

BROADCASTING TELECASTING

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22ND

year

THE NEWSWEEKLY
RADIO AND TV

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

INDUSTRIAL ADVERTISERS AND AGENCIES!

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

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

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

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

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

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

brakes to tractor companies for fourteen years.

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

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Go where there's GROWTH...

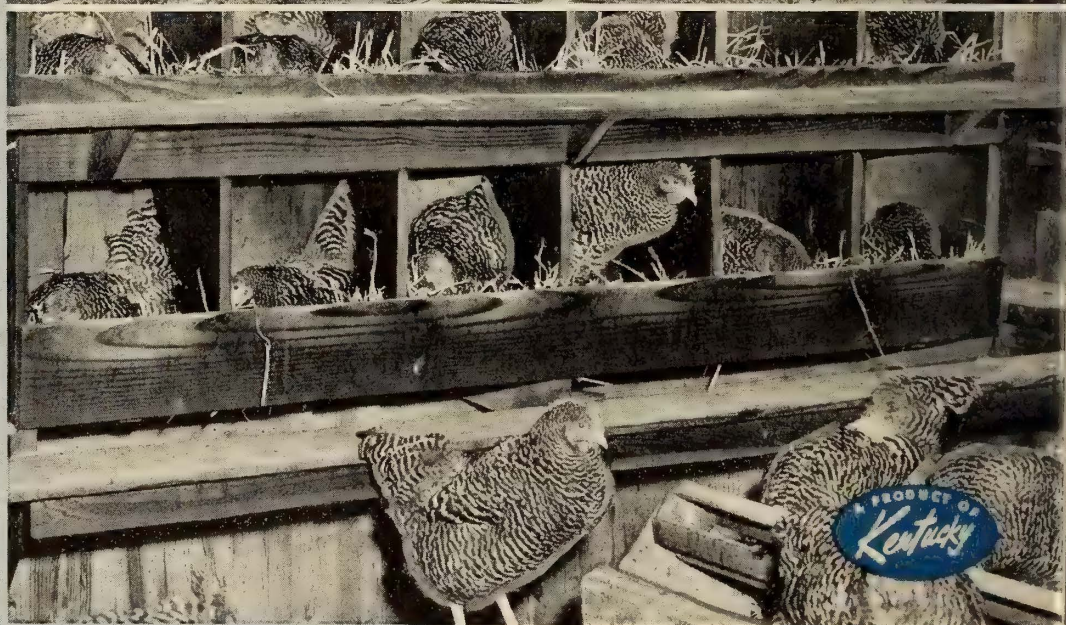
KENTUCKY

INDUSTRY FARMING

Coal and Chickens

More than 2 billion tons of coal have come out of Kentucky's mines — yet it's estimated that Kentucky's wealth in coal will last for more than seven centuries! The total value of Kentucky-mined coal in 1949 was \$315,489,674. 1950 topped that by some \$70,000,000. And 1951 production rose still higher to \$395,426,000.

Kentucky's farm income also reaches to record highs. Kentucky farm land has increased in value 222% over pre-war values, topping all other states. Chicken and egg production grossed Kentucky farmers \$57,157,000 in 1950—increasing to \$60,000,000 in 1951. On its farms . . . in industry . . . growth is everywhere in Kentucky.



Go where there's GROWTH...

GO WHAS!

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

(Benson and Benson)



THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

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

"Yes! Yes!

A THOUSAND TIMES YES!"

"A thousand times, yes, is right!

More than a thousand requests came in to vivacious Christina as a result of a single offer on her Christina's Garden Club of the Air" program heard Mondays, 7:15-7:30 A.M. over KVOO. The offer? A little folder on "Beautify America with Roses". No wonder Christina is now in her 13th year with this great program over Oklahoma's Greatest Station! People *do* enjoy Christina's garden and flower hints . . . they *do* find it easy to hear it all over Oklahoma's No. 1 Market Area . . . and they *do* respond! While Christina has used many forms of advertising during her 12 years on KVOO her 7:15 Monday morning program has been *consistently* a happy and effective vehicle which, in Christina's own words "Really gets the job done!"

Congratulations, Christina, on a wonderfully interesting and highly successful program which your report has had a really important part in building your fine business to its present impressive stature . . . one of America's largest retail florists operations!



Christina Tinger, owner and operator of Christina's Flowers, is one of America's top floral designers, in demand all over the country for demonstrations and classes. Holding many honors in State and National associations, Miss Christina still finds time to enjoy writing and presenting her own radio program each Monday morning over KVOO. On September 15th she began her 13th consecutive year with this program.

KVOO is proud of your program! It's a great fifteen minutes for everybody who loves flowers . . . and just about everybody does! And it proves again — a great program and a great station are an unbeatable combination!

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.



young golfers get some expert advice



Amateur Delaware golfers intently watched their TV screens when Golf Pro Willie Pumbo, in a series of eight golf lessons televised on WDEL-TV, recently instructed a group of Wilmington lads in the fine points of the game. In one of these instructive sessions, Mr. Pumbo taught young Richard Yeatman to perfect his stance, a demonstration which WDEL-TV's George Frick—and the television audience—found extremely interesting. "Young Golfers" is one of many stimulating sports programs which WDEL-TV brings regularly to its viewers, as part of its overall sports programming.

WDEL-TV

Wilmington, Delaware

A Steinman Station

Represented by



ROBERT MEEKER ASSOCIATES

New York

Chicago

San Francisco

Los Angeles



at deadline

CLOSED CIRCUIT

AT LEAST one top experimenter claims his system of recording pictures on magnetic tape for television is "an accomplished fact". Under development past two years by electronics division of Bing Crosby Enterprises it is now "90% perfected" and will be ready for demonstration within ninety days. Only "bug or two" remain to be worked out.

CONTRACT FOR acquisition of KMPC Los Angeles by Gene Autry, Robert O. Reynolds, present vice president and general manager, and associates, could be wrapped up this week in Los Angeles [CLOSED CIRCUIT, Sept. 29]. Gross price is \$800,000 which includes dollar-for-dollar repayment of quarter of million dollar liquid assets as well as land. Sellers include Mrs. Frances Richards, widow of G. A. (Dick) Richards and Frank E. Mullen, former NBC executive vice president who holds 15% minority. Horace L. Lohnes, Washington counsel for KMPC and Mr. Autry, in Los Angeles this week to button up sale, subject to customary FCC approval.

AMERICAN FEDERATION of Television and Radio Artists (AFTRA) in negotiations with major networks understood to be seeking overall 20% raise in actors' fees for television. Union also pressing for reduction by almost half of minimum rehearsal time before overtime sets in. For example, one-hour show normally allowed 22 hours before overtime; AFTRA wants new provisions with overtime after 12 hours.

IS C. E. Hooper Inc. pulling out of San Antonio? Report from there last week was that rating service, which has been center of sticky competitive situation there, had decided to call it quits in Texas city. Hooper spokesman said only that company was hopeful that problems could be resolved.

SIGNIFICANT factor that may have bearing on whether or not NBC affiliates go ahead with own convention at Boca Raton, Fla., first week of December, in lieu of one cancelled by network (story page 26), is that Boca Raton management requires guarantee of registration of at least 400 persons before it will open up. Some 91 registrations had been made at time NBC called conclave off.

RESIGNATION OF A. A. (Abe) Schechter as general executive of NBC's TV operations was not wholly unexpected after he completed his assignment on *Today* month ago. His new connection, under negotiation for several weeks, will be announced by Nov. 1.

HEWITT, OGILVY, BENSON & MATHER, New York, advertising agency for Good Luck Margarine, calling meeting Wednesday of station representatives to discuss advertising plans for Good Luck in 1953. Product was formerly called Jelke's Good Luck margarine

(Continued on page 6)

OPS RESTORES CEILINGS ON RADIO-TELEVISION PARTS

PRICE ceilings on radio and TV parts ordered restored Oct. 27 by Office of Price Stabilization. Ceilings had been suspended Aug. 29. Radio-Television Mfrs. Assn. had opposed OPS proposal to recontrol parts.

OPS explained it had not sufficiently taken into account significance of use of parts in other products bought by Dept. of Defense. It pointed to continued high demand for parts in defense purchases along with sizable increase in demand for television sets, which in turn might have material effect on supply of parts. OPS also pointed to price increases on new models, "possibly forecasting a similar upward movement in the price of parts."

SPOTS FOR INSTANT COFFEE

INSTANT Coffee giving spot radio extra boost. Instant Maxwell House, through Benton & Bowles, N. Y., starting Nov. 3 with short spot campaign in regular General Foods markets to promote short-term reduced price for introductory offer. Instant Chase & Sanborn, through Compton Adv., N. Y., adding few more markets to its lists, using five spots weekly for 52 weeks.

AP ADDS 52

ASSOCIATED PRESS over weekend announced election of 52 additional stations to membership, bringing total of AP affiliated stations to 1,185.

NEW YORK SPONSORS

NEW YORK Republican State Committee sponsoring speeches by Sen. Irving M. Ives (R-N. Y.) over 17 New York state ABC Radio affiliates from 12 noon-12:05 p.m. EST and over seven New York state CBS-TV affiliates, 7:15-7:30 p.m. EST, both tomorrow (Tuesday), and over 10 New York state CBS Radio affiliates, 6:15-6:30 p.m. EST Wednesday. Also talks by Gov. Dewey over seven New York state NBC-TV and seven NBC Radio affiliates, 6:30-6:45 p.m. EST today (Monday); over 10 New York state CBS Radio affiliates tomorrow (Tuesday), 6:15-6:30 p.m. EST and over seven New York state NBC-TV affiliates Wednesday, 7:15-7:30 p.m. EST.

Third of Radio-TV from New York

MORE THAN third of total advertising investments in radio and TV network time comes from New York City, according to analysis of advertising origins made by Magazine Advertising Bureau. Using Publishers Information Bureau data on advertising expenditures for network time, MAB found Cincinnati (home of Procter & Gamble Co., top purchaser of time on both radio and TV networks) in second place, accountable for nearly tenth of national total.

Analysis also revealed that during 1951 there were 625 accounts on national radio networks, with average expenditure of \$279,500 for time, and 447 accounts on TV networks, with average time expenditure of \$286,300. In contrast, MAB reported 13,729

BUSINESS BRIEFLY

39 SPONSORS BUY ● NBC Radio announced Friday 39 sponsors have bought all or part of network's Saturday afternoon football schedule of 12 college games on 29 NBC-affiliated stations. Network offered schedule to stations as co-op package for local sale. Broadcasts to run to Dec. 6.

FLOOR MACHINE TEST ● General Floorcraft Inc. (twin-12 floor cleaning, sanding & waxing machine), launching two-week spot radio campaign in eight test cities, starting dates staggered from Oct. 22 through Nov. 12. Company using minute and 20-second announcements stressing theme that machine "costs less to buy than to rent." Dealers have been supplied with prepared advertising copy for use, if desired, on local stations. Strong possibility of expansion to heavier and longer spot schedule depending on results. Agency, Hicks & Greist, N. Y.

WINE CAMPAIGN ● Union Liquor Co., Chicago, for Hannah and Hogg wines, considering use of radio and TV spots in Chicago area for Christmas holiday campaign. Agency, Olian & Bronner, same city.

ALTERNATE WEEK SPONSOR ● Toni Co., Chicago (Prom & White Rain), effective Oct. 31 sponsors on alternate weeks *Down You Go* on DuMont TV network, Friday, 10:30-11 p.m. Agency, Weiss & Geller, Chicago.

TONI ON ABC RADIO ● Toni Co., Chicago (Tonette, White Rain and Toni home permanents), sponsoring *A Crimeletter From Dan Dodge* over ABC Radio (Fri., 8-8:30 p.m. EST) beginning last Friday. Agency, Foote, Cone & Belding, Chicago.

STAGG BEER TEST ● Stagg beer, which recently cancelled spot campaign, is planning to use three or four programs in selected markets for radio test. Program most successful will probably be used in another campaign. Agency, Maxon Inc., N. Y.

ACOUSTICON SPONSORS ● Dictograph Products Inc., N. Y. (Acousticon), sponsoring *Galen Drake* Sunday, 1:30-1:45 p.m. EST, over CBS Radio, starting Nov. 2. Agency, Buchanan & Co. Inc., N. Y.

products and services were advertised in magazines and Sunday supplements last year, with average space expenditure of \$40,600.

Radio and TV network business originating in top ten cities during 1951 is tabulated by MAB as follows:

	Network Radio Dollar Volume (In Millions)	Network TV Dollar Volume (In Millions)	Percent Of U.S.
New York City	\$60.9	\$43.8	34.6
Cincinnati	18.8	8.9	9.1
Chicago	16.0	10.4	8.8
St. Louis	8.0	7.8	5.3
Minneapolis-St. Paul	11.5	2.9	4.8
Detroit	2.0	5.2	2.4
Boston-Cambridge	3.9	2.0	2.0
Philadelphia	2.6	2.5	1.7
Pittsburgh	1.6	2.9	1.5
Akron	1.2	2.8	1.3

for more AT DEADLINE turn page



at deadline

NEW AM GRANTS

FCC Friday granted following construction permits for new AM stations:

Geneva, Ala.—The Geneva County Reaper, 1150 kc, 1 kw daytime; estimated construction cost \$25,000. Applicant is newspaper.

Homewood, Ala.—Voice of Homewood, 1320 kc, 1 kw daytime; cost \$14,500. Principal owner, E. M. McElroy, is automobile dealer.

Benton, Ark.—Benton Bestg. Service, 690 kc, 250 w daytime; cost \$8,700. Principals include W. R. Tuck Jr., general manager of KVMA Magnolia, Ark.

Fort Walton, Fla.—Vacationland Bestg. Corp., 1260 kc, 1 kw daytime; cost \$18,750. Principals include W. R. Powell, president of Oskaloosa News-Journal Co., Crestview, Fla.

Prestonburg, Ky.—Elkhorn Bestg. Corp., 1270 kc, 1 kw daytime; cost \$27,360. Principal stockholder is DuRan Moore, county court clerk, Floyd County, Ky.

Rumford, Me.—Rumford Pub. Co., 1450 kc, 250 w fulltime; cost \$15,078. Applicant is newspaper.

Leonardtown, Md.—Southern Maryland Bcstrs. Inc., 1370 kc, 1 kw daytime; cost \$23,427. Principals include J. L. Bittner, Warsaw, Va., resident.

Idabel, Okla.—Idabel Bestg. Co., 1240 kc, 250 w fulltime; cost \$9,100. Applicant is licensee of KIMP Mt. Pleasant, Tex.

Punxsutawney, Pa.—Punxsutawney Bestg. Co., 1540 kc, 1 kw daytime; cost \$18,435. Principals include S. W. Prueett, proprietor of auto service and coal company in Bluefield, W. Va., and C. M. Erhard Jr., salesman-announcer for WHIS Bluefield.

Lubbock, Tex.—Hub Bestg. Co., 1460 kc, 500 w daytime; cost \$14,250. Principals include W. D. Tibbs Jr. and J. G. Jarrett, program director and traffic manager-accountant, respectively, for KSEL Lubbock.

Narrows, Va.—Giles Bestg. Co., 990 kc, 1 kw daytime; cost \$23,363. Owner is H. J. Romanus, Narrows dry goods merchant.

TV HEARING

TWO withdrawals in Jackson, Mich., TV hearing left field wide open for grant of uhf Channel 48 to WIBM. Applicants withdrawing were Sparton Broadcasting Co., owned by Sparks-Withington Corp., electronic manufacturers, and WKHM.

Meanwhile, Motions Comr. George E. Sterling Friday referred to full Commission opposition of *Wichita Beacon-KWBB* to Broadcast Bureau petition that TV application be returned to processing line. Withdrawal of KFBI last week from uhf Channel 16 contest left KWBB unopposed. If Broadcast Bureau recommendation followed, said KWBB, additional applications could be filed which would throw it into hearing again. Wichita hearings began Oct. 20.

FCC Friday also granted petitions to remove issue of legal qualification from vhf Channel 6 hearing for Beaumont, Tex., since all three applicants are existing AM licensees (see story page 63). Commission denied clarification of issues in Channel 6 hearing at Duluth-Superior but permitted addition of issue for Sec. 307 (b) comparison (fair distribution of facilities) between applicants in both cities.

AUDIT BUREAU ELECTS

WILLIAM A. HART, DuPont, appointed president of Audit Bureau of Circulations by board at final session of 38th annual meeting in Chicago Friday. New vice chairmen: John Platt, Kraft Foods; H. H. Rimmer, Canadian General Electric; Roy Hatton, Detroit *Free Press*; with Vern Beatty, Swift & Co., secretary, and E. Ross Gamble; Leo Burnett, treasurer. All will serve one year. New directors, some succeeding themselves for another two-year term, include Messrs. Hart, Rimmer and Gamble; Wesley I. Nunn, Standard Oil of Indiana; Lowry H. Crites, General Mills; Russell Z. Eller, Sunkist Growers, and Ralph Robertson, Colgate-Palmolive-Peet (see earlier story).

In this Issue—

THE drive for the finish in the political campaigns is bringing out big expenditures in radio-TV time by both parties. But the timebuying windfall is not without problems for broadcasters. *Page 23.*

A SPECIAL B•T poll of radio and television commentators and reporters shows the majority thinks Adlai Stevenson has made more effective use of radio and TV than Gen. Eisenhower and will win the Presidency. *Page 25.*

SOME NBC affiliates are up in arms over the network's cancellation of the affiliates convention that had been planned for early December in Boca Raton, Fla. *Page 26.*

GEN. SARNOFF becomes chairman of task force that will find out how military manpower can be more efficiently used. *Page 26.*

A B•T spot check of 27 broadcasters finds the belief strong that the day of the single rate card for day and night radio broadcasting is coming, and fast. *Page 27.*

THE Advertising Research Foundation's committee on radio and television rating methods will expand its membership and buckle down hard to the job of figuring out better ways to measure radio-TV. *Page 27.*

JUDGED by one-time, before-discount rates, the billings of the four national radio networks were bigger last September than in September, 1951. *Page 29.*

BMI issues fiscal year report that shows strong financial position and dominance of BMI tunes in popular music field. It doesn't make ASCAP members happy, and there's talk that ASCAP is raising a fund to entice hit-makers away from BMI. *Page 30.*

SOME television film makers have gone abroad to do their filming. Is film made in foreign countries better or cheaper than that made at home? These and other questions are answered in a special report. *Page 65.*

MOVIE exhibitors want FCC to give them 360 mc band for theatre television, as FCC hearings on question begin. *Page 63.*

FOUR more TV stations granted. *Page 63.* New applications begin on *Page 64.*

Upcoming

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

Oct. 30-Nov. 2: Final ABC-Affiliates Regional Meeting (Ga., N. C., S. C., Va., and Fla.), Ponte Vedra, Fla.

Nov. 3-4: Central Canada Broadcasters Assn. Annual Meeting, Royal York Hotel, Toronto, Ont.

(Other Upcomings, *Page 38*)

Closed Circuit

(Continued from page 5)

but will be referred to as Good Luck, "Jelke" being dropped due to recent unfavorable publicity not related to margarine business. Among things to be announced at meeting will be that Good Luck will use radio spot announcement campaign to be launched about middle of January.

ALTHOUGH HE'S 2,000 miles away, perhaps best informed man on TV hearing proceedings before FCC, notably those surrounding Denver contests and motion picture TV, is Senator Edwin C. Johnson (D-Col.). "Big Ed," chairman of Senate Interstate & Foreign Commerce Committee, which under his gavel has functioned as super FCC, gets regular intelligence reports from Nick Zapple, committee communications expert. He has been sitting in on all sessions.

IF HIGH POWER becomes issue in TV, it will likely be provoked by FCC's lady Commissioner Hennock. She has steadfastly opposed anything more than power adequate to cover immediate market for commercial TV stations in FCC executive sessions. FCC majority, however, is for maximum power to provide maximum service.

DESPITE popular appeal, there's some question whether any additional ships like *Vagabond*, housing seagoing "Voice of America" transmitters, will be built. Capable of generating 150 kw, ship nevertheless has had restricted operation because of necessity to anchor when transmitting and also because of interference with existing services. There was talk about several additional ships but these presumably will be held in abeyance until further experience is obtained. *Vagabond* now lies in European waters pumping 40 kw signal into Red dominated areas.

THERE ARE nonbroadcasters in number of new TV applications who will be surprised to find they have few secrets after being put to fire of comparative hearing before FCC. That's observation of those who know chips are down in TV hearings and see many newcomers flinching when they're faced with quiz on personal affairs and finances. Question is: How many "big names," already shy of excess publicity, will want to be turned inside out "on the record"?

TV ATTORNEYS can see that competitive hearings, virtually shorn of technical comparison which based findings in AM cases, more and more are becoming arena for comparison of applicants' "personal qualifications"—and even personal "disqualification." Big money potential of TV has lured wide variety of persons never before in radio, they note, hence many may be easy prey for new TV battle tactics.

KNEW SUES ON SITE

SUIT to prohibit TV grantee KXLY Spokane from putting its TV antenna atop Mt. Spokane, about 25 miles north of city, has been brought by KNEW that city. TV applicant KNEW claimed that if KXLY is permitted to use Mt. Spokane it will deliver signal so superior to KNEW's that that station will have to join KXLY on Mt. Spokane. KNEW already has own site and presumably does not want to be forced to move if, as and when it gets TV grant. KNEW also claimed that TV tower in state-owned park will destroy beauty and recreational use of park. Suit due to be heard in week or so.

for more AT DEADLINE see page 98

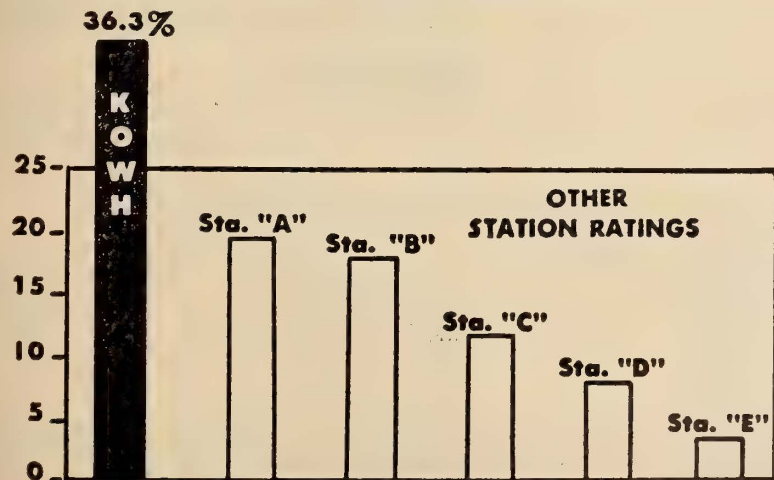
All It Took was a Siesta...



Taken daily by a sizeable portion of Jamestown's population, to convince John Smith that communism couldn't produce the food direly needed by the settlement. "No work . . . no eat," was the doughty Captain's dictum cancelling out America's first Utopian experiment.

There's no snoozing in the competitive Omaha, Council Bluffs area either . . . yet wide-awake KOWH manages to stay head and shoulders over all comers. Cast an enterprising (free, of course) eye over the Hooper averaged below for the eleven-month period from October, 1951, to August, 1952.

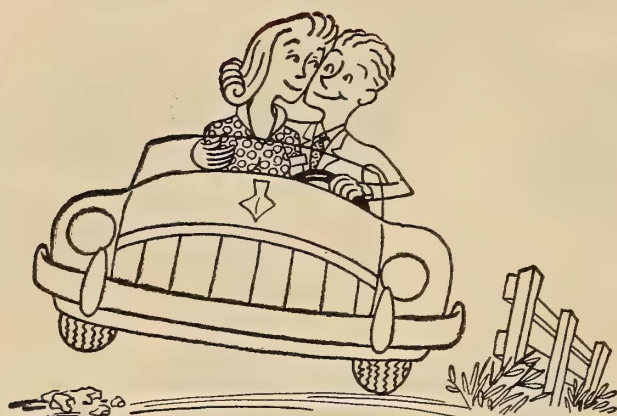
- *Largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., 1951, thru August, 1952.)*
- *Largest share of audience, in any individual time period, of any independent station in all America! (August, 1952.)*



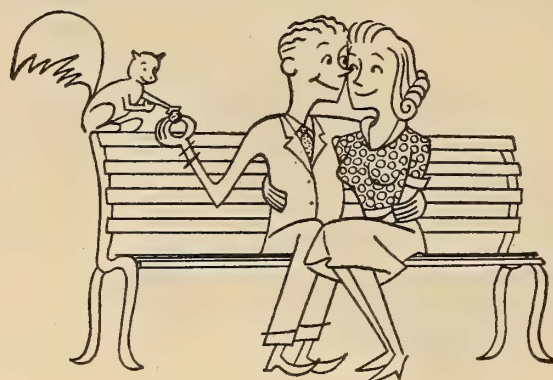
"America's Most Listened-to Independent Station"

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

Kowh
O M A H A



One-arm driving is fine...



..so is one-arm "park benching"



**..but it takes
two arms to get
the best results**

to sell Memphis you need BOTH

WMC and WMCT

NBC-5000W

790 K.C.

Memphis' Only

TV Station

owned and operated by the Commercial Appeal

National Representatives - The Branham Company

BROADCASTING TELECASTING

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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.

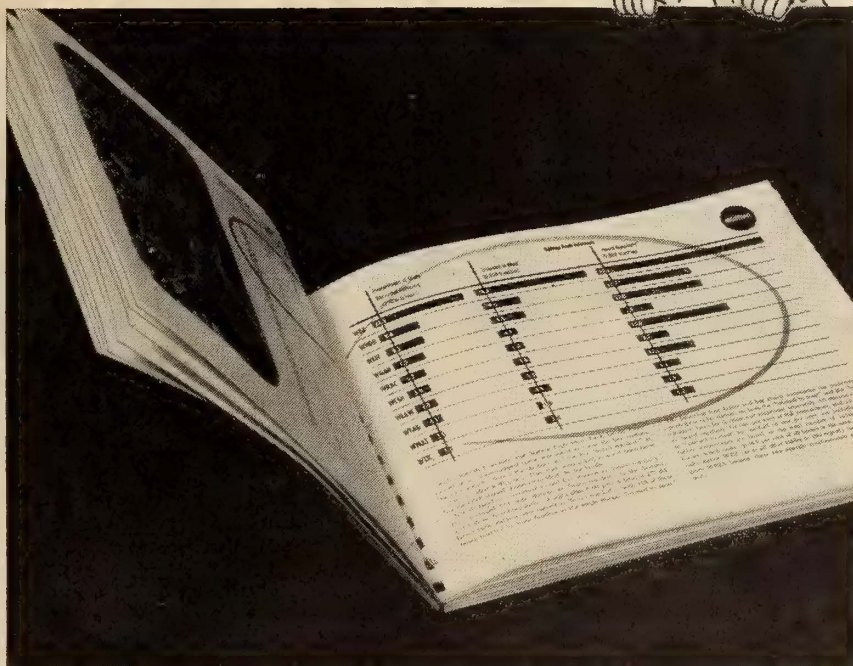
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*Reg. U. S. Patent Office

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BROADCASTING • Telecastin

SEE THE MOST THOROUGH AUDIENCE SURVEY EVER COMPLETED IN NEW ENGLAND!



If you're selling in New England, you can't afford
not to use this new Whan report!

Tells you the best hours, the best programming, the best station!

WBZ

WBZ-TV

BOSTON



WESTINGHOUSE RADIO STATIONS Inc

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

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

Interviews conducted in one of every 181 homes

To give educators and advertisers a comprehensive picture of adult radio-TV listening habits in New England, Dr. Forest L. Whan has compiled a study that penetrates more deeply into this audience than any heretofore published. Interviewers visited more than 10,000 New England homes... one out of every 181 in the area. Each county, city, village and farm section received its proportionate share of the sample, based on the Federal Census of 1950. Sampling was also controlled on a basis of geography, urbanization, and economic standards.

A new diary technique

Part of the survey was achieved through the use of written diaries left in the respondents' homes. A diary record of listening or viewing (by quarter hours) on *each set* (separately) was kept by selected families for a 7-day period. The results offer an excellent criterion for judging the effectiveness of various quarter-hours over the full range of the broadcasting week.

Set ownership and operation

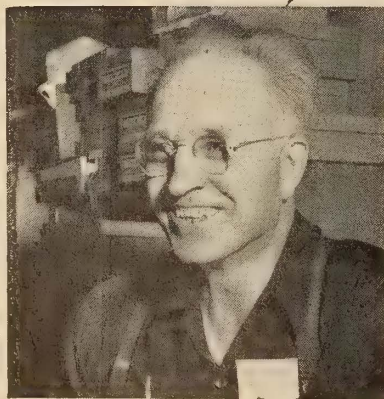
Among the 70 pages of findings are these: 98.5% of the homes checked have radios. Almost 60% have two radio sets or more. About half of the families own a TV set. *Simultaneous* use of radio and TV sets is more common than might be anticipated. Other findings, expressed in tables and charts in the printed report, include data on out-of-home listening; "listened to most" and "heard regularly" ratings for both radio and TV stations; shares of audience by quarter-hours; size of customary audiences; preference for type of program.

With this report at hand, you can tell in advance just where and how an appropriation can be spent most effectively on New England airwaves. We invite you to use the study for this purpose, and to choose media impartially for your own best interests. If you haven't a copy in file, get in touch with these stations, with Free & Peters, or with NBC Spot Sales.



MULTNOMAH, one of the gateways to the Portland area, is a bustling city serving both industrial and agricultural areas. It is part of a rapidly growing residential district that has increased its size tremendously during the post-war period.

CIVIC LEADER J. L. Whitcher of Whitcher Printing Company and Multnomah Chamber of Commerce president, asserts, "KGW brings us the top programs of the day, both national and local. It has demonstrated its interest in us and we in turn have always felt a loyalty to this pioneer radio station."



PORTLAND, OREGON

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

You cannot adequately cover the northwest without KGW! Listener loyalty available for your product in the ever-growing Oregon-Southwest Washington Market. Examine these picture captions for proof of the "putting". Yes, "put" your advertising dollars in KGW spots and reap the reward of the best radio salesmanship available anywhere!

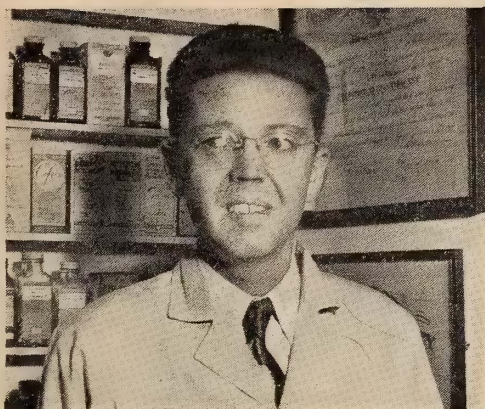
KGW is the pioneer station in the Portland area with more than thirty years continuous service to the community.

Ask anyone in the Portland Metropolitan area and nine out of ten can tell you that KGW is 620 on the radio dial! This highly desirable low frequency delivers a listening audience in a 12,000 square mile area to you.

If you are not on the KGW band wagon, investigate now because it is true you cannot adequately "sell" this Greater Portland area without KGW!

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

IN MULTNOMAH THEY KNOW SIX TWO OH!



DRUGGIST Don Germain of Multnomah Drug says, "Public service and interest in our community activities has made KGW the outstanding favorite in Multnomah."



BUSINESSMAN Lynn Cavitt of Copeland Lumber Company, reports, "The highest type of service and programming have become KGW by-words. Our favorite for many years."



GROCER Bill Ryan of Ryan's Thriftway Market, declares, "KGW's merchandising promotion has helped sales on KGW-advertised national brands we handle. It's the best bet in Portland."



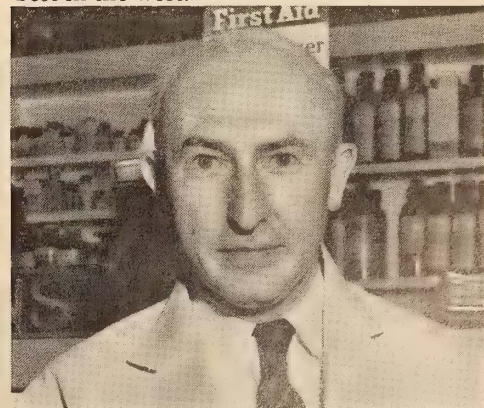
BUSINESSMAN Percy Hughes of Multnomah Variety Store, asserts, "KGW has been known in the Oregon-Washington area for so many years that it has naturally taken a place as a leader."

Multnomah...

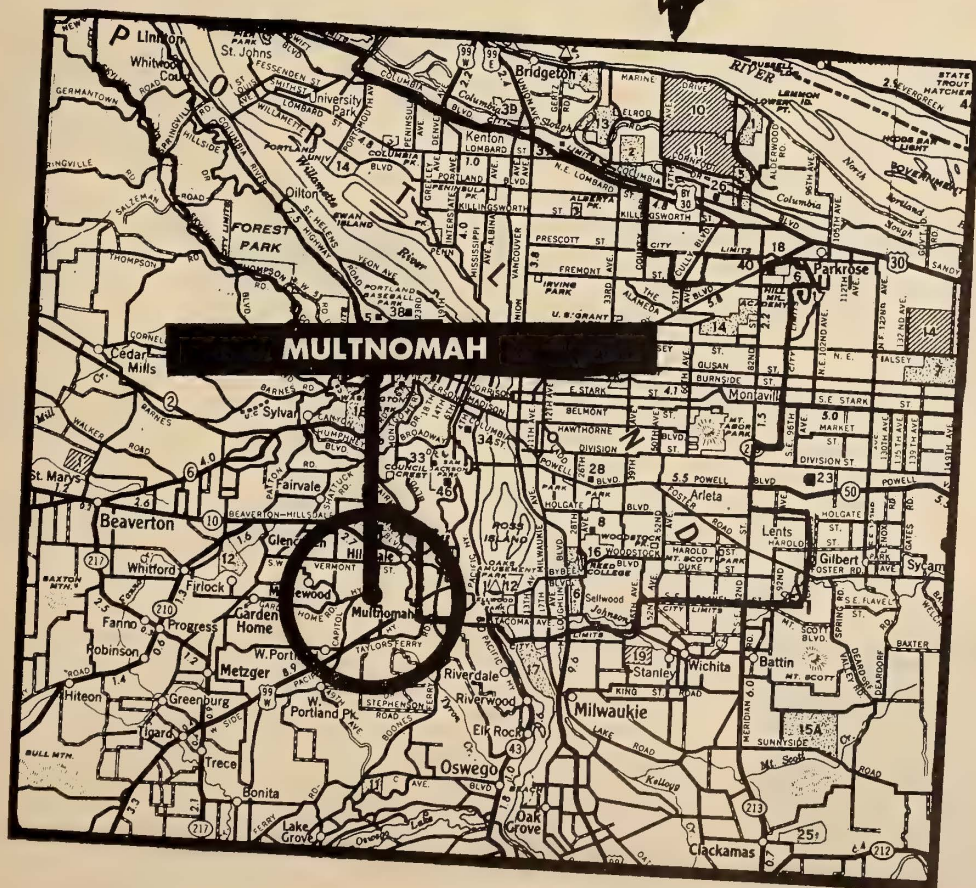
Serving a retail trade area of more than 30,000 persons and within easy reach from downtown Portland, is becoming a new and rich area in residential and industrial expansion. The Choice here again is KGW!



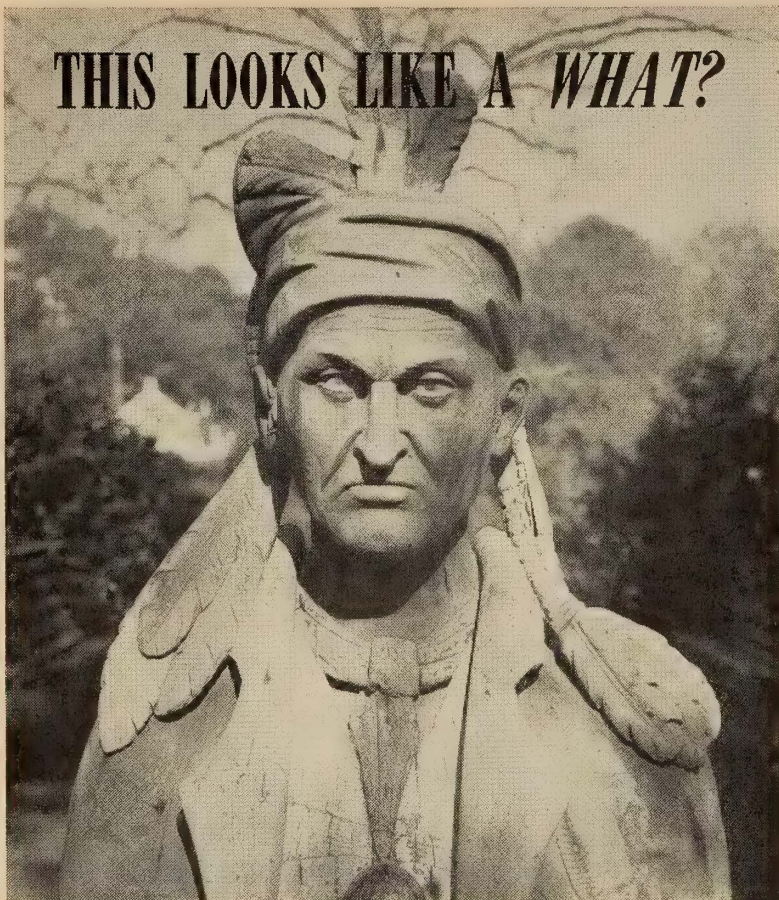
BANKER Dwight E. Gard, president of The Multnomah Bank, reports, "KGW listenership has always been superior in our community. A big station that still takes an interest in local activities. We think it's the best in the west."



DRUGGIST B. J. Adleman of Adleman's Rexall Drug Store, says, "KGW is the only station that takes such a local interest in our Portland communities. Prestige and popularity, no one can duplicate, result."



THIS LOOKS LIKE A WHAT?



*figurehead from the old Natchez
photo from Philip Gendreau

If this looks like a cigar-store Indian to you, it's because you always think of cigar-stores when you see wooden Indians.*

Blonde cigarette girls have probably sold more tobacco products than all the wooden Indians in the world, but would a blonde's picture have made you think of tobacco?

Further, if we'd shown an unidentified cigarette, you'd have probably thought only of the one you now use.

However, if we could have played the melody of a cigarette jingle, *brand identity would have been instant*, regardless of your preference.

The point is that although cigarettes (and other products) look alike and are used alike . . . on radio they *don't sound alike!*

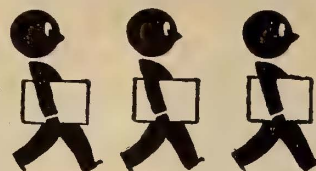
So, what can you *show* smokers that you can't *tell* more of them, more often for less money than you can with radio?

KOMA *Avery-Knodel, Inc.*

AFFILIATED WITH KTUL, TULSA RADIO STATION REPRESENTATIVES

50,000 WATTS • CBS RADIO

J. J. BERNARD Vice-President and General Manager



agency

H. H. DOBERTEEN vice president and director of media for Benton & Bowles, N. Y., to Foote, Cone & Belding, same city, as vice president in charge of media, effective Nov. 17.

ROBERT L. SMOCK, Doherty, Clifford, Steers & Shenfield, N. Y., to Dancer-Fitzgerald-Sample, same city, as vice president and copy supervisor.

JAMES F. EGAN, vice president in charge of copy, Doherty, Clifford, Steers & Shenfield Inc., N. Y., elected to agency's board of directors.

ROBERT A. DEARTH elected a vice president of Ross Roy Inc., Detroit.

RAY WAGNER, radio-TV department, Young & Rubicam, N. Y., to agency's Hollywood office where he will head radio and TV commercial writing and production. **WILLIAM SCHURR**, commercial writer, has also moved from eastern office to Hollywood.

BOGART CARLAW, copy chief of Biow Co., N. Y., to Ted Bates & Co., same city, as member of copy staff.



on all accounts

IRENE HESS, timebuyer at Ruthrauff & Ryan, Chicago, is more interested in the sales patterns of her clients than in the Vogue patterns from which she makes her clothes.

A business-like gal, Miss Hess nevertheless combines her radio-TV aptitudes with those along more aesthetic lines. She designs and sews her own clothes, has a musical training which passed the harmony and counterpoint stage, enjoys legitimate theatre and confesses to harboring a ravenous travel-bug.

At R & R where she buys for such clients as Demert & Dougherty (Heet), Staley, Reddi-Wip, Janney-Semple-Hill, Horlick's and Krey Packing, Miss Hess is concerned with making careful buys which bring the client dollar-for-dollar value.

Ever-increasing TV time charges make costs of upcoming campaigns hard to estimate, but business in both media is booming. On many AM stations, she notes, good time slots are completely closed. One major metropolitan station a fortnight ago could not offer a single daytime spot, she says.

The tightening broadcast trends, however, "are separating the men from the boys," and the aggres-

sive station operator is checking his schedules more carefully, going into promotion and merchandising and offering better programming and the kind of service which clients now expect, in her opinion.

Irene Hess was born in Chicago, the only daughter in a three-son family. She lives now on the city's North Side with her father, who does the cooking, and a brother. Periodically, she junkets off to distant parts, but these trips are less frequent since she entered the radio business. After graduation from high school, she habitually took off to the Indies on a banana boat, or the West Coast or Panama, returning only when her money ran out.

When the responsibilities of radio became a large part of her life, she relegated most of her travels to flying weekends to Bermuda and longer jaunts to regular vacations. Before the war, she spent three-and-a-half months driving through Europe. Last summer, at the last-minute suggestion of a friend, she visited South America, stopping in Panama, Peru and Bolivia in a fast three-week flying trip.

Miss Hess entered radio in 1943, working for Carl Wester on his



Miss HESS

beat



JOHN MARTIN GILBERT, art director, and **JOHN WEYL**, legal counsel, Vick Knight Inc., Hollywood, elected vice president and secretary, respectively.

GEORGE C. HEARN, account executive at Action Adv., Memphis, and formerly manager of WFAK there, elected agency vice president.

JIM COYLE, assistant manager of KOWL Santa Monica, Calif., forms **J. E. COYLE Adv.**, 3049 W. 8th St., L. A. Telephone is Dunkirk 3-3949.

ROLLO HUNTER, copy chief, John I. Edwards & Assoc., Hollywood, to Erwin, Wasey & Co., L. A., as copywriter.

FRANK RYHLICK, radio-TV director, Ross, Gardner & White Adv., L. A., to Geoffrey Wade Adv., Hollywood, as copywriter.

DAVID HANSON, TV producer, Nat C. Goldstone, Beverly Hills (talent agency, program packager), to Leo Burnett Co., Hollywood, as TV director.

ANITA BERKE, office manager, Good Time Jazz Co., Hollywood (music publishers), to Vick Knight Inc., that city, as media director.

MARK J. WOLTERS to Warner, Schulenburg, Todd & Assoc., St. Louis, as production manager.

WARREN THOMAS to DeMartini Assoc., Phila., as associate art director. **PAUL V. FORTE** added to staff as public relations director.

IRA E. DEJERNETT Adv. Agency, Dallas, elected to membership in AAAA.

FENSHOLT Co. has changed name to **FENSHOLT ADV. AGENCY**, Chicago.

BRUCE NELSON, Hollywood free lance illustrator, to Edwards Agency, L. A., as art director.

SHIRLEY E. HERZ appointed publicity director, Product Services Inc., N. Y.

CYRIL E. LIVINGSTON, director of media, Ketchum, MacLeod & Grove Inc., Pittsburgh, elected secretary.

DAVID S. WHITE promoted to assistant art director, Hening & Co., Phila.

CALVERT & PERRY Adv., Hollywood, changes name to **J. RUSSELL CALVERT & Assoc.** and moves to 11638 Barrington Ct., L. A. Telephone is Bradshaw 2-7514.

MATHISSON & Assoc., L. A., opens offices at 1127 Wilshire Blvd. Telephone is Mutual 2482.

hour-per-day five days weekly, serial strip. It included *Road of Life* for Procter & Gamble and *Guiding Light*, *Today's Children* and *Woman in White* for General Mills. She learned every angle of the business, from casting to selling, in her first broadcast job.

Three years later she went to the O. L. Taylor Co. (station representative firm) working as liaison

between agencies and the salesmen. In her fifth and final year there she was assigned to selling on specific products at agencies, becoming one of three women time sellers in Chicago and the first in the Taylor organization.

Miss Hess joined the timebuying staff of Ruthrauff & Ryan in May 1951.

BROADCASTING • Telecasting

Obviously OUTSTANDING...



FOUR TOP PEORIA AREA INDUSTRIES SELECT ONE MASS MEDIUM FOR MOST EFFECTIVE COMMUNITY RELATIONS.

Community relations is personal relations. That is why these industries use WMBD . . . reaching ALL the Peoria area with the warmth and friendliness of the human voice.



LeTOURNEAU

"Careers Calling" . . . a panel of experts answer 'career' questions from high school students.



CATERPILLAR

"Our Neighbors Sing" . . . Peoria area vocal groups are provided an outlet for their talent.



**KEYSTONE STEEL
& WIRE**

"Sounds Of Our Times" a document in sound reflecting the ever changing events in the city, nation, and the world.



T. P. & W. RAILROAD

"Singing Rails" . . . music of general appeal is the vehicle for community messages.

These programs, developed by our special events department, are another example of WMBD's outstanding leadership and service to the Peoria area community.

See Free & Peters . . .



**FIRST in the
Heart of Illinois**

PEORIA
CBS Radio Network
5000 Watts

Happy Birthday

EDITOR:

OBSERVANCE OF THE TWENTY-FOURTH BIRTHDAY OF WGH GIVES ME OPPORTUNITY TO CONGRATULATE YOU ON COMPLETION OF YOUR TWENTY-FIRST ANNIVERSARY OF UNSTINTED SERVICE TO OUR INDUSTRY AND THE LISTENING PUBLIC. SINCERE PERSONAL REGARDS AND BEST WISHES FOR MANY YEARS OF CONTINUED SUCCESS AND PERSONAL HAPPINESS.

EDWARD E. BISHOP
GENERAL MANAGER
WGH NEWPORT NEWS, VA.
* * *

EDITOR:

Congratulations on BROADCASTING • TELECASTING's 21st birthday. . . . With all good wishes for many more years of the same fine type of objective reporting. . . .

William S. Hedges
Vice President
NBC
New York

open mike



EDITOR:

A little late but none the less sincere, my congratulations on your 21st anniversary. . . .

May your influence, circulation and lineage continue to grow.

Martin B. Campbell
Supervisor of Radio-TV
WFAA-AM-TV Dallas
* * *

United, We Fall

EDITOR:

Somebody's wrong on that little item tucked away on page 58 of the Oct. 20 issue under "Aircasters." It states that Mary Holt has joined WJMO in our fair city.

Mary, top woman disc jockey in

this area, has been with us for three years and we look forward to a long, happy, profitable association from here on out. She not only has not left us but her schedule has been increased from an hour to an hour and a half each night, Monday through Friday, plus her special Sunday show.

Samuel R. Sague
President
WSRS Cleveland

[EDITOR'S NOTE: B-T regrets the error. Story was submitted by United Broadcasting Co., owner of WJMO.]
* * *

Switcheroo

EDITOR:

The enclosed item [from the

Chadron (Neb.) Record]—a reverse twist to broadcasters who claim same when money is spent for space instead of time—might bring a smile. And then, again, it might not.

Our nomination for the most undiplomatic political candidate was the classic we heard of recently who sent publicity releases to all the newspapers in his area asking them to "give" him some space to plug his broadcasts. He informed his "hoped for" benefactors that he was spending so much money paying for broadcasts that he couldn't afford to buy any space with them.

Hugh McCoy
News Dept.
KFAB Omaha
* * *

Typo

EDITOR:

Your piece on page 25 of the October 20 BROADCASTING • TELECASTING about the new spot telecasting contract is fine except for the typographical error at the top of the last column.

Cancellation of programs after first 13 weeks is on 28 days notice, not 21.

You may want to correct this in the interests of avoiding confusion.

Kenneth Godfrey
Senior Staff Executive
American Assn. of
Advertising Agencies
New York
* * *

New Testament

EDITOR:

. . . I've been reading BROADCASTING • TELECASTING for well nigh unto 16 years—through 10 years of commercial radio, five in educational radio and one year plus now in religious broadcasting. My ordained colleagues smile patiently when I refer to it as my "Bible." . . .

John Groller
Secy. of Broadcasting
Board of National Missions
Presbyterian Church in the
United States of America
New York
* * *

Oops

EDITOR:

It happens in the best of well-regulated organizations — those little mishaps with print, or a slip of the lip, which puts tongue in cheek. Meaning, that I looked twice and read a paragraph three times which appeared on page 42 of last week's BROADCASTING • TELECASTING; then I found I was robbed.

It so happens that I was misquoted in the talk which I gave at the NARTB Third District meeting in Harrisburg. The report stated that I "opposed giving national rates to accounts whose products and services are nationally distributed." What I said was that I was opposed to giving local rates to accounts whose products and services are nationally distributed, and that local rates should apply solely to local stores.

A. K. Redmond,
General Manager
WHP Harrisburg, Pa.

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEA



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

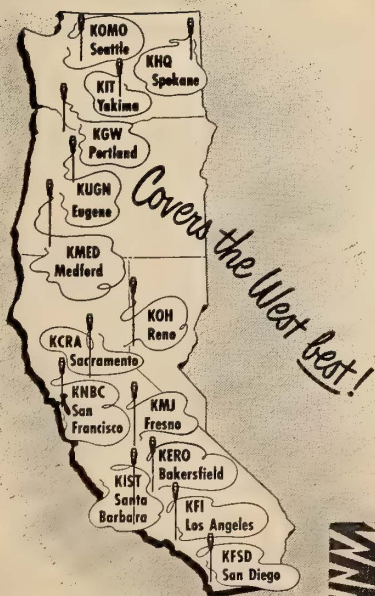
Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE
AM • FM • TV

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

TOP COVERAGE

...to harvest a bumper crop of Western sales!



Hitching your sales program to NBC Radio plows deeper profit furrows in the fertile West

The farm-rich, industry-rich Pacific Coast, with the highest per capita income in the United States, is ready to buy your product or service. Make sure your sales message gets to this *16 billion dollar* market. Use NBC, the network with top coverage in the Far West!

NBC Pacific Coast Network plants your product's selling points firmly in

83.5% of all Pacific Coast radio homes. Good business can't help sprouting with that sort of cultivation. *And NBC costs-per-thousand are lower than those of any other far-western network!*

Make this year's crop of profits your biggest! Call your NBC sales office for details on how to reap the most sales *for the least money out west!*



WESTERN NETWORK • NATIONAL BROADCASTING COMPANY

A Division of Radio Corporation of America

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

new business



Spot . . .

ELGIN AMERICAN Div. of Illinois Watch Case Co., Elgin, Ill., begins five-week pre-Christmas gift campaign with sponsorship of half-hour film, *Hollywood Guest Star*, in 20 TV markets. Earliest and latest running dates are Nov. 18 and Dec. 22. Agency: Russel M. Seeds Co., Chicago.

POSTAL FINANCE Co., Omaha, Neb., and its affiliate, **MUTUAL LOAN Co.**, Sioux City, Iowa, planning radio campaign to promote "finance by mail" business. Agency: Bozell & Jacobs Inc., Chicago.

CANADIAN GOVERNMENT, Dept. of Finance, Ottawa (Canada Savings Bond campaign), using spot announcements and flashes on all Canadian stations during Oct.-Nov. bond campaign period. Agency for English-language announcements: Ronalds Adv. Ltd., Montreal; for French-language announcements: Canadian Adv. Agency Ltd., Montreal.

Network . . .

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), sponsoring roundup of Saturday afternoon football games, *Camel Football Scoreboard*, 5:30-5:45 p.m. EST over NBC radio, until Nov. 29. Agency: William Esty & Co., N. Y.

NORTH AMERICAN VAN LINES, L. A., started first quarter-hour segment of *CBS Newsroom, Sunday Desk* Oct. 26 on 19 CPRN stations, Sun., 5:30-6 p.m. PST, for 13 weeks. Firm renewed *George Fisher's Let's Go Hollywood* on 22 CBS Radio Mountain stations, Sun., 1:15-1:30 p.m. PST, for 13 weeks from Oct. 26. Agency: Castor & Assoc., L. A.

MURINE Co., Chicago, will sponsor nine five-minute segments of *Today* on NBC-TV, using three per week for three weeks from Nov. 4. Agency: BBDO, Chicago.

WELCH GRAPE JUICE Co., N. Y., renewing sponsorship of *Howdy*

Doody over NBC-TV alternate Fri., 5:45-6 p.m., for 52 weeks effective Dec. 5. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

COLONIAL DAMES Inc., Hollywood (cosmetics), started weekly five-minute segment of *Bob Garred and the News* on 27 ABC Pacific Radio stations, Wed., 7:30-7:40 a.m. PST, for eight weeks from Oct. 15. Agency: Walter W. Rae Adv., Laguna Beach, Calif.

Agency Appointments . . .

KNOUSE FOODS COOPERATIVE Inc., Gettysburg, Pa. (apple processors), appoints N. W. Ayer & Son, Phila.

CAMPBELL PRODUCTS Co., Bensenville, Ill. (Shave-Whip brushless shaving cream), appoints Philip J. Meany Co., L. A.

EXCHANGE LEMON PRODUCTS Co., Covina, Calif. (bottled fresh orange juice), appoints Universal Adv. Agency Inc., Hollywood. TV spot announcement campaign has started on KNBH (TV) Hollywood and KGO-TV San Francisco with more markets to be added.

STRATOSPHERE PRODUCTS, L. A. (Skyway anti-freeze), appoints Holzer Co., that city. Spot announcements are being used in six mid-western radio markets.

MAGIC PANTRY Co., L. A. (built-in home freezers), appoints Walter McCreery Inc., Beverly Hills. Radio-TV will be used. **CHARLES B. GANZ** is account executive.

Adpeople . . .

PERRY L. SHUPERT, vice president in charge of sales for Miles Labs., Elkhart, Ind., elected vice president in charge of sales and advertising. **H. S. THOMPSON** is new advertising consultant. Other changes: **O. B. CAPELLE**, advertising manager; **L. E. WADDINGTON**, assistant advertising manager.

JACK SIEGRIST, advertising and sales promotion manager, Admiral Corp., N. Y., to Motorola Inc., Chicago, as national advertising manager.

ROBERT B. QUICK, advertising department, Procter & Gamble, Cincinnati, to Morton Salt Co., Chicago, as assistant to advertising manager.

**WHAT
BETTER
PLACE**

than here →



to hit your point of purchase? Harry Parnas, Cecil & Presbrey, New York, is the top decision-maker who can't miss your advertisement if it's in the 1953 BROADCASTING YEARBOOK. It works for you every working day of the year—the annual one-time shot campaign.

RESERVE SPACE IN THE 1953 YEARBOOK TODAY! DEADLINE: NOVEMBER 20 FOR PROOF. DECEMBER 1, FINAL.

WAPI

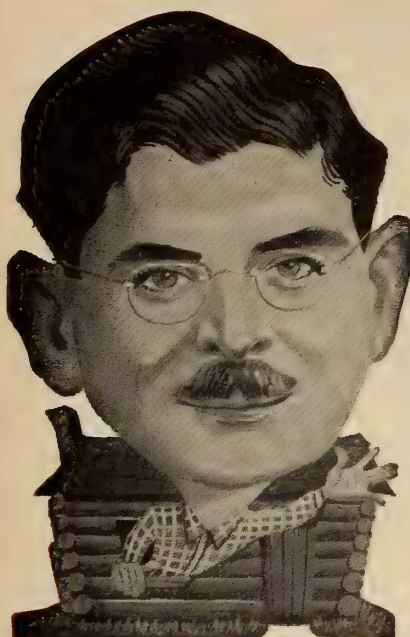
"The Voice of Alabama"

already commanding the largest average total-week audience in the Birmingham area, month after month—now

10,000 WATTS

daytime (5,000 watts nighttime)—now twice the daytime power of any other network station in Birmingham!

REPRESENTED BY CBS RADIO SPOT SALES



Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for two years, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

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

FAITH in television's selling power has paid off for a Grand Rapids automobile dealer.

Learning that a Hudson dealer in Chicago had done well with TV, Marion Marsh of the Down Town Hudson agency thought he, too, could make the medium pay. Because TV prices were high, it took a lot of deliberation on his part. But after examining statistics of TV success stories, he signed for a 13-week series over WOOD-TV Grand Rapids.

His program, *Talent Quest*, amateur show, aired 6:30-7 p.m. Thursday, featured Bill Roh as m.c. Mr. Marsh labored long over commercials, which he delivered in person. He gave time to a blood bank drive. He pushed everything of a civic nature. He adopted the theme of "Look, folks, the kids [on *Talent Quest*] are wonderful. We are proud that your purchases of new and used cars make it possible for us to give them this break."

Competitors in and around Grand Rapids seemed to be sure that Mr. Marsh entered a bad deal when he signed his first 13 weeks. When he signed again, they figured he was going out on a long, shaky limb.

Sales did not result immediately. During the first four weeks, Mr.



AT SIGNING for additional 13-week contract on WOOD-TV are (seated, l to r) Williard Schroeder, WOOD-TV general manager, and Mr. Marsh; standing, Jim Leeth, station's salesman, and Mr. Roh.

Marsh wasn't so sure that he'd made a good buy. But he didn't lose faith in TV. And from then on the sales curve climbed sharply. Business chalked up a 50% increase for its fiscal year, which ended in July.

Evidence that Mr. Marsh is happy he didn't lose faith in TV: Last fortnight he signed for another 13 weeks on WOOD-TV. And he's enjoying that last laugh on his competitors.



strictly business



Mr. MAYO

Basic training: Radio; Assignment: Selling

ROBERT C. MAYO, sales director of WOR-TV New York, can testify that it's not only the early bird that catches the worm.

Back in 1936, Mr. Mayo, fresh out of Princeton U., applied at CBS for a position in the training program which the network was instituting for college graduates. When he made his appearance, CBS already had selected its quota of six promising graduates. He created such a favorable impression that CBS decided to raise its quota to seven.

This concession was but part of the career pattern Mr. Mayo had charted for himself. He made his first "sale" in the broadcasting industry by convincing CBS executives that his future lay in sales and not in programming which his college training program had encompassed. His first assignment was on CBS' sales service staff.

That Mr. Mayo knew what he wanted was attested in his upward climb. By the time he left CBS in 1940 he had served as assistant to the sales service manager and as a member of WCBS New York's sales department. He joined WOR New York in 1940 as a salesman,

(Continued on page 42)



afternoon!

MELODY BALLROOM

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

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

ABC BASIC NETWORK

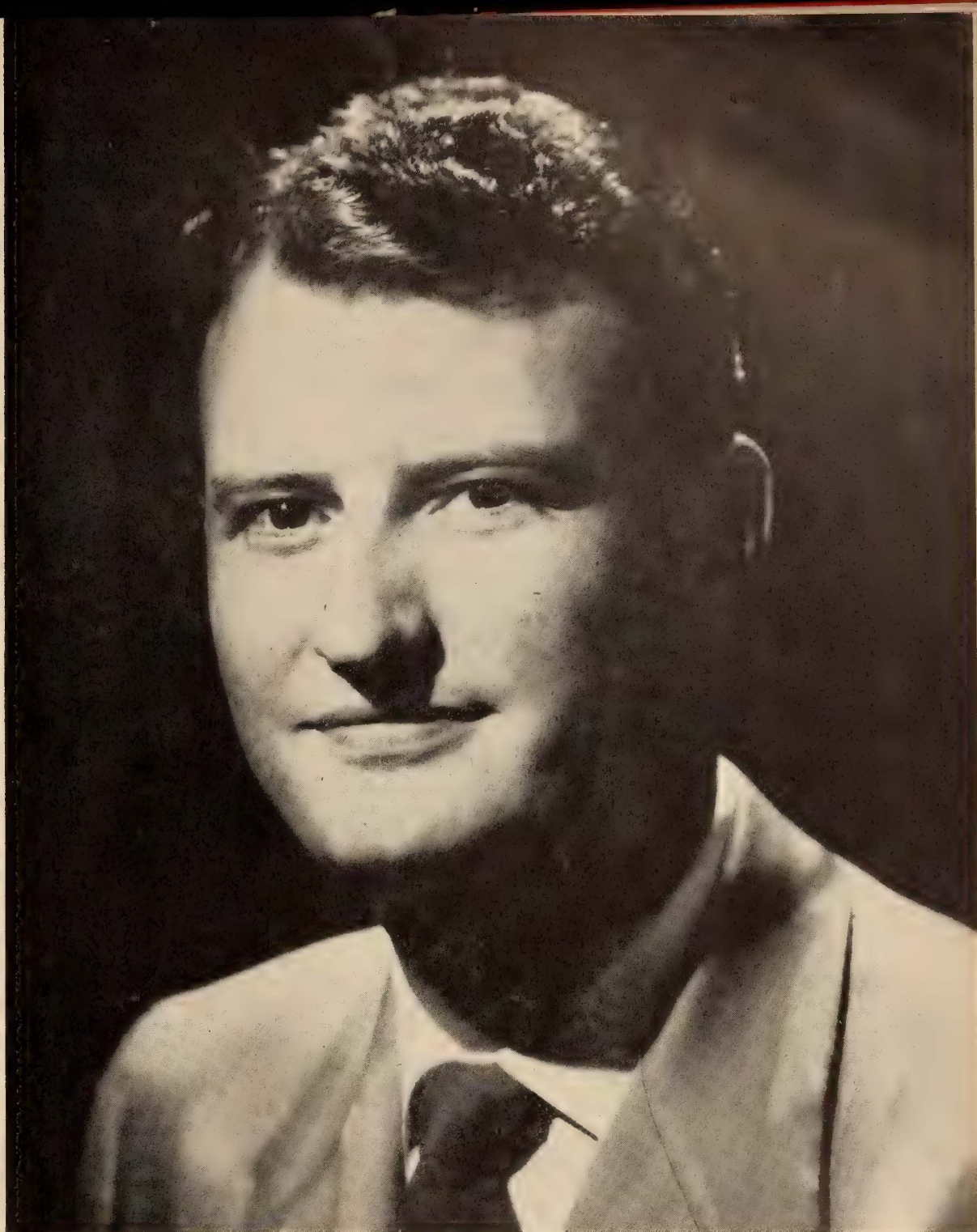
WFBR

5000 WATTS IN BALTIMORE, MD.

**Local
Boy
Makes
(WBT)
Good**



COLOSSUS OF THE CAROLINAS



Consistent, convincing Bob Bean progressed steadily from one Carolina radio station to another until he made the Carolina "big time"—50,000 watt pioneer, WBT. In another and more important sense, Bob Bean and men like him make WBT. They give WBT local programs the network quality with local character that make goods move.

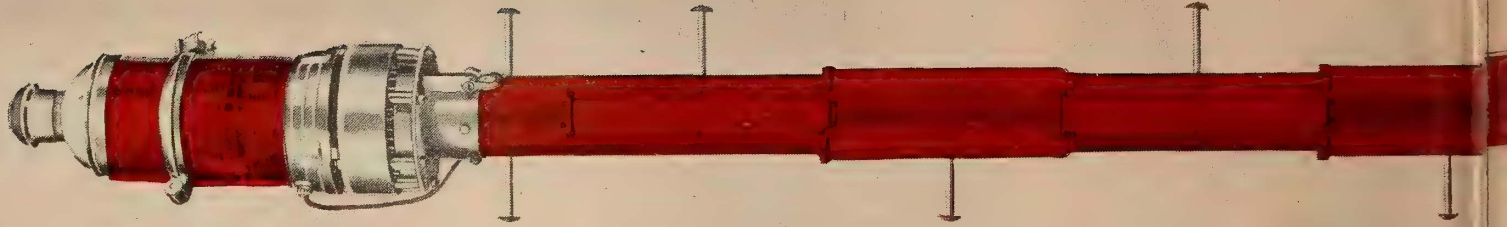
WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

UHF pylons



Adjustable Beam, High-Gain TV Antennas

Check these 9 features

Any power to 1000 KW

RCA UHF Pylons have ratings suitable for any transmitter power up to 50 kw... and for an ERP (Effective Radiated Power) up to 1000 kw.

Power gains up to 27

RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27.

Adjustable beam tilt

The "Beam Tilt" of the RCA UHF Pylon is a "built-in" feature. Easily adjusted in the field, you are assured of best possible coverage and maximum vertical pattern reinforcement. Mechanical "beam tilt" by leveling plates—electrical "umbrella" effect by sliding transmission line fitting.

Near perfect circularity

With the RCA UHF Pylon, you get equal signal in all directions. The measured and theoretical patterns are within 1% of a perfect circle!

No protruding elements

Nothing "sticks out" from the RCA Pylon. The smooth surface of the pipe itself is the radiator. There's nothing to bend or break under ice or wind load.

No tuning adjustments

The RCA UHF Pylon is "custom tuned" for your frequency—in the RCA plant. You put it up, connect the line, and throw the switch! Absolutely no tuning required.

Null fill-in

High-gain antenna measurements show the first null filled in about 10%—satisfactory for

all except unusual mountain top locations. See the curves below.

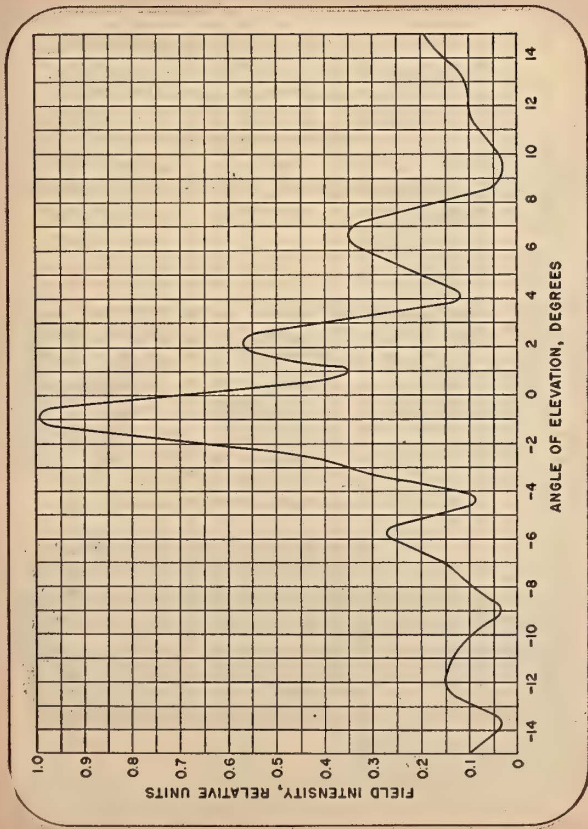
Special matched transmission line

No UHF antenna will function properly unless the transmission line closely matches the antenna. RCA supplies *specially designed* lines, not available anywhere else. Factory tests on this line show VSWR better than 1.05 to 1.0.

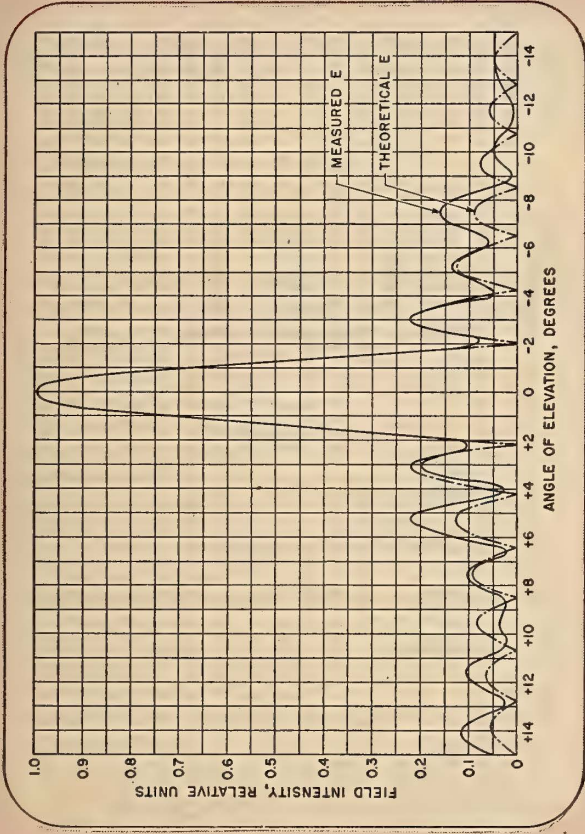
Complete accessories available

RCA can supply transmission line fittings, towers, directional couplers, signal demodulators, UHF loads, wattmeters, filterplexers—all *specially designed* to work with the UHF Pylon.

REMEMBER! Only by having *everything matched* from transmitter to antenna can you be sure of results. Why take a chance? Call your RCA Broadcast Sales Representative.



Typical measured vertical field pattern of a UHF Pylon. Phasing adjusted for 0.92° pattern tilt.



Typical calculated and measured vertical field pattern of a UHF Pylon. Channel 75 (838 Mc).

RCA's UHF Pylon



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

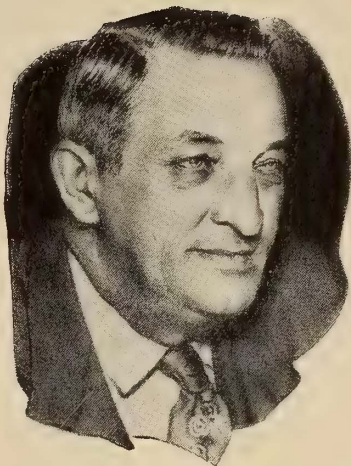
Leading Jobbers

in Louisiana, Arkansas, Texas

Praise KWKH

E. G. JOHNSON, President,
DeSoto Wholesale Grocery Co.,
Shreveport, SAYS:

"We like KWKH—
it gets results"



If you want the *truth* about the impact a radio station has in its area—the *truth* about its effect on its listeners' living and buying habits—ask the progressive jobbers, distributors and wholesalers in that station's area.

Many of these businessmen may know very little about BMB figures, half-millivolt contours, hours per day spent with various media, etc. But oh!, what they know about the *sales* a station can produce!

That's why we're proud that most of the leading jobbers in Shreveport praise KWKH—recommend it to their sources—use it, themselves, when they spend their own advertising dollars. May we send you all the facts?

GRAY McCRAW, President,
McCraw Distributing Co.,
Shreveport, SAYS:

"The agency knew, when
they picked KWKH"



KWKH

A Shreveport Times Station

MASON JACKSON, JR.,
The Mason Jackson Co.,
Shreveport, SAYS:

"Outstanding results
with KWKH"



SHREVEPORT

The Branham Company
Representatives

Texas

LOUISIANA

Arkansas

Henry Clay, General Manager

50,000 Watts • CBS Radio

CAMPAIGN'S RADIO-TV FEVER

Rages; Nears Deadline

By JOHN OSBON

BROADCASTERS are walking a political tight-rope as a result of a scramble by both parties for sizable chunks of time to cap the 1952 Presidential campaign.

The welter of problems posed by political time broadcasts could be compounded a thousand-fold if the politicians carry "equal time" requests to a literal conclusion.

The scope of the issue is only partly pointed up by the demand of the Volunteers for Stevenson for detailed data from radio-TV outlets in 63 "critical" counties on the extent of their time sales to the Republicans. Group last week reported progress on its quest for information from stations.

Extensive network time purchases by both parties the past fortnight could raise additional problems for broadcasters bent on offering equal time to both parties and otherwise preserving a semblance of program balance.

Further report on Stevenson volunteer plans came amid these other developments:

● The Republican National Committee rounded out its nationwide radio-TV timebuys, announcing plans for nine network simulcasts, seven in the last seven days of the campaign, climaxed by a heavy election eve schedule. Between \$800,000 and \$900,000 is involved in the commitments.

● The Democrats also announced firm speaking dates with extensive network coverage of major speeches, using principally the facilities of DuMont TV Network and CBS Radio.

● Both the Citizens for Eisenhower and Volunteers for Stevenson renewed last-fortnight appeals for money to buy more broadcast time.

● Various local political groups bought time on statewide network radio affiliates.

● ABC announced plans for technical coverage of election returns revealing the existence of a new "robot reporter."

The volunteers have contacted some 300 stations seeking details of GOP radio-TV plans and asking whether equal time would be extended to the Democrats [B•T, Oct. 20, 13]. Stations have indicated they would make such time available.

With election day fast approach-

ing, it was not known late Thursday what course of action the volunteers would pursue. A spokesman for the volunteers reported that most of the stations contacted have returned questionnaires. "Most of them have been extremely cooperative in supplying the requested data, while others have referred us to their attorneys," he said. All stations noted they would sell equal time, he added.

Refers to Answers

The spokesman cited replies from New Haven (two out of three), Newark (three of five), Camden-Trenton, N. J. (all), South Bend (two of three), Cedar Rapids (two of five), Sioux City (two of three).

The questionnaire had asked stations to furnish a statement of time sold to the Republican National Committee or related groups, and

whether they would furnish equal time under similar conditions.

"The data accumulated thus far seems to substantiate the existence of the GOP \$2 million spot blitz," the volunteers spokesman told BROADCASTING • TELECASTING.

FCC had advised the group and George W. Ball, executive director, it could make no determination on the original charge. But the Commission said "it will consider any specific information you are able to supply." The volunteers protest charged possible collusion between corporations and stations involving pre-emption of choice time slots for GOP spot announcements.

Attorneys in Washington, D. C., have acknowledge inquiries from station clients throughout the country. They have advised stations to disregard the volunteers' question-

naires on the basis that only FCC can elicit such data. Stations have been further advised of no compulsion to submit details of future sales to the Democrats on the premise that the latter seek to smoke out GOP radio-TV plans.

Stations need not feel concern if their time ratios sag heavily to either political side providing they are prepared to make existing time available and are fulfilling public interest requirements, attorneys feel.

Last-minute pre-emptions by either party to carry the radio-TV fight to the wire could cause some consternation. One attorney noted that the headache would be multiplied—as would the cost to the interested party—where talent costs are involved. Limited availability of choice time on election eve may

(Continued on page 24)

GM BUYS INAUGURAL On NBC; Others Plan

SPONSORSHIP by General Motors Corp. of NBC's combined television-radio coverage of the Presidential inauguration on Tuesday,

Jan. 20, 1953, was announced last Thursday. General Motors said it would sponsor a four-hour telecast and a two-hour broadcast, starting

at 11:30 a.m. (EST). Estimated cost is \$350,000.

NBC radio coverage will continue until 2:30 p.m. (EST) and TV coverage until 4:30 p.m. (EST).

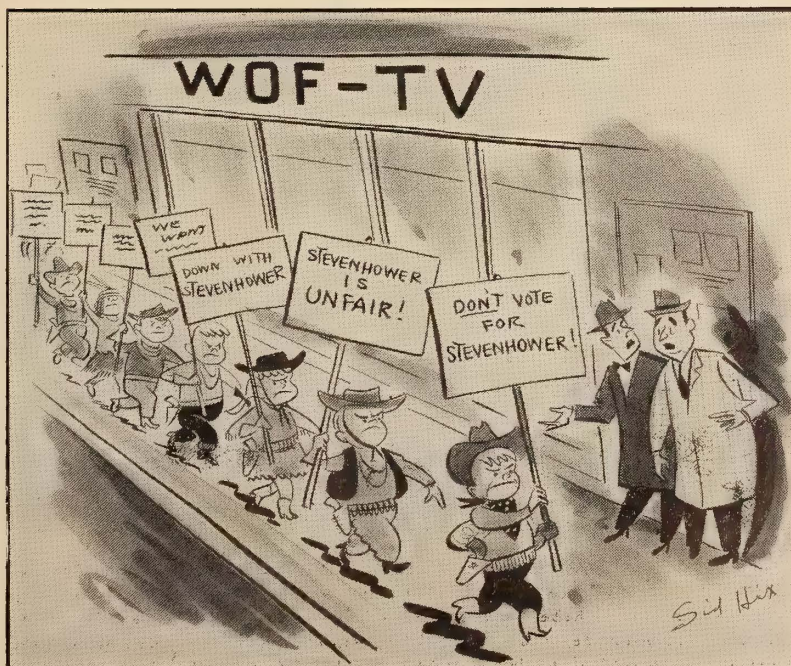
Network will telecast and broadcast the actual swearing-in ceremonies, followed by the President's speech at the east portico of the Capitol, as a public service.

GM's sponsorship will include coverage of the Presidential procession from the White House to the Capitol, the return cavalcade from Capitol Hill to the White House and the President's review of the inaugural parade.

General Motors currently is sponsoring the NCAA football telecasts on NBC-TV.

Describing the inauguration ceremonies will be NBC commentators Morgan Beatty, John Cameron Swayze, H. V. Kaltenborn, Frank Bourgholtzer, Ray Henle, Ned Brooks, David Brinkley, W. W. Chaplin and others.

All other national networks, both radio and television, conceded they were trying to line up sponsors for their own inauguration coverage, but said they had not yet reached the contract-signing stage. CBS and ABC, at least, were reported to have negotiations in progress but the advertisers were not identified.



You see, Stevenhower bought the time WOF-TV usually telecasts its cowboy picture."

Campaign Radio-TV Fever Rages

(Continued from page 23)

prove harassing to broadcasters if one party should invoke equal time requirements on any one station.

The Citizens for Eisenhower, which originally had agreed to raise money for the controversial GOP spot program, claims that it has about \$120,000 available to buy radio and television time—far shy of the \$2 million figure charged by the Democrats.

Spot material is being channeled to various political groups which, in turn through their own advertising agencies, are buying time on local stations. State chairmen are being supplied films and recordings. Spot campaign got under way last Tuesday. The citizens group also bought time for a 15-minute film on WPIX (TV) New York. It was aired initially last Tuesday and will be telecast tomorrow evening again.

"How much we actually will spend depends, of course, on what money we are able to raise," Walter Williams, co-chairman of the committee, has said. He referred to the \$120,000 available during his appearance on the Oct. 19 edition of CBS-TV's *Man of the Week*.

Ted Bates & Co., which prepared a series of 40 radio and TV spots each, is no longer in the picture. Its task was a creative one from the outset and the job of channeling the money and buying time is being handled from the national citizens' organization.

Warning Sounded

Democratic party workers are being warned that the GOP "\$2 million radio-TV blitz hits in the last two weeks of October" and that the Republicans "will spend millions to try and buy victory by saturating all media." The warning was sounded in the official party organ, *The Democrat*, by Stephen A. Mitchell, Democratic National Committee chairman, and in a telegram to national committee men and women and state chairmen. Story bore a headline, "Radio-TV Monopoly Bought."

The Democrat also claimed to have unveiled another instance of GOP saturation efforts. James A. Finnegan, head of the Democratic Campaign Committee of Philadelphia, said the opposition planned to spend \$3 million in Pennsylvania alone, with a considerable sum siphoned off to radio and television.

The campaign includes more than 1,300 spot announcements and five- and 15-minute radio and TV programs, Mr. Finnegan said, adding that "this is an unprecedented expenditure for funds for radio and television locally in a political campaign."

Whether these funds actually were committed and whether they had been allocated through the Republican National Committee or the Citizens for Eisenhower was

not readily ascertainable.

The spot campaign arranged through Kudner Inc., GOP national committee agency, calls for radio and TV spots to aid Senatorial and Congressional candidates. It has been extended to some "85 key markets," according to Kudner spokesmen and calls for five and one-minute radio spots as well as 20-second films [B•T, Sept. 29].

It was learned, meanwhile, that the ambitious plans of the Democrats to blitz some 500 cities in 20 states with radio announcements have been held in abeyance for lack of money. This spot campaign is national in character, handled through the Joseph Katz Co., Baltimore and New York, and not to be confused with spot purchases by Democratic groups at the local level.

Originally, four or five states were mentioned including California, Ohio, Illinois, Minnesota and others, but at week's end the list was down to two—Ohio and California. If clearance is received in time, six spots per day will be purchased on all stations in some 30 cities of these two states in the last two weeks at a weekly cost of about \$60,000.

These announcements comprise the theme of the "regular" spot drive. Plans also had been drawn up for rural and small-town or "grass roots" listeners. All three were to be underwritten by any one of the variety of Stevenson-Sparkman clubs or the Volunteers for Stevenson.

Once again, Senate leaders in the administration party have appealed to prominent civil and industrial leaders for fund contributions, explaining that "one minute of nationwide television-radio time costs \$2,000." They are asked to send their donations to headquarters for the Stevenson volunteers in Springfield, Ill.

Further light was shed on the high cost of political campaigning in a survey by the AP issued last



Burck in The "Chicago Sun-Times"

Monday. "More than a million dollars have been or will be spent on national radio and television programs alone for the last three weeks of the campaign," AP estimated conservatively.

Using Oct. 15 as a starting date, AP recorded 12½ hours of radio and 11½ of TV for programs boosting Gov. Stevenson, and 4¾ hours radio and TV each for those supporting Gen. Eisenhower. It estimated that if listed prices are paid for network time (exclusive of any pre-emptions), cost would run about \$869,000 for Stevenson backers and \$351,000 for Eisenhower supporters.

The survey was compiled and released on AP wires, however, before the Republicans announced additional network coverage last week. AP noted that the figures do not include programs carried by single stations or regional networks or any spot announcement drives.

Without reference in most cases to any radio-TV expenditures, AP listed these organizations and the amounts they have spent and hope to raise: Citizens for Eisenhower—to collect between \$750,000 and \$1 million; Volunteers for Stevenson—has spent \$280,000, hopes to collect about \$750,000; CIO—hopes to raise \$1 million; AFL—hopes to raise between \$400,000 and \$600,000; United Auto Workers—plans include three national TV shows and a radio program on 73 stations in 24 states.

The flurry of GOP network purchases covering the last 13 days of the pre-election campaign is expected to put the Republicans on a

par with the Democrats in point of actual time expenditures. Heretofore, network commitments have been predominantly on behalf of the administration party.

GOP campaign headquarters has whipped up simulcast plans which call for five featuring Gen. Eisenhower, one each for Sen. Nixon and Mrs. Clare Boothe Luce, and two others for the election eve rally at the Boston Garden. One other network-radio-only segment also was reserved for the General. Two simulcasts were aired last week.

Using Oct. 22 (last Wednesday) as a jumping-off point, the following is a breakdown on how comparative network purchases of both parties line up:

For the Republicans—Oct. 22, 10-10:30 p.m., Gen. Eisenhower, from Troy, N. Y., NBC radio; Oct. 24, 9-9:30 p.m., Gen. Eisenhower from Detroit, CBS Radio, NBC-TV; Oct. 26, 6-6:30 p.m., Mrs. Luce, from New York, NBC radio, ABC-TV; Oct. 28, 9-9:30 p.m., Gen. Eisenhower (studio talk), MBS radio, NBC-TV; Oct. 29, 8:30-9 p.m., Sen. Nixon (studio talk), MBS radio, CBS-TV; Oct. 29, 10-10:45 p.m., Gen. Eisenhower (studio talk), CBS Radio-TV; Oct. 30, 10-10:30 p.m., Gen. Eisenhower, from New York, CBS Radio NBC-TV; Nov. 1, 10-10:30 p.m., Gen. Eisenhower (studio talk), NBC radio-TV; Nov. 3, 10-10:30 p.m., Election Eve rally in Boston, NBC radio-TV, ABC radio-TV; Nov. 3, 11 p.m.-12 midnight, Election Eve rally (Eisenhower and Nixon), Boston, four major radio and TV networks.

For the Democrats—Oct. 22, 8:30-9 p.m., President Truman, from Pittsburgh, ABC radio, CBS-TV; Oct. 23, 10-10:30 p.m., Gov. Stevenson, from Cleveland, MBS, CBS Radio; Oct. 23 10:30-11 p.m. Vice President Barkley, from Jersey City, N. J., CBS Radio, DuMont TV; Oct. 25, 10:30-11 p.m., Gov. Stevenson, from Boston, CBS Radio, DuMont TV; Oct. 27, 10 p.m., Gov. Stevenson-James Farley, MBS radio; Oct. 28, 10-11 p.m., Gov. Stevenson, from New York, DuMont TV; 10:30-11 p.m., NBC radio, CBS Radio; Oct. 30, 10:30-11 p.m., President Truman, from Detroit, CBS Radio, DuMont TV; Nov. 1, 10:30-11 p.m., Gov. Stevenson, from Chicago, CBS Radio, DuMont TV; Nov. 3, 10:30-11 p.m., Gov. Stevenson, Springfield or Chicago, four major radio and TV networks.

Luce Simulcast Yesterday

Mrs. Luce was scheduled for her simulcast yesterday (Sunday). This, it was said, was in response to letters, telegrams and telephone calls which besieged GOP campaign headquarters after her Sept. 30 telecast. Her second talk was titled, "Can Communism Destroy America?"

Gov. Stevenson also will appear on ABC radio, 2:45-3 p.m., Oct. 27-29; on CBS Radio, 12 noon, Oct. 29; and on NBC radio, 3:45-4 p.m., Oct. 30. DuMont TV Network, which has sold to Stevenson forces nine half hours of the TV end of simulcasts, also will carry *People's Political Poll*, Westinghouse's *Pick the Winner* and assorted local talks through WABD (TV) New York.

DuMont confirmed that Westinghouse's CBS-TV coverage of election results would be carried, also under Westinghouse sponsorship, on DuMont's three owned stations—WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh—and on WGN-TV Chicago [B•T, Oct. 20]. As in the case of CBS-TV, the coverage will start at 9 o'clock on election night. DuMont, meanwhile, sched-

(Continued on page 38)



NORFOLK, Va., radio and TV stations have been cooperating with NARTB's "Get Out the Vote" campaign for the past two months. Planning campaign strategy are (l to r) Robert Moody, WRVC (FM) Norfolk; Roy Penner, WCAV Norfolk; Bob McBride, WGH Newport News, chairman of station representatives committee; Joel Carlson, WTAR-AM-FM-TV Norfolk; Tom Matthews, WNOR Norfolk, and Frank Facenda, WSAP Portsmouth. Not present when picture was taken: Bob Drepperd, WLOW Portsmouth; Duff Kliwer, WVEC Hampton, and Tom Bradshaw, WHYU Newport News.

RADIO-TV NEWSMEN PICK THE WINNERS—A B•T SURVEY

IF the majority of leading radio and television newsmen replying to BROADCASTING • TELECASTING's poll is gifted with powers to divine the future, Adlai Stevenson will win the Presidency in a photo finish and his party will retain control of the Senate and House.

The Democratic victory, if it materializes, will be due at least in part to Mr. Stevenson's skillful use of radio and television.

Of the newsmen participating in the poll 74% thought Mr. Stevenson had made more effective use of broadcasting and TV than Gen. Dwight D. Eisenhower. Only 10% thought the general had been more effective on the air. The rest made no choice between the candidates as broadcasters.

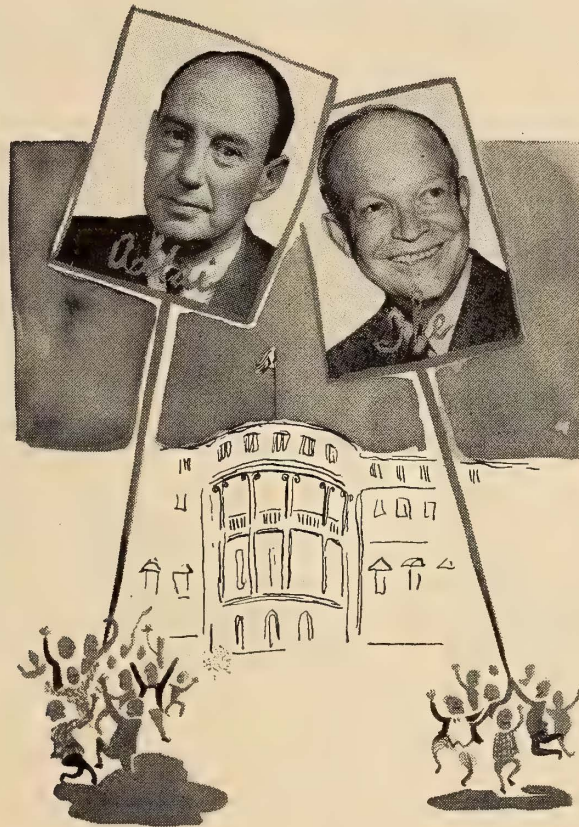
Every newsman who responded to a similar question comparing the radio-TV performances of the vice presidential candidates picked Richard Nixon over John Sparkman. Though no reference to it was made in the question put to the newsmen, the Nixon simulcast in which he described his personal finances unquestionably accounted for his overwhelming choice over his opponent as a radio-TV performer.

If the average of the predictions of the newsmen polled by B•T turns out to be anywhere near the results of Nov. 4, Mr. Stevenson will squeak into the White House with the narrowest margin of electoral votes in any Presidential election since 1800 when Thomas Jefferson and Aaron Burr tied at 73 each. (The House of Representatives elected Jefferson.)

And if the average of the predictions is right, the Democratic control over Senate and House will

A hundred leading radio and television reporters and commentators were asked by BROADCASTING • TELECASTING to predict the outcome of the elections and to evaluate the radio-TV performances of the candidates. Here are the results.

Who Will Be Elected President?



56% picked Stevenson
44% picked Eisenhower

be retained but by slimmer differentials than now prevail.

In general the results of the BROADCASTING • TELECASTING poll of radio and television newsmen were similar to those of a poll of 50 Washington newspaper correspondents published a month ago by *Newsweek*.

It would appear that the radio-TV news experts and the newspaper political writers see just about eye-to-eye on the outcome of the elections, though the radio-TV newsmen think, on the average, that the electoral vote will be closer.

Here are the questions that BROADCASTING • TELECASTING asked and the replies (excluding the question on effectiveness of radio-TV use which is reported above):

1. How many electoral votes do you estimate each Presidential candidate will receive?

Average of the answers:

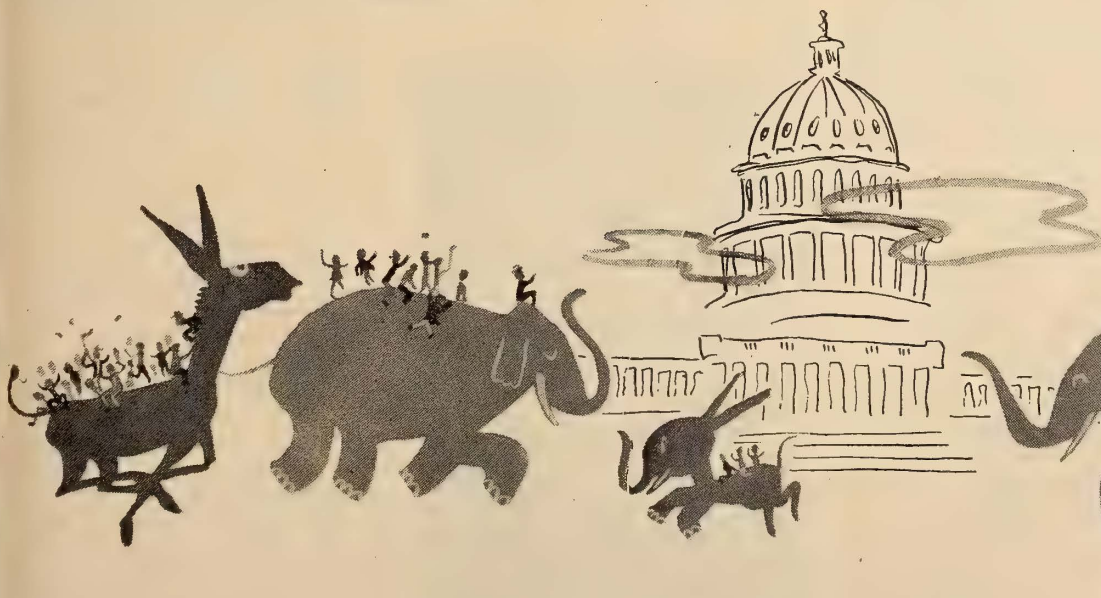
Eisenhower	263
Stevenson	268
Total	531

In the *Newsweek* poll, the newspaper correspondents guessed, on the average, 251 for Gen. Eisenhower and 280 for Mr. Stevenson.

Individually, most of the radio-TV newsmen thought it would be a close race. More than half of them predicted fewer than 300 electoral votes each for the candidates. None predicted a landslide for either candidate. The biggest electoral vote forecast for Gen. Eisenhower was 383, for Stevenson, 362.

2. How do you think the mem-
(Continued on page 96)

Who Will Control the Senate?



58% picked the Democrats
25% picked the Republicans
17% predicted 48-48 split

BROADCASTING • Telecasting

Who Will Control the House?

54% picked the Democrats
46% picked the Republicans

October 27, 1952 • Page 25

NBC STANDS PAT

On Boca Raton Cancelling

NBC officials reported late last week the network had no plans afoot to reschedule the cancelled early-December convention of its affiliates at Boca Raton, Fla., despite efforts of some miffed stations to stir up a convention of their own.

In response to a letter from P. A. Sugg of WKY Oklahoma City, chairman of NBC's Stations Planning & Advisory Committee, other members of SPAC were polling affiliates on whether they'd like to go ahead and have a convention themselves, at the same place and time but without NBC.

Last Friday it was reported unofficially that responses to the poll were running better than half in opposition to a re-scheduling of the meeting. Harry Bannister, NBC vice president in charge of station relations, said the preponderance of votes favoring the meeting apparently came from the eastern seaboard and not from the country as a whole.

Bannister's Statement Confirmed

Some confirmation of this statement came from E. R. Vadeboncoeur, WSYR-AM-TV Syracuse, TV member of SPAC, who said Friday that of seven TV affiliates in his area, five favored a meeting and two were opposed.

Mr. Bannister reported that Walter J. Damm, chairman of the NBC TV Affiliates Assn., had stated he was opposed to a meeting of his TV group.

Many affiliates were said to feel that, even though the radio rate question was settled at the meeting in Chicago in September, many important problems remain to occupy the joint attention of affiliates and network officials.

Allen M. Woodall, WDAK Columbus, Ga., SPAC member for NBC District 4, told BROADCASTING • TELECASTING he had sent copies of Mr. Sugg's letter to all affiliates in the district. "I will follow the wishes of the affiliates in District 4," Mr. Woodall said, explaining there hadn't been time to receive replies to the letter. He is taking no personal stand on the matter, he added.

B. T. Whitmire, WFBC Columbia, S. C., NBC District 2 SPAC member, has circularized that area to find out what affiliates want to do about the convention proposal. At the weekend he had not received any replies.

Two TV problems were cited: (1) Affiliates' current efforts to negotiate what they regard as a "better" system of compensation from the network, and (2) morning TV network programs, a target of a number of affiliates for months.

One affiliate, who is participating in the negotiations toward a new system of compensation, said NBC's offer—made in response to a proposal from affiliates—was "so bad" the committee refused to submit it to the other affiliates. He said that

affiliates carrying fewer than 162 hours of network commercial time per month would receive less compensation under NBC's counter-offer than they do now. He also criticized another feature which he said would make a 10% cut in stations' compensation for programs which they carry on a delayed basis.

This affiliate said a further meeting between the affiliates' committee and network officials was expected in mid-November and that he hoped NBC would "come up with a better compromise" at that time.

NBC officials declined to comment on the compensation question on the ground that it would be "improper" to discuss it while the negotiations are pending.

In radio, a number of affiliates were said to take the position that the September settlement of the rate question, far from making a convention unnecessary, actually created a need for one. "The affiliates took a 14% cut in their compensation and they want to know what's ahead in terms of sales, programs, and all the rest," one

of them asserted.

NBC, in announcing cancellation of the convention, said affiliates suggested it [B•T, Oct. 13]. Officials reiterated this contention last week, saying it was not NBC's idea but had been suggested by a number of stations at the rate meeting in Chicago. As a result of those suggestions, they said, Station Relations Vice President Harry Bannister contacted "20 leading stations" and found them all in favor of calling off the conclave.

"Why didn't they send questionnaires to all affiliates?" a station executive asked last week, expressing resentment at what he termed the network's operating with "a clique of friends." "Every NBC affiliate is important to himself."

Additionally, it was maintained, a number of managers, especially those with smaller stations, had planned their vacations around the convention and, accordingly, had foregone summer vacations. Many managers also were said to look upon the convention as being "a part of station compensation."

As evidence of many affiliates'

attitude toward a convention, it was noted that 91 reservations had been made. NBC spokesmen said this figure represented only 42 stations, however, and that close to 90 stations were represented in reservations the same time last year.

In his letter to SPAC members, Mr. Sugg said several affiliates indicated they would like to hold their own convention at Boca Raton.

He asked members to contact stations in their districts to determine whether NBC affiliates should attempt to meet if the hotel is available; "should not business sessions be scheduled in order that proper deductions could be made for travel expenses"; would the meeting "embarrass NBC through the attitude of the trade press or other sources."

Mr. Sugg proposed a telephone conference by the SPAC if enough stations desire to meet.

Writing to Mr. Bannister, Mr. Sugg expressed surprise that only 47 stations had indicated they were going to Boca Raton, citing political activity as a possible cause for the small number of early reservations. He again raised the point that an affiliate-called meeting might embarrass NBC and asked for the list of early reservations.

SARNOFF GROUP To Check Military Manpower

IN A MOVE toward "the most economical and effective use" of the nation's military manpower, the Defense Dept. last week set up a fact-finding task force and installed Brig. Gen. David Sarnoff as chairman.

Appointment of the RCA board chairman to head a Citizens Advisory Commission on Manpower Utilization in the Armed Services was announced by Secretary of Defense Robert A. Lovett last Wednesday.

The commission will comprise a maximum of 11 "eminent citizens," the majority civilians, and will work with—and report to—Mrs. Anna M. Rosenberg, Assistant Secretary of Defense in charge of manpower and personnel. No date had been set for the group's organizational meeting.

Noting that manpower distribution is "one of the critical long-term problems" facing the U. S., Mrs. Rosenberg stated:

"We are confident that the studies and deliberations of this commission will further advance our efforts. . . . I have known and admired Mr. Sarnoff for a great many years and he is uniquely qualified for this job."

Gen. Sarnoff took over his new desk and conferred with Mrs. Rosenberg at the Pentagon last Thursday. He is expected to share his time between Washington and New York. At a joint news conference, Gen. Sarnoff said:

Americans who have the right and freedom to criticize their govern-

ment have the obligation to respond to their government's call for help when the call comes. This is the principal reason why I have taken on this job. Another reason for my doing so is the deep respect I have for Secretary Lovett and Assistant Secretary Rosenberg, for their untiring efforts and their devotion to their difficult tasks in the Dept. of Defense. I count it a privilege to work with them.

Mrs. Rosenberg said the Defense Dept. and all the military services

"are grateful to Mr. Sarnoff for accepting the chairmanship of this commission and welcome this review."

While the composition of the commission remained undetermined last week, it was acknowledged in Pentagon circles that Gen. Sarnoff's appointment would ease Secretary Lovett's task of recruiting other members. The military members will be drawn from the retired ranks of the Army, Air Force, Navy and Marine Corps.

Gen. Sarnoff is credited with considerable contact involving the armed services. During World War II he served as brigadier general in the Army Signal Corps. His services have been enlisted by the government on numerous occasions.

In recent years he has been a member of a Signal Corps advisory group looking into equipment and other procurement and personnel phases of the mobilization program touching on electronics. Additionally, he has been a director of the Armed Forces Communications Assn.

The commission was established at the request of the 82d Congress and Secretary Lovett evolved a charter in the form of a Defense Dept. directive. It was suggested by Sen. Lyndon Johnson (D-Tex.), who headed a Senate "watchdog" committee checking progress of the nation's preparedness program.



Gen. SARNOFF

"... obligation to respond ..."

SINGLE RATE CARD

Stations Favor 2 to 1

By J. FRANK BEATTY

THE single rate card for day and night broadcasting is coming—and fast.

That's the opinion of two-thirds of broadcasters in the mid-Atlantic and southeastern areas, judging by a cross-section survey conducted by BROADCASTING • TELECASTING.

They believe that some version of the day-night rate formula is inevitable or provides the best way to meet the increasing competition offered by television.

Some experienced broadcasters can't buy this formula, however, and that includes operators of stations located in multiple-TV areas.

ARF BUDGET

Kobak Reassures on Funds

ASSURANCE that the \$10,000 needed to complete the \$25,000 budget of the Advertising Research Foundation committee on broadcast ratings will be provided in the near future was given by Edgar Kobak, ARF president, Wednesday at the Hotel Biltmore in New York.

Speaking at the 11th annual luncheon of The Pulse Inc., audience research organization, Mr. Kobak said that in addition to the \$15,000 already pledged by BAB, he anticipates getting the remaining \$10,000 from the TV broadcasters. He is scheduled to meet with NARTB's TV board in December, he reported, and hopes to have the grant approved at that time.

Meanwhile, the ARF committee on radio and TV ratings methods, headed by Dr. E. L. Deckinger, vice president and research director, Biow Co., is beginning its work without waiting for Mr. Kobak to raise its full appropriation (see story, this page).

Mr. Kobak urged commercial research organizations such as Pulse to support ARF as well as the advertisers, agencies and media members of the tripartite organization. ARF, Mr. Kobak stated, is in no way a competitor of the commercial research firms; its job is not to conduct research but to establish standards for research. In that way, he said, the buyer of research will be able to tell whether he is getting what he is paying for, Mr. Kobak declared.

Speaking on the topic, "No Charts, No Graphs, No Data, Just Bare Hands," Mr. Kobak urged salesmen to learn the facts produced by research and to use them in selling, but to "talk" them rather than "lean on a stack of cardboard." He briefly reviewed the story of the reorganized ARF, as he had last month at the American Marketing Assn. [B•T, Sept. 29].

Sydney Roslow, director of The Pulse, presided.

Others argue that each market must be analyzed separately.

Personal interviews with 27 broadcasters at the District 3 and District 4 NARTB meetings would seem to confirm the trend in network rate cards toward equalized day-night rates. Their comments (see below) reflect broadcast situations in seven states (Pa., Md., Del., W. Va., Va., N. C., S. C.) and District of Columbia.

The majority views show that many broadcasters agree, too, with those agency timebuyers and advertiser officials who contend night radio rates in TV markets must reflect audience inroads made by the visual medium.

Comments were obtained from broadcasters representing all types of operations—large, small, full-time, daytime, radio-only, AM-FM, AM-only, TV-radio, network affiliated and independent, as well as large, medium and small markets with and without TV service.

Equalization of day and night rates will come by different meth-

ods, according to the majority viewpoint. Some favor an increase in daytime rates to meet the night level. Others favor a slice in night rates to be day charges. Still others like a compromise version of these two methods.

Then there's another approach—lumping of the best hours, 7 a.m. to 11:30 p.m. for example, under a single rate with a lower scale for the late-night hours.

Pretty general agreement exists that daytime radio has been underpriced because its value hasn't been appreciated by broadcasters or buyers of radio time. Most radio executives feel the industry has been derelict in not making daytime rates reflect the rising circulation and the sales impact of the medium.

Nobody attempts to run from the facts when TV's impact on the night audience is mentioned. There is disagreement, however, on its extent. Some stations in TV areas claim they haven't suffered serious loss of audience at night. Others



GIFT changed hands—from network to sponsor—during half-time ceremonies of Ohio State-Wisconsin football game in Columbus. Receiving Wisconsin-made billfold from George T. Frechette (r), managing director of Wisconsin Network Inc., is E. A. Darr, vice president in charge of sales, R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Reynolds (Camel cigarettes) is sponsoring U. of Wisconsin contests on 27-station network for fifth consecutive year.

note that the rating figure for a night program must be evaluated in the light of the larger number of persons in the home after dinner. In other words, a sets-tuned-in

(Continued on page 36)

ARF RATINGS STUDY Committees' Scope Set

COMMITTEE on radio and TV rating methods of the Advertising Research Foundation, meeting last Monday at ARF headquarters in New York, decided to make each of its four subcommittees a full-fledged working committee and at the same time to expand their membership by an overall total of perhaps ten additional members.

The overall committee, whose function is to establish standards for an ideal rating service and to analyze present services to determine how well any service or combination of services approaches that ideal, is headed by Dr. E. L. Deckinger, vice president and research director of Biow Co. [B•T, Sept. 29].

Members of this committee include, in addition to Chairman Deckinger, H. M. Beville Jr., NBC; Harper Carrairie, CBS; Wallace Drew, Bristol-Myers Co.; Gordon Hughes, General Mills; Fred Manchec, BBDO; J. J. Neale, Dancer-Fitzgerald-Sample; Richard Puff, MBS; Oliver Treyz, ABC; Maxwell Ule, Kenyon & Eckhardt.

The purpose of each of the four working committees was defined and its method of attacking the assignment outlined by its chairman at the Monday meeting, with the full group discussing each report as it was given. It was out of these discussions that the need for larger committees became evident if they are to accomplish their purpose without making undue call on their members. All are volunteering their services, without compensation, in the interest of improving the rating methods of radio and television.

The first working committee, on standards and methods, is currently made up of Mr. Ule, chairman; Mr. Hughes, Mr. Treyz and Dr. Deckinger, who, as chairman of the overall committee, is also a member of each working committee.

Purpose of this committee on standards and methods is to define what ideal audience size measurements are and to state what is wanted by broadcasters, program sponsors and their agencies in the way of such measurements.

The committee plans to list and analyze the various types of rating methods available, whether now being used by the firms providing such service or not, and to report on what each method does and does not do. It will then attempt to appraise each method from the viewpoint of how close, when it is practiced to perfection, it comes to delivering what is wanted.

Snowcroft Chairman

The second working committee, on inspection and review, has as its chairman Gordon Snowcroft of Campbell Soup Co., with Mrs. Arthur Anderson, BBDO; Mr. Carrairie, and Dr. Deckinger as present members. Its function is to determine how well each method is practiced. The committee will study the various rating systems in operation in office and field to determine how close each comes in actual practice to the ideal and how the shortcomings, if any, may be eliminated.

Dr. Deckinger is chairman of

the third working group, whose membership now includes Mr. Drew and Mr. Puff and whose function is to analyze the data already available in the reports of the various rating services now providing reports on size of audience to the sellers and buyers of broadcast facilities. Insofar as possible, this committee will measure to what extent the inherent factors of each method contribute to the differences which exist between the results reported by the services employing the various methods. Eventually this committee will compare audience measurements based on data collected from telephone homes with those based on information from homes without telephone service, on reports of listening and viewing by individuals as against household measurements, on total and average-minute measurements and the like.

Fourth and final working committee, on special projects, will deal with specific rating problems arising out of industry controversy or otherwise that may be referred to the ARF for determination. First such problem, at which this working group is already at work, is the dispute between C. E. Hooper Inc. and John Blair & Co. over the validity of responses where the interviewer asks about both television and radio listening [B•T, May 19].

Harry Wolfe of Colgate-Palmolive-Peet Co. is chairman of this working committee, with Mr. Neale, Mr. Beville and Dr. Deckinger as its other members at this time.

AD PROGRESS

On 4A Eastern Meet Agenda

PANEL of four business executives will explore the question of whether the advertising business is making creative progress at tomorrow morning's (Tuesday) Grand Opening meeting of the two-day 1952 Eastern Annual Conference of the American Assn. of Advertising Agencies at the Hotel Roosevelt, New York.

Participating in this discussion will be C. L. Whittier, vice president and chairman of the plans board, Young & Rubicam; Claude Robinson, president of Opinion Research Corp.; Alfred B. Stanton, vice president and chairman of the plans review board of Benton & Bowles, and Julien Field, vice president and creative director of Grey Adv.

The two-day meeting will consider the over-all theme of "Creative Progress Is Our Responsibility." Keynoting the opening session will be a talk on "The Challenge of Creative Thinking" by Marion Harper Jr., chairman of the conference and president of McCann-Erickson. Mr. Harper will serve as moderator of the panel discussion and preside while the opening session hears speeches by Bayard Pope, vice president and account group head of BBDO, on "A Look at the Account Executive," and John P. Cunningham, executive vice president of Cunningham & Walsh Inc. and chairman of the AAAA board, on "The Creative Challenge in the Job Ahead." Nine separate group meetings devoted to a specialized phase of advertising will be conducted Tuesday afternoon.

Brockway Luncheon Address

Highlight of Wednesday's program will be a luncheon talk by Louis N. Brockway, chairman of the AAAA Advisory Committee and executive vice president of Young & Rubicam, on "The Importance of Environment." Group meeting that morning will be held on radio and TV production, international advertising and marketing and merchandising. Three afternoon group sessions have been planned on mechanical production, research and management.

Some 90 business leaders are expected to attend the conference, which will end with a cocktail party Wednesday evening.

Three Name SH&G

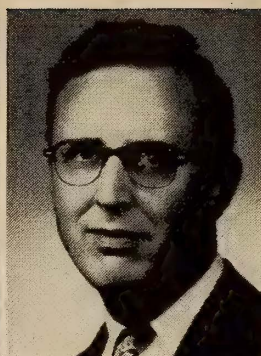
THREE broadcast advertisers have named Schoenfeld, Huber & Green, Chicago, as agency. They are Coca-Cola Bottling Co. of Northern Indiana, Gary, currently using heavy radio spot in Gary and Hammond; M-W Labs., Chicago (electronic and silverware platers), which plans to use TV spot, and Scientific Brake Service Labs., Chicago, which is using radio programming locally.



Mr. Rawlins



Mr. Tooke



Mr. Vandagriff

* * *

WRS SHIFT

SHIFT of L. R. Rawlins from general manager of KYW Philadelphia to that of KDKA Pittsburgh, both Westinghouse Radio Stations Inc. properties, was announced last week by Joseph E. Baudino, WRS vice president and general manager.

Replacing Mr. Rawlins as KYW head will be Franklin A. Tooke, for the past two years manager of WOWO Ft. Wayne, Ind., also a WRS station. Carl A. Vandagriff, program head at WOWO, will become manager there. All the appointments take effect Nov. 10.

R. G. Duffield, manager of KDKA for the past year and a half, has resigned to enter another field, Mr. Baudino said. Mr. Duffield will remain until the end of the year as a consultant.

Mr. Rawlins, who was made general manager of KYW in February 1950, joined Westinghouse Electric Corp. in 1942 at the Louisville Ordnance Plant, serving during the war years as office manager of the projectile department, later becoming industrial relations supervisor. He transferred in 1946 to the broadcast subsidiary's offices, then in Philadelphia, as head of the industrial relations department, four years later becoming KYW head.

Mr. Tooke joined WOWO in 1935 after being awarded a B.A. degree at DePauw U. and studying at the American Academy of Dramatic Arts. He later became WOWO program manager and in 1942 transferred to KDKA as program de-

Rawlins, Tooke, Vandagriff Head KDKA, KYW, WOWO

partment head.

After three years in the Navy, he returned to his program post at KDKA and in 1950 assumed management of the KYW program department. In 1951 he returned to WOWO as station manager and supervised the station's move to new and modern quarters.

Mr. Vandagriff is a veteran of 17 years with WRS, having begun in the news department. He won national recognition later and a number of safety awards for WOWO by developing one of the first street-interview Safety-in-Motoring campaigns.

MEDIA INFLUENCE

'Two-Way Process'—Eisenberg

INFLUENCE in radio and TV programming "is a two-way process," with the media both influencing and being influenced by audiences, Philip Eisenberg, CBS-TV research psychologist, told the annual New York State Conference of Probation Officers at Utica last week.

Citing broadcasters' reliance on both research and public reaction in development of programs, Mr. Eisenberg said: "We try to provide entertainment, news, education, and culture. The public is quick to tell us whether [a program] has been a success or a failure. In that way, they guide us in new explorations in television."

While the influence of radio and TV often is spectacular, it is "limited," he said, citing the famed Orson Welles "invasion from Mars" broadcast of 1938. It caused "a nation-wide panic," he recalled. And yet, he continued:

"It was estimated that at least six million people heard the broadcast. About 28% thought the program was a real newscast. But only 20% were disturbed by it. Of the people who heard the show 80% were not disturbed by it and most of them recognized it as a dramatic show."

AMP ELECTION

Wall To Succeed Tompkins

ELECTION of Charles A. Wall as president of Associated Music Publishers was announced last week following a meeting of the boards of directors of AMP and Broadcast Music Inc., parent company. Mr. Wall succeeds M. E. Tompkins, who will reach retirement age on Nov. 1.



In addition to his new post, Mr. Wall continues as vice president in charge of finance for BMI. He was appointed to that position in May 1947 after 18 years of service with NBC. During World War II, Mr. Wall served with Gen. Omar Bradley's staff overseas and currently holds a colonel's commission in the infantry reserve. He is a graduate of Harvard U. and the Harvard School of Business.

Mr. Tompkins, who joined BMI in 1947 as general manager, was praised for his services by the directorate of BMI and AMP. He will be retained on a long-term consultation basis for both organizations.

Other Elections

The BMI board also announced the election of Glenn Dolberg, director of station relations, to vice president in charge of station relations. Robert J. Burton, vice president of publishers relations, was appointed to the additional post of vice president in charge of writers relations; Robert Sour, director of publisher relations, to assistant vice president of this department, and Charles E. Lawrence, assistant treasurer, to the additional post of assistant secretary. Mr. Burton also was elected secretary of BMI, a position formerly held by Mr. Tompkins.

Mr. Dolberg has been with BMI for eight years, joining the organization as West Coast field representative in the station relations department.

Mr. Sour has been with BMI since its founding in 1940 and has served as an executive in both the production and publishers relations departments.

Mr. Lawrence joined BMI shortly after its founding and has served both AMP and BMI.

Rill Appointed

IRVING R. RILL, vice president of Kastor, Farrell, Chesley & Clifford, New York, has been appointed executive vice president and account supervisor. Mr. Rill, with KFC&C since September, previously was a vice president at Duane Jones & Co., New York.

NETWORK GROSS OVER \$27 MILLION In September

GROSS income of both the radio and TV networks was higher in September of this year than in that month a year ago, according to figures compiled by Publishers Information Bureau on the advertising expenditures for time, at one-time, before-discount rates, on the broadcast networks.

Radio networks in September 1952 grossed \$12,886,897, a gain of 8.8% above their gross of \$11,848,794 in September 1951. TV networks grossed \$14,430,632 this September, up 21% from the September 1951 total of \$11,925,516. Combined advertising time purchases on both the radio and TV networks totaled \$27,317,529 this September, up 14.9% from the \$23,774,310 grossed in September a year ago.

Lag in Radio

Cumulative totals for the first nine months of the year show radio network business for this year lagging behind last year's total, but the 1952 figures still lack the July political convention program billings, which will narrow the gap. In TV, the network volume for the three-quarter part of 1952 is

roughly 50% ahead of last year and when the political convention sponsorship billings are added the

gain will be still greater.

Network-by-network analysis of time sales for September and the

first nine months, with this year compared to last, as compiled by PIB, follows:

NETWORK RADIO

	Sept. 1952	Sept. 1951	Jan.-Sept. 1952	Jan.-Sept. 1951
ABC	\$2,533,785	\$2,165,971	\$26,302,019	\$24,029,153
CBS	4,847,138	4,645,527	41,739,803	52,633,088
MBS	1,607,107	1,324,061	14,534,122	12,861,185
NBC	3,898,867	3,713,235	34,299,840	41,250,864
Total	\$12,886,897	\$11,848,794	\$116,875,784	\$130,774,290

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	Total
Jan.	\$3,301,479	\$5,161,397	\$1,699,282	\$4,357,353	\$14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,963,794	1,821,571	3,861,882	13,970,339
June	3,001,314	4,629,254	1,632,977	3,708,014	12,971,559
July	2,082,666	3,257,331†	1,339,276	2,878,196	9,557,469†
Aug.	2,281,852	3,994,905†	1,325,059	3,338,843	10,940,659†
Sept.	2,533,785	4,847,138	1,607,107	3,898,867	12,886,897
Total	\$26,302,019	\$41,739,803	\$14,534,122	\$34,299,840	\$116,875,784

Note: Cumulative totals for all radio and television networks but Mutual still do not include July national political convention programs sponsored by Admiral Corp., Philco Corp. and Westinghouse Electric Corp.

† Revised as of Oct. 22, 1952.

NETWORK TELEVISION

	Sept. 1952	Sept. 1951	Jan.-Sept. 1952	Jan.-Sept. 1951
ABC	\$1,203,917	\$1,622,482	\$14,031,241	\$12,797,096
CBS	5,835,622	4,159,213	47,555,890	28,397,751
DuMont	809,475	738,578	6,798,441	5,207,574
NBC	6,581,618	5,405,243	57,712,762	38,982,583
Total	\$14,430,632	\$11,925,516	\$126,098,334	\$85,385,004

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM.	NBC	Total
Jan.	\$2,020,461	\$5,074,643	\$717,148	\$7,259,307	\$15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
March	2,065,052	5,643,123	760,593	7,320,358	15,789,126
April	1,699,760	5,641,831	738,926	6,946,751	15,027,268
May	1,504,043	5,602,634	775,063	6,822,982	14,704,722
June	1,279,985	5,385,820	749,497	5,794,534	13,209,836
July	943,387	4,163,245	653,415	4,555,020	10,315,067
Aug.	1,166,169	5,105,929	845,780	5,618,643	12,736,521
Sept.	1,203,917	5,835,622	809,475	6,581,618	14,430,632
Total	\$14,031,241	\$47,555,890	\$6,798,441	\$57,712,762	\$126,098,334

Note: Cumulative totals for all radio and television networks but Mutual still do not include July national political convention programs sponsored by Admiral Corp., Philco Corp. and Westinghouse Electric Corp.

ABC AFFILIATES

To Hold Last Region Meet

ABC will wind up its 1952 round of regional meetings with radio affiliates tomorrow (Tuesday) with a session at The Inn in Ponte Vedra, Fla., for officials of ABC stations in Georgia, North and South Carolina, Virginia, and Florida.

The meetings are held annually to acquaint affiliates with network plans and prospects and to permit them to explore problems of common concern. A highlight of this year's agenda is ABC's plan to adopt, probably effective April 1, a new gross cost structure which would establish a single rate for day and evening time but maintain current net charges and station compensation payments [B•T, Oct. 20].

Four Other Sessions

Four meetings already have been held, starting with one in Hollywood Sept. 29. Subsequent sessions were in New York, Chicago, and New Orleans.

The network delegation to Ponte Vedra, as at the other sessions, will be headed by President Robert E. Kintner. Others slated to attend are Ernest Lee Jahncke Jr., vice president and assistant to the president; Charles T. Ayres, vice president for the radio network; Ted Oberfelder, director of owned radio stations; Alfred R. Beckman and William Wylie, respectively national director and manager of the radio and TV station relations departments; Oliver Treyz, research and sales development director; and Ralph Hatcher, regional manager of the radio and TV station relations departments.

RALPH E. STOLKIN, new president of RKO Pictures Corp., resigned as president and member of the board of directors last week and two others resigned as directors.

The action followed publication by the *Wall Street Journal* of several articles in a series on the backgrounds of RKO's new owners. Those who resigned, in addition to President Stolkin, were his father-in-law, Abraham L. Koolish, and William Gorman. The trio also resigned offices in RKO Radio Pictures Inc. and all other affiliated corporations.

In a joint statement the retiring trio said:

Our only interest in acquiring stock of RKO Pictures Corp. was our belief that the company can be, under able and independent management, brought to the full realization of its great potential. We recognize that a volume of unfavorable publicity directed against us as individuals has or can be damaging to the company. Consistent with our original intent of doing that which is best for the company, and for that reason only, we have submitted our resignations.

Appointments Soon

Board Chairman Arnold M. Grant said the board "as soon as possible" would "fill the vacancies with men of outstanding calibre who will be well qualified to represent the interests of all stockholders of RKO." He said "it is hoped that this can be accomplished within the next 10 days."

Earlier in the week, Mr. Grant reiterated to a news conference that RKO does not at this time plan to release its backlog of

movies to television [B•T, Sept. 29]. He said it would take at least nine months' study before a decision could be reached on whether to sell its films for TV use, and that nobody had been assigned to make such a study.

In reporting the resignations of Messrs. Stolkin, Koolish, and Gorman, the *Wall Street Journal* said Thursday:

Mr. Stolkin and Mr. Koolish... are veterans of the punchboard distribution business, and have records of Federal Trade Commission citations and Better Business Bureau complaints.

They have become multi-millionaires, largely through mail-order sales of everything from coonskin caps to life insurance—but their activities have also branched out into such ventures as oil and radio broadcasting. The two have conducted most of their ventures from Chicago.

'Journal' Allegations

The *Journal* said Mr. Gorman had been a board member representing a third member of the purchasing syndicate, Raymond J. Ryan, and that "Mr. Ryan's business is oil, but he has been a heavy gambler and an acquaintance of big-time racketeers Frank Costello and Frank Erickson. In one petroleum lease venture he became—inadvertently, he said—a business associate of Costello and Erickson."

The *Journal* said two members of the original five-man purchasing group remain on the RKO board: Edward G. Burke Jr., "who is the youthful oil-company partner of Mr. Ryan," and Sherrill C. Corwin, film exhibitor.

Messrs. Burke, Corwin, and Stol-

kin recently acquired interests in KOIN Portland and KJR Seattle, in each of which the three own a combined 43.5% interest [B•T, Aug. 18]. They also own a total of 31% of the stock of KXOB Stockton, Calif. [B•T, July 14].

The *Journal* on Monday said the three also "have each subscribed 10% of the capital stock of WMAV Inc., a concern which has applied to FCC for a permit to build a television station in Springfield, Ill." Both KOIN and KJR are seeking television station grants.

Comment Withheld

The *Journal's* Monday article also said "Mr. Stolkin's old troubles with the FCC's sister agency, the Federal Trade Commission," concerning a former punchboard business, "were set out in an exhibit made part of the record" when the transfer of KOIN was up for FCC approval. The article continued:

"Asked late last week whether they cared to comment on this, FCC officials said they would merely stand on the record; that all of the facts of the situation were made known in the record and the entire Commission approved the purchase on the basis of these facts. No one, in or out of government, protested the purchase."

Messrs. Stolkin, Koolish, Burke, Ryan, and Corwin bought 1,013,420 RKO stock shares from Howard Hughes for \$7,093,970, and the 36,000 shares owned by former President Ned Dipenet. The purchase represents about 30% of the company's stock, a controlling interest [B•T, Sept. 29].

BMI, ASCAP DISCORD?

BMI and its subsidiaries for the fiscal year ended July 31, 1952, earned a net profit after provision for federal and Canadian income taxes of \$74,658. Gross income of the industry-owned music rights organization for the year was \$5,607,842, of which \$4,970,836 or roughly seven-eighths came from license fees paid by radio and TV stations. Operating costs totaled \$4,672,130 and administrative expenses \$694,234.

Annual financial statement has been sent to BMI stockholders along with a letter from Carl Haverlin, BMI president, reporting that as of Sept. 30 BMI has a total of 3,002 commercial broadcasting licenses, AM, FM and TV, in the United States and Canada, plus 4,050 licensees in the non-broadcasting field, the latter figure representing an increase of 16% over the previous year.

In contrast to last year, when 12 BMI-licensed compositions "showed such strength as to merit their listing in our letter to stockholders," Mr. Haverlin stated, "measured by the same standards of popularity, BMI writers and publishers produced 24 such hits this year. As a further index of accomplishment, during the fiscal period BMI-licensed songs had 51% of all the first places and 66% of the total positions on the Lucky Strike *Hit Parade*."

BMI Dominance

The dominance of BMI tunes in the popular music field in the past year and a half has been a matter of growing concern to the writer and publisher members of ASCAP, unaccustomed to such rivalry. That in less than a dozen years BMI should have snatched the public fancy so thoroughly from the big name established writers and publishers in the ASCAP roster seems to them incredible and a trend to be rebuffed vigorously and effectively.

Music business circles in recent weeks have buzzed with rumors that a number of ASCAP members were banding together to do something to reverse the trend and were raising a war chest of sizable proportions to finance the project. Legal action has been mentioned, based on the smug theory that the only way BMI could possibly get more popular tunes than ASCAP would be through a conspiracy between BMI and its broadcaster owners. Cooler heads, however, have decried such action, pointing out that in the years immediately following the 1941 break between ASCAP and the broadcasters, when feelings certainly were running much higher than now, the broadcasters were glad to broadcast ASCAP music when they could purchase the right to do so at fees more reasonable than those demanded by ASCAP before the

break occurred. Indeed, for some seven years following the return of ASCAP music to the air, tunes licensed by the society stood in the top places on the *Hit Parade* and were accordingly given more time on the air than the less popular BMI compositions.

What seems more likely is that whatever funds the ASCAP members collect will be used to entice the composers and publishers who today have the magic touch that makes their tunes top favorites to desert BMI and move over into the ASCAP camp. Just as BMI in earlier, leaner days used every power at its command to secure a catalog of good pop tunes, not hesitating to raid the ASCAP ranks whenever the opportunity presented itself, so today the ASCAP members are planning counter-raids on BMI, according to numerous reports, whose authors state positively that certain BMI publishers have already had offers to change their affiliation, but who to date have been hesitant about naming names.

One fear among the ASCAP

members is that, if BMI continues to dominate the popular song field, garnering the lion's share of performances in radio and TV, ASCAP will be unable to collect its present license fees from the broadcasters who are far and away its best customers, accounting for some 90% of its gross revenue. Already, a sizable group of TV station owners have instituted court action in protest against the per program licenses issued by ASCAP, asking the court to determine what a fair fee for the use of ASCAP music on television should be. This case, after a long delay, is expected to come to court early next year.

Blanket Licenses

The blanket TV licenses which ASCAP has issued, to the video networks and to some stations, expire at the end of 1953, a not too far distant date. And, while the ASCAP licenses to radio stations run on until the end of 1958, the outlook of having to accept lower rates for a less desirable product is not a pleasant one for those who

540 KC USE

FCC last week finalized its rule making proposed last June 18 to add 540 kc to the AM broadcast band, thus leaving the way open for Class II stations in a few parts of the country to seek that frequency.

Adoption of the 540 kc frequency proposal last June [B•T, June 23] was hailed by broadcasters as a long sought after victory for Arthur B. Church, owner of KMBC Kansas City, Mo. The decision now permits KMBC to prosecute its application for 540 kc at Concordia, Mo., where the station's licensee, Midland Broadcasting Co., operates KFRM on 550 kc daytime only, with 5 kw directional. KFRM duplicates KMBC programs.

The AM broadcast band under the FCC finalization now is specified at 535 to 1605 kc instead of 550 to 1600 kc. FCC rules governing the AM band are amended accordingly effective 30 days after publication in the *Federal Register*.

Extension of the broadcast band to 540 was approved at the Atlantic City International Telecommunications Conference in 1947 after initiation by the FCC at that time. The 1951 Geneva agreement supplemented the approval and specified Dec. 1, 1952, as the date for bringing the 540 kc provision into effect.

The action climaxed several years of attempts by U. S. and Canadian broadcasters to extend the AM band into the more desirable lower frequency area just above 500 kc, the international distress call channel.

The first proposal for extending the band into the lower frequencies came at the Madrid Telecommunications Conference in 1932 when the Canadian delegation, backed by

FCC Finalizes Proposal Extending AM Band

U. S. broadcasters, sought AM use of 520, 530 and 540 kc. The U. S. delegation opposed the proposal at that time.

The 540 kc frequency is designated as a Canadian clear channel, giving this frequency Class II status in the U. S. under the North American Regional Broadcasting Agreement (NARBA). The use of 540 kc was conceded to Canada in Saskatchewan in 1938 in an executive agreement with the U. S. CBK Watrous has used the frequency since 1939 with full 50 kw power.

XEWA San Luis Potosi, in Mexico, now is operating on 540 kc after formal notice by Mexico in 1948 that it planned to use the frequency with full 150 kw power; however, it is not believed the station is using the full 150 kw. The Mexican action was taken in spite of U. S. State Dept. protests, reportedly made because the U. S. military establishment uses the contingent 410-535 band.

Midland Broadcasting Co. first filed for 540 kc at Kansas City (for KMBC) in May 1944, the application being dismissed by FCC in 1946.

In its decision last week the FCC said use of the additional channel will be subject to the "harmful interference" provisions contained in Sec. 2.104(a) of the Table of Frequency Allocations rules.

Friction Seen



SMILING after first concert of the New York Philharmonic-Symphony Orchestra, sponsored by Willys-Overland Motors Inc. on CBS Radio, are (l to r) James M. Seward, administrative vice president, CBS Radio; Dimitri Mitropoulos, orchestra music director, and Raymond R. Rausch, vice president and executive assistant to the president, Willys-Overland.

are now collecting each quarter their individual share of a distribution of ASCAP funds now aggregating some \$12 million a year.

KQV CONTROL

Question Is Before FCC

WHO controls KQV Pittsburgh? FCC pondered this question as it studied a memorandum submitted last week in conjunction with CBS purchase of 45% interest in the Pittsburgh station.

Both KQV and CBS officials maintained when the network buy-in was announced [B•T, March 10] that it did not constitute transfer of control and therefore did not require prior FCC approval.

Basis for that position was fact that CBS' 45% interest will be voted by a trustee, and always will be voted proportional to the votes of the 55% stockholders.

Stock Transfer

On the same date that CBS purchase was consummated, however, major stockholder E. F. Reed transferred 50 shares of his stock to his son, E. F. Reed Jr. This resulted in a decrease in the holdings of the original 23 stockholders when the present ownership bought KQV in 1945, an FCC letter of Aug. 20 asserted. Thus, a transfer of control has taken place, the Commission said, and calls for FCC approval.

Commission cited a decision on the KWIK Pocatello, Ida., case which held that when more than 50% of licensee's stock leaves the hands of the original stockholders that is a transfer of control.

At issue is the question whether the CBS purchase plus the transfer of 50 shares by E. F. Reed to his son is transfer of control and required prior FCC approval.

KQV operates on 1410 kc with 5 kw. It is an MBS affiliate. It is reported readying a Channel 4 TV application for Irwin, Pa., a suburb of Pittsburgh.

NCAB REQUESTS

UNC Eschew Commercial TV

BROADCASTERS in North Carolina have voted overwhelmingly in favor of a resolution calling on U. of North Carolina to assure the state "that it intends to conduct the activities of its radio and/or television station at all times on a strictly non-commercial basis."

The resolution was adopted by voice vote at the Oct. 4 meeting of North Carolina Assn. of Broadcasters. It was then submitted to the membership for a mail referendum vote.

NCAB members had expressed concern that the university might be seeking endowment funds to operate a commercial station.

Text of the resolution as adopted by the NCAB referendum follows:

RESOLUTION

WHEREAS the radio and the television stations of the State of North Carolina have individually and collectively concerned themselves with the great good to the people through the dissemination of education and information by radio and television, and

WHEREAS the radio and television industry in North Carolina has enjoyed the whole-hearted support and cooperation of the educational institutions of the State including the Greater University of North Carolina so that business institutions operated in the American way of free enterprise have joined with educational institutions to further the common good, and

WHEREAS institutions such as the Greater University of North Carolina have obtained a non-commercial license to operate an FM radio station and are contemplating the possibility of obtaining a license and operating a non-commercial television station under the provisions of pre-allocations made by the Federal Communications Commission for the licensing and operation of educational non-commercial television stations,

BE IT THEREFORE RESOLVED that the North Carolina Association of Broadcasters, understanding that such operation of a radio station and/or a television station is and will at all times be an adjunct to an educational non-commercial institution of learning, anticipates and recommends a continuing cooperation between the educational interest engaged in the conduct of non-commercial educational radio and television stations and the North Carolina broadcasters engaged in the operation of commercial radio and television stations for the common good of the people;

BE IT FURTHER RESOLVED that all broadcasters in the State of North Carolina (educational and commercial) recognize and declare that the preservation of the status of educational institutions as non-commercial and so financed and the status of radio and television broadcasters as American businessmen operating in the tradition of free enterprise is vital and necessary at all times to the proper and constructive accomplishment for the common good; and

BE IT FURTHER RESOLVED that in the spirit of this resolution the North Carolina Association of Broadcasters hereby calls on the Greater University of North Carolina to publicly assure the people of this state by a letter to the North Carolina Association of Broadcasters that it intends to conduct the activities of its radio and/or television station at all times on a strictly non-commercial basis.

For Plymouth Line

CHRYSLER Corp.'s Plymouth Div., through N. W. Ayer & Son, New York, in introducing the 1953 model will sponsor four shows in a saturation plan on CBS Radio the week of Nov. 18. Programs are *Line-up*, *Meet Millie*, *Gun-smoke* and *Mr. Chameleon*.



ALABAMA Broadcasters Assn. presidents, present and past, gather at the ABA fall meeting, Oct. 10-11, on the U. of Alabama campus where the association maintains an office. L to r: Henry P. Johnston, WSGN-AM-FM Birmingham, 1948-49; Howard E. Pill, WSFA Montgomery, 1949-50; Bert Bank, WTBC-AM-FM Tuscaloosa, 1950-51; W. Emmett Brooks, WEBJ Brew-ton, 1951-52, and T. E. Martin, WAPX Montgomery, 1952-53.

PROSPERITY KEY Nunn Claims Nation Depends on Sales

WITH today's economic emphasis on sales, the salesman has become "a key custodian of our national prosperity," according to Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, Chicago. Mr. Nunn spoke Thursday at the first of two day-long sessions of the Audit Bureau of Circulations, meeting in the Drake Hotel, Chicago.

Success in the art of selling, he asserted, makes the difference between the "deepest depression and the greatest prosperity." Calling for closer cooperation between media and management, Mr. Nunn said advertising must shoulder much of the responsibility in the growth process by "selling, as such, and by helping in management decisions on vital functions such as product development, market planning and research."

Some responsibilities are the advertisers, primarily, aided by media as "sympathetic observers," he said, with others "clearly in the province of media, as advertisers and agencies perhaps fill a counselor's role."

Discussing media and costs, he cited as a most pressing "current problem" for advertisers the diversion of funds "by deals and gimmicks from advertising programs planned in advance to accomplish needed company objectives."

Such deals, he said, involve the purchase of time in "brokerage deals" by wholesalers and retailers. He noted a "sharp conflict" between the long-run buying view which stresses consistency and long-term development and the short-run practice of buying distribution and dealer support through "deals."

The attitude of advertisers toward such deals varies, Mr. Nunn said, but generally speaking they have "legitimate objections" to them. This practice, he said, leads to loss of control of "one of the most important functions in any business—pricing."

He referred to suggested TV studies, with analysis of the medium's

effect on newspaper readership by newspaper groups. A city, for example, would be studied before and after the advent of TV. Mr. Nunn suggested the magazine industry might be interested in conducting a similar investigation. "We know there is a continuing need for this type of information because advertisers repeatedly ask for it," he said. Clients will have to continue estimating TV's impact on readership, and "with even greater urgency" as TV circulation grows, he added.

Other Thursday highlights were a panel discussion moderated by Martha Rountree, m.c. of *Meet the Press* on NBC-TV, and a speech by John P. Cunningham, executive vice president of Cunningham & Walsh, New York, and board chairman of American Assn. of Advertising Agencies.

Miss Rountree appeared with two speakers, Sen. Robert Kerr (D-Okla.) and Sen. Harry P. Cain (R-Wash.), who debated "Which Party Can Do the Most for the Nation." The 45-minute panel, interspersed with questions from a newspaperman-panel, was broadcast on WCFL Chicago.

Retiring ABC board members include Lowry H. Crites, general Mills; William A. Hart, E. I. duPont de Nemours; Howard M. Chapin, General Foods; Russell Z. Eller, Sunkist Growers; W. S. McLean, Fisher Body Div., General Motors; E. Ross Gamble, Leo Burnett Agency, Chicago.

RICHARD WIDMARK and Anne Baxter were presented with the first annual "Golden Mike" awards on CBS Radio's *Suspense*, Oct. 20. They were voted the best guest actors by the program's regular cast and crew.

REBROADCAST

Brown Charges 'Conspiracy'

GORDON P. BROWN, owner of WSAY Rochester, N. Y., lashed out again last week at those who request further postponement of the effective date of the FCC's new rebroadcast rule after Oct. 31 and requested Justice Dept. action should an FCC investigation disclose "conspiracy."

The rebroadcast rule, thrice-postponed, would require stations to permit rebroadcasting of their signals upon request unless good and sufficient reason exists to deny permission. However, when a denial is made, the station would have to file an explanatory statement with FCC within 10 days [B•T, May 19]. NARTB, CBS, NBC and others have petitioned for delay in putting the rules into effect and have asked for reconsideration of the rule.

Mr. Brown's latest protest is in response to a petition by Haley & Doty, Washington law firm, for further postponement of the rule after Oct. 31, tendered in behalf of a number of stations. Mr. Brown charges the petition "would infer that Sec. 325 of the Communications Act was a license to a licensee to dictate to a sponsor what use the sponsor shall make of his own program when actually legislative history of Sec. 325 of the Act clearly points out that it was the purpose of the Act to protect the one 'spending a large amount of money to prepare and present a program' (quoted from Page 2880 of the February 3, 1927 issue of the *Congressional Record*)."

Charges Misinterpretation

Mr. Brown argued that "the point has many times before been brought to the attention of the Commission that certain licensees and networks have, and still are, restricting rebroadcasting because of an intentional erroneous interpretation put on the Congressional intent of Sec. 325(a), not by the Commission but by those licensees and networks who would monopolize the national radio sponsors' programs."

Mr. Brown's petition continued:

Careful investigation and consideration should be given by the Commission of those who would attempt to continue to restrain rebroadcasting. It is now quite evident through the station relations departments of the two petitioning networks, NBC and CBS; NARTB; the Broadcast Magazine; the attorneys of Haley & Doty and the stations which they represent, all of which are attempting to further restrain rebroadcasting that such united action as displayed by the above relative to the Commission's report and order on Docket 9808, seriously takes on the complexion of a conspiracy to deprive WSAY and thousands of other stations from obtaining rebroadcast revenue and to deprive millions of listeners of their inherent right to the most and best that radio and TV can afford them. If such FCC investigation discloses conspiracy, I request that it be turned over to the Justice Dept. and the Federal Trade Commission for their action.

FAITH IN RADIO

Recited at NARTB Dist. 1 Meet at Boston

RADIO is selling itself short though it is stronger than ever before, NARTB District 1 (New England) broadcasters were told last week.

Special rates and under-the-table deals were criticized by Paul H. Provandie, vice president of Hoag & Provandie, Boston, addressing the closing luncheon of the Monday-Tuesday meeting held at the Hotel Statler, Boston.

These practices are "all too prevalent," Mr. Provandie said, and "put the agency in a bad position." He mentioned the practice of giving local dealers local rates after station representatives had quoted card rates to the agency. "We want the most for our money," he said, "but we want to pay the legitimate price."

"You get the impression that radio is dead," he continued. "Instead of positive selling, the approach is—if you have a few dollars left over, how about using radio?"

Powerful Sales Medium

"If properly used, radio is a powerful sales advertising medium that can bring exceptional results," he said. "Methods of using radio have changed. Today it's a question of saturation, of dominating a market." He mentioned a client on an all-radio budget, with 12,500 spots on 79 stations. The campaign is proving how well radio can produce for an account, he said. Of the 79 stations, he continued, only 21 were paid at the national rate. He said \$24,000 was lost by the other stations and "there was no need for it." Representatives put in a lot of work but were cut out, he noted.

Dr. Sydney Roslow, director of The Pulse Inc., described merits of his firm's audience technique, reminding there is no chance of making a complete audience count at any given time.

W. Bruce McEwen, vice president of C. E. Hooper Inc., substituting for Mr. Hooper, said he



INDUSTRY leaders at joint NARTB District 1—New England Radio Executives Club luncheon in Boston last week included (seated l to r): Harold E. Fellows, NARTB president; Mary McKenna, Benton & Bowles, N. Y.; Lewis H. Avery, Avery-Knodel Inc., N. Y.; John Taylor, RCA; Vincent T. Wasilewski, NARTB; Joseph K. Close, WKNE, Keene, N. H. Standing, William T. Stubblefield, NARTB; Robert McCrae, RCA, Boston; Robert D. Lilien, Whitehall Pharmacal Co., N. Y.; Rudolph Bruce, N. E. Coke Co. and REC president; William B. McGrath, WHDH Boston and District 1 director; William H. Rines, WCSH Portland; Gerald Harrison, WMAS Springfield.

was proposing a "practicable, workable" plan designed to show radio listening in and out of the home, describing parallel surveys in which out-of-home listening is measured by the diary method. Dr. Roslow said Pulse has been doing out-of-home measurement.

Participating in the Tuesday afternoon TV panel were W. C. Swartley, WBZ-TV Boston; Craig Lawrence, WCBS-TV New York, and Robert D. Swezey, WDSU-TV New Orleans, NARTB TV board member.

Resolutions included a loyalty pledge by which members agreed to abstain from double billing. Others commended NARTB officials and William B. McGrath, WHDH Boston, district director. Appreciation was voiced for the vigorous support given broadcasting by the trade press. Resolutions committee members were Earle G. Clement, WBET Brockton, Mass., chairman; Jock MacKenzie, WMOU Berlin, N. H.; Carleton D. Brown, WTVL Waterville, Me.; William H. Rines, WCSH Portland; John D. Swan, WCAX Burlington, Vt.

Presiding at the sessions was

William B. McGrath, district director and managing director of WHDH Boston.

Robert D. Lilien, advertising manager of Whitehall Pharmacal Co., reported that radio gets a bigger share of its budget than any other medium. In presenting sales ideas today, he suggested that Whitehall's two levels of purchases, network and spot, be kept in mind.

Headache Remedy Sales

"Since headache remedy sales are somewhat concentrated in urban areas, and what we are looking for if we buy additional network time is audience extension rather than increased frequency against the same audience we reach so heavily in the daytime, the inroads of television become a very important factor," Mr. Lilien declared.

"Practically the only type of network time left to buy is at night, and it is just in urban areas where TV is hitting hardest at night. We are always extremely anxious to hear of any network plan which will crack this very tough nut, and we believe the net-

works showed great creative media imagination in working out with their affiliates the 'tandem' type operations which enabled advertisers like us to extend our daytime audiences with minimum talent charges, short-term commitments, and at reasonable cost-per-thousand levels."

Referring to spot buying, Mr. Lilien said that since "early morning time has suffered negligibly in most markets because of TV, we buy almost uniformly here, where we can reach not only TV homes, but also working women and a heavy male audience."

Whitehall is extremely measurement conscious, he said, and since it uses transcriptions almost exclusively in spot announcements, personalities as salesmen are not so important as how many people

(Continued on page 56)

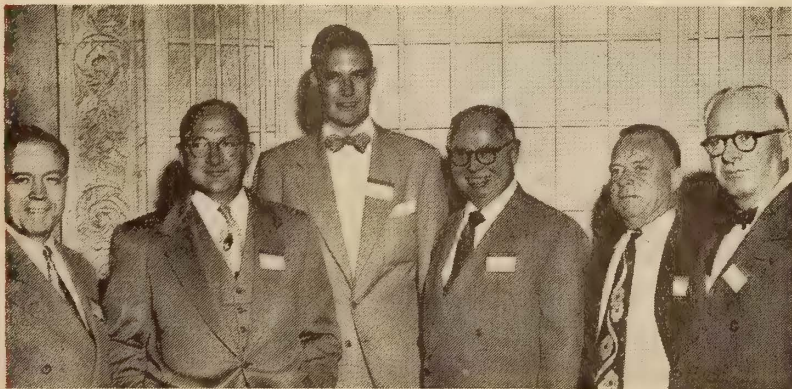
RTES LUNCHEON

Sarnoff Sketches Aims

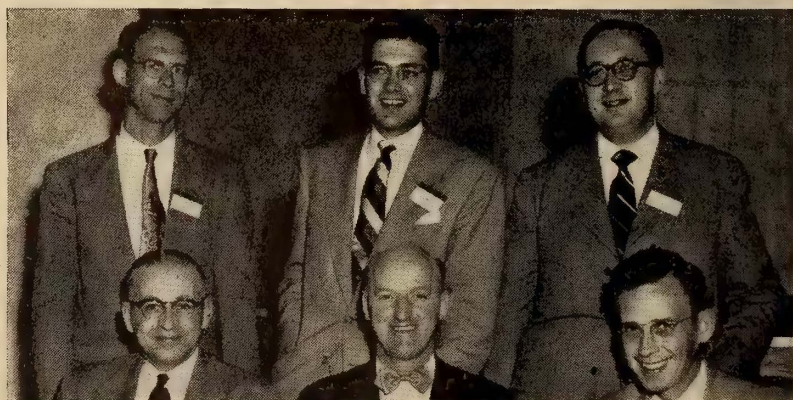
THE RADIO & Television Executives Society is going to be more than just a series of luncheon meetings, its president, Robert Sarnoff, said Thursday at the first luncheon of the new organization, formed by a merger of American Television Society and Radio Executives Club of New York.

Reading from the preamble of the RTES constitution, which calls for a forum for the exchange of ideas and discussion of industry problems and on the organization to promote the use of radio and TV broadcasting, Mr. Sarnoff said that plans now are being made to carry out these ends.

Some 300 persons attended the opening luncheon, held at the Roosevelt Hotel, New York, to hear the political scene discussed by four news commentators: H. V. Kaltenborn of NBC, John Daly of ABC, Douglas Edwards of CBS and H. R. Baukhage of ABC. Milton Berle spoke briefly.



CHATTING with NARTB District 2 director E. R. Vadeboncoeur (l), WSYR Syracuse, at district meeting were (l to r): George Bingham, WKIP Poughkeepsie; Robert Peebles, WKNY Kingston; W. W. Carter Jr., WTRY Troy; Charles Phillips, WFBL Syracuse; Frederick L. Keese, WMBO Auburn. District 2 met at Rye, N. Y. [B•T, Oct. 20].



SEXTET from New York and New Jersey at NARTB District 2 meeting (seated, l to r): Joel Scheier, WIRY Plattsburg; Alois A. Schmidt, WFCB Dunkirk; Earl R. Kelly, WWNY Watertown. Standing, Robert L. Williams, WCTC New Brunswick, N. J.; Stephen Ryder, WENE Binghamton; James W. Higgins, WWNY Watertown.

Like pretty girls go for sweets

Baltimore merchants go for WITH like pretty girls go for sweets! 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

MCCARTHY TALK

KING-TV Cancels When Deletion Fails

REFUSAL of Sen. Joseph R. McCarthy (R-Wis.) to delete a portion of his prepared address led to cancellation of a televised program on KING-TV Seattle Thursday.

KING-TV officials said the Senator would not allow deletion of portions of his prepared speech containing allegations against two members of Drew Pearson's staff. The station announced the telecast had been canceled for reasons beyond its control.

Sen. McCarthy, told by KING-TV that the charges required proof, said he did not have the proof immediately available. He contended that in a paid political telecast the station does not have any right to censor a speech. He said he would ask the FCC to revoke KING-TV's license.

Otto Brandt, vice president-general manager of KING-TV, said the station was advised that if the material were false it would be libelous.

"Our attorneys advised us that in the event there is a candidate for public office speaking in behalf of his own candidacy, the station cannot censor the script because of

libelous insertions," he said. "However, where an individual speaks in behalf of another candidate, any libelous material on such a program would render that station liable to suit by any individuals so defamed."

Mr. Brandt further told BROADCASTING • TELECASTING that the station "leaned over backwards" in its dealings with the Wisconsin senator. The station has a 48-hour deadline on political scripts, he said, and the Senator's script was "almost 48 hours late."

Within an hour following receipt of the script, Mr. Brandt said, the agent was advised of the station's position, and that was nearly four hours in advance of air time. Inference had been made the station had not advised the Senator until just prior to air time.

TV SETS IN '53

GE Sees 6.2 Million

TV RECEIVER production next year will hit 6.2 million, highest since the 7.5 million manufactured during record-setting 1950, the General Electric Tube Dept.'s marketing manager, E. F. Peterson, predicted last week.

He said 1953's retail value production of sets will be \$1.73 billion, or 0.75 million more sets than in 1952. Some 5.4 million sets were produced in 1951, the same figure expected this year. The rise he attributed to the expected establishment of new stations, many of them uhf, and acceleration in replacement of old sets, partly because of new uhf operations.

Increased saturation in established TV markets and increase in the number of multi-set owners also will contribute to the production rise, Mr. Peterson said. The predictions were based on a GE Tube Dept. market analysis.

Production of small radio and TV receiving tubes will hit new peaks, he said, predicting production of 435 million such tubes, compared with the 375 million total expected this year. The 1953 figure will eclipse the 1950 record of 383 million tubes, he said.

TV picture tube production is expected to exceed the eight million manufactured in 1950, and will be up 1.5 million over this year's expected total, with more than two million of this number to be used for replacements.

He said about 700,000 sets bought between 1947 and 1950 will be ready for replacement next year, with many old models relegated to second-set use in favor of new receivers.

Hobby for Ike

FORMATION of a Democrats-for-Eisenhower Committee headed by Mrs. Oveta Culp Hobby, KPRC-AM-FM-TV Houston, was announced at Eisenhower-Nixon headquarters last week. Mrs. Hobby, co-publisher of the *Houston Post* and first WAC director, will direct the new group from New York GOP headquarters, according to an AP story.

SEG-ATFP AGREE

On Same Movie-TV Scales

SCREEN Extras Guild and Alliance of Television Film Producers last week agreed regular theatrical motion picture contract wage scales and working conditions shall apply also to TV films.

Still to be worked out are repayment for re-use of TV films and increased rates for multiple pictures. The new agreement is retroactive to Sept. 17, but ATFP will not pay increased rates until all phases of the contract are settled and approved by the Wage Stabilization Board.

P. Lorillard Signs

P. LORILLARD Co., New York, has signed for two news programs on 328 stations on ABC radio effective yesterday (Sunday). *Monday Morning Headlines* (Sunday, 6:15-6:30 p.m.) will be underwritten by the company's Embassy cigarettes and the *Taylor Grant-News* show (Sunday, 9:15-30 p.m.) will be sponsored by Old Gold cigarettes. Lennen & Newell, New York, is the agency.

Bouquet to WAAM (TV)

DETLEV W. BRONK, world-famed scientist and president of Johns Hopkins U., has paid tribute to Ben and Herman Cohen, president and vice president of WAAM (TV) Baltimore, for "outstanding public service" in interest of education, religion, social service and arts. As chairman of WAAM Program Advisory Council, President Bronk arranged the testimonial and presented a scroll to WAAM executives. Members of the council joined in signing the scroll. Its members include public, religious and civic leaders. Among WAAM achievements for education is *Johns Hopkins Science Review*, award-winning telecast developed cooperatively with the university.

WOW-TV EXPANDS

Will Up Power to 28 kw

A \$120,000 improvement and expansion program is underway at WOW-TV Omaha.

Present construction is the first segment of a two-part program which WOW-TV hopes will lead to power increase to 100 kw.

This initial program, already approved by FCC, will jump WOW-TV's power from its present 17.2 kw to 28 kw. The second step, which would up the station's power to the maximum 100 kw, awaits FCC approval, it was reported.

Assembly and testing of the new antenna already have begun, with actual work on the modification of the WOW-TV tower slated to begin Nov. 5. All equipment is scheduled for installation by mid-November. Construction work will be under the supervision of WOW-TV Chief Engineer W. J. Kotera and RCA engineers.

Frank P. Fogarty, general manager of Meredith WOW Inc., owner-operator of WOW-AM-TV, said that in addition to improving WOW-TV's signal, the program also will extend the station's service area about 12 miles.

CAAA Elects Ronalds

RUSSELL C. RONALDS, president of Ronalds Adv. Agency, Montreal and Toronto, was elected president of the Canadian Assn. of Advertising Agencies at Toronto on Oct. 16. G. C. Hammond, Cockfield Brown & Co., Montreal, and Mark Napier, J. Walter Thompson Co. Ltd., Toronto, were elected vice presidents.

Fellows Heads Drive

HAROLD E. FELLOWS, NARTB president, has been named chairman of the National Radio & Television Committee for the 1953 March of Dimes by Basil O'Connor, president of the National Foundation for Infantile Paralysis.

CBS-TV SHIFT

Aubrey to Head KNXT (TV)

JAMES T. AUBREY Jr., for 10 months sales manager, has been named manager of KNXT (TV) Hollywood, CBS-TV owned station, and general manager of Columbia Television Pacific Network.



Mr. Aubrey

The appointment was announced Wednesday by Merle S. Jones, vice president in charge of CBS Television stations and general service. Mr.

Aubrey succeeds Wilbur S. Edwards, shifted to New York as general sales manager of CBS Television film sales [B•T, Oct. 29].

Mr. Jones also revealed that Edmund C. Bunker, account executive in CBS-TV network sales, New York, is being transferred to Hollywood as sales manager of KNXT and CTPN, taking over the first week in November.

With CBS for more than four years, Mr. Aubrey joined KNXT in 1950 when it was purchased by the network from the Thomas S. Lee estate. Previously, he was KNXT account executive for two years.

Mr. Bunker was account executive with Avery-Knodel Inc., New York, before joining CBS network sales in June 1949. Before, he had been regional sales manager of WIS Columbia, S. C. He at one time had been program director and chief announcer of WSCN Charleston, S. C., and account executive and copywriter at WTOG Savannah, Ga.

Philip Morris Looks

PHILIP MORRIS cigarettes, New York, through Biow Co., is looking for a new show to replace *What's My Line?* on CBS Radio. Latter program will be cancelled Nov. 26 but the firm will retain the Wednesday 9:30-10 p.m. time. Cigarette firm also plans to place its *My Little Margie* on CBS-TV but the time and exact starting date have not been set. Program is on NBC-TV for five weeks.

UBC Appoints Two

GRAEME ZIMMER, formerly general manager of WCAV Norfolk, Va., and WXGI Richmond, Va., has joined United Broadcasting Co., Washington, taking charge of national sales outside New York City, according to Richard Eaton, head of the UBC operations. Robert L. Wittig continues in charge of the New York sales office. Eugene Miller, formerly promotion manager of WRFD Worthington, Ohio, has been named UBC publicity director at Washington headquarters.



When you place your TV film shows on a Spot basis, you don't get tangled up in cable allocations, "must" stations or minimum group requirements. With Spot, you buy only the markets you wish . . . find stations clear time more readily. And there's a saving in time charges—enough to cover film prints, their distribution and others costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC. • National Advertising Representatives

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

Single Rate Card Favored

(Continued from page 27)

rating at night means more in terms of listeners than a daytime rating.

One way of bringing day and night rates closer to the same level is to use different frequency discount formulas. Another method shown by the survey is use of a single rate for local business regardless of the time of day, with day and night rates for national spot.

Comments offered by 27 broadcasters at the District 3 and 4 meetings (about one out of six of those present) follow:

ED M. ANDERSON, WBBO-AM-FM Forest City, N. C., WPNF Brevard, N. C.—There's no reason a 250 w station should have a higher night rate, in view of the decreased coverage. TV obviously is causing a shrinkage of the night audience. It has not affected our daytime radio coverage.

JOHN S. BOOTH, WCHA-AM-FM Chambersburg, Pa.—We are

daytime but have the same rate for day and evening in winter when we are on as late as 8:45 p.m.

DOUGLAS M. BRADHAM, WTMA-AM-FM Charleston, S. C.—While WTMA isn't in a TV market yet, we believe the single rate card is definitely coming. In time, the day rate may exceed the night rate. At present the night rate is nearly double that for day periods.

GEORGE D. COLEMAN, WGBI-AM-FM Scranton, Pa.—A lot depends on the market, and the inroads of television. Each market must be analyzed separately. WGBI is carrying a full, sold-out schedule and has no special local rate. Night rates are about double our daytime scale.

CHARLES H. CRUTCHFIELD, WBT WBT-FM and WBT TV (TV) Charlotte, N. C.—The single rate card for radio is inevitable. I am hopeful it will not come immediately. If broadcasters don't adopt a single rate, timebuyers will force them to take the step. Television has affected our radio ratings only a fraction of a point. Broadcasters should be smart and beat timebuyers to the single rate, making it a positive step and not negative as in the case of network rate-cutting.

HAROLD ESSEX, WSJS-AM-FM Winston-Salem, N. C.—When WSJS went on the air in 1930 it operated with a single rate. Daytime hours are becoming more valuable as TV's influence spreads.

F. J. EVANS, WPLH-AM-FM Huntington, W. Va.—That's what we're going to have. We now have the same day and night rate for local spot. Stations will be charging a little less at night and a little more during the day. We have Class A and B national rates. Most national spot business is daytime.

EARLE J. GLUCK, WSOC-AM-FM, Charlotte, N. C.—I'm opposed to a single rate. I look for an increase in day rates until they approach night rates. We need to increase day rates up to the night level.

LESTER L. GOULD, WJNC Jacksonville, N. C.—I believe in a single day and night rate, including politics, but with this exception—a 25% higher night rate for spots to discourage them, saving the time for programs.

CECIL B. HOSKINS, WWNC Asheville, N. C.—We may come to that but not this year, or next. Last Aug. 15 WWNC increased rates. Our Class B rate is now 15% higher. Class A time has been changed from 6-11 p.m. to 6:30-10:30 p.m.

J. ROBERT GULICK, Steinman radio and TV stations—We aren't doing it now, but are coming to it at all the Steinman radio stations because of television. TV creates a terrific competitive situation from

6:30 to 11 p.m. The 11 p.m. news is still one of radio's strong points.

J. FRANK JARMAN, WDNC-AM-FM Durham, N. C.—I don't believe in the same day and night rate. Surveys show the night programs rate higher than day programs in our market. I believe in charging according to the size of the audience.

E. Z. JONES, WBBB-AM-FM, Burlington, N. C.—If our AM outlet operated at night, it would have a single rate. Our FM rate is the same for day and night.

LEONARD KAPNER, WCAE-AM-FM Pittsburgh—Since June 1 WCAE has had a Class A rate from 9 a.m. to 11:30 p.m. Many stations are rate-cutting. I hold no brief for this practice since it can put stations out of business. Rather than use unethical practices to get business they should decide that TV's impact is apparent on evening sets-in-use. The evening audience is still a little ahead of daytime listening. You don't get 45 ratings at 9 p.m., for example, but the audience is still substantial.

GAINES KELLEY, WFMY (FM) and WFMY-TV Greensboro, N. C.—Daytime radio has been undersold for a long time. Night audiences are obviously affected by TV as evidenced by network cuts. Daytime radio is becoming more important. WFMY (FM) has a single day and night rate. It hasn't been changed since the station went on the air in 1948.

RICHARD H. MASON, WPTF-AM-FM Raleigh, N. C.—I don't approve a single rate. Despite television's influence, radio is still a good medium at night and always will be. A single rate card would be a retreat.

L. WATERS MILBOURNE, WCAO-AM-FM Baltimore—Even if a station has the same night and day rate, it has the whole family listening at night so the same rating is worth more. We reduced our night rate 20%. The day rate was raised in 1951 and again this autumn. Our gross and net income in 1952 is above 1951 despite the CBS rate cut.

W. H. PAULSGROVE, WJEJ Hagerstown, Md.—We're heading in that direction, pulling our day rate up with night off a little. We still have Class A and B rates.

THOMAS B. PRICE, WBVP Beaver Falls, Pa.—I don't believe in a single rate. It's the custom in radio to have group rates based on tune-in. A drastic rate reduction in radio is not justified. Even if TV takes away part of the audience, radio rates are still too low.

JOHN M. RIVERS, WCSC-AM-FM Charleston, S. C.—The single rate is impractical in areas not fundamentally affected by television. Ultimately the answer to the rate problem will be an increase in day and decrease in night rates.

LAWRENCE H. ROGERS II,



CHARLES W. BALTHROPE (r), president, KITE San Antonio, presents anniversary cake to Jack Morse, vice president, Joske's department store, on fourth anniversary of Joske's sponsorship of all hourly headline newscasts on KITE. During four-year period, store has sponsored more than 10,000 newscasts.

WSAZ-AM-TV Huntington, W. Va.—I believe in a revision of the present system, leaning toward a single day-night rate although research is necessary in individual cases. We are bringing the day radio rate more closely in line with the night rate through the frequency discount schedule, raising the high-frequency daytime rate without increasing the basic scale. The night rate hasn't been changed. I can't see the safety of reducing the night rate until the industry stops talking in terms of a onetime night hourly rate.

JOE L. SMITH JR., WJLS-AM-FM Beckley, W. Va.; WKNA-AM-FM Charleston, W. Va.—The single rate is inevitable. We have a single rate now for spots at Charleston. If the Beckley station gets a day-time power increase, we will change to a single rate.

J. T. SNOWDEN JR., WCPS-AM-FM Tarboro, N. C.—We "sell WCPS" to sponsors. If it's a night program, it's on FM since our AM station is daytime only. If it's daytime, the FM station duplicates except for sports events. On weekends we have carried four football games, three on FM. We have sold AM and FM coverage of a game to separate sponsors. AM and FM rates are the same. Most fulltime stations in the area have the same day and night rate.

JOHN E. SURRICK, WFBR Baltimore—I'm in favor. We sell on a circulation basis. Where TV penetrates, the night audience is reduced. WFBR is building a new card with an adjustment upward in day rates and downward in night rates. Daytime radio has been underpriced.

ROY F. THOMPSON, WRTA Altoona, Pa.—The single rate may come but I'm not in favor of it now.

BEN E. WILBUR, WOL Washington—I believe in a modified single rate. Hours between 11 p.m. and 7 a.m. might be other than Class A. Our basic day and night rates are the same.

WWDC'S GROSS

Single Rate Credited

SINGLE rates for day and night time deserve most of the credit for a three-year climb in gross receipts of WWDC Washington, according to Ben Strouse, general manager (see rate card survey this page).

"Equal rates for the hours between 6:30 a.m. and 11 p.m. are a terrific attraction to national and local advertisers," said Mr. Strouse, one of the first to adopt the single rate formula.

"We equalized rates Feb. 1, 1950 when we went from 250 w to 5 kw fulltime," he continued, raising daytime rates to the night level, with the exception of special rates between 11 p.m. and 6:30 a.m.

"Our 1950 gross volume was 23% over 1949. In 1951, our biggest year up to that time, our gross was 5% over 1950. Now 1952 looks still larger and our gross should be 15% over 1951." Mr. Strouse stated further:

We should have equalized our rates many years ago. TV was not an important factor in night radio in early 1950. As an independent station at that time, WWDC had a substantial share of the night audience, though bucking big-name radio programs. We decided it wasn't fair, however, to charge advertisers a substantially higher rate at night because the audience wasn't that much larger.

By the time we joined MBS in March 1951, television's influence had increased. We kept the same rate structure, however, and more than held our own with our daytime audience.

Night radio rates at that time were too high in proportion to the daytime scale. Stations should raise their daytime rates to the night level, equalizing rates on the basis and the job done for the advertiser. Radio rates have long been too low.

Our first thirty years!

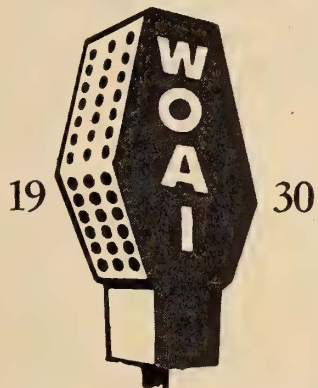
W O A I

19  22

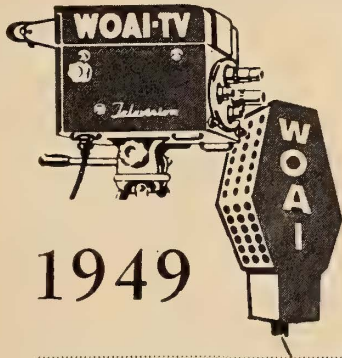
500 Watts



5,000 WATTS



50,000 WATTS




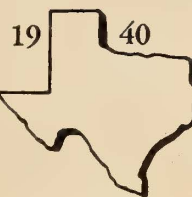
1949

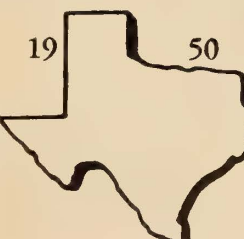
NBC
affiliate
TQN

Texas

19  20
4,663,000


19  30
5,824,000


19  40
6,414,000

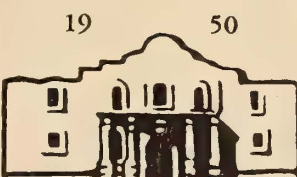
19  50
7,711,000

San Antonio

19  20
161,000

19  30
232,000

19  40
254,000

19  50
455,000

CLEAR CHANNEL 50,000 WATTS



Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York • Chicago • Los Angeles • St. Louis
Dallas • San Francisco • Detroit

Campaign Radio-TV Fever Rages

(Continued from page 24)

uled a "preview" tonight (Monday), on its *Johns Hopkins Science Review* (8:30-9 p.m.), of Remington Rand's Univac electronic "brain" which CBS-TV will use in its election coverage. The preview will present the machine's inventor, Dr. John Mauchly.

In addition to placing the CBS-TV coverage on the four DuMont stations, Westinghouse also has been sponsoring the CBS-TV *Pick the Winner* programs on the same DuMont outlets.

Other election coverage sales included further developments in WJZ-TV New York's signing of American Oil Co. (Amoco) for five-minute local presentations every half-hour starting at 8:25 election night and continuing until signoff. *Newsweek* bought 20-second commercials and S. W. Farber (Farberware kitchen utensils) signed for 10-second commercials in all of these five-minute periods. The Amoco-*Newsweek*-Farber deal amounted to an estimated \$11,000 in billings. Commentator-Editor Taylor Grant and newsmen of the *New York World Telegram & Sun* will be featured.

GOP New York Schedule

The New York Republican State Committee sponsored a number of broadcasts on New York state stations last Thursday, Friday, and Saturday on behalf of Presidential and/or Senatorial candidates.

These included a Thursday evening half-hour broadcast by Gen. Eisenhower from Buffalo on seven New York state radio affiliates of NBC, plus WBNB-TV Buffalo; a quarter-hour speech by Dean Alfange on WQXR New York Friday night, with rebroadcast Saturday night over WMCA New York; a 15-minute speech by Gov. Thomas E. Dewey Monday and Friday evening on seven NBC-TV affiliates in the state and one by Gov. Dewey Saturday evening on WOR-TV New York; and a five-minute broadcast on each of the three days, carried on 17 New York state radio affiliates of ABC, plus a quarter-hour on WOR-TV Saturday evening.

WPIX (TV) New York reported that the New Jersey and New York State Republican Committees had booked "intensive" spot campaigns on its station.

The Liberal Party also signed for two quarter-hours on WPIX—tonight and Wednesday night—for speeches by Dr. George S. Counts, candidate for the U. S. Senate.

In the meantime, ABC, outlining technical features of its coverage plans, estimated it would use a half-million dollars worth of radio-TV equipment, including a new "Robot Reporter" and at least 125 microphones and 35 TV cameras in studios and at key election points across the nation. Walter Winchell will head the staff of ABC commentators.

Mutual, adding to its earlier announcements of plans, said some 25 regional news centers are being set up throughout the country to augment its five major news bureaus in providing coverage of returns.

Canadian stations and networks

are completing plans for coverage of the Nov. 4 election, and most stations and networks plan to be on the air until a definite result is in sight. In addition, Canadian stations plan to carry commentators from various capitals including Ottawa, Washington, London and Paris, on the results of the election.

At least one international advertiser, Canadian Westinghouse Ltd., Hamilton, Ont., is sponsoring the reports for one network, with some 30 Trans-Canada network stations to be used between 9 p.m. and midnight, carrying CBS reports. Sponsor will also carry five minute summaries every half-hour and a few quarter-hour summaries on CFRB Toronto, the local CBS outlet, which is not on Trans-Canada network.

Other developments in capsule:

● Final program of a series of five broadcasts each Wednesday in October on ABC radio, 10:15-10:30 p.m., under sponsorship of International Ladies Garment Workers Union in the interest of the Stevenson candidacy, will be a simulcast, carried Oct. 29 on ABC radio and TV. Mr. Stevenson will be introduced by Tallulah Bankhead.

● A "McCarthy Broadcast Committee" has made arrangements for a \$50-per-plate dinner in Chicago to finance a major radio-TV network broadcast by Sen. Joseph McCarthy (R-Wis.) Oct. 27. Network costs are placed between \$50,000 and \$60,000, with ABC-TV and MBS carrying the talk. About half of the places reserved have been sold.

● A \$53 luncheon in the District of Columbia held by local Democrats raised \$54,000, with the sum set aside for Gov. Stevenson's radio-TV speech in Boston last Saturday.

● Hudson County (N. J.) Democratic Committee signed to sponsor WNJR Newark broadcast of speech by President Truman at Jersey City last Tuesday (10:30-11 a.m.) and one by Gov. Stevenson there tomorrow (Tues., 2-2:30 p.m.).

● Jack Perlis, public relations consultant for "Meet the Press," said that neither Gov. Stevenson nor Gen. Eisenhower has taken advantage of a free offer to appear on that program. He reported that "in order to accommodate either Gen. Eisenhower or Gov. Stevenson, both the sponsor and the network of 'Meet the Press' are willing

NIXON'S NIELSEN

Aspirant Gets 48.9 Rating

REPUBLICAN Vice Presidential candidate Richard Nixon attracted an audience of 9,136,000 families to his Sept. 23 telecast on a 62-station hookup of NBC-TV, according to A. C. Nielsen Co., which gave the program a rating of 48.9. Political speeches telecast on the network in the Sept. 15-24 period are reported on by Nielsen as follows:

Speaker Stations	Date	Time (all p.m.)	Nielsen-Rating †
Stevenson NBC (48)	9/15	10:30	16.0
Nixon ABC (26)	9/17	11:30	8.4
Taft NBC (21)	9/17	10:00	4.0
Eisenhower NBC (56)	9/19	10:45	29.0
Stevenson CBS (48)	9/23	10:00	31.4
Nixon NBC (62)	9/23	9:30	48.9
Eisenhower Du M (62)	9/24	9:30	27.3

†Per Cent of homes reached in program station areas.

to broadcast and telecast special shows for them on a Monday instead of a Sunday."

● A similar call for Presidential candidates Eisenhower and Stevenson to debate vital issues was issued by Allard Lowenstein, Yale U., National Director of Students for Stevenson, and Roger Allen Moore, Harvard U., National College Chairman of the Young Republican National Committee, at the conclusion of a "Junior Press Conference" on WFIL-TV and ABC-TV. Telegrams were sent to the nominees.

TRANSIT FM

FCC Rejects Barger Plea

PETITION by Harry S. Barger, Washington, D. C. attorney who sought to intervene with Transit Riders Assn. in protest against license renewal of WWDC-FM in the transit FM case was dismissed by the FCC last week.

Mr. Barger had filed a protest against the renewal on the same day FCC rejected the TRA complaint. But, the Commission noted, his petition was not filed within the 30-day limit prescribed by Sec. 309 (c) of FCC's rules. TRA had protested any grant without hearing of the WWDC-FM renewal on July 11. FCC subsequently granted the renewal, along with 16 others for transistating and functional music [B•T, Aug. 25, 4].

In denying the petition by Mr. Barger, one-time chief investigator for the Cox committee probe of the FCC, and Henry Stratton, also Washington, the Commission also noted that it already had dismissed TRA's protest.

Counsel for TRA has indicated that it would appeal the whole transit FM case to the courts. The Supreme Court has ruled that free speech or "forced listening" is not involved in the dispute. TRA's petition last summer raised the point of whether transistating is properly a broadcast service within meaning of the Communications Act.

DUEL OF CANDIDATES

Proposed by Columnist

PROPOSAL that the rivals for the Presidency, Gen. Eisenhower and Gov. Stevenson, be pitted together on an all-network "quiz program to end all quiz programs" was advanced last week by Hal Humphrey, radio-TV editor of the *Los Angeles Mirror*. His plan was to have responsible newsmen submit questions dealing with major issues to the candidates in advance, and then have them give their answers on a program to be carried on both radio and TV networks.

Officials of CBS and ABC were said to have indicated a willingness to provide time for such a broadcast—Mr. Humphrey suggested it be called *Twenty Questions*—and NBC was said to have given a conditional approval, the condition being that the nominees first agree to participate. NBC noted that its earlier offer of free time for an Eisenhower-Stevenson debate had been rejected.

upcoming



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

Oct. 30-Nov. 2: Final ABC-Affiliates Regional Meeting (Ga. N. C., S. C., Va. and Fla.), Ponte Vedra, Fla.

Nov. 3-4: Central Canada Broadcasters Assn. Annual Meeting, Royal York Hotel, Toronto, Ont.

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

Nov. 6-8: National Assn. of Educational Broadcasters 1952 Convention, Minneapolis, Minn.

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

Nov. 6-8: CBC Board of Governors meeting, Ottawa, Ont.

Nov. 7-8: Michigan Assn. of Broadcasters, Annual Convention, Fort Shelby Hotel, Detroit.

Nov. 9-16: National Radio & Television Week.

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

Nov. 17-18: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Nov. 19-22: Sigma Delta Chi, National convention, Denver.

'POST' SUES WINCHELL

Paper Claims Libel

ATTORNEYS for the *New York Post* were instructed by the newspaper last week to file suit for libel against ABC commentator Walter Winchell "and other parties responsible" for his telecast and radio broadcast on Oct. 19.

In announcing the action, the newspaper said Monday:

"Walter Winchell's month-long campaign of defamation against the *New York Post* and its editor, James A. Wechsler, culminated in a telecast and radio broadcast last night. As long as Winchell limited his scurrilities to the printed word, the *Post* felt that it could meet them in the arena of public discussion. However, since he has carried his false and malicious accusations to the air where there is no means of rebuttal, the *Post* has no alternative except to resort to legal action."

Spokesmen for ABC, which carries Mr. Winchell's telecast at 6:45 p.m. (EST) Sunday and his radio broadcast at 9 p.m. that day, reported late last week the network had not been served papers.

Poll Predictions

SPEAKERS panel of pollsters Arch Crossley, George Gallup, Elmo Roper and Budd Wilson will discuss "Why the Polls Won't Go Wrong in 1952" at the New York chapter meeting of American Marketing Assn. at New York's Belmont Plaza Hotel this Thursday. They will cite improvements in polling techniques and will predict who will be the next U. S. President.

TRANSIT RADIO



RADIO PRODUCTIONS, INC.
101 SOUTH MERAMEC
ST. LOUIS 5, MISSOURI
TELEPHONE
DELMAR 5421

Sells
RESULTS
like this

Mr. Ralph Stufflebam
Radio Station KXOK-FM
St. Louis, Missouri

Dear Ralph:

When we started our Gardgum announcement campaign on KXOK-FM, you asked me to keep track of any results directly traceable to the announcements and let you know. Here are the facts.

(1) You will recall that we featured a "gimmick" in newspaper, t-v, and radio: Gardgum Mystery Girls who asked everyone they met "Do you have a package of Gardgum?" and if so, would award them \$5.00 for the answer to a simple general interest question. Of the more than 100,000 asked, 10,000 plus were aware of the \$5.00 offer - 67% had heard about it "on the bus" and the remaining 33% was about equally divided between television and newspaper.

(2) Daily reports from our twelve sampling girls, stationed at busy intersections and in front of key chain drug and department stores, reported hundreds of instances where people got off the bus and went directly to the candy counter to ask for Gardgum. Katz Drug stores, who refused to stock it initially, reported so many calls that they bought 450 boxes the second week. Scruggs-Vandervoort did likewise the third day after Gardgum spots started on KXOK-FM.

Seldom do you do an advertising campaign as satisfying as this Gardgum campaign in St. Louis. Our sales have exceeded expectations; and because of the nature of the campaign, the client has been able to trace results clearly and concisely.

I thank you for insisting that we alter our plans and use KXOK-FM, and we appreciate your splendid co-operation in the campaign.

Sincerely,
Charles H. Brown
Charles H. Brown
President



What do you buy? . . . time . . . space . . . or **RESULTS?**

You buy **RESULTS** . . . and you buy the medium that produces the best **RESULTS**.

Your ad dollars go farther—with greater results in Transit Radio. Transit Radio *sells* **RESULTS** at the low . . .

low cost of \$1.00, or less, per thousand impressions—with circulation audited—and impact only minutes before consumer purchasing. Get the full story from your nearest FORJOE rep.

Represented by **FORJOE NATIONAL, INC.**

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

BROADCASTING • Telecasting

Plus

Cincinnati WKRC-FM
Washington, D. C. WWDC-FM
Kansas City KCMO-FM
Pittsburgh WKJF-FM
Worcester WGTR-FM
Trenton WTOA-FM
Tacoma KTNT-FM

HERE'S



HERE'S WHAT YOU GET!

- 1** **SPECIAL SALES:** Product featured in Special Sales conducted by each of eleven participating Food Groups . . . comprising more than 4000 grocery stores with an annual food dollar volume equal to 75% of the retail food volume done in metropolitan Chicago.
- 2** **SALES BULLETINS:** Product featured in Sales Bulletins from Food Group Headquarters to member stores . . . and store managers directed to give special display, promotion and selling effort to WLS-advertised products.
- 3** **NEWSPAPER ADVERTISING:** Product featured in Chicago newspaper advertising by the various Food Groups during the weeks of their respective promotions.
- 4** **SPECIAL DISPLAYS:** Product given special display treatment, with Window Banners, dump or basket displays, Circulars and other point-of-purchase material from the eleven participating Food Groups.
- 5** **SHELF TALKERS:** Product high-pointed with Shelf Talkers which effectively bring it to the special attention of shoppers at the psychological moment and step up sales even more.

WLS OPERATION GROCER

CERTIFIED

We enjoyed an average increase of between 13% and 14% on all items advertised during the sale, advises K. Stupp of Certified Grocers of Illinois, Inc.

PROOF *that* "OPERATION GROCER" CREATES SALES...

NATIONAL

One of the most successful sales and prestige building promotions we've experienced this year, reports E. J. Chaplicki, Chicago Branch Manager, National Tea Co.

CENTRELLA

Sales of WLS advertised products showed increases of 20% to 167% during the sale . . . and up to 50% increase since the sale, according to H. G. Jasker, Vice President, Central Grocers Cooperative, Inc.

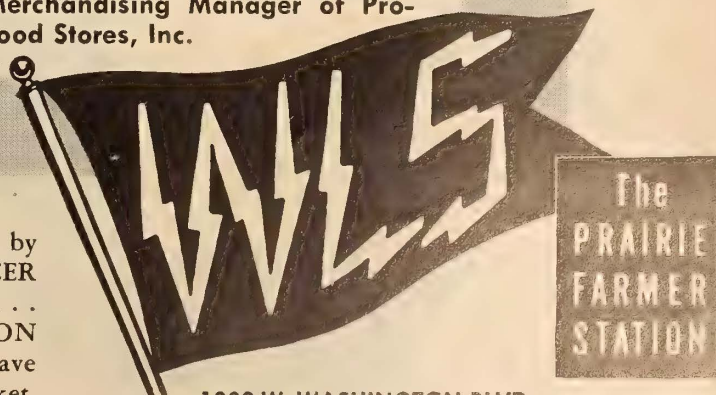
MIDWEST

Although the general trend of retail sales, locally, was below normal, our sales rose nearly 8% due, largely, to this promotion, says Stanley M. Dunin, Merchandising Manager, Midwest Grocery Co.

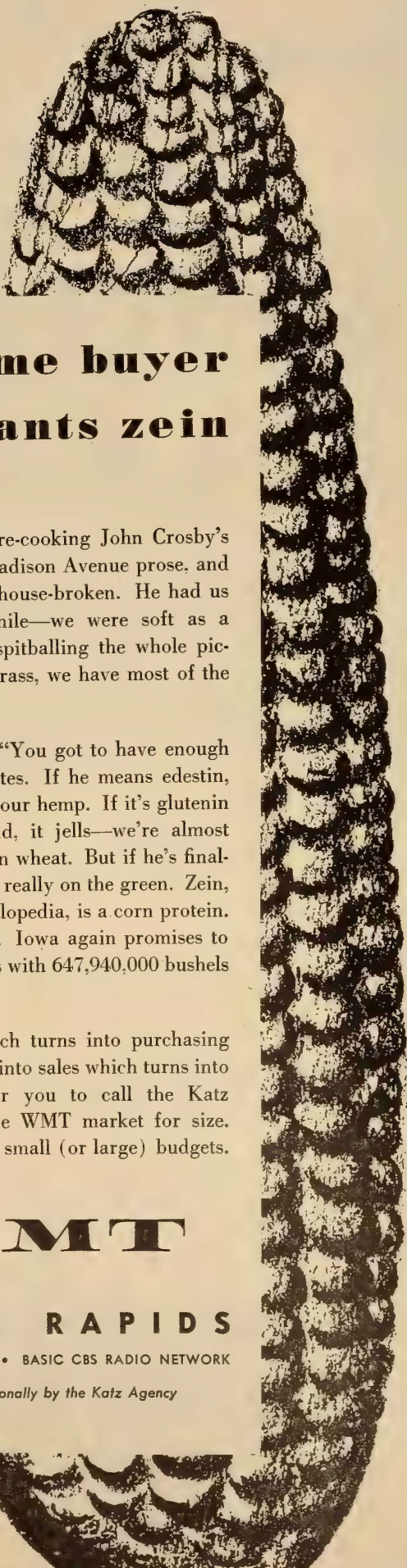
PROGRESSIVE

It is with a great deal of pleasure that I am able to report an increase of 8½% in the movement of WLS advertised products during our tie-in promotion, writes J. R. Hulbert, Merchandising Manager of Progressive Food Stores, Inc.

Step up the sales of *your* grocery-sold product in the great Chicago market by making it a part of the time-tested, result-proven, OPERATION GROCER Merchandising-Advertising Plan. The above are typical accomplishments . . . many report far greater sales increases from their participation in OPERATION GROCER. Your John Blair man can supply *all* the facts . . . facts you should have if you're interested in increasing *your* sales in the nation's second largest market. Write, 'phone or wire *today* for complete information!



1230 W. WASHINGTON BLVD.
CHICAGO 7



To a time buyer who wants zein

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

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

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

WMT

CEDAR RAPIDS

600 KC • 5000 WATTS • BASIC CBS RADIO NETWORK

Represented Nationally by the Katz Agency

Strictly Business

(Continued from page 18)

was appointed sales manager of the station in 1948 and of WOR-TV in 1949 and assumed his present post last September.

Mr. Mayo credits his father and three of his uncles for his sales interest. As a youngster growing up in Erie, Pa., where he was born on June 8, 1913, he often had occasion to discuss his ambition with his uncles (all highly successful salesmen) and his father, who conducted a flourishing leather goods business.

He received his early education at Phillips Academy, Andover, Mass., and matriculated at Princeton in 1932. His major in college was political science and among his outside interests he was assistant manager of the football team and a member of the Triangle Club. It was his interest in dramatics, Mr. Mayo recalls, that prompted him to strike out for a career in radio broadcasting after his formal education.

To get a jump on his contemporaries, Mr. Mayo accepted a position with the Firestone Rubber & Tire Co. sales department the summers of 1934-5.

"Strangely enough, I started with a rubber company and have wound up with a rubber company," Mr. Mayo comments wryly, referring to WOR-TV's ownership by the General Teleradio Corp., a subsidiary of the General Tire & Rubber Co. His staff also serves as representative for KHJ-TV Los Angeles, another General Teleradio property.

Respects Radio

As an executive who received his basic training in radio, Mr. Mayo expresses profound respect for radio as an advertising medium, but he sums up his attitude toward television this way:

"Television is the greatest advertising and sales medium, not only for the present but the future."

Mr. Mayo believes that an independent operation like WOR-TV keeps an executive like himself on his toes because it requires constant alertness to costs, a sharp eye for production value and an intimate knowledge of labor relations. But such problems hold no fears for Mr. Mayo, who survived four major invasions in both the European and Pacific theatres of operation during 1942-45 service as a Navy lieutenant, senior grade.

Mr. Mayo is married to the former Barbara Jacobs of Bethlehem, Pa. They live in Roslyn Estates, L. I., with their three children: John, 10; Jeff, 8 and Deborah, 4½.

He belongs to the Princeton Club of New York and the Sales Executives Club of New York and is a deacon of the Roslyn Presbyterian Church. He likes to garden and putter around the house.

Walker Tribute

FCC Chairman Paul A. Walker received a public tribute from Stephen Mitchell, Democratic National Committee chairman, when the latter spoke in Oklahoma City Oct. 16. Mr. Mitchell said he shared the pride of fellow Democrats in that state's "great contribution to the national scene." Chairman Walker was cited along with other officials of federal agencies and departments "whom the Democratic party has been sensible enough to put into positions of great responsibility." Chairman Mitchell also praised Sen. Robert Kerr (D-Okla.) for his speeches on radio and television to promote the Democratic ticket. Sen. Kerr is part owner of KRMG Tulsa and WEEK Peoria, Ill., with WEEK-TV expected to begin operation next January.

AGENCY NAMINGS

At St. Georges & Keyes

NAMING of a new president and appointment of three new vice presidents were announced last week by St. Georges & Keyes, New York.

Maubert St. Georges, president of the advertising agency since its formation in 1939, takes over the newly-created position of chairman of the board, while Stanley J. Keyes Jr., executive vice president, becomes president and chief executive officer.

New vice presidents are: James J. Freeman, media director and account executive; S. Ward Seeley, copy chief, and John L. Fitzgerald, account executive. They also will serve on the agency's executive committee.

KNOG To Join CBS

KNOG Nogales, Ariz., 250 w independent on 1340 kc, will join CBS Radio as a bonus affiliate and member of the Arizona group, effective Nov. 2, William A. Schudt Jr., national director of station relations for the network, announced last week. The station is licensed to Old Pueblo Broadcasting Co., of which CBS Radio and TV star Gene Autry is principal owner. H. C. Tovre is president. With the addition of KNOG, CBS Radio will have 215 affiliates.

'Touchdown Tips'

SALES of Touchdown Tips With Sam Hayes have increased from 40% to 100% in 1952, RCA Recorded Program Services Sales reported last week. Package now reaches estimated audience of 4,050,000, spokesman said. The transcribed 13-quarter-hour series is in its 11th season.



Dedicated to Public Service

The fact that the audience comes FIRST continues to keep WREC out in front as Memphis No. 1 Station. In providing a service dedicated to public interest, WREC is proud of the engineering perfection, adequate power and prestige that work to the best interest of advertisers, too! Here are two facts that prove our point: WREC has the highest Hooper rating of any Memphis Radio station. Rates are 10.1% lower per thousand listeners than in 1946.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

• AFFILIATED WITH CBS, 600 KC, 5000 WATTS

AES AUDIO FAIR

Set in N. Y. Oct. 29-Nov. 1

AUDIO Engineering Society's annual Audio Fair Oct. 29-Nov. 1 at New York's Hotel New Yorker will be attended by 15,000 high-fidelity hobbyists, professional audio engineers and music lovers, according to Harry N. Reizes, fair manager.

Admission is free to the fair, where purchasing agents and buyers will represent major jobbers, distributors and dealers, Mr. Reizes said, adding that more than 100 manufacturers have engaged exhibition space. The fair is held in conjunction with the annual AES convention. G. A. Briggs and Harold Leak, British audio authorities, will deliver talks, according to F. Sumner Hall, AES vice president.

Roger H. Nash

ROGER H. NASH, 44, district sales manager in Washington, D. C., for RCA Communications Inc. since 1948, died Oct. 20 while en route to work from his home in nearby Arlington, Va. Mr. Nash joined RCA Communications in New York during 1946 after serving in the Army Signal Corps in World War II. Survivors include his wife and a daughter.

1880 Harold A. Lafount 1952



HAROLD A. LAFOUNT, 72, radio consultant to Bulova Watch Co. interests and member of the former Federal Radio Commission, died Tuesday in Detroit at the home of his daughter, Mrs. George Romney.

Widely known in the broadcasting and related industries, Mr. Lafount was an important influence in the early development of radio regulation. He was appointed to the FRC in 1927 by President Coolidge when the first separate

radio agency was set up in the government. He served with the Commission until it was replaced by the FCC in 1934.

As a radio commissioner he was interested in improving reception by increasing the power of large stations and reducing interference from smaller outlets. He advocated creation of citizens advisory boards to guide stations in allocating sustaining time to community interests.

As far back as 1931 he was interested in development of television service and at one time suggested program supervision to prevent abuses through objectionable advertising or programming. He was an important factor in development of federal regulations requiring equal treatment to political parties and candidates.

When FRC was abolished Mr. Lafount joined the Arde Bulova radio station interests, becoming president of Atlantic Coast Network. His official capacities included president of WCOP and WORL Boston; vice president of WNEW and WOV New York, and WNBC New Britain, Conn.

Activities included presidency of Broadcasting Service Organization, Boston, and the unaffiliates' asso-

ciation, National Independent Broadcasters. He was vice president of Wodaam Corp., Greater New York Broadcasting Corp. and Fifth-Forty-Sixth Corp.

During World War II Mr. Lafount was chairman of the Radio Committee, New York City War Fund, and later a member of the National Radio Committee of the National War Fund.

Harold Arundel Lafount was born in Birmingham, England, going to Salt Lake City in 1893 as a boy. He attended Utah State Agricultural College, receiving a degree in civil engineering. From 1919 to 1924 he was a bishop in the Mormon church.

Following college, Mr. Lafount helped his father in a Logan, Utah, retail hardware business, later becoming manager of Pacific Land & Water Co. in Salt Lake City.

Mr. Lafount was a Republican but publicly refuted a Republican charge in 1933 that the Roosevelt Administration was planning to censor broadcasts.

Surviving are his mother, Mrs. Robert Lafount; four daughters, Mrs. Romney, Mrs. Earl Richards, Mrs. Ruth Colby and Mrs. John Scowcroft, and a sister, Mrs. Elsie Sullivan.

Friends were asked by the family not to send flowers. Contributions will be accepted to the Harold A. Lafount Tribute Fund, 51 W. Warren St., Detroit.

the **WHLI** long island story

ONE STATION **WHLI** IN EVER GROWING **LONG ISLAND**

Delivers more listeners at a lower cost per 1,000 families than any network station—or all other independents combined!

YOU MUST USE **WHLI** . . . TO SUCCESSFULLY REACH THE
\$4,000,000,000 LONG ISLAND MARKET!

WHLI 27.5

"A" Network	21.8
"B" Network	18.1
"C" Network	14.2
"D" Network	8.3
All Others	10.1

Monday thru Sunday-Daytime-Spring 1952
Conlan-Hempstead Town-Long-Island-New York

SHARE OF AUDIENCE

DATA SOURCES

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

WHLI

AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.

PAUL GODOFSKY, President

the voice of
long island

REPRESENTED BY RAMBEAU

...now more than ever—NEWS

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COMPARATIVE NETWORK SHOWSHEET

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EVE

	SUNDAY			MONDAY			TUESDAY			WEDN	
	ABC	CBS	MBS	ABC	CBS	MBS	ABC	CBS	MBS	ABC	CBS
6:00 PM	Carter Products Drew Person (175)	December Bride	Libby, McNeill & Libby Nick Carter	Adventures of the Scarlet Pimpernel S	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (29)	No network service S	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service	Metro. Life Ins. Allan Jackson (29)
6:15	Lorillard Pgm Title TBA	"	6:25 State Farm Ins., C. Brown	"	"	You and the World S	Bill Stern's Sports Review (MM)	"	"	Bill Stern's Sports Review (MM)	"
6:30	Co-op George Sokolsky	Palmolive Soap Our Miss Brooks (195)	Official Detective	Juvenile Jury S	"	No Service	No Network Service	"	"	No Network Service	"
6:45	Field & Stream	"	"	"	"	P&G-Ivory Lowell Thomas (107) R	Sun Oil Co. 3-Star Extra (34)	"	"	Sun Oil Co. 3-Star Extra (34)	"
7:00	Songs by Eddie Fisher S	Ameri. Tobacco Jack Benny (207) R	Affairs of Peter Salem	Meet Your Match S	Co-op Headline Edition	P&G-Oxydol, Dreft, Beulah (127)	Pure Oil Co. News Time (34)	Co-op Headline Edition	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition
7:15	The Three Suns S	"	"	"	Co-op Elmer Davis	P&G-Tide Jack Smith (143)	No Network Service	Co-op Elmer Davis	Co-op Hazel Markel	No Network Service	Co-op Elmer Davis
7:30	Time Capsule S	Reall Drug Amos 'n' Andy (193)	Little Symphonies	Aldrich Family	Gen. Mills, Lone Ranger (153) (See Footnote)	Campbell Soup Club 15 (164)	Miles Labs News of World (166)	Mindy Carson	Credit Union Nat'l Assn. Heater	Miles Labs. News of World (166)	Gen. Mills, Lone Ranger (153) (See Footnote)
7:45	"	"	"	"	TBA (S) 7:55-8	Am. Oil-Hamm. Ed. R. Murrow (101)	Miles Labs 1 Man's Family (166) Rp	"	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp	TBA (S) 7:55-8
8:00	American Music Hall S	Richard Hudnut Charlie McCarthy Show (202) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)	General Motors Henry Taylor (159)	Electric Auto-Life Suspense (188)	AA of RR's Railroad Hour (192)	Mars Inc. People Are Funny (181)	Co-op Black Museum	duPont Co. Cavalcade of America (166)	Amer. Chicle Mystery Theatre (325)
8:15	"	"	"	"	I Covered The Story S	"	"	"	"	"	"
8:30	Marlene Dietrich Cafe Istanbul S	Philip Morris Playh. on Bwy. (194)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (168) R	Firestone Voice of Firestone (152)	Paul Whiteman Teen Club S	Hale, Palmolive Mr & Mrs North (188) R	Red Skelton - OT	Life Begins At 40 S
8:45	"	"	"	"	"	"	"	"	"	"	"
9:00	Gruen Walter Winchell (325)	Hall Brothers Hallmark Playhouse (190)	Opera Concert	"	Jazz Beat S	Lever Brothers Lux Radio Theatre (181)	Bell Telephone Telephone Hour (185) R	Co-op Town Meeting	Wrigley Life with Luigi (187)	L&M Chesterfield Martin & Lewis (188)	Co-op Mr. President
9:15	Lorillard Pgm Title TBA	"	"	"	"	"	"	"	"	"	"
9:30	Melody Highway S	Escape	Sterling John J. Anthony Hour	Chesterfield L&M Dragnet (171) R	Frank & Jackson S	"	Cities Service Band of America (113) N	R. J. Reynolds My Friend Irma (181)	Co-op Off and On The Record	Reynolds Metals Fibber McGee & Molly (180)	Co-op Crossfire
9:45	Alistair Cooke S	"	"	"	"	"	"	Chr. S. Publ. Co Irwin D. Canham (20)	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	10-10-05 Ford R. Trout (112)	Oklahoma City Symphony	Barrie Craig Confidential Investigator OT	Gulf Oil John Daly News (310)	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (157)	Gulf Oil John Daly News (310)	C-P-P, L. Parsons 10-10-05 (182)	A. F. of L. Frank Edwards (27)	Gulf Oil John Daly News (310)
10:15	Gloria Parker Show S	10:05-30 L'gines- Wittnauer Choraliers (157) R	"	"	Dream Harbor S	"	TBA	Dream Harbor S	CBS-Columbia Doris Day 10:05-10:30 (71)	Falstaff Thompson & His Valley Boys	Dream Harbor S
10:30	William Tusher Show S	UN Report	"	Meet the Press	Time for Defense S (see footnote)	R. Trout (10:30-35) Ford (103)	Co-op I Love A Mystery	The Embers (See Footnote)	Ford, R. Trout 10:30-35 (104)	Co-op I Love A Mystery	Latin Quarter Orchestra S (see footnote)
10:45	Looking Into Space S	Thinking Out Loud	"	"	"	TBA	Dance Orchestra	"	TBA 10:35-11	Bands For Bonds	"
11:00	News S	News	News	News from NBC	The Playboys S	News	Co-op Baukhage Talking	The Playboys S	News	Co-op Baukhage Talking	The Playboys S
11:15 PM	Coast Guard Show S	Eddie Fisher Show	The Political Picture	Clifton Uley	Sports Report S	Dance Orchestra	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	News of the World Morgan Beatty	Sports Report S

DAY

	SUNDAY			MONDAY - FRIDAY			SATURDAY			
	ABC	CBS	MBS	ABC	CBS	MBS	ABC	CBS	MBS	
9:00 AM	Milton Cross Opera Album S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty	O-Oscar Corp. Breakfast Club (M-F-W) (290)	Co-op News	Co-op No School Today	Co-op News	No Network Service	1:30 PM
9:15	"	News S	"	We Hold These Truths	Swift & Co. Breakfast Club (290) R	No Service	"	No Service	"	1:45
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books	"	"	General Foods Bob Hope Starts Nov. 10	"	"	2:00
9:45	"	"	"	Faith in Action	"	"	"	"	"	2:15
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S	Philco Corp Breakfast Club (289)	Co-op In Town Today	"	Garden Gate Miller, Robt. Q. Lewis (104)	"	2:30
10:15	"	"	"	"	Sterling Drug My True Story (212)	Toni-Fr. Sardine Godfrey (186) R	"	US Rubber (31) Flako (48) Galen Drake	Miscellaneous Program S	2:45
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S	General Mills Whispering Streets (224)	Co-op Cecil Brown (92)	Campbell Double or Nothing (147)	Super Noodle Show I J Grass (80)	"	3:00
10:45	"	"	"	News Highlights S	Seaman Bros When A Girl Marries (Tu-Th) (201)	Pillsbury Arthur Godfrey (191) R	"	Brown Shoe Smilin Ed McConnell (144)	"	3:15
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.	Live Like A Millionaire S	National Biscuit Arthur Godfrey (193) R	C-P-P Strike It Rich (179)	Cream of Wheat Let's Pretend *(157)	Coast Guard Cadets on Parade	3:30
11:15	"	"	Dixie Four Quartet	Viewpoint USA	"	Liggett & Myers Arthur Godfrey (200) R	"	"	"	3:45
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S	Bristol-Myers (MWF) 3/5 hr Break the Bank	Contnl. Baking Grand Slam (52)	Eddie Fisher Show S	Cannon Mills Give & Take (152)	Hollywood Love Story S	4:00
11:45	"	"	"	The Living Word	Toni & Seaman (Tu-Th) 3/4 hr Prudential (See Footnote)	P&G Ivory Snow Rosemary (142)	"	"	"	4:15
12:00 N	News S	The Asia Story	College Choirs	Sammy Kaye's Sunday Serenade	General Foods The Jack Berch Show (256)	General Foods Wendy Warren (155)	101 Ranch Boys S	Armstrong Cork Theatre of Today (188)	Arthur Barriault News from Washington	4:30
12:15 PM	Brunch Time S	"	"	"	Valentine S	Lever Bros. Aunt Jenny (144)	"	"	Public Affairs S	4:45
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (176)	American Farmer S	Carnation, Stars Over Hollywood (175)	5th Army Band	5:00
12:45	"	Bill Costello News	Co-op Merry Mailman	"	Not in Service	Whitehall Our Gal Sunday (168)	"	"	"	5:15
1:00	Churches of Christ Herald of Truth (108)	String Serenade	Vandevanter & The News S	Youth Wants to Know	Co-op Paul Harvey	P&G Ivory Big Sister (151)	Navy How S	Toni Fun For All (186)	Allis-Chalmers Nat'l. Farm & H. Hour (184)	5:30
1:15	"	"	Wm. Hillman	"	Co-op Ted Malone	P&G Oxydol Ma Perkins (160)	"	"	"	5:45 PM

WEDNESDAY		THURSDAY				FRIDAY				SATURDAY				TIME
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Repeat of Kid Strips	No network service	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service	Una Mae Carlisle S	Morton Salt Visiting Time (7)	Smiley Whitley Show	News from NBC with George Hicks	6:00 PM
"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	Faith For the Future S	UN on the Record	"	H. V. Kaltenborn MM	6:15
"	No Network Service	"	No Service	"	No Network Service	"	No Service	"	No Network Service	Co-op Bob Finnegan Sports	John Derr Scoreboard	Preston Sellers	NBC Symphony Orchestra	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P&G-Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)	"	P&G-Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)	Labor-Management S	Larry LeSueur News	"	"	6:45
Fulton Lewis Jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G-Oxydol, Dreft, Beulah (127)	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G-Oxydol, Dreft, Beulah (127)	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (34)	"	Broadway Is My Beat	Co-op Al Helfer	"	7:00
Co-op Men's Corner	No Network Service	Co-op Elmer Davis	P&G-Tide Jack Smith (143)	Co-op Rukeyser Reports	No Network Service	Co-op Elmer Davis	P&G-Tide Jack Smith (143)	Dinner Date	No Network Service	Women In Uniform S	"	Report From The Pentagon	"	7:15
Noxema Gabriel Heatter	Miles Labs News of World (168)	General Mills Silver Eagle (137)	Mindy Carson	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	Gen. Mills, Lone Ranger (153) (See Footnote)	Campbell Soup Club 15 (164)	Murine Co. Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room S	R. J. Reynolds Vaughn Monroe (177)	Down You Go (7:30-7:55)	TBA	7:30
Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	TBA (S) 7:55-8	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	TBA (S) 7:55-8	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	"	"	State Farm Auto Ins. Co. C. Brown	"	7:45
Co-op MGM Musical Comedy Theatre	R. J. Reynolds Walk A Mile (179)	Defense Attorney S	American Circle Meet Millie (199)	Co-op Modern Adv. of Casanova	General Foods Roy Rogers (162)	The Top Guy S	Amer. Circle Mr. Keen (199)	Co-op Adv. of Maisie	Amer Tobacco Co Hit Parade (191)	Dancing Party S	Wrigley Gene Autry (180) R	Wildroot 20 Questions	Inside Bob & Ray	8:00
"	"	"	"	"	News 8:25	"	"	"	"	"	"	20 Questions S	"	8:15
"	Kraft Gildersleeve (180)	Newsstand Theatre S	Junior Miss	(Co-op) The Hardy Family	General Foods Father Knows Best (160)	Equitable Life This Is Your FBI (280) R	Gunsmoke	(Co-op) Gracie Fields Show	Music by Mantovani S	"	GF-Post Cereal Tarzan (150) R	(Co-op) MGM Theatre of the Air	Dude Ranch Jamboree	8:30
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
Family Theatre	DeSoto Plymouth Dealers, You Bet Your Life (191)	Escape with Me S	Andrew Jergens Hollywood Playhouse (110)	TBA	Pet Milk Truth or Consequences (166)	Adventures of Ozzie & Harriet Lambert & Hotpoint (325) (alt. sponsors)	Mr. Chameleon	Great Day Show	Best Plays	"	General Foods Grape-nuts Gangbusters (158) R	"	Pee Wee King S	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Co-op Off and On The Record	Amer. Cig. & Cig. Big Story (191)	News As It Happened S	Gen. Elect. Bing Crosby (196)	Co-op Off and On The Record	Eddie Cantor Show S	Electric Cos. Meet Corliss Archer (325)	Horatio Hornblower	Co-op Off and On The Record	"	"	Steve Allen	Lombardland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)	9:30
"	"	I Covered The Story S	"	"	"	"	"	"	"	"	"	"	"	9:45
A. F. of L. Frank Edwards (157)	Jason & the Golden Fleece	Gulf Oil John Daly News (310)	(10-10:05) R. Trout (168) General Foods	A. F. of L. Frank Edwards (27)	Judy Canova (OT) *	Gillette Cavalcade of Sports (325)	(10-10:05) R Trout Ford (111)	A. F. of L. Frank Edwards (157)	Hy Gardner Calling	Saturday at Shamrock S	"	Chicago Theatre of the Air S	Reuben, Reuben	10:00
TBA	"	Three Suns S	10:05-30 TBA	Falstaff Thompson & His Valley Boys	"	"	Capitol Cloakrm.	Falstaff Thompson & His Valley Boys	Words in the Night	"	"	"	"	10:15
Co-op I Love A Mystery	Swayze Citizen Views the News	The Embers (See Footnote)	TBA	Co-op I Love A Mystery	Swayze Citizen Views the News	"	Dance Orchestra	Co-op I Love A Mystery	Radio City Previews 10:35-10:45 Pro and Con	TBA	TBA	"	Loke Slove Co. Duke of Paducah L-P 11-15	10:30
Dance Orchestra	Dangerous Assignment *M-M, 10:35-11	"	"	Dance Orchestra	TBA	Gulf Oil John Daly (310) (See Footnote)	"	Dance Orchestra	No Network Service	"	"	"	"	10:45
Co-op Baukhage Talking	No Network Service	The Playboys S	News	Co-op Baukhage Talking	"	The Playboys S	News	Co-op Baukhage Talking	News of the World Morgan Beatty	News S	News	News	News from NBC	11:00
U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	Buddy Weed Trio S	Dance Orchestra	Dance Orchestra	Dance Orchestra	Alex Dreier News	11:15 PM

SUNDAY				MONDAY - FRIDAY				SATURDAY			
CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC
Syncopeation Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Not in Service	P&G Crisco Dr. Malone (155)	Luncheon with Lopez	Co-op News Merrill Mueller S	Vincent Lopez Show S	Carter City Hospital (155)	Sports Parade	The Downhomers	ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (235). 8:40-8:45 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (319). 5:55-6 p.m., M-F, Finnegan's Sports Show (S). 5:45-5:55 p.m., M-F, World Flight Reporter. 7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger. 10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310).
"	"	"	"	P&G Duz Guiding Light (156)	"	Wesson Oil Dr. Paul (61)	"	"	"	"	CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (107). 8:30-8:45 a.m., M-F, Pillsbury, Jack Hunt (40). 10:00-10:15 a.m., Sat., Flako Prods. Galen Drake. 11:00-11:05 a.m., Sat., Campana Sales, Bill Shadel (187). 1:55-2 p.m., Sat., Gen. Foods, G. Drake (153). 3:30-3:45 p.m., Tu. & F., Kellogg Co., House Party. 3:45-3:50 p.m., M-F, Kellogg, C. Smith (145). 4:00-4:05 p.m., M-F, Toni Co. It Happens Every day (157). 5:55-6:00 p.m. Sun., Best Foods, Larry LeSueur (184). 9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155) R. 10-10:05 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (183). 11:30-11:35 a.m., Sun., Bill Shadel (S). *3:15-3:30 p.m., M-Thur., Pillsbury Mills, House Party (167). 3:15-3:30 p.m., Fri., Green Giant, House Party (170). 3:50-4 p.m., M-F, Quaker Oats, Aunt Jemima, Home Folks (115).
Longines-Wittnauer Symphonette (155)	Bandstand USA	The Catholic Hour	Co-op M. M. McBride	GF Swan-Gal. Mrs. Burton (139)	Say It With Music	Jane Pickens Show	Football Game of the Week S	Hormel & Co. Music with H. Girls (121)	5 min preceding game—Barbasol Lineup	Football Games 2-5 Approx	ON A SUNDAY AFTERNOON String Senenade, 2:30-3 p.m. Galaxy of Hits, 3:00-3:45 p.m. Main Street, Music Hall, 3:45-4 p.m. Band of the Day, 4-4:30 p.m.
"	"	"	"	P&G Tide Perry Mason (160)	2:25 Johnson & Son, News	Every Day MM	"	"	"	"	MBS—Titus Moody Speaking—7:55-8:00 p.m. M-W-F—Sustaining. T & Th—Wildroot Co. 8:55-9 a.m., M-F, Gabriel Heatter-VCA Labs. 11:25-11:30 a.m., M-Sat., Johnson & Son, News. 12:25-12:30 p.m., M-F, Carl Smith-Kellogg. 5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson. 9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Willys-Overland Motors Inc New York Philharmonic Symphony (194)	US Military Academy Band	American Forum of the Air	Tennessee Ernie S	Toni, Seeman Nora Drake (172)	Amama-M-W-F 547, Pequet-Tu 2Th, Paula Stone	Every Day S	H. Bishop (190) Inside News from Hollywood 2:55	CBS Football Roundup	"	"	NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lind-Jahr", 190 stations. 8:30-9:00 a.m., Sat., Howdy-Doody. *MM—"Minute Man" Programs. *OT Operation Tandem—Emerson Drug.
"	Top Tunes with Trendler	Elmo Roper	"	P&G Ivory Fl. Brighter Day (151)	TBA	"	"	"	"	"	
"	"	Sunday News Desk	"	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)	"	"	"	"	
"	"	Mutual Ben. H&A On the Line w Considine (183)	"	Pillsbury House Party (180) R*	Lever, Kellogg Houseparty * (172) R	P&G Road of Life (163)	"	"	"	"	
"	Crime Fighters	Critic at Large	"	Cedric Adams See Footnote	"	P&G Pepper Young (166)	"	"	"	"	
Riggie-King Size America Calling (39)	Under Arrest	The Chase S	General Mills Cal Tinney (224)	MTW Chicagoan ThF St. Louis Matinee	M-F 4-4:30 Co-op Jack Kirkwood M-F 4:30-5 Lucky U Ranch	P&G Backstage Wife (175)	"	"	"	"	
"	"	"	"	Treasury Bandstand	M-Bobby Benson 5:15-5:30 Kraft	Sterling Drug Young Widdier Brown (151)	"	"	"	"	
Quiz Kids	Seabrook Farms Private Files of Matthew Bell	U. S. Tobacco Martin Kane (183)	"	Jack Owens Show S	"	Manhtn. Soap Woman in My House (181)	"	"	"	"	
"	4:55 Vick News	"	"	Co-op Big Jon & Sparkie	"	Whitehall Just Plain Bill (143)	Roseland Ball-room Orch. S	"	"	"	
Kingan Arthur Godfrey Roundtable (102)	Wildroot (sponsors 15 min. only) The Shadow	American Bakers Assoc. Hollywood Playhouse (190)	"	Fun Factory S	"	Whitehall Front Page Farrell (138)	"	"	"	"	
"	"	"	"	"	"	Hazel Bishop Lorenzo Jones MWF (181)	"	"	"	"	
Admiral Rebt. Trout (192)	Williamson & Moterola (alt. wks.)	Gulf Oil Co. Counterparty (135)	"	"	3:30-5:55 M-W-F Kellogg Wild Bill Nickol Tu&Th Derby Sky King	Ex-Lax Inc. Doctor's Wife (172)	Club Aluminum Club Time (20)	Saturday at the Chase	"	"	
"	True Detective Mysteries	"	(See Footnote)	"	"	"	"	"	5:55-Johnson & Son News	TBA	

BROADCASTING

The Newsworld of Radio and Television

TELECASTING

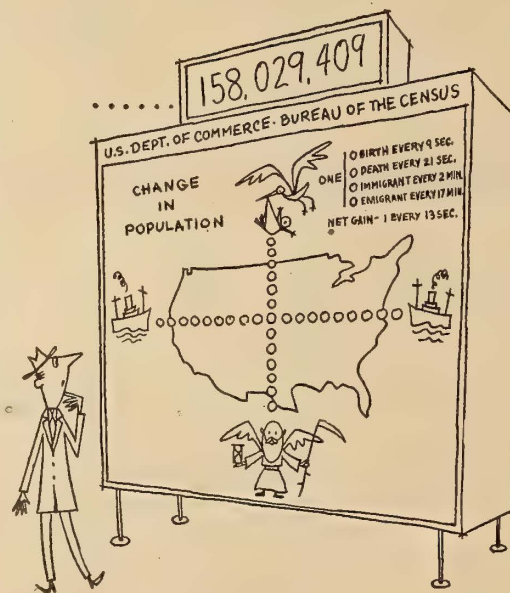
October 27, 1952

How
are you
reaching
October's
240,000
new
customers?

That's right—240,000 new U.S. customers who may never have heard of your product! 240,000 more customers than there were in September.. college students, brides and grooms, craftsmen and farmers and executives!

We didn't invent the figure. It derives directly from Census Bureau statistics. And it proves once more that you must keep telling your advertising story over and over.

There isn't any short-cut. But there is a way to get the longest mileage from your advertising dollar. That's *radio*. And in six of the nation's biggest market-areas.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon .. you'll find powerful and popular Westinghouse stations to help reach both new and old customers at consistently low cost.



On the day this magazine was published, U.S. population totaled 158,029,409 — according to the "electric scoreboard" in the Department of Commerce.



WESTINGHOUSE RADIO STATIONS Inc

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

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

1887 Francis P. Matthews 1952

FUNERAL services were conducted last week for Francis P. Matthews, 65, broadcaster and high public official, who died Oct. 18.



Mr. Matthews, Ambassador to Ireland and former Secretary of the Navy, died following a heart attack while on a visit to his home in Omaha from his post in Dublin.

At one time, Mr. Matthews held a 25% interest in

KODY North Platte, Neb., and WOW-AM-TV Omaha. He was president of WOW Inc. until its sale in August 1951 to Meredith Publishing Co. [B•T, Aug. 13, 1951]. In addition, Mr. Matthews had been a member of the Federal Communications Bar Assn.

Born March 15, 1887, and reared

in Albion, Neb., Mr. Matthews rose to become one of Nebraska's proudest sons. Until President Truman asked him to come to Washington as Secretary of the Navy in May 1949, Mr. Matthews had for the two previous decades directed most civic activity in Omaha. Trusteeships he held included that of Boys Town.

Mr. Matthews, as Secretary of the Navy, presided over the Navy's incorporation into the overall unification of armed forces. In the battle over unification, Adm. Louis E. Denfield, Chief of Naval Operations, was replaced because he disagreed with the Secretary on unification.

Another instance when Mr. Matthews attracted international attention was when, during a speech at Boston in August 1950, he advocated a preventive war to insure lasting peace. The following day this stand was repudiated by both the White House and the State Dept.

Among honors which came to Mr. Matthews was his being made a Secret Papal Chamberlain with Cape and Sword, one of the highest honors a Catholic layman can obtain.

About a year ago, President Truman named him Ambassador to Ireland. Mr. Matthews was in this country for a three weeks vacation when the fatal heart attack occurred.

President Truman learned of Mr. Matthews' death while in Connecticut aboard his "whistle stop" train. He issued the following statement:

"I am deeply grieved to learn of the death of Francis P. Matthews, United States Ambassador to Ireland. He served his country well, not only in his important post at Dublin, but also as Secretary of the Navy. He was a great American, my good friend, and an able public servant."

Survivors are his wife, the former Mary Claire Hughes, whom he wed in 1914; five daughters and a son.

NBS Report

ENGINEERING and scientific inquiries conducted by the National Bureau of Standards during fiscal 1951 are summarized in a new booklet, *Annual Report 1951*, published by the bureau this month. Included in NBS research and development projects are radio propagation, electronics, missiles and other subjects. Report (No. 204) contains 105 pages and 28 illustrations, and is available for 50 cents from the Government Printing Office, Washington 25, D. C.

TWO articles by Russell E. Offhaus, general manager, WMFS Chattanooga, appear in the October issue of *Author & Journalist*. Articles deal with selling the nation's Negro market.

DARN!

Only half the people in Calexico like KBIG! *

Does KBIG sell *all* of Southern California? You judge, from these comments of theatre managers all over the Southland. They were asked their opinion of KBIG by Western Amusement Company, which sponsors a 10-minute "Movietime" program daily on KBIG:

"Special plugs on KBIG did us a lot of good..."
John W. Pope
Bard's Theatre, Los Angeles

"KBIG puts out a strong signal in our area... is quite the center of conversation..."
Paul Christensen
Barstow-Forum-Barlen Theatres,
Barstow (San Bernardino County,
133 mi. airline from Catalina)

"KBIG comes in very clear here; in fact the reception is better than K—, which was the most listened to station prior to the advent of KBIG..."
Frank Justice
El Rancho & Mesa Theatres,
Victorville (San Bernardino County,
102 mi. airline from Catalina)

"We are getting coverage that we could not get with any other medium of advertising..."
C. C. Clough
Port Theatre, Corona del Mar
(Orange County)

"KBIG comes in with less interference than any other station and is fast becoming one of the most popular of this locale..."
C. E. McElroy
Avo Theatre, Vista
(San Diego County)

"About half the people like the station, the other half do not like it. The majority of people in Calexico listen to Mexican stations..."
Dexter Wright
Azteca Theatre, Calexico
(Imperial County, 172 mi. airline from Catalina, on the Mexican Border)

BOX OFFICES DON'T LIE

Take the tip of men who know. Beaming from Catalina to the entire mainland is the new, inexpensive, productive way to focus your advertising on the \$7,600,000,000 South California market. And KBIG coverage and listenership are accomplished facts.

Already 107 advertisers have gotten the KBIG Idea. So act. Nail down your K-BIG Moments now by calling Meeker or us.

10,000 WATTS
740 KILOCYCLES

STUDIOS IN AVALON AND HOLLYWOOD

KBIG GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

John Poole Broadcasting Company

BUSINESS OFFICE: 6540 SUNSET BLVD.
HOLLYWOOD 28, CALIFORNIA

*Just might be because so many people speak only Spanish in these border towns!

REPRESENTED BY ROBERT MEEKER & ASSOCIATES, INC.

I LIKE AMERICA

LIKE AMERICA

I LIKE AMERICA

STAR-SPANGLED EXCITEMENT!...

SPONSORED IN OVER 500 MARKETS
IN JUST 90 DAYS!



THE MOST AMAZING RECORD OF SALES IN THE HISTORY OF RADIO!

BANKS like these are grabbing "Freedom, U. S. A."

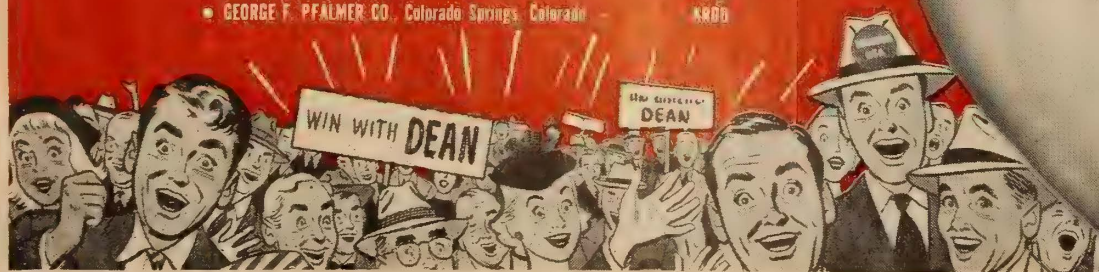
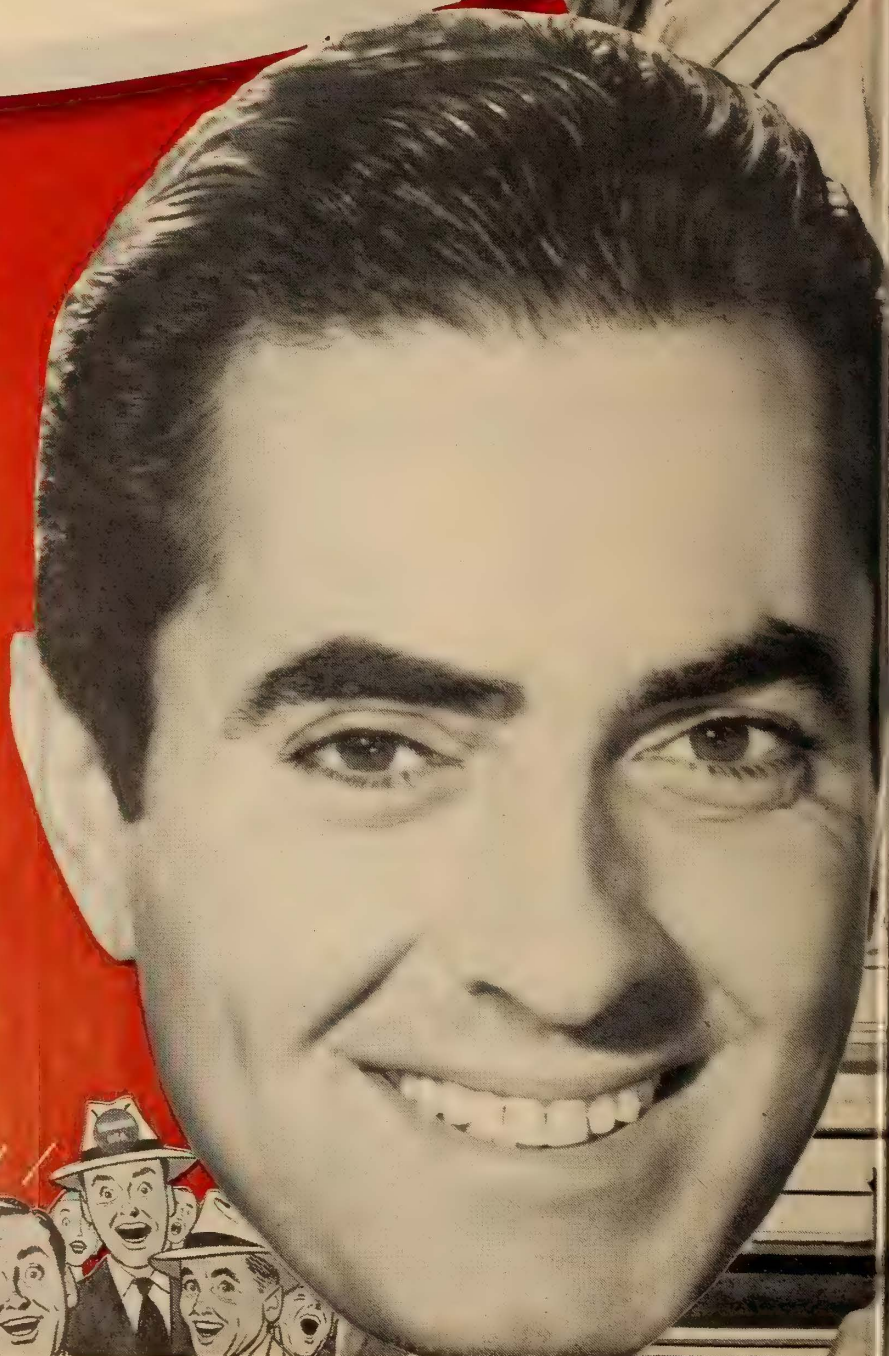
- | | |
|---|------|
| • FIRST AMERICAN STATE BANK, Wausau, Wisc. | WSAU |
| • PERPETUAL BLDG. ASSOCIATION, Washington, D. C. | WTOP |
| • CROCKER FIRST NATIONAL BANK, San Francisco, Calif. | KGO |
| • PLANTERS NATIONAL BANK & TRUST, Rocky Mount, N. C. | WFMA |
| • RHINELANDER BLDG. & LOAN ASSOC., Rhinelander, Wisc. | WOBT |
| • FIRST NATIONAL BANK, Odessa, Texas | KOSA |
| • FIRST NATIONAL BANK OF LEWISTON, Lewiston, Pa. | WMRF |
| • BUDGET FINANCE CO., Las Vegas, Nevada | KLAS |
| • FIRST CITIZENS BANK & TRUST CO., Fayetteville, N. C. | WFNC |
| • CITY NATIONAL BANK OF CENTRALIA, Centralia, Ill. | WCNT |
| • AMARILLO NATIONAL BANK, Amarillo, Texas | |
| • MIDLAND NATIONAL BANK, Midland, Texas | KCRS |
| • FIRST NATIONAL BANK OF THE BLACK HILLS, Rapid City, S. D. | KOTA |
| • MOUNTAIN NATIONAL BANK OF CLIFTON FORGE, Clifton Forge, Va. | WCFV |
| • SOUTHERN ARIZONA BANK & TRUST CO., Tucson, Ariz. | KCNA |
| • FIDELITY NATIONAL BANK, Twin Falls, Idaho | KTFI |
| • FIRST NATIONAL BANK, Missoula, Mont. | KEVO |

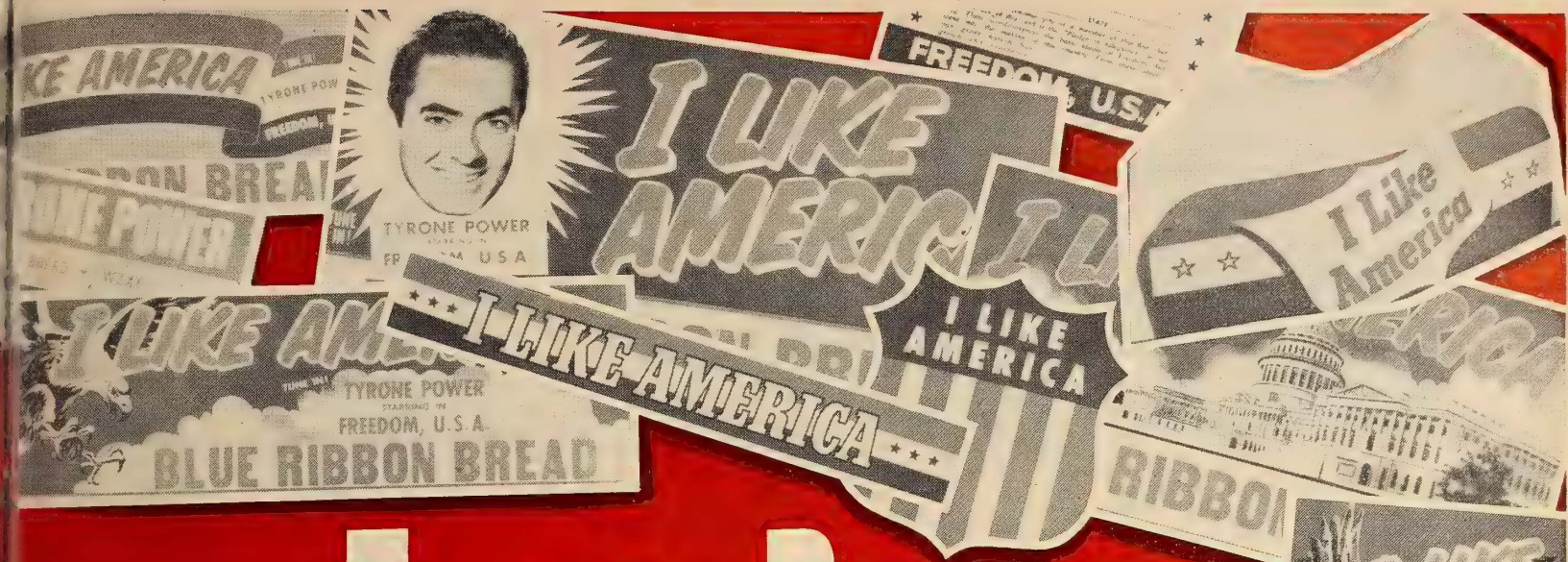
BAKERIES like these are presenting "Freedom, U. S. A."

- | | |
|--|------|
| • HOME BAKERY, Laramie, Wyoming | KOWB |
| • MULLER-GROCERS BAKING CO., Saginaw and Bay City, Mich. | WSAM |
| • SUPREME BAKING CO., Des Moines, Iowa | KIOA |
| • HONEYCRUST BREAD, Somerset, Ky. | WSFC |

BREWERIES like these are signing up "Freedom, U. S. A."

- | | |
|---|------|
| • GREAT FALLS BREWERIES, INC., Great Falls, Mont. | KFBB |
| • VALLEY DISTRIBUTING CO. FOR GREAT FALLS, Livingston, Mont. | KPRN |
| • FLATHEAD DISTRIBUTING CO. FOR GREAT FALLS, Kalispell, Mont. | KGEZ |
| • FRED KOCH BREWERY, INC., Dunkirk, N. Y. | WFCB |
| • GEORGE T. PFALMER CO., Colorado Springs, Colorado | KROD |





Tyrone Power

STARRING IN

"Freedom, U.S.A."

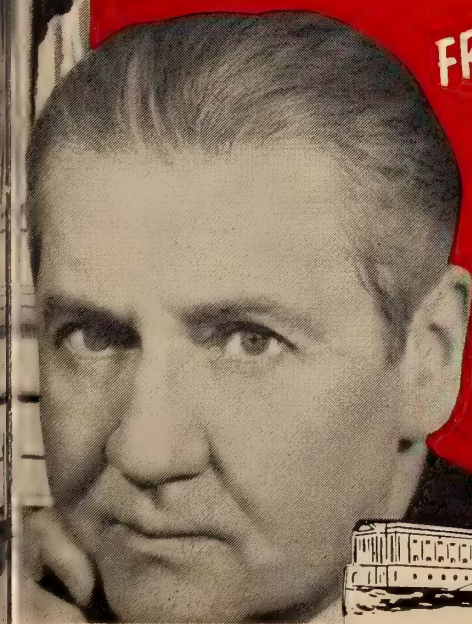
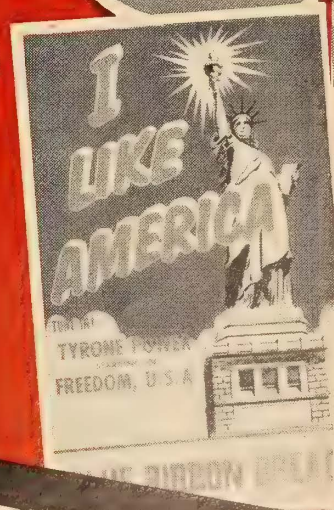
FEATURING EDWIN C. HILL WITH THE DAVID ROSE ORCHESTRA,
JIMMY WALLINGTON, AND AN ALL-STAR SUPPORTING CAST!

SPONSORS GET RESULTS BECAUSE ZIV MAKES THINGS HAPPEN!

Ziv doesn't just sell you the show and leave you to promote it the best way you can. Ziv provides brilliantly planned, elaborately produced, dynamic selling tools to assure you of tremendous listener response!

FREE! THE GREATEST PROMOTION
EVER BUILT AROUND ANY
RADIO PROGRAM!

Just look at the attention-getting, audience-arresting promotional materials shown in this ad . . . all are salesmen-in-waiting . . . ready to go to work for you when you sponsor the most timely and important radio program on the air today!





Judicial Notice

ONE MUST assume that the members of the FCC have read with interest the articles published by the *Wall Street Journal* containing enlightening, if not entirely complimentary, biographical notes on Ralph Stolkin, the 34-year-old millionaire who in recent months has become a tycoon of movies, radio and TV.

Only last August the FCC approved the purchase of KOIN Portland and KJR Seattle by two companies in which Mr. Stolkin has substantial stock interests. Eventually it will be called on to consider television applications filed by those companies and another TV application for Springfield, Ill., filed by WMAY Inc., in which Mr. Stolkin has a 10% capital stock holding. He also has a minority interest in KXOB Stockton, Calif., likewise a TV applicant.

In deciding whether an applicant is entitled to be granted a broadcast license, the FCC is obliged to examine not only the financial capacities of the petitioner but also the quality of its general character.

In all these companies Mr. Stolkin is associated with reputable and respected broadcasters. Whether his presence enhances the character of the licensees is something the FCC will have to determine.

Landslide (By Proxy)

UNLESS all present indications are proved wrong, unprecedented swarms of Americans will rouse themselves from the political apathy that has overcome them in past elections and will go to the polls Nov. 4.

One of the principal stimuli to voter interest has been the massive "Get Out the Vote" campaign conducted under the general guidance of the American Heritage Foundation. The evidence is incontrovertible that radio and television have done the best and biggest job of all media in the campaign.

As reported here a fortnight ago, Thomas D'Arcy Brophy, chairman of the board of Kenyon & Eckhardt and president of the foundation, calls the campaign "history's greatest citizen action program" and says that "a major share of the credit for its success should go to the NARTB and to radio and television as a whole."

The foundation and the NARTB have been too busy planning and executing the last, and perhaps most difficult, phase of the campaign—persuading people who have registered to make the effort to go out and vote—to make a national survey of registration. Though details are lacking, it appears that registration for this election exceeds that in 1948 by 15 to 20%.

That means a lot of millions of Americans have been motivated to do something they haven't done before. There is a lesson here that cannot be ignored. If radio and television can exert such extraordinary influence in moving people to perform an action which, however important as an obligation of citizenship, is not one that brings direct, personal gain, they certainly have the capacity to move people to action which is of more immediate and personal meaning.

American broadcasters undertook and have vigorously carried out this "greatest citizen action program" for no other purposes than to satisfy their own sense of good citizenship. In doing so, however, they have unintentionally created for themselves a devastatingly con-

vincing sales talk for the commercial effectiveness of their media.

No other advertising vehicles have come within miles of matching the performance of radio and television in this campaign, though all have supported it to the full extent of their individual resources.

Here is a perfect test case in which all media have made a special effort to get the same message across. Of all of them, radio and television have transmitted the message most influentially to the most people.

The campaign was not conceived as a commercial proving ground, and as far as we know no one participating in it has thought of it as such. The comparison in media effectiveness is an incidental by-product of the campaign. But the by-product should not be forgotten.

In Meetings Assembled

THE 1952 cycle of NARTB district meetings is over. From August in Cleveland until last week in Boston, 17 two-day sessions spanning the nation were held. They served a most useful purpose. Over-all attendance broke all records. Iron-Man Hal Fellows, NARTB president, made about as many speeches campaigning for better broadcasting as GOP and Democratic Presidential candidates have made campaigning for themselves.

But it should be pointed out that during 1952 broadcasters also broke all records as the most *meetingest* group of professionals extant. There were, in addition to the NARTB sessions, the meetings of state associations (38 of them now); clinics of BMI, AP and BAB; meetings of the American Women in Radio & Television; meetings of affiliates of networks, college institutes, engineering seminars, conclaves, pow-pows, and meetings to organize other meetings.

All told, meetings have averaged about one a day, excluding Saturdays, Sundays and legal holidays.

Now we do not decry or view with alarm. There's no better way to keep informed than to meet the people in the know. NARTB's job is to know things about this business of broadcasting-telecasting, and this administration seems to know them on all fronts better than any of its worthy predecessors. It has more members and more of a budget with which to tell the members what it knows.

Our point is that there are just too darn many meetings of too many groups at different places and different times. Aside from the dollars spent and the man-hours dissipated, there's the matter of sheer physical stamina. Perhaps that's the reason the number of top men attending the sessions diminishes year by year.

It would seem to us that the job could be done by tying in the subsidiary sessions with the main-tent district meetings. For example, the state associations could hold their sessions at the district meeting site a day ahead. The BMI and the BAB sessions, although these organizations are entirely separate and apart from NARTB, could be integrated in the NARTB programs. (Sidebar: It would bring to the NARTB scene non-members who would be available for "contact".)

Through such a consolidation (and through elimination of many of the institutes and clinics under educational auspices) broadcasters would have time to attend other meetings. We have in mind the sessions of the American Assn. of Advertising Agencies, the Assn. of National Advertisers and the Advertising Federation of America meetings. There they would get the viewpoints of their customers and their competitors. They would not be eternally talking to themselves.



our respects to:



RAYMOND FITZHUGH HERNDON JR.

TEXAS' claim that it has everything it needs right within its borders is backed to some degree by the career history of Raymond Fitzhugh Herndon Jr., who reached success in his own hometown by becoming manager of KTRH Houston.

Born in Houston 43 years ago this Wednesday the son of a successful physician, Mr. Herndon attended Houston public schools and was graduated from Rice Institute there in 1932.

The doctor's son decided early what he was going to be—a singer. As a singer, with music his main interest in life, Mr. Herndon belonged to a number of choral groups. As a singer he entered radio.

Mr. Herndon's interest in the radio medium was whetted by his new job. From singing it was only a step to announcing; from announcing only a step to selling; from selling only a step to radio administrative positions—to complete his climb. All these took place during his radio career.

These facts speak pretty well as proof that Mr. Herndon landed in the right business. He is a member of CBS Affiliates Steering Committee and of the Texas Assn. of Broadcasters' board of directors. He is membership chairman of NARTB District 13. He is a member of the Houston Chamber of Commerce publicity committee, the Houston Ad Club and the Houston Variety Club board of directors.

Mr. Herndon arrived at KTRH in October 1947 as commercial manager. He was promoted to assistant manager the next fall and was made manager in 1950, assuming fulltime administration of the 50-kw Houston CBS outlet.

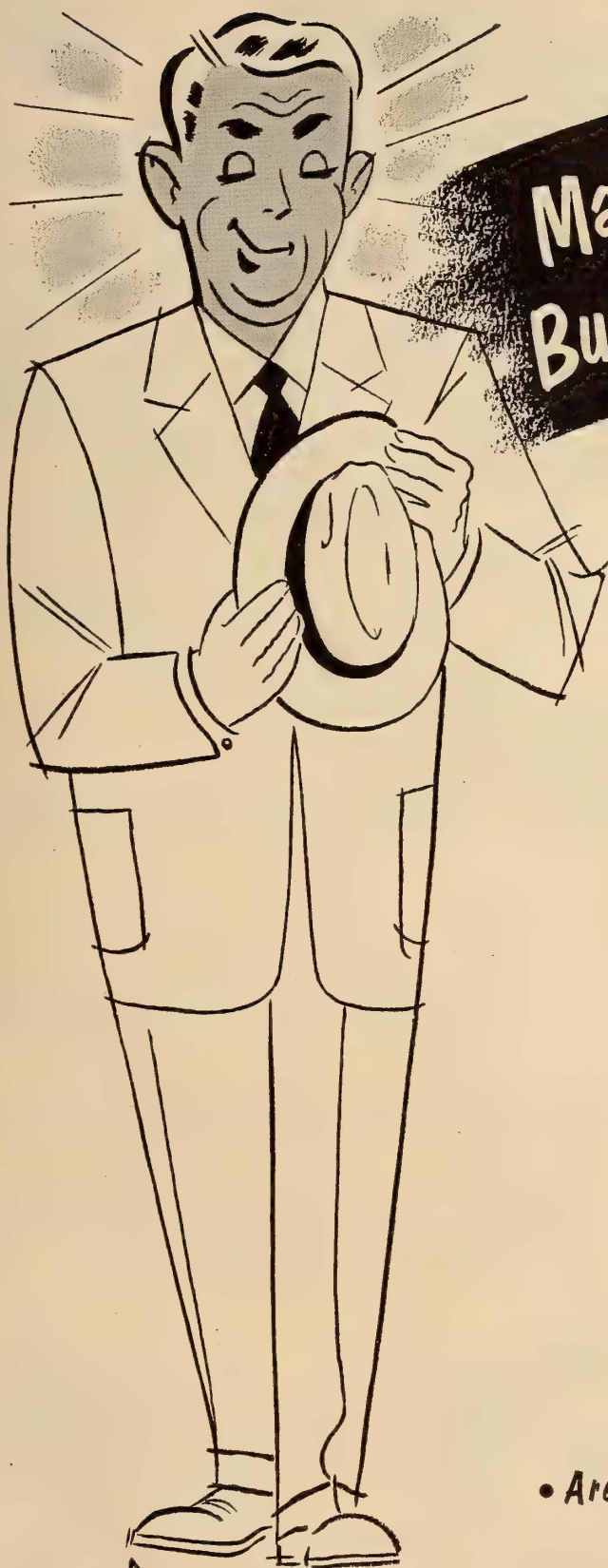
"Radio," says Mr. Herndon, "has been a vital part of the American way of life since the early twenties. It has been so dominant in establishing our present standards of living that it now has become a part of our basic economy and will remain that way in the foreseeable future."

The KTRH manager feels that today radio's future is as bright as ever; that introduction of television into American homes will stimulate listener interest and affirmative results toward radio's growth and popularity.

KTRH, according to officials of the Houston Chronicle Publishing Co., which owns the station, has prospered under Mr. Herndon's leadership, and is an applicant for television in Texas' largest city.

Well known and well liked throughout the broadcast industry, the singer-turned-broad-

(Continued on page 58)



Maybe We're Blushing, But We're Mighty Proud

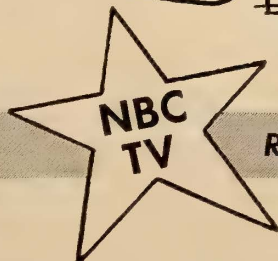
Yes, we at Station WNBQ (that's NBC Television in Chicago) have thought for a long, long time now that we have been doing a good job in holding our position as the number one television station in our area. Continual leadership in programs and audience and advertiser acceptance gave us good reason to think this. It's a natural result from always meeting each assignment from listener or sponsor as though it were the most important matter in the world.

However, it remained for a client to put our aims into words. Note this excerpt from a letter from Mr. Roderick Mitchell, radio-TV director of the Chicago office of N. W. Ayer & Son, Inc.:

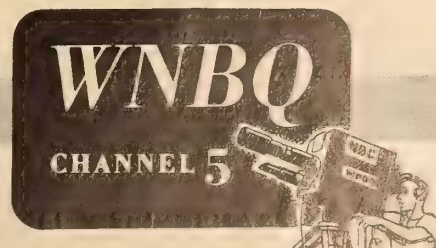
"When you buy a show you expect to get a good show. After all, you're paying good money for it—you have the right to expect the best. But the same money does not give you the right to feel entitled to the whole-hearted cooperation and friendly interest of all the members of the staff of the station involved. This must be freely given—and if it exists at all, it is born of that thing which is akin to artistry—a determination to do one's best."

"Last Saturday we got what we expected from WNBQ—a fine broadcast of the Little League Area finals. But beyond this, we received a cooperation and an interest in the success of the show that matched ours."

• Are you taking advantage of this
extra interest in your success?



REPRESENTED BY NBC SPOT SALES



speaking of platforms . . .



Cutting Transcription Costs— is our **BIG** plank

VOTE for the SESAC Transcribed Library and you'll elect the service that will do the **whole job** for as little as **\$45 a month** (based on advertising rates).

And there's much more than economy in this candidate's platform. You can count on music for round-the clock programming. You get over 4,200 varied selections—plus script shows, double-barrelled sales aids, program notes, and 1,200 bridges, moods and themes.

It's easy to see why the SESAC Transcribed Library is the broadcasters' choice. Drop us a card for samples, discs and data.

SESAC TRANSCRIBED LIBRARY

SESAC Inc.

475 Fifth Avenue, New York 17

front office



WILLIAM C. WHITLOCK appointed general manager of KCLO Leavenworth, Kan., and coordinator of national sales for Mid-West Broadcasting System.

B. GEORGE BARBER Jr., commercial manager, WCOG Greensboro, N. C., promoted to station manager, succeeding **HENRY SULLIVAN**, who moves to WGTM Wilson, in same capacity.



Mr. Barber

WILLIAM FEILD, Dallas, Tex., radio and public relations man, to **KEVT Kerrville, Tex.**, as manager, replacing **DEAN TURNER**, who has resigned.

ROBERT WOOD, station relations staff, CBS-TV New York, promoted to assistant director of CBS Television Station Relations. **JOHN M. BOYLAN**, station relations department, ABC-TV, and **EDWARD SCOVILL**, station relations at CBS Radio, appointed staff representatives in CBS-TV's station relations.

BILL HUNEFELD to sales staff, KSFO San Francisco, after discharge from Naval Air Force, replacing **DOUG MINER** who has been recalled by U. S. Navy.

BILL ENDICOTT, KBRC Mt. Vernon, Wash., to KCRE Crescent City, Calif., as assistant manager.

JETER C. PRITCHARD, WNAV Annapolis, Md., to WFBR Baltimore on sales staff. **DON SPATZ**, continuity director at latter station, promoted to assistant to **ROBERT S. MASLIN Jr.**, vice president in charge of promotion.

P. R. RANSOM to KSIB Creston, Iowa, as sales manager after discharge from Marine Corps.

GLEN McDANIEL, former president of Radio-Television Mfrs. Assn., to law firm of Lundgren, Lincoln & Peterson, 63 Wall Street, N. Y., as member. Firm name has changed to **LUNDGREN, LINCOLN, PETERSON & McDANIEL**.

RICHARD M. FANNING, commercial manager, KSON San Diego, opens station representative office at 3757 Wilshire Blvd., L. A. Telephone is Dunkirk 2-2301.

MARJORIE BOYLE, executive secretary, WOR New York, to station's sales staff as assistant to **WILLIAM CRAWFORD**, sales manager.

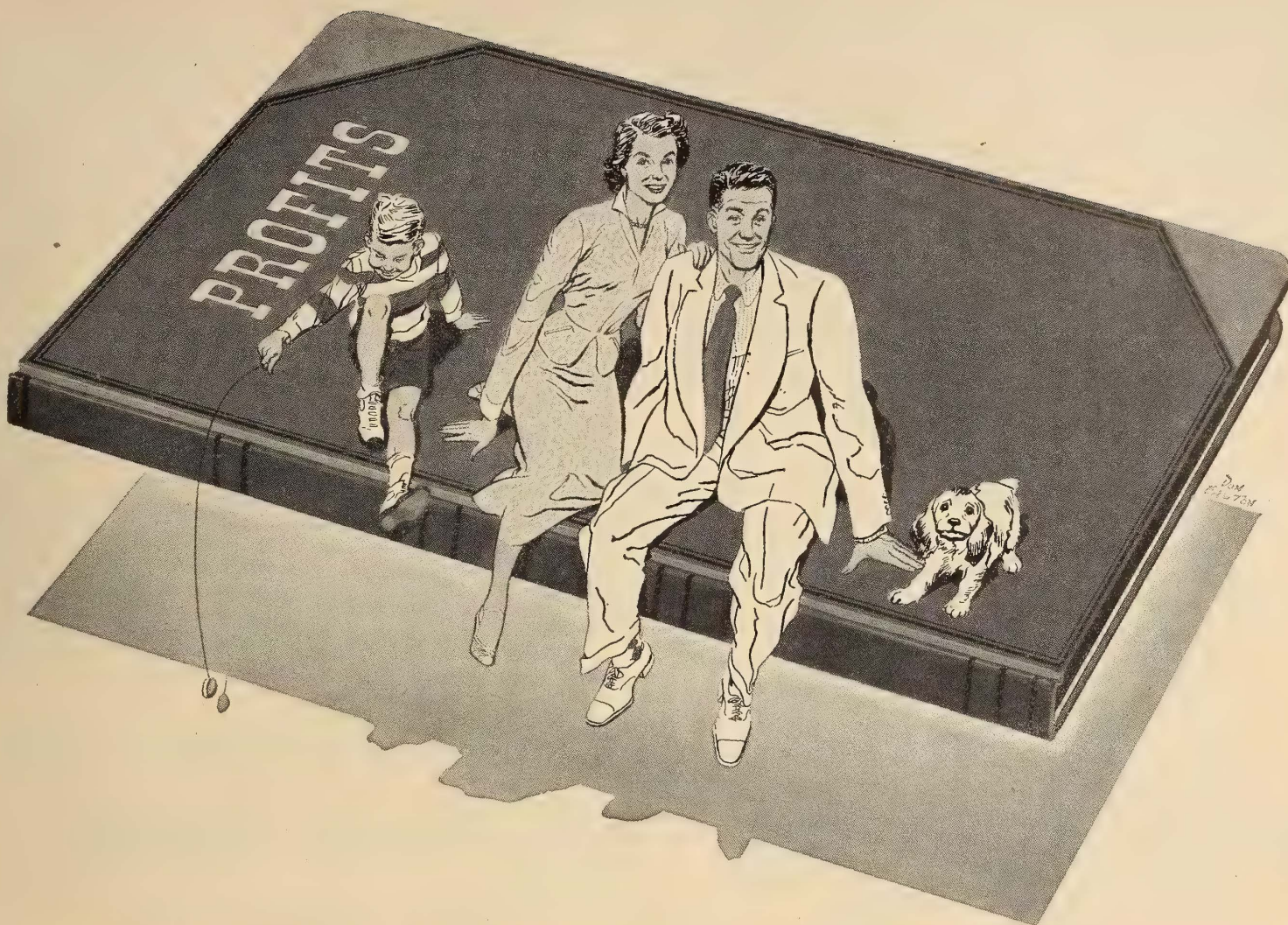
PETER MUSTAKI, account executive, WQAM Miami, Fla., to KOTV (TV) Tulsa, Okla., in same capacity.

Personals . . .

FARRIS E. RAHALL, president of WNAR Norristown, Pa., vice president, WWRN Beckley, W. Va., and WKAP Allentown, Pa., flying to Brazil to study TV operations in that country. . . . **JOHN D. GALE**, Southern California manager, Paul H. Raymer Co., station representative, elected to Hollywood Ad Club board of directors.

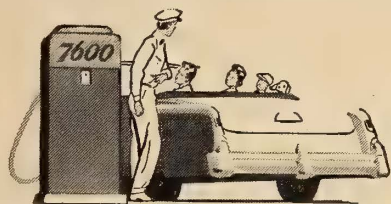
LINCOLN W. MILLER, assistant to the president, KIRO Seattle, re-elected president of Washington State Press Club.

E. M. ROBERTS Jr. vice president, KXOK St. Louis, elected 2d vice president of city's Advertising Club. . . . **ROBERT R. TINCHER**, vice president and general manager, WNAX Yankton-Sioux City, S. D., elected to membership on U. of South Dakota development commission. . . . **DONALD L. CHAPIN**, assistant general manager, WKRC-TV Cincinnati, and **JOAN MARILYN GAMBLE**, TV performer, were married Oct. 10. . . . **MIKE MEEHAN**, salesman for WISN Milwaukee, and **Bette Crownhart** have announced their marriage. . . . **FRED RABELL**, president-general manager, KSON San Diego, and **DOROTHY JOHN-SON**, vice president-assistant general manager, same station, were married Oct. 8. . . . **FRED STUBBINS**, Los Angeles representative, KSDO San Diego, father of girl, Catherine Louise, Oct. 11. . . . **JAMES WEMPLE**, account executive, KNBH (TV) Hollywood, father of girl, Oct. 15.



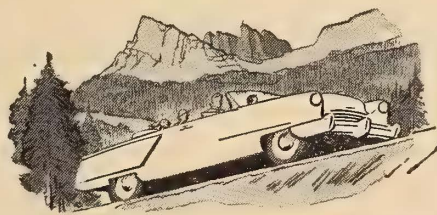
HOW THE PROFIT SYSTEM BENEFITS YOU

1. Shortly after the end of World War II we brought out a brand new super gasoline called 7600—a high octane aviation fuel adapted to automobile operating conditions. The performance of 7600 was so superior to anything the average motorist had experienced that it was months before we could supply our stations with enough to satisfy the demand.



4. It didn't take us long to decide on the desirability of increasing our facilities for making 7600—although the program represents an investment of many millions of dollars. For we reasoned that by maintaining the quality of 7600 we would get enough additional business to make a profit out of our investment.

2. Today 7600 is still the top-quality gasoline in the West by a comfortable margin. For its quality has steadily improved from year to year. But in one way 7600 has been a rather embarrassing success—for we haven't always been able to keep pace with the demand for it.



5. This profit incentive is the driving force behind our whole competitive economic system. It has given the American people the best products, in the greatest abundance, at the lowest cost in the world. That's why any attempt to tax away this profit incentive is bound to lower the standard of living of every American.

3. In order to keep up with this demand we were faced with doing one of two things: (1) reduce the quality of 7600 so that we could make more of it, or (2) undertake a program to increase our output of high octane super quality gasoline.

MANUFACTURERS
OF ROYAL TRITON
THE AMAZING
PURPLE
MOTOR OIL!



Available at
leading car dealers
throughout the nation

UNION OIL COMPANY OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, Calif.



Advertisement

From where I sit by Joe Marsh

Left Ham Sandwich 40¢

Ambled over to Bob's Restaurant Tuesday for lunch and noticed a new sign "Left Ham Sandwich, 40¢ . . . Right Ham Sandwich, 30¢."

"Why the sign, Bob?" I asked. "Don't tell me you believe the old story that hogs scratch more with their right leg than with their left—so's the left ham is more tender?"

"No," he says. "I don't take any stock in it. But, some people have ordered those 'left' sandwiches. When I explain to them that there's nothing to that fable, that the sign is just a business-getter, and I've only one price, they enjoy an old fashioned, plain ham sandwich all the more!"

From where I sit, stories like "right" hams being tougher than "left" ones are with us because some people get ideas into their head and hang onto them for dear life. It's like those who think an adult like myself hasn't the right to a glass of beer with my supper. I say let's keep our opinions free from being "sandwiched-in" by misinformation.

Joe Marsh

Copyright, 1952, United States Brewers Foundation

Faith in Radio Cited at Dist. 1

(Continued from page 32)

a program reaches, the area it covers, and its cost in relation to other stations in the market. All other things being equal, he said, "I'm personally inclined to favor a station which cooperates in making listener surveys with other stations in its market, and which subscribes to Standard Audience Measurement of the Nielsen Coverage Service."

Mary McKenna, group supervisor of timebuying, Benton & Bowles, called for more surveys—not those measuring radio homes, the traditional yardstick—but surveys measuring radio listening in terms of kinds of listeners: men, women and children.

She drew attention to the recent American Research Bureau survey showing listening by rooms in the home, with the 27.2% in the kitchen for radio-only homes shifting to 50% in that room in radio-television homes. Referring also to Dr. Forest Whan's survey in New England indicating a high percentage of two-set simultaneous listening all day, she said that these show the new pattern of radio listening in a TV market, but don't constitute enough data to continue to insure acceptance by clients of radio's continued position of influence in such markets.

"That is," she continued, "so long as stations continue to accept and subscribe to local listening studies which measure the unrealistic unit of the so-called radio home listening." Stressing the need for a united objective by all radio stations in a market, Miss McKenna emphasized that "in days when the basic advertising value of radio stations is being seriously questioned, a pooling of resources for responsible research to conclusively prove the continued effectiveness of radio should be the goal of all stations."

Another selling job which stations should undertake in group action, she suggested, is to sell distributors and retailers of drug and grocery products on radio's effectiveness as compared to other media.

Package Rates

Discussing package rates, Miss McKenna said she believes rate structures should be competitive but that such rates should be a matter of open record available to all advertisers on an equal basis.

Lewis H. Avery, head of Avery-Knodel, station representatives, compared factors regarded important in timebuying ten years ago with today. "There is idolatrous worship of cost-per-thousand, and much of the information used is based on questionable facts and figures," he said.

Harold E. Fellows, NARTB president, warned that stations are now operating under the threat of a Federal "big stick." Future developments, he said, might include controls limiting radio and TV in

broadcasting of public events and a new standing Congressional committee to investigate radio and TV. The solution to the many problems facing broadcasters, he asserted, is joint industry action.

Mr. Fellows spoke at a luncheon meeting held in conjunction with the Radio Executives Club of New England. Presiding was Rudolph Bruce, club president and advertising manager of New England Coke Co.

Reporting on the nation's first commercial uhf station, KPTV (TV) Portland, Ore., John Taylor, advertising manager of RCA's Engineering Products Dept., said that in the station's total trading area, with a population of 739,400, the number capable of receiving a good picture was 649,100 or 88%. Breaking down the figures, he said that in the city, with a population of 383,700, the number getting a good picture could be estimated at 364,500 or 95%, while outside the city, with population figures of 355,700, a good picture would be received by 284,600 or 80%.

Portland's Uhf Findings

In a slide presentation of "The Portland Story," Mr. Taylor described how measurements were reached and pointed out some of the findings thus far, based on studies of the country's first uhf commercial venture.

The KPTV transmitter, he said, was set up on a ridge one and a half miles from the center of town, with its antenna about 1,000 ft. above average terrain.

To measure performance, the following factors were included: finding out how far the signal goes; determining how much signal is needed for good reception; locating areas of poor or no reception; drawing a map showing relation of actual coverage to population and shadow areas.

An RCA Service Co. portable truck was rigged up with a low antenna and one which could be extended to 70 ft. Traveling along the roads, signal strength was observed and was found to correspond with the FCC predicted curve of F (50.50).

Measuring field intensity in dealer stores and other places where there were TV sets, it was found that two mv per meter were needed to get a snow-free picture. This was slightly higher than the Commission's 1.6 mv per meter.

Following comparison of uhf coverage of 88% in Portland as against an estimated 94% vhf, Mr. Taylor posed the question, "Can results in Portland be used to predict coverage in other cities?" Answering with a "Yes, but," he observed that factors to consider were antenna height, terrain, distribution of population and signal strength, and a low uhf channel. These were all favorable in Portland, he declared.



"This new 'Scotch' Brand 7-inch professional reel cuts machine maintenance costs!"

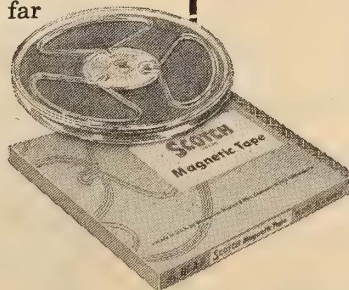
Extra-large hub gives new "Scotch" Brand reel exclusive advantages

✓ **LOWER ROTATIONAL SPEED** produced by new larger hub means less vibration, decreased machine wear. Recording equipment stays on the job longer with fewer stops for repairs and adjustments. The new $2\frac{3}{4}$ " hub gives this 7" reel approximately the same ratio of outside diameter to hub diameter as the standard NARTB $10\frac{1}{2}$ " metal reel. Rewind speed is actually 10% faster than the ordinary 7" reel despite the slower rotating speed.

✓ **CUTS TIMING ERRORS 50%!** By reducing tension changes as tape is spooled off, this new reel reduces timing errors to a minimum.

✓ **REDUCES PITCH CHANGES!** Using this new reel, you can splice recordings of long musical programs with far greater stability of pitch.

SEE YOUR DISTRIBUTOR FOR A SUPPLY OF "SCOTCH" BRAND 7" PROFESSIONAL REELS AND NEW DRY LUBRICATED TAPE!



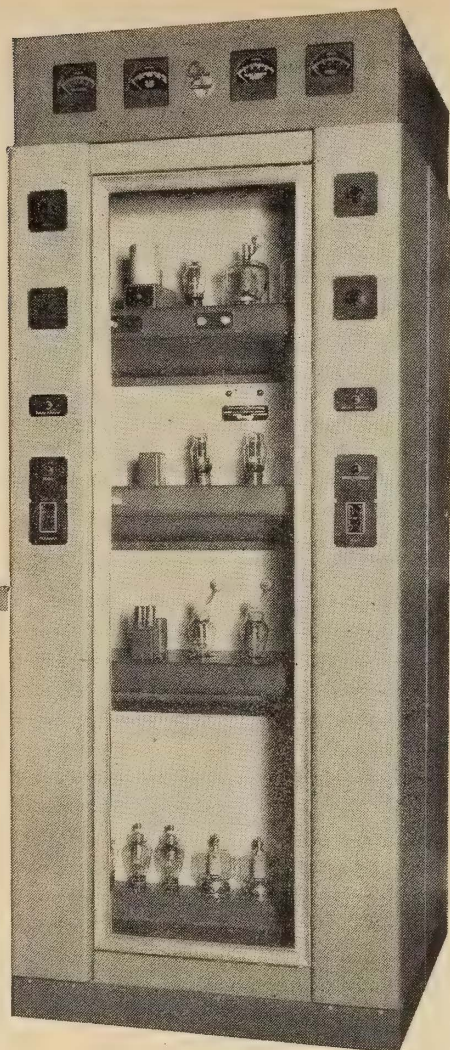
Tape on new reel is improved 4 ways!

- 1 **"DRY LUBRICATING"** process gives you a tape that practically eliminates sticking, squealing and cupping . . . a completely dependable tape that turns in a flawless performance in extremes of heat and humidity.
- 2 **100% SPLICE-FREE!** Tape supplied on the new "Scotch" Brand 7" professional reel is guaranteed to be completely free of splices.
- 3 **THINNER CONSTRUCTION** allows a full 1200 feet of tape to be wound on the new reel despite its larger hub. Magnetic properties of this new tape are identical with "Scotch" Brand #111-A, the industry's standard of quality.
- 4 **GUARANTEED UNIFORMITY!** Output variation of tape wound on the new reel is guaranteed to be less than plus or minus $\frac{1}{4}$ db at 1000 cps within the reel, and less than plus or minus $\frac{1}{2}$ db from reel to reel.

REG. U. S. PAT. OFF.
SCOTCH
 BRAND
MAGNETIC TAPE



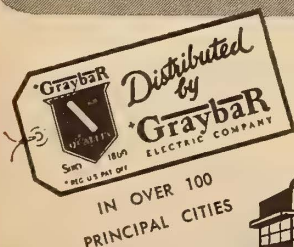
The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing,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



Excitingly new and different!

The Continental Type 312 250 WATT AM TRANSMITTER

Here's a refreshingly original transmitter engineered to bring top performance with utmost ease of adjustment. RMS distortion values in the order of 1% over the entire audio range are obtainable. The electrical design is simple and straight forward. Only two tuning controls are required. Modern, Transview cabinet styling affords maximum accessibility, shielding, and circulation of cooling air.



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

PERLMAN ELECTED

AFA Dist. 5 Governor

MEMBERS of the Fifth District of the Advertising Federation of America elected Ellis S. Perlman, director of public relations, Coleman Todd & Assoc., Mansfield, Ohio, to the post of governor at the organization's annual business meeting Oct. 18 in Columbus.

Others elected were:

William T. Owens, public relations director, Girdler Corp., Louisville, and retiring governor, chairman of district's board of directors; Martin W. Schryver, Crystal Laundry and Dry Cleaning Co., Dayton, first lieutenant governor; Samuel Rouda, The Kroger Co., Cincinnati, second lieutenant governor; Roger C. Fleming, director of advertising and public relations, Allison Div., General Motors Corp., Indianapolis, third lieutenant governor; Virginia M. Hood, BBDO, Cleveland, fourth lieutenant governor; G. Patricia Wagner, space buyer, Doe-Anderson Agency, Louisville, secretary; Melvin E. Tharp, Columbus Dispatch, treasurer.

More than 300 advertising people and club members from Ohio, Indiana and Kentucky attended the meeting, which was held in conjunction with the ninth annual conference sponsored by Ohio State U.

Sports Charges

WESTERN UNION football and hockey "full-description" service to radio and TV stations may cost more in some sections of the country this season, less in other areas depending on component cost in each instance. FCC last week granted the common carrier permission to amend its tariffs on not less than one day's notice in certain respects. The football tariff becomes effective Nov. 7, FCC reported, while the hockey tariff runs until April 15. Component costs for each subscriber differ, it was explained, since they include variables such as telephone line charges and operator wages. On overall basis, costs this year are no more than before, Western Union said.

GULF, Colorado & Santa Fe Railway Co., has completed installation of a Philco multi-channel microwave communications relay system between Galveston and Beaumont, Tex., according to James D. McLean, general sales manager of Philco's government and industrial division.



WORTH KRAMER (c), general manager-vice president, WJR Detroit, receives two citations at the same time for outstanding service to veterans' groups. L to r are Merton Tice, national junior commander, Veterans of Foreign Wars; Mr. Kramer, and Jasper Kohn, Michigan VFW commander.

Our Respects To

(Continued from page 52)

caster is married and the father of three teen-agers, two boys, 17 and 15, and a girl, 13. His love for music and choral singing still are reflected in his hobbies.

Mr. Herndon's personal plans for the future are essentially the same as those of many another broadcaster: "To remain in broadcasting—radio and television—as long as they will let me."

RETAILER MEET

Being Planned in Chicago

HOW to make radio pay and how to use TV at moderate cost are problems which low-budget retailers will pose at the First Retail Advertising Conference now being planned in Chicago.

Conference, slated for between January and March, is being set up by Budd Gore, former advertising manager of Marshall Field & Co. who opened his own agency—public relations—consulting firm in September, and Ralph Heineman, co-director. Believed to be the first of its kind, the conference will be open to retailers nationally, to resource and media people and manufacturers.

HERE'S PROOF...

SEE OUR DOUBLE PAGE
SPREAD IN THIS ISSUE

CHICAGO 7

Clear Channel Home of the National Barn Dance

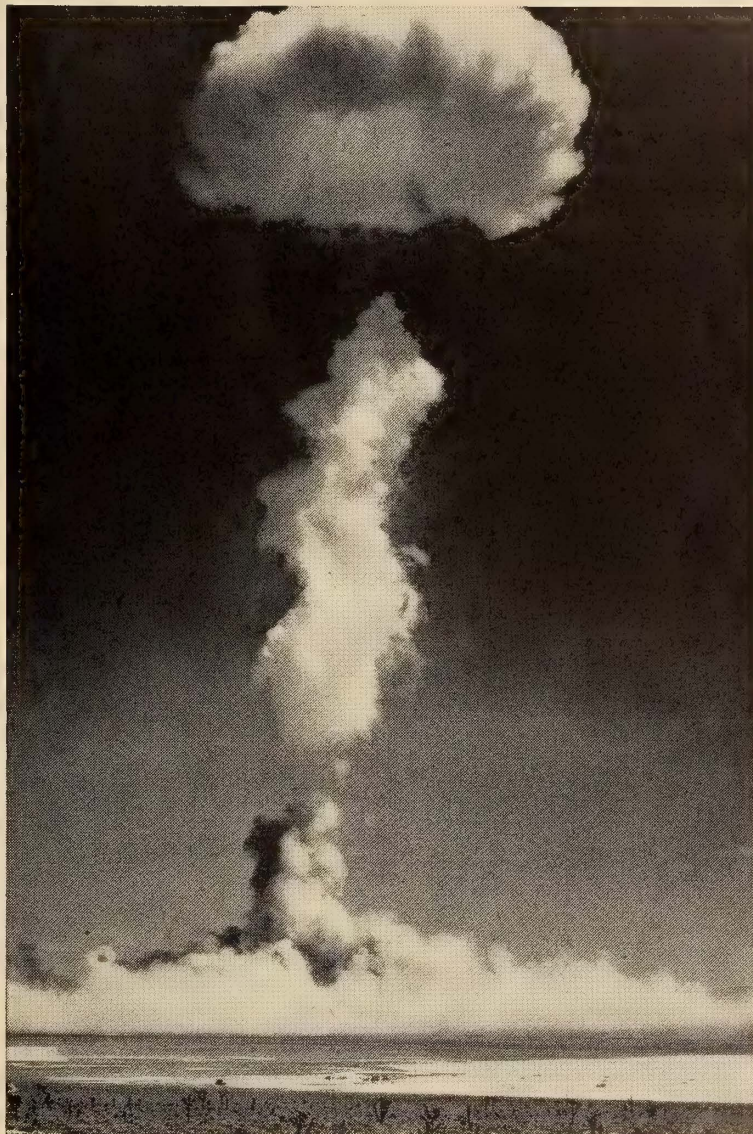
HOW DOES THE POWER GET INTO THE BOMB ?

Uranium itself isn't enough. Preparing it for the bomb's A-power takes vast quantities of *electric power*. So do the planes, tanks and other huge Defense production jobs. On top of this, homes, farms and businesses are using twice as much electricity as before World War II. Will the electric companies develop enough power? The answer is YES!

As much electric power as Detroit uses will be needed by one A-bomb factory now nearing completion. Another new A-bomb project will use twice that much. Electric light and power companies are now building a giant power plant for one of these, and are ready to build a plant for the other — faster than the federal government could — *and without a cent of your taxes!*



New plants double U. S. power. The map pinpoints the new electric power plants and plant additions built by the nation's electric companies just since World War II. They give each American *twice* as much electricity as he had then. In spite of this, the people pushing for socialized electricity still talk "power shortages" as an excuse for getting government deeper into the electric business.



A-bomb test at Frenchman's Flat, Nevada

← **Battlefield in the struggle against socialism.** On the Niagara River, five local electric companies are ready to build a big new plant to develop additional electric power. But the job is being held up by those who want government to build the plant — even though that would cost Americans \$350 million in taxes. Similar delays hold up new power at Hell's Canyon, Idaho, Roanoke Rapids, N. C., and Kings River, Calif. — wasting time, money and power. America's electric companies can provide this power — without one cent of tax money — *and without the threat of government monopoly or socialism!*

These facts are heartening proof that the experience and sound business management of the country's hundreds of electric companies are ready and able to meet the nation's biggest power needs. America's **ELECTRIC LIGHT AND POWER COMPANIES***.

• "MEET CORLISS ARCHER"—ABC—Fridays—9:30 P. M., Eastern Time.

*Names on request from this magazine

MULTI-RADIO OWNERSHIP

Found in 'Household' Survey

PERCENTAGE of *Household* magazine subscribers who own two radio sets more than doubles the number who own only one set, and the figure for those who own three sets is almost twice that of those who own a single set, the magazine reported last week after a sample survey of its readers.

Household's third annual survey showed 98.3% of its subscribers owned radios, with 16.0% having one, 32.8% two, 30.6% three, 12.4% four and 6.5% five or more. The study polled every 400th subscriber of the magazine's 2,100,000 circulation.

Of radios, 97.1% had radios in the home, while 59.0% had an auto radio. The survey listed 27.2% of the subscribers as owning television sets.

Canadian Gagwriters

PLANS were underway last week to organize chapters of the National Assn. of Gagwriters in both Toronto and in Montreal. Hank Karpus, Canadian comedy writer, was chosen to organize the Toronto chapter; Jaques Gauthier, radio and television gagwriter and production executive of Quebec Province, was selected to set up the Montreal branch.

air-casters



RUSS COUGHLAN, program director, KROW Oakland, named supervisor of television programming for Sackett Enterprises, applying for TV stations in Oakland, Vancouver and Coos Bay.

ROBERT C. MILLER, farm service director, W R F D Worthington, Ohio, to WLW Cincinnati, as farm program director.



Mr. Miller

BOB MORRISON to WIRE Indianapolis announcing staff.

RAY WALSH WBTM Danville, Va., to continuity staff, W C S C Charleston, S. C.

EDWIN T. CON-

NELL, staff member, NBC-TV's *Today* program, to ABC-TV's *All-Star News* staff.

JACK MILLE, news director, KSIB Creston, Iowa, named program director in addition to other duties. **LES WRIGHT** appointed farm editor at station. **PEGGY SMITH** added to staff as music director.

LEN CORBOSIERO, program department, KNX Hollywood, shifts to Columbia Pacific Radio Network as associate director.

LOWELL JACK, program director, KWBG Perry, Iowa, appointed studio manager there.

BOB OSTBERG, WFGM Fitchburg, Mass. disc jockey, to WKNE Keene, N. H., as staff announcer.

WILLIAM H. STRUBLE, sales promotion manager, Edgar Morris Sales Co., Washington, D. C., Westinghouse distributor there, to WBT and WBTM (TV) Charlotte, N. C., as promotion supervisor.



Mr. Struble

RICHARD EISMINGER, advertising-promotion manager, KNBH (TV) Hollywood and **ALBERT V. COLE**, program director

there, have resigned.

BILLYE MARGARET TOMLINSON, commercial traffic manager, WTOP Washington, to KCBQ San Diego, as promotion and merchandising director.

BARD MELTON, disc jockey at KING Seattle, to KENI Anchorage, Alaska, as announcer.

MARY LOU CONTE to Hollywood office of KBIG Avalon, as member of traffic department.

GEORGE W. FAUST, Public Information Staff, U.S. Army & Air Force Recruiting Service, N. Y., to KNXT (TV) Hollywood, as operations-traffic supervisor.

WILLIAM BIDELELL, promotion-publicity director, KPOL Los Angeles, has resigned.

KIMBERLEY JOHNSON, WLNA Peekskill, N. Y., to WCSH Portland, Me., on announcing staff.

REG MERRIDEW, program director, WGAR Cleveland, elected vice president of Downtown Cleveland Kiwanis Club.

FILOMENA VOLPINTESTA to promotion staff, WISN Milwaukee. **STEVE CANNON** to station's announcing staff.

GEORGE A. BROWN, production manager of CJOC Lethbridge, to CFAC Calgary, in same capacity.

MARCIA VAN CLEAVE to KXOK St. Louis in traffic department.

MARY SINCLAIR, New York TV actress, assigned role in Paramount Pictures feature film, "Adobe Walls."

JACK BRIGGS, announcer, KFMB San Diego, and **MARY LOU LUDWIG**, station secretary, were married Oct. 17.

RICHARD BROWN, Hollywood free lance radio-TV director, father of boy, Kerry Robb, Oct. 18. Mother is **MARGARET KERRY**, who portrays Sharon on KECA-TV Los Angeles *The Ruggles*.

SCOTT PHOENIX, photographer, WSYR Syracuse, father of girl, Debra Jean, Oct. 11. **BILL MARTIN**, staff announcer, father of girl, Mary Kathleen.

JIM AMECHE, freelance radio-TV personality in Chicago, father of boy Oct. 14.

JOHN J. McNULTY, associate producer, NBC-TV *RCA Victor Show Starring Dennis Day*, father of girl, Marianne, Oct. 15.

News . . .

JAMES TERRELL, news staff, WKY Oklahoma City, named news director, succeeding **EWING CANADAY**, now extension editor at Oklahoma A.&M. College.

LYNN SUCHER, KTOP Topeka, Kan., appointed day news editor, KFBI Wichita, Kan.

JACK HANNON, KELO Sioux Falls, S. D., to news staff, WNAX Yankton-Sioux City, S. D.

GENE GODT, WHO Des Moines, and **DON PADILLA**, photo editor and writer on news staff, WCCO-TV Minneapolis-St. Paul, appointed associate news directors at latter station.

HAROLD MEIER to news staff of WISN Milwaukee.

CHRISTY WALSH Jr., press representative, NBC Hollywood, father of boy, Robert Christy, Oct. 13.

JIM McGOVERN, director of news and special events, WISN Milwaukee, and Ruth Hale have announced their marriage.

ALASKAN DEBUTS

Two New Stations Added

TWO new stations are being added to the Midnight Sun-Aurora Broadcasting System in Alaska, it was reported last week by Gilbert A. Wellington, national advertising manager.

KJNO Juneau went on the air for the first time on Oct. 18, on 630 kc and with 1 kw-D and 500 w-N. Present schedule is from 6:30 a.m. to midnight. Del Day, formerly with KFAR Fairbanks, is station manager.

The other new outlet, KABI Ket-chikan, will be on the air by mid-November, Mr. Wellington said. On 530 kc, it will have the same power and the same broadcast day as KJNO. Roall Erickson, also formerly with KFAR, is to be KABI manager.

Miriam Dickey, Fairbanks, Alaska, is president of the licensee company, succeeding the late Captain A. E. Lathrop.

Both stations are affiliated with ABC, Mutual-Don Lee and NBC.

WSDC Men Injured

HEADING on assignment to town from transmitter-studios of WSDC Marine City, Mich., Stan Heineman, program director, and Fred Arnold, engineer, were involved in a two-car collision in which both were injured on Oct. 17. Station reports state police are searching for a hit-run car in the mishap.

THREE HUNDRED civic, professional and business leaders in Chicago will be invited by NBC Chicago to its election night open house in the network's Merchandise Mart headquarters. Harry C. Kopf, Central Div. vice president, will be host. Returns from NBC will be watched on an RCA large-screen projection unit in Studio D. Combined radio and video returns will be seen and heard in Studio AA.



SANDWICH YOUR SPOTS!

CBS-WBNS Combination Is Tops On Listeners' Menu!

From sign-on to sign-off, WBNS whips up a steady diet of good listening entertainment. By combining CBS programming and local personalities with tremendous Ohio appeal, WBNS gives Central-Ohio listeners the 20 top-rated programs. Your spot announcements sandwiched between these top-rated shows are heard on WBNS because your audience stays tuned program after program.



CENTRAL OHIO'S ONLY

ASK JOHN BLAIR

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

