

# BROADCASTING TELECASTING

## IN THIS ISSUE:

**ABC Single Rate  
Plan Studied**

Page 23

**Spot Stressed  
For '53 Autos**

Page 25

**How Stations Are  
Handling Politics**

Page 28

**Giveaway Case Set  
For Court**

Page 31

**TELECASTING**

Begins on Page 63

The Newsweekly  
of Radio and  
Television.

**22**

year

## announcing "the 2 for 1 plan"

This plan permits you to air your shows simultaneously on WOR-TV, New York, and WFIL-TV, Philadelphia, at less cost than New York TV alone...on some stations.

**WOR-TV  
New York**

+

**WFIL-TV  
Philadelphia**

Now you can get profitable sales results in the world's richest TV area...a two-city market where a full fourth of the nation's TV families live.

*Get complete data today on this new route to the heart of TV America!*

*In New York*  
**WOR-TV SALES**  
1440 Broadway  
New York 18, N. Y.  
LOngacre 4-8000

*In Philadelphia*  
**WFIL-TV SALES**  
45th and Market Street  
Philadelphia 39, Pa.  
EVergreen 2-4700





SO DO HAVENS AND MARTIN, Inc. STATIONS...

WMBG  
WCOD  
WTVR

Motorists watch for the red and white Amoco oval sign of greater value as they travel through the 19 states from Maine to Florida. They know that Amoco-Gas, Permalube Motor Oil, and other products of the American Oil Company are the quality result of expert and rounded knowledge.

Virginians see in Havens & Martin Stations (WTVR, WMBG, WCOD) the same calibre of know-how in radio and TV broadcasting. That's why they look to Havens & Martin Stations for their entertainment and public service. Together, Havens & Martin Stations comprise the first complete broadcasting institution of the South. Today they represent the most efficient way to sell Virginians.



FIRST STATIONS OF VIRGINIA

**WMBG** AM **WCOD** FM **WTVR** TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.



**DOES YOUR PRODUCT  
BELONG in the KITCHEN?**

**it will pay you  
to find out more  
about PAT WARD**

**Columbus**

**Ohio**

**is**



Columbus, Ohio loves Pat Ward and her woman's participation programs; you will, too, when you see what she does to your sales chart in this rich Central Ohio market. Write today for full details.

**by**

**Channel 6  
WTVN TV  
COLUMBUS OHIO**

- ★ RADIO
- ★ TV
- ★ NEWSPAPER

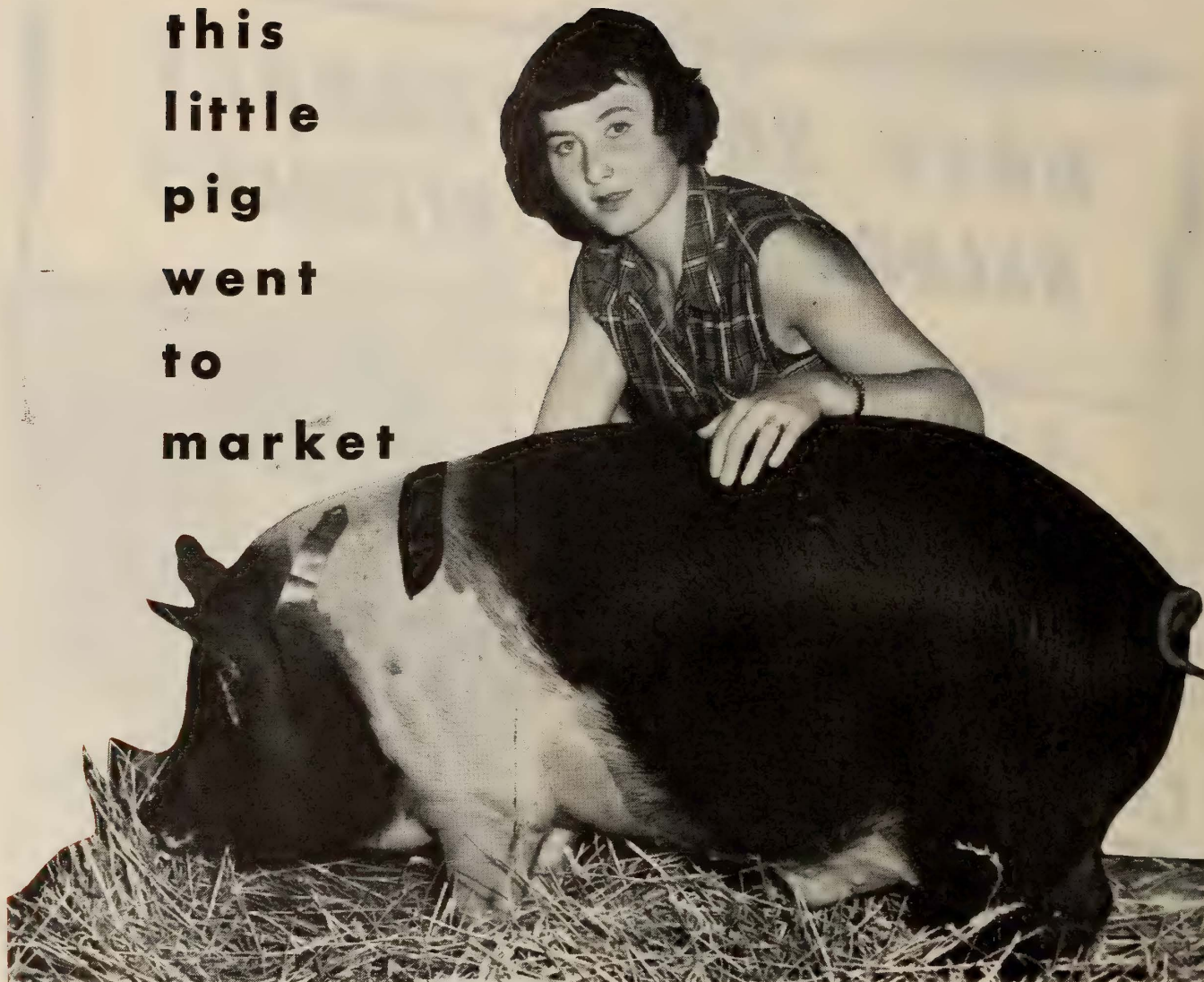
National Representative  
Headley-Reed Co.

**an EDWARD LAMB Enterprise**

Edward Lamb Enterprises, Inc., New York Office, Hotel Barclay, 111 E. 48th Street  
Home Office, 500 Security Bldg., Toledo, Ohio

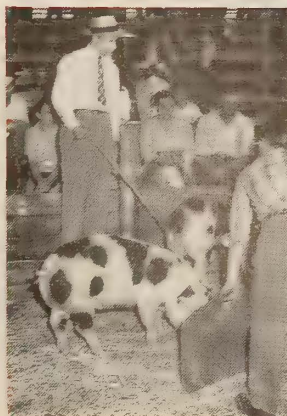


**this  
little  
pig  
went  
to  
market**



The largest stockyards east of Chicago — Lancaster, Pennsylvania's Union Stockyards, serving Reading, York, Harrisburg, Lebanon and other areas — overflowed with a profusion of pigs one day recently. Occasion was the Lebanon-Lancaster County 4-H Pig Round-up and Sale, and naturally, a WGAL-TV crew was on hand to bring the day's highlights to the many interested farm families in WGAL-TV's large Eastern Pennsylvania viewing audience. The camera followed Tom King, livestock specialist from Penn State College, as he judged the pigs, and also caught a glimpse of young Lorraine Eshleman, of

Lebanon, with her carefully tended entry. Both on its news shows and its popular "Television Farmer" show, WGAL-TV took its farm viewers straight to the scene of the round-up, gave them a clear and complete story of this interesting agricultural event.



*Represented by*

**ROBERT MEEKER ASSOCIATES**

New York

Chicago

Los Angeles

San Francisco

**WGAL-TV**

**Lancaster**

**Pennsylvania**

A Steinman Station

Clair R. McCollough, Pres.





# at deadline

## CLOSED CIRCUIT

AMAZING REPORTS of attempted blackmail upon legitimate applicants for TV facilities are reaching Washington. It works this way: Individual confronts unopposed TV applicant and threatens to file for same facility, thus throwing it into hearing, unless he (1) is paid off (recently one request was for \$20,000) or (2) is given interest in applicant company.

FCC. RE ABOVE, is not unaware of shake-down attempts, which are called "strike applications." While no official cases have come before it, FCC is on look-out, and it informally admonishes stations to steer clear of such propositions. Such abuses, it's argued on FCC's behalf, stem from manpower shortage which delays handling of applications which are uncontested and plays into hands of shake-down artists.

GREY ADV., New York, conferring with Alfred Hollender, partner of Louis G. Cowan, program package firm, New York, on possibility of taking on additional task of handling radio and television for agency.

RECONTROL of radio-TV parts without hearing last week by OPS has caused concern among Radio-Television Mfrs. Assn. members. It is learned that OPS is checking recent price boosts on radio and TV receivers although sets are still below "ceiling prices." OPS originally took into account two price jumps when it decontrolled receivers and parts last August (see story page 62.)

MUNN, MULLAY & NICHOLAS Inc., Columbus Advertising agency, has named Wyatt & Schuebel, New York, as its radio and television department effective immediately. First assignment on new account for W&S is radio spot campaign for Detergents & Corp. (makers of "all" washing machine detergent). "all" campaign is being prepared by W&S for early November launching date.

TAKING PRACTICAL approach to *Voice of America*, plans were devised last Wednesday at meeting of Radio Advisory Committee of U. S. Advisory Commission on Information, to implement and consolidate *Voice* operations, notably in technical phases. Meeting first with Dr. Alfred H. Morton, newly appointed *Voice* head and like most sessions involving State Dept., was classified. Involved in technical streamlining may be consolidation of certain short-wave beams, improvement of plants, and counter-measures on jamming. Restated was government preference for operation of transmitters through private licenses. Committee members include T. C. Streibert, General Teleradio board member, chairman; John H. DeWitt, WSM, technical subcommittee chairman; Charles R. Denny, NBC; Howard S. Meigham, CBS; Charles Crutchfield, WBT; Jack Harris, KPRC; G. Richard Shafto, WIS; Bill Fay, WHAM; Don Feddersen, KLAC.

WITH UPCOMING elections, there will be expected deluge of requests from daytime stations to FCC for authority to operate all night  
(Continued on page 6)

## CBS GETS PRICES

CBS RADIO querying affiliates on their charges for 30, 60, and 90-second local cut-ins, explaining they're bringing records up to date to be in better position to aid advertisers who want to implement network coverage by buying, at local level, extra spots within their own network shows.

## OGDEN IN NBC POST

APPOINTMENT of Clifford Ogden, former vice president and general manager of the broadcast division of Capitol Records, as supervisor of NBC's West Coast TV film sales is to be announced today (Monday) by John D. Cron, national sales manager for NBC television films. Mr. Ogden, currently developing his staff and sales plans from NBC Hollywood offices, will have charge of promoting sales of such NBC films as *Hopalong Cassidy*, *Dangerous Assignment*, *Lilli Palmer Show*, and *Douglas Fairbanks Jr. Presents* in western half of U. S. He is slated to fly to New York tomorrow to confer with Robert W. Sarnoff, vice president in charge of NBC television film division, and Mr. Cron.

## ABC CHICAGO MEET

RATES CAME in for additional comment in Chicago Friday as ABC conducted its third in series of five regional meetings for affiliates. Hosts at Blackstone Hotel were Robert E. Kintner, ABC president; Ernest Lee Jahncke Jr., assistant to president; Charles T. Ayres, vice president, radio network; Ted Oberfelder, director of radio owned stations; Alfred R. Beckman, national director, AM-TV station relations, and John H. Norton Jr., ABC Chicago vice president.

## NEW NARTB TV MEMBERS

THREE new television stations have joined NARTB, bringing membership to 93, President Harold E. Fellows announced Friday. New members are KFEL-TV Denver; WWLP (TV) Springfield, Mass., and KDUB (TV) Lubbock, Tex. All are post-freeze stations.

## FCC Source Disclaims Interest in GOP Schedule; Stations Attack Ball 'Scare Tactics'

CHARGE "volunteer" Democrats are trying to frighten radio and TV stations into giving them details of Republican radio-TV plans for final two weeks of Presidential campaign was made Friday as 300 outlets received telegrams in which FCC's name was used repeatedly.

In sequel to FCC's denial of Democratic group's demand that it investigate so-called Republican radio-TV spot blitz [B•T, Oct. 13], George W. Ball, executive director, National Volunteers for Stevenson, contacted radio-TV outlets in 63 "critical" counties where organization contends GOP will conduct pre-election saturation drive [CLOSED CIRCUIT, Oct. 13].

Mr. Ball told BROADCASTING • TELECASTING there was no intent to coerce or mislead stations.

No official comment was available at FCC but one highly placed figure told BROADCASTING • TELECASTING that Democratic telegram

## BUSINESS BRIEFLY

RADIO SPOT TEST ● Gerber's Baby Food planning 13-week test radio spot announcement campaign directed at farm wives. Ten announcements to be used weekly. If successful, full-size campaign will be undertaken. Agency, D'Arcy Adv., N. Y.

SIXTY-MARKET DRIVE ● Crosley Div. of Avco Mfg. Corp. (TV sets), through BBDO, N. Y., planning three-week radio spot announcement campaign to start Nov. 17 in 60 markets. Minutes and station breaks will be used.

EARLY NEXT YEAR ● U. S. Time Corp., through Hirshon-Garfield, N. Y., will use 104 announcements for radio campaign to start early next year. Agency is considering personality shows in smaller markets.

SWITCH CAMPAIGN ● Electrolux (vacuum cleaners) cancelled its current radio spot campaign in 102 markets last week and will use money thus saved in another, six-week campaign in 20 new radio markets. Agency, BBDO, N. Y.

GOP IN NEW YORK ● New York Republican State Committee sponsoring speeches on behalf of Eisenhower-Nixon-Ives ticket by Gov. Thomas E. Dewey over nine New York state CBS Radio affiliates tomorrow (Tuesday) from 6:15-6:30 p.m. EST and by Sen. Irving M. Ives (R-N. Y.) over six New York state CBS-TV affiliates tomorrow (Tuesday) from 7:15-7:30 p.m. EST.

EISENHOWER TALK ● Citizens Committee for Eisenhower-Nixon signs for 11-12 midnight election eve on CBS-TV for talk by Gen. Eisenhower.

looked like effort to "scare licensees."

"Any licensee should understand that if the Commission wants information it will ask for it directly," this official said. "We wouldn't ask any political organization to get this information for us. The purpose of this inquiry should be so apparent as not to fool any licensee. It looks like a smoke-screen effort to learn Republican plans."

Moreover it was pointed out regulations simply provide stations shall maintain records on political broadcasts for "public inspection." This does not require them to answer questionnaires from private interests or to supply data on "future" business commitments.

It was learned that FCC informally had been queried by combined broadcasters in one large city and had advised them they are

(Continued on page 98)

for more AT DEADLINE turn page





(Continued from page 5)

### TV COST STUDY URGED BY NARTB DISTRICT 2

NARTB asked to appoint committee to study TV costs and advertising values as basis for realistic TV station rates in resolution adopted Friday by District 2, meeting at Westchester Country Club (early story page 24).

Proposed by R. B. Hanna, WRGB (TV) Schenectady, resolution followed discussion of rates by panel comprising Robert D. Swezey, WDSU-TV New Orleans, chairman; Raymond F. Guy, NBC; Irving Rosenhaus, WATV (TV) Newark; William Fay, WHAM-TV Rochester; Paul Adanti, WHEN (TV) Syracuse; Richard P. Doherty, NARTB.

In discussion of UHF, Mr. Guy reported terrain is very important, with probability that wherever there is optical shadow there will also be radio shadow. Portland, Ore., with city on plain but with adjacent hilltop antenna site, is ideal for UHF, he said.

Resolution that since broadcasters have little or no protection against increases in operating costs, present policy of allowing 12 months rate protection to advertisers should be cut to 180 days was adopted. Resolutions committee headed by William Doerr Jr., WERR Buffalo, with Charles Phillips, WFBL Syracuse; Mr. Hanna and Craig Lawrence, WCBS-TV New York, as members.

### FILED AT FCC

ALTHOUGH no new applications were submitted to FCC Friday, there was one amended application tendered, one request from existing station for power increase and one engineering section for new TV station application filed which had been omitted when application was filed earlier in week.

#### Application Amended

**Kansas City, Kan.—The KCKN Bestg. Co.,** uhf Ch. 5, ERP 100 kw visual, 50 kw aural. Change antenna height above average terrain to 774 ft., above ground to 704 ft. [For application, see B-T, July 14.] City priority status: Gr. B-4, No. 186. (Applicant seeks Kansas City, Mo., channel.)

#### Requests Power Increase

**WKTV (TV) Utica, N. Y.—Copper City Bestg. Co.,** vhf Ch. 13. CP to increase ERP to 221.8 kw visual, 113.5 kw aural; antenna height above average terrain 794 ft., above ground 447 ft. Transmitter GE. Estimated cost of new equipment \$83,590.

#### Engineering Sections Filed

**Wausau, Wis.—Wisconsin Valley Television Corp.,** vhf Ch. 7, ERP 100.5 kw visual, 60.4 kw aural; antenna height above average terrain 748 ft., above ground 474 ft. Studio location to be determined. Transmitter location 4 mi. SW of Wausau on Rib Mtn. Road, on Rib Mtn., near site of WHRM (FM). Geographic coordinates 44° 55' 03" N. Lat., 89° 40' 30" W. Long. [See application, page 97.] City priority status: Gr. A-2, No. 160.

### AFTRA DEADLOCK

AFTRA negotiations with Chicago's five Class A stations came to deadlock Thurs., with managers issuing "final offer", no change from contracts now effective and which expire Oct. 31. Union seeks adjusted pay for commercials plus fringe benefits. AFTRA and NABET engineers' union studying dismissal of 11 engineers, five announcers and sound effects man from WGN, which slashed its staff by about 40 earlier in week (see earlier story).

### PEOPLE ACT SERIES

REBROADCAST use by 183 stations in U. S. and Canada of *The People Act* series, originally offered on CBS Radio, was announced last week by People Act Center. Series was one of initial presentations of TV-Radio Workshop of Ford Foundation.

## In this Issue—

IS a single rate for day and evening time in radio's future? ABC thinks so and is revising its rate card to that end—target date: Next April (Page 23). A Foote, Cone & Belding executive thinks it will be common practice in a year (Page 24). Raymond Spector thinks it should be done now (Page 24).

MBS revises rates to meet the competition with other radio networks. There's one unique angle in Mutual's plan: Differentials in charges in TV and non-TV markets. Page 23.

TEN auto makers are planning heavy radio spot campaigns to announce the introduction of new models. Page 25.

NARTB and American Assn. of Advertising Agencies adopt standard TV spot contract form. It's the result of a two-year job by both organizations. Page 25.

RADIO and TV can both survive if both conduct themselves intelligently. That's the message of a man who handles \$35 million worth of radio-TV accounts—Arthur Pryor of BBDO. Page 27.

HOW do stations really handle politics? A national survey conducted for a Ph.D. degree by a practicing broadcaster gives the answers. Some will surprise everybody. Page 28.

THE election won't be won by the bigger broadcast audience rating, but some new Nielsen figures on comparative broadcast performances by the Presidential candidates are the subject of close study by the politicians. Page 29.

COURT test of the three-year-old FCC rules against giveaway programs may finally come in December. Page 31.

NARTB District 3 demands investigation of embargos on radio-TV coverage of public and sports events. Page 42.

NATIONAL Collegiate Athletic Assn.'s television chairman says subscription television will enable colleges to telecast football games without losing their shirts at the stadium box-office. Page 65.

FCC grants three vhf and two uhf commercial stations. Page 65.

## Upcoming

**Oct. 20-22: IRE-RTMA annual meeting,** Hotel Syracuse, Syracuse, N. Y.

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

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

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

(Other Upcomings, Page 86)

to cover balloting. Several years ago FCC abolished such special temporary authorizations (STA) and, it's said, it will stick to its guns this time, too, in view of fact that virtually entire country can get election service from regularly licensed stations without upsetting allocations pattern.

IN RAMPANT rumor category last week: (1) That some affiliates might attempt to sue networks on rate cuts, (2) That FCC might undertake investigation of so-called monopoly TV stations, (3) That FCC will enter mass production phase of TV grants anytime. Answers: (1) There's been wild talk, but no action by any responsible group of affiliates; (2) Nothing to it since FCC realizes licensees were not responsible for such situations and those in larger markets would welcome competition anyway; (3) Can't be done because of manpower shortage and it's likely that grants will trickle out in lots of several to about dozen per week.

ROY HOFHEINZ, former county judge and part owner of KTHT Houston, KSOX Harlingen and KACE Dallas, is one of four candidates for mayor of Houston. According to informed sources, he stands excellent chance of succeeding Mayor Oscar Halcomb, who has served 28 years and who is supporting militant broadcaster-attorney. Each candidate is using seven quarter-hours on KPRC-TV, Houston's only video outlet.

"SOFT FREEZE" on TV, imposed Oct. 15 and which stops designation for hearing of applicants seeking same facilities until Commission catches up on current hearing backlog, should not run more than two months according to inside FCC estimate. At that time, it's calculated, FCC will resume designations and hopes also to have additional manpower assigned to work to handle current volume.

NEW TV station in Lubbock (Ch. 13) has been assigned call KDUB (TV) and already has entered primary affiliation with CBS-TV. Licensed to Texas Telecasting Inc., operation is headed by W. D. (Dub) Rogers, former head of KEYL (TV) San Antonio and former NARTB TV director. Target date not yet set but DuMont equipment already in hand, with ground broken last week.

PRESS FREEDOM (and radio, of course) which has been taking drubbing in non-democratic nations, appears headed for more trouble. There are ominous reports from both Iran and Chile which are causing our diplomats concern.

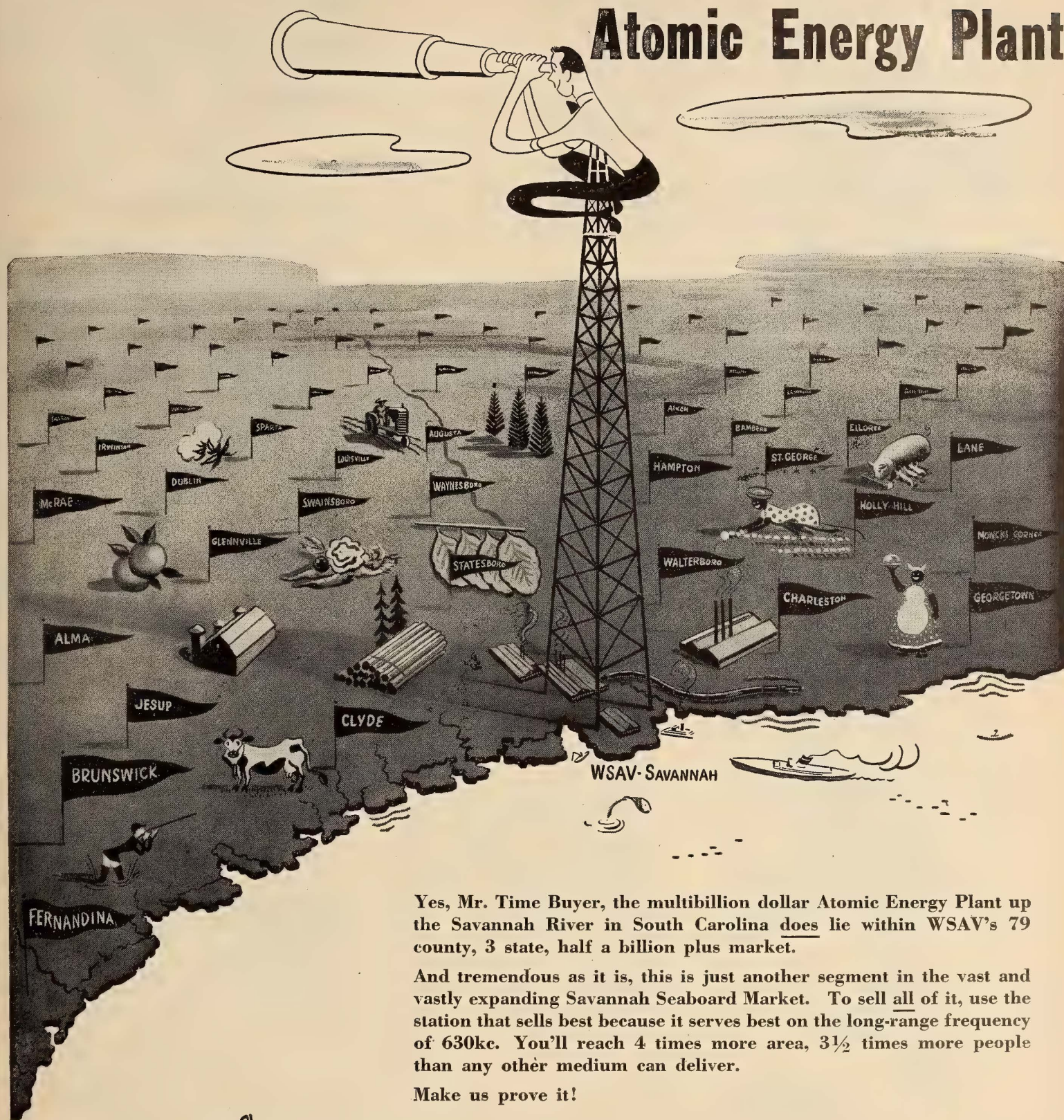
PRESUMABLY anticipating hot time in Congress next session on radio-TV broadcasts of committee proceedings, Sigma Delta Chi, national journalistic fraternity, has scheduled forum on overall topic at its 33d National Convention in Denver. Among scheduled participants are: Ted Koop, associate director of news, CBS Radio, Washington; William Ray, manager, news, press & public affairs, NBC Chicago; Charles Campbell, British Information Service, Washington, and E. Ray Campbell, attorney and president of Denver Post Printing & Publishing Co.

for more AT DEADLINE see page 98



# All Clear at the Savannah River

## Atomic Energy Plant!



Yes, Mr. Time Buyer, the multibillion dollar Atomic Energy Plant up the Savannah River in South Carolina does lie within WSAV's 79 county, 3 state, half a billion plus market.

And tremendous as it is, this is just another segment in the vast and vastly expanding Savannah Seaboard Market. To sell all of it, use the station that sells best because it serves best on the long-range frequency of 630kc. You'll reach 4 times more area, 3½ times more people than any other medium can deliver.

Make us prove it!

It's 630  in Savannah

# WSAV

630 kc.  
5,000 watts  
Full Time



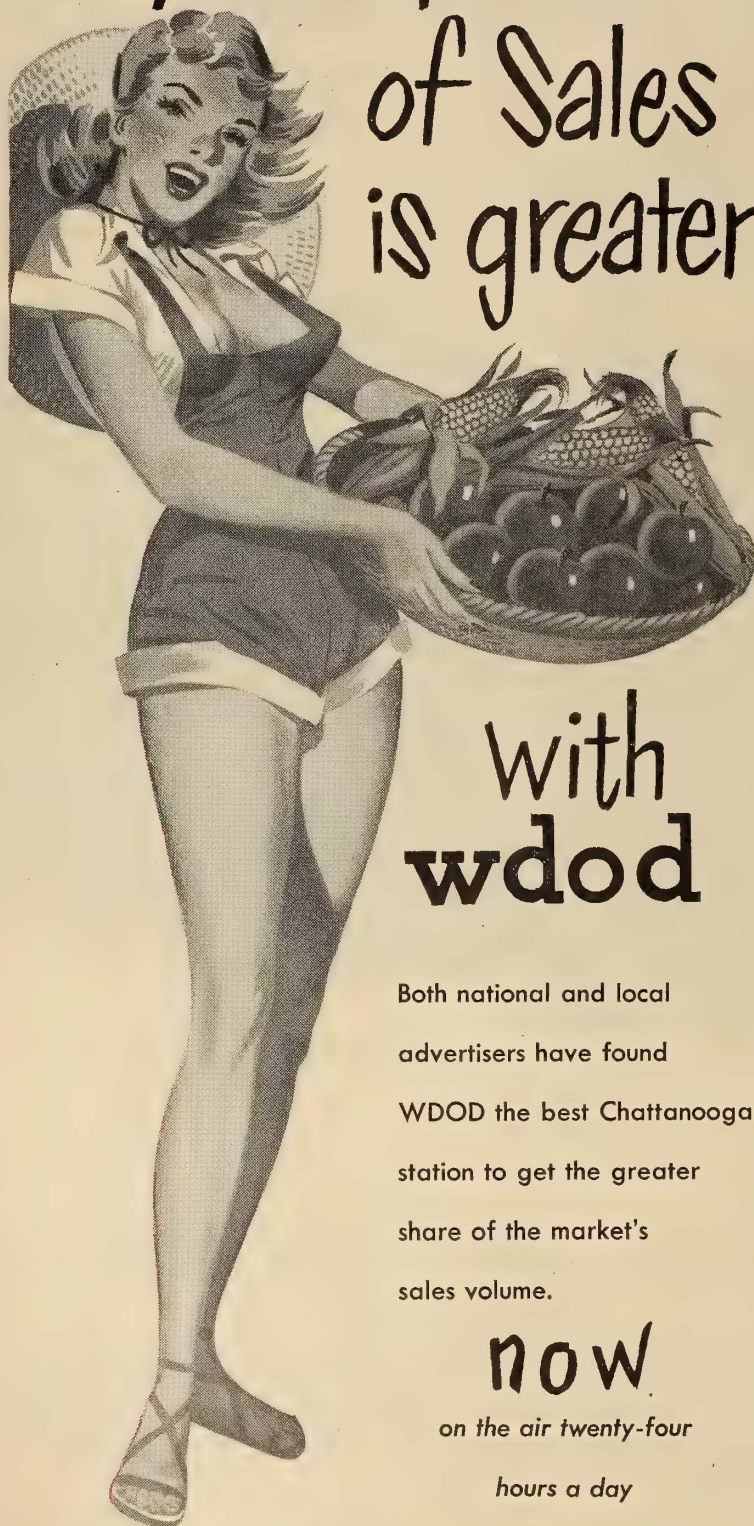
REPRESENTED BY



SOUTHEASTERN REPRESENTATIVE:  
HARRY E. CUMMINGS



# Your Harvest of Sales is greater



## with wdod

Both national and local  
advertisers have found  
WDOD the best Chattanooga  
station to get the greater  
share of the market's  
sales volume.

## now

on the air twenty-four

hours a day

# wdod

AM — 5,000 watts  
FM — 44,000 watts

## CHATTANOOGA'S PIONEER STATION

*National Representatives*  
**Paul H. Raymer Company**

## BROADCASTING TELECASTING

### THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:

870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

### IN THIS BROADCASTING

Agency Beat	14
Aircasters	58
Allied Arts	60
Editorial	52
FCC Actions	89
FCC Roundup	95
Feature of Week	16
Film Report	80
Front Office	54
New Business	12
On All Accounts	14
Open Mike	18
Our Respects to	52
Programs, Promotion, Premiums	83
Strictly Business	16
Teletatus	76
Upcoming	86

TELECASTING Starts on page 63

### WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

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

**BUSINESS:** MAURY LONG, Business Manager; Winfield R. Levi, Sales Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Joan Sheehan, Betty DeVol; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

**ART AND LAYOUT:** Duane McKenna.

**CIRCULATION AND READERS' SERVICE:** JOHN P. COSGROVE, Manager; Elwood M. Slee, Sheila Byrne, Ernest Kanelopoulos, Betty Jacobs, Walter Cotter.

### NEW YORK BUREAU

488 Madison Ave., Zone 22, Plaza 5-8355. **EDITORIAL:** Rufus Crater, New York Editor; Florence Small, Agency Editor; Rocco Famighetti, Dorothy Munster, Liz Thackston. Bruce Robertson, Senior Associate Editor.

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

### CHICAGO BUREAU

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

### HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, HEMPstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas.

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

### SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: \$7.00.

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

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

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

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

BROADCASTING \* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING \*—The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932 and Broadcast Reporter in 1933.

\*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

BROADCASTING • Telecasting



# WWJ's

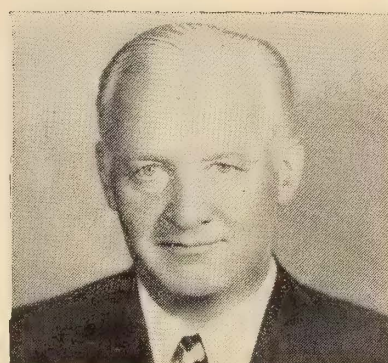
## New Listens



**BOB MAXWELL** . . . Fraternity of Early Risers. A *New Listen* at 6:30 A. M. Monday through Friday.



**JOHN MERRIFIELD** . . . News for Detroiters. A *New Listen* at 7:00 A. M.—9:00 A. M.



**VICTOR LINDLAHR** . . . "To Your Health." A *New Listen* at 9:15 A. M. Monday through Friday.



**TOM MacMAHON** . . . News From The Editor's Viewpoint. A *New Listen* at 1:00 P. M. and 2:00 P. M.



**ROSS MULHOLLAND** . . . Detroit's most-quoted disc jockey. A *New Listen* at 1:05 P. M. Monday through Friday.



**CHARLES PENMAN** . . . The Voice With Music. A *New Listen* at 7:00 P. M. Monday through Friday.

Detroit's Station of *New Listens* . . . .

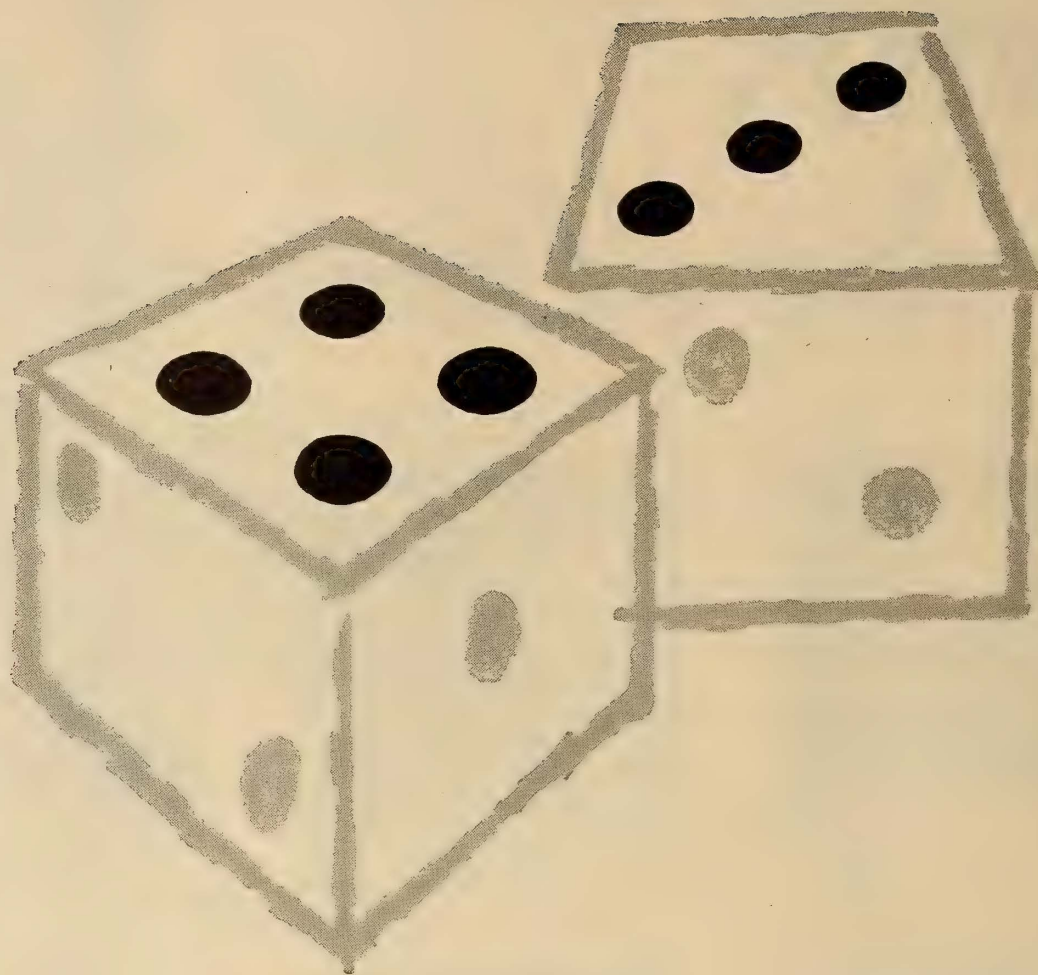
*The best in programming—for the best in listening*



AM—850 KILOCYCLES  
—5000 WATTS  
FM—CHANNEL 246  
—97.1 MEGACYCLES

THE WORLD'S FIRST RADIO STATION . . . Owned and Operated by THE DETROIT NEWS . . . National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

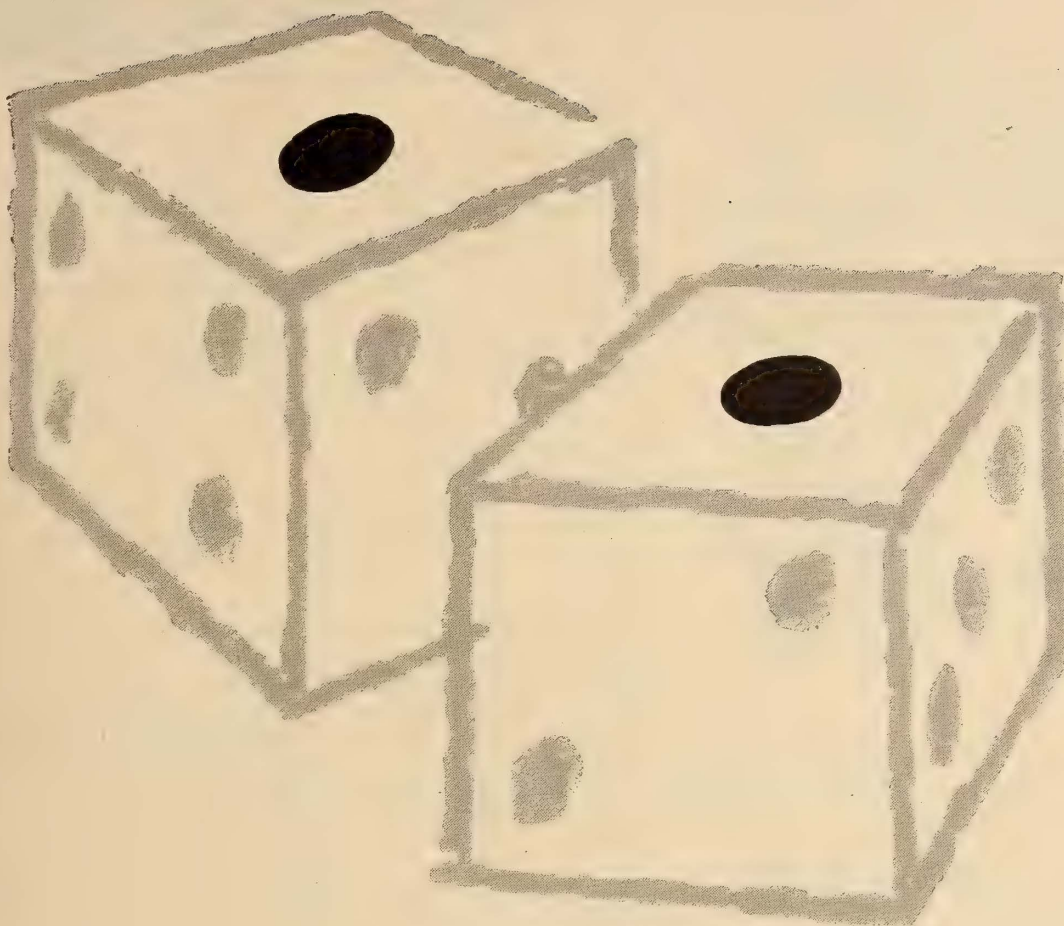




**some spots are better**

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





# than others

It isn't by chance... it's by *choice* that television advertisers concentrate on the markets represented by NBC Spot Sales.

They know that television can sell more customers in markets where *set saturation* is highest.

In the 8 major markets where television stations represented by NBC Spot Sales are located, 75% of the families have television sets — compared to an average saturation of 58% for all other television areas. In addition, *these 8 markets account for one-half of all U. S. television homes.*

Yes, some markets are better than others for the television advertiser — so when you want to get the most out of spot television, call NBC Spot Sales.



## SPOT SALES

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

Chicago Cleveland Washington San Francisco  
Los Angeles Charlotte\* Atlanta\* \*Bomar Lowrance Associates

representing  
TELEVISION STATIONS:



WBZ-TV	Boston
WNBK	Cleveland
WNBW	Washington
WRGB	Schenectady-Albany-Troy
WNBT	New York
WNBQ	Chicago
KNBH	Los Angeles
WPTZ	Philadelphia
KPTV	Portland, Ore.

representing  
RADIO STATIONS:



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





Sales departments cheer the advertising results over WGST. For 28 years we've been calling the plays in the Atlanta market with a top squad of sales-getting veterans. WGST has CPM—Coverage, Programming, Merchandising—the triple threat combination that spells victory for your product with Atlanta consumers. Get the facts from WGST or our reps today.



## new business



### Spot . . .

**DEMERT & DOUGHERTY**, Chicago (Heet anti-freeze), buying spots in seven midwest and north central markets. Campaign is expected to extend to 20 markets. Agency: Ruthrauff & Ryan, Chicago.

**HOOD CHEMICAL Co.**, Phila. ("33" bleach and E-Z starch), starts spot radio campaign in 28 eastern and southeastern markets. Agency: Hilton & Riggio, N. Y.

**TIDY HOUSE PRODUCTS Co.**, Shenandoah, Iowa, has extended *M. J. B. Show* to following stations: WBBM Chicago, WCCO Minneapolis, KMOX St. Louis, CKLW Windsor-Detroit, KOIL Omaha, WCAZ Carthage, Ill., and KODY North Platte, Neb. Agency: Buchanan-Thomas, Omaha.

### Network . . .

**HOUSEHOLD FINANCE Corp.**, Chicago, renews thrice weekly quarter-hour *Edward R. Murrow News* on 17 Columbia Pacific Radio stations, for 52 weeks from Oct. 27. Agency: Needham, Louis & Brorby Inc., Chicago.

**LIGGETT & MYERS Tobacco Co.**, N. Y., participating in sponsorship of weekly broadcasts, starting last week, of three CBS Radio package programs, *FBI in Peace and War*, Wed., 8-8:30 p.m. EST *Meet Millie*, Thurs., 8-8:30 p.m. EST, and *Mr. Keen, Tracer of Lost Persons*, Fri., 8-8:30 p.m. EST. Agency: Cunningham & Walsh, N. Y.

**VITAMIN Corp. of America** is sponsoring new 15-minute TV show featuring Billy Daniels on 25 ABC-TV stations, Sun., 6:30-45 p.m., effective Oct. 5 for 52 weeks. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.

**RCA VICTOR**, Camden, N. J., renews *The RCA Victor Show*, starring Dennis Day on NBC-TV, Fri., 8-8:30 p.m. EST. Agency: J. Walter Thompson Co., N. Y.

**CHRISTIE BROWN & Co. Ltd.**, Toronto (biscuits), starts *Wayne and Shuster* on 33 Trans-Canada network stations, Thurs., 9:30-10 p.m. until April 9. Agency: MacLaren Adv. Ltd., Toronto.

### Agency Appointments . . .

**TRIFARI, KRUSMAN & FISHEL Inc.**, N. Y. (costume jewelry), names Abbott Kimball Inc., N. Y.

**LANDERS, FRARY & CLARK**, New Britain, Conn. (Universal appliances), names Grey Adv., N. Y., for its Universal Jet 99 vacuum cleaner, effective Jan. 1.

**MODGLIN Co. Inc.**, L. A. (plastic brooms, brushes), appoints Roy S. Durstine Inc., that city.

**KSM PRODUCTS Inc.**, Merchantville, Pa. (shirt studs), appoints John P. Eldridge Adv., Phila.

**APPROVED FREEZER FOOD PLANS Assn.**, L.A., appoints Frank-Gold Agency, same city. Radio-TV included in media plans.

**CERTIFIED FOODS Co.** appoints Carmona Adv., Hollywood, for Chef Gourmet dressing. Radio and TV are being used.

**KING MIDAS FEED MILLS**, Minneapolis, appoints Mullen-Nicolin, same city. Radio will be used. Account executive is R. D. NICOLIN.

**ORKIN EXTERMINATING Co. Inc.**, Atlanta, appoints Bearden-Thompson-Frankel Adv., same city. Radio-TV will be used.

### Adpeople . . .

**KARL B. MCKENZIE** named advertising director of Reardon Co., St. Louis.

**RAY MULDOON** appointed advertising production manager, Whirlpool Corp., St. Joseph, Mo.

**HOWARD JONES**, Pacific regional manager, Studebaker Corp., Portland, shifts to Los Angeles headquarters, to handle firm's centennial merchandising program. He is succeeded by LUCIEN G. CARNE.



*Announcing:*

**a complete tele-communications  
consulting service with world wide  
\*  
facilities and experience . . .**

**\* Engineering, planning,  
design and construction  
for television, radio,  
multiplex, teletype, fac-  
simile, telephone, radar  
and sonar fields and all  
other electronic fields.**

**Other services include:**

**LEGAL COUNSEL**

**TAX EXPERTS**

**ECONOMISTS**

**FINANCE**

**INSURANCE**

**MARKET RESEARCH**

**FOREIGN  
REPRESENTATION**

**N**ow, combined into one organization: years of basic experience—encompassing the entire field of electronics—ready to serve the industry and all its affiliated agencies as consultants in every phase of tele-communications operations!

William J. Scripps Associates, Inc., Tele-Communications Consultants, represents a new and vital service to this basic industry. It offers to civil and military organizations, foreign and domestic, an engineering, planning and architectural designing service built upon a foundation of experience unequalled anywhere.

If your business is radio, television, teletype, multiplex, telephone, microwave, radar or any associated electronic industry or service, we can assist you in many ways.

William J. Scripps is a radio and television pioneer, under whose guidance WWJ, the first station in America to broadcast a regular daily program, and WWJ-TV, Michigan's first TV station, have become nationally famous. Associated with him are Dr. Walter Duschinsky, internationally known for his work in planning and organizing complex broadcasting facilities, and William L. Foss, engineering consultant, advisor to the armed forces, and to many top-flight radio and television stations.

If you have ever felt the need for sound counsel on technical, legal or economic matters, market research and analysis, or for help in any phase of your operation, we are now prepared to serve you!

Inquiries about this new and vital service to the tele-communications industry are invited.

**TELE-COMMUNICATIONS CONSULTANTS**

**WILLIAM J. SCRIPPS ASSOCIATES, INC.**

**286 South Woodward  
Birmingham, Mich.**

**NEW YORK, N. Y.    WASHINGTON, D. C.    TULSA, OKLAHOMA    LOS ANGELES, CALIF.  
PARIS, FRANCE    OTTAWA, CANADA    LONDON, ENGLAND**





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

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

*National Representatives*

**JOHN BLAIR & CO.**



**agency**

**W**ILLIAM A. CHALMERS, vice president and director of radio and television, Grey Adv., N. Y., has resigned, effective Nov. 1. Future plans will be announced shortly.

**WALTER MORRIS** and **W. D. CUNNINGHAM**, account executives with Fuller & Smith & Ross Inc., N. Y., elected vice presidents.

**HAYS MacFARLAND**, president of MacFarland, Aveyard & Co., Chicago, becomes board chairman, replaced by **A. E. AVEYARD**, executive vice president. **A. B. DICUS**, now vice president, elected executive vice president and contact manager.

**BRYDON S. GREENE**, vice president, N. W. Ayer & Son, Phila., promoted to manage of client service there.



**on all accounts**

**A** FORMER pilot with the Royal Canadian Air Force, William George White has been busy since last June getting his collective feet on the ground in a new setting—at the Joseph Katz Co. in Baltimore, Md.

This task would be a difficult one in any event, but with the heat of political timebuying at fever pitch, Mr. White has had his work cut out for him as manager of media buying for the Democratic National Committee. He sums up the time-consuming aspects of his duties this way:

"Since arriving at Baltimore, I have not had time to even learn the names of any clubs, much less join one."

Since assuming his new post, Mr. White has been directly responsible for network and spot radio and TV purchases, as well as other media buys, used in the Democratic campaign on a national basis. If his working philosophy bears him out, the Republicans had better look to their "blitzes." Mr. White claims that all campaigns he ever undertook achieved their objective: "None was unsuccessful."

A former Toronto station sound effects man, Mr. White succumbed to the lure of the advertising agency some four years ago. He has been with agencies ever since.

Bill White was born in Yonkers,

N. Y., the son of a retired New York bond broker. He moved to Toronto in 1936, after receiving his early schooling in Yonkers and Mt. Kisko, and completed his education at the U. of Toronto.

Mr. White got his early business experience at CFRB as sound effects man and studio operator for which he later forsook higher education in favor of the "glamour of radio work."

When World War II broke out, Mr. White joined the Royal Canadian Air Force, training as a fighter pilot and serving in England. He returned to CFRB after the war, handling operating and sales functions.

New Year's Day, 1948, was a significant date for him. He returned to New York and two weeks later joined Benton & Bowles as time-buyer for its Canadian accounts. He helped launch Procter & Gamble's Tide.

Mr. White left B&B in April 1949

to join Pedlar & Ryan as chief radio-TV timebuyer on all accounts handled by the late Ted C. Fisher. Two years later (in May) he moved from timebuying to account executive on P&G products. He remained until last June when the Katz agency beckoned. Among successful campaigns have been those for the Northeast Airlines and Camay.

The youthful media buyer is a



**Mr. WHITE**



# beat



GEORGE I. CHATFIELD, Minneapolis agency executive, to William Esty Co., N. Y., as vice-president and member of executive committee.

MORTON KOSHLAND, Philip Klein Adv., Phila., elected a director of Affiliated Adv. Agencies Network.

RICHARD N. CALLAHAN elected vice president, Herington Adv., New Rochelle, N. Y.

T. L. STROMBERGER, vice president, West Marquis Inc., L. A., elected president of W. D. Moriarity Chapter of Alpha Delta Sigma, advertising fraternity. R. W. RIDER Jr., account executive, Young & Rubicam Inc., is first vice president.

CHARLES E. SMITH, merchandising manager of Long Beach (Calif.) Press Telegram, appointed head of newly opened Los Angeles office of Mathisson & Assoc., Milwaukee. Agency's new New York office will be directed by EDGAR E. HINKLE, WGN-TV Chicago.

CURTIS HASELTINE, staff of Detroit Free Press, to N. W. Ayer & Son Inc., Detroit, to handle publicity on Plymouth account. J. J. CLARKE, plans-merchandising department, and JOSEPH S. FLICK Jr., transfer from agency's Philadelphia office to Detroit and Chicago, respectively. ALEXANDER B. WHEELER to Philadelphia plans-merchandising staff.

JEAN FRANKEN, BBDO, N. Y., to Albert Sidney Noble Inc., same city, as account executive.

E. GORDON STEPHENS, formerly a director of Walsh Adv., Montreal, to Griswold-Eshleman Co., Louisville, Ky.

HELEN M. WHIGHAM, media director, Vick Knight Inc., Hollywood, resigns and will move to San Francisco.

ANN JOHNSON, supervisor of cooperative advertising, Sales Builders, Hollywood (distributor for Max Factor), to John H. Riordan Co., L. A., as time and space buyer.

FRANCES FRADIN, Kenyon & Eckhardt, N. Y., to Benton & Bowles, same city, as member of TV-copy department.

MERVYN G. OAKNER, advertising manager, Chemical Corp. of Colorado, Denver, to Factor-Breyer Inc., L. A., as account executive.

ROBERT J. BARRETT, Howard Swink Adv., Marion, Ohio, to Guenther, Brown & Berne Inc., Cincinnati, as account executive.

ALLEN J. COPELAND Adv. and PAUL GRANT Adv., both Chicago, have merged, retaining latter name.

BRUCE B. BREWER & Co., Minneapolis, relocates at 400 Foshay Tower. Telephone is Atlantic 3314.

ALLEN & MARSHALL Adv., L. A., moves to 616 S. Serrano. Telephone is Dunkirk 7-5163.

firm believer in spot radio, a factor on which the Democrats doubtless will capitalize. He describes it as "one of the more effective mediums," and notes it presents advantages "unavailable in other media at the same cost."

"Frequency in either spot radio or TV must depend on overall campaign strategy," Mr. White explains with respect to political time. He concedes, however, that

network radio "is a strong advertising medium, and as long as 95% of the homes in the U. S. have radio, and less than 40% TV [it will] remain a prime requisite in most major advertising campaigns." He has a healthy respect for network TV, too.

Mr. White is married, has two children, and his hobbies—when he finds the time—are golf and sailing.



## On the Record: A Best Seller

"Diane" and her dreamy music have made WBEN's popular lady of the evening the SALES lady of the evening in Western New York. It's a welcome theme to swing-shifters, stay-at-homers and on-the-way-homers.

Diane is synonymous with relaxing rhythms, record requests and romantic verse to her thousands of listener-buyer fans. Diane also means "solid sell" to the many sponsors who've signed her late-date book.

Available in 10 minute segments, 11:20-to-midnight, Monday-through-Friday.

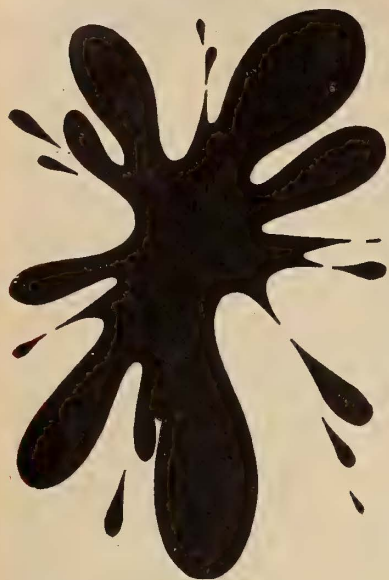
Ask Henry I. Christal About Availabilities  
NEW YORK • CHICAGO • SAN FRANCISCO

# WBEN

NBC BASIC

BUFFALO





## WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

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

**S**ALES INCREASE of 41.5% this year for Sealy Mattress Co. of Waterbury (Conn.) among 600 dealers in the Connecticut-Rhode Island-western Massachusetts area, has been ascribed by the company as largely due to the success of the five-minute Mon.-Fri. evening *Sealy Weather Forecast* on WNHC-TV New Haven.

Results of the weather program have been so successful Sealy has added the same show on WJAR-TV Providence, bringing it to 322,000 TV homes on WNHC and 225,000 on WJAR.

Produced by Edward Graceman & Assoc., Hartford, for Sealy, the show's format is described as "classically simple": Actual weather data is compiled and broadcast by Eastern Airlines forecasters on both stations, with both forecasters wearing Eastern Airlines uniforms. Some of the 45-minute commercials are filmed, some are slides with voice and some are live with the "Sealy Girl" announcer. Each is followed by a local dealer slide.

The show, slightly more than a year old, is credited with producing a 153.5% increase in a February annual sales event and doubling an annual July sales event.



*EASTERN Airlines forecaster Donn Hinton (l) receives cake from unidentified WNHC-TV employee on show's anniversary.*

Dealers report some customers order Sealy mattresses by telephone after seeing them on TV.

WNHC-TV reports the show is one of its most appreciated public service presentations and Sealy's own surveys, conducted by a leading Connecticut university, indicate product-identification through TV is higher than all other media combined. Sealy of Waterbury has made the show the foundation for all its advertising, with ads and posters highlighting the TV show.



## strictly business



Mr. DILCHER

... the spot grows larger

**S**POT radio is standing out more and more as the most important single advertising medium in the opinion of Charles Dilcher, Chicago manager of the

John Blair station representative firm. Mr. Dilcher, who believes perseverance and plugging get the business, sees an ever-growing awareness of the importance of spot among agency, client and station personnel.

Because of the increasing importance of spot broadcasting, agencies, for example, are giving more attention and responsibility to the time-buying staff, which "used to be secondary to general media buyers." He says advertisers have learned that spot, tailor-made to the needs of a product, moves merchandise at the lowest cost.

Television, contrary to much opinion, has helped spot radio, Mr. Dilcher says, by bringing more advertisers into the broadcast fold and by converting TV buyers to radio. His company was the first station representative to split its radio-TV activity, organizing a separate company for video.

Mr. Dilcher, manager of Blair's Chicago headquarters office since January 1952, and an account executive with the firm since 1937, is

(Continued on page 42)

# WARM'S

## New 5000 watts



delivers  
primary  
coverage  
of both  
**SCRANTON**

and  
**WILKES-BARRE**

AT **590** KC

N. E. PENNSYLVANIA'S

MOST POWERFUL

STATION DAY & NIGHT

Represented Nationally by  
**GEORGE P. HOLLINGBERY CO.**

NEW YORK • SAN FRANCISCO  
ATLANTA • CHICAGO  
LOS ANGELES



# YOU MIGHT GET A 175-POUND WOLF\*—

**BUT . . .**

**YOU NEED THE  
FETZER STATIONS  
TO BAG SALES  
IN WESTERN MICHIGAN!**



If you're gunning for bigger sales in Western Michigan, you really *need* the double-barreled power of the Fetzer operation—WKZO-TV in television, WKZO-WJEF in radio!

## TELEVISION

WKZO-TV, Channel 3, is the Official Basic CBS Outlet for Kalamazoo-Grand Rapids — America's 18th television market. It serves more than a quarter million Western Michigan and Northern Indiana television homes—more TV homes than are available in many seemingly larger markets such as Seattle, Kansas City, New Orleans, etc. A 28-county Videodex Diary Study made in August, 1952, proves that *WKZO-TV delivers*

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

## RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, give outstanding radio coverage of Western Michigan. *Each* is consistently top station in its home city. *Together* they deliver about 57% more city listeners than the next-best two-station choice in Kalamazoo and Grand Rapids —yet cost 20% less! WKZO-WJEF's rural circulation is spectacular, too. 1949 BMB figures credit WKZO-WJEF with big increases over 1946 in their unduplicated audiences—up 46.7% in the daytime, 52.9% at night! Get all the facts on the Fetzer Stations—write direct or ask Avery-Knodel!

*\* A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.*

**WJEF**

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

**WKZO-TV**

*top* IN WESTERN MICHIGAN  
AND NORTHERN INDIANA

**WKZO**

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

ALL THREE OWNED AND OPERATED BY

**FETZER BROADCASTING COMPANY**

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



good music is  
good business in  
greater Los Angeles  
where

**KfAC** AM-FM

is  
the 24 hour music station

*audiences are up!  
pulse inc. surveys  
confirmed by others,  
attest to an uninterrupted  
increase in KFAC listeners  
since 1948 . . . despite  
the advent of seven  
TV channels.*

*local and national  
advertisers confirm  
daily the value to  
themselves of KFAC's  
unique and growing  
place in the nation's  
number two market.*

THE LOS ANGELES BROADCASTING CO., INC.  
645 South Mariposa Avenue, Los Angeles DUnkirk 4-1231

REPRESENTED NATIONALLY BY  
THE BOLLING COMPANY

open mike



## Birthday Greetings

EDITOR:

CONGRATULATIONS ON ATTAINING YOUR MAJORITY JUST IN TIME FOR THE ELECTION. AND BEST WISHES FOR TWENTY-ONE PLUS MORE YEARS OF THE SAME EXCELLENT SERVICE TO THE INDUSTRY. BEST PERSONAL REGARDS.

HAROLD ESSEX  
VICE PRES. & GEN. MGR.  
WSJS WINSTON-SALEM, N. C.

\* \* \*

EDITOR:

CONGRATULATIONS AND GOOD WISHES ON BROADCASTING'S TWENTY FIRST BIRTHDAY FROM YOUR CHARTER COPY EDITOR. YOU HAVE DONE SUCH AN EXCELLENT JOB BEFORE REACHING MATURITY THAT I EXPECT EVEN GREATER THINGS NOW THAT YOU ARE OF AGE.

JAMES D. SECREST  
EXECUTIVE VICE PRESIDENT  
RADIO-TELEVISION MFRS. ASSN.  
WASHINGTON

[EDITOR'S NOTE: Mr. Secrest was BROADCASTING's original copy editor in 1931, then doubling in brass as star reporter for the "Washington Post."]

\* \* \*

## Readers Service

EDITOR:

If you have published any articles during the past two years dealing with transportation advertising and with the advertising of railroads in particular, will you be kind enough to either send us tear sheets of these articles or refer us to the particular issues in which they appeared . . .

Nat C. Wildman  
Vice President  
Joseph Katz Co.  
New York

[EDITOR'S NOTE: Tear sheets of articles in B-T March 10, 1952; July 23, 1951; May 8, 1950, have been sent to Mr. Wildman.]

\* \* \*

## Editorial Comment

EDITOR:

["Botched Blitz", B-T, Oct. 13, was] another of those deep thinking, balanced editorials which give your page such a reputation for impartiality.

Eugene Katz  
The Katz Agency  
New York

\* \* \*

## Missing Link

EDITOR:

We have received your [television] map and are distributing it among our sales engineers for their use as reference material.

However, one error was noticed in the map in that the Richmond-Norfolk spur link off the main north-south TV transmission line

is keyed as being coaxial cable. This is to advise you that Philco installed an 80-mile microwave TV relay system between Richmond and Norfolk about April, 1950. . . .

Gerard E. Nistal  
Mgr., Advertising &  
Sales Promotion  
Philco Corp.  
Philadelphia

\* \* \*

## Animal Act III

EDITOR:

Mr. Chase of CKLW Detroit and Buddy Deane, WITH Baltimore, may have been the first men to have interviewed a lion but they will have to take a back seat to Margaret Rosencranz of WGBF. Why?

1. She did the trick in 1946, two years before Mr. Chase could get up enough nerve to do it.

2. There was no protective railing to lean over. She went into the cage armed with the trainer's pistols which were loaded with blank cartridges.

3. And she did get her interview with the "talking" lion who had an uncanny ability of letting out a loud roar every time he was asked a question.

This took place Nov. 27, 1946,



during the Shrine Circus in the Coliseum, Evansville, Ind.

Those first liars haven't a chance!

Del Greenwood  
Promotion Director  
WGBF Evansville, Ind.

[EDITOR'S NOTE: The dispute over who was the first to interview a lion has reached a heated pitch in Open Mike and B-T's news columns. Next thing we expect to hear is that Daniel had a microphone.]

\* \* \*

## Who's on First?

EDITOR:

. . . On page 63 of the Oct. 13 BROADCASTING • TELECASTING you are carrying a Magnecord ad in regard to binaural broadcasting. The facts in the ad are wrong.


The first binaural broadcast demonstration was conducted by

(Continued on page 20)



Which is the  
Pittsburgh  
market  
YOU

want  
to reach?

In all three,  
more  homes

listen to **KDKA** than to any other station

The Home County

The 50 Mile  
Pittsburgh Market

2.2 Million Family  
Trading Area



SOURCES: Nielsen Pittsburgh Station Area coverage report, 1952;  
and Guide-Post Continuous Consumer Panel, 1952.

**PITTSBURGH**

50,000 watts

NBC Affiliate



WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • WOWO • KEX • KDKA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



BASED on a broad survey of agencies throughout the nation, this book is a detailed study of how American advertising agencies are organized and operated.

It describes the typical procedures followed by large, medium and small agencies. It outlines not only practices common among different agencies but also those variations in procedure which may serve admen as a basis for comparison with their own ideas and methods.

Mr. Graham is head of the Irvin Graham Agency in New York City and is Instructor in Advertising at the City College of New York.

WRITING FOR TELEVISION. By Gilbert Seldes. Doubleday & Co. Inc., Garden City, N. Y. 254 pp. \$3.

AUTHOR Seldes analyzes the principles and practices of successful

## book reviews . . .

ful writing for television. This book is designed to provide the beginner with a professional survey of techniques, while for established writers, it furnishes essential information on adapting their works for the medium. It is noted that the picture of TV production presented should make the book valuable also to those who work with script writers—active producers, directors and technical experts.

Mr. Seldes was head of the CBS Television Program Dept. for eight years and has authored radio and TV scripts, plays, movies, and 10 books. His experience includes production of TV entertainment to the tune of 1,500 hours and he has written, directed and adapted

scripts. While the book covers nearly every type of television writing, including a chapter-treatment of the commercial, its main emphasis is on the TV dramatic form.

RADIO SPECTRUM CONSERVATION. A report of the Joint Technical Advisory Committee, sponsored by the Institute of Radio Engineers and the Radio-Television Mfrs. Assn. McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y. 221 pp. \$5.

THIS report deals with the shortage of spectrum space which, it says, is nearer exhaustion than is generally realized, and calls for vigilant conservation.

"If the present haphazard plans of allocating wavelengths is con-

tinued, new services now on the drafting boards as well as needed expansion for existing services may be permanently foreclosed," the report cautions.

The report, in book form, represents one of the first programs of public policy to be conceived and recommended by engineers. For the most part, the book is written in non-technical language, with the exception of the chapter on radio-wave propagation.

THE SPICE OF VARIETY. Edited by Abel Green. Published by Henry Holt & Co. Inc., 383 Madison Ave., New York 17, N. Y. 277 pp. \$3.50.

ANOTHER bit of spice from the talent world is presented by Abel Green, who is editor of *Variety* and who co-authored *Show Biz*, a best-seller, with Joe Laurie Jr.

This book contains what are described as "the best pieces gleaned from *Variety's* Anniversary issues." Contributors are the biggest names in show business, most of them familiar to radio-TV. Among the articles are Fred Allen's noted monologue first heard on the *Big Show* and titled "Mostly About an American." There are articles by Jack Benny, Eddie Cantor, Jimmy Durante, George Jessel, Edward G. Robinson, Groucho Marx, Sam Levenson, Ethel Barrymore and still many others including some novelists and critics.

### Open Mike

(Continued from page 18)

WGMS Washington and the U.S. Recording Co. of Washington in April, 1949. It was a broadcast of the National Symphony Orchestra under Howard Mitchell . . .

M. Robert Rogers  
Vice Pres. & Gen. Mgr.  
WGMS Washington

[EDITOR'S NOTE: The advertisement said the first east coast binaural broadcast would be made Oct. 29 at the New York Audio Fair over WQXR New York.]

\* \* \*

### Low and Inside

EDITOR:

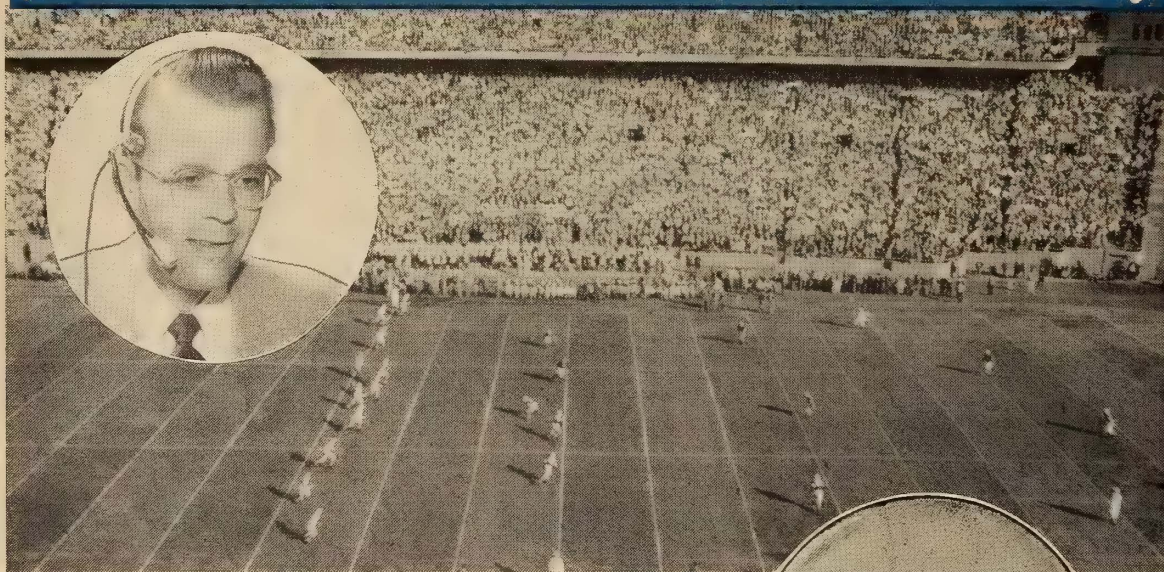
. . . Indications are that ball game sponsors in rapidly increasing numbers will drop all "curve" pitch descriptions in any future broadcasting. Some now hold firm opinions about the use of radio to disseminate fictitious information so misleading and actually harmful to the pitching ambitions of millions of young Americans. . . .

The complexities involved in accurately analyzing the actual lines of flight and the visualization of the pitched baseball are mainly responsible for the widespread, but scientifically untenable, belief in the "curve" pitch. There is no such thing as a curve. . . .

Ernest Lowry  
Toronto, Canada

[EDITOR'S NOTE: Mr. Lowry describes himself as "specializing in research analyses of baseball flights and their optical effects."]

## Another BLUE RIBBON Achievement!



This month's achievement citation goes to a KFAB staff member—to Lyell Bremser, sports director. Bremser, in reporting sports events to midwesterners for over 12 years has achieved the title of "The Midwest's Greatest Football Broadcaster". He's "Mr. Football" to the fans whose respect and loyalty he earned through years of colorful, accurate, sincere reporting from Pennsylvania and Florida . . . to California and Oregon. The achievements of Lyell Bremser in the sports field accounts for KFAB's top football audience. It's another achievement reflected in sales for the KFAB advertiser. Find out more from Free & Peters . . . or contact Harry Burke, General Manager.

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





# **SAN DIEGO, California— The *FASTEST GROWING* LARGE City in the U.S.A.**

## *Now, the 31<sup>st</sup>. Market...*

### **Total net effective BUYING INCOME:**

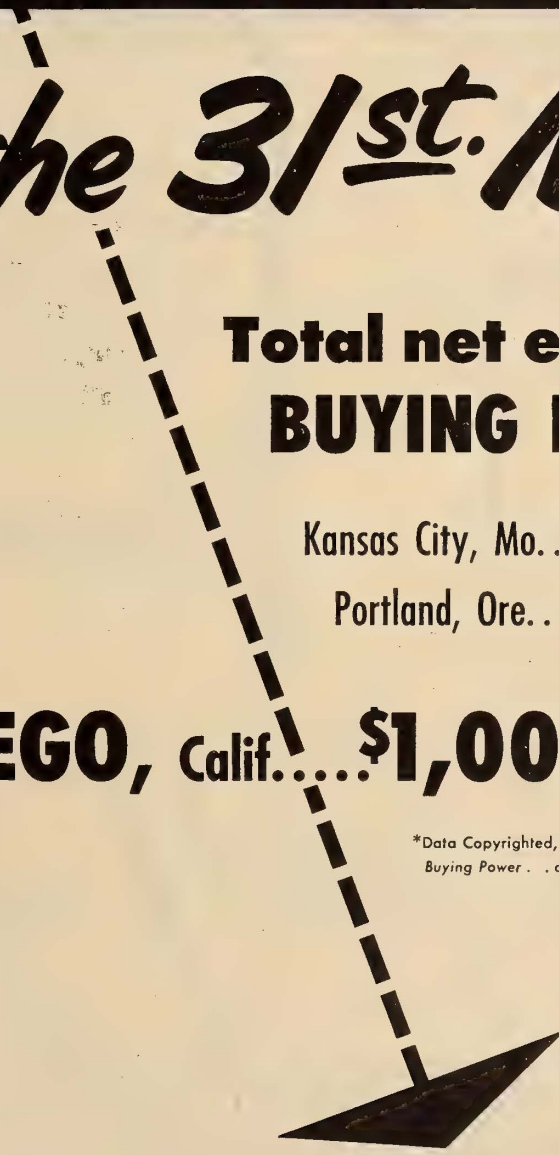
(After income taxes)

Kansas City, Mo. . . . \$1,040,040,000

Portland, Ore. . . . \$1,028,170,000

**SAN DIEGO, Calif. . . . \$1,004,186,000\***

\*Data Copyrighted, 1952 Sales Management Survey of  
Buying Power . . . city-county figures for all 5 markets.

- 
1. Do you get your share of this billion dollar market?
  2. Need a location for a light manufacturing plant?
  3. Need a distribution set-up in Southern California?
  4. A retail outlet for goods or services?



For more information write to Research Dept. **KFMB** RADIO AND TELEVISION

1405—5TH AVENUE, SAN DIEGO 1, CALIFORNIA



NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

NORTH CAROLINA'S

*Number*

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

*Salesman*

**WPTF**  
also WPTF-FM

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA



FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTADT, SALES MANAGER



# ABC'S SINGLE RATE POLICY

*Target Date Is April 1*

AN OVERHAUL of the ABC radio rate card, establishing a single rate for both day and evening time but making compensating discount revisions to leave the net cost to advertisers unaffected, is being developed by officials of the network and probably will be put into effect April 1.

This was revealed last week as ABC executives wound up the second of their projected half-dozen 1952 regional meetings with affiliates.

The changes, which network officials would have liked to put into effect Oct. 1 instead of the discount realignment which was established at that time, would be installed as a simplifying measure and would not in any way change present actual charges to advertisers or compensation of affiliates.

Authorities explained that the plan calls for some increase in daytime gross rates and some decrease in evening gross rates, with the result that daytime and nighttime rates would be identical. Simultaneously, however, discounts and station compensation formulas would be adjusted so that the net result of all the changes would be that advertisers pay the same as now and stations' compensation would be the same as now.

## Gap Is Reduced

Officials pointed out that the recent 25% average cut in evening charges, coupled with approximately 5% boosts in morning rates, already has substantially narrowed the differential between daytime and evening costs, and noted, further, that the single-rate move is in line with research which shows the gap between daytime and evening audiences is closing rapidly.

Additionally, they regard it as "a little absurd" to have discounts ranging up to, say, 60% or more. ABC officials feel it makes more sense and is more realistic and less complicated to achieve the same net result by adjusting gross rates to a point where discounts are kept at something less than skyscraper height.

To maintain the present small differential in actual costs of day and evening time when the gross rate is the same for both would mean, of course, somewhat higher discounts for daytime periods than for evening.

Many radio stations have vigor-

ously opposed any reduction in network card rates on the ground that such reductions pave the way for advertisers to demand cuts in local and national-spot rates. CBS Radio for just that reason instituted the current round of changes by making discount revisions and guaranteed to keep its gross rates uncut for at least a year.

But ABC officials said they have had not a single objection from affiliates with whom they have discussed their plan.

These discussions have come at two regional meetings—one in Hollywood three weeks ago with Pacific Coast and Mountain State affiliates, and one last week with New England and North Atlantic states stations—and will be continued at four similar sessions scheduled during the next few weeks. On the strength of the

ously opposed any reduction in network card rates on the ground that such reductions pave the way for advertisers to demand cuts in local and national-spot rates. CBS Radio for just that reason instituted the current round of changes by making discount revisions and guaranteed to keep its gross rates uncut for at least a year.

But ABC officials said they have had not a single objection from

affiliates with whom they have discussed their plan.

These discussions have come at two regional meetings—one in Hollywood three weeks ago with Pacific Coast and Mountain State affiliates, and one last week with New England and North Atlantic states stations—and will be continued at four similar sessions scheduled during the next few weeks. On the strength of the

reception of the plan at the first two meetings, network officials are confident that it will win acceptance and be put into effect April 1.

The April 1 date was picked because it comes exactly at the end of the six-month protection period afforded current advertisers against the daytime rate boosts incorporated in the Oct. 1 rate-and-discount realignment.

Assuming the single rate does go into effect April 1, advertisers then will be given "fielder's choice"—they can either pay current rates with current discounts, or they can pay the new single rate with the discounts that will then be applicable.

A number of ABC top officials wanted to put the single-rate policy into effect on Oct. 1, as ABC's answer to the CBS and NBC radio networks' revision which, via discount changes, produced an approximately 25% cut in evening time costs and about 5% rise in daytime charges [B•T, Aug. 18, et seq.; also see MBS story, this page].

They felt, however, that they should not inaugurate such a de-

*(Continued on page 38)*

## MBS' COMPETITIVE CUT Hinges on TV %

AGAINST a background of a 13% increase in gross billings, Mutual Broadcasting System made its move last week to follow the suit of rival networks in cutting nighttime advertising costs by approximately 25%.

Unlike those effectuated by the CBS, NBC, and ABC radio networks, the Mutual plan draws a distinction between advertiser costs in TV areas and those in non-TV markets, with affiliates which have TV competition taking the brunt of the cost reduction. Also unlike the other networks' changes, which already have gone into effect, Mutual's is to be effective Jan. 1.

Although these details were not officially disclosed, it was understood that the nighttime reduction for stations with TV competition would approximate 30% while for those outside of TV areas it would be about 10%. Affiliates which have no TV competition now, but ac-

quire it in the future, would take the larger reduction six months after the TV competition takes the air, it was understood.

The dividing line between "TV areas" and "non-TV areas," authorities reported, would be the line marking a 50-mile radius from a television station—affiliates within 50 miles of a TV outlet would be adjudged to have TV competition; those outside the 50-mile zone would fall into the non-TV classification.

Mutual's shareholder stations, it was said, for the most part will bear a larger portion of the nighttime cutback than other affiliates. All of these—WOR New York, KHJ Los Angeles, WNAC Boston, WGN Chicago, WHK Cleveland, WIP Philadelphia, and CKLW Windsor-Detroit—are in TV markets, and the first four, representing about 78% stock ownership of Mutual, also have TV stations. It

was noted that WGN is cutting its nighttime rate 50% effective Nov. 1 [B•T, Oct. 13].

Like the other radio networks, Mutual anticipates an increase for new advertisers, of approximately 5% in morning time charges everywhere and plans to restore in full, for afternoon time, the 10% reduction in costs which was put into effect as part of the four-network round of cost cuts in 1951. The changes anticipated by the current MBS plan, spokesmen said, are to be effected via revisions in discount structure rather than changes in gross rates.

Announcing the plan, which was outlined to and endorsed by the Mutual Affiliates Advisory Committee at a Virginia Beach, Va., meeting over the Columbus Day weekend [B•T, Oct. 13], and which then was explained to all affiliates in a conference call last Wednes-

*(Continued on page 36)*



# AM'S RATES, IMPACT

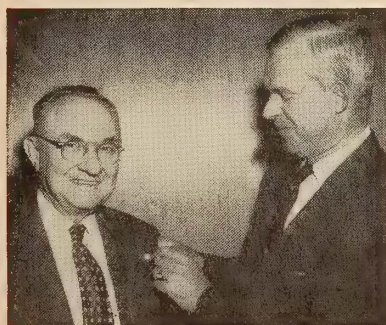
RADIO rates and whether they should be raised or lowered at this time were vigorously debated Thursday afternoon at the NARTB District 2 meeting, Thursday and Friday at the Westchester Country Club, Rye, N. Y.

E. R. Vadeboncoeur, WSYR-AM-FM-TV Syracuse, director of the district, presided at the two-day meeting attended by about 100 representatives of stations and industry service organizations.

Raymond Spector, New York agency president, urged station operators to reduce nighttime rates now to the daytime level and not to think of any increase in daytime rates lest advertisers desert en masse to TV. Paul Morency, WTIC Hartford, chairman of the radio session, promptly responded that if radio stations reduce rates they will be forced to cut their service to listeners and that to do that is sure death. He argued that broadcasters generally had made a serious mistake not to raise rates as their audiences grew and urged them to increase daytime rates now. William B. Ryan, BAB president, echoed Mr. Morency's sentiments, stating that daytime rate rises are justified and should be made now, if only as a safeguard against cuts that may come if, as Mr. Spector predicted, TV eventually decimates the daytime radio audience.

## Albany Competition

Harry Littler, WROW Albany, reported that in a highly competitive market, with eight radio stations and TV, WROW had increased its business 50% by a 25% increase in rates. At the new rate, he said, salesmen can devote enough time to each advertiser to help him get better returns from his radio advertising, so the ad-



W. T. REED Jr. (r), president, Larus & Brother Co., owner and operator of WRVA Richmond, points to a diamond set pin he just awarded to C. T. Lucy, station's general manager. Award was for 40 years service. Mr. Lucy joined the tobacco firm as officer manager and later was named its advertising manager. His leadership of WRVA began in 1925.

vertisers are happy; the salesmen are happy because they're making more money, and the station management is happy for the same reason.

Earlier in the afternoon, when he described the successful invasion of the lipstick field by Hazel Bishop, which in two years became a top lipstick in a field of 50 well-known brands, Mr. Spector was more enthusiastic about radio, even at current rates. Newspapers are fine to introduce a product, particularly a newsworthy one, he said, and TV is fine to demonstrate it, but for a product that is used every day nothing delivers like radio, when measured on the basis of sales per dollar spent in advertising. He urged broadcasters to keep program costs down to give the advertiser the most for his money, telling them to search their files for ideas used 20 years ago when they built good programs using just an announcer, and citing the current Hazel Bishop *Hollywood Gossip* show, broadcast on 188 stations with a total script and talent cost of \$90 a program.

Horace Schwerin, president, Schwerin Research Corp., declared

## Debated at Dist. 2

that radio can "continue to sell goods and do so more economically than any other form of advertising," providing that programs and commercials are planned "with a sound knowledge of the kind of audience they attract."

He reported on an analysis made in 1947 for Toni Co. of its five radio shows, which revealed that when the "extra customers" among listeners to each program, as compared to non-listeners, were computed with the cost of the program, the daytime serial *Nora Drake* with a low rating and a low cost, was producing extra customers for Toni at 2.6 cents apiece, and the audience participation show, *Give and Take*, second most expensive of the five, was next lowest in cost-per-customer, 3.5 cents.

## Radio-TV Advantages

Hans Zeisel, research director, The Tea Bureau, advanced the theory that radio and TV have a big advantage over printed media in that "it is more difficult not to listen to an advertisement you hear than not to read an advertisement you see." The "semi-captive" audi-

(Continued on page 30)

## SINGLE RADIO RATE

### Forecast for Night and Day by Stolzoff

A SINGLE rate for both daytime and nighttime radio is forecast by J. S. Stolzoff, account executive, Foote, Cone & Belding, Chicago.

Mr. Stolzoff made the prediction in a talk before the Women's Advertising Clubs' Midwestern Conference in Grand Rapids, Oct. 11.

"It's my opinion, and the opinion, I might add, of more than a few others; that it is strictly a matter of time until we have a single radio rate for both daytime and nighttime radio," he said.

Venturing a guess, Mr. Stolzoff said that the single rate would be instituted "before much more than a year has passed."

The advertising executive cautioned his listeners not to sell daytime radio short. "Rather, let's accept the fact that daytime radio is a hearty, lusty, solid advertising medium. The national bills for daytime radio are being paid by some of the sharpest national advertisers in the country," he pointed out.

Mr. Stolzoff disclosed that radio rates had been the subject of much discussion lately. "Several of us had a series of meetings with all four of the national networks on Monday and Tuesday of this week. The meetings were held on the question of nighttime radio and the costs of nighttime radio."

As far as television was con-

cerned, Mr. Stolzoff remarked that he had just a couple of hunches.

"First, unless American manufacturing ingenuity can drive costs down to a point where a television station can be put on the air for \$50,000 or \$75,000 and maintained at a cost, including depreciation, of no more than \$35 per broadcast hour, then I find it difficult to believe that television is going to be truly national for a long, long time.

"I hope I am wrong. But I suspect may be heading into a period of an entirely different type of sponsorship of television programs," he stated.

## Sees Trend Increasing

"I hope I am wrong. But I suspect that more and more programs are going to be sold on a basis such as *Your Show of Shows* where an advertiser buys a one-minute spot announcement. We will see more rotational plans where an advertiser is on once every four to six weeks.

"This almost has to happen if we are to support four television networks with 30 hours a week of nighttime programming each. Somebody's going to have to pay for a total of 120 hours a week of television programs. We have to assume that someone will be picking up the checks for nighttime TV. And it will not be a small check."

## NATIONAL NIELSEN RATINGS\*

September 7-13, 1952

EVENING, ONCE-A-WEEK

Current Rank	Program (Average for all Programs)	Current Rating Homes % (4.2)
1	Lux Radio Theatre (CBS)	8.8
2	Dragnet (NBC)	7.6
3	Dr. Christian (CBS)	7.0
4	Philip Morris Playhouse (CBS)	6.6
5	People Are Funny (CBS)	6.4
6	You Bet Your Life (NBC)	6.4
7	Railroad Hour (NBC)	6.1
8	Life with Luigi (CBS)	6.1
9	Bob Hawk (CBS)	5.9
10	Arthur Godfrey's Scouts (CBS)	5.6

## EVENING, MULTI-WEEKLY

(Average for all Programs)		(2.3)
1	One Man's Family (NBC)	4.6
2	News of the World (NBC)	4.5
3	Lone Ranger (NBC)	3.6

## WEEKDAY

	(Average for all Programs)	(3.6)
1	Right to Happiness (NBC)	7.0
2	Backstage Wife (NBC)	6.6
3	Romance of Helen Trent (CBS)	6.6
4	Guiding Light (CBS)	6.5
5	Pepper Young's Family (NBC)	6.5
6	Our Gal, Sunday (CBS)	6.3
7	Ma Perkins (CBS)	6.2
8	Arthur Godfrey (Liggett & Myers) (CBS)	6.2
9	Arthur Godfrey (Nabisco) (CBS)	5.9
10	Bia Sister (CBS)	5.8

## DAY, SUNDAY

(Average for all Programs)		(2.1)
1	Shadow, The (MBS)	5.0
2	True Detective Mysteries (MBS)	4.5
3	Hollywood Star Playhouse (NBC)	3.6

\* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1952 by A. C. Nielsen Co.

## JONES SUIT

### Lowered to \$2 Million

TRIAL initiated by Duane Jones, president of the Duane Jones Co., New York, charging conspiracy by nine of his former employees, will continue today (Monday) before Judge Dennis O'Leary Cohalan in New York Supreme Court following testimony all last week.

Mr. Jones, who originally filed suit for \$4½ million, has lowered his demands to \$2 million. His counsel has withdrawn one cause of action seeking \$1½ million for alleged slander against the Jones Co. and another, seeking \$1 million from Scheideler, Beck & Werner and the three principals of that agency, has been shifted on technical grounds to equity court.

Testimony last week by Mr. Jones and Ralph Smith, formerly executive vice president of the Duane Jones Co. and now with Sullivan, Stauffer, Colwell & Bayles, New York, sought to bolster Mr. Jones' contention that his former executives conspired to "destroy his business" [B•T, Feb. 11]. Witnesses for Mr. Jones are expected to return to the stand today and the defense is scheduled to present its case starting tomorrow (Tuesday).

The nine former Jones' executives named in the suit are: Joseph Scheideler, Paul Werner, Philip Brooks, Lawrence Hubbard, Eugene Hultzizer, Joseph Beck and Robert Hughes, all presently with Scheideler, Beck & Werner and Robert Hayes, now with Doherty, Clifford, Steers & Schenfield and Don Gill now with Geyer Adv. They, in turn, have filed a \$3,150,000 slander suit against Mr. Jones [B T, July 14].



# DRIVE TO SPOT

By FLORENCE SMALL

IN ADDITION to the comparatively normal network promotion of automotive companies to introduce their 1953 models, a swell of radio spot activity by auto firms was developing last week.

A check by BROADCASTING • TELECASTING showed that at least 10 auto advertisers are undertaking formidable radio spot campaigns, with only one or two relying exclusively on network programming.

Buick cars, for example, in addition to its sponsorship of the Buick program every fourth Tuesday from 8 to 9 p.m. on NBC-TV, will start a spot radio schedule early next year to promote its newest car which is to be unveiled Jan. 9. Buick will use 450 radio stations in 150 cities for a five-day saturation spot announcement schedule, effective Jan. 3. Kudner Agency, New York, handles the account.

Chrysler Div. of Chrysler Corp. introduces its new car on Oct. 30 with a three-day announcement list on about 85 radio stations. Spot campaign is effective Oct. 27 through Oct. 30 and is placed through McCann-Erickson, New York. The campaign is expected to be the largest in the firm's history.

Chrysler's Dodge Div., through Grant Adv., Chicago, preceded its spot campaign with an extensive teaser schedule of 15-second radio spots and 60, 50 and 20-second TV spots throughout the country. All 4,100 Dodge dealers participated in the teaser schedule, and spots were bought on at least one station in every dealer market.

## Teasers This Month

The teaser portion of the campaign, announcing that the all-new Dodges were coming, will be followed Oct. 23 with regular announcement schedules nationally for two to four weeks. The same number of markets will be bought for 60, 50, 30 and 15-second radio commercials and for 60, 50 and 20-second TV spots.

Costs of the campaign cannot be estimated accurately, a Grant executive said, because dealers are supplementing the national campaign with local purchases. The two-part agency schedule is financed from the regular Dodge coop fund.

In addition to this saturation spot announcement campaign Dodge has signed for a mid-November network saturation program on NBC radio. Dodge will sponsor on Nov. 16 *The Aldrich Family* (7:30-8 p.m.) on Nov. 17 the Meredith Willson show, and one broadcast of the Tandem package consisting of Red Skelton on Nov. 18 (8:30-9 p.m.), *Barry Craig* on Nov. 19 (10-10:30 p.m.), and *Judy Canova* on Nov. 20 (10-10:30 p.m.).

Dodge also bought the sports news portion featuring Jim McKay

on WCBS-TV to introduce its 1953 line, effective Oct. 20 for three weeks. In addition Dodge has purchased Tuesday and Thursday participations in *The Early Show* and 6:30 p.m. Saturday announcements, all on WCBS-TV, for the same three weeks.

Pontiac cars, through McManus, John & Adams, New York, is considering a radio and television spot announcement campaign, which would be launched about the middle of December. Its extent is yet undetermined.

Chevrolet (central office) is also understood to be contemplating a spot radio campaign but the details are not yet completed. The Chevrolet dealers are awaiting the parent company's completion of plans before they too join in promoting the new cars. The company now sponsors a quarter-hour Dinah Shore program twice a week on NBC-TV. Campbell-Ewald, Detroit, handles the account.

Nash cars, through Geyer Adv., New York, will display one of its new lines early in January and another in March. An impressive spot radio campaign is being con-

## For '53 Auto Models

sidered for the March unveiling.

Ford Motor Co., through J. Walter Thompson Co., New York, is planning to introduce its new model with a radio spot campaign slated to start in December. The list is expected to be about equal, and similar to that of last year.

Plymouth cars, through N. W. Ayer & Son, New York [B•T, Oct. 6], is arranging a radio spot campaign to promote its 1953 model on Nov. 17. Daytime minutes and 20-second announcements will be used.

Kaiser-Frazer cars is using a radio spot announcement schedule for two weeks, starting last Wednesday, in 60 markets. The car was introduced last Friday. William H. Weintraub & Co., New York, is the agency. This is in addition to the firm's continued sponsorship of *Night Editor* on eight television stations.

Lincoln-Mercury, through Kenyon & Eckhardt, New York, already has produced spot announcements for a campaign but has not yet decided on the extent of the drive. Lincoln-Mercury regularly



ROBERT E. HEALY (l), vice president and treasurer, McCann-Erickson Inc., admires certificate of appreciation awarded him by the Advertising Council. George P. Ludlam (r), council's vice president, made the presentation which was for Mr. Healy's services as a volunteer coordinator of the council's Red Cross and Armed Forces Blood Donor campaigns.

sponsors the Ed Sullivan show on CBS-TV.

Meanwhile another motor company, Willys-Overland Motors, made news last week by becoming the first advertiser to sign for sponsorship of the forthcoming television series, *Omnibus*, 90-minute weekly program produced by the Ford Foundation's TV-Radio Workshop CBS-TV, Sun., 4:30-6 p.m.

Willys-Overland will underwrite its part of the show, which starts Nov. 9, for 26 weeks. Four other advertisers are expected to join in sponsoring the program. Willys-Overland is handled by Ewell & Thurber Assoc.

Packard cars, though Maxon Inc., New York, currently sponsoring film series, *Rebound*, on a number of stations, is expected to increase its coverage when the program is placed on the DuMont network, alternate weeks, starting Nov. 21.

13 weeks, but may be cancelled by either party on 21 days' notice thereafter.

Programs of less than five minutes duration are firm for the first four weeks, after which either party may cancel on 14 days written notice.

**INABILITY TO TELECAST:** If only the aural or the visual portion of the signal is interrupted, the amount of adjustment to the agency is subject to negotiation.

If both the aural and visual signals are interrupted, pro-rata reductions, credits, or make-good telecasts are in order.

**SUBSTITUTION OF PROGRAMS:** If the station substitutes a sponsored program of public interest for the scheduled program, the station is liable for the agency's non-cancellable live talent costs for a live program, and the reasonable allocated print or rental cost of films scheduled for the pre-empted time and not usable for future scheduling. However, the station's liability is not to exceed the time charges for the period involved.

**RATE PROTECTION:** The Standard Contract provides six months' rate protection for existing contracts or renewals.

## TV CONTRACTS

## NARTB-AAAA Form To Be Distributed

SPOT telecasting practices were placed on a uniform basis last week with adoption of the first standard contract form [CLOSED CIRCUIT, Oct. 13]. The standard form is being made available to advertising agencies and TV stations by NARTB and American Assn. of Advertising Agencies.

Most of the widespread TV spot practices that have developed in the last few years are incorporated in the contract. Both stations and agencies are protected by the provisions, result of two years of work by joint committees representing the two associations. Eight redrafts were considered by conferees.

Ted Bergmann, DuMont Television Network sales director, heads the NARTB negotiating subcommittee, with Vincent Wasilewski, of NARTB's Legal Dept., and Thad H. Brown Jr., TV director and counsel, serving as NARTB liaison with AAAA. Heading the AAAA committee is Frank Silvernail, radio-TV timebuyer manager of BBDO.

AAAA has copyrighted the contract form. It is distributed in mat form by NARTB to stations and AAAA is making it available to agencies. Use of the contract is entirely optional and is not limited to members of the associations.

NARTB pointed out, in advocating universal acceptance of the document, that it will eliminate much confusion and inefficiency as well as ease contract negotiations.

The spot telecasting form is similar in general arrangement and basic provisions to the radio spot form. It is flexible and can be changed from time to time as the television industry grows. The spot

radio contract form was revised in 1946 and 1941.

During negotiations the telecaster committee consistently opposed efforts to insert a 2% cash discount for advertising agencies, it is understood. Originally the agencies were understood to have asked for reimbursement in substitution of public interest programs, whether sponsored or sustaining. The final language covers only substitution of sponsored programs, with agencies reimbursed for live talent cost plus other items but not in excess of time charges for the period.

An important feature of the spot telecasting contract is the provision that rates in the contract are consistent with the station's rate card, being the lowest rates made by the station for similar telecasts. It is specified there will be "no secret rates, rebates or agreements affecting rates." The agency, in turn, agrees not to rebate any of the commission allowed by the station.

Mr. Silvernail recently called attention to the clause in the spot radio contract that forbids rate-chiseling practices [B•T, Sept. 29].

Some of the principal provisions of the spot telecasting contract were described by NARTB and AAAA as follows:

**TERMINATION:** Contracts for programs of five minutes or more duration are non-cancellable for the first



# AFM STANDBY

## High Court Will Review

POSSIBLE importance to broadcasters is seen in the question whether the American Federation of Musicians may require a theatre to hire and pay a standby orchestra when a "name" band is performing and there is no need for a house orchestra.

Case was accepted for consideration by the Supreme Court last week. Petition for writ of *certiorari* was filed by the National Labor Relations Board. NLRB appealed from a U. S. Court of Appeals ruling last May overturning a 1951 NLRB decision which dismissed a complaint of unfair labor practice against the Akron, Ohio, AFM local brought by Gamble Enterprises Inc., operator of the Palace Theatre in that city.

At issue is the interpretation of Sec. 8 (b) (6) of the labor act which makes it an unfair labor practice for a union to "cause or attempt to cause an employer to make or agree to make payments in the nature of an exaction for services which are not performed or not to be performed." This provision was made part of the National Labor Act when the Taft-Hartley Bill was passed in 1947. The section originally incorporated the entire anti-featherbedding provisions of the Lea Act, passed in 1946, amending the Communications Act, but in Senate-House conference it was revised to eliminate all but the standby provision.

Case originated in 1949 when Gamble Enterprises brought unfair labor practice charge to NLRB. NLRB examiner in 1950 found that a violation existed, but NLRB board ruled that no violation had been made, since the AFM local had proposed various schemes whereby the musicians hired would actually perform—before curtain time, at intermission, etc.

Constitutionality of the Lea Act was upheld by the Supreme Court in 1947 [B•T, June 30, 1947]. In 1948, AFM President James Caesar Petrillo was acquitted of Lea Act violation in an attempt to force WAAF Chicago to hire additional music librarians [B•T, Jan. 19, 1948].

## B & B ELECTION

### Top Posts to Baker, Lusk

WILLIAM R. BAKER Jr. and Robert E. Lusk were elected by the board of directors of Benton & Bowles as chairman of the board and president, respectively, Atherton W. Hobler, chairman of the executive committee, announced Thursday.

Mr. Baker has been president of the agency since 1950 and a member of the firm since 1933. Mr. Lusk, executive vice president since 1950, also joined in 1933. Mr. Hobler, who has been chairman of the board, continues his active role as head of the executive committee.



OATH of office is administered to newly appointed FCC Comr. Eugene H. Merrill (r) by Chief Judge Harold M. Stephens (l) of U. S. Court of Appeals for District of Columbia. FCC Vice Chairman Rosel H. Hyde assists at ceremony held in Commission meeting room Tuesday.

## CAMPBELL NAMED

### Succeeds Borroff at WRS

ELDON CAMPBELL, New York representative of Westinghouse Radio Stations Inc. for three years, has been named WRS general sales manager by Joseph E. Baudino, vice president and general manager. He succeeds E. R. Borroff, who has resigned.



Mr. Campbell will maintain his New York office at 444 Madison Ave. He joined Westinghouse in 1938 at WOWO Fort Wayne, Ind., as an announcer, later becoming program manager. He became program manager of KEX Portland, Ore., when WRS acquired the station in 1944 and a year later was made sales manager. He was transferred to New York as sales coordinator after five years at KEX.

## American Chicle Names

AMERICAN Chicle Co., New York, names Dancer-Fitzgerald-Sample, that city, to handle advertising for Dentyne, Chiclets, Beeman's Pepsin and all other Adam brands, effective Jan. 1. The agency has been handling Clorets chewing gum and Clorets mints for American Chicle for the past two years. The additional amount of business for D-F-S is said to be about \$1 million. Sullivan, Stauffer, Colwell & Bayles, New York, had been servicing the account.

## Copyright Meet

FIRST meeting of the NARTB Copyright Committee will be held Nov. 17-18 at the association's Washington headquarters. Edward Breen, KVFD Fort Dodge, Iowa, will preside as committee chairman. Members will be given a general briefing on the whole copyright problem, including a legislative review and developments in the litigation field.

## No TV at Home

AS IS customary when new government officials are sworn in, Eugene H. Merrill's family (four children and his wife) was present last week when he became the seventh member of the Commission which exerts life or death control over broadcasting. There was a TV set in the office assigned to him, and one of his children examined it as though it were a new toy. The new Commissioner's wife explained her child's curiosity. "We don't have a television set at home," she said. "We don't think it's good for children."

## ABC NAMES

### Three in Program Unit

THREE new appointments at ABC were announced Thursday by Ray Diaz, national program director for the radio department. They were as follows:

Myrtle M. Tower as director of program operations and William D. Hamilton as eastern production manager for the radio network, and Clayton Shields as business manager of the network radio program department.

Miss Tower, with ABC for seven years, has served as assistant manager of central booking, ABC radio; assistant to the national director of program operations, and assistant to the program manager of ABC's WJZ New York.

Mr. Hamilton, who has been senior director of the radio department, joined the network in 1948 from the J. Walter Thompson Co. as associate radio director.

Miss Shields, who has been program budget and office director since January 1951, previously was secretary, later assistant, to the business manager. She has been with ABC since January 1945.

# CHURCH AWARDS

## Go to all Major Networks

TRIBUTE was paid to the five radio and television networks for their contributions to religious broadcasting by the Broadcasting and Film Commission of the National Council of Churches of Christ in the U.S.A. at a dinner Wednesday at the Waldorf-Astoria Hotel, New York.

Citations expressing the appreciation of the commission were accepted on behalf of the networks by Niles Trammell, NBC board chairman; Alexander Stronach Jr., vice president in charge of ABC-TV; Gene Fitts, executive producer of WOR New York (Mutual); Dr. Allen B. DuMont, president of DuMont Labs., which operates the DuMont Television Network, and Adrian Murphy, president of CBS Radio.

The citations read in part: "On behalf of our constituent communities, councils and agencies, we express our deep appreciation to the radio and television industry for its contribution in providing its facilities in the broadcasting of religion."

Some 200 religious broadcasters associated with the commission and the networks heard keynote addresses by Dr. Buell G. Gallagher, president of the College of the City of New York and an ordained minister of the Congregational Church, and Paul A. Walker, FCC chairman.

Dr. Gallagher declared that radio and television contribute their greatest public service through the broadcasting of religious programs and said 721,000 responses to the commission's religious broadcasts had been received.

Chairman Walker pledged that radio and television would dedicate themselves to "continued fruitful employment . . . in the cause of human betterment and spiritual welfare."

Presiding at the dinner was Dr. Ronald Bridges, executive director of the Broadcasting and Film Commission. Presentation of awards was made by Dr. Truman B. Douglass, chairman of the commission.

## NARTB BOARDS

### Will Now Meet in D. C.

COMBINED Radio and Television Boards of NARTB will meet in Washington Dec. 3-4, instead of in Miami Beach Dec. 5-6, President Harold E. Fellows announced last week following a poll of directors. The meetings were originally scheduled to dovetail with the NBC affiliates meeting at Boca Raton, Fla., the shifting of sites following cancellation of NBC's convention [B•T, Oct. 13].

No change had been announced late last week in the Television Board's plan to meet at Cat Cay Island, off the Florida east coast. It was known, however, that a change is under consideration.



# THERE'S ROOM FOR BOTH, IF BOTH EARN IT

SELLING broadcast media in most cases is as simple as a thorough presentation of all the facts and figures, Arthur J. Pryor Jr., BBDO vice president in charge of radio and television, told members of the Sixth NARTB District, meeting at the Peabody Hotel in Memphis.

Mr. Pryor, who as BBDO radio-TV vice president controls some of the nation's largest radio-TV accounts, spoke Oct. 10 on the feelings and thoughts of agency people about the status of radio in TV markets [AT DEADLINE, Oct. 13].

Introducing charts based on radio and television research, Mr. Pryor said both broadcast media "have grown fat because, in the majority of cases they haven't had to sweat for sales."

Mr. Pryor said he thought "most advertisers buy radio and TV—few of them are sold. The selling is

done by factual presentations made available to salesmen by able station and network managements," he said.

The BBDO vice president laid the blame for much of television's promotion ("at the expense of radio") on radio network and station people, themselves, and said if this had not been the case, radio would have been more aggressive and concerned about its competitive position.

"However, the radio folks are beginning to think about radio again and, little by little, life is regarding its more normal aspects. . . . Some of us are beginning to feel we can discuss radio without the fear we are secretly being considered horse and buggy guys in a jet age," he said.

Calling on radio broadcasters to face problems realistically, he said

retention of current business is "basically a question of keeping advertisers aware of the continuing advantages of their radio investments."

Mr. Pryor felt the greatest need is for research and its intelligent application. "Radio needs a rating system which will give a true picture of radio listening."

"Current audience figures don't take into account the listening to automobile sets, portables, radio in public places, nor the third, fourth and fifth sets in homes. We must know more about radio listening in TV homes," he said.

"No other medium reaches such a vast audience at such low costs, and we must continue to prove it," said Mr. Pryor.

The BBDO official said the "emotional approach" to media buying by agencies and advertisers is



Mr. PRYOR

giving way to a more basic and realistic appraisal of advertising values and they are "beginning to think again in terms of 'how many for how much.' Under these circumstances, radio is on solid ground," he said.

Most of the concern in TV areas is over nighttime radio, with daytime radio "doing just fine" and indications being that it will do better, Mr. Pryor said. He said BBDO's timebuyers report orders for spot time have increased "an impressive amount" recently, with nighttime spot purchases in TV areas to "a considerable extent" switching to early morning spots.

Nighttime radio audiences are considerably smaller than TV in metropolitan centers, although accurate measurements of radio listening undoubtedly will raise total radio audience figures, said Mr. Pryor.

So far it hasn't been economically sound to delete network radio stations in metropolitan TV centers, and few advertisers have taken advantage of their opportunity to do so, "but the story isn't finished, and it must be watched carefully," the BBDO vice president said.

## Rate Problem

Nighttime radio rates may have to be reduced still more to compensate for lost audiences in big TV centers. Advertisers cannot make up for these lost audiences simply by adding TV over and above other media, because their budgets just are not that flexible, said Mr. Pryor.

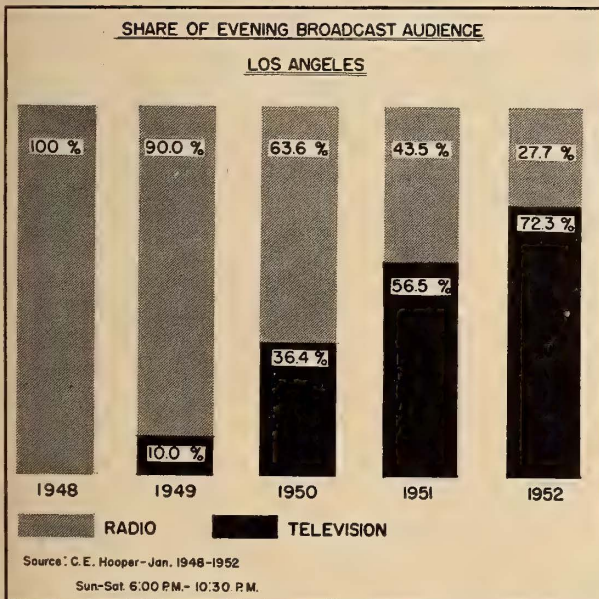
He said some station people are bawling their failure to raise radio rates along with other media, and that radio rates, when finally cut, already were too low, "but the water was already over the dam."

He said the chief worry about TV—its tremendous cost—is answered by the medium's exponents who say that although time and talent costs are going up, the cost per thousand is shrinking constantly.

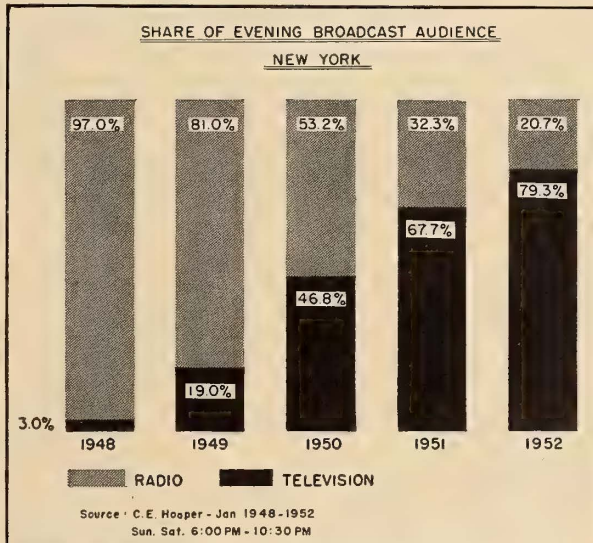
Posing several questions for the future of radio and TV, Mr. Pryor said:

"The ultimate respective posi-  
(Continued on page 31)

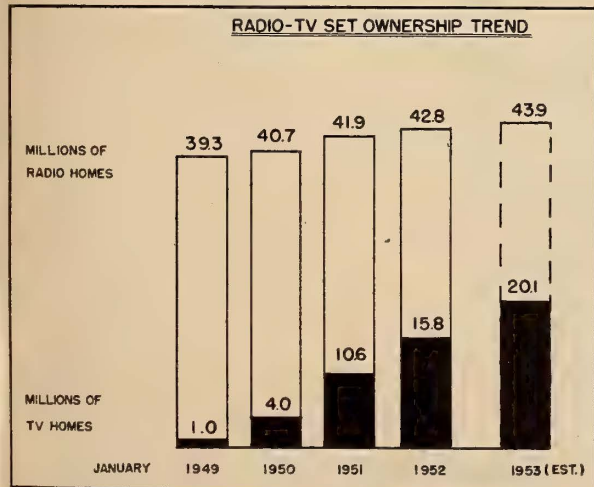
## TRENDS IN RADIO-TV SET OWNERSHIP AND AUDIENCES



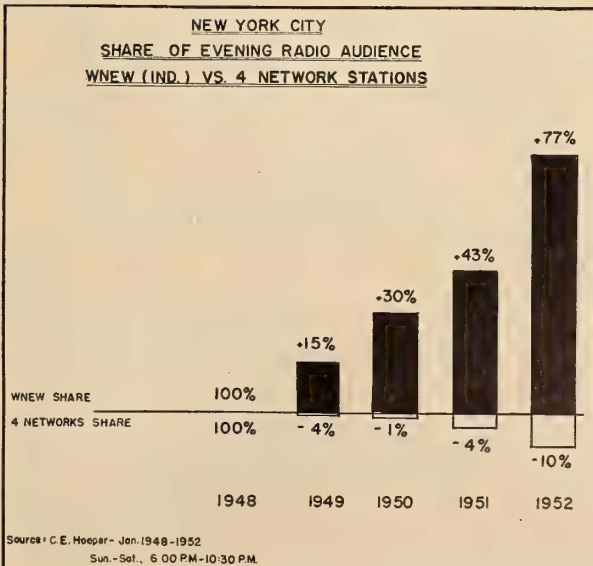
Radio ownership is up, but evening use of sets is down. Above chart shows how TV has claimed the biggest part of the evening audience in Los Angeles.



In New York, TV has made even bigger inroads in the evening audience.



Despite feverish rise of TV set ownership, radio ownership (already near saturation) has continued to rise in the television period.



But imaginative radio programming still pays off. Since TV, WNEW, bright and brassy has enlarged its share of the radio audience 77%.



# HOW STATIONS HANDLE POLITICS—A NATIONAL SURVEY

How many stations will put a Communist candidate on the air? How many will take a chance on FCC reprisal by censoring libel? How many sell time for politics and how many give it away? Answers to these and a lot of other political broadcasting questions were obtained in the first national study ever made on this subject. It was done for a Ph.D. degree by a practicing broadcaster.

FCC should survey the entire political broadcasting field after the 1952 elections and overhaul its rules and regulations to guide radio-TV stations from the present impasse of conflicting government regulations and state laws governing libel.

Both the Commission and industry should strive for the repeal of provisions of Sec. 315 of the Communications Act on political broadcasts, in anticipation of a new set of standards that would resolve current confusion on the subject.

These two suggestions, among others, highlight an exhaustive survey of individual station practices on political broadcasts as compiled over the past year.

The study was conducted by Richard M. Mall, public affairs director at WLWC (TV) Columbus, and associated with the speech department at Ohio State U. His findings were made available exclusively to BROADCASTING • TELECASTING.

## Thorough Study

Mr. Mall surveyed perhaps every conceivable aspect of the political broadcast issue at the individual station level by means of questionnaire. The project began September 1951. The form was mailed to nearly every AM station and all TV outlets. He received returns from 743 radio and 33 TV stations, claiming a "fairly accurate cross-section" of broadcasters—32.8% of all AM, and 30.8% of all TV.

The findings were broken down by characteristics: Station size, broadcast hours, network status, market size, areas and age of station. TV was divided into the number of stations per market.

Mr. Mall obtained expressions of policy by examining (1) bases on which stations make time available, and (2) extent and kinds of censorship exercised by local broadcasters. A second questionnaire elicited data on various station practices. Distinction was drawn between policies of campaign and non-campaign periods.

Mr. Mall submitted his study as indicative of policy among a large segment of the industry, claiming help from the FCC, NARTB, networks, Ohio Assn. of Broadcasters and two national political commit-

tees as well as local broadcasters. Replies were offered, on promise of anonymity in some instances, by station managers or other responsible executives.

Among the findings reported:

● The majority of radio-TV stations do sell political time, especially during campaigns (see Table I). This practice tallies with the results of the B•T survey in April 1948 [B•T, April 12, 1948], which found that 98% of AM station managers had so planned during that Presidential campaign.

● Majority of stations do not follow a policy of allotting free time to political broadcasts (see Table II).

● Amount of available political time is restricted by 42.4% of

TV stations during campaigns, and by 58.8% between, and by 20.1% of radio outlets during and 19.9% between campaigns.

Survey notes "it is natural to assume some forms of restriction" must be used by stations to curb the flood of political requests for time and maintain undisrupted schedules. Another method of restricting time was rates charged (special political rate or regular one-time). Rate scale has been "helpful in curbing the number of political broadcasts."

Broadcasters are now prohibited from charging more than comparable rates for other commercial accounts under the McFarland amendment to the Communications Act. Stations now are advised to base their rates on whether office sought by candidate is national or local.

"A good many stations do offer free time but are careful to stipulate the terms and conditions imposed on its use," the survey found, adding the practice could lead to unending requests for time to "reply to the reply." Stations maintain varying policies for limiting political broadcasts. On other restrictions, the study explains:

Obviously the purchase of a large amount of time immediately preceding the election would give a certain

political advantage—especially if the opposition was blocked out of the opportunity to be heard. It is the usual practice of stations to frown on this procedure. [Many stations] will offer a large amount of time, provided it is used on a regular, scheduled basis. The station usually reserves the right to approve or disapprove the scheduling of this time, keeping in mind the "equal treatment of all political viewpoints involved."

● A paid political program is "more apt to displace a regular commercial program than a sustaining political." The majority of radio stations are "not willing" to cancel regular commercials . . . while TV stations are "less stringent."

As for displacement of regular commercials, broadcasters used various yardsticks for interpreting the public interest: Interest in the local campaign, scheduling problems, sponsor and other considerations and individual circumstances. Broadcasters indicated they would be least inclined to displace news and religious broadcasts.

● The majority of radio-TV stations do not solicit actively political time sales. But if time is sought, broadcasters will accept contracts. Most radio outlets have adhered to a policy of selling time

(Continued on page 84)

TABLE I

PROPORTION OF RADIO AND TELEVISION STATIONS WHICH DO SELL TIME FOR POLITICAL BROADCASTS

	TV Stations	Radio Stations			
		ALL Stations	Full-time Network	Non-Net	Daytime Only
<b>DURING CAMPAIGNS</b>					
Replies	(33)	(743)	(387)	(172)	(184)
Per cent which do sell time	100.0%	99.0%	99.2%	98.2%	99.4%
<b>BETWEEN CAMPAIGNS*</b>					
Replies	(28)	(673)	(368)	(153)	(162)
Per cent which do sell time	53.6%	81.7%	76.0%	85.6%	85.8%

\* Many stations did not answer questions concerning "between campaigns" political policy matters on the entire questionnaire. In those cases where a significant number responded to such questions, the "between campaigns" response will be indicated.

TABLE III

PROPORTION OF RADIO AND TELEVISION STATIONS WHICH DO CANCEL REGULAR COMMERCIALS IN FAVOR OF POLITICAL BROADCASTS

	TV Stations	Radio Stations			
		ALL Stations	Full-time Network	Non-Net	Daytime Only
<b>Per cent cancelling for SUSTAINING political</b>					
<b>DURING CAMPAIGNS</b>					
Replies	(33)	(743)	(387)	(172)	(184)
Per cent which do cancel	33.3%	19.9%	25.0%	16.2%	12.4%
<b>BETWEEN CAMPAIGNS</b>					
Replies	(17)	(594)	(312)	(140)	(142)
Per cent which do cancel	23.5%	19.6%	23.7%	17.1%	13.3%
<b>Per cent cancelling for COMMERCIAL political</b>					
<b>DURING CAMPAIGNS</b>					
Replies	(33)	(743)	(387)	(172)	(184)
Per cent which do cancel	57.5%	42.6%	49.8%	37.7%	32.0%
<b>BETWEEN CAMPAIGNS</b>					
Replies	(18)	(569)	(291)	(137)	(141)
Per cent which do cancel	33.3%	36.7%	41.5%	36.4%	26.9%

TABLE II

PROPORTION OF RADIO AND TELEVISION STATIONS WHICH DO GIVE FREE TIME FOR POLITICAL BROADCASTS

	TV Stations	Radio Stations			
		ALL Stations	Full-time Network	Non-Net	Daytime Only
<b>DURING CAMPAIGNS</b>					
Replies	(33)	(743)	(387)	(172)	(184)
Per cent which do give time	24.2%	20.1%	23.7%	18.0%	14.6%
<b>BETWEEN CAMPAIGNS</b>					
Replies	(28)	(642)	(334)	(148)	(160)
Per cent which do give time	50.0%	30.8%	37.1%	23.6%	24.3%

TABLE IV

THE POLICIES OF RADIO AND TELEVISION STATIONS TOWARD POLITICAL BROADCASTS BY COMMUNISTS DURING CAMPAIGNS

	TV Stations	Radio Stations			
		ALL Stations	Full-time Network	Non-Net	Daytime Only
<b>Replies</b>	(33)	(743)	(387)	(172)	(184)
<b>Per cent which for*</b>					
<b>Communist candidate on Communist ticket will</b>					
REFUSE time	63.6%	58.9%	57.8%	56.3%	63.5%
SELL time	12.1	27.8	28.6	31.3	22.8
GIVE time	...	.1	.2	...	...
<b>Representative of Communist Party to support or oppose a candidate of another political party will</b>					
REFUSE time	66.6%	64.4%	62.5%	65.6%	66.6%
SELL time	17.9	21.1	21.9	22.6	9.0
GIVE time	...	.1	.2	...	3.0
<b>A person suspected of being a Communist, if on ballot of any OTHER party will</b>					
REFUSE time	48.4%	45.2%	44.1%	41.8%	50.5%
SELL time	21.2	36.4	39.5	39.5	31.5
GIVE time	3.0	.1	...	...	...
<b>An organization believed to have Communist affiliations will</b>					
REFUSE time	63.6%	58.2%	57.8%	56.9%	60.3%
SELL time	6.0	23.2	23.5	25.5	20.6
GIVE time	3.0	.2	.2	...	...

\* Differences between the percentage total and 100% account for stations which did not answer.



# POLITICIANS ON MEDIA

## Ratings in Mill

## WJZ Election Sale

THERE's a politician in your future—with a finger on your pulse and perhaps an eye on his rating.

And standing by at the networks to weigh his fate Nov. 4 are the likes of "Mike Monrobot" and "Univac"—to mention but two electronic devices.

Ratings based on individual radio or television appearances of the Presidential and Vice Presidential nominees may not be as significant as the final election returns—but the trend is there.

The evidences are reflected at network and research levels as the campaign swings into its final two weeks.

● The rating service firms will map plans for surveys measuring relative popularity of the candidates, perhaps hopeful that they won't be subjected to the indignities heaped on Gallup and Roper in the '48 campaign.

● At the same time, preparations were underway at the major networks for the most comprehensive coverage of election results in history amid indications that approximately 10 hours of regular commercial network programs would be pre-empted to clear the way for returns.

### Scattered Returns

There had been only scattered reports from the top research organizations evaluating the positions held by the candidates in competition with regular program fare—since the conventions last July.

Last week, however, A. C. Nielsen came up with a comparative report on cumulative audience as between the two White House aspirants. Other firms also would be preparing surveys. And one—American Research Bureau—indicated it will defer a November TV survey of regular programs from the first to the second week of the month because of election news competition with normal commercial fare.

Nielsen data showed that a simulcast by Gen. Dwight Eisenhower on NBC radio and NBC-TV Sept. 4 reached the largest cumulative audience accorded either candidate in sponsored radio and TV speeches made during the early part of September.

The report, covering the first sponsored radio and television broadcasts by Gen. Eisenhower and Gov. Stevenson during the campaign, gave the GOP nominee 2,440,000 radio homes and 5,320,000 TV homes on the Sept. 4 broadcast-telecast.

Allowing for duplication of homes the compilation shows that from Sept. 1-9, Gen Eisenhower reached 7,802,000 radio homes with four talks—an average of 1,950,500 homes per talk—while Gov. Stevenson was heard in 4,103,000 homes with three addresses—or an average of 1,367,667 homes.

For television, the GOP nominee

recorded 5,320,000 homes reached for one talk compared to the Governor's 5,334,000 for three appearances.

The Nielsen data show homes tuned in for six minutes or longer, as follows, with the day and hour of the broadcast and, in most instances, the number of stations employed also shown. All these factors, it was pointed out, influence the number of homes that can be reached. The report (times are EDT unless otherwise indicated):

### RADIO

Eisenhower, NBC, Sept. 4, 9:30-10 p.m., 174 stations (simulcast), 2,440,000 homes reached.

Stevenson, ABC, Sept. 5, 9-9:30 p.m., 306 stations (simulcast), 1,241,000 homes reached.

Eisenhower, NBC-ABC, Sept. 6, 2-2:30 p.m., 243 stations, 1,284,000 homes reached.

Stevenson, NBC, Sept. 6, 9-9:30 p.m., 174 stations, 1,327,000 homes reached.

Eisenhower, MBS, Sept. 8, 6:30-7 p.m. local time, 614,000 homes reached.

Eisenhower, NBC-ABC, Sept. 9, 10:10:30 p.m., 3,464,000 homes reached.

Stevenson, CBS, Sept. 9, 10:30-11 p.m. (simulcast), 1,535,000 homes reached.

### TELEVISION

Stevenson, CBS, Sept. 1, 1-1:30 p.m., 53 stations, 1,382,000 homes reached.

Eisenhower, NBC, Sept. 4, 9:30-10 p.m., 60 stations (simulcast), 5,320,000 homes reached.

Stevenson, ABC, Sept. 5, 9-9:30 p.m., 49 stations (simulcast), 2,956,000 homes reached.

Stevenson, CBS, Sept. 9, 10:30-11 p.m., 37 stations (simulcast), 2,996,000 homes reached.

A Nielsen survey of Aug. 31-Sept. 6 gave Gen. Eisenhower's maiden sponsored simulcast speech

in Philadelphia a rating of 5.7—sixth in the list of top 10 radio ratings for that week.

Ratings by the major research companies have been scrutinized perhaps just as avidly behind the scenes by the two political parties as by competitive commercial sponsors. And claims to audience coverage have been pursued almost as zealously.

The Democrats have confined a large portion of their network time-buys to a combination of CBS Radio and DuMont TV Network. The Republicans have been utilizing the facilities of CBS-TV and NBC-TV, as well as ABC and NBC radio networks. In some instances, the GOP has put together a selected ABC-NBC station network.

Ratings have assumed perhaps as much stature as actual attendance at political rallies.

This fervent interest in audience coverage has been building up slowly since the nominating conventions in Chicago last July. It will culminate in election eve political broadcasts and telecasts which give evidence of saturating the airwaves.

### Network Strategists

Network planners were busily mapping out strategy for maximum use of personnel and mechanical aids in New York headquarters and elsewhere to bring viewers and listeners the progress of the election as rapidly as it unfolds. New York will be the focal point of news transmission, with periodic reports from other pivotal cities.

NBC radio and TV will rely on "Mike Monrobot," so-called "electronic brain," for trends of the voters in various regions and for predictions on what the voting is

INNOVATION in sales of election coverage was announced Thursday by officials of ABC's WJZ-TV New York. Admiral Corp. is sponsoring the network's coverage, but additionally Amoco will sponsor five-minute reports on local developments every half-hour on WJZ-TV starting at 8:25 p.m. on election night. The sale was negotiated for the stations by Edward Petry & Co., which has been named by the network as one of two independent representation firms to handle sales for its owned stations.

likely to be a few hours hence. NBC claimed the device is "the fastest electronic computer in the country."

CBS Radio and TV will make use for the first time of the newly-developed Remington-Rand "Univac," an electronic computer capable of making thousands of arithmetic calculations per second. In addition to providing rapid returns from all over the country, it is geared to furnish an instantaneous comparison with returns at the same hour and from the same places as in the Presidential elections of 1944 and 1948.

Both ABC radio and TV and MBS reported that their respective coverage will be supported by use of the latest type of mechanical-electronic tabulating equipment and, like NBC and CBS, will employ numerous visual aids to interpret the tide of events.

DuMont, which had not completed definite plans for election night coverage, indicated it will use the CBS-TV coverage sponsored by Westinghouse, supplemented probably by some reportage from its owned and operated stations.

Breakdown on election night plans as reported by the networks follows:

### NBC

NBC radio will begin fulltime coverage at 8 p.m. and NBC-TV at 9 p.m., both EST, under the sponsorship of Philco Corp. Three hours of regularly scheduled commercial radio time and two and one-half hours of TV time will be cancelled.

Coverage will be under the overall direction of William R. McAndrew, with Charles Colledge, producer in charge of TV at election headquarters; Joseph Meyers, producer of NBC radio reports; Francis McCall, supervisor of remote TV pickups throughout the country, and Ad Schneider, supervisor of remote TV pickups in New York.

For television, Bill Henry will provide the running commentary, John Cameron Swayze will concen-

(Continued on page 34)



Drawn for BROADCASTING • TELECASTING by Sid Hix

"The only way we can give the Democrats equal time with the Republicans is to go on a 25-hour day."



## AM's Rates, Impact

(Continued from page 24)

ence of the broadcast media comprises a major asset that is particularly important in advertising articles of no great interest to most people, such as soap or tea, he said, pointing out that publication ads for such products can easily be turned aside but people listening to a program may also listen to the commercials despite their lack of interest in the product.

H. M. Beville, NBC director of research and planning, called radio a victim of "ratingitis," stating that broadcasters had failed to promote the all-important fact, not shown by ratings, that radio sells merchandise. He presented a slide film report on the survey made for NBC by W. R. Simmons & Assoc., which showed that the average American housewife spends two hours and four minutes a day listening to radio, one hour and 25 minutes watching TV, 38 minutes reading newspapers and 16 minutes reading magazines. Matched samples of listeners and non-listeners showed that, for program after program, listeners bought appreciably more of the product advertised on the show than non-listeners did.

A BAB plan to speed up the ARBI tests of the effectiveness of radio as a medium for retailers by financing the research costs of 100 tests made by a single store or up to 2,500 made by a retail chain was announced at the Thursday afternoon session by Kevin Sweeney, BAB vice president (see story, this page).

At the opening morning session, NARTB President Harold Fellows urged radio station operators not to be discouraged by anticipated competition from TV stations entering their markets, stating that it had not proved fatal to radio in the present TV markets and reporting that the full facts of how successfully radio has met that competition will soon be disclosed by a field survey now being made under NARTB supervision.

Richard Doherty, director of the NARTB Employer-Employee Relations Department, reported that an analysis of radio station operations since 1940 showed revenues increasing but costs increasing even more rapidly, a trend he predicted will continue in the years ahead. He urged station managers to exercise caution in negotiating new contracts with unions, pointing out that acceptance of "fringe" demands for vacations with pay, health and insurance plans and the like may prove more costly than they would seem to be at first glance.

## Lever Bros. Names

WEST P. Woodbridge Jr. and Thomas S. Murphy, associated with Pepsodent Div. of Lever Bros Co., N. Y., as assistant div. advertising manager and product manager for Chlorodont, respectively, were named brand advertising managers.



AMONG those at the ABC Western Affiliates annual meeting, held at the Beverly Hills Hotel, that city, were (l to r) Charles Ayers, ABC vice-president in charge of radio; Franz Robischon, owner, KWRN Reno; Alfred R. Beckman, ABC director of station relations; Bob Ellis, KGHF Pueblo manager; Milo Peterson, KGEM Boise manager; Jack Flanigan, KITO San Bernardino manager; and Ned Hullinger, stations relations manager, ABC Western Div.

## RETAIL TEST

TO CLINCH the evidence of more than 200 ARBI tests of radio's ability to move goods for retailers, BAB is offering to underwrite the research costs of a conclusive series of tests made either by a large retail chain or by a major store, Kevin Sweeney, BAB vice president, announced Thursday in an address before the NARTB Dist. 2 meeting (see story, page 24).

"For nearly two years evidence has been piling up in tests made by department stores and other principal retailers that radio reaches a very large group of customers not influenced by newspapers, now the No. 1 medium for retailers," Mr. Sweeney said.

"Only one step now remains: One major store or chain must make enough tests to confirm on a large scale the validity of the past two years' findings. The other stores will then follow suit."

BAB will finance the research costs of 100 or more tests made by a single store, involving probably \$25,000 to \$50,000 worth of advertising, or up to 2,500 tests for a chain, which would spend some \$500,000 in advertising all types of merchandise in stores of all sizes in about 50 cities. The offer has "virtually no strings attached," Mr. Sweeney said. "The store or chain is free to choose the items, the media, the dates, the research organization and the method by which the research is to be done. We only reserve the right to make certain that the method is equitable and scientific."

### Comparative Test

The ARBI tests involved a comparison of radio with another medium of store advertising, usually newspapers, with the same amount of money being spent in each medium at the same time to advertise the same item of merchandise. Reporting on recent tests made in Rochester and Syracuse, Mr. Sweeney said the usual pattern emerged: In seven of eight studies for leading retailers in the two cities, radio produced more sales per dollar than newspapers.

"But that is less important than the fact that radio reached a large number of prospects that dominant newspaper space failed to touch," he said. "The two media seem to complement one another and should

## BAB to Underwrite Major Project

be used together for maximum coverage."

Mr. Sweeney said BAB's offer to underwrite a major test is being advanced because the relatively few tests made so far in major cities "do not permit the firm conclusion that will result when a major chain or key department store makes a 'depth study' which will give them results on 25 to 30 ready-to-wear items, another 25 to 30 home furnishing items, etc."

He revealed that BAB has already financed two comprehensive tests in recent months—one by a grocery chain and one by a department store chain—each involving seven studies. "But these are only small pilot studies compared to what we are now ready to do," he said.

## WGN-AM-TV LAYOFF

### 35 Staffers Released

THIRTY-FIVE radio and television staffers at WGN AM-TV Chicago have been laid off in an unprecedented move for the *Chicago Tribune* broadcast properties. Lopped off after a check on operating costs, the 35 employees represent less than 10% of the total personnel, which numbers about 400.

Almost all departments except sales were hit in the move which began a fortnight ago. Employees were given varying notices, depending on their service with the company. No management personnel was involved.

## Keystone Adds 117

KEYSTONE Broadcasting System reported in Chicago last week that 117 stations have been signed as new affiliates since the first of the year. Blanche Stein, station relations director, said the total is now 500 stations covering 1,450 counties outside TV range.

## PA. WOMEN

### Hold First AWRT Meet

EXCHANGE of ideas among American Women in Radio and Television as a means of helping all women broadcasters was urged in a talk to members of AWRT's Pennsylvania Div. at the group's first meeting Oct. 11 at Williamsport by Gertrude Trobe, state chairman, from WBVP Beaver Falls.



Mrs. Trobe

Radio women from 40 Pennsylvania stations attended the group's initial meeting, held at Williamsport's Lycoming Hotel, which also featured a luncheon address by Doris Corwith, national AWRT president and NBC supervisor of public affairs, who urged each woman to consider seriously her duty in the field of communications.

An afternoon panel featured Esther Scureman, WCDL Carbon-dale; Dolly Banks, WHAT Philadelphia, and Alma Cramer, WARD Johnstown. The day's activities included a cocktail party, a film showing, a fashion show and a dinner sponsored by WPA WLYC WRAK Williamsport. Highlight of the dinner program, headed by Kay Sasso of WPA and Joan Krimm of WLYC, was a talk by Warren Bower, assistant dean of New York U. and professor of radio and television, concerning the educator and mass communications. Next conference will be held in Pittsburgh.

## FM PROMOTION

### Begins Nov. 3 in Alabama

FOUR-WEEK campaign promoting the sale of FM-equipped radio receivers will begin Nov. 3 in Alabama under joint sponsorship of NARTB and Radio-Television Mfrs. Assn. Taking part will be 16 Alabama FM stations along with several AM applicants for FM licenses and wholesalers of the well-known brands of FM-equipped sets.

Henry P. Johnston, WSGN-FM Birmingham, will supervise activities of radio stations. John Evins, Hart-Greer Co., Birmingham, is chairman of the distributors committee. Distributors will set up 600 FM display pieces created by RTMA. Stations will carry announcements and transcribed demonstrations of FM reception.

## Chicago Milk Campaign

PURE MILK Assn., market representative for 14,500 milk producers in the Chicago area, is planning its first advertising campaign. Radio and TV spots and programs will be used to help promote milk consumption. Agency is Mel DeMunn and Assoc., same city.



# GIVEAWAY COURT CASE

Set for December

LONG-PENDING court test of the FCC's anti-giveaway rules, initiated more than three years ago, last Thursday was tentatively set for argument during the week of Dec. 15 before a three-judge federal statutory court in New York.

With FCC and the challenging networks agreeing to have the case decided on the basis of briefs and oral argument rather than actual trial, Judge Vincent Liebell of the U. S. Court for the Southern District of New York set the tentative timetable as follows, subject to approval by the yet-to-be-appointed three-judge court:

Main briefs to be exchanged by the participants on or by Dec. 1; reply briefs to be filed by Dec. 10; oral argument to be held starting at 2 p.m. on a day to be selected during the week of Dec. 15.

Participants are the FCC in defense of its rules, and, on the other side, NBC, CBS and ABC, which secured a stay order against them in September 1949, shortly after they were issued and before they could become effective [B•T, Oct. 3, 1949]. FCC handed down the rules on Aug. 18, 1949, to take effect on Oct. 1, but then, after the adverse preliminary ruling, voluntarily suspended the effective date until at least 30 days after completion of the court tests [B•T, Sept. 26, 1949].

## New Judge to Be Named

A three-judge court composed of District Judges Leibell and Simon Rifkind and Appeals Court Judge Charles Clark originally was named to hear the case, but Judge Rifkind subsequently resigned to return to private law practice and another jurist will have to be designated to sit with Judges Leibell and Clark.

Network attorneys indicated last week a belief that, even though the case has lain dormant for more than three years, it will eventually be carried to the U. S. Supreme Court regardless of the three-judge court's decision.

Although the number of network "giveaways" employing a telephone gimmick—one of the main features against which FCC's rules appeared to be directed, in the opinion of some observers—are considerably fewer now than at the time FCC acted, they are widely prevalent on local stations. Additionally, observers felt that FCC might undertake to bring a large number of non-telephone giveaways within the range of its ban if the rules are upheld.

At the time the rules were adopted, giveaways at the network and local level were said unofficially to total millions of dollars in cash and merchandise per year. It was generally conceded by FCC legal authorities at the time that the rules were calculated to drive off the air virtually all of the big

money and merchandise giveaway programs then being aired by the network except those depending upon audience participation alone—and even some of the latter, it was said, might not be free of the test of lottery law violation. Scores of syndicated giveaways and local shows also would be suspect, it was said.

Significant features of the rules defining programs which would be illegal are as follows:

"... the determination whether a particular program comes within the provisions of subsection (a) [which forbids licensees to carry lottery, gift-enterprise or similar schemes] depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of subsection (a) if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:

"(1) Such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

"(2) Such winner or winners are required to be listening to or view-

ing the program in question on a radio or television receiver; or

"(3) Such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or

"(4) Such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question."

## Prado Indiana Drive

PRADO Wine Co., Indianapolis, for its five brands of Melody Hill California wines, will use animated TV and AM jingles in a broadcast campaign throughout Indiana. Agency: Ruben Adv., Indianapolis.



**BROADCASTER GROUP** at NARTB District 3 meeting (front row, l to r): Leonard Kapner, WCAE Pittsburgh, district director; Eunice Schneider, WEPN Martinsburg, W. Va.; C. Leslie Golliday, WEPN; Thomas E. Martin, WEEU Reading, Pa.; Mrs. Cecil Woodland, WQAN Scranton; Mr. Woodland. Back row, Robert G. Walter, WVAM Altoona; Herbert Scott, WPAZ Pottstown, Pa.; Harold C. Lund, WDTV (TV) Pittsburgh; John E. Surrick, WFBR Baltimore; George D. Coleman, WGBI Scranton; Roy E. Morgan, WILK Wilkes-Barre.

\* \* \*

**DELEGATES** at District 3 meeting (front row, l to r): Virginia N. Cooper, WJLS Beckley, W. Va.; Alice Schein, WBTH Williamson, W. Va.; F. J. Evans, WPLH Huntington, W. Va.; Joe L. Smith Jr., WJLS. Back row, L. Waters Milbourne, Robert M. Richmond, WCAO Baltimore; Berton Sonis, WTIP Charleston, W. Va.; Jack Snyder, WFBG Altoona.



For story on District 3 meeting see page 42. District 2 story is on page 24.

## Room for Both

(Continued from page 27)

tions of TV and radio as advertising media are anybody's guess, but the consensus of many people I have discussed it with is that they [radio and TV] will each emerge as a strong national medium, complementing and supplementing each other in the tremendous battle for sales and services ahead."

The expected increase in consumer goods to be created by declining defense expenditures will call for more and better selling and "radio sells goods," he said. "Radio has basic advertising circulation, grass roots circulation. The number of radio homes is increasing and so are homes with multiple sets."

He called a combination of radio and TV the best "unduplicated" buy available to advertisers, and advised both media to: (1) find out who is looking and listening, (2) find out what makes them tune you in and tune you out, (3) learn all you can about program preferences of your local audiences, (4) merchandise your advertisers' programs and products, (5) advertise your programs and station in other media and (6) do all you can to service your community and make your listeners proud of you.

## CHICAGO AGLU

### Says TV Films Uncensored

CHICAGO police censor all movies for local theatres but have no control over films telecast on the city's four stations, it was reported Wednesday at the annual Chicago area meeting of the American Civil Liberties Union, which said viewers can see in their own homes films which cannot be shown at a theatre.

Attorney Eli E. Fink, who represents the Balaban & Katz theatre chain, reported on the police censorship board, which screens all films, including newsreels and comic cartoons, for city release. The board's five non-professionals, he said, operate under a city ordinance and have no jurisdiction over TV films.

The board is empowered to refuse a show permit, demand deletions or editing, issue a "pink ticket" for adult education only or issue a permit. Several films which have not been shown publicly in Chicago have been telecast there.

Appearing in a panel on movie censorship and censorship in other communications media were Sanford Wolf, radio-TV attorney, and Sam Lesner, *Daily News* critic.

## CBS-TV News Move

ENTIRE CBS-TV news department was to move to new and larger quarters in the Grand Central Terminal Bldg., New York, effective Saturday.



# HEARING STATUS

## FCC Rejects New Pleas

FOLLOWING a precedent ruling two weeks ago in the Portland, Ore., TV hearings—that comparative hearing issues may not be enlarged to take into account coverage and population factors [B•T, Oct 13]—the FCC last week turned down five petitions from other applicants in as many cities asking for the same thing.

In each case, the Commission referred to the Portland decision which permitted applicants to put coverage and population information into the record under present general issues. However, each case must be judged on its own merits, the Commission then said, and these will vary from city to city and applicant to applicant.

The Commission also pointed out that coverage predictions, as indicated in the Sixth Report and Order [B•T, April 14] and incorporated in the new Rules and Standards, were established for purposes of TV channel allocations and were not precise enough for specific coverage measurements.

The cities for which petitions were turned down were Tampa-St. Petersburg, Fla.; Wichita, Kan.; Jackson, Mich.; Duluth, Minn., and Flint, Mich.

### New Hearings Begin

Meanwhile, two new TV hearings began last Wednesday: Harrisburg, Pa., and Tampa-St. Petersburg, Fla.

Two additional hearings were scheduled to begin today (Monday). They are Jackson, Mich., and Wichita, Kan.

Also slated to start today was the contest for Denver's vhf Channel 4. The two applicants are KOA, owned 50% by radio-TV-screen comedian Bob Hope and 50% by Denver Mayor Quigg Newton and associates, including Don Searle, former ABC western division chief, as executive vice president and general manager, and KMYR, owned by F. W. and A. G. Meyer. Friday saw the conclusion of the hearing between KLZ and Denver Television Co. (Wolfberg theatre interests) for vhf Channel 7.

In the Portland, Ore., proceedings last week, where a dozen ap-



WFLA Tampa representatives huddle at St. Petersburg-Tampa hearing. L. to r: Messrs. Philip J. Hennessey, legal counsel; Millard M. Garrison, consulting engineer; Truman Green, secretary and George W. Harvey, general manager.

plicants seek four channels, the uhf Channel 21 hearing was substantially completed and the vhf Channel 12 hearing commenced before Examiner Elizabeth C. Smith. The Channel 21 case was adjourned until Nov. 7, when remaining data will be presented and the hearing concluded. The Portland Channel 6 hearing is to commence Nov. 10; Channel 8, Dec. 1.

In Harrisburg there are two applicants for uhf Channel 27 and two for uhf Channel 71. The latter contest faded when the two applicants announced they were combining.

The two applicants for uhf Channel 27 are WHBG, owned by Herbert Kendrick and the *Philadelphia Inquirer* (WFIL-AM-FM-TV), and WCMB Lemoyne, Pa., whose majority stockholder is Edgar T. Shepard Jr.

One of the extra issues in the Channel 27 case is the question of potential overlap between WFIL-TV Philadelphia and the TV proposal of WHGB Harrisburg. The FCC Broadcast Bureau also has asked that possible interference by WCMB's proposed TV site to the antenna of WHP be made an additional issue.

Joining forces are the two applicants for Channel 71: Harrisburg Broadcasters Inc., 100% owned by Donald E. Newhouse, and WABX (FM), owned by Hal Bishop and W. T. Wright.

Mr. Newhouse is the son of S. I. Newhouse, head of the Newhouse newspaper chain (*Harrisburg Patriot News*, *Syracuse Post-Standard* and *Herald Journal*, *Newark Star-Ledger*, *Jersey City Journal*, *Long Island Press* and *Star Journal*, *Staten Island Advance* and *Portland Oregonian*). The Newhouses also own WSYR-AM-FM-TV Syracuse and KGW-AM-FM Portland, Ore.

### Harrisburg Principals

In the revision of Harrisburg Broadcasters Inc., WABX (FM) principals will own 500 shares of preferred, non-voting stock. Control will remain in Mr. Newhouse's hands.

The Harrisburg hearing was opened last week by FCC Examiner William G. Butts, one of the new hearing examiners. It was continued indefinitely. FCC counsel is Earl R. Stanley and FCC engineering counsel is John T. McCullin.

In the Tampa - St. Petersburg

hearing, three applicants are vying for vhf Channel 8 and three for vhf Channel 13.

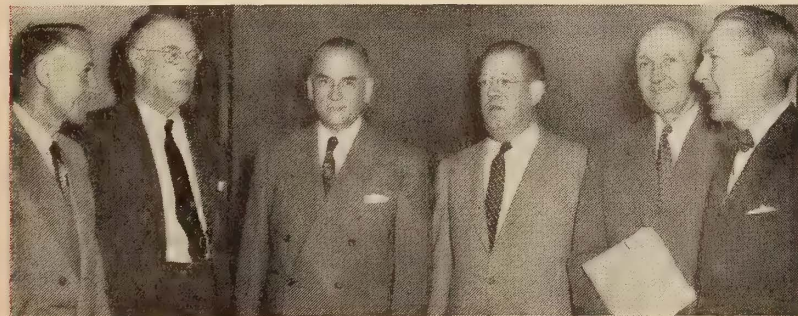
Channel 8 contestants are *Tampa Tribune's* WFLA, *St. Petersburg Times'* WTSP and Tampa Bay Area Telecasting Corp., principally composed of New York radio and advertising men. They are John Trevor Adams, general manager WJZ-TV; Harry W. Bennett Jr., Sherman & Marquette; John S. Houseknecht, William Esty & Co.; Hal James, Ellington & Co. Also associated in the Tampa Bay company are Florida realtor Robert James and truck dealer R. W. Evans.

Channel 13 applicants are *Tampa Times'* WDAE, Orange Television Broadcasting Co., principally owned by department store executives David A. Falk and Frank E. Mandel, and Tampa Television Co., 20% owned by W. Walter Tison (owner of WALT Tampa) and attorneys Doyle E. Carlton, David Elmer Ward, H. H. Baskin, O. K. Reaves and G. E. Mabry, among others.

Channel 13 fight has been highlighted by opposition of Orange Television Co. to Tampa Television. Originally, Mr. Tison was an applicant by himself. He was given permission to withdraw that application three weeks ago. He then filed as one-fifth owner of Tampa Television.

This led Orange Television to petition the Commission to overrule the motion commissioner's permission for Mr. Tison to withdraw "without prejudice" his original application and also against the Commission accepting the new application. This was on the ground that Mr. Tison had two applications pending at the same time, since his new application was filed Sept. 24 and his original one not dismissed until Sept. 30. The point was made that if the second was not accepted until the first was dismissed, then it would be less than 20 days before the hearing date and therefore ineligible

(Continued on page 72)



RECESS huddle of executives of Columbia Empire Telecasters Inc., also seeking Portland's Channel 12, include (l to r): Alfred Towne, consulting engineer; Philip L. Jackson, chairman of the board; Wesley I. Dumm, president; Richard Bell, vice president; Frank C. McColloch, secretary, and Richard Brown, treasurer.



DISCUSSING events during Portland, Ore., Channel 12 hearing are these Oregon Television Inc. executives (l to r): Michael McMullen, chief engineer; Henry A. White, president; Stephen Eberly Thompson, vice president; William A. Healy, director, and Walter J. Stiles Jr., general manager.



# Like kids go for cowboy suits

Baltimore merchants go for WITH like kids go for cowboy suits. 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

# WITH



TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY



# Politicians on Media—Ratings in Mill

(Continued from page 29)

trate on returns in the Presidential race, Morgan Beatty, returns on the Senate and Gubernatorial contests, and Ned Brooks, on the Congressional elections.

For radio audiences, George Hicks and Merrill Mueller will furnish the running story of the Presidential race and the general election picture. Richard Harkness will broadcast developments on important Gubernatorial and Senatorial contests and Ray Henle on House elections. Additionally, NBC will use radio-TV teams headed by Ben Grauer at GOP headquarters and Kenneth Banghart at Democratic headquarters. Accompanying Gen. Eisenhower on election night will be Frank Bourgholtzer, while Gov. Stevenson will be covered by Ray Scherer. In Washington, Arthur Barriault will supervise reports from both party and candidate headquarters. A staff of 250 is expected at New York headquarters.

## CBS

CBS Radio will begin coverage at 8 p.m. and CBS-TV an hour later, both under sponsorship by the Westinghouse Corp., which claims the first radio broadcast of election returns in 1920, when Warren G. Harding was chosen President. Pre-empting of 2 hours-10 minutes of commercial radio network time and 1 hour-30 minutes of TV commercial time is anticipated.

Overall supervision of election night coverage will be directed by Wells Church for CBS Radio and Sig Mickelson for CBS-TV, directors of news and special events for

the respective networks. A combined radio-TV force will operate out of New York and Washington. The running story will be provided by a relay team consisting of Walter Cronkite, Robert Trout, Allan Jackson, and Douglas Edwards. Special reports, analyses, and interviews will be broadcast from time to time by Edward R. Murrow, Lowell Thomas, Larry Leseur, Charles Collingwood, and Don Hollenbeck. Bill Wood will be in charge of pickups from Washington headquarters of the Democratic and Republican parties, assisted by Bill Shadel and Ron Cochran. Ed Morgan will cover Gov. Stevenson and Bill Downs will cover Gen. Eisenhower.

For CBS Radio, Samuel Lubell, political analyst, will give periodic broadcasts on trends of the election based on reports from strategic centers. For CBS-TV Don Hewitt will serve as senior director. Paul Levitan will supervise remote pickups from CBS-TV affiliates throughout the country. Fritz Littlejohn, CBS-TV news managing editor, will man the main news desk and make assignments. Election staff in New York is expected to number about 300.

## MBS

MBS will start election night programming at 8 p.m. EST with sponsorship by the Chevrolet Div. of General Motors and Chevrolet Dealers of America. Only regularly scheduled network commercial time after 8 p.m. that night are newscasts, which will be presented under their regular sponsorships.

Co-supervisors of the night's broadcasts will be Milton Burgh, MBS news director, and Arthur Feldman, special events director. Commentators will include Gabriel Heatter, Fulton Lewis jr., Cedric Foster, Cecil Brown, Bill Cunningham, William Hillman, H. R. Baukhage, Robert F. Hurleigh, Everett Holles, Fred Van Deventer, Lew Nichols, Frank Singiser, Ed Pettitt, Prescott Robinson, Lyle Van and Henry Gladstone, plus MBS regional news directors. A staff of 250, including some 200 tabulators, will be on hand in New York headquarters.

## ABC

ABC radio and television will begin election night operations at 8 p.m. EST under sponsorship of Admiral Corp. Network commercial cancellations for that night total 35 minutes on radio, with no TV time pre-empted.

Overall operations for the night will be headed by Thomas Velotta, vice president for news and special events at ABC radio, assisted by John Maddigan, ABC-TV director of news and special events, and Don Coe, ABC radio director of news and special events. Forty commentators will be used throughout the night as a combined radio-TV team, including Walter Win-

chell, Drew Pearson, Elmer Davis, John Daly, Mary Margaret McBride, Martin Agronsky, Erwin D. Canham, Dr. George Gallup, Paul Harvey, Quincy Howe, George Sokolsky, Ted Malone, Leo Cherne and Walter Kiernan. ABC will use a staff of some 300 persons in its New York headquarters.

All networks will make election night broadcasts available to the Armed Forces Radio Service for transmission to U. S. troops overseas and to all naval vessels at sea.

The respective claims of each party have been conflicting, if not significant of any especial trend in the voting sentiment of U. S. listeners and viewers. Probably the ratings could more properly be said to be indicative of a sharp upturn in political interest as reflected in the increase of registrations sparked by the NARTB-American Heritage Foundation citizens promotion drive [B•T, Oct. 13].

Spark of interest first showed during the GOP national convention, which drew a Trendex rating of 41 for the first evening session—a rating higher than that of any regular commercial program.

The American Research Bureau estimated that 51 million saw the GOP conclave—about one-third of the U. S. population and perhaps slightly more than one-half of the eligible voting population.

## Pulse Measures

The Pulse Inc. measured the television audience in the New York metropolitan area, finding that the Republicans outdrew the Democrats by more than a third. It gave the GOP 43.0 and 16.5 for evening and afternoon sessions, respectively, as against 32.0 and 12.2. It was pointed out that the Democrats were handicapped by the Republicans meeting first, heat factors (keeping people outdoors) and baseball competition.

A. C. Nielsen also measured the convention radio audience, reporting that more than a third of nation's radio homes listened to the GOP conclave. Peak audience was 15 million homes.

The Nielsen TV Index gave nod to the Democrats on viewing, reporting 14,556,000 video homes tuned in to their convention, compared to 13,097,000 for the GOP sessions.

More recently, the dramatic buildup to Sen. Richard M. Nixon's (R-Calif.) radio-TV report of his finances gave him a ready-made audience, with NBC estimating some 25 million viewers and CBS an overall audience of 60 million for that program.

As the campaign moves into the final fortnight, both parties are gearing their efforts to as many radio-TV commitments as funds will permit. There were indications last week that, despite the Democrats' protest over the asserted GOP spot "blitz" [B•T, Oct. 13, 6], the administration party is better heeled to saturate the airwaves.

Despite a cry over lack of funds, the Democrats have reserved nine



**DEMOCRATIC National Committee Chairman Stephen Mitchell (l) discusses broadcast media operations with J. Leonard Reinsch, managing director, WSB-AM-FM-TV Atlanta. Mr. Reinsch was TV consultant to the Democrats prior to the national convention and there have been reports that he will return to committee activity [CLOSED CIRCUIT, Sept. 29].**

more simulcasts, effective this week, including four "fireside" chats by Gov. Stevenson. First is booked for Tuesday on NBC-TV and CBS Radio from Chicago. It's being billed as perhaps the first such political simulcast made possible by public money subscriptions. Democrats have purchased nine half-hours each on DuMont TV and CBS Radio.

Other programs, including simulcasts: Monday (today), Mrs. Franklin Roosevelt, NBC radio; Wednesday, President Truman (from Pittsburgh), ABC radio, CBS-TV; Thursday, Vice President Alben Barkley (Jersey City), CBS Radio, DuMont TV; Saturday, Gov. Stevenson (Boston rally), CBS Radio, DuMont TV. United Auto Workers will sponsor two other CBS-TV half hours and the CIO Political Action Committee the other.

By contrast, the only network commitments set up for Gen. Eisenhower are NBC radio this Wednesday and CBS Radio-TV Oct. 29. GOP high command is shopping around for funds to buy network time on election eve, probably at the Boston Garden. The Republicans have bought only seven simulcasts to date, plus two cited above—or nine compared to the Democrats' 18.

This preponderance of Democratic time commitments has raised concern in some station circles. One southwest TV broadcaster reported his orders running at a ratio of five to one, posing a question of programming balance.

A charge by Sen. A. S. (Mike) Monroney (D-Okla.) that the GOP had to cancel Eisenhower telecasts has been denied by Frank Armstrong, Kudner Inc., agency handling the GOP account. He conceded, however, that lack of funds may limit the general's network appearances in the last two weeks—at least those sponsored by the GOP National Committee.

The Democrats also have launched spot drives in California, Illinois, Minnesota and Ohio, among others.

There had been some talk of canceling some of Gov. Stevenson's radio-TV talks for lack of money, but the Democratic National Committee rejected any such possibility. The pinch has been severe but

(Continued on page 36)

## WAVZ GOES OVER To Stevenson via Editorial

WAVZ New Haven, Conn., which claims to have pioneered the radio editorial format in recent years, last Friday utilized the device to announce its support of Gov. Adlai Stevenson for the Presidency.

At the same time, WAVZ offered equal free time to proponents for other candidates, including representatives of the local Eisenhower and Progressive Party groups. They were to speak on Saturday and Sunday mornings. The station previously had supported Gen. Dwight Eisenhower.

Daniel W. Kops, WAVZ vice president and general manager, delivered the editorial. He cited inadequate press coverage given the Democratic nominee as "one of the reasons we are speaking out to give you the editorial opinion of this station." Editorial reading was preceded and followed by labeling of the material as such.

WAVZ noted it has received numerous national awards on the basis of civic improvements promoted by the editorials. It has been airing them sporadically over the past three years.



# NOT EVERY INDIAN CAN BE A CHIEF...

But all 620 affiliates  
of the Keystone Network  
are chiefs in their camps  
—beating the drums  
for their advertisers goods  
in the rich hunting grounds  
of Hometown and Rural America!



And if you like this wampum too  
—you may buy all 620 chiefs  
of this exclusive tribe — or  
only a scouting party!  
How about discussing your problems  
in this market with us?

## KEYSTONE BROADCASTING SYSTEM, Inc.

- New York: 580 Fifth Ave.
- Chicago: 111 W. Washington
- Los Angeles: 1324 Wilshire Blvd.



## MBS' Competitive Cut

(Continued from page 23)

day, Executive Vice President William H. Fineshriber Jr. asserted:

"Mutual has traditionally stood out against the depreciation of radio values. We have consistently been the last of the networks to lower the national rate card. Through our different formulas for TV and non-TV markets, we have established a principle of pricing which should make this Mutual's last general rate adjustment."

Although MBS officials proposed to delay effectiveness of the plan until Jan. 1, they asked affiliates to sign and return as soon as possible amended contract forms embodying the proposed changes. This, they explained, would permit salesmen to start at once to sell 1953 business on the new price structure. The amended forms were being distributed last week.

Mutual's official description of the plan said it will:

"1. Provide a reduction of approximately 25% in nighttime rates coast-to-coast, with this reduction concentrated largely in TV areas.

"2. Increase morning rates to new advertisers by approximately 5% in all areas.

"3. Restore last year's 10% cut in afternoon advertiser time costs."

Two days before public announcement of the plan on Wednesday, Mutual reported that its gross billings for the first nine months of this year ran 13% above those for the same period of 1951. The figures would not, however, show the effect of the 1951 cost reduction, which was made via revised discounts rather than changes in the rates themselves.

The report put January-September 1952 gross billings at \$14,534,119, compared with \$12,816,185 for the comparable 1951 period. September 1952 gross billings were reported up 21% over those for September 1951—\$1,607,104 this September against \$1,324,061 last.

The Virginia Beach meeting at which MBS's plan to "get competitive" with other radio networks was unveiled was attended by President-Board Chairman Thomas F. O'Neil, Mr. Fineshriber, and other top officials of the network, along with members of the Mutual Affiliates Advisory Committee.

The session was also an organizational meeting for MAAC, following recent election of new mem-

bers for several districts.

John Clegghorn, WHBQ Memphis, was elected chairman of the committee, succeeding Gene Cagle, KFJZ Fort Worth, who is now serving his second term as a MAAC member. George Hatch, KALL Salt Lake City, was elected vice chairman, and Rex Howell, KFXJ Grand Junction, Col., was re-elected secretary. Other MAAC members at the meeting were:

Victor C. Diehm, WAZL Hazelton, Pa.; Fred Fletcher, WRAL Raleigh, N. C.; E. J. Mc Kellar, KVOX Moorhead, Minn.; Robert McRaney WCBI Columbus, Miss.; Hugh O. Potter, WOMI Owensboro, Ky.; J. Porter Smith, WGRC Louisville; Fred Wagenvoort, KCRG Cedar Rapids; Jack R. Younts, WEEB Southern Pines, N. C.; John Laux, WSTV Steubenville, Ohio, and Wendell Mayes, KBWD Brownwood, Tex.

Mutual executives on hand for the meeting, in addition to Messrs. O'Neil and Fineshriber, were:

Earl M. Johnson, vice president in charge of station relations and engineering; Robert A. Schmid, vice president in charge of advertising, research and public relations; J. Glen Taylor, board member; Charles Godwin, director of station relations, and Robert Carpenter and Ray Danish, station relations division managers.

## Johnson Seeks TV

S. C. JOHNSON & Co. (wax), through Needham, Louis & Brorby, Chicago, was understood last week to be interested in an additional TV property for fall sponsorship. Johnson's currently sponsors *Robert Montgomery Presents* on NBC-TV alternate Mondays, 9:30-10:30 p.m., and has a firm 52-week contract. But sales of the product as a result of the use of television, it was understood, have zoomed so much that the firm is interested in adding another network program. It currently is considering a number of formats.

## TV COSTS

TALENT costs for program performers comprise the largest single item of television station expense among larger stations, Richard P. Doherty, NARTB employee-employer relations director, told NARTB District 2, meeting Thursday-Friday at Westchester Country Club, Rye, N. Y. (main story page 24).

The talent item ranked first in a survey covering larger TV stations except, of course, for the overall item of payrolls as a whole. The talent figure is over and above talent costs incurred by sponsors and agencies for programs telecast by these stations. These are as much or even more than station talent costs.

Film rental costs consumed 8% of total TV station expenditures in 1951 for all except larger TV stations, according to Mr. Doherty. For smaller TV outlets, film rental costs averaged \$25,000 per station.

Using June 1951 and 1952 as a base period, Mr. Doherty found that for identical stations, payrolls increased 24% during the period with per station staff employment up 15%. Program hours increased 20% during the year, according to the survey.

As to methods of compensating



KMED and KYJC Medford, Ore., managers switch mikes (and stations momentarily) to speak Oct. 5 in celebration of "Radio Day" in the community. KMED marked its 30th anniversary, KYJC its fifth. The managers are Jennings Firth (l), KMED, and Jimmy Dunlevy, KYJC.

## Paint Co. Campaign

MODENE Paint Co., Chelsea, Mass., subsidiary of Unexcelled Chemical Corp., has launched a fall advertising campaign for its new "Odor Free Line" using radio programs, participations and announcements in six markets. Frederick-Clinton Co., New York, is the agency.

## WSB Approves Increase

WAGE Stabilization Board has approved 15% weekly wage increase contract, agreed upon by CBS Hollywood and Publicists Guild last April [B•T, May 5]. Contract, affecting 13 members, raises starting salary from \$77 to \$86.50 for 40-hour five-day week and is retroactive to January 1. Fringe benefits hitherto had been approved.

## Talent High Item For Big Stations

★ salesmen, Mr. Doherty found that in June 1952 over half (51%) were paid salary and commission, 40% were paid straight salary and 9% were paid on a straight commission basis.

Program hours in May-June 1952, exclusive of networks and their owned-operated stations, were divided as follows: 52% of program hours were network originated; 25% were local film; 21% were local live studio and 2% were local remote.

Selling costs for television averaged 8% of total expenses, according to Mr. Doherty's survey.

Taking up fulltime staff employment, he found that 41% of staff personnel were technical, 28% program and production, 21% general administrative, 6% sales and promotion, and 4% film.

## Politicians on Media

(Continued from page 34)

contributions have been heartening. It was recalled that three of President Truman's talks were dropped in 1948. Fund-raising is underway by the National Volunteers for Stevenson.

Three Democratic Senators—Estes Kefauver (Tenn.), William Fulbright (Ark.) and Paul Douglas (Ill.)—have been soliciting money for the volunteer group. They've sent out telegrams to industry and civic leaders explaining that for a Stevenson victory "he must be seen and heard by American people on sufficient television-radio time this closing campaign month. Huge sums necessary to challenge Republican broadcasts."

## Funds for Nixon

If the Republicans raise sufficient sums, there were hints that some would be siphoned off to Sen. Nixon for continued follow-throughs on the Communist issue similar to that delivered nationally on TV last Monday. Gov. Stevenson also spoke on radio-TV last week.

In other developments last week:

• Time was purchased by the National GOP Senatorial Committee for an address by former President Herbert Hoover on CBS-TV last Saturday; by the New York Republican State Committee for five-minute addresses by GOP women leaders on 17 ABC stations, and for half-hour talk by Sen. Nixon on seven NBC radio outlets and 15-minute telecasts by the senator on WJZ-TV; by the GOP committee of Essex County (N. J.) and Women's State Republican Committee for a talk by Gen. Eisenhower on WNJR Newark last Friday.

• Time was purchased by the Kings County (N. Y.) Democratic Committee to sponsor hour-long Truman speech on WMGM New York Friday and also 60-minute talk by Gov. Stevenson on same station Oct. 31.

• Sen. Joseph McCarthy walked out on a Las Vegas, Nev. radio broadcast after heated debate with a newspaper publisher.

• "The New York Post" reported contributions to its radio-TV fund for Gov. Stevenson had risen to \$39,721.86. "The nation's future must not be dependent on a monopoly of radio and television," said Roger L. Stevens, fund finance chairman, referring to the purported GOP "blitz."

• District of Columbia Republican women groups raised more donations, bringing contributions to \$30,000 for radio-TV use.

• Tom L. Evans, president of KCMO Kansas City and chairman of the 1944 Truman Vice Presidential fund drive, revealed receipts and expenditures for that campaign, including time bought on radio stations.

## IF GOP VICTOR

### Little Change at FCC Seen

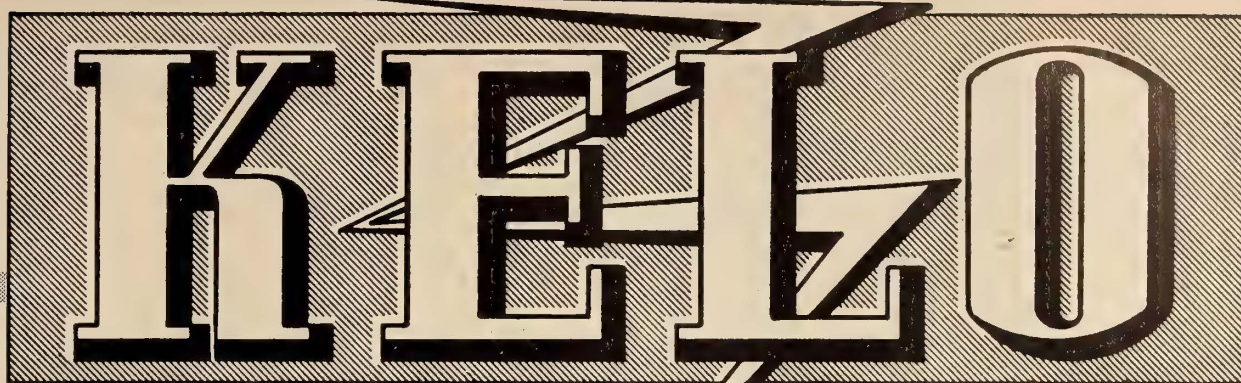
FCC probably would show "little alteration" in policy as the result of a Republican victory at the polls next month, according to speculation by the *Wall Street Journal*.

The Oct. 10 issue of the *Journal* reviewed possible changes in business regulation policy as may be effected by various government agencies. Among those it felt would be directly affected by a change in administration: Federal Trade Commission, Dept. of Justice, Federal Power Commission and perhaps the Securities & Exchange Commission.

## Piel's Buys Sports

SIGNING of Piel's beer for sponsorship of one-fourth of WPIX (TV) New York's 93-event winter-spring sports series from Madison Square Garden was announced by the station last Thursday. Sale brings sponsorship of the series, which opens Wednesday and extends to April, to the three-quarters mark. P. Lorillard Co. had signed previously for one-half sponsorship on behalf of its Old Gold cigarettes. Agency for Piel's is Young & Rubicam, New York.





SIoux FALLS,  
**5000 W.**

SOUTH DAKOTA  
**NBC**

Serving and Selling the Richest Corner of Four States  
with 99.3% Radio Homes

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

**HOMETOWN JAMBOREE.** . . . Plays 48 towns per year in KELO Primary. Amateur contests, plus professionals, plus the search for Mr. and Mrs. South Dakota. Full page promotion weekly in the Sioux Falls Daily Argus Leader, plus extra hometown rural page. \$200.00 per ½ hour.

**MARIE HORTEN.** . . . . . Sioux Falls' Women's Show

**LITTLE OSCAR.** . . . . . Sioux Falls' Only Daily Live Talent Show.

**FARM NEWS.** . . . . . South Dakota's farm news by South Dakota's Farm Authority, Les Harding. On the air at farm listening hours.

**TRI-STATE COVERAGE**

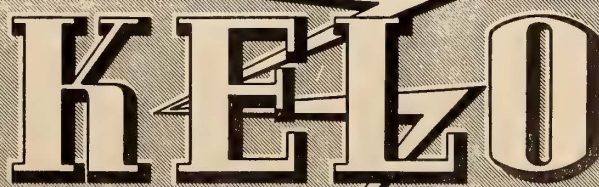
.5 MV Area  
51 Counties  
Population . . . . . 700,000  
Radio Homes . . . . . 207,000

**PRIMARY & SECONDARY  
COVERAGE AREA**

87 Counties  
Population . . . . . 1,250,000  
Radio Homes . . . . . 354,000

*"The First With The Best in The Upper Midwest"*

SIoux FALLS,



SOUTH DAKOTA



## ABC's Single Rate

(Continued from page 23)

parture without first consulting affiliates—and, because of the competitive pressures arising from the fact that CBS Radio and NBC already had acted, they concluded that they did not have time for such consultations before making some move of their own to “meet the competition.”

First chance to broach the idea to a large group of affiliates came at the Hollywood meeting with West Coast and Mountain States affiliates on Sept. 29. Second was at last week's regional meeting in New York, when the subject was discussed at considerable length again, and third was in Chicago on Friday. Fourth will be in New Orleans next Monday, and similar meetings are to be held in one or two other cities on a date or dates not yet set.

Other subjects being canvassed in the regional meetings, which are held annually, include sales, program, and advertising and promotion plans, plus other questions of common concern to network and stations.

In their discussions of the pending merger of ABC with United Paramount Theatres, network officials are making clear their expectation that the move will be given the necessary FCC approval by around Dec. 1 and that then ABC will be in excellent position to compete keenly with NBC and CBS, as well as the other networks, in both radio and television.

### Maintains Place in Home

Research studies also were presented to show that, although TV may be driving radio out of the living room, it is by no means driving it out of the house.

President Robert E. Kintner and Ernest Lee Jahncke Jr., vice president and assistant to the president, are heading the network's delegations to the regional meetings.

Others who attended last Wednesday's meeting in New York—which drew approximately 70 representatives of 55 to 60 ABC stations in New England, Pennsylvania, New York, New Jersey, Maryland, the District of Columbia and northern Virginia—and who were slated to participate in those in Chicago and New Orleans included Charles T. Ayres, vice president for the radio network; Ted Oberfelder, director of owned radio stations; Alfred R. Beckman, national director, and William Wylie, manager of radio and TV station relations departments, and Oliver Treyz, director of research and sales development.

Additionally, all regional managers of the radio and TV station relations departments were on hand at the New York meeting, including Earl Mullin, Jim Mahoney, Ralph Hatcher, Bob Guthrie, Joe



**JAMES McDONALD (l), extends best wishes to Edgar Donaldson whom he has just succeeded as supervisor of TV program operations, WSYR-TV Syracuse. Mr. Donaldson resigned his WSYR-TV post to become a radio-TV producer for Ketchum, MacLeod & Grove, Pittsburgh.**

Merkle, Don Shaw and Spencer Schiess.

Messrs. Mullin and Mahoney also were slated to attend the Chicago meeting, which was for affiliates from Ohio, West Virginia, Michigan, Indiana, Illinois, Kentucky, Wisconsin, Minnesota, Iowa, Nebraska, Kansas and North and South Dakota.

The New Orleans meeting today at the International House will be for affiliates from Oklahoma, Arkansas, Texas, Louisiana, Mississippi, Tennessee, Alabama and west Florida.

## JERSEY MEET

FCC COMR. Frieda B. Hennock last week paid tribute to the New Jersey Broadcasters Assn. as the first state broadcasters' organization to take an active role in bringing together commercial and education television.

“You in New Jersey have provided a shining example to all associations, broadcasters and educators,” Miss Hennock told a Monday luncheon meeting of the NJBA in Camden. Presiding over the sessions was Paul Alger, general manager, WSNJ Bridgeton, who was unanimously re-elected NJBA president.

Other officers named were Thomas B. Tighe, WJLK Asbury Park, vice president; Kenneth Croy, WMTR Morristown, secretary-treasurer; Fred Weber, WFPG Atlantic City, and Fred Bernstein, WTTM Trenton, members of the executive committee.

Complimenting the broadcasters, Miss Hennock stated that “since educational television presents a once-in-a-lifetime opportunity to the American people, you quite properly are doing your share in making it a reality in our homes and schools.”

“In doing so,” Miss Hennock added, “be assured that you also further your own private interest, for the substantial development of educational television cannot help but make all broadcasting more popular and raise its prestige to unprecedented levels.”

In response to a request from Thomas S. Dignan, New Jersey deputy director of Civil Defense, for data on the type of programming that would be carried on the state's stations if the Conelrad

## RADIO-TV GAVE FACTS ON TAX

Cigarette Firm Leader Lauds Media

SUCCESSFUL results of the cigarette industry's radio and television campaign to acquaint the public with the sizable federal tax on cigarettes was described last week by Robert M. Ganger, president of P. Lorillard & Co., New York, at a Sales Executives Club of New York luncheon last week.

Highlighting the industry campaign, Mr. Ganger said, was the slogan, “Half the pack goes for tax,” pointing out that an industry survey last spring showed “the public had absolutely no idea as to the amount of tax it was paying.” He underlined another public misconception pointed up in the survey: “Cigarette prices are too high . . . and prices would come down if the cigarette industry spent less on advertising.”

With these public sentiments in mind, the industry last spring began to use 30-second spot and “hitchhike” messages on 38 radio and 27 television programs of various cigarette companies for a period of six weeks, he said.

“Before the campaign we tapped public opinion and found that only 9% of smokers knew the federal

tax was 8 cents a pack. After the six week campaign, we tapped public opinion again and found this 9% had grown to 32%, an increase of more than three times in six short weeks,” Mr. Ganger said.

The first survey (before the campaign) showed that “nearly half the smokers thought federal taxes should be increased,” Mr. Ganger said. But the later survey revealed that only one-third of smokers thought cigarettes “should bear an additional burden.”

Dwelling on the significance of an increase from 9 to 32% of public awareness of the amount of the cigarette tax, Mr. Ganger commented:

“If you had a product that was known to just 9% of the public and then, after only a six-weeks period, you found it was known to 32% of the public, you would say, I'm sure, that this result was not only wonderful—it was almost unbelievable! For you sales-management men know how long it takes to put over any idea to the mass public.”

Changing attitudes toward increasing the cigarette tax from one-half to one-third was tantamount to a salesman adding 13% “of all markets in this country—as new customers to his line,” Mr. Ganger remarked. He noted that in this instance the campaign did a selling job and consequently the public “bought an idea—just as they buy a product.”

The results of the campaign, Mr. Ganger declared, illustrate that “industry and company advertising can be teamed up with public relations—and do everyone a lot of good.” He observed that the radio and TV programs helped clear the air of misconception about taxes and prices and thereby created “a better and more friendly climate for future sales and merchandising activities.”

Despite the overwhelmingly favorable results of the campaign, Mr. Ganger noted, the program did not cost the participating companies “a single penny” outside of funds for research. He explained the campaign was handled as “hitchhikes, cowcatchers and spots on regular radio and TV programs.”

### Toni, Bobbi Buy

BOBBI home permanent, through Leo Burnett, Chicago, and the Toni Co.'s White Rain shampoo, via Tatham-Laird, same city, will sponsor the last two quarter-hours on ABC's *Breakfast Club* (five-a-week, 8 to 9 a.m. CST) from Oct. 21 for 52 weeks. Segments are the 8 to 8:15 slots on Tuesday and Thursday.

### Hear Hennock Praise; Re-elect Alger

emergency system were put into effect, the following committee was appointed: Mr. Weber, who is chairman of NJBA's Radio & TV Civil Defense Committee, and James Howe, WCTC New Brunswick.

New Jersey's plans for operation of six educational TV stations were outlined by Dr. Frederick W. Raubinger, State Commissioner of Education, who said that educational television can provide “a high standard of values for commercial TV.”

During the Rutgers Radio Institute portion of the meeting, Dr. Lewis Webster Jones, president of Rutgers U., said educational institutions can be better trusted with the creative tasks of developing the television art than can Hollywood and Broadway elements alone.

NJBA voted to finance the trip of state winners to the finals of the “Voice of Democracy” contest.

The two-day program included political debate between Republican Sen. H. Alexander Smith (N.J.) and his Democratic opponent, Archibald Johnson, which was broadcast over a number of New Jersey stations and transcribed for rebroadcast over others.





**NEWEST STAR**  
**in WJBK's**  
*All-Star Talent Line-Up*  
**TOM GEORGE**

**STARS SHINE  
 NIGHT and DAY  
 on WJBK**

*The Station with a Million Friends*

**TOP TALENT TO DO A  
 TOP SELLING JOB FOR YOU**

**NORM LENHARDT** 6:00 to 7:30 A.M.  
**GENTILE & BINGE** 7:30 to 9:15 A.M.  
**DON McLEOD** 9:15 to 11:00 A.M.  
 3:30 to 6:00 P.M.  
**BOB MURPHY** 11:00 A.M. to 12:00 Noon  
**TOM GEORGE** 12:00 Noon to 3:30 P.M.  
 7:00 to 8:00 P.M.  
**HEADLESS HORSEMAN** 6:00 to 7:00 P.M.  
**KEN CLINE** 8:00 to 10:00 P.M.  
**LARRY GENTILE** 10:00 P.M. to 1:00 A.M.

**Air Salesman Without Peer**

- ★ Broke all records for sales results on powerful WWVA, Wheeling, with his casual, relaxed, wonderfully "real" selling technique.
- ★ Starred on Station WOR, New York.
- ★ Master of ceremonies and star of his own show on the full NBC network for 13 weeks.

**NOW ON WJBK**

doing the same terrific selling job 4½ hours a day  
 (12:00-3:30 p.m., 7:00-8:00 p.m.)

**WJBK** *Detroit*

**A STORER STATION**

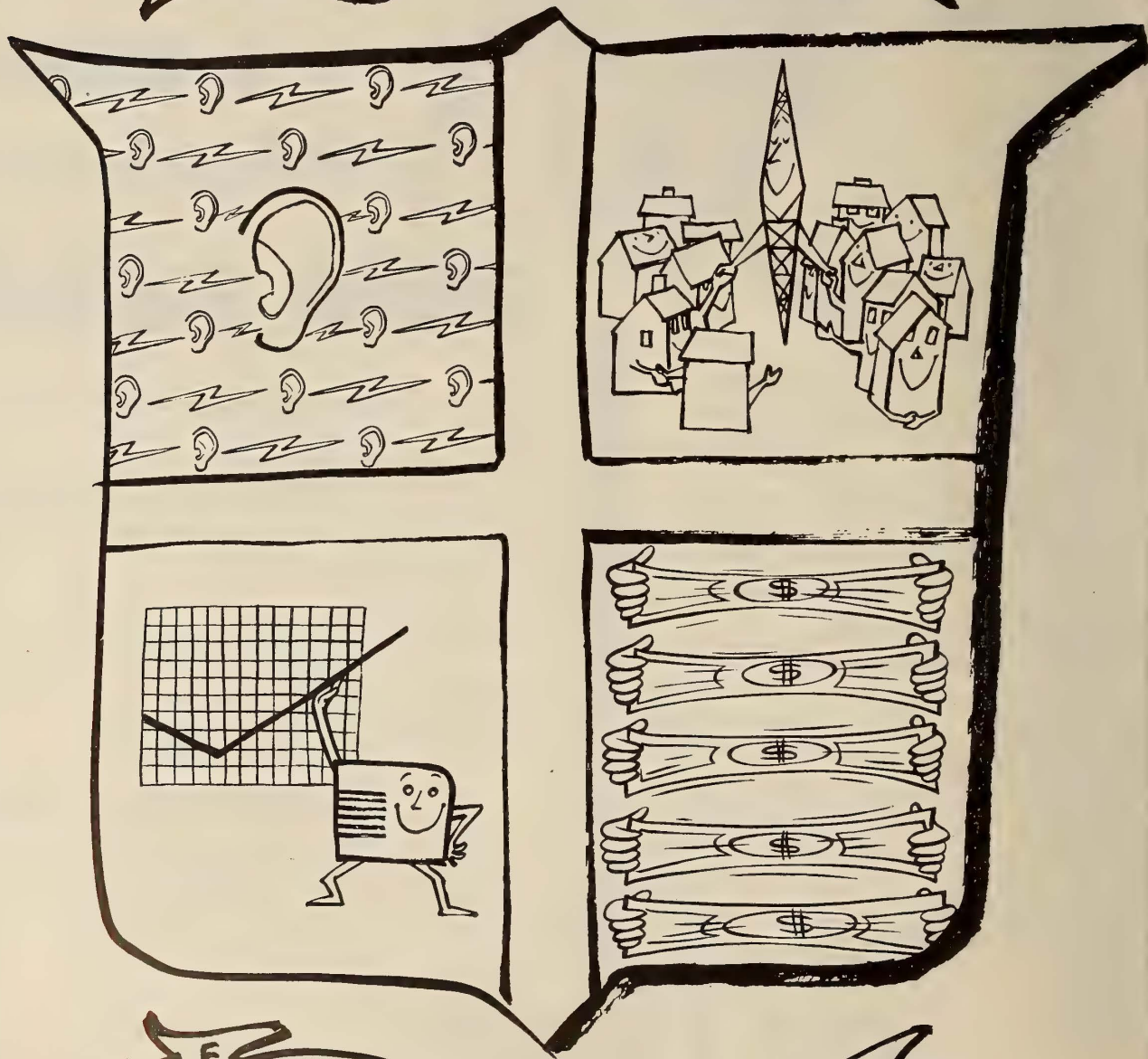
**TOPS in MUSIC, NEWS and SPORTS**

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY



NE PLUS ULTRA



E PLURIBUS MUTUAL



*Ears and towers, sales and dollars*—these make modern heraldry for

The Plus Network. **+** *Ears* to mark the 17 million radio homes

in NON-TV AMERICA (dominated 2-1 by MBS) and the 73 million

family-hours-a-day of radio listening in TV AMERICA

(where MBS alone is gaining listeners). **+** *A neighborly*

*radio tower* to set the MBS pattern of the most

stations nearest the most people (560 affiliates—

nearly double any other network's). **+** *Sales gains*

to show what MBS is doing for clients (and vice versa:

billings up 13% here, 1st 9 months

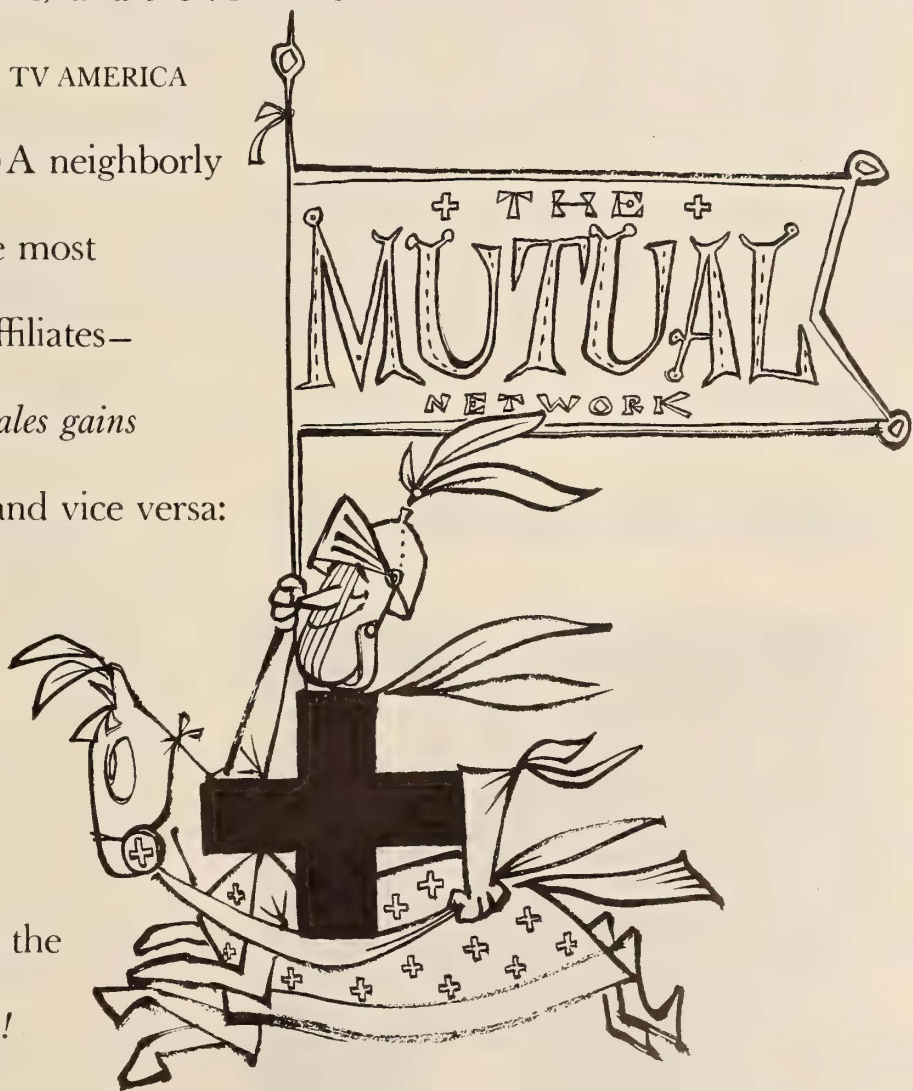
over '51). **+** *Stretched dollars* to

represent MBS economy (lowest costs

in all broadcast advertising).

**++++** These four forces, put together the

*Plus* way, can herald new profits for you!



*Mutual Broadcasting System · 1440 Broadway · New York 18 · LOngacre 4-8000*



# NEWS BLACKOUTS

RADIO-TV fight to halt censorship of public and sports events was started last week, with NARTB to spearhead the effort to halt discrimination against the electronic media.

Aroused by a number of recent instances in which radio and TV have been kicked around by governmental agencies, colleges and sports promoters, with the public deprived of news coverage, broadcasters from NARTB District 3 (Pa., W. Va., Md., Del.) decided to wage a fight for their rights.

District 3 delegates, meeting at Harrisburg, Pa., last week called on the association to investigate the censorship trend and to develop a program of action.

NARTB President Harold E. Fellows sparked the drive in his opening address to the meeting, 15th of the 17-meeting series. He said it is a long-range battle but predicted the industry will win the right to report public events.

District 3 delegates set the campaign in motion Tuesday by adopting two strong resolutions calling for industry investigations.

Referring to the Walcott-Marciano fight in Philadelphia, where radio and TV were denied access and an embargo was placed on use of round-by-round reports for re-

creation after the event was over, the district delegates demanded that the NARTB board name a committee to study the incident and "if such study confirms current reports of unjust censorship, take proper steps to oppose a repetition of such denial of freedom in the future."

A second resolution pointed to repeated evidence "of a dangerous trend toward foreclosing radio and television from coverage of public events, such as the NCAA ban on football game coverage, the rules of congressional leaders regarding coverage of public committee sessions, the various limitations on coverage of baseball and other sporting events."

## Asks Convention Report

The district called on NARTB to make "a complete study" and report to the national convention in Los Angeles next spring for proper recommendations and action by the members.

In opening the District 3 meeting Leonard Kapner, WCAE Pittsburgh, presiding as district director, named J. Gorman Walsh WDEL-AM-TV Wilmington, Del., as chairman of the resolutions committee. Others on the committee were Roy E. Morgan, WILK

Wilkes-Barre; L. Waters Milbourne, WCAO Baltimore, and Lawrence H. Rogers II, WSAZ-AM-TV Huntington, W. Va.

"It just doesn't make sense to deprive the public of a major sports event such as the Walcott-Marciano fight and confine it to a handful of people in theatres," Mr. Fellows said, adding that the principle is "not morally sound." He contended promoters should not go so far as to prevent use of re-created accounts of a sports event on radio and television.

"This is a long fight," Mr. Fellows said. "We are going to obtain our rights. Congressional proceedings and similar public affairs should be available to radio and television. The public is invited to sit in the gallery. Every citizen has that privilege and radio and television are entitled to the same rights."

J. Robert Gulick, WGAL-AM-TV Lancaster, Pa., presiding at a sales panel, advocated a 10% increase in daytime rates on most radio stations, contending this boost should have been made years ago when set circulation was increasing rapidly. He observed that coming of TV competition in nearly all markets will create an acute nighttime sales problem and influence sale of live

sports events. He added, however, that TV has "definitely brought out the fact that daytime radio is more valuable than ever."

Offering a list of sales suggestions, Mr. Gulick listed these ideas, among others: Train salesmen to sell programs as well as announcements; sell creatively instead of harming the whole industry by lambasting competitive stations; obtain new clients; sell a second and third program to present clients.

A. K. Redmond, WHP Harrisburg, denounced rate-cutting as a destroyer of confidence and opposed giving national rates to accounts whose products and services are nationally distributed. He said double-billing is "pulling us all down in the estimation of the advertiser."

Thomas B. Price, WBVP Beaver Falls, topped it off by adding, "The guy who double-bills is dishonest and digging his own commercial grave."

William H. Paulsgrove, WJEJ Hagerstown, termed per inquiry contracts a liability, referring to the recent increase in P. I. offers. Mr. Redmond called P. I. "the curse of the industry" and added that many five-minute transcriptions

(Continued on page 44)

## Strictly Business

(Continued from page 16)

a native of Charleston, W. Va. He was graduated from the U. of West Virginia, where he was a star athlete on the Mountaineer football and track teams, and a member of Kappa Alpha fraternity.

Always interested in getting into the advertising field, he had his first chance in 1926 in Chicago while en route to Green Bay, Wis., to play professional football with the Packers. Through a friend, he got a job with the Chicago *Daily News* selling classified advertising. Shortly thereafter, he worked on local display at the *Hevald-Examiner* and soon took charge of all chain store accounts.

In 1929, Mr. Dilcher went to work for an AT&T subsidiary, Electrical Research Products Inc., as the first Chicago salesman in the newly-informed educational film department. Later he went to New York to sell Western Electric sound equipment to movie theatres and transcription turntables to radio stations. It was there he met Joan Rapposch of New Britain, Conn. After a storybook whirlwind courtship starting on a Tuesday, they were married the following Saturday in The Little Church Around the Corner with a borrowed wedding ring, two paid witnesses and a 50-cent corsage.

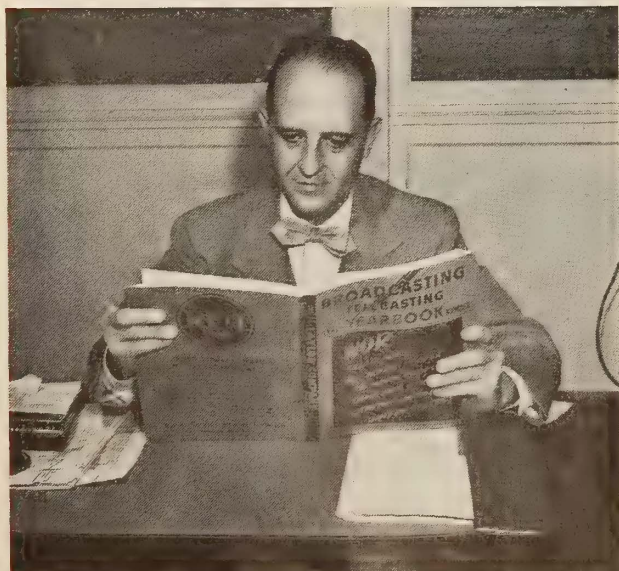
They started their domestic life

in Chicago, where he joined the national advertising staff of Scripps-Howard newspapers; continued to Dallas, where he was S-H office manager for five years, and returned to Chicago when he joined John Blair & Co. The Blair sales staff then included three persons. There are now seven salesmen, four in radio and three in TV. Mr. Dilcher supervises activity of the radio salesmen.

He and his family live in suburban Glen Ellyn, where Mr. Dilcher is active in civic affairs. He has worked as chairman of the nominating committee and campaign manager for the Village Betterment Party and is a director of Glen Oak Country Club, where he and his wife play golf and shoot skeet and trap. They participate in various inter-country club sports events. He is also a member of the Chicago Radio Management Club.

The Dilchers have three children: Charles Jr., 20, a junior at Purdue U. who is majoring in mechanical engineering and is a Phi Kappa Psi; Henry, 17, a high school senior who plans to study aeronautical engineering at Purdue, and Mary Ann, 12, a champion swimmer and diver in junior high who also expects to attend Purdue.

## What's he looking at?



Stanley Pulver, Lever Brothers, is looking at the personnel lists of radio stations . . . OR, at your advertisement in the BROADCASTING Yearbook.



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



Come Fly With Me  
On My  
Magic Magee!



Hop aboard you "Buyers-Of-Time". . . grab yourselves a conducted tour to the lands where the great Diehm goes. Up along the Maine Coast is . . . WIDE . . . right in the heart of that State's rich resort area, plus a prosperous year-round manufacturing payroll. Last year's retail sales \$30,000,000.

Vic's flying carpet is a world famous "Magee" made in Bloomsburg, Pa., location of . . WHLM . . . nestled in beautiful Susquehanna Valley, one of Pennsylvania's richest manufacturing and agricultural areas.

WHOL . . . In Allentown, Pa., is one of the most progressive and prosperous cities in the East. Located in the center of a \$350,000,000 yearly retail sales area of diversified manufacturing plants and rich farms. Farm dollars over \$28,000,000.

Vic's home base is Hazleton . . . Pennsylvania's highest city . . . locale of . . . WAZL . . . where from 8:00 in the morning 'til 10:30 at night you are guaranteed 70% of the radio listening audience: Retail sales are over \$78,000,000.

## WAZL

HAZLETON, PA. NBC-MBS

(Represented by Robert Meeker Associates).

## WHOL

ALLENTOWN, PA. CBS

## WHLM

BLOOMSBURG, PA.

(Owned and Operated by Harry L. Magee)

## WIDE

BIDDEFORD-SACO ME MBS-YANKEE

(Represented by Edward Devney)





AMONG those attending the NARTB District 6 meeting [B•T, Oct. 13] were (seated, l to r) Bill Hutt, KLRA Little Rock; Henry Clay, KWKH Shreveport, District director; Ted Cott, WNBC-WNBT (TV) New York, and George Thomas, KVOL Lafayette, La.; standing, Ken Flenniken, WDEF Chattanooga; Bill Stubblefield, NARTB; Walter Compton, WTTG (TV) Washington; Roy Dabadie, WJBO Baton Rouge, Henry Slavick, WMC-WMCT (TV) Memphis.



GROUPED at NARTB District 6 meeting were (seated, l to r) Granville Walters, WAML Laurel, Miss.; Mrs. Harold Krelstein, WMPS Memphis; Harold E. Fellows, NARTB president; Edgar Stern Jr., WDSU New Orleans; standing, Storm Whaley, KUOA Siloam Springs, Ark.; John Hart, WBIR Knoxville; Glenn Dolberg, BMI, New York, and T. B. Lanford, KRMD Shreveport.

## News Blackout Fight Urged

(Continued from page 42)

are "nothing but a five-minute pitch." "You're selling the industry down the river if you use P. I.," Mr. Paulsgrove added, with Mr. Gulick reminding that the standard contract form contains a clause requiring the station to give an advertiser as low a rate as that enjoyed by any other advertiser.

Richard P. Doherty and Charles H. Tower, NARTB employee-employer relations director and assistant director, respectively, con-

ducted a panel discussion on economics and management problems.

Robert K. Richards, NARTB assistant to the president, conducted a panel on news programming. Participating were Joseph Cleary, WESB Bradford, Pa.; W. J. Thomas, WCPA Clearfield, Pa., and Mr. Rogers.

"News is your best public relations weapon," Mr. Richards reminded. He called for a change

in hold-for-release rules discriminating against early evening newscasts.

Mr. Cleary urged stations to take advantage of radio's speed in delivering news to the public. Mr. Thomas advocated wider use of portable tape recorders and telephone beep facilities for news purposes. Mr. Rogers, noting that the public hasn't yet learned to feed tips to radio stations as they do in the case of newspapers, suggested all station employees serve as voluntary tipsters. He urged stations to take stands on public

issues and not be afraid to criticize public agencies merely because they operate with a government license.

Presiding at the Tuesday morning TV panel, Paul Raibourn, KTLA (TV) Los Angeles and member of NARTB's TV Board, said the public has paid \$6 billion for television sets and \$800-\$900 million for programs. He noted that TV dealers have received \$2 billion of the \$6 billion set fund.

"That's all wrong," he declared. "The manufacturers have dominated TV and have made the money thus far." He looked ahead to the day "everyone dreams of" when there will be 50 million TV sets and 2,000 TV stations, suggesting the average program cost will run about \$30 per set per year, with the networks getting a good part of this fund and the station \$10 to \$12. He estimated minimum TV station operating costs at \$250,000 a year.

### Station Payroll Requirements

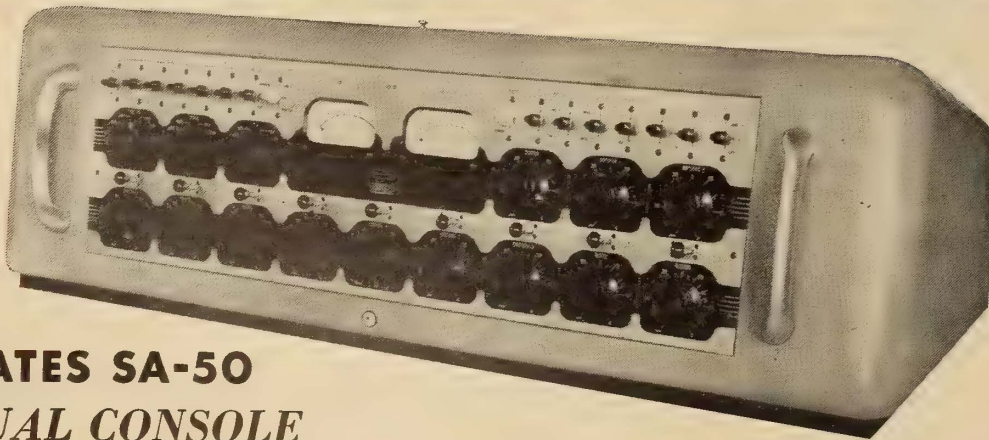
Roger W. Clipp, WFIL-TV Philadelphia, said a station requires a minimum of 30 persons, or a payroll of \$110,000, with costs running around \$250,000. He offered a series of general rules-of-thumb for radio operators to use in estimating TV conditions—2½ to 4 times the investment, number of people, rates, revenue, loss, efficiency and "2½ to 4 times less time to play golf."

Charles Vanda, WCAU-TV Philadelphia, advised autonomy in TV personnel as the best way to keep down costs. He predicted film companies soon will raise their prices. F. W. Cardall, WBAL-TV Baltimore, pointed out that TV has increased Baltimore's advertising budgets and radio hasn't suffered from the competition.

Mr. Rogers of WSAZ-TV Huntington said new TV stations will

(Continued on page 46)

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



## GATES SA-50 DUAL CONSOLE

There is always a ready circuit available if you choose the Gates SA-50 Dual Console for your aural or video needs. Without question the most complete console made today. For example: 4 high level amplifiers, 9 mixing channels, all preamplifiers are two stages and transformer in and out, complete input and output circuit selection of all amplifiers plus—dozens more of the extras found only in Gates equipment, the quality line in the broadcast field. We will gladly forward more detail on Gates SA-50 just for the asking. Oh yes, do you have a Gates audio catalog? Yours for the asking.

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

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



### **"Spots Before and After AP News Easy to Sell."**

"We've found that featuring AP news every hour provides our best adjacencies. All 60 AP news programs per week are sold, as are all the adjacencies. Many sponsors take the adjacencies while waiting to grab the next available 5-minute news program."



**Jerry Stone, General Manager  
WNDB, WNBD-FM,  
Daytona Beach, Fla.**

# **AP NEWS Sells Adjacencies, Too!**

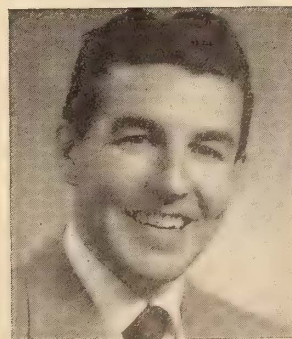
For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

AP

RADIO DIVISION  
THE ASSOCIATED PRESS  
50 Rockefeller Plaza  
New York 20, N. Y.

### **"AP Adjacencies Make Other Selling Easy."**

"KBOE gives much credit for its phenomenal success to The Associated Press. Listener competition is terrific because all four networks come into Oskaloosa strong. But we've never been without a sponsor on an AP newscast. And the adjacencies to these programs are so desirable that they make it easier to sell other programs."



**Ken Kilmer, Manager  
KBOE,  
Oskaloosa, Iowa.**

Hundreds of the country's finest stations announce with pride

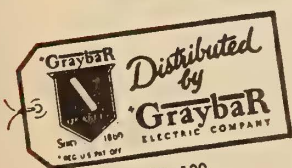
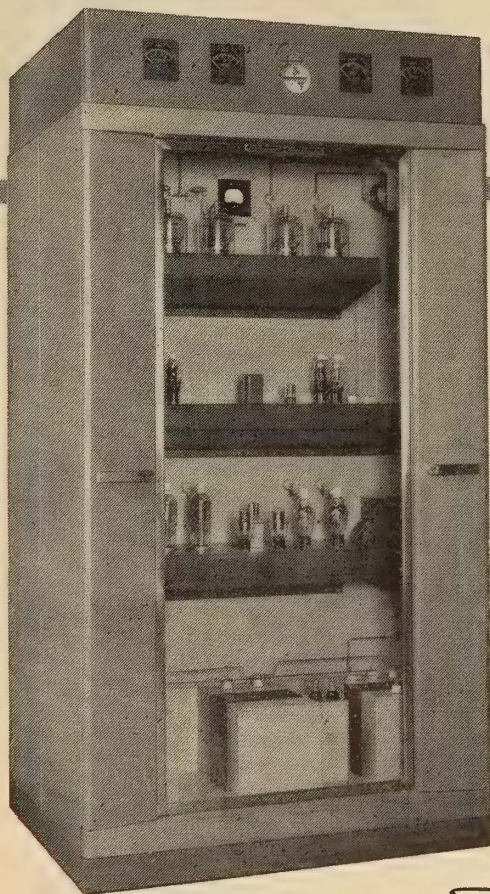
**"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."**



## The Continental Type 314-2 1000 Watt AM TRANSMITTER

combines excellent performance  
with streamlined simplification

Simplified circuit design . . . fewer controls . . . ease of adjustment . . . frameless, unified cabinet . . . automatic voltage control . . . extreme accessibility of all components . . . easy cut-back to 500 watts . . . electric door locks . . . these are only a few of the many new refinements incorporated in the new Type 314-2 Transmitter by Continental. Complete details and technical data available on request.



IN OVER 100  
PRINCIPAL CITIES



**Continental  
Electronics**  
MANUFACTURING COMPANY  
4212 S. Buckner Blvd. Dallas 10, Texas

## News Blackout Fight

(Continued from page 44)

find costs running about 120% of income for quite a while. He added that it's necessary to deliver a good product before revenue equals costs.

Harold C. Lund, WDTV (TV) Pittsburgh, offered suggestions on translating the increase of audience into income by means of periodical rate increases.

Panel members discussed ways of bringing department stores into television, agreeing this type of business had proved one of the medium's big disappointments. Robert M. Richmond, WCAO Baltimore, a former department store executive, said the whole thinking of store buyers and advertising officials is along newspaper lines.

Mr. Raibourn, winding up the panel, emphasized the value of good, local programming, including community events in which young people take part. "It will be a lot better world, and better from a television code standpoint, if you put on these programs instead of network comedians who live on sexual wisecracks," he said. Mr. Clipp and other panel members warned against "too much bricks and mortar" in building TV stations.

Victor C. Diehm, WAZL Hazleton, Pa., presided at a merchandising panel. Taking part were Mr. Kapner and Edward Wallis, WIP Philadelphia.

Among other resolutions adopted by District 3 was a proposal that NARTB conduct "a comprehensive annual report of the all-industry efforts in the public interest" for distribution throughout the nation during National Radio & Television Week. Delegates renewed their pledge to continue the vigorous campaign to promote registration and to bring out a record vote in November, recalling that American Heritage Foundation has given the electronic media official credit for much of the increase in registration [B•T, Oct. 13].

## TAMPA RADIO CITY

Proposed by WFLA's Harvey

ALL radio and television station studios in Tampa, Fla., would be housed in one giant "radio city" in a proposal by George W. Harvey, general manager of WFLA-AM-FM that city. He made the proposal in a talk to the Tampa Board of Realtors Oct. 9.

Mr. Harvey said all radio and TV stations in Tampa instead of setting up separate facilities, could locate their studios in a radio-television center patterned after New York's Radio City. He said the central building would cut down on expenses for all stations and that such a center would set Tampa apart as one of the most forward-looking cities in the nation.

## AAAA MEETING

Set for Oct. 28 in N. Y.

CREATIVE responsibility of advertising agency personnel will be the key theme of the Eastern Annual Conference of American Assn. of Adv. Agencies slated for New York on Oct. 28-29. More than 1,000 persons are expected to attend from agencies in the New York, New England, and Atlantic councils.

Agenda for the meeting, being released today (Monday), calls for a session on radio and TV production to be held as one of several group meetings scheduled.

Lewis H. Titterton, Compton Adv., will serve as chairman for the radio-TV session, which is set for the morning of Oct. 29, concurrently with two other group meetings.

### Harper Chairman

Announcing plans for the conference, Marion Harper Jr. of McCann-Erickson, conference chairman, asserted that "every factor in the making of sales-building advertising calls for creative thinking on the part of agency personnel." He said the conference "will be devoted to exploring means of stimulating creative thinking for the betterment of advertising and the advertising business."

Nine group meetings are scheduled in the two-day period, following the general session Tuesday morning, Oct. 28. The three group sessions that afternoon, and their respective chairmen, are: Copy & Art, John H. Tinker Jr., McCann-Erickson; Media, Lyndon O. Brown, Dancer - Fitzgerald - Sample; and Trade & Industrial, Henry C. Silldorf, G. M. Basford Co.

Wednesday morning's group meetings in addition to the one on radio-TV production, will deal with international advertising, led by Lorimer B. Slocum, Young & Rubicam, and with marketing and merchandising, under John S. Grier, Young & Rubicam.

Louis Brockway, Young & Rubicam, will address a Wednesday luncheon which will be open only to members of management or their representatives.

### Wednesday Meetings

Three other simultaneous group meetings are slated Wednesday afternoon, with one of these—management—to be subdivided into three sessions for agencies of various sizes. The chairmen of these management meetings will be James J. McMahon of James J. McMahon Inc.; Donald K. Clifford of Doherty, Clifford, Steers & Shenfield, and Fred B. Manchec of BBDO.

Other Wednesday afternoon meetings will deal with mechanical production, under the chairmanship of Milton J. Sutton of Cunningham & Walsh, and with research, under Henry F. Godfrey, J. Walter Thompson Co.



ONLY A COMBINATION  
OF STATIONS CAN  
COVER GEORGIA'S  
MAJOR MARKETS

# THE GEORGIA TRIO



*the* **TRIO** offers  
advertisers at  
one low cost:

CONCENTRATED  
COVERAGE  
•  
MERCHANDISING  
ASSISTANCE  
•  
LISTENER LOYALTY  
BUILT BY LOCAL  
PROGRAMMING  
•  
DEALER LOYALTIES

*in* **3** major markets

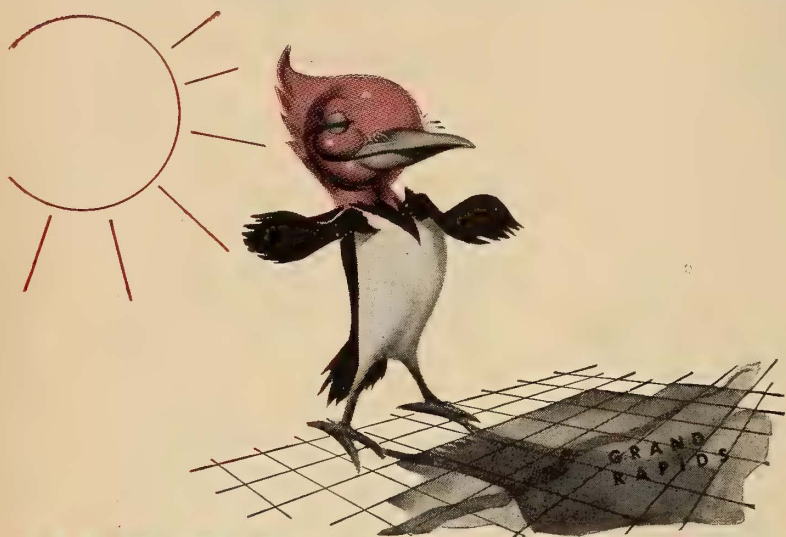
represented  
individually and  
as a group by

**THE KATZ AGENCY, INC.**

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO



# It's A Bright Daytime Picture!



## WOODland! TV

It's a sunny picture for WOOD-TV in the prosperous Grand Rapids, Muskegon, Kalamazoo and Battle Creek market. Pulse proves that WOOD-TV has a terrific share of the listeners from sign-on to 6 p.m. If you want selling power in the great Western Michigan market, consider WOOD-TV in the light of these statistics:

### PULSE STUDY\*

GRAND RAPIDS, MUSKEGON, KALAMAZOO, BATTLE CREEK AREA  
Share of Audience, Average 1/4 Hour Homes Using TV

	MONDAY — FRIDAY	12 N — 6 PM
WOOD-TV	10 AM — 12 N	60%
STATION B	90%	38
STATION C	10	2
	SATURDAY	
WOOD-TV	85	63
STATION B	15	34
STATION C	—	3
	SUNDAY	
WOOD-TV	—	63
STATION B	—	35
STATION C	—	2

\*February, 1952



Pick a bright spot in Western Michigan advertising from this folder of complete details on all live shows currently available on WOOD-TV... the area's only station with live facilities and locally produced shows. Write, wire, call or send a pigeon; WOOD-TV direct or nearest Katz office.

## WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — Basic; CBS, ABC, DuMONT — Supplementary

National Representatives: Katz Agency

Associated with

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

WEOA — Evansville, Ind.

## EVANS NAMED

To Manage KGMB-AM-TV

C. RICHARD EVANS, for 25 years with KSL Salt Lake City, has been named vice president and general manager of KGMB-AM-TV Honolulu by J. Howard Worrall, president of Hawaiian Broadcasting System. Mr. Evans rose from technician to the vice presidency of KSL and directed development of KSL-TV including construction of the 10,000-foot-high TV transmitter.

Mr. Evans has appointed Wayne Kearn, recently sales promotion manager of KNXT (TV) Hollywood, as sales and promotion manager of the Honolulu AM and re-



Mr. Evans



Mr. Kearn

cently authorized TV outlet. Both will serve in their same capacities at KHBC Hilo, also operated by Hawaiian Broadcasting System. Before going to KNXT Mr. Kearn had been at the KSL stations in Salt Lake City.

During World War II, Mr. Evans served as research project engineer at the Columbia U. war research division, with the Navy holding a number of classified patents in his name. He designed the installation for the weekly CBS broadcasts from the Salt Lake Tabernacle and

## Animal Audience

E. L. JACKSON, owner of a large herd of cattle in the WSB Atlanta coverage area, reports that he keeps the dials of his radio tuned to WSB because music from the station "soothes the nerves of his cattle." WSB said also that chicken farmers in northern Georgia and in South Carolina report that WSB programs "keep their chickens happy."

holds patent applications for new recording and reproducing devices.

Among Mr. Evans' professional connections are Public Relations Society of America, National Society of Professional Engineers, American Institute of Radio Engineers, Acoustical Society of America and Radio Executives Club of America. He was first president of Utah Broadcasters Assn., is a past president of Utah Society of Professional Engineers and is a member of the Salt Lake Rotary Club and Chamber of Commerce.

## CD Slides

SERIES of film identification slides is being distributed to TV stations by the Federal Civil Defense Administration for use in promoting volunteer CD enlistments. Six-second spots will be used by 86 TV stations in 45 critical target areas during National Civil Defense Volunteer Registration campaign Nov. 11-27. Viewers are asked to enlist in police, engineer and other services.

## VIDEO COMMERCIALS NEED STUDY

Ads Have Reached Adolescence, McMahan Finds

TELEVISION commercials have reached adolescence and now need to face a frank discussion of the facts of life.

This view is expressed by Harry Wayne McMahan, executive producer of Five Star Productions, Hollywood, in his book titled, *The Television Commercial*, being issued this week in a pre-publication edition to some 50 key advertising and TV industry executives for their comment and suggestions. It will be released to the trade early next year.

"Cartoon remains the most misused and abused technique in the business," Mr. McMahan states.

Listing what he considers each technique does best in making TV film commercials, Mr. McMahan states cartoon is advantageous for (a) gaining interest, (b) trademark characters, (c) personalizing the product, (d) exaggeration, (e) fantasy and (f) signing jingles. Live action-narrative, he declares is best for (a) demonstration, (b)

exposition, (c) human interest and (d) appetite appeal. He classified live action-dialogue best for (a) "personality" commercials, (b) testimonials and (c) key copy lines.

Well-constructed commercials rarely need more than a minute to get the job done, he continues. The three great advantages the 20 second spot has over the one minute commercial are sustained impact, longer life and greater flexibility.

Six "i-Checks" for a successful TV commercial are listed as idea and imagination; interest and information, identification and impact.

Mr. McMahan believes that live action is the most useful technique in TV commercials because it permits the simplest translation of human, personal experience from the screen to the viewer.

"Instead of cutting costs, an advertiser controls costs by pre-planning. Good writing is the secret of cost control."



# 4 A's CONVENTION

Pacific Council  
Elects Devine

CHARLES R. DEVINE, secretary-treasurer of Devine & Brassard Inc., Spokane, last week was elected chairman of the Pacific Council of the American Assn. of Adv. Agencies at its 15th annual convention held at Arrowhead Springs Hotel, San Bernardino. He succeeds Carl K. Tester, president, Philip J. Meany Co., Los Angeles.

Elected vice chairman was Ross Ryder, president, Ryder & Ingram Ltd., Oakland. Trevor Evans, vice president and radio-TV director, Pacific National Adv. Agency, Seattle, was named secretary-treasurer.

Pacific Council board of governors are Fred Fidler, vice president, J. Walter Thompson Co., San Francisco; A. W. Neally, vice president and manager, BBDO, Los Angeles; Ford Sibley, vice president, Foote, Cone & Belding, San Francisco; Wayne R. Leland, partner, House & Leland, Portland, and Mr. Tester.

Prediction of a 40% increase in advertising volume was made by Frederic A. Gamble, president of AAAA and key speaker at the start Monday of the three-day convention.

"The volume of advertising is high in relation to the past," he said, "but not in relation to the volume of goods and services for which it is helping to find customers. It should go still higher, as much as 40% above the present," he said.

"At the recent Assn. of National Adv. meeting the percentage of advertising to gross national product was reported to be 2.55%, the highest since the war, and nearing the long-time average of 3%.

"When our federal government begins to take less for war and for defense, as most authorities predict in the not too distant future, volume of advertising may well rise toward the \$9 billion figure necessary to sustain a \$300 million economy in peacetime."

## Would Label 'Hucksters'

He suggested using the much-disliked word "huckster" to place blame for bad advertising practices where it belongs—on the "bad actors in advertising." Asserting "we blame the shyster lawyers" for bad practices in the legal field and "quack doctors" for unethical practices in the medical profession, he said, "Maybe what we need to do is to clasp the term huckster to our bosoms instead of trying to ignore it.

"Maybe we should use it—use it to describe the bad actors in advertising—the huckster advertiser, the huckster agency, the huckster medium. Let's condemn the huckster and let's not censure advertising for what the hucksters do."

Mrs. Marjorie Child Husted (Betty Crocker), head of the Minneapolis home service consulting firm bearing her name, addressed the Monday luncheon meeting dedicated to the importance of women in advertising. Film star

Gail Patrick, and wife of Cornwall Jackson, vice president, J. Walter Thompson Co., Los Angeles, presided.

Stressing the fact that women control 84% of the nation's buying power, Mrs. Husted said that advertising has been built up and prospered by its appeal to women.

"Advertising," she said, "has helped free women from long hours of routine tasks."

More than 360 agency executives, their wives and guests were registered for the convention presided over by Mr. Tester.

J. Paul Hoag, president, Hoag & Provandie Inc., Boston, and 4-A's national director, told how the association can provide more aggressive assistance to advertising agencies.

T. T. McCarty, president, The McCarty Co., Los Angeles, outlined a plan to upgrade advertising agency trainees. Lawrence Valenstein, president, Grey Adv. Agency, New York, spoke on "America's No. 1 Whipping Boy—Advertising."

## APPEAL LOST

### WIBK Must Cease Operation

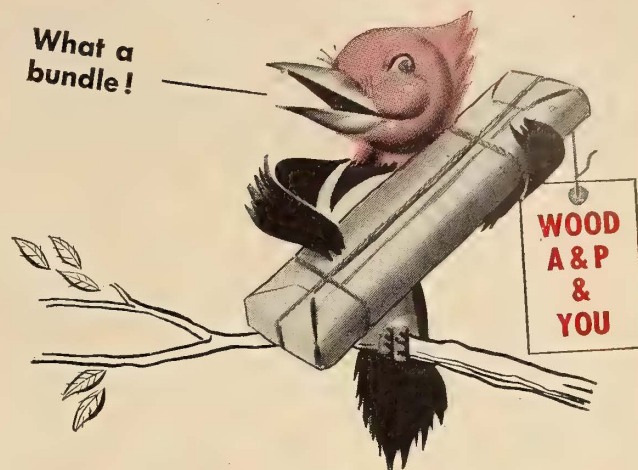
FINIS for WIBK Knoxville was written last week when the Supreme Court refused the station's request for writ of *certiorari*.

Supreme Court's refusal to hear the WIBK case means that the station must go off the air under a 1949 FCC decision which held that the Rev. J. Harold Smith's intemperateness in his writings and speeches made him unfit to be a licensee and that his financial qualifications had been misrepresented in his application.

Under the last FCC extension of temporary operating authority, WIBK had until Dec. 1 or 30 days after the Supreme Court acted on its appeal to comply. Consensus is that the Supreme Court will issue its formal denial of WIBK's petition for *certiorari* in about 25 days from last Monday and that the station must wind up its affairs 30 days thereafter.

WIBK began operating under FCC program test authority on July 11, 1947. Its application for a license was set for hearing Aug. 14, 1947. After hearing, the FCC denied the license on Aug. 11, 1949. Upon appeal to the U. S. Court of Appeals in Washington, the FCC decision was sustained [B•T, Oct. 29, 1951]. It was an appeal from the court's decision which the Supreme Court refused to hear last week.

## Presenting the WOOD BUNDLE!



## WOODland! AM

IF YOU SELL THROUGH A&P IN WESTERN MICHIGAN . . . the WOOD BUNDLE is for you! It's your big chance to tie your radio advertising directly to exclusive point-of-sale displays in 29 A&P stores. Here's how it works:

1. You buy 13 consecutive weeks of spots or programs (time costs not less than \$100.00 per week) on WOOD, the oldest and most powerful station in the dominant Western Michigan market.
2. During the 13 week period your product gets one full week of exclusive "end" or "dump" display in each of 29 A&P stores, with highest volume of any other food store chain in the Grand Rapids market. No competing product will be given prominence during the featured week.

THAT'S THE WOOD BUNDLE . . . a hard-hitting promotion plan that has proved highly successful . . . a merchandising technique to introduce faster selling. Like to tie up a neat package? This is for you!

SEND TODAY for WOOD BUNDLE folder stating guarantees and full details. Better yet, wire or call . . . WOOD direct or nearest Katz office.



# WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts

Associated with

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

WEOA — Evansville, Ind.

National Representatives: Katz Agency





## Government Leaders Send Congratulations

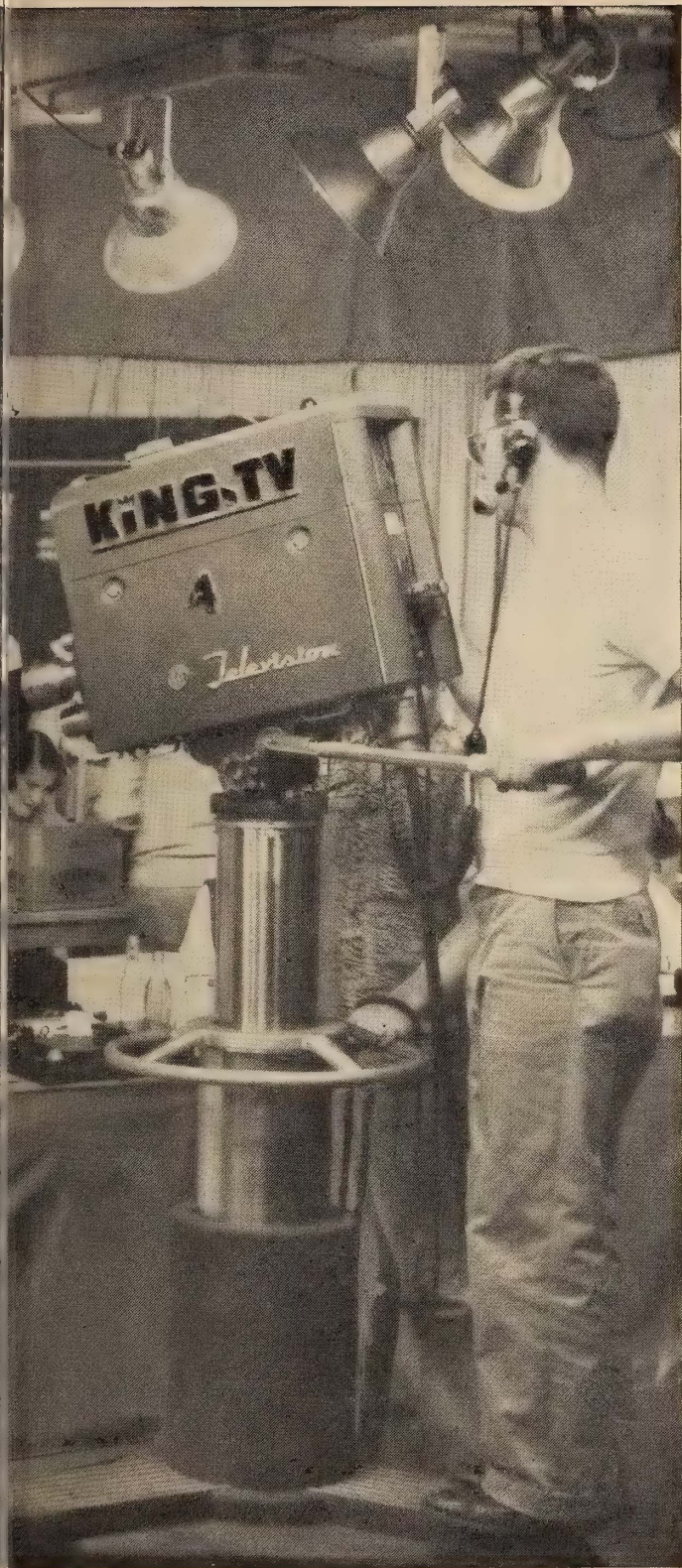


**Allen Pomeroy**, Mayor of Seattle: "It was amazing how KING set up to cover the state so completely. The up-to-minute coverage kept us well informed of the trend of the state voting at all times."



**Sen. Harry P. Cain**, Repub. Nominee, U. S. Senate: "KING-TV has made an outstanding contribution to the people of Washington State by the thoroughly planned and well executed system of covering the primary election returns."





# STATE APPLAUDS KING-TV

## Seattle station beats competition by full hour on coverage of Washington state election

SEATTLE, WASH.—KING Broadcasting Company set up an elaborate "network" of telephone lines to 39 counties here on the night of primary election (Sept. 9) and kept far ahead of local newspapers, wire services and radio stations with statewide voting returns.

KING-TV consistently was more than one hour ahead of competition.

KING-TV and Radio KING were flooded with telephone calls and swamped by mail that declared the simulcast coverage the fastest and most complete report ever given a Washington State election. Many said the coverage was one of the finest public services ever presented to the people of the Puget Sound Country.

Preparations for the big event started three weeks before the election to line up the returns from 4,312 precincts. Thirty-eight extra persons were engaged, besides the regular production, camera and technical staffs, to guarantee up-to-the-minute tabulations.

Huge boards were mounted in the studios on which results were posted for the quick perusal of both TV and AM commentators. A large crew of statisticians and telephone operators, comprised of KING staff members and wives of KING employees, received and counted the results on special telephones and tabulating equipment.

The KING-wives all are members of the Ryther Center for the aid of children, and the money they earned was donated to that institution.

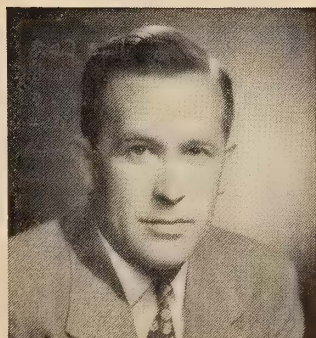
The simulcast was completed at 2:10 a.m., with all but one winner determined in the 17 statewide races.

Management of KING-TV complimented United Press for its effective cooperation in compiling election returns.

KING's tremendous undertaking brought not only widespread approval from the voters, but a prediction from political experts that KING's exciting coverage of the primary election will greatly stimulate voting in the November 4 general election.



**Rep. Hugh B. Mitchell**, Demo. Nominee, Governor: "My sincere congratulations upon your reporting of the 1952 primary election. I am sure that many, many people join me in expressing appreciation of the splendid public service you have rendered."



**Rep. Henry M. Jackson**, Demo. Nominee, U. S. Senate: "KING-TV and KING-AM coverage of the primary election was superb. Your arrangements for gathering and tabulating the vote so quickly were the best I have seen."



"First in the Northwest"

Affiliated with Radio KING [50,000 Watts]  
"The nation's top Pulse-rated Independent"





## Safeguard for Spots

THE BUSINESS of spot telecasting, still riding what some day will be a relatively low coordinate in a swiftly soaring trend line, has been brought to a stage of orderly uniformity by adoption of the AAAA-NARTB standard contract form.

This document reflects many months of serious discussion by the two associations plus the benefits of experience acquired in three decades of aural spot broadcasting. It follows present practices in spot telecasting for the most part but eliminates danger of confusion.

Most important, the fruits of this mutual understanding between two important associations include assured protection for stations in cancelling programs for public interest events. Originally advertising agencies wanted reimbursement for their commission in cancellation of sponsored programs, but the NARTB committee insisted this was unjust despite network practices.

A fortunate phase of the contract is its flexibility. Like the aural spot contract, it can be amended from time to time as growth of the video medium justifies. The new standard TV form deserves the same universal acceptance given the aural contract.

## Side by Side

CLIENTS of BBDO spend about \$35 million a year in radio and television advertising. The BBDO executive in charge of radio and television, therefore, can hardly be considered in the amateur class when it comes to analyzing the progress of these media.

As reported elsewhere in this issue, Arthur Pryor Jr., BBDO's vice president in charge of radio and television, believes that radio and television are now "the best unduplicated media buy available to advertisers."

Those are historic words.

Consider what they mean now and can mean in the future.

If advertisers are going to consider radio and television as complementary media, they are going to need more information on the special capabilities of each than is now available. Some may want to buy TV in periods when its audience is bigger than radio's or radio in periods when it enjoys an advantage over TV. Others may investigate the simulcast (surely the least duplicated advertising combination imaginable).

Whatever their techniques of using radio and TV as complementary media, advertisers will require much more qualitative research than is currently available. Broadcasters need that information too, for only by finding out who listens and what the audience likes can they improve their programming.

As Mr. Pryor told District 6, "research and its intelligent application, plus service to your advertisers and your communities are the keys to success in trying times ahead."

We venture that if his advice is followed, both radio and television will prosper, for the programs of both will be redesigned to fit new audience requirements.

It will not be a case of one medium cannibalizing the other, as some have feared, but of two vigorous and enlightened media living side by side and both in demand as useful advertising vehicles.

## Hearings: Ad Infinitum

FOR THE PAST three weeks we have published in all essential detail the testimony before the FCC on applications for new television stations in Portland, Ore., and Denver. These are the bellwether cases which should mark the guideposts for applicants in the literally hundreds of hearings ahead on mutually exclusive applications.

The high interest stems from the fact that these are the first adversary proceedings on city-by-city allocations since the 1948 freeze. The FCC already has designated about 240 applicants in some 100 consolidated cases. Last Wednesday a soft freeze upon as yet undesignated hearing cases was made effective, to permit the FCC to clean up the back-log. Processing for hearings will be resumed at a date to be determined.

We have covered these initial hearings comprehensively because of the evident hunger for information. This interest is exhibited not only by applicants, but by their prospective customers. Advertisers and advertising agencies want to know about new television stations in new markets as well as upcoming additional services in existing markets. They are learning about effective radiated power, antenna gain and Grade A and B coverage.

It is our intention to cover salient developments in all these hearings. We will avoid repetitious testimony. But we will not ignore any new facts or procedures introduced, or the innovations which may be devised by hearing examiners or FCC counsel.

The hearings held so far have been a revelation to many of the prospective newcomer owners and stockholders. New ground is being broken at every day's session. Newcomers had no idea of the scope and magnitude of these proceedings—which are unlike those in any other business or pursuit. If they get their grants, they will be better broadcasters because of it. And management will have an easier time.

Because the FCC wheels grind so slowly, it is evident that no few of the applicants are becoming discouraged. Some are bound to drop out because they don't want to tie up their assets for indeterminate periods. Others may become disconsolate when they find that new stations do not pay off the moment they begin operation.

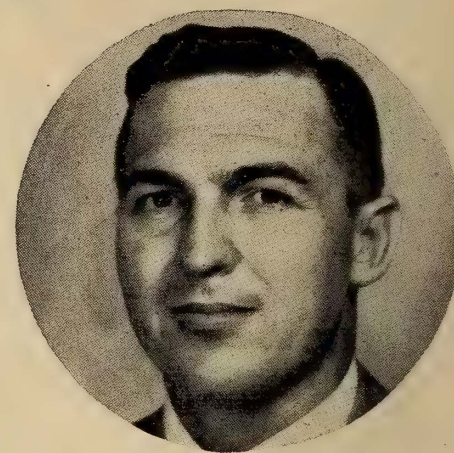
The procedure the FCC has formulated is cumbersome. The Commission hasn't made it any easier in its interpretations of its regulations, invariably leaving the burden on the applicants. It seems incongruous that the FCC should authorize stations in secondary markets, where survival is questionable, while many larger markets, pleading for new stations, must await their turns months or even years hence. But that's the way it works under the "planned economy" allocation wherein facilities are designated for given immovable locations, as against the "first come, first served" concept which governed the original broadcast allocations.

Somewhere along the line the FCC, perforce, will find a way to expedite grants in the areas willing, anxious and able to accommodate them. It cannot resist the public will indefinitely. That time may not come until the allocation plan is a year old, or until next June. It is then that the FCC will, under its rules, entertain "rule-making" petitions.

But it could come by next January. There will be a new occupant in the White House. Whether it's Ike or Adlai, that President will be television-conscious. TV is the headliner in the 1952 elections—from nominating convention to ballot. TV service starts with the allocations, and the allocations come from the FCC.



our respects to:



MORRIS LEE HITE

**M**ORRIS LEE HITE, president of Tracy-Locke Co., Dallas, has a simple philosophy when it comes to advertising.

Mr. Hite believes, "You can talk to more people for less money by radio than by any other method. More sales are made by talking than by any other way. If you've got something worthwhile to say, let everybody in on it—say it via radio."

That is what more than two decades of advertising experience have taught Mr. Hite. But he has learned his lessons well, having pulled himself up by his own bootstraps.

He was born Nov. 23, 1910, in Anadarko, Okla., in the heart of the Indian country.

In childhood, he was one of a handful of wide-eyed boys who attended the big Indian dances at the Anadarko County Fair. Few persons came to watch that spectacle in those days. The Indians danced all night just for fun. It has been interesting for Mr. Hite to observe what advertising has done in this instance. Today the Southwest Indian Festival at Anadarko attracts national publicity. Some 50,000 persons now jam into the town of 4,000 to see the festival.

Mr. Hite, who is 41, can trace his sales experience back to when he was nine. His first selling experience involved the output of one Jersey cow. Mr. Hite adds that he did the milking too.

Of formal education, there was little for Mr. Hite. He left school when 15, before finishing high school. He left home and went to work for a publisher who happened to keep a bound file of advertising magazines.

Mr. Hite didn't earn enough money to go out nights so he read the magazines and was sold on making a career of advertising. Once decided on his direction, young Mr. Hite studied practically all the available books on advertising.

His first advertising job was with a newspaper in Oklahoma City. He was fired, but, Mr. Hite adds, the publisher made other mistakes, too—the newspaper went broke.

He next worked in the advertising and publicity department of a theatre chain. He recalls that he once stood the townspeople of Ardmore, Okla., on their collective ear by standing an old airplane on its nose. This simulated aircrash was set up in front of Ardmore's Ritz Theatre to publicize a picture of the late Wallace Berry, "Now We Are in the Air."

Thereafter, he tried his hand by starting a small agency in Oklahoma City. This he sold in 1937 and joined Tracy-Locke-Dawson Inc.,

(Continued on page 56)



# ask Procter & Gamble

and Ernie,  
the Hamburger  
King

Procter & Gamble is the biggest advertiser in America.

Last year they spent over \$18,000,000 in radio. Like the National Biscuit Company, Liggett & Myers and many other of America's largest advertisers, *they invested more money in radio than in any other medium.*

Ernie, the Hamburger King, of 118 Pike Street, Seattle, is one of the smaller advertisers in America. Last year Ernie spent approximately \$7,000 in radio. Like countless other local merchants from coast to coast, *he invested more money in radio than in any other medium.*

Sales results? P&G had the biggest year in its history. So did Ernie. (In fact, Ernie's sales climbed to an average of 1,200 hamburgers a day.)

The truth is that at both the national and local level, radio offers economy and flexibility that *no* other medium can touch. And do you realize how much the radio-listening population has *grown*? Today there are 105,300,000 radio sets in the U. S. A. Virtually *every* home is a *radio* home—and over half of them have *two or more* sets.

*The average American now spends more time with radio than with magazines, TV and newspapers combined.*

Beyond question, the smartest buys in all advertising are being made in radio. And they're being made *right now.*



**Broadcast  
Advertising  
Bureau, Inc.**

BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY



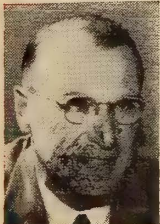
# front office



**G**EORGE COOK ATKINSON, account executive, WQXR-AM-FM New York, elected vice president and general manager, KEAR San Mateo, Calif.

**JOHN NORTH**, Chicago manager, Radio Representatives Inc., has resigned. Future plans will be announced shortly. He will be succeeded by **EDWARD NICKEY**, sales staff, WAAF Chicago.

**KARL PLAIN**, account executive, KSTP-AM-FM-TV Minneapolis-St. Paul, appointed national sales manager there. **BILL BRAZZIL**, executive vice president, Fotovox Inc., motion picture production firm, to KSTP-TV as local sales manager.



Mr. Plain

**THOMAS L. DAVIS** appointed commercial manager, WAAF-AM-FM Chicago.

**JACK MILLER**, writer-producer, Henri, Hurst & McDonald, Chicago, to sales staff, WBBM same city.



Mr. Brazzil

**LEWIS C. RIGLER** to sales staff, KGAF Gainesville, Tex.

**GREGORY LINCOLN**, WPIX (TV) New York production staff member, named assistant to commercial manager, replacing **HERBERT STEELE Jr.**, who shifts to station sales.

**GEORGE W. CLARK Inc.**, Chicago, station representative firm, named to handle sales for WCLO Janesville and WGEZ Beloit, Wis.

**AVERY KNODEL Inc.**, station representative firm, appointed national representative by KEPO El Paso, Tex.

**JAMES P. POSTON**, commercial manager, WAYS Charlotte, N. C., promoted to general manager, succeeding **WALTER H. GOAN**, who has resigned.

**BILL HUNEFELD** to sales department of KSFO San Francisco, after tour of duty with U. S. Navy.

**LARRY BUSKETT**, sales manager, KLAC Hollywood, shifts to KLAC-AM-TV as assistant general sales manager.

**DONALD R. McFALL**, sales manager, WTRC-AM-FM Elkhart, Ind., appointed general manager replacing **RICHARD W. HOLLOWAY**, who has resigned.

**WALLACE R. JACKSON** appointed manager of KCRS Midland, Tex., replacing **J. M. McDONALD**, who has resigned.

**FRED ADAIR**, former general manager of KPIK San Luis Obispo, Calif., to KSFO San Francisco, as account executive.

**FRED W. BOHN**, sales staff, Arlinghaus Engraving Co., to sales staff of WTAM Cleveland.

**BILL GUILD**, manager, CJOC Lethbridge, and former board chairman of Canadian Assn. of Broadcasters, to CJVI Victoria, in same capacity, succeeding **M. V. CHESNUT**, new manager of Winnipeg office of All-Canada Radio Facilities Ltd. **NORM BOTTERILL**, manager of CKRM Regina, replaces Mr. Guild.

**HARRY W. BARNAM**, account executive, WTTM Trenton, promoted to local sales manager.

**NATIONAL BROADCAST SALES**, Toronto, station representation firm, moves to 222 Simcoe St.

**MUTUAL BROADCASTING SYSTEM**, N. Y., changes telephone number to Longacre 4-8000.

## Personals . . .

**JOSEPH M. BRYAN**, president of Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBTB (TV) Charlotte, N. C., elected to executive committee of American Life Convention, life insurance organization.

**ELLIOTT M. SANGER**, executive vice president and general manager of WQXR New York, to be presented with 1952 award of Columbia U. School of Journalism Alumni Assn. on Nov. 13 "for outstanding achievement in journalism and allied fields." . . . **LAUREDA WAKEFIELD**, widow of former FCC commissioner, **RAY C. WAKEFIELD**, and Harry Bunker, Colorado Springs newspaper executive, will be married Nov. 23 at San Francisco home of **CARL I. WHEAT**, former chief telephone counsel, FCC.

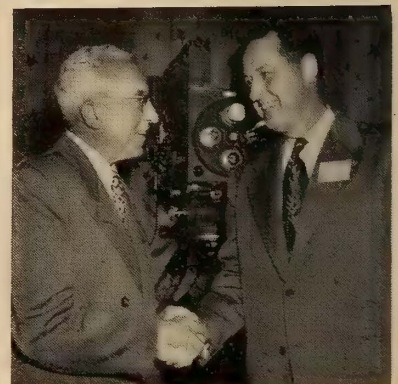
**BARNEY OCHS**, account executive, WLTV (TV) Atlanta, father of girl, Kaydn Bennett.

## UN PROGRAMMING

### Fall Schedule Announced

**FALL SCHEDULE** of UN broadcasts and telecasts in the U. S. and Canada was announced last week by the Radio Div. Dept. of Information. Plans include telecasts of General Assembly sessions Mon.-Fri. on NBC-TV, 11 a.m.-12 noon EST, and CBS-TV, 4:30-5 p.m. EST, plus a special week-end half hour kinescope, *The UN This Week*, for selected stations.

Radio programs include: *UN Today*, a 15-minute Mon.-Fri. recorded summary of UN news on 250 MBS stations, and the UN's Network for Peace and Dominion Network of Canada; *UN on the Record*, a weekly 15-minute program on CBS Radio (Saturday, 6:15-6:30 p.m. EST) and the Trans-Canada Network (Sunday, 6:30-6:45 p.m. EST); *UN Story*, a weekly quarter-hour transcribed dramatic series on 500 U. S. stations; and *UN News*, a five-minute summary on WNYC-FM New York (Mon.-Sat., 6:50-6:55 p.m. EST).



**WELL-KNOWN** figure in radio-TV industry, **Herbert Barnett (r)**, elected president of Society of Motion Picture & Television Engineers. He is assistant to the president, General Precision Equipment Co. Congratulating him is **Peter Mole**, Mole-Richardson Co., who just completed a two-year term as SMPTE president.

**MUTUAL**

**CKLW**

**LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA**

ADVERTISING THAT MOVES MORE MERCHANDISE PER DOLLAR INVESTED IS BOUND TO BE ONE THAT GIVES YOU THE MOST COVERAGE FOR THE LEAST MONEY!

CKLW covers a 17,000,000 population area in five important states.

**50,000 WATTS 800 KC.**

Adam J. Young, Jr., Inc.,  
National Rep.

Guardian Building J. E. Campeau, Pres. Detroit 26, Mich.

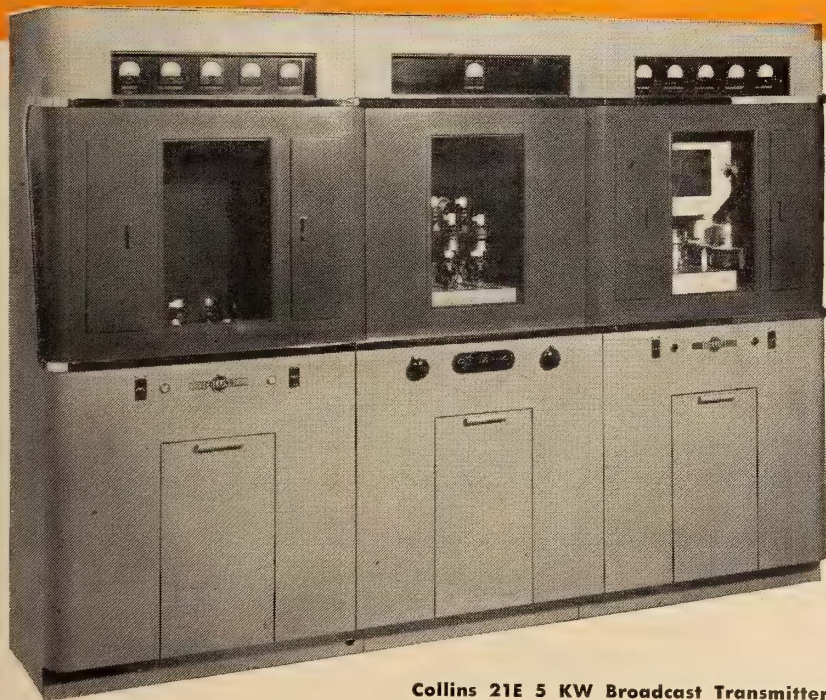




**in building bridges . .**

**or broadcast transmitters**

**ENGINEERING makes the difference!**



**Collins 21E 5 KW Broadcast Transmitter**

In spanning rivers with graceful suspension bridges or manufacturing quality broadcast transmitters, engineering excellence is essential to the finished product. Collins new 21E 5 KW transmitter incorporates engineering advancement to achieve thorough dependability. Great simplification in the circuits associated with the modulator and power amplifier stages have been gained through use of recently developed high gain, long lived tetrodes. Frequency control is accomplished by means of the new plug-in, super stability low temperature coefficient crystals which automatically eliminate the need for crystal ovens. Complete accessibility and full visibility of all tubes plus built-in modulation peak limiting and operating economy combine to make the Collins 21E transmitter the superlative performer in the broadcast field.

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

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



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

11 W. 42nd Street  
NEW YORK 36

1930 Hi-Line Drive  
DALLAS 2

2700 W. Olive Avenue  
BURBANK

Dogwood Road, Fountain City  
KNOXVILLE



## Our Respects to

(Continued from page 52)

Dallas, as an account executive. He has been at the same stand since except for nearly four years military service. He left the Army a major, after serving more than two years in the Pacific—New Guinea, the Philippines, Okinawa, Japan and China.

After release from the Army, Mr. Hite returned to Dallas. Tracy-Locke-Dawson had been dissolved. The New York office had been absorbed by Geyer, Newell & Ganger (now Geyer Adv. Inc.). The Dallas office had been re-incorporated as Tracy-Locke Co. Inc. He was made executive vice president of the Dallas office. Then in April 1950, when Raymond P. Locke retired, Mr. Hite assumed the presidency.

As president, Mr. Hite says that

he is interested in selling goods, not in winning awards. He believes an account executive should be able to step into the client's sales manager's shoes as a pinch-hitter at any time.

He believes—and has helped demonstrate—that a regional brand can outsell a national brand every time in many package products; that national brands soon will decentralize advertising and selling methods.

Tracy-Locke specializes in consumer merchandise—especially in food. The agency handles some of the largest food accounts in Texas and elsewhere in the Southwest.

Mr. Hite hopes to continue to build Tracy-Locke as one of the nation's best regional agencies. He

plans to accomplish this by doing an even better job of simply selling clients' products at a profit against any and all media. He plans eventually to improve regional coverage by opening additional offices in the Southwest. The agency has offices now in Dallas and in Houston.

Active in civic circles, Mr. Hite is a member of the Dallas Rotary Club, the Dallas Advertising League and the Dallas Athletic Club. He plays a little golf and finds much enjoyment in studying people. He lives in a fashionable section of Dallas with his wife and their daughter and two sons.

Possessed of a delightful sense of humor, Mr. Hite is more often than not the butt of his own jokes. One story he likes to tell on himself is his experience in delivering a market survey to Cervceria Quatemoc, brewers of Carta Blanca Beer in Monterrey, Mexico.

Mr. Hite presented the results through an interpreter only to find out later that the brewery president is a graduate of the Massachusetts Institute of Technology and "could probably speak better English than anyone present, including the guy who made the presentation."

Advertisement

## "Stimulate real enthusiasm for your product"

Printers' Ink editors found that this can be done effectively with National Spot Radio

How many items does your favorite druggist have in stock? Somewhere from 20,000 to 40,000. Your hardware man has almost that many. Your supermarket man has about 3,000. Even your auto service man has thousands of different nuts, bolts and screws.

From your own experience, right in your own market and with your own station, you know that the average dealer needs almost a stick of dynamite to give the average advertiser anything more than lip service. But when men and women start calling for something that is being promoted on your station it doesn't require a top salesman from the manufacturer's head office to get some real enthusiasm and cooperation from the retailer.

Displays go up. Point-of-sale material is put to work. Streamers go on the windows, and often the retailer mentions the manufacturer's product in his own ads, for free.

What you have just read is part of the most stimulating, factual report ever released on National Spot Radio, published in the July 11 issue of *Printers' Ink*. It is now being used across the country by radio salesmen in both the national and local fields.

Every day thousands of retailers in all parts of the country hear some local announcer

close his commercial with something like this: "You can get So & So rugs at the Such & Such store." This simple open-end commercial makes it easy for the listener to know where she or he is going to find the merchandise offered.

Hundreds, possibly thousands, of the 13,000 national advertisers in this country are waiting for you and your staff to tell them how they can use spots profitably on your station. Most of these national advertisers, buyers of advertising, read *Printers' Ink* every week. Of our total circulation of 23,793, more than two-thirds are buyers of advertising: advertising managers, sales managers, agency officials and the top management group who give the final O.K. for the spots scheduled for your station.

*Printers' Ink*, the Voice of Authority, offers you the least expensive method of reaching these thousands of prospects. A regular, continuous schedule will make it a lot easier for your National Representatives and your own sales staff to win the new customers you deserve.

We are ready to help you. When may we call?

ROBERT E. KENYON, JR.  
Advertising Director



Bob Kenyon

## UN PRAISES

### Broadcaster Support

PRAISE for broadcaster participation in United Nations Radio was voiced in letter to NARTB President Harold E. Fellows by Benjamin Cohen, UN assistant secretary general for public information. More than 1,000 stations have been regulars in UN "Network for Peace," he said, and in recent months 40 more applied for weekly transcribed series.

The UN goal of 20 million U. S. listeners was reached as result of the broadcaster cooperation, Mr. Cohen said, and the plan will be adopted in other nations. He said, "American broadcasters have lived up to their highest traditions of public service in giving so generously of their facilities in the cause of lasting peace."

## CCBA Meet Nov. 3

DISCUSSION on the proposed Canadian Broadcasting Corp. regulations for stations, particularly on program content, will feature the annual meeting of the Central Canada Broadcasters Assn. (CCBA) at the Royal York Hotel, Toronto, Nov. 3-4. Mainly a sales and programming clinic, with panel speakers, the meeting also will have informal sessions of station personnel on problems affecting all stations. A report is expected on the status of liquor advertising on Ontario stations, which currently is not permitted. Murray Brown, CFPL London, CCBA president, will preside at all meetings.

## KFEL-AM-TV SALES Radio, TV Staffs Separate

SEPARATION of the sales staffs of KFEL Denver and KFEL-TV, which went on the air last July, has been completed.

Latest appointment Oct. 10 was that of Bill Conklin, former KFEL sales manager, to the TV outlet's national sales managership. He will supervise national spot sales activities of the station and be responsible for clearing network commitments. Blair-TV Inc. is KFEL-TV's station representative. Station is affiliated with NBC-TV and Du-Mont.

John J. McEniry, who joined KFEL sales in 1945, succeeds Mr. Conklin with the title of national and local manager. Bob Hart, KFEL salesman since 1949, becomes KFEL-TV's local commercial manager.

Gene O'Fallon Jr. on Oct. 1 resumed his post as director of publicity and promotion for both stations. He had been on a leave of absence to manage an affiliated company which holds a local franchise for Muzak.

Mr. Conklin started with KFEL (MBS affiliate) as assistant sales manager in 1944 and was made sales manager in 1949. Gene O'Fallon Sr. is general manager and Frank Bishop, managing director, of both stations.

## DAMAGES APPEAL

### GF, B & B Prepare Brief

GENERAL Foods Corp. (Maxwell House Coffee) and its agency, Benton & Bowles Inc., last week were preparing an appeal from a court verdict which awarded \$375,000 compensatory damages to Raymond R. Morgan Co., Hollywood agency, for allegedly appropriating a radio promotion idea. GF had lost a request for a new trial.

After three weeks of testimony, a jury Aug. 8 brought in the \$375,000 verdict in Los Angeles Superior Court [B•T, Aug. 18]. The Raymond R. Morgan Co., charging unfair competition and breach of implied contract in the alleged appropriating of a copyrighted "Doorbell Ringing Plan," had originally sued for \$1.5 million damages [B•T, June 25, 1951].

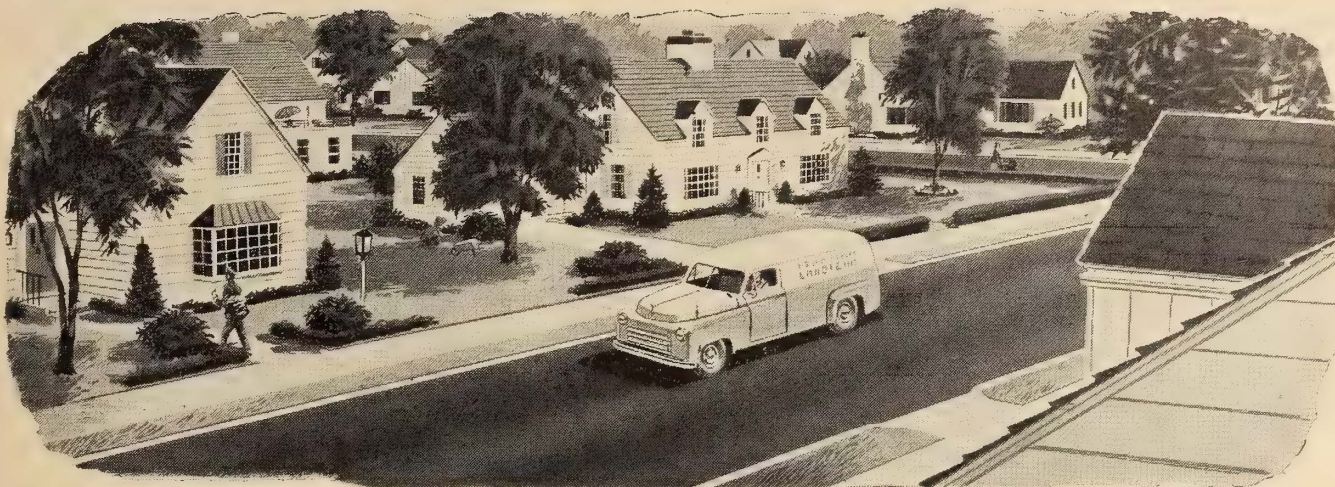
## Admen Elections

ROBERT G. STOLZ, advertising manager, Brown Shoe Co., has been re-elected president of the Advertising Club of St. Louis. Other officers include Louis J. Hoffman, vice president, Central States Paper & Bag Co., first vice president; Wilson Condict, advertising director, St. Louis *Globe-Democrat*, second vice president; Elzey M. Roberts Jr., vice president, KXOK Inc., third vice president; David Pasternak, promotion manager, KSD-TV, treasurer, and Charles F. Kistenmacher, promotion director, St. Louis *Globe-Democrat*, secretary.

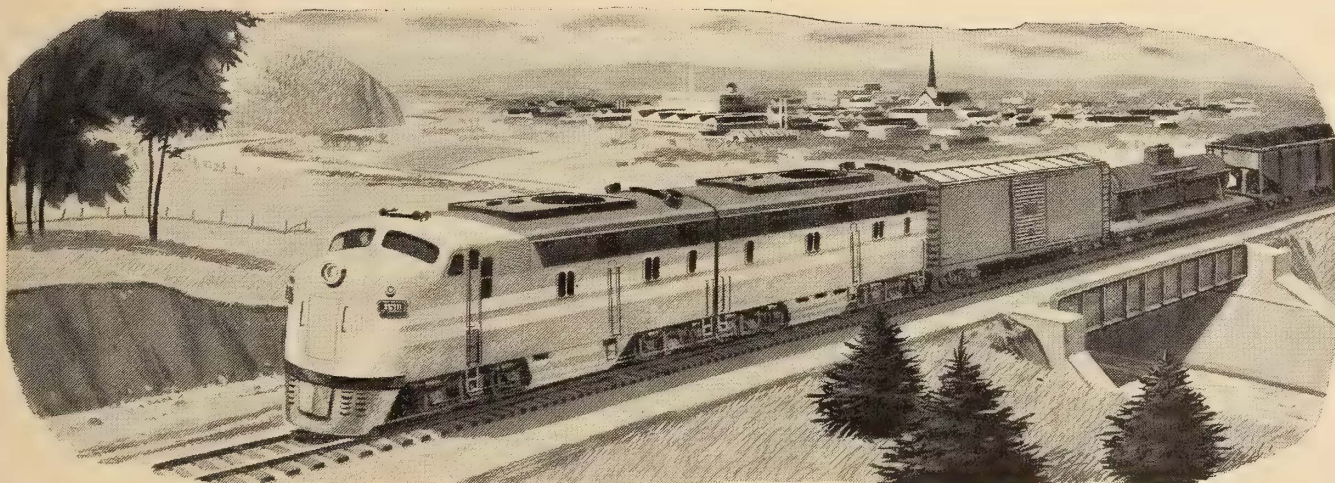
**Printers' Ink** • 205 East 42nd Street, New York 17, N. Y.  
Chicago • Pasadena • Atlanta • Boston • London



# A Tale of Two Roads



This is a road that serves you every day. It is the public road that takes you where you want to go and brings you things you use.



This is another road that serves you every day. It is the steel highway of the railroads on which trains provide the low-cost mass transportation so essential to America's tremendous agricultural and industrial production. Without railroads, even motor vehicles could not exist and operate.

## Association of American Railroads

WASHINGTON 6, D. C.



You'll enjoy **THE RAILROAD HOUR** every Monday evening on NBC.

- The public roads—built and maintained by taxes you pay—are designed to take care not only of your automobile but also of the 95 per cent of all motor trucks which are engaged in farm and local delivery and industrial use. But to take care of the other 5 per cent of trucks—the big, heavy, highway freighters—calls for roads more expensive than are needed by the vast majority of highway users.

- On the other hand, railroads—built and maintained at their own expense—are for heavy-duty hauling. These railroads carry—for you and all America—more tons of freight more miles than all other forms of transportation combined, and do it for charges which average less than those of any other form of general transportation.

- And the more freight the railroads carry, the less wear and tear there will be on your public highways—and the less you, as a taxpayer, will have to pay for building and maintaining these highways.



## IMDRIN CASE

### FTC Affirms Decision

FEDERAL Trade Commission last week affirmed an initial decision challenging broadcast and published advertising claims made by Rhodes Pharmacal Co., Chicago and Cleveland, for its medicinal preparation, Imdrin.

In another action, the commission held hearings in Chicago last Thursday on a complaint charging existence of interlocking directorates at American Bakeries, Atlanta, and Purity Bakeries Corp., Chicago. Purity has been a heavy user of local radio time [B•T, Sept. 8].

With respect to the long-pending Imdrin case, FTC denied an appeal by two Rhodes officers—J. Sanford Rose and Jerome H. Rose—and adopted the findings of its hearing examiner. The firm was asked to discontinue claims that Imdrin is a cure or effective treatment for any arthritic or rheumatic condition.

## WWDC-AM-FM Sales

WWDC and WWDC-FM (Transit Radio) Washington last week announced formation of separate sales staffs under direction of Herman M. Paris, general sales manager. WWDC sales staff comprises Max Sherman, Stan Stoller and Jerry Theodore; that of WWDC-FM is made up of Arthur Steloff and Perry P. Walders.

## air-casters



**JACK STELLING**, program director, KTXL San Angelo, Tex., to WJPG Green Bay, Wis., in same capacity replacing **BLAINE WALSH** who transfers to WTMJ-TV Milwaukee.

**RON MILLER** appointed program director, WPGW Portland, Ind.

**DON HOWELL**, producer-director, WDSU-TV New Orleans, transfers to operations department as assistant to **STANLEY HOLIDAY**, program operations manager.

**HAPPY ISON**, assistant program director and chief announcer, WVOW Logan, W. Va., to WORZ Orlando, Fla.

**ARLENE GILBERT** to copywriting staff, WICC Bridgeport, Conn.

**DEWEY GILL**, KDEC Decorah, Iowa, to announcing staff, WJPG Green Bay, Wis.

**DON BERNARD** to announcing staff, WJEL Springfield, Ohio.

**DICK GOTTLIEB**, KPRC-TV Houston performer, named campaign director of 1953 March of Dimes drive in that city.

**MARY HOLT**, formerly with WFRS and WDOK Cleveland, to WJMO that city.

**WILLIAM R. ROLLINS**, staff announcer, WAYS Charlotte, N. C., promoted to music librarian.

**TOM KEYS**, executive sports editor of *Columbus* (Ohio) *Citizen*, to sports staff, WLWC (TV) Columbus.

**TOM CONWAY**, star of ABC-TV *Mystery Theater*, assigned role in Sol Lesser feature film, "Tarzan and the She-Devil."

**BILL McCOLGAN**, WFMJ Youngstown, Ohio, to WGAR Cleveland, as sports director.

**STU WILSON**, production manager, KBIG Avalon, Calif., assigned role in M-G-M feature film, "Bandwagon."

**FRED BIRNBAUM**, department editor, *Sponsor* magazine, appointed assistant promotion director, WCAU Philadelphia.

**FRANK NELSON**, actor on CBS Radio *Jack Benny Show*, assigned role in M-G-M feature film, "Remains To Be Seen."

**LURENE TUTTLE**, Hollywood radio actress, assigned role in M-G-M feature film, "Give a Girl a Break."

**BILL KERWIN**, announcer, WREN Topeka, Kan., to KCMO Kansas City, in same capacity.

**RICHARD E. HARDY**, TV instructor, R. I. Radio School, Providence, R. I., to KMYR Denver. **WALTER E. SMITH** added to R. I. staff as instructor. **EDWARD F. LIMOGES**, R. I. graduate, to WARA Attleboro, Mass.

**WAGGY WANGENHEIM**, star of KNBH (TV) *Outdoors with Waggy Wangenheim*, father of boy, Dennis, Sept. 30.

**JIM REID**, sports director, WPTF Raleigh, N. C., father of boy, Michael Ernest, Oct. 8.

## News . . .

**EDWARD M. KEATH**, radio-TV director and columnist for *St. Louis Globe-Democrat*, to WTTV (TV) Bloomington, Ind., as director of news and special events.

**HOWARD W. COLEMAN**, publications department, Vapor Heating Corp., Chicago, to NBC there as press writer.

**PAUL SULLIVAN** to news staff, WIP Philadelphia, to write and present four daily news shows.

**TED JAFFEE**, news editor, WAAM (TV) Baltimore, and **ANITA JAFFEE**, Mary Landis of *Mary Landis Show* on WBAL-TV that city, parents of boy, John Leonard, Sept. 25.

**BILL MOORE**, WJNR Newark sports-caster, and Eileen Watson were married Oct. 5.

## KRNT AWARD

### Little Rock Wins Plaque

**PAUL RHOADES**, newscaster, KRNT Des Moines, presented the first annual "KRNT National Safety Award" to the city of Little Rock at the 40th National Safety Congress in Chicago last week.

KRNT this year began a nationwide deathless-days traffic contest for cities of over 100,000 population. Little Rock outdistanced Des Moines to win the award. KRNT has spearheaded a year-around traffic safety drive in Des Moines.

## Kaltenborn Fellowship

**GILBERT GODFREY**, UP radio news staff member in New York, has been awarded a 1952-53 Kaltenborn Foundation Fellowship Award to work on a book on 19th Century American editors. Vincent J. Buranelli, McGraw-Hill Pub. Co., was awarded a similar fellowship to prepare a handbook on how history and political theory can be better integrated into daily news coverage. Awards were established by H. V. Kaltenborn, NBC commentator.

## WHOC'S 'WILLIE'

### Client Does the Buying

SUCCESS of a 30-minute weekly program on WHOC Philadelphia, Miss., which appeals to a selling audience rather than a buying one, has been demonstrated as the sponsor, a local lumber company, begins the program for the third year.

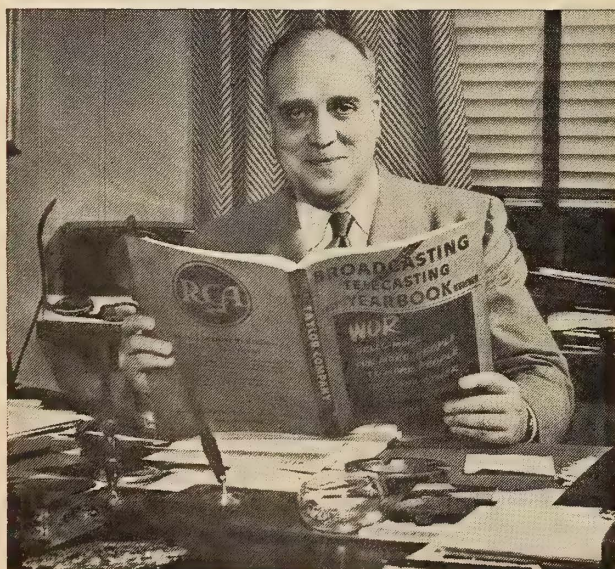
Slanted to owners of small woodland farms who sell their timber to the lumber company, the Sunday morning half-hour of news and gossip items about rural folks in the area is conducted by G. O. Gordon, also a county school principal, who is affectionately known as "Uncle Willie."

According to WHOC Manager William H. Cole, "Uncle Willie" combines words of forestry wisdom such as woodland management and fire prevention with homespun philosophy, while announcer-delivered commercials advertise the lumber company as a market for the farmers' timber harvests.

Much of the program's material is taken from radio services furnished by American Forest Products Industries Inc., Washington, a non-profit organization promoting sound woodland management and sponsored by the nation's wood-using industries. AFPI material includes free quarter-hour transcriptions dramatizing forest resources, and is directed at the estimated 4,200,000 owners of small woodlots in the U. S.

**STU ERWIN**, radio-TV and screen comedian, has been presented with American Cancer Society 1952 Distinguished Service Award for his work during Cancer Crusade.

## What's he looking at?



**FRANK SILVERNAIL**

*Batten, Barton, Durstine & Osborn . . .*

*. . . is looking at your advertisement in the BROADCASTING YEARBOOK*



For AM • FM • TV • Microwave ...

# TRUSCON STEEL TOWERS

Guyed or Self-Supporting



Wind Stability

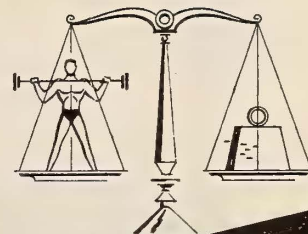
Truscon knows towers—is staffed and equipped to engineer your next tower assembly to meet all your requirements.

That's because Truscon has an unexcelled background of tower information and skill. Truscon engineers have designed and built radio towers for all types of duty throughout the world . . . towers to function dependably in all kinds of topography and weather conditions . . . towers with the strength to meet all contingencies.

And, this experience is at your call now. Whether your current or future plans call for new or enlarged AM, FM, TV, or MICROWAVE facilities, take your tower troubles to Truscon.

Your phone call or letter to your nearest Truscon district office—or to our home office in Youngstown—gets tower problems off your hands and into ours.

Phone or write today. Truscon® Steel Co., 1074 Albert St., Youngstown 1, Ohio. Subsidiary of Republic Steel Corporation.



Maximum Strength-to-Weight Ratio



Fast, Low-Cost Erection



TRUSCON

a name you can build on



## WELS RENEWAL

### Is Proposed by Examiner

FCC HEARING Examiner Basil P. Cooper on Oct. 9 issued an initial decision looking towards license renewal of WELS Kinston, N. C. Hearing had been held on the question of whether three principals in the licensee corporation in 1950 had transferred control in the licensee without prior FCC consent, had kept these transactions concealed from the Commission and whether the licensee was qualified to operate the station.

The hearings centered around sale of stock by E. L. Scott, Robert E. Wasdon and Jack Siegel, organizers and original owners of 33 1/3% each of the licensee, Farmers Broadcasting Service Inc., on Sept. 21, 1950, to eight other persons.

FCC conclusions stated, "We find that the errors committed by the parties grew out of a sincere desire to enable the residents of Kinston to aid and assist Station WELS to render a better service to Kinston..." and that "there was no desire or intent to deceive and mislead the Commission."

The FCC action becomes effective 40 days from Oct. 9.

RCA VICTOR has released complete library of some 6,000 separate tunes to KXYZ Houston, to promote its 45 rpm collection.

## allied arts



**EDWARD L. PINCUS**, president, Motorola-Philadelphia Co., elected president of Motorola New York Inc. **ALLEN WILLIAMS**, vice president in charge of operations at latter firm, to Motorola's Chicago headquarters as assistant sales manager of parent company. **JOHN D. MINARICK** appointed sales manager of Philadelphia branch.

**DON F. MIERSCH** and **JAMES M. FARRELL** appointed western and eastern divisional sales managers, respectively, for Crosley Div., Avco Mfg. Corp., Cincinnati.

**JOE CHAPMAN LANE Jr.**, Westinghouse Electric Corp., appointed advertising staff representative for firm's electronic tube division.

**S. PETER SHAFER** appointed district merchandiser, Sparton Radio-Television, Jackson, Mich., in Long Island and Brooklyn, N. Y., areas.

**WENDELL S. ERICKSON**, AP bureau chief in Honolulu, appointed chief of AP's New Mexico bureau with headquarters in Albuquerque.

**MARSHALL A. WILLIAMS** appointed regional manager of government and industrial div., Philco Corp., with headquarters in Beverly Hills, Calif.

**ORSATTI & Co.**, Beverly Hills (talent agency), moves to 300 S. Beverly Dr.

**REAR ADM. WILLIS E. CLEAVES**, U. S. N. (Ret.), director of aviation sales, Collins Radio Co., to radio div., Bendix Aviation Corp., Baltimore, as staff assistant to E. K. FOSTER, division general manager.

**ISADORE LEYDEN**, chief mechanical engineer for Garod-Majestic, div., Wilcox-Gay Corp., N. Y., appointed chief mechanical engineer for Tele-King Corp., N. Y.

**DWIGHT W. BLOSER**, senior engineer, motor and synchro lab., Kearfott Co., to Transcoil Corp., N. Y., as chief engineer in manufacture of control motors induction generators, gear trains and servo amplifiers.

**PAUL BRYANT** appointed western sales manager, Zenith Radio Corp., Chicago, with headquarters in L. A.

**BRUSH DEVELOPMENT Corp.**, Cleveland, appoints Sonocraft Corp., N. Y., as exclusive distributor for Sound Mirror tape recorder in New York City, Westchester, Long Island and northern New Jersey.

**PAULA LA RIVIERE**, Hollywood free lance radio-TV producer-director, forms **LESLIE Agency**, 1008 S. W. Sixth, Portland, to serve as TV consultant and program packager.

### Equipment . . .

**FEDERAL TELECOMMUNICATION Labs.**, Nutley, N. J., announces development of improved version of Poly-Efex scanner, FTL-93A, for TV station application. Unit now permits single operator to take complete charge of station's program sources and present them in most effective manner.

**AMPLIFIER Corp. of America**, N. Y., announces manufacture of Broadcaster Model 610-SD, new battery-powered portable tape recorder with spring-wound motor. Instrument operates at tape speed of 7 1/2 in. per second, furnishing 15 minutes of playing time on standard 5" diameter 600' reel of sound recording tape.

**SHALLCROSS Mfg. Co.**, Collingdale, Pa., announces production of Type 245S, new 1 watt precision wire-wound resistor for decades and other applications, requiring low resistance values with close tolerances low temperature rise, and low inductance.

**INDUSTRIAL CONDENSER Corp.**, Chicago, Ill., announces manufacture of new line of capacitors. Known as "Stabelex D" series, capacitors are particularly adapted for use in equipment subjected to extreme altitude and climatic changes.

**TUBE DEPT.**, RCA Victor, Camden, N. J., announces production of new 5-inch oscilloscope, WO-88A.

**EICOR Inc.**, Chicago, announces production of new tape recorder, Model 230, featuring new "finger-slip" control insuring simple and positive operation. Integrally built-in dual speed capstan converts recording speed from standard 7 1/2" to 3 3/4" per second producing maximum recording time of two full hours.

**TECHNICAL APPLIANCE Corp.**, Sherburne, N. Y., announces production of complete line of antennas

designed for uhf reception. Included are parabolic-reflector types, yagis, modified X (Bow-Tie) and Vee type antennas.

**ASTATIC Corp.**, Conneaut, Ohio, announces production of unidirectional dynamic microphone featuring multi-impedance transformer and impedance selector switch termed "Dynabar," Model DR-11.

### Technical . . .

**GLENDAL LARSEN**, transmitter engineer, KTRI Sioux City, Iowa, appointed chief engineer, succeeding **WILL EASTERLY** who has resigned.

**HERMAN R. HOLSCHER Jr.**, operating engineer, WICE Providence, R. I., inducted into U. S. Army and is serving with Signal Corps, Augusta, Ga.

**STAN BOCKES** to WSYR Syracuse engineering staff.

**NAT HERMAN**, engineer, WCEM Cambridge, Md., and Joan Levenson have announced their engagement.

## BAB CONTEST

### Ryan Announces Plans

SECOND annual Broadcast Advertising Bureau "Radio Gets Results" contest, designed to help provide BAB with information for its promotional plans, was announced by BAB President William B. Ryan last week.

Closing date for all contest entries from member stations will be Nov. 15 and winners will be announced after Dec. 15. Stations are asked to submit one or more results stories in nine categories: Apparel, automotive, department stores, financial, food and grocery stores, food and grocery products, home furnishing stores, specialized services and miscellaneous.

First, second and third prizes will be awarded in each classification and BAB will provide duplicate awards to the station winners for presentation to advertisers adjudged practical users of radio advertising.

Judges for the contest include: Dr. Robert L. Swain, editor of *Drug Topics*; Paul Penfield, president of the Public Utilities Adv. Assn.; G. Edwin Heming, associate director of advertising for the American Bankers Assn.; Pete Wemhoff, editor of *Automotive News*, and F. C. Ferry, advertising manager of Grand Union Co., representing the Supermarket Institute.

"Last year's contest was a great success," Mr. Ryan said, "not only in providing us with material to promote radio but, on the local level, for giving the station sales promotional tools to publicize itself to its advertisers and agencies. We had over 300 entries last year and we expect to have twice that number submitted for our 1952 contest."

## Stevenson Aid Sought

**MILTON BLOW**, president of Biow Co., New York, spoke last Tuesday before 50 members of publicity, advertising and publishing professions to enlist their aid in the presidential campaign of Gov. Adlai Stevenson. The meeting was called by the N. Y. Volunteers for Stevenson.

## ONLY PENTRON OFFERS Interchangeable Heads

with

### REMOVABLE POLE PIECES

Uses separate record-erase heads... standard dual track or full width (single track professional type). Removable pole pieces save 80% in replacement costs; eliminate need of buying entire heads.



As Easy to Change as a Phono Needle

### 4 HOURS Recording or Playback with Reel Adapter

Converts Pentron Recorders and Players for NAB hub 10 1/2" broadcast reels. Attaches in 2 minutes. Uses all sizes without detaching.

See Hear at Audio Fair Room 548, Hotel New Yorker



Model 9T-3C 27 lbs. complete \$179.50 list  
Adapter \$30.00 list

MULTI-SPEED  
**PENTRON**  
TAPE RECORDER

THE PENTRON CORP.

221-Bh East Cullerton St., Chicago 16, Illinois

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# Thank You

## Ad Karns

Vice President and General  
Manager of:

American Broadcasting Company, Affiliate

### WCOL

COLUMBUS, OHIO

### WING

DAYTON, OHIO

### WIZE

SPRINGFIELD, OHIO

ADNA H. KARNS  
121 NORTH MAIN STREET  
DAYTON 2, OHIO  
TELEPHONE ADAMS 3288

WING, DAYTON, OHIO  
WIZE, SPRINGFIELD, OHIO  
WCOL, COLUMBUS, OHIO

September 22, 1952

Dear Jules:

We all think your brochure, "America  
Grew With Music," is terrific!

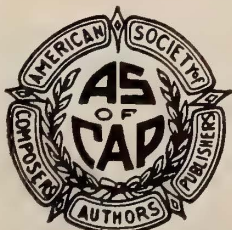
Could you please send me ten copies  
so we can have our salesmen make use of it.

Thanks and regards.

Sincerely,

Adna H. Karns  
Vice President and  
General Manager

Mr. J. M. Collins  
ASCAP  
575 Madison Avenue  
New York 22  
New York



## AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

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



**Statement of The Ownership Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, as amended by Acts of March 3, 1933, and July 2, 1946**

Of BROADCASTING-TELECASTING, published weekly, at Washington, D. C. for October 20, 1952.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Maurice H. Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING-TELECASTING and that the following is, to the best of his knowledge, and belief, a true statement of the ownership, management, circulation, etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, and July 2, 1946; embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.

Managing Editor—ART KING, Alexandria, Va.

Business Manager—MAURICE H. LONG, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases, where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bonafide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown above is 15,703.

MAURICE H. LONG  
Sworn to and subscribed before me this 2nd day of October, 1952.

ELEANOR K. CHEEK  
(Seal) Notary Public.  
(My commission expires October 1, 1957).

## WHAS Wins Award

WHAS-AM-TV Louisville is winner of a certificate of Public Relations Achievement, it was announced today (Monday) by Robert E. Harper, chairman of the 1952 Awards Competition Committee of the American Public Relations Assn. In this year's competition, 13 Silver Anvil trophies and 24 certificates were awarded. Awards will be presented during the association's annual convention in Washington early in March.

## PRICE CONTROL Renewed on Components; RTMA Objects

OVER THE strong objections of the Radio-Television Mfrs. Assn., the government last week reimposed price ceilings on radio-TV-phonograph components, effective next Monday.

Action by the Office of Price Stabilization capped a round of mid-week developments in which RTMA charged that OPS reconrol "will cause havoc throughout industry among both set and parts manufacturers." RTMA branded the action as "arbitrary" and asked that the order be rescinded until industry could present its case.

The amended regulation restores ceilings only on radio, television and phonograph parts, but preserves the "across-the-board" suspension for receivers announced in OPS' decontrol action Aug. 29 [B•T, Sept. 1].

The agency earlier had set an effective date of Oct. 15 (when the revocation was announced) but extended it another 12 days to enable parts-makers to make adjustments. It was reported that RTMA is preparing voluminous data for a hearing tomorrow (Tuesday). A committee headed by Matt Little, chairman of RTMA's Parts Div., has been named by RTMA President and Board Chairman A. D. Plamondon Jr. to present industry's position. It comprises makers of parts, sets and tubes.

OPS said reconrol action was necessary because suspension of parts ceilings extends beyond the radio-TV industry and would impair controls on other commodities still under controls. It noted that many radio-TV set parts generally are not made by radio-TV manufacturers. Additionally, suspension rendered controls ineffective over repair services which involve sale of parts for replacement purposes.

In a wire to OPS Director Tighe Woods, James D. Secrest, RTMA executive vice president, said there is "no evidence that parts prices have increased since controls were suspended" and felt the order was unjustified. OPS spokesmen conceded later that this may be true on prices, but explained the other factors involved. OPS issued a clarifying order upon receipt of the RTMA telegram. Mr. Secrest initially contacted Economic Stab-

ilizer Roger Putnam.

The RTMA executive also asked OPS to clarify regulations to spell out that clock radios are receivers and thus exempt from controls.

Radio and video parts were decontrolled along with receivers last August on the premise that components prices normally parallel those of the finished product. OPS said it later determined that, while radio-TV sets were and are selling below ceilings, it could not go along with continued decontrol on parts for reasons cited. Agency officials will meet with a repair service industry group Tuesday.

Ceilings are to be reimposed on antennas, boosters and all other parts save cabinets at levels set before the original suspension order.

OPS has left the door open for restoration of ceilings on sets if prices hit a certain level.

TWO Israeli publishers—Edition Tav-Jina and Edition Darom—have been added to the list of publishers affiliated with the Israel Publishers Agency, exclusively represented in the U. S. by SESAC.

## WOOK Keeps Awake

THERE have been "Talkathons" and "Telethons," but it remained for WOOK Washington to come up with the latest—a "Wilkithon." Station recently presented an all-night disc show to promote Wilkins Coffee. Event was part of firm's contest for best promotion of its coffee by radio stations. WOOK claims the program was non-commercial and was undertaken as a pitch for an advertising contract with Wilkins.

## ELECTION TO TROOPS

### Signal Corps Sets Plan

U. S. TROOPS overseas will be kept abreast of election returns by means of the Army Signal Corps' expansive communications network, Frank Pace Jr., Secretary of the Army, announced Oct. 12.

For the first time in history, the service hopes to provide simultaneous news coverage of a national election to the entire Army through Signal Corps and Army Troop Information facilities. The Army will use services of the three major press associations, transmitting returns to its 72 overseas radio outlets and over 200 newspapers.

## Leaders in TWO of the Midwest's Richest Markets!

### KMTV-OMAHA Almost 65% Saturation in a Billion Dollar Market

Over ¾ million people living in nearly 150,000 TV homes have an effective buying income over a Billion Dollars.

Latest Pulse figures (July 29-August 4) show that KMTV leads in 9 out of the top 10 once-a-week shows and 4 out of the top 5 multi-weekly shows.

In addition, KMTV is currently expanding and remodeling studio facilities to insure still better service to their many advertisers and viewers. Now under construction are a modern, air conditioned, acoustically treated studio, a new film processing room, news room, glass enclosed control room, offices and greatly expanded storage space. These new facilities will enable KMTV to give Channel 3 viewers the finest quality telecasting.

Contact Katz or KMTV today.

### 2,779,531 Soil-Rich Midwesterners Live Within KMA's ½ MV Line

At last count, 2,779,531 predominantly-rural midwesterners lived within the KMA ½ Millivolt daytime contour area in Iowa, Nebraska, Missouri and Kansas. That's a market greater than Iowa, Washington State, Oklahoma or Colorado and Nebraska combined!

They're America's top-spending farm market! In 1950 these KMA-Landers spent \$2,819,660,000 for foods and services—a figure surpassed only by a handful of metropolitan markets!

Here is the BIG farm market... served by the 5,000 powerful watts of KMA—The Midwest's TOP Farm Station. IF YOU sell products or services in the rural and small town midwest, then YOU BELONG on KMA! Contact Avery-Knodel or KMA today.

**KMTV** CBS  
DUMONT  
ABC  
OMAHA 2, NEBRASKA  
CHANNEL 3  
Represented by KATZ AGENCY

**KMA** 5000 WATTS  
960KC  
SHENANDOAH, IOWA  
Represented by  
AVERY-KNODEL, INC.

**MAY BROADCASTING COMPANY**

## SESAC ADDS

### With 25 More Libraries

MORE than 25 music publishers' catalogs have become affiliated with SESAC Inc. within the past year. The new SESAC publishers are:

Amsco Music Publishing Co., Aztec Music Co., Century Music Publishing Co., Norman J. Clayton, Robert H. Coleman, Robert H. Coleman Publishing Co., Edition Darom, Europa Music Co., H. T. FitzSimons Co., Gospel Songs Inc., Gregorian Institute of America, Heritage Music Publications, Hymn-time Publishers, Keyboard Publishing Co., Lillenas Publishing Co., Mercury Music Corp., Nazarene Publishing House, Pro Art Publications, Ramola Music, Sing Time Publishing Co., Singpiration Assoc., Alfred B. Smith, the Sunday School Board of the Southern Baptist Convention, Thompson Music Co., Triangle Music Co., Volpe Music Co.