

BROADCASTING TELECASTING

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Between Spot, Network

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Radio, TV Play Big
Role in Vote Drive

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By District 5

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TELECASTING

Begins on Page 67

The Newsweek of
Radio and
Television

21ST
year

Like kids go for lollypops



Baltimore merchants go for WITH like kids go for lollypops. They love the quick, profitable results they get from this low-cost station. At low, *low* rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!* And that's why WITH carries the advertising of twice as many local folks as any other station in town!

So take a tip from these smart advertisers. Put WITH on your schedule. WITH can produce low-cost results for you, too! Get the whole story from your Forjoe man today!

IN BALTIMORE

W·I·T·H

TOM TINSLEY, PRESIDENT
REPRESENTED BY FORJOE & COMPANY

Go where there's GROWTH...

KENTUCKY

INDUSTRY FARMING

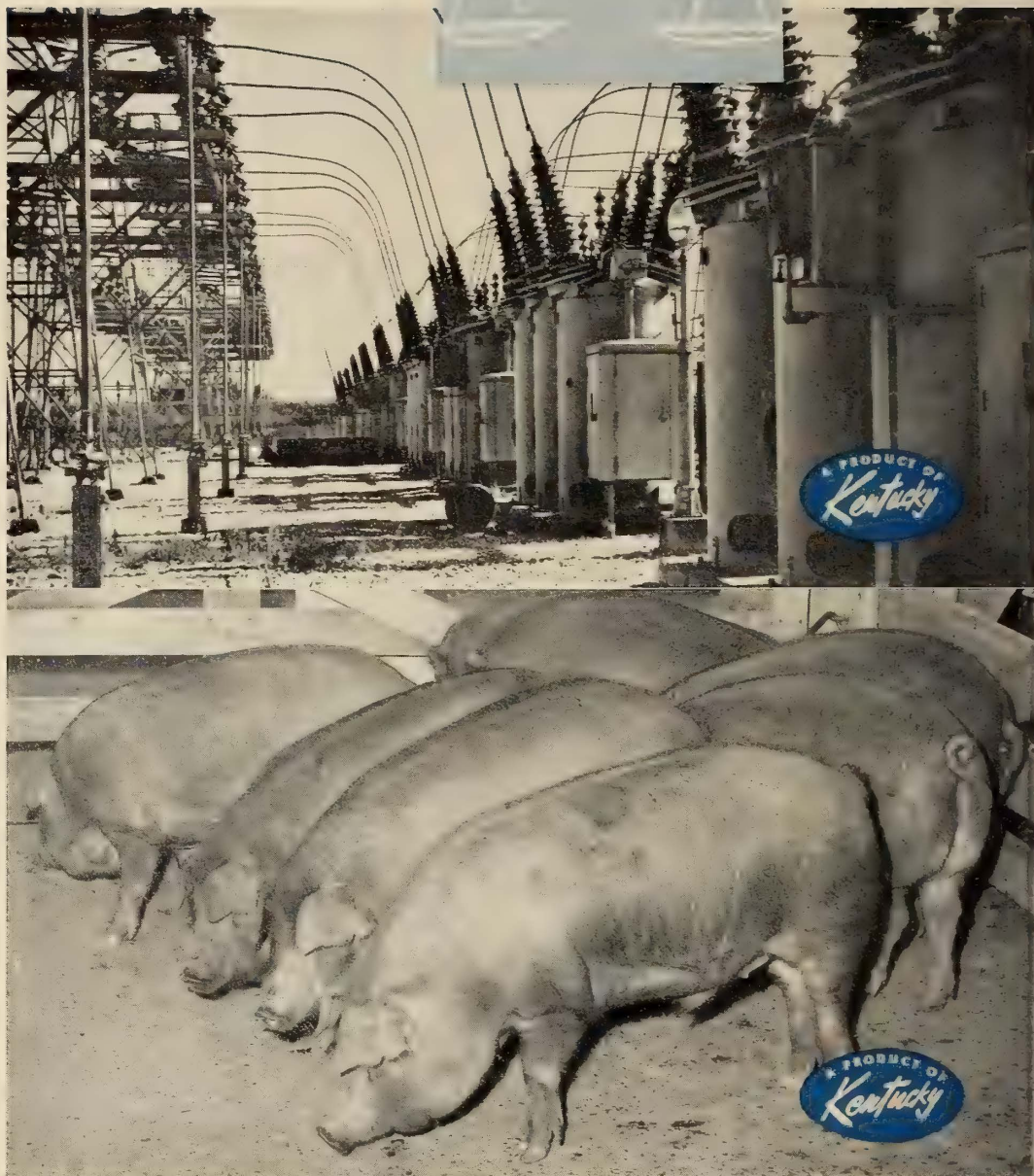
Power and Pigs

Eight power projects now being constructed in Kentucky will boost Kentucky's electric power output by 1,643,000 kilowatts within 2 years! Wolf Creek is being completed at a cost of 76 million dollars. Louisville Gas & Electric is spending 32 million dollars, and Kentucky Utilities is expanding its Central City and Tyrone plants at a cost of 19 million.

That's industrial GROWTH!

Any impressive farm gains? 1951 cash income from crops and livestock reached an all-time high of \$632,632,000.

Hogs and pigs, for example, brought Kentucky farmers \$77,013,000 in 1950...and a record income of \$85,763,000 in 1951!



Go where there's GROWTH...

GO WHAS!

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

(Benson and Benson)



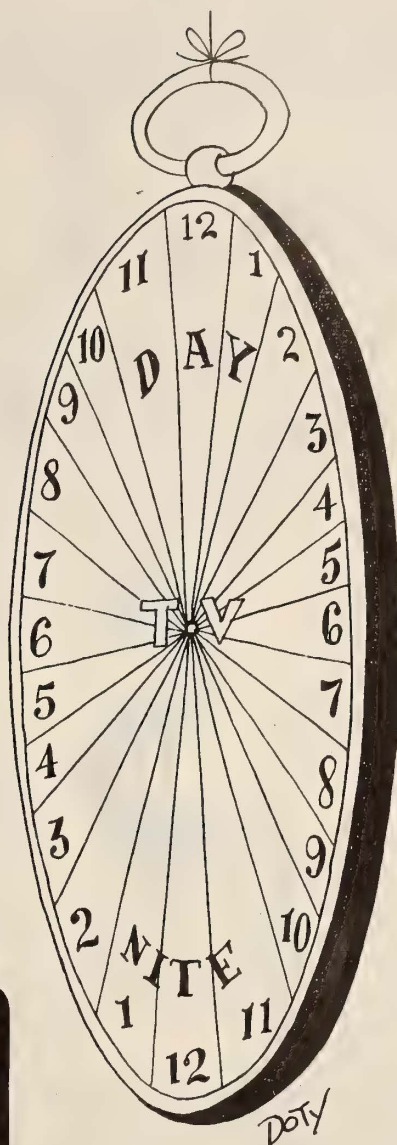
THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

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



**groping
for tv
program
time ?**

**you can do
better
with Spot-
much better**

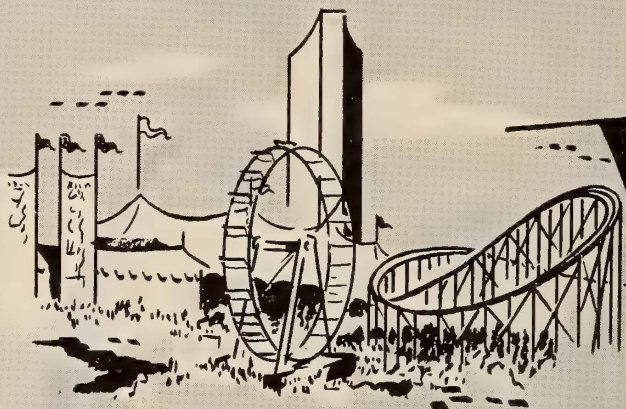


There's no groping when you buy national TV coverage on a Spot basis: Full choice of markets and time offerings . . . no minimum group requirements . . . wholehearted station cooperation . . . better picture quality than kinescopes . . . savings in time charges—enough to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC. • *National Advertising Representatives*

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT



STATE FAIR OF TEXAS
Dallas

OCTOBER 4th THRU 19th

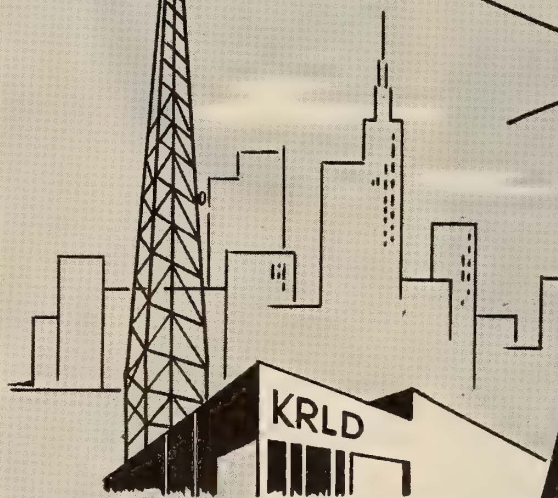
World's Largest State Fair



THE "BIGGEST" BUY

IN THE

"BIGGEST" STATE



Most Powerful TV
Station in Texas

The only station in Dallas and Fort Worth not splitting any part of any network schedule with any other station in Dallas or Fort Worth — it's KRLD-TV and KRLD-TV only for CBS shows in both Dallas and Fort Worth.

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President



EXCLUSIVE
CBS TELEVISION
OUTLET FOR
DALLAS-FT. WORTH
AREAS

The Branham Company,
Exclusive Representative

TEXAS MOST POWERFUL TELEVISION STATION



at deadline

CLOSED CIRCUIT

ENGINEERING opinion, which only months ago evaluated low-side vhf (Ch. 2-6) as vastly superior to high-side (Ch. 7-13) now convinced higher channels are far better than anticipated and compare most favorably with low-end, particularly on long haul. Many also predict story will be same with uhf and that both transmission and reception techniques will advance swiftly as station services are added.

LONG secrecy over carefully drafted standard contract for spot telecasting, negotiated by AAAA and NARTB, due to be ended any day with release of final form.

DON'T WRITE *finis* yet to Democratic Citizens Committee attack on purported GOP \$2 million radio-TV blitz, now that FCC said it wouldn't act. George W. Ball, executive director of Demo group was set over week-end to ask networks and all TV stations for accounting on GOP time purchases through local or state groups, including adjacencies. If they can't match time for Demos, slot for slot, then look for further complaints, on ground that GOP units have grabbed time up. If they can, then presumably basis for complaint will evaporate, and Demo units will buy it within budget limitations.

QUIET on subscription-TV front is about to be broken as FCC staff begins digging into pay-as-you-see projects. Only petition pending for commercialization of pay-TV is from Zenith [B•T, March 3]. Others experimenting are Skiatron, with Subscriber-Vision, and International Telemeter Corp., half-owned by Paramount Pictures, with coin-operated system. RCA reported to have subscription TV system, called Tollvision, in development.

ELAINE SLOAT, timebuyer, Benton & Bowles, N. Y., joining N. W. Ayer & Son, that city, as radio-TV timebuyer.

WHAT'S AHEAD on color TV? Educated guess is offered by William B. Lodge, CBS vice president in charge of engineering, who predicts National Television Systems Committee will petition FCC within next "two to six months" on testing of revised compatible system, but makes no prediction as to when approval will come, when sets will be offered public or at what price (see story, page 25).

FIRST program to present both Presidential nominees will be under United Nations auspices over CBS Oct. 24 to observe United Nations Day (see story page 27). While program is labeled commercial, what it doesn't say is that Ford Foundation, mammoth philanthropy which has evinced large interest in broadcast communications, actually is underwriting event.

SIGNS are multiplying that Canadian government is almost ready to change its decision on independent TV stations. Understood that Canadian Assn. of Broadcasters is to present brief to Canadian Cabinet in next few weeks, and that some 40 Canadian AM stations have now applied for TV station licenses. Increasing

(Continued on page 6)

SERIES AUDIENCE: 100 MILLION

PRELIMINARY estimates indicate that minimum of 100 million people heard one or more World's Series games via radio and that from 70 to 75 million people saw one or more games on TV. Games were broadcast by some 550 MBS affiliated radio stations plus another 100 U. S. Stations, CBC network in Canada, Latin American hookup and around world by Armed Forces Radio Service and Voice of America. They were telecast by NBC-TV network of 64 stations in as many cities, plus video outlets of four Mutual stockholders in four major cities.

NBC CANCELS MEET

CANCELLATION of plans for this year's NBC affiliates convention, scheduled first week of December at Boca Raton, Fla., was announced Friday by network. Spokesmen said action was taken after discussion with number of affiliates elicited agreement that, in view of special "rate" meeting with affiliates in Chicago in September, plus other recent network-stations sessions, another meeting this year is "unnecessary" and time would be better spent working on day-to-day sales, promotion and programming operations.

RTDG WAGE INCREASE

RADIO and Television Directors Guild announced Friday it has concluded new contract with television networks representing agencies and packagers covering TV free lance directors in New York and Hollywood. New York membership has approved pact and action from Hollywood expected soon. Union said gains include: average wage increases of 20% with network TV directors minimum up to \$175 weekly; clause requiring credit for TV staff or free lance director as largest credit given; eight-hour day for TV floor managers and associate directors and other fringe benefits.

MERRILL OATH

OATH of office for new Comr. Eugene H. Merrill will be administered Tuesday at FCC by Chief Judge Harold M. Stephens of U. S. Court of Appeals for District of Columbia (see story page 25).

Radio Best Low-Cost Mass Buy—Pryor

RADIO must continually prove that no other medium reaches such vast audience at such low cost, keeping advertisers informed of value of their broadcast investments, Arthur Pryor Jr., BBDO vice president in charge of radio and television, told NARTB District 6 delegates Friday afternoon at Memphis meeting (see early story, this issue).

Mr. Pryor said advertising people are confused by conflicting audience data and their shortcomings. He hoped Advertising Research Foundation, now studying problem, will come up with set of standards for ratings and "some conclusions as to what can and can't be done."

"The greatest need is for research and intelligent application of that research," he said. "Radio needs a rating system which will give a true picture of radio listening. Worst of all, radio is in the emotional doghouse with a lot of advertising people. One reason is that in so many cases, unfortunately, the champions of TV are the same people who have been the

BUSINESS BRIEFLY

DODGE TO USE RADIO ● Chrysler Corp.'s Dodge Div., through Grant Adv.'s Detroit office, planning radio saturation spot announcement campaign to kick off Oct. 23. Meanwhile, Dodge dealers, through agency's New York office, start radio campaign this week in Philadelphia with six spots per day on five stations.

40 MARKETS ● Penick & Ford Ltd. (Brer Rabbit) starts spot radio campaign in 40 markets, effective mid-October, through J. Walter Thompson Co., N. Y.

EIGHT-WEEK CAMPAIGN ● Borden Co., N. Y. (Borden's instant coffee), launching eight-week radio spot campaign Oct. 20 in about eight markets. Doherty, Clifford, Steers & Shenfield, N. Y., is agency.

RADIO, TV DRIVE ● Anahist Co., N. Y. (Super-Anahist), buying spot schedule, starting Oct. 20 for 13 weeks on 70 radio stations. Advertiser also intends using TV spots but number of markets has not yet been decided upon. Ted Bates Inc., N. Y., is agency.

POLITICAL TIME ● CIO Political Action Committee purchasing time over CBS radio Oct. 21, 10:15-10:30 p.m. EST, for recorded speech by CIO President Philip Murray on behalf of Democratic Party nominees.

SEABROOK CAMPAIGN ● Seabrook Farms, Bridgeton, N. J., preparing radio spot announcement campaign to start Nov. 1, for 13 weeks in east, central and northeast sections of country. Agency: Hilton & Riggio, N. Y.

FALSTAFF ON MBS ● Falstaff Brewing Corp., St. Louis, to sponsor *Hank Thompson & His Brazos Valley Boys* over MBS Tues., Thurs. and Fri., 10:15-10:30 p.m., EST, starting Nov. 6. Agency, Dancer-Fitzgerald-Sample, N. Y.

stalwarts of radio.

"I believe the tremendous promotion put behind TV by radio people has been at the expense of radio and that if TV had not been developed in the majority of cases by radio networks and station people, radio would have been more aggressive and concerned about its competitive position. It's very easy to be a defeatist about the prospects for radio and to forecast the future only in terms of doom. But if today's problems are faced realistically, there need be no question of radio's survival and continued development."

Reminding that most advertisers feel that homes acquiring TV are lost forever to radio, Mr. Pryor said, "We know this isn't true. We must know more about that and about the 'extra set' listening in homes, the listening to portable sets and to automobile sets.

He described TV as "a great medium" which

(Continued on page 114)

for more AT DEADLINE turn page



(Continued from page 5)

BROADCASTING PLANS FOR MAJOR PARTIES

HERE'S outline of broadcasting plans of major political parties as of last Friday:

Democrats will use about 18 simulcasts featuring Gov. Stevenson in "fireside chats" which Wilson Wyatt, his campaign manager, believes are best suited to governor's speaking style.

Republicans may go short on Eisenhower simulcasts, long on spot schedule. "Blitz" spot campaign in finishing weeks of campaign will go through, but not on \$2 million scale originally planned.

Both parties awaiting outcome of fund-raising drives before making big radio-TV commitments. Both count on state committees to finance spots distributed by national committees.

DENVER TV HEARING

USE of theatre TV to distribute film to movie theatres, in place of present physical distribution of reels, was seen as distinct possibility by John M. Wolfberg, general manager of Wolfberg theatres in Denver, Col. Testifying in behalf of TV applicant Denver Television Co., of which he is president, Mr. Wolfberg said he could foresee electronic distribution of film to, perhaps, 200 theatres from central distribution point, overcoming present cumbersome and expensive duplication of negatives, shipping, etc. He also thought conventions, as well as sporting events, entertainment and news events could be used for theatre TV. Denver vhf Channel 7 hearing, with Mr. Wolfberg under cross examination by opposition KLZ, is scheduled to conclude this week (see earlier story, this issue).

CHURCH BUYS STATION

PURCHASE of KALA Sitka, Alaska (1400 kc 250 w) announced by Board of National Missions, Presbyterian Church in U. S. A., to be operated as educational project. "Home missionaries who were once circuit riders on the American frontier are now pioneers on the new frontiers of the electronic circuit," church said. Station located on campus of Sheldon Jackson Junior College. John Groller is secretary of broadcasting for church.

HENNOCK ON 'EDUCATION'

FCC COMR. Frieda B. Hennock discussed educational TV aspects of "How can we best use the mass media to further education" on NBC-TV *It's a Problem*, Friday, 11:30 p.m., with Harold Stassen, U. of Penn. president, and Dr. Buell Gallagher, CCNY president. Comr. Hennock is to address New Jersey Broadcasters Assn. today (Monday) (see story page 66) and Oct. 23 is to make "major" address on educational TV before Minnesota Education Assn. at St. Paul.

WISCONSIN TV TAX URGED

TAX of \$1 per year on television set owners plus \$5 sales tax proposed Friday by State Legislature subcommittee at Madison, Wis., as means of financing state-owned TV network. W. W. Clark (R-Vesper), chairman of subcommittee on education, had proposal drafted for submission to group next Nov. 7. Bill would set up state television council, with \$300,000 yearly to start construction of \$3 million TV network devoted to noncommercial educational uses.

In this Issue—

NOW that radio network charges are reduced, network salesmen are going after national business that has been placed in spot. Their argument: network now is cheaper. *Page 23.*

VOTER registration is at record volume, and "a major share of the credit" belongs to radio and television. The biggest citizenship promotion campaign in history is paying off. *Page 23.*

NEWEST FCC Commissioner, Eugene Hyde Merrill, a Utah Democrat, will take office this week. The administration now has a clear majority on the FCC, four Democrats, two Republicans, one independent. *Page 25.*

IMPROVED "compatible" color television system will be ready for submission to the FCC next summer. It's the one on which the National Television Systems Committee has been working. *Page 25.*

NEXT Congress will probably go into the political broadcasting problem with more seriousness than past Congresses have shown. Though political heat is building up, the FCC refuses to investigate the asserted \$2 million spot "blitz" on behalf of General Eisenhower. *Page 27.*

COFFEEHEAD Larsen has his listeners drinking coffee by the gallon and buying grocery products by the truckload. A radio success story. *Page 26.*

THE American Trust Co. of San Francisco is winning customers and friends with "Science in Action," a 30-minute show which both teaches and amuses. A television success story. *Page 71.*

NARTB's District 5 condemns double-billing after Harold Fellows calls the practice immoral and unethical. *Page 32.*

FEDERAL court ruling in Washington, D. C., that witnesses before Congressional committees may refuse to testify before TV and radio won't help broadcasters in their efforts to get equal access to public hearings with the press. *Page 44.*

TV will kill off as many as 10,000 of today's 18,000 movie theatres in the next six years, according to a prominent movie exhibitor. He's selling off his theatrical holdings to go into TV. *Page 69.*

Upcoming

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

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

Oct. 16-17: Institute on Educational TV meet, Georgetown U., Washington, D. C.

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

(Other Upcomings, Page 37)

ing public demand from all parts of Canada, especially western Canada, is being impressed on Canadian cabinet ministers by western members of parliament. Increasing costs of government's Canadian Broadcasting Corp. TV operations at Toronto and Montreal, partly due to scarcity of advertisers, also factor.

SALE OF RKO Radio Pictures' backlog of features and shorts to TV hinges on what such movies can bring from theatrical reissues as against their market on video. RKO, however, will definitely be in TV custom-built film production business, setting up subsidiary unit for that purpose.

WITHIN last fortnight, Democrats have been getting more mileage out of whistle-stop campaigning of both Stevenson and Truman. In addition to spot local broadcasts, rebroadcasts have been handled locally to reach workers at home in plan reportedly evolved by Morris Novik, broadcaster and consultant, acting as liaison with Democratic Committee and labor groups in special programming field.

STRONG bid for more funds in FCC 1954 budget—in order to enable Commission to keep up with essential functions, perhaps initiate new studies—was made to Bureau of Budget by Chairman Paul A. Walker, and Vice Chairman Rosel H. Hyde, and Comrs. George E. Sterling and Robert T. Bartley and staff last week. Budget Bureau prepares recommendations for President. Last year, for fiscal 1953, President asked Congress to appropriate \$8,075,000 for FCC. Congress finally appropriated \$6,408,460 [B•T, June 30].

DID FCC open TV hearing gate to floods of "expert testimony" on predicted coverage when it ruled last week (see page 69) that applicants may offer such evidence, for what it might be worth, at their own option? FCC said in some cases such data might bear weight, others very little or not at all, and warned present measurement standards have been found wanting. By equivocating, FCC puts burden squarely on applicant's shoulders and has caused new confusion and consternation for applicants and their attorneys.

FIRST RETAIL DATA BEGUN ON RADIO-TV SET SALES

MONTHLY retail sales of radio and TV being compiled by Radio-Television Mfrs. Assn., supplementing monthly data showing number and types of sets manufactured. First data, announced Friday, show 700,490 TV sets sold at retail in June, July and August. In same three months factories turned out 957,842 TV sets despite normal July shutdown.

Sales of radio receivers totaled 1,139,467 in three summer months, RTMA found. RTMA data show radio and TV sets are sold in more than 95,000 retail outlets.

DENY KHIT PETITION

PETITION of KHIT Lampasas, Tex., for license renewal without hearing was denied Friday by FCC. Commission found that petition did not contain "complete and detailed statement" with regard to KHIT personnel and finances and steps station has taken "to insure future compliance with the Commission's rules and regulations." Denial is subject to filing of second petition for grant without hearing, with "complete information" sought by Commission.

for more AT DEADLINE see page 114

All It Took was a Haircut...

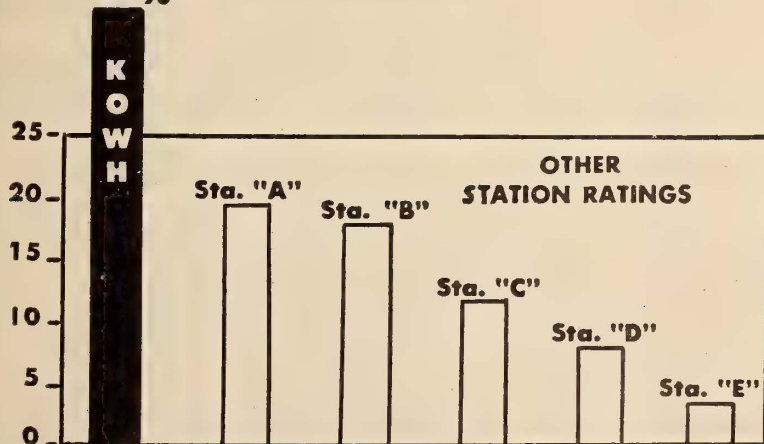


To unseat Samson as the most powerful member of the "long-hair" set.

"Long hair" might have helped Samson perform wonders with the jawbone of an ass, but it doesn't build a radio audience. KOWH bypassed the "Highbrow" in favor of rollicking entertainment. Everybody gets in the act—and the Omaha, Council Bluffs area loves it! You'll love the resulting Hooper, averaged below for the eleven-month period from October, 1951, to August, 1952. Big happy audience. Lots of money. Big sales!

36.3%

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



"America's Most Listened-to Independent Station"

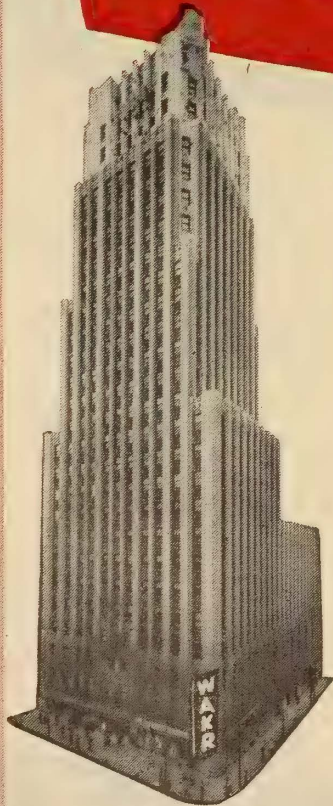
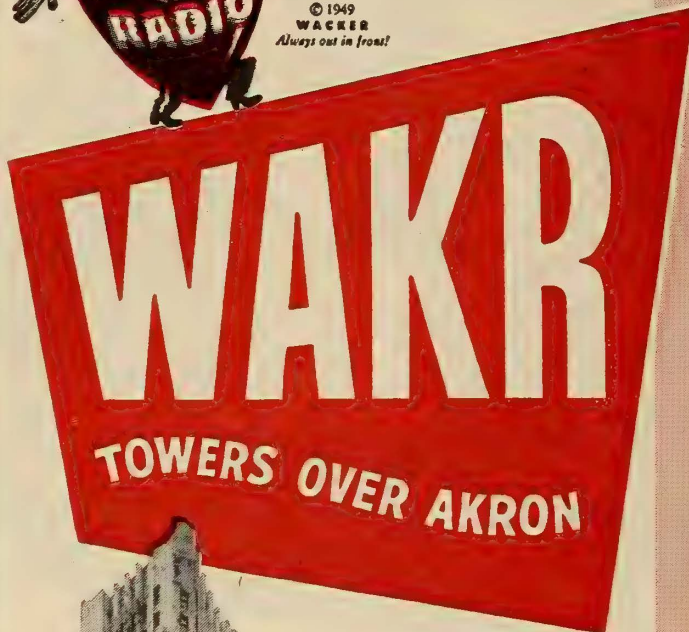
General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

Kowh
OMAHA



AKRON'S TOP STATION

© 1949
WACKER
Always out in front!



© 1949, SUMMIT RADIO CORPORATION

COMING!

WAKR-TV

Akron's

FIRST

TV

Station

Ch. 49

5000 WATTS

ABC

Represented by Weed & Co.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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TORONTO: 417 Harbour Commission, EMpire 4-0775 James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: \$7.00.

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

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

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

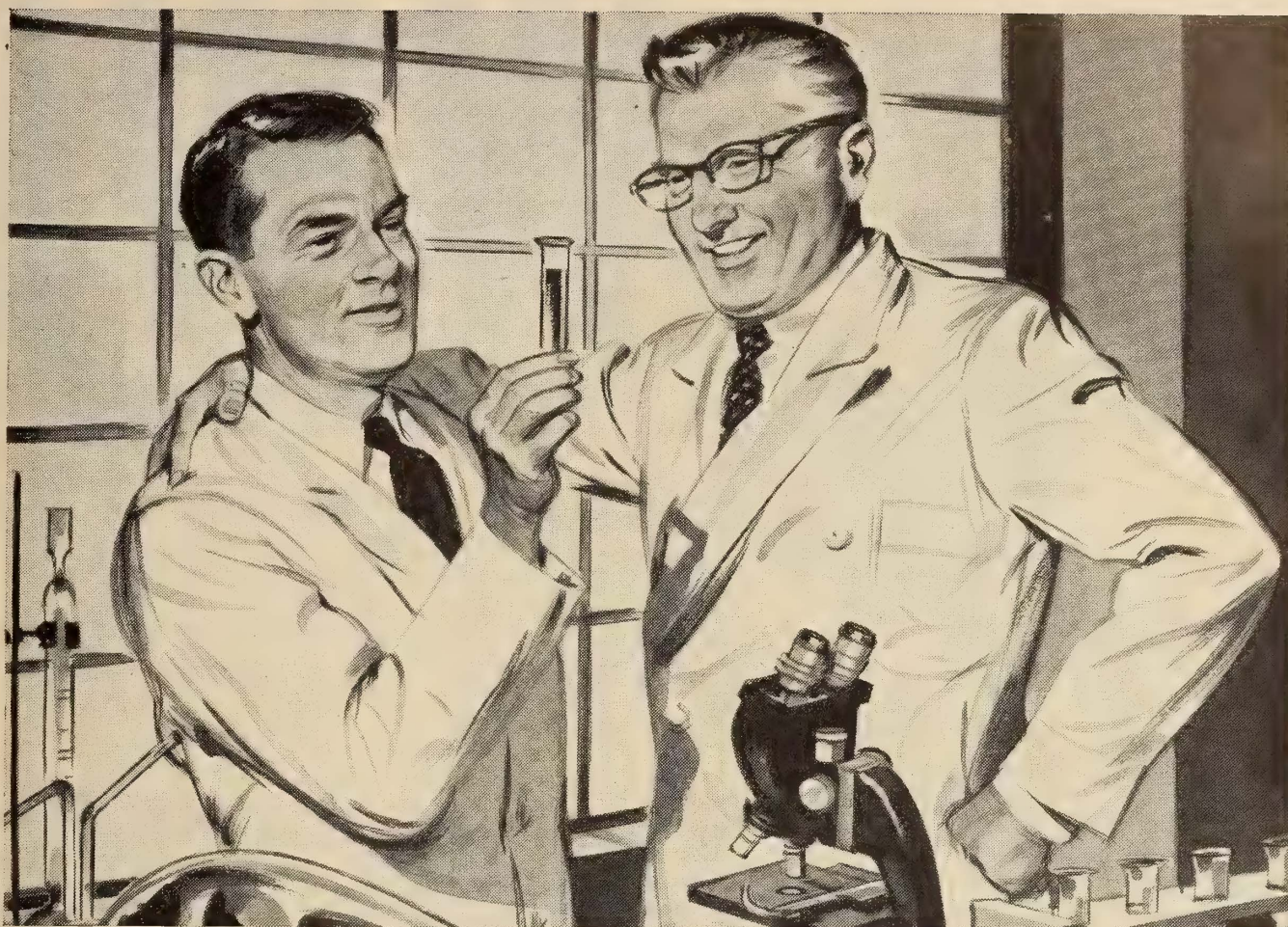
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*Reg. U. S. Patent Office

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BROADCASTING • Telecasting



This fellow's trying to outsmart us... and that's good for YOU!

We don't know his name or even what he looks like. But we *do* know what he's up to. Right now at this minute he's working in the research laboratory of a competitive oil company. He may be devising the formula for a new and better gasoline, or developing an improved manufacturing process, or inventing a wonderful new petroleum by-product which may revolutionize the plastics industry. If he succeeds, his company will have a temporary competitive advantage over ours.

Frankly, this fellow worries us a little sometimes. But we're awfully glad he's around!

His habit of keeping at our heels keeps us on our toes. We have to be just as smart as he is (or maybe a little smarter) to stay in business. Intense competition among hundreds of competing oil companies has stimulated research and production to create for America an abundance of the good things of life

undreamed of in other times or other countries.

Until somebody invents a better formula for prosperity than old-fashioned competition, let's all stick to our own system of trying to do a better job than the other fellow. That way, we'll *all* be better off!



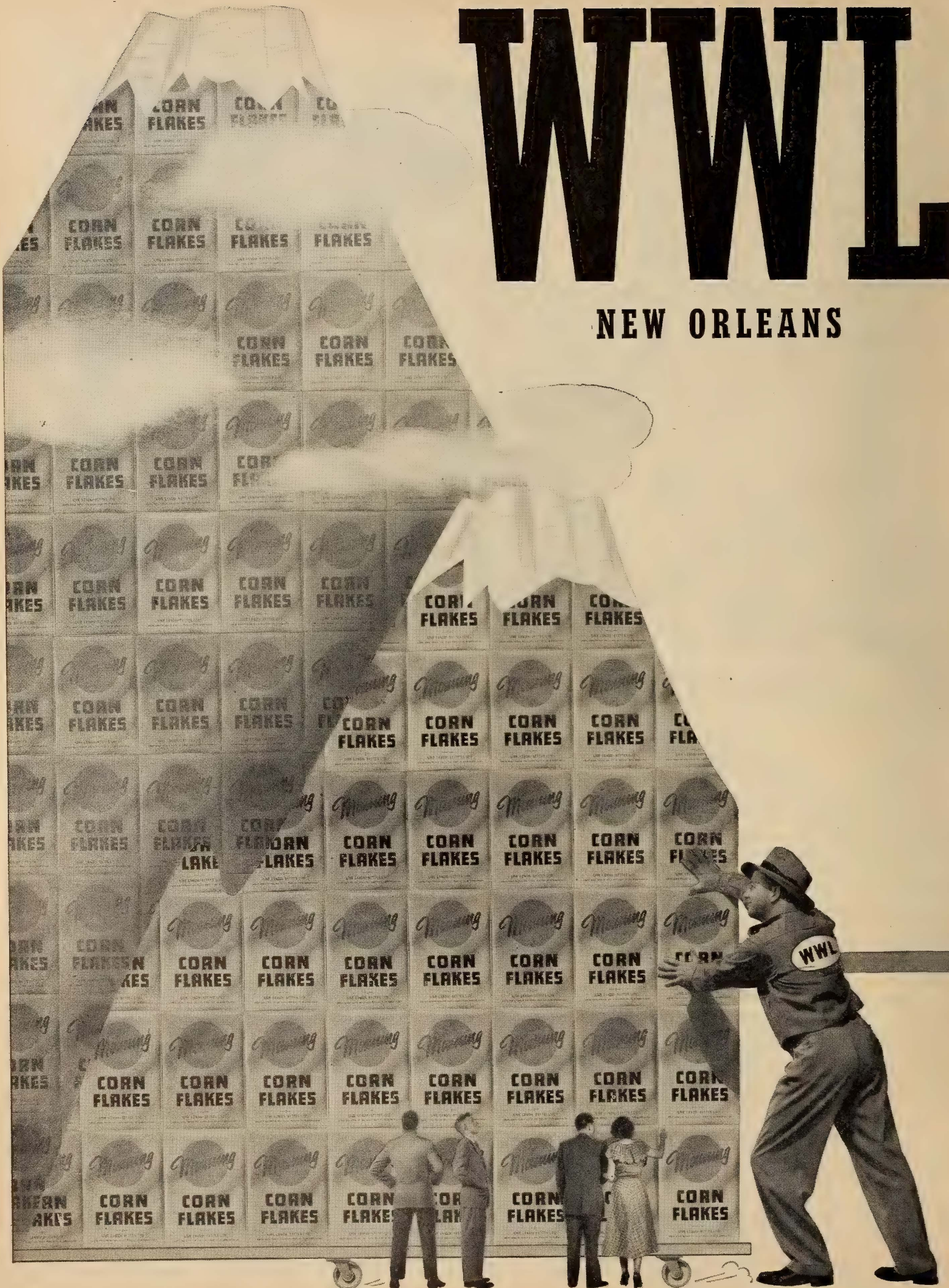
THIS IS OIL PROGRESS WEEK, celebrated by the Petroleum Industry and Esso employees and dealers everywhere. When you stop to think that 2 gallons of today's gasoline do the work 3 did in 1925, you'll agree . . . there's really something to celebrate!

ESSO STANDARD OIL COMPANY

This is an advertisement appearing during Oil Progress Week, Oct. 12-18 in newspapers in the 18 states and the District of Columbia where Esso Products are marketed.

WWL

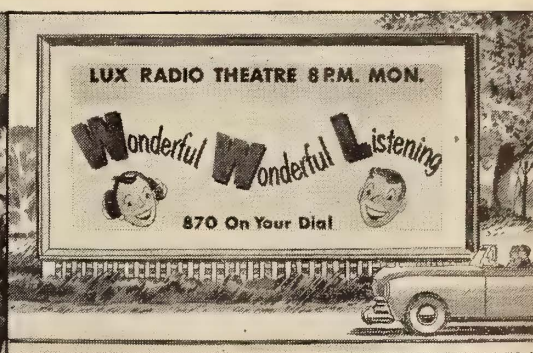
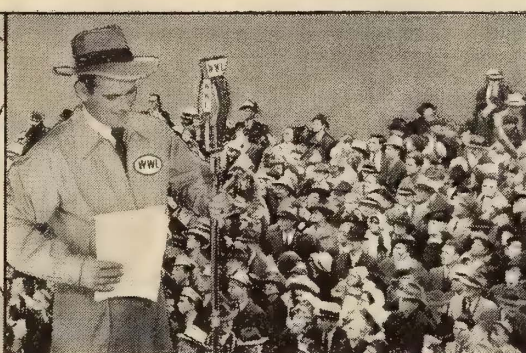
NEW ORLEANS



Moves Mountains of Cereal

WWL Sells More Southerners than Any Other Advertising Medium

WWL, the South's Greatest Salesman, can help send your food sales Up—Up—Up! No tricks. It's simple arithmetic: With WWL, you get more reach, more audience, more advertising extras than any other medium in the Deep South has to offer.



Coverage unsurpassed in the Deep South—intensive coverage over a 4-state market, rich with new industry and still unquestionably radio-dominated. That's WWL!

Highest Ratings—built up over a period of 30 years through excellent programming, featuring CBS and Southern stars, the finest news coverage, outstanding special events. That's WWL!

All-out advertising support—with liberal use of store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, and personal calls on jobbers and distributors. Product push no other station South gives advertisers. That's WWL!

Let

WWL

THE SOUTH'S GREATEST SALESMAN

Sell the South for YOU!

50,000 WATTS

CLEAR CHANNEL

CBS RADIO AFFILIATE

A Department of Loyola University • Represented Nationally by The Katz Agency



WDEF

CHATTANOOGA, TENNESSEE

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

WDEF

CHATTANOOGA

1370 KC • ABC

5000 WATTS

CARTER M. PARHAM, Pres.

KEN FLENNIKEN, Gen'l Mgr.

* According to the latest available Hooper study.

Represented by BRANHAM



agency

HENRY G. LITTLE, executive vice president of Campbell-Ewald, Detroit, elected president. **HENRY T. EWALD** continues as board chairman and major stockholder after serving as president.

FOLKE A. OLSON, account executive with *Seattle Post-Intelligencer*, appointed account executive at H. J. McGrath & Assoc., Seattle.

ROBERT CHARLES WARREN, vice president-account executive, Edward S. Kellogg Co., L. A., and **KENNETH ESSELSTROM**, art director, Harry G. Willis & Assoc., Glendale, to Ruthrauff & Ryan Inc., Hollywood, as account executive and assistant art director, respectively.

DON MacLEOD, KOL Seattle, to West Pacific Agency, same city, as account executive.

KARL E. IRVIN Jr., McCann-Erickson, Chicago, to J. Walter Thompson Co., same city, as director of radio-TV research.



on all accounts

LOUIS JOSEPH RIGGIO, vice president and treasurer as well as partner in the two-year-old agency, Hilton & Riggio, New York, denies he was raised in a tobacco plant nursery and swaddled in an auctioneer's leaf. But he cannot escape the industry diagnosis that he was born with tobacco in his blood.

Son of a distinguished tobacco family, Mr. Riggio was born in New York City on Aug. 7, 1911. He was educated at Yale U., where, it is reliably reported, he smoked.

It was early in 1933 that he joined the American Tobacco Co. to serve his apprenticeship in the southern leaf markets. He then moved into the plant and became a tobacco leaf buyer, remaining with the firm for three years.

At the end of that time he returned to New York and joined his first agency, N. W. Ayer & Son, as an assistant account executive. Under Jack Hunter he helped handle the American Telephone & Telegraph Co. account, marking the first and presumably the last time that he was not in some way involved with tobacco.

The lure of the golden leaf

brought him back with a king-sized enthusiasm in 1940 when he joined his brother as an officer of the newly formed company which manufactured Regent cigarettes.

At the end of seven years service with the firm, Mr. Riggio returned to American Tobacco Co. as director of sales and advertising.

Three years later—in 1950—he formed, together with Peter Hilton,

the agency that bears their names, and Regent cigarettes was enlisted as one of their major accounts.

In addition to that product, the firm handles Colonial Airlines, Seabrook Farms, Schine Hotels, Evyan perfumes and others. Regents currently sponsors *America Calling* on CBS Radio, half-hour once a week, while Seabrook Farms is underwriting *The Private Files of Matthew Bell* with



Mr. RIGGIO

Joseph Cotton on MBS.

The Riggios—she is the former Marcella Modra—have been married for 17 years. They have 14-year-old twin boys, Louis and Phillip. The family lives in an apartment in Ardsley-on-the-Hudson. His principal hobby is tennis.

beat



THOMAS B. COLEMAN and **BARRETT WELCH** elected vice presidents of Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.

JAMES B. BRIGGS, Charles Blum Adv. Corp., to Geare-Marston Inc., Phila., as vice president-account supervisor.

CHARLES F. SOUTHWARD, vice president, Harry Atkinson Adv., forms **SOUTHWARD & Assoc.**, 134 N. La Salle St., Chicago. Telephone is Franklin 2-8100.

STEPHEN SIDDLE, space buyer, Birmingham, Castleman & Pierce Inc., N. Y., named media director in charge of purchasing all radio-TV time.

ROBERT L. NOURSE Jr., account executive, and **DORIS MORGAN**, his executive assistant, Dancer-Fitzgerald-Sample Inc., Hollywood, to Roy S. Durstine Inc., L. A., as account executive and member of media department, respectively.

J. H. SHACKELFORD, partner, Allen & Marshall Adv., L. A., opens own agency, **SHACKELFORD Adv. Agency**, with headquarters at 120½ San Fernando Rd., that city. Telephone is Capitol 1-6853.

WILLIAM R. WRIGHT, account executive with Kenyon & Eckhardt, N. Y., to Ted Bates Inc., that city, in same capacity serving G. Washington Instant Coffee account.

H. T. BRETTELLE Jr., Oldsmobile Div., General Motors Corp., and **DONN FAHNESTOCK**, vice president, Conti Adv., Ridgewood, N. J., to John Mather Lupton Co., N. Y., as account executives.

H. BECHTEL SMITH, vice president in charge of advertising and sales, Royal Lace Paper Works Inc., Brooklyn, elected vice president and partner, Kiesewetter Assoc. Inc., N. Y.

LAWRENCE RUSSONIELLO, Aldridge Assoc., Phila., to John R. McAusland & Co., same city.

MICHAEL A. DAVENPORT, advertising department, Meier & Frank Co., Portland, Ore. (department store), to Don Dawson Co., that city, in creative-radio TV departments.

THOMAS P. KENNEDY, national news desk, *New York Times*, to copy-writing staff, Caples Co., N. Y.

IRVING PADEREWSKI appointed art director, Getschal Co., N. Y.

DAVID W. MILLS, assistant art director, Ted Sommers Inc., Bridgeport, Conn., promoted to art director.

FREDERICK C. McCORMACK Jr. to public relations staff, Geare-Marston Inc., Phila.

GEORGE W. IRWIN, head of Irwin Co. Inc., Beverly Hills, father of twins, Gary Wilson and Gregory Walsh, Sept. 29.

WEST PACIFIC Agency, Seattle, moves to 622 Broad St., that city. Telephone is Alder 3993.

H. G. SAMPLE Adv., Atlanta, moves to Suite 302, Glenn Bldg., same city.

BROADCASTING • Telecasting

YOU GET THAT PERSONAL-ITY TOUCH...



PLUS . with JERRY AND JIMMA STRONG
Washington's only husband and wife radio disc-jockey team. Jimma's "youall" combines with Jerry's "hi neighbor" to win and **SELL** new friends daily. For just one sponsor, they are emptying a third car-load of dishwashers in only four weeks. Their **PERSONAL-ITY TOUCH** can also give your product that **BONUS** of acceptance needed for **MAXIMUM SALES RESULTS!**

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

WMAL AM FM TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

RADIO PUTS GALES IN TV SET *Sales!*

new business



Spot . . .

CALIFORNIA LIMA BEAN GROWERS Assn., Oxnard, starts spot announcement campaign in five TV markets, for 13 weeks from Oct. 15. Stations are WBEN-TV Buffalo, WHAM-TV Rochester, WAVE-TV WHAS-TV Louisville, WTVR (TV) Richmond and WSAZ-TV Huntington, W. Va. Agency: Mogge-Privett Inc., L. A.

AMUROL PRODUCTS Co., Chicago, will test new chlorophyll tooth-powder with 15 minutes weekly participation in *Ruth Lyons Show* on WLWC (TV) Columbus, WLWT (TV) Cincinnati and WLWD (TV) Dayton for 13 weeks. Agency: James Frankel, Chicago.

IMPERIAL TOBACCO Ltd., Montreal (cigarettes), on Oct. 20 starts quarter-hour All-Canada Radio Facilities produced *Denny Vaughan Show* on 27 Canadian stations Mon. thru Fri. for one year. Agency: McKim Adv. Ltd., Montreal.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., to sponsor Douglas Fairbanks Jr.'s *International Theatre* in 19 markets. Series of 39 films is being produced in London by Dougfair Corp., and is available for local or regional sponsorship on television on syndicated basis. Agency: Lambert & Feasley, N. Y.

Network . . .

CLUB ALUMINUM PRODUCTS Co., Chicago, renews *Club Time*, Sat., 5:45-6 p.m. EST over ABC radio for 52 weeks, starting Nov. 1. Agency: Buchanan & Co., Chicago.

S & W FINE FOODS Co., S. F. (coffee, other products), added five Columbia Pacific Radio stations to current 14 CPRN station line-up of *Second Cup of Coffee Club*, Oct. 6. Contract for five times weekly quarter-hour program on 19 CPRN stations runs through April 29, 1953. Agency: Foote, Cone & Belding Inc., S. F.

HAZEL BISHOP Inc., N. Y. (No-Smear lipstick), will add sponsorship of Tues. and Thurs. portions of *Lorenzo Jones* on NBC radio, effective tomorrow (Tuesday). Advertiser previously sponsored Mon., Wed. and Fri. segments, will now be represented five times weekly. Agency: Raymond Spector Inc., N. Y.

Agency Appointments . . .

GODELL'S CURTAIN Mfrs., N. Y., appoints Dowd, Redfield & Johnstone Inc., same city. Radio will be used.

MANUFACTURERS BANK & TRUST Co., St. Louis, appoints Warner, Schulenburg, Todd & Assoc., same city.

CALAVA GROWERS, L. A., appoints Foote, Cone & Belding Inc., that city.

HOBERG PAPER MILLS, Green Bay, Wis., names Campbell-Mithun, Chicago, effective Nov. 15. Broadcast media being considered.

JOHN IRVING SHOE Corp., Boston, Mass., appoints Product Services Inc., N. Y. **LES L. PERSKY** is account executive.

Adpeople . . .

JAMES McCLELLAN to sales promotion staff, Kraft Foods Co., Chicago. **JAMES R. BLOCKI**, assistant to advertising and sales promotion manager, Nesco Inc., to Kraft's advertising department as assistant to **TED JEFFERY**, cheese products advertising manager.

ROBERT K. BYARS named assistant advertising manager of Standard Oil of Indiana, Chicago.

WALKER WAY named director of advertising and merchandising for Chrysler Div., Chrysler Corp. **JOHN H. CARON** is advertising manager.

JOHN H. BOYLE, director of TV, WAVE-TV Louisville, to Reynolds Metals Co., same city on advertising staff, in charge of radio-TV.

- Yes...it took Radio—WDSU radio—to stir up the air waves and send TV set sales "billowing" for a New Orleans department store.*

- Here's how it happened: the store decided to test the effectiveness of its advertising with a special sale of television sets. For the test, one-half the advertising budget was used for radio spots on WDSU. A competing medium was allotted the other half of the budget.

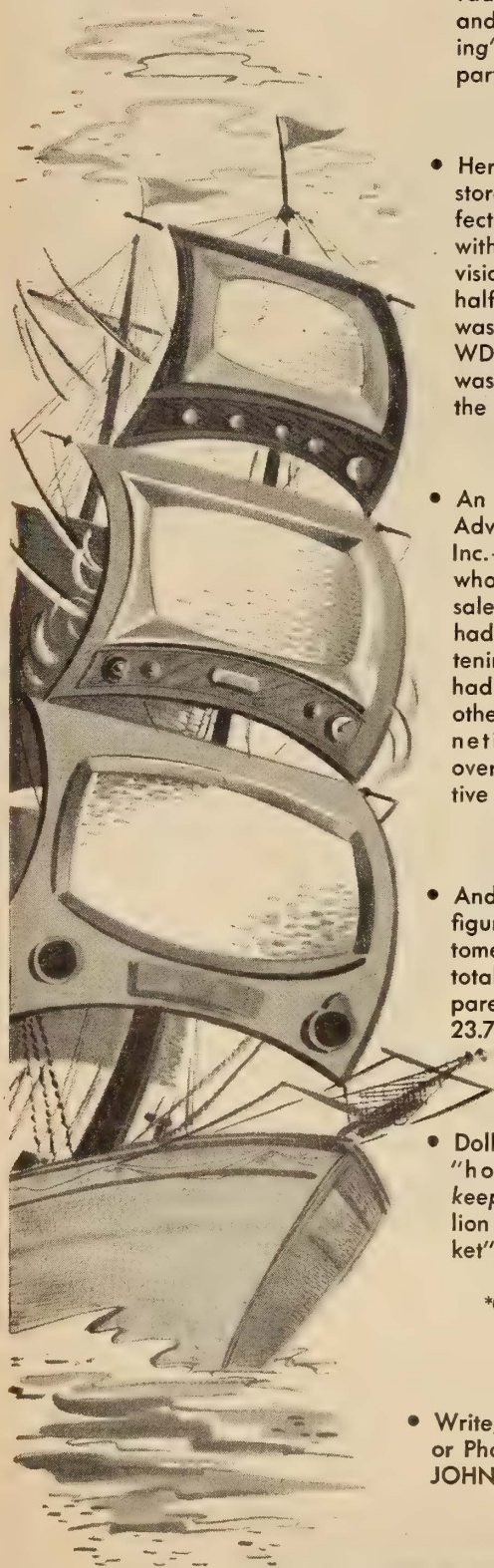
- An impartial survey group—Advertising Research Bureau Inc.—interviewed customers who had been attracted to the sale, and found that 47.2% had learned about it from listening to WDSU. Only 20.8% had been attracted by the other medium. WDSU's magnetic air waves produced over twice as many prospective buyers!

- And when it came to sales figures, WDSU's radio customers spent 44.8% of the total dollar volume, as compared with the other medium's 23.7% of the total.

- Dollar for dollar—WDSU can "hoist" your sales...and keep them filled in the "Billion Dollar New Orleans Market"!

*(Name and details on request)

- Write, Wire, or Phone Your **JOHN BLAIR Man!**



AM TV FM
WDSU
NEW ORLEANS

For many past favors,
our thanks. For
another 25 years of
ever-growing service
we pledge our
constant endeavors:



Anniversary!

ADMINISTRATIVE

J. N. Heiskell, President
H. B. Patterson, Jr., Secy.-Treas.
W. V. Hutt, General Manager
R. Joe Myers, Administrative Asst.
Eunice Moore, Bookkeeper
Millie Berg, Secretary
Betsy Laster, Receptionist

SALES—PROMOTION

Oscar Alagood, Local Sales Mgr.
Robert Hicks, Promotion Manager
Mina Owen, Traffic Manager
Jim Stuart, Salesman
Betty Baskette, Secretary

PROGRAM

Harris Owen, Program Director
Pat Watkins, Continuity
Jim Key, Announcer
Bob Hess, Announcer
Alvin Dent, Announcer
George Moore, Sports
Bob Parker, Music Librarian

NEWS

Mark Weaver, News Director
Gene Goss, Newsman
Randy Gover, Newsman

ENGINEERING

Kermit F. Tracy, Chief Engineer
Art Beem, Plant Supervisor
Ed Summers, Control Supervisor
Blande Perry, Engineer
Lowell Duty, Engineer
John Bailey, Engineer
Raleigh Wilson, Plant Protection
Vernon Gotcher, Control
Miles Waldron, Control
Lee Bryant, Control
Thad Wells, Control
Max Greene, Maintenance

From its birth as a 50-watt portable transmitter, then known as WLBN on 1470 Kc, whose first voice was heard at the state fair in Little Rock on October 6, 1927 . . . when it was purchased by Roy E. Steuber, still one of its stockholders, and made a permanent part of the business life of Arkansas . . . on through the summer of 1928 when it became known as KLRA with 500 watts power and a spanking new T-type antenna system . . . through the years of constant growth and increasing service to its community and state . . . until today, when it enters its twenty-sixth year of service to Arkansas and has become more than ever before "Arkansas's Listening Habit" . . . KLRA has ever had uppermost in its mind the one thought of SERVICE through a well rounded program of interest to all its listeners—urban and rural—and in keeping with its responsibilities. Conspicuous, we believe, has been our long association with Columbia Broadcasting System—since November 11, 1928—in bringing to the people of Arkansas the outstanding programs of this great network. Our association has been mutually pleasant and beneficial.

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

KLRA

LITTLE ROCK

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

Here's Archer!



GENE ARCHER

WRC's Gene Archer, to be exact. With the individual music of the Cliff Quartette, plus Gene's own brilliant baritone style, "Here's Archer" is the only radio program in Washington regularly featuring live music.

Participation in this choice time period (1:45-2:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots, including Cuticura, Sunbeam Bread, Hal's Beer amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital, for Gene is known about town not only as a radio artist but as a featured star in theatres and supper clubs.

There's a lot of SELL in a \$22.50 participation on "Here's Archer" . . . contact the WRC Sales Department or NBC Spot Sales for the few remaining availabilities.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC 

980 KC • 93.9 FM

Represented by NBC Spot Sales



feature of the week

WBMS Boston is now operating in the black for the first time in six years.

In four months the station has increased its billings 70%. The number of sponsors is up over 100%. All this is in spite of a 25% rate increase and the normal summer business lag.

Managing Director Norman Furman, who took over as active head of the station last May, credits this remarkable about face to creative local programming.

When Mr. Furman began operating WBMS he made an intensive study of the 12 other stations, including four network and two TV, that served the listeners.

As the sixth manager for the station in five years he wanted to see for himself and was not ready to accept the advice of agency and advertiser people that he hire some good disc jockeys and attempt to appeal for audience on the same level as his competitors.

Anxious to carve a distinct niche for WBMS, he decided to attempt a station appeal to mature listeners, especially the housewife. A staff meeting agreed to institute a policy of sweet, soft music the majority of the time.

Programs such as *Music of Yesterday*, *Journey Into Melody*, *Cupid's Corner* (program of music and poetry), and others were created. Since Boston is a city of



FORMER Gov. Curley (c) signs contract with WBMS. He's flanked by Mr. Furman (r) and George Curley.

* * *

culture with a keen appreciation for good music, *Saturday Symphony Matinee* and *Sunday Opera Matinee* programs were created.

More and more of the station's news time was turned over to items of local interest. *Your City Today* is a regular program.

Contracts were signed with Boston's James Michael Curley, four-time Mayor and once Governor of Massachusetts, to do a father and son program with his son, George. The program went on the air on Father's Day, June 15, and the station received nationwide publicity. CBS-TV televised the first broadcast nationally. One network station carried the news in Boston on its news broadcast. Sponsors who had never considered WBMS

(Continued on page 46)



strictly business



Mr. KELLEY

. . . a Texan by adoption

W. E. KELLEY, commercial manager, KEYL (TV) San Antonio, was freshly discharged

from the army in January, 1946, when he learned of an opening for a "continuity writer and exploitation man" with WHOT South Bend.

With a smile, Bill Kelley recalled that he honestly asked friends, "What the hell is continuity and exploitation?"

At the Indiana station, he learned quickly. Before long, the words, "continuity" and "exploitation" were an everyday part of his vocabulary. In addition, he was handling promotion and public relations.

In September 1947, he accepted a position at KFDA Amarillo, Tex. "It was my initiation and baptism to Texas," said Mr. Kelley, who now proclaims his enthusiastic loyalty to the Lone Star State.

"Upon arrival in Amarillo, and not until then, did I learn that I was sportscaster, newscaster and special events man. I had arrived Saturday night and the following

(Continued on page 47)

It's Coverage that Counts!



John Q. Cave was a man who knew the value of coverage. If his prospects didn't come willingly, he dragged them in from far off hills. WBRE's "ear-way" method of coverage that counts is far more genteel yet the results are similar. . . . We always get our prospects and turn them into satisfied customers. Want to buy some of this rich, reliable manufacturing and mining market?

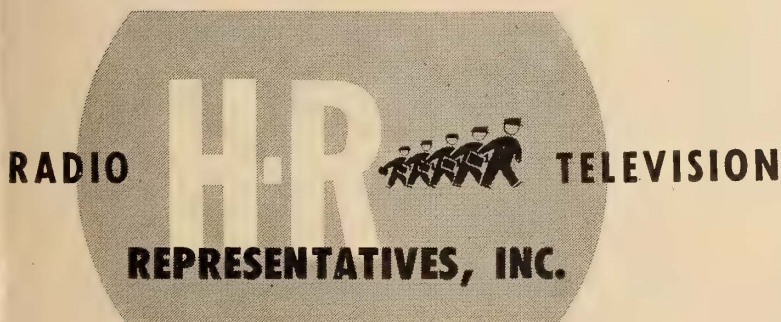
Headley-Reed, Representative



open doors...



FRANK HEADLEY, President
 DWIGHT REED, Vice President
 FRANK PELLEGRIN, Vice President
 CARLIN FRENCH, Vice President
 PAUL WEEKS, Vice President



405 Lexington Ave., New York 17, N.Y.
 Murray Hill 9-2606

35 E. Wacker Drive, Chicago 1, Ill.
 RA ndolph 6-6431

And on the West Coast:

6253 Hollywood Blvd., Hollywood 28, Calif.
 Granite 1480
 Harold Lindley, Vice President

110 Sutter Street, San Francisco, Calif.
 Exbrook 2-3407
 James Alspaugh, Manager

Advertisers and advertising agency people are unanimous in saying that the Welcome Mat is always out for the salesman who brings helpful information and who presents it capably and intelligently.

That is one of the reasons why H-R men find so many Open Doors. The youngest man in the H-R organization has had at least ten years of sales and advertising experience. And from a minimum of ten years, the years of experience range up to thirty.

H-R men know their business; they know the facts about the stations on their list and they can meet advertisers and agency executives on grounds of equality.

It is not difficult to understand — the more Open Doors, the more national spot billing for AM and TV stations. It pays to send a MAN to do a MAN'S work.

one low rate "corners" this

great West Virginia Market



Here's the lush potential in "Personality's" half-millivolt area alone!

TOTAL POPULATION	992,994
TOTAL FAMILIES	250,337
RETAIL SALES	\$543,571,000
FOOD SALES	\$111,735,000
GENERAL MERCHANDISE SALES	\$80,496,000
FURNITURE AND HOUSEHOLD GOODS SALES	\$29,969,000
EFFECTIVE BUYING INCOME	\$965,894,000

Source — U.S. Census and BMB Survey, 1950

POWER

Two power-packed stations to provide a double "knockout" punch... with FM for good measure.

PROGRAMMING

The best in ABC and CBS network radio, plus a local flavoring of programming and news.

PROMOTION

Publishing monthly audience-building consumer magazines to help promote your program and product.

EXPERIENCE

Operated jointly and staffed by competent, capable personnel who live... and love... radio.

it costs less when you use "Personality"

BECKLEY — 560 KC
CBS Radio Network Affiliate
1000 W DAY • 500 W NIGHT

WKNA

WKNA-FM

CHARLESTON — 950 KC
ABC Radio Network Affiliate
5000 W DAY • 1000 W NIGHT

the personality stations

Joe L. Smith, Jr., Incorporated • Represented nationally by **WEED & CO.**

open mike



Marketbook

EDITOR:

I should have acknowledged the Marketbook... long ago. But, as you know, August and September are busy days...

Your people seem to have done a good solid job. Any time you need to refer to it, drop in. It will be on the shelf behind my desk, and handy...

Frank Silvermail
Radio-TV Timebuying Mgr.
BBDO
New York

Guidebook

EDITOR:

In the handy and useful article department, "TV Goes Nationwide" takes first prize...

Walter E. Wagstaff
General Manager
KIDO Boise, Ida.

EDITOR:

We would appreciate your sending us 10 copies of the booklet containing the complete situation report on post-thaw television. We would appreciate your rushing these 10 copies to us...

Dorothy Warga
Mathisison & Assoc.
Milwaukee

EDITOR:

Thank you for your TV Guidebook.

During the past 25 years I have seen a fair number of other industry publications doing what was and is considered a good job in their fields, but your efforts top them all.

You continue to amaze me with your ability to deliver bonus value after bonus value, and I am grateful for the vast fund of information you place at my disposal.

There's no other like you, so long may you prosper.

Thomas J. O'Brien Jr.
President
American National Video
Productions Inc.
Chicago

EDITOR:

Thanks so much for the valuable TV booklet. As usual you do the things your readers want—the unusual to others...

Harry C. Wilder
President
WSYR-AM-FM-TV
Syracuse, N. Y.

EDITOR:

... If someone hadn't made a mistake and left a copy of "Guide-

book to Expansion of Television Facilities" on their desk I would never have known about it. Doesn't anyone below the rank of manager rate one of these excellent presentations of the TV allocation picture?...

My congratulations to BROADCASTING • TELECASTING for the superb job it's doing keeping abreast of the rapid growth of the industry.

Armine H. Wood
Announcer
WFLB Fayetteville, N. C.

[EDITOR'S NOTE: The Guidebook, a special status report of television applications, grants and processing lines, was published in a limited edition which, of financial necessity, could not be generally circulated. A few copies are available at \$1 each.]

Business Book

EDITOR:

We want to compliment you and your staff on publishing "Businesses Built by Radio." We think this is one of the finest issues that has come our way in a long time.

If extra copies are available, would you please send us 100...

Phil Jackson
General Manager
KWCO Chickasha, Okla.

[EDITOR'S NOTE: A limited supply of the success story brochure published several months ago is still available: 25 copies, \$7.50; 50 copies, \$15; 75 copies, \$20; 100 copies, \$25.]

Ugh, Uhf

EDITOR:

[There was] a mis-identification given television station KBTV (TV) Denver on page 118 of the Sept. 29 issue of BROADCASTING • TELECASTING.

In a brief story there, the station was labeled a uhf station (along with another uhf operation) and the channel number was not given.

KBTV is, of course, a vhf grant on Channel 9, and the station, along with Free & Peters, is extremely anxious that full recognition of the fact be made...

Lorin Myers
Free & Peters
New York

[EDITOR'S NOTE: KBTV is herewith restored to its proper place in the spectrum with B.T.'s apologies for having taken it out of vhf.]

Posy

EDITOR:

... You and your staff are doing a very able job—and a very fair one—in covering the television industry.

Sy Weintraub
Vice President
Motion Pictures for
Television Inc.
New York

WGN

50,000 Watts

A Clear Channel Station

NOW OFFERS MORE FOR LESS

ONE RATE from 7:00 A.M. to 10:30 P.M.

EFFECTIVE NOVEMBER 1, 1952

NOW, more than ever before, WGN is the greatest buy in the Middle West:

	<i>Radio Homes In WGN's Coverage Area*</i>	<i>Homes Available Per Dollar**</i>
Six Years Ago	3,761,000	4,178
One Month Ago	5,079,000	5,643
NOVEMBER 1	5,079,000	11,287

This means, as of November 1, you can reach 7,109 more homes per dollar than you could six years ago, and 5,644 more homes than a month ago...WGN, the BEST advertising buy in the Middle West.

*Nielsen Radio Index

**Based on Class A, 1 time, hour rate

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

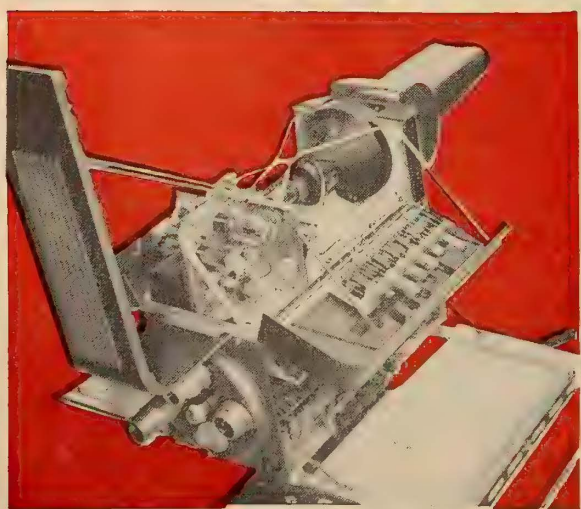
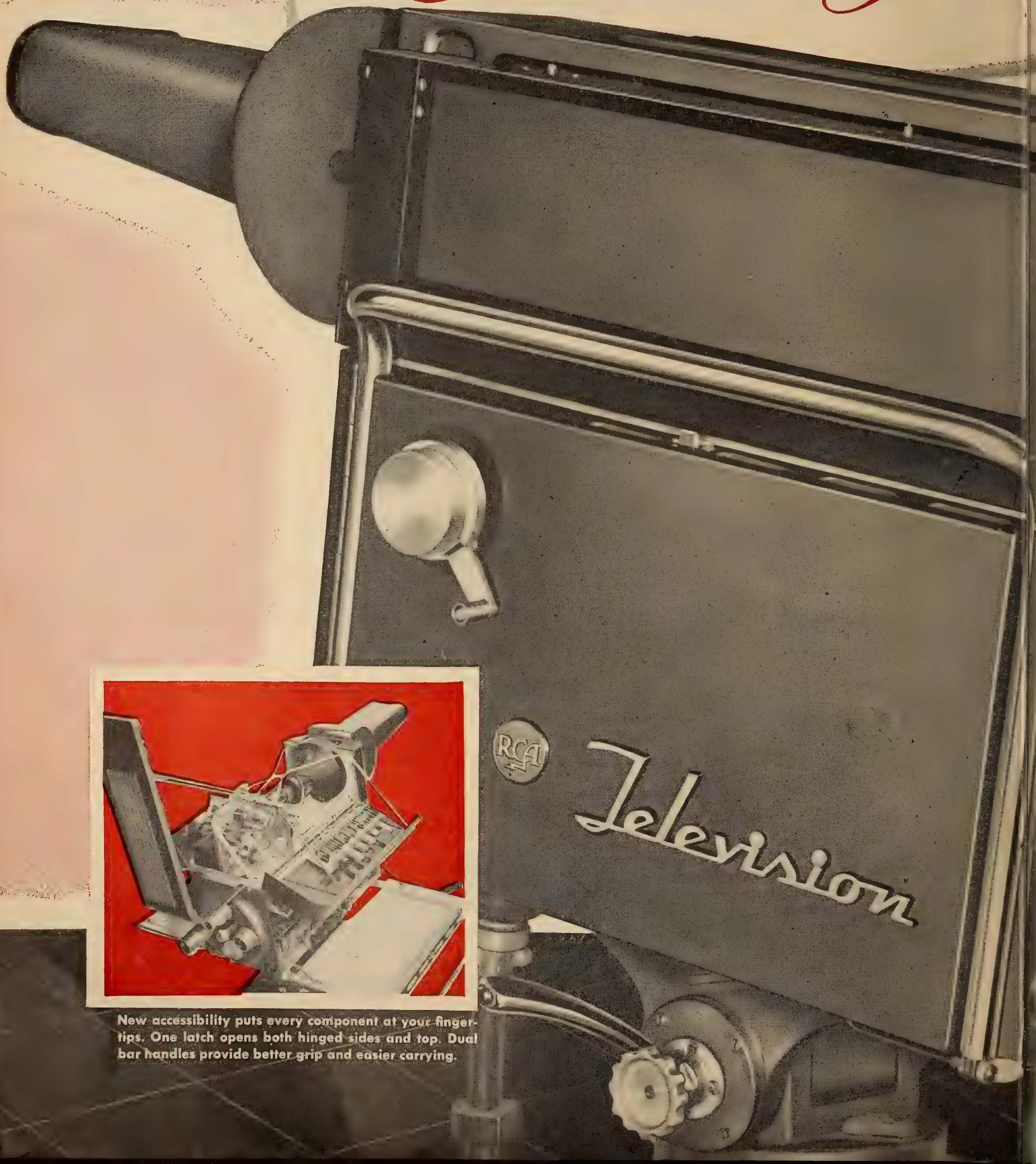


Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta — 223 Peachtree Street
Chicago — 307 N. Michigan Avenue • San Francisco — 625 Market Street

Completely



New accessibility puts every component at your fingertips. One latch opens both hinged sides and top. Dual bar handles provide better grip and easier carrying.

New!

RCA TV CAMERA

TYPE TK-11A

Here is the all-new TV camera the industry is talking about. The camera the leading networks are planning to use in their new Hollywood studios! The camera which will be used in most of the new stations this year—and next!

Leading network engineers (after

NEW 7-inch viewfinder picture tube produces larger, brighter, and sharper pictures to help the cameraman.

NEW plug-in, high-stability video amplifier—with frequency response uniform to 8.5 Mc.!

NEW fixed-position alignment coil for the Image Orthicon. Electrical control of coil eliminates all mechanical adjustments!

careful tests) have proclaimed the TK-11A the finest camera ever produced, easiest in the world to handle, and the simplest one to get at.

The TK-11A has all the proven performance of the world-renowned RCA TK-10—plus these new features:

NEW plug-in blower for cooling the deflection coil and the Image Orthicon!

NEW electronic-protection system guards your Image Orthicon against deflection failure, or loss of driving signals.

NEW "overscan" control takes burden off Image Orthicon during warm-ups and rehearsals; new vertical reverse switch for film pick-ups.

For complete information on the TK-11A,
call your RCA Broadcast Sales Representative.



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N. J.



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

WDEL

AM • FM • TV

TOPS

all stations in this

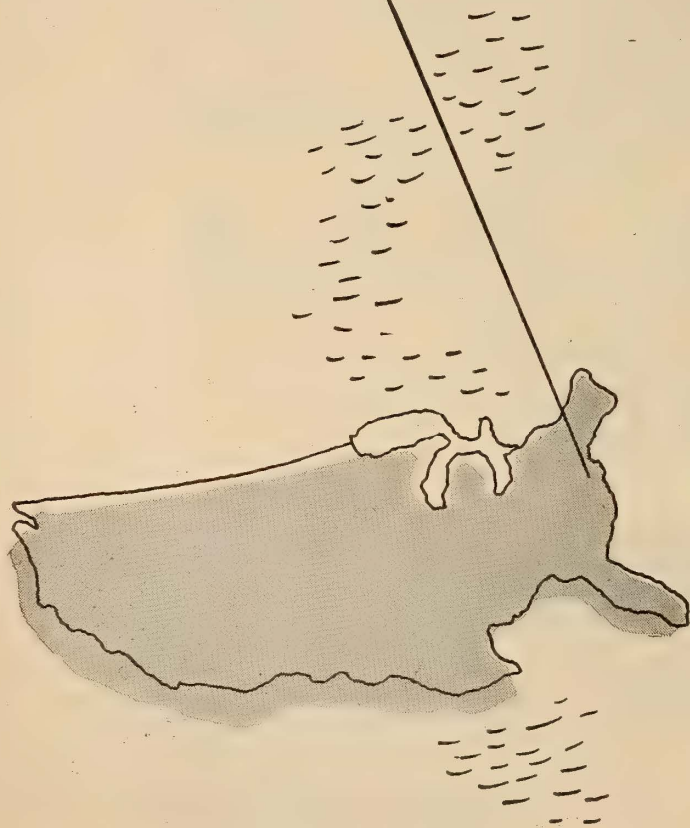
richest market.

Let it sell your

product effectively,

economically.

Write for information.



Represented by

ROBERT MEEKER ASSOCIATES

New York

Chicago

Los Angeles

San Francisco

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

SPOT-NETWORK COMPETITION

Both Claim Advantages

RADIO's fight for the advertising dollar is getting brisker, intramurally as well as with rival media.

In one of the latest developments, network salesmen were reported last week to be concentrating fire on spot radio with the argument that, commercial for commercial, the advertiser gets it cheaper on the network.

One advertiser reported, on the basis of his own experience, that networks are stressing the low-cost theme to such an extent as to appear to be competing—or trying to compete—more with spot radio than with newspapers, magazines, or even television.

Comparative figures indicate that, especially with the approximately 25% reduction in nighttime costs just effectuated by CBS Radio, NBC and ABC, the dollar costs of the commercial on network radio and of the commercial placed on a national spot basis are generally competitive.

The "average" cost of a commercial placed on a spot basis in all of the approximately 1,200 radio markets of the country, according to the Station Representatives Assn. (formerly NARTSR), comes out to a little more than \$7 per daytime spot per station, and about \$13 per evening spot. This assumes the use of one station in each of the 1,200 markets and the use of the highest-priced station in multi-station markets.

Per-Station Cost by Networks

NBC authorities reported, as a "typical" case, that a quarter-hour evening strip on the network's 199 stations would cost, say, \$30,000 a week—which would figure down to about \$10 per commercial message per station. This is based on three commercials per quarter-hour, or 15 per week.

At CBS Radio, where the same weekly figure—\$30,000—was given for a typical evening quarter-hour strip, the cost per commercial message would be slightly higher because slightly fewer stations are involved—193 as against 199 at NBC. The six-station difference would add approximately 30 cents to the per-commercial per-station cost on CBS Radio.

These "typical" cases, officials said, reflect the recent reductions

of approximately 25% in evening time charges. But in daytime periods, where costs were raised slightly, they also cited low "costs per commercial" through the sponsorship of network shows.

A "typical" NBC example was described as a quarter-hour strip costing around \$18,500 per week. This cost, it was said, would average out to \$6.17 per commercial message per station.

Approaching the question from another angle, NBC authorities said a weekly evening half-hour show costing \$12,000 for the full network would average down to about \$20 per commercial per station.

The network emphasis on cost-per-spot drew, naturally, a quick retort from national representation organizations.

Tom Flanagan, managing director of Station Representatives

Assn., stressed the flexibility and local appeal and sales pull which he said are natural advantages of spot broadcasting over network broadcasting.

Cites Pin-Point Placements

The advertiser who has to buy an "arbitrary network," he said, must buy markets which are not necessarily productive for him, whereas in spot the sponsor can pick both the markets and the time of broadcast which are most suitable for his product.

Additionally, Mr. Flanagan said, spot radio advertisers can employ local shows—newscasts, disc jockey programs, farm shows, participation programs—with established and known appeal to particular audiences.

He also called attention to widespread use of spot by major advertisers—citing especially Rals-

ton-Purina's use of 563 stations in a single campaign; B. C. Remedy Co.'s use of 550; Lipton iced tea, 367, and Dodge automobiles, 426.

The president of a leading representative company meanwhile pointed out that the network advertiser must use that network's affiliate even though it may rank third, fourth or fifth in its market and a competing advertiser may be using a more popular station there.

"Further," he said, "network costs to the advertiser are on the basis of the rank of the town and not according to the sales draw of that town for that type of product. For example, laxatives do not sell exceptionally in the Northeast but do in the South; yet the network advertiser is compelled to advertise more in the comparatively barren markets than in the smaller but more fertile ones."

RADIO-TV VOTE-GETTING AHF Lauds Aid

RADIO and television, hardest-hitting of the advertising media, are receiving a major share of the credit for the fantastic increase in registration of voters.

American Heritage Foundation, civic groups, voters and even the nation's largest newspaper started paying tribute last week to the electronic media for their dominant part in what is termed the greatest citizens promotion campaign in history.

The tributes are just starting to reach the foundation and NARTB, coordinating their forces in the register-vote effort. Latest facts on registration will be learned this week when NARTB conducts a telegraphic poll of its register-vote committees in all states. Then the registration story will be told in complete form Oct. 21 by the foundation.

With the registration phase of the campaign about complete, preliminary results point to at least a 15% increase in registration. It may run much higher.

The electronic media are now tooling up for the final phase of the record promotion—an all-advertising drive to bring out a record vote Nov. 4.

Evidence keeps piling up at AHF headquarters that radio and TV have done the major part of the

work thus far. They have been pouring out messages, programs and stunts since last March, and have far outstripped other media in their efforts to boost registration.

Thomas D'Arcy Brophy, chairman of the board of Kenyon & Eckhardt and foundation president, said Friday:

History's greatest citizen action program—the national nonpartisan register-vote campaign—is now entering the final phase. Over 50 great national organizations with 26 million members have been enlisted.

With registration across the nation running far ahead of previous years, the foundation is convinced that a major share of the credit for its success should go to the NARTB and to radio and television as a whole.

Millions of new registrations have been swayed to action through information campaigns of radio and television and by the spreading state and neighborhood activities of the NARTB.

Look at the latest figures—Philadelphia, 90% registration; Cleveland 87%; Kansas City 72%; New York, breaking all records.

Clyde Vandeburg, AHF executive director, said:

The NARTB assumed the gargantuan task of establishing working committees in every state in the union. Under the leadership of state chairmen, NARTB added working par-

ticipants from the national organizations supporting the drive. Many of these committees are working under direct executive orders and proclamations from governors in carrying forward state drives for peak registration and voting.

If the goal of 63 million votes is achieved Nov. 4, a lion's share of the credit must go to the national effectiveness and the local action of radio and television, working through the NARTB.

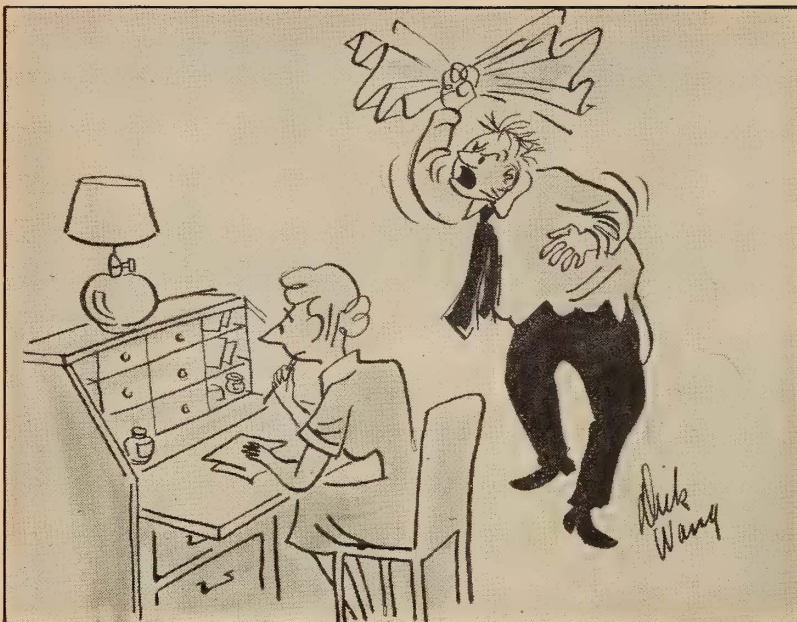
There's never been anything like it. Behind all these activities are the NARTB officials and the cooperating committeemen who made it roll.

A survey conducted last week by the *New York Daily News* was summarized in the newspaper's Friday edition this way:

"There is little doubt about it, the record registration toward which New York City is rolling must be credited in part to television. TV, it is apparent from a survey conducted by the *News* yesterday, has brought the candidates and their issues into the voters' laps. The citizens, informed and misinformed as never before, are ready to act."

Individual comments in the survey frequently mentioned TV. The *News* found 62% of the phone subscribers polled had registered, another 35% intended to sign

(Continued on page 90)



Drawn for BROADCASTING • TELECASTING by Dick Wang

"I like Schmid's meat balls because my wife spent the whole week's allowance for a case of them so she could enter your contest. . . . It's either like them or starve to death."

4 A's MEET

'Big Job Ahead' Pacific Theme

BEARING the theme, "How to Get Ready for Advertising's Big Job Ahead," the three-day annual meeting of the Pacific Council of the American Assn. of Adv. Agencies starts today (Monday) at the Arrowhead Springs Hotel, San Bernardino.

Frederic Gamble, president of AAAA, as featured speaker will start the sessions with an elaboration of the convention's theme, this morning.

Scheduled to address the luncheon meeting is Mrs. Marjorie Child Husted (Betty Crocker), head of the Minneapolis home service consulting firm bearing her name.

Other speakers and their topics at today's sessions are: J. Paul Hoag, president, Hoag & Provand'e Inc., Boston, and AAAA national director, "How to Utilize the Four A's in the Big Job Ahead"; T. T. McCarty, president, McCarty Co., Los Angeles, "Personnel in the Big Job Ahead," and Lawrence Valenstein, president, Grey Adv. Agency Inc., New York, on the subject "The Importance of Ethics in the Big Job Ahead."

Advertising in Chicago

Tomorrow morning meetings will be in charge of Arno H. Johnson, vice-president in charge of media and research, J. Walter Thompson Co., New York, who will discuss advertising's role when the economy shifts from defense to civilian production.

Other speakers are Arthur E. House, partner, House & Leland, Portland; Earle Ludgin, president, Earle Ludgin & Co., Chicago, and Sherwood Dodge, vice-president, Foote, Cone & Belding Inc., New York.

John P. Cunningham, executive vice-president, Cunningham & Walsh Inc., New York, is slated as tomorrow's luncheon speaker.

A radio panel tomorrow after-

noon will be conducted by Glen Jocelyn, copy consultant for Foote, Cone & Belding Inc., Los Angeles, and a television panel, Cornwell Jackson, vice-president, J. Walter Thompson Co., Los Angeles, presiding.

Wednesday speakers are C. L. Fitzgerald, chairman, Dancer-Fitzgerald-Sample Inc., New York; John M. Willem, vice-president, Leo Burnett Co., Chicago, and L. E. Townsend, vice-president in charge of advertising, Bank of America, San Francisco.

Carl K. Tester, president of Philip J. Meany Co., Los Angeles, and chairman of the Pacific Council, is to preside over the Pacific Council sessions.

DC&S NAME CHANGED

To Include Steers

DOHERTY, Clifford & Shenfield Inc. has changed its corporate name to Doherty, Clifford, Steers & Shenfield Inc., New York, effective immediately.



Mr. Steers

William E. Steers, who was one of the founders of the agency in 1944 as vice president and secretary, has been elected executive vice president, simultaneously with the announcement of the inclusion of Mr. Steers' name in the title of the agency.

LENNEN & NEWELL To Be Launched Tomorrow

THE ADVERTISING agency firm of Lennen & Newell Inc., succeeding the 28-year-old firm of Lennen & Mitchell, will be launched officially tomorrow (Tuesday).

In announcing details at a news luncheon last week in New York, Philip Lennen, chairman of the board of directors, said that "since our new set-up got going last June . . . we have added 10 million dollars in billing." Thus, the new agency will start off with 30 millions in billing.

Other officers of the company are: H. W. Newell, founder, president and chief executive officer and previously a partner of Geyer, Newell & Ganger; Adolph Toigo, executive vice president and general manager; John McQuigg, executive vice president in the Detroit office; Walter Swertfager, senior vice president and chairman of the executive committee; Walter O'Meara, senior vice president and executive director of all creative departments; Nicholas E. Keesely, vice president and radio and TV director; Peter V. Keveson, vice president and radio and TV copy chief.

About 50% of the agency's billing is in radio and television, Mr. Newell said. He emphasized the agency's faith in its personnel.

Mr. Lennen said that in serving any advertiser the agency would follow four elemental steps:

(a) Determine what the consumer wants most in the advertiser's type of product; (b) determine whether these advantages are already present in the advertiser's product; (c) if not, determine if it is practical and economical to incorporate these wanted advantages; (d) tell the story of these consumer-desired merits of the product interestingly and factually without relying on mere clever words and witty slogans.

Firm's Accounts

Accounts represented by Lennen & Mitchell at the time the new firm was announced May 20 were: Atlantis Sales Corp., Calvert Distillers Corp., Colgate-Palmolive-Peet, Dorothy Gray, Lehn & Fink Products Corp., P. Lorillard Co., Jos. Schlitz Brewing Co., Scripps-Howard Newspapers, Swedish-American Line and Tide Water Associated Oil Co., all of whom will continue to be served by Lennen & Newell. In the past four months, the following accounts joined Lennen & Newell: The Carlton House, Chicopee Mills Inc. Lumite Division, Emerson Drug Co., P. Lorillard Co. (Embassy cigarettes), Joseph Schlitz Brew-

Drake Participations

DRAKE AMERICA Corp. (Rowntree's Dairy Box Chocolates), New York, through Abbott Kimball Co., that city, buying radio and TV campaign using three participations weekly on the Dione Lucas WJZ-TV New York show and two participations on the Marjorie Mills radio hour on the New England Network, starting mid-October.



Mr. Newell



Mr. Lennen



Mr. O'Meara



Mr. Toigo

ing Co. and United Aircraft Corp.

In a full page advertisement in the *New York Times*, the agency is announcing its accounts. The ad starts off with the question: "What's really new about Lennen & Newell?"

It goes on to explain about the agency's people, its staff, and its purpose.

The ad concludes with the following:

Although our annual billing of over \$30 million puts us in the top 15 agencies, we have no insurance or institutional business. No automobile or household appliance business. No soft-drink business. No soap business, and only one food account. . . . Some day, of course, we would like to be represented in each of them. Right now, however, we are busy absorbing the \$10 million new billing acquired in the last three months. We are not looking for new business—and, as a matter of fact, will not be for the next six months.

In the meantime, if you should want to learn more about us as a matter of general interest, we should be happy indeed to meet with you.

The ad was read to newsmen at the inaugural lunch by Mr. McQuigg.

ABC Buys 'Millionaire'

SALE of radio and television versions of *Live Like a Millionaire* to ABC was announced last week by Masterson, Reddy & Nelson, New York, package producers. Radio show will begin Nov. 3 on Monday through Friday basis, 11-11:30 a.m. EST, as part of ABC's Pyramid sponsorship plan while the video version will premiere this Saturday (7:30-8 p.m. EST) under the sponsorship of Charles Antell Inc., Baltimore.

[See OUR RESPECTS TO, page 60]

BY LATE Tuesday this week FCC once again will be operating with a full roster of Commissioners as Eugene Hyde Merrill, Democrat of Utah, takes the oath of office. A recess appointee of President Truman, he will fill out the unexpired term of Robert F. Jones, the former Republican Congressman from Ohio who resigned from the FCC a few weeks ago to enter private law practice [B•T, Sept. 22].

The name of Mr. Merrill—a man whose engineering background includes communications, electronics, allocations and administrative regulation—was announced by the President on Monday while making a speech in behalf of Democratic nominee Adlai Stevenson at Brigham Young U., Salt Lake City.

Most Likely Prospect

Mr. Merrill a few days previously had emerged as the most likely prospect for the Commission post when it was learned that President Truman planned to fill Mr. Jones' term, which runs to June 30, 1954 [B•T, Oct. 6]. Earlier, a number of other names had been in the forefront, including those of William P. Massing, FCC Assistant Secretary, and General Counsel Benedict P. Cottone, among others outside the Commission.

The new Commission appointee expected to finish his duties last week as director of the Materials Branch, Office of Program and Requirements, Defense Production Administration. He will take the oath of office at FCC on Tuesday at 4 p.m. Mr. Merrill is to take over the offices vacated by Mr. Jones.

Ex-Comr. Jones now is a senior partner with the Washington radio law firm of Scharfeld, Jones & Baron in association with Arthur Scharfeld and Theodore Baron. Mr. Scharfeld is president of the Federal Communications Bar Assn.

FCC's Political Complexion

The Merrill appointment changes the political complexion of the Commission to Democratic—four Democrats to two Republicans and one Independent. Previously it had been three each for the two major parties, plus one Independent, Comr. E. M. Webster. FCC now has its legal quota of Democrats.

Chairman Paul A. Walker, Comrs. Robert T. Bartley and Frieda B. Henock are of the Administration's party, while Vice Chairman Rosel H. Hyde and Comr. George E. Sterling are Republicans.

FCC, however much subject to top-level turnover in the past, today stands no more near a "fixed, firm and final" stewardship. This is an election year. FCC's political complexion in the new year will de-

pend in great measure upon the outcome of the vote on Nov. 4. The future FCC tenures of both Chairman Walker and Mr. Merrill hinge most of any on the Commission at this time upon the fate of politics.

Walker's Status

Chairman Walker now is serving past the normal retirement age upon the request of the President. He is 71. The sole veteran Commissioner at the present time—he has served since 1934, having been appointed to FCC initially by the late President Roosevelt—Chairman Walker, according to precedent, would be replaced by a Republican should Gen. Eisenhower win the election.

In any event, should the present Administration continue in office through the election of Gov. Stevenson, it generally is believed that Chairman Walker, in view of his many years of service, may choose to withdraw from active public life in the near future. His present term will expire June 30, 1953.

Chairman Walker was named to the top FCC post earlier this year upon the resignation of Wayne

Coy, who became consultant to Time Inc. and acquired a part interest in KOB-AM-TV Albuquerque. Mr. Coy is manager of the KOB properties, now owned 50% by him and 50% by Time Inc. The former FCC chairman first had assumed duties on the Commission in late 1947.

The successor to fill out Mr. Coy's unexpired term on the Commission is Comr. Bartley, nephew of Speaker Sam Rayburn of the House. The term runs through June 1958. Comr. Bartley was named by President Truman at the time of Mr. Coy's resignation and Comr. Walker's elevation to the chairmanship [B•T, March 3].

Mr. Merrill's tenure at FCC runs at least until Congress convenes in January. As a recess appointee, his name at that time must go before the Senate for formal confirmation.

At such time, should the Republicans be in power, it is presumed another name—that of a Republican—would be sent to the Senate to restore the political balance of the regulatory agency. However, should Gov. Stevenson gain the



MBS board chairman and president, Thomas F. O'Neil (l), is congratulated by J. Robert Cooper, conference chairman of the American Trucking Assn. convention, after Mr. O'Neil's address, "Wavelengths and Wheels," was delivered Oct. 6 at the New York convention.

White House, he similarly, at the time for formal confirmation, could submit another name. But this is considered unlikely since Mr. Merrill is President Truman's choice and the appointee by his own admission is an admirer of the President and a staunch supporter of the present Administration. In the light of Mr. Merrill's experience in several fields analogous to his prospective FCC duties, it is felt the Democratic Presidential

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COMPATIBLE COLOR Next Summer—Loughren

AN IMPROVED "compatible" color television system developed by National Television Systems Committee will be ready for submission to the industry and FCC next summer, according to A. V. Loughren, Hazeltine Electronics Corp., speaking at the 72d semi-annual convention of the Society of Motion Picture & Television Engineers.

Mr. Loughren is chairman of the Color Video Standards panel of NTSC but told engineering delegates at their week-long Washington, D. C. convention that he was speaking as an individual and not in a committee capacity.

Herbert Barnett, assistant to the president of General Precision Equipment Co., was elected SMPTE president. He succeeds Peter Mole, of Mole-Richardson Co.

Describing progress of NTSC's long-range color TV project, Mr. Loughren said the committee has been testing signal standards developed a year ago. The all-electronic compatible system produces "an entirely adequate signal for commercial broadcasting as it stands," he added, but tests show minor improvements are still possible.

The NTSC standards have been described as closely related to the all-electronic system developed by RCA.

Testing is now underway to determine if more improvement

can be made, and how, according to Mr. Loughren. When these have been completed, different types of tests will be made by an objective group within the committee which will serve as a self-checking organization.

One NTSC group has developed the standards by research, with another conducting neutral tests and criticizing. When these are complete the NTSC project will be submitted to the industry with recommendations.

Next step will be to ask FCC to reopen the color television case. This will be done by an individual company or group, it is believed, since NTSC is not considered a party in interest.

Progress Made

Progress has been made in fitting the color signal into the 6 mc band width, according to Mr. Loughren. He said sharpness of the color image depends principally on brightness information rather than color difference, showing illustrations to bring out the point.

RCA and Bell Laboratories have worked out ways to conserve spectrum space in color transmission, using some of the black-and-white band width for picture information, he said. The color information, he explained, is fed into unused space between components in the black-and-white signal. By this means the 4 mc portion of the TV

channel is considered adequate for the color job.

Referring to theatre television, Mr. Loughren said one type of apparatus appears to provide a better color image than others. System considerations are more important from a long-range viewpoint than apparatus, he added. He suggested the theatre industry make sure the system adopted is not one that has inherent limitations. Sequential systems require transmission of twice as much information as simultaneous systems, he said, to provide an image of comparable quality, thus using up more spectrum space. The Eidophor system has drawn favorable comments from theatre operators who have seen it in action.

The SMPTE meeting opened Monday at the Hotel Statler, Washington. The agenda included nearly 100 papers on TV, motion picture, film, high-speed photography and related fields.

The Signal Corps demonstrated a mobile TV system housed in four busses. Sgt. John S. Auld, of Mineola, L. I., video superintendent, described the system to the convention. While a pre-recorded tape continued his address, Sgt. Auld went down to the mobile unit outside the hotel. The tape was stopped and he continued his address via a television signal picked

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A CASUAL request by a WEMP disc jockey, has led to one of the most successful local morning shows in the country. Every Milwaukee listener now knows THE COFFEE CLUB which has boosted WEMP's morning audience 146% in a little more than three years. Furthermore, there's a waiting list of eager would-be sponsors.

WEMP's MORNING 'COFFEE CLUB'

Boosts Audience 146%

WOULD YOU:

—Like to boost your morning audience 146% in a little over three years?

—Enjoy having your station referred to as the leading "food" station in your area?

—Be interested in an "early morning show" that is sold out with a long list of eager sponsors waiting to snap up the first vacancy?

If the answer is "yes" to any, or all, of those three questions it will be worth your while to read about a disc jockey called "Coffeehead" Larsen. He is heard each morning from 6:00 to 10 a.m. on WEMP Milwaukee.

Early in 1949 a young deejay on WEMP remarked over the air that it would be a nice thing if he had a hot, steaming cup of coffee.

Maybe he didn't realize at that time the full power of radio, but he soon found out. The next day's mail brought several pounds of coffee, some coffee pots, six tin cups and one made of china.

Bob Larsen was quick to get the idea. He installed a hot plate near the microphone, perked fresh coffee several times each morning, and drank it while spinning records and giving time, temperature, weather and news reports. The show was given a new name: *The Coffee Club*.

That gave the listeners more ideas—they began calling him "Coffeehead," a name that has stuck to this day.

Young Larsen continued to develop the idea. He invited Mrs. Schulz and Mrs. Michalski to sit down at the kitchen table and have a cup of coffee with him as he drank his in the studio. He created a "homey" informality that pleased and attracted listeners.

Up until this time the commercials on the Larsen program were whatever the station could sell—a usual cross-section of local and national advertisers.

One day, Tom Dyson, account executive of WEMP, got a call from a salesman for a coffee concern which was interested in the

brand of coffee Larsen was drinking. He was willing to furnish him with a year-round supply, free, for a plug. Mr. Dyson was too smart for that oldie and informed the chiseler that WEMP time was for sale at card rates.

But the call set him thinking. He began searching for a sponsor who would "tie in" with the *Coffee Club* idea.

Mr. Charles Wantz, of E. R. Godfrey & Sons Co., Independent Grocers Assn., wholesale supply depot, was the first to go on a definite schedule when he bought six one-minute announcements per day.

This was in August. Mr. Wantz told WEMP that he had never used radio before and looked upon the idea strictly as an experiment. In six months the schedule was doubled, using the original six for coffee and the additional half dozen for other IGA products.

Mr. Wantz was so pleased with results and with the increasing popularity of the program that

when IGA began, early in 1950, to convert to super market type stores, he requested Mr. Larsen to make personal appearances at each opening and emcee the ceremonies. A nominal fee was charged by the station for this service.

About this time the IGA spot announcements were converted, at the station's suggestion, to exclusive sponsorship with the grocers taking three 10-minute segments Monday through Saturday. Listening had been increasing so rapidly that the show, which until this time had been from 6:30 to 9 a.m., was increased to four hours, 6-10 a.m. each week-day.

* * *

THE connection between the Godfrey firm, station executives and Mr. Larsen has become closer each year. Hugh K. Boice, WEMP manager, explains that "all WEMP announcers are hired on their sales ability. Their approach to the listeners must be informal, down-to-earth and friendly."

In line with that policy, Mr.

Larsen's handling of commercials is informal and friendly in manner. He is given a free hand to interpret as he pleases and never reads them verbatim.

He meets with Godfrey executives at 2 p.m. each Tuesday to go over advertising plans for the future and review results. "In effect," Mr. Larsen says, this type of contact "creates a closer relationship between the announcer, the sponsor and the product. The Godfrey sales executive sells me on the product directly. I also test each product personally before talking about it on the air."

Each year on the last Sunday in May the IGA "family" of about 5,000 people gathers in the Milwaukee Auditorium. Mr. Larsen passes out coffee and personally meets each of the 450 IGA store owners in the state. This year D. J. Godfrey, board chairman of the firm, told store owners that in "the previous 17 months the IGA organization in southern Wisconsin has increased its annual sales potential by 19.6 million dollars."

This increase is credited to the long-range program of conversion to super markets which has been undertaken since the firm started using the radio program. Each of the markets is independently owned, a fact Mr. Larsen stresses in his patter.

All 203 IGA stores in the WEMP primary area have their radios tuned to the station and Mr. Larsen continually salutes individual stores. He asks supervisors to check listenership in the stores while he is on the air.

Each day one IGA store proprietor is given special mention as "The Store Proprietor of the Day." His name, store, address and phone are repeated six times during the program.

During the years Mr. Larsen has visited each of the 450 IGA stores.

During his recent appearance at

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CHARLES WANTZ (l), of E. R. Godfrey & Sons Co., supply depot for the Independent Grocers Assn. of Wisconsin, helps himself to a cup of coffee during the annual IGA store owners meeting. "Coffeehead" Larsen chats with an independent grocer and his family.

POLITICALCASTS

Congress May Restudy

UN Buys Time

PROSPECT that the 83d Congress will be asked to overhaul current campaign procedures and reap-praise political broadcast problems was held out last week.

Signs pointing in that direction were seen in the wake of FCC's rejection of a National Volunteers for Stevenson request that the Commission probe the \$2 million "blitz" spot drive assertedly planned for Gen. Dwight Eisenhower [B•T, Oct. 6].

In rejecting the petition, the Commission said, however, it "will consider any specific information you are able to supply with respect to Communications Act requirements, but suggest that Corrupt Practices Act matters would more appropriately be pursued with the Dept. of Justice."

Letter to Ball

FCC's reply was contained in a letter from Chairman Paul A. Walker to George W. Ball, executive director of the volunteers group, which had filed the original protest from Springfield, Ill., the Stevenson campaign headquarters.

Collateral developments on this phase of the political broadcast issue were reflected elsewhere—in Denver where Sen. Edwin C. Johnson (D-Col.) lent his support to the Democratic Party cause, and on Capitol Hill where a Senate subcommittee moved quietly to elicit information from radio-TV stations on their political time practices.

There also was evidence that NARTB and the Justice Dept. might be drawn into the controversy, which involves the equal time provisions of Sec. 315 of the Communications Act. Whether the volunteers organization would file a complaint with the Justice Dept. was not known.

In his reply to Mr. Ball, a Washington attorney who sparked the volunteers' action with an attack on "high-powered hucksters" in GOP ad ranks, Chairman Walker said the Commission had "no specific information on the existence of the plan . . . or the participants, if arrangements have been made." Chairman Walker stated:

In the absence of such information, including the names of any stations which may be involved, and what steps, if any, have been taken on behalf of your candidate to secure a share of such time as may become available, we can make no determination as to whether any violation of Sec. 315 . . . will occur. That section **GENERALLY** requires that a broadcast licensee afford equal opportunities to legally qualified candidates. . . . [Note—Capitalization for emphasis supplied.]

Mr. Ball had asked FCC to publish names 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." He charged

that corporations "control the best hours" of time and that the Eisenhower radio-TV spots were to be obtained "by getting national advertisers to surrender their spots for . . . three weeks." With the GOP drive organized, he said, Republicans could obtain "the lion's share of good time."

Calls Conference

Within 72 hours after filing the protest, Mr. Ball called a news conference (Oct. 5) in Springfield to discuss the GOP saturation spot campaign, which responsible ad agency authorities previously had discounted as inoperative, including the \$2 million figure. Once again he referred to "secret negotiations," suggesting collusion between advertisers and the broadcasting industry.

Mr. Ball said the volunteers had asked the Senate Interstate & Foreign Commerce Committee, as well as the FCC, to investigate the plan, although there was no indication the committee formally had been asked to do so.

Mr. Ball repeated his charges last Thursday, claiming that three advertising agencies had been asked to prepare the blitz—presumably referring to Kudner Inc., BBDO and Ted Bates & Co. He charged that Democratic "disclosure" of GOP plans had "greatly embarrassed" Republican leaders.

Despite their denials, he added, they are speeding up their spot plans.

"We know they are asking some of the largest advertisers in the country to release some of their choice advertising time," Mr. Ball said.

He also sent out thousands of telegrams seeking radio-TV money on behalf of the Volunteers for Stevenson. The Citizens for Eisenhower Committee is embarked on a similar drive.

Mr. Ball also dispatched a copy of the protest to Justin Miller, NARTB board chairman and general counsel, with a note intimating that the plan may suggest "ethical considerations you may wish to examine."

President Harold E. Fellows commented during the District 5 meeting at Atlanta, Ga., that the purported plan was "perfectly ethical" providing equal time is made available to both parties. He urged broadcasters to exercise caution in handling political time (see separate story).

Sen. Johnson, chairman of the Senate Commerce Committee and perennial watchdog over FCC operations, reportedly had informed Mr. Ball that the Commission is "duty bound by law" to inquire into the plan.

"If the facts show that such a program is proposed and that it

UNITED NATIONS has purchased a 15-minute period on CBS Radio Oct. 24 for talks by the two Presidential candidates, Gen. Dwight Eisenhower and Gov. Adlai Stevenson, it was announced last week. Nominees will appear on the non-political broadcast, 9:30 to 9:45 p.m. to commemorate United Nations Day—the first time both have appeared on the same program during the election campaign, according to network spokesmen. (Actually, they won't appear together since their statements were transcribed in advance.) UN has asked CBS Radio to suggest to its affiliates they set aside an additional quarter-hour for public service time to be used locally by UN groups.

will monopolize the radio and TV time during the last days of the campaign this would be in direct conflict with the spirit, if not the letter of the Communications Law," he asserted.

He continued:

Because large groups and individuals contribute huge sums of money, enough to underwrite or corner most of the time on radio and TV during the last days of the campaign, this does not automatically give such an operation the cloak of public interest. Public interest applies to all—not to the few.

Sen. Johnson, who nominally does not support the Democratic administration on many issues but who met the President's "whistle-stop" train in Denver, claimed that Mr. Ball acted properly in calling FCC's attention to the project.

The presumption that Sen. Johnson may pursue this issue further in the 83d Congress—he remains Commerce Committee chairman if the Democrats retain control of the Senate—is suggested in an address he made last February at the Second Annual Regional Television Seminar in Baltimore. Stressing equal time requirements, he declared:

An interesting question arises as to whether or not some time should not be made available to candidates free of charge in the public interest. We cannot continue our present democracy and permit only the wealthy and the powerful to aspire to public office. Unless something is done to remedy this situation I am certain that the impact of television on politics is apt to prove disastrous to the Republic.

In general, as close associates of the Senator see it, the key to his course of action may lie in possible monopoly aspects.

A move to reappraise and streamline campaign procedures, with emphasis on advertising expenditures and contributions, is already underway in the Senate. The Subcommittee on Privileges and Elections—an arm of the Senate Rules Committee—is preparing

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MIKE AT \$68 DOES IT FOR IKE

And Quite a Few Turn Out in Kalamazoo

AT A COST of \$68, radio hastily brought out 12,000 Kalamazooans to greet Gen. Eisenhower when his special train made an unscheduled stop at the Michigan city.

Local GOP officials were notified at 7:08 p.m. that Ike would talk off-the-cuff at 9:30 p.m. Robert J. Barber, public relations chairman of the Republican committee, called WKZO promptly and a news bulletin was carried.

Four spot announcements were aired between 7:45 and 9 p.m. By

the time the candidate's train arrived, 12,000 people plus two hastily assembled bands were on hand.

The afternoon newspaper had said no commitments had been received to indicate the candidate would make an appearance on his car platform.

Gen. Eisenhower looked at the human log-jam and observed, "I am flabbergasted, surprised and honored."

* * *



A portion of the 12,000 that radio drew for Ike

NETWORK SALES

Both Radio-TV Take Sharp August Rise

ANTICIPATING the opening of the fall season, time sales of the nationwide radio and TV networks in August rose sharply from their July low, according to figures compiled by Publishers Information Bureau on the expenditures of advertisers for radio and TV network time. Combined gross for all the networks during August totaled \$23,673,765, a rise of 19.1% above the July total [B•T, Sept. 22].

It should be noted that the July figure does not include sponsorship of the national political convention radio-TV network coverage by Admiral, Philco and Westinghouse. When those figures are included they should narrow the gap between the July and August grosses. But for normal non-election year business the PIB data indicate beyond doubt that an upswing in network business began in August.

The number one network client, Procter & Gamble Co., for example, invested \$2,118,807 in network time during August (at gross rates, before discount), compared to \$1,583,581 in July, an increase of 33.8% (Tables I and IV).

Other leading advertisers increased their purchases of network time in August. Comparison of Table II showing the leading radio network advertiser in each product class during August, with the same table for July [B•T, Sept. 22] shows that in 19 classes of advertised goods or services on the radio networks, more time was purchased in August, with only four categories whose leading network user spent less that month than in July. In the TV network list (Table V), the score is 19 to 3.

Total billings for each type of advertiser on the networks in August (Tables III and VI) also reflect the business improvement. In network radio, 21 of the 23 classes of advertisers accounted for a larger gross in August than in July. In network TV, 19 of 22 categories had greater grosses in August than July.

TABLE I

Top Ten Radio Network Advertisers, August 1952

1. Procter & Gamble Co.	\$1,119,367
2. Miles Labs.	568,650
3. General Mills	488,805
4. General Foods Corp.	347,022
5. William Wrigley Jr. Co.	338,981
6. Gillette Co.	316,082
7. American Home Products Corp.	295,878
8. Sierling Drug	291,918
9. Colgate-Palmolive-Peet Co.	229,201
10. Lever Brothers Co.	229,201

TABLE IV

Top Ten TV Network Advertisers in August 1952

1. Procter & Gamble	\$999,440
2. Colgate-Palmolive-Peet Co.	745,773
3. Lever Brothers Co.	572,278
4. American Tobacco Co.	566,875
5. General Foods Corp.	561,175
6. R. J. Reynolds Tobacco Co.	550,320
7. Liggett & Myers Tobacco Co.	397,480
8. General Mills Inc.	351,801
9. Kellogg Co.	315,470
10. Ford Motor Co.	301,560

TABLE II

Top Radio Network Advertisers by Product Groups for Aug. 1952

Product Class	Advertiser	Gross Time Expenditures	Product Class	Advertiser	Gross Time Expenditures
Agriculture & Farming	Allis-Chalmers Mfg. Co.	\$ 38,921	Industrial Materials	E. I. duPont de Nemours & Co.	\$14,758
Apparel, Footwear & Access.	Cannon Mills Co.	11,800	Insurance	Prudential Insurance Co. of America	127,439
Automotive, Automotive Access.	General Motors Corp.	86,412	Political	Stevenson-Sparkman Clubs of Calif.	10,624
Beer, Wine & Liquor	Falsaff Brewing Corp.	87,466	Publishing & Media	First Church of Christ, Scientist	10,632
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	66,154	Radios, TV Sets, Musical	Admiral Corp.	91,103
Confectionery & Soft Drinks	William Wrigley Jr. Co.	338,981	Inst. & Access.	Dr. Hiss Shoe Stores	3,360
Consumer Services	American Tel. & Tel. Co.	61,926	Retail & Direct by Mail	Liggett & Myers Tobacco Co.	185,070
Drugs & Remedies	Miles Labs.	568,650	Smoking Materials	Procter & Gamble Co.	793,597
Food & Food Products	General Mills	482,442	Soaps, Cleansers & Polishes	Gillette Co.	316,082
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	97,575	Toiletries & Toilet Goods	American Assn. of Railroads	61,986
Household Equipment & Supplies	Philco Corp.	133,006	Transportation, Hotels & Resorts	American Federation of Labor	91,766
Household Furnishings	Naumkeag Steam Cotton Co.	47,024	Miscellaneous		

* * *

TABLE III

Gross Radio Network Time Sales for August and Jan.-Aug. 1952 by Product Groups Compared to Same Period, 1951

Product Group	Aug. 1952*	Jan.-Aug. 1952*	Aug. 1951	Jan.-Aug. 1951	Product Group	Aug. 1952*	Jan.-Aug. 1952*	Aug. 1951	Jan.-Aug. 1951
Agriculture & Farming	\$63,248	\$471,155	\$36,496	\$416,715	Office Equip., Stationery & Writing Supplies	\$11,634	\$108,969	\$11,634	\$389,292
Apparel, Footwear & Access.	33,716	195,279	10,534	502,031	Political	10,632	478,930	17,769	221,941
Automotive, Auto. Access. & Equip.	256,381	2,496,265	256,302	2,814,592	Publishing & Media	183,444	1,050,018	314,374	1,849,849
Beer, Wine & Liquor	148,488	1,605,472	413,200	2,505,869	cal Inst. & Access. *	3,360	18,414	947	27,101
Bldg. Materials, Equip. & Fixtures	109,866	680,798	128,040	944,158	Radios, TV Sets, Musical	776,349	11,027,554	1,331,076	13,851,219
Confectionery & Soft Drinks	528,155	3,967,543	535,066	4,295,945	Retail Stores & Direct by Mail	1,250,418	11,943,421	1,204,336	12,065,197
Consumer Services	129,021	1,480,489	80,365	1,911,812	Smoking Materials	1,597,618	14,804,751	1,648,972	17,946,770
Drugs & Remedies	1,408,665	13,833,500	1,410,785	15,446,702	Soaps, Cleansers & Polishes	61,986	603,421	76,078	824,966
Food & Food Products	2,443,058	23,948,148	2,789,793	28,946,454	Toiletries & Toilet Goods	471,695	3,379,729	356,245	3,375,593
Gasoline, Lubricants & Other Fuels	434,394	3,536,981	440,112	3,903,666	Transportation, Hotels & Resorts				
Horticulture	109,923			86,394	Miscellaneous	\$10,937,244	\$103,982,740	\$11,804,161	\$119,044,020
Household Equipment & Supplies*	527,153	2,971,906	221,782	1,868,801	Total				
Household Furnishings	150,823	837,385	65,735	639,374					
Industrial Materials	26,507	1,204,868	111,198	1,321,913					
Insurance	310,633	2,339,216	282,992	2,124,036					
Jewelry, Optical Goods & Cameras		527,048	71,964	763,394					

Source: Publishers Information Bureau

* National political convention programs not included.

* * *

TABLE V

Top TV Network Advertiser in Each Product Group for August 1952

Product Group	Advertiser	Amount	Product Group	Advertiser	Amount
Apparel, Footwear & Access.	International Shoe Co.	\$53,426	Insurance	Mutual Benefit Health & Accident Assn.	\$34,360
Automotive, Auto Access. & Equip.	Ford Motor Co.	301,560	Jewelry, Optical Goods & Cameras	Speidel Corp.	54,690
Beer, Wine & Liquor	Pabst Brewing Corp.	145,780	Office Equip., Stationery & Writing Supplies	Hall Bros. Inc.	118,350
Confectionery & Soft Drinks	American Chicle Co.	180,591	Political	Stevenson-Sparkman Clubs of Calif.	9,570
Consumer Services	U. S. Gov't. (Organized Reserve Corps)	81,301	Publishing & Media	Curtis Publishing Co.	81,036
Drugs & Remedies	American Home Products Corp.	183,135	Radios, TV Sets, Phonographs, Musical Inst. & Access.	RCA	140,027
Food & Food Products	General Foods Corp.	561,175	Retail Stores & Direct by Mail	Drugstore Television Productions	127,721
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	98,400	Smoking Materials	American Tobacco Co.	566,875
Household Equip. & Supplies	General Electric Co.	192,955	Soaps, Cleansers & Polishes	Procter & Gamble Co.	753,440
Household Furnishings	Armstrong Cork Co.	101,580	Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	559,204
Industrial Materials	Revere Copper & Brass Inc.	104,250	Miscellaneous	Quaker Oats Co.	47,790

* * *

TABLE VI

Gross TV Network Billings by Product Groups for August and Jan.-Aug. 1952 Compared to Same Period 1951

Product Group	August 1952*	Jan.-Aug. 1952*	August 1951	Jan.-Aug. 1951	Product Group	August 1952*	Jan.-Aug. 1952*	August 1951	Jan.-Aug. 1951
Apparel, Footwear & Access.	\$96,801	\$1,950,150	\$258,256	\$1,705,083	Jewelry, Optical Goods & Cameras	\$169,300	\$1,439,444	\$84,703	\$1,247,559
Automotive, Auto. Access. & Equip.	1,131,454	9,518,436	855,917	6,634,898	Office Equip., Stationery & Writing Supplies	118,350	1,042,255	55,140	292,620
Beer, Wine & Liquor	384,331	3,808,149	590,756	3,399,487	Political	9,570	142,722		
Bldg. Materials, Equip. & Fixtures		329,014		7,690	Publishing & Media	81,036	554,396	66,930	531,158
Confectionery & Soft Drinks	361,362	3,284,289	259,597	1,794,533	Radios, TV Sets, Phonographs, Musical Instruments & Access.	359,664	2,820,638	358,619	3,234,251
Consumer Services	81,301	256,686	11,910	327,622	Retail Stores & Direct by Mail	127,721	814,501	186,423	1,358,646
Drugs & Remedies	367,723	3,371,619	112,490	1,306,239	Smoking Materials	2,232,063	17,999,893	1,532,294	10,379,304
Food & Food Products	2,375,287	21,508,779	1,898,289	15,504,505	Soaps, Cleansers & Polishes	1,383,162	11,973,479	759,784	5,867,067
Gasoline, Lubricants & Other Fuels	172,620	2,335,788	184,635	1,610,295	Toiletries & Toilet Goods	2,110,607	16,567,410	1,329,299	8,611,588
Horticulture		12,370			Miscellaneous	110,135	1,162,733	38,292	750,226
Household Equip. & Supplies	664,143	6,471,343	473,044	4,498,084	Total	\$12,736,521	\$111,667,702	\$9,302,071	\$73,459,488
Household Furnishings	138,806	1,461,186	78,820	2,173,679					
Industrial Materials	226,725	2,581,494	166,973	1,977,964					
Insurance	34,360	260,928		246,990					

SOURCE: Publishers Information Bureau.

* National political convention programs not included.

COTT ON RADIO

'Perfect Medium' For Advertising

RADIO is "the only perfect advertising medium," NARTB District 6 (Ark., La., Miss., Tenn.) broadcasters were told at their Thursday-Friday meeting in Memphis by Ted Cott, NBC vice president in charge of its New York owned stations, WNBC and WNBC (TV).

Appraising radio's present impact and its future possibilities, Mr. Cott said "the basic of advertising is repetition, and only radio of all media has a low enough unit cost to allow purchase of multiple units with a turnover audience."

He contended radio has not been dramatic about what it does and "not exciting enough about what it should do." He added, "Broadcasting must retool its programming to meet changing times. Not television, or any other medium, will kill radio but we may as well hold pre-memorial services for the bad (unimaginative) stations right now."

Henry B. Clay, KWKH Shreveport, La., presided at the sessions as district director. After hearing speakers discuss radio and TV problems, he said, "The broadcasters of Arkansas, Louisiana, Mississippi and Tennessee are very much aware of the need of revitalizing radio in the face of television's expansion. They will restudy opportunities for a fresh approach to many forthcoming problems. Convinced radio is here to stay, they nevertheless are cognizant of the medium's changing position in the public and are prepared to do an even better job."

Review by Fellows

NARTB President Harold E. Fellows reviewed association problems at the Thursday morning session. He spoke also on WMCT (TV) Memphis in a recorded telecast prepared under direction of H. W. Slavick, WMC-WMCT (TV) general manager. It was described as the first telecast by President Fellows during the district meeting series that started in mid-August.

The telecast was presented to the delegates at their annual banquet. Richard P. Doherty, NARTB employe-employer relations director, joined Mr. Fellows in a video recording on radio and television as a vocation. The film is to be made available soon to other TV stations.

In his telecast on WMCT Thursday, Mr. Fellows warned viewers against any group moving in to control television, radio or any medium and urged them to "remember that that group is moving against you—and against your freedom to learn." He said it is "little wonder" such a powerful medium attracts all sorts of interests who criticize it thoughtlessly "and even in some cases would control it."

"Keep television free as you would guard your own freedom," Mr. Fellows said, "for when you are maintaining the integrity and freedom to perform of the public medium you are defending a basic

★ concept of democracy."

Mr. Clay appointed F. C. Sowell, WLAC Nashville, chairman of the resolutions committee. Other members were Storm Whaley, KUOA Siloam Springs, Ark.; Edgar Stern Jr., WDSU New Orleans, and Parry Sheftall, WJZM Clarksville, Tenn.

A Friday TV panel included Walter Compton, WTTG (TV) Washington, as NARTB TV Board representative; Messrs. Slavick, Stern and Doherty, and John H. DeWitt Jr., and Irving Waugh, WSM Nashville.

William T. Stubblefield, NARTB station relations director, led a discussion of the membership problem. Ralph W. Hardy, NARTB government relations director, reviewed the regulatory and legislative situation in Washington.

Taking part in a news panel were Ed Ball, AP; Cliff Marshall, UP; Harold Baker, WSM Nashville; Lionel Schwan, WATO Oak Ridge, Tenn., and Mark Weaver, KLRA Little Rock.

Frank Grout, president of the Memphis Chamber of Commerce, spoke at the Thursday luncheon meeting.

NFL SUIT

Announce New Postponement

GOVERNMENT anti-trust suit against the National Football League, scheduled to start Nov. 6 [B•T, Aug. 11], has been postponed to Jan. 26, it was announced last week.

Decision to change the date was made during a pre-trial conference in Philadelphia by U. S. District Judge Allan K. Grim. Originally, the trial was due to start last June.

The government's suit charges that the NFL engaged in a conspiracy in restraint of trade by restricting member football teams from freely selling radio and TV rights [B•T, Oct. 5, 1951]. The Justice Dept.'s complaint singled out Article X of the NFL constitution which obligates a radio-TV "blackout" when the home team is playing at home.

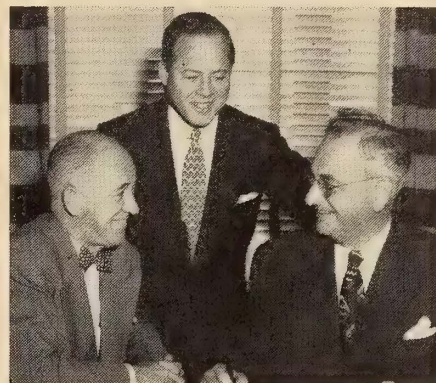
Pre-trial conference last week agreed to stipulations, order of testimony and other procedural questions.

Oakite Opens Drive

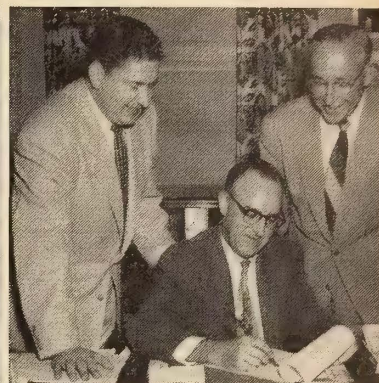
OAKITE Products Inc., New York, is using a radio and television spot announcement campaign starting on varied dates early this month on 43 radio stations and 19 TV stations in 15 eastern markets for 13 weeks. Calkins & Holden, Carlock, McClinton & Smith, N. Y., is the agency.



ARRANGING Philco Distributor Inc. sponsorship of U. of Pennsylvania grid games on WCAU Philadelphia are (seated, l to r) Donald W. Thornburgh, WCAU pres.-gen. mgr.; James Shallow, sls. mgr. of sponsor firm; Mort Farr, Philco dealer and co-sponsor; Jack deRussy, WCAU sls. mgr.; (standing) John Lyons, distributor's ad mgr.; Dave Yanow, WCAU acct. exec., and Francis Murray, Penn. athletic director.



GAYLE V. GRUBB (l), v. p.-managing dir., WJBK Detroit, and Harry R. Lipson, WJBK gen. sls. mgr., watch Frank G. Swindell (r), div. mgr., Standard Oil of Indiana, sign for 52-week, weekday newscast on WJBK-TV.



GENE FULLEN (l), host on WBNS Columbus, Ohio's Club 33, and W. I. Orr (r), WBNS sls. mgr., look on as Carl Dauksch, pres., The Atkinson-Dauksch Agencies, signs year's contract for Club 33.

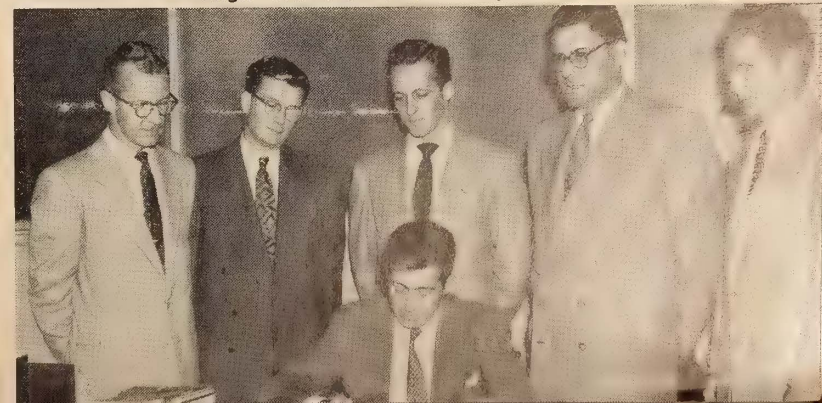


CLAUDE LAUDENSLAGER Jr. (l), mgr., Allentown Dairy Co., Div. of Philadelphia Dairy Products, signs J. Birney Crum (r), well-known former Allentown athletic coach, for sports-casts on WHOL Allentown, Pa. Mr. Crum gained nation-wide attention when his teams won 60 consecutive games and four straight titles.



COMPLETING Notre Dame grid games details for WGR Buffalo are (seated, l to r) Nat L. Cohen, WGR sls. mgr.; Nick Delgato, appliance dealer, sponsor; Kenneth Kaplan, acct. exec., James G. Wells Adv. agency; (standing) Eugene Novak, agency radio-TV dir.; James G. Wells, agency pres.; Anthony Rocco, WGR.

SIGNING for White Motor Co. sponsorship of Game of the Week on WJW Cleveland is C. L. Bryan, White dir. of industrial rel. Looking on are (l to r) Hal Waddell, WJW sls. mgr.; Johnson Kuyper and Lynn Davis, White employment mgrs.; James Toedtman, acct. exec., D'Arcy Adv. agency, and Virgil Brinnon, WJW sls. prom. exec.



GREEN JOINS

Christal Firm From KOMO

RICHARD E. GREEN, KOMO Seattle, manager of national sales and sales service, resigns effective this Friday, to become manager of the new West Coast office of Henry I. Christal Co., station representative, with headquarters in San Francisco.



Mr. Green

The Christal office will be in the Russ Bldg. Succeeding Mr. Green at KOMO will be Bill Hubbach, who recently returned to the station after two years in the armed services [B•T, Aug. 11]. King Mitchell, also of the KOMO sales staff, has been appointed to the newly established post of supervisor of local sales.

NABET WALKOUT

Cancels Two NBC Shows

A WALKOUT by NBC engineers in Washington and Hollywood Oct. 5 forced the network to cancel the *Colgate Comedy Hour* on television and *Meet the Press* on both radio and TV.

Engineers at WRC and WNBW (TV) Washington, D. C., NBC Capital outlets, walked out just before 6 p.m. EST when *Meet the Press* was scheduled to go on the air.

NBC Washington engineers, members of the National Assn. of Broadcast Engineers & Technicians (CIO), reportedly were dissatisfied with the stations' consolidation of radio-TV operations at the Wardman Park Hotel. WRC formerly was located in the Trans-Lux Bldg. The union later withdrew its objection but still was pressing for a settlement on other issues.

In Hollywood, NABET engineers and technicians walked out two hours after the Washington move, to attend an "emergency meeting." The NBC-TV *Comedy Hour* is microwaved from the El Capitan Theatre in Hollywood to the East. About 50 engineers attended the meeting, leaving a skeleton crew of five men to handle the TV theatre equipment. Engineers returned to work shortly before the *Comedy Hour* ended.

Washington engineers went back to work at 10:20 p.m. after a meeting of NABET and NBC officials. Supervisory personnel had manned Washington operations, bringing WNBW back on the air at 7:08 p.m. and WRC at 7:30 p.m., until the engineers returned.

Films were fed to the network from New York to replace the missing TV shows. NBC said the radio version of *Meet the Press*, slated for 10 p.m., was cancelled, with substitutions made on the local level. Kinescopes of the *Comedy Hour* may be released nationally at a later date.



PARTICIPATING in official opening ceremonies of the new four-story WNHC New Haven radio building are (l to r) George Hicks, NBC; Mayor William C. Celentano; Patrick J. Goode, president, Elm City Broadcasting Corp., licensee of WNHC-AM-FM-TV; Fran Gregory, NBC singer-actress; Edward C. Obrist, station manager, and Aldo DeDominicis, secretary-treasurer of Elm City Bcstg. Corp.

STREIBERT RESIGNS As WOR-AM-TV President

THEODORE C. STREIBERT on Friday announced his resignation as president of WOR and WOR-TV New York and as vice president of General Teleradio Inc., owner of the WOR properties, to become effective "at a later date."

Although he is ending an association of nearly 20 years with WOR, Mr. Streibert will continue to serve as a director of Mutual, which he helped form and of which he has been a board member since its inception in 1934. He served as chairman of the MBS board in the 1949-1951 period.



Mr. Streibert

Resignation of Mr. Streibert adds another name to the list of WOR and WOR-TV executives who have left the station since spring, when a program of integration of the operations of WOR and WOR-TV with those of MBS was inaugurated.

Follows Other Resignations

General Teleradio is majority stockholder of the network and Thomas F. O'Neil, president, is also president and board chairman of MBS. J. R. Poppele, vice president and chief engineer of the WOR stations; R. G. Maddux, vice president in charge of sales; Dave Driscoll, news head, and Bob Blake, publicity director, are among the station executives whose resignations have been announced in recent months, during which time there has also been a severe curtailment of non-executive personnel as a result of the merged network-station operations [B•T, Sept. 29].

After receiving his MBA from the Harvard Graduate School of Business Administration, Mr. Streibert in 1923 joined the school's Bureau of Business Research. An association with Guy W. Curry, Boston attorney, led in turn to posts as assistant secretary of FBO (subsequently RKO) Pictures Corp.,

treasurer of Cinema Credits Corp. and assistant to the executive vice president of Pathe Exchange.

In 1929 he deserted the movies to return to the Harvard Business school as assistant dean, remaining there until 1933, when the Macy department store group which then owned WOR persuaded him to make a second break with the educational world to join the station as assistant to President Alfred J. McCosker. He became vice president and general manager of WOR in 1938 and on Jan. 1, 1945, he succeeded Mr. McCosker as president of the station.

During the succeeding years, Mr. Streibert supervised WOR's operations and those of its FM and TV stations as well when they were inaugurated.

In June of this year, after the purchase of the WOR properties by General Teleradio, he was appointed president of General Telecasting System, a GT subsidiary designed to distribute programs to TV stations, presumably by film at least for the immediate future, and to serve as a video counterpart of MBS [B•T, June 30].

Mr. Streibert has served as a member of the boards of NARTB and BMI and he is at present a director of BAB. He is also a director of Ward Baking Co. and a member of its executive committee.

RCA Shifts Haber

JULIUS HABER, director of advertising and sales promotion for RCA Technical Products, has been named director of public relations for RCA Victor Div., effective Nov. 1. He will succeed James M. Toney, who has been appointed director of consumer products distribution.

WGN RATES

AM and TV Card Altered

WGN Chicago cuts its Class A nighttime rate 50% effective Nov. 1 by standardizing all time from 7 a.m. until 10:30 p.m. as Class A with the present daytime rate. Prime 7 to 10 p.m. time charges, with the new cost structure, drop from a basic hourly one-time rate of \$900 to \$450, with minute spots from \$150 to \$75.

Radio rates in four classes, A through D, have been simplified into Classes A and B, with B time everything before 7 a.m. and after 10:30 p.m. Early-morning time from 7 until 8 a.m. has been upped price-wise with reclassification from D to A rate.

WGN-TV also realigned its rates by classifying the 2 to 5 p.m. Sunday period as Class C instead of Class A, thereby cutting the hourly rate from \$1,200 to \$600. WGN-TV schedules no Class B time on Sunday, so that under the new rate card all time after 5 p.m. is A.

This is the first drastic rate change WGN has effected in many years. It is a 50 kw clear channel station affiliated with MBS.

BORMANN SCORES

Celler's Radio-TV Stand

(Also see Contempt ruling story, page 44)

STRONG protest against the prohibition of radio-TV coverage of House and Senate was made last week to Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, by Jim Bormann, president of the National Assn. of Radio News Directors.

Mr. Bormann, news director of WCCO Minneapolis, took the Congressman to task for asserting that radio and TV should be barred from Congressional hearings because their presence would encourage some congressmen to become "ham actors." Mr. Celler made that reference in a speech before the Federal Bar Assn. last month [B•T, Sept. 29].

"Would it not be the more direct and effective method to restrain the offending Congressmen, and to legislate against the weak procedures which fail to defend the rights of the witness," Mr. Bormann asked, "rather than to invade the right of freedom of information, which is the right of the people and not the right of television alone?"

In answer to Mr. Celler's reference to TV as an "entertainment industry," Mr. Bormann called attention to the educational powers believed to be inherent in TV, as exemplified in the decision of the FCC to reserve TV channels for purely educational operation.

When Rep. Celler made his speech, he called on the Federal Bar Assn. to adopt a resolution in favor of barring radio-TV coverage of court trials and Congressional hearings. This the FBA did.

More *Samples from the* **WHO** *Mailbag*

Dear Mr. Shelley:

We thank you sincerely for your service announcing the funeral of Curtis Benskin of our city. Yes the announcement was made at about 7:39 or 40. Since we have no news paper in Wesley, and the county papers would be published too late Thurs. so your service was perfect, covering Wesley—and burial at Metz—beyond Colfax.

The relatives and friends of the family are scattered—residing near Metz—Grinnell—Laurel—and up here at Whittemore—Ft. Dodge—and Emmetsburg. Our church was well filled at 9:15 and more than 100 people from near Metz attended. The WHO service is greatly appreciated.

Sincerely,

(REV.) J. A. RIGGS

Wesley, Iowa

Dear Mr. Loyet:

May I take this opportunity to thank you most sincerely for the interest taken by your station in giving news and broadcast time to the annual Hawkeye Boys State held at Camp Dodge. I want especially to thank you for working in the important officers of Hawkeye Boys State on the regular Governor's Hour program on Saturday, June 9th.

We have received several favorable comments on the program in addition to those expressed by Governor Beardsley, himself.

We have appreciated the hearty cooperation of Radio Station WHO in the past and are grateful for the time which has been allotted for American Legion programs and activities.

Sincerely yours,

A. F. FABER

Director of Public Relations

Iowa Department
The American Legion
Des Moines 9, Iowa

Dear Mr. Woods:

On behalf of all our patients and Special Services, may I extend sincere thanks and appreciation for making possible the Barn Dance Frolic. It was a very excellent program and one that all patients enjoyed.

We appreciate the thoughtfulness and interest of WHO on behalf of the hospitalized veterans. The cooperative and unselfish attitude of the individual participants created a warm feeling as well as an excellent performance. Please extend our thanks to all.

Very sincerely yours,

L. E. HUNN

Chief, Special Services

Veterans Administration Center
Des Moines, Iowa

Dear Mr. Shelley:

Just a little note of very sincere appreciation to you and the WHO news staff for being so kind in broadcasting the announcement of the cancellation of the Simpson College Choir Concert at Hoyt Sherman Place last night.

This willingness on the part of your staff to render such service is a very gracious act and I want you to know that there is one man over here who appreciates it.

Very sincerely yours,

EDWIN EDGAR VOIGT

Simpson College
Indianola, Iowa

President

Dear Sirs:

One of the finest things your station has done in a long time was to broadcast the concert by the Iowa Bandmasters Band. The music was fine and it was a thrill to hear them. With the large number of high school students interested in band music there is a large listening audience. The Cities Service Band is making a large place in the habits of the American listening audience. Thank you very much for these two concerts.

Sincerely,

CALVIN D. LOWELL

CWO 34th Inf Div Band Iowa NG
Fairfield, Iowa

Dear Mr. Woods:

As chairman of the Holy Week Noon-day Services sponsored by the Ministerial Association of Des Moines I want to thank you for the assistance you gave us in placing the facilities of your radio station at our disposal. We sincerely appreciate this cooperation in making possible one of the finest seasons we have had.

Sincerely yours,

MARVIN O. SANSBURY

University Christian Church
Des Moines 11, Iowa

Dear Mr. Loyet:

Just a line to thank you and Herb Plambeck for the wonderful time a group of friends from my World War II outfit had as guests of WHO Saturday.

Saturday was the first time in six years we fellows and our wives have had a chance to meet as a group. It was through Herb's efforts that the meeting was such a huge success. We all enjoyed every minute of it and want you to know that you have gained several more staunch supporters for your fine station.

Sincerely yours,

WILLIAM A. BUCHHOLZ

Des Moines 7, Iowa

Few professional advertising men, we suppose, have ever written a personal letter to a radio station. Therefore it may be difficult for you to realize why WHO gets *mailbags* of personal letters—to understand the feelings of friendship and *inter-dependence* that exist between WHO and its listeners. . . .

Read these few typical letters, and we believe you'll get some new ideas of what WHO *means* in Iowa Plus—what WHO can mean to advertisers, too. . . .

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives





TWO-STATE broadcaster group at District 9 meeting held late in September at Milwaukee [B•T, Sept. 29] (seated, l to r): Harold Murphy, WDUZ Green Bay, Wis.; Merrill Lindsay, WSOY Decatur, district director; NARTB President Harold E. Fellows; Leslie C. Johnson, WHBF Rock Island. Standing, Joseph S. Bonansinga, WGEM Quincy, Ill.; Verl Bratton, WKTY La Crosse, Wis.; Fred C. Mueller, WEEK Peoria, Ill.; Bruce Wallace, WTMJ Milwaukee.



MILWAUKEE session of NARTB District 9 included these delegates (seated, l to r): Harold A. Safford, WLS Chicago; Hugh K. Boice, WEMP Milwaukee; Harry D. Peck, WISN Milwaukee; Kenneth Carter, WAAM (TV) Baltimore. Standing, William Dunbar, General Communications, Fort Atkinson, Wis.; William E. Schons, WKAI Macomb, Ill.; Harold L. Dewing, WCVS Springfield; Ray Livesay, WLBH Mattoon; Howard Dahl, WKBH La Crosse.

DOUBLE-BILLING CONDEMNED

By NARTB Dist. 5

DOUBLE-BILLING, the artful device of forcing the national advertiser to foot the bill for cooperative advertising paid for at the local rate (with the medium pocketing the difference), was condemned formally by broadcasters of Georgia, Florida and Alabama last Monday at the NARTB District 5 meeting.

A resolution deprecating degrading of station rates, adopted at virtually all previous district meetings, was broadened to encompass the double-billing blight. Action came after NARTB President Harold Fellows had deplored the practice as immoral and unethical. But double-billing, when requested by the local advertiser, was supported as proper by Emmett Brooks, WEEB Brewton, Ala., who is also publisher of the city's newspaper. He said the practice was common among newspapers.

For the first time in this year's series of district meetings, the subject of NARBA (North American Regional Broadcasting Agreement, governing division of broadcast channels among nations of the continent) came before a session. A resolution offered by Jerry Stone,

WNDB Daytona Beach, Fla., calling upon the Senate to ratify the proposed agreement and upon the President to sign it, was adopted without debate.

An inspirational address by Ed Norton, one of the South's foremost industrialists and broadcasters, who recently concluded a term as a governor of the Federal Reserve Board, urged broadcasters to meet the responsibility directly ahead in selling America. The nation must learn how to sell its vast and constantly increasing production, he said, and a great responsibility devolves upon the broadcasters.

Review of Problems

Mr. Fellows kicked off the district session with a diagnosis of the problems confronting broadcasters and with a prognosis calling for a united industry, asserting its full influence, to thwart efforts to undermine it. He characterized radio and television as the "most vital force in this nation today."

In a question-and-answer session, President Fellows contended that the purported Republican "blitz"

campaign, involving a reported \$2 million in time purchases, is "perfectly ethical" provided the same time can be made available to the opposing forces. He urged broadcasters, however, to exercise extreme caution in their handling of political time, and suggested that careful records be kept—a point subsequently emphasized by Ralph Hardy, NARTB government relations director, who recounted the legislative and regulatory story behind the Washington scenes.

Thad Holt, WAPI WAFM-TV Birmingham, District 5 director who presided at the sessions, cited the unique status of the district—which boasts three NARTB directors. He shared the rostrum with Ed Kobak, WTWA Thomson, Ga. (Postoffice address, Ambassador Hotel, N. Y.), representing small stations, and A. D. (Jess) Willard Jr., WGAC Augusta, Ga., medium stations director, and former executive vice president of the national trade association.

Richard P. Doherty, NARTB employee-employer relations director, following a closed session address on economics of station management, labor problems and copy-

rights, quarter-backed a fast-moving forum on station operating problems. Harold Danforth, WDBO Orlando, deprecated the sameness of station programming format, and urged changes, corresponding to those of the automobile manufacturers. He urged broadcasters to give greater thought to their "ethical responsibility," by avoiding over-selling and multiple-spotting and by giving greater attention to the "personality" of accounts and to copy-writing.

Advises Newspaper Tack

It was here that Mr. Brooks got in his licks favoring double-billing, suggesting that stations could "take a leaf" from the newspapers. But Henry P. Johnston, WSGN Birmingham, a newspaper-owned station, argued that in his quarter-century in the newspaper and radio business, he had never known of double-billing as a reputable practice.

James W. Woodruff Jr., WRBL Columbus, called upon broadcasters to think beyond "today's existence" and to contemplate tomorrow's

(Continued on page 65)



SOUTHERN hospitality prevailed at District 4 meet at Pinehurst, N. C. [B•T, Oct. 6]. Southerners included (l to r): Frank E. Koehler, WROV Roanoke, Va.; Cecil Hoskins, WWNC Asheville, N. C.; C. R. Maillet, WFLO Farmville, Va.; Charles H. Crutchfield, WBT-WBTV Charlotte, N. C.; James Odell, N. C. Citizens for Eisenhower Committee; Ben E. Wilbur, WOL Washington; Harold Essex, WSJS Winston-Salem, N. C.; Richard H. Mason, WPTF Raleigh, N. C.; Richard Allerton, NARTB; Jack S. Younts, WEEB Southern Pines, N. C.



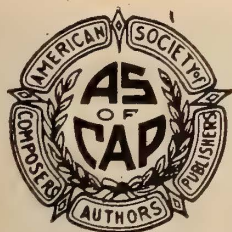
CO-ED GROUP at NARTB District 4 cocktail party at Pinehurst, N. C. (front row, l to r): E. S. Whitlock, WRNL Richmond; Mrs. Jack S. Younts, WEEB Southern Pines, N. C.; Mrs. Carla Keys, WFLO Farmville, Va.; Ward A. Coleman, WENC Whiteville, N. C.; Charles Pittman, WCOS Columbia, S. C.; T. H. Patterson, WRRF Washington, N. C. Back row, E. Z. Jones, WBBB Burlington, N. C.; D. L. Craddock, WLOE Leakesville, Va.; Philip P. Allen, WLVA Lynchburg, Va.; Earle J. Gluck, WSOC Charlotte; Campbell Arnoux, WTAR Norfolk, Va.; John M. Rivers, WCSC Charleston, S. C.

ASCAP toasts **ED SULLIVAN**

ASCAP's 3000 Composers and Authors and 500 Publishers are grateful to you, Ed Sullivan, for:

- Bringing the ASCAP Story over "Toast of The Town" into the homes of millions of viewers on two successive weeks . . .
- Reminding America of ASCAP's more than 38 years of service to the entertainment industry and the nation . . .
- Dramatizing ASCAP's struggle to provide a measure of security for Composers and Authors, enabling them to add new works to ASCAP's varied and ever-growing repertoire . . .
- Delighting young and old with glimpses of a few among the thousands of creators who have made ASCAP music truly "The Music of America"

Thanks, Ed Sullivan, for your fine shows and human understanding. They are deeply appreciated by the Composers, Authors and Publishers of America.



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

DENVER • KBT
TV • DEN • KB
KBT
ER •
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T
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V
TV •
• KBT •
ER • KBT • DENE
VER • KBT • DE
ENVER • KBT • I
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TV • DENVER •
KBT • DENVER
• KBT • DENV
NVER • KBT • DE
DENVER • KBT

ON THE AIR

KB

TRANSMITTING DENVER'S
FROM ATOP

channel

Studios and Offices at:
Telephone:

Free and Peters,

National Representatives

TV

CBS ABC

**MOST POWERFUL SIGNAL
LOOKOUT MOUNTAIN**

**IN DENVER
OCTOBER 12**

e l 9

Manager
JOE HEROLD

Commercial Manager
JERRY LEE

**1100 California Street
Tabor 6386**

DENVER

KBT

CHANNEL 9

Inc.

Pioneer Representatives since 1932

Congratulations

KBTV

DENVER

First Post-Freeze
VHF "High-Channel" Station

RCA-EQUIPPED THROUGHOUT



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT

CAMDEN, N.J.

GAGUINE NAMED

As FCC Hearing Examiner

APPOINTMENT last week of Benito Gaguine, legal assistant to FCC Comr. Rosel H. Hyde, to be FCC hearing examiner, brings to 12 the number of FCC "judges." Five have been added to the long-time seven in the last two months.



Mr. Gaguine

It is understood that there are still two vacancies which the Commission intends to fill in order to bring the number of examiners up to 14. This is the strength for which the Congressional appropriation for fiscal 1953 called. Of the \$6.4 million which Congress gave the FCC, \$300,000 was earmarked for personnel to process TV applications.

Among those mentioned as having been recommended to be examiners, only one not yet officially confirmed is attorney H. Gifford Irion, Aural Facilities Div. of the Broadcast Bureau [CLOSED CIRCUIT, Aug. 18].

Recently appointed were William G. Butts, from Common Carrier Bureau; Annie N. Huntting, also from Common Carrier Bureau; Thomas H. Donahue, Broadcast Bureau, and Herbert Sharfman, Office of Opinions and Reviews.

Mr. Gaguine received his A.B. degree in 1932 and LL.B. in 1934, from Columbia U. In 1939 he received a LL.M. degree from George Washington U. in Washington.

He joined the Federal Alcohol Administration in 1935 and later was with the Bureau of Internal Revenue. In 1941 he joined the FCC, serving in Broadcast Div. and Safety and Special Radio Services Division. During World War II, Mr. Gaguine served in the Army's Judge Advocate General's Dept.

Dr. S. F. Lowe

DR. S. F. LOWE, 62, director of the Radio & Television Commission of the Southern Baptist Convention since 1938, died Oct. 4 after a long illness. An early believer in religious radio, Dr. Lowe led Southern Baptists to its use in 1938 and devoted full time to the work after 1944. The *Baptist Hour* is carried weekly now by more than 320 stations in 28 states and five foreign countries. Dr. Lowe is survived by his wife, three sons, a daughter and six grandchildren.

John B. Flack

JOHN B. FLACK, 53, founder and president of the Flack Advertising agency, died Oct. 7 at Memorial Hospital in Syracuse. Mr. Flack entered the advertising business after graduation from Syracuse U. in 1921. Ten years later he founded the agency.

upcoming



NARTE District Meeting Schedule

Date	Dist.	Hotel	City
Oct. 13-14	3	Penn-Harris	Harrisburg, Pa.
15-17	2	Westchester Country Club	Rye, N. Y.
20-21	1	Statler	Boston

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, Kentucky.

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

Oct. 16-17: Institute on Educational TV meet, Georgetown U., Washington, D. C.

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, Washington, D. C.

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

CBC DRAFTS

Program Percentage Plan

TENTATIVE regulations which would require Canadian stations to schedule Canadian-originated programs from 30% to 48% of their total broadcast time were announced by the Canadian Broadcasting Corp. last Thursday.

At the same time, CBC would invoke a code governing length of advertising copy per program for different hours of the broadcast schedule.

The new regulations were published for study by private broadcasters before CBC conducts public hearings later this year. Oral argument for and against the rules will be taken then.

The CBC announcement came in the wake of reports that an increasing number of U. S. advertising agencies are opening Canadian branch offices, thus posing new client problems for local agencies and station representative firms there (see story page 43).

Under the new regulations, stations affiliated with CBC's French or Trans-Canada networks and located in large metropolitan areas would be required to schedule as much as 48% of their daytime and evening hours for Canadian shows.

Advertising messages would be limited to 1:15 minutes in each five-minute program from midnight to 6 p.m. and to one minute between 6 p.m. and midnight. Maximum commercial time is seven minutes for a 60-minute program aired between midnight and 6 p.m.

MUTUAL MEET

Rates on MAAC Agenda

LED by President and Board Chairman Thomas F. O'Neil, MBS officials were slated to chart their answer to rival networks' rate and discount adjustments in meetings with the Mutual Affiliates Advisory Committee at Virginia Beach, Va., over the past weekend.

Several plans calculated to match, generally, the changes already instituted by the three other national radio networks reportedly were to be considered. Some authorities said as many as six alternative plans had been devised for consideration.

The rate question was expected to dominate the session. It was described, however, as also being an organizational meeting for the new MAAC, since it was the first following the election of new MAAC members in August.

The agenda apart from the rate issue was expected to include election of a MAAC chairman. This post has been held in the past by Gene Cagle of KFJZ Fort Worth, who was returned to the committee for another term in the August balloting.

If MBS devises a plan comparable to those adopted by its competitors, the effect will be to reduce evening time charges by an average 25% while boosting daytime (or at least morning) costs by about 4 or 5% [B•T, Aug. 18, et seq.].

The Mutual executives, including Mr. O'Neil and Executive Vice President William H. Fineshriber Jr., were planning to leave New York for Virginia Beach Saturday morning.

Members of the MAAC include: Mr. Cagle; Fred Fletcher, WRAL Raleigh, N. C.; Jack Younts, WEEB Southern Pines, N. C.; John Cleghorn, WHBQ Memphis; Bob McRaney, WCBI Columbus, Miss.; John Laux, WSTV Steubenville, Ohio; Wendell Mayes, KBWD Brownwood, Tex.; Victor Diehm, WAZL Hazleton, Pa.; Fred Wagenvoort, KCRG Cedar Rapids; E. J. McKellar, KVOX Moorhead, Minn.; George Hatch, KALL Salt Lake City; Rex Howell, KFXJ Grand Junction, Col.; Porter Smith, WGRC Louisville; Hugh Potter, WOMI Owensboro, Ky.

William Cherney

FUNERAL services were held Wednesday near Chicago for William Cherney, 65, president of William Cherney & Assoc., Chicago advertising agency. He died Monday at his home in Fox River Grove, Ill. He is survived by his wife, a son and a daughter.

Kohler Names Deutsch

KOHLER Mfg. Co. appoints Herschel Z. Deutsch & Co., New York, as its advertising agency for Kohler headache powders.

STARS OVER West Texas

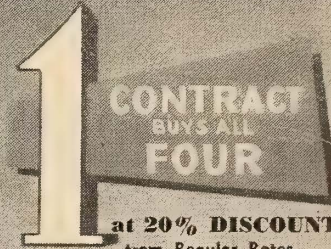


It's Easy ---

... TO BUY 15.250 WATTS

SOLID WEST

TEXAS COVERAGE



- ★ KRBC - Abilene
5000 Watts Day—1000 Night
- ★ KGKL - San Angelo
5000 Watts Day—1000 Night
- ★ KBST - Big Spring
250 Watts
- ★ KTRN - Wichita Falls
5000 Watts Day—1000 Night

1 Contract 1 Billing
for all 4

See Discounted Rates Under

West Texas/
Packaged Stations

or contact the

John E. Pearson Co.

97.6% IOWA HOMES HAVE RADIO

Census Reports

RADIO home saturation in Iowa reached a peak of 99% of all occupied homes in the Waterloo urbanized area, according to 1950 U. S. Census data just released by the Census Bureau. Percentage of TV homes in the state was small in April 1950, when census data were collected, there being only 5 million

TV sets in the nation compared to 19 million at the present time.

In all major Iowa cities, more than 97% of occupied homes were equipped with radio sets, according to the Census Bureau. Official U. S. Census radio and TV data (April 1950) for Iowa follow:

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

Area	Total population	Total occupied dwelling units	Number reporting	RADIO			TELEVISION		
				With Radio		1940 Radio Homes	With TV		
				Number	Per Cent		Number	Per Cent	
The State	2,621,073	780,167	771,035	752,805	97.6	617,006	767,200	12,235	1.6
Urban and Rural nonfarm	1,838,423	573,187	565,645	552,285	97.6	422,370	563,160	9,355	1.7
Urban	1,250,938	382,563	377,800	370,225	98.0	284,354	375,880	6,545	1.7
Rural nonfarm	587,485	190,624	187,845	182,060	96.9	138,016	187,280	2,810	1.5
Rural farm	782,650	206,980	205,390	200,520	97.6	194,636	204,040	2,880	1.4
S. M. A.									
Cedar Rapids	104,274	31,821	31,600	31,045	98.2	23,922	31,560	185	0.6
Cedar Rapids									
Urbanized Area	78,212	24,329	24,200	23,885	98.7	*	24,165	115	0.5
Davenport-Rock Island-Moline	234,256	68,802	67,675	66,605	98.4	51,786	67,580	2,910	4.3
Davenport-Rock Island-Moline									
Urbanized Area	194,925	57,804	56,945	55,975	98.3	*	56,800	2,430	4.3
Des Moines	226,010	70,128	69,200	67,835	98.0	51,022	68,965	1,630	2.4
Des Moines									
Urbanized Area	199,934	62,665	61,935	60,730	98.1	*	61,710	1,490	2.4
Sioux City	103,917	31,253	30,945	30,110	97.3	25,208	30,880	190	0.6
Sioux City									
Urbanized Area	90,101	27,249	27,015	26,340	97.5	*	26,950	165	0.6
Waterloo	100,448	29,189	28,750	28,385	98.7	21,084	28,665	200	0.7
Waterloo									
Urbanized Area	84,386	24,778	24,470	24,220	99.0	*	24,380	155	0.6
URBAN PLACES									
Ames	22,898	5,976	5,950	5,885	98.9	3,442	5,945	170	2.9
Boone	12,164	3,935	3,925	3,860	98.3	3,247	3,830	35	0.9
Burlington	30,613	9,688	9,680	9,345	96.5	7,029	9,640	180	1.9
Cedar Falls	14,334	3,923	3,875	3,850	99.4	2,670	3,855	10	0.3
Cedar Rapids	72,296	22,480	22,355	22,055	98.7	17,175	22,325	100	0.4
Charles City	10,309	3,171	3,185	3,115	97.8	2,286	3,210	35	1.1
Clinton	30,379	9,307	9,230	9,045	98.0	6,952	9,210	170	1.8
Council Bluffs	45,429	13,622	13,415	13,110	97.7	10,487	13,280	955	7.2
Davenport	74,549	22,201	21,655	21,315	98.4	17,842	21,620	835	3.9
Des Moines	177,965	56,296	55,645	54,560	98.1	42,318	55,440	1,315	2.4
Dubuque	49,671	13,431	13,115	12,835	97.9	10,602	13,080	110	0.8
Fort Dodge	25,115	7,634	7,485	7,320	97.8	6,042	7,410	140	1.9
Fort Madison	14,954	4,452	4,370	4,240	97.0	3,316	4,345	10	0.2
Iowa City	27,212	6,634	6,475	6,425	99.2	4,791	6,445	45	0.7
Keokuk	16,144	5,126	5,075	4,875	96.1	3,866	5,080	60	1.2
Marshalltown	19,821	6,279	6,200	6,135	99.0	5,181	6,150	40	0.7
Mason City	27,980	8,268	8,060	7,925	98.3	6,684	8,030	70	0.9
Muscatine	19,041	6,189	6,125	6,010	98.1	5,136	6,140	160	2.6
Newton	11,723	3,633	3,595	3,570	99.3	2,748	3,565	55	1.5
Oskaloosa	11,124	3,835	3,755	3,660	97.5	3,081	3,725	35	0.9
Ottumwa	33,631	10,630	10,560	10,205	96.6	8,427	10,520	80	0.8
Sioux City	83,991	25,474	25,180	24,560	97.6	20,664	25,115	145	0.6
Waterloo	65,198	19,507	19,255	19,040	98.9	14,018	19,180	130	0.7

Statistics in adjacent table are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 15 for Iowa, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 55 cents per copy.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, No. 15, now available from the Superintendent of Documents, at 25 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. 15, available from the Superintendent of Documents, at 60 cents per copy. 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.

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

Area	Total population	Total occupied dwelling units	Number reporting	RADIO			TELEVISION		
				With Radio		1940 Radio Homes	Number reporting	With TV	
				Number	Per Cent			Number	Per Cent
COUNTIES									
Adair	12,292	3,871	3,830	3,750	97.9	3,222	3,810	45	1.2
Adams	8,753	2,789	2,760	2,720	98.6	2,491	2,760	45	1.6
Allamakee	16,351	4,577	4,565	4,405	96.5	3,665	4,470	25	0.6
Appanoose	19,683	6,339	6,280	6,085	96.9	5,544	6,255	55	0.9
Audubon	11,579	3,508	3,455	3,385	98.0	2,790	3,040	45	1.5
Benton	22,656	6,887	6,790	6,670	98.2	5,762	6,765	35	0.5
Black Hawk	100,448	29,189	28,750	28,385	98.7	21,084	28,665	200	0.7
Boone	28,139	8,375	8,300	8,110	97.7	7,043	8,135	175	2.2
Bremer	18,884	5,534	5,460	5,325	97.5	4,332	5,455	95	1.7
Buchanan	21,927	5,767	5,595	5,340	95.4	4,655	5,580	25	0.4
Buena Vista	21,113	6,460	6,365	6,310	99.1	5,054	6,360	55	0.9
Butler	17,394	5,293	5,205	5,060	97.2	4,328	5,185	5	0.1
Calhoun	16,925	5,164	6,130	5,015	81.8	4,398	5,070	30	0.6
Carroll	23,065	6,380	6,265	6,160	98.3	5,216	6,200	90	1.5
Cass	18,532	5,945	5,850	5,715	97.7	4,773	5,815	120	2.1
Cedar	16,910	5,229	5,190	5,085	98.0	4,087	5,175	105	2.0
Cerro Gords	46,053	13,667	13,345	13,130	98.4	10,721	13,300	110	0.8
Cherokee	19,052	5,072	5,085	5,000	98.3	4,174	5,105	60	1.2
Chickasaw	15,228	4,332	4,250	4,160	97.9	3,510	4,245	10	0.2
Clarke	9,369	3,036	2,990	2,885	96.5	2,450	2,960	25	0.8
Clay	18,103	5,498	5,435	5,325	98.0	4,395	5,390	25	0.5
Clayton	22,522	6,704	6,655	6,390	96.0	5,504	6,605	80	1.2
Clinton	49,664	14,852	14,680	14,330	97.6	11,313	14,670	320	2.2
Crawford	19,741	5,687	5,590	5,455	97.6	4,708	5,545	120	2.2
Dallas	23,661	7,574	7,635	7,460	97.7	6,380	7,620	160	2.1
Davis	9,959	3,116	3,025	2,870	94.9	2,430	2,955	10	0.3
Decatur	12,601	3,765	3,655	3,470	94.9	3,060	3,635	15	0.4
Delaware	17,734	5,017	4,880	4,765	97.6	4,246	4,870	50	1.0
Des Moines	42,056	12,989	12,920	12,880	96.6	9,523	12,880	210	1.6
Dickinson	12,756	3,919	3,840	3,800	99.0	2,946	3,810	5	0.1
Dubuque	71,337	18,574	18,175	17,775	97.8	14,322	18,120	185	1.0
Emmet	14,102	4,118	4,135	4,075	98.5	3,121	4,140	65	1.6
Fayette	28,294	8,314	8,215	8,075	98.3	6,906	8,215	40	0.5
Floyd	21,505	6,408	6,495	6,325	97.4	5,046	6,500	65	1.0
Franklin	16,268	4,907	4,925	4,855	98.6	3,995	4,885	65	1.3
Fremont	12,323	3,903	3,815	3,665	96.1	3,464	3,765	125	3.3
Greene	15,544	4,798	4,780	4,700	98.3	4,262	4,770	95	2.0
Grundy	13,722	4,218	4,210	4,125	98.0	3,384	4,220	65	1.5
Guthrie	15,197	4,829	4,795	4,670	97.4	4,074	4,780	70	1.5
Hamilton	19,660	6,013	5,955	5,825	97.8	4,925	5,925	130	2.2
Hancock	15,077	4,340	4,290	4,200	97.9	3,568	4,280	25	0.6
Hardin	22,218	7,085	7,030	6,910	98.3	5,555	6,995	110	1.6
Harrison	19,560	5,881	5,835	5,660	97.0	4,857	5,810	265	4.6
Henry	18,708	5,330	5,420	5,235	96.6	4,099	5,405	50	0.9
Howard	13,105	3,738	3,725	3,575	96.0	3,024	3,705	10	0.3
Humboldt	13,117	3,874	3,810	3,730	97.9	3,060	3,795	25	0.7
Ia	10,697	3,299	3,230	3,150	97.5	2,711	3,185	55	1.7
Iowa	15,835	4,672	4,655	4,495	96.6	4,031	4,515	50	1.1
Jackson	18,622	5,487	5,505	5,295	96.2	4,407	5,495	70	1.3
Jasper	32,305	9,793	9,620	9,485	98.6	7,843	9,565	130	1.4
Jefferson	15,696	4,912	4,925	4,770	96.9	3,836	4,940	35	0.7
Johnson	45,756	11,761	11,550	11,240	97.3	8,117	11,495	105	0.9
Jones	19,401	5,427	5,340	5,145	96.3	4,434	5,325	55	1.0
Keokuk	16,797	5,410	5,330	5,185	97.3	4,707	5,335	70	1.3
Kassuth	26,241	7,145	7,090	6,940	97.9	5,772	7,090	55	0.8
Lee	43,102	12,935	12,710	12,245	96.3	9,611	12,685	120	0.9
Linn	104,274	31,821	31,600	31,045	98.2	23,922	31,560	185	0.6
Louisa	11,101	3,389	3,340	3,170	94.9	2,682	3,325	80	2.4
Lucas	12,069	3,963	3,875	3,685	95.1	3,548	3,870	40	1.0
Lyon	14,697	4,098	4,095	3,965	96.8	3,236	4,085	20	0.5
Madison	13,131	4,145	4,095	3,900	95.2	3,430	4,085	60	1.5
Mahaska	24,672	7,938	7,895	7,710	97.7	6,687	7,745	90	1.2
Marion	25,930	7,517	7,390	7,135	96.5	6,125	7,410	105	1.4
Marshall	35,611	10,765	10,705	10,570	98.7	8,934	10,670	120	1.1
Mills	14,064	3,625	3,560	3,445	96.8	3,046	3,505	200	5.7
Mitchell	13,945	4,110	3,995	3,910	97.9	3,323	3,975	45	1.1
Monana	16,303	4,827	4,835	4,660	96.4	3,874	4,840	90	1.9
Monroe	11,814	3,577	3,610	3,470	96.1	3,174	3,595	10	0.3
Montgomery	15,685	5,028	5,010	4,925	98.3	4,131	4,960	140	2.8
Muscataine	32,148	10,024	9,970	9,785	98.1	8,210	9,960	215	2.2
O'Brien	18,970	5,685	5,680	5,570	98.1	4,689	5,690	35	0.6
Oseola	10,181	2,922	2,935	2,865	97.6	2,380	2,920	35	1.2
Page	23,921	7,127	7,135	7,015	98.3	5,772	7,115	200	2.8
Palo Alto	15,891	4,369	4,325	4,235	97.9	3,498	4,225	40	0.9
Plymouth	23,252	6,529	6,620	6,490	98.0	5,249	6,540	55	0.8
Pocahontas	15,496	4,454	4,240	4,215	99.4	3,815	4,215	85	2.0
Polk	226,010	70,128	69,200	67,835	98.0	51,022	68,965	1,630	2.4
Pottawattamie	69,682	20,620	20,400	19,960	97.8	16,259	20,265	1,315	6.5
Poweshiek	19,344	5,531	5,555	5,440	97.9	4,808	5,445	55	1.0
Ringgold	9,528	3,047	2,880	2,785	96.7	2,617	2,885	10	0.3
Sac	17,518	5,236	5,230	5,105	97.6	4,320	5,220	40	0.8
Scott	100,698	29,440	28,695	28,340	98.8	22,303	28,735	1,195	4.2
Shelby	15,942	4,478	4,420	4,355	98.5	3,783	4,415	150	3.4
Sioux	26,381	7,297	7,205	7,020	97.4	5,659	7,180	85	1.2
Story	44,294	12,295	12,290	12,125	98.7	8,478	12,265	350	2.9
Tama	21,688	6,681	6,480	6,340	97.8	5,570	6,465	45	0.7
Taylor	12,420	4,065	4,050	3,940	97.3	3,440	4,050	70	1.7
Union	15,651	5,001	4,955	4,825	97.4	4,142	4,935	25	0.5
Van Buren	11,007	3,614	3,205	3,070	95.8	2,997	2,945	35	1.2
Wapello	47,397	14,558	14,370	13,775	95.9	11,249	14,315	135	0.9
Warren	17,758	5,326	5,220	5,115	98.0	4,195	5,210	85	1.6
Washington	19,557	6,037	6,035	5,760	95.4	4,909	6,050	80	1.3
Wayne	11,737	3,943	3,915	3,840	98.1	3,341	3,905	30	0.8
Webster	44,241	13,051	12,865	12,570	97.7	10,444	12,735	185	1.5
Winnebago	13,450	3,816	3,845	3,790	98.6	3,047	3,845	40	1.0
Winneshiek	21,639	5,869	5,815	5,620	96.6	4,959	5,825	40	0.7
Woodbury	103,917	31,253	30,945	30,110	97.3	25,208	30,880	190	0.6
Worth	11,068	3,208	3,185	3,085	96.9	2,629	3,190	15	0.5
Wright	19,652	6,054	5,945	5,845	98.3	4,967	5,915	95	1.6

To a time buyer

who wants zein

We've been pressure-cooking John Crosby's latest column on Madison Avenue prose, and just about have it house-broken. He had us downwind for awhile—we were soft as a grape—but, after spitballing the whole picture with the top brass, we have most of the egg off our face.

Except one thing. "You got to have enough protein," he indicates. If he means edestin, we're at the end of our hemp. If it's glutenin he's kicking around, it jells—we're almost up to our armpits in wheat. But if he's finalizing on zein, we're really on the green. Zein, it says in our encyclopedia, is a corn protein. Man, we have zein. Iowa again promises to fill the nation's bins with 647,940,000 bushels of corn this fall.

That's protein which turns into purchasing power which turns into sales which turns into another reason for you to call the Katz Agency and try the WMT market for size. It fits big sales and small (or large) budgets.



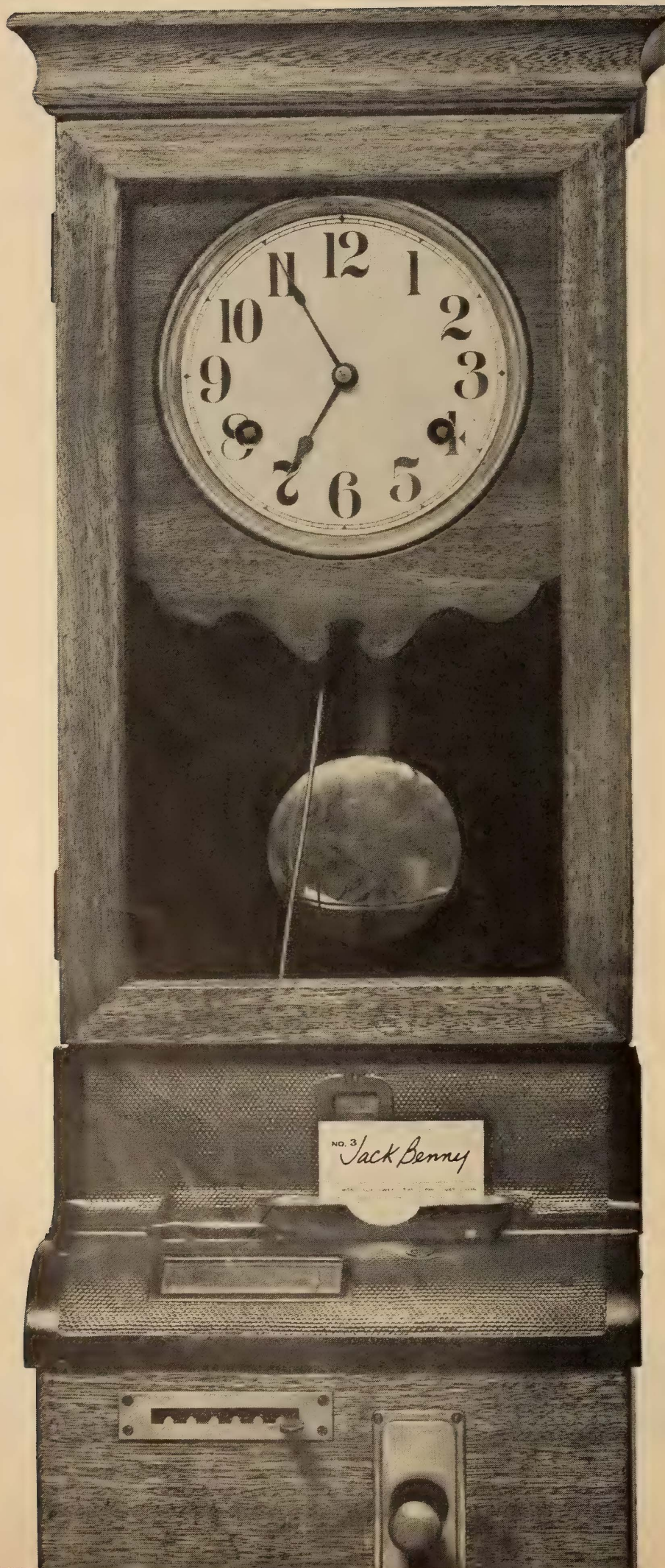
CEDAR RAPIDS

600 KC

5000 WATTS

BASIC CBS RADIO NETWORK

Represented Nationally by the Katz Agency



1	NO 25 Louella Parsons
NO 2 Our Miss Brooks	27
3	NO 28 F.B.I. in Peace and War
NO 4 Amos'n' Andy	NO 29 Dr. Christian
NO 5 Bergen McCarthy	30
NO 6 Philip Morris Playhouse	NO 31 What's My Line?
NO 7 Hallmark Playhouse	NO 32 Blue Ribbon Bouts
8	NO 33 Meet Millie
NO 9 Bob Trout	34
NO 10 Choraliers	NO 35 Hollywood Playhouse
NO 11 Allan Jackson	NO 36 Bing Crosby
NO 12 Lowell Thomas	37
NO 13 Beulah	NO 38 Mr. Keen
NO 14 Jack Smith	39
NO 15 Club 15	40
NO 16 Peggy Lee	41
NO 17 Edward R. Murrow	42
NO 18 Suspense	NO 43 Vaughn Monroe
NO 19 Godfrey's Talent Scouts	NO 44 Gene Autry
NO 20 Lux Radio Theatre	NO 45 Tarzan
NO 21 Bob Hawk	NO 46 Bangbusters
NO 22 People Are Funny	NO 47 Saturday Salutes
NO 23 Mr. & Mrs. North	48
NO 24 Life With Luigi	49
NO 25 My Friend Irma	NO 50 Arthur Godfrey

THEY'RE ALL BACK

...and out front with the customers

You might easily picture this time clock in stores all over the country. And with the same names. For Benny, Bergen, Crosby, Godfrey, and company have started a new fall season on CBS Radio. And they're giving their greatest performances not only in 43 million homes and 27 million cars—but as salesmen behind counters from coast to coast.

There's no sales force like them—for selling more things to more people in more places...

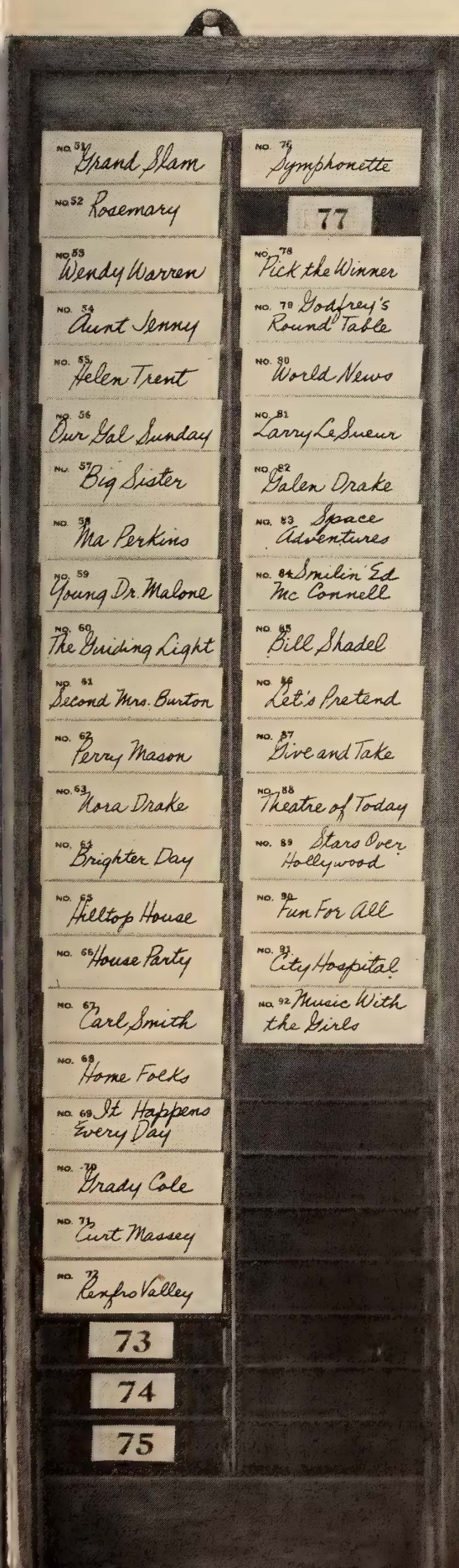
It makes a difference that so many of the leading shows are heard on the same network. (More of them are on CBS Radio than on all other networks combined.) For they bring *all* the network's sponsors into a main stream of customer traffic. They create the best *locations* in all advertising.

For this reason 25 per cent more time is sponsored on CBS Radio than on any other network. And the time-slots still available have all the "crowd" advantages of stores next to Macy's or Gimbel's.

Around the clock CBS Radio's star attractions assure the greatest carry-over of listeners from show to show... the largest average audience... the lowest advertising cost

You too can be out front with the customers on the **CBS RADIO NETWORK**

NOTE: Sunday, 2:30 to 4:00 pm (Slot 77) has just been filled by the New York Philharmonic-Symphony for Willys-Overland Motors, Inc.



"Are you getting these FREE Technical Bulletins?"



There's plenty of valuable information for recording engineers and tape enthusiasts in the new series of "Sound Talk" bulletins. Written by technical experts and backed by extensive laboratory tests, these fact-filled bulletins furnish a rich, practical background of magnetic recording information for anyone engaged in professional recording work.

"Sound Talk" bulletins are currently being

mailed to upwards of 3,000 users of professional tape recording equipment. If you are not on our mailing list, simply fill out and mail the coupon below and we will send you your "Sound Talk" binder containing a complete set of bulletins. There will be no charge for this or for the succeeding bulletins you will receive, of course.

Minnesota Mining & Mfg. Co.
St. Paul 6, Minn.

BT-102

Please put my name on your mailing list to receive free
"Sound Talk" bulletins.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



REG. U.S. PAT. OFF.

SCOTCH BRAND MAGNETIC TAPE

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.



U. S. AGENCIES

Add Canadian Branches

INCREASED American investment interest and a growing amount of advertising business in all Canadian media are bringing a larger number of American advertising agencies to Canada.

While no official announcements have been made, there are many reports of more agencies looking for office space and Canadian advertising men at Toronto and Montreal. Among those reported planning offices in Canada is McCann-Erickson Inc., New York. There are now 16 American agencies in Canada as compared to 12 a year ago.

The invasion of U. S. agencies may pose troubles for Canadian advertising agencies and Canadian and American station representatives. Canadian agencies are losing big accounts which they handled for Canadian subsidiaries of parent American companies. While Canadian offices of American agencies now handle the accounts, they are adding wholly Canadian accounts as they become established.

Station representatives have other difficulties. While business in Canada was placed from U. S. agencies, American station representatives earned a commission. Now that the agencies have offices in Canada, station representatives are claiming the commissions as the business is placed from Canadian offices of the agencies.

It is understood some U. S. station representatives are discussing a commission split with Canadian station representatives of such stations. One American station representative firm is seriously considering opening a branch office in Canada.

OHIO AD MEET

To Honor AFA's Elon Borton

OHIO State U.'s ninth annual Advertising Conference will honor Elon G. Borton, president-general manager, Advertising Federation of America, at a luncheon Oct. 17 in Columbus' Chittenden Hotel.

Mr. Borton will be honored for "distinguished contributions to the field of advertising," according to Dr. Kenneth Dameron, conference committee chairman. In addition, Mr. Borton will speak on "The Role of Organized Advertising in Selling America's \$350 Billion Output."

The two-day conference, with headquarters at the Fort Hayes Hotel, will be co-sponsored by the university's commerce college, the Fifth AFA District, and advertising organizations in Ohio and adjoining states.

WMTR Morristown, N. J., has opened a branch office in Dover, N. J. Station and the Dover *Lakeland News* are teaming up in what was described as first newspaper-radio cooperative effort in the area on station's newscast.

KBA MEETING

Fall Sessions Open Today

OPENING sessions of the two-day Kentucky Broadcasters Assn. fall meeting get underway today at Ashland's Henry Clay Hotel.

After registration and committee meetings, BAB President William B. Ryan and Ashland Mayor David Aronberg are the luncheon speakers. Sales clinic is slated for 2 p.m. with Miller Welch, WLAP Lexington, to be chairman of a panel comprising Parker Smith, WKYW Louisville; Richard Goodlette, WKIC Hazard; Prewitt Lackey, WPAD Paducah and Edward Dameron, WPKE Pikeville. After the sales meeting, a report of the nominating committee is scheduled. Paul Blazer, board chairman, Ashland Oil & Refining Co., will speak at a buffet supper-meeting to close the day's activities.

Tomorrow's morning session is to be devoted to elections of officers and a business meeting.

Brief luncheon talks will be made by Robert T. Mason, WMRN Marion, Ohio, NARTB District 7 director, and John T. Gelder, WCHS Charleston, president, West Virginia Broadcasters Assn.

A program clinic is slated for 2 p.m. with Jean Clos, WKLO Louisville, chairman, and W. R. Martin, WCMJ Ashland; Scott True, WFTM Maysville; Sam Livingston, WKYB Paducah, and Ed Brownell Jr., WLEX Lexington, panel members.

OHIO CAMPAIGN

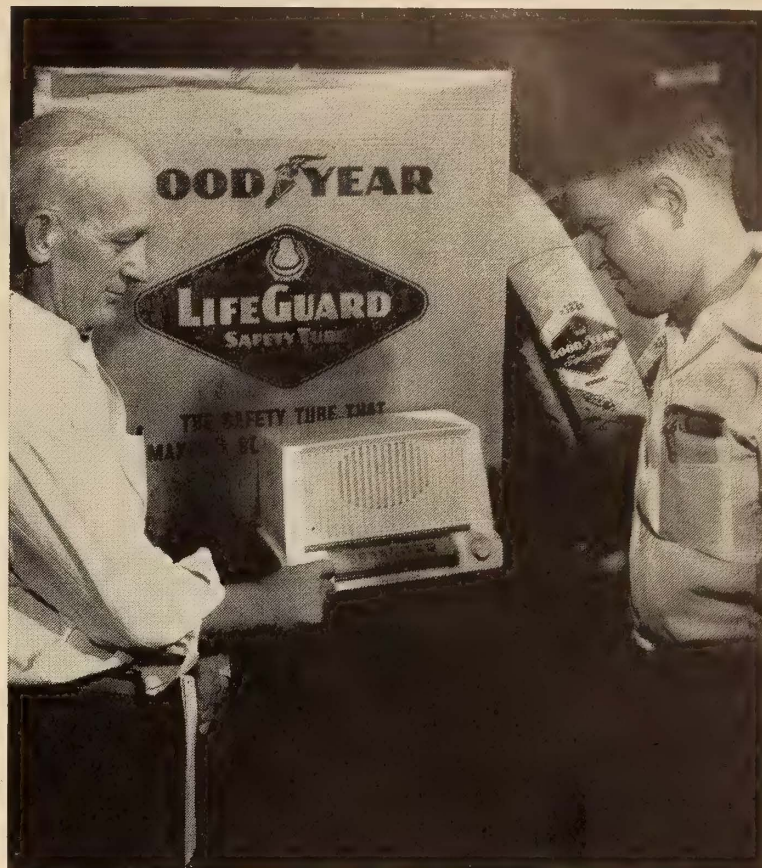
Spots Spur Registration

CAMPAIGN waged by Cleveland stations and spearheaded by WGAR President John F. Patt, chairman of NARTB's Register-and-Vote Committee, is credited with swelling national election registrations in that city and elsewhere in Ohio.

A radio-TV saturation spot-special program drive spurred a 5%-30% increase in northeastern Ohio registration and a record high for Cleveland. Nearly 2,000 spots and 5-, 15-, 30-minute programs were used in the three-week campaign.

Most Cleveland stations used availabilities for spot plugs two days before the campaign deadline. WGAR made use of, in addition to a flurry of announcements, all talent to promote registration each day during the drive. Stunts included special sound effects to dramatize issue, and spots by Gen. Dwight Eisenhower and Charles Taft, GOP candidate for governor in Ohio.

Another feature was an appearance by Boy Scouts on special shows to point up the privilege of voting. Bill Gordon, WHK Cleveland disc jockey, conducted a "Why I Want My Baby To Be President" contest. Jake Heintz, WTAM and WNBK (TV) Cleveland, also aired a special youngsters' show. Spots, recorded by Ted Brown, Ohio secretary of state, were supplemented with lobby displays.



Goodyear Tire Dealer Keeps Sales Rolling With Fulton Lewis, Jr.

Herb Quinn and Horace Hodgson (left to right above) took to the air to promote Quinn-Hodgson Tire Service. Well into their second year of sponsorship of Fulton Lewis, Jr. on KOLN, the Mutual station in Lincoln, Nebraska, they report:

"We continue to be amazed at the results brought to us by our sponsorship of Mr. Lewis. Our firm works on a modest advertising budget; because his listeners are so loyal, Fulton Lewis gives us maximum results from our ad dollars."

The 5-nights-a-week Fulton Lewis program, with a ready-made audience and the prestige of the largest national network, is available for sale to local advertisers at local time cost plus low, prorated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers, Fulton Lewis, Jr. offers a proved and tested means of reaching customers and prospects. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

CONTEMPT RULING

BULWARK to the maintenance of the ban on radio-TV coverage of House committees is seen in a Federal judge's decision last week that a witness before a Congressional committee may refuse to testify in front of TV cameras and radio microphones. It is also feared that this first judicial seal of approval on the banning of broadcast media may speed Senate action on a resolution (S Res 319) to serve the same purpose in the upper house.

Prohibition against radio-TV coverage of House meetings was imposed by Speaker Sam Rayburn (D-Tex.) earlier this year [B•T, March 10, 3]. In the Senate, Sen. Pat McCarran (D-Nev.), chairman of the Senate Judiciary Committee, offered the resolution to ban radio-TV coverage of Senate meet-

ings [B•T, May 26]. The resolution was never reported out of the Judiciary Committee.

In his decision adjudging alleged Cleveland gamblers Morris Kleinman and Louis Rothkopf not guilty of contempt of Congress, U. S. District Judge H. A. Schweinhaut upheld their refusal to answer any questions put to them during the height of the Kefauver Crime Committee hearings in March, 1951 [B•T, April 2, 1951].

Both men claimed that their constitutional rights would be violated if they were compelled to testify while TV cameras, radio microphones, newsreel cameras and lights and other "apparatus" were in operation.

Judge Schweinhaut termed the issue "simple in its nature and

Radio, TV Loses Out

simple in its solution." He said:

The only reason for having a witness on the stand, either before a committee of Congress or before a court, is to get a thoughtful, calm, considered, and, it is to be hoped, truthful disclosure of facts. That is not always accomplished, even under the best of circumstances. But at least the atmosphere of the forum should lend itself to that end.

In the cases now to be decided, the stipulation of facts discloses that there were, in close proximity to the witness, television cameras, newsreel cameras, news photographers with their concomitant flashbulbs, radio microphones, a large and crowded hearing room with spectators standing along the walls, etc. The obdurate stand taken by these two defendants must be viewed in the context of all of these conditions. The concentration of all of these elements seems to me necessarily so to disturb and distract any witness to the point that he might say today something that next week he will realize was erroneous. And the mistake could get him into trouble all over again.

"... It cannot be said that for

John, who is a good man, one rule applies, but for Jack, who is not a good man, another rule applies."

Defendants waived a jury trial. According to law, Judge Schweinhaut's ruling cannot be appealed to a higher court.

The appearance of Messrs. Kleinman and Rothkopf came after telecasts of the Kefauver Crime Committee hearings had attracted nationwide attention. In one case, on the objections of reputed gambler Frank Costello, the TV cameras were focused on his hands, but microphones remained "open" during his testimony before the committee.

Messrs. Kleinman and Rothkopf, however, refused to answer any questions while the broadcast apparatus, newsreel and photographic equipment were in operation. They persisted in this refusal even though TV cameras were aimed only at the committee and its counsel.

In a memorandum submitted to the Court by Assistant U. S. Attorney William Hitz, it was pointed out that the U. S. Court of Appeals in February of this year upheld the right of the Kefauver Committee to permit TV-radio and newsreel equipment for coverage. In *U. S. v. Moran*, the appellate court upheld a conviction for perjury. Rebutting the defense argument that the Kefauver Committee was not "a competent tribunal" in the legal sense, the Court said:

"... nor was the hearing so lacking in decorum because of microphones, television cameras and photographers that it cannot be regarded as 'a competent tribunal.'"

Cites California Ruling

Mr. Hitz also called attention to a California murder conviction which was upheld by the U. S. Supreme Court last April. In *People v. Stroble*, Mr. Hitz pointed out that the California Supreme Court held that television scenes in the court room during Mr. Stroble's trial for murder was not prejudicial error.

Last March, Speaker Rayburn "ruled" that House rules did not permit the broadcasting or telecasting of committee sessions. He issued his ban based on his "interpretation" of the House rules of procedure.

In May, Sen. McCarran introduced a resolution (S Res 319) to ban radio and TV from covering Senate committee sessions. No action was taken last Congress.

The House of Delegates of the American Bar Assn., last March, passed a resolution recommending a ban on the broadcasting and telecasting of court trials and committee hearings [B•T, March 10]. This was followed by a similar stand by the New York State Bar Assn. Three states have passed laws prohibiting the broadcast media from covering court and legislative sessions—New York, Wisconsin and Georgia. Latest to make known its opposition to radio-TV coverage was the Federal Bar Assn. [B•T, Sept. 29].

**17 OUT OF 18
PREFER WDAY, FARGO!**



According to an independent survey made by students at North Dakota Agricultural College, 17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station. 3,969 farm families in the rich Red River Valley were asked, "To what radio station does your family listen most?" 78.6% said WDAY, with the next station getting only 4.4%!

Fargo-Moorhead Hoopers credit WDAY with

much the same overwhelming popularity "in town". Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater Share of Audience than all other Fargo-Moorhead stations combined!

WDAY is one of America's great radio buys, serving one of America's great farm markets. Write direct or ask Free & Peters for the facts!



WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives



Prestige and listener-preference give WREC advertisers an anchor to get a firm hold on this great \$2,000,000,000 market. Planned, high quality programming keeps a steady audience of interested listeners. (WREC has the highest Hooper rating of any Memphis Radio Station). Yet, the cost is actually 10.1% less per thousand listeners than in 1946. Tie up your sales program in the Mid-South by keeping your sales message on the station your customers prefer—WREC.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

•

AFFILIATED WITH CBS, 600 KC, 5000 WATTS

KBKO CONTROL

Allen, Kelly Take Over

W. GORDON ALLEN, president of Oregon's Beaver Network, and Thomas P. Kelly, commercial manager of KGAE Salem, Ore., have taken over management of KBKO Portland from Mercury Broadcasting Co. following FCC approval more than a fortnight ago of their purchase for \$26,800 of controlling interest in KBKO [B•T, Sept. 29].

Mr. Kelly will be in charge of KBKO, which plans new call letters and studio location. Chuck Wheeler, KGAE account executive, is new KGAE commercial manager. These two outlets, plus KGAL Lebanon, are Beaver Network stations. A fourth, KSGA Redmond, began operations last Wednesday (see story, this page).

Mr. Allen owns stock in all four properties, including 216 of 425 shares of KBKO. Mr. Kelly has 105 of total shares.

Feature of the Week

(Continued from page 16)

before are now bankrolling the program.

A survey of the city showed 60,000 Negroes in the Boston metropolitan area. To interest this group of listeners the station engaged Sabby Lewis, popular New England colored band leader as the first colored disc jockey in the area. His one-hour daily program is paying off in sponsorship. Other programming, directed to the Negro audience, has been added.

Arrangements were made with Estelle M. Sternberger, of WLIB New York, first recipient of the Albert Einstein award, to tape a special *You and the News* analysis for the station. After Labor Day a local *Charm School of the Air* was inaugurated. Also planned with another Greater Boston personality is a program which revolves around Bob Emery of "Big

Brother" and "Small Fry" fame.

Mr. Furman believes that the increase in billings since he took over as manager of the station is a direct result of the aggressive attempt to place WBMS in a unique spot in the Boston area. Every independent station, he feels, "has a golden opportunity today. It can keep the cash register humming, in spite of keener-than-ever competition from network radio and television.

"The success we have had with our program innovations can be duplicated anywhere," Mr. Furman believes, "if the independent station will look in its own backyard for ideas that will attract listeners in its particular area.

"Where there are listeners," he concludes, "there are sponsors." The record has proved Mr. Furman's point.

GILMORE RESIGNS

As WBIG Greensboro Officer
RESIGNATION of Aileen Gilmore as secretary-treasurer and office manager of the North Carolina Broadcasting Co., licensee of WBIG Greensboro [B•T, Oct. 6], was accompanied by praise from the station for her "recognition of WBIG's obligation to the community."

Miss Gilmore has not announced plans. She joined WBIG in June 1945, was elected secretary in January 1947 and was made treasurer in February 1949. She previously was bookkeeper and office manager for Commonwealth Hosiery Mill, Randleman, N. C., Stedman Mfg. Co. and P & P Chair Co., Ashboro, N. C.

HEARING ASKED

On WWDC-FM License

REVERSAL of FCC order dismissing protest by Transit Riders Assn. Inc., Washington, against renewal without hearing of WWDC-FM Washington license was asked Monday in U. S. Court of Appeals, District of Columbia.

The association asks the court to require the FCC to hold public hearings on the license renewal application of WWDC-FM, which was granted such renewal without hearing July 10. The U. S. Supreme Court ruled May 26 that the D. C. Public Utilities Commission was within its rights in permitting radio programming for buses operated in the nation's capital [B•T, June 2]. This decision reversed an appellate court ruling holding riders were deprived of liberty without due process of law [B•T, June 18, 11, 1951].

TRA argued Sec. 309 (e) of the Federal Communications Act provided for filing of protests against applications for broadcast licenses by "any party in interest." Carl L. Shipley, TRA attorney, contended TRA is a legitimate party in interest, citing separate FCC opinions supporting its view.

Claude N. Palmer, TRA president, said the group includes about 500 trolley and bus patrons. The petition was described as "but one phase of a continuous and vigorous drive to free the captive audience."

KSGA MAKES BOW

On 1240 kc in Redmond

KSGA Redmond, Ore., 250 w on 1240 kc, went on the air Wednesday. The station is owned by W. Gordon Allen and Harold C. Singleton, doing business as the Redmond Broadcasting Co.

Mr. Singleton is chief engineer of KGW Portland, Ore., and part-owner of KTEL Walla Walla, Wash. Mr. Allen also operates KGAL Lebanon and KGAE Salem, Ore., and reportedly has just received FCC approval of the transfer of control to him of KBKO Portland. Gil Lieser, formerly with KBMY Billings, Mont., is manager of KSGA. Al Horton is KSGA chief engineer.



**One Bumper Crop
On Top of Another
Makes WIBW Listeners Rich**

RIGHT on top of the largest wheat crop in Kansas history comes the U.S.D.A. estimate of a corn crop about 20% higher than last year. Guaranteed prices insure WIBW listeners their 12th year of skyrocketing income . . . spendable CASH.

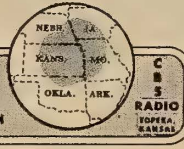
Make no mistake about it, these extra-rich farm families are WIBW's audience. They listen to us most* because we're THE FARM STATION for Kansas.

What's more, they ACT on our recommendations. You get fast sales action right through your local dealers. Let us prove it with RESULTS FOR YOU.

* Kansas Radio Audience 1952

WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep. Copper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



Rep. Copper Publications, Inc. • Ben Ludy, Gen. Mgr. • WIBW • KCKN

Strictly Business

(Continued from page 16)

Monday night I did a sportscast for the first time in my life." Mr. Kelley was with KFSA until January 1949, when he joined the sales force of KTSA San Antonio.

In August 1950, Mr. Kelley became a local salesman for KEYL (TV) San Antonio, which then was a DuMont Television Network affiliate. He was in charge of network, local, national and regional from March 1951 through June 1952. In November 1951, the station was purchased by the Fort Industry Co., now the Storer Broadcasting Co.

Mr. Kelley's present duties include the handling of network sales and schedules, and all national and regional and spot sales. KEYL is affiliated with CBS-TV, ABC-TV and DuMont.

Wherever Mr. Kelley has gone, he has been active in civic affairs. San Antonio is no exception. He is a member of the board of directors, San Antonio Advertising Club and chairman of the Lion's Club publicity committee.

Although born July 14, 1918, in Jersey City, New Jersey, Mr. Kelley now considers himself a Texan. "There's no place like Texas," says Mr. Kelley, talking like a native son. "I have four or five poll tax receipts to prove my loyalty. Mention the tidelands issue and I'll argue long and loud as the native Texan. Greatest place on earth, this San Antonio, for a golf enthusiast . . . it's a year-round activity here."

Mr. Kelley was married Dec. 2,

'IRISH' NETWORK

Now Numbers 88 Stations

IRISH Football Network with 88 stations is claimed to be the largest specialized network in the nation, according to AT&T. Play-by-play



Mr. Boland

accounts of Notre Dame grid games originate with WSBT South Bend and are carried from coast-to-coast, to Hawaii and Alaska, and, via the Armed Forces network, to servicemen overseas.

Joe Boland, WSBT's sports director, conceived and built the five-year-old network. Mr. Boland handles both the business phases of the network and the play-by-play broadcasts.

Stations contracting for the service buy a single "low-priced" package broadcast cued for local sale. Each station handles its commercials from its own studios. The package price in most cases includes costs to each station's control board.



ON inspection tour of WNAX Yankton, S. D., are (l to r) Luther Hill, publisher, Des Moines Register & Tribune; Robert R. Tinscher, WNAX general manager, and Gardner Cowles Jr., publisher, Look and Quick magazines. Mr. Cowles is president and Mr. Hill is executive vice president of the Cowles Broadcasting Co., which operates WNAX.

1950, to Victoria Rotherham, who lived directly across the street from him in Jersey City for many years.

His hobbies are golf and bowling and he nurses an ambition to someday own a sailboat. He doesn't think even his Texas colleagues

will mind if he still clings to his loyalty to the New York Giants baseball team.

Mr. Kelley proudly tells you of his color movies of bull fights in Mexico—"the fight from start to finish," then adds, jokingly, "Sorry, they're not available for TV."

GOVT. DISCOUNTS

Toronto Assn. Urges End

END of the special 260-time rate for Canadian government advertising is being recommended by the Radio Station Representative Assn. of Toronto, to stations represented by the member firms. This was decided at a station representatives meeting last week at Toronto. It follows the action already taken by a number of western Canadian stations. Originally the stations gave government business a special discount to foster more radio advertising by government departments. Because this did not develop western stations now handle government advertising in the manner of any other sponsor.

The representatives also are investigating via the Canadian Assn. of Broadcasters, how small market stations can set up economically their own editorial policy broadcasts at the local level.



DO YOU REMEMBER ?

The tense moments of waiting . . . the question on everyone's lips . . . "will he make it?" Yes . . . "Slim" Lindbergh set a new epoch in aviation when, all alone, he challenged nature by flying the Atlantic in the "Spirit of St. Louis" . . . a plane which today would be felt unsafe for even a take-off. Yes . . . Do You Remember? We do . . . for that was the year WWNC was born.

We at WWNC, where key personnel can boast 126 years combined service on this one station, invite you to look at the Asheville area. Look, too, at WWNC, the station that is truly the "voice of Western North Carolina" and has been for a quarter century. The loyalty of the WWNC listeners is evidenced by the Station's 12-county 50-100% penetration, as measured by BMR—over 84% of all radio homes.



5000 WATTS

WWNC

DAY AND NIGHT

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

Merrill's Post Keyed to Election

(Continued from page 25)

nominee, if successful, would prefer to retain him.

The next FCC term to expire after those of Chairman Walker (1953) and ex-Comr. Jones (1954) is that of Comr. Hennock (1955). She is an ardent New Dealer and champion of educational TV reservations. It is assumed a Republican President would choose to name another should there not already be four Republicans on the Commission at that time.

Comr. Webster's term expires in 1956.

The present term of Vice Chairman Hyde expires in 1959. With FCC and its predecessor, the Federal Radio Commission, since 1928 and a Commissioner since 1946, he is considered a likely choice for the Chairmanship should the Republicans win in November. Another Chairmanship possibility, of course,

is Republican Comr. Sterling, whose term expires in 1957.

Within hours after President Truman's announcement on Monday of Mr. Merrill's appointment, the latter paid a courtesy call upon Chairman Walker at the Commission. He was again at the Commission on Thursday for conference with the Chairman and other members of the Commission to arrange his affairs and transfer.

The President, announcing the Merrill appointment at Salt Lake City, declared:

This morning I signed a paper appointing to the FCC a distinguished resident of your state, Eugene H. Merrill. I thought you might be interested in that, because I understand that Mr. Merrill's father was a member of the board of this university. Of course, that was good recommendation for him, as far as I was concerned. . . .

Mr. Merrill might be surprised at

the big thick file that we went over, before appointing him. But I don't want you or him to worry—his file is fine.

Mr. Merrill's name has come up several times before when the President was understood to be considering filling vacancies on the FCC. He was a prospective appointee even as early as the time a fellow Mormon, Comr. Hyde, was considered and selected.

Engineer by Profession

Mr. Merrill by chosen profession is an engineer. He was graduated in 1932 from the U. of Utah as a mining engineer. In 1935 he became chief engineer of the Utah Public Utilities Commission, his first case involving an investigation of the rates, property values and operation of the Mountain States Telephone & Telegraph Co.

In 1940 he became president of the National Conference of Public Utilities Commission Engineers and from 1941-45 was consulting en-

gineer to the Utah Public Utilities Commission.

Just prior to Pearl Harbor Mr. Merrill joined the Office of Production Management, aiding in the organization of its successor, the War Production Board. He was assigned to communications, including radio, telephone and telegraph. Radio later was separated from his responsibilities, and he then devoted full attention to telephone and telegraph until the end of the war.

In 1945 Mr. Merrill was assigned overseas for the Foreign Economic Administration, first to Austria as a power consultant and then to Germany as deputy and next acting chief of communications. His duties included allocation of radio frequencies for the occupation forces and civilian population among the other broad fields of communication. Provisions for television were involved.

Joined NPA

He returned from Germany to Washington in 1950 to join Gen. William H. Harrison's National Production Authority and aid in its establishment. He headed up a group of materials experts allocating such basic items as steel, copper and rubber.

Although he refuses to commit himself as to his future philosophy when serving with FCC, Mr. Merrill firmly believes "government is for the people."

"Those who hold government positions," he said, "should devote all their energies to what is for the benefit of the people. The Democratic party in Utah and the U. S. is sympathetic to the welfare of the people. Those we name on national tickets are interested in the same philosophy. . . . I am an admirer and supporter of President Truman, the Administration and Governor Stevenson."

CBC BOARD MEET

Set for Ottawa, Nov. 6-8

POWER increases and share transfers top the Nov. 6-8 public sessions scheduled by Board of Governors of the Canadian Broadcasting Corp., at Ottawa. Power increase from 5 kw to 10 kw on 1220 kc, is requested by CKCW Moncton. Power increase and frequency change is asked by CKRS Jonquiere, from 1240 kc to 590 kc, and from 250 w to 1 kw.

CJNT Quebec requests a change in license from English-language to French-language. CHNO Sudbury wants a supplementary transmitter of 250 w on 900 kc to operate with the present CHNO transmitter's 1 kw on 1440 kc. Share transfers are asked by CKLS La Sarre, CJAD Montreal, CKNW New Westminster, CJEM Edmonton, CJFX Antigonish, and CHAB Moose Jaw. Emergency transmitter licenses are requested by CFJR Brockville, and CKY Winnipeg.

X

BALLOT

In popularity vote lies our fame.

We're a hard-to-beat candidate*—

To build sales for you is our aim

In the 7th New England State.

WTAG

AND WTAG-FM BASIC CBS



WORCESTER, MASS.

Register your vote with Raymer

* Year after year—
voted No. 1 in
New England's
third largest
market.



**"We want speed at any price
...yet we use the cheapest air service!"**

—Richard E. Crowe, President, Globe Electrotpe Company

"We ship electrotypes to publications all over the country—from 30 to 300 in a single day. That's a lot of deadlines!

"We've made it a rule to specify Air Express.

"When Air Express started in 1927, we were among its first customers. We've used it ever since. And, in all that time, we've NEVER HAD ONE SINGLE KICK on an Air Express shipment! That's quite a record, and I've checked it with our people here.

"We've tested other air services. Air Express is consistently faster and more dependable. AND COSTS LESS! On most of our shipments, Air Express rates are the *lowest*, by a few cents to several dollars. Those differences add up to thousands of dollars in a year's shipping.

"I would advise anyone who is confused about shipping claims to test Air Express and keep a record of results. It convinced us."

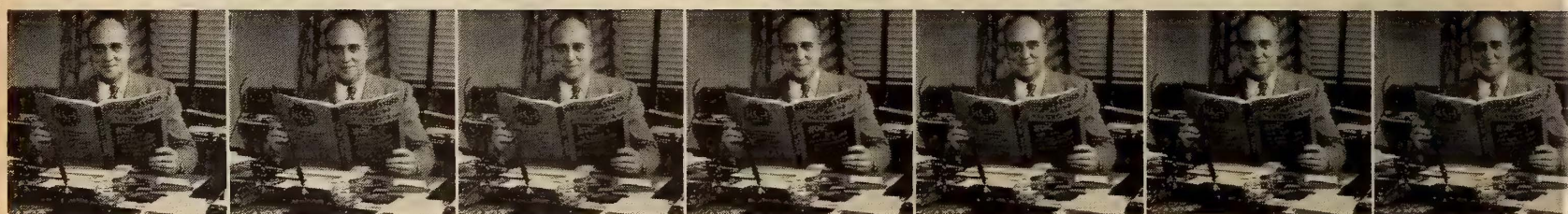


AIR EXPRESS

GETS THERE FIRST

Division of Railway Express Agency
1952 — our 25th year of service

again...and again...and again



Frank Silvernail, BBD&O

day in...day out...the

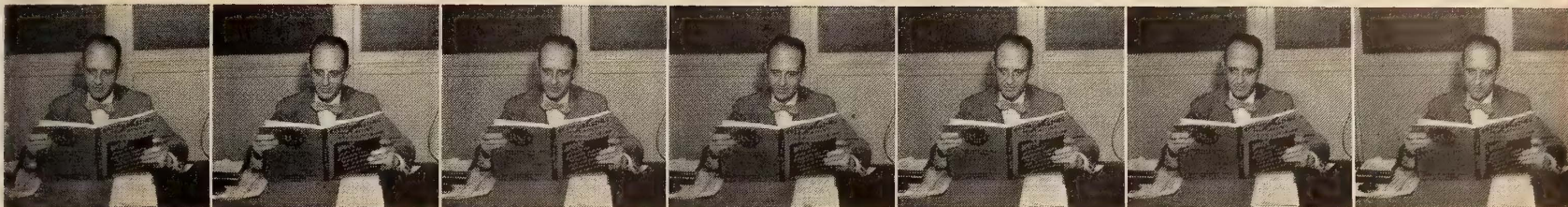


Frank Coulter, Young and Rubicam

Broadcasting Yearbook*

* Circulation 17,000 — Advertising Deadlin

is used by the



Stanley Pulver, Lever Brothers

buyers who place



George Kern, Geyer Advertising

time on your station



Charles Wilds, N. W. Ayer

WSYR 'Special Report'

JEAN MASON, promotion department, WSYR-AM-FM-TV Syracuse, dropped by a neighboring office, saw a bulky envelope bearing the address, Hewitt, Ogilvy, Benson & Mather. Miss Mason thought the envelope should have been mailed out that morning and hurriedly mailed it. Later Dorothy Whitney, of the WSYR sales department, began looking for her lunch—a mystery until Miss Mason and Mrs. Whitney began comparing notes on a description of the wrapper containing the lunch. Miss Whitney hopes the agency man who receives the "report" will be having one of those days when he is too busy to break away from his desk for a bite to eat.

ABC-UPT

IF initial decision by FCC Hearing Examiner Leo Resnick comes out early in November, as expected, it is possible that the merger of ABC and United Paramount Theatres Inc. may be an accomplished fact before the end of this year.

Last of proposed findings was submitted to the Examiner last Monday by the FCC's Broadcast Bureau [AT DEADLINE, Oct. 6]. The Broadcast Bureau recommended that the merger be denied and also the licenses be revoked of Paramount Pictures' KTLA Los Angeles, UPT's WBKB and the DuMont-owned TV stations in New York (WABD), Washington (WTTG) and Pittsburgh (WDTV).

General approach by the Broadcast Bureau was that the licensees were not qualified to operate broadcast stations because of their anti-trust history and also the merger would not be in the public interest.

DuMont is involved because of its

Initial Decision Expected Early Next Month

alleged control by Paramount Pictures, according to the Broadcast Bureau. Paramount Pictures owns 29% of the DuMont firm.

Similar position regarding the merger was taken by DuMont in its proposed findings filed Oct. 3. It also asked the Examiner to disregard the Commission's order instructing him to eliminate all evidence in the record concerning anti-trust violations of the principals which occurred before August 1948.

ABC and UPT filed a joint recommendation setting forth reasons for approving the merger. Paramount Pictures also filed proposed findings favoring the renewal of li-

censes of its owned stations [B•T, Sept. 29].

Also involved in the Paramount case is the sale of WBKB (TV) Chicago from the merged American Broadcasting-Paramount Theatres Inc. to CBS for \$6 million. ABC already owns WENR-TV there.

After an initial decision is issued, parties in the case may file within 20 days exceptions with the Commission and ask for oral argument.

Because the Commission has indicated its desire to speed a final decision, it may be presumed oral argument would be scheduled within a week after the 20-day period. There has been some talk that FCC might shorten the period by announcing meanwhile that it would hold oral argument if requested on the 21st day.

There is no set time for the Commission to act after oral argument. However, most observers believe that it will issue a final decision within a week or 10 days following oral argument. This would make it the first week in December.

'FREE' LABEL

FTC Members Demur

FTC's blanket prohibition against use of the word "free" in broadcast and published advertising claims evoked stern criticism from the agency's newest member last week.

Albert A. Carretta, sworn in as a Federal Trade Commissioner earlier this year, challenged FTC's interpretation as unreasonably restrictive in an order involving a New York businessman. Comr. Lowell B. Mason joined him in the dissent.

Comr. Carretta agreed largely with FTC's ruling in this case but objected to the form of the order. Advertisers generally have been put on notice, through their advertising agencies, that use of the word in connection with ad claims is frowned upon [B•T, May 26, April 14].

"In my opinion, what we should do is to put only such limitation on the use of the word 'free' as may be necessary to prevent its deceptive use," Comr. Carretta asserted.

FTC rests its belief on an administrative interpretation published in February 1948 and upheld by the U. S. Court of Appeals. The U. S. Supreme Court later refused to review the instant case, thus affirming the statute. Better Business Bureaus in major cities, aware of these decisions, also have been viewing ad claims.

Comr. Carretta's deviation from Commission thinking was first revealed by the majority in the Book-of-the-Month case last May.

FTC's order last week was directed at Fred Schambach, New York, who assembles music boxes and sells or distributes them.

Wherever you
Go there's
Radio

You're riding a winner on WGR... for it's the most listened-to radio station throughout Western New York, Northwestern Pennsylvania and Ontario.



National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

*The words are new, the tune is old—
But when the singers get too bold,*

It's time to say, **"STOP THE MUSIC!"**

A virulent campaign of antitruck propaganda has been directed to the newsrooms of press and radio in recent months. Its sources are cleverly concealed. Even so, most editors and commentators have recognized it for what it is, and have quietly buried it in the wastebasket.

A Senate Committee investigating an earlier antitruck campaign using similar tactics had this to say:

"It is perfectly legitimate for any industry to get its point of view before the people of the country. Criticism can only arise when material originating from the railroads is not so designated. Railroads being a public utility, the public has the right to know the source of any information concerning them in order to evaluate properly the extent to which such information may be biased."

Railroad campaigns against trucks are nothing new. But the railroad interest never comes out in the open, so it can be identified as the source of the noise. The same Senate Committee recognized this fact when it reported:

"Railroads and railroad associations have spent large sums in lobbying for antitruck legislation. Seldom revealing their true role, they have worked 'under cover' behind the fronts of taxpayers' groups, transportation associations, safety councils, and other organized groups. Among the measures thus secretly sponsored have been laws increasing taxes on trucks,

limiting the size and weight of trucks and trailers, and tightening insurance and license requirements. Material furnished free to newspapers and supposedly coming from a disinterested source gave wide publicity to the railroads' point of view. Research studies presented as the work of impartial engineers or taxpayers' groups, but actually financed by the railroads, purported to show the damage done to highways by trucks and the inadequacy of taxation on trucks."

The current antitruck campaign has merely written some new lyrics for the same old discordant tune that occasioned these quotes. But the message and the tactics of the singers are the same. And they're wearing the same old false faces as they chant their hymn of hate. We trust that no one will be taken in by the noise!

ANY NEWS ABOUT TRUCKS you get from us is clearly identified with our own name. We're not "anti"—anything—we're *for* the best service we can give to the nation's producers, distributors and consumers. If you want facts about the trucking industry, we and our 51 member associations stand ready to help you. You'll be amazed to find out how important trucks have become to the continuing prosperity of every community—including yours!

JOHN V. LAWRENCE, *Managing Director*
American Trucking Associations, Inc.



American Trucking Industry

American Trucking Associations, Washington 6, D.C.



MILWAUKIE, center of a vast lumber industry and growing neighbor of Portland, is the site of many new industries. Diversified agricultural area in the Milwaukie district supplies much produce to Metropolitan Portland. Only five miles from Portland's city center, Milwaukie is fast expanding as a residential district and has complete shopping facilities for every need.

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

In newspaper parlance "30" means the end of a story but with KGW it means the beginning of many stories. In our 31st year of continuous service in the nation's 30th largest city where nearly 100 per cent of the metropolitan area homes have radio, KGW offers the utmost in day-in day-out listener loyalty.

KGW's radio penetration in the Oregon-Southwest Washington area is a factor of such overwhelming importance that you, as an advertiser, cannot afford *not* to use KGW to sell your product.

KGW alone gives truly full coverage to this area. It gives you the maximum degree of customer saturation and will never be displaced in this regard.

"Plus" service with Portland's pioneer station at that highly desirable low frequency of 620. You're truly in the "know" when you buy "six-two-oh"!

MAYOR Fred Sperr, Milwaukie businessman, says, "It is indeed gratifying to our city to have KGW take an interest in our area. We all feel that this interest typifies the spirit of this great station during its long public service span. We know KGW will continue to serve us best of all Northwest radio."



KGW

PORTLAND, OREGON

KNW CBN AFFILIATE

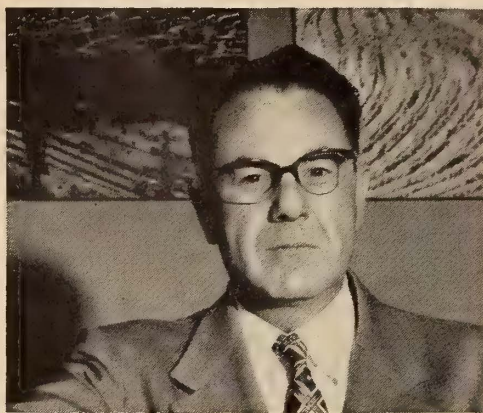
REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

BROADCASTING • Telecasting

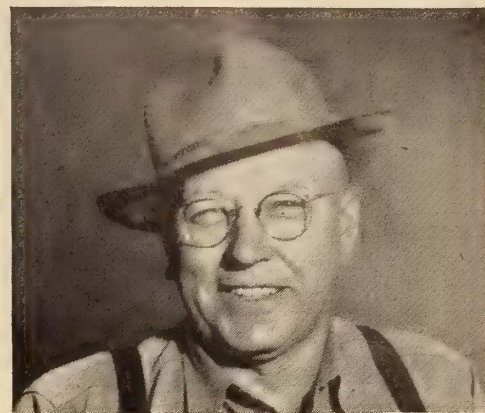
THEY "KNOW" SIX-TWO-OH IN MILWAUKIE



DRUGGIST Vern C. Conwell, Milwaukie Pharmacy, reports, "KGW's merchandising promotion and general interest in our community is a great asset to all business people. We know KGW and have enjoyed its great public service more than thirty years."

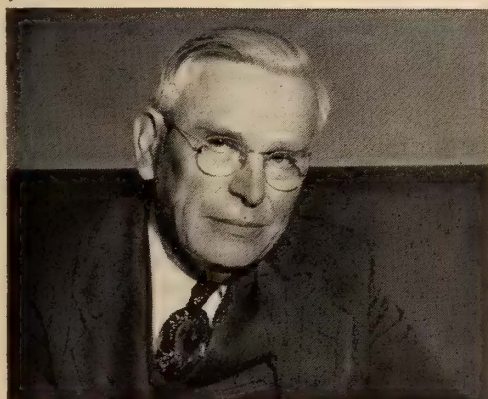


BUSINESSMAN H. W. Berry, District Manager of the International Harvester Company plant near Milwaukie, states, "Our company realizes the tremendous potential of the Portland area. We have recently completed a million dollar plant here to back our faith in the continued growth of the Northwest."



GARAGE OWNER

Leonard B. Mullan of Mullan's Milwaukie Garage, asserts, "Our community relies on radio to bring us entertainment and news. For more than 30 years we've relied on KGW for the best in this field. Truly the 'People's Choice' in Milwaukie."



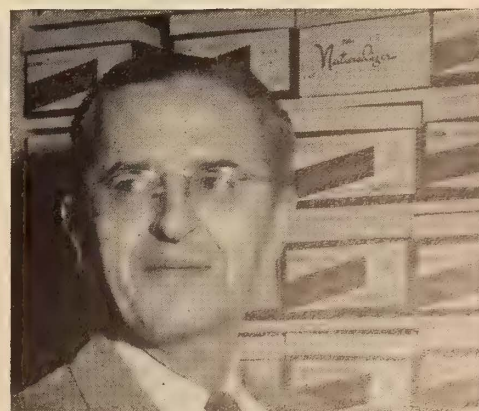
BANKER A. H. Zander, president of the First State Bank of Milwaukie, reports, "I have been in the Milwaukie banking business for more than 40 years, and have had the opportunity to watch KGW grow."

Milwaukie...

serving a retail trade area of more than 35,000 persons, and center of continued industrial and residential growth, acclaims KGW as the "Choice" radio medium in the Portland area.



GROCER Clyde Basler, owner of the independent Price-Rite Grocery in Milwaukie, states, "For best results KGW is the choice. We have seen increases of 30 to 45 per cent on products when they are KGW-advertised."



SHOEMAN C. H. Nickles, owner-operator of Nickles Buster Brown Shoe Store of Milwaukie, asserts, "For fastest reaction on special sales or day-by-day advertising, KGW brings you results that count."



Congress May Restudy Politicalcasts

(Continued from page 27)

questionnaires to be sent to radio-TV stations and other media.

The questionnaires will request information from broadcasters on what candidates have purchased time, amount of time, and general station practices, Paul Cotter, general counsel for the subcommittee, told BROADCASTING • TELECASTING last Thursday. They will be sent to as many stations as possible and political groups as well within the next fortnight, he added.

The subcommittee, headed by Sen. Guy Gillette (D-Iowa) until his recent resignation, comprises Sens. Thomas C. Hennings Jr. (D-Mo.), Robert C. Hendrickson (R-N. J.) and A. S. (Mike) Monroney (D-Okla.). Industry officials testified last spring when hearings were held. One suggestion was that blocks of time be set aside for political broadcasts.

Situation 'Desperate'

Sen. Gillette terms the present situation "desperate" and feels that both parties are able to spend far in excess of amounts limited by the Hatch Act. Political committees must confine their expenditures to \$3 million. Corporations and labor groups are prohibited under the Federal Corrupt Practices Act from making contribu-

tions to political candidates.

Meanwhile, there were varied reactions last week on the purported \$2 million spot campaign announced by Ted Bates & Co. last month and "revealed" by the Volunteers for Stevenson. The original plan, encompassing radio and TV spots voiced in part by Gen. Eisenhower for use in crucial areas, was prepared for the National Citizens for Eisenhower Committee.

Officially, the Republican National had nothing to say on the reported plan or the Democrats' protests to FCC.

Privately, the Republicans claim the Democrats are spending more money for network programs, despite their claim that they must scrape the barrel.

There were reports that both the Democrats and GOP would hold up their spot campaigns until money-raising problems could be ironed out.

Aside from the purchase of nine half-hours on DuMont TV Network and a like number on CBS Radio—all by the Democratic National Committee—it was learned that the Democrats have three radio spot campaigns in the mill—described as regular, "grass roots," and rural. Use will be made of regional networks (Don Lee, Intermountain, Keystone). Films are in prepara-

tion for use by state committees.

Money problems also were pointed up in other ways:

● Stephen Mitchell, chairman of the Democratic National Committee, scored the GOP spot plan as a "step toward . . . dangerous monopoly"; said the Democrats would buy all the spots they could afford but had scaled down their original figure on time; claimed the party almost had to cancel broadcasts in 1948 for lack of funds; reported the Democrats "have come within an eyelash of having to cancel some of Gov. Stevenson's telecasts and broadcasts in this campaign."

● Joel T. Broyhill, GOP candidate for Congress from Virginia, charged that the Democrats had tried to do what they later condemned the Republicans for doing—buying up TV spots in closing days of the campaign. He scored the Democratic FCC protest as a "case of sour grapes."

● Gov. Stevenson himself chided the GOP for its so-called spot "blitz," and felt "this campaign is going to backfire." ("This isn't a soap opera, this isn't Ivory soap vs. Palmolive.") The spots, the Democratic Presidential nominee stated, will not help Americans "forget the Republican record."

Election returns coverage also was taking shape last week at the networks.

Signing of the Chevrolet Div. of General Motors and the Chevrolet Dealers of America to sponsor Mutual's all-night coverage of election returns on Nov. 4-5 [B•T, Sept. 29] was announced last week

by MBS Sales Vice President Adolf N. Hult.

MBS plans to cancel all regularly scheduled programs except newscasts after about 7 p.m. EST on election night and present continuous coverage of the returns, with commentators stationed in key cities across the country to provide rapid tallies and commentary.

MBS Election Plans

Mutual's election headquarters in New York will be operated under the supervision of News Director Milton Burgh and Special Events Director Arthur Feldman.

Details of the Chevrolet sponsorship agreement were not disclosed, except that Mutual said the election coverage on more than 500 MBS stations would be presented "in cooperation" with the Chevrolet Div. and Chevrolet Dealers. Campbell-Ewald Co. is agency for both the division and the dealers.

The Chevrolet-MBS pact means that the election night coverage of all national networks—radio and TV—will be sponsored. Westinghouse is sponsoring CBS Radio's and CBS-TV's plus that of four DuMont TV Network stations; Philco is underwriting NBC radio and television coverage, while Ad-

POLITICAL ADS

Dunlap Clarifies Policy

PAYMENTS made to a political party "indirectly in the form of paid advertisements or contributed radio and television time" are not deductible from income taxes, the Bureau of Internal Revenue reminded last week.

The bureau reiterated its policy in response to questions as to whether radio or TV time purchased by corporations may be deducted for tax purposes. Some firms have bought time or paid space, urging people to vote, on the theory that the expense is deductible, Tax Commissioner John B. Dunlap said.

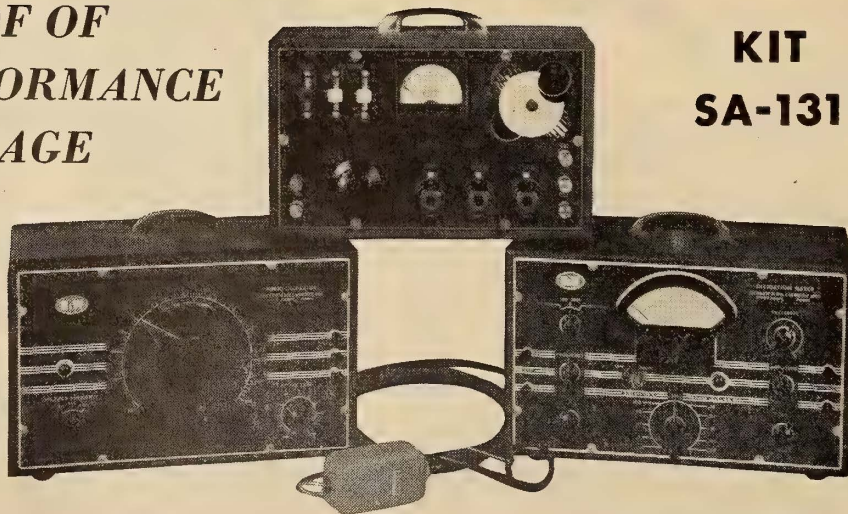
Bureau policy forbids deducting of contributions for political campaigns "or other expenditures of a political nature," he explained. The rule governs direct contributions or indirect expenditures through advertisements, he added. The bureau will enforce the rule as it has in the past, Mr. Dunlap said [B•T, May 12].

Distinction apparently is drawn here between the practice of firms claiming deductions for certain institutional advertising, and that involving advertisements of a political nature. The issue had been raised on Capitol Hill earlier this year. Sen. Hubert Humphrey (D-Minn.) claimed that some firms have charged off political ads as institutional with the usual tax deductions.

→ Quality **PLUS** makes **GATES** a **MUST** →

PROOF OF PERFORMANCE PACKAGE

KIT SA-131



★ Audio oscillator; noise and distortion meter; variable gain set with reference meter; fixed ★
★ and variable pads; diode rectifier with pickup coil and complete manual for taking ★
★ proof of performance—all for \$448.50. A well planned complete kit for measuring ★
★ from microphone input to transmitter output. Better broadcasting stations will use this ★
★ equipment regularly to assure top quality transmission. In stock for quick delivery. ★

GATES RADIO COMPANY
QUINCY, ILL., U.S.A.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

miral is sponsoring that of ABC radio and TV.

In other developments:

● All-night radio and TV campaign election eve will be conducted in North Carolina by N. C. Citizens for Eisenhower. Already selected by James Odell, public relations director of the committee, are WBT-TV Charlotte and WFMY-TV Greensboro, for television, and Tobacco Network for radio. Other stations are to be added for the program, running from 11 p.m. to 6 a.m.

● The GOP National Committee bought time for an address by Sen. Richard Nixon, Republican Vice Presidential candidate, on CBS-TV, and ABC radio Monday (today). Sen. Joseph McCarthy (R-Wis.) will speak on a nationwide radio-TV network Oct. 27.

● Gov. Stevenson will deliver network speeches in Salt Lake City Oct. 14 and Los Angeles Oct. 16—both on CBS Radio and DuMont TV. He also is scheduled for radio-TV dates in Chicago Oct. 21 and again Election Eve (Nov. 3).

● Midwesterners are contributing sums ranging from \$1 to \$50 to a special broadcast fund for Sen. McCarthy. The senator plans to give the speech in Chicago's Palmer House, and a committee is working to collect money for network radio and TV costs. Dinner tickets for the event are selling for \$50.

● The New York Post reported that "tabulation of the first 1,000 contributions to the national volunteers for Stevenson, in the Post's appeal for radio-TV campaign funds, has passed the \$10,000 mark with hundreds of donations still to be counted." Roger L. Stevens, chairman of the Volunteers Finance Committee, said it meant "an extra hour of nation-wide radio and television time which will help Gov. Stevenson reach the American people with his message."

● Lack of communication facilities prevented radio broadcast of Gov. Stevenson's Fort Dodge (Ia.) speech on Saturday night, Oct. 3, CBS Radio has announced. But the network added it allotted Gov. Stevenson time at 10:35 p.m. that night to rebroadcast one of his earlier speeches to match free time assigned to the Republican candidates for a Wheeling, W. Va., broadcast.

CONTRIBUTORS

Demos List Litvin, Spingarn

MRS. Fanny N. Litvin, FCC hearing examiner, and Stephen Spingarn, member of the Federal Trade Commission, are among recent contributors to the Democratic Party, it was revealed last week.

Report filed by the Democratic National Committee with the Clerk of the House showed that Mrs. Litvin contributed \$100 on Aug. 18 and Comr. Spingarn \$500. Report covers contributions from June 1 to Aug. 31, 1952.

Among disbursements reported by the committee were \$19,030 for CBS-TV and \$11,685.80 for CBS Radio network time charges for a simulcast Aug. 28; and various sums for recordings by NBC New York and Sound Studios, Washington, D. C., as well as for tapes by Magnecord Inc.

Additionally, the report showed miscellaneous expenses incurred by Frank E. McKinney, former chairman of the Democratic National Committee, for meetings to discuss raising money for radio and television broadcasts. The listings indicated that Mr. McKinney met on at least a dozen different occasions with radio-TV and political individuals to discuss money and other campaign problems.

A partial listing of the GOP National Committee report, showing radio-TV expenditures, appeared in a previous issue [B•T, Oct. 6].

NARTB MEMBERS

41 Added Since Aug. 28

FORTY-ONE stations have joined NARTB since Aug. 28, President Harold E. Fellows announced Thursday, supplementing the 43 stations reported that date. Mr. Fellows lauded work of William T. Stubblefield, station relations director, and William K. Treynor, West Coast representative.

A. C. Nielsen Co. has joined NARTB as an associate member.

List of stations joining since Aug. 28 follows:

KANS Wichita, Kan.; KBRZ Freeport, Texas; KBZY Grand Rapids, Minn.; KFUN Las Vegas, N. M.; KIYI Shelby, Mont.; KOSA Odessa, Tex.; KRMS Camdenton, Mo.; KSJO San Jose, Calif.; KTRM Beaumont, Tex.; WEVE Eveleth, Minn.; WPKN Montgomery, Ala.; WREX Duluth, Minn.; KMED Medford, Ore.; KTAC Tacoma, Wash.; KWJJ Portland, Ore.; KWIE Kennewick, Wash.; KGAF Gainesville, Tex.; KWSO Wasco, Calif.; KCHE Cherokee, Iowa; KFDR Grand Coulee, Wash.; KICD Spencer, Iowa; KSEM Moses Lake, Wash.; KSIG Crowley, La.; WCPS Tarboro, N. C.; WFMO Goldsboro, N. C.; KALT Atlanta, Tex.;

Safe Forced Landing

FORTUNATE escape from injury was reported when Bess Wyse, owner of KWBW Hutchinson, Kan.; her son, William Wyse Jr., and KWBW Manager Hal King made a forced airplane landing in a plowed field near Hutchinson Sept. 28 while they were returning from a business trip to Austin, Tex. Mr. King, who was piloting the four-seated plane, landed it without damage after the engine failed when the plane ran out of gas. Its faulty gas gauge had read 10 gallons.

KGAR Garden City, Kan.; KGBC Galveston, Tex.; KPRC Houston, Tex.; KSIJ Gladewater, Tex.; KSIW Woodward, Okla.; KSTB Breckenridge, Tex.; WHAR Clarksburg, W. Va.; WOND Pleasantville, N. J.; KGOS Torrington, Wyo.; KWOR Worland, Wyo.; WLOS Asheville, N. C.; KHUB Watsonville, Calif.; KIFM Phoenix, Ariz.; KXOB Stockton, Calif.; WCMB Lemoyne, Pa.

ELECTRICITY USE

TV Boosts Utility Revenue

TELEVISION is boosting the electrical utility industry's revenues by more than \$202 million a year, Dr. Charles B. Jolliffe, vice president and technical director of RCA, estimated last week.

Addressing a conference of utility executives, sponsored by Ebasco Services Inc. in New York on Monday, Dr. Jolliffe said that "present estimates place the added revenue to your utility industry, directly traceable to power consumption by television home receivers, at \$200 million a year."

In addition to this, he said, "the estimated total of electrical consumption by television studios and transmitters in the U. S. approaches \$2.5 million a year."

In the New York market alone, Dr. Jolliffe said, Consolidated Edison "attributes \$12 million of its increase in revenues during the 12 months ended June 30, 1952, to home television usage."

MEASURE THE RICH



FLINT MARKET

Flint, Michigan, is America's largest General Motors plant city and has a

buying income \$1613.00 higher than the national average.

More than half of GM's multi-million-dollar expansion program is now under

way—in Flint. Defense contracts for Flint factories now total ½ billion

dollars. . . . Flint is STILL expanding its earning and spending

ability. Sell the Big Flint Market through Flint's First Station—WFDF.

WFDF FLINT MICH.

910 Kilocycles

One of America's Pioneer Stations

OUR 31ST YEAR

BASIC

AMERICAN BROADCASTING COMPANY

Associated with WOOD and WOOD-TV

Grand Rapids—WFBM and WFBM-TV

Indianapolis—WEOA Evansville.

REPRESENTED BY THE KATZ AGENCY

SURPASSED ONLY BY METROPOLITAN NYC AND CHICAGO . . .

Big Aggie Land— a countrypolitan market

IT'S A MARKET made cohesive by one radio station, reached by one station, sold by one station. One of the world's richest agricultural areas, Big Aggie Land's million radio families last year enjoyed an effective buying income of \$4.2 billion, spent \$3½ billion in purchases at retail. Only two areas spent more—metropolitan NYC and Chicago.

BIG AGGIE LAND is the 267 counties in Minnesota, the Dakotas, Nebraska and Iowa covered by WNAX. To the farmers and townspeople of Big Aggie Land radio is news, weather and farm data, entertainment and social life—and radio is WNAX. Radios are found in 97.3% of the homes; 80% listen to WNAX 3 to 7 times a week.

WNAX-570



YANKTON-SIOUX CITY

A Cowles Station

CBS Radio 570 KC 5000 WATTS



LATEST DIARY STUDY PROVES

Big Aggie Land dominated by WNAX

THIS YEAR, as in 1950, 1948, 1946, and 1945, Audience Surveys, Inc. conducted a listener diary study in 80 Big Aggie Land counties representing 5 states. Trends established in earlier studies continued in 1952. There are more radio homes (up 27%*); more sets in use (up 69.3% daytime, 32.6% night); higher WNAX ratings (up 50.7% daytime, 16.1% night); and bigger WNAX average audience (up 91% daytime, 47% night).

WNAX HAS THE TOP RATING in 97.3% of the 500 quarter-hours covered by the diary, up from 87.8% in 1950. On an overall share-of-audience basis, WNAX averages more than 3 times that of its nearest competitor. Locally produced shows account for 48% of the quarter-hours covered by the diary, with a 28% average-share-of-audience, fantastically high in view of the fact that 52 stations received mention in the study.

THE DIARY STUDY * * proves the unquestionable dominance of WNAX. Big Aggie Land is a rich, fertile area well worth your cultivation. One radio station, and only one station, delivers it—solidly. That's WNAX, where you belong to keep your sales up and your sales costs down. Further information from The Katz Agency.

* All % comparisons express 1952 increase over 1945.

** For a copy, write Bob Tincher in Yankton, S. Dak.

Big Aggie Land **WNAX** Represented nationally by The Katz Agency



Pat Analogy

THERE IS reason to predict that before long, miles and miles of Hollywood feature film will be made available to television.

No one can set the date on which the vaults will be opened to TV, but it may come sooner than most producers and exhibitors now anticipate. Here's why:

Because of television's voracious appetite for programming, the number of films produced especially for television is increasing and their quality improving. Quite obviously, the owners of theatrical film cannot, without suffering economic losses, hoard their property long enough to let the producers of special TV film tie up the television market. The owners of theatrical film will have to release it to TV before special TV film production gets much bigger than it is right now.

A lot of movie exhibitors feel that the opening of the film vaults will signal the closing of the exhibitors' tombs. Perhaps they would be less fearful if reminded of an analogous situation that arose and was satisfactorily resolved by radio and newspapers years ago.

When radio first became a dynamic force, the newspapers—fearing that radio's immediacy would kill the news business for them—demanded that the news services protect newspapers against radio. Several artificial restraints, ranging from outright denial of service to enforce delays in radio use of news, were tried by the wire services before it became plain that radio and radio news were here to stay.

Radio now has access to all the news that newspapers can get, and both radio and newspapers have survived handsomely.

Largely at the behest of movie exhibitors, the owners of theatrical film are trying the same dodge that the wire services tried at the behest of their newspaper clients. It is only a matter of time, and not much time at that, before the film situation arrives at the same resolution. We venture that both television and movies will survive.

Botched Blitz

THE PLAN of the Volunteers for Stevenson to terrify radio and television broadcasters into turning down spot announcements for Gen. Eisenhower has, it is a relief to report, been frustrated by the FCC, the arm of government which the Stevenson supporters hoped to harness to their shoddy purpose.

If the FCC had entertained the complaint of the Stevenson volunteers, it would have immersed itself in such squalid partisanship that none of its future decisions on any subject would have been above the suspicion of favoritism. Fortunately, the Commission rejected the complaint, an act of commendable, if not entirely typical, lucidity and courage.

One only hopes that the decision would have been the same if greater political pressure had been exerted on the Commission. As far as can be learned, the Stevenson volunteers received little or no support in their complaint from the regular Democratic Party or from the incumbent in the White House.

Despite the failure of the Stevenson admirers to inveigle a federal agency into playing party politics, the incident illustrates the precarious state into which traditional liberties

can fall when a government regulates private industry. The danger is always present that an unscrupulous administration, acting through its FCC, could corrupt the two greatest mass media of communications into party organs.

Is this a neurotic or absurd anxiety? Not when one remembers that in this political campaign radio and television have been recognized by politicians on both sides as the principal avenues of approach to the electorate.

It will be increasingly difficult for politicians in the future to be wholly objective in regulating or establishing laws governing two such valuable instruments of political persuasiveness. The politicians in power will certainly not go out of their way to insure that the party out of power gets any special breaks on the air.

Whatever administration moves into Washington next January, broadcasters must be more alert than ever to protect the smattering of freedom that is left them.

Educated TV Pedagogy

GRADUALLY rational thinking about educational television is increasing. A spur to more of it came 10 days ago from Lester E. Cox, who is in an unusually objective position from which to view the problem.

Mr. Cox is a broadcaster, with substantial interests in KWTQ Springfield, Mo., and KCMO Kansas City, and he is also a member of the Board of Curators of the U. of Missouri. Mr. Cox thinks it unlikely that many schools can make a go of non-commercial, educational TV stations and therefore if the theory of that kind of operation obtains, educational TV is destined to wither on the vine.

What schools should do (as his own U. of Missouri has done) is apply for commercial channels in competition with commercial applicants, and operate those they are granted as commercial enterprises, thus providing practical, rather than unreal, laboratories for students who want to go into TV professionally. Only that way can educational stations hope to support programming capable of attracting audiences. They would not get these assignments on a "reserved" basis, departing from every concept ever enunciated on use of public domain. The 242 reserved channel assignments logically would be thrown back into the competitive arena, to be used by successful applicants, whatever their walk of life, commercially or non-commercially, as they see fit.

Mr. Cox made his remarks to the annual meeting Oct. 4 of the Governing Boards of State Universities and Allied Institutions in Portland, Ore. Another educator-broadcaster, Michael R. Hanna, general manager of the Cornell-owned WHCU Ithaca, N. Y., also urged that schools approach TV with realism.

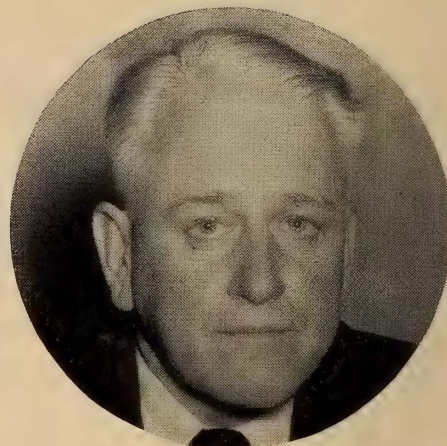
The degree to which professional educators have been influenced along less realistic lines was shown when, after hearing the sensible arguments of Messrs. Cox and Hanna, the assembly voted a resolution urging the FCC to extend the period of reservation for the non-commercial channels.

Eventually, we feel sure, the more practical view will prevail.

We must assume that educators are interested in getting the most effectiveness out of their teaching. The only way they can accomplish that purpose in teaching by TV is to establish their television on a sound and practical economic basis.



our respects to:



EUGENE HYDE MERRILL

IF THERE'S one thing Eugene Merrill likes, it's a chance to tackle a long-range job of appalling proportions.

Most of the experience of this newest member of the FCC has been along that line and it would be hard to find an organization more in need of a man who combines engineering, communications, electronics, allocations and regulatory background with a yen for achievement.

All those qualities accompany Mr. Merrill into the Commissionship, plus a working philosophy that will be equally helpful. It's inherent in him to work long hours, and hard. At Defense Production Administration, where he heads the Materials Branch, his daily routine starts at 7 a.m. He's generally first on the job at the government cathedral housing this vital defense operation, and he's usually among the last to leave—this in response to urgent pleadings by Mrs. Merrill and four hungry kids at their Arlington, Va., home.

Mr. Merrill, like Comr. Rosel Hyde (no relation, despite his middle name), is a Mormon. If there's a 142d cousin relationship anywhere, it could stem back to the new Commissioner's great grandfather, Orson Hyde, one of the original founders of the Mormon church in the 1840s who took the long trek to Utah. Oldest of the Merrill children is named Hyde in recognition of the famed empire builder.

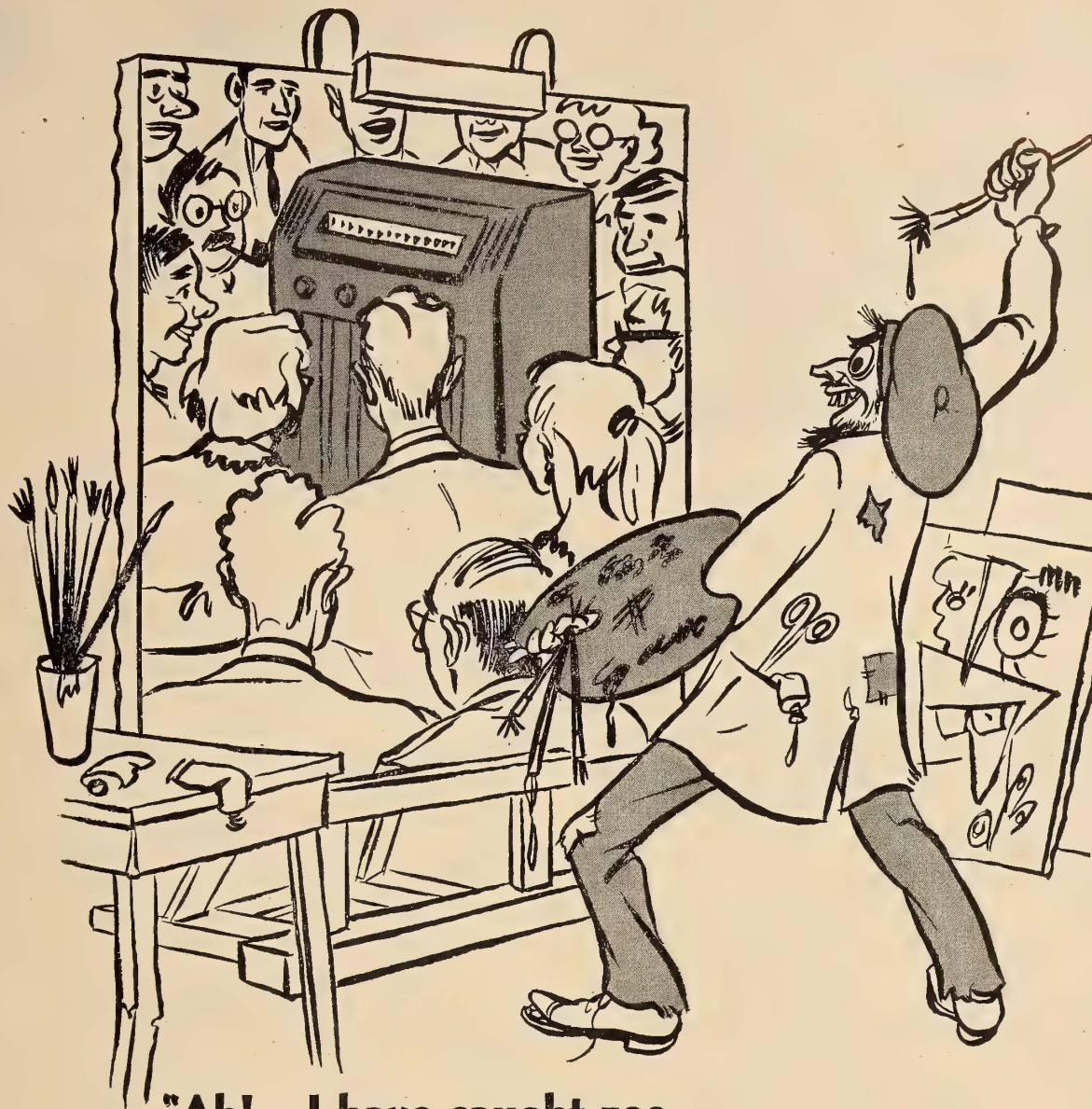
There's a shock of blondish gray hair that quickly catches the eye of those who first meet Eugene Merrill. Decidedly on the fair side, he attributes the prominent grayish cast that made its appearance several years ago to his propensity for long office hours and an earnest desire to follow his creed—people in government jobs should devote all their energies to what is for the benefit of the people.

The grayish hair tends to make him look older than his 44 years might justify. Once his smile appears, however, the impression is different and the effect is that of a handsome, youngish middle-aged executive—and that's just what he is.

This business of digging into big projects has dominated Mr. Merrill's professional career. Just after he became chief engineer of the Utah Public Utilities Commission in 1935, only three years out of the U. of Utah, he conducted an investigation of the rates, property values and operations of Mountain States Telephone & Telegraph Co.

In his next job—as an early organizer of Office of Production Management in 1941—he helped set up the War Production Board

(Continued on page 63)



**"Ah! — I have caught zee
true spirit of Louisville!"**

Measure the WAVE-area audience in "family-hours-per-week" and
you get an amazing total of 5,142,000 hours a week devoted to *radio*!

This is many more hours than are devoted to TV — *is 310.7%*
more hours than to newspapers!

That's another reason why WAVE radio is your best
Louisville buy. *Ask Free & Peters!*

Facts above are from scientific, authoritative survey
made by Dr. Raymond A. Kemper (head of the
Psychological Services Center, University of Louisville)
in WAVE area, March, 1952.

5000 WATTS



NBC



**WAVE
LOUISVILLE**



Free & Peters, Inc., *Exclusive National Representatives*



Advertisement

From where I sit by Joe Marsh

Wonder How Miss Gilbert Is in "Histery"?

By now I guess you've heard about the spelling errors in the kids' report cards this week.

A typical card looked like this:

Arithmetic B
Geography B—
Spelling C
Grammar B

I don't know if Miss Gilbert, the principal, actually wrote those cards, but she took full responsibility. This morning I hear she got up in the Assembly Hall—before all the students—and started writing GRAMMAR with two "a's" on the blackboard 100 times!

From where I sit, I'll bet this makes her even more popular with the students. It's nice to see an expert admit she occasionally makes a mistake. Too many so-called "experts" claim they're never wrong on such subjects as what you or I ought to eat . . . what we should wear . . . whether we should enjoy beer or buttermilk. A really wise person never claims to "know all the answers" all the time.

Joe Marsh

Copyright, 1952, United States Brewers Foundation

front office



HARRY W. BARNAM, account executive, WTTM Trenton, promoted to local sales manager.

CHAUNCEY T. HINMAN appointed assistant manager, WVMJ Biloxi, Miss.

CHARLES F. ABBOTT Jr. to WJZ-TV New York as account executive in TV sales department.

QUENTIN W. WELTY, general manager, WMVO Mt. Vernon, Ohio, appointed commercial manager, WWST-AM-FM Wooster, Ohio.

GREGORY CHRISTIAN, WJIM-TV Lansing, Mich., to WSAZ-TV Huntington, W. Va., as account executive.

CLARE COPELAND, CJCA Edmonton and CKRC Winnipeg, appointed assistant sales manager of CKWX Vancouver.

DONALD CALLEN, announcer, KBIG Avalon, Calif., promoted to resident manager.

LEWIS SHULTZ to sales staff of WIRE Indianapolis.

KETTELL-CARTER, radio representative firm, appointed sales representative in New England by WTNH St. Johnsbury, Vt., and WIKI Newport, Vt.

MILTON E. BLISS to NBC Chicago as agricultural representative in network radio sales.

ARTHUR J. O'LAUGHLIN, Foster & Kleiser, Seattle, to KING-TV same city, as account executive. **JIM NEIDIGH** promoted to head of national sales at KING-TV.

GENE HOGAN, former salesman at WVCG Coral Gables, to WQAM Miami, in same capacity.

FRITZ DONNELL, manager of KGMB Honolulu, to Ault Supply Co., same city, to handle advertising and promotion.

JAMES S. AYERS, Atlanta, southeastern radio-TV station representative, relocates at 301 Glenn Bldg.

STORER BROADCASTING Co.'s New York telephone number has been changed to Eldorado 5-7690.

Personals . . .

GEORGE L. MOSKOVICS, manager of TV development, KNXT (TV) Hollywood, will speak on "Television as a Force in Marketing" at meeting of American Marketing Assn., that city, Oct. 15. . . . **CHARLES A. STORKE**, vice president, KTMS Santa Barbara, named president of the 1953 annual Old Spanish Days Fiesta. . . . **BILL J. SHUEL**, salesman, WIRE Indianapolis, father of boy, Steven, Sept. 26.

*the NBC station serving
greater YOUNGSTOWN, O.
30th population area in U.S.*

5,000 WATTS

W F M J

Duplicating on 50,000 Watts FM

Our Respects To

(Continued from page 60)

project that ran the job of tooling up and producing the goods that won World War II. His role was communications, including radio, telephone and telegraph. There he used his engineering background to learn the intricacies of electronics. After radio was cut off from his unit, he concentrated on telephone and telegraph production.

That four-year assignment served as a perfect background for another one just like it—rebuilding Germany's communications from a mass of rubble into an efficient system. Foreign Economic Administration sent him first to Austria in 1945 as a power consultant but he soon wound up in Germany as deputy and then acting chief of communications.

Government records bear eloquent tribute to the five-year rebuilding project. All over the U. S. part of occupied Germany the masses of wreckage were rebuilt and staffed with new German personnel. Behind all this was the desire to halt unrest and the spread of Communism. In the undertaking he learned about frequency allocations because he had to make the channel assignments to occupation forces and the civilian population, besides directing other communications, the savings bank and postal check systems and passenger bus facilities.

Takes NPA Post

By 1950 the German communications system was performing smoothly. And by that time another big undertaking was in the embryo stage—retooling for another war. Among the first to join Gen. William H. Harrison in setting up National Production Authority was Eugene Merrill. Soon the project was rolling along and he was placed in charge of a group of materials experts allocating steel, copper, rubber, textiles, non-ferrous metals, chemicals and other items to the stockpile as well as finding the need for increased production.

Now Eugene Merrill finds himself in the middle of still another major assignment—regulation of the fast-expanding television industry, along with the older media. His background should prove to be a big help.

The Merrill career started 3½ decades ago when the young grammar school student became Salt Lake City's hardest selling newsboy. Week after week he won the *Deseret News* weekly prize for selling the most papers—a record he discusses cheerfully in contrast to his reticence about other professional achievements.

In high school he played basketball. Entering the School of Mines & Engineering at U. of Utah, he was a pupil under his father, Dr. Joseph F. Merrill, director of the school. During his freshman year,

Dr. Merrill resigned to become commissioner of education for the Mormon church and a member of the church's governing body. The younger Merrill, incidentally, has always been active in church work and still teaches a Sunday School class at Falls Church, Va. His higher education included economics and law courses, but he had to abandon football for lack of time.

Upon graduation from the university he spent several months inspecting mining properties, and then went with U. S. Smelting & Refining & Mining Co., remaining there until he joined the Public Utilities Commission.

He married Barbara McCune Musser, of Salt Lake City, in 1939, meeting her at the state capitol where she was secretary to the Attorney General. They have four children: Hyde, 9; Barbara Jean, 7; Roger, 4; Laura, 2.

Has Open-Minded Approach

"What are your thoughts on regulation of radio and television?" the new Commissioner was asked. The answer is typical of his scientific approach to all problems: "Do I commit myself ahead of time?—No."

A Democrat, he is a loyal follower of President Truman and his Administration, as well as a supporter of Gov. Adlai Stevenson, the Democratic nominee.

KRSC SALE

Price Is \$234,500

SALE of KRSC Seattle to a Washington group holding radio and newspaper properties in the Northwest was announced last week by J. Elroy McCaw, president of Radio Sales Corp. The sale price was \$234,500 plus net quick assets.

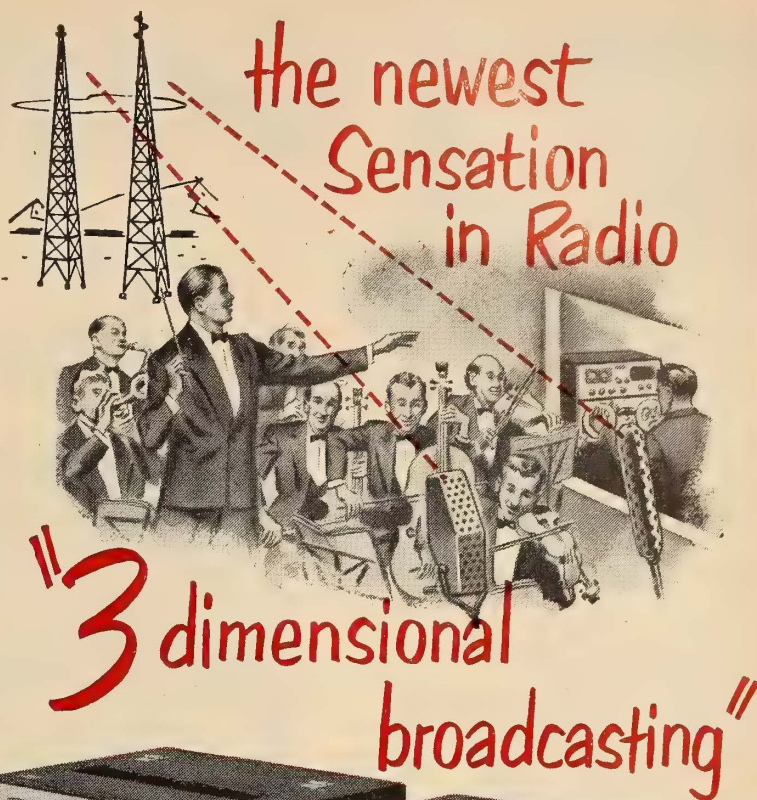
Members of the purchasing group, Washington Telecasters Inc., include J. L. Longston, C. V. Zaser and Robert L. Pollack. They are interested in KPUG Bellingham and KSEM Moses Lake, both in Washington.

The negotiations, subject to usual FCC approval, were handled by Blackburn-Hamilton.

KRSC operates with 1 kw on 1150 kc. The station was founded in 1940. Mr. McCaw is interested in a number of western stations.

WHKK Sale Approved

SALE of WHKK Akron, Ohio, by United Broadcasting Co. for \$65,000 to two of its sales executives has been approved by the FCC. The purchasers are Jackson B. Maurer, general sales manager of United Broadcasting's WHK Cleveland, and Philip R. Herbert, general sales manager of WHKK. The pair will assume active management of WHKK [B•T, Sept. 1].



Pioneered and
Made Practical by the
NEW BINAURAL
magnecorder

Here's a revolutionary way to publicize your station — recapture audiences — and give your listeners a startling experience in "3rd Dimensional" sound!

Just use your present AM & FM channels, plus the new Binaural Magnecorder and you can produce the most "talked about" program in your station's history.

Only Magnecord's professional Binaural tape recorders make this advanced method of broadcasting possible at low cost to you.

Write — for information on programming and engineering — plus pre-recorded binaural tapes! LET US HELP YOU build your own binaural broadcast.

Magnecord, Inc. Dept. B-10
225 W. Ohio Street • Chicago 10, Illinois

World's Oldest and Largest Manufacturers of
Professional Magnetic Recording Equipment.

HEAR — the first East Coast Binaural Broadcast
at the New York Audio Fair — Hotel New Yorker
— October 29th — over Station WQXR

BINAURAL BROADCAST IS OFFERED IN CHICAGO BY AUDIO PRODUCERS

Radio Craftsmen, Jensen Mfg. and Magnecord Co-operate in First Commercial Radio Transmission of Its Kind.

CHICAGO, ILL., Monday — Radio Craftsmen, Inc., Jensen Manufacturing Co. and Magnecord, Inc., all city co-operated in a demonstration of "3 Dimensional" sound over WGN.

3 Dimensional Sound Test Set Here

Seattle radio listeners will be treated to what is believed to be the first radio broadcast of "three dimensional sound" in a special transmission over KOMO at 9:30 P.M. Monday.

New Radio System Tested in Chicago

A demonstration of stereophonic or binaural transmission was attempted by one broadcasting company was presented by WGN and WGNB Thursday. Three Chicago audio manufacturers of high fidelity equipment cooperated in the demonstration of the new system. They were: Jensen Manufacturing Co., Magnecord, Inc., professional magnetic tape recorder manufacturers and The Radio Craftsmen, Inc., manufacturers of TV sets, hi-fi and hi-fi stereophonic equipment.

SHORTAGE FEARS

Expressed by Set Group

FEAR that shortage of basic materials will cramp radio-TV set output early in 1953 was voiced by a receiver manufacturers' industry advisory group last Thursday.

Conferring with electronic officials of the National Production Authority, set-makers cited potential scarcity of copper, aluminum and steel because of the steel shut-down and labor shortages in some areas, particularly Chicago. Production shortage of 21-inch TV picture tubes also was reported. Labor shortage exists among engineers and assembly-line workers.

Fulfillment of military needs was pointed up in a seventh quarterly report, *New Resources Bring New Opportunities*, submitted to President Truman by Henry H. Fowler, new director of the Office of Defense Mobilization.

"Output of electronic equipment is now running at a rate more than double that of a year ago," Mr. Fowler reported. "Some of the largest and most complicated equipment is now reaching volume output."

Manpower Problems

Mr. Fowler also noted that employment in civilian radio-TV manufacturing rose in the third quarter (July through September), "reversing the down trend of the second quarter." Military electronics employment also increased "and further gains are expected," Mr. Fowler said, adding that "acute shortages are in immediate prospect" for the engineering and scientific fields. Technical personnel completing training will continue to decline through 1954.

Meanwhile, NPA indicated last week that relaxation of regulations governing construction by radio-TV broadcasters and other industrial groups may be deferred beyond April 1 to May 1. Under this policy evoked because of the impact of the steel strike—virtually all new major station building is precluded until next spring. Broadcasters whose construction already is underway will be able to complete their project [B•T, Oct. 6, Sept. 29].

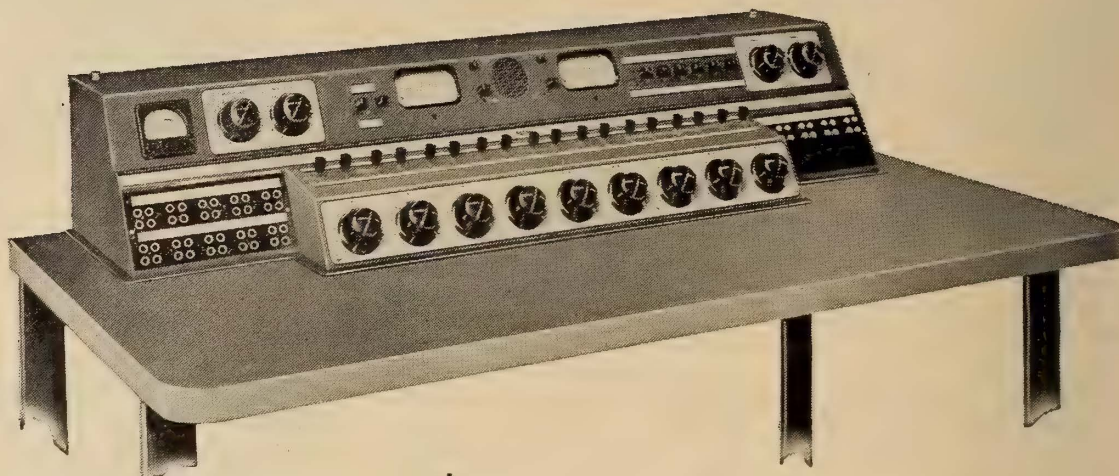
Mr. Fowler also reviewed NPA's automatic allotment procedure which becomes effective Jan. 1 and provides larger quantities of materials under self-authorization, not to mention a saving of paper work.

This is reflected in cutbacks of personnel in NPA's Electronics Division and a general realignment of the agency's functions. At least a dozen members of that division have vacated their posts, either returning to private industry or transferring to other government agencies. Positions affected mainly are components and electronics tubes.

KECA Los Angeles *Mickey Katz Show*, weekly hour-long musical variety program, is sponsored by American Jewish Marketers, L. A. Agency is Louis J. Weitzman Adv. Agency, that city.

Graybar recommends

THE NEW ALTEC 250A SPEECH INPUT CONSOLE



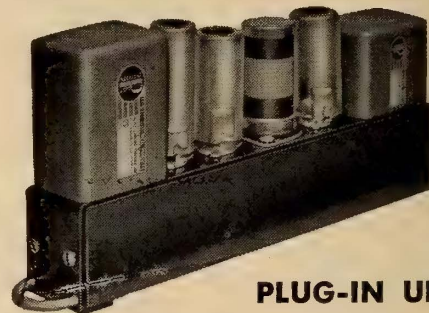
Here is the latest addition to Altec's new and enlarged line of speech input equipment — the 250A Console. A completely self-contained unit for AM, FM, or TV, the Altec 250A offers:

- Two main program channels which can be operated simultaneously on separate programs.

- A nine-channel parallel mixer — any combination of nine inputs can be used at the same time on either channel.

- All necessary monitoring, cue, audition, and signaling circuits.

- Controls, keys, and pots conveniently arranged for maximum accessibility.



PLUG-IN UNITS...

All pre-amplifiers, line amplifiers, and power supplies are of the plug-in type... are compact... easy to change and service. (The pre-amplifier unit, for instance, is only 1 5/8" x 4 1/4" x 9" in over-all size.) The plug-in units are also available for rack-mounted and custom speech input installations.

Ask your near-by Graybar Broadcast Equipment Representative for complete information on Altec speech input equipment for any requirement. He'll be glad to furnish you with data covering specifications and performance of the new Altec 250A and 230B consoles, as well as the popular 220A portable model. *Graybar Electric Company, Inc., Executive Offices: Graybar Building, New York 17, N. Y.*

224-110

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR...

via
Graybar

IN OVER ONE HUNDRED PRINCIPAL CITIES

BROADCASTING • Telecasting

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 19 cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
A. C. Schwager, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
C. W. Greer, Geneva 1621

NEW YORK
R. W. Griffiths, Exeter 2-2000

PHILADELPHIA
J. W. Crockett, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

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Everything Electrical for Broadcasting-Telecasting—Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices



Compatible Color

(Continued from page 25)

up by receivers in the auditorium. He finished the talk live from the platform. Proceedings were transmitted to the Pentagon by the mobile station.

Nearly 800 delegates were registered at the convention, with all 17 sessions well attended. Radio and TV network officials as well as FCC and other government officials were guests Tuesday at a luncheon given by RCA, with Jack O'Brien, RCA theatre sound equipment and visual sales manager, serving as host.

The David Sarnoff Gold Medal Award was presented at the Wednesday dinner to Axel G. Jensen, Bell Labs. The annual SMPTE Journal award went to D. L. MacAdam, Eastman Kodak Co. Receiving honorable mention were F. C. Williams of Eastman Kodak Co., and Otto H. Schade of the Tube Dept., RCA Victor Div.

Film processing techniques were covered in a number of papers, along with methods of recording TV programs by kinescope and motion picture processes. Karl Freund of Hollywood detailed the methods used in shooting the *I Love Lucy* (CBS-TV) program, with TV cameras replaced by three motion picture cameras.

Talks on Kinescope

Kinescope papers were read by Ralph E. Lovell and Robert M. Fraser of NBC. They described devices used to prepare improved film recordings. L. L. Pourciau, General Precision Lab., read a paper on a new image-orthicon camera chain and associated gear, operated by remote control. W. E. Stewart, RCA Engineering Products Div., described a new TV projector.

Successful use of image orthicon cameras for all film transmitted by WABD (TV) New York for the last year was described by Rodney D. Chipp, DuMont TV Network director of engineering. Adoption of these cameras to replace iconoscopes for film transmission followed a year of tests. Mr. Chipp said the image orthicon can produce good pictures, with no operational difficulty, from nearly all grades of film, with technical man hours for previews and rehearsals eliminated. When all cameras in a station are of the same type, maintenance is standardized, he said, and inventories reduced. Operating costs of image orthicons are only a few cents an hour higher than iconoscopes, he noted.

Mr. Mole told the delegates he believed movies and television can live together, supplementing and strengthening each other.

H&R for Scalamandre

SCALAMANDRE Silks Inc., N. Y., has appointed Hilton & Riggio, same city, to handle its advertising, effective Nov. 1.

Logs and Politics

DEMOCRATS have carried their press feud another step. The Democratic National Committee has told party workers to watch radio-TV schedules in their local newspapers to make sure Gov. Adlai E. Stevenson gets "a fair break." Many papers list speeches by the Governor as national committee programs without mentioning his name, but when Gen. Eisenhower speaks, his name is listed, committee said. "Protest to the editors . . . if they are not listing Gov. Stevenson's name in their radio and television program schedules," the committee urged.

Double-Billing

(Continued from page 32)

problems in a TV-saturated operation. He said it takes "guts" to cope with these problems, and to avoid the pit-falls of rate-cutting. He urged reappraisal by broadcasters of the matter of "classification" of accounts to settle, for example, the co-op situation, and determination whether accounts should be billed as national or local.

The resolutions committee, functioning with uncommon speed, brought in its recommendations on the first day, rather than the second day of the meeting. Headed by Allen M. Woodall, WDAK Columbus, the committee comprised Messrs. Johnston and Stone, Hugh Smith of WCOV Montgomery, Bob Rounsaville, WQXI Atlanta, and Harry Camp, WQAM Miami.

In addition to those enumerated, resolutions adopted included one asking the NARTB to petition the FCC to change its requirements with respect to supplying engineering data on signal patterns. They cause undue hardship upon existing stations when called upon to supply such data to new applicants or those seeking modifications for utilization of the same channels, resolution claimed.

Other resolutions praised the stewardship of President Fellows and of his NARTB staff and lauded the accomplishments of the Holt District 5 administration.

French Network Expands

FRENCH-language network service will be expanded Oct. 19 by Canadian Broadcasting Corp. to French-language stations outside the Quebec province. Donald Manson, CEC general manager, announced that French-language stations in Ontario and western Canada will receive the service from 8 a.m. to midnight EST. Stations to be served are CFCL Timmins, Ont.; CHNO Sudbury, Ont.; CKSB St. Boniface, Man.; CHBD Saskatoon, Sask.; CHFA Edmonton, Alta., and CFRG Gravelbourg, Sask., if possible.



MELODY BALLROOM

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

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

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE, MD.

NATIONAL GUARD

New Recorded Show Ready

RECORDED series of musical programs, *Let's Go to Town*, has been offered to more than 1,800 radio stations by the National Guard Bureau on behalf of its recruiting.

Stations are asked to play the 15-minute recordings as public service features, with provision for local tie-ins by guard units. Programs feature top bands and singers and will run until June 30, 1953.

The bureau like the U. S. Air Force and Army, has been hampered for lack of funds to buy radio time. Part of a fiscal 1953 \$298,000 budget is being used for recording and distributing the programs and other recruiting aids. Robert W. Orr & Assoc. handles the Guard account.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)

EXTRA-WEEK

August 31-September 6, 1952
EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
1	Dragnet (NBC)	7.3
2	You Bet Your Life (NBC)	6.7
3	People Are Funny (CBS)	6.0
4	Dr. Christian (CBS)	6.0
5	Cavalcade of America (NBC)	5.8
6	Eisenhower Speech (ABC, Thu.)	5.7
7	Great Gildersleeve (NBC)	5.5
8	F.B.I. in Peace and War (CBS)	5.5
9	Life With Luigi (CBS)	5.5
10	Father Knows Best (NBC)	5.5

(* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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690 KC REQUESTS

New Bids Pend on NARBA

PENDING ratification and entry into force of the new North American Regional Broadcasting Agreement, two applications for 690 kc were placed in the FCC's pending file by the Commission last week, but the cases were continued in hearing docket status as well.

The applications involved include the request of WTOC Savannah, Ga., for switch from 5 kw on 1290 kc, directional night, to 10 kw on 690 kc, and a new station bid by Brennan Broadcasting Co. for 25 kw on 690 kc, directional night, at Jacksonville, Fla. FCC's order noted both applicants "would fail to protect Cuba under the new NARBA." Further comparative consideration cannot be held until the status of NARBA is settled, FCC indicated.

NJBA MEETING

Hennock to Speak

AN ADDRESS by FCC Comr. Frieda B. Hennock, an appraisal of educational radio and television, and a political debate will be features of the fall meeting of the New Jersey Broadcasters Assn. and the Fifth Annual Rutgers Radio Institute scheduled today (Monday) and tomorrow at the Walt Whitman hotel in Camden.

Program, announced last week by NJBA President Paul Alger, WSNJ Bridgeton, calls for Miss Hennock to speak at a luncheon today. The political debate will pit N. J. GOP Sen. H. Alexander Smith, seeking re-election, against Archibald Alexander, his Democratic rival, in addresses scheduled for broadcast by several New Jersey stations.

Speakers at the radio institute are slated to include Rutgers President Lewis Webster Jones, on "Educational Radio and TV—Where Do We Stand?"; Dr. Frederick W. Raubinger, State Commission of Education, on "Educational TV"; Dr. Paul W. Massing, Rutgers lecturer in sociology on "How Do the Soviets React to the Voice of America?" and Dr. Richard McCormick, Rutgers associate professor of history, on "New Jersey History."

The broadcasters are to tour WCAU Philadelphia's new Radio-TV Center and also visit RCA's Camden plant during the two-day meeting. WCAM and WKDN Camden are host stations. NJBA officers will be elected Tuesday.

d-CON CASE

FTC Takes Testimony

TESTIMONY was taken last week by the Federal Trade Commission on a complaint which alleges advertising misrepresentations by The d-Con Co., Chicago, manufacturer of rodenticide preparations.

The company has been active in promoting the merchandising of its products through radio per-inquiry deals in which stations were asked to compete for contest prizes. FTC filed its complaint last spring [B•T, March 24].

Hearing was held in Chicago last Monday, with Webster Ballinger presiding as hearing examiner. Edward F. Downs was attorney in support of the government's complaint.

VOICE OF ALABAMA

Re-Formed as Television Corp.

CORPORATE reorganization of Voice of Alabama Inc., as the Television Corp. was effected Oct. 2 at a meeting in Birmingham, but it entails no change in control or management. The Voice of Alabama Div. will operate WAPI and WAFM-FM-TV.

Capital stock has been increased from 1,000 shares of \$100 par to 100,000 shares of \$5 par. Officers remain Ed Norton, board chairman; Thad Holt, president-treasurer, and Ernest H. Mitchell Jr., secretary. Mr. Norton holds 76,636 7/11ths shares and Mr. Holt, 23,363 4/11ths shares. FCC will be notified of the transaction when legal forms are completed.

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