OCTOBER 6, 1952

35c PER COPY

BROAD CASTING TELECASTING

IN THIS ISSUE:

Probe GOP Spots

Page 23

ANA Discusses Rating Trends Page 25

Post-Thaw TV Hearings Begin

-FM '51 Revenue: \$450.4 Million

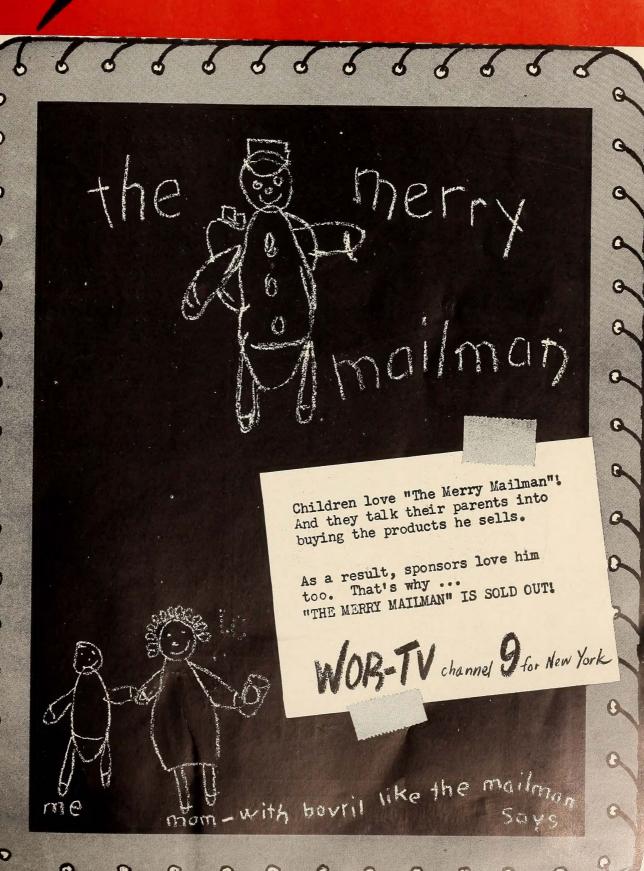
Page 29

TELECASTING

legins on Page 67

e NewsweektyT Radio and levision

ear



"Isn't radio wonderful!"

...says Les Cottrill of Nutrena Milla, Inc.

E. C. Fuller, of Nutrena Mills home office, has forwarded the following report from Les Cottrill, their St. Louis Division Manager:

"An inquiry to station WLS and our follow-up of the inquiry has sold two loads of egg mash crumblized for 7000 pullets and now the man wants to know what a carload of chick starter will cost him for 10,000 Leghorn pullets that will arrive March 13. Isn't radio wonderful."

This one inquiry represents the responsive and highly profitable nature of the WLS market....one of many such reasons why Nutrena Mills has used WLS regularly since discovering what this popular radio station can do for them, more than six years ago.

You, too, will find that sound appeal to the vast WLS audience will get comparable results for you...will step up your sales and profits, particularly throughout the great mid-west, where WLS reaches millions of the nation's most prosperous and progressive people.

Better see your John Blair man...or contact us, today...and start enjoying the kind of results WLS can deliver for you and your products.

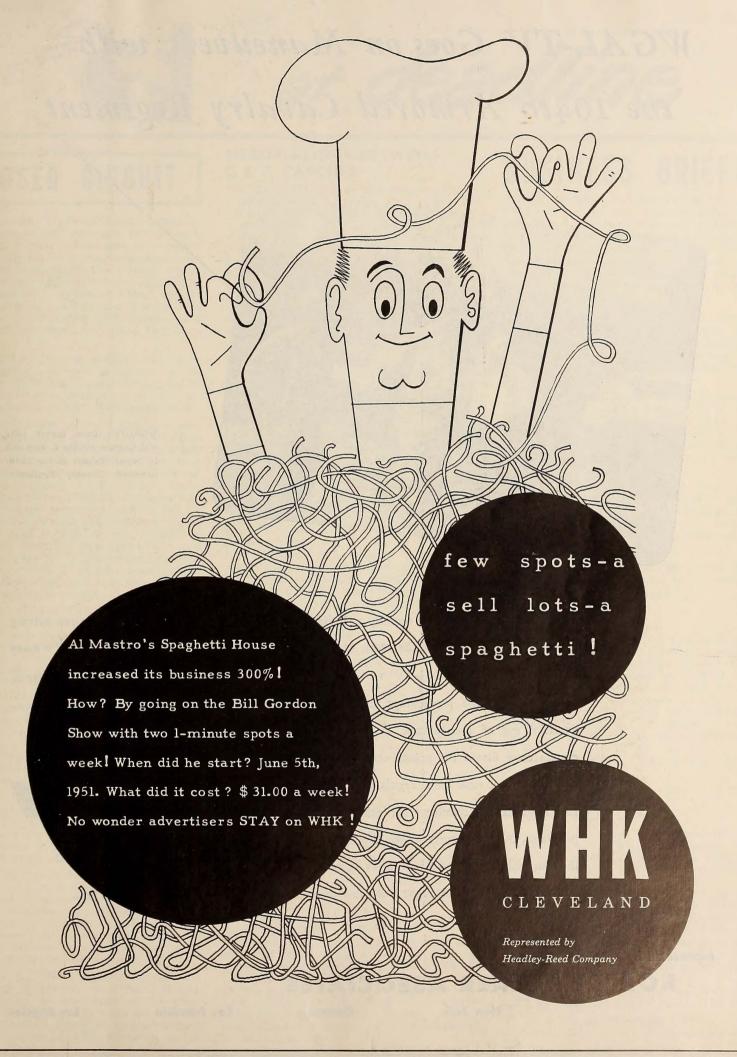
The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL HOME of the NATIONAL BARN DANCE

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK-REPRESENTED BY JOHN BLAIR

for the

AGRICULTURAL INDUSTRY



WGAL-TV Goes on Maneuvers with the 104th Armored Cavalry Regiment,



WGAL-TV's Dave Brandt talks with Captain William K. Ruth and Lt. James Webster of the 104th Armored Cavalry Regiment.

When maneuvers were held recently at Indiantown Gap, Pennsylvania, by the 104th Armored Cavalry Regiment, WGAL-TV viewers were able to follow the proceedings through the watchful eye of the camera. A WGAL-TV camera crew filmed the maneuvers, which included howitzer tank firing, regular tank firing, and headquarters activities, for use on news programs. As the pictures shown here indicate, the film made exciting viewing. With its accompanying news story, it brought home to viewers

the impressive story of how armored calvary maneuvers are conducted. WGAL-TV's many news programs cover a wide range of material, keep its viewers well-informed on local—national—and international happenings.

WGAL-TV

Lancaster
Pennsylvania
A Steinman Station
Clair R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

New York

Chicago

San Francisco

Los Angeles



at deadline

CLOSED CIRCUIT

MWWWWW.

STORY behind Democrats' frontal attack on GOP ad agencies and petition to FCC on equal time issue is that it stemmed from report (categorically denied in responsible quarters) that major advertisers are yielding choice radio-TV time for Eisenhower spot adjacencies. Even though FCC may not act, there's thought in some political quarters that stations may be coerced into rejecting GOP timebuys and that Republican drive thus could be slowed down.

NOT PUBLICIZED at NARTB TV Code Board meeting was quiet settlement of one incident in which major advertiser agreed to change visual commercials because of complaint originating in high Washington source.

REPERCUSSIONS continued last week over situation surrounding payment of mechanical rights fees on transcription services to Music Publishers Protective Assn., but there were indications that confusion would be cleared up without litigation. From Standard Radio Transcription Services, which precipitated controversy through announced plan to sell its library services outright, came indignant denial of reports that it is going out of business. Milt Blink, executive vice president, said changes in character of broadcasting business necessitated change in its operations too but that it had no intention of retiring from competitive transcription arena.

NEGOTIATIONS of NBC TV Affiliates Assn. committee on new affiliation compensation plan will await further analysis of counterproposal presented to committee of five last Monday in New York by NBC President Joseph H. McConnell and executive group. Following this study, to be made by Raymond Welpott, WRGB (TV) Schenectady, who drafted original proposal [B•T, Sept. 8], committee headed by Walter J. Damm, WTMJ-TV Milwaukee, will make recommendation to affiliates group. Thought was that another meeting of affiliates might be entailed prior to, or at, Boca Raton NBC affiliates convention early in December.

SHORTLY to be announced will be resignation of Edward R. Borroff, general sales manager, of Westinghouse Radio Stations Inc., headquartered in Washington. Unannounced is his planned activity after Nov. 1 when resignation becomes effective.

TO SETTLE, at outset, issue of overlap in TV raised by FCC in notifications to Crosley stations and Steinman stations [B•T, Sept. 22] both parties plan comprehensive rejoinders to FCC. And chances are Commission will sidetrack issue until it knows more about coverage and propagation characteristics when there is full channel occupancy in TV.

STEPHEN A. CISLER, veteran broadcaster, is disposing of interests in midwestern and eastern stations to concentrate on operation of KEAR San Mateo (Bay area) and KXXL, new AM outlet at Monterey, to start before year-end. Subject to FCC approval, he is

(Continued on page 6)

NEGOTIATIONS BETWEEN C & P, TARCHER

NEGOTIATIONS were still underway Friday between Cecil & Presbrey, N. Y. (with \$20 million billing), and J. D. Tarcher Co., N. Y. (approximately \$5 million), for possible merger. Final decision expected within week. This would mark third such combination of agencies within past two months. Other two were W. Earl Bothwell Co. joining Geyer Adv., and Owen & Chappell moving into Kenyon & Eckhardt, N. Y.

AYLESWORTH FUNERAL

ELITE of broadcasting, advertising and entertainment world, together with many of more humble workers, turned out en masse Friday to pay final tribute to Merlin H. Aylesworth, first president of NBC (see obituary, page 30). David Sarnoff of RCA, William S. Paley of CBS, Niles Trammell of NBC, Bruce Barton of BBDO, Spyros P. Skouras of 20th Century-Fox, were among mourners at Campbell's "Funeral Church" in New York, as were such former NBC executives as Frank E. Mullen, A. L. Ashby, R. John Royal, Frank Mason and Edgar Kobak, plus scores of others associated with Mr. Aylesworth at some stage of his long and active career.

Included in service, read by Rev. Edward M. Green of Christ Episcopal Church, Redding, Conn., was tribute "written by a friend," which said, in part, "Deac Aylesworth had a rare genius for winning and holding friends. He loved congenial company and was loved by it. His death creates a void for all his former associates. What more can any man ask as a memorial?"

CODE MEETING

NARTB Radio Standards of Practice Committee will meet in Washington Nov. 6 and 7 to consider among other things revision of radio code, it was announced Friday. Committee is headed by John Meagher, KYSM Mankato, Minn., and includes: William B. McGrath, WHDH Boston; Carleton Brown, WTVL Waterville, Me.; E. R. Vadeboncoeur, WSYR Syracuse, N. Y.; Walter Wagstaff, KIDO Boise, Ida.; Clyde W. Rembert, KRLD Dallas; William Pabst, KFRC San Francisco.

BUSINESS BRIEFLY

PROMOTE NEW PLYMOUTH Chrysler Corp.'s Plymouth Div. planning radio spot campaign to promote introduction of 1953 car Nov. 17. Daytime minutes and 20-second announcements will be used Wednesday, Thursday, Friday and Saturday of that week, with five spot per day per market, across country, expected to be scheduled. Agency, N. W. Ayer & Son, N. Y.

FILM SERIES Mennen's Baby Powder, through Grey Adv., N. Y., preparing five-minute film series entitled *Oh*, *Baby*, with Jack Barry, to be placed on spot basis starting Nov. 1. Number of markets to be bought still under consideration.

25 MARKETS ADDED • Procter & Gamble's Cheer, through Young & Rubicam, N. Y., adding more than 25 markets to its radio spot announcement list effective late October and early November. Day and nighttime breaks being used. Contract expected to be longer than 13 weeks.

SPOTS FOR FORD • Ford Motor Co., through J. Walter Thompson Co., N. Y., planning to introduce its new car with radio spot schedule slated to start in December. List expected to schedule about same number of stations and markets as last year.

TURNER HALL NAMES Turner Hall Corp. (Admiracion Deluxe Oil Treatment (Continued on page 102)

DEMOCRATS BUY

DEMOCRATIC National Committee contracted for nine half-hours over 64 DuMont television affiliates to present talks by Presidential candidate Gov. Adlai Stevenson in 10:30-11 p.m. EST time slot, starting this Thursday through Nov. 3. Tentative schedule: Oct. 9, St. Louis; Oct. 14, Salt Lake City; Oct. 16, Los Angeles; Oct. 23, Cleveland; Oct. 25, Boston or Pittsburgh; Oct. 28, New York; Oct. 30, Pittsburgh or Boston; Nov. 1, Chicago and Nov. 3, undecided. Contract negotiated through Joseph Katz Co.

ABC-United Paramount Merger Opposed

MERGER of ABC and United Paramount Theatres should be denied because of basic conflict of interests between radio-TV and movie exhibition, FCC Broadcast Bureau recommended in 170-page proposed findings on complex Paramount case issued Friday. Document was due to be filed today.

At same time, DuMont presented proposed findings which also objected to merger.

Broadcast Bureau recommendations also suggested denial of applications for licenses, renewals and modifications of license of KTLA Los Angeles, WBKB Chicago, WSMB New Orleans and DuMont-owned WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Broadcast Bureau contends that Paramount Pictures' 29% stock ownership of DuMont is control.

Principal objection to permitting merger,

according to Broadcast Bureau, is conflict of interests in competition for audience. This would apply, it said, in theatres vs. radio-TV network, theatre-TV vs. theatres, and theatres and theatre-TV vs. subscription TV.

Assurances that ABC Division of merged American Broadcasting-Paramount Theatres Inc. would compete vigorously with theatres division was discounted by Broadcast Bureau. It referred to FCC Chain Broadcasting Report statement that there is no such thing as employes of one company competing with each other.

Broadcast Bureau expressed fear that proposed merger if approved would be first step

(Continued on page 102)

for more AT DEADLINE turn page





at deadline

ABC CARD NO. 5 OUT; TONI, LORILLARD BENEFIT

WITH "almost unanimous" acceptance by affiliates, ABC's new radio rate-and-discount structure is being put into effect retroactively to Oct. 1, network's original target date (early story, page 30), Charles T. Ayres, vice president in charge of network, is announcing today (Monday).

Changes, bringing ABC's radio time charges into line with those of CBS Radio and NBC following revisions by those two networks, are incorporated in ABC Radio Rate Card No. 5. supplanting No. 4, and are explained in letter being sent by Mr. Ayres to advertisers and

Mr. Ayres said "both the Toni Co. and the P. Lorillard Co. have already taken advantage" of "the vertical contiguous" feature of plan. Explaining, spokesmen reported that Lorillard had bought two Sunday night quarter-hours under contiguous plan: 6:15-6:30 p.m. and 9:15-30 p.m., through Lennen & Newell, N. Y., while Toni Co., which sponsored Break the Bank during summer, has bought 9-9:15 a.m. Tuesday and Thursday segments of Breakfast Club while extending Break the Bank. Additionally, Toni Co. has bought 8-8:30 p.m. Friday period, getting "contiguous" benefits with Gillette, of which Toni Co. is division and which sponsors Friday night fights. Toni agency: Foote, Cone & Belding, Chicago.

Mr. Ayres said affiliates' reaction to proposed changes was "magnificent" and "a clear indication of their desire, together with ABC, to stabilize radio rates on a national level." He voiced confidence that both ABC and affiliates will "benefit from (an) increased upsurge in national network business. . . ."

In addition to average 25% reduction in evening time charges (via new discount schedules based on total weekly gross billings) and average 5% boost in morning costs (no change in afternoon charges), new plan contains "contiguous rate" and discount and rebate features which Mr. Ayres described as follows:

which Mr. Ayres described as follows:

Vertical contiguity—Contiguous rates for noncontiguous periods in units of time of 15 minutes or more will be allowed between the hours of 7 a.m. NYT and 12 midnight NYT. For example, an advertiser using a half-hour on Friday morning can purchase a half-hour on Friday evening at one-half the gross evening hour rate less the applicable discounts, instead of at 60% of the evening hour rate as heretofore.

Horizontal Contiguity—Contiguous rates for noncontiguous periods in units of time of 15 minutes or more totalling at least 60 minutes per week will be allowed between the hours of 6 p.m. NYT and 10:30 p.m. NYT. For example, an advertiser can purchase a quarter-hour strip four nights per week at 100% of the gross evening hour rate less applicable discounts, whereas heretofore, the cost would have been 160% of the evening hour gross rate less applicable discounts. Whereas this policy has been in practice for sometime, it has not previously been publicly announced.

The discount schedules outlined in Rate Card No. 5 are based on the total weekly gross billings of an advertiser using ABC radio facilities. An annual rebate is provided for those advertisers completing 52 consecutive weeks of broadcasting and—recognizing that because of certain marketing conditions some advertisers prefer to suspend broadcasting during the summer—an 'overall' maximum discount is provided in lieu of all other discounts and rebates.

RCA DIVIDEND

RCA BOARD Friday at its regular monthly meeting declared dividend of 50 cents per share on common stock, payable Nov. 24, to holders of record Oct. 17, and one of $87\frac{1}{2}$ cents per share on preferred stock, payable Jan. 2, 1953 to holders of record Dec. 15.

In this Issue-

THE WEEK'S hottest political dispute-Democratic protests over the \$2 million saturation spot campaign assertedly planned for General Eisenhowerlands in the FCC's lap. At week's end, the Commissioners are juggling it in hopes of avoiding burns. Page 23.

HOW MUCH national billing can TV stations count on when TV is truly nationwide? How much for those outside the 125 biggest markets, if Sidney Dean, McCann-Erickson marketing expert, is correct in his predictions? Page 24.

ANNUAL meeting of Assn. of National Advertisers takes close look at radio-TV rating methods and TV commercials. Page 25.

RADIO outpulls newspapers better than two to one in another Advertising Research Bureau Inc. test, this one in Lansing, Mich. Page 25.

RADIO revenue in 1951 was highest in history, but profits dropped 15.7% below 1950. Final, official financial report is issued by FCC. Page 29.

NBC's cheaper charges to advertisers go into effect, with 100% acceptance by affiliates (Page 30). ABC follows suit with "almost unanimous" acceptance (Page 6). Mutual, only major network that as yet has not figured out its plan to meet the competition, is still analyzing what the others have done (Page 30).

NARTB will undertake nationwide economic study of radio. Field work starts in two weeks. Page 32.

POST-THAW comparative television hearings begin at FCC. They're the first since 1948. Page 26.

RESTRICTIONS on radio reporting of Walcott-Marciano fight arouse protests. INS has turned its attorneys loose to find how to get rid of such restrictions in the future. Page 69.

CENSUS figures on radio homes in South Carolina and West Virginia released. Page 42.

Upcoming

Oct. 6-7: NARTB Dist. 5 meeting, Hotel Biltmore, Atlanta, Ga.

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

Oct. 8-9: Second annual High Fidelity and Audio Show, Broadwood Hotel, Philadelphia, Pa.

Oct. 9-10: NARTB Dist. 6 meeting, Peabody Hotel, Memphis, Tenn.

Oct. 9-10: Central Council, American Assn. of Advertising Agencies, Drake Hotel,

(Other Upcomings, page 48)

Closed Circuit

selling his interest in WKYW Louisville to his two associates, F. E. Sandford and Edwin Weldon, who will become equal owners; has disposed of his minority interest in WXLW Indianapolis to group of fellow stockholders, and will sell part of his minority holdings in WXGI Richmond to Dave Wilburn, station manager. He also operates KXKX (FM) at San Mateo.

LATEST TACK, in educational TV campaign of Comr. Frieda B. Hennock, is formation of local citizen's advisory committees to raise funds for construction of educational TV stations. Campaigns have been launched in number of major markets, with leading citizens identified with communications, whether set manufacturer or distributor, sought as bellwethers. Sequel, it's thought, will be drive through JCET to continue reservations beyond normal one-year deadline on crest of anticipated "public pressure."

FCC's ORDER to halt processing of new contested TV applications after Oct. 15 for unspecified time to speed up handling of uncontested bids for cities without service has aroused neither pro nor con comment. Announced fortnight ago, plan is based on thesis that big backlog of hearing cases already slated can't be cleared soon anyway. Processing of contested bids reached on city priority list up to Oct. 15 won't be affected.

DON'T BELIEVE reports that tie-up between WOR-TV New York and WFIL-TV Philadelphia is nucleus of projected General Telecasting System TV network. GTS top executives state they're two completely independent operations, noting that two-city hookup is cable connection, whereas network will be film project, at least to start. Now that GTS has abandoned idea of producing films to concentrate on lining up sponsors, watch for early announcement of GTS inaugural.

WILL PROSPECTS of long competitive hearings induce some TV applicants to consider mergers with competitors? If they do not "marry", only one can win, probably in fight to finish in courts. On other hand, even after competitors merge there is no assurance joint bid won't have to face hearing with new applicants. Several mergers already are on file, others are in plans stage.

WHAT IS deadline on FCC consideration of applications on channel-by-channel basis, which mean automatic grants without hearing, when reached on various processing lines? Night before meeting staff makes check and those cases reached and which remain uncontested are then served up to FCC. If cases are held over, because of agenda blocs, same process is repeated before next FCC meeting to catch any late comers.

EXAMINERS NAMED

APPOINTMENT of Thomas H. Donahue and Annie N. Huntting as FCC hearing examiners announced by Commission Friday. Mr. Donahue, with FCC since 1948, most recently was trial attorney in Broadcast Bureau's Hearing Div. Mrs. Huntting, who joined Commission as associate attorney in 1934 shortly after its creation, since 1951 has been trial attorney in Services and Facilities Branch, Telegraph Div., Common Carrier Bureau.

for more AT DEADLINE see page 102



ENTER "SPACE PATROL THE BIG "SPACE PROMOTION THE BIG BOOSTER" PROMOTION CONTEST



Offering Valuable Prizes to Radio and TV Stations Carrying

"Space Patrol"

STARTS OCT. 11 CONTINUES THROUGH DEC. 31

GRAND PRIZE

Beautiful 1952 Nash Rambler Airflyte Station Wagon. Luxury-equipped with radio, conditioned air system, foam cushion seats, directional turn signals, electric clock. Extra cargo space. It's a Wonder on Wheels!

TO WINNERS IN THE TV CLASSIFICATION:

1st Prize

Sound-Movie Camera—Auricon Cine-Voice. Complete with sturdy carrying case, accessories and extra boxes of film. Plays on any 16mm. sound projector. Operates from house current or car battery. A portable movie camera—with Hollywood sound!

2nd Prize

Tape Recorder—"Minitape" Model M5A. Completely self-contained, battery-operated, portable unit. Weighs only 13 lbs. Uses 1/4" magnetic tape. Makes recordings of network quality.

TO WINNERS IN RADIO CLASSIFICATION:

1st Prize

Portable Magnecord Recorder, Model PT63 . . . plus Play-Back Amplifier. Three heads for monitoring from tape. Has Hi-Speed forward. Engineered for professional high-fidelity reproduction.

2nd and 3rd Prizes

"Minitape" Model M5A Tape Recorder—the one-man portable recording unit proved in actual use by more than 500 stations.

In Addition, Winners Will Be Saluted in Full-Page Ads in Broadcasting, Tide, Advertising Age.

Help the Kids Help Their Country . . . Promote Space Patrol Blood Boosters! You'll Be Glad You Did

THE "SPACE PATROL BLOOD BOOSTER"

PLAN IS . . . A noncommercial public service project, sponsored by Ralston Purina Company, to assist the National Blood Program in obtaining sufficient blood required for national safety. This is not a premium or box top offer. The plan has the approval and cooperation of the National Blood Program.

HOW TO ENTER THE PROMOTION CON-

TEST . . . Promote this plan in your local area. We're sending you a complete kit of material. Use it and your own good ideas to make a success of this urgently needed public service.

HOW WILL THE PRIZES BE AWARDED?

The prizes will be awarded to those stations which, on the basis of documented evidence, perform the most outstanding job of promoting SPACE PATROL AND THE SPACE PATROL BLOOD BOOSTERS.



wdod AM-5,000 watts FM-44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives Paul H. Raymer Company

THE NEWSWEEKLY OF RADIO AND TELEVISION

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IN THIS BROADCASTING

Agency Beat	12
Aircasters	58
Allied Arts	60
Editorial	54
FCC Actions	94
FCC Roundup	99
Feature of Week	18
Film Report	81
Front Office	56
In Public Interest	92
New Business	14
On All Accounts	12
Open Mike	20
Our Respects to	54
Programs, Promotion, Premiums	88
Strictly Business	18
Telestatus	77
Upcoming	48
- F	

TELECASTING Starts on page 67

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Gladys L. Hall, Secretary to the Publisher.

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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: \$7.00.

Annual subscription including BROADCASTING Year-book (53rd issue): \$9.00, or TELECASTING Year-book (54th issue): \$9.00.

Annual subscription to BROADCASTING • TELECAST-ING, including 54 issues: \$11.00.

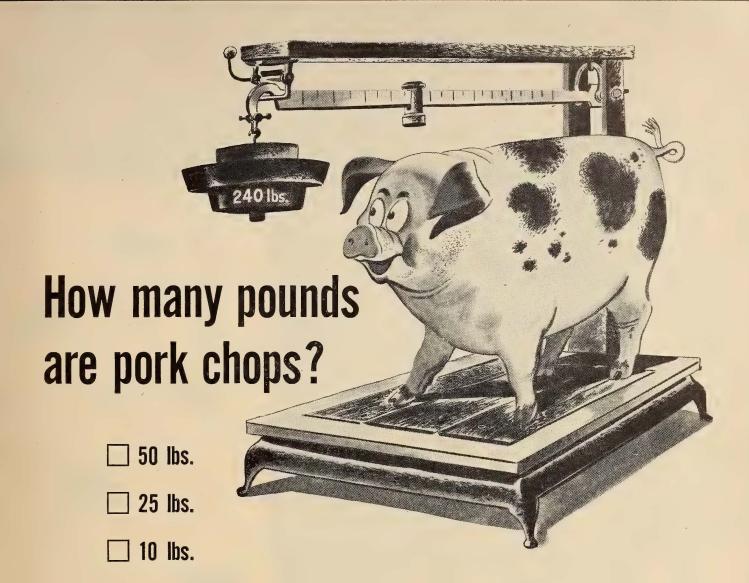
Add \$1.00 per year for Canadian and foreign postage. Regular issue: 35ϕ per copy; 53rd and 54th issues: \$5.00 per copy.

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*Reg. U. S. Patent Office

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As you see them at your meat store, pork chops are simply a choice cut of meat with a neat little handle of bone.

But as the meat packer buys them, pork chops are part of a "package" that includes many less popular cuts as well as a lot of weight that isn't "eatin' meat".

A porker that weighs-in at the meat packing plant at 240 pounds, shows up at your retailers as 115 pounds of fresh and smoked pork products and 35 pounds of lard. Only 150 pounds altogether. And only 10 pounds of

this are center-cut pork chops.

That's why you pay more for pork chops than for most other cuts of pork. For the price of each cut of meat (like the price of just about everything else!) is determined largely by how much there is of it and how much people like it.

Economists call this the law of supply and demand. Women call it "shopping". They compare, pick, choose. In a free market, their choice of the available supplies sets the values—whether it's in pork or peaches; beef or bananas.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

ANY ADVERTISER CAN AND

MOST ADVERTISERS SHOULD

...USE

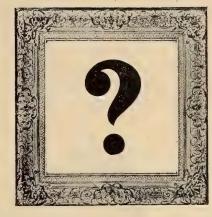
Spot Badio



REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

THERE'S AN ANSWER TO THIS QUESTION



The goal of the mark that asks a

question on a printed page is...an answer. No easy job, considering that this curlycue hieroglyphic is inert, cold and lifeless on the printed page.

With radio, the me-to-you appeal of a real person, really talking, injects warmth into every question. It says "Won't you try some today?" in a way that makes the question alive and personal—and compelling.

You can ask a lot of questions and get a lot of answers with Spot Radio on any of these great stations. Get it?

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WFAA	Dallas	NBC
WFAA	Ft. Worth	ABC
KSO	Des Moines	ABC
KARM	Fresno	ABC
KPRC	Houston	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KECA	Los Angeles	ABC
KSTP	Minneapolis	NBC
KSIP	St. Paul	NBC
WSM	Nashville	NBC
WJZ	New York	ABC
WSMB	New Orleans	ABC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix	ABC
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAL	San Antonio	NBC
KGO	San Francisco	ABC
комо	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
куоо	Tulsa	NBC
KFH	Wichita	CBS

*Also represented as key stations of the

TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22

CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • DALLAS

SAN FRANCISCO





OHN H. MORSE, FRANK B. STEPHENSON, EDMUND J. SMITH, THOMAS F. O'GRADY, EZRA McINTOSH and SHIRLEY F. WOODELL elected vice presidents of J. Walter Thompson Co., N. Y. Elected to same office in San Francisco are LOWELL E. MAINLAND and GURDEN A. MOOSER and TOM R. COOPER in Los Angeles branch.

FREDERIC A. KUMMER, Van Sant-Dugdale, Baltimore, to Ross Roy, Detroit, as copy supervisor on Dodge trucks.

STAN LEVEY, CBS Chicago sales staff, to Arthur Meyerhoff, same city, where he is handling new business.

HAROLD O. HAYES transfers to Fuller & Smith & Ross, Chicago, from agency's Cleveland office, as account executive.



on all accounts

Y UESS there must have been a little Barnum in the Baileys," explains Joseph Bailey, supervisor of Neptune Productions, explaining a man's career that began with a Bachelor's Degree in Philosophy and proceeded to his current post as overseer of the wide-flung productions and literary interests of Robert Montgomery and John Gibbs, partners in the Neptune firm.

Mr. Bailey received his Ph.D and

in 1934 a law degree from the U. of Chicago. He immediately joined the law office of his father, Lloyd T. Bailey, and the shingle was widened to read "Bailey & Bailey."

Young Mr. Bailey's personal practice was largely concerned with radio, since he represented a number of producers and artists. One client, Louis G. Cowan, Quiz Kids owner, asked Joe Bailey to come in with him to look over legal problems and manage the show.

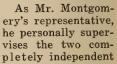
Mr. Bailey was with the Cowan organization—then a Chicago entity—from June 1939 until he entered the USNR in April 1942, where he served as lieutenant commander until 1946. He rejoined Mr. Cowan, as vice president and treasurer of the new company, Louis G. Cowan Inc., with home offices in New York. Mr. Bailey managed the eastern operation.

Early in 1949 Mr. Bailey moved to the Grey Adv. Agency, managing the radio and TV department, and acting as agency producer and director of the Robert Montgomery program.

When Mr. Montgomery entered television production with his partner, John Gibbs, and formed Neptune Productions, the noted actor and producer remembered Mr. Bailey's professional background and he and Mr. Gibbs prevailed upon Mr. Bailey to join their organization as the production supervisor on Robert Montgomery Presents.

Mr. Bailey's duties consist main-

ly of management and budget control. He also manages the John Gibbs literary and talent agency, negotiating and drawing up all program and talent contracts. He is chief contact between the office and the two advertising agencies (BBDO and Needham, Lewis & Brorby) which handle the program on alternate weeks.



creative teams that stage the shows for the American Tobacco Co. (Lucky Strike cigarettes) and for S. C. Johnson Co., respectively.

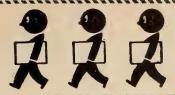
Mr. Bailey is married to the former Eleanor Welch, who until last March was assistant chief of foreign correspondence for Time and Life International. They have two children, Lucretia, 91/2, and Peter, 61/2. The family lives in Port Washington, L. I. Mr. Bailey, a member of the neighboring Manhasset Bay Yacht Club, relaxes whenever possible on his 34-ft. cruising sloop.



Mr. BAILEY

TOM HARKER, NAT. SALES MGR., 488 MADISON AVE., NEW YORK

beat



DALE R. ARVIDSON, TV production manager, Tatham-Laird, Chicago, and NANCY LINGO, radio-TV copywriter, WMBD Peoria, Ill., to Mace Adv., Peoria.

DOROTHY B. STEVENS, merchandising staff, Lever Bros., N. Y., to Robertson & Buckley Agency, Chicago, on copy staff.

BRYAN WARMAN, J. M. Mathes Inc., N. Y., to Comstock & Co., Buffalo, on executive staff.

KAY BROWN, timebuyer, Young & Rubicam, Chicago, transfers to New York office.

CHARLES W. SHUGERT, Shell Oil Co., N. Y., to Benton & Bowles, same city, as account executive.

CY NEWMAN, radio-TV director, Robert Isaacson Adv., Hempstead, L. I., to Miller Adv., N. Y., in same capacity.

WILLIAM R. TAYLOR, assistant to general sales manager, William Carter Underwear Co., Needham Heights, Mass., to plans—merchandising staff, N. W. Ayer & Son, Phila. ROBERT MILLER added to agency's art department after two years service with U. S. Army. DONALD T. Mc-INTOSH, media staff, Kenyon & Eckhardt, N. Y., to Ayer's office there in radio-TV department.

EDWARD K. KEMBLE, Wolcott & Assoc., L. A., public relations firm, has formed KEMBLE Co., 41 Hill Rd., Santa Barbara, to handle advertising and public relations.

RITA JOAN WAGNER, account executive, Morey, Humm & Johnstone, N. Y., to Ellington & Co., same city, as copy supervisor.

MONROE CAINE and HERB MISHKIN, copy staff of Huber Hoge & Sons, N. Y., named co-copy chiefs.

PETER FRANTZ, account service staff, Waldie & Briggs Inc., Chicago, appointed copy director.

VAUGHN SHEDD, account executive, Caples Co., L. A., to Yambert-Prochnow Inc., Beverly Hills, as vice-president and member of plans board.

JEAN CONDIT, editorial staff, Vogue and the former Flair magazines, to William H. Weintraub Co., N. Y., as member of copy staff.

A. WALTER SEILER, president, Cramer-Krasselt, Milwaukee, elected to membership in Alpha Delta Sigma, national professional advertising fraternity.

BENJAMIN SHATTUCK, vice president in charge of merchandising, James Thomas Chirurg Co., N. Y., appointed member of planning committee for marketing and merchandising group meeting of 1952 AAAA.

PACIFIC NATIONAL Adv., Seattle, relocates at 2124 Fourth Ave., same city.

HENRY J. KATZ, Benton & Bowles, N. Y., to William H. Weintraub Co., that city, as media space buyer.

SHORE Assoc. Corp., Hollywood, moves to 6520 Selma Ave. Telephone is Hempstead 8154.

ROBERT F. BENDER, former sales and general manager, WKRC-FM Cincinnati, to Haehnle Adv., same city.

FACTOR-BREYER Inc., L. A., moves to larger quarters at 607 S. Hobart Blvd., same city. Telephone is Dunkirk 8-8111.

BROADCASTING . Telecasting



Prime Farm and Home Approach for Rich Sales Yield . . .



When you have a product or service to sell to farmers, you can buy the oracle to Western New York farmers at a remarkably-low cost per thousand figure. Case histories will show these high-Pulse rated farm participation programs have economically produced outstanding sales results.

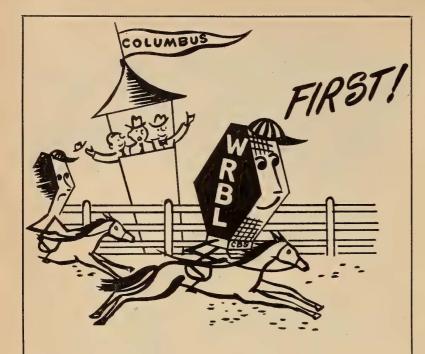


Hometown is homey, real kin-folk kind of entertainment. These popular gadabouts have projected their personalities into every town in WHAM-land to make friends for the products and services they advertise. Pleased advertisers admire them—their low cost per thousand and the increase in sales they have built.

Ask us about WHAM's high Pulse, low cost per thousand coverage of the rich 16-county primary market where most of the people listen 99.3% of the time to WHAM.

The STROMBERG-CARLSON Station





WRBL—FIRST in share of audience Morning, Afternoon, Evening. FIRST in Ratings . . . 115 out of 163 reported periods. FIRST in coverage . . . 18.7% MORE COVERAGE than ANY OTHER advertising media. In Columbus TV is "snowed in" and RADIO is more effective than ever. The only way to completely blanket the Columbus Trading Area is with WRBL and WRBL-FM. Buy the FIRST station in POWER, in PROGRAMS, in PRESTIGE, in PROMOTION—WRBL.



new business



Spot . . .

E SSO STANDARD OIL Co., N. Y., has added two more TV stations to coverage of Your Esso Reporter-TV, bringing total to nine. New stations are WMCT (TV) Memphis and WBTV (TV) Charlotte. Agency: Marschalk & Pratt Co., N. Y.

DAWSONS BREWERY, New Bedford, Mass., signs for Files of Jeffrey Jones, half-hour detective series, on WBZ-TV Boston and WJAR-TV Providence. Agency: Bresnick Co., Boston.

ANHEUSER-BUSCH Inc., St. Louis (Budweiser beer), to sponsor quarter-hour documentary United World news-film program, *Headlines on Parade*, in 42 markets. Agency: D'Arcy Adv., St. Louis.

BLENSOL COLOR SHAMPOO, New Hyde Park, N. Y., purchasing 15-minute participation in *Ruth Lyons TV 50 Club* program for three-market group on NBC affiliates in Cincinnati, Dayton and Columbus. Agency: Dowd, Redfield & Johnstone, N. Y.

KIERULFF & Co., L. A. (distributor of Motorola radios), starts spot announcement campaign on KLAC KHJ Hollywood, KGB KSDO and KSON San Diego, for six weeks from Oct. 12. Agency: Hixson & Jorgensen Inc., L. A.

RICH PLAN, L. A. (food freezer plan), renews Homer Griffith as *The Friendly Philosopher* on KECA that city, KGO San Francisco and KUKI Ukiah, five times weekly, transcribed quarter-hour, for 13 weeks from today (Monday). Firm also started program on 12 stations for 13 weeks from Sept. 1. Agency: Calvert & Perry Adv., Hollywood.

Network . . .

MILLER BREWING Co., Milwaukee, will sponsor First Nighter starting tomorrow (Tuesday) weekly on NBC radio, 10:35-11 p.m. Agency: Mathisson Assoc., Milwaukee.

VCA LABS., Newark (Rybutol), sponsoring roundtable discussion by sportscasters Marty Glickman, Bert Lee and Ward Wilson over Mutual in 15-minute time periods immediately preceding and following network's World Series broadcasts. First broadcast was Oct. 1, 12:45 p.m. EST. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.

FREE METHODIST CHURCH OF NORTH AMERICA, Winona Lake, Ind., renews Light and Life Hour on ABC radio for 52 weeks from Oct. 26, Sun., 8:30-9 a.m. CST. Agency: Walter B. Bennett, Chicago.

SERUTAN Co., Newark (Serutan and Geritol), has renewed *Life Begins at Eighty* on DuMont TV Network, Fri., 9-9:30 p.m. EST, for three years, effective immediately. Program also is adding five stations to its live coverage. Agency: Franklin Bruck Adv., N. Y.

SWIFT & Co., Chicago, renews *Breakfast Club*, 8:15 to 8:45 a.m. CST portion, on ABC radio network from Oct. 20. Agency: J. Walter Thompson Co., Chicago.

P. LORILLARD Co., (Old Gold cigarettes), renews *Chance of a Lifetime* on ABC-TV, Thurs., 8:30-9 p.m. EST. Agency: Lennen & Mitchell, N. Y.

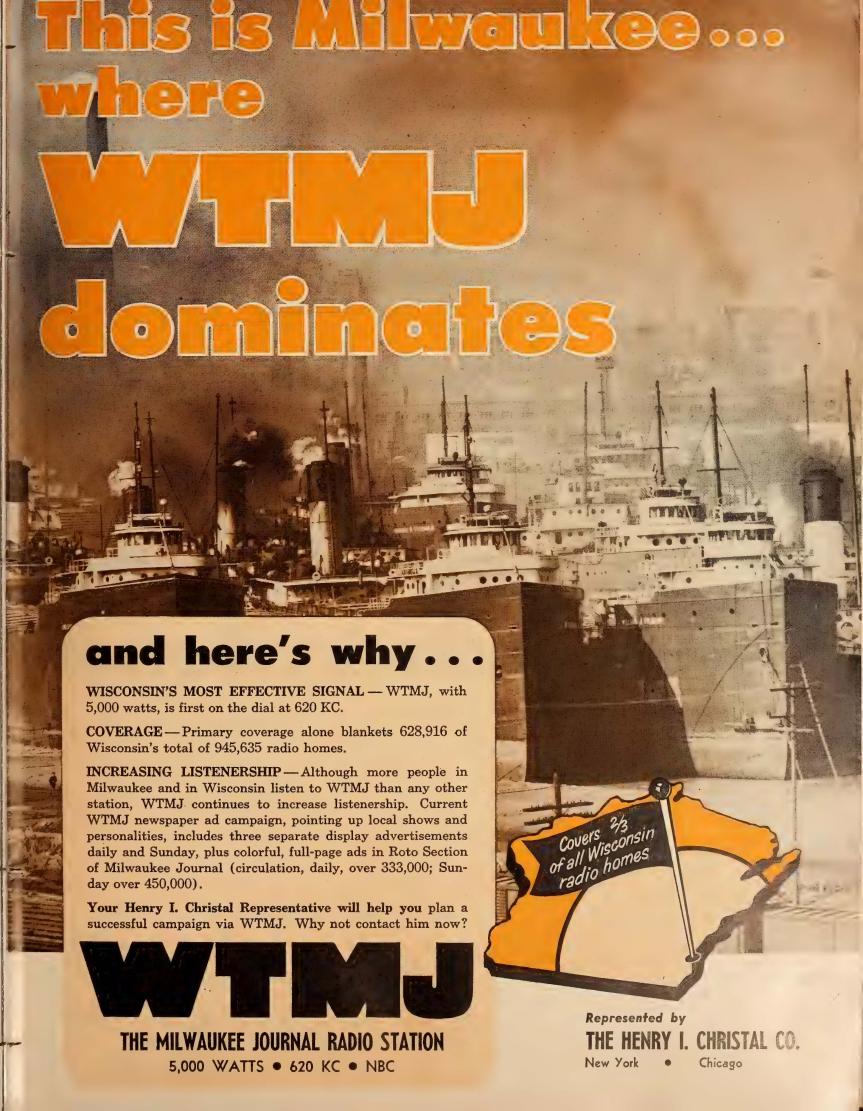
REYNOLDS METALS Co., Richmond and Louisville, to sponsor *Doc* Corkle on NBC-TV, Sun., 7:30-8 p.m. starting Oct. 5. Agency: Buchanan & Co., N. Y.

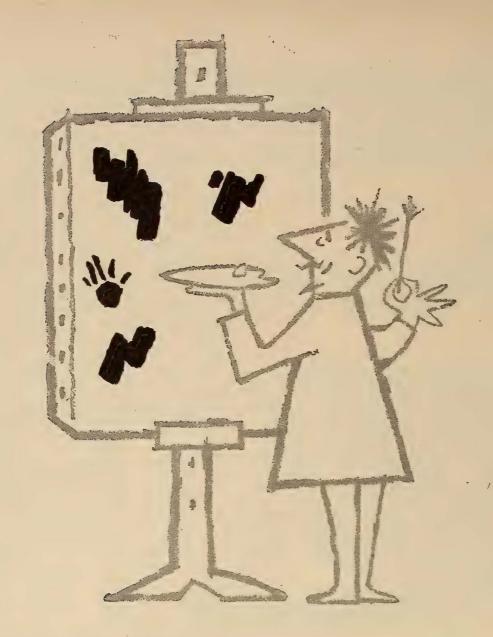
TIDEWATER ASSOCIATED OIL Co., N. Y., renews for 10th consecutive time *Broadway to Hollywood* on DuMont TV Network, Thurs., 8:30-9 p.m. EST for 13 weeks effective immediately. Agency: Lennen & Newell, N. Y.

CAMPBELL SOUP Co. sponsoring TV version of Double or Nothing,

(Continued on page 50)

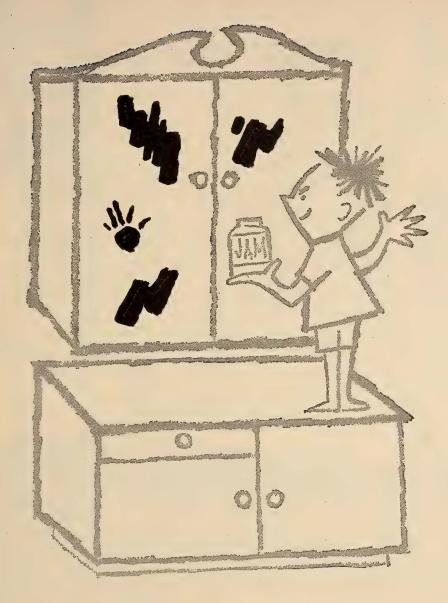
BROADCASTING • Telecasting





some spots are better

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



than others

Whether it's a doodle or a Dali—everyone has his own ideas about art. But before drawing any conclusions about spot radio—call your NBC Spot Radio Salesman.

He will show you how the coverage patterns of the six radio stations represented by NBC Spot Sales encircle 35% of all U.S. radio homes. And how they deliver over one-third of a million more homes per day than any six competing stations covering the same markets. (BMB).

Your NBC Spot Salesman is a man you should know better... he will be glad to help you turn your radio spot campaign into a media masterpiece.



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

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

*Bomar Lowrance Associates

representing RADIO STATIONS:



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

representing
TELEVISION STATIONS:



WPTZ WBZ-TV WNBK WNBW WRGB

Z Philadelphia
FIV Boston
K Cleveland
W Washington
B Schenectadu

Schenectady-Albany-Troy New York

WNBT WNBQ KNBH

New York
Chicago
Los Angeles



Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Jim Hirsch has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON

5,000 Watts • 980 KC • 93.9 FM Represented by NBC Spot Sales



feature of the week

ON'T be a LANOVOC!" This provocative warning was directed at the audiences of NBC's WNBC and WNBT (TV) New York in more than 400 spot announcements and

Lanovoc

station breaks a fortnight ago, and the drive was continuing last week.

Accompanied in the case of telecasts by a picture of the disrespectable character in

question (see cut), the LANOVOC warning was-as the stations got around to explaining last weekpart of a teaser campaign calculated to help get voters to register for the November elections.

The LANOVOC was first seen,

and heard of, on Sept. 24, when WNBC-WNBT launched the camvaign. Then the calls from puzzled listeners and viewers started coming in, reaching a stage which was described as "terrific" by last Monday, at which time telephone operators were reported to be "getting a little unhappy about it."

The LANOVOC name was explained on the air for the first time last Tuesday, after which the theme of the drive was changed slightly to include not only the warning against becoming one, but also a detailing of reasons why LANOVOC-dom- is a sad condition to reach. The campaign was slated to continue till about Oct. 11, the end of the election registration period in the New York area.

What's a LANOVOC? He's a "lazy non-voting citizen."



strictly business

ADIO-and Groucho Marxmade the Elgin American brand name famous. Mr. Marx was a master at implanting the compact and fashion accessories firm's name over a threeyear period in the minds of a huge listening audience, according to Dale Mehrhoff, 32-year-old advertising manager of the Elgin, Ill., company. Mr. Mehrhoff, who arrived at his present position in only two years, also directs the company's sales promotion and publicity activities.

He uses both radio and TV spot on almost every gift holiday for Elgin American, a division of the Illinois Watch Case Co. Business for the Elgin American line, which includes compacts, cigarette cases, lighters, carryalls, lipstick mir-rors, dresser sets, cultured and simulated pearls, is billed through Russel M. Seeds Agency, Chicago.

Mr. Mehrhoff and Elgin American would like to use network on a limited basis, but find such a purchase beyond the ken and/or maneuverability of the networks. Interested primarily in the short Christmas gift season, the company has sought to buy a vehicle from four to nine weeks, or to share sponsorship on a 13-week contract, but has found it impossible thus far to achieve this kind of flexibility in either broadcast medium.

In addition, television costs are high, although they may "settle down in a year or two." TV, "a very fine medium," will be especially useful to Elgin American when color arrives, he believes.

He concludes: "Television has created a serious budgetary prob-lem. Prior to TV, we could do a good job with radio and printed media. The advent of television requires the use of all three, and that takes a sizable budget.'

He contends TV talent costs are priced more disproportionately than time charges. Elgin American pioneered with the use of TV one-shots, buying two-hour network Thanksgiving shows on ABC in 1948 and NBC in 1949, with such high-priced stars as Milton

(Continued on page 42)



Mr. MEHRHOFF ... radio, Groucho and Elgin



REPRESENTED BY Radio Representatives Inc.

10.000 Watts

Philadelphia's

Most

Powerful Independent

To sell Soap to inland Californians

(and western Nevadans)



... Be on the Beeline

Soap or soup, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations... more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

KFBK

Sacramento (ABC) 50,000 watts 1530 kc. KOH

Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc. KERN

Bakersfield (CBS) 1000 watts 1410 kc. KWG

Stockton (ABC) 250 watts 1230 kc. KMJ

Fresno (NBC)



A million people listen to the Beeline every day

Emergency

EDITOR:

was a tremendous help to me in a large emergency. I don't know what I would have done without it.

Lillian Selb Manager Radio-TV Dept. Foote, Cone & Belding New York

Suggestion Box

EDITOR:

... I feel the need of some service listing the approximate date on which new television stations will get on the air.

Others may feel the same need and you may find it a worthwhile addition to your very worthwhile magazine. It could be a small box some place. Naturally, the changing picture would always have to be considered, but in the future it is open mike



Alex West Radio-TV Director Rhoades & Davis San Francisco

[EDITOR'S NOTE: Thanks to Mr. West for suggesting a feature which will begin running in a few weeks.]

Crystal Ball

EDÍTOR:

In the Sept. 22 issue of Broad-CASTING • TELECASTING, mention was made of Al Liebert's joining the announcing staff of WICC "New Haven." In a sense, you are jumping the gun on our future plans.

For although we are currently maintaining studios in Bridgeport alone, our present plans contemplate the opening of studios in New Haven as well . . . So rather than contributing this as a blunt correction, it should point up an elaboration of future plans . . .

Jay Hoffer Sales Prom. Director WICC Bridgeport, Conn.

Dowery Data

EDITOR:

It would take a sizable load off

my mind if you could tell me just how the Yale U. "grads" manage each year to pick up the extra \$2,608.10 which is neither earned nor unearned, according to the figures you quote from Harper's Magazine on page 80 of BROAD-CASTING • TELECASTING for Sept. 22.

It looks to me as though such income would not be taxable, under the present laws, if only because there would be no place on the form for reporting it.

Several people have mentioned to me their interest in this type of income, and I think you will agree that the knowledge of how to get it should not be confined to a single graduating class of only one American university.

H. H. Leland Palos Heights, Ill.

[EDITOR'S NOTE: The trick is to marry well. As the head of the family, the average class member's income was \$19,226.41, of which he earned \$11,329.01 and took in \$5,189.30 in unearned income, as B-T reported. The other \$2,608.10 was income received by his wife but not reported in the B-T story.]

This Is Radio?

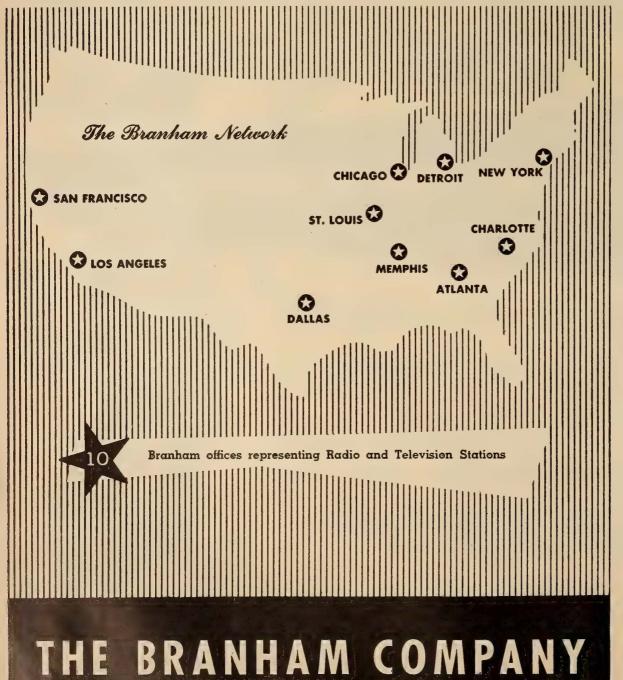
EDITOR:

. . . When I say that radio is its worst enemy, I cite examples such as these. Certain networks become panic stricken and with one hand slash their rates and with the other hand put out information showing conclusively that more radio sets are being sold every day, more listeners, in fact, "radio is bigger than ever."

Recently, while driving in my car, I tuned to an independent station carrying a 15 minute public service program concerning veterans registering in this state for their bonus payments. Before and after the program, the local announcer made announcements instructing veterans what to do in order to collect their bonus payments. However, during the narrative part of the program, one of the actors stated, "How did you find out, Jim, that they were going to pay a bonus and what you should do in order to collect it?" The reply was, "I read it in the newspaper."

On Saturday, Sept. 20, a certain radio network at 11 a.m. CDT, carried a 30 minute play which dealt with a candy store which was located near a high school and which had slot machines in the establishment. When the parents found their child was playing this slot machine they decided something must be done about it and so the story goes. The mother says, "We must call the newspaper and have them tell the people about it." This they did and as the story goes received such wonderful results that the father remarked, "Well, you know the power of the press." This is radio?

William C. Smith President WBIW Bedford, Ind.





Two more network feeds from the South's boss salesmaker

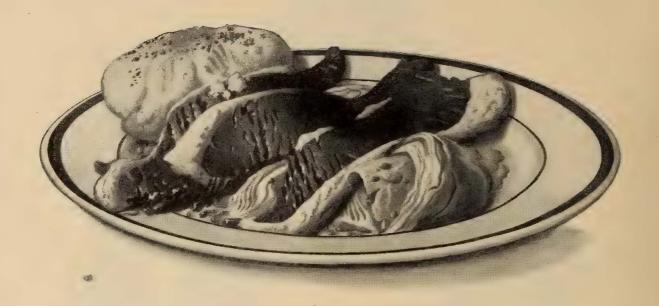
With Quaker's "Aunt Jemima's Home Folks" to CBS and Locke Stove's "Duke of Paducah and The Opry Gang" to NBC, WSM now originates twenty-five network programs weekly.

The fact that more and more smart national advertisers keep drawing on the vast talent reservoir and equally impressive programming and production facilities of WSM, means just one thing:

Radio, WSM-style, has a freshness and an audience appeal unequaled anywhere in America.. And an ability to move merchandise which makes the South's Boss Salesmaker a must to any advertiser who wishes to sell the Central South!

Strong words, but Irving Waugh or any Petry Man can produce carefully documented evidence to back them up.

WSM Nashville ... 650
Clear Channel 50,000 Watts



Like corned beef goes with cabbage

Successful advertising goes with W-I-T-H just like corned beef goes with cabbage! And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any station in town!

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

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



IN BALTIMORE



TOM TINSLEY, PRESIDENT

REPRESENTED BY FORJOE AND COMPANY



On GOP Radio-TV Plan

DEMOS APPEAL TO FCC

By JOHN W. OSBON

THE FCC last Thursday night was put square in the middle of the dispute between Democrats and Republicans over the \$2 million saturation spot campaign assertedly planned for General Eisenhower.

The National Volunteers for Stevenson organization dispatched a late evening telegram to FCC Chairman Paul A. Walker calling for "publication of all sponsoring corporations which have agreed to take part in this scheme, as well as the names of all radio and TV stations participating."

The petition, signed by George Ball, executive director of the organization, charged that the GOP spot plan—which was reported as rejected and inoperative—"requires not only a great concentration of money, but also the cooperation of many large corporations who control the best hours of radio and TV time through their large advertising programs."

Quick Probe Asked

"Because the FCC is charged with maintaining fair play on the air waves, and because this secret plan, if executed, would seriously jeopardize the public interest, we call upon the FCC to make an immediate investigation and to take appropriate steps to see that the public interest is protected," Mr. Ball said.

The Democratic organization's wire capped a week of swiftly-moving developments that put a new complexion on not only advertising practices and expenditures of the Republican party but also on the political campaign as well.

The storm that swelled up to FCC level was brewing behind the scenes all week, with mid-week reverberations up and down Madison Ave. in New York agency circles and the final titanic blast from Springfield, Ill., where it had emanated at the outset with an attack on "high-powered hucksters" in the GOP ad ranks.

Foundation for the Democratic onslaught and FCC protest was the proposed but rejected \$2 million GOP radio-TV spot campaign [B•T, Sept. 29], the plan for which had "fallen" fortuitously into the Administration's hands. The Democrats charged the "secret" blueprint called for the GOP to "blitz" the airwayes in 12 key states.

FCC Undecided on Its Stand

FACED with the hottest political potato so far in the election campaign, FCC looked at the Stevenson committee protest Friday morning, but failed to come to grips with it right off.

Individually, all save one commissioner protested there had been no time to consider the matter, refused to vouchsafe any opinion on whether there is any merit in the Democratic clubs' protest. Idaho Republican Comr. Rosel H. Hyde made no bones about his attitude—which was that the Commission has no right to take any action.

Chairman Paul A. Walker said he had not thought it through yet. Comr. Edward M. Webster said he had not read the protest yet. Comr. George E. Sterling, a Maine Republican, said he could not assay the protest because he had just learned about it that morning. Comr. Hennock declined to comment. Comrs. Walker and Hennock are Democrats; Comr. Webster an independent. Comr. Robert T. Bartley, home ill, could not be reached.

Meanwhile, it was learned that Westinghouse Radio Stations have had a long term policy prohibiting the acceptance of political spot broadcasts. The policy is based on the fact, according to Joseph E. Baudino, president of WRS, that political issues cannot be discussed in one minute. The Westinghouse policy seems to be the exception to the rule. A check with ABC, CBS, DuMont and NBC indicated that they would accept such spots for their owned and operated stations. MBS, not owning any stations, leaves such matters to its individual stockholders.

First inkling that the Democrats might carry their case to the FCC came with a statement by Paul Porter, former FCC chairman, campaign publicity director of the Democratic National Committee in 1944, and now attorney with the Washington law firm of Arnold, Fortas & Porter. He issued a veiled warning to stations that they would invite "legislative reprisals" if they permit domination of their airwaves by any one political party. He warned against selling "excessive amounts of time" to any group.

Porter Tip-Off

Mr. Porter intimated the Democrats could take the matter up with the FCC if the party felt it was deprived of the opportunity to obtain equal time and providing it could pay for that time. He cited Sec. 315 of the Communications Act.

The attorney also recalled proposals on Capitol Hill by members of both parties suggesting that stations be lawfully required not only to provide equal time but also without cost to either party. He

warned that the industry might be faced with such a reprisal—as a cost of station "franchises"—if it permitted itself to be dominated by the "pursestrings" of any political party.

The question of paid political time has been under study by the Senate Subcommittee on Privileges and Elections on Capitol Hill as a means of modernizing campaign procedures.

The question of equal political time commanded studied deliberations at Gov. Stevenson's Springfield headquarters all day Thursday, after the Porter statement, it was learned

Sec. 315 of the Communications Act requires that any station offering time to one party—whether paid or free—extend an equal opportunity to the other. As with the question of libel protection, legislation for which Congress sidetracked this year, broadcasters once again are caught up in another dilemma not of their own making, authorities quickly pointed out.

The Volunteers' organization had charged that large corporations "control the best hours" of radio

and television time. It should be noted however, that the responsibility for permitting pre-emption of time rests with stations alone.

The group hinged its appeal largely on the claim that "the authenticity of this plan has been publicly confirmed by the principal author," Michael Levin, described as in charge of creative radio-TV production for Erwin, Wasey & Co. Mr. Levin strongly indicated that he had drawn up the plan out of "labor of love of my interest in politics and for a friend."

Mr. Levin strongly indicated to reporters at a news conference he had summarily called that he is a supporter of Gov. Stevenson.

The "friend" is Rosser Reeves, executive with Ted Bates Co., which announced the original plan. Mr. Reeves said he hired Mr. Levin to draft the blueprint. There was a question of whether Mr. Levin had been reimbursed for his effort, and conflicting statements. The Bates agency reportedly prepared the spots under directive of the National Citizens for Eisenhower Committee.

In his telegram to Chairman Walker, Mr. Ball said he would mail copies of the plan which he said originated with a "small group of wealthy Republicans and is designed to give the Republican party an overwhelming advantage in the final weeks of the Presidential campaign." Mr. Ball continued:

The scheme contemplates an abuse of public credulity by presenting synthetic programs designed to deceive

(Continued on page 100)

THE McFARLAND ACT, which became law last July [B•T, July 21], among other things prohibits broadcasters from charging political candidates more than "the charges made for comparable use of such station for other purposes."

That means that a politician, political group or political party is entitled to the same base rates and the same discounts that would apply to advertisers selling merchandise or non-political services.

A flurry of inquiries about this clause, received at BROADCASTING • TELECASTING prompted this clarification.



HOW MUCH NATIONAL BILLING CAN TV COUNT ON?

Mr. Dean

A marketing expert says national advertisers will be spending \$750 million a year in TV by the end of 1954, but most of the money will go into the 125 biggest markets. Stations elsewhere will have to tap local and regional accounts for the primary sources of revenue.

FOR the national advertiser, television will become a national medium when it is operating in the 125 primary U.S. markets, Sidney W. Dean Jr., vice president and director of marketing services, McCann-Erickson, New York, said last week.

The other 1,150 localities where TV allocations have been made will "provide important frontier opportunities to local and some regional advertisers, but their value to national advertisers will be impaired by the naturally higher costs of the added unduplicated markets," he said.

Mr. Dean spoke before the Assn. of National Advertisers convention in New York (see other story,

opposite page).

If his predictions turn out to be true, by far the major portion of national advertisers' TV budgets will never go beyond the 125 biggest centers of population. TV stations elsewhere must get business from sources closer to home.

Cost Problem

The primary 125 localities contain 78% of the U.S. population and 80% of all retail sales. To broaden his TV coverage into other areas, the national advertiser will have a big cost problem on his hands.

"For example," said Mr. Dean, "inclusion of the next largest 250 markets will add only 9% net unduplicated potential audience to the primary 125 markets." The question will be: Is the extra cost worth the extra audience? And the question will be even more pointed after the national advertiser has begun footing the bill for TV in the first 125 markets.

Mr. Dean guessed that the total TV expenditures of national advertisers in the 125 big markets by the end of 1954 will run at an annual rate of \$750 million—far more than they now spend in any medium and a substantial increase over the current rate of their spending in TV, about \$415 million a year.

By the end of 1954, the 125 primary markets will contain 26,800,000 TV homes, 21,600,000 of them in the 63 pre-thaw markets and 5,200,000 in the 62 new TV areas. Though it will present a mass audi-

ence for the advertiser's message, television will have to do more.

"In the final planning of budget capabilities," said Mr. Dean, "we must turn primarily to television's capacities for carrying a greater share of the selling load in all other marketing channels, at all marketing levels."

TV's potential for carrying "a heavier share of total marketing responsibilities" has been proved, he said. "Television's even greater potential for higher-impact, lower cost, creative effectiveness is well known to this audience."

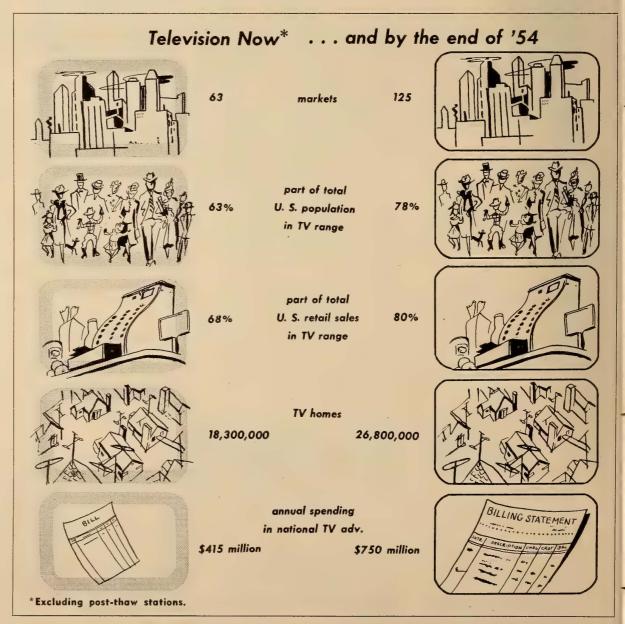
If used well, TV is "capable of earning the \$750 million outlay which its projected growth could claim by December 1954," he said. "This increase of \$350 million over the current 1952 level of television expenditure represents only 5% of the current expenditure by manufacturers for all forms of selling effort, which total \$2 billion for advertising, \$1.5 billion for sales promotion and \$4.5 billion for personal selling.

"It represents less than 2% of the total selling expense of retailers, which it is capable of energizing, supplementing and partially supplanting."

As TV goes nationwide, tele-

casters will wish to "scrutinize the competitive trend of . . . rates," said Mr. Dean. "Wise rate policies which take into consideration not only audience costs per 1,000 but such factors as the rigidity of time, frequency and volume requirements can also open up new advertising revenue sources."

TV must price itself to attract medium-sized national advertisers. In 1951, Mr. Dean pointed out, TV networks obtained 69% of their time revenues from the 100 largest advertisers, of which the smallest spent \$1.9 million in space and time, and only 31% from all other national advertisers. The objective should be to make TV possible for more national advertisers in the smaller budget class.



RADIO, TV TRENDS

Highlight ANA Meeting

THREE radio - television topics charting future trends in television, evaluating TV commercials and appraising current radio and TV rating methods highlighted the 43d annual meeting of the Assn. of National Advertisers in New York Sept. 29-Oct. 1.

Some 350 leading advertising executives, who attended the sessions at the Hotel Plaza, heard a talk on Tuesday afternoon by Sidney W. Dean Jr., vice president and director of marketing services, McCann-Erickson Inc., on "Surveying the New Frontiers of Television" (see opposite page).

At the opening session Monday J. Ward Maurer, director of advertising, the Wildroot Co., was elected chairman of the association. He succeeds Wesley I. Nunn, advertising manager, Standard Oil Co. (Indiana). Ben R. Donaldson, director of advertising and sales promotion, Ford Motor Co., was elected vice chairman. Paul B. West was re-elected ANA president.

Re-elected to the board of directors were: Henry Schachte, director of advertising, Borden Co., and George Mosley, vice president in charge of advertising and sales promotion, Seagram Distillers Corp. (three years). Elected to the board were: Ralph Harrington, advertising manager, General Tire & Rubber Co.; R. A. Applegate, assistant director of advertising, E. I. duPont de Nemours & Co.; George Oliva, director of advertising, National Biscuit Co. (three years); William Brooks Smith, director of advertising, Thomas J. Lipton Inc., and Harry J. Deines, general advertising manager, Westinghouse Electric Corp. (one year).

Selling Messages

In a speech entitled "What Makes Television Commercials Click?," Leyton Carter, of the Gallup & Robinson research firm, reported Tuesday on the results of an analysis of several hundred television shows and a like number of TV commercials made by his company. The survey, he reported, showed size of audience and proof of exposure to commercials are subsidiary considerations in weighing their effectiveness.

"The registration of selling messages is perhaps the most important single factor which impact Without the transmisprovides. sion of selling messages which are important to the viewer, little buying urge is created. It is at this level of measure that we find our great spread, and correspondingly, the great opportunity for alert advertisers," he said.

Developing the theme that "registration of selling messages" is the paramount factor, Mr. Carter argued against the contention that a large audience is necessarily an important consideration. He insisted that his firm's research did not support this attitude. He said "some programs with relatively low popularity reach a greater number of viewers with commercial selling arguments than some with high popularity."

In similar vein, Mr. Carter deflated the value of "proof of exposure to commercial" as a yardstick of its pulling power. He asserted the Gallup & Robinson's research indicated certain advertising techniques will effectuate the remembering of a commercial but "will fail to register any selling message."

In a slide demonstration, Mr. Carter discussed some advertising approaches which had proved notably effective or weak. He cited as an example of effectiveness 'those commercials which stressed brand superiority and contrasted this with the poor performance of the "straight sell" method.

Mr. Carter noted that commercials which contain demonstrations of brand superiority, portraying how a product works, how it's made and why it's better, appear to "add up to a very fine selling

But the "straight selling" technique fails, Mr. Carter said, because he felt it accepts the premise that "people will work to get the picture story . . . and visualize product advantages and features without help."

"One of the difficulties in this approach is the fact that the 'picture' side of the medium does little work," Mr. Carter explained.

Use of the "before and after" technique has proved successful in

(Continued on page 101)



Mr. MAURER . . . new ANA chairman

RADIO'S GRANDSLAM In Lansing ARBI Test

ANOTHER victory for radio as a retail sales producer has been recorded by Advertising Research Bureau Inc. in a test made three weeks ago by Sears, Roebuck & Co. in Lansing, Mich. The same amount of money spent with WILS Lansing and with the Lansing State Journal, according to a preliminary ARBI report, resulted in radio outpulling newspapers better than two to one, whether measured by traffic or sale volume.

There were several unusual features about this ARBI test. First, the advertised item, a Hollywood divan, retailed at \$49.88, an exceptionally high price for test merchandise. Second, these divans were not special sale merchandise, but standard items made in Lansing and carried by the store as part of its regular furniture stock. Third, the sale days, Thursday to Saturday, Sept. 11-13, coincided with the store's annual anniversary sale, biggest event of the store year, which began on Friday.

The divans used as the merchandise for the radio-newspaper test were advertised with a 50-inch newspaper ad, Sears' only ad in the paper that day, on Wednesday, and with four spots that day, nine on Thursday and ten on Friday on WILS. The divans were also featured in a display in a main window of the store.

Despite the concentration of all the newspaper appropriation in the Wednesday edition, with radio getting only four announcements that day, on Thursday, first day of the sale, radio produced as much traffic to the item as the newspaper did, each delivering 37.5% of the total. On the succeeding days radio pulled far ahead of the paper, producing 34.8% of Friday's traffic to 13.0% for the paper, and on Saturday accounting for 35.8% to the newspaper's 7.1%.

Overall, radio brought 16 customers in to look at the divans, according to their answers to the ARBI interviewers, while the newspaper ad induced only seven readers to inspect them. The purchases made by the radio-created traffic in the store amounted to 55.7% of the total, while the newspaper readers brought in spent only 24.8% of the total. Six divans were bought by the radio-created customers, only four by the newspaper-created traffic.

Walt Dennis, commercial manager of WILS, said that this test has changed him from one of ARBI's severest critics to one of its strongest supporters. "Knowing what radio could do, I never saw any sense in spending money to prove it again," he said. "But now I realize that in breaking down the traditional prejudices of retailers, who can scarcely believe there is any way to advertise except in newspapers, the ARBI tests are one of the greatest assets a station has."

When he proposed further tests to Kenneth Lamblin, general manager of Sears' Lansing Store, Mr. Dennis reported, Mr. Lamblin said that no further tests were needed to convince him and that from now on radio will be a regular medium for the store.

Preliminary Summary of Results

Test items: Hollywood Divan-Sears, Roebuck & Co.-Sept. 11-13, 1952, Lansing, Mich.

	Radio	Newpaper	Both	Other	Total
Traffic	16	7	6	16	45
% of Traffic	35.6	15.5	13.3	25.6	100.0
† No. Purchasing					
Merchandise	6	4	2	1	13
† % Purchasing					
Merchandise	37.5	57.1	33.3	6.3	18.9
† % Dollar Value					
of Purchases	55.7	24.8	6.6	12.9	100.0
	% of Traffic	by Medium,	by Day		
Thursday	37.5	37.5	12.5	12.5	100.0
Friday	34.8	13.0	17.4	34.8	100.0
Saturday	35.8	7.1	7.1	50.0	100.0
	% of Traffic b	y Medium, b	y Resident		
In City	93.8	100.0	83.3	75.0	86.7
Outside City	6.2		16.7	25.0	13.3

 $^{(\}dagger)$ These figures include all purchases made in the survey area by customers who were interviewed.

FIRST POST-THAW TV HEARINGS

THE FIRST comparative hearings on television applicants since September 1948 started last week in Washington as four applicants began formal competition for two whf channels at Denver and a dozen Portland, Ore., applicants initiated proceedings involving one uhf channel and three whf channels.

The hearings, all being held in Washington, are the first involving some 185 applicants thus far slated for competitive hearings by the Commission since commencement of processing of TV bids in July.

Contesting applications are being heard on a channel-by-channel basis as set forth by FCC in its temporary processing procedure and Sixth Report and Order [B•T, April 14].

Because of the large backlog of hearing cases already designated or notified—and in order to expedite processing of uncontested bids in cities now without TV service—the Commission a fortnight ago ordered that after Oct. 15 for an unspecified limited time, no additional contested applications would be processed [B•T, Sept. 22]. This amendment of the temporary processing procedure will not affect hearing cases in hand at that time, it was pointed out.

The Denver applicants are presenting their cases to FCC Hearing Examiner James D. Cunningham while the Portland proceedings are before Examiner Elizabeth C. Smith.

Competing Applicants

Competing for vhf Channel 7 at Denver are Aladdin Radio & Television Inc. (KLZ) and Denver Television Co. (Wolfberg theatre interests). Seeking vhf Channel 4 are KMYR Broadcasting Co. and Metropolitan Television Co. (Bob Hope and Mayor Quigg Newton and associates). The latter recently bought KOA Denver for \$2,-250,000 from NBC [B•T, Sept. 1].

In the first two days of the Denver testimony, with KLZ witnesses leading off, two significant issues came to the fore:

- Anti-trust violations. Both Channel 7 applicants include motion picture principals.
- ♦ Legality of provision in CBS Radio contract providing for first refusal rights for TV affiliations. Also legality of affiliation agreement made more than six months before station begins operating.

In the Portland proceedings, the first hearing now underway concerns uhf Channel 21. The facility is requested at nearby Vancouver, Wash., by Vancouver Radio Corp. (KVAN), and at Portland by Mt. Scott Telecasters Inc. (KGON).

About Oct. 15 the Portland vhf Channel 12 hearing is slated to commence before Examiner Smith. Competing applicants are Oregon Television Inc., headed by ship



LINEUP of KLZ principals before hearing began (l to r): Messrs. Terry, McCaw, Huffman, Gamble, Gould, Pierson and Ricketson.

builder - industrialist Henry A. White; Northwest Television and Broadcasting Co., whose president and one-third owner is John D. Keating, half owner of KYA San Francisco, KPOA Honolulu and KILO Hilo; and Columbia Empire Telecasters Inc., partly owned by KPOJ Portland and the Portland Oregon Journal, with majority interest held by Wesley I. Dumm, sole owner of KSFO and chief owner of KPIX (TV), both San Francisco.

The Portland vhf Channel 6 hearing is slated to commence Nov. 10 and involves the applications of KXL Broadcasters (KXL); Mount Hood Radio and Television Broadcasting Corp., new owner of KOIN there, and Pioneer Broadcasters Inc. (KGW).

The final Portland heading, for vhf Channel 8, is scheduled to commence Dec. 1. Applications in this proceeding include Westinghouse Radio Stations Inc. (KEX); Portland Television Inc., headed by Ralph E. Williams Jr., local businessman; Cascade Television Co., comprised of several local businessmen and David McKay, chief owner of KOLO Reno and KORK Las Vegas and part owner of KGYW

Vallejo, Calif.; and North Pacific Television Inc., principally owned by KING-AM-FM-TV Seattle, in turn controlled by Dorothy S. Bullitt.

In both the Denver and Portland proceedings, all of the respective channel hearings were formally "opened" on Wednesday and engineering exhibits were exchanged. Further proceedings then were recessed in most cases until later dates as detailed hearings got underway for initial channels in each city. In the Denver proceedings, the two Channel 7 contestants entered exhibits in the record and agreed on stipulations.

It was estimated that the Denver hearings will require about a month to complete. The Portland proceedings will consume some three months, probably running into 1953.

Also complicating the Portland cases are petitions pending before the Commission for enlargement of issues of the hearings in several respects. It had been hoped that these would be settled before Wednesday, but as of late Thursday FCC had not reached final determination.

One policy question involved in the change of issues controversy is whether comparative consideration should be allowed respecting proposed coverage of specific populations and areas. FCC's Broadcast Bureau opposes such consideration on the ground it was accounted for in the final allocation plan of the Sixth Report and the standards provide no method for computing such specific coverage.

Start at FCC

This issue is not peculiar to the Portland cases, however, and the conflict pends in several other proceedings also designated for hearing in the near future [B•T, Sept. 1]. Numerous petitions and oppositions have been filed with respect to enlargement of issues.

Shadow of anti-trust proceedings hung over Denver applicants for Channel 7 there, when Albert J. Gould, secretary of Aladdin Radio & Television Inc. (KLZ-AM-FM) was quizzed concerning the anti-trust suit brought by Cinema Amusement Inc. against 20th Century-Fox, RKO and Loew's-MGM.

This suit resulted in a \$300,000 damage judgment against the film distributors earlier this year. The Denver U. S. District Court held that the distributors had conspired to withhold first-run films from the Broadway Theatre in Denver, owned by Cinema Amusement Inc.

Principals of Cinema Amusement Inc. are Harris P. and John M. Wolfberg, father and son, who are also principals of Denver Television Inc., opposing KLZ for Channel 7.

Principals in KLZ are Harry E. Huffman, formerly manager of Fox Denver Theatres, and Frank H. Ricketson Jr., president of Fox Intermountain Theatres. Mr. Gould is secretary of both these corporations and also other subsidiary companies, which are owned by National Theatres Inc. National Theatres Inc. National Theatres Inc., until Sept. 28, was owned by 20th Century-Fox, which was forced to divest itself of theatre ownership under the terms of the 1949 Supreme Court decision and subsequent consent decrees.

Anti-Trust Issue

As soon as Denver Television counsel brought up the anti-trust issue, KLZ counsel objected. Examiner Cunningham overruled the objection, but stated that he did not propose to permit the retrial of anti-trust suits in the hearing.

KLZ counsel also alluded to an anti-trust suit for \$300,000 damages brought last week by Denver drive-in theatre operator Kar-Vue Theatre Inc. against six Wolfbergowned theatres and distributor United Artists Inc. Complaint alleged that United Artists refused to grant second-run film rights to Kar-Vue-owned Monaco Drive-In Theatre because of an agreement it had with the Wolfberg-owned theatres.

Second highlight of first two



HUDDLE of Denver Television Co. team around President Wolfberg (center, seated) l to r: Messrs. Constant, Plotkin, Wolfberg, Morrissey and Nikoloric.

days of Denver hearing involved the legality of a provision in the CBS Radio-KLZ affiliation contract which gave CBS first refusal rights on TV affiliation when and if KLZ received a TV grant.

It is understood that Denver Television used CBS affiliation as the basis for its proposal for network operation in its application. It also set forth proposed non-network operation.

Hugh B. Terry, president and general manager of the KLZ stations, was questioned at length on his understanding of FCC chain broadcast Sec. 3.658 (c) which prohibits affiliation contracts from being made more than six months in advance of a station's operation.

At issue also was a Sept. 30 letter from CBS Vice President Herbert Akerberg agreeing to a CBS affiliation if and when KLZ received a TV grant.

Fight for Rights

In case of conflict with theatre TV, Mr. Terry said he would always fight for rights to broadcast for home TV sporting events and other spectacles and public events. This was in obvious reference to the theatre connections of some of the major KLZ stockholders.

Mr. Terry testified that the KLZ staff had visited and studied at least 55 TV stations. Members of the KLZ staff had put in 6,544 hours on TV, Mr. Terry estimated. Some had actually worked in TV stations, he said.

Asked about the NARTB TV Code, Mr. Terry replied that the proposed KLZ-TV would follow the code, but that it would not be controlling. It would be used as a guide, he explained.

He also stated that KLZ had an agreement with KMYR by which the latter, if successful in getting a TV grant, would lease half of KLZ's Lookout Mt. antenna site and tower, for \$3,000 a year. In the event KLZ were unsuccessful, and KMYR were successful, KMYR agreed to buy the site for \$25,000.

Total cost for facilities for the proposed KLZ-TV operation will be \$575,779, the KLZ exhibit showed. Studio space is to be leased, at \$1,000 per month. Payroll for 57½ persons will amount to \$247,260 per year. Estimated annual operations will cost \$626,848. Estimated revenue will be \$624,207.66 for the first year, and \$1,109,849.04 for the second year. KLZ-TV will start with a \$350 Class A one hour time charge. Its 72.5 kw radiated power will cover 765,167 people.

Exhibits revealed that KLZ's gross revenue in 1950 was \$809,-409; in 1951, \$927,509; in 1952, \$943,655. It estimated that in 1953 the gross would be \$976,409 and in 1954, \$746,000—by which time its TV station should be operating at full power.

Cost of KLZ-TV would be met with \$250,000 loan from American National Bank of Denver, it was shown, with co-signers as Messrs. Huffman, Ricketson, J. Elroy McCaw and Theodore R. Gamble.



EN ROUTE to Portland proceeding is Henry A. White, president-part owner of Oregon Television Inc., uhf Channel 12 applicant.

These four stockholders also agreed to lend the company up to \$150,000 each if necessary for TV, agreement showed.

* * *

Mr. Huffman is chairman of the company and with his wife owns 13.3% of the stock. He is also 66% owner of Winters - Huffman drug store chain. Mr. Ricketson is treasurer and a 13.6% stockholder.

Mr. McCaw is a vice president and 20% stockholder. He owns KRSC Seattle and KORC Mineral Wells, Tex.; holds a 50% interest in KYA San Francisco, KELA Centralia, Wash., KPOA Honolulu and KILA Hilo, Hawaii; 33½% interest in KYAK Yakima and KALE Richmond, both Washington.

Mr. Gamble is a vice president and 20% stockholder. He has a 43.5% interest in KOIN Portland, Ore., and KJR Seattle, Wash., and a 49% interest in KCMJ Palm Springs, Calif. He and Mrs. Gamble own 79% of Gamble Enterprises Inc. which is 50% owner of Standard Theatres Wisconsin (26 theatres in that state). Gamble Enterprises also owns a theatre in Akron and one in Youngstown, Ohio. Mrs. Gamble has a 30% interest in a small circuit of fourand-a-half theatres in California.

In addition to his position with Fox Intermountain Theatres, Mr. Ricketson is also 50% owner of Atlas Theatre Corp., which owns a number of theatres in small Colorado towns. He is treasurer of Aladdin.

KLZ-AM-FM was bought from the Gaylord-Bell interests by the Aladdin group three years ago for \$1 million [B•T, March 21, 1949]. It operates on 560 kc with 5 kw. Mr. Terry, who is a 16% stockholder, has been with the station since 1940.

Scheduled to testify in behalf of KLZ's operating policies, following Mr. Terry, were prominent Denver citizens—Dr. Irvin Hinds, Judge Philip Gilliam of the Juvenile Court, Dr. Roy Hinderman, deputy school superintendent, and John Vivian, former Colorado governor.

Counsel for KLZ is Theodore A. Pierson, Pierson & Ball.

In addition to Mr. Wolfberg, who is president and 34% stockholder, other Denver Television Inc. prin-

cipals are F. Kirk Johnson, Texas oilman, 20% and first vice president; James M. Stewart, 20%; Dr. Wilford W. Barber, physician, 10%; Sterling C. Holloway, Texas attorney, 10%; Max G. Brooks, banker, 5%.

Mr. Wolfberg was accompanied at the hearing by L. A. Nikoloric, minority stockholder and attorney; and second vice president; A. H. Constant, formerly KRON-TV San Francisco program director, to be general manager of the Denver Television station if granted, and Tom Morrissey, former KFEL-TV Denver chief engineer, to be technical director.

Counsel for Denver Television is Harry M. Plotkin, Arnold, Fortas & Porter. This is Mr. Plotkin's first case before the FCC since leaving the Commission 16 months ago. He was assistant general counsel in charge of the Broadcast Division of the Law Dept.

FCC counsel at the Denver proceedings is Robert W. Rawson, assistant chief of the Broadcast Bureau Hearing Division. Jerome Padberg is engineer.

At the Portland Channel 21 hearing, engineering evidence was presented by both Mt. Scott Telecasters and Vancouver Radio Corp. Dwight D. Loomis, Portland consulting engineer and professor at Lewis & Clark College there, testified concerning the Mt. Scott proposals while Howard T. Head, consulting engineer with A. D. Ring & Co., Washington, testified in behalf of Vancouver Radio.

The Mt. Scott witness offered an exhibit containing a tabulation of cities which would receive service from the proposed station but following objection by Vancouver Radio counsel, it was revised to show cities within the Grade A and B contours without reference to specific service.

Thursday Sessions

On Thursday non-engineering presentation began with testimony on corporate details by Mt .Scott Secretary-Treasurer Priscilla K. Adams. Her husband, Irwin S. Adams, president of Mt. Scott, was to testify Friday. They are chief owners.

Besides pending request for enlargement of issues regarding comparative consideration of areas and populations to be served by the Channel 21 applicants, FCC's Broadcast Bureau has petitioned the Commission to inject an issue concerning potential interference to KPOJ and KPAM Portland because of the adjacency of the proposed TV antennas to the towers of the AM stations.

Legal counsel for Mt. Scott are Ralph H. Owen and Hessel E. Yntema Jr. of the Washington law firm of Clinton H. Hester. Counsel for Vancouver Radio are John P. Hearne, San Francisco, and Norman E. Jorgensen, Washington.

The FCC Broadcast Bureau Hearing Division is represented at the proceeding by James O. Juntilla, attorney. John E. Doane and Louis Light are engineers.



COMPETITORS agree on B•T, although opponents in TV. (L to r): Fred F. Chitty, secretary-part owner of Vancouver Radio Corp. (KVAN), seeking Channel 21 at Vancouver; and Mr. and Mrs. Irwin S. Adams, president and secretary-treasurer, respectively, and majority stockholders in Mt. Scott Telecasters Inc. (KGON), seeking Channel 21 at Portland.



ATTENTIVE listeners at Portland hearings are J. E. Baudino (l), vice president and general manager of Westinghouse Radio Stations Inc., Channel 8 applicant, and C. Howard Lane, president of Mount Hood Radio & Television Broadcasting Corp., Channel 6 applicant and new owner of KOIN Portland.

* * *



EMERGING from Portland Channel 8 proceeding are Cascade Television Co. President George C.
Sheahan (l), 10% owner, and Vice
President David McKay, 30%
owner. Mr. McKay is chief owner
of KOLO Reno and KORK Las
Vegas and 49% owner, KGYW
Vallejo, Calif.

TAYLOR NAMED

As an MBS Director

J. GLEN TAYLOR, vice president of General Teleradio, who in May left an executive post with General Tire & Rubber Co. to join the O'Neil broadcast



O'Neil broadcast enterprises to work on the coordination of the company's radio and TV interests [B•T, May 26], was elected a director of MBS at a meeting Tuesday of the network's board.

Mr. Taylor In what a network spokesman described as an "unusually routine" meeting, the board announced no other action. Problem of adjusting Mutual rates to remain competitive with the other nationwide radio networks, which have recently instituted rate and discount adjustments lowering their nighttime charges to advertisers, was discussed at length but no plan was determined, pending completion of an analysis of the plans of the other networks, now underway.

Attending Meeting

Meeting was attended by MBS president and chairman, Thomas F. O'Neil; Frank Schreiber, WGN Chicago; Willett H. Brown and Ward Ingram, Don Lee Broadcasting System; Theodore C. Streibert, president, General Telecasting System; H. K. Carpenter, WHK Cleveland; Benedict Gimbel WIP Philadelphia; William H. Fineshriber Jr., executive vice president of MBS; James E. Wallen, MBS secretary and treasurer, and Mr. Taylor.

Lever Names Neubert

H. NORMAN NEUBERT, merchandising manager of owned and operated stations division of NBC, has been named brand advertising manager for Lever Brother's Surfand Swan. Before his NBC affiliation in 1950, Mr. Neubert was public relations manager at R. H. Macy Co., New York, for seven years.

Strictly Service

WEEKLY sponsored program without commercials was reported by WPAC Patchogue, L. I. Sponsored on Sunday at 2-2:30 p.m. by Long Island realtor, Walter Shirley, program contains club notices, birth, wedding and organization announcements and recorded music. Show is designed exclusively for residents of 10,000-acre Shirley (L.I.) realty development and is paid for as a community service.



Drawn for Broadcasting . Telecasting by Sid Hix

"Why, hello Senator, I haven't seen you since the Gathings inquiry."

RINSO, SPRY Lever Bros. Switches Agency Handling the Accounts

LEVER Brothers Co., New York, has appointed Hewitt, Ogilvy, Benson & Mather and Foote, Cone & Belding, New York, to handle the Rinso and Spry advertising, respectively, effective Jan. 2. Lever Brothers has withdrawn these accounts [CLOSED CIRCUIT, Sept. 28] from Ruthrauff

& Ryan, New York, which had handled Rinso advertising for 25 years and Spry for 17 years.

The combined billings of both accounts is said to be about \$9 million, with 60% of that advertising budget going into radio and television. Ruthrauff & Ryan, however, will continue to handle the Canadian advertising of Lever Brothers.

This move on the part of the soap company marks the second major account that Ruthrauff & Ryan has lost this year. The first big blow came when Dodge Div. of the Chrysler Corp. went over to Grant Adv. early last spring.

Agency Since Start

R & R handled Sprv from the time of its inception around 1935. The first advertising budget for the account was allocated to a network radio show entitled Aunt Jenny on CBS. The program, on the air for the product for the past 17 years, is still on the same network. It currently is heard five times weekly, 12:15-30 p.m. on CBS Radio. Spry also participates in alternate sponsorship with Surf on Hawkins Falls on NBC-TV, 5-5:15 p.m. five times weekly. Latter product is handled by N. W. Ayer & Son. In addition, Spry, along with Rinso, underwrites the Big Town program on CBS-TV, Thursday, 9:30-10 p.m.

Rinso, which has been with R & R for the past 25 years, currently

sponsors Arthur Godfrey, along with Pepsodent (McCann-Erickson) on CBS Radio and Big Town.

The reason for this latest shift is said to be due to a personal dispute among top level executives with the agency and advertiser.

REBROADCAST RULE Effective Date Delayed

FOR the third time, the FCC postponed for 30 days to Nov. 1 the effective date of its bitterly-contested rebroadcast rules.

No reason was given for the delay in putting into operation the controversial regulation which was adopted May 14 and scheduled to go into effect July 1 [B●T, May 19]. It is presumed, however, that the Commission staff is still studying petitions from NARTB, CBS and NBC for repeal of the rule.

In summary, the rule proposed that stations must permit the rebroadcast of its signals upon request unless a good and sufficient reason existed to deny permission. The new regulation would also require stations which denied requests for rebroadcast rights to file within 10 days a statement of its reasons for denial with the FCC. This would result in the pirating of programs and put an undue burden on refusing stations, it was alleged.

SCHEINER UPPED

To Head FCC Rules Div.

ARTHUR SCHEINER, 35-yearold assistant chief of the FCC Broadcast Bureau's Rules and

Standard Div., was named to head the division, succeeding Paul Dobin, who resigned early last month to enter private law practice [B•T, Sept. 8].



Mr. Scheiner has been secondin-command of Mr. Scheiner the division since October 1951. Before then, he was a general attorney in the Renewals and the Motions Branches of the Broadcast Div., and the Safety and Special Services Div., FCC Law Dept. He joined the FCC after five years with the Army during World War

He was born in New York City in 1917, received an A.B. degree from New York U. in 1937, and an LL.B. from Columbia Law School in 1940.

BARRERE TO BAB

In Member Service Post

APPOINTMENT of Claude Barrere as director of member service of BAB was announced last week by Bureau President William B. Ryan. The appointment was effective Oct. 1.

Mr. Barrere, for the past five years head of his own program sales organization, formerly was manager of syndicated sales for NBC's Radio Recording Division and also served as assistant promotion manager of NBC's WEAF New York (now WNBC).

He is secretary of the Radio & Television Executives Society, the new organization formed through the merger of the Radio Executives Club of New York and the American Television Society, both of which he also served as secretary.

In his BAB post he will be responsible for membership promotion and service.

Willys-Overland Buy

OPENING 23d consecutive year on CBS Radio Oct. 19, weekly 1½ hour broadcasts of New York Philharmonic Symphony Orchestra will be sponsored by Willys-Overland Motor Corp., Toledo (Sunday, 2:30-4 p.m. EST). Contract for the 28-week series was announced by Ward M. Canaday, president of Willys - Overland, and Adrian Murphy, CBS Radio president. The Philharmonic has been unsponsored on CBS Radio since 1949. Prior to that it was sponsored from May 1943 through April 1947 by U. S. Rubber Co., and by Standard Oil Co. (N. J.) in 1948-1949. Agency for Willys is Ewell & Thurber Assoc., Toledo.

highest in history-\$450.4 million, a 1.3% increase over revenue in 1950-according to the official financial report released last week by the FCC.

Of the \$450.4 million total revenue of seven radio networks and 2,241 stations, \$404.5 million was from time sales and \$44.6 million from sale of programs or program services. (The approximately \$1.2 million difference between the \$450.4 million total and the sum of time and program sales was revenue reported by 66 independent FM stations and was not broken down between time and program sales.)

Local time sales in 1951-\$214.5 million-showed a healthy gain of 5.6% over that class of business in 1950. Spot time sales were \$119.5 million in 1951, up 0.6%. National network time sales fell off 9.6% to \$113.9 million. Regional network sales were up 17.7% to \$4.6 million and miscellaneous network sales up 30.1% to \$3.8 million. (Figures for local and spot are before deduction of commissions to agencies and representatives.)

Despite the increase in gross business, total radio profit (before federal income tax) dropped to \$57.5 million, 15.7% below income for 1950.

The total revenues of radio in 1951 far outdistanced those of TV _\$450.4 million to \$235.7—but there was not as big a gap between the two as far as profits were concerned. TV profits in 1951 (before federal income taxes) were \$41.6 million, almost three-fourths of the radio earnings last year. [For full TV financial report, see B.T, Aug.

Income of the four national and three regional radio networks (and

TABLE I

BROADCAST REVENUES, EXPENSES, AND IN-COME OF NETWORKS AND STATIONS OF RADIO ¹ AND TELEVISION BROADCAST 1950-1951

	1700-1	,,,,	
			Cent Increas or (Decrease
Service	1951		In 1951
	(\$	Millions)
Total	Broadca	st Revenu	jes
Radio	\$450.4	\$444.5	1.3
Television	235.7	105.9	122.6
Industry Total	\$686.1	\$550.4	24.7
Tota	l Broadca	st Expens	es
Radio	\$392.9	\$376.3	4.4
Television	194.1	115.1	68.6
Industry Total	\$587.0	\$491.4	19.5
E	Broadcast	Income	
(before	e Federal	Income	Tax)
Radio 2	\$ 57.5	\$ 68.2	(15.7)
Television 2			
Industry Total	\$ 99.1	\$ 59.0	68.0
/) Danatas I			

plummeted 46.8% below 1950's profit margin—to \$10.1 million.

was \$47.4 million, off 3.7% from 1950.

Though income of the industry Total income of all other stations as a whole sagged in 1951, the

TABLE: II

AVERAGE BROADCAST EXPENSE PER STATION OF 2,063 RADIO STATIONS 1, CLASSIFIED BY TOTAL BROADCAST REVENUES

		Stations	with Broadca	st Reven	ues of:	
Type of Expense	Over	\$500,000	\$100,000 - \$	500,000	Less than \$	100,000
	Amount	Per Cent of Total	Amount	Per Cent of Total	Amount	Per Cent of Total
Stations ser	ving as ou	tlets for	nation-wide	networks	2	
Technical Program Selling General and Administrative	\$121,119 257,540 91,029 222,133	17.5 37.2 13.2 32.1	\$ 29,050 53,418 25,963 64,203	16.8 31.0 15.0 37.2	\$12,185 20,778 7,589 22,840	19.2 32.8 12.0 36.0
Total	\$691,821	100.0	\$172,634	100.0	\$63,392	100.0
Average broadcast revenues per station Average broadcast income ³ per station Number of Stations	\$907,549 \$215,728 92		\$200,680 \$ 28,046 621		\$68,648 \$ 5,256 396	
Stations not	serving as	outlets fo	r nation-wide	networ	ks	
Technical Program Selling General and Administrative Total	\$120,311 254,571 129,730 206,674 \$711,286	16.9 35.8 18.2 29.1 100.0	25,774 49,779 25,109 58,168 \$158,830	16.2 31.4 15.8 36.6 100.0	\$10,178 18,569 7,356 20,319 \$56,422	18.1 32.9 13.0 36.0 100.0
Average broadcast revenues per station Average broadcast income ³ per station Number of stations	\$870,192 \$158,906 24		\$176,136 \$ 17,306 275		\$59,390 \$ 2,968 655	. 3010

TABLE III

AVERAGE PER RADIO STATION BROADCAST REVENUES AND BROADCAST INCOME 2 IN 1951 CLASSIFIED BY YEAR LICENSED AND BY CLASS AND TIME OF STATION

Class and time of			1951	Average p	er station	
	umber o	f stations	Broadcast re	evenues	Broadcast i	
	Licensed 1941 and prior years	Licensed 1942-1949	Licensed 1941 and prior years	Licensed 1942-1949	Licensed 1941 and prior years	Licensed 1942-1949
Clear channel: 50 kw Unlimited	60	2 2	\$1,061,582	*****	\$228,415	
Part-time 5 to 25 Kw	4		996,073		148,482	
Unlimited Part-time	31 3	17 3	389,024 296,063	200,126 175,482	71,178 72,338	(6,605) 28,349
Regional: Unlimited	368	226	302,197	149,479	55,832	10,691
Part-time	36	295	189,753	85,971	17,917	7,313
Local: Unlimited Day and part-time All stations	291 11 804	481 113 1,139	128,723 63,378 294,555	77,220 66,577 95,550	17,671 1,584 53,574	7,122 4,139 7,517
& Dofore Endoved Inco						

Before Federal income tax.

TABLE IV BROADCAST REVENUES, EXPENSES AND INCOME OF FM STATIONS

	19	19	50	
Item	Number of Stations	Amount (Millions)	Number of Stations	Amount (Millions)
FM stations operated by:				
AM licensees:		Total FM B	roadcast Reven	ves
Reporting no FM revenues 1	381 179 66	\$1.8 1.2	420 163 86	\$1.4 1.4
Total FM stations	626	3.0	669	2.8
FM stations operated by:		Total FM Bi	oadcast Expen	ses
Non-AM licensees	66	\$3.0	86	\$4.0
FM stations operated by: Tot	al FM Broad	ast Income	before Federal	Income Tax)
Non-AM licensees	66	(8.1)	86	(2.6)

percentage of stations reporting losses was the smallest since 1946. Only 24% of the some 2,200 AM stations were in the red in 1951. Most of them (77%) were post-World War II stations. Of the 66 FM-only stations, 60 lost money in 1951.

Being in a TV market didn't help last year. Thirty-one per cent of the AM stations in television markets lost money; only 21% in non-TV areas were in the red. As a class, AM stations unaffiliated with networks and in TV markets were hardest hit: 36.5% of them lost money.

About half of all radio stations had total revenue of less than \$100,000 each. The average profits in this revenue group were \$5,000 for network affiliates and \$3,000 for independents. Forty-four per cent of all stations took in revenues between \$100,000 and \$500,-000 each, with average profits running \$28,000 for affiliates and \$17,-000 for independents. Six per cent (116) stations reported revenue of more than half a million dollars each, and their average earnings were \$216,000 for affiliates and \$159,000 for independents. (Profits are before federal income tax.)

Radio broadcasters have invested a total of \$254,731,197 in their plants (tangible broadcast property). The 65 clear channel stations with 50 kw have an average capital investment in such property of \$558,000. The average investment in plant for the 54 stations of 5-25 kw is \$223,000, for the 1,047 regionals of 500 w to 5 kw, \$120,000, and for the 995 100-250 w locals, \$50,500. (All figures before depreciation.)

Simplified Form Planned

THE FCC last week proposed to amend the form 324 upon which networks and licensees make their annual financial reports.

The proposed form would be a simplified version of the present one. The following would be eliminated: Schedule 1A, "Analysis of Notes and Accounts Payable"; Schedule 1B, "Contingent Accounts"; Note 1 of Schedule 7 (page 12), "Analysis of Broadcast Expenses (continued)"; and Schedule 9, "Analysis of Time Devoted to Networks."

Rule making procedures are required to amend the report form. The FCC said that interested parties may obtain copies of the proposed form on request to the Office of Reports and Information.

Includes AM and FM broadcasting.

Networks engaging in joint radio-TV operations have indicated that certain overhead expenses not readily allocable between radio and television, have been charged to radio. To the extent that this has occurred, the above figures may understate radio income and overstate television income.

Excludes owned and operated stations of networks.

³ Before Federal income tax.

¹ In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.

RATE CUT PLANS

REPORTING 100% acceptance by its affiliates, NBC put its new radio rate-and-discount structure into effect last Wednesday and ABC radio appeared set to put its own plan into operation shortly. This leaves MBS as the only national radio network yet to follow suit on the changes initiated by CBS Radio in August.

The question of Mutual's approach to the problem was surveyed at a meeting of the MBS board last Tuesday, but action was deferred pending completion of analysis of the plans announced by CBS Radio, NBC and ABC (see MBS board story, page 28).

NBC's report of 100% approval of its plan by affiliates made it the second network to get unanimous acceptance. CBS Radio had won over the last of its holdouts only a few weeks earlier. NBC stations' acceptance this time was in marked contrast to their reaction to two earlier NBC plans for time-cost reductions, both of which were thwarted by affiliate opposition. In neither of those cases, however, did NBC have a cut by a rival network to use as a "sales tool" on its own affiliates.

New NBC Plan

Details of the new NBC plan [B•T, Sept. 8, et seq.]—providing for an approximate 25% reduction in evening net time charges; about 4% increase in Monday-through-Friday morning time costs, and an average 8% cut in Saturday and Sunday morning time charges—were outlined by NBC Sales Vice President John K. Herbert in letters sent Wednesday to advertisers and agencies, along with copies of the network's revised discount structure (see text at right).

Mr. Herbert said, in part:

"We have placed principal emphasis on substantial weekly dollar volume discounts because we believe that they provide maximum flexibility in covering varied types of network purchase. With such discounts, the value of using NBC's network facilities for seasonal advertising and special saturation campaigns becomes even more pronounced; and it becomes economically attractive for all advertisers to expand station lineups progressively in the light of their particular advertising requirements.

"At the same time, the yearround advertiser receives optimum discount benefits. We feel that the values of our discount approach are particularly striking in comparison with a discount system based on annual volume."

In addition to the weekly dollar volume discounts [for details, see text], the plan provides that "an annual rebate of 10% for 52 consecutive weeks of broadcasting will be allowed on the gross time billing on all facilities used during the

rebate year, except on such facilities as are discontinued prior to the end of the rebate year."

Instead of taking weekly discounts and annual rebate, an advertiser spending \$1 million or more per year on NBC may take a 47.75% discount on gross time billing for programs originating from 6 p.m. to midnight New York time (including rebroadcasts of such programs).

Mr. Herbert also called attention to NBC's revised "contiguous rate" plan for combination day and night purchases, whereby an advertiser buying at least a 15-minute strip, plus another period of at least 15 minutes, will receive the lower "contiguous rate" on total program time within any one day.

Referring to this feature—first sale under which General Foods purchased a 15-minute Monday-Friday strip starring Bob Hope, along with an evening half-hour also featuring Mr. Hope [B•T, Sept. 29]—Mr. Herbert asserted:

"Under this new policy, a daytime strip advertiser can buy an evening period or strip at very substantial savings; and conversely, an evening advertiser can add daytime programming to his NBC schedule on an economic basis. By extending these contiguous rate benefits, we are seeking to develop for advertisers the combined and complementary advantages of daytime and evening radio as a lowcost, effective means of reaching

MBS Defers Action

tremendous unduplicated and diversified audiences."

By putting its new plan into effect on Wednesday, NBC missed its original target date of Sept. 29 by two days. There had been no indication, however, that any major holdup would develop. A week earlier, officials had foreseen "virtually 100%" acceptance by affiliates.

One of the last "holdouts," it was understood, was KOB Albuquerque, co-owned by *Time* magazine and former FCC Chairman Wayne Coy. Network spokesmen attributed KOB's delay, at least in part, to illness which prevented Mr. Coy's familiarizing himself with details of the plan at an earlier date.

Exact date when ABC planned to put its new structure into effect had not been decided late last week. The original goal had been Oct. 1. Station acceptances were said to be coming in satisfactorily and officials reported no doubt it would be put into operation in the near future.

A major delaying factor was said to be the problem of maintaining quick liaison between the network's New York headquarters and the West Coast, where President Robert E. Kintner and top officials were conferring after a regional meeting with Pacific and Mountain states affiliates. There was speculation that in putting its plan into effect, the network might make the changes retroactive to Oct. 1, its original target date.

Text of NBC Plan

TEXT of NBC radio's revision of its rate-and-discount structure, which became effective Oct. 1 (Parenthetical page references below supplied by NBC and refer to network's printed form):

AMENDMENTS TO RATE CARD #34 NBC RADIO NETWORK

Effective Oct. 1, 1952, Rate Card #34 is amended by the changes shown below in the sections entitled "Rate Classifications" (page 4) and "Commissions, Discounts and Rebates" (pages 11-12). However, if such changes result in an increase in the total net time cost for a program ordered prior to Oct. 1, 1952, the effectiveness of such provisions will be deferred in their entirety with respect to that program until the expiration of six months from Oct. 1, 1952, and during such six month period the rate classifications and discount and rebate structures provided in Rate Card #34 will apply to such program.

RATE CLASSIFICATIONS

All rates quoted on local time. Fractional rates do not apply to Hawaiian or Philippine stations. WLW rates in hours other than network option time on request.

Evening Gross Rates—6:00 p.m. to 11:00 p.m.

As listed in Rate Card #34, with amendments effective prior to Oct. 1, 1952.

Daytime Gross Rates—8:00 a.m. to 6:00 p.m.

One half of evening gross rates, divided by 0.9 (equivalent to 11.11% increase). Daytime gross rates for Canadian and Philippine stations are one-half of evening gross rates.

Transition Rates (service available (Continued on page 36)

1886

Merlin Hall Aylesworth

1952

MERLIN HALL AYLESWORTH, first president of NBC and originator of many of the enduring policies and practices of network broadcasting, died last Tuesday in St. Luke's Hospital, New York, after

a lengthy illness. He was 66.

When Mr. Aylesworth assumed the presidency of the world's first radio network at the time of its formation, Sept. 9, 1926, no one knew anything about network broadcasting and even he lacked any radio experience. "I've come clean to my job," he said at the time, "with no experience and no prejudices. I am literally starting from the bottom at the top."

On Nov. 15, 1926, NBC began regular daily operations, premised on the belief that network programs, of better quality than any individual station could provide, would encourage more people to join the radio audience. In 1936, when Mr. Aylesworth resigned as president to become head of Radio-Keith-Orpheum Corp., which had been reorganized under his supervision while he was still with NBC, network radio was an established part of American life and a major power in the nation's entertainment and advertising industries.

The original network objective was outlined in 1926 by Mr. Aylesworth in words that are just as true today: "To find what program gives the fullest measure of service to the public; to establish the



... Mr. Aylesworth before the microphone in the early days of NBC.

(Continued on page 80)



WLAC chalks up another first

When WLAC's election returns indicated that the Hon. Frank G. Clement had won Tennessee's recent Gubernatorial Primary, Mr. Clement turned from his radio and said . . . "I'm ready for that WLAC microphone."

WLAC was ready too. Standing by in the candidate's hotel suite, WLAC's Esso Reporter staged another scoop with an exclusive pickup of the nominee's first acknowledgment of victory.

As in every election year for the past 25 years, listeners wanted to know . . . "how does WLAC get returns 30 minutes ahead of everyone else" . . .



Congressman airs victory

Since first campaigning over WLAC 12 years ago, J. Percy Priest, Democratic Whip of the U. S. House of Representatives shown acknowledging his 7th consecutive victory, has made WLAC his first port of call on election night.

Whether it's a Public Service assignment . . . or a job of selling merchandise . . . WLAC programs with personalities who know how to attract and hold radio listeners . . . best . . .

WLAC

CBS RADIO 50,000 WATTS

NASHVILLE, TENN.

Represented Nationally by The Katz Agency

RADIO'S STABILITY

STABILITY of radio station operation as a business enterprise will be shown by a nationwide study to be undertaken by NARTB, delegates of District 4 (Va., N. C., S. C., D. C.) were told at their Thursday-Friday meeting at Hotel Carolina, Pinehurst, N. C.

Despite the piling up of intraindustry competition, development of TV, increased operating costs and rising pressures from other advertising media, a pilot study conducted by NARTB indicates that broadcasting will be revealed as one of the more solid among American commercial institutions.

Actual field work to show radio's standing in the U. S. economic picture will get under way in a fortnight, NARTB President Harold E. Fellows told District 4 delegates. He introduced Richard Allerton, NARTB research director, who is taking over direction of the project, one of the most extensive in the association's history.

Survey Details

Besides going into the solidity of radio, the survey will show how broadcasters have improved their product in recent years. Furthermore, it will present a careful analysis of the whole radio rate structure and portray trends in rate-card practices.

An informal study of rate cards conducted recently by Mr. Allerton showed that stations in general are underpricing their five-minute rates in comparison with their quarter-hour periods as well as quarter-hours in relation to hourly charges.

In conducting the nationwide analysis of the broadcast medium, one of the nation's top management-research firms is to do the field work under Mr. Allerton's supervision. The project was authorized several months ago by the NARTB board. Preliminary work started at once, leading up to the pilot studies.

Typical cities and markets all around the country have been selected. The research-management analysts will penetrate all phases of station operation. Identity of stations and markets will not be revealed, of course. Mr. Allerton will go into the field this week to get the project underway.

The research will develop principles of profitable radio station operation for guidance of broadcasters in the period of increasing competition.

Harold Essex, WSJS Winston-Salem, N. C., district director, presided at the sessions. He said the meeting was being held at a crucial period for both radio and television, noting that swarms of new radio stations have taken the air in the last few years and television now faces the same prospect.

Mr. Essex named G. Richard

NARTB Plans Study

Shafto, WIS Columbia, S. C., chairman of the resolutions committee. Other members were Cecil Hoskins, WWNC Asheville, N. C., and Phillip P. Allen, WLVA Lynchburg, Va.

Mr. Fellows described a series of NARTB projects, including the plan to bring about lower insurance rates for stations through uniform practices and a group underwriting proposal.

Campaign of NARTB in cooperation with National Assn. of Radio & Television News Directors to break down arbitrary deadline practices prejudicial to radio and television was described by F. O. Carver, WSJS, who is leading the fight. Mr. Carver spoke during a news panel moderated by J. Edgar Kirk, WPTF Raleigh, N. C.

The deadline formula, adopted under newspaper pressure more than a decade ago, specifies 7 a.m. and 7 p.m. as morning and evening release hours. Mr. Carver said the evening hour was especially harmful to radio and TV because it keeps many news items off 6 p.m. newscasts. He said the wire services have agreed to explore a more realistic formula.

"This formula puts radio's birthright into a mess of porridge," Mr. Carver said, terming it "obsolete and adopted when radio was in its news infancy." Few stations had full news departments at that time, he added, and the number of radio stations in North Carolina has increased fivefold. He found an encouraging trend in the increasing number of stations maintaining fulltime news staffs.

Jim Reed, WPTF, criticized the sports radio network maintained by Duke U., out of Durham. Broadcasters should do their own pickups, he said. He predicted that the practice could lead to an unhealthy situation in which colleges would limit coverage to post-games handouts issued by their own press agents with the admonition, "use this or nothing."

Untrained Newsmen

Jack Knell, WBT Charlotte, warned against allowing commentaries by untrained news personnel. This could put stations in a bad spot this year, he said, forcing them to give a lot of time to political groups entitled to answer inexperienced commentators.

Robert K. Richards NARTB assistant to the president, showed delegates a proposed questionnaire designed to serve as basis of an analysis of station news practices and trends.

Richard P. Doherty, NARTB employe-employer relations director, addressed the Thursday afternoon meeting on labor problems and economics of station management.

William T. Stubblefield, station relations director, led a discussion of association membership problems

N. Y. AWRT GROUP

First Fall Meet Today

FIRST FALL business meeting of the New York chapter of American Women in Radio & Television will be held today (Monday) in New York's Hotel Warwick after a 7 p.m. dinner. Duncan McDonald, DuMont TV Network supervisor of women's programs, AWRT chapter president, will preside.

Highlight will be a political debate featuring spokesmen of the two major parties. Sen. A. S. Monroney (D-Okla.), head of the speakers bureau of the Democratic National Committee, will support the Gov. Stevenson faction, while New Jersey State Senator Malcolm S. Forbes, chairman of N. J. Citizens for Eisenhower & Nixon and associate publisher of Forbes Magasize of Business, argues the Republican cause. Pauline Frederick, ABC news commentator, will be moderator.

Mary Marshall Named

HEART OF AMERICA chapter of American Women in Radio and Television, meeting in St. Louis Sept. 27-28, elected Mary Louise Marshall, WOC-AM-TV Davenport, Iowa, women's commentator, as president, and named the following advisory committee: Doris Murphy, KMA Shenandoah, Iowa; Anne Hayes, KCMO Kansas City; Betty Barnett, KSD-TV St. Louis, and Janice Wardman, WOC-AM-TV. The chapter includes Iowa, Nebraska, Missouri, North Dakota, South Dakota, and Kansas.

NETWORK TIME SALES

ADVERTISING expenditures for radio and TV network time figured at gross rates, before discounts, are running more than 12% ahead of last year, according to data issued last week by Publishers Information Bureau.

In August, the network radio-TV gross was \$23,673,765, up 12.2% from the \$21,090,965 gross of August 1951. For the JanuaryAugust period, 1952 gross for the radio and television networks was \$215,650,442, a 12.1% gain over the \$192,384,984 gross for the same eight months of 1951. The cumulative 1952 figures will be further ahead of 1951 when data on the radio-TV network sponsorship of the national political conventions by Admiral Corp., Philco Corp. and Westinghouse Electric Corp. are available. The lead of August

over July in billings will also be reduced when the July convention expenditures are included

12% Ahead of '51

[B•T, Sept. 22].

Itemized comparison, network by network, for radio and TV expenditures, this August and the first eight months of this year compared to the same month and

eight-month period of last year,

is contained in the following tables:

* * *

NETWORK RADIO

	Aug. 1952	Aug. 1951	JanAug. 1952	JanAug. 1951
ABC	\$ 2,281,852	\$ 2,210,352	\$ 23,768,234	\$ 21,863,182
MBS	3,991,490 1,325,059	4,440,261 1.329.375	36,886,518 12,927,015	47,987,561 11,537,124
NBC	3,338,843	3,808,906	30,400,973	37,537,629
Total	\$ 10,937,244	\$ 11,788,894	\$103,982,740	\$118,925,496

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	Total
Jan.	\$ 3,301,479	\$ 5,161,397	\$ 1,699,282	\$ 4,357,353	\$ 14.519.511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
Mar.	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
Apr.	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,963,794	1,821,571	3,861,882	13,970,339
June	3,001,314	4,629,254*	1,632,977	3,708,014	12,971,559*
July	2,082,666	3,254,599	1,339,276	2,878,196	9,554,737*
Aug.	2,281,852	3,991,490	1,325,059	3,338,843	10,937,244
Total	\$23,768,234	\$36,886,518	\$12,927,015	\$30,400,973	\$103,982,740

*Revised as of August 26, 1952.

NOTE: Cumulative totals for all radio and television networks but Mutual still do not include July National Political Convention proNETWORK TELEVISION

	Aug. 1952	Aug	. 1951	JanAug. 1952	Jan.Aug. 1951
ABC	\$ 1,166,169		14,593 \$	12,827,324	\$ 11,174,614
CBS DuMont	5,105,929 845.780		14,551 53.071	41,720,268 5,988,966	24,238,538 4,468,996
NBC	5,618,643		9,856	51,131,144	33,577,340
Total	\$ 12,736,521	\$ 9,30	2,071 \$	111,667,702	\$ 73,459,488

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	Total
Jan.	\$ 2,020,461 \$	5,074,643 \$	717,148 \$	7.259,307 \$	15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
Mar.	2,065,052	5,643,123	760,593	7,320,358	15,789,126
Apr.	1,699,760	5,641,831	738,926	6,946,751	15,027,268
May	1,504,043	5,602,634	775,063	6,822,982	14,704,722
June	1,279,985	5,385,820	749,497	5,794,534*	13,209,836*
July	943.387	4.163.245	653,415	4,555,020*	10,315,067*
Aug.	1,166,169	5,105,929	845,780	5,618,643	12,736,521

Total \$12,827,324 \$41,720,268 \$ 5,988,966 \$51,131,144 \$111,667,702

grams sponsored by Admiral Corp, Philco Corp, and Westinghouse Electric Corporation

customers

for every penny! Transit Radio delivers buying listeners at less than \$1 per thousand!

WKRC-FM gives Cincinnatians the kind of entertainment they <u>like</u> to hear on busses. In addition to news and music, WKRC-FM offers such outstanding program features as:

MAGAZINE OF THE AIR:

Simulcast of a WKRC-AM program, one of Cincinnati's most popular disk-jockey shows. No idle adlibs between records, but planned bits of information of interest to housewives.

BONUS BASKET:

And "idea" series with a merchandising twist for food accounts. It sells and SELLS! Bus riders win valuable prizes, sponsors win customers and open new accounts. A proved success.

ALONG THE LINES:

A novel series of two minute featurettes. Descriptive narration about historical landmarks along the city's bus lines. Riders learn interesting facts about places they see "along the lines."

AT YOUR SERVICE:

Radio's newest idea for selling through a public service approach. Builds good-will among club, school and church organizations. Wins friends, influences people to buy!

Check WKRC-FM's drug merchandising tie-up with sixty-five Hy-Pure Drug Stores in Greater Cincinnati.

Write for Full Details . . . Or Call Your Forjoe Man

Transit Radio also available on these other good stations:

KXOK - FM — St. Louis

KCMO - FM — Kansas City

WWDC - FM — Washington D. C.

WTOA - FM — Trenton

WGTR-FM-Worcester

WKJF - Pittsburgh

KCBO-FM - Des Moines

KTNT — Tacoma

WBUZ - Bradbury Heights, Md.

WKRG F CINCINNATI. OHIO

and all other Transit Radio stations represented by Forjoe & Co.

CODE REVIEW BOARD REPORTS

in the first such action last week warned telecasters to take a critical look at programs and commercials during children's viewing hours and advised them to tighten up their scheduling.

It also recommended that "ad libbing" be prohibited unless the station has established controls to guard against violations of good

And, stations were urged to eliminate the "pitchman" type of selling.

These actions, in the form of six resolutions which were sent to the TV Code's 94 subscribing stations, were taken at a two-day meeting last week in New York.

In essence, the Code Board recommended that stations exercise more case in the scheduling of socalled mystery and crime programs during children's viewing hours. It also urged caution in the selection of commercial announcements during those times, particularly in regard to the type of commercial and the product advertised. It also sug-

WORLD'S SHOW Xmas Gift to Affiliates

ATTEMPT of an Irish policeman in a big city tenement district to deal with the delinquency problems on his beat is the subject of Christmas Lane, half-hour open-end dramatic transcription which will be the 1952 Christmas gift of World Broadcasting System to its

Announcing the program, which will be released Nov. 15 for use during the holiday season, Robert W. Friedheim, World vice president, said just as WBS has made it a custom to provide stations with a half-hour open-end dramatic show each Christmas time, it also is traditional for local and regional advertisers to sponsor them every year.

Pat O'Brien stars in Christmas Lane, now being produced in Hollywood by Herbert Gordon, World vice president, and directed by Henry Hayward.



HERBERT GORDON, (1) World vice president in charge of production of the special Christmas show, and its star, Pat O'Brien.

gested the rescheduling of programs with "drinking and killing" scenes to hours other than those when children are watching.

The Board's recommendations also "advise against permitting ad libbing on the medium unless the station owner has established controls which will guard against violations of good taste and other Code provisions," John E. Fetzer, WKZO Kalamazoo, chairman of the Board, explained.

Mr. Fetzer said the New York meeting devoted its attention to examining criticisms of TV programming which have been received by the Board during the last six months.

In other actions, the Board cautioned station owners regarding

FCC VACANCY

corum in costuming provisions of the Code. It also authorized the staff to officially answer requests for interpretations of programs submitted by stations. It offered a recommendation to the Television Board that the Code be amended to include a provision pertaining to the humane treatment of animals.

Many of the subjects about which the Board took action were prominently publicized before the House Commerce subcommittee investigating radio-TV programs [BoT, June 9 et seq.].

Edward H. Bronson, director of TV Code Affairs, reporting on field trips he had made during the last months, said he found general com-

List Grows Swiftly: Is it Merrill?

WHILE reports persisted last week that President Truman intended to fill the FCC vacancy created by the resignation last month of Robert F. Jones, it was apparent that he had not yet settled on his selection.

With and without the consent of the principals, a dozen names were being bandied about for the interim appointment. But there was logical speculation that the President might have difficulty in finding a qualified "business man" who would accept the short term interim appointment.

One old name—that of Eugene Merrill, Utah Democrat-again was strongly broached. There was even one report from the West Coast entourage of President Truman that the President might announce the Merrill appointment in his scheduled address today (Monday) at Brigham Young U., Provo. A Morman, Mr. Merrill now is with National Production Authority and formerly was with the Public Service Commission of Utah. He had been mentioned previously for FCC vacancies. A brother Morman, Rosel H. Hyde, is a Republican from Idaho.

The new names, said to have been delivered to Donald Dawson, White House administrative assistant to the President, were developed from various sources after word had been permitted to circulate that the President would not be disposed to appoint any staff executive from the FCC but would prefer a business man, notably one schooled in communications.

Immediately following Mr. Jones' resignation on Sept. 19 to return to private law practice, the names of both Assistant Secretary William P. Massing and General Counsel Benedict P. Cottone had been prominently mentioned. At one point it appeared to be all set for Mr. Massing's elevation but wires became crossed.

In the quest for a practical broadcaster, Washington sources heard such imposing names as those of Theodore C. Streibert, president of General Telecasting System, newly created TV subsidiary of the O'Neil-Mutual-WOR enterprises and former chairman of the board of Mutual; Frank King, president and general manager of Florida Broadcasting Co. (WMBR - AM - TV) Jacksonville, Fla., and Neal McNaughten, NARTB engineering director and former FCC broadcast engineer. Mr. Streibert is a Republican, Mr. King a Democrat. Other names understood to be on the "Dawson list" include Fred Palmer of Columbus, radio consultant and station executive, former Ralph Brunton, former president of KQW (now KCBS) San Francisco, now retired, and Dr. Franklin Dunham, chief of radio-TV, U. S. Office of Education.

Among non-broadcasters reportedly on the "Dawson list" were Haraden Pratt, telecommunications advisor to the President, former engineering executive of IT&T and its subsidiaries; Rep. Lindley Beckworth, Texas Democrat who was defeated in the primaries for the senatorial seat vacated by the veteran Tom Connally, and James Lauderdale, Washington attorney, formerly counsel of the Public Utilities Commission and afterward identified with emergency agencies.

The appointment would be on a recess basis or until Congress convenes in January. Then the President would determine whether he would nominate the same individual for the balance of the Jones tenure, which ends June 30, 1954. or would nominate some other individual. The nomination would be subject to confirmation by the Senate. With a new President assuming office Jan. 20, it was doubtful whether the Senate would be disposed to act upon any Truman nominations. Customarily, in such instances, it has awaited the pleasure of the new chief executive.

pliance with the Code and a sincere desire on the part of telecasters to bring their operations into con-

formity with it.

Warning Issued

formity with it.

Members of the TV Code Review Board are in addition to Mr. Fetzer: J. Leonard Reinsch, WSB-TV Atlanta; Mrs. A. Scott Bullitt, KING-TV Seattle; Walter J. Damm, WTMJ-TV Milwaukee; E. K. Jett, WMAR-TV Baltimore. Also present at last week's meetings were: Harold E. Fellows, NARTB president; Judge Justin Miller, NARTB board chairman; Thad H. Brown, NARTB TV director, and Mr. Bronson.

The Board met with the following TV network representatives at the completion of their meetings: CBS-J. L. Van Volkenburg, president; Merle S. Jones, vice president in charge of owned stations and general services, and Herbert V. Akerberg, stations relations vice president. ABC - Alexander Stronach Jr., vice president; Grace Johnsen, continuity acceptance director. NBC-Edward D. Madden, operations and sales vice president; Charles R. Denny, vice president. DuMont—Chris J. Witting, director and general manager.

EMPIRE STATE

Site Specification Seen

PRIVILEGE of all television and radio applicants to specify the Empire State Bldg. as their New York transmitter and antenna site, as well as removal of a previously required \$10,000 option to rent such site, was reported last week.

The modifications in the building's policies came to light in connection with a letter to FCC by Charles W. Lyon Jr., vice president for the Empire State Bldg. Corp. The letter explained no firm agreements have been reached with prospective applicants for uhf Channel 31 in New York but that the building "is in a position to state that space is available . . . adequate to accommodate the antenna system, transmitter and ancillary equipment required for the WNEW (New York) uhf television operation as presently proposed."

It was indicated such space would be available to the successful Channel 31 applicant, whether WNEW or another, and that all applicants may specify the site without formal negotiations with the building at this time. It was also pointed out other services, such as AM and FM stations or taxicab radio, might specify the site in applications to FCC. Under revised policy, none need pay the \$10,000 rental option which heretofore was not returnable if the applicant was unsuccessful, it was explained.

The changes in the building's policy were advanced by Mr. Lyon following three months of negotiations by Washington radio attorney Paul A. O'Bryan of Dow, Lohnes & Albertson, WNEW counsel, and consulting engineer Frank G. Kear of Kear & Kennedy, Washington.

the Package that Sells Seattle...

The KRSC Salemaker spot package is sales dynamite in the profitable Seattle market. Terrific all-day, all-week impact. More listeners per dollar—moves merchandise right now! For Salemaker facts call or wire KRSC National Sales or our nearest rep:



EAST: Geo. W. Clark, Inc.

WEST: Lee F. O'Connell Co., Los Angeles Western Radio Sales, San Francisco

sells all the big Seattle market

CBS AFFILIATES Name Fetzer Chairman, SINGER, SMITH Confer on 'Mandates' In WOR, MBS

CBS AFFILIATES last Monday selected John E. Fetzer, WKZO Kalamazoo, as permanent chairman and began groundwork for permanent organization of the committee [Closed Circuit, Sept. 29]. The group met at Chicago's Ambassador Hotel East.

Mr. Fetzer, member of the CBS Radio Affiliates Committee since

its inception, replaces the interim chairman, George B. Storer of Storer Broadcasting Co., who resigned all industry activity because of his health.

The group, which probably will select its own



Mr. Fetzer

chairman in the near future, accepted what Mr. Fetzer termed a "mandate" for it to form a permanent committee. Mr. Fetzer is an ex-officio member of the organization committee and will work with Hulbert Taft, WKRC Cincinnati; John Patt, Goodwill Stations, and Kenyon Brown, KWFT Wichita Falls.

Group's first report probably will be returned within a month.

The committee also will follow another "mandate" that it possibly obtain qualitative as well as quantitative research from CBS. Research and promotion committee, which will meet with CBS executives periodically on this subject, comprises Mr. Patt; Saul Haas, KIRO Seattle, and Neil Cline, representing Vic Sholis, WHAS Louisville.

After a morning session, the group conferred with Adrian Murphy, CBS Radio president and Herbert V. Akerberg, CBS station relations vice president. CBS executives reportedly briefed the members on NBC's rate cut, pointing out that it is dissimilar to the CBS Radio reduction and that NBC contracts make additional rate adjustments possible at the expense of affiliated stations. They reportedly claimed no such loophole in CBS contracts.

Messrs. Murphy and Akerberg were understood to have told members that the network would report to the stations new developments in costs and rates as they occur.

John Poole, counsel for Storer Broadcasting who served as legal adviser in the affiliates sessions; William Quarton, WMT Cedar Rapids; I. R. Lounsberry, WGR Buffalo; and Messrs. Fetzer, Patt, Cline, Taft, Brown and Haas attended the Chicago meeting.

In WOR, MBS Moves

PROMOTIONS of two WOR and WOR-TV New York engineers, announced Thursday by Earl M. Johnson, MBS-WOR vice president in charge of engineering, advance Charles H. Singer to chief engineer of WOR and WOR-TV and Newland F. Smith to director of general engineering for Mutual, WOR and WOR-TV.

Mr. Singer, who celebrated his 25th anniversary with WOR Sept. 30, will be responsible for the operation and maintenance of all technical facilities of the stations. Mr. Smith, who joined WOR-TV in 1948 after working as a TV engineer for Philco and RCA-Victor, will supervise preparation, publication and distribution of technical information and reports.

KOB STATUS

Action Is Nearer

MOVE to finally settle the 11year-old KOB Albuquerque situation was made by the FCC last week. It came in the course of acting on the station's request to amend its application seeking a license for 770 kc with 50 kw to show its new ownership by Time Inc. and Wayne Coy.

In memorandum opinion and order, to which Comr. Edward M. Webster dissented, the Commission: (1) Acceded to the request of KOB to amend its application to show its new owners; (2) denied a request by ABC, whose WJZ is licensed on 770 kc, to dismiss the application and (3) removed the case from the pending file to proceed "as expeditiously as possible" to render a proposed decision.

KOB is officially licensed on 1030 kc with 10 kw. Due to a NARBA complication in 1941, the FCC ordered it to move to 770 kc, on which frequency it has been operating ever since under temporary special service authorizations. It is using 50 kw daytime, 25 kw nighttime.

Rogers to Law Firm

CHRISTIAN E. ROGERS Jr., formerly associated with the broadcast industry, has joined the Mechlin, Marshall & Smith law firm of

Washington, D.C., it was announced last week. An assistant director of radio - TV with the GOP National Committee in 1947 and electronics and public relations consultant in Washington the following year, Mr. Rogers was



recalled to active duty with the Navy in 1950 as assistant head of the Electronics Design Branch, Bureau of Aeronautics. He was general manager of KALB Alexandria, La., in 1938.

NBC's New Plan

(Continued from page 30)

only if regularly scheduled program precedes or follows).

- (1) 11:00 p.m. to Midnight: One
- half of evening gross rates.
 (2) Midnight to 8:00 a.m.: One third of evening gross rates.

DISCOUNTS, REBATES AND COMMISSIONS

Weekly Dollar Volume Discounts:

Discounts will be allowed on weekly gross time billings at the rates set forth below; in determining the applicable rate of discount, all NBC network radio contracts for the same advertiser may be comhined.

A. Daytime Programs - Originating from midnight NYT to 6:00 p.m. NYT and rebroadcasts.

Value of Network Week	Rate iscount on ly Daytime oss Billings
Less than \$750 per week	5.0%
\$750 or more but less than \$5,000 per week	10.0%
\$5,000 or more but less than \$7,500 per week	17.5%

\$7,500 or more but less than \$15,000 per week 22.5% \$15,000 or more but less than \$25,000 per week 25.0% \$25,000 or more per week 27.5%

B. Evening Programs - Originating from 6:00 p.m. NYT to midnight NYT and their rebroadcasts.

Value of Network Week	ly Evening oss Billings
Less than \$6,250 per week	32.0%
\$6,250 or more but less than \$12,500 per week	34.5%
\$12,500 per week	04.070
than \$25,000 per week	37.0%

39.5%

42.0%

Annual Rebate:

\$25,000 or more but less

than \$50,000 per week

\$50,000 or more per week

An annual rebate of 10% for 52 consecutive weeks of broadcasting will be allowed on the gross time billing on all facilities used during the rebate year, except on such facilities as are discontinued prior to the end of the rebate year. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52 week contracts. Interruptions of the series necessitated by the broadcasting of special events importance will not affect the advertiser's right to the rebate.

Note: With respect to programs originating from 9:00 a.m. NYT to 12:00 noon NYT and their rebroadcasts (except Saturday and Sunday), the total discount computed in accordance with the foregoing provisions will be reduced by 10 percentage points.

Overall Discount:

At the advertiser's election, a discount of 47.75% will be allowed currently, in lieu of weekly discounts and annual rebate, on gross time billing for programs originating from 6:00 p.m. to midnight NYT and their rebroadcasts, provided the total contracted gross billing of such advertiser equals or exceeds \$1,000,000 within a 12 month fiscal year period.

Advertising Agency Commission: Provisions in Rate Card #34 apply.

Conditional Payment Discount: Provisions in Rate Card #34 apply.

TELEVISION OR RADIO **TOWERS** FOR SALE

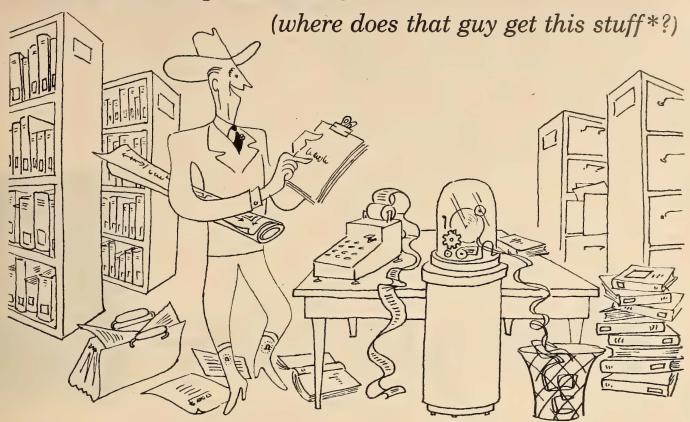
DISMANTLED . . . ready for immediate shipment . . . 2 only 220' high, galvanized steel towers. Approx 33' square at the bottom and 3' square at the top. The legs are 6" x 6" x 3%" angle iron. Comes equipped with an aircraft warning light on top. Sacrifice price . . . write today . . . Dept. D.

ZIDEL

MACHINERY & SUPPLY CO.

3121 S. W. MOODY ST. PORTLAND 1, OREGON

MORE ABOUT AMARILLO



GENERAL SHERMAN is supposed to have said, "If I owned Texas and Hell, I'd rent out Texas and live in Hell." He was a poor judge of living quarters; and not much of a mathematician. If he had rented out just the Panhandle of Texas for 10¢ an acre a year, he could have scraped up a fair living out of its 14,000,000 acres.

Statisticians find themselves in clover hereabouts; there are so many millions of everything to add up. Bullet-creased old trail riders tell their progeny's progeny tales of high adventure of the days when there wasn't a wire fence in Texas. (Like the jackrabbit, the barbed-wire fence is a Texas Panhandle invention.) Modern students of economics revel in other data.

Time-buyers, for example, take note of this fact: The 1951 gross cash farm income for the 78 counties (in 5 states) covered by Amarillo's KGNC totalled \$925,492,000. That's more than the *combined* cash farm

income of Maine, Connecticut, Delaware, Nevada, New Hampshire, Rhode Island, Vermont, and West Virginia.

And this one: There's one ranch in the Panhandle 860,000 acres big. Yet there are 35,229 farms in the Texas area alone served by KGNC.

And this one: There are enough revenueproducing activities in our market (oil, gas, railroads, airlines, helium, AEC plant, carbon black, synthetic rubber, Air Force Base) to make Amarillo first in the nation in per capita and per family retail sales.

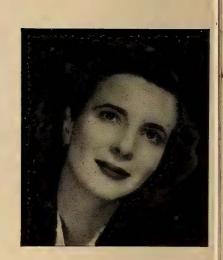
One more: Texas ranges graze 85% of the nation's goats. We even got mohair than anybody.



* It's eclectic.

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

Her picture



appears—yet 15
people know
what she looks

never million exactly like!

THEY'VE NEVER SEEN Grace Matthews in magazines, movies, or television... but as radio's "Big Sister," her image is as clear as can be in the minds of her many listeners. They know her smile, her hair-do, her walk, the clothes she wears.

And no listener would trade her own idea of "Sister" with any other.

It's the same with the millions of listeners to "Our Gal Sunday"... or "Young Dr. Malone"... or "Aunt Jenny"... or 10 other daytime serials on CBS Radio.

What listeners create from the things they hear is what they'd like to buy. For people buy their own notions of what you'd like to sell—for their own special needs and wants.

And so, through radio, through these Mondayto-Friday dramas, a voice becomes a person...and a product comes into one's own home.

All day long, radio is all through the home. It has a facile way of going wherever people go—of fitting most everything they do.

This happens with the greatest enjoyment—and advertising effectiveness—on CBS Radio. For here, daytime radio is not only the most popular serial drama—but it's also Arthur Godfrey...the gayest music...the best news service...the most entered-into audience participation.

It's the kind of listening that livens up a day's routine... that can make the difference between spirited housewife and treadmill Hausfrau. It's the kind of listening that last season gave CBS Radio nine of radio's top ten daytime shows. They continue into the new season, building images—and sales.

This fall you can easily tell where radio is at its best as a household medium:

The weekday schedule on CBS RADIO is completely sold out.





chain of independent druggists, have just signed a 52-week contract involving spot announcements and display merchandising. Arranging details are (I to r) George Dusterberg, Herman Mueller and Leslie Joel of Hy-Pure; Earl Holland, Holland Adv. Agency, and Harold Hand and Edwin Richter of WKRC-FM.

FRENCH-CANADA

Special Audience Noted

SPECIAL advertising must be used to sell to the French-Canadian market. It represents 30% of Canada's population, and is the largest single ethnic group in Canada, Roland Beaudry, director of Vickers & Benson Ltd., Montreal, and Paul L'Anglais, president of Radio Programme Producers Ltd., Montreal, told the French Market Conference of the Advertising & Sales Club of

Mr. Beaudry said there are 29 radio stations in Quebec province and two independent French-language networks, and that there are now a number of French-language stations in western Canada where there were none 10 years ago. Mr. L'Anglais pointed out that "what can be top entertainment in the English language, can be an immense flop in the province of Que-

BENTON CONTEST

Richards Named a Judge

ROBERT K. RICHARDS, assistant to the president of NARTB, has been named one of three judges in a contest being held by Sen. William Benton (D-Conn.) to determine the most effective way to use TV in political campaigning.

Writers of the most constructive letters on Sen. Benton's recent TV experiment over WNHC-TV New Haven, Conn., will be announced this week as the Senator starts his second series of video programs. Sen. Benton experimented with six different type programs in opening his bid for re-election to Capitol Hill [B•T, Sept. 29].

Other judges, in addition to Mr. Richards, are Robert McLaughlin, Time magazine, and Prof. Harold Lasswell, Yale U. First-prize winner will receive a set of the Encyclopedia Brittanica, in which firm Sen. Benton holds a major stock

Radio-America's

Greatest

Advertising Medium

Represented nationally by the Henry I. Christal Co.

WJR Eastern Sales Office: 665 Fifth Ave., New York

KHQ SHIFTS

Four Staffers Promoted

NAMING of Charles E. Lohnes to a new post of operations manager for KHQ Spokane was among appointments announced last week by Richard O. Dunning, president-general manager. Mr. Lohnes joined KHQ's commercial department in 1946. Other appointments

Robert H. Wesson, national sales, programming and production manager for KHQ, was named commercial manager for KHQ-TV, which is soon to take the air on Channel 6 [B•T, July 14]. Mr. Wesson joined KHQ in 1947.

William C. Rhodes, of the sales department, has been named commercial manager for KHQ.

Richard H. Godon, who has been serving as chief announcer, will add the duties of radio program manager.

ALASKA SALES

Six Advertisers Buy

ADDITION of six advertisers to the schedule of the Alaska Broadcasting System was announced last week by Alaska Radio Sales, the ABS New York office. Advertisers

are:

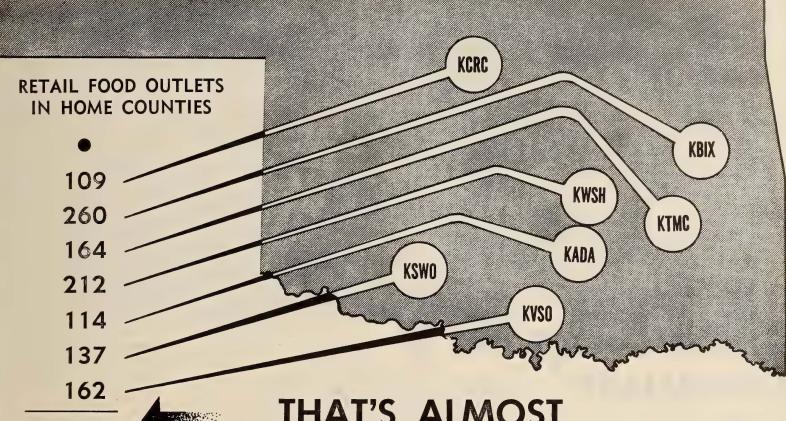
The Miller Brewing Co., Milwaukee, for San Francisco Forty Niners' professional football games on all six stations, started yesterday (Sunday) and ends Dec. 14 (Mathisson & Assoc., Milwaukee); Philip Morris & Co., New York, for Sports Newspaper of the Air (Sat., 8-8:30 p.m. Alaska time) on KFQD Anchorage and KFRB Fairbanks (Biow Co., New York) and Warner-Hudnut, New York, for the CBS Radio Edgar Bergen Show on all six stations, effective yesterday (Kenyon & Eckhardt Inc., New York).

Also, Standard Brands Inc., New York; M. J. B. Co., San Francisco, and the Milwaukee Railroad started yesterday a schedule of spot announcements on all six stations.

INDIAN Council Fire Assn., national group dedicated to American Indian culture and history, is awarding a citation to ABC Radio's Silver Eagle program (Thurs, 7:30-8 p.m. EST) for helping to "maintain the authenticity of Indian lore" and for characterizing Indians "with the dignity befitting the Indian race."

THE 21 ST MARKET

1st IN FOOD OUTLETS IN OKLAHOMA



EXCLUSIVE

1158*

IN MERCHANDISING THESE OUTLETS

Oklahoma Network stations offer complete and guaranteed unified merchandising of these 1158 grocers and more.

The Oklahoma Network stations offer in one package with one invoice at one price with a generous group discount a primary market in Oklahoma whose population and retail sales are greater than those of the 21st Standard Metropolitan Area.

THAT'S ALMOST
3 TIMES AS MANY GROCERY
STORES AS THERE ARE
IN SCHENECTADY AND
SCHENECTADY COUNTY, N.Y.

ASK THE O. L. TAYLOR CO. FOR FURTHER DETAILS

*FROM THE 1952 EDITOR

AND PUBLISHER MARKET GIUDE.

OKLAHOMA NETWORK

KBIX, Muskogee; KCRC, Enid; KADA, Ada; KWSH, Tri-Cities; KSWO, Lawton; KTMC, McAlester; KVSO, Ardmore

RADIO HOMES

Rise Sharply in S. C., W. Va.

CITIES in South Carolina and West Virginia showed sharp increases in number of radio homes during the 1940-50 decade, a cording to 1950 census figures just released by the U. S. Census Bureau. Percentage of TV homes in 1950 was small, since service was just becoming available. At the time the census data were collected in April 1950, there were only about 5 million TV sets in the nation compared to nearly 19 million at the present time.

Among South Carolina cities, Rock Hill had the highest radio saturation with 96.1% of homes having radio sets.

In West Virginia, the cities averaged 97% radio saturation. The urbanized area of Wheeling-Steubenville showed a 97.4% saturation and South Charleston had 99.2%.

Official U. S. Census radio and TV data (April 1950) for South Carolina and West Virginia follow on this page and on page 44. RADIO AND TELEVISION-1950 U. S. CENSUS OF HOUSING-WEST VIRGINIA

			RADIO				TELEVISION		
				With Radio				With TV	
				19	50			1	
Area	Total population	Total occupied dwelling units	Number	Number	Per Cent	1940 Radio Homes	Number	Number	Per Cent
The State 2	,005,552	518,281	513,710	483,150	94.1	326,347	510.550	8,815	1.7
Urban and rural		/	,	100,100	74.1	020,047	310,330	0,013	1.7
	,594,630	423,869	420,655	398,695	94.8	264.899	418,030	7,535	1.8
Urban	694,487	201,675	200,155	194,090	97.0	122,709	199,055	4,450	2.2
Rural nonfarm	900,143	222,194	220,500	204,605	92.8	142,190	218,975	3.085	1.4
Rural Farm	410,922	94,412	93,055	84,455	90.8	61,448	92,520	1,280	1.4
Standard Metropolita									
Charleston (W. Va.) Urbanized Area	322,072	84,346	83.235	79,705	95.3	51,077	82.635	1,180	1.4
Huntington (W. Va.)	130,194	38,348	37,740	36,710	97.3		37,660	820	2.2
Ashland, O.	245.795	67,321	66,895	63,460	94.9	40.000	** ***		
Urbanized Area	156,288	45,815	45.660	43,990	96.3	42,088	66,435	2,805	4.2
Wheeling (W. Va.)-	,	10,010	45,000	45,770	70.3		45,270	2,260	5.0
Steubenville (O.)	354,092	100,362	99,405	96,015	96.6	79,369	98,700	3.955	4.0
Urbanized Area	106,650	32,457	32,305	31,450	97.4	*	32,010	365	1.1
							,	-	
URBAN PLACES									
Beckley	19,397	5,584	5,530	5,370	97.1	2,757	5,515	35	0.6
Bluefield	21,506	5,797	5,765	5,645	97.9	4,514	5,760	75	1.3
Charleston	73,501	22,247	21,965	21,225	96.6	15,570	21,915	475	2.2
Clarksburg Fairmont	32,014	9,863	9,785	9,455	96.6	7,336	9,745	100	1.0
Huntington	29,346 86,353	8,867 25,588	8,730	8,515	97.5	5,443	8,715	115	1.3
Martinsburg	15,621	4.808	25,525 4,860	24,705	96.8	17,739	25,365	1,430	5.6
Morgantown	25,525	6.775	6,640	4,720 6,550	97.1 98.6	3,674	4,820	430	8.9
Moundsville	14,772	3,967	3,945	3,820	96.8	4,250 2,617	6,555 3,930	190 25	2.9
Farkersburg	29,684	9,563	9,520	9,275	97.4	7,703	9,335	80	0.6
		(Contin	nued or	0.8000.00	44)	. ,	2,000	- 00	0.7

KHMO Pays Off In HANNIBALAND*



For profitable sales *results*—let KHMO deliver your message to the majority of the 240,470 radio families living in the 41 county Hannibaland area.

Year after year KHMO programming has earned the loyalty of these families who have the purchasing power to buy your product.

Write, wire or phone KHMO or Pearson today for availabilities.

Representative

John E. Pearson Company

Mutual Network Hannibal, Missouri

5000 watts day



1000 watts at night

Strictly Business

(Continued from page 18)

Berle, George Jessel, Frances Langford and the Ritz Bros.

Mr. Mehrhoff joined the 65-yearold company in the spring of 1948, and became advertising manager in the summer of 1950. Elgin American does a reported 37% of the national business volume in its line, with the nearest competitors getting only 12% and 9%.

Dale Mehrhoff went to Elgin after working for a Chicago-area publishing firm. In the war years, he was a flying officer in the Navy Air Corps more than three years, entering the service while a student at Illinois Wesleyan U. in Bloomington. After graduation, he went into the Navy full-time, taking pre-flight training in Iowa before teaching the techniques of blind flying at the world's largest instrument flight school in Atlanta.

In college, he majored in journalism and sociology. A member of Tau Kappa Epsilon social fraternity and Gamma Upsilon journalism fraternity, he edited the college paper, *The Argus*, and worked as publicity director of the college during his senior year.

He is a native of southern Illinois, where he lived through his high school years on a farm near Roodhouse. An avid bowler and golfer, Mr. Mehrhoff lives in Elgin with his wife, the former Barbara Thiele, a Pittsburgher whom he met in Atlanta, where she was stationed as a WAVE. Their youngsters are Tommy, 7, and Susie, 4.

KVWO Cheyenne, Wyo., opens downtown offices at 1710 Pioneer Ave. Telephone is 2-6451.

Statistics in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 40 for South Carolina and No. 48 for West Virginia, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 45 and 50 cents per copy, respectively.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, No. 40 and 48, now available from the Superintendent of Documents, at 15 cents a copy for each state. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, No. 40 and 48, available from the Superintendent of Documents, at 50 and 55 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

AM-TV SET SALES

Reported by Dept. Stores

DEPARTMENT stores report a 2% increase in radio-TV sets and phonograph sales for June 1952 compared to the same month last year but a 27% drop in first-half year sales from the first six months of 1951.

These figures, computed in terms of retail value, are contained in the September 1952 Federal Reserve Bulletin.

A total of 172 department stores reported in the Federal Reserve survey. Stocks at the end of June 1952 recorded a percentage drop of 64%, with ratio of stocks to sales placed at 2.9 to 1 for June 1952 and 8.3 to 1 for June 1951. Ratio is computed by dividing stocks at month's end by sales during month, indicating month's supply on hand in terms of sales for that month.

PHIL DAVIS Musical Enterprises Inc., New York, assigned to Leo Burnett Co., that city, as music consultant and producers of Kellogg's musical spot campaign for its new product, Kellogg's Sugar Frosted Flakes.



SUBMARINE USS PERCH battles way through ice-field during Arctic maneuvers. The *Perch* tested

new low-temperature fuels and lubricants developed by scientists of America's competing oilmen. Re-

sults showed that these fuels and lubricants stood up under the world's wors; weather conditions.

51° BELOW ZERO

Petroleum Research Helps Make Arctic Defense Possible

Recent Arctic maneuvers in snow, in icy seas, and in the air prove the outer line of U.S. defenses can now be pushed within 100 miles of the North Pole. Military observers reveal this conquest of the Arctic is made possible only by the high quality of today's fuels and lubricants, which operate at full efficiency in temperatures as low as 51° below zero.

This outstanding performance is no accident. It has resulted from never-ending research and product improvement by America's privately-managed oil businesses—competing with rivals to get to the public first with the newest and most improved oil products.

Like our Armed Forces, you benefit from this competition, too, with the finest oil products at the world's lowest prices. For example: 2 gallons of the gasoline you buy today do the work 3 did in 1925. Yet today's gasoline is priced about the same as it was then — only direct taxes are higher.

The risks in the oil business are high—for research and development costs are enormous and the new products developed by one oil company today may be surpassed tomorrow by some competitor's newer and even better product. But oilmen are willing to accept such risks as long as they have a chance to stay in business and earn a profit while serving you.

For a free, interesting booklet telling how you can benefit through the new improved oil products you use every day, write to Oil Industry Information Committee, American Petroleum Institute, Box P, 50 West 50th Street, New York 20, N. Y.



(Left)

REFUELING AIR FORCE TRANS-PORT, just returned from Arctic flight. Observers report that even polar cold does not destroy efficiency of modern fuels and lubricants competing U. S. oilmen have developed for you and the Armed Forces.

(Right)

MAN-MADE ARCTIC conditions in scores of oil company laboratories pay off in benefits for your car. Many of the new high quality motor oils, developed since World War II, are so efficient they can actually triple the life of your car engine—as proved in modern atomic tests.



RADIO AND TELEVISION-1950 U. S. CENSUS OF HOUSING-WEST VIRGINIA

			RADIO				TELE	VISION	
				With Radio			1	With	TV
	2			19	50			-	
Area	Total population	70.0	Number reporting		1 +		7 0	-	=
	_==	Total occupied dwelling units	a i	Number	Per Cent	- 0 %	Number	Number	Cent
	Total	Total occur dwel	E &	E	1 2	1940 Radio Homes	5 0	5	Per
	ı ĕ ā.	2005	Zº	Ž	P -	- 8 ±	Z 2	Z	ď
South Charleston	16,686	4,957	4.875	4,835	99.2	2,482	4,880	140	2.9
South Parkersburg	10,000	4,737	4,073	4,033	77.2	2,402	4,000	140	2.7
(uninc.)	10,808	3,019	2,930	2,895	97.1	*	2,980	20	0.7
Weirton	24,005	6,365	6,305	6,150	97.5	*	6,230	400	6.0
Wheeling	58,891	17,981	17,890	17,420	97.4	14,921	17,775	145	0.8
COUNTIES									
Barbour	19,745	5,131	5,120	4.750	92.8	3.044	4,925	35	0.7
Berkeley	30,359	8.560	8,645	8,295	96.0	6,072	8,570	760	8.9
Boone	33,173	7,718	7,635	7,105	93.1	3,930	7,585	165	2.2
Braxton	18,082	4,449	4,220	3,825	90.6	2,256	4,195	20	0.5
Brooke	26,904	7,255	7,175	6,875	95.8	5,367	7,130	230	3.2
Cabell Calhoun	108,035 10,259	30,893 2,456	30,655	29,435	96.0	20,179	30,490	1,620	5.3
Clay	14,961	3,354	2,455 3,240	2,210 2,800	90.0 86.4	1,429 1,467	2,440 3,185	20 45	0.8
Doddridge	9,026	2.410	2.390	2,230	93.3	1,587	2,375	20	0.8
Fayette	82,443	20,085	19,945	18,790	94.2	13,556	19,895	185	0.9
Gilmer	9,746	2,427	2,430	2,210	90.9	1,447	2,420	15	0.6
Grant	8,756	2,170	2,160	1,890	87.5	1,225	2,150	5	0.2
Greenbrier	39,295	9,850	9,630	9,130	94.8	5,944	9,625	50	0.5
Hampshire Hancock	12,577 34,388	3,205	3,185	2,865	90.0	1,850	3,160	25	0.8
Hardy	10,032	9,168 2,481	9,185 2,435	8,910 2,120	97.0 87.1	6,827 1,320	9,095 2,430	620 5	6.8
Harrison	85.296	23,960	23.725	22,725	95.8	16,217	23,670	205	0.2
Jackson	15,299	4,018	4,055	3.810	94.0	2.502	4,045	30	0.7
Jefferson	17,184	4,567	4,585	4,255	92.8	3,006	4,505	405	9.0
Kanawha	239,629	64,261	63,290	60,915	96.2	37,521	62,740	995	1.6
Lewis	21,074	5,337	5,305	5,035	94.9	3,664	5,240	45	0.9
Lincoln	22,466 77,391	5,007	4,895	4,390	90.0	1,983	4,875	65	1.3
Logan McDowell	98,887	17,456 22,293	17,245 22,380	15,850 20,400	91.9 91.2	9,886	17,125	70	0.4
Marion	71,521	20,259	20,105	19,350	96.2	14,838 13,990	22,275 20,075	180	0.8
Marshall	36,893	10,146	10,080	9,565	95.9	7,524	10.045	245 120	
Mason	23.537	5,962	5,945	5,445	91.6				1.2
Mercer	75,013	18,920	18,855	18,100	96.0	2,993 12,231	5,895	75	1.3
Mineral	22.333	6,048	5,785	5,485	94.8	4.269	18,820	185	1.0
Mingo	47,409	10,937	10.835	9,550	88.1		5,760	45	8.0
Monongalia	60,797	15,883	15,590		95.3	5,342	10,750	65	0.6
Monroe	13,123	3,263	3,150	14,855 2.870	91.1	10,324	15,490	430	2.8
Morgan	8,276	2,293	2,275			1,934	3,130	40	1.3
Micholas				2,070	91.0	1,554	2,250	35	1.6
Ohio	27,696	6,530	6,525	6,005	92.0	2,884	6,505	40	0.6
Onio	71,672	21,288	21,105	20,545	97.3	17,288	20,975	315	1.5

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

ARE YOU A MR. Why Buy?

Why Buy

SPOT RADIO?

Spot radio lets you hand-pick the station which will do the best selling job for you—market-by-market.

Why Buy

SOUTHWEST VIRGINIA?

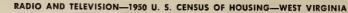
Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

Why Buy

WDBJ?

WDBJ is a 28-year-old pioneer in this rich market — a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ's weekly coverage represents 110,590 families daytime, and 85,830 families at night. WDBJ's average share of audience in Roanoke is phenomenally high. Ask Free & Peters!





				RAD	TELEVISION				
	-			With Radio				With TV	
Area	Total	Total occupied dwelling units	Number reporting	Number	Per Cent	1940 Radio Homes	Number	Number	Per Cent
Pendleton	9,313	2,126	2,105	1,855	88.1	1,315	2,095	25	1.2
Pleasants	6,369	1,756	1,775	1,630	91.8	1,317	1,770	15	8.0
Pocahontas	12,480	3,094	3,130	2,890	92.3	1,828	3,005	140	4.7
Preston Putnam	31,399 21,021	7,883 5,266	7,755 5,305	7,000 4,965	90.3 93.6	4,685 2,660	7,730 5,290	210	2.7
Raleigh	96,273	23,134	22.850	21,685	94.9	14,512	22,765	95 160	0.7
Randolph	30,558	7.448	7,325	6.705	91.5	4,875	7,320	30	0.4
Ritchie	12,535	3,588	3,540	3,185	90.0	2,477	3,535	15	0.4
Roane	18,408	4,465	4,470	4,065	90.9	2,471	4,475	40	0.9
Summers	19,183	4,826	4,810	4,450	92.5	2,886	4,805	40	0.8
Taylor	18,422	5,087	5,035	4,770	94.7	3,569	5,010	15	0.3
Tucker	10,600	2,710	2,690	2,415	89.8	2,079	2,665	10	0.4
Tyler	10,535	3,082	3,070	2,850	92.8	2,247	3,020	25	0.8
Upshur	19,242	5,085	5,000	4,575	91.5	2,815	5,000	35	0.7
Wayne	38,696 17,888	9,520 4,151	9,510 4,125	8,715 3,650	91.6 88.5	4,509 2,223	9,450 4,070	275 15	2.9
Webster Wetzel	20,154	5,632	5.590	5,220	93.4	3,515	5,590	40	0.7
Wirt	5,119	1,359	1,370	1,245	90.9	803	1,365	40	0.7
Wood	66,540	19,517	19,430	18,635	95.9	13,946	19,230	145	0.8
Wyoming	37,540	8,502	8,590	7,985	93.0	4,161	8,520	75	0.9
* Not Available									

RADIO AND TELEVISION-1950 U. S. CENSUS OF HOUSING-SOUTH CAROLINA

RADIO

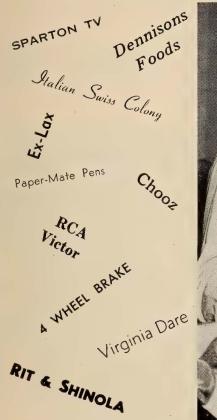
TELEVISION

				With Radio				With	TV
	=			19	950	_1		i	
Area	Total	Total occupied dwelling units	Number reporting	h	I E		Number	-	ŧ
		- 0= "	- e r	l ge	Cent	0.0 8	dir	مَو	ő
	100	Total occup dwell units	- nd	Number	Per	1940 Radio Homes	Number	Number	Per Cent
	1 F Q	-000	2 =	1 Z	-	-ex	ZE	Z	
	117,027	514,638	508,415	448,880	88.3	209,542	506,550	4,860	1.0
Urban and Rural nonfarm 1,	416 416	374 589	369.860	331,005	89.5	154,017	368,540	3,385	0.9
Urban	416,416 777,921	374,589 211,978	369,860 209,785	194,165	92.6	80,519	209,100	1,935	0.9
Kuran nontarm	638,495	162,611	160,075	136,840	85.5	73,498	157,440	1,450	0.9
Rural Farm S. M. A.	700,611	140,049	138,558	117,875	85.1	55,525	138,010	1,475	1.1
	164,856	42,927	42,305	37,100	87.7	16,969	42,280	220	0.5
Charleston Urbanized	,		,				,		
	120,289	32,629	32,155	29,270	91.0		32,105	175	0.5
	142,565	35,206	34,945	32,130	91.9	15,347	34,910	215	0.6
Columbia Urbanized Area	120,808	31,026	30.905	28.840	93.3		30,875	175	0.6
	168,152	45,345	44,690	41,830	93.6	23,136	44,560	460	1.0
URBAN PLACES									
Anderson	19,770	5,854	5,730	5,365	93.6	3,645	5,690	25	0.4
Brandon—Judson									
(uninc.) Charleston	11,008 70,174	3,036 20,081	2,980 19,725	2,825 17,550	94.8 89.0	12,198	2,970 19,740	25 125	0.8
Columbia	86.914	21,847	21,795	20,180	92.6	10,767	21,800	125	0.6
Florence	86,914 22,513	6,386	6.290	5,745	91.3	2,730	6,245	10	0.2
Greenville	58,161 13,806	16,692 4,034	16,560 4,025	15,505 3,725	93.6 92.5	6,447 2,233	16,505 4,030	135 25	0.8
Greenwood Orangeburg	15,332	4.008	3,955	3,620	91.5	1,646	3.950	15	0.4
Rock Hill	24.502	6,179	6,200	5,960	96.1	2,866	6,200	165	2.7
Spartanburg Sumter	36,795 20,185	10,438 5,564	10,175 5,310	9,430 4,815	92.7 90.7	5,858 2,461	10,155 5,330	250 40	2.5
Junier	20,103	3,364	3,310	4,013	70.7	2,401	3,330	40	0.0
COUNTIES									
Abbeville Aiken	22,456 53,137	5,677 14,037	5,690 13,965	4,945 12,235	86.9 87.6	2,219 5,861	5,650 13,895	60 95	1.1
Allendale	11,773	2,794	2,720	2,105	77.4	723	2,695	5	0.2
Anderson	90,664	23,592	23,430	21,585	92.1	12,758	23,335	155	0.7
Bamberg Barnwell	17,533 17,266	4,111 4,197	4,045 4,175	3,440 2,965	85.0 71.0	1,260 1,153	4,035 4,150	10	0.2
Beaufort	26,993	6,184	6,105	4,770	78.1	1,128	6,090	65	1.1
Berkeley	30,251	6,617	6,480	4,775	73.7	1,476 876	6,460	45	0.7
Calhoun Charleston	14,753 164,856	3,399 42,927	3,380 42,305	2,605 37,100	77.1 87.7	16,969	3,380 42,280	55 220	0.5
Cherokee	34,992 32,597	8,432	8,385	7,630	91.0	4,141	8,380	205	2.4
Chester Cold	32,597	7,922	7,790 8,010	6,920 6,955	88.8	3,615 3,124	7,760 7,955	115 85	1.5
Chesterfield Clarendon	36,236 32,215	8,148 6,513	6,340	5,025	86.8 79.3	1,598	6,295	40	0.6
Colleton	28,242	6,513 6,887 11,709	6,840	5,420	79.2	1,838	6,775	200	3.0
Darlington Dillon	.50,016 30,930	11,70 9 6,739	11,490 6,590	10,315 5,755	89.8 87.3	4,457 2,476	11,410	65 35	0.6
Dorchester	22.601	5.414	5,350	4,710	88.0	1,641	6,570 5,210	20	0.4
Edgefield	16,591	5,414 3,941 5,005	3,815	3,290	86.2	1,278	3 235	30	8.0
Fairfield Florence	16,591 21,780 79,710 31,762	5,005	4,810 18,385	3,865 16,060	80.4 87.4	1,877 7,169	4,735 18,230 7,110 44,560	60 90	1.3
Georgetown	31,762	18,565 7,178 45,345	7,135	5,805	81.4	2,105	7,110	25	0.4
	168,152	45,345	7,135 44,690	41,830	93.6	23,136	44,560	460	1.0
Greenwood Hampton	41,628 18,022	4 371	10,925	10,030 3,550	91.8 81.6	5,302 1,084	10,950 4,300	90 20	0.8
Harry	59,820	11,001 4,371 13,258	4,350 13,235	3,550 11,745	88.7	4,060	13.155	120	0.9
Jasper	59,820 10,995	2,568	2,575 7,370	2,020	78.4	674	2,535 7,335 8,705	25	1.0
Kershaw Lancaster	32,287 37,071	7,494 8,919	8,740	6,270 8,075	85.1 92.4	2,520 4,090	8.705	50 185	0.7
Laurens	46,974	11,386	11,365	10,195	89.7	5,526	11,315	105	0.9
Lee	23,173	4,900	4,615	3,740	81.0	1,480	4,605	20	0.4
Lexington McCormick	44,279 9,577	11,204 2,114	11,180 2,135	10,225 1,745	91.5 81.7	4,331 576	11,140 2,145	105 25	0.9
Marion	33,110	7,578	7,650	6,625	86.6	2,826	7,645 7,225	35	0.5
Mariboro	31,766	7,403	7,225	6,345	87.8	2,509	7,225 8,070	40 75	0.6
Newberry Oconee	39,050	8,096 9,297	8,090 9,240	7,165 8,325	88.6 90.1	3,718 4,105	9,220	115	0.9
Orangeburg	68,726	15.795	15,475	12,895	83.3	4,930	9,220 15,380	75	0.5
Pickens Pickland	40,058	10,112 35,206 3,799	9,895 34,945	9,135	92.3 91.9	5,075 15,347	9,830 34,910	115 215	0.6
Richland Saluda	142,565 15,924	3,799	3,880	32,130 3,375	87.0	1,395	3,855	95	2.5
Spartanburg	150,349	38,119 13,173	37,810	35,245	93.2	19,406	3,855 37,720	690	1.8
Sumter	57,634 31,344	13,173 7,539	12,870 7,395	10,945 6,850	85.0 92.6	4,264 3,763	12,870 7,385	65 80	0.5
Union Williamsburg	43,807	9,014	8,765	6,660	76.0	3,763 2,209	8,695	40	0.5
York	71,596	16,959	16,760	15,485	92.4	7,474	16,765	330	2.0
		BR	OAD	CAST	IN	G •	Telec	asti	ng

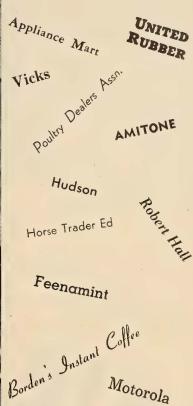
BUY GEORGE

the greatest salesman in the

SAN FRANCISCO BAY AREA







GEORGE RUGE

KYA KOFFEE KLUB

ON

KYA

San Francisco

Covering Northern California's 3,000,000 people

SAME OLD OIL

Phillips' Free-Time Pitch Visiting Firemen

she's appreciated,

THE Phillips 66 people of Bartlesville, Okla., who sell their gas and oil at prevailing market rates and normally buy radio and TV time [BoT, Sept. 8], would like to get some of their radio advertising

Collaborating in a scheme to lure donated commercials from disc jockey programs is Lambert & Feasley Inc. Advertising, a New York agency that charges usual fees for its professional services.

The two business organizations have sent stations an album of recordings because, as Ray Kremer, Lambert & Feasley's radio and TV director, puts it, "we think you'll enjoy them . . . and because we think your listeners will enjoy them, too."

Suggested procedure for charitably-inclined stations is this: "We'd like to suggest that you pass this album along to your disc jockeys and have them give one or both a spin, and ask for listener reaction . . . and we'll predict, right now, that the folks will like them."

Two of the four sides are strictly instrumental. One, titled "A Girl Likes to Know That She's Appreciated," is played in slow dixie

duced by Nelson Ideas Inc. for Lambert & Feasley, with recording by Empire Broadcasting Corp., New York.

label on that side.

Turned over, the Nelsonics are supported by Julie Conway and Dan Landt. The title is the same.

Mr. Kremer writes that "the commercial message is held down to a minimum . . . with that minimum presented in a very palatable fashion . . . not just as a sales pitch . . . but as a darned good

Miss Conway innocently opens with this non-commercial theme, offered in a boudoir mood:

A girlie likes to know that she's appreciated,

When you take her riding in your car.

Here the sustaining motiff is abandoned for this "minimum" explanation of how to show a girlie that she's appreciated:

> Just fill your tank With Phillips 66 gasoline,

Is that good? Julie supplies the answer (watch your blood pressure, boys):

> She'll love you for your pickup, She'll love you for your speed.

Obviously impressed, Dan shows he's savvy about autos and girls by responding:

Everything I buy her has got to

Nothing commercial except the

By this time they're both convinced, as this wipe-off two-voice line plainly demonstrates:

Phillips 66 can do plenty for you.

That's why I always ask for Phillips 66 gas . . . WHAT POWER. Here's how my baby knows that

I fill up with Phillips-Phillips

That "minimum" commercial out of the way, the third side is sustaining except for the innocuous "Phillips 66 March." melody and style follow the mood of another famed Philip-John Philip Sousa, using patterns familiar to lovers of the bandsman's compositions.

Side 4, however, gets down to business once again as the "Phillips Four" vocal group joins the Nelsonics in performing the same march. At last, Phillips 66 premium oil gets a break. The "minimum' lyrics follow:

> Get up and go, your car will go When you fill it up with Phillips

> You really step with lots of pep, It's really keen when you use Phillips gasoline.

For motor oil and gasoline that's super-safe for your machine Fill up with Phillips 66.

To keep your motor superfine Just drive in at the Phillips sign, Get Phillips 66 heavy-duty premium oil and Phillips 66, the peppy gasoline.

Quick to protest was Ben Ludy. general manager of WIBW Topeka, who wrote Lambert & Feasley, "By no stretch of the imagination would we consider using these except on a strictly card-rate basis. I cannot quite believe that Phillips petroleum would ask any other media to give them free advertising. . . .

[EDITOR'S NOTE: Pepsi-Cola hit the spot with jingles that have become national song hits on paid time. Phillips and Lambert & Feasley might do the same by simplifying their lyrics and "buying" radio time rather than trying to get it free! ing to get it free.]

ABC PROMOTION

Uses 'Conversation' Motif

PROGRAM of "conversation advertising" will be employed by ABC radio in its newspaper and on-the-air promotion this fall, with ads using the same concept available for promotion of affiliates' own shows and network programs.

The ads carry pictures of one or two persons in a conversational pose, with "balloons" to show what they are saying. Recordings employ the same technique for onthe-air promotion.

SESAC Inc., New York, sending subscribers first releases in new series of transcriptions by Walter Solek and his polka dance band. Discs include polkas, obereks and waltzes. Both Polish and English lyrics are sung by Mr.

KBIG Hollywood, Calif., is distributing membership cards in the "Visiting Fire-man's Club," entitling visitors to full club privileges. Each member is designated deputy chief, and is entitled to use club's offices at KBIG, 6540 Sunset Blvd., Hollywood 28. "This includes full use of desk, phone, paper, clips, secretaries, pencils and KBIG program schedules. Club management guarantees freedom from conversation with salesmen, who are chained in separated offices." Card is being distributed by Robert J. McAndrews, KBIG commercial manager, to point up KBIG black ink operation in its third month on the air, studio-transmitter links and use of latest RCA equipment.

BAB Offers Spot Kit

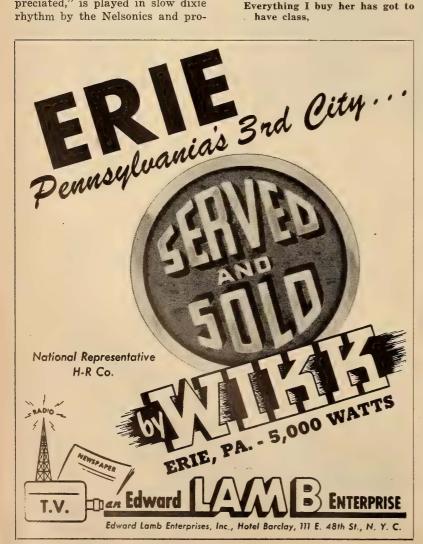
BAB MOVED into the second phase of its "sell radio" campaign last week by making available to both member and non-member, radio stations, kits containing spot announcements stressing radio as a sales, information and entertainment medium.

BAB President William B. Ryan said "the use of radio to sell radio" is the "most important part of the local phase of our advertising campaign," and noted that "we will run three separate on-the-air campaigns through the cooperation of our stations between now and April 1."

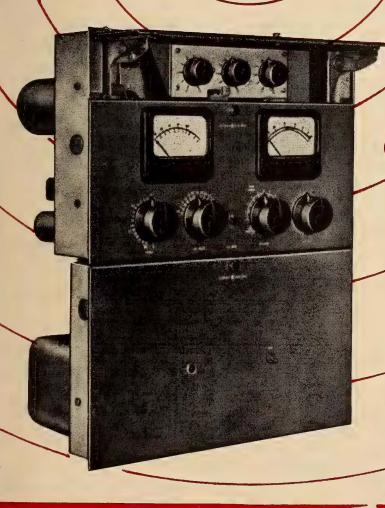
In addition to the kits made available last week-which contain twelve 20-second and eight 1-minute announcements-others will be distributed about Dec. 1 and Feb. 1, and a supplementary series of transcribed announcements will be sent out around Nov. 1, according to current plans.

"In these three campaigns," Mr. Ryan said, "stations will use live and transcribed announcements to sell listeners on the size and power of radio, and, indirectly, to impress advertisers — and the millions of salesmen, clerks, jobbers, wholesalers, etc., who influence advertising decisions — with the same facts."

BAB kicked off its campaign a few weeks ago with full-page advertisements in New York and Chicago newspapers and in radio and industrial trade publications [BoT, Sept. 1]. These ads, BAB said last week, are now being run in more than 125 newspapers over the signatures of individual or groups of stations. Second ad in the campaign-this one stressing the reliance of both large and small advertisers upon radio—appeared last



We increased fringe area coverage by 29% - at a cost of less than 3¢ er fami





General Electric Limiting Amplifier Helps a 250-watt Independent Outpull Higher Powered Competitors

THIS G-E amplifier cost WOLF, Syracuse, \$897*. According to station management, this General Electric equipment has been twice as effective in attracting fringe area listeners as a \$14,000 half-wave antenna system previously used alone. Why? Because it gets the signal into fringe areas at a low volume setting and automatically minimizes the effect of interfering signals and noise.

Since the installation of the amplifier, the station has had the largest Hooper shares of audience in its history. In dollar volume and number of advertisers, business has never been better.

More than 450 stations are now using the G-E Limiter. The Broadcast Man at the G-E office near you has plenty of information on its performance. Call him today and he will demonstrate why it's one of the most farsighted investments a station can make. Meanwhile, let us send you a new illustrated bulletin on the Limiting Amplifier. Write: General Electric Company, Section 2102-6, Electronics Park, Syracuse, New York.

*Price today slightly higher.

... Says the station manager

"In a recent campaign, with three stations dividing the advertiser's schedule, WOLF (250 watts) outpulled two regional 5 kw stations in out-of-town mail. Telephone orders came in from as far away as 46 miles. We attribute this penetration in large measure to the General Electric Limiter." Sherm Marshall, General Manager

... Says the station engineer

"This limiter anticipates a peak—and is already cutting when the peak is reached. With it you can always use the full capabilities of your signal without causing even instantaneous overmodulation. It enables us to use more current without reducing the life of the modulation tubes." Don Muir, Station Engineer

You can put your confidence in _ GENERAL



AT&T DATA

Prepared on Movie TV Costs

DATA on theatre TV costs and apparatus, as requested by motion picture counsel [B.T, Sept. 29, 15, 8] will be forthcoming before the end of the year, AT&T officials told movie attorneys and engineers at a meeting last week in Washing-

First phase of the FCC hearing on the motion picture industry's request for special theatre TV frequencies commences Oct. 20. It will be concerned with accounting and engineering aspects. Lay testimony and cross examination of witnesses are scheduled for the main portion of the hearings, scheduled to begin in Washington on Jan. 12.

AT&T officials have been accused by motion picture counsel with reluctance in answering their requests for information.

Speaking for the telephone company at the Washington meeting were: E. D. North and W. E. Babler, attorneys; A. G. Jensen, director of TV research, Bell Labs.; F. A. Cowan, F. M. Ryan, M. G. Wallace, Long Lines Div. engine-

For the motion picture industry, the following attended: Earl Sponable, 20th Century-Fox; Frank Cahill and James Pratt, Warner Bros.; Lester Isaac, Leow's-MGM; Richard Hodgson, Paramount; Edward Cooper, Motion Picture Assn. of America TV director.

Also attending were James Lawrence Fly and Vincent B. Welch, counsel for MPAA; Marcus Cohen, counsel for National Exhibitors Theatre TV Committee (organization of exhibitors); Andrew F. Inglis, consulting engineer for MPAA; Stuart L. Bailey and Raymond E. Rohrer, consulting engineers for NETTC.

RTMA COMMITTEE

Statistics Panel Named

FRANK W. MANSFIELD, market research specialist with Sylvania Electric Products Inc., has been reappointed chairman of the Industry Statistics Committee of the Radio-Television Mfrs. Assn.

Members of the 21-man committee also were named by A. D. Plamondon Jr., RTMA president and board chairman. The committee directs RTMA's activities in collecting and compiling statistical information for the broadcast industry. In addition to Mr. Mansfield, committee members are:

field, committee members are:

Floyd Bell, Bell Sound Systems Inc.;
K. B. Bryden, RCA Victor; Herbert W.
Clough, Belden Mfg. Co.; G. Richard
Fryling, Erie Resistor Corp.; David
Goodman, Hughes Aircraft Co.; George
Hallett, Tung-Sol Electric; N. C. Henry,
Bendix Radio Div.; D. J. McCarty, RCA
Victor; George McCleary, RCA Victor;
C. W. Miller, Westinghouse Electric
Corp.; Leslie F. Muter, The Muter Co.;
Sam Norris, An.perex Electronic Corp.;
L. S. Racine, Chicago Transformer
Div.; Joseph Schiavo, Philco Corp.;
A. G. Schifino, Stromberg-Carlson Co.;
William Sellew, David Bogen Co.; W.
M. Skillman, General Electric Co.; C.
Ogden Smith Jr., Allen B. DuMont
Labs.; H. E. Taylor, Allen B. DuMont
Labs.; Harvey Weimer, Crosley Div.,
Avco Mfg. Corp.



EUGENE E. JUSTER (r), WRC Washington general manager, presents a plaque to Maury Nee (c) of the P. J. Nee Furniture Co., that city, while Lee Dayton, host on the Nee-sponsored WRC program, Hour of Dreams, looks on. Plaque marks 72d anniversary of P. J. Nee Co.'s founding.

BUENO PROMOTION Hallicrafters, WILD Agree

NOT ALL heads-up promoting is done in the ring. John Mahoney, advertising manager, Hallicrafters, learned some days ahead that the only blow-by-blow broadcast of the Marciano - Walcott championship bout would be carried on WRUL Boston for shortwave in Spanish to South America. Fight was barred from U.S. radio or TV [B•T, Sept. 29].

He wired all distributors, noting that the broadcast could be picked up on either of two frequencies by Hallicrafters shortwave radio.

Ash Chambers, vice president and Herbert A. Davies, sales manager of Dixie Distributors, Birmingham, Ala., wanted to circulate the name of Hallicrafters which was new in the area. They contacted WILD Birmingham and Dr. T. R. Hernandez, of Birmingham, Southern U.'s Romance Language Dept.

The night of the fight last week, two Hallicrafters 8R40 radios were set up at WILD's studio, and as the description came over, Mr. Hernandez translated. Gabby Bell did the English announcing after getting the typewritten notes which were passed from the translator to a stenographer. An estimated 150,-000 persons in the Birmingham area heard the program, it was said. Dixie firm also bought 80 spots on WILD two days before the fight telling listeners they could hear the bout via shortwave if they knew Spanish, or on WILD in English.

ARMED FORCES RADIO UNITS of U. S. Army Reserve, Hollywood, are offering courses in all phases of radio and television to men between ages of 17 and 34, as announced by Maj. David Bramson, commanding officer.

ALBRACHT NAMED Heads Lamb's Erie Properties

APPOINTMENT of Paul Albracht as director of various Edward Lamb properties in Erie, Pa., and his election as a vice president of Edward Lamb Enterprises Inc. was announced last week.

Mr. Albracht has been general manager of the Erie Dispatch since 1946. His service with the newspaper dates back to 27 years when he began as a newsboy. New offices have been opened for Mr. Albracht in Erie's Commerce Bldg. He will coordinate affairs of WICU (TV), WIKK, the Erie Adv. Co. and the Erie Dispatch. Mr. Lamb also owns WTVN (TV) Columbus, Ohio, WTOD Toledo and WHOO Orlando, Fla.

L. A. CD ALERT 18 Stations Take Part

EIGHTEEN radio stations took part in Los Angeles' first fullscale civil defense drill last week. After the alert, stations in Los Angeles, Long Beach, Santa Monica, Glendale and Sherman Oaks discontinued commercial broadcasting and switched to City

Adm. R. W. Berry gave special instructions and Gordon Hughes of CBS directed announcers reporting from various sections of the city: Frank Goss, CBS; Hank Weaver, ABC; Sam Hayes, MBS; and Jim Todd, KFI. Coordination was handled by Bill Whitley, public affairs director, CBS; and Norman Nelson, managing director, Southern Calif. Broadcasters Assn.

TECHNICAL Cooperation Administration's (State Dept.) public affairs staff has developed new documentary script for its radio production kit. Script, entitled The Locust Fighters, tells of Point 4 cooperation in Middle East in battle against crop-destroying

upcoming



NARTB District Meeting Schedule

Date Dist. Hotel

Oct. 6-7

Biltmore Atlanta Peabody Memphis

13-14 Harrisburg, Pa.

Westchester Rye, N. Y.
Country
Club 16-17

1 Statler Boston

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

Oct. 8-9: Second annual High Fidelity and Audio Show, Broadwood Hotel, Philadelphia.

Oct. 9-10: Central Council, American Assn. of Advertising Agencies, Drake Hotel, Chicago. Oct. 9-10: AAAA Central Council fall regional convention, Drake Hotel, Chicago.

Oct. 9-11: Alabama Broadcasters Assn., U. of Alabama.

Oct. 11-13: Women's Adv. Clubs annual Mid-West inter-city conference, Hotel Morton, Grand Rapids, Mich.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 13-14: Kentucky Broadcasters Assn., Henry Clay Hotel, Ashland, Assn., Her Kentucky.

Oct. 13-14: Engineering Conference, Central Canada Broadcasters Assn., Royal Connaught Hotel, Hamilton, Ont.

Assn., Henry Clay Hotel, Ashland,

Oct. 17-18: Ninth Annual Advertising & Sales Promotion Conference, Columbus.

Oct. 17-19: Southeastern District, National Assn. of Radio Farm Directors convention, Winston-Salem, N. C.

Oct. 20: Theatre TV hearing begins, FCC.

Oct. 20-21: Adv. Fed. of America Fifth District meeting, Ft. Hayes Hotel, Columbus, Ohio.

Oct. 20-22: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y

Oct. 20-23: Financial Public Relations Assn. annual convention, Coronado, Calif.

Oct. 28-29: AAAA Eastern Conference (New York, New England & Atlantic Councils) fall regional convention, Roosevelt Hotel, New York.

Nov. 6-7: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.

Nov. 6-8: Sixth annual Southern Industrial Editors Institute, U. of Georgia, Athens, Ga.

Nov. 9-16: National Radio & Television

Nov. 11: National Conference of Christians and Jews awards luncheon, Washington.

Nov. 17-18: NARTB Copyright Committee, NARTB Hdqrs., Washington. Nov. 19-22: Sigma Delta Chi, National convention, Denver.

Nov. 20-21: NARTB Insurance Committee, NARTB Hdqrs., Washington.

Dec. 1-3: National Assn. of Radio News
Directors convention, Cleveland.

Dec. 5: NARTB Combined Boards, Roney Plaza Hotel, Miami Beach, Fla. Dec. 5-6: NARTB Radio Board, Roney Plaza Hotel, Miami Beach, Fla.

Plaza Hotel, Miami Beach, Fla.
Dec. 5-6: Educational TV conference,
Indiana U., Bloomington, Indiana.
Dec. 8-9: NARTB TV Board, Cat Cay,
Bahamas.
Dec. 27-29: American Marketing Assn.,
conference, Palmer House, Chicago.
Feb. 5-7, 1953: Southwestern I.R.E.
Conference & Electronics Show,
Plaza Hotel, San Antonio.
April 18: Seventh Annual Spring Tech-

April 18: Seventh Annual Spring Technical Conference, Cincinnati. April 29-May 2, 1953: NARTB Convention, Biltmore Hotel, Los An-

Account Executives! Time Buyers!

No Other Radio Show Offers The Merchandising Extras of Kitchen Karnival!

Kitchen Karnival is the daily half-hour radio show that offers you capacity merchandising in the Baltimore area food stores. Here are the important extras that Kitchen Karnival gives you.

Your product is mass displayed at luncheon broadcasts and at church and civic broadcasts in and around Baltimore.

Your product is offered as a prize at each weekly broadcast.

Your product is actually sampled by luncheon guests and audiences numbering over 500 each week. Surveys show that each participating housewife will tell 6 others about her experience. Hence, 3,000 per week.

Your product gets special point-of-sale display and active instore promotion from full time merchandising men.

The Merchandising Department works for the advertiser in the following manner • Advertising matter is displayed in preferential places • Obtains tie-in ads in newspapers and hand bills • Special merchandising manager plans campaigns and promotions for each sponsor, sets up luncheons, shows and displays and personally visits dozens of chain and independent stores weekly • Stores not handling advertisers' product are encouraged to do so, bona fide orders are obtained, forwarded to wholesalers o Stores cooperating are given courtesy plugs on the air • Competitor survey made available to you • You receive weekly report of activities and progress of the special Kitchen Karnival campaign promoting your product.



NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

New Business

(Continued from page 14)

Mon., Wed. and Fri., 2-2:30 p.m. on CBS-TV. Show makes its debut today (Monday). Agency: Ward, Wheelock Co., N. Y.

A. C. WEBER Inc., Chicago (distributors, Pfaff sewing machines), renews This Is My Melody on ABC-TV, weekly half-hour, for 26 weeks from Oct. 1. Agency: Bozell & Jacobs Inc., Hollywood.

Agency Appointments . . .

CUSTOM RECORD., Div., RCA Victor Record Dept., appoints Ross Roy Inc., N. Y. and Detroit.

COBBLERS Inc., L. A. (shoe mfrs.), appoints Mogge-Privett Inc., that

LONGCHAMPS, Washington, D. C. (restaurant), appoints Lohmeyer-Adelman, Phila.

HOME PRODUCTS INTERNATIONAL appoints Dillion-Cousins & Assoc., N. Y., to handle Anacin in Mexico.

FRAWLEY Corp., Culver City (Paper Mate pens), appoints Erwin, Wasey & Co. Ltd., L. A. Radio-TV is being used.

TUNA RESEARCH FOUNDATION, Long Beach (10 Calif. packers), appoints J. Walter Thompson Co., L. A.

EASE DETERGENT, Burbank, appoints Yambert-Prochonow Inc., Beverly Hills. Radio-TV is being used. RAYMOND PROCHONOW is account executive.

CROTON WATCH Co., N. Y., names Doyle, Dane, Bernbach Inc., that

INTERSTATE ENGINEERING Corp., El Segundo, Calif., appoints Geoffrey Wade Adv., Hollywood.

MURPHY OLDSMOBILE, L. A. (new car dealers), appoints Walter Mc-Creery Inc., Beverly Hills. Radio is being used. TV will be added.



KOLD KIST Inc., L. A. (frozen cooked foods), appoints Calif. Adv. Agency, Hollywood. Spot announcement campaign scheduled on KMPC Hollywood with others to follow.

SAV-ON DRUG STORES Inc., L. A. (Southern California self-service chain), names Factor-Breyer Inc., that city.

Adpeople . . .

E. P. LESLIE elected vice president of Walgreen Co., Chicago, heading advertising, merchandising, purchasing and warehousing activities. He replaces J. E. WARD, retired.

JAMES P. DELAFIELD, assistant marketing manager for concentrates and specialties in Birds Eye Div. of General Foods, N. Y., named to newly-created position of division's general manager.

THOMAS C. McPARTLAND, advertising and sales promotion manager, Colt's Mfg. Co., Hartford, Conn., appointed New England sales manager, Hile-Damroth Inc., N. Y., firm dealing with visual selling programs for industry and government.

MILT GREY, vice president in charge of sales, Hill-Shaw Co., Chicago (appliance mfrs.), to Precision Specialties Inc., L. A. (Revell playplanned toys), as director of merchandising.

CHARLES E. GOODCHILD, internal auditor and cost accountant, Sterling Drug Inc., N. Y., elected assistant controller. HOWARD BRIT-TON, administrative assistant to treasurer promoted to assistant treasurer.

HOW WOULD YOU SAY IT? Word Usage in Radio Commercials Surveyed

IN RADIO commercials, the "you's"—not the "I's"—have it.

In fact, the word, "you," appears in commercials more often than any other, which may not be so "wonderful," (the second most used word) or even "new" (the next ranking).

These findings are contained in a survey of some 303 commercials conducted by a graduate research student at the U. of Wisconsin School of Journalism. According to David L. Thompson, writers of commercial announcements have some standard-if not new-ideas on the subject.

In the order of use frequency, the products aimed at "you" are "wonderful," "new," "good," "better," "fine," "best," "effective," "natural," "big," "fast," "finest," "great," "efficient," "improved,"
"nice," and "favorite." (And some of them are probably "free.")

That may not be to the liking of the listener, not to mention the Federal Trade Commission, for writers have their own ideas on words they think have special appeal.

Just for sound, they say, try "pleasant," "sparkling," "beautiful," "lovely," "refreshing," "perfect," "delightful," "loveliest," "pleasure" and "pleasing."

Mr. Thompson chose successful network commercials of 14 advertising agencies, with 87 covering food products, 94 soaps, 31 smoking materials, and 91 drugs and toiletries.

None of the words was used less than 10 times and most were utilized more often. "You" appears eight times a commercial on the average-or roughly 2,400 timesindicating the preference for the direct approach. "Wonderful" appeared 167 times in the 303 commercials.

You is much used but so is "laes," "folks," or "families." And the time for action is "today," "now," "tomorrow" or "daily"—or perhaps the next time you're around your favorite beer parlor or greengrocer. "Ask for," "look for," "always use," and "depend on" that product.

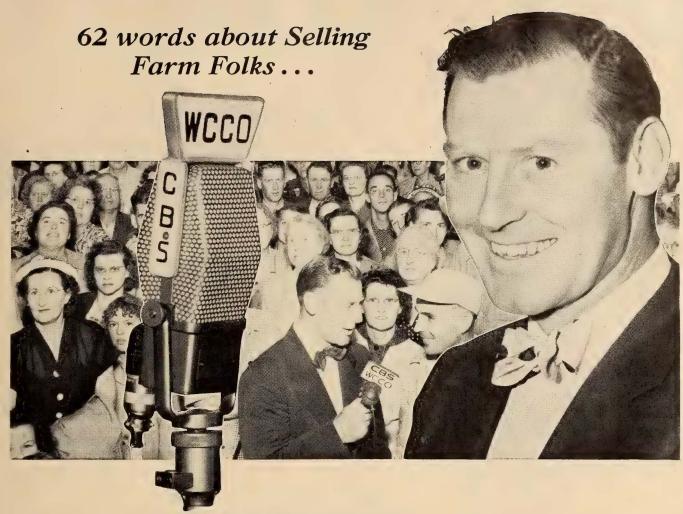
Mr. Thompson also found a rather unsanitary practice. Writers have a habit of putting these words into the mouths of announcers: "Quick," "special," "handy," "speedy," "amazing," and "super." On the other hand, a variety of words with taste appeal also were used—"fresh," "mild," "pure,"
"creamy," "tender," "sweet" and "tasty."

Concludes Mr. Thompson:

"Although the writers' supply of adjectives and other words appealing to most listeners seems to be fairly limited, it could not be called unsuccessful. The commercials used . . . represented threefourths of the gross network expenditures for 1950-51."

SCBA 'Whingding'

GOLF champions in their respective divisions were determined during annual "Whingding" held by 150 members of Southern California Broadcasters Assn. Trophy prizes went to Walter McCreery, president, Walter McCreery Inc., Beverly Hills, "hucksters"; Leon Wray, sales manager, KHJ Hollywood, "yakkers"; Jim Todd, an-nouncer, KFI Los Angeles, "genius"; and Harry Meyers, chief engineer, KFWB Hollywood, "scientists." Consolation prize for high gross score went to Don Park, account executive of KIEV Glendale.



and why Maynard Speece can do it!

Maynard Speece Qualifies . . .

A boy on a farm at Meadowlands, Minnesota . . . truck driver, steelworker, farm hand, U of M graduate, seed analyst in state laboratory. County Agent . . . then, to charge of agricultural radio at the State University.

From 4 years as assistant director of office of information for U. S. Dept. of Agriculture at Washington... Speece came to WCCO as Farm Service Director.

This is the background which makes rural confidence in him evident as he talks farming . . . to farmers!

In Minnesota—plus much of Dakota and Wisconsin, where Farms and Farm Families are the core of our prosperity . . . this is what it takes to sell them:

You must be a sincere friend and know their situation.

You must convince them that you speak as one of them—and with their interest at heart.

You must know what you are talking about.

Radio VVCCC C C Channel Sasic CBS Affiliates MINNEAPOLIS - ST. PAUL Represented Nationally by Radio Spot Sales...for Radio • Free and Peters...for Television



SELL YOUR PRODUCT

IN

CINCINNATI

ON WCKY, THE "SELLINGEST" STATION IN THE NATION.

WCKY's daytime news and music block programming has the AUDIENCE, and WCKY's d.j.s - Rex Dale, Leo Underhill, Paul Miller and Nelson King are the top air salesmen in Cincinnati.

A few of the products that WCKY is boosting to the top in sales in Cincinnati are:

Brach Candy - Zest - Tide - Vicks - Electrolux - G. E. - Gulf
Halo - Castoria - Wonder Bread - Shulton - Va. Dare Wine
Int'l. Silver - Groves Labs. - Kroger - Pepto Bismol - Bulova
Birdseye - LaFrance - Bayers - Puss 'n Boots - Pepsicola
Colgate Toothpaste - Lifesavers - Chase & Sanborn Coffee
Zerex - Bisodol - Royal Pudding - Minipoo - Lipton Soups
Blondex - Thorobred - Bendix - Silver Star Blades - Muntz TV
Prestone - Motorola - Anahist.

BUY WCKY AND SELL YOUR PRODUCT IN CINCINNATI WITH 50,000 WATTS OF SELLING POWER.

III. SELL! SELL!

SELL YOUR PRODUCT TO THE SOUTH

ON WCKY'S JAMBOREE, THE PROGRAM WITH A NATIONAL REPUTATION AS THE "SELLINGEST" PROGRAM ON THE AIR.

The large southern audience of the JAMBOREE, plus the air salesmanship of Nelson King and Marty Roberts, will give you sales results in the South that will amaze you.

WCKY's JAMBOREE SELLS THE SOUTH
50 GRAND IN WATTS

CALL COLLECT:

Tom Welstead Eastern Sales Manager 53 E. 51st St., New York City Phone: Eldorado 5-1127 TWX: NY 1-1688

01

C. H. "Top" Topmiller WCKY Cincinnati Phone: Cherry 6565

TWX: Ci 281



editorial



Merlin Hall Aplesworth

"MR. RADIO" is gone. "Deac" Aylesworth slipped away last Tuesday at 66.

It was Deac who put together radio's first network—NBC—in 1926. It was in the days of no written contracts with affiliates; when a telephone talk with Deac at 711 Fifth Ave. was all that was needed.

For 10 years Deac directed the destinies of NBC. Events moved so swiftly that he had a second network—the Blue—under way within a year of the start of the NBC Red network. He handled the station relations, sold the accounts and held the hands of the artists. If a crisis developed in Washington, invariably he was the first witness. He was a "city slicker" in the eyes of some members of Congress, but almost always he had them weeping before the hearings were closed.

For two decades, Deac Aylesworth was a bright star in mass communications constellation. After the first 10 years in radio, he became the operating head of R-K-O, and then the publisher of the New York World-Telegram. In the process he pitched in on Radio City, where he maintained his legal and consulting offices until the end.

Deac had led a hard, fast life. He had the gift of leadership. He was a genius in his field. Radio might not have developed to its present stature if his dynamic personality had not been there at the start 26 years ago.

Double and Nothing

SHORT of a nationwide investigation by a large and resourceful detective force, there is no way of finding out how widespread is the practice of double billing in broadcasting.

Double billing means submitting two bills to local dealers who contract for time in cooperative advertising campaigns. One bill is figured at the station's local rate and the other at the national rate, which usually is considerably higher. The local dealer passes on the bigger bill to the national advertiser with whom he is "cooperating" in the campaign, and when the national advertiser pays him, he pockets the difference between the national and local rate and pays the station on a local basis.

Like the double standard, double billing is known to exist, but statistics as to its prevalence are difficult to come by. Similarly, like the double standard, it cannot be justified on any ethical ground.

It belongs to the *genus* under-the-counter-deal and as such is scorned by reputable members of the broadcasting business. As pointed out by Frank Silvernail, chairman of the American Assn. of Advertising Agencies' Committee on Radio and Television Broadcasting and radio-TV timebuying manager of BBDO, it is outlawed by the standard AAAA contract [B•T, Sept. 29].

A clause in that contract states "there shall be no secret rates, rebates or agreements affecting rates." Any broadcaster who indulges in double billing is in violation of that clause.

Whether the practice is to be found in many places or in few, it is doing nothing to improve the moral climate of radio and television. A decline in business morals leads inevitably to financial loss. Put that way, the argument against double billing ought to be persuasive to even the least ethical intelligence.

In one community, if five respectable Roches-

ter stations can be believed, double billing has already completed the unpleasant pattern of, first, debasing moral standards and, second, reducing business volume.

As reported in this journal a fortnight ago, the five stations have said that "the entire segment of the radio industry in one community has been blacklisted by national advertisers and advertising agencies" because one station was discovered to be engaging in the objectionable practice.

These five stations have been obliged to make an announcement swearing that they will abstain from double billing. It is unfortunate that such action became necessary in Rochester and would be more unfortunate if ethical operators in other communities had to follow suit.

There is a natural, if quite indefensible, temptation for local broadcasters to stoop to double billing in cahoots with local dealers, since both are apt to feel that national advertisers are big and rich and hence able to foot bigger bills than local merchants can.

The temptation must be resisted, wherever aroused. National advertisers may be big and rich, but they didn't get that way being dumb.

Let's Sit This One Out

BEFORE HE steps down four months hence, President Truman can make another appointment to the FCC. That is his prerogative. We hope he won't exercise it.

Since he became Chief Executive in 1945, Mr. Truman has made seven appointments to the Commission. Only Paul A. Walker, who took office a year after Franklin D. Roosevelt became President, is not an original Truman appointee—and he was named to the chairmanship by Mr. Truman.

If Mr. Truman should elect to make an appointment, of necessity it must be on an interim basis. That's because Congress is in recess. A nomination would have to be submitted when Congress convenes in January. There's no assurance that the new Senate would confirm a Truman nominee when a new President—whether Eisenhower or Stevenson—takes office later in the same month.

The new President should have the privilege of making his own selection. He might want the new member to become chairman. The FCC now has three Democratic members, two Republicans (since the resignation of the hardfighting Robert F. Jones last month) and an independent. The law specifies that there shall be no more than four members of the same political faith.

In these circumstances, it would appear to be difficult for Mr. Truman to find a well-qualified man to fill the Jones vacancy. This is no post for a political hack who might accept the call even for the short-term prestige. Elevation of a career official in communications would win favor—if the right man were selected—but even qualified career men understandably are loath to forsake civil service status for a short-term political appointment.

We hope the President won't yield to the importunities of the political patronage-dispensers. In these next four months, the FCC can get by one member short. It seldom sits with its full membership anyway, what with those frequent trips to the "field" made by this member or that for the ostensible purpose of speech-making.

If Mr. Truman is bent upon making an appointment, it is to be hoped that he will select a qualified business man, with broadcasting background and experience. Even in four months such a person might strike a few blows for prudence and sound economy in administration.





HERBERT MAYER

THE WAY Herbert Mayer got into electronics may not be biographically logical but judging by his successful career the transition was commercially sound.

Nine years of law practice in New York were suddenly abandoned early in World War II when this successful barrister started worrying because he learned that a shortage of coilwinding facilities was seriously delaying war production and anyhow he'd always nursed a desire to enter business.

Electronics looked like an industry with a tremendous future so Herbert Mayer decided to get into it via the coil-winding route. He not only wanted to be a good businessman, but he really was. By the end of the war Empire Coil Co. was the leading supplier to Westinghouse of intricate radar coils. Mr. Mayer is president of Empire.

With arrival of V-J Day, the company converted from radar to the manufacture of radio coils and transformers. The postwar electronics industry provided a good market for these products and the manufacturing plant thrived.

Two years later—1947 to be specific—Mr. Mayer was deeply moved by a speech Brig. Gen. David Sarnoff delivered to a meeting of Radio Mfrs. Assn. In his speech, Gen. Sarnoff looked into the electronics future and extolled the coming era of television.

Herbert Mayer was impressed, just as he had been impressed by the coil-winding shortage early in the war. With his customary enthusiasm and his desire to create, he applied for and received a grant to construct a television station in Cleveland. At the same time he turned Empire's energies toward development of television components with the result that the company now is the leading outside supplier of these parts to RCA and numbers among customers such manufacturers as Philco, DuMont, Capehart-Farnsworth and Hallicrafters.

Simultaneously, the manufacturing division and embryo television station proceeded under forced draft and WXEL (TV) Cleveland went on the air Dec. 17, 1949 from suburban Parma, assigned to Channel 9. At that time some video experts were uttering snide comments about the upper half of the vhf television band and its economic possibilities.

Despite the dire predictions, WXEL was an immediate success. It has telecast Cleveland Indians baseball games for the past three seasons. Within two years the volume of business

(Continued on page 62)

Radio Station WOV announces a vastly expanded service to the New York Italian community

To more than two million Americans of Italian origin in the New York area, WOV has, for twenty-two years, been the radio voice they have always felt was pre-eminently theirs. Since the war, WOV has also been an intimate link between this vast audience and their relatives and acquaintances in Italy — America's best friends in Europe. Every rating, every study ever made, has placed WOV far and away first among media in its impact on the largest Italian-speaking community in the entire world.

Now, from 9:30 A.M. to 8:00 in the evening, WOV is the only radio station serving New York's great Italian audience. This unique dominance of the largest single economic grouping in the New York area goes hand in hand with a deep sense of responsibility to this audience, expressed in program service of the highest quality known in the field of specialized broadcasting. Now this is further enhanced through the cooperative sharing of news-gathering and promotional facilities between WOV and Il Progresso Italo-Americano, largest

Italian-language daily newspaper in the United States.

Both in New York and in Italy, where WOV operates studios and mobile recording units, and where Il Progresso maintains a Rome bureau, WOV and Il Progresso will collaborate in the interests of comprehensive news coverage and enlarged public service. Reports from WOV's short-wave listening post will be shared. A powerful program of mutual exploitation between Il Progresso and WOV is already under way.

What's the importance for you?

This: There are far more Italians in the WOV market than there are in Rome itself. Overwhelmingly, they listen to WOV. Today they have more money to spend than ever before in history. And now WOV is a more powerful instrument than ever before to influence their buying in your direction.

WOV's exclusive and vastly expanded broadcasting service to the largest, most loyal, and most responsive audience in two decades of WOV Italian-language operation means sales — for you.



front office



JAY E. WAGNER Jr., assistant manager, WLEC Sandusky, Ohio, elected president and general manager, succeeding the late ALBERT E. HEISER [B•T, Sept. 1].

ROBERT S. HIX, sales manager, KFH-AM-FM Wichita, Kan., elected executive vice president of Missouri Valley Broadcasting Corp., and general manager of KRES St. Joseph, Mo.

SIDNEY H. TEAR, commercial manager, WYVE Wytheville, Va., to WCFV Clifton Forge, Va., as general manager. JOHN ECHOLS appointed commercial manager at latter station.

ART HEIN to WBBM Chicago as sales service manager, replacing BOB WOLD, who moves to local sales.

JOHN HABERLAN, sales staff, WKY Oklahoma City, appointed to newly created position of local sales manager at station.

HENRY SULLIVAN, manager, WCOG Greensboro, N. C., to WGTN Wilson, N. C., in same capacity.

WALTER F. GAINES, manager, WIEL Elizabethtown, Ky., resigns. He will be replaced by DEE HUDDLESON, program director at WKCT Bowling Green. JACK EVERSOLE, station manager, WKAY Glasgow, to WKCT, succeeding Mr. Huddleson.

AL CONSTANT, program manager, KRON-TV San Francisco, resigns to become general manager of Denver (Col.) Television Co.'s proposed TV station in Denver.

AILEEN GILMORE, secretary-treasurer WBIG Greensboro, N. C., has resigned. She will announce plans following vacation.

DANIEL G. EVANS rejoins sales staff, WDSU-TV New Orleans, after tour of duty with U. S. Navy.

JACK BESSE, KSAN San Francisco, MARGARET ANDREASEN, WOW Omaha and GORDON MOREHOUSE, KSWI Council Bluffs, to sales staff, KOIL Omaha.

TELFORD TAYLOR, former FCC General Counsel and administrator, Small Defense Plants Administration [B•T, Sept. 29, 15], resumes law practice in association with James M. Landis and David E. Scoll. Firm, Landis, Taylor & Scoll, is located at 400 Madison Ave., N. Y.

NORMAN S. BRETT, formerly media director for Mervin & Jesse Levine Inc., N. Y., appointed to newly-created post of sales promotion manager for DuMont Television Network.

FRANCES KANE, writer of "Feminine Topics" column in New Haven Journal Courier, to sales department of WAVZ New Haven.

RADIODIFFUSION FRANCAISE, French broadcasting system in North America, moves to new offices at 972 Fifth Ave., N. Y. Telephone is Regent 4-1501.

ARNOLD, FORTAS & PORTER, Washington law firm, moves to its own building at 1229 19th St., N.W. Telephone remains Executive 7300.

Personals . . .

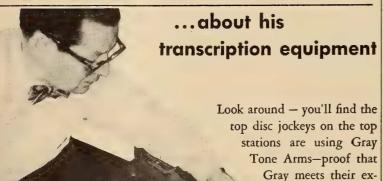
RICHARD J. MONAHAN, commercial manager, WAVZ New Haven, Conn., elected secretary-treasurer of Civic Assn. of Milford (Conn.)... FRANKLIN DUNHAM, radio-TV chief at Office of Education, will teach graduate course in educational radio and TV at American U., Washington, D. C., this fall.

ORLA ST. CLAIR, radio attorney and president of San Francisco Bar Assn., appointed to city's Municipal Court by Gov. Warren.

BILL VERNON, account executive, WABD (TV) New York, father of boy, Michael Stuart, Sept. 17. . . . BOB HAWKES, network TV salesman at ABC Chicago, father of girl, Marilyn.

LEONARD H. LEVITT, WOV New York salesman, father of girl,. Gail Ann.

Choosy is the D-J



Choose the famous 106-SP or the new viscousdamped 108-B. Both provide superb fidelity, long serviceability, and perfect tracking at all record speeds. Write for the Gray Tone Arm Bulletin RD-10.

acting standards.



Div. of The Gray Manufacturing Co.—Originators of the Gray Telenhone Pay Station and the Gray Audograph

STOCK HOLDINGS

Confirmed by Newspapers REPORT that Mrs. John Sparkman, wife of the Democratic Vice

man, wife of the Democratic Vice Presidential nominee, holds 49% of stock in WAVU Albertville, Ala., and received \$6,501 in dividends from the station last year were confirmed by a newspaper the past fortnight.

Published disclosure by the Montgomery (Ala.) Advertiser to that effect reportedly was confirmed by WAVU General Manager Pat M. Courington, who described himself as the husband of Mrs. Sparkman's niece. He declined to say how much she had paid for the stock. He owns the other 51%.

Mr. Courington held that the importance of Mrs. Sparkman's published interest in WAVU is being exaggerated and reportedly denied any inference that she had helped him to obtain a license from the FCC.

When reminded by Jack Steele, New York Herald Tribune reporter, that the dividends may represent a 10% return on an investment of \$65,010, Mr. Courington was quoted as saying that Mrs. Sparkman had not invested "anything like that." He added: "The radio business is not like a big corporation. We have good years and bad years."

WBAL Raises Rates

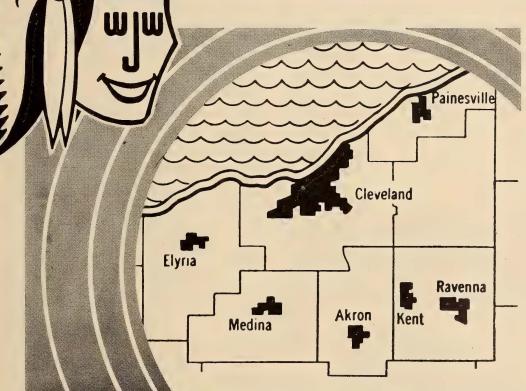
WBAL Baltimore has increased by some 10% the cost of announcements in its morning local programming. In announcing the increase, Leslie H. Peard Jr., station manager, commented, "Radio in Baltimore is in a very healthy situation. Our 'sold out' success story is simply the result of hard work, strong merchandising and the independent station technique of programming." Increase became effective Wednesday. The station is an NBC affiliate.

KIHO Author

RICHARD MORENUS, commercial manager, KIHO Sioux Falls, S. D., on Oct. 13 will have his book, Crazy-White-Man, Sha-ga-na-she Wa-du-kee, published by Rand McNally & Co., Chicago. The book is an account of Mr. Morenus' life for six years in the northern Canadian wilderness, where temperatures sometimes plunged to 63 degrees below zero and his nearest neighbors were roving Indians. Mr. Morenus was a successful radio writer in New York in 1940, when a doctor advised him to get away from it all for awhile.

CLEVELAND'S Chief STATION SELLS OHIO'S RICHEST MARKET!

Get your share of more than five billion dollars effective buying income in the 17 rich Ohio counties served by WJW!



CHIEF SAYS:

WJW has the coverage you need to sell the great Northern Ohio Market

- Cleveland's Strongest Signal
- Best Local Programs
- Favorite Network Shows
- Sales Minded Merchandising



5000 WATTS

BASIC ABC

CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

WJW Advertisers Get Fast Sales Results

PACKAGE FIRM

Carmel Myers Prod. Formed

CARMEL MYERS last week announced formation of Carmel Myers Productions, New York, a new radio-TV packaging firm. Production already has begun with three packages reported nearing com-

Miss Myers recently obtained rights to a collection of Mark Hellinger stories and has transcribed Mark Hellinger Tales into a series of half-hour radio dramas, starring Edward Arnold as narrator and directed by Sherman Marks. Additionally, a half-hour TV series titled Cradle of Stars, starring and directed by Gregory Ratoff, has been filmed and is ready for distribution. Another 15-minute situation comedy radio package featuring Blossom Seeley and Benny Fields is planned.

Fund Finalist

ADVERTISING Women of New York awarded a \$1,500 scholarship to New York U's Dept. of Marketing to Susan McCall of J. Walter Thompson Co. for being the young woman "whose interest in advertising and work in this field merits recognition.' Scholarship fund was created

air-casters

RED KELLER, executive producer,

program director, replaced by JOHN L. HUTCHINSON, in charge of sta-

JOHN VROMAN, program director, WDAF Valdosta, Ga., to WABB Mo-

bile, Ala., in same capacity, replacing

MARTIN H. FULLER promoted to

program director, KOMA Oklahoma City, replacing BOB EASTMAN, who

ROBERT YEAGER, WLW Cincinnati

producer, promoted to assistant pro-

gram director, replacing CHET HER-

MAN, who now heads station's talent

BILL SHOMETTE named farm and ranch director, WOAI San Antonio, replacing BILLY McREYNOLDS, who

becomes assistant program manager.

BOB HILL, sports director, WANE

Ft. Wayne, Ind., promoted to program director. CARL COOPER added

MAE H. DEHN, assistant business manager of ABC television program

in newly-created post of business

department, to WJZ-TV New

BERI MOORE, who has resigned.

transfers to news department.

tion's remote telecasts.

control operation.

to staff as announcer.

manager.

WBEN-TV Buffalo, appointed



NED LUKENS, WGOV Valdosta, Ga., to WEAS Memphis, Tenn., as program director. KURT ALEXANDER added to WEAS staff as production manager.

SEYMOUR HOROWITZ, assistant program manager, WJAR-TV Providence, R. I., named program manager. MANNING TESSER, station's director, appointed production coordinator.

HARRIS OWEN, program director, KLRA Little Rock, Ark., appointed radio chairman of Community Chest drive there.

WILLIAM H. REYNOLDS to announcing staff, WTMJ-AM-TV Mil-

DICK ALEXANDER to announcing staff, WICC Bridgeport, Conn.

MARY McKAIG, Lockheed Aircraft Co., Burbank, to Hollywood headquar-ters of KBIG Avalon, as member of traffic department.

ROBERT L. DAVY, floor manager, KPIX (TV) San Francisco, named director of special shows there.

LARRY McKINLEY, chief announcer, WMFS Chattanooga, Tenn., to WMRY New Orleans, as program director.

THOMAS V. BELCHER, following separation from Army, returns to KNBH (TV) Hollywood as director.

CHARLES ANDERSON, announcer, KFI Los Angeles, recalled to active duty and assigned to Air Force Video Production Squadron, Burbank.

MYRON J. BENNETT, WGN Chicago, to KOIL Omaha, Neb., for M. J. B. Show. PAUL MUNT, KBON Omaha, to KOIL's announcing staff. HELEN NORWOOD, KFGT Fremont, Neb., to KOIL promotion and continuity

SHEPARD MENKEN, actor on CBS Radio Broadway Is My Best, and GABRIEL CURTIZ, Hollywood TV actor, assigned roles in Stanley Kramer feature film production, "The Jug-

NANCY OSGOOD, director of women's activities, WRC and WNBW (TV) Washington, elected president of D. C. chapter of American Women in Radio & Television.

BILL BODE named staff director of WCAU-TV Philadelphia. MORT CHA-VENSON appointed assistant art director. BOB SWANSON, WCAM Camden, N. J., and John Dean, WTEL Philadelphia, appointed staff an-nouncers of WCAU-TV. JACK DOLPH and JERRY TAYLOR added to WCAU production staff.

PATRICIA HARDY, New York TV actress, assigned role in Universal-International feature film, "Night Flowers."

HAL GOLDMAN and AL GORDON, Hollywood special material radio writers, to writing staff on CBS Radio Jack Benny Show.

DAVE PARKER, radio-TV instructor, Wayne U., Detroit, to NBC Chicago TV production staff as assistant di-

WILLIAM TALMAN and CAROLE RICHARDS, Hollywood radio-TV actors, named co-chairmen of Defeat Dystrophy drive, Beverly Hills, working in cooperation with Muscular Dystrophy Assn. of California.

AL CASSADY, former band leader, to announcing staff, WWPG Palm Beach,

PAT CROWLEY, New York TV actress, assigned role in Paramount Pictures feature film, "Reaching for the Stars.'

CECILIA VIOLENES, WOV New York, m.c. of Wake Up NY, and Charles Carter were married Sept. 27.

BOB HORN, recorded music director, WFIL-AM-TV Philadelphia, father of girl, Sept. 9.

BLAINE HANKS, announcer, KOIN Portland, Ore., father of boy, Stephen,

JIM CONWAY, show personality at WBBM Chicago, father of boy.

RALPH CUMMINGS, sound man, KNX Hollywood, and SCOTTIE DYER, script secretary, CBS Radio The Lineup, were married, Sept. 28.

News . . .

CY TUMA, midwestern announcer, to KOTV (TV) Tulsa, as news di-

GEORGE GRIM, Minneapolis (Minn.) Tribune columnist, to KSTP-AM-TV Minneapolis-St. Paul, as newscaster, after return from South America Nov. 1.

GILBERT MARTYN, newscaster, KTLA (TV) Hollywood, promoted to news editor. DICK KEUSINK, assistant news editor, KTLA (TV), named newsroom supervisor. JERRY BIRD-WELL, United Press, L. A., to station's news staff.

CHET HUNTLEY, ABC Western Div. news analyst, given first annual achievement award by B'nai B'rith Metropolitan Lodge No. 1740, L. A., for "impartial presentation of the problems of the new State of Israel in its relation to world affairs.'

AMOS EASTRIDGE, KFAB Omaha, to news staff, KOIL same city.

Wins Sarnoff Grant

OSCAR OLIVER Jr., 23-year-old student at NYU's College of Engineering, is winner of the first David Sarnoff Fellowship, estab-lished by RCA in



Mr. Oliver

honor of its board chairman, Dr. Thorndike Saville, dean of the college, a n-nounced Thursday. Mr. Oliver was selected from a class of 256 graduating engineers to receive the fellow-

ship which provides an annual grant of \$2,700 for predoctoral study. Award was established in February 1952 as part of an RCA program to assist in the education of scientific personnel for leadership in the electronics industry. It is administered jointly by Dean Saville and the RCA Education Committee.





"Hand me my crutches, Mary!

"Doc or no Doc...no wounded leg is keeping ME home on Election Day! When I was over in Korea, one of the big things we figured we were fighting for was the right to vote as we please.

"Just look at that crowd! Seems like everybody in town's turning out to vote today. In fact, it's been predicted that more than 55 million people all over the nation will be voting!

"Heard a fellow the other day call it 'National Beef Day'. Says he, we all beef at one time or another about our local, state, or national governments, or certain people in them. And today's the day we get a chance to back up those beefs with ballots!

"Whether we squawk about corruption by public officials . . . about wasteful squandering of our hard-earned tax dollars . . . about government interfering in public utilities and private business . . . about overloading government payrolls with un-needed workers . . . or about government employees with red sympathies—Election Day is the big moment for us citizens to get it off our chests with those votes our Constitution guarantees us.

"I say, thank God we don't live in one of those commie countries where people have only hand-picked red candidates to vote for. Those poor devils just don't get a chance to vote for anybody else. Sometimes, Mary, I think we don't fully appreciate how lucky we are. We vote for whom we honestly think best . . . and nobody on God's green earth knows bow we vote!

"So hand me those crutches, Honey. And get your hat and coat on, too. We're going to vote together . . . bum leg or no bum leg."

REPUBLIC STEEL

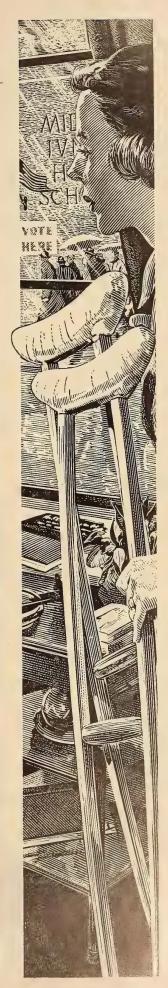
Republic Building . Cleveland 1, Ohio



Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains

strong and free. To answer the urgent needs of Defense Production, Republic is taking a significant part in the development of Titanium... whose structural strength compares favorably with that of many steels, and whose corrosion-resistance ranks it with some of the stainless steels. Yet Titanium is only 56% as beavy as alloy steel. No development project (except that of atomic energy) has commanded as much attention and research in so short a period as has Titanium... the metal of the future. Keep your eye on Republic Titanium and Titanium Alloys!

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Obio.



NABET-RCA VICTOR **Pact Ends Strike Threat**

NATIONAL Assn. of Broadcast Engineers & Technicians and RCA Victor Div. came to terms on a new contract Wednesday, staving off a strike threat involving 140 employes of the firm's custom record plant in New York [B.T, Sept. 29].

NABET and RCA officials said the settlement provides for a basic general wage increase of six cents an hour. The wage scale will range from \$1.35½ to \$2.16½ an hour. Fringe benefits under the agreement, which went into effect Wednesday, include two paid days off in case of death in family and additional pay for holidays worked.

NPA Appointments

TWO KEY appointments touching on the materials welfare of broadcasters and set manufacturers were announced by National Production Authority fortnight age. Richard W. Murphy was named assistant administrator for NPA's Textile, Leather & Specialty Equipment Branch, under which the Electronics Products Div. falls. Rufe B. Newman Jr. was appointed acting assistant administrator for NPA Facilities & Construction.

CLOTHING SALES ARE

COLOSSAL

in America's

Miracle

allied arts

F. BLASH, president, Webster-

F. BLASH, president, Webster-Chicago Corp., Chicago, elected by DON-chairman succeeded by DON-

ALD MacGREGORY, vice president in

charge of manufacturing, Zenith Ra-

GORDON C. KNIGHT, operations

manager of commercial products div., Capehart-Farnsworth Corp., to IT&T

Corp., as assistant to the president.

WILLIAM E. BOSS appointed man-

ager of TV market development for

RCA Victor Home Instrument Dept.,

THEODORE L. BOWES, manager of

Stromberg-Carlson's patent dept., and GEORGE C. GORDON, attorney with

law firm of Nixon, Hargrave, Devans

& Dey, elected assistant secretaries

FRANCES SCULLY, ABC radio movie

news commentator, to Ettinger Co., Hollywood publicity firm, as member of radio-TV department.

GRAYBAR ELECTRIC Co., North Bir-

mingham, Ala., appointed distributor

for CBS-Columbia TV receivers in

JOHN H. ADAMS, Rola Co., Cleve-

land, Ohio, appointed assistant sales

that state and western Florida.

dio Corp., same city.

of Stromberg-Carlson.

Camden, N. J.



that city.

Inc., Brooklyn, N. Y., appointed assistant sales promotion manager.

BEATRICE CAM-FRON to staff of George F. Foley Inc., N. Y., radio-T V production firm, as production assistant.

director of radio,

BOB MOSHER, Art Cerf & Co., to Merit Coil Transformer Corp., Chi-cago, as representative in New England territory.

ton, as assistant director of radio department.

JORGEN CHRISTENSEN, art and animation director, to audio-video production unit of S. W. Caldwell Ltd., Toronto.

Equipment . . .

HEWLETT-PACKARD Co., Palo Alto, Calif., announces production of two wide-range RC oscillators, Models 200AB and 200CD, featuring high stability and accurate, quickly resettable tuning circuits. Only three front panel controls are used.

Technical . . .

maintenance engineer, father of girl, Elissa Mary.

DANIEL J. EDELMAN, public relations director, Toni Div., Gillette Co., Chicago, forms DANIEL J. EDEL-MAN & Assoc., public relations agency, at 440 Merchandise Mart,

MORT D. BARRON, CBS-Columbia

Mr. Barron

DAVES MITH, WTAL Tallahassee, Fla., newscaster, appointed

U. of Vermont, Burlington.

ADVERTISING RESEARCH BUREAU Inc., Seattle, moves to 4230 University Way, that city. Telephone is Melrose 8181. JOSEPH B. WARD's office re-mains in Central Bldg.

LOU PENEGUY, WJAC-TV Johnstown, Pa., to Leland Powers School of Theatre, Radio & Television, Bos-

WARREN COLLINS, cameraman, and

ENGINEERING PRODUCTS Dept., RCA, Camden, announces production of new tower amplifier equipment for use in RCA community TV "Antena-plex" systems to provide high-gain TV signal amplification in areas where signal strength is low. RCA Type SX-8CT tower amplifier system is designed for use in community Antenaplex systems for one, two or three-channel service.

MERIT COIL & TRANSFORMER Corp., Chicago, announces manufacture of six new power transformers. Type P3076, P3077 and P3078 are units for new low voltage-high current TV set designs; P3079 for sets using selinium rectifiers. Model P3097 is damper isolation filament transformer. TV Auto transformer Model P3098 is picture tube voltage booster with rating of primary 6.3; output 12.6 at 1 ampere with taps at 9.45 and 6.3 volts.

JOSEPH CHOVELAK, NBC Chicago

CPRN BILLINGS

Up 36% Over 1951

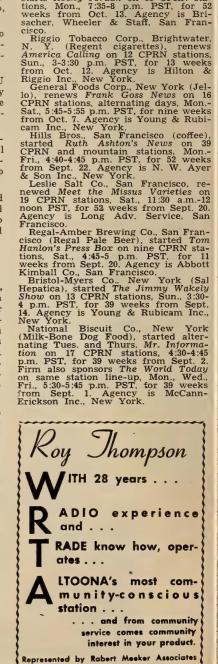
COLUMBIA Pacific Radio Network's net billing as of Sept. 13 is 36% ahead of last year, it has been announced by Edwin W. Buckalew, assistant general manager in charge of sales for CPRN and KNX Hollywood.

Local billings on KNX are 15% more than last year at the same date, indicating national spot business on the station also is up substantially.

"Prospects are exceedingly bright for a continuing trend in each category," Mr. Buckalew added.

New business and renewals on CPRN in the past six weeks include:

Green Giant Co., Le Sueur, Minn., starts Edward R. Murrow on 13 CPRN stations, Tues. and Thurs., 5-5:15 p.m. PST, for 13 weeks from Oct. 28. Agency is Leo Burnett Co., Chicago. Rainier Brewing Co., San Francisco, starts Rocky Jordan on 11 CPRN stations, Mon., 7:35-8 p.m. PST, for 52 weeks from Oct. 13. Agency is Brisacher, Wheeler & Staff, San Francisco.



Norfolk Portsmouth Newport News Only dominant WTAR-AM and ex-clusive WTAR-TV can give you full penetration of this rich market. It's happening . . . women's readyto-wear sales up 15%, men's and boys' clothing sales up 11%, general apparel sales up 14%—1951 over 1950. WTAR-AM-TV blankets this area with your sales message. Contact Edward Petry & Co. today! AM-TV-FM AM-FM NBC AFFILIATE ALL HETWORKS NORFOLK, VIRGINIA 5,000 Watts Day and Night

ABC



INDIANA SPORTSCASTER HOOKS 10,091 LETTERS FROM 23 STATES IN ONE WEEK

When Ernie Ashley, popular WOWO sportscaster, offered sample fishhooks to his listeners, 10,091 letters quickly poured in from 23 states! This is no record, of course, for we're used to tremendous mail response at WOWO. But it's an indication of the way in which this station stays close to its listeners by using mail-pull constantly to check on programming effectiveness.

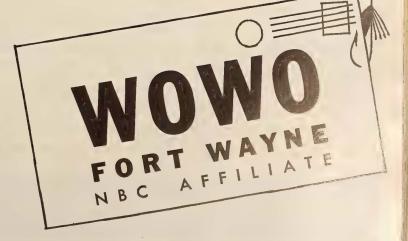
By any yardstick, Ernie Ashley has proved an effective attraction for sports audiences. His success is based on an unusual ability to project personality, plus a knowledge of sports that only an active participant can offer. Ernie has been a city golf champion at Fort Wayne, a basketball star in the Army, a semi-pro baseball player.. and he can be a triple-threat addition to your Midwest sales drive.

Ernie Ashley, and other WOWO personalities, know preciselyhow to sell the average Midwesterner. They can help move merchandise for you in one of the nation's most important market-areas! For more information, get in touch with WOWO or Free & Peters.



WESTINGHOUSE RADIO STATIONS INC KEX · KDKA · KYW · WBZ · WBZA WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



Our Respects To

(Continued from page 54)

and desire to provide better programming facilities had brought about an expansion of the Parma plant to nearly three times its original size. This culminated in the opening of downtown offices and studios in Esquire Theatre, newly renovated and converted into WXEL Studio D.

Mr. Mayer's electronic appetite wasn't whetted by the two major enterprises, however, so he decided to expand his television empire by acquiring two uhf grants—Channel 27 in Portland, Ore., and Channel 26 in Denver. The two cities were major video-less areas because of the drawn-out FCC freeze.

The Portland project is an epic in television's exciting history. Last July 11 Mr. Mayer got the Portland and Denver grants. There weren't any commercial uhf transmitters available so he bought the experimental equipment that RCA has operated at Bridgeport, Conn. for several years. The gear was boxed and shipped by fast freight and truck to Portland and reassembled by RCA.

All the while, building crews were working around the clock, seven days a week, and by Sept. 15 the building was complete and all equipment in place. RCA had hustled out a 21-gain antenna and it was installed within five days. A 250-foot tower that arrived

CORRECTION PLEASE

I would like to correct the WEMP ad run in Broad-casting-Telecasting September 22, 1952, in fairness to all other broadcasting stations in this area.

We are the exclusive broadcasting station for the Milwaukee Brewers and for the Green Bay Packers, but the games of the Marquette University football team and the University of Wisconsin basketball team are available to the other stations in this area.

I do want to point out that all of our broadcasts of these games are sold, at this date, to the Miller Brewing Company and to the Marshall and Ilsley bank.

Sincerely,

RADIO STATION WEMP

Hugh K. Boice, Jr.

HUGH K. BOICE, Jr., GENERAL MANAGER



AT SEMI-ANNUAL WJR Detroit Advisory Board of Michigan Civic leaders meetings are: Worth Kramer (at head of table), WJR vice president-general manager, and (clockwise) Harvey Campbell, executive vice president, Detroit Board of Commerce; Edgar Guest, poet and civic leader; Dale McIntyre, WJR public service director; William Siebert, WJR secretary-treasurer; Charley Figy, State Dept. of Agriculture director; George Cushing, WJR vice president; Donald Leonard, Detroit Police Commissioner; Franklin Mitchell, WJR program director; Boniface Maille, former national commander, Disabled American Veterans; George F. Leydorf, WJR vice president in charge of engineering; John Dancy, Detroit Urban League director, and Mrs. Clyde E. Bickel, Federated Women's Club.

Sept. 9 was completed Sept. 11 just as the antenna arrived.

The 17.6 kw signal went on the air at 12:01 a.m. Sept. 18, giving Portland its first television service.

The commercial career of this exlawyer thus has been marked by a series of high-pressure projects, enough to wreck the carcass of an average executive. Herbert Mayer is quite aware of the hazards of pressure, and therefore is successful in avoiding them. First, his work is both a vocation and an avocation. He loves it, and goes to work at 8:30 a.m. He's a night owl, and frequently works beyond midnight.

Next step to avoid ulcers and related business ills consists of close adherence to a series of admonitions on his desk. They are simple, though numerous—avoid worry, tension, overwork, overfatigue, over-eating, over-haste, constant deadlines, too little relaxation, too few vacations, sorrow.

Available to Employes

That's a lot of avoiding, but Mr. Mayer is an efficient avoider. He backstops this knack with a genial, disarming smile—a smile that's an important factor in his business and personal life. Though he has a private office, it's almost unused because he prefers a desk in the general office where he is available to employes at all times. His inspirational leadership has built up employe loyalty. As one employe put it, "Being around Herbert Mayer is exhilarating and exciting and a liberal education on how to conduct a business operation. He is a tremendous force."

Mr. Mayer has an active social conscience and is quick to employ handicapped workers as well as some who need rehabilitation. He doesn't like to talk about these things, dismissing them as "part of our responsibility as employers to give a man a chance."

Herbert Mayer was born in 1908 in New York City, son of a successful builder. At Colgate he led the debating team and was a track star. He got his legal education at the U. of Wisconsin. In 1936 he married the former Frances Leaper, of Green Bay, Wis., a commercial artist. Her artistic talents are found, incidentally, in many phases of Empire's activities including plant decoration, trademarks and letterheads. The Mayers have five children—"a basketball team" as their father puts it, two boys and three girls. They live in Larchmont, N. Y. His hobbies include skiing and mountain climbing.

The philosophy that led to his electronics progress is summed up by Mr. Mayer in a quotation from Rabindranath Tagore, voiced at the WXEL opening in 1949: "Faith is the bird that feels the light and sings, while the dawn is still dark."

KBA Meets Oct. 13-14

KENTUCKY Broadcasters Assn. will meet Oct. 13-14 at the Henry Clay Hotel in Ashland, Ky., Hugh O. Potter, secretary-treasurer of KBA, announced last week. Mr. Potter is general manager of WOMI Owensboro, Ky.

KMPC RETURNS CP

Cites Technical Problems

CONSTRUCTION permit for 50 kw nighttime was turned back to the FCC last week by KMPC Los Angeles, after six fruitless years trying to make the directional array work [B•T, Sept. 22].

Major problem, according to the station's letter to the Commission, was re-radiation from surrounding hills. Station recounted the amount of time and energy it and its engineering consultants put into the attempt to make the three-element array work. Also understood to be a factor in the decision to give up the 50 kw CP was the impact of TV on nighttime listening and the recent network rate cuts for Class A time

KMPC operates on 710 kc with 50 kw day, 10 kw night, directional.

WSYR ANNIVERSARY

30th Birthday Observed

WSYR Syracuse has celebrated its 30th anniversary with ceremonies built around the theme, "Life Begins at 30." The station traces its first broadcast back to Sept. 15, 1922, from a single room in nearby Cazenovia. That night, under the call letters WMAC, a signal was beamed to Syracuse, 22 miles away.

The station expanded rapidly and today, WSYR covers 22 central New York counties. It moved to Syracuse where, in 1932, the station was purchased by the late Harry Wilder and his son, Harry C. Wilder, who last Tuesday retired from active participation [B•T, Sept. 29]. WSYR-FM was added in 1946; WSYR-TV in 1950.

ARF Adds Subscribers

ADVERTISING Research Foundation announced last week the addition of six new subscribers: American Tobacco Co.; Calkins & Holden, Carlock, McClinton & Smith Inc. and the Curtis Publishing Co. publications—Saturday Evening Post, Ladies Home Journal, Country Gentleman, and Holiday.



RCA VICTOR NAMES

Toney to Products Post

JAMES M. TONEY has been has been named director of distribution for RCA Victor Div.'s consumer products department effective Nov. 1, Joseph B. Elliott, vice president in charge of consumer products for the division, said last week.

Mr. Toney has served two years as division public relations director. Joining RCA in 1943 as a field representative in the purchasing department, he moved to RCA Victor Distributing Corp. in Chicago two years later as sales representative, and was named general merchandise manager in 1947. In 1948 he was transferred to Camden, in that year becoming advertising and sales promotion manager for the RCA Victor home instrument department.

CHILDREN'S VIEWING

Youth's Habits Surveyed

CENTRAL Ohio families are obtaining a high degree of "television control" with respect to children's viewing habits, according to a survey just released by the Franklin County (Ohio) Television Committee of the White House Conference on Children & Youth.

Although children are subject to family control on getting chores and homework done, the survey showed they still spend a lot of time watching video. Survey showed that TV doesn't claim too many young viewers after school or on Sunday mornings, but that television "reigns supreme" after the evening meal. Of the children, 64.8% said they go to church Sunday morning.

Edward L. Greene

EDWARD LAWRENCE GREENE, 68, president of the National Better Business Bureau, died Sept. 27 at his home in Mamaroneck, N. Y., following a heart attack. Mr. Greene headed the Bureau's operations since its incorporation in 1925 as successor to the National Vigilance Committee of the Associated Advertising Clubs of the world.

J. Robert Corry

J. ROBERT CORRY, 45, general manager and senior account executive of Lewis Edwin Ryan, Washington advertising agency, died last Monday at George Washington U. Hospital, that city, after a long illness. He was with Ryan for 25 years. He is survived by his wife, Mrs. Louise Heider Corry, of their Bethesda, Md., address.

ASSOCIATED Blind Inc., New York, is soliciting the support of radio stations, "the No. 1 entertainment medium of the blind," and of television outlets to promote its contest to select "the most beautiful blind girl in America."

IVORY TOWERS SOUND

Educators Find Radio, TV Vines Strong

DESPITE rumors of radio's early demise, educational broadcasting was never healthier, according to Seymour Siegel, director of WNYC New York and president of the National Assn. of Educational Broadcasters.

He said this upon return of an NAEB delegation from Europe, where it arranged for an exchange of cultural programs between NAEB and the broadcasting systems of England, France, Switzerland and Italy.

William Harley, program director of WHA Madison, Wisconsin U. station, and George Probst of the U. of Chicago, NAEB chairman, accompanied Mr. Siegel on the 30-day trip abroad. It operated on such a tight schedule that "out of 10 days in Britain we were allowed exactly 15 minutes of free time," Mr. Siegel reported. But the pace paid off, he said: The group succeeded in arranging up to eight or 10 hours a week of cultural programming from abroad.

Classic French dramas presented by top French actors will give the 2.5 million French students in this country a rare opportunity to hear the language at its spoken best, Mr. Siegel said. Opera broadcasts from Italy will provide good listening for music lovers. From BBC, NAEB will receive more dramatic, full-length programs and a number of current event features including a new series on international affairs which is already being produced in England for broadcast here beginning in October.

NAEB on its part is recording a series on American foreign policy for broadcast by the BBC; and a new series titled Talk Back in which average citizens record their comments on statements of prominent figures and topics of general concern. NAEB also is offering for use abroad The Jeffersonian Heritage series now being broadcast here.

Group also arranged for BBC to produce a series of 13 half-hour TV films on aspects of British Culture for telecast in the U. S., and in Italy, where they found film costs only about a quarter or a third of the U. S. rate, they planned a series of documentary TV shows on Italian art and history, to be filmed by James Willard and David Kurland. These and other foreign programs will be ready for use by American educational TV stations by the time they are on the air, Mr. Siegel anticipated.

EDUCATIONAL TV CBLT Plans Telecasts

EDUCATIONAL TV is being considered in Canada. The first educational program was telecast Oct. 3 in a televised debate between two high school teams at Toronto.

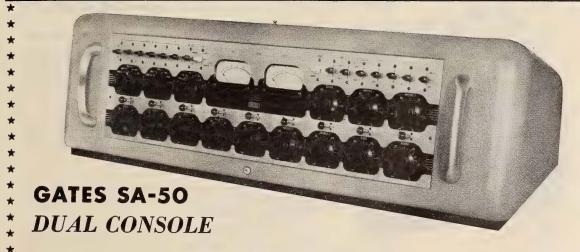
This was the first of eight such unsponsored Friday evening half-hour student debate telecasts, giving teams of all of Toronto's 16 high schools opportunity to appear on CBLT (TV) there. Other televised programs for schools are being studied by the Canadian Broadcasting Corp., Toronto Board of Education, and the National Advisory Council on School Broadcasting. Religious programs on TV also are planned.

Educational TV Meet

EDUCATIONAL TV conference will be held Dec. 5-6 at Indiana U., Elmer G. Sulzer, the university's new director of radio and TV broadcasting, has announced. He described the sessions, which will discuss the theme of "Educational Television for Hoosiers," as the first of their kind in the state.

ETTINGER Co., Hollywood and New York, retained by Colgate-Palmolive-Peet Inc., to publicize *The Colgate Comedy Hour* on NBC-TV and *Mr. and Mrs. North*, CBS-Radio and CBS-TV.

- Quality PLUS ... makes [GATES] ... a MUST -



There is always a ready circuit available if you choose the Gates SA-50 Dual Console for your aural or video needs. Without question the most complete console made today. For example: 4 high level amplifiers, 9 mixing channels, all preamplifiers are two stages and transformer in and out, complete input and output circuit selection of all amplifiers plus—dozens more of the extras found only in Gates equipment, the quality line in the broadcast field. We will gladly forward more detail on Gates SA-50 just for the asking. Oh yes, do you have a Gates audio catalog? Yours for the asking.

GATES RADIO COMPANY QUINCY, ILL, U.S.A.

Warner Bildg , Washington, D. C. 2700 Polk Ave. Houston, Texas Canadian Marconi Company, Montre 1 Rocke International, New York, Site ISTORY - MAKING "firsts" and expansion of facilities to include FM, TV and shortwave were recalled by WBZ Boston, Mass., on occasion of its 31st anniversary Sept. 19. Station points out it was first in New England and second in the world (KDKA Pittsburgh claims first) to offer a regularly scheduled program. Later facilities added were WBOS (shortwave) and WBZ-TV (in June 1948). WBZ is licensed to Westinghouse Radio Stations Inc. and is housed in a new Radio-TV Center at Soldiers Field Rd., three miles from the center of Boston. Transmitter is at Hull, Mass.

► WKBZ-AM-FM Muskegon, Mich. observes its AM outlet's 26th anniversary Nov. 3. Established in Ludington, Mich., WKBZ moved its facilities in 1934 to Muskegon. Arch Shawd is president-general

milestones . . .

manager of WKBZ, licensed to Ashbacker Radio Corp.

> JIM MURRAY, KQV Pittsburgh manager, is celebrating his

▶FESTIVAL for Germania Broadcast, which claims to be the oldest foreign language program in the U.S., was celebrated on the show's 25th anniversay, Oct. 3, at Orchestra Hall, Chicago, the city where it is aired seven days a week on WGES. Top radio and operetta stars who have appeared on the German-language show in the past, were present, and others included Hermann Leopoldi, Viennese composer, and Franziska Gaal, film actress. Proceeds go to Chicago Heart Assn.

▶ JIM MURRAY, KQV Pittsburgh manager, is celebrating his 20th anniversary in radio. Mr. Murray became publicity director for WJAS Pittsburgh in 1932. Later, he served in the same post for WCAE and WKDA, both in Pittsburgh. In 1944, he became promotion director for WJZ New York. In 1944, he returned to KQV as sales manager and was made station manager in 1946.

▶ STARTING its 15th year of broadcasting last month, KXOK St. Louis called attention to expansion of its facilities, personnel and service since it went on the air in 1938 with 1 kw on 1250 kc. The ABC affiliate, which now oper-

ates with 5 kw on 630 kc, marked anniversary with special program citing its public service shows. KXOK also operates KXOK-FM and is a TV applicant for vhf Channel 4 in St. Louis.

► WOW Omaha in September marked its 25th anniversary affiliation with NBC. Station says affiliation in 1927 occurred "when the art of broadcasting itself had been established only a few years," and recalls early history, including founding by Woodmen of the World Life Insurance Society. WOW, owned by Meredith Publishing Co., is headed by General Manager Frank P. Fogarty.

► KXOK St. Louis' general manager, C. L. (Chet) Thomas presented a specially engraved watch to Lt. Roland J. Schumacher on the latter's Sept. 19 program, So It Can't Happen to You. Date marked the program's 14th birthday. Lt. Schumacher is head of the safety education division of the St. Louis Police Dept. Program is broadcast on KXOK in the interest of safety education and has been an award winner from the National Safety Council and other organizations.

▶ NBC's Railroad Hour starts its fifth consecutive year under sponsorship of Assn. of American Railroads, Washington, D. C., (8-8:30 p.m. EST.) today (Monday). Starring Gordon MacRae and guest costars, the operettas and musicals on the program are written by Jerome Lawrence and Robert Lee and produced by Murray Bolen. Agency is Benton & Bowles.

► WSTC Stamford, Conn., observed its 11th anniversary Sept. 18 with several special programs depicting growth of the station and its activities. Owned and operated by Western Connecticut Broadcasting Co. since Jan. 1, 1946, WSTC has been headed by Julian Schwartz for five years.

► WYNN SPEECE, who hosts Your Neighbor Lady on WNAX Yankton, S. D., has celebrated her 11th year on the air.

► WPFB Middletown, Ohio, has entered its fifth year of broadcast operation. The 1-kw station is owned and operated by Paul F. Braden.

► WFBR Baltimore is celebrating its 16th year of broadcasts from the Timonium fair grounds, scene of the Maryland State Fair. Helen Brooks, who conducts Every Woman's Hour on WFBR, introduced William F. Schluderberg, president of the fair, on the opening broadcast. He conducts station's It's Fun to Cook program. Mr. Schluderberg bought the fair grounds with the aid of other Baltimore businessmen two years ago.



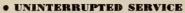
there's no room for doubt

There can be no room for doubt in the continuity and fidelity of your broadcast. You demand — and get — the best in transmitting and studio equipment.

Nor should you compromise with quality in the tape recorder you select.

AMPEX Recorders are engineered to the highest professional standards of reliability and performance.

AMPEX brings you these cost-saving operating advantages:



Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.

• MINIMUM "DOWN TIME"

AMPEX Recorders are designed for thousands of hours of continuous operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.

• ACCURATE TIMING

AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.

• HIGHEST FIDELITY

Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.

• LONG LIFE

AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.



If you plan for tomorrow, buy an AMPEX today

MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION . 934 CHARTER STREET . REDWOOD CITY, CALIFORNIA

Model 300

Model 400A

WORLD SERIES

To Record Audience By Gillette

WELL over 100 million people saw or heard play-by-play accounts of the 1952 World's Series last week, thanks to radio, television and the Gillette Co., which picked up a tab of more than \$1 million for rights alone, plus radio and TV time charges amounting to many hundreds of thousands of dollars.

Gillette in the last week of 1950 negotiated a six-year agreement with the baseball commissioner, then A. B. Chandler, giving the manufacturer exclusive broadcasting rights to all World's Series and All-Star games through 1956. The price was a flat \$1 million a year for the telecasting privileges and an overall package price of \$1,370,000 for the radio rights. Concurrently, Gillette signed a contract with MBS to broadcast the games by radio for the full six years and subsequently negotiated a TV deal with NBC-TV which runs through 1954.

This year, Gillette added 100 independent stations to the 560 Mutual affiliates broadcasting the series games in the U. S.; placed the broadcasts on the CBC stations in Canada, with the play-by-play accounts also broadcast in French in Eastern Canada; and added a Latin-American network which received their reports in Spanish. The Armed Forces Network sent the series to U. S. fighting men and women around the globe and the Voice of America told the rest of the world about this annual



major U. S. event.

TV coverage included the 64 NBC-TV affiliates in as many cities, plus the four TV stations of Mutual stockholders - WOR-TV New York, WGN-TV Chicago, KHJ-TV Los Angeles and WNAC-TV Boston. The WOR-TV crew, which had telecast the Dodgers home games throughout the year, originated the pickups from Ebbetts Field in Brooklyn. TV pickups from Yankee Stadium were handled by the crew of WPIX (TV) New York, which telecasts the Yankees' home games. WPIX and WINS also broadcast the games from Yankee Stadium on TV and radio, respectively, but without pay from Gillette, under a rule that stations carrying a team's home games through the season may broadcast that team's World's Series games from its home park.

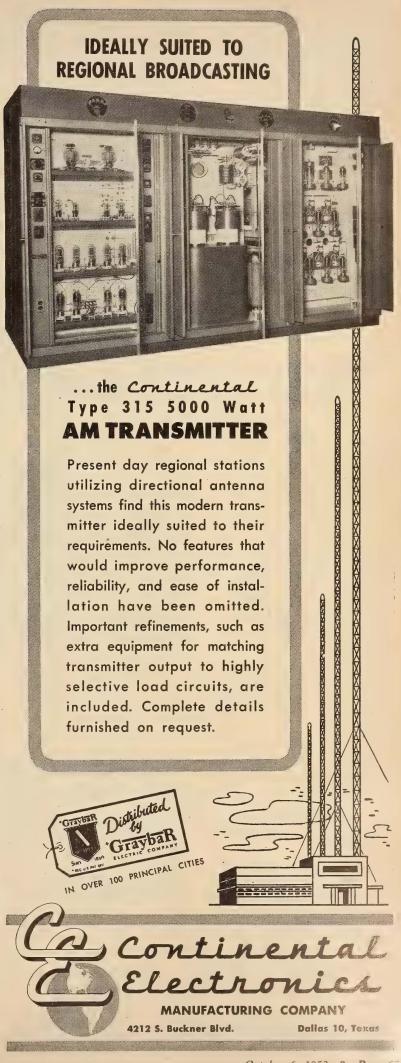
Red Barber, who has been describing Dodgers games since 1939, and Mel Allen, with as long a record with the Yankees, announced the telecasts. Ralph Giffen, WOR-TV camera director, supervised the video pickups from Ebbetts Field; Jack Murphy those from Yankee Stadium. Al Helfer, who does the MBS "Game Of The Day," and Jack Brickhouse of WGN Chicago handled the radio playby-play accounts, with Bill Corum, Gillette fight announcer, supplying color.

Buckingham Appointed

A. O. BUCKINGHAM, advertising consultant, has been named managing director, Young & Rubicam Ltd., London. He succeeds George D. Bryson, who is to return to this country as a vice president and contact supervisor of the agency's New York office, Sigurd S. Larmon, president, announced last week.

TV on Fire

USE of TV to observe the interior of steam generators' furnaces in power plants has proved a successful aid in maintaining efficient operation, according to a report by L. M. Exley, Long Island (N. Y.) Light Co. engineer. Mr. Exley made his report at the Falls General Meeting of the American Institute of Electrical Engineers in New Orleans. Camera was placed in an opening at the top of two pulverized coal and oil fired furnaces and recorded during different changes stages of combustion. Lenses were protected by water and air-cooled glass.



'Hot' Tape

WAVZ New Haven, Conn., claims a scoop on Gov. Adlai Stevenson's recent visit to that city. Station sent three newsmen to Bridgeport Municipal Airport and tape-recorded the Democratic Presidential nominee's conversation with local political dignitaries. "Hot" tape was removed from recorder, raced back to New Haven and broadcast within hour. WAVZ reports many listeners phoned in, expressing gratitude for coverage. Newsman George LeZotte, who recorded the airport scene, also fired a few questions at the Illinois governor.

NEC SESSIONS TV Opportunities Cited WOR-TV 'ALL NIGHT' By Dr. Engstrom Draws 10,000 Telegrams

TELEVISION is the brightest development in peacetime electronics today, and offers the best opportunity in that field for research and advancement in a peacetime economy. This conviction, relating video to "electronics for defense and industry", was expressed by Dr. E. W.

Engstrom, vice president in charge of the RCA Labs. Div., who keynoted the opening-day session of the eighth annual National Electronics Conference in Chicago last week.

Dr. Engstrom, a TV pioneer who was cited for his work by the Royal Swedish Academy of Engineering Research in 1949 and 1950 and by the U. of Minnesota, correlated three phases in the electronic progression. Beginning with electronics for defense, he outlined electronics for defense and industry and then for industry alone, explaining the ultimate objective

of all research is to achieve "direct benefits to mankind."

Television, as "today's No. 1 opportunity in peacetime electronics," is at the beginning of "a second big surge." This new growth period, the speaker explained, follows the establishment of uhf as practicable and the understanding and reduction of vhf interference and the subsequent lifting of the TV freeze by FCC.

The re-growth period will expand to a nationwide service with a potential of 2,000 stations and perhaps 50 million sets in homes within the next five years, Dr. Engstrom said. Another "promise" for the future is color TV.

The annual conference, which began Monday and ended Wednesday at the Hotel Sherman, featured a variety of technical papers covering all phases and several new developments in the electronics field. One paper presented Monday by C. H. Jones of Westinghouse, Pittsburgh, concerned an "efficient" system for control of static interference in color TV. Mr. Jones explained that some colors are more affected by static than others.

Advertisement

With spots you can select your prospects

And promote sales of your product when listeners are likely to be using it

In the now widely used National Spot Radio report that Printers' Ink released on July 11, ten specific ways to use National Spot were reported.

Number 3 of these specifics pointed up an obvious selling idea, but one that many national advertisers have not yet used to their advantage. The net of the idea is this. Using Spot advertising, wrote our editors, "You can promote a product at the time of day when many listeners are likely to be using it."

Can you think of a better time to sell a better cup of coffee to a disgruntled male than during any one of the 120 minutes, ranging from 6 a.m. to 8 a.m.?

Wouldn't these same minutes be a good time to give him some good news about a better dentifrice, shaving cream, real hickory-smoked bacon or ham, or even a new shirt that not only fit when bought, but also fit perfectly after 50 trips to a laundry and still looked almost as good as new?

And wouldn't it be a good time to sell the "little woman" during the morning hours any one of a hundred things she might use in the preparation of food, or a better tool or gadget to cut down her housework?

"Spot radio has the virtue of conveying the advertiser's message at the very time people cerned with his product." This statement from our National Spot Radio report sums up our editors' idea of its great efficiency.



Bob Kenyon

Whatever your starting and closing hour may be, you know from first-hand experience they kind, type, size, age and sex of your audience every minute of the day.

All you need at the present time are more advertisers who can put Specific No. 3, as reported by our editors, to work on your station now.

Every week Printers' Ink is read by more buyers of advertising than any other publication in this country. Of our total circulation of 23,793, more than two-thirds are buyers of advertising-advertising managers, sales managers, agency executives, and the top management group who give the final O.K. for a schedule of spots on your station.

A regular schedule in Printers' Ink, the Voice of Authority, is one of the least costly and most efficient ways for you to get new business. When may we call and tell you how we can help you?

> ROBERT E. KENYON, JR. Advertising Director

Printers' Ink · 205 East 42nd Street, New York 17, N. Y. Chicago · Pasadena · Atlanta · Boston · London

Westinghouse Set Described

K. E. Farr of Westinghouse described a 42-tube color TV set which Westinghouse has designed for commercial use. It involves an all-electronic system with the RCA tri-color tube, and is compatible on uhf as well as vhf bands, he said.

Television in the future may look and sound better to the home viewer because of a new liquid installation for coaxial cables. This innova-tion, reported on by J. G. Krisilas of the American Phenolic Corp., Chicago, retains the TV signal within the cable "pipeline" and keeps it from seeping out.

G. C. Strull of Northwestern U. described a new material, cadmium sulfied crystals, which may be used in the manufacture of radio tubes material, a semi-conductor, can also be used in trecrit the speaker said promise to replace the vacuum tube.

Conference luncheon speakers included, in addition to Dr. Engstrom on Monday, Maj. Gen. George I. Back, chief signal officer, U. S. Army, speaking Tuesday, and Dr. Harner Selvidge, director of special products development, Bendix Aviation Corp.

Eighty-two exhibitors were represented with displays in the hotel. Among them were Allied Radio Corp., Bruch Development Co., Allen B. DuMont Labs., Furst Electronics, General Electric, General Radio, Institute of Radio Engineers, Mycalex Corp., Raytheon Mfg., Sprague Electric and West-

Draws 10,000 Telegrams

VIEWERS of WOR-TV New York's midnight-to-morning All Night Show sent in more than 10,000 telegrams in less than six weeks, the station has reported. Station figures that at an average of 60 cents per wire, viewers had spent an aggregate of \$7,400 with West-

The program, from midnight to 4 a.m. Tuesday through Saturday mornings and 11:30 p.m. Saturday to 6 a.m. Sunday, with Fred Robbins as m.c., started on WOR-TV July 19. Between July 23 and Aug. 31 audience participation contests on the show pulled 10,927 telegrams, three-fourths sent after 1

Wires were sent: Midnight-1 a.m., 559 (25%); 1-2 a.m., 763 (35%); 2-3 a.m., 545 (25%); after 3 a.m., 339 (15%).

Pulse survey the week of Aug. 1 found 12% of New York TV families seeing the show sometime during the week, with an average rating of 3.5%, station claimed. Monday-Thursday rating was 2.9%; Friday, 3.7%, and Saturday, 5.0%, it was said.

ATFP OFFICERS

Full Slate Reelected

OFFICERS of the year-old Alliance of Television Film Producers, Hollywood, have been reelected for another year. Continuing as president is Maurice Unger, manager of West Coast operations, Ziv TV Programs Inc.

Other officers are: William F. Broidy, head of William F. Broidy Productions Inc. vice-president; Basil Grillo. secretary-treasurer and executive producer, Bing Crosby Enterprises, treasurer, and Richard Morley, executive producer, Primrose Productions, secretary. Raoul Pagel, production supervisor of Jerry Fairbanks Inc., was reappointed labor chairman, with Mr. Grillo appointed membership chairman.

Scharer Appointed

APPOINTMENT of Henry Scharer as deputy director of public information for the Commerce Dept. was announced last Monday by Commerce Secretary Charles Sawyer. Mr. Scharer, a former newspaper man, has been active with government agencies and departments in information work for the past decade.

WTTG (TV) Sales

TWENTY clients have signed new contracts for programs or spot campaigns on WTTG (TV) Washington, General Manager Walter Compton has reported. New clients, programs and agencies are:

Custom Upholstering Co., Custom Studio Theatre, through A. W. & L. Ad Agency; Hudson Dealers of Washington and Cardwell's Inc., Movietone News, through Ernest S. Johnston and Robert J. Enders agencies, respectively; National Carbon Co., Norman Spier's Football Forecast, William Esty Co.; Pontiac Dealers Assn. of Washington. The Sportsman's Club, M. Belmont Ver Standig Agency. Additionally, station reported three renewals and 12 new spot campaign clients.