONS ● Standard Brands placing radio spots on about 60 stations for its Royal Gelatin and on approximately 19 stations for Royal Pudding, Oct. 2, through Dec. 31. Ted Bates Inc., N. Y., is agency.

UNITED FILM ORDERS ● United World Films, N. Y., has begun production on series (Continued on page 118)

GILLETTE PUBLIC SERVICE

GILLETTE Co., sponsor of World Series on radio and television, will carry public service message during each game of series on campaign conducted by Advertising Council. Through council, messages have been prepared by Maxon Inc. on such subjects as register-and-vote, defense bonds, community chests and highway safety. Gillette is sponsoring World Series, starting Wednesday, on Mutual radio network, NBC-TV and on following television stations identified with ownership of Mutual: WOR-TV New York, WNAC-TV Boston, WGN-TV Chicago and KHJ-TV Los Angeles.

ABC ADDS WXEL (TV)

WXEL (TV) Cleveland, effective today (Monday), becomes primary affiliate of ABC-TV, according to Alfred R. Beckman, national director of ABC Radio and TV station relations departments. WXEL is operated by Empire Coil Co. and has been on air since Dec. 17, 1949. WEWS (TV) Cleveland, formerly interconnected affiliate of both ABC and CBS, now becomes primary CBS-TV affiliate.

AFRA NEGOTIATES

AMERICAN Federation of Radio Artists has served notice on transcription companies that it will not renew present contract, which expires Oct. 31. Negotiations for another pact slated to begin this Friday. AFRA spokesman said notice was "usual procedure."

for more AT DEADLINE turn page



at deadline

PROGRAM PROBERS INVITE TESTIMONY

MEMBERS of House Commerce subcommittee investigating radio-TV programs (see earlier story page 32) expressed hope Friday that other representatives of large radio-TV advertisers would volunteer to testify. Their comments came after testimony of Clinton M. Hester, Washington counsel for U.S. Brewers Foundation, who questioned whether Congress could legislate on beer or liquor advertising because of constitutional limitations.

Mr. Hester told committee, which is headed by Rep. Oren Harris (D-Ark.), that some brewers have revised their commercials after reading about complaints made at earlier sessions of hearings. He also said that Foundation was revising its advertising guide, *The ABC's of Beer Advertising*, to include chapter on TV.

Objection to any discrimination against beer or wine advertising was also voiced by Wayne Coy, former FCC chairman and now half-owner of KOB-AM-TV Albuquerque, in letter to committee put into record.

Second witness Friday was Miss Alice Keith, chairman of board of trustees, National Academy of Broadcasting Foundation. She told of educational and "character-building" programs her group was circulating among radio stations.

Subcommittee recessed Friday until after Election Day.

POLAN GRANT REVIEW ASKED BY APPLICANT

RECONSIDERATION of Sept. 19 action granting uhf Channel 21 at Youngstown, Ohio, to Polan Industries (see story page 57) suggested in petition filed with FCC Friday by Valley Television Co., which tendered application for facility on Monday, same day grant was announced by Commission. Firm in effect supports dissents of Chairman Paul Walker and Comr. Robert Bartley that Polan Industries grant was too hasty.

Valley Television points out grant to Polan Industries—made concurrently with FCC's denial of petition by WFMJ-TV Youngstown to switch from uhf Channel 72 to Channel 21—was acted upon only 17 days after allocation of channel to city was made final. Valley Television contended this was contrary to Sixth Report precedent and intent of FCC to allow prospective applicants waiting period of at least 30 days to file before action is taken on grants. Firm said its bid has been in preparation during this time.

Valley Television also suggested reconsideration should include question as to financial qualifications of Polan Industries, asserting firm reported liquid assets of only about \$87,000 and has grants for \$200,000 TV stations at Youngstown and Ashland, Ky., plus bids pending for four other outlets costing each as much. Valley Television petition was filed by Washington radio law firm of Segal, Smith & Hennessey.

CORONATION COVERAGE

EDWARD R. MURROW, Robert Trout and Lowell Thomas, CBS newscasters, designated to join Howard K. Smith and Paul Niven of CBS Radio's European staff for CBS radio's coverage of Queen Elizabeth's coronation in London on June 2, 1953.

In this Issue—

MILLIONS of dollars worth of radio and television time is being bought by major political parties. And commercial sponsors may expand special election coverage. *Page 23.*

SPOT buying in both radio and television takes a spurt. At least nine sponsors are going in for bigger campaigns than they used last year. *Page 25.*

IN CASE they hadn't thought of it lately, broadcasters are reminded by AAAA that standard AAAA-NARTB spot contracts contain two clauses banning rate chiseling. *Page 23.*

ANNUAL meeting of Assn. of National Advertisers begins today with three important radio-TV highlights on the agenda. *Page 27.*

ADVERTISING Research Foundation is under way with its job of trying to solve the broadcast ratings riddle. It'll take quite a while, and it won't be easy. Here's the first report on the project. *Page 25.*

NEW Whan study in Boston area shows both radio and TV command big audiences. *Page 46.*

IT'S probable President Truman won't name successor to FCC Comr. Robert F. Jones until mid-October, and when he does, chances are it won't be anybody now on FCC staff. *Page 26.*

ABC and NBC radio networks expect to put new discount structures into effect this week. *Page 26.*

TV grants and applications begin on *Page 58.*

IN EFFORT to get out of the red, WOR-TV New York makes severe retrenchments in staff and programming. *Page 27.*

NARTB's District 10 is given recipe for successful radio operation: Sell hard, with emphasis on local business; maintain rates, and start fighting other media instead of rival stations. *Page 28.*

ABC and United Paramount Theatres submit joint brief which they hope will wind up their merger case before the FCC. Its 167-page argument for approval. *Page 31.*

HOUSE subcommittee continues its search for immorality on radio and television. *Page 32.*

Upcoming

Sept. 29: CBS Radio Affiliates Committee, Hotel Ambassador East, Chicago.

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

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

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

Sept. 30-Oct. 1-2: NARTB TV Code Review Board, Ambassador Hotel, N. Y.

(Other Upcomings, page 32)

Closed Circuit

(Continued from page 5)

TV stations in Albany, Binghamton, Buffalo, New York, Rochester and Syracuse.

GIVEN some measure of credit for avalanche of telegrams on Nixon vindication was Fulton Lewis jr., who on two successive broadcasts over Mutual, urged his listeners to support GOP vice presidential nominee. These broadcasts preceded Nixon's Tuesday night simulcast.

PETER PAUL Mounds, through Maxon Inc., New York, undertaking general rejuvenation, of its present radio schedule in about 100 markets, resulting in increased frequency on many stations already carrying spots. In addition, by first of year about 15 new stations may be added.

CBS SEEMS TO be keeping its books balanced politically down to nth degree. Frank Stanton, CBS president, called on Democratic Nominee Stevenson last Monday in New York. Earl H. Gammons, CBS Washington vice president, joined Eisenhower entourage last Thursday as "working reporter" for short trip.

IS J. LEONARD REINSCH heading back into Democratic National Committee activities? TV consultant to committee in pre-convention and convention activities, he returned to Cox radio & TV operations following Stevenson nomination. He breakfasted last Friday with new DNC Chairman Stephen A. Mitchell and his assistant, Hy Raskin, and it's logically presumed that radio-TV campaigning was main topic.

ANY NOTION that Senate Internal Security Subcommittee, which alleged communistic domination of Radio Writers Guild in recent explosive report [B•T, Sept. 1], has concluded its job is dispelled by little-noticed passage in report itself. Report states that hearings covered constitute "just one facet of one phase of work" of subcommittee. Next move could well be calling of network representatives to testify on purported Red infiltration.

NOW THAT Telford Taylor has resigned as administrator of Small Defense Plants Administration (with parting burst of fire against Secretary of Defense Lovett) he will pick up, among his clients, Joint Committee on Educational Television, which pays reported \$25,000 annual fee out of Ford Foundation endowment. He represented JCET from October 1950 through FCC hearings which wound up in early '51, and until he assumed government job.

TWO TV APPLICATIONS

TWO NEW TV applications—one joint bid by KWFT and KTRN Wichita Falls, Tex. (see story page 57)—reported filed at FCC Friday. Two applicants are:

Wichita Falls, Tex.—Wichita Falls Television Inc., vhf Ch. 6, ERP 22.3 kw visual, antenna height above average terrain 495 ft. Estimated construction cost \$264,215, first year operating cost \$250,000, revenue \$280,000. Applicant is jointly owned by KWFT and KTRN, which assert independent competitive AM operations will continue.

Rochester, N. Y.—WARC Inc. (WARC), uhf Ch. 15, ERP 102.5 kw visual, antenna 434 ft. Estimated cost \$200,588, first year operating cost \$257,988, revenue \$296,807.

for more AT DEADLINE see page 118

BROADCASTING • Telecasting



"Central Michigan's Best Salesman"

**5,000 WATTS
LANSING, MICHIGAN**

announces the appointment of
The O. L. Taylor Company
as
National Representatives

EFFECTIVE OCTOBER 1, 1952

WILS

To a radio
advertiser
who saw a
headline
like this

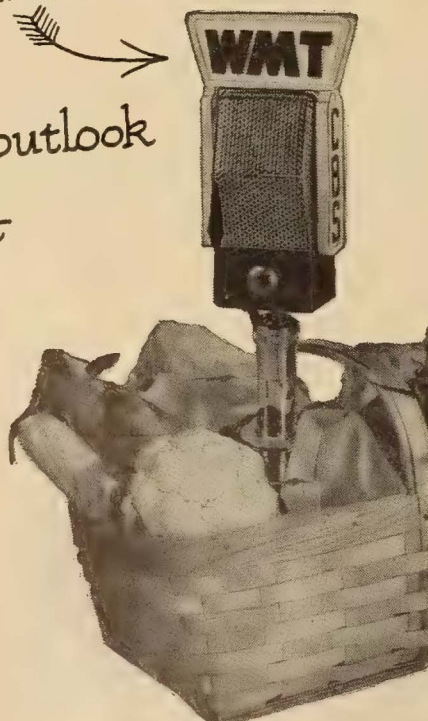
Disaster Regions Named as a Step To Drought Loans

Crop Losses Are Rising
Livestock Endangered;
[REDACTED] Is Worst Hit

instead of this

IOWA CORN OUTLOOK BEST EVER

... that's WMTland
where the
everything-outlook
is great



CEDAR RAPIDS
600 KC 5,000 WATTS
BASIC CBS RADIO
NETWORK
REPRESENTED NATIONALLY BY
THE KATZ AGENCY

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WASHINGTON HEADQUARTERS

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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



The 3542-ton steel frame for Lever House was fabricated and erected by Bethlehem. Architects: Skidmore, Owings & Merrill; Structural Engineers: Weiskopf & Pickworth; General Contractor: George A. Fuller Company.

Tower of Glass on Park Avenue

This is Lever House. Occupying the entire block-front on Park Avenue between East Fifty-third and East Fifty-fourth Streets in New York, it contains the executive and administrative offices of Lever Brothers Company.

It strikes a new note in architectural treatment. Outstanding beauty has been combined with sound functional design. Extensive use of blue-tinted heat-absorbing glass gives it a cool, transparent appearance. The sidewalk level is almost completely open, creating the illusion of a structure without a street floor.

The second floor covers three-quarters of an acre. This floor surrounds an open court, and on its roof is a landscaped terrace. Above this rises a slender 21-story tower. Each floor in the tower has approximately 6000 square feet of office space. In the basement is a private garage.

Lever House is completely air conditioned. Fluorescent lighting, acoustical ceilings, cellular steel floors, continuous

fixed windows, and blue curtain wall spandrels of wired glass are some of the other features of interest.

This is the newest of many Park Avenue buildings for which Bethlehem has fabricated the steelwork. Among the others along this famous boulevard are the Waldorf-Astoria Hotel, the New York Central Building, the Tishman Realty Co. Building, and 100 Park Ave.

BETHLEHEM STEEL



American Com

announces the

EDWARD PETRY

as representatives for stations

(EFFECTIVE IMMEDIATELY)

Broadcasting pany

appointment of

& COMPANY, INC.

KECA-LOS ANGELES-KECA-TV

ABC OWNED STATIONS

now represented by the **EDWARD PETRY COMPANY**

KECA	•	Los Angeles	•	KECA-TV
WJZ	•	New York	•	WJZ-TV
KGO	•	San Francisco	•	KGO-TV

new business



Spot . . .

FLORIDA CITRUS COMMISSION sponsoring 15-minute program three times weekly on following stations: WGST Atlanta; WGAC Augusta; WVOK Birmingham; WSMB New Orleans; KCIJ Shreveport; WESC Greenville; WHAN Charleston; WSOC Charlotte, N. C.; WGBG Greensboro; WNAO Raleigh; WDIA Memphis; WBIR Knoxville; WSOK Nashville; WDEF Chattanooga; KNUZ Houston; WRR Dallas-Ft. Worth; KONO San Antonio [B•T, Sept. 15]. Agency: J. Walter Thompson Co., Lakeland, Fla.

JOHN H. WILKINS Co., Washington (coffee, tea), will introduce products in that area Oct. 8-9 with radio-TV spot campaign. Permanent campaign will get underway after introductory period. Agency: M. Belmont Ver Standig Adv., Washington.

STANDARD OIL Co. of Calif., S.F., starts weekly half-hour *Standard*

Hour-TV next week for 13 weeks on KECA-TV Los Angeles, KGO-TV San Francisco (Oct. 1), KFMB-TV San Diego (Oct. 2), KING-TV Seattle (Oct. 5), KPHO-TV Phoenix and KSL-TV Salt Lake City (Oct. 6). Programs reportedly involve \$500,000. Agency: BBDO, S. F.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, starts radio and film TV spot announcement and participation campaign for new Life cigarettes today (Monday) for 13 weeks. Stations in first two markets include: KFI Los Angeles, KNX KTLA (TV) KLAC (TV) KNBH (TV) KNXT (TV) Hollywood. Other markets will be added. Agency: Ted Bates & Co., N. Y. **THOMAS F. HARRINGTON** is account executive.

Network . . .

STERLING DRUG Inc., N. Y., renews sponsorship over *Mutual of Ladies Fair*, Mon., 11-11:25 a.m. EST, effective Sept. 29, and of *John J. Anthony Hour*, Sun., 9:30-10 p.m. EST, effective Oct. 5. Agencies: Dancer-Fitzgerald-Sample, N. Y., for former program and Thompson Koch Co. Inc., same city, for latter.

AMBER BREWING Co., S. F. (Regal Pale beer), has started *Tom Hanlon's Press Box*, roundup of national football scores on nine CBS Radio stations in California, Sat., 4:45-5 p.m. PDT, for 11 weeks from Sept. 20. Agency: Abbott Kimball Co., S. F.

TONI Co., Chicago, renewing *Break the Bank* over ABC radio, Tues. and Thurs., 11:30 a.m.-12 noon EDT, for additional eight weeks, starting tomorrow (Tuesday). Agency: Foote, Cone & Belding, Chicago.

PLYMOUTH Div. of Chrysler Corp., Detroit, to sponsor Dec. 27 annual East-West Shrine football game on Mutual and DuMont TV Network. Agency: N. W. Ayer & Son, N. Y.

RIGGIO TOBACCO Corp. (Regents cigarettes) to sponsor *America Calling* on CBS Radio, Sun., 4-4:30 p.m., starting Oct. 19. Agency: Hilton & Riggio, N. Y.

GENERAL FOODS (Sanka coffee) signs for sponsorship of *Galen Drake* on CBS Radio, Sat., 1:55-2 p.m. effective Oct. 11. Agency: Young & Rubicam, N. Y.

MILNER PRODUCTS Co., Jackson, Miss. (Pin-Sol disinfectant), signs for new Robert Q. Lewis musical show on CBS Radio, Sat., 9:45-10 a.m., in debut as network radio sponsor. Show starts Nov. 1. Agency: Gordon Best, Chicago.

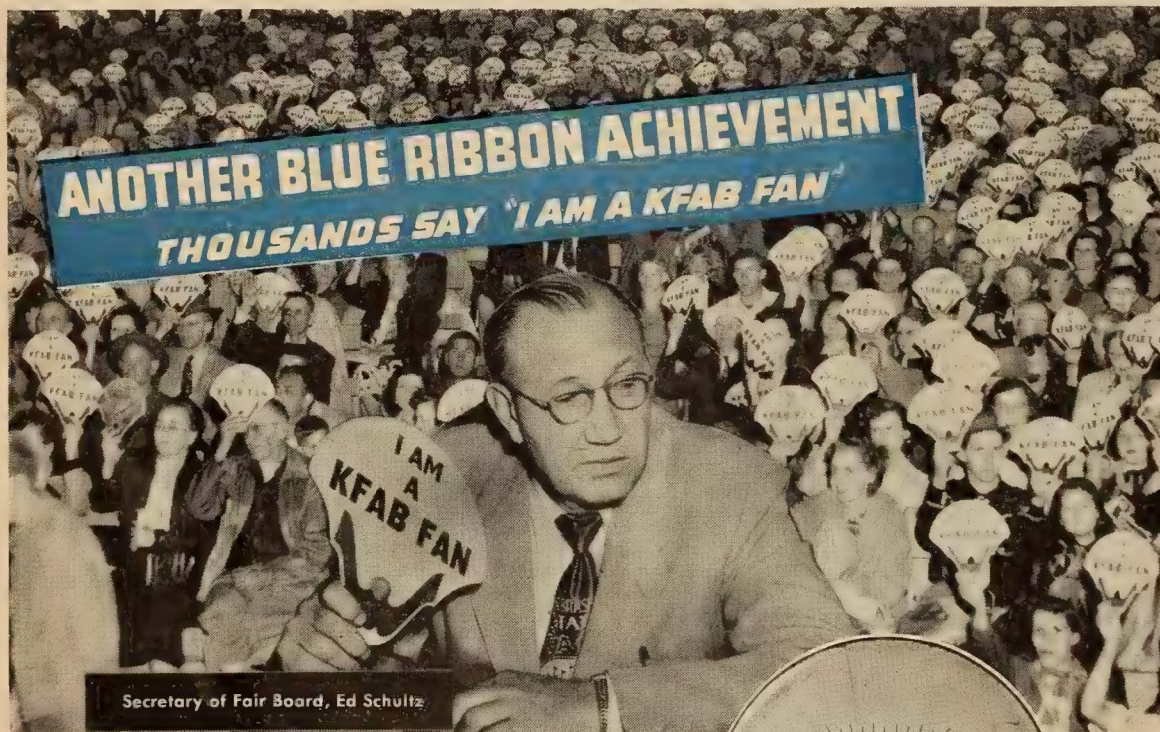
SEALY MATTRESS Co., L. A., started five-minute segments of *Chet Huntley and the News* on 16 ABC radio stations, Tues., Thurs., 5:30-5:45 p.m. PDT, for 52 weeks from Sept. 23. Agency: Alvin Wilder Adv., L. A.

REYNOLDS METALS Co., Richmond and Louisville, to sponsor coverage of Kentucky Futurity harness race at Lexington, Ky., on CBS Radio, Oct. 2, 6:15-30 p.m. EST. Agency: Buchanan & Co., N. Y.

PRUDENTIAL INSURANCE Co. of America, L. A., sponsoring newscasts by Virgil Pinkley, editor and publisher of *Los Angeles Mirror*, on 27 ABC Pacific Coast radio stations twice weekly, 5:15-5:30 p.m. PDT, for undetermined length of time. Broadcasts start today (Monday). Agency: Calkins & Holden, Carlock, McClinton & Smith, L. A.

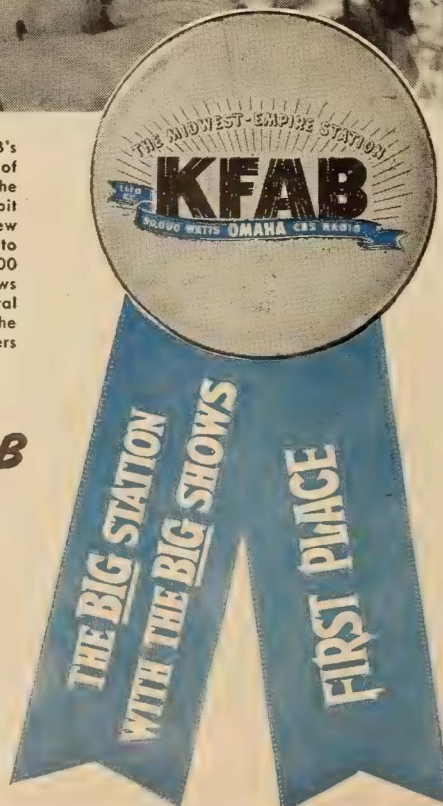
PEARSON PHARMACAL Co., N.Y. (Endds), starts *Hollywood*

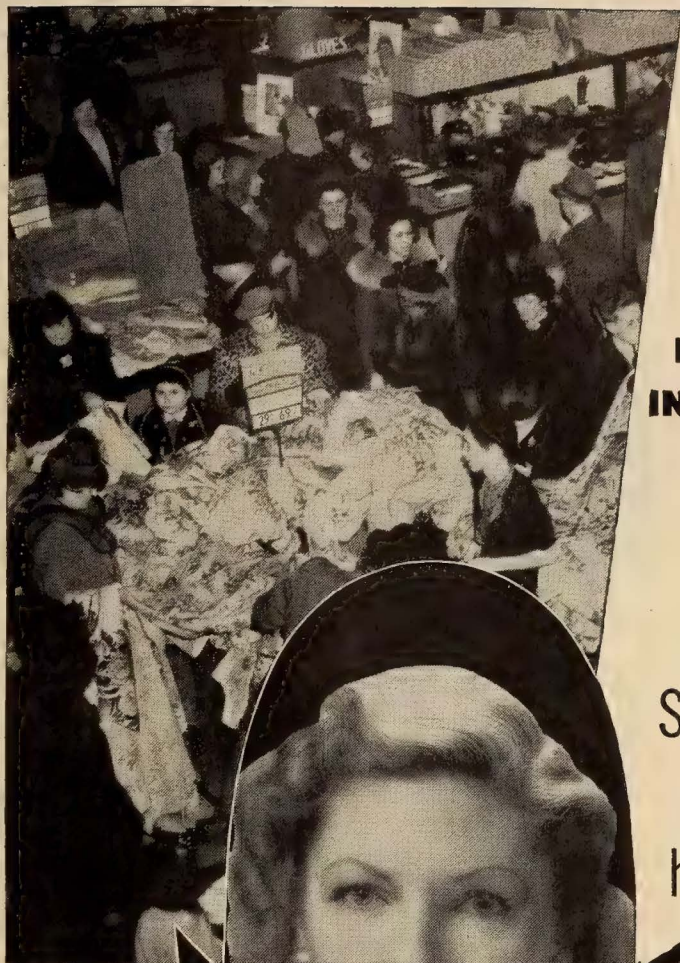
(Continued on page 103)



The Nebraska State Fair — Nebraska's biggest show — is KFAB's biggest show and is this month's achievement story. Thousands of KFAB fans from the farm, from the small towns and the cities of the Midwest Empire meet at the Fair every year. They come to exhibit their crops, their stock and their handiwork. They come to see new things in machinery, tools and conservation . . . and they come to see the big KFAB shows which originate at the Fair. Over 100,000 men, women and children watched and took part in KFAB shows this year. KFAB's yearly achievement at Nebraska's big agricultural exposition results in daily achievements for the advertiser. Get the facts on the "achievement station" today . . . from a Free & Peters man or General Manager Harry Burke.

THE MIDWEST-EMPIRE SERVED BEST BY KFAB





Want More Sales

**FOR YOUR PRODUCT
IN NORTHERN OHIO?**

**WGAR's
RETAIL
SPECIALIST**
will
help you



WGAR announces a new service,
designed to boost in-store promotions
and to build store traffic—
and sales!

Here's a new specialist at your
service. Miss Meg Zahrt has joined
the WGAR staff directly from
Broadcast Advertising Bureau
—to climax a career of
successful programs and promotions.

She has been, successively,
advertising manager,
sales promotion manager,
public relations director
and radio director
for major department stores in Ohio
—and knows every aspect of
radio promotion of retail sales.

consult MEG ZAHRT
NORTHERN OHIO'S ONLY FULL-TIME
RADIO RETAIL SPECIALIST

WGAR *the SPOT for*
SPOT RADIO

RADIO . . . AMERICA'S GREATEST
ADVERTISING MEDIUM

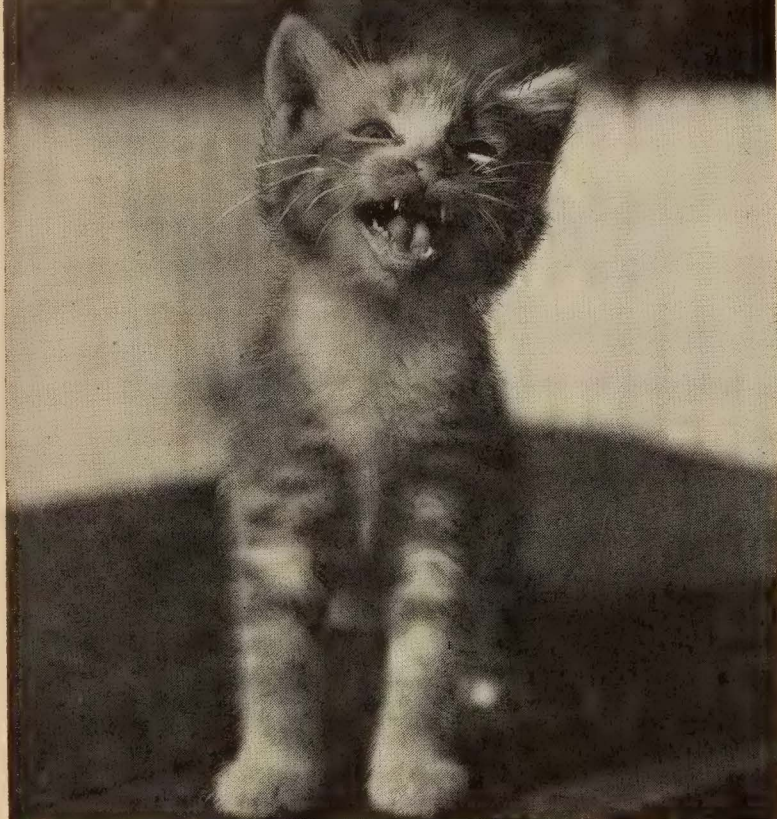


WGAR Cleveland • 50,000 WATTS • CBS
EASTERN OFFICE: 665 FIFTH AVE., NEW YORK CITY



Represented Nationally by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd. Toronto.

ABOUT OUR BETTER MOUSETRAP . . .



If you had a real mouse problem you'd surely select an *active*, rather than a passive method of catching mice.

A baited spring trap will catch mice, but the mouse must come to *it*. The best method is the employment of the services of a lean, ill-disposed and aggressive cat, for *the cat goes to the mouse* and that gets results!

How about your radio schedules? Are you buying on baited traps or good active cats?

May we suggest the services of the biggest cat in the teeming Oklahoma City market? It's 50kw KOMA, the CBS Radio equipped denizen that goes out and gets the listener with generous promotion, strong local programming and a 25 year old knowledge of their listening habits.

KOMA

AFFILIATED WITH KTUL, TULSA

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVES

50,000 WATTS • CBS RADIO

J. J. BERNARD Vice-President and General Manager



agency

DR. WALLACE H. WULFECK, vice president, William Esty, & Co., N. Y., named chairman of agency's executive committee and assistant to president JAMES J. HOULAHAN.

STEWART K. WIDDESS, president, Abbott Kimball Co., L. A., to Dayton Co., Minneapolis, as vice-president and publicity director, effective Jan. 1.

WINSTON S. DUSTIN appointed manager of newly opened Nashville: Tenn., office of Gardner Adv., Co.



Mr. Dustin

HAROLD GRAFER, general manager-vice president, Norex Co., subsidiary of Schenley Industries, N. Y., to McCann-Erickson, N. Y., as vice president and general executive.

RUSSEL M. LADUE Jr., Dunay Co., N. Y., and B. McC. GOLDSMITH, Wrigley Spearmint toothpaste, to Fred C. Zusi Agency, N. Y., as copy chief and account executive, and drug marketing analyst and account executive, respectively.

ROBERT A. McNELL, vice president and member of plans board, W. Earl Bothwell Inc., elected president of Thompson-Koch Co., N. Y.



on all accounts

WILLIAM WILROY WILSON Jr., radio and television manager, Young & Rubicam, Chicago, prefaced his agency work with several years in the talent and broadcast fields. A musician for many years, he worked with bands until 1945, spending the next six years in radio and television.

Born in Boston, Bill Wilson has lived most of his life in Chicago, where as a high school youth he formed his own dance band (an eight-piece combo), booking it for as many as four proms in one night. When the demand became even greater, he went into the booking business for other young musician groups.

This sideline activity, continued during his two years at Morgan Park Junior College, came to a temporary stop when he enrolled at Drake U. in Des Moines, and resumed as a full-time career on his return to Chicago. He worked for a band management company, and was a manager, promoter and general adviser to Lawrence Welk, a long-time friend. When personal appearances and other duties demanded most of his time on the road, he decided to settle down as a family man.

First step was to sell his drums,

buy a car and take a job as a district salesman for the U. S. Gypsum Co. in Michigan. After a year, he was transferred back to Chicago as assistant to the district sales manager, remaining there until 1945.

Switching from the Gypsum company to radio—and ABC—was a big change, but he had learned a lot about broadcasting while in the talent management and booking business. He had set up a formula

in his spare time for dance band men, spotting their one-night stands in cities where they were already known and would draw a large crowd. Top band men appearing at Chicago's Aragon, for example, broadcast regularly on the Mutual network from WGN.

In a postcard survey, Mr. Wilson found out which stations carried the sustaining musical programs from the ballroom and, therefore, in which sections of

the country the band was well known. Gates were of course larger when the band was established in the minds of local radio listeners.

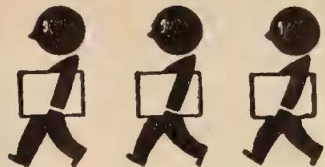
He joined ABC Chicago in 1945 as sales promotion manager and transferred to spot sales the following year. Before the network's

(Continued on page 40)



Mr. WILSON

beat



WRIGHT NODINE, vice-president in charge of West Coast, W. Earl Bothwell Adv., Hollywood, transfers to Geyer Adv., that city, in same capacity following merger of two agencies.

THOMAS J. COSTELLO, financial editorial department, *New York Herald Tribune*, to staff of Albert Frank-Guenther Law Inc., N. Y.

DAVID YOUNER, production manager and account executive, Shephard & Edwards Adv., N. Y., opens **DAVID YOUNER Assoc.**, 33 W. 42d St., N. Y.

BOB SWYSGOOD, radio-TV director of Lowe Runkle Co., Oklahoma City, to Curt Freiburger Agency, Denver, as TV director.

BRUCE HALL, account executive, White Adv., Oklahoma City, appointed manager of agency's Tulsa office.

ANTHONY J. DiLISLE to W. B. Doner & Co., Detroit, as media director.

PAUL C. PHILLIPS to radio-TV department, N. W. Ayer & Son, N. Y., as supervisor of TV production. **WILLIS RANNEY** returns to plans-merchandising staff, Phila., after 16-month tour of duty with Air Force.

RICHARD R. LUKASIAK appointed art director, Ecoff & James, Phila.

MARJORIE R. SMELTZER, J. Walter Thompson Co., N. Y., to Foote, Cone & Belding, same city, on creative staff. **BRUCE CLERKE** added to staff as fashion coordinator and stylist. **LOUISE SMART**, Benton & Bowles, to FC & B on creative staff.

ARTHUR T. DUHAIME, Ruthrauff & Ryan, Chicago, to executive staff, Strauchen & McKim, Cincinnati.

LEWIS P. NACHOD, copy chief of public relations and publicity department, Gray & Rogers, Phila., to copy staff, Hening & Co., same city.

JACK BOZARTH, Cowan Adv., Bridgeton, N. J., to Geare-Marston Adv., Phila.

MEREDITH WILEY, director of personnel, Gardner Adv., St. Louis, elected director of city's chapter of National Office Management Assn.

RICHARD J. THAIN Jr. to Vaughan & Spencer, Chicago, as vice president in charge of copy. New agency name is **VAUGHAN, THAIN & SPENCER**.

LEON G. WILCOX elected vice president at Critchfield & Co., Chicago.

WILLIAM F. TREADWELL to Leo Burnett, N. Y., Oct. 1, as manager of public relations.

MAUREEN CHRISTIE, Dorothy Preble Agency, L. A., to Preston-Merril Adv., N. Y., as timebuyer.

ALLAN J. COPELAND elected vice president-director, Paul Grant Adv., Chicago.

JOHN CAPLES, vice president, BBDO, N. Y., and **GEORGE LAFLIN MILLER**, vice president, R. T. O'Connell Co., appointed lecturers at Columbia U.'s Graduate School of Business.

A. R. MUNNERLYN, head of A. R. Munnerlyn Assoc., S. F., to Homemakers Research Bureau, L. A., as merchandising director.

YARDIS Adv., Phila., moving offices to 2116 Walnut St., that city.

BRUCE L. ALTMAN Adv., Hollywood, moves to 9004 Sunset Blvd. Telephone is Bradshaw 2-5446.

BROADCASTING • Telecasting

Obviously OUTSTANDING...



A GIANT OF POWER FOR PEORIA AREA

It takes GIANT electrical power to supply the requirements of Peoria area industries . . . plants which produce millions of dollars worth of goods annually. It also takes GIANT power to supply electricity for 580,000 prosperous Peoria area people.

A GIANT OF POWER FOR ADVERTISERS

It takes GIANT advertising power to produce maximum **SALES RESULTS** in the Peoria area. WMBD has that GIANT power which consistently brings advertisers **MORE** listeners per dollar . . . more **SALES** per dollar. To **SELL** the Peoria area . . . **BUY WMBD!**

See Free & Peters . . .



WMBD

FIRST in the
Heart of Illinois

PEORIA

CBS Radio Network

5000 Watts

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 • 93.9 FM
Represented by NBC Spot Sales



feature of the week

A NEW approach to the use of television in reporting the news will be employed in *All-Star News*, to be launched Oct. 9 by ABC-TV as a full-length nighttime news digest series.

It will "for the first time, bring to the TV audiences of America an overall coverage of the news, from every major viewpoint and from every feature story viewpoint," according to Charles Underhill, national director of TV programs for ABC.



Mr. Underhill

Scheduled four hours a week of evening time on ABC-TV, *All-Star News* will be telecast Sunday, 8-9 p.m.; Monday, 9-10 p.m.; Wednesday, 8-9 p.m.; Thursday, 8-8:30 p.m., and Friday, 8:30-9 p.m.

"Our idea," Mr. Underhill said, "is to utilize the experience we gained in covering the two national political conventions in Chicago in reporting the day-to-day news of the world. We plan to call on all of our own news reporters and analysts and to make extensive use of guest experts to give the American public the best understanding possible of the news of the day and its meaning."

Louis Ruppel, veteran newsman who at one time was publicity director of CBS and recently editor of *Collier's* magazine, will head up

the news operation as "managing editor behind the cameras," Mr. Underhill said. The program will originate in the ABC-TV newsroom in New York.

John Denson, former managing editor of *Collier's* magazine and assistant managing editor to Mr. Ruppel when he was with the *Chicago Times*, and Bill Stapleton, World War II combat correspondent and a member of *Collier's* editorial staff, will assist Mr. Ruppel in assembling the news.

ABC news "names" such as Elmer Davis, Martin Agronsky, Pauline Frederick, Gunnar Back, John Edwards and Bryson Rash from ABC's Washington news staff; Paul Harvey, Taylor Grant, Leo Cherne, Austin Kiplinger and others, will be seen and heard. A typical hour-long telecast will report as many as 18 news stories and employ 25 to 30 personalities.

Telecasts will be available for sponsorship on almost any basis except national spot, he said. An advertiser can buy a quarter-hour or perhaps a 10-minute segment, either across the board or on certain days each week, on a continuing schedule or he may use the program for special campaigns.

Although ABC would like every TV affiliate to carry each *All-Star* telecast in full, the present competitive situation in both stations and network facilities is such that the hour-long programs are being made up into two half-hour segments, so that a station may take either half-hour.



strictly business

ARNOLD C. (JACK) GRAHAM, advertising manager of Goebel Brewing Co., Detroit, measures 6' 1" in height but a group of Dutch dolls only 14" tall led him to his biggest deal in television.

It happened in studios of Transfilm Inc., New York, when Mr. Graham and an agency adman were investigating facilities of several video film producers. After they had viewed regular samples exhibited by Transfilm, one of the producer's executives remarked that he also had something a little different to show them.

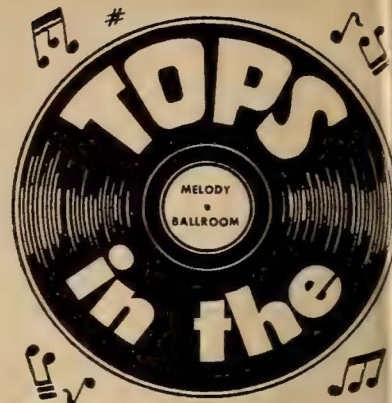
The "something different" turned out to be a series of film produced in Holland, using dolls "brought to life" through a stop-motion technique. Within 15 minutes, Mr. Graham was talking on the phone

(Continued on page 105)



Mr. GRAHAM

... "same kind of thrill"



afternoon!

**MELODY
BALLROOM**

**WFBR crack disc
jockey show—is
the No. 1 radio
record show in
Baltimore in the
afternoon!**

Looking for a participation show you can brag about, instead of having to justify? WFBR's home-grown Melody Ballroom carries *more* audience than any other afternoon radio record show—*more than high-cost TV shows!* Make sure your radio dollar's well spent in Baltimore—buy Melody Ballroom on WFBR. Just ask your John Blair man or contact any account executive of ...

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE, MD.

BROADCASTING • Telecasting

Master of Ceremonies and Sales



COLOSSUS OF THE CAROLINAS



WBT's cheerful, chipper Fletcher Austin gives the charm and conviction to a banquet or a break which have made him one of the most popular of Carolina personalities — on or off the air. Rightly representative of WBT's superlative air staff, Fletcher can make your commercials sing and sell among 3,000,000 WBT-Carolinians.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

Marketbook

EDITOR:

... [The 1952 MARKETBOOK] certainly is the most exhaustive compilation of information I have ever seen and I find the map most helpful.

Leslie T. Harris
Director, Radio & TV
Colgate-Palmolive-Peet Co.
Jersey City, N. J.

* * *

Clarification

EDITOR:

On page 112 of your Sept. 15 issue I am quoted as saying that—"a majority of commercial telecasters feel they would be faced with strong competition if educational stations take the air."

Obviously, this is a ridiculous statement and those who know me should know better than to attribute it to me. What I did say was:

open mike



1. A majority of commercial telecasters were opposed to the reservation of educational channels chiefly because they felt such reservations should have been allotted for commercial use.

2. That television was not merely a new gadget, but an instrument which would ultimately change our way of life, and that some way must be found for educators to take advantage of it. To this end I suggested that the governor call a conference to explore in detail the whole problem.

Howard Chernoff
General Manager
KFMB-AM-TV San Diego

[EDITOR'S NOTE: The story in question was based on an official report given to B.T. by KFMB-TV. However, B.T. is glad to give Mr. Chernoff a chance to set the record straight.]

Lost & Found

EDITOR:

... I thought you would be interested in knowing that as a result of the story that you ran [ON ALL ACCOUNTS], I have gotten notes from a good many long lost friends... a darn fine testimonial for the readership your magazine gets.

John H. Forshew, Manager
J. Walter Thompson Co.
Lakeland, Fla.

Animal Act

EDITOR:

... Your article titled "Who's Lyin'?" (Aug. 18) prompts me to justify the best I can who it is.

The attached photostat of a newspaper clipping shows a stunt I engineered March, 1948. The Barnes Bros. Circus was at the Olympia, and Tennell Jacobs, world famous lion trainer, permitted us to work with one of his pets in his cage.

Needless to say, I was a bit frightened at the time, but not



nearly as frightened as I get now when I think about it. I'm now five years older and a bit wiser.

All of this I believe establishes the fact that Mr. Deane was not the first radio man to trifle with lions on their stomping ground, at least not before myself.

Eddie Chase
CKLW Detroit

* * *

For the Archives

EDITOR:

In the interest of accuracy in the broadcasting archives, I feel that I should correct one error which appeared in your fine article on CBS' 25th birthday in your Sept. 22 issue. You stated that Jerome H. Louchheim's purchase of control of the network in 1927 "was completed against advice of Mr. Louchheim's lawyer, Ralph Colin, who soon became a CBS director and general counsel..."

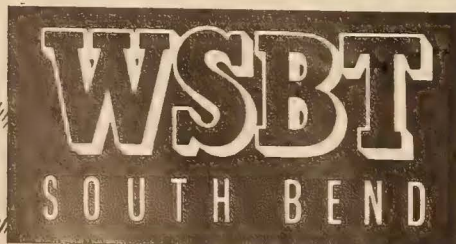
The facts are that Mr. Louchheim was a client of my ex-senior partner, Wilbur Ball. Mr. Louchheim came up from Philadelphia to consult Mr. Ball. Mr. Ball not only thought Mr. Louchheim was crazy to consider the purchase, but thought so little of the likelihood that the purchase would be completed, that he turned over the matter of investigation to me—then a young man of 26. I spent 10 days in a thorough investigation and then prepared a written report to Mr. Louchheim, which I delivered to him personally in Philadelphia, where it was analyzed in consultation with Mr. Isaac D. Levy and Mr. Arthur Judson.

I believe that it was on the basis of my generally favorable analysis (Continued on page 53)

Radio Still Dominates THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV!... Hooper Surveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air



5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Radio Station

KFI

L O S A N G E L E S

**THE WEST'S ONLY 50,000 WATT
1-A CLEAR CHANNEL STATION**

is pleased to announce

THE HENRY I. CRISTAL COMPANY

N E W Y O R K A N D C H I C A G O

Will act as its national sales representative

KFI with its more than 30 years of coverage of the entire west believes that the Radio medium is best served by a representative who concerns itself only with selling radio...and is proud to join such outstanding radio stations as...

WJR—Detroit, 50,000 watts

WBEN—Buffalo, 5,000 watts

WDAF—Kansas City, 5,000 watts

WTMJ—Milwaukee, 5,000 watts

WGAR—Cleveland, 50,000 watts

WGY—Schenectady, 50,000 watts

WHAS—Louisville, 50,000 watts

now being served by this national radio sales representative.

GOOD LUCK, HANK

Earle C. Anthony, Inc.

EVERYTHING FOR

1. RCA Film Camera
Type TK-20C

2. RCA 16mm Television Film
Projector Type TP-16D

3. RCA 35mm Television Film
Projector Type TP-35C

4. RCA Film Multiplexer
Type TP-9B

Film Projection Room, complete
with new RCA film camera, two
new film projectors, and multi-
plexer. Can be remote-controlled
from your audio/video console.

CO-ORDINATED

FILM SYSTEMS

1. New Film Camera Type TK-20C produces clear pictures approaching the quality of studio pick-ups. Low noise level. No image "sticking." No constant shading needed. It looks equally well with the 16mm projectors, and 3" x 4" opaque slide projectors.

2. The 16mm TV Film Projector Type TP-16D makes film programming practical, economical. It's entirely self-contained. It's designed and built only by RCA.

3. The 35mm TV Film Projector TP-35C uses a highly efficient pulsed light source. The projector operates without a shutter mechanism, is completely self-enclosed (including film mechanism) . . . and it's designed and built by RCA!

4. Type TP-9B Film Multiplexer enables you to use two projectors with one film camera for maximum program flexibility.

5. TK-3A Flying Spot Camera produces high-quality video signals from 2" x 2" transparencies. Dual channel increases flexibility, provides for lap dissolve and switching between channels. Ideal for titles, spots, commercial inserts (spots), test patterns. Special Effects Amplifier TA-15A is an ideal accessory.

RCA is your headquarters for a complete line of television film equipment. If you need 16mm or 35mm television projection equipment, RCA has the finest. If you want a revolutionary film camera, RCA has it. Kinescope recording equipment, automatic slide projectors, flying spot cameras, automatic processors, and miscellaneous accessories such as rewinders, reels, slide viewers, and film cleaning equipment, also are available.

RCA equipment can be used in many different combinations to fit your

planning and budget. For example, you can start with a complete film projection setup as illustrated here. Or you can start simply with a film projector, and add facilities as your program service grows. Note this fact, too: *RCA Service Company engineers are available on a nationwide basis to keep your RCA film equipment in top condition!*

Film systems planning is another RCA television service available to you through your RCA Broadcast Sales Representative. Take advantage of his broad experience.



5. RCA Flying Spot Camera
Type TK-3A



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT

CAMDEN, N. J.

“Whole-hearted thanks to KWKH”



Says M. A. DICKSON

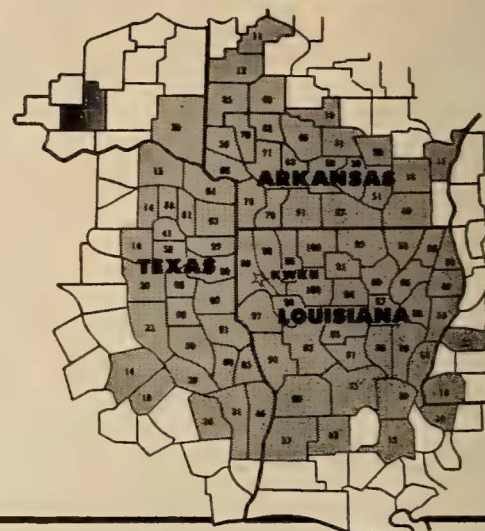
President, Shreveport Druggist, Inc.
(Operators of Super Drug Stores)

IMPORTANT DRUG CHAIN EXECUTIVE

As President of a group of alert drug merchandisers, and as a resident of the area which KWKH serves, Mr. Dickson is well-qualified, indeed, to select wisely among the advertising media in Shreveport. Late this summer, Mr. Dickson wrote us as follows:

“Please accept our whole-hearted thanks for the job which you are doing for us with “I Was A Communist”. It is indeed a pleasure to have such a program on your station, in view of the competent services you have rendered us . . . and the low cost-per-listener on KWKH. We are proud to have our program included on your Fall lineup which promises to be such a terrific success.

(Signed) M. A. Dickson”



KWKH DAYTIME BMB MAP

Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are “average daily listeners”. (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

SHREVEPORT

Texas

LOUISIANA

Arkansas

The Branham Company
Representatives

Henry Clay, General Manager

50,000 Watts • CBS Radio •

POLITICAL SPENDING SPREE

Is Network, Spot Windfall

By JOHN OSBON

BUSINESS is booming in network and spot, thanks to beaverish—not to say unprecedented—political activity.

A multi-million dollar sales volume is tied up, one way or another, in this spirited 1952 Presidential campaign, with the major political parties and allied groups furnishing a bulk of potential gross time billings.

Major factors in this heavy volume are simulcasts, radio and TV spot announcements and station breaks, local films and transcriptions, regional hookups and election coverage.

Newest major development involving a national advertiser is that surrounding negotiations between MBS and the Chevrolet Div. of General Motors and Chevrolet Dealers of America for all-night radio coverage of election returns. It was understood that Mutual was nearing completion of arrangements. Details of the proposed contract, including the cost, were not ascertained immediately.

Lineup of Advertisers

If negotiations are consummated, Chevrolet would join Westinghouse Electric Corp., Admiral Corp. and Philco Corp. as sponsors of election coverage. These advertisers have contracted for sponsorship of returns as part of their coverage of national political nominating conclaves.

The lineup comprises Westinghouse on CBS Radio and Television, plus four DuMont TV Network outlets; Admiral on ABC radio and TV; Philco on NBC radio and television. Each paid roughly \$2 million, give or take either way, for sponsorship.

Additional broadcast revenue is reflected in these developments:

- The National Citizens for Eisenhower Committee will spend \$2 million for a national radio-TV spot series on behalf of the candidacy of Gen. Dwight D. Eisenhower. Ted Bates & Co. is the agency.

- Republicans also are preparing radio and TV spots with local groups seeking time on their community stations. Kudner Inc. and BBDO, which are handling the GOP National Committee account, are supervising this production phase, but not buying the time.

- Democrats reviewed a spot campaign blueprint for radio in which an estimated \$40,000 worth of time availabilities and production costs are tied up by the national committee, not to mention hundreds of thousands of dollars to be sustained by local political groups.

- They also plan about \$1 million



DWIGHT D. EISENHOWER is turning actor to promote his political fortunes as Republican Presidential standard-bearer. He discusses the precedent-breaking \$2 million radio-TV spot announcement campaign with Rosser Reeves (r), partner in Ted Bates & Co. and idea creator.

worth of outlays for network simulcasts alone during October; the Republicans have committed more than

half that total.

With respect to Chevrolet, Mutual said all scheduled programs except newscasts would be cancelled to make way for continuous coverage of the returns from the time the polls close Nov. 4. Results of local and state races as well as the national campaigns will be covered.

The Democratic party high command reviewed plans for a radio spot drive and related broadcast activity at a meeting in Springfield last Wednesday. The Joseph Katz Co. has completed the blueprint for an extensive spot campaign designed to reach millions throughout the nation.

The radio-TV series for Gen. Eisenhower numbers some 80 announcements, varying in length from 15 seconds to one minute and featuring the Republican Presidential standard-bearer. The spots and station breaks will be sent to 50 key counties in 12 states (lost to the GOP in 1948), according to

Rosser Reeves, partner in the agency, who claims to have conceived the idea. The format will be that of the "man in the street."

Mr. Reeves raised \$100,000 to launch production and prevailed on the General to sit two days for 40 TV films and 40 radio announcements. The citizens committee appropriated \$1 million at the outset and, at last notice, was starting on its second million.

After conceiving the idea, Mr. Reeves held a party in New York City's "21" for a "moneyed group sympathetic to Eisenhower," the agency reported. They liked the idea and agreed to help raise the fund. The GOP high command also approved it, cocking an eye on the \$3 million ceiling for all campaign expenditures.

It was believed that the meeting inspired the published reports that the national committee had planned to ask advertisers to donate time for Eisenhower tran-

(Continued on page 24)

RATE-CUT WARNING

RATE chiseling and special deals violate the standard NARTB-AAAA contracts, stations were warned last week.

Frank Silvernail, chairman of the AAAA Committee on Radio & Television Broadcasting and radio-TV timebuying manager of BBDO, called attention to anti-chiseling language in the contracts used by AAAA members. In a letter to Stanley G. Breyer, KJBS San Francisco, Mr. Silvernail said he "read with interest the reference in the Sept. 8 BROADCASTING • TELECASTING to your 'attack on rate chiseling' at the NARTB District 15 meeting."

At the district meeting Mr. Breyer called on station managers in the San Francisco area to sign a memo which would assure all advertisers they are paying the same rate for the same schedule, obligating stations to advise all other signatories of any price concessions.

Quoting language from the NARTB-AAAA contract, Mr. Silvernail said "these provisions, of course, do not require the station to tell any other stations if it makes price concessions, but if the sta-

tion accepts any business at all on the standard order forms developed by the AAAA and the NARTB, it is contractually obligated to tell its advertisers any time it sells the same service at a lower rate, and to give those advertisers the benefit of the new rate."

The language "makes it very clear what stations are committed to the minute they accept any business whatsoever on the standard contract form."

Mr. Silvernail then posed this question: "Is it possible that this fine print on the back of the standard contract is not well enough known to stations?"

The paragraphs under section 5 of the standard NARTB-AAAA contract for spot broadcasting read as follows:

(a) It is agreed that the time rate named in this contract is the lowest rate made by the station for like broadcasts and that if at any time during the life of this contract the station makes a lower rate for like broadcasts, this contract shall be completed at such lower rate from that date.

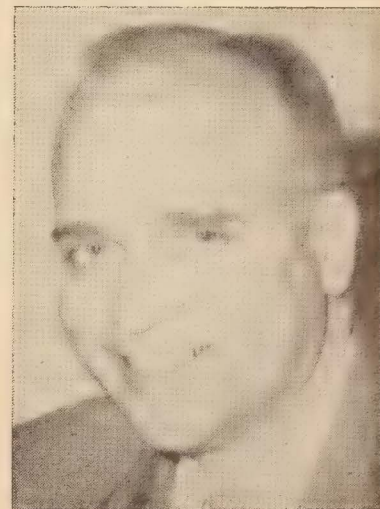
(b) All time rates shall be published by the station. There shall be no secret rates, rebates or agreements affecting rates. All rates shall

AAAA Pact Cited

be furnished agency if requested in writing to do so.

The original standard contract forms governing agencies and advertisers were adopted in 1933 and revised in 1946.

AAAA and NARTB are near final agreement on agency-station contracts for spot TV.



MR. SILVERNAIL

... hits rate chiseling



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Due to circumstances beyond our control the video portion of this simulcast has been cancelled."

Political Spending Spree Is Windfall

(Continued from page 23)

scriptions. The report was published in Drew Pearson's syndicated column but subsequently denied by a Kudner Agency official contacted by this publication.

The Kudner-BBDO campaign is designed to aid local—Congressional, Senatorial and Gubernatorial—candidates. Series of three 20-second TV films (several hundred spot pressings) have been prepared, with local groups asked to buy time on their stations. Two groups of radio spots—eight 5-minute and 20 one-minute—also have been recorded. Both radio-TV pressings provide for specific support of the individual candidate involved. Throughout the spots run the themes of inflation, corruption and high taxes. They will be seen and heard starting this week.

Gov. Stevenson also has turned actor, having completed 12 one-minute TV film programs and two quarter-hour productions at Filmcraft Productions, Hollywood. In addition, the Democratic National Committee has indicated a preference for documentary-type film and transcriptions, to be used at intervals as a change-of-pace technique [B•T, Sept. 15]. Tapes of all Stevenson speeches and talks by top labor leaders, as well as other groups, also are being made available to local political groups.

The Democratic spot program was prepared at the request of its national committee. Like the GOP blueprint, it will be aimed at areas where the administration hopes to reverse '48 GOP voting sentiments. Spots will cover the four weeks prior to the election.

It was learned Democrats plan to invade some 500 cities in 20 states with radio spots, mostly one-minute in duration and supporting the Democratic party stand on various issues.

Advertising agencies handling

the Democratic and Republican advertising programs also are working in terms of coast-to-coast simulcasts, whether on one or two networks.

While the simulcast has come of age in rival political camps, it also is proving a source of heavy revenue for the major networks.

At Kudner offices in the Washington Hotel, Washington, D. C., at least 10 simulcasts are planned in October on a national basis.

In the Democratic camp, word has gone out that simulcasts are desirable to help offset what they claim is the preponderant editorial opposition of the press.

Lighting Importance

There was other evidence of this newly-found reliance on television in Democratic quarters. During the Illinois Governor's speech in San Francisco, Kenneth Fry, radio-TV director of the Democratic National Committee, placed emphasis on good lighting facilities for Gov. Stevenson.

Under this policy, TV was favored over newsreel cameramen who had sought more lights to shoot film. Cameramen were told they would have to operate under the same lighting conditions as TV cameramen to prevent glare on the nominee. The policy will be continued throughout the Governor's itinerary.

Politicians are learning first-hand that lights needed for newsreel shots are not to be confused with the softer, less glaring lights used for television—a point of some controversy on Capitol Hill during Congressional hearings the past year.

The Democratic National Committee has been averaging one simulcast per week and will double the quota in October. In all, about

(Continued on page 36)

THE 'EXPLANATION'

Radio-TV Sidelights of the Nixon Talk

(See Editorial, Page 50)

DECISION of Sen. Richard M. Nixon, GOP Vice Presidential nominee, to take his story direct to the people via radio and television last week resulted in a minor stir at the major networks and stations carrying his dramatic financial report.

Aside from commanding a probable record-breaking radio-TV audience, the talk also caused some unpredictable confusion in broadcasting ranks.

No figures were available last week on the size of Sen. Nixon's radio or television audience, but it seemed certain that research surveys would give the controversial talk top rating.

Negotiations were closed at virtually the 11th hour for the Nixon talk on NBC-TV, CBS Radio and MBS. An MBS spokesman estimated that perhaps 90% of some 46 million radio homes had heard the broadcast. NBC estimated a possible 25 million viewers over 18.5 million TV sets. CBS placed the "probable and possible" audience at 60 million.

The talk that cost the Republican National Committee more than \$75,000 to explain \$18,000-plus was aired on 62 NBC-TV stations, 194 CBS Radio outlets and some 560 MBS affiliates. Only Oklahoma City and Phoenix were deprived of the live telecast.

Public response that deluged the GOP (well over 100,000 telegrams and 110,000 letters) also spilled over on the networks and their affiliates. At NBC-TV it was estimated that 1,000 calls came in to the New York switchboard in 22 minutes.

CBS Radio and Mutual claimed heavy response. The latter reported up to 1,000 calls between 10 p.m. and midnight and CBS about 200 calls. MBS also said its affil-

iate KHJ Los Angeles received an estimated 1,260 calls in a three-and-a-half hour period. WGN Chicago claimed between 700 and 800, WNAC Boston 200 an hour.

Gen. Dwight Eisenhower, whose aides had difficulty in obtaining network time Tuesday evening, watched the address in Cleveland on television before starting his own speech. His talk was rebroadcast later by ABC.

There was conflict elsewhere. At a Maryland Democratic rally in Baltimore, the state political group had bought the 9-10 p.m. period on NBC-TV for the Washington-Baltimore area, prior to the Stevenson address on CBS-TV at 10 p.m. (Gov. Stevenson was cut off about four minutes before the end.) Unable to clear time for Sen. Nixon and believing his talk to be of paramount interest, WBAL-TV, the local NBC outlet, offered it to WMAR-TV, CBS affiliate, with NBC approval.

In Washington, NBC's WNBW (TV) carried the first half hour and DuMont TV Network's WTTG (TV) the last half. As a result, Philip Perlman, former solicitor general, started on NBC-TV and wound up on DuMont.

There were other sidelights, one involving Sen. Nixon's charge that Democratic Vice Presidential nominee John Sparkman (Ala.) had kept his wife on his office payroll. Sen. Sparkman had acknowledged, on questioning, that "it has been a matter of record and well known that she has owned an interest" in WAVU Albertville, Ala., from which she reportedly received \$6,501 in 1951 dividends.

Included in the Nixon audit of his financial status was a payment of \$1,878.84 for "Joint Senate and House recording facility for recordings for radio presentation, including shipping charges."



GOP MEDIA chiefs discuss plans at spot radio clinic in New York's Hotel Biltmore Sept. 9. Conferring are (l to r) Martin Beck, The Katz Agency; William Wilson, John E. Pearson Co.; Linnea Nelson, longtime J. Walter Thompson Co. timebuyer who left retirement to take part in the Republican campaign via Kudner Agency; Tucker Scott, BBDO, and Powell Ensign, Everett-McKinney Inc. Democratic conference was scheduled for a week later.

RATINGS RIDDLE

ARF Study's Aim Clarified

FIRST report on the study of radio and TV ratings to be conducted by the Advertising Research Foundation was made Thursday by Dr. E. L. Deckinger, vice president of Biow Co. and chairman of the ARF Committee on Radio and TV Ratings Methods.

Dr. Deckinger spoke at "ARF day at AMA," first fall luncheon of the New York Chapter of American Marketing Assn., at the Commodore Hotel in that city. Various functions of the Foundation were discussed by speakers under the guest chairmanship of Edgar Kobak, ARF president, who was introduced by John Shepherd of Fletcher D. Richards Inc., chapter president.

The attempt "to try to solve the ratings riddle" is just beginning, Dr. Deckinger said. Therefore, he said he would report on the direction of his committee rather than on its progress. "Because the problem is so full of complexities we divided it four ways, with a subcommittee assigned to each of the four segments," he said.

"The first belongs to Max Ule of Kenyon & Eckhardt. His job is to set up ideal standards, to determine what is wanted in ratings and also how well each of the important methods (including some not commercially practiced) would fulfill the requirements when carried out to perfection." Maybe the answer will prove to be a combination of methods rather than any one, Dr. Deckinger said, "but we in advertising have to decide what we want before we can tell whether any method is giving it to us."

Snowcroft Heads Unit

Gordon Snowcroft of Campbell Soup Co. heads the second group to inspect methods in the field as well as in the office. This is to check on differences between what a method ideally does and the actual practice.

Dr. Deckinger heads the third subcommittee to analyze data already available. "We hope," he said, "to obtain retabulations of existing data so that the results can be put side by side. Then, maybe, it will be possible to measure the contributions of the area covered, the types of ratings, the nature of the homes contracted, etc."

The final subcommittee, headed by Harry Wolfe of Colgate-Palmolive-Peet Co., is on "special projects" that arise from time to time, such as the Blair-Hooper controversy [B•T, May 19]. That dispute has been referred to ARF.

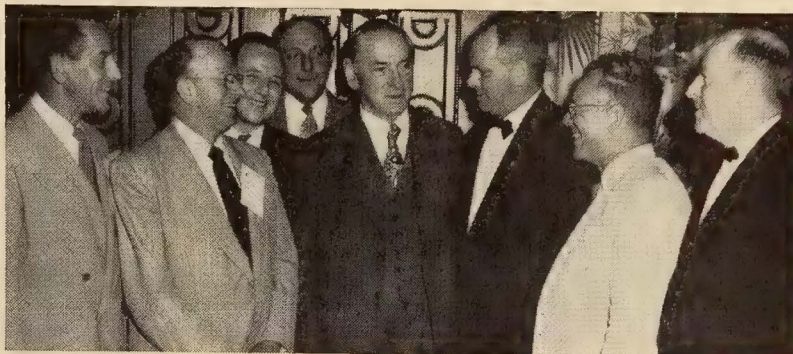
All the committees are working independently, Dr. Deckinger said, stating that when the first three groups complete their work their findings will be combined into a single report. The fourth com-

mittee will report on each project when completed.

Henry Schachte, Borden Co.'s director of advertising, ARF board vice chairman, reported that the new ARF, one year old this month, is in "walloping good health" with 159 "godfathers"—ANA, AAAA, 51 advertisers, 60 agencies, 46 media. Inviting suggestions from "anyone with an idea," he asked: "What can a gang of guys with

some money, representing agencies, advertisers and media, do through research to help our business?"

A. W. Lehman, general manager of ARF, reported that since it was originally organized in 1936 the foundation has supervised 190 studies in 105 markets, costing about \$1.75 million; it has worked with 160 publishers and 14 sellers of transportation advertising, and it has cooperated with various ad-



ATTENDING opening meeting of the Radio Executives Club of New England Sept. 17 are (l to r) Rudolph Bruce, club's president; A. N. Armstrong Jr., WCOP-AM-FM Boston; Ed Shea, past club president; Harvey P. Newcomb, Harry M. Frost Co.; James Michael Curley, former Massachusetts governor, now a commentator (WBMS Boston); Paul H. Provandie, Hoag & Provandie; Earle G. Clement, WBET-AM-FM Brockton, and C. Herbert Masse, WBZ-TV Boston.

SPOT BILLINGS ACTIVE

By FLORENCE SMALL

SPOT advertising in radio and television received a spirited impetus last week with at least nine major advertisers preparing new and, compared to last season, generally increased campaigns. Four of the sponsors are fall seasonal clients while the other five are setting schedules for pre-Christmas promotion.

Leading the list of seasonal spot advertisers is Park & Tilford's Tintex with a campaign slated to cover 250 radio stations across the country, starting now for a 10 to 12-week period. Advertisers will be using participation shows and disc jockey programs. Tintex will emphasize its new revamped color remover and a corsage made out of discarded nylon stocking material and then tinted. Storm & Klein, New York, is the agency.

Another seasonal advertiser is the New York and New England Apple Institute, which is placing a combination radio and TV campaign of spots and participation programs for a two-week schedule. This may be extended depending on the crop yield. The institute, through Charles W. Hoyt, New York, is placing the campaign in the following markets: New York, Boston, Providence, Hartford, New Haven, Springfield and Schenectady.

Taylor Reed Co. (Q-T frosting),

also through the Hoyt agency, plans a TV spot schedule in New York and Boston starting the middle of October for six weeks.

Ronzoni Macaroni Co., New York, manufacturers of Italian-style spaghetti, has announced the largest advertising campaign in the history of that industry. Starting yesterday (Sunday), Ronzoni is buying on two television stations and four radio stations in New York, as well as radio spots in Providence, Boston, Philadelphia, New Haven, New Britain (Conn.), Buffalo and Springfield, Mass.

Ronzoni Sponsorship

Ronzoni TV sponsorship in New York includes the half-hour *Papa Cellini* show on WJZ-TV New York on Sunday and *Uncle Fred's Junior Frolics*, also a 30-minute program, on WATV (TV) Newark on Wednesday. In addition, the company participates in WJZ-TV's across-the-board *Kitchen Kapers*. The New York radio schedule includes WNBC's Chain Lightning promotion with *Bob & Ray*, Skitch Henderson, Herb Sheldon, *Charles F. McCarthy and the News*, and Jinx Falkenberg. On WNEW the firm sponsors the *Easy-Going* show and on WPAT Paterson, N. J. *Bargain Around With Boulton*.

Among the Christmas advertisers, Gemex watchbands will place an eight-week TV spot campaign Oct. 15, on six stations through

vertising and media associations. From 1936 to 1951 ARF had about \$7,000 a year not earmarked for media studies such as the Continuing Study of Newspaper Reading, he said. But, according to him, it is anticipated that "the revitalized Foundation will have \$150,000 to \$200,000 a year available for test surveys, experimental design studies, special analyses and general operations.

"The ARF does not have a field research organization. It does have a supervisory and administrative research staff. We do not compete, and do not plan to compete, on a practitioner basis with any professional research group or company. We have retained the services of a good number of commercial research organizations in the past. We plan to continue to seek out the services of such research experts."

Discussing the three new projects undertaken by the foundation, Fred B. Manchee, BBDO vice president and chairman of the ARF projects committee, introduced Dr. Deckinger and also Sherwood Dodge, vice president of Foote, Cone & Belding, chairman of the committee on magazine advertising rating methods, and John Caples, BBDO vice president, chairman of the Committee on analysis of ARF readership data. Messrs. Dodge and Caples reported briefly on their committees.

Nine Firms Increase

BBDO, New York.

Shulton Inc. will extend its Christmas and fall activities beyond the schedules already announced. Old Spice for Men already scheduled for radio and TV spots, will receive the greater percentage of the increased advertising. More time will be bought on radio and television to blanket major trading areas in a concentrated barrage of spot commercials for Old Spice shaving creams and after-shave lotions. The campaign, beginning now, proceeds through Thanksgiving.

Early American Old Spice, Friendship's Garden, Desert Flower and Old Spice for Men will add special Christmas TV and radio spots. Wesley Assoc., New York, is the agency.

National Cranberry Assn., Hanson, Mass., added a 52-week television campaign to its regular radio promotions for cranberry sauce, the traditional Thanksgiving and Christmas product.

TV schedule consists of one-minute, 20-second and 10-second spot announcements in eight markets. Live action spots will be used for special seasonal promotions. BBDO, New York, is the agency.

Among the exclusively Christmas advertisers, such as Giant balloons (radio spots) and Zippo Mfg. Co. (TV spots), plans already are being advanced with participation details expected in about two weeks.

ABC, NBC RATES

Soon To Be Effective

THE NEW rate-and-discount structures of NBC and ABC radio networks, bringing them into line with the approximately 25% reduction in evening time charges already invoked by CBS Radio along with smaller raises in daytime rates [B•T, Aug. 18, et seq], were expected by officials of the respective networks to be put into effect this week.

Target date for NBC's changes was today (Monday). Spokesmen said they already had formal acceptances of the plan from stations representing more than 90% of the total NBC network rate and expected the number to reach "virtually 100%" before last week was out. They said there were still "no known holdouts."

ABC spokesmen similarly reported "good progress" in securing signed acceptances from affiliates, and said they expected no difficulty in meeting their own Oct. 1 (Wednesday) objective for putting their plan into operation. They said all replies received from stations thus far were favorable.

Effectuation of these two plans will leave Mutual as the only national radio network which has not yet moved on the rate subject in the wake of CBS Radio's changes, which went into effect Aug. 25. MBS officials report that they have several studies in progress. It is expected that the network's approach to the problem will begin to take concrete form at a Mutual board meeting scheduled tomorrow (Tuesday).

Status of MBS Rates

If MBS follows the pattern taken by CBS Radio, NBC and ABC, its changes will involve an average cut of about 25% in evening time costs coupled with an increase of 4 or 5% in Mon.-Fri. morning or all daytime charges, plus some adjustments in weekend costs to advertisers. CBS Radio and ABC also cut compensation to affiliates by 15%, while NBC placed this cut at 14%.

NBC and ABC also devised new "contiguous" rate benefits to encourage combination daytime and nighttime buying—and NBC last Thursday reported its first sale under this plan: General Foods' signing to sponsor Bob Hope in a quarter-hour daytime strip and also in a weekly half-hour nighttime program (see story page 31).

Meanwhile, leaders of the special committee of CBS Radio affiliates which was formed when the threat of rate cuts was imminent, and which helped devise the formula for changes ultimately adopted by the network, called a meeting with CBS Radio officials in Chicago today to get a report on developments of recent weeks—specifically, CBS Radio's reaction to the plans advanced by the rival networks.

CBS Radio President Adrian Murphy and Station Relations Vice

President Herbert V. Akerberg are expected to go to Chicago for the conferences, which they described as informal and designed to meet a need which affiliates previously expressed for more regular "fills" on developments affecting both the network and its affiliates.

One of the subjects in which affiliates have voiced especial interest is the "contiguous" rate benefits incorporated in the NBC and ABC plans but not contained in CBS Radio's. Officials of the latter network have said they have no intention of devising a comparable contiguous rate plan of their own—one reason undoubtedly being that CBS Radio has a number of present advertisers who would qualify for the additional benefits, whereas NBC had none and ABC only a relatively small number.

The special committee of affiliates also may elect, at its meeting today, a new chairman to succeed George B. Storer of Storer Broadcasting Co., since Mr. Storer was stricken with a deafness several weeks ago and has been instructed by his doctors to lessen the pace of his activities. John E. Fetzer, WJEF Grand Rapids and WKZO Kalamazoo, presided in Mr. Storer's absence at the "rate meeting" in Chicago in August, while John F. Patt, WJR Detroit and WGAR Cleveland, presided when Mr. Storer was called away from July deliberations on the rate issue.

Other committee members are Victor A. Sholis, WHAS Louisville;

Hulbert Taft, WKRC Cincinnati; I. R. Lounsberry, WGR Buffalo and also chairman of the Columbia Affiliates Advisory Board; Kenyon Brown, KWFT Wichita Falls; Saul Haas, KIRO Seattle; Ray Herndon, KTRH Houston, and William Quarton, WMT Cedar Rapids.

ABC AFFILIATES

Radio Total Now 348

SIGNING of six new ABC radio network affiliates, bringing the total to 348 stations, was announced Wednesday. They are:

WKOZ Kosciusko, Miss. (1240 kc, 250 w), owned by Kosciusko Broadcasting Co. and managed by Cy N. Bahakel, and WABG Greenwood, Miss. (960 kc, 1 kw day, 500 w night), also headed by Mr. Bahakel, with Tom Reardon as manager.

WKRD Rockland, Me. (1450 kc, 250 w), operated by Carleton D. Brown as manager.

KSGA Redmond, Ore. (1240 kc, 250 w), owned by Redmond Broadcasting Co., and managed by W. Gordon Allen, joins the network Oct. 3, while the following join effective Oct. 19:

KOSF Nacogdoches, Tex. (1230 kc, 250 w), owned by Kelly Bell with J. C. Stallings as manager, and KRBA Lufkin, Tex. (1240 kc, 250 w), owned by Darrell E. Yates, who also is station manager.



ANOTHER Freedom USA sale okayed by (l to r) Hank Luhrman, Missouri field representative of Frederic W. Ziv., producer; Power B. McHaney, president, General American Life Insurance Co. sponsor on KSD St. Louis, and Stanley Richman, GALT vice president.

ZIV'S 'FREEDOM'

Sales Top 500 Stations

WITH SALES reported as exceeding 500 stations, Frederic W. Ziv Co.'s Freedom, U. S. A., transcribed radio series starring Tyrone Power is being released for premier broadcasts this week.

Latest sales reportedly include S. T. Jerrell Co., makers of nonfat dry milk solids, for sponsorship in Birmingham, Dothan, Tuscaloosa, Huntsville and Florence, Ala., and in Jackson, Tenn. Agency for Jerrell is South Agency, Birmingham. Other recent multiple-market sponsors also have signed.

JONES VACANCY Action May Await HST Return

APPOINTMENT by President Truman of a successor to FCC Comr. Robert F. Jones may now await return of the Chief Executive from his political whistle stop tour upon which he embarked last weekend. He is not expected to return to Washington until mid-October.

Last week everything appeared set for the naming of William P. Massing, assistant secretary of the FCC, to the unexpired portion of the Jones term which runs until June 30, 1954. Mr. Massing had passed preliminary muster as a Democrat from Indiana, with the endorsement of that state's Democratic organization.

In the interim, however, Benedict P. Cottone, FCC general counsel, had accumulated considerable support, and his name was understood to have been presented to the White House by Telford Taylor, former FCC general counsel, who recently resigned as administrator of the Small Defense Plants Administration to return to his private law practice [AT DEADLINE, Sept. 15].

Intervening events, however, made it evident at the weekend

that the President would not be disposed to name anyone from the FCC on a "merit" basis to succeed Comr. Jones. Instead, it was reported that he preferred a "business man," preferably one who had knowledge of the communications field.

Mr. Jones resigned on Sept. 19 and immediately became a partner in the Washington law firm of Arthur W. Scharfeld (the firm name has been changed to Scharfeld, Jones & Baron) [B•T, Sept. 22].

Interim Vacancy Discounted

It was learned also that the President definitely has decided to fill the vacancy rather than allow the appointment to lapse until the new President takes office Jan. 20. The immediate appointment would be on a recess basis, or until Congress convenes in January. Then, it is understood, Mr. Truman had in mind nominating the same individual for the balance of Mr. Jones' term, with a year and a half to run. The question then would be whether the Senate would be dis-

posed to confirm a Truman nominee with another President about to assume office.

There were other names mentioned also and, based on precedent, the list could grow rapidly, even for a recess appointment.

Among the names understood to have been presented to the White House were those of Eugene Merrill, now with NPA and formerly with the Public Service Commission of Utah; Edward P. Morgan, partner in the law firm of Welch, Mot & Morgan and formerly a Justice Department attorney, who recently resigned from the legal staff of OPS to return to law practice; and Dr. Franklin Dunham, chief of radio-television, U. S. Office of Education, and educational director of NBC from 1931 to 1941. Also mentioned was former Congressman Clinton D. McKinnon of San Diego, California, Democrat who lost out in the Senatorial race against Republican Sen. William Knowland. So far as is known, however, his name

(Continued on page 40)

ANA VIEWS TV, RATINGS

N. Y. Sessions Begin Today

AN estimated 700 members and guests are expected for the 43d annual meeting of the Assn. of National Advertisers today (Monday) through Wednesday at the Plaza Hotel, New York.

Three radio-TV highlights are on the agenda: A Tuesday afternoon report on "What Lies Ahead in Television," followed by a study of "What Makes TV Commercials Click," plus a Wednesday morning appraisal of "Pros and Cons of Today's Radio and TV Rating Methods."

The estimate of TV's future from the advertiser's standpoint encompasses television's anticipated rate of expansion geographically, in terms of sets, and in costs, and is based on an "exceptionally thorough analysis" made by McCann-Erickson. It will be presented to the advertisers by Sidney W. Dean, vice president in charge of marketing services for the agency.

The study of "What Makes TV Commercials Click" is described by ANA as "a graphic expose of Gallup & Robinson's down-to-earth findings based on viewer reactions to hundreds of actual broadcast TV commercials." The presentation to ANA is to be made by Leyton Carter, of Gallup & Robinson.

Radio-TV Rating Talk

Discussion of radio-TV rating methods will be part of a panel presentation of the Advertising Research Foundation, which has designated the rating question as one of its first major projects. Other subjects to be covered include "What Is Being Done to Provide You With Valid Data on Magazine Audiences," and "How to Combat the Growing Criticisms of Advertising Which Jeopardize Its Impact and Effectiveness."

Panel members for the ARF session were listed as follows: Edgar Kobak, president of ARF, moderator; Henry Schachte, Borden Co.; Fred Manchec, BBDO; Sherwood Dodge, Foote, Cone & Belding; Lawrence Deckinger, Biow Co.; John Caples, BBDO; B. B. Geyer, Geyer, Newell & Ganger, and A. W. Lehman, ARF.

Only one convention session is slated to be closed—the Monday afternoon business meeting. Wesley I. Nunn, Standard Oil Co. (Indiana), is board chairman of ANA; J. Ward Maurer, Wildroot Co., is vice chairman, and Paul B. West is president.

First session gets under way at 10 a.m. today with Harry Deines, general advertising manager of Westinghouse Electric Corp., presiding. Subjects to be covered are calculated to give advertisers "an insight into the economic climate and into the advertising and selling job ahead."

Dexter Keezer, director of the

department of economics of McGraw-Hill Corp., is to present a McGraw-Hill analysis of the question: "Does Continued Prosperity Or a Recession Lie Ahead—Are We Faced With Something in Between?" Ray Eppert, executive vice president of Burroughs Adding Machine Co., will discuss what sales and advertising executives can do now to prepare for 1953-54 and how "One Company Has Put a Specific Plan to Work." John Cunningham, executive vice president of Cunningham & Walsh, will point up the effectiveness of advertising, while John E. Wiley, John E. Wiley Inc., consultants on distribution control, will discuss the merchandising side of selling.

ANA Survey Findings

The results of the annual ANA survey of members' advertising plans will be presented during Monday afternoon sessions, with Chairman Nunn presiding. Additionally, "Retail Hold-Ups That Sap the Power of Your Advertising" will be analyzed by Reginald Clough of Tide Magazine, and the

story of Minneapolis Honeywell Regulator Co.'s program "to get retail sales people selling again" will be reported by H. D. Bissell, the company's merchandising director.

Departing from previous convention procedure, the sessions will break up into smaller, informal groups at about 4 p.m. for discussion of special problems, such as space brokerage, control over cooperative advertising funds, etc.

Theme for the Tuesday morning session, with Block Drug Co. Advertising Manager George Abrams presiding, will be "Plugging the Ad Budget Leaks," and speakers are slated to include Parlin Lillard, sales promotion manager of General Foods; James Peckham, executive vice president of A. C. Nielsen Co., and J. M. McKibbin, vice president of Westinghouse.

The Tuesday afternoon session, under the chairmanship of William Brooks Smith, director of advertising of Thomas J. Lipton Inc., will explore "New Frontiers in Advertising." In addition to the

TV studies, subjects will deal with training of advertising personnel; increasing reader interest in print advertisements; research on consumer motivation, and the need for purposeful creative advertising copy. Edward Weiss, of Weiss & Geller, will make the presentation on consumer motivation, while Jean Rindlaub, of BBDO, will discuss the "New Frontiers in Copy, Too."

The annual dinner will be held at 7:30 p.m. Tuesday, preceded by a reception by the ANA board at 6:30 p.m. and followed by entertainment provided by CBS at 9 p.m.

After the Wednesday morning forum program, Gardner Cowles, president of the Cowles stations and of *Look* magazine, will address a closing luncheon on "What Happens to Advertising After the Campaign and Elections"—described by ANA as "a penetrating and comprehensive review of the factors in our economy which will dominate advertising and marketing operations."

WOR ECONOMY

In TV Programs, Personnel

GENERAL revision of WOR-TV New York's program schedule and an accompanying reduction in personnel are in progress in an attempt to put the station, which has been suffering "enormous losses," on a money-making or at least break-even operation, an executive of General Teleradio, station owner, said last week.

Another General Teleradio TV property, KHJ-TV Los Angeles, is operating profitably this fall, he said, by virtue of "an extremely low ratio of operating expenses," so the approach is being tried at WOR-TV.

Warren Wade, producer of the station's *Broadway TV Theatre* series, full length dramas broadcast for 90 minutes five evenings a week, last Monday assumed the new post of station manager of WOR-TV. A TV pioneer, Mr. Wade became video program director for NBC in 1936 and returned there after the war, in which he served as a colonel in the Army Pictorial Service, as executive producer and program manager. Before joining WOR-TV he was program manager of WPIX (TV) New York.

Concurrently, it was learned that Dave Driscoll, for more than 15 years WOR's news head and for the past few months of WOR-TV only, will leave the station the end of this week, together with his assistant, Edythe Messerand, special events director of WOR-TV and herself a WOR 14-year veteran, and Bob O'Connor, WOR-TV sports director.

Noting that the station's program

operations fall naturally into three divisions, studio, remotes and film, Mr. Wade said that Harvey Marlowe, production manager, will have charge of the first two types of programming, while Milton Fenster will continue to supervise WOR-TV's film operations. In his direction of the station's pickups, including both sports and special events, Mr. Marlowe will take over most of the activities formerly pursued by Miss Messerand and Mr. O'Connor. John Wingate of the station's news staff, has been made news manager.

No Radical Program Shifts

By and large the WOR-TV program schedule will remain as is for the present, Mr. Wade said. The *Broadway TV Theatre*, which had been rumored as about to be dropped, will continue under his direction, he stated. The present sports schedule will also be maintained.

Only major change revealed by Mr. Wade was the cancellation of the midnight-to-four a.m. *All Night Show*. Explaining that this pioneer TV late night program has been frankly an experiment, Mr. Wade said that the test run was now concluded and the vehicle was being brought back into the shop for a thorough check-up.

A group of 20 to 30 engineers also are being dropped from the WOR-TV payroll. But it was explained that these employees were temporarily taken on in the spring to handle the station's telecasts of the Brooklyn Dodgers home

games and to act as relief operators during the vacation period.

Station emphatically denied reports that the Dodgers telecasts would not be resumed next year.

Top Executive Changes

Top executive changes at WOR and WOR-TV since the acquisition of those stations by General Teleradio in January, when GT also became a major stockholder in MBS, have involved:

Theodore C. Streibert, WOR and WOR-TV president, who now heads another GT company, the General Telecasting System, projected TV network operation [B•T, June 30], and Curt Heuser, WOR controller, now with GTS. The WOR properties now are headed by Thomas F. O'Neil, GT president, who also succeeded Frank White, now an NBC vice president, as MBS president.

J. R. Poppele, vice president and chief engineer of WOR and WOR-TV, who was promoted to a similar post with Mutual as well, and resigned Sept. 10.

R. G. Maddux, vice president in charge of TV sales, who left. Bob Blake, head of WOR radio-TV publicity, left when his duties were absorbed by Frank Zuzolo, MBS publicity director.

Julius F. Seebach, program vice president of WOR (AM), who was given the same title for the network as well when William H. Fineshriber, who had held that post, was advanced to executive vice president in charge of combined MBS-WOR radio operations [B•T, June 9].

NARTB DIST. 10 Hard Selling, Stable Rates Urged

J. R. HOWARD

Named in Scripps Shift

BROADCASTERS can solve their basic problems in the face of competition from TV and other media by hard selling and maintenance of rate structures, a hundred NARTB District 10 delegates were told at their Monday-Tuesday meeting, held at Excelsior Springs, Mo.

Network affiliates were chided for "capitulating" to network rate cuts and independent spokesmen recalled the day when they carried the heaviest load of industry troubles.

Rate and television discussions topped the two-day meeting at which E. K. (Joe) Hartenbower, KCMO Kansas City, presided as district director. NARTB President Harold E. Fellows reviewed NARTB association affairs and delivered a talk, "I Can Get It for You Retail." Others from NARTB headquarters were Ralph W. Hardy, government relations director; Richard P. Doherty, employe-employer relations director, and William T. Stubblefield, station relations director.

Panel on Rates

William B. Quarton, WMT Cedar Rapids, Ia., presided at a panel discussion on rates. Other members were Herbert R. Ohrt, KGLO Mason City, Ia.; John Alexander, KODY North Platte, Neb.; Ralph Evans, WHO-WOC Des Moines-Davenport; John T. Schilling, WHB Kansas City; Arden Swisher, KOIL Omaha; Chet Thomas, KXOK St. Louis, and J. Gordon Wardell, KGBX Springfield, Mo.

George M. Burbach, KSD-AM-TV St. Louis, urged broadcasters to sell radio "for what it is and not what it ain't." He claimed radio needs more sales enthusiasm. "Maintain your rates," he urged, "since rate reductions in the eyes of advertisers are tantamount to an admission the rates originally were too high."

William E. Ware, KSTL St. Louis, recalled that a decade ago "the independents were huddled together in a meeting like this while the network affiliates were laughing and telling jokes in the cocktail lounge." He said:

We were lean and hungry then, but we got realistic and tough and learned to fight. Today as a result of being in training our picture is different from your network dilemma. What you fellows need is a little independent thinking. The next time you walk into a Boca Raton or Conrad Hilton session for your semi-annual sandbag cut-rate treatment, get out your pencil and figure out how few quarter-hours you would have to sell locally to equal your monthly network revenue.

Then look at how much time you have left over to further increase your gross. Perhaps you should operate as independent stations, taking your network income as bonus revenue. Get yourself some salesmen who are new to radio. They aren't smart



BROADCASTERS at NARTB District 10 meeting included: Seated (l to r), S. H. McGovern, KSO Des Moines; Ralph Evans, WHO-WOC Des Moines-Davenport; Robert Dillon, KRNT Des Moines; George J. Higgins, KMBC Kansas City. Standing, George M. Burbach, KSD St. Louis; Todd Storz, KOWH Omaha; William E. Ware, KSTL St. Louis; William B. Quarton, WMT Cedar Rapids; Paul R. Fry, KBON Omaha.

like we are—they call on everybody. Change your research to reflect how many dollars your advertising brings into the advertiser's place of business.

But whatever you do, quit spending your research money fighting each other and quit allowing your rate to be cut.

Mr. Swisher said that "now, more than ever, is the time for stations to work with parent networks. Good network variety entertainment plus local programming and hard selling will build real, lasting listener appreciation and results. It's the answer to all competition—crying about network rate adjustments brings only red eyes."

Mr. Evans reminded that AM radio provides "the least expensive advertising medium because it is a continuing competitor for attention to every daily activity of the individual, in or out of the home, with the exception of television. The combination of sight and sound does provide tremendous audience impact, but radio listening demands far less physical endurance

and close attention than television."

Harold Hough, WBAP-TV Fort Worth, representing the NARTB TV board, led a television discussion. On the panel with him were Messrs. Evans and Burbach; Ernest Sanders, WOC-TV Davenport, Ia.; Frank P. Fogarty, WOW-TV Omaha; Richard B. Hull, WOITV Ames, Ia., and Mr. Doherty. Among those posing questions on behalf of AM were Messrs. Ware, Ohrt, Quarton and Hartenbower; Robert Dillon, KRNT Des Moines; Ben B. Sanders, KICD Spencer, Iowa; G. Pearson Ward, KTTS Springfield, Mo.; Gordon Pentz, KWBE Beatrice, Neb.

Mr. Hough said simulcasting will become an important factor in the future, helping both radio and TV as they grow side by side. He cautioned against haste in TV planning and advised care in staff selection. Questions covered size of market justifying TV operation, revenue needed and operating costs of network and non-network stations.

A minimum of 50,000 sets will be required in major markets to jus-



DELEGATE GROUP at NARTB District 10 session: Seated (l to r), Robert Thomas, WJAG Norfolk, Neb.; LeRoy W. Lenwell, KBRL McCook, Neb.; E. K. (Joe) Hartenbower, KCMO Kansas City, district director; G. Pearson Ward, KTTS Springfield; Harry Burke, KFAB Omaha. Standing, Wayne Cribb, KHMO Hannibal, Mo.; Ray Dady, KWK St. Louis; Ben B. Sanders, KICD Spencer, Ia.; Chet Thomas, KXOK St. Louis; Herbert R. Ohrt, KGLO Mason City, Ia.; Walt Varnum, RCA, Kansas City.

TOP-LEVEL executive realignment in the E. W. Scripps Co., operating company of 19 Scripps-Howard newspapers and owner of Scripps-Howard Radio Inc., will become effective Dec. 31, with Jack R. Howard, president of the radio-TV company and executive vice president of E. W. Scripps Co., becoming president of the overall operating company.



Jack Howard

Mr. Howard, 42, will succeed his father, Roy W. Howard, in the E. W. Scripps Co. presidency, while Charles E. Scripps, 32-year-old grandson of E. W. Scripps, will succeed W. W. Hawkins as chairman of the board. Mark Ferree, general business manager of the Scripps-Howard papers, will succeed Jack R. Howard as executive vice president and continue as general business manager, and Walker Stone, now head of the Washington bureau, will become editor-in-chief of Scripps-Howard.

Scripps-Howard Radio, a wholly owned subsidiary whose executive lineup was not involved in the change, is licensee of WCPO-AM-FM-TV Cincinnati. WEWS (TV) Cleveland, and WNOX Knoxville. In addition, the Memphis *Commercial Appeal*, a Scripps-Howard newspaper, is licensee of WMC and WMCT (TV) Memphis.

tify TV operations, it was suggested. Non-network costs will be higher because of film expense and additional personnel, delegates were told. As to size of market, 75,000 was given as a minimum. Mr. Doherty estimated \$140,000 as minimum revenue needed in a small TV market.

Luncheon speakers included Tom Collins, advertising and promotion director of City National Bank & Trust Co., Kansas City, whose subject was, "One and One Aren't Always Two."

Resolutions adopted by the district called for study of a plan to bring Kansas and Oklahoma into District 10 with Missouri, Iowa and Nebraska; commended NARTB for stand in Kansas State Agricultural College TV grant; endorsed change in FCC operator rules; opposed taking commercial TV channels for educational stations, and voiced confidence in radio as an advertising medium.

Members of the Resolutions Committee included Mr. Thomas as chairman; Messrs. Ware, Ward and Alexander, and K. S. Gordon, KDTH Dubuque, Iowa.

Members of the Membership Committee are Edward Breen, KVFD Fort Dodge, Iowa; Harry Burke, KFAB Omaha, and Mahlon R. Aldridge Jr., KFRU Columbia, Mo.

The Timken Message...

... Reaches Its Employees
And the General Public by Radio

By B. J. HAUSER

Director Cooperative Programs
Mutual Broadcasting System

CONTINUOUSLY, for almost four years, The Timken Roller Bearing Co., one of the nation's industrial giants, has sponsored Fulton Lewis Jr., Mutual network cooperative program, in their main plant city of Canton, Ohio, over WHBC.

There have been many evidences, of course, of the large audience which Fulton Lewis has reached for this organization in the Canton area, including a recent survey which uncovered a rating of 10.9 representing 38% of the audience.

But even more impressive evidence is this letter to Fulton Lewis from Timken President William E. Umstatt:

Our company has sponsored your program for many years. We feel we have definitely furthered the use of our bearings, alloy steel and rock bits by this means of advertising our product. Your program is a strong, lively and informative one. Our own employees enjoy hearing you and we know that the people in our community listen to and discuss your broadcasts.

The Timken sponsorship of Mr. Lewis, broadcast Mon.-Fri 7-7:15 p.m., covers many different phases, but basically these are the main points in its commercial copy, as pointed out by R. A. Wagner, public relations director for Timken:

1. Preservation of our free enterprise system of business.

2. Preservation of the form of government as outlined in the Constitution.

3. The belief that taxes should be levied only for necessary and military functions of government; the reduction of government support of programs designed for minority groups; criticisms of waste of tax money and inefficiency in government operations.

4. The fight against communism.

5. The promotion of the activities of public service organizations such as the Red Cross, Community Chest, Cancer Society and Armed Forces recruiting.

6. The preservation of the fundamental freedoms along with registration and voting promotion.

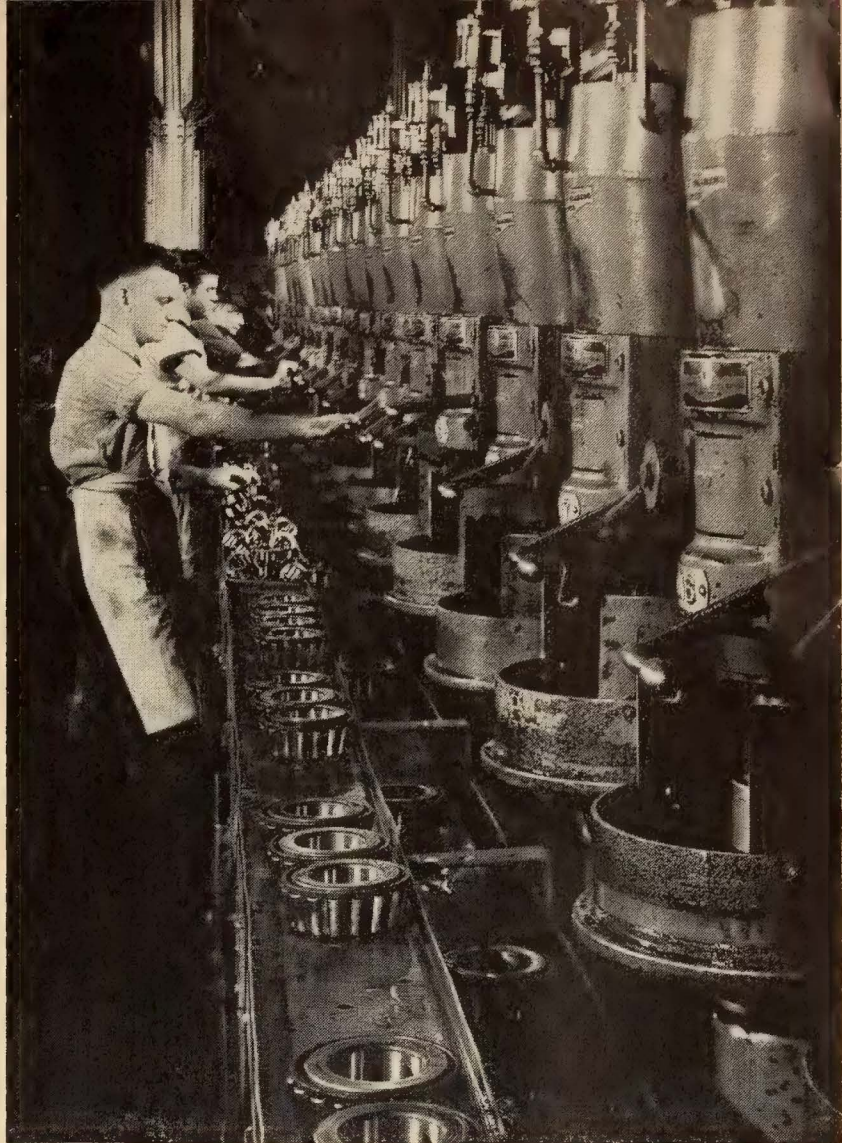
7. Criticism of irresponsible union leadership.

Here are examples of announcements which the local announcer at WHBC Canton cuts into the Fulton Lewis program for Timken:

"If you were to sit down and figure out how much you spend each month and itemize the list, it would probably read something like this: 25% for rent or house payments; 40% for food; 10% for clothing; 5% for automobile and transportation; 20-30% for taxes. To be realistic about this cost of living business, you don't dare overlook those taxes you pay before you even see your paycheck. It's a big hunk, I'm sure you'll agree. Worse than that, it's unjustified. You're paying taxes to support government waste and inefficiency. No one wants to be a party to a hoax. Yet, by collecting taxes on the pretext of using it for sound purposes, when in fact the money is being wasted, we taxpayers are parties to a hoax. Write your congressman and Senators today and tell them you're fed up with this spending orgy perpetrated against, and not for, the taxpayer.

"The founder of modern day Russian Communism, Nikolai Lenin, made this statement, quote:

TIMKEN President Umstatt examines a display of one of the company's products.



'Some day we will force the United States to spend itself into destruction,' end of quotation. Are we in the United States doing that now? Compare the value of your dollar today to what it was worth 10 years ago. Compare the amount of money you pay out in taxes now to what you paid 10 years ago. We are in the middle of an inflationary spiral that can destroy this country every bit as effectively as an invasion of communist hoodlums. What can we do about this situation as individuals? Produce more. Buy only what you need. Write your congressman in Washington. Tell him to vote against needless government spending.

"Back in the days when America's freedom was no more than an idea in men's minds there were tree stumps everywhere as colonists cleared the land. And when a man had something to say for freedom, these stumps made handy platforms to speak from. Standing on stumps and making speeches got to be an American custom — and finally a right guaranteed by the Constitution. Tree stumps are few and far between these days, but you still have the right to 'get up on a stump' and say what you think. Freedom of speech is important to America. You can do your share to preserve this freedom by standing up for your rights and defending them whenever and

wherever you see them being attacked. Remember, they're 'your' rights, so treat them 'right'!

"It won't be long until the seventh spiral of inflation hits us. Steel unions will demand and get increased wages, steel prices will go up, and other prices and other wages will follow. General wage increases mean general price increases.

"Fifty years ago, Teddy Roosevelt made a statement on political morality that gives us food for thought, today. With RFC scandal, deep freeze scandal, crime controlled politics, five percenters and other scandals—it's time we gave serious thought to the importance of honesty in government. Here is the statement made by Theodore Roosevelt in 1901: Quote, 'In the last resort, good laws and good administration must rest upon the broad basis of sound public opinion. A dull public conscience, an easy going acquiescence in corruption, infallibly means debasement in public life, and such debasement in the end means the ruin of free institutions. Freedom is not a gift which will tarry long in the hands of the dishonest or of those so foolish or so incompetent as to tolerate dishonesty in their public servants'—end of quotation."

"Welfarism means socialism. Socialism means decreased produc-

(Continued on page 108)

CENSUS DATA

Ariz., R. I. Radio-TV Listed

WAPIgged

RADIO and TV home statistics, based on the 1950 U. S. Census, were made public last week for the states of Arizona and Rhode Island.

Census data were collected in April, 1950, and the figures just released show the number of radio and TV homes at that time. When the TV data were collected there were scarcely 5 million video homes in the nation compared to 18.5 million at this time.

In Rhode Island, Cranston had

99.1% radio ownership. Highest ownership in Arizona was found at Phoenix, with a 94.8% figure.

Among counties in the states, Bristol, R. I., was at the top with 98.7%. All Rhode Island counties ran 98.3% or higher. Lowest figure in the county group was Apache

County, Ariz., with 38.7% radio ownership.

Rhode Island was far ahead of other states in 1950 TV homes, with an unusually high average of 21.6% for the state. In Providence, 22.9% of homes were TV equipped in 1950, with Warwick showing 29%.

* * *

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—ARIZONA

Area	Total population	Total occupied dwelling units	Number reporting	RADIO			TELEVISION		
				With Radio		1940 Radio Homes	Number reporting	With TV	
				Number	Per Cent			Number	Per Cent
THE STATE	749,587	210,374	205,050	183,325	89.4	87,781	204,645	4,410	2.2
Urban and Rural Nonfarm	191,461	186,695	186,695	169,855	91.0	76,742	186,305	4,145	2.2
Urban	416,000	123,886	121,190	113,965	94.0	39,234	120,985	3,225	2.7
Rural nonfarm	256,673	67,575	65,505	55,890	85.3	37,508	65,320	920	1.4
Rural farm	76,914	18,913	18,355	13,470	73.4	11,039	18,340	265	1.4
S. M. A.									
Phoenix	331,770	96,435	94,715	88,310	93.2	36,344	94,250	3,850	4.1
Phoenix Urbanized Area	216,038	65,340	63,975	60,420	94.4		63,635	2,715	4.3
URBAN PLACES									
Amphitheater (uninc.)	12,664	4,038	3,945	3,835	97.2		3,915	40	1.0
Mesa	16,790	4,739	4,510	4,325	95.9	1,405	4,480	120	2.7
Phoenix	106,818	34,245	33,575	31,815	94.8	15,895	33,435	1,490	4.5
Tucson	45,454	13,816	13,585	13,050	96.1	8,331	13,535	110	0.8
COUNTIES									
Apache	27,767	5,200	4,940	1,910	38.7	1,372	4,935	20	0.4
Cachise	31,488	9,460	9,340	8,440	90.4	6,893	9,345	10	0.1
Cocconino	23,910	6,814	5,105	4,370	85.6	2,403	5,100	10	0.2
Gila	24,158	6,937	6,875	6,180	89.9	4,631	6,880	20	0.3
Graham	12,985	3,388	3,395	2,955	87.0	1,821	3,385		
Greenlee	12,805	3,282	2,510	2,330	92.8	1,567	2,780		
Maricopa	331,770	96,435	94,715	88,310	93.2	36,344	94,250	3,850	4.1
Mohave	8,510	2,575	2,585	2,280	88.2	1,657	2,575	20	0.8
Navajo	29,446	6,890	6,845	4,075	59.5	2,518	6,830	5	0.1
Pima	141,216	41,157	40,565	38,005	93.7	14,619	40,450	245	0.6
Pinal	43,191	11,072	10,235	8,265	80.8	3,695	10,190	110	1.1
Santa Cruz	9,344	2,508	2,510	2,245	89.4	1,546	2,520	30	1.2
Yavapai	24,991	7,698	7,615	6,920	90.9	5,473	7,620	45	0.6
Yuma	28,006	7,754	7,815	7,040	90.1	3,242	7,785	40	0.5

* * *

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—RHODE ISLAND

Area	Total population	Total occupied dwelling units	Number reporting	RADIO			TELEVISION		
				With Radio		1940 Radio Homes	Number reporting	With TV	
				Number	Per Cent			Number	Per Cent
THE STATE	791,896	225,447	223,785	220,460	98.5	176,739	222,960	48,215	21.6
Urban and Rural Nonfarm	222,667	221,091	217,815	217,815	98.5	174,495	220,295	47,805	21.6
Urban	667,212	192,446	191,265	188,520	98.6	161,891	190,640	41,345	21.7
Rural nonfarm		30,221	29,825	29,295	98.2	12,604	29,655	6,460	21.8
Rural farm		2,780	2,695	2,645	98.1	2,244	2,665	410	15.4
S. M. A.									
Providence	737,200	211,471	209,780	206,880	98.6		209,050	47,935	22.9
Providence Urbanized Area	583,346	169,462	168,185	165,910	98.6		167,565	37,330	22.6
URBAN PLACES									
Bristol (uninc.)	10,335	2,943	2,945	2,910	98.8	2,636	2,975	755	25.4
Central Falls	23,550	7,090	6,975	6,850	98.2	6,082	6,950	1,570	22.6
Cranston	55,060	14,575	14,410	14,285	99.1	10,740	14,360	3,615	25.2
Newport	37,564	9,398	9,350	9,190	98.3	7,253	9,330	1,175	12.6
Pawtucket	81,436	24,826	24,855	24,555	98.8	19,652	24,775	5,960	24.1
Providence	248,674	72,259	71,375	70,155	98.3	64,193	71,085	13,565	19.1
Warwick	43,028	12,509	12,480	12,355	99.0	7,412	12,420	3,600	29.0
Woonsocket	50,211	14,993	14,905	14,630	98.2	12,068	14,865	3,370	22.7
COUNTIES									
Bristol	29,079	8,191	8,295	8,190	98.7	6,170	8,290	2,215	26.7
Kent	77,763	22,565	22,395	22,075	98.6	14,301	22,330	6,005	26.9
Newport	61,539	15,783	15,605	15,370	98.5	11,256	15,555	2,445	15.7
Providence	574,973	166,542	165,190	162,730	98.5	137,059	164,605	36,185	22.0
Washington	48,552	12,366	12,300	12,095	98.3	7,953	12,180	1,365	11.2

CBS 'Newspaper' Salute

CBS RADIO will salute National Newspaper Week (Oct. 1-8) during its *You and the World* public affairs series on Sept. 29, 30, and Oct. 1, 2, featuring on broadcasts in that order: Robert U. Brown, vice president and editor of *Editor & Publisher*; Frank J. Starzell, general manager of the AP; Donald Christie, publisher of the Fort Plain (N. Y.) *Courier-Standard*; and Eugene Meyer, board chairman of the *Washington Post*, which has majority interest in WTOP-AM-FM-TV that city.

Gillette Buys

GILLETTE Safety Razor Co., Boston will sponsor Dec. 27 annual Blue-Gray football game from Montgomery, Ala. as part of its *Cavalcade of Sports* on Mutual. Gillette's agency is Maxon Inc., New York.

Swift Renews 'Club'

SWIFT & Co., Chicago, is renewing 9:15-9:45 a.m. portion of hour-long *Breakfast Club* (Mon.-Fri., 9-10 a.m. EDT) on full ABC radio network for 52 weeks, effective Oct. 20. Agency is J. Walter Thompson Co., Chicago.

"PIG in the agency" instead of "pig in the poke," was the cry set forth last week when Chet Slaybaugh, head of the timebuying department of Morse International, New York, returned from lunch to find a large, live, spuealing hog using the office as a pen. Seems the animal was a gag-gift from Lionel Baxter and WAPI Birmingham. Mr. Slaybaugh was planning to lead the pig by a rope through the office building, down to the station and onto the commuter train, but fortunately an office assistant turned up with a car and saved Manhattan from an unaccustomed spectacle.

RADIO'S OUTLOOK

BAB's Sweeney Forecasts

PROPHECY that radio advertising will increase by \$250 million in the next five years and thus reach the billion dollar mark by 1955 was voiced by Kevin B. Sweeney, vice president of Broadcast Advertising Bureau, before the Milwaukee Advertising Club Thursday.

But he tempered his remark with a warning that the radio industry may be in for "another two years of purgatory before it cleanses away all its sins."

He listed radio's "seven deadly sins" as follows: Doing business with too few advertisers; competitive selling within the industry; manufacturing and remanufacturing the same type of programming; "wet-nursing television into a strong, competitive position"; falling prey to programmers; expanding too quickly—tripling the number of stations in three years; and reacting too sluggishly when the challenge to radio became evident.

Mr. Sweeney asserted that radio is making progress toward "washing away" all these sins. He said he envisioned a radio broadcasting industry more powerful than ever emerging from the current period of rate stabilization.

Mr. Sweeney listed as "things to come" in the next five years:

"More radio stations by an appreciable margin than there are now ... and a higher percentage of them will be operated profitably than ever before;" "close to two-thirds of all homes will have three or more radio sets and more than 90% of all automobiles will be radio-equipped with the present 30% and 70% figures, respectively;" "number of radio stations doing specialized programming—classic music, Negro, hillbilly, foreign language, all news—will exceed the stations doing a general diversified type of programming;" radio stations will know more "what makes advertising effective—they will know with greater accuracy than ever before in the history of advertising how to bring people to the cash register."

ABC-UPT'S FINDINGS

Presented to FCC

FCC SHOULD approve the merger of ABC and United Paramount Theatres Inc. because it would be best for radio and TV, those two companies argued vigorously in a joint 167-page brief submitted last week to FCC Hearing Examiner Leo Resnick.

Essentially the voluminous proposed findings were a recapitulation of the points made during the 90-odd hearing days; that: (1) ABC is in bad financial plight; (2) merger with UPT would give ABC added capital and entertainment know-how which would be used to bolster radio and TV programming; (3) strengthened ABC could really compete with dominant NBC and CBS, thus benefit the industry and the public.

Alternative, although not expressed in so many words, is that ABC may be forced to go out of business.

Also filed last week were proposed findings by Paramount Pictures in behalf of the license renewal of its KTLA (TV) Los Angeles among other facets of the case.

Proposed Findings Expected

Due this week are proposed findings—presumably in opposition—from the FCC's Broadcast Bureau and Allen B. DuMont Labs.

Need by ABC for more capital is the prime consideration in the merger, the joint brief emphasized. ABC's 1950 gross of \$45,279,660 was less than 50% of NBC's (and less than 8% of RCA's, parent company of NBC), about 37% of CBS's, and 60% of DuMont's. ABC in nine years of operations never has paid a dividend.

Other points made were:

New American Broadcasting-Paramount Theatres Inc. would have no monopoly in radio, TV or theatres in any city.

In a study of cities in which ABC has AM-FM-TV stations, and UPT theatres, none are without competition.

● Only relationship between Paramount Pictures Corp. and UPT is that of "buyer and seller."

● UPT has complied fully with the 1949 Consent Decree.

The FCC early in August ordered that anti-trust activities prior to the 1948 date should be disregarded by the examiner. This was done in the interest of accelerating a decision on the case [B•T, Aug. 4].

● Contention that UPT might tend to suppress TV is fallacious. UPT can benefit from its investment in radio and TV only to the extent it develops what will be the merged company's ABC Division so it will be able to compete effectively in the field.

There is no incompatibility between radio-TV and motion picture exhibition. TV's vitality is in the

spontaneous presentation of news events, etc. Therefore, it will compete with other in-home activities. Movies will compete with other out-of-home activities.

● The merger will provide (1) more effective competition, (2) working capital and earning power—which will permit greater program risks, expanded program structure, new types of programming and the development of TV, (3) stronger ABC will affect other networks, cause them to improve their programs, thus benefit the public, (4) as is true of other networks, merger will provide diversified income, (5) UPT is the ideal partner for ABC; it has know-how, skills and experience in entertainment world, financial strength.

● Under the terms of the merger, the new AB-PT company will issue \$25 million of new securities. It will also assume all of ABC's \$14.5 million obligations. To board of AB-PT will go present 13 UPT directors plus ABC's Edward J. Noble, Robert E. Kintner, Robert H. Hinckley, Earl E. Anderson and Owen D. Young. Mr. Noble will also be chairman of the finance committee. Mr. Kintner will remain as president of ABC Division and C. N. Priaulx becomes treasurer, ABC Division.

ABC Division will also acquire following UPT executives: Robert H. O'Brien, to be executive vice president; Robert Weitman, vice president in charge of talent and programming; Earl Hudson, vice president in charge of Western Division; John Mitchell to be manager of WENR-TV Chicago.

UPT's WBKB (TV) Chicago will be sold to CBS for \$6 million. Relying heavily on its decade-

long operation of KTLA Los Angeles and WBKB, Paramount Pictures declared there never have been any suggestions of violations of FCC rules or the Communications Act.

The 1949 Consent Decree should be considered in the same light as the FCC's 1941 Chain Broadcasting Rules, the movie producing company said. There, the FCC forced the networks to revise their practices, it pointed out, but did not revoke any licenses.

Paramount a Defendant

Only three of the several exhibitors put on the witness stand by the FCC counsel mentioned difficulty in getting pictures from Paramount since 1948, Paramount pointed out. All admitted that they are now experiencing no difficulty, it added.

Paramount is also a defendant in the government's anti-trust suit against the National Screen Service Corp. for monopoly in the production and distribution of movie trailers and advertising accessories. Three of Paramount's directors are directors of Madison Square Garden, a defendant in the government's anti-trust suit against the International Boxing Club.

There is no conflict between motion picture production and TV, Paramount Pictures said. It pointed to its stations and its interests in DuMont, Chromatic Television Labs. (developing Lawrence tricolor picture tube) and in International Telemeter Corp. (subscription-TV) as examples of its early and intense activity in TV.

TV has not been able to show Paramount Pictures films because it cannot afford them, brief said. "When television can bring a re-

turn comparable to that which theatres can produce, Paramount intends to make new and recently re-issued motion picture films available for television purposes."

It also mentioned other labor union barriers to the sale of films to TV.

Paramount said it was looking forward to theatre-TV, intended to participate in theatre-TV hearings (engineering and accounting phases are scheduled for Oct. 20) and that if frequencies are made available, it will apply for permission to use the channels.

SAMS FOLLOWS

Data to Non-Subscribers

COMPETITION, traditionally beneficial to the customer, apparently works out that way in research as well as in the sale of merchandising.

After A. C. Nielsen Co. had modified its Nielsen Coverage Service contracts to offer a "Complete Circulation Report," including non-subscribers data to its advertiser, agency and station clients, Standard Audit & Measurement Services last week notified advertisers and agencies that it, too, will supply them with data collected on non-subscribing stations.

Wire, sent Wednesday by Kenneth Baker, SAMS president, states that in addition to an earlier offer of complete sets of 400 subscriber reports gratis to agencies and advertisers, SAMS will "provide agencies and advertisers with tabulations involving use of non-subscriber data for tabulating cost. In addition, will supply all of our radio data in conventional area-type format for counties and reported cities for prices ranging to maximum of \$2,500 for entire set, cost to buyer determined by number of counties ordered."

JELL-O SIGNS HOPE

In \$2 Million Contract

GENERAL FOODS (Jell-O), New York, signed last week under an approximately \$2 million contract to sponsor Bob Hope in two series of programs on NBC radio [B•T, Sept. 22]—a morning quarter-hour strip and a weekly nighttime show—in what the network called one

★

the evening program (Wed., 10-10:30 p.m.) will be launched Jan. 7.

"This purchase by General Foods represents a firm conviction on the part of a major advertiser that radio still offers the best buy, dollar for dollar, of any advertising medium," Mr. Herbert said in his announcement. "It also marks the first time in the history of NBC radio that a comedian of Mr. Hope's stature will be heard regularly on both daytime and nighttime programs."

Mr. Hope is also committed to 10 NBC-TV shows on the *Colgate Comedy Hour* this season, the first to be Oct. 12.

Young & Rubicam, New York, is the agency.

R. H. MACY ELECTS

Three New Directors

THREE new directors identified with radio and TV were elected last week by R. H. Macy & Co., New York department store, minority owner in General Tire & Rubber Co.'s General Teleradio properties.

Trio includes Gardner Cowles, president of KRNT-AM-FM Des Moines, and WNAX Yankton, S. D., and also president, *Look* and *Quick* magazines, *Des Moines Register & Tribune* and chairman of the board of *Minneapolis Star & Tribune*; Robert Montgomery, TV executive producer, NBC New York, and director, Neptune Productions (television films), and Abraham L. Bienstock, director, Telenews Productions Inc. and Transcontinental Properties Inc. Transcontinental is sole owner of Great Plains Television Properties Inc., applicant for new TV stations in Duluth, Sioux City, Little Rock and Springfield, Ill.

INDUSTRY MUST POLICE

Klein Says; 'Morals' Probe Recesses

THE MAN who told objectors to radio and TV programs to "turn the damned thing off" changed his mind last week.

Rep. Arthur G. Klein (D-N.Y.), a member of the seven-man House Commerce Subcommittee investigating "immoral" and "offensive" radio and TV programs [B•T, June 9, et seq.], admitted that his earlier admonition was not the answer.

"I started out with the idea that people should see what they want to see and if they didn't like it they could turn it off," he said Thursday in Washington. "But, I've changed my mind. My facetious remark is not the answer. I've come to the viewpoint that someone must take the responsibility for policing the good taste of radio and TV programs that come into the home. The industry should do it, but, if they don't, someone else should."

Klein's Viewpoint

Rep. Klein told BROADCASTING • TELECASTING that broadcasting is different than movies, newspapers, magazines, comic books. "The program comes into the home," he explained, "and the listener or viewer doesn't know what's coming next."

"Turning it off is not the answer," he added. "Sometimes when you turn it off, you create the very curiosity you're trying to prevent. Especially with children, who may accept beer advertising, for example, without thinking about it, but whose interest would become aroused if the parent who objected to beer commercials switched the program off."

Rep. Klein reaffirmed his opposition to censorship. In this sentiment he was joined earlier in the week by Rep. Joseph P. O'Hara (R-Minn.), who said:

"To my mind the industry should handle such problems itself rather than have Congress enact any type of thought control or censorship."

Inquiry into radio and TV programs recessed Friday until after the Nov. 4 elections. At that time, the committee will confer on plans for the future and consider what kind of a report should be submitted, Chairman Oren Harris (D-Ark.) told reporters.

Last week's hearings were highlighted by industry testimony from NBC's Charles R. Denny Jr., CBS's Jack Van Volkenburg and National Television Film Council's Melvin Gold, in a New York session Tuesday and Wednesday.

On Thursday, the subcommittee heard Herbert Monte Levy, American Civil Liberties Union; Mrs. Winfield D. Smart, St. James Council of Catholic Women, Falls Church, Va., and Albert J. McAloon, prevention coordinator, Rhode Island Juvenile Court.

Scheduled for Friday were Clinton M. Hester, U. S. Brewers Foundation and Miss Alice Keith, Na-

tional Academy of Broadcasting Foundation, Washington, D. C.

Mr. Denny reminded the Congressmen that good taste cannot be legislated but "must grow from an inner awareness and a continuing resolve to operate in the public interest." He contended that broadcasters have met this responsibility by avoiding "vulgarity or material in bad taste" and by "serving the public as an influence for good."

Mr. Denny outlined in detail procedures followed at NBC for establishing proper standards of taste in broadcasting and for insuring compliance with these standards. He cited the industry code of the NARTB, to which NBC subscribes, and NBC's own code of program standards, adopted in 1934 and "strengthened and revised from time to time." Mr. Denny stated that NBC's position was that crime and mystery programs were "a proper and legitimate part of the broadcast schedule." He noted that crime and mystery programs constituted only 2.7% of NBC's fall television schedule and 4.3% of the fall radio schedule.

In reply to a question from Rep. O'Hara on whether a sponsor, advertising agency or the network should take responsibility for poor taste in programming, Mr. Denny said that both the network and the local station must share the burden.

With respect to cigarette and beer commercials, Mr. Denny said that NBC had received 622 complaints for the first eight months of 1951 and only 32 in a similar period for 1952.

Mr. Van Volkenburg reported that he and his colleagues at CBS were "deeply disturbed" by the implication in the resolution under which the subcommittee was operating.

He added that legislation designed to improve programming would be "a dangerous encroach-

ment upon freedom of speech and would result in sterile programming."

Asserting that present laws provide punishment for broadcasting obscene, indecent or profane language, Mr. Van Volkenburg argued that additional legislation could result in "artificial restrictions upon program development."

In the final analysis, he said, "the public are our masters."

At CBS, Mr. Van Volkenburg declared, philosophy of programming did more than "just avoid offensive broadcasts." He said the fundamental policy in both radio and television was to emphasize "creative programming." He noted that CBS has created many of its own programs because the network has believed for a long time that it should operate as "something more than a mere conduit for other people's programs and commercial messages."

To guard against offensive material, CBS created an editing department in 1935, Mr. Van Volkenburg explained. He said it was the responsibility of this department to make certain that all editorial and advertising material broadcast over the network and over radio and television stations owned by it complied with CBS' basic standards of good taste and with the NARTB code.

During a question-and-answer period, Rep. Harris commented that he was receiving the impression that the networks, for the first time during the hearing, were admitting that they shoulder the largest portion of responsibility for network programming and commercials. He remarked that during testimony from witnesses in Washington two weeks ago he received the impression that some network representatives were placing responsibility on the local stations.

Mr. Van Volkenburg and Rep.

Carlyle engaged in a prolonged discussion of the broadcasting of beer commercials in "dry" areas. Mr. Van Volkenburg explained that CBS did not send beer commercials to a local station in "dry" territory but that listeners could often pick them up from another station in another state.

All members of the committee expressed the opinion that they were convinced that the networks were endeavoring to improve pro-

(Continued on page 116)

upcoming



NARTB District Meeting Schedule			
Date	Dist.	Hotel	City
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. 28-30: Adv. Fed. of America, 10th District meeting, Mayo Hotel, Tulsa.
- Sept. 29: CBS Radio Affiliates Committee, Ambassador East, Chicago.
- 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.
- Sept. 30, Oct. 1-2: NARTB TV Code Review Board, Ambassador Hotel, N. Y.



MEMBERS of the newly-created ABC-TV Advisory Committee which met in New York last Monday (see story, page 59) are (seated, l to r): Kenneth Berkeley, vice president-general manager, WMAL-TV Washington; Mort Watters, vice president-general manager, WCPO-TV Cincinnati and newly-elected committee chairman; Robert E. Kintner, ABC president; Otto P. Brandt, vice president-general manager, KING-TV Seattle; Franklin Snyder, vice-president-station manager, WXEL (TV) Cleveland, and

William Lane, vice president-general manager, WLTV (TV) Atlanta; standing: Don Durgin, ABC-TV Presentation Dept.; William Wylie, manager, ABC-AM-TV Station Relations Depts.; Charles Underhill, national director, ABC-TV Program Dept.; Alfred R. Beckman, national director, ABC-AM-TV Station Relations Depts.; Ernest Lee Jahnce Jr., ABC vice president and assistant to president; John H. Norton, vice president, ABC Central Div., and Alexander Stronach Jr., ABC-TV vice president.



Like guys go with dolls

More-listeners-per-dollar and W-I-T-H go together just like guys go with dolls. It's a natural combination!

Baltimore retailers know all about this. *That's why W-I-T-H carries the advertising of twice as many of them as any station in town!*

These more-listeners-per-dollar that W-I-T-H delivers mean *low cost results!* That's what you want from radio, isn't it?

Let W-I-T-H produce for you too—at low, LOW cost!
Your Forjoe man will give you the whole story.

IN BALTIMORE

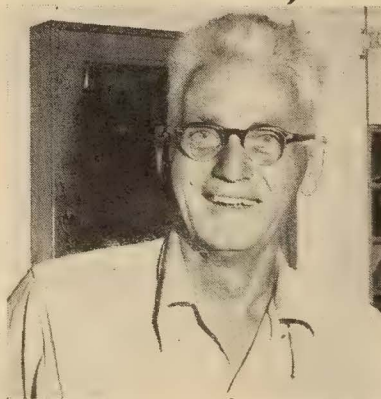
W-I-T-H 

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY



Here is part of the **UPPER SANDY business district** where more than 50,000 Portlanders do their shopping regularly. Indication of growth is tremendous increase of business houses to serve the ever-increasing number of new residents.

MOTEL OWNER Guy H. Struthers, Upper Sandy Booster club president, says, "We've felt the impact of KGW prestige and selling influence for many years. It's the logical choice for selling the Portland market."



PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

THE People's Choice ^{*} IN **PORTLAND OREGON**

More "home" merchandising, audience and sales promotion in the largest area served by any Portland area radio station means KGW gives you *more for your money*.

The center of this KGW-serviced area is Portland, which ranks tenth highest nationally in percentage of radio homes in cities of half-million to one million total population. According to recently compiled figures there are only 6,182 homes without radios in metropolitan Portland, an area of more than 700,000 population.

By all means, investigate the type service offered by KGW in the heart of this great 12,000 square mile area with a population of more than a million-and-a-quarter and 374,894 radio homes. KGW leadership in community affairs has paid off in increased sales. You will want to take advantage of these "extras" offered only by Portland's pioneer station, KGW.

HERE'S THE CHOICE...KGW'S VOICE!



GROCER George Denfeld asserts, "Public service for more than thirty years has made KGW our choice. When you have a product to sell, KGW can sell it faster and better."



CAFE OWNER Charles Rutherford reports, "We know the value of good radio salesmanship and for our money KGW delivers with top quality salesmanship, merchandising and results."



HARDWARE STORE Owners T. J. Armentrout and M. L. Erwin agree KGW is the top radio medium in the Portland area... "quality programming and service," Mr. Armentrout states.



JEWELER Earl W. Hamilton says, "Our district is assured of finest entertainment and community promotion on KGW. Without a doubt, the best radio buy in our city."

Upper Sandy...

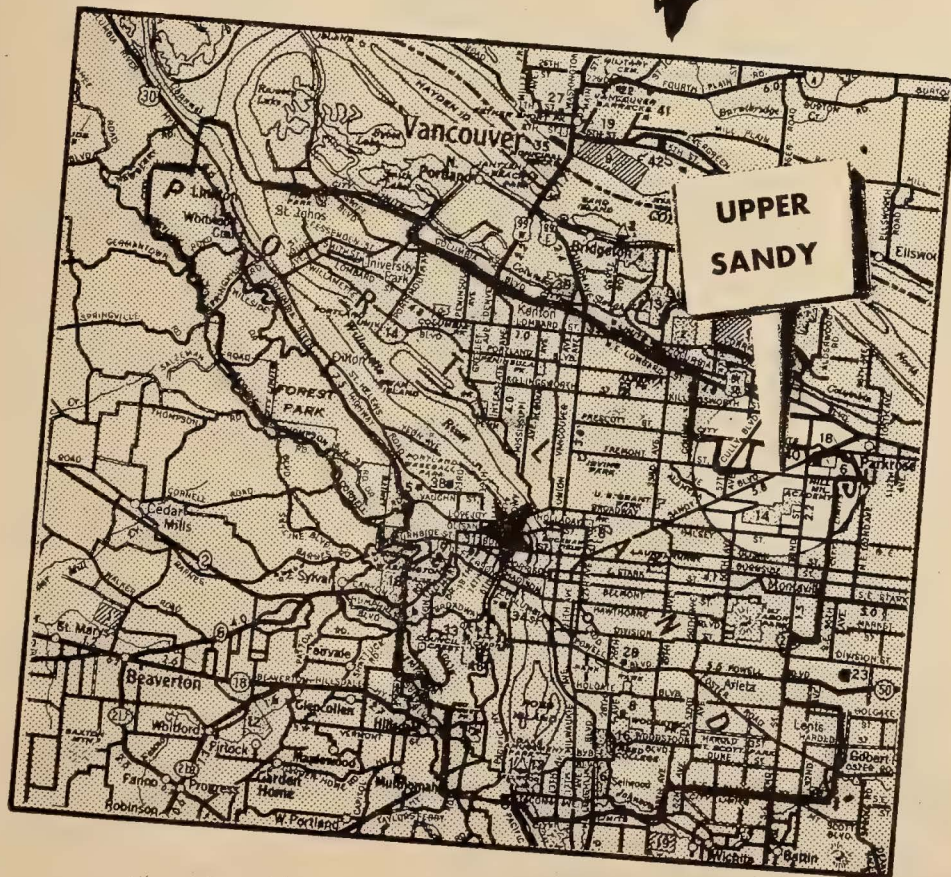
Another Portland district solidly sold on KGW.
A fast growing business district in another rapidly expanding residential area.



DRESS SHOP Owners Linnoira Hariaux and Leah Powell both boost KGW. "No better way to advertise than radio and no better radio station than KGW," they assert.



BEAUTY OPERATOR Jewell Montgomery states, "I know the housewives' reaction to good radio programming. KGW receives the largest share of applause from them as the outstanding radio medium in this area."



Political Spending Spree Is Windfall

(Continued from page 24)

18 simulcasts will have been purchased, with total time outlays estimated at between \$800,000 and \$1 million.

Newspaper opposition also is adjudged a factor in the decision of Democratic party strategists to shoot the works on radio-TV all down the line, even to key areas of Senatorial and Congressional races.

Gov. Stevenson himself railed out again last week at the pro-Eisenhower press and coverage of his labor views, and commented:

"Somehow you have to get through to the people. It is not easy. That's why things like television and all of these media of communication that are appallingly expensive are likewise so necessary."

Simulcasts will not be limited to Presidential nominees Dwight Eisenhower and Adlai Stevenson. Plans are in progress for radio-

TV speaking dates on President Truman's whistle-stop tour, and for other leaders of both parties.

Speculation that national network simulcasts may be arranged to climax the political drives of both Presidential nominees in Boston was rife last week. Negotiations reportedly were underway in both the Eisenhower and Stevenson camps. Both parties have reserved TV time for election eve.

Meanwhile, additional timebuys were set past fortnight for both parties as the campaign became more heated [B•T, Aug. 4, et seq.].

Gov. Stevenson, who spoke from Baltimore last Tuesday on CBS-TV and on ABC radio, is slated for a simulcast today in Chicago on NBC-TV and MBS radio. He will speak in Columbus Oct. 3 on ABC-TV and CBS Radio.

The National Committee for Stevenson-Sparkman picked up the

tab for his AFL talk on MBS last Monday. Agency was Furman & Feiner.

Gen. Eisenhower, who spoke in Baltimore Thursday on DuMont-TV Network and CBS Radio, has these other dates: CBS Radio, Oct. 3 (from Milwaukee); CBS-TV, NBC radio, Oct. 9 (Los Angeles); CBS Radio-TV, Oct. 29.

Taft Tour Talks

Sen. Taft, who spoke on an NBC simulcast from Springfield, Ohio, with the Republican Senatorial Committee footing the bill, is expected to speak again on radio and/or TV in the weeks to come on a tour that will take him through the midwest.

Both parties, if not their respective national committees, are siphoning funds into gubernatorial, Senatorial and Congressional races. GOP bought a block of seven ABC radio periods to be used by Republican governors. There were reports that the Democrats may tab as much as \$500,000 for these

campaigns alone, with local organizations footing most of the bills.

As an example, radio-TV campaigning is now well underway in Connecticut where Sen. William Benton (D) experimented with six different types of formats on WNHC-TV New Haven, which has sold a sizable quantity of time to both parties. His opponent, William Purtell (R), now filling an interim U. S. Senate appointment, bought time for a press interview.

Prescott Bush, GOP candidate for the seat of the late Sen. Brien McMahon (D) and CBS minority stockholder and director [B•T, Sept. 8, 1], also is expected to buy heavily on radio and television, and the same holds true for Rep. Abraham Ribicoff (D), his opponent. Both parties reportedly have hired TV consultants to help them map their programs on New Haven's only video outlet.

The Talkathon device will be pressed into action in the Fourth Congressional district of Connecticut by Rep. Albert P. Morano (R). He has purchased time on WICC Bridgeport starting at 10:30 p.m. Sept. 30.

AGENCY SHIFTS

Personnel Moves Affect 7

SPLURGE of agency affiliation changes developed among New York timebuyers and account executives last week. Switches involved at least four radio-TV timebuyers and three account men.

Jane Smathers, with J. Walter Thompson Co., New York, joins Cecil & Presbrey, same city, as a radio-TV timebuyer. Jeane Jaffe, assistant timebuyer at J. Walter Thompson, will be promoted to timebuyer taking over the Florida Citrus Commission account.

Eunice McGarry, last with Doherty, Clifford & Shenfield, New York, returns to Harry B. Cohen Adv. as a timebuyer, reporting to Mary Dunlavey, head of the radio-TV timebuyer department. Meanwhile, Sam Gill, media and research head at Harry B. Cohen, resigned.

Helen Wilbur, associated with D C & S, New York, as head of the timebuying department since its formation, resigned last week. Her successor is expected to be announced shortly.

Eleanor Accles, associated with Robert W. Orr Assoc. since its organization in 1947, has been appointed space and timebuyer for the agency.

Shirley Fisher, in charge of public relations, Chicago International Trade Fair in Paris, has joined the staff of Bozell & Jacobs, New York, as an account executive.

William B. Zifchak, McCann-Erickson for the past 13½ years, moved to Lennen & Mitchell as outdoor manager.

Monroe G. Gordon, with John Mather Lupton Co. for the past two years, was promoted to account executive for Eriez Mfg. Co.

WBMS

PROUDLY ANNOUNCING THE OPENING OF OUR NEW MODERN STUDIOS IN BOSTON

NOW AT THE HOTEL SHELTON

JAMES M. CURLEY
former Mayor, Congressman, and Governor
in "Mr. Boston"
12:30-1:00 P.M.
daily except Saturday

"CHARM SCHOOL of the AIR"
with Marion Peterson
10:00-10:15 A.M.
Monday thru Friday

"SATURDAY SYMPHONY MATINEE"
"SUNDAY OPERA MATINEE"
with John Brenner
2:30-5:00 P.M.
Saturday and Sunday

"YOU AND THE NEWS"
with Estelle M. Sternberger
Sundays 2:15-2:30 P.M.

"FAMOUS HALL OF EBONY"
with Sabby Lewis
popular colored band leader
and Ken Malden
7:00-9:00 A.M.

"AMONG US WOMEN"
with Mel Gabriel
4:00-4:15 P.M.
Monday thru Friday

"BIG BROTHER CLUB"
with Bob Emery
Saturdays 12:00-1:00 P.M.

WALTER WHITE
National Secretary NAACP
Sundays 8:45- 9:00 A.M.

WE BRING MORE SALES BOSTON, MASS.

NORMAN FURMAN, Managing Director — Nat'l. Rep.—FORJOE

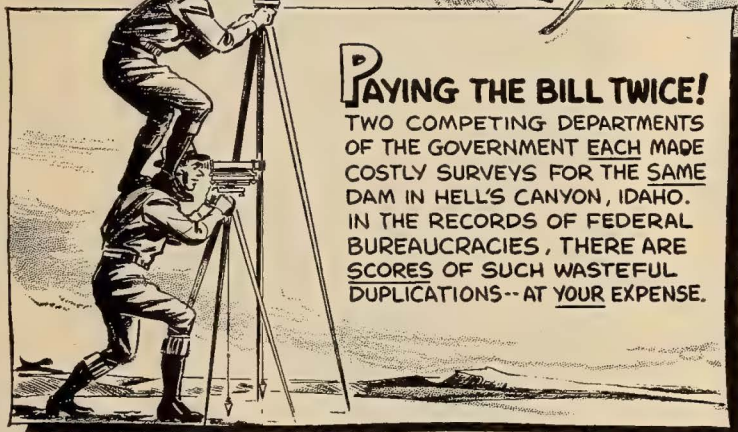
HERE'S WHERE YOUR MONEY GOES...

WITH SO MUCH MONEY NEEDED FOR DEFENSE, IT'S IMPORTANT THAT NONE OF YOUR TAX MONEY GOES FOR WASTEFUL, SOCIALISTIC PROJECTS. HERE ARE A FEW EXAMPLES OF GOVERNMENT SPENDING THAT IS UNNECESSARY...



BARRELS OF TAX MONEY—

OVER \$350 MILLION-- WOULD BE NEEDED FOR THE POWER PLANT IT IS PROPOSED THE GOVERNMENT BUILD AT NIAGARA FALLS. FIVE LOCAL ELECTRIC COMPANIES HAVE OFFERED TO DO THE JOB WITHOUT SPENDING ONE CENT OF TAX MONEY.



PAYING THE BILL TWICE!

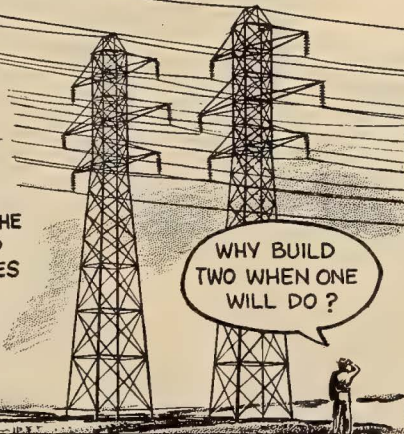
TWO COMPETING DEPARTMENTS OF THE GOVERNMENT EACH MADE COSTLY SURVEYS FOR THE SAME DAM IN HELL'S CANYON, IDAHO. IN THE RECORDS OF FEDERAL BUREAUCRACIES, THERE ARE SCORES OF SUCH WASTEFUL DUPLICATIONS--AT YOUR EXPENSE.



DIG DEEPER! WHEN THE FEDERAL GOVERNMENT UNDERTAKES AN ELECTRIC POWER PROJECT THAT ELECTRIC COMPANIES COULD DO, YOU PAY TWICE -- NOT ONLY FOR THE COST OF THE PROJECT, BUT TO MAKE UP FOR LOCAL, STATE AND FEDERAL TAXES THAT ARE LOST.

\$ MILLIONS

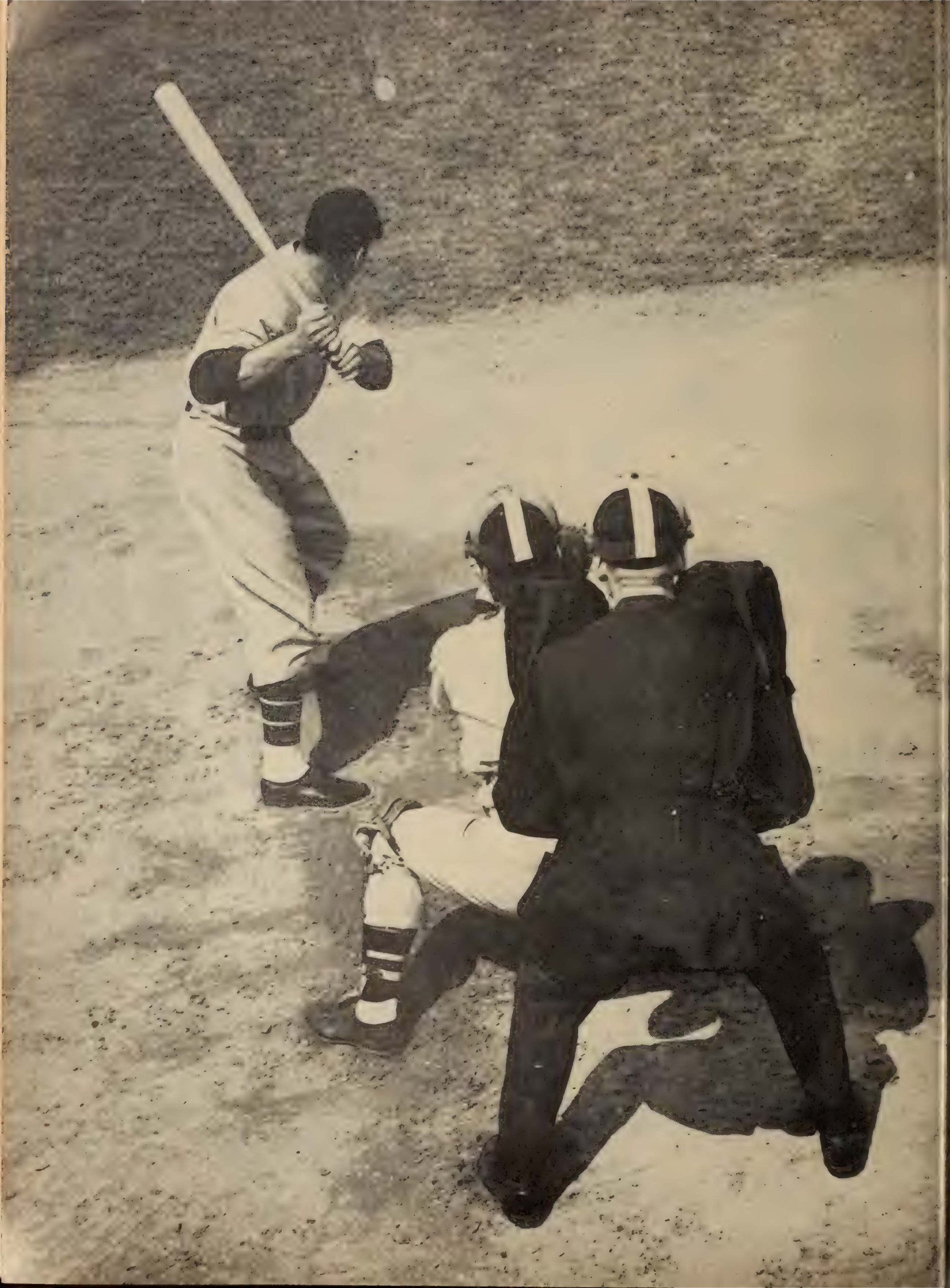
YOU'LL PAY MILLIONS IN TAXES IF GOVERNMENT PLANS GO THROUGH TO BUILD POWER LINES IN THE SOUTHWEST THAT WOULD DUPLICATE EXISTING LINES OF LOCAL ELECTRIC COMPANIES, WHICH CAN EASILY HANDLE THE ADDED POWER!



YOUR TAXES ARE HIGH ENOUGH ALREADY.

THEY WILL GO HIGHER IF THE GOVERNMENT TREND TOWARD SOCIALIZED ELECTRICITY CONTINUES. WE WANT YOU TO BE AWARE OF THIS DANGER. THAT'S WHY THIS MESSAGE IS BROUGHT TO YOU BY AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

LISTEN TO CORLISS ARCHER *Names on request from this magazine
New time effective October 3rd—Fridays, 9:30 P.M., E.S.T.—ABC Network.



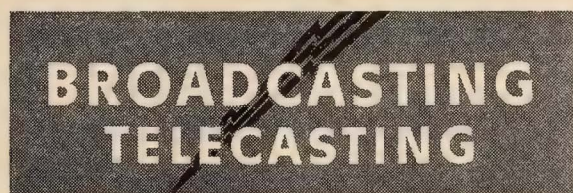
batting
1.000 . . .

*in every survey
since 1936!*

- 1936 World Broadcasting System*
- 1937 Don Lee Network*
- 1938 Radio Station WSAV, Savannah*
- 1939 Free & Peters, Nat'l Representatives
- 1941 Radio Station WHO, Des Moines*
- 1942 Hooper Holmes Bureau, Inc.
- 1944 Dr. Herman Hettinger
- 1946 Radio Station WJW, Cleveland*
- 1946 Frazier & Peter, Management Consultants
- 1948 Radio Station WJW, Cleveland*
- 1949 Westinghouse Radio Stations*
- 1950 Radio Station WTOP, Washington D. C.*
- 1951 Fact Finders Associates, Inc., N. Y.
- 1952 International Public Opinion Research, Inc.

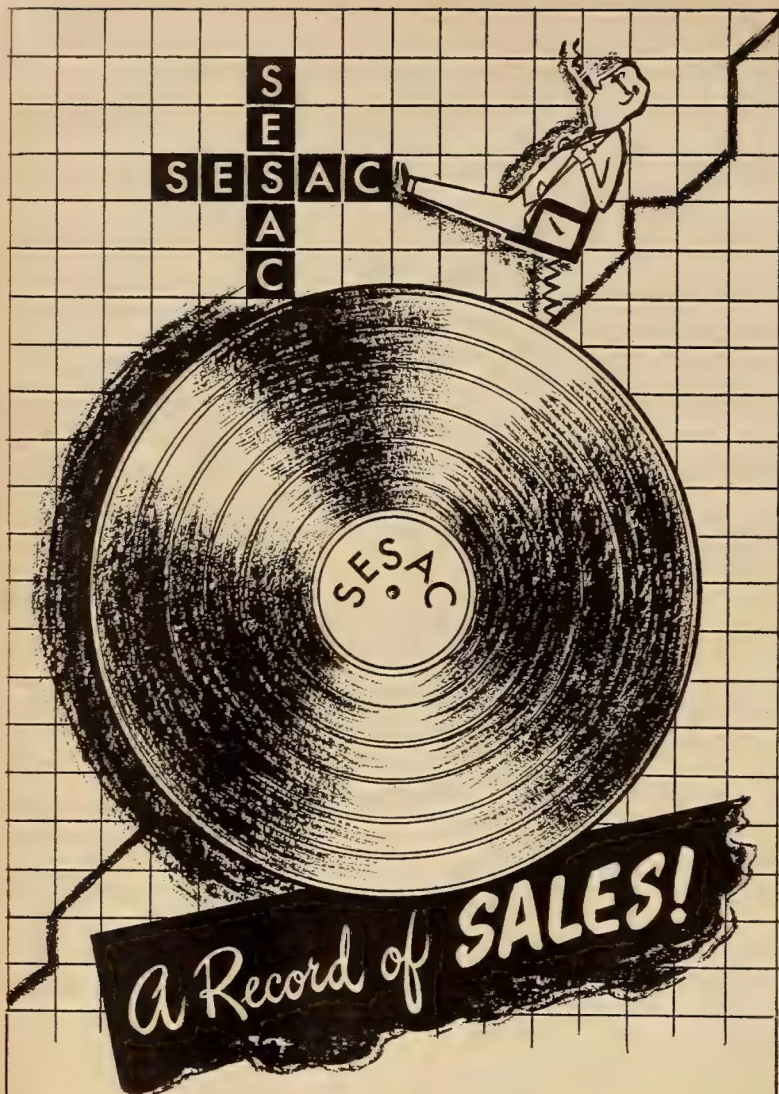
* Denotes surveys conducted without prior knowledge
of BROADCASTING • TELECASTING.

A letter or a telephone call to your nearest BROADCASTING • TELECASTING office will bring the results of our newest agency-advertiser readership study to you.



870 NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.
MEtropolitan 1022

NEW YORK — 488 Madison Avenue — Plaza 5-8355
CHICAGO — 360 North Michigan Avenue — CEntral 6-4115
HOLLYWOOD—Taft Bldg., Hollywood & Vine—HEmpsted 8181



Sales are made wherever SESAC discs are played. Everywhere, SESAC Transcribed Library programs are selling time for broadcasters and merchandise for sponsors.

Complete sample recorded programs and colorful sales brochures will help you sign sponsors for these network-quality script shows. In addition, the SESAC Transcribed Library gives you over 4,000 varied musical selections, program notes, and a catalog of 1,200 bridges, moods and themes. The complete, sales-supporting service costs as little as \$45 a month, based on advertising rates.

For samples, discs, and data, drop us a card.

SESAC Transcribed Library
475 Fifth Ave., New York 17.

SESAC Inc.

Jones Vacancy

(Continued from page 26)

not gone to the White House.

A caller at the White House last Thursday was Morris Novik, New York broadcaster and consultant to the American Federation of Labor and International Ladies Garment Workers Union. He was there primarily in connection with ILGWU for which Mr. Truman made a recording. Mr. Novik several years ago was endorsed for the FCC by the late Mayor Fiorella LaGuardia of New York, but at that time declined for personal financial reasons. Whether he is now under consideration or whether he espoused the appointment of one of the candidates was not immediately ascertainable, but it was thought his personal position has not changed.

In behalf of Mr. Morgan, it was stated that he was not interested in the interim post. Nevertheless, his name had been submitted.

Mr. Merrill is a Democrat from Utah, and a Morman. The fact that Vice President Rosel H. Hyde, Republican, is from neighboring Idaho, and also a Morman, probably would eliminate Mr. Merrill in the final consideration.

Dr. Dunham, who is 60, is a Democrat, from New York, also the domicile of Comr. Frieda B. Hennock. He has a distinguished background as an educator and a musician, and has been prominently identified with Catholic organizations. He has been chief of radio activities of the Office of Education since 1945. He is understood to have substantial support.

The quest for a qualified business man continued last weekend but because of the recess appointment aspect and the forthcoming change in presidency, difficulties reportedly were encountered in obtaining qualified aspirants.

Mr. Massing, who had been non-committal about his appointment and who at no time was an active candidate, apparently had been cleared as to availability and it was understood last week that he would have accepted had the appointment been offered. But at the weekend the situation became confused and it was indicated that sufficient clearances had not been obtained to permit the President to make the recess appointment. Then there developed campaigns for other candidates and finally there ensued the view that there should be no merit appointment from the FCC since the Massing-Cottone forces had precipitated what amounted to a Mexican standoff.

Last Tuesday President Truman announced his acceptance of the Sept. 19 resignation of Comr. Jones. The letter follows:

I regretfully accept the resignation as a member of the Federal Communications Commission, which you submitted on September 19, 1952.

I am most appreciative of the time you have given to service on the Commission, and I note with pleasure the significance you attach to the orderly development of administrative law.

'Guest Stars'

TREASURY Dept. last week announced the list of *Guest Star* programs which are to be sent during October to the 2,900 broadcasters who are aiding the Defense Bond sales campaign. They are Danny Thomas, Oct. 5; Tony Martin, Oct. 12; Bing Crosby, Oct. 19, and Les Paul & Mary Ford, Oct. 26.

On All Accounts

(Continued from page 14)

local station WENR-TV, went on the air, he began lining up TV shows as director of special events. He switched shortly thereafter to network sales, which at that time comprised both radio and television. Mr. Wilson signed the first commercial order for WENR-TV (Motorola, with boxing from Rainbo Arena) and the first regular network TV order from the Central Div. (Paris Garters for Bob Elson on a sports feature). He nurtured the growth of Lawrence Welk's *Miller High Life Revue* from an 18 to a 228-station ABC-AM network.

In May 1951, he joined Young & Rubicam in Chicago as assistant manager of the radio and television department. He became manager last spring. He supervises broadcast activity on such accounts as Elgin watches, Purity bakeries and Northern Paper, and services White Owl, Jello and Swansdown features sponsored locally.

Mr. Wilson, married to the former Betty Ratrie of Chicago, has a modern ranch home in suburban Hinsdale. He and his son, Tommy, 7, share "enforced labor" as part-time gardeners and occasional weekends as enthusiastic fishermen. The family enjoys music and home-recording as hobbies.

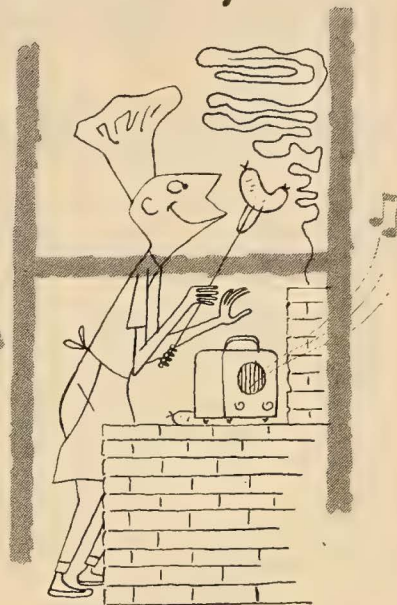
WLXW PURCHASE

Lewis Buys for \$70,000

SALE of WLXW Carlisle, Pa., by Philip Mathews for \$70,000 to Richard Field Lewis Jr., licensee of WINC and WRFL (FM) Winchester, Va., was reported in an application filed with FCC last week for approval [CLOSED CIRCUIT, Sept. 15]. Mr. Lewis also is 60% owner of WFVA Fredericksburg, Va.

Mr. Lewis stated in the transfer application that Winslow T. Porter, manager of WINC, would become manager of WLXW and that three announcer-operators holding first class licenses would be employed to operate the station. He emphasized that "network" quality announcer-operators would be sought and he proposed salaries in excess of \$125 per week to acquire such men. WLXW is assigned 1 kw daytime on 1380 kc and seeks 1 kw day on 960 kc.

What's so different about California?



O-O-H (Out-of-home) listening!

Southern California's one-station network!

1. A recent *Pulse Report* (July, 1952) showed a big bonus audience for West Coast radio advertisers—the mobile millions who listen away from home. KMPC dominates Southern California's out-of-home audience, as shown in this *Pulse* report:

(a) KMPC tops all other Los Angeles radio stations with the highest individual O.O.H. rating—21% on Saturday afternoons!

(b) KMPC tops all independent stations in L.A. for total weekly O.O.H. ratings! (c) KMPC tops all but one network station in L.A. for total weekly O.O.H. ratings!

2. You could buy 38 stations, and still not cover Southern California the way KMPC does—primary coverage in 205 Southern California communities.

If you'd like to talk about the O.O.H. audience, and other differences in the Southern California market, we'll be happy to supply the facts and figures.

50,000 watts days. 10,000 watts nights.

Represented nationally
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KMPC

LOS ANGELES

RADIO IS AMERICA'S GREATEST ADVERTISING MEDIUM

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	SUNDAY				MONDAY				TUESDAY				WEDNESDAY	
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS
6:00 PM	Carter Products Drew Person (175)	December Bride	Libby, McNeill & Libby Nick Carter	Adventures of the Scarlet Pimpernel S	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	Adventures of the Scarlet Pimpernel S	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	Adventures of the Scarlet Pimpernel S	Not in Service	Metro. Life Allan Jackson (26)
6:15	Monday Headlines S	"	6:25 State Farm Ins., C. Brown	"	"	You and the World S	"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	"	You and the World S
6:30	Co-op George Sokolsky	C-P-P Our Miss Brooks (193) R	Official Detective	Juvenile Jury S	"	No Service	"	No Network Service	"	No Service	"	No Network Service	"	No Service
6:45	Field & Stream	"	"	"	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)	"	P&G-Ivory Lowell Thom (106) R
7:00	Songs by Eddie Fisher S	Amer. Tobacco Jack Benny (200) R	Affairs of Peter Salem	Meet Your Match S	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125)	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125)
7:15	The Three Suns S	"	"	"	Co-op Elmer Davis	P&G-Tide Jack Smith (141)	Dinner Date S	No Network Service	Co-op Elmer Davis	P&G-Tide Jack Smith (141)	Co-op Hazel Markel	No Network Service	Co-op Elmer Davis	P&G-Tide Jack Smith (141) R
7:30	Time Capsule S	Rexall Drug Amos 'n' Andy (193)	Howard Cable & His Concert Band	Aldrich Family	General Mills Lone Ranger (153)	Campbell Soup Club 15 (168)	Beltone Gabriel Heatter	Miles Labs News of World (166)	General Mills Silver Eagle (137)	Oldsmobile Peggy Lee Show (57)	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (166)	General Mills Lone Ranger (153)	Campbell So Club 15 (168)
7:45	"	"	"	"	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp	(See footnote)	Am. Oil-Hamm Ed. R. Murrow (100)
8:00	American Music Hall S	Richard Hudnut Charlie McCarthy Show (199) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (187)	Woman of the Year	AA of RR's Railroad Hour (181)	Michael Shayne Detective S	Mars Inc. People Are Funny (176)	Black Museum	duPont Co. Cavalcade of America (166)	Sterling Mystery Theatre (325)	Amer. Chob BI in Peace War (193)
8:15	"	"	"	"	"	"	"	"	"	"	"	"	"	"
8:30	Marlene Dietrich Cafe Istanbul S	Philip Morris Playh. on Bwy. (193)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (168) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (145)	Paul Whiteman Teen Club S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (188) R	(Co-op) Story of Doctor Kildare	Red Skelton + OT	Life Begins At 80 S	Chesbrough Dr. Christian (183) R
8:45	"	"	"	"	"	"	"	"	"	"	"	"	"	"
9:00	Gruen Walter Winchell (325)	Hall Brothers Hallmark Playhouse (194)	Opera Concert	"	Jazz Beat S	Lever Brothers Lux Radio Theatre (181)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R	Co-op Town Meeting	Wrigley Life with Luigi (186)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)	Co-op Mr. President	The Lineup
9:15	Melody Highway S	"	"	"	"	"	"	"	"	"	"	"	"	"
9:30	"	TBA	Sterling John J. Anthony Hour	Chesterfield L&M Dagmet (171) R	Frank & Jackson S	"	Co-op Off and On The Record	Cities Service Band of America (111) N	"	R. J. Reynolds My Friend Irma (181)	Co-op Off and On The Record	Reynolds Metals Fibber McGee & Molly (180)	Co-op Crossfire	Philip Morris What's My Lie (193)
9:45	Alistair Cooke S	"	"	"	"	"	"	"	Chr. S. Publ. Co. win D. Canham (20)	"	"	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	10-10:05 Ford R. Trout (112)	TBA	Meet the Press	Gulf Oil John Daly News (310)	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (157)	M. Willson's Music Room S	Gulf Oil John Daly News (310)	C-P-P, L. Parsons 10-10:05 (182)	A. F. of L. Frank Edwards (27)	P. Lorillard Two for the Money (190)	Gulf Oil John Daly News (310)	Pabst Blue Ribbon Boxing Bout (193)
10:15	Gloria Parker Show S	0:05-30 L'gines- Wittnauer Choraliers (180) R	"	"	Dream Harbor S	"	Co-op I Love A Mystery	"	Dream Harbor S	Mr. Chameleon 10:05-10:30	Co-op I Love A Mystery	"	Dream Harbor S	"
10:30	William Tusher Show S	Eddie Fisher Show	Little Symphonies	American Forum of the Air	Time for Defense S (see footnote)	R. Trout (10:30-35) Ford (112)	Dance Orchestra	Swayze Citizen Views the News	Co-op nited-Or Nat'l (See Footnote)	Ford, R. Trout 10:30-35 (112)	Bands for Bands	Swayze Citizen Views the News	Latin Quarter Orchestra S (see footnote)	"
10:45	Looking Into Space S	"	"	"	"	"	"	Al Goodman's Orchestra 10:35-11	"	TBA 10:35-11	"	Stan Kenton Concert (10:35-11)	"	Dance Orchestra
11:00	News S	News	News	News from NBC	The Playboys S	News	Co-op Baukhage Talking	No Network Service	The Playboys S	News	Co-op Baukhage Talking	Miller Brewing First Nighter(118) 10:35-11	The Playboys S	News
11:15 PM	Coast Guard Show S	Thinking Out Loud (11:15-25)	The Political Picture	Clifton Utley	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra

	SUNDAY				MONDAY - FRIDAY				SATURDAY				
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	World News Lockwood Daly	O-Cedar Corp. Breakfast Club (M-F-W) (289)	Co-op News	Co-op Robt. Hurleigh	No Network Service	Co-op No School Today	Co-op News	No Network Service	Shelly Oil This Farming Business (36)	1:30 PM
9:15	"	News S	"	"	"	No Service	"	"	"	No Service	"	"	1:45
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books	"	"	Mac McGuire Show	Your Neighbor's Voice.	"	"	"	Mind Your Manners	2:00
9:45	"	"	"	"	"	"	"	"	"	"	"	"	2:15
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S	Phlco Corp Breakfast Club (289)	Co-op In Town Today	"	P&G Brighter Day (189)	"	Garden Gate	"	"	2:30
10:15	"	"	"	"	"	"	"	"	"	"	"	"	2:45
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S	General Mills Whispering Streets (224)	Toni-Fr. Sardine Godfrey (187) R	Amans M-W-F & Pequet-Tu & Th Paula Stone (514)	Campbell Double or Nothing (147)	Ralston Space Patrol (284)	Brown Shoe Smilin Ed McConnell (143)	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)	3:00
10:45	"	"	"	"	"	"	"	"	"	"	"	"	3:15
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faithless Starch Time (59) SpL	TBA	Liggett & Myers Arthur Godfrey (200) R	"	C-P-P Strike It Rich (181)	Junior Junction S	Cream of Wheat Let's Pretend *(157)	Sylvan Levin's Music Meeting	My Secret Story	3:30
11:15	"	"	"	"	"	"	"	"	"	"	"	"	3:45
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. In My Boat S	Bristol-Myers (MWF) (290)	Contnl. Baking Grand Slam (290)	Queen For a Day 1:30-45 Tu & Th Quaker	C-P-P Bob & Ray (181)	Eddie Fisher Show S	Gannon Mills Give & Take (153)	Farm Conference	Hollywood Love Story S	4:00
11:45	"	"	"	"	"	"	"	"	"	"	"	"	4:15
12:00 N	News S	The Asia Story	U. S. Military Academy Band	Viewpoint USA	Toni Co. Break the Bank (TuTh) (257)	P&G Ivory Snow Rosemary (141)	M-F 11:45-12 P. Lorillard	Miles Labs Curt Massey Time	101 Ranch Boys S	Armstrong Cork Theatre of Today (187)	Quaker Man on the Farm	Arthur Barriault News from Washington	4:30
12:15 PM	Brunch Time S	"	"	"	"	"	"	"	"	"	"	"	4:45
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (173)	Headline News	"	American Farmer S	Carnation, Stars Over Hollywood (167)	5th Army Band	U.S. Marine Band	5:00
12:45	"	Bill Castello News	TBA	"	"	"	"	"	"	"	"	"	5:15
1:00	Churches of Christ Herald of Truth (108)	Your Invitation To Music	Vandevanter & The News S	Sunday News Desk	Co-op Paul Harvey	P&G Ivory Big Sister (151)	Co-op Cedric Foster	"	Navy Hour S	Yoni Fun For All (178)	Dance Orch	Allis-Chalmers Nat'l. Farm & H. Hour (174)	5:30
1:15	"	"	Wm. Hillman	"	"	"	"	"	"	"	"	"	5:45 PM

D A

ESDAY		THURSDAY				FRIDAY				SATURDAY				
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Repeat of Kid Strips	Adventures of the Scarlet Pimpernel S	Not in Service	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	Adventures of the Scarlet Pimpernel S	Not in Service	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	Adventures of the Scarlet Pimpernel S	Una Mae Carlisle S	Morton Salt Visiting Time (6)	Smiley Whitley Show	News from NBC with George Hicks	6:00 PM
"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	Faith of the Future S	"	"	Earl Godwin, Washington	6:15
"	No Network Service	"	No Service	"	No Network Service	"	No Service	"	No Network Service	Co-op Bob Finnegan Sports	CBS Radio Sports Roundup	Preston Sellers	NBC Symphony Orchestra	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)	Labor-Management S	Larry LeSueur News	"	"	6:45
Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	"	Broadway Is My Beat	Co-op Al Helfer	"	7:00
Co-op Men's Corner	No Network Service	Co-op Elmer Davis	P&G-Tide Jack Smith (141)	Co-op Ruker Reports	No Network Service	Co-op Elmer Davis	P&G-Tide Jack Smith (141)	Dinner Date	No Network Service	Women In Uniform S	"	Report From The Pentagon	"	7:15
Gabriel Heatter	Miles Labs News of World (168)	General Mills Silver Eagle (137)	Oldsmobile Peggy Lee Show (57)	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	General Mills Lone Ranger (153)	Campbell Soup Club 15 (168)	Murine Co. Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room S	R. J. Reynolds Vaughn Monroe (177)	Down You Go (7:30-7:55)	Who Goes There?	7:30
Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	(See footnote)	Am. Oil-Hamm Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	"	"	State Farm Auto Ins. Co. C. Brown	"	7:45
MGM Musical Comedy Theatre	TBA	Defense Attorney S	American Chicle Meet Millie (176)	Modern Adv. of Casanova	General Foods Roy Rogers (179)	The Top Guy S	Amer. Chicle Mr. Keen (193)	Adv. of Maisie	Amer Tobacco Co Hit Parade (191)	Dancing Party S	Wrigley Gene Autry (181) R	Wildroot 20 Questions	Inside Bob & Ray	8:00
"	"	"	"	"	"	"	"	"	"	"	"	20 Questions S	"	8:15
"	Kraft Gildersleeve (160)	Newsstand Theatre S	Junior Miss	(Co-op) The Hardy Family	General Foods Father Knows Best	Equitable Life This Is Your FBI (280) R	Gunsmoke	(Co-op) Gracie Fields Show	Music by Mantovani S	"	GF-Post Cereal Tarzan (135) R	(Co-op) MGM Theatre of the Air	Stars In Khaki 'n' Blue S	8:30
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
Family Theatre	DeSoto Plymouth Dealers, You Be Your Life (191)	Escape with Me S	Andrew Jergens Hollywood Playhouse (110)	Co-op Rod & Gun Club	Pet Milk Truth or Consequences (166)	Adventures of Ozzie & Harriet Lambert & Holpoint (325) (alt. sponsors)	Horatio Hornblower	Magazine Theatre	Best Plays	"	General Foods Grape-nuts Gangbusters * (155) R *	"	Pee Wee King S	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Co-op Off and On The Record	Amer. Cig. & Cig Big Story (191)	News As It Happened S	Gen. Elect. Bing Crosby (190)	Co-op Off and On The Record	TBA	Electric Cos. Meet Corliss Archer (325)	Escape	Co-op Off and On The Record	"	"	Steve Allen	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)	9:30
"	"	I Covered The Story S	"	"	"	"	"	"	"	"	"	"	"	9:45
A. F. of L. Frank Edwards (157)	Barrie Craig Confidential Investigator * OT	Gulf Oil John Daly News (310)	(10-10-05) R. Trout (162) General Foods	A. F. of L. Frank Edwards (27)	Judy Canova (OT) *	Gillette Cavalcade of Sports (325)	(10-10-05) R. Trout Ford (110)	A. F. of L. Frank Edwards (157)	Hy Gardner Calling	Saturday at Shamrock S	10-10-05 R. Trout	Chicago Theatre of the Air S	Reuben, Reuben	10:00
Co-op I Love A Mystery	"	Heartstrings S	10-05-30 Doris Day Show	Co-op I Love A Mystery	"	"	Capitol Cloakrm.	Co-op I Love A Mystery	Words in the Night	"	10-05-30 Steve Allen	"	"	10:15
Dance Orchestra	Swayze Citizen Views the News	TBA (See Footnote)	TBA	Dance Orchestra	Swayze Citizen Views the News	"	Dance Orchestra	Dance Orchestra	Swayze Citizen Views the News	Politics on Trial S	10-10-35 This I Believe	"	Locke Stowe Co. Duke of Paducah & Opry Gang (26)	10:30
"	Dangerous Assignment * M-M, 10:35-11	"	"	"	Election Previews 10:35-11	Gulf Oil John Daly (310) (See Footnote)	"	"	Radio City Previews 10:35-10:45 Pro and Con	"	10:35-11 Dance Orchestra	"	"	10:45
Co-op Baukhage Talking	No Network Service	The Playboys S	News	Co-op Baukhage Talking	"	The Playboys S	News	Co-op Baukhage Talking	No Network Service	News S	News	News	News from NBC	11:00
U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Buddy Weed Trio S	Dance Orchestra	Dance Orchestra	Alex Dreier News	11:15 PM

TIME

SUNDAY			MONDAY - FRIDAY			SATURDAY			
CBS	MBS	NBC	ABC	CBS	MBS	ABC	CBS	MBS	NBC
Syncope Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Not in Service	P&G Cisco Dr. Malone (155)	Luncheon with Lopez	Vincent Lopez Show S	Cartier City Hospital (159)	Sports Parade	Dodo Ranch Jamboree
"	"	"	"	P&G Duz Guiding Light (156)	"	"	"	"	"
Longines-Wittnauer Symphonette (156)	Tap Tunes with Trendler	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (138)	Say It With Music	Football Game of the Week S	Hormel & Co. Music with H. Girls (121)	Game of the Week (Football) Co-op	"
New York Philharmonic Symphony	Les Higbie	Sammy Kaye's Sunday Serenade	Tennessee Ernie S	P&G Tide Perry Mason (160)	2:25 Johnson & Son, News	"	"	"	"
"	Dixie Four Quartet	"	"	Toni, Seeman Nora Drake (170)	Repeat Paula Stone Program	"	Chicagoans	"	Big City Serenade
"	Bandstand U.S.A.	Elmo Roper	"	P&G Ivory Fl. Brighter Day (143)	Music By Willard	"	"	"	"
"	"	Intermezzo	"	Miles Labs Hilltop House (144) R	Co-op John B. Gambling Club	"	Report From Over Seas	"	TBA
"	Crime Fighters	Mutual Ben. H&A On the Line w Considine (183)	"	Pillsbury House Party (167) R	"	"	Adventure In Science	"	"
"	"	Critic at Large	"	Lever, Kellogg Houseparty (169) R	"	"	CBS Farm News	"	Football Games 3:15-6 approx.
Quiz Kids	Under Arrest	The Chase S	General Mills Cal Tinney (274)	Cedric Adams See Footnote	"	"	Radio Reporters Scratch Pad	"	"
"	"	"	"	General Foods Grady Cole (47)	Miscellaneous Programs	"	Horse Racing	"	"
Pick the Winner Westinghouse (194)	Seabrook Farm Private Files of Matthew Bell	U. S. Tobacco Martin Kane (183)	Ronnie Kemper S	MTW Chicagoan ThF St. Louis Matinee	"	"	Stan Dougherty	"	"
"	4:55 Vick News	"	Dean Cameron S	Treasury Bandstand	M-Bobby Benson 5:15-5:30 Kraft	"	"	Mac McGuire	"
Kingan Arthur Godfrey Roundtable (151)	Wildroot (sponsors 15 min only) The Shadow	American Baker Assoc. Hollywood Playhouse (183)	Co-op Big Jon & Sparkie	4:55-5 News	"	"	TBA	"	"
"	"	"	"	5:45 p.m. No Service	Tu&Th Quaker Sgt. Preston of the Yukon	Sterling Drug Young Wilder Brown (151)	Roseland Ballroom Orch. S	Eddie Fisher Show	Dancing By The Sea
Admiral Robt. Trout (192)	Williamson & Motorola (alt. wks.)	Gulf Oil Co. Counterspy (132)	Fun Factory S	"	W&F Orange-Crush Green Hornet	Manhln. Soap Woman in My House (181)	"	"	"
"	True Detective Mysteries	"	(See Footnote)	"	5:30-5:55 M-W Kellogg	Whitehall Just Plain Bill (143)	"	Treasury Bandstand	"
				"	Miles Labs Curly Massey Time (147) R	Whitehall Front Page Farrell (138)	"	"	"
				"	Wild Bill Hickok Tu&Th Derby Sky King	Hazel Bishop Lorenzo Jones MWF (181)	Club Aluminum Club Time (20)	"	5:55-Johnson & Son News
						Ex-Lax Inc. Doctor's Wife (170)			TBA

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
8:40-8:45 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, General Mills (319).
5:55-6 p.m., M-F, Bob Finnegan's Sports Show (sustain).
5:45-5:55 p.m., M-F, World Flight Reporter.
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310).
CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (107).
8:30-8:45 a.m., M-F Pillsbury, Jack Hunt (47).
10:00-10:15 a.m., Sat., Flako Prods. Galen Drake.
11:00-11:05 a.m., Sat., Campana Sales, Bill Shadel (187).
1:55-2:00 p.m., Sat., Gen'l Foods, Galen Drake (153).
3:30-3:45 p.m., T-F, Kellogg Co. House Party.
3:45-3:50 p.m., M-F, Kellogg Co., Carl Smith (142).
4:00-4:05 p.m. M-F, Toni Co. It Happens Every day (156).
5:55-6:00 p.m. Sun., Best Foods, Larry LeSueur (182).
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155)R.
9:30-9:35 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (182).
11:30-11:35 a.m., Sun., Bill Shadel (8).
*3:15-3:30 p.m., M-Thur., Pillsbury Mills, House Party (167).
3:15-3:30 p.m., Fri., Green Giant, House Party (169).
3:50-4 p.m., Quaker Oats, Aunt Jemima, Home Folks.

ON A SUNDAY AFTERNOON
String Serenade, 2:30-3 p.m.
Galaxy of Hits, 3:00-3:45 p.m.
Main Street, Music Hall, 3:45-4 p.m.
Band of the Day, 4-4:30 p.m.

MBS—Titus Moody Speaking—7:55-8:00 p.m.
* M-W-F—Sustaining.
T & Th—Wildroot Co.
8:55-9 a.m., M-F, Gabriel Heatter-VCA Labs.
11:25-11:30 a.m., M-Sat., Johnson & Son, News.
1:25-1:30 p.m., M-F, Carl Smith-Kellogg Co.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson & Son Inc.
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
NBC—8-8:15 a.m., Skelly Oil, M-F, News (28);
8:15-8:30 a.m., M-F, Serutan Co., "Victor Lind-lahr", 190 stations.
8:30-9:00 a.m., Sat., Howdy-Dooddy.
* MM—"Minute Man" Programs.
* OT Operation Tandem.

BROADCASTING
The Newsweek of Radio and Television
TELECASTING
September 29, 1952

Explanation: Listings in order. Sponsor, name of program, number of stations, & assisting. R re-broadcast West Coast. TBA to be announced by repeat performance. Time EST.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
 8:40-8:45 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, General Mills (319).
 5:55-6 p.m., M-F, Bob Finnegan's Sports Show
 5:45-5:55 p.m., M-F, World Flight Reporter.
 7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
 10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)
 CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gathering (107).
 8:30-8:45 a.m., M-F Pillsbury, Jack Hunt (47).
 10:00-10:15 a.m., Sat., Flako Prods. Galen Drake.
 11:00-11:05 a.m., Sat., Campana Sales, Bill Shadel (187).
 1:55-2:00 p.m., Sat., Gen'l Foods, Galen Drake (153).
 3:35-3:45 p.m., T-F, Kellogg Co. House Party.
 3:45-3:50 p.m., M-F, Kellogg Co., Carl Smith (142).
 4:00-4:05 p.m. M-F, Toni Co. It Happens Every day (156).
 5:55-6:00 p.m. Sun., Best Foods, Larry LeSueur (182).
 9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155)R.
 9:30-9:35 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (182).
 11:30-11:35 a.m., Sun., Bill Shadel (S).
 *3:15-3:30 p.m., M-Thur., Pillsbury Mills, House Party (167).
 3:15-3:30 p.m., Fri., Green Giant, House Party (169).
 3:50-4 p.m., Quaker Oats, Aunt Jemima, Home Folks.

ON A SUNDAY AFTERNOON
 String Senecade, 2:30-3 p.m.
 Galaxy of Hits, 3:00-3:45 p.m.
 Main Street, Music Hall, 3:45-4 p.m.
 Band of the Day, 4-4:30 p.m.

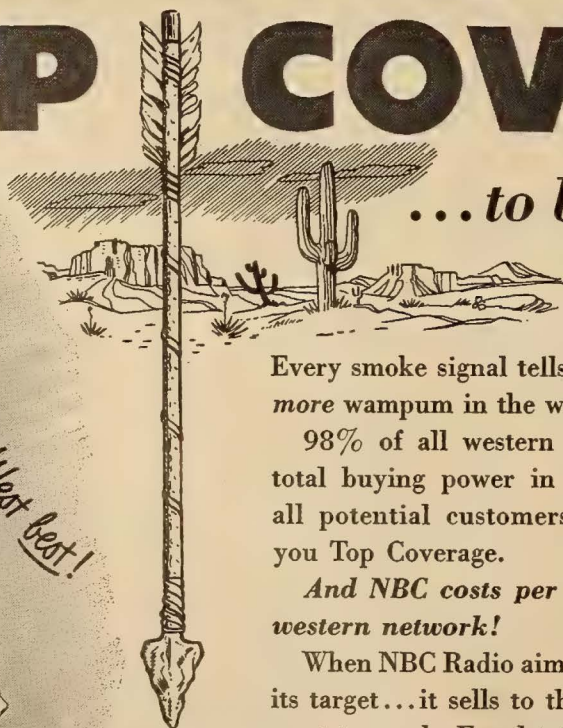
MBS—Titus Moody Speaking—7:55-8:00 p.m.
 * M-W-F—Sustaining.
 T & Th—Wildroot Co.
 8:55-9 a.m., M-F, Gabriel Heatter-VCA Labs.
 11:25-11:30 a.m., M-Sat., Johnson & Son, News
 1:25-1:30 p.m., M-F, Carl Smith-Kellogg Co.
 5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson & Son Inc.
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 * MM—"Minute Man" Programs.
 * OT Operation Tandem.

BROADCASTING
 The Newsweek of Radio and Television
TELECASTING
 September 29, 1952



TOP COVERAGE

*...to bring in much wampum
from the Far West!*



Every smoke signal tells the same story: Big Chief NBC Radio gets you more wampum in the west's rich Happy Hunting Grounds. Here's why:

98% of all western families own radios, representing 11% of the total buying power in the United States. 83.5% of these families—all potential customers of yours—listen regularly to NBC...giving you Top Coverage.

And NBC costs per thousand are lower than those of any other western network!

When NBC Radio aims the bow, your advertising arrow goes straight to its target...it sells to the more than four million western families you want to reach. For details, consult your nearest NBC sales office today.



WESTERN NETWORK • NATIONAL BROADCASTING COMPANY

A Division of Radio Corporation of America

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

WILDER RETIRES

WSYR Post to Vadeboncoeur

WITH the completion of festivities marking the 30th anniversary of WSYR Syracuse, Harry C. Wilder last week announced his resignation as president and director of the Central New York Broadcasting Corp., licensee of WSYR-AM-FM-TV.

Mr. Wilder, at 61, is to retire tomorrow for reasons of health and to devote more time to business interests elsewhere, it was announced. These business interests include holdings in WBIB (FM) and WELI-AM-FM New Haven and in WTRY Troy.

E. R. Vadeboncoeur, who has been serving as vice president-general manager of WSYR-AM-FM-TV, was named to succeed Mr. Wilder. Mr. Vadeboncoeur, former city editor, the *Syracuse Journal*, joined WSYR about 12 years ago.

During WSYR's anniversary celebration, it was pointed out that Mr. Wilder had headed the Syracuse station for about two-thirds of its existence. Only two others of a staff of 103 have been with the station longer.

Mr. Wilder's decision to retire had been deferred until after the anniversary observance, in which he took an active part.

Although Mr. Wilder is to retain his residence in Skaneateles, N. Y., near Syracuse, it is expected that he and Mrs. Wilder will winter at their home in Scottsdale, Ariz.

Educators' Fund

Since 1933, Mr. Wilder has co-operated with schools and universities in educational radio and TV. That year, his first station was on the campus of Syracuse U. It broadcast university-produced programs several hours weekly.

In 1937, this station jointly pioneered in establishing the original Syracuse U. Radio Workshop. In 1947, Mr. Wilder's station made the initial donation to Syracuse U. to explore TV and to develop plans for university TV training. WSYR-TV in 1949 entered into a long contract with the university to establish TV programs at the university with TV training for students.

Mr. Wilder personally has made substantial gifts to Syracuse U. to further its broadcast activities, in addition to his special gifts to churches, hospitals and other schools.

In the field of local secondary schools, Mr. Wilder pioneered in the activation of the Empire School of the Air, using the FM network covering most of New York State. This project has continued for six years.

Mr. Wilder donated most of the AM-FM receiving sets installed in all public and parochial schools in Syracuse six years ago, so that regular radio programming could be made a part of the school curriculum. This implemented the regular series of school entertainment programs on WSYR.



Mr. Vadeboncoeur Mr. Wilder
... in Syracuse Change

Walker To Speak

FCC Chairman Paul A. Walker and Sen. Hubert H. Humphrey (D-Minn.) will head a list of speakers slated for the annual National Assn. of Educational Broadcasters convention to be held in Minneapolis, Nov. 6-8. Burton Paulu, NAEB secretary and convention committee chairman and manager of KUOM, the U. of Minnesota station, also will speak.

PUERTO RICO

Hull Cites Market Growth

PUERTO RICO's post-war growth as a market for advertisers was emphasized last Tuesday by Harwood Hull Jr., Puerto Rican Radio Network general manager, at the Hotel Shelton, New York. Mr. Hull spoke at the gathering where he was guest. Melchor Guzman Co., PRN representative, was host.

The radio network was formed slightly less than a year ago, Mr. Hull noted, pointing up that per capita income rose in the island from \$122 in 1940 to \$370 in 1951, 43 new industries were established in 1949-1950, employment was increased 26% that year over the previous year and is still on the upswing. "If things go on as they have been, we will be gaining a great amount of business from national as well as local advertisers," Mr. Hull asserted.

GN&G's NAME

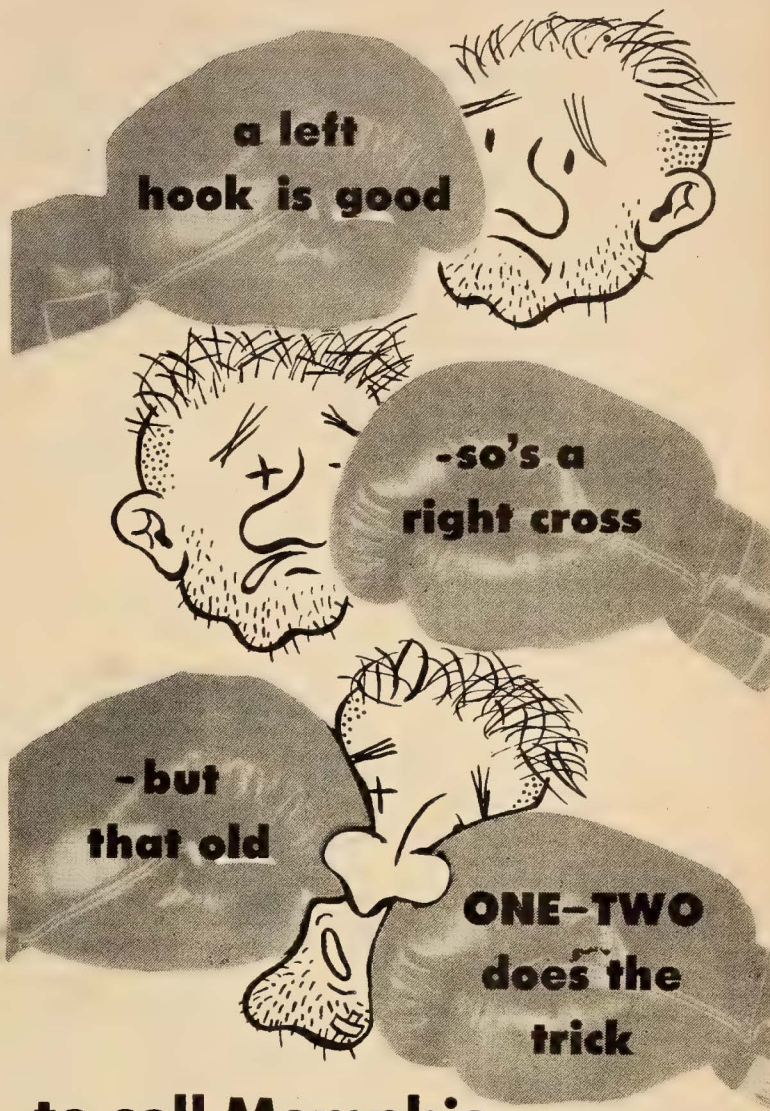
Now Is Geyer Adv.

NAME of Geyer, Newell & Ganger, N. Y., has been changed to Geyer Adv., B. B. Geyer, president and chairman, announced last week. The firm had joined forces with W. Earl Bothwell, New York, a fortnight ago [B•T, Sept. 15].

Geyer Adv. has two New York offices: the executive, contact and creative groups are at 745 Fifth Ave., and media, accounting and checking groups at 711 Fifth Ave.

Among the major accounts of the agency are: Can Mfrs. Institute (acquired last week), Nash-Kelvinator, Zippo lighters, several products of American Home Products Corp., Sealrite Corp., Tetley Tea Co., Kiwi shoe polish, and Standard Register Co.

WJZ New York offers a new program (Sept. 22) starring Maggi McNellis, *Maggi's Magazine*, (Mon.-Fri., 12:15-12:30 p.m. EDT), for sponsorship on a participating basis.



to sell Memphis
you need Both



—to give you the selling punch
in this two billion dollar market

owned and operated by the Commercial Appeal
National Representatives - The Branham Company

RADIO COMMANDS ATTENTION In Whan's Boston Study

RADIO commands the top attention of the average adult in homes of the Boston trade-distribution area—in point of actual minutes men and women spend daily on the four major media—but TV's nighttime audience ranges from 52% to 59%.

These findings are reported in a continuing study of the U. S. radio-television audience compiled by Dr. Forest L. Whan, chairman of the radio-TV committee at the U. of Wichita, Wichita, Kan. A previous survey recounted Iowans' media habits [B•T, Sept. 8, Aug. 25].

Undertaken for Westinghouse Radio Stations Inc., the latest Whan survey uses personal interviews and the diary method in homes selected at random from Jan. 17 to Jan. 28, 1952. Total of 10,093 families in all areas were subjected to personal interview, and 1,107 other homes filed diary reports on their weekly listening-viewing habits.

Radio's emergence as a vital medium in all homes reached was indicated in the analysis of replies from men and women living in TV and non-TV homes, individually, and by dividing total reported minutes by all people questioned. The four media are radio, TV, newspapers and magazines.

It was noted that the proclivity for radio listening in non-video homes was greater in actual min-

utes recorded and ratio to other media, including TV, than that for television's in television homes.

Minutes spent daily by the average adult in all homes reached represent the attention given on an average January day.

In the general category for women, totals were 174 minutes for radio, 110 for television, 38 for newspaper reading and 23 for reading a magazine. For men, the respective totals were 130, 84, 70 and 22 minutes.

In TV homes, for women it was 200 minutes for TV, 115, radio, 37, newspaper and 19 for magazine; for men, 179 for TV, 83, radio, 54, newspaper and 17, magazine. Non-TV homes for women showed 240 minutes for radio listening, 38 for newspaper reading, 29 for magazine and 4 for TV; for men, 176 for radio, 56 for newspaper, 30 for magazine and 2 for TV.

Other highlights of the Whan Boston survey were these:

● One out of every five homes (19.1%) are equipped to receive FM, with percentages rising from 16.1 for rural families to 19.8 for urban homes. Metropolitan Boston homes have 18.4%.

● Nearly half of all area families own radio-equipped automobiles: 46.1% of all families own auto radios, and 62% of car-owning families have them. Percent-

ages are slightly higher for metropolitan Boston families.

● Total of 38.9% of all diary families used two or more radios simultaneously each weekday, and 33.1% on Saturday and Sunday. On weekdays the two or more sets were tuned to different stations among 62.5% of all diary families, and to the same outlet among 37.5%; on Saturday and Sunday, the ratio was 69.7% as compared to 30.3%. Percentages were based on total quarter-hours of multiple set use.

● Radio's share of the weekday audience based on quarter-hours reports by diary families for daytime was 76.0%, compared to 24.0% for television, and 47.4% compared to TV's 52.6% for nighttime; on Saturday 68.8% compared to 31.2% for daytime, and 40.6% against 59.4% for nighttime; and on Sunday, 64.2% to 35.8% for daytime, and 42.0% against 58.0% for nighttime.

● Nearly three-quarters of women and four-fifths of men did not feel that radio could give "the public better service" than it does now. Of those commenting, radio programming and advertising ranked one-two in point of concrete suggestions. Commercial announcements or "spots" were most frequently cited.

● Of media preferred by adults for national and international news (based on replies from 7,187 women and 2,807 men), radio was named by 45.0% of the women, compared to 37.6% for newspapers, and by 41.1% of the men, as against 44.6% for newspapers. They were asked on what they depended most.

● There were, in the total Boston area, 49.5% of all homes with TV receivers, 98.6% with radio receivers, 49.1% with radio only, 0.5% with TV only and 49.0% with both—based on the 10,000-plus homes reached by interview.

● In daytime hours, 35.4% of all radio-equipped homes watch TV, and in TV-equipped homes, 71.0%; in the evening, 48.9% of all radio homes watch television, and in video homes, 99.2%.

Auto Radio Facts

With respect to auto radios, the survey points out that "this high daily use of the auto radio represents increased daily listening over and above that done in the home. It represents, therefore, *plus listening* over station ratings given elsewhere in this report"—ratings based on "in home" recorded diary listening or that reported to the interviewer.

The Whan study also notes that "the old idea of a family set is antiquated" and that multiple-set usage is "extra listening . . . missed by much radio-television audience

research." About 56% of Boston area families have more than one radio, while half of all families also have a TV set. Still others listen to radio at their place of employment and in other homes.

"If these sets (multiple) are used simultaneously at times, and are tuned to different stations [as 62.5% reported], they may add significantly to the audience for individual programs," the survey points out.

As to the radio-TV audience share, the study notes, "some members of these (radio-TV set) families make use of the radio while others watch television at every quarter hour during which television is broadcast in the area."

Program Preferences Polled

In program preferences, news broadcasts, drama, comedy, popular music and sports ranked in that order as best liked types among families in total area, metropolitan Boston and outside areas. Women preferred drama and news, men were partial to news and sports.

In all homes equipped for television, average hours of televiewing were 11.06 for weekday, 13.85 hours for Saturday and 16.40 hours on Sunday. In diary homes, the figures were 4.98, 7.13 and 8.03 hours, respectively. Overall home figures were computed by taking total hours reported and dividing by the number living in diary homes.

Highest overall daily use of TV sets was reported for Saturdays in diary study, with teenagers and women over 18 in TV homes comprising the largest audience in point of hours of viewing.

FAIR AWARDS

N. J. Winners Announced

WINNERS of the second annual New Jersey State Fair awards to member stations of the New Jersey Broadcasters' Assn. were announced Sept. 18 by George A. Hamid, fair president.

Awards in six radio classifications and a special award for WATV (TV) Newark for public service programs will be presented Friday at the fair in Trenton. Winners were selected in a poll of radio and TV trade paper editors.

The radio winners follow: WNJR Newark in the women's show category ("Listen to Louise Powers"); WTTM Trenton, sports show ("Fulton Arnold's Sports Round-up"); WNJR Newark, all-round local news show; WOND Pleasantville, all-round yearly public service job; WJLK Asbury Park, children's show ("Story Time with Uncle Rodge"), and WCTC New Brunswick, farm program ("Daily Farm Bulletin").



NATIONAL ADVERTISERS

SUPPLEMENT WITH . . .

WBNS SPOT COVERAGE

National advertisers add "spot coverage" on WBNS Radio to reach this Billion-Dollar market with 1-1/4 million prospects. WBNS, the only CBS outlet in Central Ohio, gives national advertisers increased coverage at minimum cost. These spots produce results for sponsors whose regular programs are missed in this sales-productive area. WBNS has more listeners than all other local stations combined!



ASK JOHN BLAIR

POWER
WBNS — 5,000
WELD-FM — 53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY



LOSS AN-JUH-LESS

It's Now Official

IT'S officially "Loss An-juh-less." That is the verdict of a jury which considered what should be the correct pronunciation of the California city. Decision was given during the third meeting earlier this week of the Southern California Broadcasters Assn.

The jury, with blessings from Los Angeles' Mayor Fletcher Bowron, was composed of broadcasters, historians and educators. It was appointed to determine whether the 171-year-old city should be given the hard or soft "g" in the difficult Spanish pronunciation.

Working with the group, which was chairmanned by Norman Nelson, SCBA managing director, was the association's president, Calvin J. Smith, also president of KFAC. Other radio-TV people on the committee: Donald Norman, KNBH (TV) general manager; Karel E. Pearson, production manager, NBC radio's Western Div.; Richard A. Moore, vice president and general manager, KTTV (TV); Don Fedderson, executive vice president and general manager, KLAC-AM-TV; Frank Doherty, KRKD owner, and Hank Weaver, ABC newscaster. Radio and TV stations in the U. S. are being informed of the decision and asked to cooperate.

WYATT DEFENDS

Children's TV Shows

JACK WYATT of Wyatt & Schuebel, New York, producers of such TV shows as *Kids & Co.* on DuMont, and Movietone children's newsreel, has denounced an article in the American Medical Assn.'s *Journal* [B•T, Sept. 15] as defaming children's TV shows.

Denying the article's claim that little research had been done on medical and psychological impact of TV on children, Mr. Wyatt said intensive search always had been done by TV producers prior to airing.

CD Film Available

NEW YORK Municipal Broadcasting System is making available to television networks and stations "The Price of Liberty," a two-reel 16mm sound film on civil defense. Film was produced by Seymour N. Siegel, director of WNYC-AM-FM, and John De Prospro, executive officer, for the New York Office of Civil Defense. First showing of the film a fortnight ago to nearly 100 top-level federal, state and New York civil defense officials, high-ranking army officers and TV executives produced more than a dozen requests for future screenings, according to Mr. De Prospro.

VOTE CAMPAIGN

More Broadcasters' Help

TREND toward increased registration of voters, running about an average 12%, was claimed last week as NARTB's campaign to get out the vote drew increasing broadcaster cooperation: Reports on activities have been submitted by chairmen of NARTB committees representing 39 states.

John F. Patt, Goodwill stations, is chairman of the NARTB national committee directing the drive. NARTB's Public Affairs Dept. is conducting the radio-TV phase of the national campaign being sponsored by American Heritage Foundation. John H. Smith Jr., NARTB FM director, is coordinating FM.

Tyrone Power, radio-TV and screen actor who plays in the Frederic W. Ziv transcribed series, *Freedom USA*, has volunteered his services to Chairman Patt.

All-Time-High Turnout

THANKS largely to WRAC Racine, that Wisconsin city had the biggest turnout for primary elections in its 104-year history. Almost 70% of Racine's eligible voters went to the polls Sept. 9. A get-out-the-vote drive began a full month before the registration deadline, culminating in 50 spots on election day. WRAC said it received most of its material from NARTB and other organizations cooperating in the national get-out-the-vote drive.

BENTON & BOWLES, New York, has assigned Phil Davis Musical Enterprises, that city, to create musical commercial for 1953 Crosley Shelvador Refrigerator, scheduled for fall and winter spot campaign.

EQUAL RIGHTS

WCRB Wins Okay to Tape

TAPING of a debate in Waltham, Mass., with opposing Senatorial candidates Sen. Henry Cabot Lodge Jr. (R-Mass.) and Rep. John F. Kennedy (D-Mass.) as participants, was achieved by WCRB Waltham despite original refusal of rebroadcast rights. Newspapers, photographers and magazines were given coverage permission.

Three times WCRB's equipment was disconnected but Ted Jones, WCRB president, obtained a reversal of the ban by stepping on the platform and asking the moderator, "Should a radio station be denied equal rights with other public media in coverage of a public debate of candidates for public office?" Sponsors of the debate, the League of Women Voters, agreed with WCRB that it should rebroadcast the proceedings.

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS EARNED



30 years of skilfully fitting a top-quality medium to a top-quality market is ringing cash registers all over rich Central New York for WSYR's and WSYR-TV's local and national advertisers.

Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE
AM • FM • TV

NBC AFFILIATE — The Only Complete Broadcasting Institution in Central New York

ZIV *Presents* ...

THE
OUTSTANDING
SERIES OF
TELEVISION DRAMAS!

YOUR BEST TV BUY!

Always rated high* among the nation's leading television programs . . . "Your TV Theatre" (originally on Network as "Fireside Theatre" for Proctor & Gamble) is consistently tops! Month after month it maintains its high position . . . beating many of the supposed-to-be best programs on TV! For record-breaking, sales-making success . . . make "Your TV Theatre" yours!

**Ratings on request.*



**"YO
T
THE**

YOURS . . . because
titled with your own name. In
it's "Society T/ Theatre".
apolis, it's "Red Top TV T
Richmond—Norfolk, it's "C
Theatre". Every time the
named, the sponsor is nam
on the air, in the press
person . . . assuring
SPONSOR IDENTIFICA

OUR VENTURE

YOURS......high drama, exciting stars, excellent production and direction all combine to create the kind of high-caliber entertainment that turns viewers into customers. Superb showmanship in this dramatic series that is **MOST COMPELLING SUREST SELLING!**

custom-
leveland,
n Indian-
tre"... in
ltney's TV
rogram is
whether
person-to-
MAXIMUM
ON.

**HALF-HOUR
MASTERPIECES
OF DRAMATIC
SHOWMANSHIP!**

MYSTERY!



SUSPENSE!



ACTION!



INTRIGUE!



COMEDY!



ROMANCE!



ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD



Man-Made Trouble

CHARGES of bad faith have been leveled against the FCC majority because of the manner in which it is kicking around a number of pre-freeze television stations which acquiesced to the channel shifts the FCC instituted to extricate itself from the mess it had made of the original allocations. These charges are not without considerable foundation.

So far, five stations have been notified of proposed hearings because of purported overlapping coverage—that vague thing described as “duopoly.” And others may be in the offing. These stations are among the first to hazard operation after resumption of licensing in 1945. They invested substantial sums at a time when practically no revenue was in sight and when most people were lamenting the “intrusion” of TV.

The Crosley stations in Cincinnati, Columbus and Dayton, and the Steinman stations in Lancaster and Wilmington—notified as to possible duopoly—went along with the FCC’s final TV report in a spirit of wholehearted cooperation. They agreed to shift assignments and install new equipment—at substantial cost. Some others, who did not acquiesce, retained their old assignments, lest their opposition upset the FCC’s plan to make greatest possible speed, because the hot breath of Congress was on its neck.

The thanks these stations (and perhaps others of the 31 “show cause” pioneers which consented to the shifts) may get for their cooperation are litigation and controversy. The FCC’s action may constitute an open invitation to others to apply for facilities of pre-freeze stations. The FCC (except for Comr. Sterling who wanted regular renewals with full power) evidently again yielded meekly to staff recommendations. The lawyers were fearful that they would lose in litigation on the ground that appropriate hearings hadn’t been held. Then, for good measure, they added the phony overlap issue.

The Lancaster hearing issue is ludicrous. The worst the court would do, as precedent shows, is to remand for further hearing, since the courts do not invade the technical vagaries of allocations. Precious few applicants would venture opposition to any well-operated station under such circumstances.

The overlap invention is premature, specious and vicious. No one yet knows what station coverage will be on vhf or uhf when there is full channel occupancy. The time to consider that would be when hundreds, rather than mere scores, of stations are on the air. “Duopoly” was originally applied to the operation of more than one station of the same class in the same market. Are Cincinnati and Dayton or Columbus the same market? Are Lancaster in Pennsylvania and Wilmington in Delaware the same market? Not by any yardstick we know.

The FCC isn’t dealing in small change in television. Every move of an existing station runs into six figures. It had better do more of its own thinking, and instruct, rather than be guided by, its over-zealous staff. We are confident that when the replies of the five stations cited are submitted, the FCC will issue regular licenses, with full power, as Comr. Sterling so convincingly and articulately advocated.

The Pay-off (For Pay)

THE SELECTION of radio and television last week as the means of transmitting Sen. Richard Nixon’s explanation of his \$18,000 political fund can be studied, with profitable result, by all commercial advertisers who need to get their sales stories before the American public.

The Republicans were faced with the necessity of distributing one of the most critical messages a political party ever had to put across. Their decision to place Mr. Nixon’s case on radio and television illustrated the unique advantages those media enjoy over other forms of communication. It must be kept in mind that the decision was based purely on the ability of the media to capture attention and provide the best platform for argument.

Comparative costs, in this case, were not even considered.

Had Mr. Nixon wished, he could have given an unbroadcast speech or held a news conference, and his explanation would have been carried in detail at no cost in space no advertiser can ever buy, the front pages of the nation’s newspapers.

He and the party chose, however, to spend \$75,000 buying radio and television time. Quite obviously it was felt that the greater effectiveness of radio and television justified the investment. True, the press covered the speech the next day, thus providing secondary distribution of the message, but the important thing was that radio and television were the basic media.

There would seem to be a moral in this for all kinds of advertisers. The coverage and the “personal” approach which radio and television give their sponsors require that they be considered the basic media in any advertising campaign designed to reach large numbers of people with persuasive argument.

When a Vice Presidential candidate, fighting for his political life, picks radio and television to carry his defense, the advertiser ought to feel he can depend upon them to circulate his commercial message with equal effectiveness.

AN EDITORIAL in the Baltimore Sun, which owns WMAR-TV, suggested last week that one television set was not enough for any household. Considering the volume of interesting programs on the air last Tuesday evening (when Sen. Richard Nixon spoke), the Sun figured that two or three TV sets, as well as radio, were needed if family squabbles over which show to watch were to be avoided. Though we’ve always thought well of this newspaper, the Sun rises even higher in our estimation when it advocates larger circulation for rival media.

Critic’s Exit

H. T. WEBSTER, who often gave radio and television unmerciful beltings in his cartoon, “The Unseen Audience,” died last week. Though broadcasters may have wished at times that Mr. Webster had never been born, we suspect that they will miss him now that he is gone.

Frailties abound in all human endeavor and are no less plentiful among people in broadcasting than among those in any other field. It is the satirist’s mission to detect and exaggerate them. If sometimes Mr. Webster exaggerated beyond reasonable limits, more often he kept within the delicate bounds that distinguish satire from sarcasm. On the whole he did radio and television far more good than harm.



our respects to:



EARL MINER JOHNSON

HORSES and race tracks are said to have contributed to the downfall of many an otherwise virtuous individual. But Earl Miner (Pete) Johnson, an MBS vice president with a very long title, considers one race track experience a parlay that set off a chain of events leading to the elongated title.

Mr. Johnson is vice president in charge of Mutual network station relations and vice president in charge of engineering for Mutual and WOR-AM-TV New York, as well as director of WOR’s recording division.

Mr. Johnson’s race track experience, for the record, was in pursuit of official duties as a monitoring officer for the FCC. It occurred late in 1940 shortly after Mr. Johnson was appointed to the post in Huntington, W. Va. The Commission asked him to investigate the illegal use of the transmission band for broadcasting horse race results.

His gumshoeing led to Charles Town, W. Va., where he finally uncovered the culprits after strenuous and painstaking investigation. The case, Mr. Johnson said, was highly publicized and led to his appointment to FCC’s Washington headquarters as an engineer in the broadcast department.

“For all I know,” Mr. Johnson commented thoughtfully, “I might still be a monitoring officer except for the incident.”

Such modest self-appraisal was not an isolated example of Mr. Johnson’s capacity for understatement. In similar vein, he remarked about his early days as a newsboy (“All small town kids had a paper route”); his back-breaking earning-while-learning schedule at the U. of Cincinnati (“many college boys did the same thing”) and his rapid rise both in government posts and at Mutual (“I guess I happened to be the fair-haired boy”) delivered in a lighthearted tone of voice suggesting: “Shucks, I’m not that good.”

But the record testifies that Mr. Johnson must be possessed of many engineering and administrative skills. At the age of 37 (come Oct. 3) Mr. Johnson’s progress report is as follows: Monitoring officer, FCC Atlanta and Huntington, 1940-1941; associate engineer and assistant chief, standard broadcast section, FCC’s engineering department, Washington, 1941-1944; civilian officer, operational research staff, Office of the Signal Officer, War Dept., Washington, 1944-1945; chief plans and allocation engineer, MBS, 1945-1946; MBS director of engineering, 1946-1949; MBS vice president in charge of engineering and station re-

(Continued on page 101)

Somewhere West of Eustace Tilley or The Flowering of Amarillo . . .



Geography is one of the many things we have a lot of around Amarillo. About 25 years ago a fellow could stand at the Santa Fe station, squint his eyes, and see right into the next week. Lately, though, all the irrigation-fostered trees, the oil wells, and grain elevators would get in his way. If he was looking for business, he wouldn't want to look much further than our trading area anyhow.

Amarillo is a long way from everywhere, up on the high plains which climb to the Rockies. Five other state capitols are about as near as Austin, the Texas capital. Seventy-eight counties in Texas, Colorado, Oklahoma, New Mexico and Kansas, are served by Amarillo's network of highways and railroads—1,853,000 people in 166,875 square miles. This large trading area helps make Amarillo first in the U. S. in retail sales per capita.

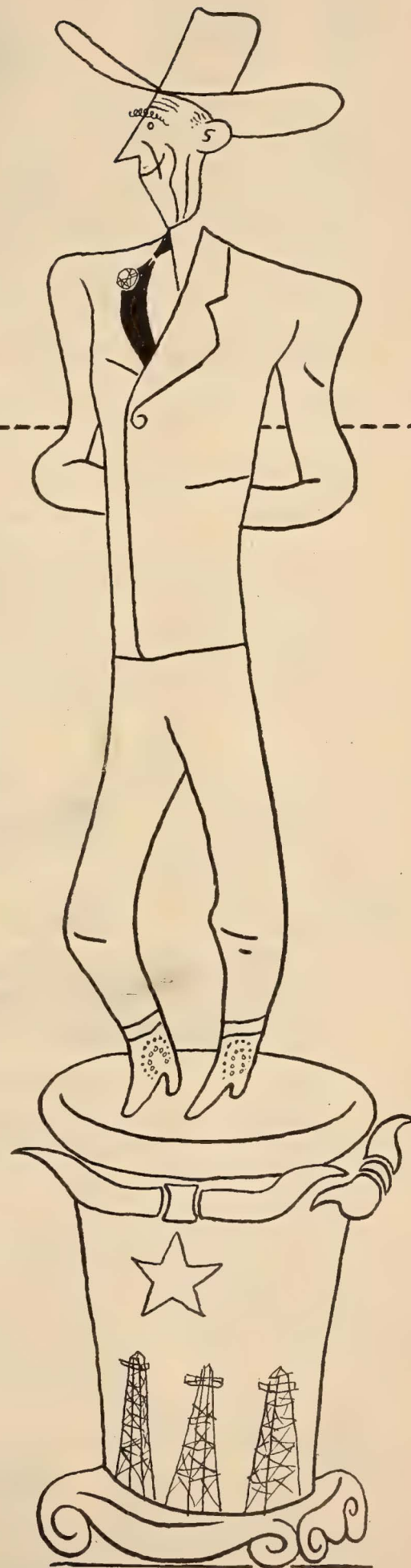
Amarillo is so far north of South Texas that we're sometimes called Yankees. But it's close to the stuff an advertiser looks for when he wants business. The Panhandle has the world's largest wheat field, the world's biggest natural gas field, the second biggest cattle ranch, and

more than 4,000 oil wells. ("Cattle can't drink that stuff," said an outraged rancher when oil was found on his land.)

KGNC's 10,000 watts cover our vast trading area effectively. Last year the Texas State Soil Conservation Board wanted to determine the most effective means of getting weather information to an area up to 80 miles from Amarillo. They found out with their own survey. Radio got 96% of the vote—and 88% of the 96% said KGNC. When asked, "What's your favorite farm program?" 67% named KGNC programs; all other stations combined got only 33%.

There's a story about a fellow from Washington, D. C., who was riding across a flat stretch of wind-blown road with a Texas rancher. A colorful bird fluttered into and out of sight. The Easterner asked what it was. "Bird of paradise," his host told him. There was a long pause, then the man from D. C. commented, "Pretty far from home, wasn't he?"

It isn't as far as it used to be. And the gap is closing.



710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

front office



JOSEPH T. MATHERS appointed manager, WNBH-WFMR (FM) New Bedford, Mass.

KARL REMBE, sales manager, KVVU Ventura, Calif., promoted to general manager. He succeeds C. A. HUMBERT, resigned. New sales manager is ROY WINKELMANN, with KVEN Ventura, in same capacity with headquarters in Oxnard.

MICHAEL J. CUNEEN, general sales manager, WNLK Norwalk, Conn., has resigned. Future plans have not been announced.

WALLY MCGOUGH, sales manager, WJAC-TV Johnstown, Pa., to WTVN (TV) Columbus, Ohio, in same capacity.

LEONARD MYERS, commercial manager, WLYN Lynn, Mass., to WBMS Boston, as assistant manager.

GEORGE W. STRATTON, former news director, WKYW Louisville, appointed manager, KWRO Coquille, Ore.

DONALD A. THURSTON appointed resident manager, WIKE Newport, Vt.

MIKE SPANAGEL, vice president and assistant general manager, Midwest Theatres, to WCKY Cincinnati, as account executive.

WILLIAM H. SCHUYLER, assistant general manager and public relations director, Central Valley Empire Assn., Fresno, Calif. (seven county Chamber of Commerce), to KGIL San Fernando, as account executive.

G. H. McKINNON, sales staff, KGAK Gallup, N. M., appointed commercial manager there.

ALLEN BERG, announcer, KRKD Los Angeles, to sales staff, KPOL that city.

RICHARD O'CONNELL appointed New York representative by KREL Baytown, Tex.

HERBERT L. BACHMAN, director of research and promotion, Headley Reed Co., N. Y., has resigned. He will continue in radio-TV field on West Coast after Nov. 1.

HUGH CALEY to sales staff, CKVO Kelowna, B. C.

DON VETA named assistant manager, KVWO Cheyenne, Wyo. Appointment supercedes announcement that GRANT WILLSON had filled position [B•T, Sept. 22].

O. L. TAYLOR Co., N. Y., appointed national representative for KELA Sioux Falls, S. D.

TERRY MANN, account executive, KHJ Hollywood, promoted to sales manager, effective Nov. 1. He succeeds LEON WRAY, who joins Ziv TV Programs Inc. to establish regional office in Denver.

BEN WICKHAM, editorial promotion director and radio-TV editor *Cleveland News*, to WXEL Cleveland, in executive capacity.

JOE INGRAM, sales staff, Foster & Kleiser Co. (billboards), to KPFF (FM) and KPAN Portland, as account executive.

THOMAS DOLAN GEOGHEGAN to sales staff, WMAL-AM-TV Washington.

PAN AMERICAN Bstg. Co. appointed exclusive U. S. sales representative by Radio El Mundo, Guayaquil, Ecuador.

CLEMENT T. LOWDEN, formerly with WBBM Chicago and WCBN New York, to WPAT Paterson, N. J., on sales staff.

Personals . . .

EDWARD J. NOBLE, ABC board chairman, named general chairman of 1953 Greater New York March of Dimes campaign, which will open Jan. 2 and close Jan. 31.

ROGER W. CLIPP, general manager, WFIL-AM-TV Philadelphia, appointed chairman of clubs and entertainment div., United Fund Campaign, in that city, assisted by JOHN D. SCHEURER, operations assistant to Mr. Clipp. DONALD S. KELLETT, administrative assistant to Mr. Clipp in charge of WFIL-TV, appointed to post of chairman of sports division. . . . PHILIP G. LASKY, executive vice president-general manager, KPIX (TV) San Francisco, presented plaque in recognition of station's "outstanding leadership" in Saints and Sinners Milk Fund drive.

MILTON BERGSTEIN, manager, WMAJ State College, Pa., is teaching practice course in radio news and commercial writing at Penn State Dept. of Journalism. . . . JACK WOOLLEY, account executive, KTTV (TV) Hollywood, starts fifth year as instructor in radio-TV advertising at USC. . . . DONALD W. THORNBURGH, president, WCAU Philadelphia, presented with plaque from city's Chamber of Commerce in recognition of station's "pioneering foresight" in construction of new radio-TV center. . . . NORMAN NELSON, managing director, Southern Calif. Broadcasters Assn., named radio committee chairman for Civil Defense Week, Sept. 28-Oct. 4.

OHIO CONFERENCE

Area Admen to Meet

THIRTY - THREE advertising, trade and professional organizations will cooperate with Ohio State U. commerce college in sponsoring the ninth annual Advertising & Sales Promotion Conference in Columbus, Oct. 17-18.

Advertising clubs from Ohio, Indiana and Kentucky are co-operating. Ohio Assn. of Broadcasters was among those organizations listed as co-sponsors.

Morton Inspects

ALFRED A. MORTON, newly-appointed director of the Voice of America, left New York Sept. 21 by plane for an inspection tour of short-wave radio installation on the West Coast. He conferred later in Washington with Dr. Wilson Compton, International Information Administrator. Mr. Morton succeeded Foy Kohler, foreign service career executive, as VOA chief and will hold the title of deputy administrator for IIA's International Broadcasting Services Div. [B•T, Sept. 22, 15].



Ladies' ready-to-wear sales surged up another 15% last year over the year before. Food sales climbed 23%. Drug store sales went up 18%, and department store sales gained 12%.

Only dominant WTAR-AM and exclusive WTAR-TV can give you full penetration in this record-shattering market. Get the amazing facts from the Petry Company and include WTAR-AM-TV in the advertising budget for your share of this terrific sales spree.

all previous
RECORDS!
in
America's
Miracle
Market

Norfolk — Portsmouth — Newport News

AM-TV-FM

AM-FM: NBC AFFILIATE

TV: ALL NETWORKS

NORFOLK, VIRGINIA



Open Mike

(Continued from page 18)

that Mr. Louchheim decided to complete the transaction. In any event, after his purchase he continued to use me as counsel for the corporation and in that capacity, was inherited by Mr. Paley when he acquired control from Mr. Louchheim one year later.

All of the above is relatively unimportant, though I felt that the record should be corrected. What is really important are the things which began to happen after Mr. Paley acquired control and which have been continuing to happen ever since for 24 years.

Ralph F. Colin
Roseman, Goldmark,
Colin & Kaye
New York, N. Y.

* * *

Full-Time Job

EDITOR:

Although Loyd Sigmon appreciates the presidency your outline writer gave him (see Page 39, Sept. 8 issue), actually he is far too busy being vice president and general manager of KMPC to take on the duties your writer assigned to him.

If consistent with your editorial policy, he would appreciate your running a correction. He doesn't want people to think he has some outside job on the side.

Mark L. Haas
Vice President
KMPC Los Angeles

[EDITOR's NOTE: Mr. Sigmon was incorrectly identified as president of Multi-Lyte Corp. as result of outline garbled in transmission.]

* * *

Guidebook

EDITOR:

Many thanks for the handy TV Expansion Guidebook . . . one of the most useful, convenient items any agency TV buyer could own, and a perfect compliment to the vital issues of BROADCASTING • TELECASTING.

Dorrit F. Williams
TV Director
Kelly & Lamb Adv.
Columbus, Ohio

* * *

EDITOR:

The little booklet setting forth the TV channel allocations, the new station grants and pending applications through Aug. 22, 1952, is an inspiration, and the leaving of the right half of each page open for notes is a masterpiece. . . . My congratulations to you and your staff for your foresight.

Thomas E. Sharp
Pres. & Gnl. Mgr.
KFSD San Diego

* * *

EDITOR:

I hate to be a stinker in regards

to your TV Guidebook but . . . Under A-2 priority 65, Champaign-Urbana, Ill., Channel 3, you fail to mention the Illinois Broadcasting Co. application which was filed prior to Midwest Television Inc.

Merrill Lindsay
General Manager
WSOY Decatur, Ill.

* * *

EDITOR:

Tsk! Tsk!—see page 62 #159. No mention of your old friends—it shouldn't happen to a dog! Weepingly—

Les Johnson
General Manager
WHBF-TV Rock Island,
Ill.

* * *

EDITOR:

I noticed in the BROADCASTING • TELECASTING "Guidebook to Expansion of Television Facilities" you did not include our KCKN application in Kansas City.

Ben Ludy
General Manager
WIBW Topeka, Kan.

[EDITOR's NOTE: "TV Goes Nationwide, a Guidebook to the Expansion of Television Facilities" was a special booklet providing a complete status report of pending television applications, allocations and grants. In so long a listing, a few omissions inevitably occurred. B.T. is glad to report those brought to its attention.]

* * *

Pulse Piqued

EDITOR:

I am amazed that your magazine should show what I consider deterioration into the class of scandal sheet publications. I am referring to your opening item under CLOSED CIRCUIT in the Sept. 1 issue. There are, after all, only a handful of radio and television research companies. Therefore, such an item, lacking company identification, puts all research companies in an embarrassing light.

I do not know about the business and financial situations of any other research company, but I do know that *Pulse* has gained steadily and continuously ever since its beginning. Today we are undoubtedly the largest company in the business. . . .

You are practically saying that successful companies are on the verge of retrenchment or suspension. Speaking for the *Pulse*, this is so untrue that I believe you should publish this account of *Pulse* growth in order to negate any possible identification to our company.

Sydney Roslow
Director
The Pulse Inc.
New York

[EDITOR's NOTE: The item in question, reporting that three firms were retrenching, came from a reliable source. There was no intention to reflect on Dr. Roslow or any other particular researcher.]



Advertisement

From where I sit by Joe Marsh

Our Town Wouldn't Take a "Back Seat"

Well, the "battle of the buses" has been settled! Our town is once again friendly with Balesville.

Everything started when buses began going through our town with a big sign on them saying SHOP IN BALESVILLE. The bus line is owned in Balesville and operates over here on a franchise.

Windy Taylor was all for putting up barricades—he kept calling up the police and the bus company. Finally Judge Cunningham invited the Balesville Chamber of Commerce to meet with ours at Andy's Garden Tavern. Over a good meal and glass of beer we all reached a compromise without any trouble. Those signs now read SHOP HERE IN TOWN. Everyone's happy.

From where I sit, it shows how problems disappear once both sides get together and try to work things out. Naturally we're all a little different. Some like soda pop, for instance, and some like beer. So what? We all have to ride along through life together. Why not make it a pleasant trip?

Joe Marsh

Copyright, 1952, United States Brewers Foundation

MARTIN ELECTED

Heads So. Calif. News Club

GEORGE MARTIN Jr., newscaster of NBC radio *Hollywood's Top Story*, has been elected president of the Southern California Radio & Television News Club. He succeeds Dave Anderson, news editor, NBC radio, Hollywood, who was named a board director.

Other officers are Sam Zelman, assistant manager of news and special events, ABC Western Div., vice president; Ann Davis, news secretary, NBC radio, Hollywood, secretary-treasurer; and Burns W. Lee, head of the Los Angeles publicity firm bearing his name, publicity director.

Board of directors are: Jack Beck, manager of news and special events, CBS Radio, Hollywood; Chet Huntley, news analyst, ABC Western Div.; Wilfred Brown, writer, Don Lee Broadcasting System, and Mr. Anderson.

FCC Point IV Aid

THREE officials of foreign governments—two from India and one from the Republic of Honduras—have received certificates of merit from the FCC for completing courses sponsored by the Commission under the U. S. Point IV program.

air-casters



HAL HOUGH, formerly program director, WJZ-TV New York, to WCBSTV there in same capacity effective Oct. 6. He succeeds **RICHARD DOAN**, who resigned to join C. E. Hooper Inc.

TOM HICKS, executive TV producer, Dancer-Fitzgerald-Sample, N. Y., to WDSU New Orleans, as program manager.

WARREN CROMWELL, assistant copy and feature editor of NBC's press department, named assistant magazine editor. Mr. Cromwell succeeds **AURIEL MACFIE**, recently named magazine editor.

HARRY MITCHELL, KCBQ San Diego, appointed program director there.

KATIE LAKE appointed women's director, KFJI Klamath Falls, Ore.

DICK ZOOK, KDB Santa Barbara, to KVVU Ventura, Calif., as program director. **ELLEN WINKELMANN**, office manager, KVEN Ventura, to KVVU, in same capacity.

BOB HORN, disc jockey, WFIL-AM-TV Philadelphia, named director of recorded music for both stations.

FRED KILIAN, manager, radio-TV activities, Young & Rubicam, Chicago, named director of TV programming, WENR-TV same city.

JEFF SCOTT appointed program director, WPWA Chester, Pa., after service as Marine Corps radio combat correspondent, succeeding **MEL LEVINE** who resigns to enter TV field in Philadelphia.

MILTON L. LEVY, advertising manager, Oregon Trail Network (KBKR Baker, KSRV Ontario, KLBM LaGrande), to KLX Oakland, Calif., in same capacity.

ROY RECTOR to KOIN Portland, Ore., as TV consultant.

ROBERT C. KELLY to WBAL-TV Baltimore as TV director.

JERRY WIGGINS, announcer, CKFH Toronto, to CFRB Toronto, in same capacity.

RICHARD BEYMER, Hollywood TV child actor, assigned role in David O. Selznick feature film production, "Terminal Station."

JAMES G. WENDLING, WKOV Wells-ton, Ohio, to WATH Athens, Ohio, as announcer.

FORREST LEWIS, who portrays Mr. Carter on NBC radio *The Woman in My House*, assigned role in Universal-International feature film, "Vermilion O'Toole."

SUZANNE STARK, copywriter, Factor-Breyer Inc., L. A., to Hollywood headquarters of KBIG Avalon, as music librarian. She succeeds **PATTY KELLEY**, resigned.

SHIRLEY FORSYTH to production staff, WWJ-TV Detroit.

RUDY BEHLMER, stage manager, KLAC-TV Hollywood, promoted to director on KLAC-TV *Televue* and *Mike Roy Show*.

ALEX MITCHELL to WSCS Charleston, S. C., as disc jockey.

RENEE LEASE to continuity staff, WIRE Indianapolis.

LARRY CLARK, announcer, WTMJ-AM-TV Milwaukee, to Froedtert Grain & Malting Co., same city, on public relations staff.

HAL QUEEN and **VANCE BROOKS** to announcing staff, WSIC Statesville, N. C.

JACKSON WHEELER, m.c., KTTV (TV) Hollywood, father of girl, Janine Ann, Sept. 18.

News . . .

PETER HACKES to news staff, CBS Radio, Washington.

CLIFTON UTLEY, NBC Chicago radio and TV commentator, to address Chicago Headline Club, chapter of Sigma Delta Chi professional journalism fraternity, tomorrow (Tuesday) on his recent three-week flying trip around the world.

duPONT AWARDS

Nominations Now Invited

NOMINATIONS for the 10th annual Alfred I. duPont awards are invited today from radio and television industry leaders and the public by O. W. Riegel, director of the Lee Memorial Journalism Foundation at Washington & Lee U. He is curator of the duPont Awards Foundation.

Of the three awards, one will go to a radio or television news commentator who has shown distinguished performance of public service by aggressive and consistently excellent and accurate gathering and reporting of news, Mr. Riegel said.

The second will go to a radio or television station of more than 50 kw power and the third to a station of 50 kw or less both of which have demonstrated outstanding public service, according to Mr. Riegel, who said the committee of awards also will consider the stations' loyal and devoted service to the nation and to their local communities.

The awards committee will include Mrs. Jessie Ball duPont, who established the awards in 1942 in honor of her husband; Dr. Francis P. Gaines, Washington & Lee U. president; Ben McKelway, Washington (D. C.) *Evening Star* editor; Dr. Hadley Cantril, director of the office of Public Opinion Research at Princeton U., and Mrs. Oscar A. Ahlgren, General Federation of Women's Clubs president.

The \$1,000 awards which accompany citations may be used by winners to establish scholarships and fellowships in their own names and that of the foundation, for advanced radio and television study, Mr. Riegel said.

Last year's winners were WCAU-AM-TV Philadelphia, WEEI Boston and Joseph C. Harsch for his commentaries originating on WOL Washington. Nominations will be accepted through Dec. 31. Entries should be mailed to Curator, Alfred I. duPont Awards Foundation, Washington & Lee U., Lexington, Va.

WVOP on 970 kc, 1 kw

DEDICATORY broadcast by WVOP Vidalia, Ga., marking a change from 1450 kc with 250 w to 970 kc with 1 kw was held Sept. 21. Program was sponsored by the Vidalia Chamber of Commerce and featured radio entertainers from throughout Georgia, station reports. A Mutual affiliate, WVOP has been on the air six years and is owned by the Vidalia Broadcasting Co. with Howard C. Gilreath its business and general manager and Bob Smith, program director.

JACOB RUPPERT Brewery showed a net profit of \$748,769 for the first six months of 1952 compared to a net profit of \$34,774 for the same period last year, President Frederick M. Lindner has announced.

"GOOD NEWS"

Sends 2,000 Sweaters
to the Cleaners

BETTENDORF
AND
DAVENPORT
IN IOWA

ROCK ISLAND
MOLINE
AND EAST MOLINE
IN ILLINOIS



Dry cleaners, Yerbury-Dana Co., with 3 stores, 4 routes serving Quint-Cities, has sponsored "Good News" on WOC since February, 1950 . . . five 5-minutes weekly, with Mary Louise Marshall handling woman-slanted commentary.

Firm's only media advertising, "Good News," has increased business to extent that new finishing equipment had to be installed. Has sparked many special promotions . . . e.g: last Fall, Yerbury made special dry cleaning offer on sweaters. Ordered 1000 cellophane bags for packaging these sweaters. Heard there was shortage of such bags, so ordered additional 1000 from another firm.

Both supply houses delivered; Yerbury had 2000 bags on hand—plus doubts that there were that many sweaters in area needing cleaning.

BUT "GOOD NEWS" TURNED THE TRICK. Helped deliver the necessary customers in less than 3 weeks . . . and there were 2000 freshly cleaned in the Quint-Cities. Take your cue from Yerbury-Dana . . . buy at their local "cash register level" and you'll buy on this station.

Free & Peters, Inc.
Exclusive National Representatives

Davenport, Iowa

Basic NBC Affiliate
5000 W. — 1420 KC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

