

BROADCASTING TELECASTING

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TELECASTING

Begins on Page 53

"WOR-TV *created the demand for our product
and can take a bow for its success."*

John Roosevelt

President, 4711 Ltd.

The Product

Sof-Set... a liquid hair-spray

The Advertising

WOR-TV... and *only* WOR-TV

The Result

The advertising produced results even *before* the campaign began. The sponsor sold Sof-Set to New York's two leading drug chains on strength of the contemplated WOR-TV campaign.

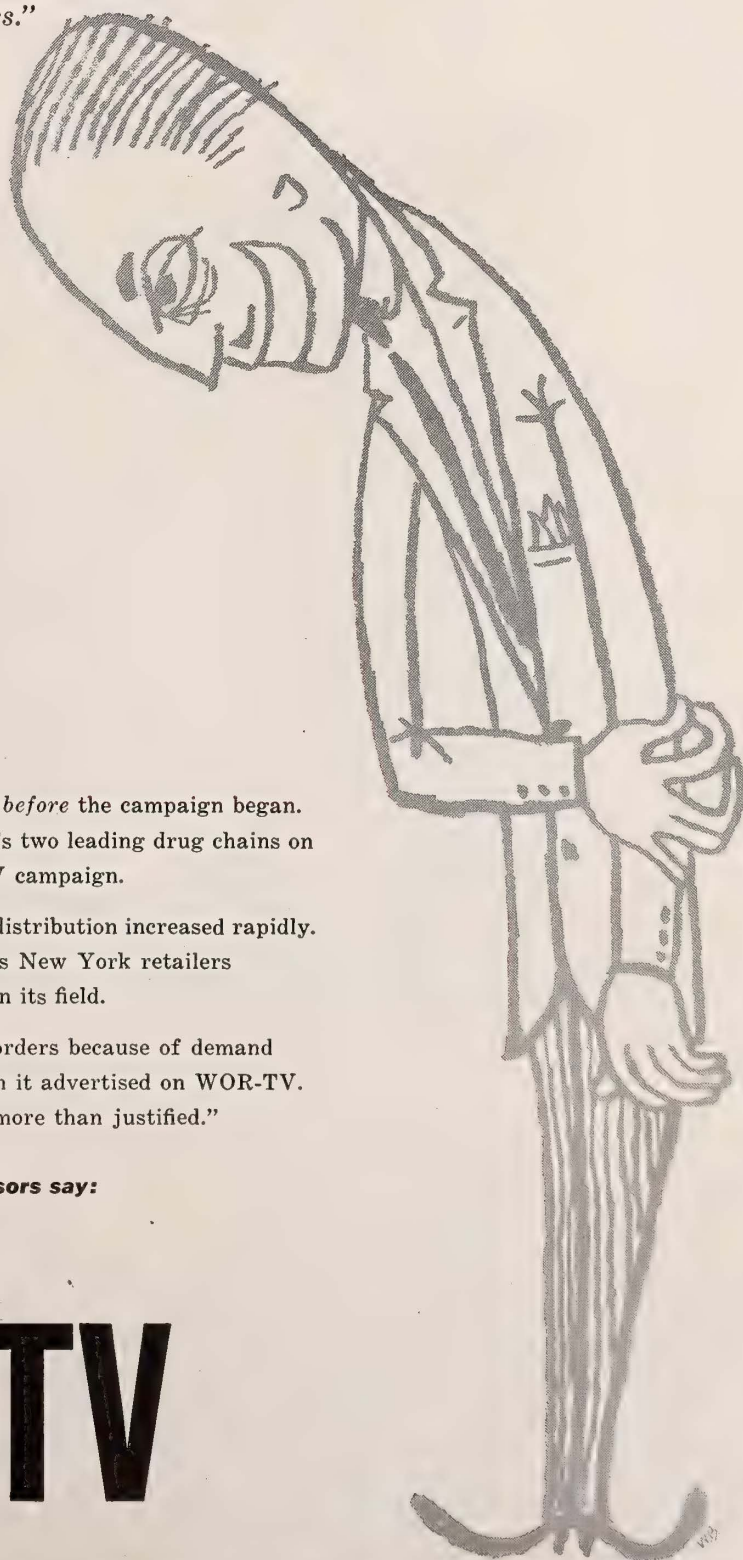
When the campaign started, sales and distribution increased rapidly. Within five months, the majority of its New York retailers found Sof-Set the Number One seller in its field.

The client reports: "Retailers placed orders because of demand for the product from people who'd seen it advertised on WOR-TV. Our confidence in WOR-TV has been more than justified."

Results like these explain why sponsors say:

IT'S GOOD TO BE...ON

WOR-TV



22ND
year

THE NEWSWEEKLY
OF RADIO AND TV

What's the 1960 picture?

Will our rockets have reached the moon?

Will the uses of atomic energy
be a boon to mankind?

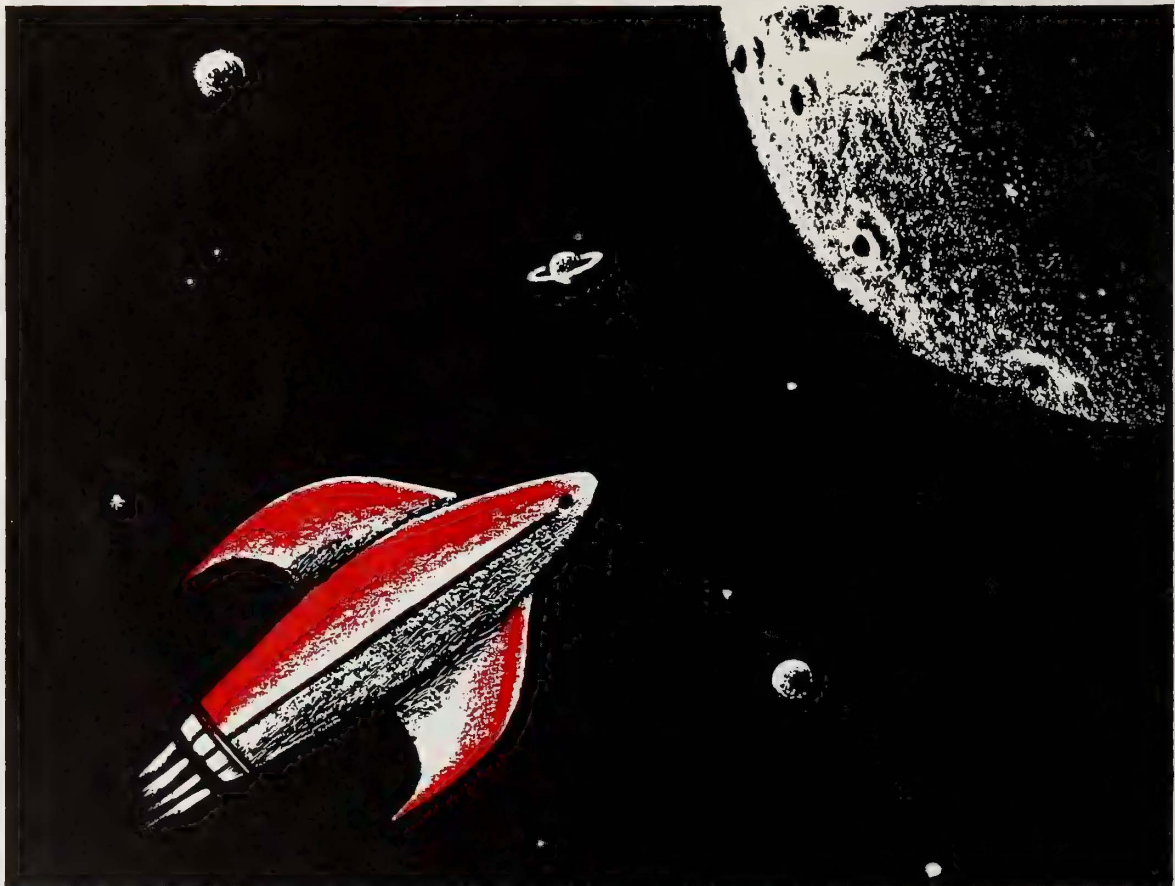
And what about broadcasting? Will radio be
a satellite of television? Perhaps a new miracle
of air transmission will be exciting the world.

In 1960, as today, you can bank on this:
Havens and Martin Stations will be experimenting,
pioneering, and programming for
the listeners of Virginia.

Half the joy of broadcasting is vision.

Much of the rest is serving.

Watch the First Stations of Virginia in 1953 . . .
WMBG-AM, WCOD-FM, WTVR, The South's first
television station, affiliates of N B C.

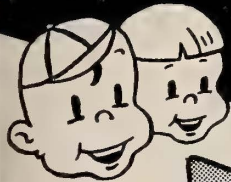


WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
WTVR represented nationally by Blair TV
WMBG represented nationally by The Bolling Company

16,478 Letters Prove KEX Kid Show Appeal



Here is the breakdown of mail count from 52 Oregon, Washington and California counties:

OREGON

| | |
|------------|------|
| Benton | 218 |
| Clackamas | 1135 |
| Clatsop | 152 |
| Columbia | 285 |
| Coos | 28 |
| Curry | 10 |
| Deschutes | 2 |
| Douglas | 41 |
| Gilliam | 1 |
| Hood River | 7 |
| Jackson | 8 |
| Jefferson | 2 |
| Josephine | 14 |
| Klamath | 3 |
| Lake | 3 |
| Lane | 93 |
| Lincoln | 100 |
| Linn | 361 |
| Marion | 968 |
| Multnomah | 9430 |
| Polk | 149 |
| Sherman | 8 |
| Tillamook | 107 |
| Washington | 745 |
| Wheeler | 1 |
| Yamhill | 532 |

WASHINGTON

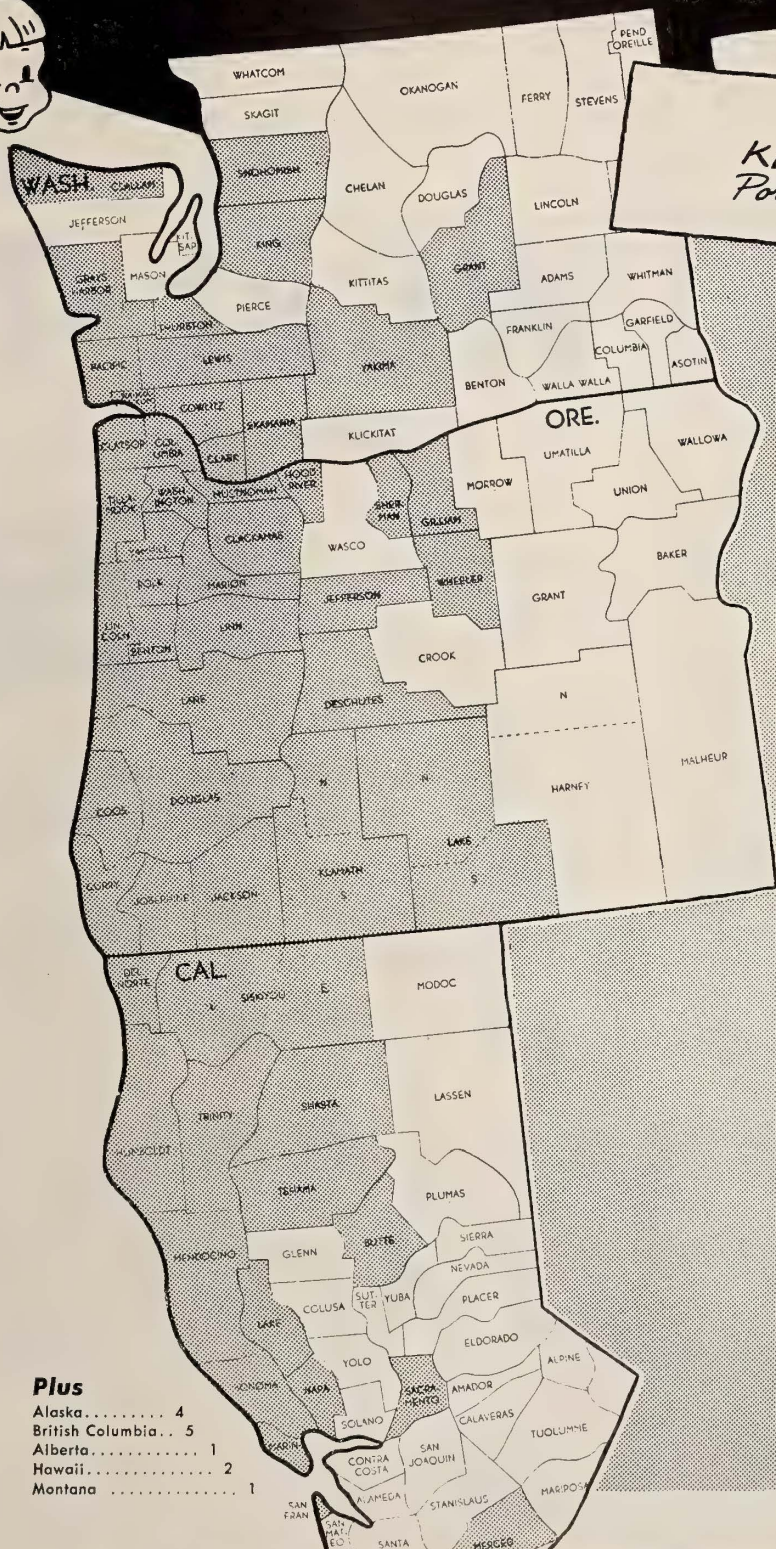
| | |
|--------------|------|
| Clallam | 2 |
| Clark | 1376 |
| Cowlitz | 438 |
| Grant | 1 |
| Grays Harbor | 2 |
| King | 2 |
| Lewis | 62 |
| Pacific | 62 |
| Skamania | 6 |
| Snohomish | 2 |
| Thurston | 2 |
| Wahkiakum | 62 |
| Yakima | 1 |

CALIFORNIA

| | |
|---------------|----|
| Butte | 1 |
| Del Norte | 7 |
| Humboldt | 7 |
| Marin | 2 |
| Mendocino | 1 |
| Merced | 1 |
| Napa | 2 |
| Sacramento | 2 |
| San Francisco | 1 |
| Shasta | 3 |
| Siskiyou | 12 |
| Tehama | 2 |
| Trinity | 3 |

Plus

| | |
|------------------|---|
| Alaska | 4 |
| British Columbia | 5 |
| Alberta | 1 |
| Hawaii | 2 |
| Montana | 1 |



In the 27 days between Thanksgiving and Christmas, 4 top kid shows on KEX drew this unprecedented mail count from western Washington, Oregon and northern California—16,478 individual actions resulting from KEX Kid show appeal!

Here are the KEX Kid Shows and Stars—

★ SANTA CLAUS

In the "Letters to Santa Claus" program, sponsored by Meier & Frank Company, "Santa" made special trips to KEX every day during the Christmas season to read letters from children at 4 p.m.



★ JOHNNY RAINBOW

"Happy Time" starring Johnny Rainbow, a regular Monday through Friday 4:45 p.m. feature. A contest for the Schoewe Shoe Store accounted for a high mail response.



★ MERRIE VIRGINIA

"The Merrie Circle", another Monday through Friday 5 p.m. favorite, features original children's stories in fantasy by Merrie Virginia. The Schoewe Shoe Store contest drew heavy mail response on this show.



★ UNCLE BOB

"The Squirrel Cage" at 4:15 p.m. features Uncle Bob, longtime favorite KEX Kid Star. Uncle Bob receives a heavy volume of unsolicited fan mail the year around.



Youngsters prefer KEX Kid Stars and KEX advertised products! Consistent program promotion and personal appearance of stars keep these shows out in **FRONT!**

No other medium in Oregon can equal the tremendous KEX double impact: 50,000 watt coverage plus action-producing KEX Kid Shows. SEE FREE & PETERS NOW for availabilities.

ABC AFFILIATE
IN PORTLAND

KEX

Oregon's Only 50,000 Watt Station



WESTINGHOUSE RADIO STATIONS Inc
WOWO • KEX • KYW • KDKA • WBZ - WBZA • WBZ-TV

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

BIGGER AND BETTER BUSINESS AT THE SAME OLD STAND



WGAL-TV

Lancaster, Pa.

**NOW ON
CHANNEL 8**

WGAL-TV's rich Pennsylvania
coverage includes these important
metropolitan areas:

Harrisburg

Reading

Lebanon

York

Lancaster

WGAL
AM-TV-FM

A Steinman Station
Clair R. McCollough, President

Represented by

ROBERT MEEKER ASSOCIATES

New York

Chicago

Los Angeles

San Francisco



at deadline

CLOSED CIRCUIT

DON'T LOOK FOR appointments to FCC until after change in administration—or after Jan. 20. To date no appointments for any of independent agencies have been announced. Nothing has developed to disturb view that Vice-Chairman Rosel H. Hyde will be elevated to chairmanship. Virtually same names reported in these columns remain as candidates for FCC post, with considerable correspondence endorsing one candidate or another for two upcoming vacancies piling in at both Eisenhower headquarters at Commodore in New York and Republican National Committee headquarters in Washington.

SEN. HOMER E. CAPEHART (R-Ind.) has two horses running in FCC sweepstakes. In letter to President-elect Eisenhower, Friday, Sen. Capehart recommended Ray S. Donaldson, RTMA attorney, for one of two upcoming FCC vacancies. Donaldson is native of Washington, Ind., was graduated from DePauw U. in 1932, got law degree from Harvard in 1935, served as Senator's administrative assistant from 1946 to mid-1951 when he joined RTMA. As replacement for Democrat T. J. Slowie (salary, \$10,800), Sen. Capehart has endorsed Sam Dodd, former manager of WAOV Vincennes, Ind., owned by publisher-broadcaster GOP National Committeeman Eugene Pulliam. Until first of year, Mr. Dodd served in office of Sen. Capehart.

THAT FAME is sometimes fleeting indicated in security check being made by FBI on Arthur Godfrey. FBI Agent traced one prominent broadcasting figure across country to make check in connection with duties to be assigned CBS' one man gang. Godfrey is reserve commander in USNR, aviation, but reportedly is under consideration for Dept. of Defense post—probably advisory.

DON'T BE SURPRISED at "delay" in election of Joseph H. McConnell, former NBC president, as president of Colgate-Palmolive-Peet (story page 24). Colgate by-laws, it's understood, must be changed to permit election of "outsider," and two regular board meetings are necessary to make that change. Next board session scheduled Feb. 11-12 (one was held last week). Meanwhile, Mr. McConnell is scheduled to leave today (Mon.) for extended vacation, mostly in Florida. Slated to return to New York at end of February, which dovetails with original reports he would move to Colgate in early March [B•T, Jan. 5].

THERE IS increased sentiment in Eisenhower top echelon for radio-TV personage in official White House family. Thus it's certainty that James C. Hagerty, press secretary, will have as his right hand bower, one versed in radio-TV, including production end, to handle news contacts as well as presidential appearances. And it's going to be full-time job.

WHEN FCC last week granted Chicago area its first uhf station—Ch. 26 to Rep. Richard W. Hoffman (R-Ill.) owner of WHFC—it at same time had before it uncontested application of WIND for uhf Ch. 20. This was

(Continued on page 6)

MEADE RETIRING AT Y&R; WOLFF WILL SUCCEED HIM

EVERARD W. MEADE, vice president and director of Young & Rubicam's radio-TV department, is retiring effective March 15, and Nat Wolff, vice president in charge of radio-TV production, will succeed him, S. S. Larmon, agency president, disclosed in announcement for release today (Monday).

Mr. Meade, 43, with Y&R for nearly five years and member of its executive committee, is retiring from advertising field to return to his home in Charlottesville, Va., to write for television and lecture on radio and television writing and producing.

Mr. Wolff has been with agency since December 1951 and has been active in writing and producing radio and television programs and motion pictures in Hollywood.

WHITE HOARSE

THAT DEEP hoarseness in Frank White's voice last week was hard-earned, but, colleagues said, well worth it in employe relations. New NBC president, they reported, conferred with members of every department of network's New York headquarters on Monday and Tuesday, first two business days after his election. Colleagues also felt his technique was ingenious as well as effective. In addition to personal approach that goes with small-group meetings, he introduced get-acquainted note by arranging to have groups made up of members of departments that don't regularly come in contact with each other.

TALENT SIGNED BY NBC

HELEN HALPIN, comedienne, and Betty Ann Grove, singer and comedienne, have been signed by NBC to long-term talent-development contract. NBC claims to be first network to sign new talent in this manner.

NCAA Refuses to End Grid Monopoly

SKELETON coverage of college football in 1953 voted by National Collegiate Athletic Assn. late Friday at annual Washington convention. NCAA adopted its TV Committee policy recommendation by vote of 172 to 13 after brief discussion (see early story page 55).

New NCAA policy follows general lines of 1952 schedule, with general limit of one-network contract, one game per Saturday and one appearance per college. Some relaxation expected, however, to meet public demand for telecasting of games having regional interest.

NCAA's action was criticized Friday evening by Harold E. Fellows, NARTB president. He voiced "deep regret" and said sole responsibility for controlled accessibility to college football on TV rests with NCAA. On behalf of TV industry he opposed any plan that limits program sources available to public.

NCAA TV Committee submitted report to convention Thursday. It expired with Friday's vote and new committee is to be named soon. This group will adopt new plan after hearings and after watching Dept. of Justice case against National Football League, which goes to trial Jan. 26.

Fr. Edmund P. Joyce, Notre Dame vice president, called NCAA's plan artificial control that

BUSINESS BRIEFLY

RADIO SPOT ● General Electric TV sets to start additional six-week radio spot announcement campaign on Feb. 2 in areas GE feels need additional promotion. Maxon Inc., New York, is agency.

TEXAS ONLY ● Gillette Co. placing saturation radio spot announcement campaign for eight weeks in Texas only, starting Jan. 19. Maxon Inc., New York, is agency.

KENT TEST ● Kent Cigarettes, through Young & Rubicam, New York, planning radio daytime minutes and participations-program schedule in Miami for 13-week test.

MINUTE POTATO ● General Foods' new product, Minute Potato, which had been tested in Minneapolis and Detroit, expected to use radio spots in Indianapolis next. Firm uses mostly women's participation shows and is expected to go into general expansion schedule if tests prove successful.

21 MARKETS ● General Foods, New York (Wigwam syrup), through Benton & Bowles, New York, preparing radio spot announcement drive to begin Jan. 26 in about 21 markets. One-minute E. T.'s will be used for 13 weeks or longer.

CASHMERE SPOTS ● Cashmere Bouquet, New York, starting radio spot campaign in most markets—with few exceptions—which it previously used. Spots start Jan. 19 to run through to Dec. 31. Agency is Sherman & Marquette, New York.

GEYER NAMED ● Flotill Products Inc., New York (Tasti-Diet), names Geyer Adv., that city, to handle its advertising effective immediately.

isn't going to last. He argued NCAA cannot equalize attendance in stadiums or force people to attend games by legislation.

"TV is a great advertising medium," he said, "and should be used to promote football." He said 50 million can see game telecasts Saturday compared to 1½ million who actually go to stadiums. He called NCAA plan reactionary, of doubtful legality and socialistic. He said 1953 program should give more emphasis on academic achievements of colleges. Accumulation of funds for distribution among colleges would be "dangerous," he said, suggesting schools don't share endowments or profits from scientific discoveries.

Francis Murray, U. of Pennsylvania, said TV has not affected gate in that area during 11 years of football telecasting in Philadelphia. "In a short time you'll all be struggling to get on TV," he predicted.

Vote at 1952 NCAA convention for controlled TV was 163-8. Friday's action taken on motion by Robert Browne, U. of Illinois, and second by David E. Reese, commissioner of Mid-American Conference.

for more AT DEADLINE turn page



INCREASE MEMBERSHIP OF NINE COMMITTEES

SENATE voted Friday to increase membership of nine major committees and to reduce number of committeemen of four committees.

Among committees which will be increased from 13 to 15 is Senate Interstate & Foreign Commerce Committee which has jurisdiction over broadcasting matters.

There has been some talk that House Committee on Committees was planning to cut down size of lower House's committees from 30 to 27.

Among names of prospective new members of Senate Commerce Committee these, among others, have been mentioned during last week: Republicans Francis Case (S. D.), Andrew F. Schoepel (Kan.), John M. Butler (Md.), J. Glenn Beall (Md.), and Democrats Russell B. Long (La.) and George A. Smathers (Fla.).

Reports also continue to circulate that Sen. Homer E. Capehart (R-Ind.), member of Senate Commerce's communications subcommittee and former radio-phonograph manufacturer, might give up his Commerce Committee post in view of his probable chairmanship of Senate Banking & Currency Committee and desire for post with Foreign Relations Committee.

MORE GROUP D GRANTS

FCC Broadcast Bureau last week approved 12 more requests from pre-freeze TV stations for power boosts. Also, two STA's were granted, and there were four miscellaneous requests granted.

SPECIAL TEMPORARY AUTHORITY GRANTED

WJTV (TV) Jackson, Miss. Granted STA for commercial operation; effective Jan. 10.

WISE-TV Asheville, N. C. Granted STA for interim operation from Beaucatcher Mtn., in Asheville, instead of from site specified in CP. (Station does not expect to go on air for several months, however.)

GROUP D GRANTS

Listed by States

WNBW (TV) Washington, D. C. Granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 500 ft.

WAGA-TV Atlanta, Ga. Granted ERP 100 kw visual, 50 kw aural, antenna 530 ft.

WSB-TV Atlanta, Ga. Granted ERP 100 kw visual, 50 kw aural, antenna 930 ft.

WHBF-TV Rock Island, Ill. Granted ERP 100 kw visual, 50 kw aural.

WAAM (TV) Baltimore, Md. Granted ERP 26 kw visual, 13 kw aural, antenna 530 ft.

WMAR-TV Baltimore, Md. Granted ERP 100 kw visual, 50 kw aural, antenna 380 ft.

WCBS-TV New York. Granted ERP 42 kw visual, 21 kw aural, antenna 1,300 ft.

WJZ-TV New York. Granted 110 kw visual, 55 kw aural, antenna 1,380 ft.

WNBTV (TV) New York. Granted ERP 30 kw visual, 15 kw aural; antenna 1,440 ft.

WOR-TV New York. Granted ERP 316 kw visual, 158 kw aural, antenna 970 ft.

WPIX (TV) New York. Granted ERP 100 kw visual, 50 kw aural, antenna 1,410 ft.

WTVN (TV) Columbus, Ohio. Granted ERP 100 kw visual, 50 kw aural, antenna 540 ft.

OTHER GRANTS

WKAB-TV Mobile, Ala. Granted ERP 270 kw visual, 140 kw aural, antenna height above average terrain 250 ft. (uhf Ch. 48).

WBKB (TV) Chicago, Ill. Granted STA to operate with transmitter output power of 5 kw visual, 2.5 kw aural, until April 4, 1953. Conditional.

KFDA-TV Amarillo, Tex. Granted authority to move studio location to SE intersection of Ong St. (extended) and West Cherry Ave., about 2.8 mi. north of Amarillo city limits.

NBC-TV, New York. Granted extension of authority to furnish XELD-TV Matamoros, Mexico, with kinescope recordings of TV programs until Feb. 1, 1954.

WTVI (TV) NAMES WEED

WTVI (TV) Belleville, Ill.—St. Louis, appoints Weed & Co. as its station representative. Station expects to take air in May.

In this Issue—

Sen. Tobey, slated as chairman of the Senate Interstate & Foreign Commerce Committee, throws a monkey wrench into the proposed merger of ABC and United Paramount. He asks FCC to hold up decision on the case and announces Senate hearings on possible legislation to prevent movies from moving in on TV. *Page 23.*

Justice Dept. seeks to revoke licenses of WDAF-AM-TV Kansas City as part of civil anti-trust suit against the parent company, Kansas City Star Co., charging the newspaper-radio-TV operation with "monopolizing the dissemination of news and advertising." Roy Roberts, chairman of the board and president, says the suit is groundless and politically motivated. *Page 23.*

Baltimore schools are closed by strike of municipal workers, but education goes on over radio and TV. *Page 25.*

Study of department stores' use of radio shows that radio's customary fixed schedules of "same time, same day, same station" won't do for them. Radio should adopt newspaper techniques of "lots of advertising today and little or none tomorrow." *Page 26.*

Political broadcasting law is up for revision in the House. O'Hara bill, which died in 82d Congress, is reintroduced, and Horan bill, also a casualty last year, is scheduled for re-submission. *Page 33.*

Football telecasting problem monopolizes agenda of annual convention of the National Collegiate Athletic Assn. Majority of colleges like the controlled, chosen-instrument policy of 1952. *Page 55.*

Standards of compatible color television system expected to be drawn up at meeting of National Television Systems Committee next Friday. *Page 57.*

FCC wants \$8 million budget for fiscal 1954. It's \$1,591,540 more than was appropriated for fiscal 1953. *Page 27.*

Gross time sales in 1952 on ABC and MBS, by advertisers and agencies, are reported on *Page 28.*

FCC grants 11 more TV stations, including the seventh non-commercial, educational CP to New York State. *Page 55.*

Upcoming

Jan. 12-13: CBS Inc. board of directors, regular January meeting, CBS Television City, Los Angeles.

Jan. 12-13: NARTB Standards of Practice Committee, NARTB Hqrs., Washington.

Jan. 14-15: NARTB TV Code Review Board, NARTB Hqrs., Washington.

(Other Upcomings on *Page 38*)

passed over because of identity of H. Leslie Atlans, CBS vice president, with WIND along with his brother, Ralph L. Atlans. FCC, it's understood, wanted further information in view of pending acquisition of WBKB (TV) by CBS from Balaban & Katz (United Paramount subsidiary) for \$6,000,000. Atlanses, however, are not major stockholders in CBS and it's presumed situation will be cleared up.

SPECTRE OF G. A. (Dick) Richards case has arisen to haunt FCC in GOP party councils. Number of highly placed Republicans feel that FCC hastened death of late principal owner of WJR Detroit, WGAR Cleveland and KMPC Los Angeles in so-called "news-slanting" case. This has caused travail and is mainly responsible for insistent demand that there be "top to bottom" staff reorganization of FCC.

ANOTHER "MARRIAGE" proposal before FCC went by boards last week pending further study. It involves Macon Television Co. (WBML and WNEX) Macon, Ga., for Ch. 47, with "middleman" to hold balance of power. FCC failed to agree, because of prospect that additional UHF channel can be assigned Macon, making possible grants to each party. This on theory that mergers should be considered as last resort, when to do otherwise, would tie up applicants in litigation and deny public of prompt service.

DESPITE proposed increase of \$1.5 million in new total of \$8 million in budget for FCC for fiscal 1954 sent to Congress Friday (story page 27), FCC spent hapless hours same day trying to solve its personnel-budget problems. Morale at FCC is at low ebb, notably among professionals who fear GOP axing in all branches. Many stenographers and typists already have quit and engineers are eying outside prospects which pay infinitely better.

FCC itself isn't deluded by President Truman's proposed budget increase. Members know that new GOP Congress is economy-bent, and that steep cut will be proposed. Between now and June 30, FCC, which has been deficit-spending, must trim its costs to come within its \$6 million legal budget.

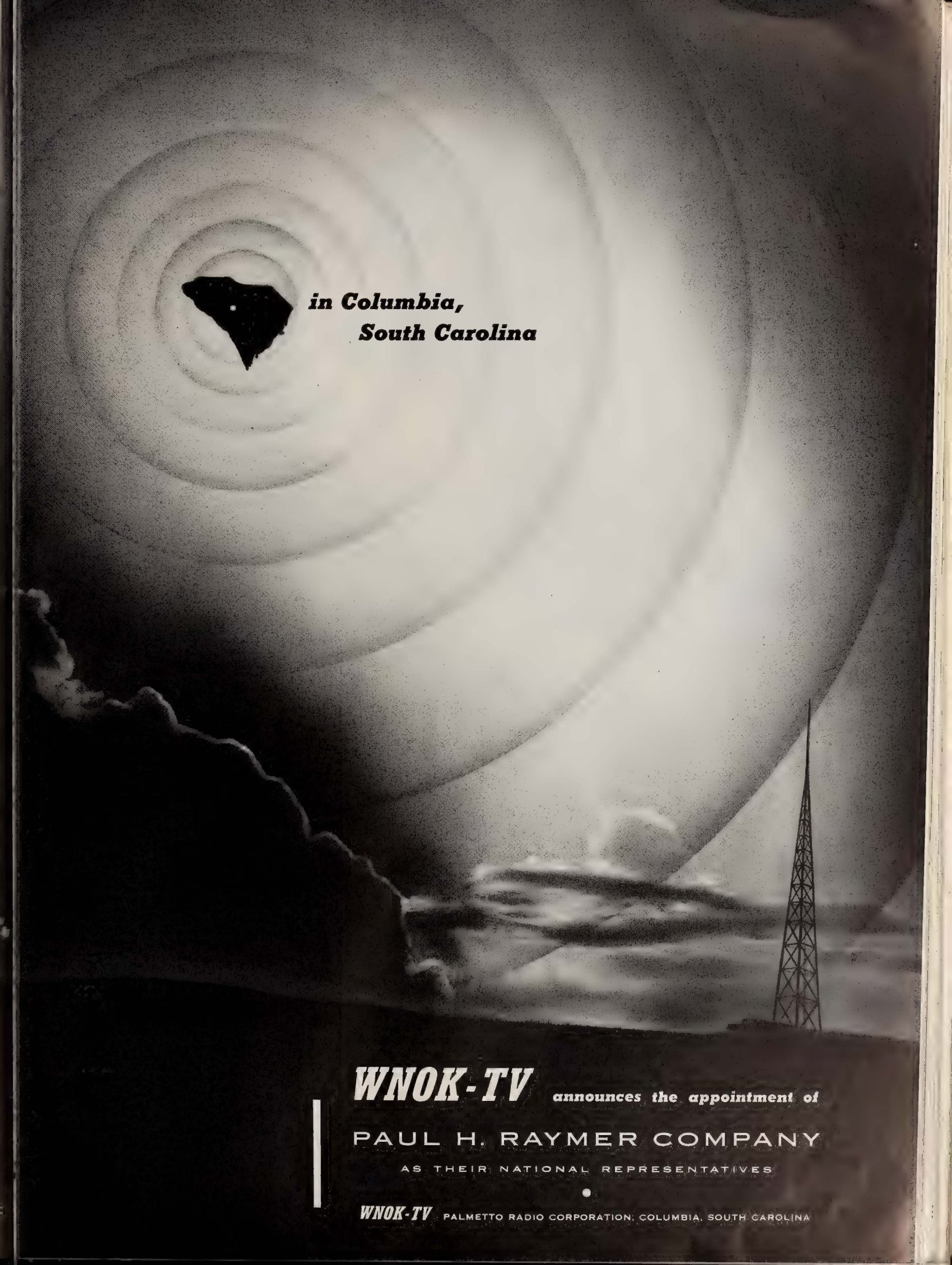
WHILE NARTB convention programmers are keeping agenda for Los Angeles spring meeting under tight wraps, it's known they plan to upset recent custom by selecting outstanding broadcaster to deliver keynote address.

STAR PLEADS INNOCENT

ATTORNEYS for Roy A. Roberts, president of Kansas City Star Co., and Emil A. Sees, treasurer and advertising director, entered pleas of innocent Friday on anti-trust suit filed by Justice Dept. Pleas with "reservation to withdraw" within 90 days denied by U. S. District Court Judge Richard M. Duncan, who set 60-day limit. Defendants not required to appear for arraignments.

Meanwhile, Sen. Frank Carlson (R-Kans.) charged that allegations in grand jury indictment and anti-trust suit, which asks revocation of WDAF-AM-TV Kansas City licenses, are "punitive action" by President Truman for Star's vote fraud exposure. He expressed hope Eisenhower administration will act "courageously" on suit. (See story page 23.)

for more AT DEADLINE see page 90



***in Columbia,
South Carolina***

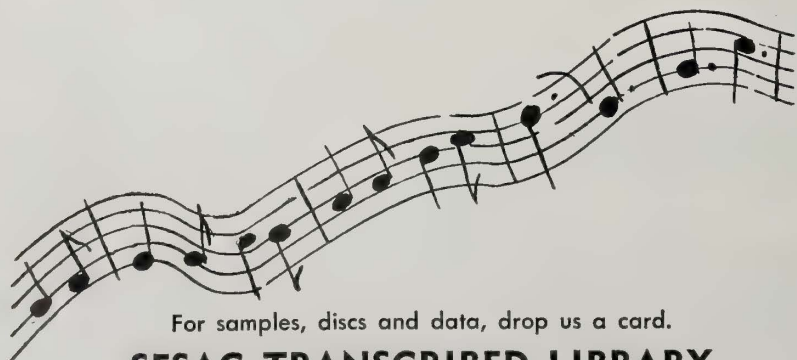
WNOK-TV announces the appointment of
PAUL H. RAYMER COMPANY
AS THEIR NATIONAL REPRESENTATIVES

WNOK-TV PALMETTO RADIO CORPORATION, COLUMBIA, SOUTH CAROLINA



You'll have smooth selling with the SESAC Transcribed Library. To help sign prospective sponsors you get complete sample shows on discs and big, colorful sales brochures—which you individualize by filling in your rates and call letters. The sponsor sees, hears, and buys.

And there's smooth sailing after he's signed. You get over 4,300 varied musical selections recorded by the best musicians in the business, network-quality scripts, program notes, and a catalog of bridges, moods and themes. This complete, profit-producing service costs as little as \$45 a month, based on advertising rates.



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

SESAC TRANSCRIBED LIBRARY

475 Fifth Avenue, New York 17

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

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: \$7.00.

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

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

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

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

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

*Reg. U. S. Patent Office

Copyright, 1953 by Broadcasting Publications, Inc.

BROADCASTING • Telecasting

YOU MIGHT GET A SIX-FOOT MOUNTAIN LION*—

BUT...

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



The double-barreled power of the Fetzer operation, can help you "bag the limit" in Western Michigan. That's WKZO-TV in television, WKZO-WJEF in radio.

TELEVISION

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its sharp Channel 3 picture effectively serves a 28-county area which boasts 58.1% of Michigan's non-Detroit population . . . 60.1% of its non-Detroit retail sales. WKZO-TV reaches more than a quarter million television homes — or more TV homes than are available in Atlanta, Kansas City or Seattle. And here's the payoff: The October 1952 Videodex Report credits WKZO-TV with 106.1% more *afternoon* viewers than Station "B"—213.4% more *evening* viewers!

RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's one outstanding radio buy. Both are so far ahead of competition in their home cities that they deliver 57% more city listeners than the next-best two-station choice in Kalamazoo and Grand Rapids. *Yet they cost 20% less!* Rural coverage is tremendous, too. 1949 BMB figures showed that WKZO-WJEF have greatly increased their unduplicated audiences over 1946—up 52.9% at night, 46.7% in the daytime! And there is good reason to believe that similar increases have occurred since 1949.

It will pay you to get all the facts—write direct or ask Avery-Knodel.

* J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March 1917.

WJEF

top 4 IN GRAND RAPIDS
AND KENT COUNTY
(CBS RADIO)

WKZO-TV

top 4 IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO

top 4 IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

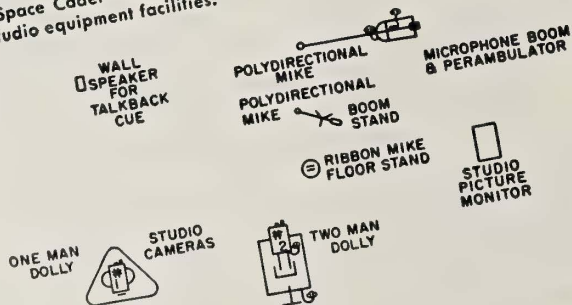
75 Years of G-E

YOUR COMPLETE LINE OF

STUDIO



"Space Cadet" on ABC network is seen through General Electric studio equipment facilities.



TRANSMITTER

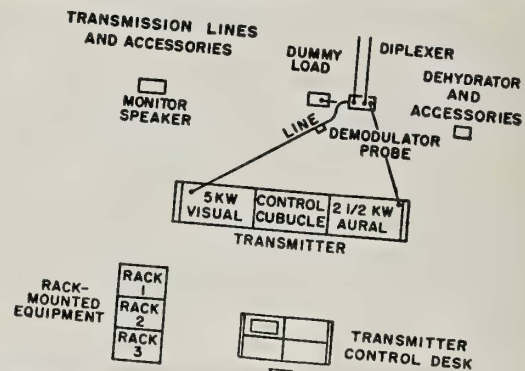


G-E transmitter equipment in CBS-Empire State Building, New York installation.

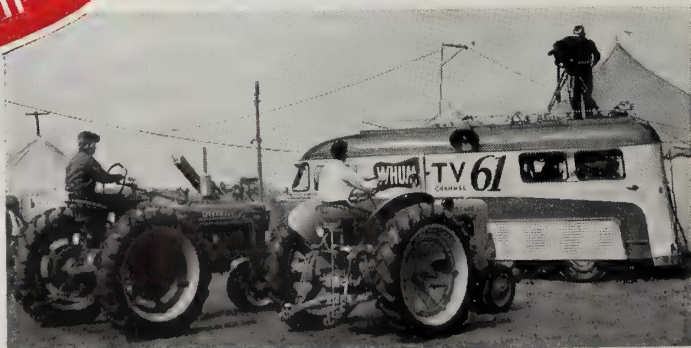
TOWER LIGHTING



ANTENNA AND ACCESSORIES



MOBILE UNIT



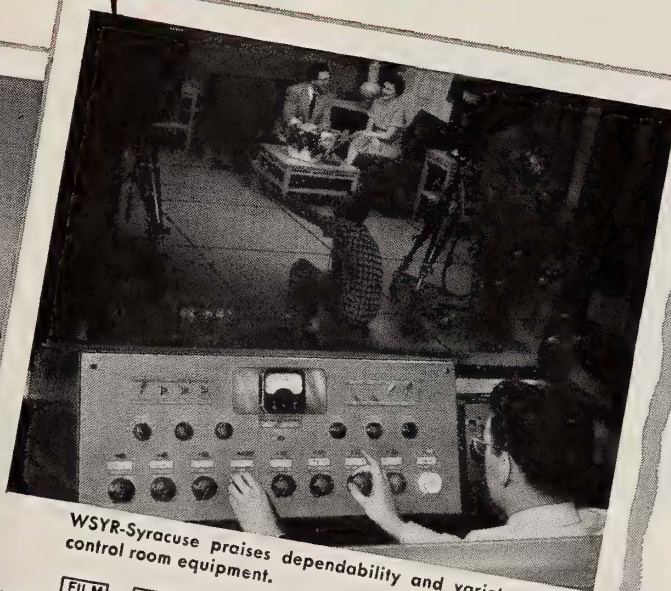
G-E mobile truck used by WHUM-TV.



PORTABLE VIDEO & AUDIO EQUIPMENT

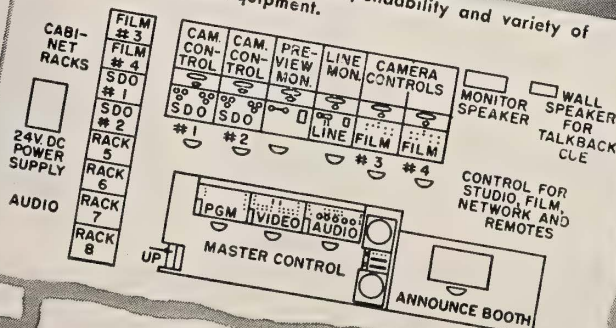
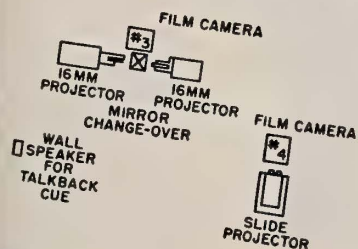
TV EQUIPMENT!

CONTROL ROOM



latest G-E projection equipment being used
and ordered throughout the country.

WSYR-Syracuse praises dependability and variety of control room equipment.



Highest power VHF TV transmitter made commercially available. Power output of 35 kilowatts.

GENERAL ELECTRIC



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

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

National Representatives

JOHN BLAIR & CO.



agency

PETER G. LEVATHES, head of TV and sales manager of Movietone production subsidiary of 20th Century-Fox, to Young & Rubicam N. Y., as vice president on special assignments.

CHARLES L. HOTCHKISS, vice president, Dancer-Fitzgerald-Sample Inc., N. Y., to Dancer-Fitzgerald-McDougall Inc., S. F., in same capacity and as account executive on Falstaff Brewing Corp. account.

DWAYNE MOORE, formerly with Lennen & Newell and McCann-Erickson, both N. Y., to Benton & Bowles, that city, as head of media research.

ARTHUR PORTER elected vice president in charge of media at Lee Burnett Co., Chicago. **F. STROTHER CARY Jr.**, former assistant to executive vice president, elected administrative vice president.

YALE SHAFER, Neff-Rogow, N. Y., to Frank B. Sawdon Inc., N. Y., as assistant to **JERRY BESS**, vice president in charge of radio and television activities of Robert Hall Clothes.



on all accounts

MORE old-fashioned integrity and business ethics are needed in advertising today, according to William Thomas Crago, radio-television director of Los Angeles' Leonard Shane Adv. Agency.

Having chalked up more than 20 years in broadcasting and advertising fields, he believes many advertisers and their agencies, in an effort to achieve a quick goal, are by-passing the very virtues that make advertising men and women proud of their profession.

Pointing to the harm done by such methods of operation, he contends that "advertising is one of the major phases of public relations, and, regardless of the media, it is intended to earn lasting friends for the sponsor. It is one of the essential elements in building good will."

Keep it honest and above reproach, is his business philosophy and one which is also maintained by the three-year-old agency with which he is now associated.

A native of Youngstown, Ohio, Mr. Crago completed his formal education in Cleveland. Having a fine baritone voice, he worked in a gas station before and after graduating from high school to pay for singing lessons.

Eugene Carr, now associated

with a Canton, Ohio, newspaper and then program director of WTAM and later WGAR, both in Cleveland, took an interest in the youth. Mr. Carr coached him in microphone techniques and later gave him various announcing assignments.

Becoming radio director and copywriter for the Gordon Vichel Adv. Agency in late 1933, the 20-year-old Crago resigned about 18 months later to join Muzak's wired radio in Cleveland as an announcer. Next step was WXYZ Detroit where he was an announcer-writer-producer.



Mr. CRAGO

In early 1937 he joined NBC in Chicago as staff announcer. A transfer to WRC and WMAL then the NBC Red and Blue Washington, D. C., stations followed 12 months later. Besides handling news, Mr. Crago did a man-on-the-street broadcast covered a number of special events of national importance and interviewed nearly every important person that came to town.

Besides handling NBC's first full time TV experiment from that city in January 1939, he also announced the third inaugural broadcast of

(Continued on page 79)

beat



CRACKER BARREL PHILOSOPHER CRACKER JACK SALESMAN !



Joe Wesp and his mike bring home the bacon when selling the prosperous farmers of Western New York

Down on the farm they all listen to Joe! Yes, every day, Monday through Saturday, the well-fixed farmers of Western New York's rich farm area tune in WBEN to hear what their friend Joe Wesp has to say. For country boy Joe — born and raised on a farm himself — knows the kind of radio programming farmers like, and how to give it to them in their own language. His early morning show features livestock and produce prices, news, music and personal interviews — and best of all, bits of Joe's own brand of homespun philosophy.

Joe keeps his point of view up to date by making frequent visits to his rural friends. His many field trips include cross country buggy jaunts, helicopter hops, and visits to county fairs to record on-the-spot interviews for broadcasting on WBEN.

Count on friendly Joe to sell *YOUR* product in a friendly way to one of the richest markets in rich New York State.

Ask Henry I. Christal,
about availabilities on WBEN's
daily farm program — 5:30-6:00 A. M.

WBEN

NBC IN BUFFALO



CHARLES MITTELSTADT transfers to Chicago office of Campbell-Mithun as account executive from agency's office in Minneapolis.

LESTER H. SENHOLZI, Chas. Pfizer & Co., N. Y., to John Mather Lupton Co., same city, as account executive and special market analyst.

W. A. KRAUSE Jr. to Bruce B. Brewer & Co., Minneapolis, as account executive on Cargill and Lan-O-Sheen accounts.

CODY SATTLEY rejoins Leo Burnett Co., Chicago, as account executive on Pure Oil Co. account.

FRANCESCA FAVUZZA appointed art director, Budd Gore & Co., Chicago.

CARROLL O'ROURKE, account executive, MacWilkins, Cole & Weber, Portland, Ore., elected president of Oregon Adv. Club.

IRWIN KURTZ, account executive, Milton Weinberg Adv. Co., L. A., to Edwards Agency, that city, in same capacity.

VIVIAN McMURTRY, advertising-sales promotion manager, Olds & King Department Store, Portland, Ore., to Neale Adv. Assoc., L. A., as copy chief.

ANN BUCKERTON, executive secretary, Peoria Adv. & Selling Club, to staff of Adv. Federation of America, N. Y.

CHARLES V. DAVIS, L. A. manager, Barnes Chase Co., elected vice president.

RICHARD COLE, Cole Adv., Omaha, to Hal Neimann Assoc., Denver, as sales counselor and copy chief.

PAUL C. PHILLIPS, head of TV programming and production, N. W. Ayer & Son, N. Y., to Factor-Breyer Inc., L. A. as radio-TV director.

GUY CARON, manager of CJNT Quebec City, to radio department F. H. Hayhurst Co. Ltd., Montreal. **JOHN BERMINGHAM** named radio production assistant of same agency's Toronto office. **DOUG LONEY**, formerly of CKCL Truro, N. S., and MacLaren Adv. Co., Toronto, appointed timebuyer, F. H. Hayhurst Co., Toronto.

ERNEST J. HODGES, owner of own public relations firm, S. F., to Guild, Bascom & Bonfigli Inc., that city, as vice president and account executive.

WALLACE X. ARON, vice president, and **RICHARD L. LEMEN**, art director, Richard N. Meltzer Adv. Inc., S. F., elected executive vice president and vice president, respectively.

ALFRED G. ROTHMAN, general manager, David S. Hillman Inc., L. A., has opened his own Hollywood office at 6000 Sunset Blvd. to specialize in ad agency accounting and management counsel. Telephone is Hillside 8383.

ROBERT L. PICKERING Adv. Agency, S. F., opens branch office at 2063 Mountain Blvd., Oakland.

NEEDHAM, LOUIS & BRORBY, Chicago, has opened new offices in New York at 730 Fifth Ave. **RICHARD L. EASTLAND** is manager.

GEORGE V. GENZMER Jr., national director of retail representatives, *Life* magazine, N. Y., to Erwin, Wasey & Co., L. A., as merchandising director.

WRIGHT-CAMPBELL Adv., Chicago, relocates at 203 N. Wabash Ave. Telephone number is Central 6-6440.

KENT GOODMAN ADV., Hollywood, moves to 6047 Hollywood Blvd. Telephone is Gladstone 7168.

WILLIAM HART ADLER Inc., Chicago, moved to larger offices at 919 N. Michigan Ave. Telephone is Whitehall 4-5210.

H. M. GARDNER Assoc., L. A., moves to 3450 Wilshire Blvd. Telephone is Dunkirk 5-1474.

BROADCASTING • Telecasting

PURINA

Salutes the

WINNING STATIONS



**RADIO PUT THESE
"LIVE DEMONSTRATIONS"
OVER WITH A BANG**

RADIO AGAIN PROVES TO BE POWERFUL LOCAL PROMOTION FOR PURINA DEALERS

The twenty-three radio stations whose pennants fly over the Purina Bowl Game stadium on the opposite page are the cream of the crop of America's farm radio merchandisers. Because they know how to make farm radio really sell at the local level, two representatives of each station received all-expense trips to New Year's Bowl Games at Purina's expense. They were accompanied by the Purina Dealers they had helped during September, October and November with local store promotions.

ENTRIES DOUBLED IN '52

Competition was keen and the judges had a hard time picking the winners. There were twice as many entries as in 1951. And almost every one represented an outstanding local promotion job—a magnificent example of cooperation between station and dealer at the local level.

IDEAS UNLIMITED

The job was to help Purina Dealers promote two live demonstrations in their stores . . . the "Mike & Ike" pig-

growing demonstration and the "Lay & Pay" egg-laying demonstration. Radio made these demonstrations into community projects known to every man, woman and child. There were pig scrambles, parades, dances, entertainments, fund-raising devices, contests and many more promotion ideas. They built store traffic and increased sales and prestige for the Purina Dealers. They put the radio stations in the community spotlight, too.

We thank every station, winner or loser, for the many jobs well done—for proving again that there's real power in radio. In the entries we have the proof. And as a result we say more enthusiastically than ever—"Purina believes in farm radio!"

RALSTON PURINA COMPANY

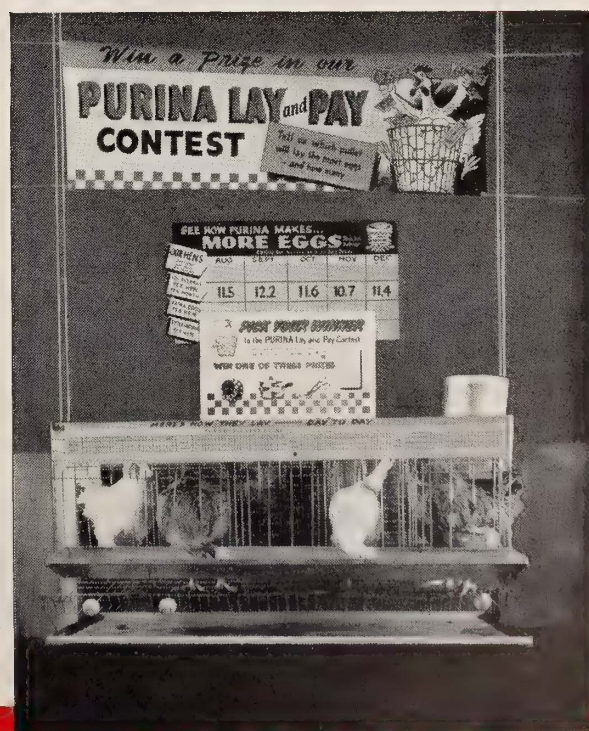
G. M. Philpott
G. M. Philpott, Vice-President
and Advertising Director

Maury Malin
Maury Malin, Advertising Manager
Purina Chow Division



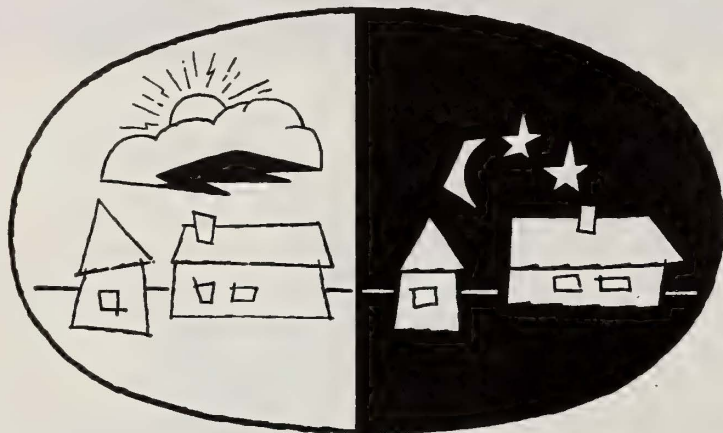
MIKE and IKE

Two pigs grown in the store to demonstrate the value of proper feeding.



LAY and PAY Five hens, each from a local poultryman's flock, compete for egg-production honors.

wdod GIVES YOU 50
NIGHTTIME RADIO
HOMES FOR A
PENNY



wdod GIVES YOU 100
DAYTIME RADIO
HOMES FOR A
PENNY

And, the total audience delivered by the powerful voice of WDOD is mighty gratifying, too.

Yes, advertisers—national and local—find Chattanooga's top station their top buy in this rapidly expanding market. Add WDOD to your schedule now.

wdod AM—5,000 watts
FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives
Paul H. Raymer Company

new business



Spot . . .

RELAXACIZON SALES Inc., N. Y. (home reducing machine), has started participation sponsorship on WOR's *Breakfast with Dorothy & Dick* in New York; *Wrestling from Chicago* on WJZ-TV New York, and *Stop, Look & Listen* on WFIL-TV Philadelphia. Agency: William Warren, Jackson & Delaney, N. Y.

EVERSHARP INTERNATIONAL Inc., Toronto (pens and pencils) has started spot announcements five days weekly, on major market Canadian stations. Agency: Baker Adv. Agency Ltd., Toronto.

Network . . .

COLGATE-PALMOLIVE-PEET Co. has added eight stations on CBS Radio Network for sponsorship of *Mr. & Mrs. North* series, completing full network. The stations: WCBS New York; WCAO Baltimore; WEEI Boston; WGR Cleveland; WCAU Philadelphia; WISN Milwaukee; WFBL Syracuse and KNX Los Angeles. Agency: Sherman & Marquette, N. Y.

AMANA REFRIGERATION Inc., Amana, Iowa, to sponsor 4:15-4:30 p.m. EST, Thursday segment of *Kate Smith Hour* on NBC-TV, Mon.-Fri., 4-5 p.m. EST, starting Feb. 19. Agency: Maury, Lee & Marshall, N. Y.

TONI Co., Chicago, renews sponsorship of Mon.-Wed.-Fri., 3:15-3:50 p.m. EST segment of *Tennessee Ernie*, ABC, Mon.-Fri., 2:35-4 p.m. EST, effective Jan. 27. Company also renewed *Crime Letter From Dan Dodge* on ABC, Fri., 7-7:30 p.m. CT from Jan. 28. Agency: Leo Burnett Co., Chicago.

GENERAL PRODUCTS Corp., L. A. (Looz dietary supplement), renews *Stuart Craig Show* on 16 CPRN stations, Sat., 9:30-9:45 p.m. PST, for 13 weeks from Jan. 24. Firm renewed same program on 40 CPRN, Arizona and Mountain stations, Sat., 7:45-8 a.m. PST, for 13 weeks from Jan. 3. Agency: Dean Simmons Adv., L. A.

Agency Appointments . . .

DELSON CANDY Co., N. Y. (mints), appoints J. Walter Thompson Co., N. Y.

HYATT BEARINGS Div., General Motors Corp., Harrison, N. J., appoints D. P. Brother & Co., Detroit. Account executive is **SHERBURNE C. BROWN**.

RADIO & TELEVISION Inc., N. Y. (Brunswick radio and TV receivers), appoints Weiss & Geller Inc., same city.

BUCHAN BAKING Co., Seattle, appoints Wallace Mackey Co., same city. Radio-TV will be used.

FOIL KRAFT Inc., L. A. (disposable aluminum foil food containers), appoints Clark Collard Adv., that city.

UNITED STATES PLYWOOD Corp. (Weldwood brand products, doors and panels), names Kenyon & Eckhardt, N. Y., effective May 1, 1953.

WRIGHT ARCH PRESERVER SHOES FOR MEN names John C. Dowd Inc., Boston, and Dowd, Redfield & Johnstone Inc., N. Y. Account executives will be **GERALD HIGGINS** in Boston and **VICTOR NORTH** in New York.

OSHKOSH BREWING Co. names C. Wendel Muench, Chicago. **HAROLD STOVER** is account executive. Radio may be used.

REGAL AMBER BREWING Co., S. F. (beer), appoints Guild, Bascom & Bonfigli, that city.

Adpeople . . .

PAUL S. PATTERSON appointed advertising manager of Florida Citrus Commission, Lakeland, Fla., replacing **RALPH HENRY**, promoted to director of advertising and merchandising.

DALE BUTTERFIELD, promotion department, *San Francisco Chronicle*, to Westinghouse Electric Corp., S. F., as member of sales promotion department.

DARRELL PERON, sales manager, Radio Television Supply Co., L. A., to Golden State Appliance Distributing Co., that city (Southern Calif. distributor for Admiral Corp.), in same capacity.



**TRUSCON
STEEL TOWERS
FOR AM • FM • TV.
MICROWAVE**

Take-off point for dependable programing...

There's less chance of "dead air" costing you listeners when your antennas are mounted atop Truscon towers. Truscon knows towers—has designed and engineered them to stand strong and tall under all weather conditions. You just name the height your antenna must reach; Truscon will engineer and erect the tower you need...tall or small...guyed or self-supporting...for AM, FM, TV, or Microwave transmission. Your phone call or letter to any Truscon district office—or to tower headquarters in Youngstown—will get your tower program going as soon as defense requirements allow.



TRUSCON

a name you can build on

TRUSCON® STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO

RCA ANNOUNCES

A new advanced film-camera for television..

THIS NEW FILM CAMERA does for TV film presentations what RCA's new TK-11A studio camera is doing for "live" pick-ups. The TK-20D camera pro-

vides a remarkable advancement in picture quality and operating convenience over former types—puts "live" quality into films regardless of scene content or shading. Low picture noise level compares with the low noise level of "live" pick-ups.

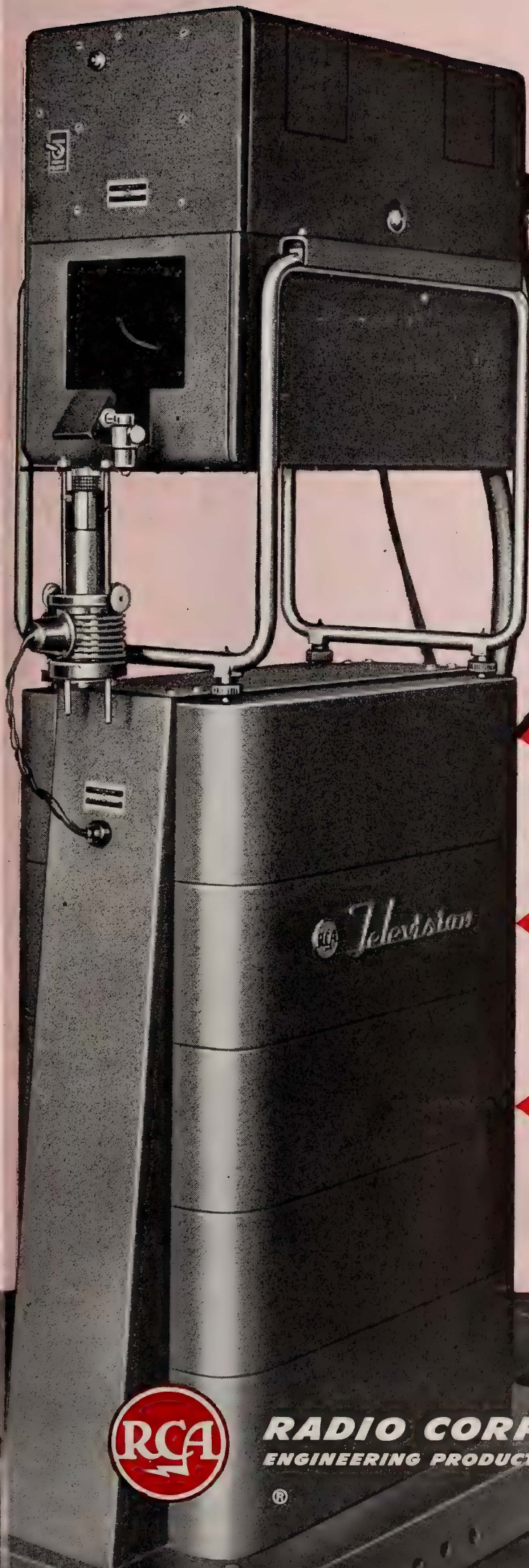
Operated in conjunction with an RCA TP-9B Film Multiplexer, one TK-20D Film Camera provides show continuity with any one of the following set-ups: (1) two RCA TP-16D 16mm Film Projectors, (2) two RCA

TP-6A Professional Film Projectors, (3) two RCA 35mm Film Projectors, (4) one 16mm and one 35mm Film Projector, (5) or one projector of either type and a slide projector.

With TV programming emphasis more and more on films, let us help you get the most from film—with the new TK-20D. Your RCA Broadcast Sales Representative is ready to help you plan the right film system for your station—with everything matched for best results!



Iconoscope beam current control, with indicator. A new arrangement that takes the guesswork out of day-to-day adjustments—provides a standard of comparison to help the operator adjust for optimum picture quality. The panel mounts on the housing of the film camera console, or in the remote control console.



...Type TK-20D

● "Live" quality all the time—regardless of scene content, shading, or other adjustments. New back-lighting system, and new automatic black-level control permits the TK-20A virtually to run itself!

● "Noise-free" pictures comparable to "live" shows. New high-gain cascode preamplifier, with "noise-immune" circuits, offers 200-to-1 improvement in microphonics. No high-frequency overshoot (trailing white lines). No low-frequency trailing (smear).

● Good-bye edge flare. New edge-lighting system provides substantial reduction in stray light, improves storage characteristic, stops light beam reflections on Iconoscope mosaic. Adjustable light level is provided.

● No more a-c power line "glitches" (horizontal-bar interference)—because camera filaments are operated from a separate d-c source.

● Faithful, high-quality pictures every day—through new beam-current control circuit. No more need to "ride" the shading.



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT

CAMDEN, N.J.



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

HOW radio—virtually single-handedly, among advertising media—built the Me Too Supermarkets in Iowa from a single store to a chain of nine, now grossing some \$7 million annually, is detailed in a new presentation prepared by BAB for its members.

The eight-page booklet, released last week under the title, "The White Elephant that Radio Put in the Black," notes that Me Too started in 1937 in an old Cedar Rapids post office building which was purchased at a "White Elephant sale." The booklet continues:

"Nine cents out of every dime it spends directly for advertising its merchandise goes to radio. . . . All of its regular advertising, including the all-important Thursday effort, is by radio only. And in large part it's been that way throughout the past 14 years."

The Me Too radio formula is based on a daily "radio special" advertised on WMT Cedar Rapids—a different leader offered each day at a money-saving price to draw store traffic for both the specials

and the full line of merchandise. The booklet reports:

"Me Too's advertising adds up to about six minutes of commercial time spread over 30 minutes of programming Monday through Friday; three minutes of commercial time in 15 minutes of programming on Saturday.

"It isn't much time, and in view of the gross it brings in, it isn't a very large advertising percentage (an expenditure to WMT of \$14,000 annually, to realize a gross volume of upwards of \$7 million—a direct advertising budget of 0.2 of 1%); but the Me Too management believes it's enough for right now.

"It's enough because if customer traffic were increased much more, the stores would need elastic walls. But most importantly, it's enough because of the way those six minutes are used, and because of the merchandising theory and practice behind those six minutes."

The chain has used no daily newspapers in the past year and a half, the booklet reports.



strictly business

IN these days of hard selling, the relationship of a station with its representative looms important.

Nobody knows this better than Clark N. Barnes, Hollywood manager of Headley-Reed Co., station representative firm. His advice for radio selling is the common sense approach that must be used in any selling job—"sell them [the agency or advertiser] on yourself and your integrity.

"In such a personal service business, you must know your properties, disseminate the right information, and if you don't know the answers, find out PDQ," he says.

Mr. Barnes has been in the business five years, starting in Hollywood as manager of Burn-Smith Co. and now with Headley-Reed since June 1951.

While he cut his teeth on radio, Mr. Barnes welcomes TV and looks forward to increasing the firm's current list of nine TV stations.

The "big future," as he puts it, is in video representation: "No one knows the limitations yet—it is like a giant slowly being awakened—but unquestionably station representatives will grow."

Mr. Barnes was born in Des Moines 38 years ago. He attended the U. of Colorado at Boulder, was a Beta Theta Pi and was graduated



Mr. BARNES

. . . radio and TV a combination.

* * *

in 1936 a major in economics.

He spent three years in sales, mostly in the industrial field, before deciding to enter radio. He did so by enrolling in the Drake U. School of Radio in his home town.

First he concentrated on preparing himself on sports announcing (he has been a baseball participant and fan since childhood).

With two schoolmates and \$100
(Continued on page 74)

WSAZ

HUNTINGTON, W. VA.

SERVING 3 STATES

**LOCAL
ADVERTISERS
KNOW
BEST!**

**LAWRENCE
DRUG STORE**

IS NOW IN
ITS

10th

YEAR

OF CONTINUOUS
SPONSORSHIP
OF THE

**WORLD
NEWS**

12:55 P.M.

Every Day of the Week

NATIONAL REPRESENTATIVES
THE KATZ AGENCY, INC.

5000 WATTS DAY
1000 WATTS NIGHT
930 KC



RADIO STATION

WSAZ

we don't have a list . . .

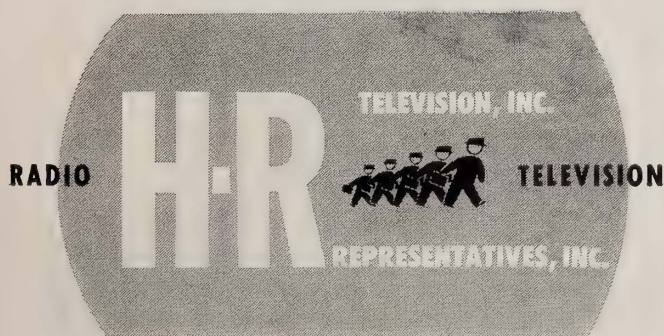
"as long as your arm"

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

And, frankly, it's not because we couldn't have! Rather, H-R has a policy, born the day this organization was started three years ago, that it's better to do a REAL selling job for a limited number of stations than it would be to do a mediocre job for many.

It's not our ambition to be the *biggest* rep in the field but rather to be known as the *best*. And with that aim in view, we also have the policy of hiring only the *best* of men . . . hiring one man at a salary that might well be paid to two of lesser ability.

These are just two of the policies which have paid handsome dividends to our member stations. When you are thinking of national spot, we ask you to remember that H-R Representatives is the organization that always sends a Man to Do a Man's Work.



405 Lexington Avenue, New York 17, N. Y.
Murray Hill 9-2606
35 E. Wacker Drive, Chicago 1, Illinois
RA ndolph 6-6431

And On the West Coast:

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

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

**NORTH CAROLINA is
the South's No. 1 STATE**

***North Carolina's
Number ONE SALESMAN***

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

WPTF
also
WPTF
FM

50,000 WATTS • 680 KC.

**NBC AFFILIATE FOR RALEIGH-DURHAM
AND EASTERN NORTH CAROLINA**



FREE & PETERS, NATIONAL REPRESENTATIVE

**R. H. MASON, GENERAL MANAGER
GUS YOUNGSTADT, SALES MANAGER**

TOBEY ASKS FCC DELAY

In ABC-UPT Proposed Merger

By EARL B. ABRAMS

WITH approval of the merger of ABC and United Paramount Theatres Inc. virtually decided last week, Sen. Charles W. Tobey (R-N. H.) stepped in and made all guesses as to the outcome of the two-year-old case inconclusive.

In a wire to FCC Chairman Paul A. Walker Wednesday, Sen. Tobey implied he wanted the FCC to hold up action on the case.

He also said he was preparing to hold a hearing on the possible need for legislation to ban the amalgamation of motion picture and TV interests as tending to monopoly.

Intervention of the chairman-to-be of the radio-powerful Senate Interstate & Foreign Commerce Committee almost ensured that the final decision on the ABC-UPT merger would not be forthcoming for at least another fortnight—and certainly not until after the Inauguration of President-elect Dwight D. Eisenhower and his Republican administration.

The Commission on Tuesday discussed the Paramount case and, according to best information, a majority was in agreement that the merger should be approved. Before final action comes, however, at least three additional meetings of the FCC are indicated.

In effect, the Commission majority was prepared to accept the blanket approvals recommended by Examiner Leo Resnick in his initial decision last November [B•T, Nov. 17, 1952].

Hennock Opposition

It was understood that Comr. Frieda B. Hennock continued to oppose the merger and indicated that she would dissent. This was in line with her questioning during the day-long oral argument held Jan. 5. She is seeking staff assistance on accounting and economic aspects, it is understood.

Although Comr. Edward M. Webster did not indicate he was opposed to the merger, it was understood that he was unhappy about the legal technicalities of the transfers from the old Paramount Pictures Inc. to the new producing and theatre-owning company. This, too, he had expressed during the oral argument.

Sen. Tobey's message, by wire, was received at Chairman Walker's office Wednesday. In it he:

(1) Questioned the legality of

the proposed merger.

(2) Raised questions regarding the need for legislation to prevent the combination of motion picture and TV companies on the theory that motion picture interests may dominate TV.

(3) Declared that he intended to have his committee hold hearings on the subject in two weeks.

(4) Asked Chairman Walker to distribute copies of his wire to all Commissioners so they would have time to prepare for such a hearing.

(5) Said that his committee wanted to look into the educational TV situation.

At week's end the Commission had not decided what to do about this request to postpone action on the merger. However, it was felt that the Commission would delay taking final action until after the Congressional hearings proposed by Sen. Tobey.

Sen. Tobey's interest in the ABC-

UPT merger case is not new. While in Paris, as a UNESCO delegate, the New Hampshire Republican cabled Chairman Walker that he was "shocked" by the examiner's initial decision proposing the grant of the merger applications [B•T, Dec. 8, 1952].

Same attitude toward the initial decision was expressed by Sen. William Langer (R-N. D.), scheduled to assume the chairmanship of the Senate Judiciary Committee [B•T, Dec. 8, 1952].

Talked With Johnson

It was learned that Sen. Tobey talked with Sen. Edwin C. Johnson (D-Col.), outgoing chairman of the Senate Commerce Committee, and told him what he was planning to do. A check with several other holdover members of the Senate Commerce Committee showed he had not conferred with them.

During the oral argument, Sen.

Tobey was in attendance during the morning hours.

Also in the audience at the oral hearing were former Sen. Burton K. Wheeler, radio-newspaper columnist Drew Pearson, as well as executives of parties in the case—ABC's Edward J. Noble, Robert E. Kintner and Robert H. Hinckley, UPT's Leonard H. Goldenson and Robert H. O'Brien, Paramount Pictures' Barney Balaban and Paul Raibourn, among others.

Ex-Sen. Wheeler's firm represents Zenith Radio Corp., TV applicant for Chicago's Ch. 2. This is the frequency UPT's WBKB is scheduled to move to under the FCC's Sixth Report and Order. As part of the merger deal, CBS is scheduled to buy WBKB from the merged company for \$6 million. Zenith is contesting WBKB's move to Ch. 2 without a hearing.

Although the prime purpose of

(Continued on page 68)

WDAF ON GRID

IN AN unprecedented move, the Justice Dept. last week called for revocation of licenses of WDAF-AM-TV Kansas City, Mo., in a civil anti-trust suit against the parent Kansas City Star Co.

The department announced the suit on the heels of a grand jury indictment charging the publishing firm with anti-trust violations. The company was accused of "monopolizing the dissemination of news and advertising" in Kansas City.

In an equally unprecedented move, The Star Co., instead of issuing a reply, bought display space in leading publications answering the suit. Roy A. Roberts, president, expressed "complete confidence" in the outcome.

Atty. Gen. James P. McGranery said the Justice Dept. would seek an injunction to enjoin "a continuation of the charged violations and to restore competitive conditions." The company publishes the *Kansas City Star* and *Times* and owns WDAF-AM-TV.

The department said it would ask the courts to revoke the radio-TV licenses of the Star Co. under provisions of Sec. 313 of the Communications Act—a request without precedent in broadcast annals.

The indictment, returned by the

Federal Grand Jury in Kansas City last Tuesday, alleged that advertisers who bought time on WDAF were given "special discounts" (combination unit rates) for advertising in the newspapers, and that advertisers not using the papers "have been denied access to the Star's television station." It charged advertisers were induced to buy time on WDAF with special discounts, from 1933 to 1937.

Named as defendants, along with The Star Co., were Mr. Roberts and Emil A. Sees, treasurer and director of The Star Co. and advertising director of the evening *Star* and morning *Times*. They were to be arraigned before U. S. District Court Judge Richard M. Duncan last Friday morning.

To Ask Bill of Particulars

Mr. Roberts said the company will file a motion for a bill of particulars "so we may know just what specific allegations we have to meet and to prepare our defense." He stated it would "meet the charges headon" and "there will be no effort to quash or delay the anti-trust indictment." He added the firm would insist "on an early trial, confident that complete vindication will come from the court and jury."

Justice Asks Revocation

Mr. Roberts also answered the government's anti-trust charges with a scathing statement imputing political motives to the outgoing Democratic administration dating back to the *Star's* probe of the celebrated Kansas City vote fraud case in 1946.

Local Washington, D. C., attorneys and FCC legal experts agreed that the request for license revocation is without precedent, though such action is clearly within the purview of the Communications Act. No such action, for example, was sought in a similar anti-trust action filed against the New Orleans Times Picayune Co. (*Times-Picayune* and *Evening States* and WTPS-AM-FM).

The U. S. District Court in New Orleans upheld certain charges and dismissed others on a complaint also involving combination unit rates for advertising in newspapers under common ownership.

The U. S. Supreme Court last November agreed to review the case March 9. A decision would have a direct bearing on the Kansas City case, it is believed.

In explaining its stand in half-page ads in leading newspapers throughout the country The *Star*

(Continued on page 89)

ZIV CAMPAIGN

Set for Lombardo-Gruen Show

PLANS for all-out advertising, promotion and merchandising campaigns for the new Guy Lombardo-Gruen radio show and other Ziv radio programs scheduled for 1953 were outlined last week at a Frederic W. Ziv Co. radio sales convention in Cincinnati.

In welcoming the salesmen, Frederic W. Ziv, founder and president of the company, reaffirmed his faith in radio as the "advertiser's best buy when properly and skillfully merchandised and promoted."

Alvin E. Unger, vice president in charge of radio sales, pledged that Ziv radio will continue an aggressive campaign during the coming year. He said Ziv will offer stations, advertiser and agencies many new programs, merchandising and promotional aids to assure sponsors "more than their share of 1953 business."

"We are going to support our radio advertisers and stations even to a greater degree than in the past," Mr. Unger promised. "And what's more, we are going to do this all year long."

In preparation for the campaign, Leo A. Gutman Jr., director of advertising, reported he has increased his budget and enlarged his staff.

Merchandising Plans

In announcing the campaign on behalf of the Lombardo program, Mr. Unger cited a merchandise tie-in whereby each sponsor will receive \$2,500 worth of Gruen watches to distribute to his local audience. Additionally, Mr. Unger said, Ziv will implement a plan whereby each sponsor's dollar spent on radio will help his point of purchase dollar, and each point of purchase dollar will help his radio dollar.

Mr. Unger said all radio stations carrying the Lombardo program will receive free announcements cut by Mr. Lombardo, which may be used as station breaks, and other aids.

F&P Elects Hoag

HAL W. HOAG, western manager of Free & Peters, now in his 15th year with the firm, has been elected a vice president of the station representative organization, it was announced Wednesday by H. Preston Peters, president. Announcement followed a dinner in New York Tuesday at which Mr. Hoag received a scroll naming him "Colonel of 1952." Jones Scovern, eastern sales manager for radio, was "Colonel" for 1949, when F&P began the custom of so recognizing unusual growth and contribution to its business. Bill Bryan, Detroit manager, was 1950's "Colonel." In 1951, the title was not given to any individual but to the Chicago radio office as a unit.



FREDERIC W. ZIV Co. welcomes two new salesmen into the organization during Cincinnati sales convention. L to r: Sid Freeman, Great Lakes Div. sales manager and longtime Ziv salesman; Frederic W. Ziv, Ziv president; Jack Skinner, new salesman for the Indiana area, and Russ Stone, new salesman for the Buffalo, N. Y., district.

NETWORK BUYS

L&M, Beltone, Wood, Jergens Sign

NETWORK time sales were given an added boost last week with contracts for new shows by four advertisers, two signing with ABC, one with CBS Radio and the other with Mutual.

Liggett & Myers, New York (Chesterfield cigarettes), effective Jan. 26 will sponsor a five-minute news show, *Les Griffith and the News*, five times weekly on ABC radio, 7:55-8 p.m. EST. The contract, placed for Chesterfield by Cunningham & Walsh, New York, is for 52 weeks. The newscast will embrace headline news of national and international import.

Beltone Hearing Aid Co. will sponsor *Life Begins at 80*, for one time only (Wednesday) 8:30-9 p.m. also on ABC. Olan Bronner Inc., Chicago, placed the contract. The show is heard on 108 ABC radio stations.

Andrew Jergens Co., Cincinnati (Jergens Lotion and All Purpose face cream), will sponsor *Time for Love*, a new weekly series of dramatic programs starring Marlene Dietrich, on CBS Radio effective Jan. 15. Miss Dietrich will play the role of Leda Saint-Ange, a mysterious international chanteuse who is followed all over the world

by Michael Victor, a writer, who narrates each weekly story. Agency for Jergens is Robert W. Orr & Assoc., New York.

J. R. Wood, New York (rings, diamonds and other jewelry), will sponsor a quarter-hour radio show featuring Lanny Ross, effective March 1, on Mutual. The program will be heard Sunday, 1:15-30 p.m. EST. BBDO, New York, agency for Wood, placed the contract for 52 weeks with 13-week options.

N. Y. Headquarters

NEW YORK offices of BROADCASTING • TELECASTING are moving today to 444 Madison Ave. The old address was at 488 Madison. Telephone number will remain Plaza 5-8385.



THREE Young & Rubicam vice presidents have been appointed to newly created posts of senior vice presidents. They are (l to r) Frank Fagan, with the firm since 1934; Harry Harding, with Y&R since 1943, and William H. Howard, who has been there since 1949. All three men will report to Louis N. Brockway, executive vice president, and each will have executive responsibility for a specific group of accounts.

C-P-P BOARD

Ups Sims, Mute on McConnell

THE BOARD of directors of Colgate-Palmolive-Peet Co. last Thursday elected William L. Sims 2d as president of Colgate-Palmolive International, a new corporation, but took no action on the expected election of former NBC President Joseph H. McConnell as president of the parent company [B•T, Jan. 5].

Failure to act on the McConnell move was construed to mean it was not on this meeting's agenda—and not that it had been considered and action deferred. Although C-P-P has contended from the outset reports linking Mr. McConnell with the Colgate presidency were "premature," reliable sources just as steadily have maintained the reports will be proved true.

Feb. 11-12 Meeting

Next C-P-P board meeting, it was reported, is set for Feb. 11-12. There was no indication that Mr. McConnell's name either would or would not come up at that time. Earlier reports, however, indicated he was expected to join Colgate about March 1.

Mr. McConnell's resignation from NBC and the election of Vice President and General Manager Frank White to succeed him both as president and as member of the NBC board of directors were announced Jan. 2. At that time, and since, NBC officials have declined to comment on Mr. McConnell's future plans except to say he left "to join a company in another industry, and his new position will be announced by that company in the near future."

E. H. Little, Colgate's present president, who is expected to become board chairman upon Mr. McConnell's assumption of office, announced election of Mr. Sims as president of the new Colgate-Palmolive International, formed to aid in coordinating Colgate's foreign operations, carried on through 25 subsidiaries, four branches and an export department.

Other Board Actions

Mr. Sims also was elected to the executive committee of C-P-P and will continue as executive vice president in charge of its foreign business. The announcement said Colgate employees outside the U. S. number about 9,900 and that Colgate's foreign sales in 1951 exceeded \$122 million. Sales for 1952 have not been disclosed.

BBDO's Duffy to Talk

BEN DUFFY, president of BBDO, New York, will speak Wednesday at a luncheon of the New York Young Men and Young Women's Republican Clubs, discussing "Campaign Advertising."

By JOHN OSBON

EDUCATORS last week raised their voices in acclaim for commercial broadcasters who helped Baltimore weather a storm precipitated by a strike that capsized two-thirds of the city's public schools.

The Baltimore experiment in air education proved a spontaneous success as radio and television once again demonstrated their value in an emergency, beaming classes at some 80,000 pupils kept home from over 100 of the city's 175 schools. So keen was the interest that newsmen from out-of-town magazines and newspapers converged on Baltimore to get a first-hand view of education over commercial broadcasting facilities in an unprecedented local crisis.

Interest in this experiment, in fact, exceeded that in the strike of the city's municipal workers, who forced schools to close for lack of heat. There were indications late Thursday that schools would reopen shortly.

The Baltimore Dept. of Education took a sample random survey of a few thousand pupils in half-a-dozen schools and reported that attendance at their telecasts was nearly 100%—though many pupils themselves indicated they would prefer education in the classroom rather than by television.

Dr. William Lemmel, superintendent of public instruction who rallied support for the radio-TV classes and organized the experiment, termed response of broadcasters, "most heartening."

Favorable Comments

Jack Dey, member of the Dept. of Education's radio-TV section, said there was considerable favorable comments from educational, civic and religious groups and lauded broadcasters for their cooperation. Mr. Dey worked along with Eleanor Kane, of that section, supervising some of the telecasts.

Dr. Harry C. Byrd, president of U. of Maryland, also acknowledged support of the industry. He told BROADCASTING • TELECASTING that stations had done a commendable job. He acknowledged that many educational institutions might find it difficult to raise funds for television stations to present programs on a regular basis.

Dr. Byrd spoke at a *McCall's* magazine awards dinner in Baltimore Thursday evening, but did not comment specifically on the city's school emergency. He cited TV's tremendous potentialities.

Credit for proposing the TV classroom plan to the Board of Education goes to WBAL-TV, which offered its facilities immediately after the strike was called New Year's Day [AT DEADLINE, Jan. 5]. Suggestion that all Baltimore radio-TV outlets participate was part of the proposal.

D. L. (Tony) Provost, vice president and general manager of



OPENING classes for elementary pupils were telecast by WBAL-TV as part of its two-hour-per-day schedule. Teacher is explaining workings of a thermometer to one of handful of pupils at WBAL-TV studios. Station carried TV lessons during morning hours.

* * *

* * *

WBAL-AM-TV, noted the station's policy on community service and stated:

"Since this is the first time that television has been used to such a large extent for educational purposes, it will be interesting to watch and see how effective teaching by television can be. Certainly the commercial broadcasters have proved once again that they will do everything possible in an emergency, whether it be for education or for anything else."

Mr. Provost said he felt that this experiment "could very well decide whether or not it is advisable for educational institutions to build television stations of their own." He noted the Board of Education's sample survey indicating many pupils' preference for education in the classroom.

Some educators were not immediately prepared to evaluate the success of the TV classes. The Board of Education said beforehand there would be "defects" and the experiment would be "some-

thing less than perfect."

A *Washington Evening Star* staff correspondent, Jack Jonas, summed it up this way:

"It would have to be more lively to compete with space cadets and cowboy heroes—not enough Indians were biting the dust."

The strike was called New Year's Day, forcing closure of 107 of the city's 174 public schools. Some 3,300 employees, including janitors, refuse collectors, engineers, firemen and other municipal workers, were involved.

37 Hours Offered

The job of allocating classes to the different radio and TV outlets fell to the Baltimore Dept. of Education, which found itself hard pressed to fill some 37 hours of air time per week offered by cooperating commercial broadcasters.

Mr. Dey of the department's radio-TV section broke the schedule down this way: WBAL-TV and WAAM (TV), two hours per day; WMAR-TV three hours per week; WFBR, one hour per day, and other

stations varying amounts of time.

Mr. Dey stressed that the department's decision to press the WBAL-TV proposal into action was based on a desire to continue "some education during the emergency period." School authorities stressed that TV programs were not intended to "replace completely classroom instruction but would serve as a value addition to the other homework which pupils were given to do."

WBAL-TV and WWIN carried programs of elementary instruction, while lessons for junior and senior high school and vocational schools were broadcast over WFBR and telecast by WAAM.

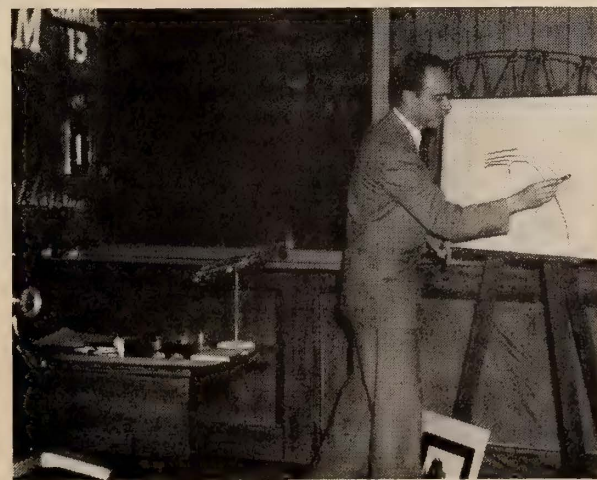
WBAL-TV's schedule was tailored for elementary school students, with science of toys, 10-10:30 a.m.; arithmetic, 10:30-11 a.m.; and art and language arts, 11 a.m.-12 noon—Monday through Friday.

WAAM coverage consisted of science at 12 noon, modern language (German, Spanish) at 12:15 p.m., and fundamental skills Wednesday only at 12:45 p.m. A culture session was telecast at 1:30 p.m. and aeronautics principles were also outlined. The two-hour emergency schedule for secondary school students was supplemented by three regular weekly shows.

WMAR-TV was booked for Maryland history (all grades), Tuesday and Thursday, 2-2:30 p.m. and vocational classes 11 a.m. Thursday, according to Robert Cochran, program director of the station. It carried civic courses for high school students on a Monday-Friday schedule, 3-3:30 p.m. WMAR-TV offered the department 12 hours of sustaining (and some commercial) time, between 9 a.m. to 4 p.m. Language, arithmetic and other "basics" also were telecast. Mr. Cochran described the reaction as "enthusiastic."

Commenting on WFBR's role in

(Continued on page 69)



SECONDARY school students were given courses each day over WAAM (TV) Baltimore during the strike. Before camera is Malcolm Davies, science instructor at Baltimore Polytechnic Institute.



TEACHERS of Baltimore schools gathered in studios of WFBR to conduct classes for pupils. Bill LeFevre (standing near microphone), staff announcer, briefs them before program gets underway.

Newspaper Technique Suggested for Radio

THE BEST way to sell radio to department stores is not by the familiar, consistent, day-after-day, week-after-week, "same time, same station" pattern of radio, but in the "lots of advertising today and little or none tomorrow" formula of store advertising in newspapers.

That is not only the best way to sell stores on using radio, but it's the best way to make them regular radio advertisers, because it's the way that pays off best for them and produces sales at a lower cost than newspapers do.

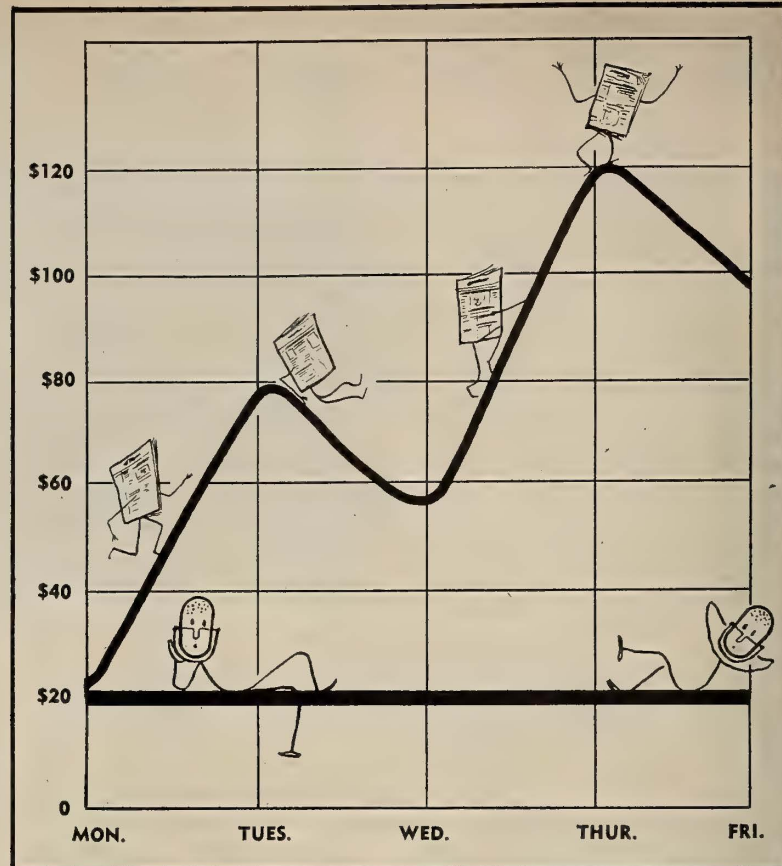
Those conclusions are drawn from Department Stores Study reports of results of more than six months' use of radio advertising by a typical store (Pomeroy's) doing an annual business of \$3 million in a market of 25,000 population (Pottsville, Pa.). These conclusions are confirmed by the experiences of other department stores in other localities, according to DSS.

The simple graph in the chart

at right, covering the Monday-Friday segments of a one-week period of department store newspaper and radio advertising in one market, contrast the typical "peak and valley" pattern of the store's use of newspaper space with the "horizontal pattern" of radio.

The newspaper pattern coincides with the buying habits of the community and with the normal department store practice of placing its advertising accordingly. But it is easy to see, as DSS points out, that "radio has been trying to sell itself against the normal department store promotional pattern. Thus radio became most prominent in use during the stores' promotional valleys. As such, it stood out in poor selling times and became relatively inconspicuous during promotional peaks.

"Radio's fixed schedules called for commercials when store people were at their lowest point of promotional enthusiasm," DSS explains. "Psychologically, this made



Newspaper buying varies, in comparison with radio's set pattern during the week

* * *

radio somewhat of a nuisance. More important, it brought to radio for selling, a poor selection of items, poorly written commercials and a great deal of institutional activity." (With most store advertising costs allocated to the departments whose merchandise it advertised, specific item ads are favored and institutional advertising considered more or less of a waste, in department store circles, except on special occasions.)

Identification Stressed

An illustrative case history cited by DSS reports on a store whose "schedule of radio usage consisted of an across-the-board nighttime news program. In this five-minute segment there was room for store identification at the beginning and end, which the store discounted as almost without real value, and time for one full-minute merchandise item in the middle.

"The store thus thought of this program as one spot and used it for one item for five days ('used' is correct; the program was cancelled). The cost was approximately \$100 for the week. Not one department in the store could afford to continue this advertising at this cost.

"Now compare this with what the store is doing now. The \$100 buys 20 daytime participation spots. Four items on an average are promoted with these spots and all on the store's normally peak days when results are easy to get. Cost per item averages \$25."

Newspaper techniques should also be followed for store advertis-

ing copy on the air, DDS said. Note the below copy in a store ad. The largest type goes to announce the price, second largest to identify the item advertised, with the description subordinated, whether in words or illustration. Headlines are the important things; they should be that way on the air as well.

"Make your copy headline copy," says DSS. "Give the merchandise, the price, the store name, and then repeat these, then a brief description (and make it very brief and to the point), then the merchandise again and the price again . . . then the store name and the store hours—preferably only nights open information."

Stores like this kind of advertising, DSS notes, because it's the kind they're familiar with. It is also good because, by creating store traffic, it refutes the frequent store executive argument that people don't remember radio commercials but can always go back to a newspaper ad. Finally, this type of radio sells merchandise, as test after test has proved.

In one continuing series of tests, in which the same items were advertised one week on the air, the next in the newspaper (or vice versa), with the same amount of money spent with each medium, DSS found radio consistently out-selling newspapers. In a nine-week period, radio sold \$2,491 worth of merchandise to \$1,956 worth sold by newspaper space.

An interesting sidelight is that radio's inability to illustrate the

(Continued on page 34)

POMEROYS...shows you 8 ways to save and still get the best values for your shopping dollar!

santorized plaid gingham dresses!

2.97

Fashion leader for back-to-school

Santorized plaid women gingham dresses for back to school. Beautiful new Fall shades. Attractively trimmed in crystal, sequins or self material. But beautiful styles to choose from. These are dresses your daughter will be proud to wear, and they're priced as low as you can buy several. Colors in blue, green or red. Some 3 to 10 and 7 to 10.

CIRCLE WEAR — THURST BAKERY

women's lamb fur-trimmed coats!

\$39.00

Famous Fieldston Sample Coats!

Women's fur trimmed Winter Coats by Famous Fieldston. These are sample coats made by one of the nation's finest manufacturers, and you know that sample coats are the best any maker can produce! You get the finest material, the latest fashions, the most carefully done work. Priced at heavy winter coats or suits. Sizes 16 to 18. Come in new, see these exclusive samples, you're sure to love the look.

WOMEN'S COATS — THURST BAKERY

famous betty barclay

The Dark Cotton Dress

8.98

A Pomeroy's Exclusive!

Famous "Betty Barclay" dark cotton dress of only \$8.98. Smart, looking dark cotton dress in brown, grey, dress, new, grey and black. Ready to wear.

women's cool, good-looking gabardine shorts!

1.98

Get good looking shorts at Pomeroy's for only 1.98. Gabardine shorts with two handy pockets, reduced at the length of the season. All popular every attractive, smartly styled, smartly tailored. Shirts that sold for \$2.98, \$3.98, \$4.98, \$5.98, \$6.98, \$7.98, \$8.98, \$9.98, \$10.98, \$11.98, \$12.98, \$13.98, \$14.98, \$15.98, \$16.98, \$17.98, \$18.98, \$19.98, \$20.98, \$21.98, \$22.98, \$23.98, \$24.98, \$25.98, \$26.98, \$27.98, \$28.98, \$29.98, \$30.98, \$31.98, \$32.98, \$33.98, \$34.98, \$35.98, \$36.98, \$37.98, \$38.98, \$39.98, \$40.98, \$41.98, \$42.98, \$43.98, \$44.98, \$45.98, \$46.98, \$47.98, \$48.98, \$49.98, \$50.98, \$51.98, \$52.98, \$53.98, \$54.98, \$55.98, \$56.98, \$57.98, \$58.98, \$59.98, \$60.98, \$61.98, \$62.98, \$63.98, \$64.98, \$65.98, \$66.98, \$67.98, \$68.98, \$69.98, \$70.98, \$71.98, \$72.98, \$73.98, \$74.98, \$75.98, \$76.98, \$77.98, \$78.98, \$79.98, \$80.98, \$81.98, \$82.98, \$83.98, \$84.98, \$85.98, \$86.98, \$87.98, \$88.98, \$89.98, \$90.98, \$91.98, \$92.98, \$93.98, \$94.98, \$95.98, \$96.98, \$97.98, \$98.98, \$99.98, \$100.98, \$101.98, \$102.98, \$103.98, \$104.98, \$105.98, \$106.98, \$107.98, \$108.98, \$109.98, 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\$410.98, \$411.98, \$412.98, \$413.98, \$414.98, \$415.98, \$416.98, \$417.98, \$418.98, \$419.98, \$420.98, \$421.98, \$422.98, \$423.98, \$424.98, \$425.98, \$426.98, \$427.98, \$428.98, \$429.98, \$430.98, \$431.98, \$432.98, \$433.98, \$434.98, \$435.98, \$436.98, \$437.98, \$438.98, \$439.98, \$440.98, \$441.98, \$442.98, \$443.98, \$444.98, \$445.98, \$446.98, \$447.98, \$448.98, \$449.98, \$450.98, \$451.98, \$452.98, \$453.98, \$454.98, \$455.98, \$456.98, \$457.98, \$458.98, \$459.98, \$460.98, \$461.98, \$462.98, \$463.98, \$464.98, \$465.98, \$466.98, \$467.98, \$468.98, \$469.98, \$470.98, \$471.98, \$472.98, \$473.98, \$474.98, \$475.98, \$476.98, \$477.98, \$478.98, \$479.98, \$480.98, \$481.98, \$482.98, \$483.98, \$484.98, \$485.98, \$486.98, \$487.98, \$488.98, \$489.98, \$490.98, \$491.98, \$492.98, \$493.98, \$494.98, \$495.98, \$496.98, \$497.98, \$498.98, \$499.98, \$500.98, \$501.98, \$502.98, \$503.98, \$504.98, \$505.98, \$506.98, \$507.98, \$508.98, \$509.98, 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\$610.98, \$611.98, \$612.98, \$613.98, \$614.98, \$615.98, \$616.98, \$617.98, \$618.98, \$619.98, \$620.98, \$621.98, \$622.98, \$623.98, \$624.98, \$625.98, \$626.98, \$627.98, \$628.98, \$629.98, \$630.98, \$631.98, \$632.98, \$633.98, \$634.98, \$635.98, \$636.98, \$637.98, \$638.98, \$639.98, \$640.98, \$641.98, \$642.98, \$643.98, \$644.98, \$645.98, \$646.98, \$647.98, \$648.98, \$649.98, \$650.98, \$651.98, \$652.98, \$653.98, \$654.98, \$655.98, \$656.98, \$657.98, \$658.98, \$659.98, \$660.98, \$661.98, \$662.98, \$663.98, \$664.98, \$665.98, \$666.98, \$667.98, \$668.98, \$669.98, \$670.98, \$671.98, \$672.98, \$673.98, \$674.98, \$675.98, \$676.98, \$677.98, \$678.98, \$679.98, \$680.98, \$681.98, \$682.98, \$683.98, \$684.98, \$685.98, \$686.98, \$687.98, \$688.98, \$689.98, \$690.98, \$691.98, \$692.98, \$693.98, \$694.98, \$695.98, \$696.98, \$697.98, \$698.98, \$699.98, \$700.98, \$701.98, \$702.98, \$703.98, \$704.98, \$705.98, \$706.98, \$707.98, \$708.98, \$709.98, \$710.98, \$711.98, \$712.98, \$713.98, \$714.98, \$715.98, \$716.98, \$717.98, \$718.98, \$719.98, \$720.98, \$721.98, \$722.98, \$723.98, \$724.98, \$725.98, \$726.98, \$727.98, \$728.98, \$729.98, \$730.98, \$731.98, \$732.98, \$733.98, \$734.98, \$735.98, \$736.98, \$737.98, \$738.98, \$739.98, \$740.98, \$741.98, \$742.98, \$743.98, \$744.98, \$745.98, \$746.98, \$747.98, \$748.98, \$749.98, \$750.98, \$751.98, \$752.98, \$753.98, \$754.98, \$755.98, \$756.98, \$757.98, \$758.98, \$759.98, \$760.98, \$761.98, \$762.98, \$763.98, \$764.98, \$765.98, \$766.98, \$767.98, \$768.98, \$769.98, \$770.98, \$771.98, \$772.98, \$773.98, \$774.98, \$775.98, \$776.98, \$777.98, \$778.98, \$779.98, \$780.98, \$781.98, \$782.98, \$783.98, \$784.98, \$785.98, \$786.98, \$787.98, \$788.98, \$789.98, \$790.98, \$791.98, \$792.98, \$793.98, \$794.98, \$795.98, \$796.98, \$797.98, \$798.98, \$799.98, \$800.98, \$801.98, \$802.98, \$803.98, \$804.98, \$805.98, \$806.98, \$807.98, \$808.98, \$809.98, \$810.98, \$811.98, \$812.98, \$813.98, \$814.98, \$815.98, \$816.98, \$817.98, \$818.98, \$819.98, \$820.98, \$821.98, \$822.98, \$823.98, \$824.98, \$825.98, \$826.98, \$827.98, \$828.98, \$829.98, \$830.98, \$831.98, \$832.98, \$833.98, \$834.98, \$835.98, \$836.98, \$837.98, \$838.98, \$839.98, \$840.98, \$841.98, \$842.98, \$843.98, \$844.98, \$845.98, \$846.98, \$847.98, \$848.98, \$849.98, \$850.98, \$851.98, \$852.98, \$853.98, \$854.98, \$855.98, \$856.98, \$857.98, \$858.98, \$859.98, \$860.98, \$861.98, \$862.98, \$863.98, \$864.98, \$865.98, \$866.98, \$867.98, \$868.98, \$869.98, \$870.98, \$871.98, \$872.98, \$873.98, \$874.98, \$875.98, \$876.98, \$877.98, \$878.98, \$879.98, \$880.98, \$881.98, \$882.98, \$883.98, \$884.98, \$885.98, \$886.98, \$887.98, \$888.98, \$889.98, \$890.98, \$891.98, \$892.98, \$893.98, \$894.98, \$895.98, \$896.98, \$897.98, \$898.98, \$899.98, \$900.98, \$901.98, \$902.98, \$903.98, \$904.98, \$905.98, \$906.98, \$907.98, \$908.98, \$909.98, \$910.98, \$911.98, \$912.98, \$913.98, \$914.98, \$915.98, \$916.98, \$917.98, \$918.98, \$919.98, \$920.98, \$921.98, \$922.98, \$923.98, \$924.98, \$925.98, \$926.98, \$927.98, \$928.98, \$929.98, \$930.98, \$931.98, \$932.98, \$933.98, \$934.98, \$935.98, \$936.98, \$937.98, \$938.98, \$939.98, \$940.98, \$941.98, \$942.98, \$943.98, \$944.98, \$945.98, \$946.98, \$947.98, \$948.98, \$949.98, \$950.98, \$951.98, \$952.98, \$953.98, \$954.98, \$955.98, \$956.98, \$957.98, \$958.98, \$959.98, \$960.98, \$961.98, \$962.98, \$963.98, \$964.98, \$965.98, \$966.98, \$967.98, \$968.98, \$969.98, \$970.98, \$971.98, \$972.98, \$973.98, \$974.98, \$975.98, \$976.98, \$977.98, \$978.98, \$979.98, \$980.98, \$981.98, \$982.98, \$983.98, \$984.98, \$985.98, \$986.98, \$987.98, \$988.98, \$989.98, \$990.98, \$991.98, \$992.98, \$993.98, \$994.98, \$995.98, \$996.98, \$997.98, \$998.98, \$999.98, \$1000.98, \$1001.98, \$1002.98, \$1003.98, \$1004.98, \$1005.98, \$1006.98, \$1007.98, \$1008.98, \$1009.98, \$1010.98, \$1011.98, \$1012.98, \$1013.98, \$1014.98, \$1015.98, \$1016.98, \$1017.98, \$1018.98, \$1019.98, \$1020.98, \$1021.98, \$1022.98, \$1023.98, \$1024.98, \$1025.98, \$1026.98, \$1027.98, \$1028.98, \$1029.98, \$1030.98, \$1031.98, \$1032.98, \$1033.98, \$1034.98, \$1035.98, \$1036.98, \$1037.98, \$1038.98, \$1039.98, \$1040.98, \$1041.98, \$1042.98, \$1043.98, \$1044.98, \$1045.98, \$1046.98, \$1047.98, \$1048.98, \$1049.98, \$1050.98, \$1051.98, \$1052.98, \$1053.98, \$1054.98, \$1055.98, \$1056.98, \$1057.98, \$1058.98, \$1059.98, \$1060.98, \$1061.98, \$1062.98, \$1063.98, \$1064.98, \$1065.98, \$1066.98, \$1067.98, \$1068.98, \$1069.98, \$1070.98, \$1071.98, \$1072.98, \$1073.98, \$1074.98, \$1075.98, \$1076.98, \$1077.98, \$1078.98, \$1079.98, \$1080.98, \$1081.98, \$1082.98, \$1083.98, \$1084.98, \$1085.98, \$1086.98, \$1087.98, \$1088.98, \$1089.98, \$1090.98, \$1091.98, \$1092.98, \$1093.98, \$1094.98, \$1095.98, \$1096.98, \$1097.98, \$1098.98, \$1099.98, \$1100.98, \$1101.98, \$1102.98, \$1103.98, \$1104.98, \$1105.98, \$1106.98, \$1107.98, \$1108.98, \$1109.98, \$1110.98, \$1111.98, \$1112.98, \$1113.98, \$1114.98, \$1115.98, \$1116.98, \$1117.98, \$1118.98, \$1119.98, \$1120.98, \$1121.98, \$1122.98, \$1123.98, \$1124.98, \$1125.98, \$1126.98, \$1127.98, \$1128.98, \$1129.98, \$1130.98, \$1131.98, \$1132.98, \$1133.98, \$1134.98, \$1135.98, \$1136.98, \$1137.98, \$1138.98, \$1139.98, \$1140.98, \$1141.98, \$1142.98, \$1143.98, \$1144.98, \$1145.98, \$1146.98, \$1147.98, \$1148.98, \$1149.98, \$1150.98, \$1151.98, \$1152.98, \$1153.98, \$1154.98, \$1155.98, \$1156.98, \$1157.98, \$1158.98, \$1159.98, \$1160.98, \$1161.98, \$1162.98, \$1163.98, \$1164.98, \$1165.98, \$1166.98, \$1167.98, \$1168.98, \$1169.98, \$1170.98, \$1171.98, \$1172.98, \$1173.98, \$1174.98, \$1175.98, \$1176.98, \$1177.98, \$1178.98, \$1179.98, \$1180.98, \$1181.98, \$1182.98, \$1183.98, \$1184.98, \$1185.98, \$1186.98, \$1187.98, \$1188.98, \$1189.98, \$1190.98, \$1191.98, \$1192.98, \$1193.98, \$1194.98, \$1195.98, \$1196.98, \$1197.98, \$1198.98, \$1199.98, \$1

\$8 MILLION FOR FCC

Asked in '54 Budget

PRESIDENT TRUMAN last Friday asked the Republican-controlled 83d Congress for \$8 million to run FCC's fiscal 1954 operations. The figure is \$75,000 shy of the request made a year ago, but \$1,591,640 more than Congress appropriated last summer for fiscal 1953.

FCC would receive \$1,667,074 for broadcast activities, a boost of \$499,051. The additional money, according to Mr. Truman, would be used to "handle the substantially increased workload in processing applications for new television stations."

The 82d Congress last summer appropriated \$300,000 additional to speed processing of TV applications. During Senate and House Appropriations Committee hearings, it was emphasized the extra funds were to pay for more examiner teams.

Before passage of this appropriation, FCC had seven examiner teams. It now has 13. It can be

assumed that should this Congress grant the new increase requested and earmark it exclusively for the hiring of examiner teams, FCC could add at least another 10. An examiner team is made up of the examiner, attorney, engineer, accountant and clerical help.

The budget delivered to the new Congress was Mr. Truman's last as President. It can be expected that the GOP Congress will scrutinize the budget very carefully. The President's other budget requests were presented to Congresses in which the Democrats were in the majority (except for the 80th Congress).

Committee Chairmen

Sen. Styles Bridges (R-N. H.) is slated to chairman the Senate Appropriations Committee and Rep. John Taber (R-N. Y.) is expected to head the committee in the House.

Here is the budget's breakdown of broadcast activities for fiscal

years 1951, 1952, 1953 (estimated) and 1954 (also estimated):

| | 1951 | 1952 | 1953 | 1954 |
|---|--------|--------|-----------|-----------|
| | actual | actual | estimated | estimated |
| Stations regulated as of June 30 of each year | 3,153 | 3,280 | 3,758 | 3,958 |
| Applications disposed of for new stations or major changes of facilities: | | | | |
| AM | 466 | 270 | 290 | 505 |
| FM | 172 | 135 | 129 | 145 |
| TV | 26 | 92 | 448 | 521 |

The other part—and the lion's share—of the more than \$1½ million increase requested would be used to "strengthen radio-monitoring and enforcement activities including the establishment of new monitoring and direction-finding facilities," Mr. Truman said. FCC long has been seeking more funds for its monitoring activities. But Congress never has been receptive.

Overall, Mr. Truman requested more than \$4 billion beyond U. S. expenditures for fiscal 1953 which ends June 30. This fact alone most

likely will put Congress into an economy mood.

Here is the complete breakdown by activity of the 1953 budget of FCC followed by the 1954 request:

Common carrier, \$704,390, \$775,051; applied technical research and frequency allocation, \$386,643, \$488,796; field engineering and monitoring, \$2,313,271, \$2,843,312; safety and special radio services, \$585,928, \$716,458; broadcast, \$1,168,023, \$1,667,074, and executive, staff and service, \$1,252,377, \$1,514,609.

Proposed increase in field engineering and monitoring "is primarily for the establishment of two new monitoring stations and for placing secondary monitoring stations on 24-hour operation," the Chief Executive said.

Voice Request

Voice of America would receive nearly \$50 million under the budget (see more detailed story, page 43).

The Federal Trade Commission would be appropriated \$1,111,600 for fiscal 1954 for investigation and litigation in its "anti-deceptive practices." This branch of FTC takes action against false and misleading advertising. The figure compares to \$1,107,886 spent last year.

FTC also would get nearly \$4,000 more for its "trade practices conferences," which come under anti-deceptive practices.

Next step on Capitol Hill is for the appropriations committees in both branches of Congress to hear testimony from the agencies involved. They can be expected also to hear top finance officials in the new Eisenhower Administration.

'Silver' Record Issue

CLAIMING the phrase, "Hi, Ho, Silver," its personal property, Lone Ranger Inc. has warned the Trenier Twins, Hollywood song and dance team, and Columbia Records, not to release a new recording by that title made by the entertainers and Okay Records, a Columbia subsidiary. Lone Ranger Inc. also demands that the entertainers refrain from publishing the song through Mobile Music Co.

CBS BOARD MEET

Features L. A. Facilities Tour

CBS Inc. board of directors will hold its regular January meeting in Los Angeles today (Monday) and tomorrow, it was announced last week.

Business sessions will take place at Television City, and an inspection tour of CBS Radio, CBS-TV and Columbia Records Inc. facilities in the Los Angeles area has been arranged. Expected to attend are the following board members:

William S. Paley, CBS chairman of the board; Leon Levy, Personal Investments; J. A. Iglehart, partner, W. E. Hutton & Co.; Dorsey Richardson, vice president, Lehman Corp.; Ralph F. Colin, Rosenman, Goldmark, Colin & Kaye; Frank Stanton, CBS president; Edward R. Murrow, CBS Radio and CBS-TV news analyst.

Frederick L. Chapman, partner, Barrett Herrick & Co.; Bruce A. Coffin, president, Hytron Radio & Electronics Co.; Lloyd H. Coffin, chairman of the board and treasurer, Hytron; David H. Cogan, president, CBS-Columbia Inc.; Adrian Murphy, CBS Radio president, and J. L. Van Volkenburg, CBS-TV president.



BING CROSBY (c), singing star and board chairman, Bing Crosby Enterprises Inc., Beverly Hills, Calif., with Wayne R. Johnson (l), TV project engineer, and John T. Mullin, chief engineer, examines section of Minnesota Mining & Mfg. Co. magnetic tape used on new sight and sound VTR (Video Tape Recorder) being developed by the Crosby firm [B•T, Jan. 5]. Mr. Crosby holds interest also in KXLY-TV Spokane.

WMGM SALE

NEGOTIATIONS for acquisition of WMGM New York by Bertram Lebharr Jr., director of the station, in a \$2 million deal with Loew's Inc., present owner, were nearing completion last week. The station (50 kw on 1050 kc) is one of the nation's leading independents.

Mr. Lebharr acknowledged that discussions are in progress and said he hoped to have a statement ready shortly. He said Loew's had given informal approval but pointed out that the board's official approval, as well as that of FCC, is needed.

Under the terms of the proposed agreement, Mr. Lebharr would pay Loew's \$500,000 in cash and the remainder at a rate of \$150,000 a

year for 10 years. The sale would be subject to the usual FCC approval.

Mr. Lebharr also said he would give the new corporation a 10-year contract on his services and undertake to get similar contracts from his key executives. Additionally, he said the plan called for him to attempt to secure a \$2 million policy on his life, with the new corporation as beneficiary.

To raise initial funds for capitalization of about \$770,000 the new corporation would enlist the aid of advertisers through five-year contracts for time on WMGM, Mr. Lebharr said, noting that this offer would be available to advertisers

Lebharr to Buy for \$2 Million

not now using the station as well as to present sponsors.

Mr. Lebharr, 45, has been with WMGM since 1939, when he joined the station (then WHN) as director of sales. He became director in 1949, and the same year formed MGM Radio Attractions. Aside from his administrative and sales duties, he is a widely known sports-caster under the name of Bert Lee, and is one of the top-ranking contract bridge players in the country. He broke into radio as a salesman with CBS when WOR was CBS' New York key station, and subsequently served in a sales capacity with WOR and WMCA New York before moving to WMGM.

CBS-TV Sales Shifts

THEODORE F. SHAKER, account executive in CBS-TV Spot Sales Chicago office, moves to the New York office in the same capacity Feb. 2, while Bruce Bryant, a TV sales staff member of Edward Petry Co., joins CBS-TV Spot Sales in Chicago Jan. 19, it was announced last week. Mr. Shaker has been an account executive in the network's Chicago office since 1951 and before that was in the television sales department of The Katz Agency. Mr. Bryant had been with Petry four years and before that was with ABC radio spot sales in Chicago.

ABC '52 GROSS

Radio Up \$1 Million, TV Off

COMBINED gross time sales of ABC's radio and TV networks in 1952 totaled \$52,088,456, roughly half a million dollars ahead of the 1951 total of \$51,539,771 gross, ABC reported.

ABC total radio time sales for 1952 were \$34,391,316, the network estimated, up slightly more than \$1 million from the 1951 gross of \$33,242,182, while gross TV time sales aggregated \$17,697,140 in 1952, down \$600,000 from the 1951 TV gross of \$18,297,589.

General Mills was top ABC radio client for the seventh consecutive year, with total expenditures of \$5,745,055 for ABC radio time. This company also was the number one user of ABC's TV network, with total time purchases of \$2,090,483 for 1952.

Dancer - Fitzgerald - Sample ranked first according to the amount of billing placed on ABC's radio network—\$5,818,090—and J. Walter Thompson Co. second—\$2,421,559. These two agencies have ranked one-two on the ABC radio roster since 1946, the network reported.

D-F-S also was the top agency in 1952 with ABC-TV time placements for its clients. Gross time purchases were \$3,295,001. Second agency for ABC-TV was Kenyon & Eckhardt, whose clients used \$1,410,989 worth of ABC-TV time during last year.

Analysis of ABC advertisers by type of industry shows that food and food products advertising ranked first in both radio—where this type of advertising accounted for gross time sales of \$11,590,356—and in TV, where the food gross was \$5,633,877.

On the ABC radio list, drugs and toiletries ranked second, with total time purchases of \$7,061,742, followed by tobacco products, \$2,988,367.

ABC-TV category breakdown found the radio, refrigerator and household appliance class in second place, with gross billings of \$2,283,756. Drugs and toilet goods ranked third, with total expenditures for ABC-TV time of \$2,060,573.

The radio billings, broken down by advertisers, agencies and classifications, follow. Detailed breakdown of TV billings will be published next issue.

BY ADVERTISERS

| | |
|---|-----------|
| General Mills, Inc. | 5,745,055 |
| Swift & Co. | 5,420,147 |
| Sterling Drug, Inc. | 2,386,820 |
| Bristol Myers Co. | 1,779,764 |
| Philo Corp. | 1,721,040 |
| Philip Morris & Co., Ltd. Inc. | 1,419,672 |
| Prudential Insurance Co. of America | 1,348,549 |
| P. Lorillard Co. | 1,108,093 |
| General Foods Corp. | 1,027,283 |
| Equitable Life Assurance Co. of the U. S. | 935,665 |
| Lever Brothers Co. | 925,285 |
| Gospel Broadcasting Association | 837,575 |
| Gillette Safety Razor Co. | 764,494 |
| Stokely—Van Camp, Inc. | 743,287 |
| Toni Co. | 736,374 |
| Gulf Oil Corp. | 698,295 |
| Political | 536,085 |
| Goodyear Tire & Rubber Co. | 522,043 |
| American Chicle Co. | 499,239 |
| Billy Graham Evangelistic Assn. Inc. | 492,211 |

| | |
|--|---------|
| Serutan, Inc. | 489,398 |
| Ralston Purina Co. | 483,635 |
| General Motors Corp. | 478,432 |
| R. J. Reynolds Tobacco Co. | 460,602 |
| H. J. Heinz Co. | 446,674 |
| Carter Products, Inc. | 409,783 |
| Electric Companies | 408,204 |
| Burton Dixie Corp. | 370,935 |
| Churches of Christ | 334,728 |
| Admiral Corp. | 314,215 |
| Texas Co. | 306,615 |
| Kellogg Co. | 298,219 |
| O'Ceard Co. | 287,176 |
| Union Oil | 254,747 |
| Seeman Bros., Inc. | 219,738 |
| Voice of Prophecy, Inc. | 218,114 |
| Warner—Hudnut, Inc. | 170,472 |
| Gruen Watch Co. | 156,430 |
| American Bakeries Co. | 144,286 |
| Christian Science Publishing Society | 138,398 |
| Lambert Co. | 127,185 |
| Free Methodist Church of North America | 123,559 |
| General Products | 116,518 |
| Hotpoint | 108,946 |
| M.J.B. Co. | 105,251 |
| Sylvania Electric Products, Inc. | 99,100 |
| Durkee Foods | 75,000 |
| John H. Dulany & Son, Inc. | 61,160 |
| Dr. Wyatt | 47,601 |
| Looz Products | 47,216 |
| Club Aluminum Products Co. | 44,829 |
| F. Jordan Church in the Home | 44,608 |
| Buick Motor Co. | 39,333 |
| Zenith Radio Corp. | 28,959 |
| Planters Nut | 23,363 |
| Charles Antell | 23,194 |
| Jackson Perkins Flower Div. | 21,048 |
| Dr. Hiss Shoe Stores | 19,709 |
| Chemicals, Inc. | 17,437 |
| Peter Paul Inc. | 15,320 |
| Fisher Body | 14,594 |
| Roman Meal Co. | 13,523 |
| Ben Hur Products | 13,124 |
| Graystone Press Co. | 13,091 |
| Institute of Religious Science Life | 12,191 |
| Imperial Candy | 11,651 |
| American Medical Association | 11,186 |
| Stanley Home Products | 8,582 |
| Vitamin Corp. of America | 7,963 |
| Shipstad-Johnson | 6,490 |
| Commercial Tele Union | 6,011 |
| Sun Ware Co. | 5,696 |
| Fred Fear | 5,468 |

| | |
|--------------------------------------|-------|
| Bu Tay Products | 5,460 |
| Sealy Mattress | 5,400 |
| Hoffman Radio Stores | 4,713 |
| National Labor Management Foundation | 4,042 |
| Musical Hall of Fame | 3,706 |
| American Larder Supply Co. | 3,306 |
| Lee Pharmacal | 3,032 |
| Colonial Dames Inc. | 1,840 |
| Happy Land Comm. | 704 |
| Protestants Clarif. Prop. | 704 |
| Marie Kruse Nurseries | 530 |
| Garden at Eden Plant Food. | 508 |
| Penn Saw Corp. | 428 |
| Home Craft | 300 |
| National Optic | 240 |
| Assembled Unit | 120 |

TOTAL 34,391,316

BY AGENCIES

| | |
|--|-----------|
| Dancer-Fitzgerald-Sample, Inc. | 5,818,090 |
| J. Walter Thompson Co. | 2,421,559 |
| Knox Reeves Advertising, Inc. | 2,328,844 |
| Calkins, Holden, Carlock, McClintock & Smith | 2,091,836 |
| Young & Rubicam, Inc. | 1,980,011 |
| Hutchins Advertising Co., Inc. | 1,721,040 |
| Leo Burnett Co., Inc. | 1,455,262 |
| Doherty, Clifford & Shenfield | 1,423,645 |
| Cecil & Presbrey, Inc. | 1,419,672 |
| Kudner Agency, Inc. | 1,356,489 |
| N. W. Ayer & Son, Inc. | 1,333,489 |
| Lennen & Mitchell, Inc. | 943,540 |
| Warwick & Legler, Inc. | 935,665 |
| R. H. Alber Co. | 837,575 |
| Foot, Cone & Belding | 748,961 |
| Turner Advertising Agency | 658,111 |
| Walter F. Bennett Co., Inc. | 615,770 |
| Roy S. Durstine, Inc. | 588,498 |
| Tatham Laird, Inc. | 519,837 |
| Gardner Advertising Co. | 483,634 |
| Kenyon & Eckhardt, Inc. | 468,691 |
| William Esty Co., Inc. | 460,602 |
| Ted Bates & Co. | 409,782 |
| Ross Roy, Inc. | 334,728 |
| Rullel M. Seeds | 314,215 |
| Benton & Bowles | 220,216 |
| Grev Advertising Agency | 219,192 |
| Pedlar & Ryan, Inc. | 218,114 |
| Joseph Katz Agency | 195,022 |
| Dean Simmons | 167,440 |
| Lennen & Newell, Inc. | 164,553 |
| McCann-Erickson, Inc. | 156,430 |

| | |
|--|---------|
| Batten, Barton, Durstine & Osborn, Inc. | 146,574 |
| Tucker Wayne & Co. | 144,286 |
| Walton Butterfield Advertising | 138,398 |
| Lambert & Feasley, Inc. | 127,185 |
| Sullivan, Stauffer, Colwell & Bayles, Inc. | 126,398 |
| Politics—Direct | 118,208 |
| Furman, Feiner & Co., Inc. | 90,943 |
| Weiss & Geller | 87,638 |
| W. Earl Bothwell | 61,160 |
| Century Advertising Agency | 47,600 |
| Arthur V. Jones | 44,608 |
| Henri, Hurst & McDonald | 40,495 |
| Raymond R. Morgan Co. | 35,554 |
| TV Advertisers Association, Inc. | 23,194 |
| Hal Stebbins, Inc. | 19,709 |
| Sidney Garfield & Associates | 17,437 |
| Guild, Bascom & Bonfigli | 13,522 |
| Mogge-Privett, Inc. | 13,124 |
| Pacific National Advertising Agency | 11,650 |
| Campaigns, Inc. | 11,186 |
| Milton Weintraub Advertising Agency | 10,994 |
| Charles W. Hoyt Co., Inc. | 8,582 |
| Walter McCreery, Inc. | 6,990 |
| Hilton & Riggio | 5,468 |
| Dan B. Miner Co. | 5,459 |
| Quality Bakers of America Cooperative | 5,400 |
| The Keelson Co. | 5,338 |
| C. Franklin Brown | 5,155 |
| Crisp & Harrison Agency | 5,098 |
| M. J. Jacobs, Inc. | 3,306 |
| Arthur Meyerhoff & Co. | 1,043 |

TOTAL 34,391,316

BY CLASSIFICATIONS

| | |
|---------------------------------------|------------|
| Food and Food Products | 11,590,356 |
| Drug and Toilet Goods | 7,061,742 |
| Cigars, Cigarettes & Tobacco | 2,988,367 |
| Radios, Ref., Electrical Appliances | 2,685,177 |
| Insurance and Personal Loans | 2,284,214 |
| Religion | 2,063,689 |
| Automobiles, Trucks & Acc. | 1,056,760 |
| Lubricants, Petroleum Products & Fuel | 1,004,910 |
| Laundry Soap and Cleaners | 942,722 |
| Household Furnishings and Acc. | 936,660 |
| Confections | 549,573 |
| Politics | 536,085 |
| Sports | 254,747 |
| Jewelry and Accessories | 156,430 |
| Publications | 151,789 |
| Miscellaneous | 97,199 |
| Clothing and Dry Goods | 19,709 |
| Institutional | 11,187 |

TOTAL 34,391,316

MBS TIME SALES

Gross Gains 17% in '52

MUTUAL Broadcasting System's gross time sales during 1952 totaled \$21,004,976, the network reported last week, noting that the figure included actual sales for 11 months, with December estimated.

Billings, a gain of 17% above the MBS 1951 gross time sales, cover the use of the network's facilities by 86 advertisers who used an average of 407 MBS stations, 15% more than in 1951. Their business was placed through 62 advertising agencies.

S. C. Johnson & Son was Mutual's leading sponsor last year, spending \$2,050,194 for time on this network. Sterling Drug ranked second, with MBS time purchases of \$1,828,720. P. Lorillard Co. was third with \$1,379,535, followed by Miles Labs., \$1,252,606; American Federation of Labor, \$1,204,352, and Quaker Oats Co., \$1,040,047.

Needham, Louis & Brorby, agency for S. C. Johnson & Son, not unnaturally turned out to be top agency from the standpoint of volume of time purchases during the year. The \$2,941,743 worth of MBS time placed through this agency included purchases for Derby Foods and State Farm Automobile Insurance Co. as well as

for Johnson's Wax Products.

J. Walter Thompson Co. ranked second among MBS agencies, placing \$2,038,667 worth of time on that network for Johns-Manville Corp.; Kraft Foods Co.; Libby, McNeill & Libby, and Credit Union National Assn. Dancer-Fitzgerald-Sample placed third, spending \$2,034,865 for MBS time for Sterling Drug and Falstaff Brewing Co.

Other agencies placing \$1 million or more business with MBS during 1952 include Lennen & Newell; Geoffrey Wade Adv.; Furman, Feiner Co., and Sherman & Marquette.

Advertising for drugs and toilet goods comprised the largest volume of MBS advertising of any class of client, buying \$5,796,733 worth of Mutual time last year. Food and food products were second with \$3,012,572; laundry and household supplies next with \$2,073,212, and tobacco products fourth with \$1,701,663.

Breakdown of the 1952 billings follow:

1952 Advertiser Expenditures*

| | |
|--------------------------|-------------|
| S. C. Johnson & Son Inc. | \$2,050,194 |
| Sterling Drug Inc. | 1,828,720 |
| P. Lorillard Co. | 1,379,535 |
| Miles Laboratories Inc. | 1,252,606 |

* December billings estimated.

| | |
|---|-----------|
| American Fed. of Labor | 1,204,352 |
| Quaker Oats Co. | 1,040,047 |
| Johns-Manville Corp. | 818,418 |
| Kellogg Co. | 768,387 |
| Wildroot Co. Inc. | 702,085 |
| Falstaff Brewing Corp. | 633,348 |
| Kraft Foods Co. | 605,933 |
| Credit Union National Assn. | 582,618 |
| Derby Foods Inc. | 556,105 |
| Amana Refrigeration Inc. | 456,979 |
| VCA Laboratories | 454,127 |
| Lutheran Laymen's League | 366,854 |
| Charles Antell & Nat'l Health Aids Inc. | 364,607 |
| Radio Bible Class | 361,483 |
| State Farm Mutual Auto Ins. Co. | 335,444 |
| R. J. Reynolds Tobacco Co. | 322,128 |
| Motor Products Corp.—Deep-freeze Appliance Division | 301,688 |
| Voice of Prophecy Inc. | 298,797 |
| Christian Reformed Church | 293,866 |
| The Murine Co. Inc. | 283,976 |
| Gillette Safety Razor Co. | 272,275 |
| Orange-Crush Co. | 262,139 |
| Naumkeag Steam Cotton Co. | 241,373 |
| Williamson Candy Co. | 238,272 |
| Dawn Bible Students Assn. | 232,874 |
| Noxema Chemical Co. | 209,196 |
| Belmont Hearing Aid Co. | 192,493 |
| Miller Brewing Co. | 165,285 |
| American Protam Corp. | 159,277 |
| The C. F. Sauer Co. | 120,600 |
| Pal Blade Co. | 115,873 |
| Motorola Inc. | 110,562 |
| General Mills Inc. | 105,500 |
| Walking Doll Co. | 83,427 |
| White House Co. | 83,124 |
| Admiral Corp. | 74,493 |
| American Chicle Co. | 72,761 |
| Seabrook Farms Co. | 70,317 |
| Benjamin Moore & Co. | 68,198 |
| Chevrolet Motor Div.—General Motors Corp. | 63,602 |
| Toni Co. | 62,500 |
| American School | 54,566 |
| Lettuce Inc. | 52,808 |

(Continued on page 32)



Like champagne goes with caviar

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

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

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

IN BALTIMORE

W-I-T-H



TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY



Visitors at WFAA 30th Year Radio Fair requested more than 85,000 photos of their favorite stars



Reuben Bradford separating the grand and the opera

life began at 30...



The news writer's "30" marks the finish of his story. To Radio Station WFAA, "30" symbolizes its Thirtieth Year of leadership . . . a year of great accomplishment, a vigorous advancement at a time when others cowered, fearful for the future of radio. With the successes of 1952 highlighted on these pages secure in its belt, WFAA strides forward with daring and dramatic sureness into 1953.

Joe Reichman is always a great showman

They're never too old or too young to enjoy the Shindig



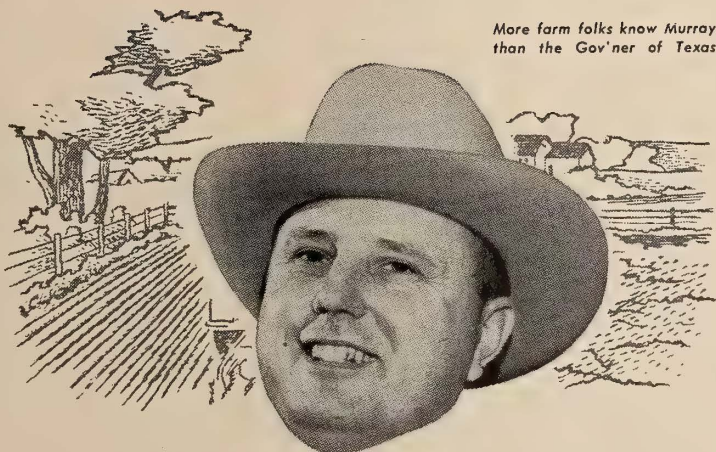
WFAA 30TH ANNIVERSARY RADIO FAIR

The week of June 23rd more than 30,000 friends poured through WFAA's penthouse studios — from daylight to 10 P.M. — to enjoy continuous audience shows, shake hands with their favorite WFAA personalities, view colorful, dramatic historical and merchandise exhibits, win prizes!

MURRAY COX, R.F.D.

Broadcaster, traveler, editor, promoter... leading exponent of Southwestern agriculture, now in his seventh year as Farm Director of WFAA. His 3rd annual WFAA Farm Tour last spring conducted 218 enthusiastic farmers and ranchers through the Corn Belt, into Canada, and the New England states. Recognized "one of the best friends of farmers of Texas," and for his tireless and conspicuous work in behalf of soil conservation and pasture improvement, Murray's 6:30

for WFAA!



These were our laurels of 1952. They are recounted in proof of WFAA's reluctance to stand still... of its ability to ever step forward. Our plans are continual. Life *began* at 30 for WFAA. By *began* we mean these were first steps in increasing our service — that in 1953 WFAA shall be more exciting, more entertaining, more interesting to our audience... and more productive and profitable to our advertisers.

morning and noon daily programs are closely followed by commercial farmers and ranchers throughout the WFAA area, to the great benefit of agriculture, his sponsor and WFAA.

JOE REICHMAN

Less than a year ago this big name bandleader-showman switched horses at the height of his career to join WFAA. Reichman's genius fuses a wealth of music, incidents, personalities and showmanship into delightful, informal shows that quickly gained him a strong following and six sponsors for 24 quarter-hours a week!

REUBEN BRADFORD — "OPERA ONCE OVER LIGHTLY"

Good natured spoof, Reuben takes the "grand" out of grand opera, and introduces the beauty of its music to the man in the street. The general appeal of Reuben's witty, unique commentaries brought his program to the attention of NBC* — and a network contract.

**Listen each Saturday 8:30 P.M. EST — your favorite NBC station.*

WFAA SATURDAY NITE SHINDIG SHOW

The largest folk and country music stage show and broadcast in the Southwest was opened by WFAA at the State Fair of Texas, October 4-18, 1952. A fast paced four hours of hilarious entertainment — the Shindig's company of fifty artists, two bands, an emcee, two comics, a quartet, four top recording stars, and frequent booking of top guest stars*, are drawing an increasing paid attendance.

**Spike Jones Revue, Jan. 17*

NEW TALENT

Forty radio and stage artists were added to the WFAA roster during the year, greatly broadening the station's public appeal and the variety of its programming at every taste level.

WFAA : dallas

Radio Service of the Dallas Morning News

Edward Petry & Co., Representative



820
50,000 WATTS
NBC • TQN

570
5,000 WATTS
ABC • TQN

(Continued from page 28)

| | |
|--|--------|
| National Republican Senatorial Committee | 51,351 |
| Stevenson-Sparkman Forum Committee | 45,566 |
| General Tire & Rubber Co. | 42,000 |
| Vick Chemical Co. | 39,343 |
| Plymouth Motor Corp.-Div.-Chrysler Corp. | 36,756 |
| Republican Nat'l Committee | 35,387 |
| Gillette Safety Razor Co. of Canada | 33,288 |
| Libby, McNeill & Libby | 31,698 |
| Olson Rug Co. | 23,668 |
| Citizens Committee for Eisenhower-Nixon | 23,355 |
| B. T. Babbitt Inc. | 23,018 |
| Democratic Nat'l Committee | 19,572 |
| National Volunteers For Stevenson | 19,299 |
| The Barbasol Co. | 17,810 |
| Committee For Young Men In Government | 17,301 |
| McCarthy Broadcast Dinner Committee | 16,872 |
| Senator Joseph R. McCarthy Broadcast Committee | 16,602 |
| Farm Journal Inc. | 15,000 |
| Mutual Benefit Health & Accident Assn. | 14,393 |
| Michigan For Eisenhower Committee | 14,071 |
| Russell For President Hdqrs. | 10,182 |
| Grass Roots Boy Radio Committee | 9,033 |
| Art Instruction Inc. | 8,830 |
| Labor Nat'l Committee For Stevenson and Sparkman | 8,712 |
| Buick Motor Div.-General Motors Corp. | 8,180 |
| Book Associates | 7,808 |
| Fred Fear & Co. | 7,262 |
| American Medical Assn. | 5,852 |
| Woman Power For Eisenhower | 5,778 |
| N. Y. State Volunteers For Stevenson | 5,400 |
| Swedish Americans For Eisenhower | 3,854 |
| Save-By-Mail Inc. | 3,312 |
| Jackson & Perkins | 3,228 |
| Marie Kruse Nurseries | 3,002 |
| N. Y. State Republican Com. | 1,308 |
| Sterling Products International Inc. | 1,050 |
| Amalgamated Clothing Workers Political Action Com. | 816 |
| Eisenhower-Nixon Campaign For Texas | 635 |
| Volunteers For Stevenson-Democratic Headquarters | 572 |

1952 Agency Expenditures*

| | |
|---|-------------|
| Needham, Louis & Brorby Inc. | \$2,941,743 |
| J. Walter Thompson Co. | 2,038,667 |
| Dancer-Fitzgerald-Sample Inc. | 2,034,865 |
| Lennen & Newell Inc. | 1,379,535 |
| Geoffrey Wade Advertising | 1,252,606 |
| Furman, Feiner Co. Inc. | 1,227,052 |
| Sherman & Marquette Inc. | 1,040,447 |
| Batten, Barton, Durstine & Osborn Inc. | 987,369 |
| Leo Burnett Co. | 768,387 |
| Maury, Lee & Marshall | 456,979 |
| Thompson-Koch Co. Inc. | 427,203 |
| Gotham Advertising Co. | 366,854 |
| Television Advertising Associates Inc. | 364,607 |
| Stanley G. Boynton Co. | 361,483 |
| Aubrey, Finlay, Marley & Hodgson | 348,834 |
| William Esty Co. | 322,128 |
| Roche, Williams & Cleary Inc. | 301,688 |
| Western Advertising Inc. | 298,797 |
| Glenn-Jordan-Stoetzel Inc. | 293,866 |
| Sullivan, Stauffer, Colwell & Bayles Inc. | 281,957 |
| Maxon Inc. | 272,275 |
| Olian & Bronner Inc. | 247,059 |
| Dowd, Redfield & Johnstone Inc. | 246,016 |
| Kastor, Farrell, Chesley & Clifford Inc. | 245,654 |
| Jackson & Co. | 241,373 |
| Wm. Gleason & Co. | 232,874 |
| Direct | 208,810 |
| Duane Jones Inc. | 208,473 |
| Fitzmorris & Miller Advertising | 202,881 |
| Mathison & Associates Inc. | 165,285 |
| Al Paul Lefton Co. | 115,873 |
| Kudner Agency | 114,035 |
| Tatham-Laird Inc. | 91,000 |
| National Mail Order Network | 83,124 |
| Hilton & Riggio Inc. | 77,579 |
| Joseph Katz Co. | 75,849 |
| Russel M. Seeds Co. | 74,493 |
| St. Georges & Keyes Inc. | 68,198 |
| Campbell-Ewald Co. | 63,602 |
| H. W. Kastor & Sons | 59,258 |
| John Cohan Adv. Inc. | 52,808 |
| Footo, Cone & Belding | 48,097 |
| Morse International Inc. | 39,343 |
| N. W. Ayer & Son Inc. | 36,756 |
| Spitzer & Mills Ltd. | 33,288 |
| Presba, Fellers & Presba Inc. | 33,668 |
| Knox-Reeves Adv. Inc. | 23,330 |
| Wm. Weintraub & Co. Inc. | 23,018 |
| Erwin, Wasey & Co. Inc. | 17,810 |
| Kal, Ehrlich & Merrick Adv. Inc. | 17,301 |

| | |
|---------------------------|--------|
| C. Franklin Brown | 16,872 |
| Weiss & Geller | 14,403 |
| Bozell & Jacobs | 14,393 |
| Young & Rubicam | 14,071 |
| Huber Hoge & Sons | 11,036 |
| French & Preston | 10,016 |
| Gregory & House | 9,033 |
| Campaigns Inc. | 5,852 |
| Arthur Meyerhoff & Co. | 3,002 |
| International Adv. Svce. | 1,050 |
| Elliott Nonas Advertising | 816 |
| Rogers & Smith | 635 |

* December billings estimated.

1952 Gross Billings*

| | Monthly | Cumulative |
|-----------|-------------|-------------|
| January | \$1,699,282 | \$1,699,282 |
| February | 1,600,399 | 3,299,681 |
| March | 1,826,527 | 5,126,208 |
| April | 1,681,924 | 6,808,132 |
| May | 1,821,571 | 8,629,703 |
| June | 1,632,977 | 10,262,680 |
| July | 1,339,276 | 11,601,956 |
| August | 1,325,059 | 12,927,015 |
| September | 1,607,485 | 14,534,500 |
| October | 2,304,804 | 16,839,304 |
| November | 2,172,485 | 19,011,789 |
| December | 1,993,187 | 21,004,976 |

* December billings estimated.

Expenditures by Industry 1952*

| | |
|--|---------------------|
| Drugs & Toilet Goods | \$5,796,733 |
| Food & Food Products | 3,012,572 |
| Soaps, Cleansers & Polishes | 2,073,212 |
| Cigars, Cigarettes & Tobacco | 2,101,663 |
| Religious | 1,553,874 |
| Labor & Politics | 1,510,018 |
| Building Materials, Equipment & Fixtures | 886,616 |
| Beer | 798,633 |
| Major Appliances | 758,667 |
| Confectionery & Soft Drinks | 675,955 |
| Institutional | 630,470 |
| Insurance | 349,837 |
| Household Fabrics & Finishes | 241,373 |
| Dairy, Poultry & Livestock | |
| Feed | 236,040 |
| Medical Appliances & Equipment | 192,493 |
| Radios, TV Sets & Phonographs | 185,055 |
| Miscellaneous | 177,125 |
| Automotive | 108,538 |
| Schools | 63,396 |
| Household Furnishings | 23,668 |
| Publishing & Media | 22,808 |
| Seeds, Bulbs & Nursery Stock | 6,230 |
| Total | \$21,004,976 |

* December billings estimated.

FOREIGN FILMING Council's Opposition Mounts

ENCOURAGED by the responses from agencies and sponsors, Hollywood AFL Film Council last week voted to step up its campaign to discourage "runaway" production of TV films, described as the making of pictures abroad to escape payment of higher technicians' wages in this country.

Roy M. Brewer, council chairman, said several top agencies and advertisers have assured him their plans for making TV films abroad have been cancelled. To give wider coverage to its campaign, the council appointed a committee to contact all other producers, distributors, agencies and sponsors who might go abroad for their film-making.

The committee includes Adolph Thomas, chairman of its foreign film production committee; Pat Somerset, assistant executive secretary of Screen Actors Guild, and Howard Costigan, IATSE public relations director.

Advertisers not acceding to the council's request face a national AFL "do not patronize" boycott.

The Kansas City Star To The Governor

The following statement on behalf of The Kansas City Star is made by Roy A. Roberts, president of the company, concerning the anti-trust charges brought by the government:

"The Star will look with complete confidence to courts and the jury for vindication on the charges brought by the government in both the complaint in the civil suit and the indictment for alleged violation of the Sherman anti-trust act. Our business practices, covering nearly three-quarters of a century, have been an open book, still are, and conform to the law and good morals.

"The Star will meet the charges head-on. The most precious thing a newspaper possesses is its integrity, the confidence of its readers and community. There will be no effort of any kind to quash or delay the anti-trust indictment.

"Both the indictment and the civil suit are of the shotgun variety. The allegations of both are couched in language of such vague generality as to time and otherwise that we cannot at once prepare for trial because we are not sufficiently informed of what the government is complaining of.

"Naturally, we will file appropriate motions, such as for a bill of particulars, so that we will know what we have to meet and prepare our defense accordingly. There will be no unnecessary delay on our part in bringing these actions to a final hearing.

All One Newspaper

"The government under its complaint charges monopolization. It seeks, for instance, to destroy the basic structure upon which The Star's circulation has been maintained for more than a half century. We publish one newspaper. We give the subscriber a morning, evening and Sunday edition for one price.

"That service was started in 1901 by Col. W. R. Nelson, founder of The Star. It has never been challenged until now, two weeks before the present administration retires from office.

"The Star gives its readers the greatest bargain in the country. We deliver morning, afternoon and Sunday editions for 40 cents a week in Kansas City and all our territory. We have the lowest subscription price anywhere in the world. The morning edition covers twelve hours of news; the afternoon edition twelve hours of news.

"In 1903, The Star put into effect combined advertising rates for morning and afternoon on general and classified advertising. That practice has never been challenged on a 12-hour paper until now. We have maintained one of the lowest milline rates, if not the lowest, in the entire country. If we forgot entirely, say, the morning edition, and charged the combined rate simply for one edition, it would still be lower than the average advertising rate of the major newspapers in the country. Again, two weeks before the Truman administration goes out of office, this practice is challenged.

A Pioneer in Radio

"The government seeks to have The Star divest itself of both its radio and television stations although Congress has repeatedly refused to pass legislation conferring such powers. The Star went on the air for the first time in 1922, among the first five radio stations in the United States, long before there was even a station in New York, for instance.

"We pioneered in this field because we felt it was an opportunity to serve our community. We took a financial beating for years. We were one of the first five stations that constituted the original N. B. C. network, being the westernmost outpost at the time. The government on radio complains of a rate practice prevailing only from 1933 to 1937 and long since abandoned. Not until now—two weeks before the end of the Truman administration—has any governmental agency challenged our conduct of radio.

"The government seeks to have The Star divest itself of its television station, WDAF-TV. The same opportunity was open to any other applicants to go into the television field when we did. The facts are losses then being suffered by television were so terrific that everyone hesitated to take the risk.

No Favors From Administration

"The Star believed Kansas City was entitled to television service and chose to pioneer this new service as it had in radio, and expected it would take big losses. Fortunately, it turned out the other way. Goodness knows, the outgoing administration certainly wouldn't have given The Star any preference or favors on a license if there had been anybody else ready to take the risk.

"The Star has never purchased or consolidated any of its competitors since 1900. It has consistently followed through the years the policy of tending to its own business, and getting out the best paper at the cheapest subscription price and lowest advertising rates possible. Most of the time its rates have been the lowest in the country. The government complains that The Star bought certain properties from the bankrupt and now defunct Kansas City Journal. The facts are the Journal had been closed three years when there was an auction sale to dis-

City Star Makes Reply to Government Anti-Trust Suits

lose of the equipment. We bought a few linotypes, second-hand typewriters, which were then hard to get, and certain empty file cabinets and the library of the Journal. Previously we had had a fire in our library at The Star and the files for several years were either damaged or destroyed. We replaced these damaged files and volumes and gave the remainder of the Journal library to the State Historical society. That's what that charge amounts to.

"Not once, but several times, The Star was given the opportunity to purchase the Journal before and after it suspended. We always refused to do so. When the Journal closed, we did not start to trim expenses but immediately increased them, taking on every news service that we did not then have until today The Star has at least as many, or more, news services than any other one newspaper in America. The fact that we were alone in the town was not of our making and we have constantly sought to keep in mind our responsibilities.

"The Star, against which the government took action, is one of the unique institutions in the United States in its ownership. It is solely owned by the people who work for it. There are more than 250 stockholders. Every share of stock is optioned to employees as may be designated by the board of directors. When any individual dies or leaves the paper his stock is immediately bought and resold to those actively engaged in making the paper. The largest stockholder has less than 15 per cent of the total holdings. Members of the board of directors and management all came up the hard route from the bottom and now run the various departments.

"The government complains that since the Journal folded in 1942 our subscription rates have been increased because we have an asserted monopoly.

Newspaper Expenses Up

"Of course, costs have forced every newspaper everywhere to increase its subscription price. Newsprint in 1942 cost \$48 a ton. Today it is \$127. The Star's pay roll has gone up from approximately 2½ million dollars in 1942 to almost 7 million a year in 1952, an increase of 185 per cent. Taxes have gone up from 1942 to 1952 a total of 265 per cent. All these items have increased roughly twice as fast as the subscription price. Nothing better illustrates the ridiculousness of this charge of the government.

"The basic theory underlying both the indictment and the civil complaint of the government is that The Star has attempted to create a monopoly in this territory. Anybody with the slightest knowledge of business knows that the greatest factor in forcing consolidations and the involuntary discontinuance of

newspapers, which is all very regrettable, is the government itself. The tax burden has become so terrific only the strongest papers can stand up under it. Newspapers have had to increase both subscription and advertising rates in a mad race to keep up with costs.

"As rates go up, advertisers necessarily concentrate their spending in the papers that do the best job for them. All the anti-trust suits in the world will not stop this trend unless the government itself can get taxes down. This trend is eliminating newspaper competition. Almost as big a factor has been the tremendous increase in newsprint prices, equipment costs and labor costs. Those are the major factors that are creating situations which the government seems to be complaining of.

"Of course, no purported charges of coercion can or will be sustained. They are contrary to the facts and policies of The Star.

On a 26-Year Period

"Until the indictment was returned, The Star had never been informed of what the anti-trust division was complaining of or seeking action on. Nearly seven months ago The Star was served with a catch-all subpoena to produce books, records and documents of business transactions covering a period of more than twenty-six years. This included every conceivable record, bit of correspondence and otherwise, which any business institution might accumulate over a quarter of a century. We had been charged with nothing. The government simply walked in and subpoenaed the records. The fact that the anti-trust division was conducting the investigation was the only clue The Star had as to what might be involved.

"The Star said it had nothing to hide and would turn over to the government such of its records and documents as it then had available, as the agents might specify. We supplied them office space and equipment in The Star building. The agents were there for months. Not until twenty-four hours before the indictment was returned were any officials of The Star called before the grand jury and then only for a few perfunctory questions and identification of some documents. The so-called investigation was not an investigation as the public would conceive it, but an inquisition, entirely one-sided. There was no opportunity given to interview witnesses nor did the government agents seek to get from The Star any answers or explanations of anything about which they might have complaint. They didn't want our story.

"More than 250 witnesses were brought before the grand jury—not only local, but from all over the coun-

try. More than 1,000 subpoenas were served for records, letters and documents, anything pertaining to business transactions with The Star for a quarter of a century. Not until now was any information imparted as to the nature of the government's complaint. All this took the government agents seven months. It necessarily will require a reasonable time for The Star to investigate so as to prepare its defense.

A Bother for Customers

"This inquisition proceeding has presented a serious harassment to many customers of The Star who have had to spend days going over records and looking up documents and having their representatives interviewed by government agents. The Star is very appreciative of all the time and effort they spent and feels that the great majority know the facts as we know them.

"Without any intention of throwing a smoke screen or diverting attention from the charges leveled by the government against The Star, we can't refrain from commenting on the remarkable contrast in the zeal of the Department of Justice in this proceedings against The Star and their strange lack of zeal when an election fraud scandal was before them back in 1946.

"The Star has made many fights for honest elections here. Back in the late '30s, at the hey-day of the Pendergast machine's power, The Star conducted an exhaustive campaign against ballot-box stuffing. The administration in Washington then threw the FBI with all its force behind our campaign. Indictments were brought against 278 defendants. Sixty-three were convicted by juries. Thirty-six pleaded guilty. One hundred and sixty entered pleas of nolo contendere and received fines and jail sentences—only nineteen were discharged. More than 50,000 fraudulent names were eliminated from the registration books. That was when Roosevelt was President. We thought that was the end of election frauds here.

"But in 1946, back they came again. The Truman administration sought to purge Representative Roger Slaughter. A White House-picked candidate was put in against him. Evidently that was taken by the politicians as a signal that everything was jake. At any rate the primary election returns were so obviously fraudulent that The Star once more renewed its fight. More than sixty investigators were hired, most of them young law students in our local law school. With our reporters as instructors, a training school was set up. Together they canvassed the suspicious precincts, going from door to door and room to room. Glaring evidence of

wholesale fraud was uncovered in a most systematic way.

Slow on Vote Investigation

"This evidence was offered both to state and federal prosecuting authorities. But this time the FBI, for reasons then unknown, did not come into the case. Later it developed they had been put under wraps. There was a strange lack of interest by the Department of Justice from top to bottom.

"It was disclosed later that the FBI by direct order from the top had been restricted to a strictly limited investigation and interviewed just six persons in Kansas City. It's a long story, but, in a few words, the government took the position that if there was any crime, it came under state jurisdiction. The public responded to this muzzling of the investigation by electing a new prosecuting attorney who called a state grand jury and went into the ballot boxes.

"It was found there was far more fraud than even The Star's investigation had revealed. The vote thieves hadn't even gone to the trouble of stuffing the ballot boxes. They just altered the returns. The evidence was there. But in the early morning of May 27, 1947, an explosion blast ripped open the steel vault in the election board office in the courthouse. The sheriff's office was on the top floor. The police department was across the street. This vault had been piled high with sacks of ballots and poll books. Gone were the ballots from thirty-two of the thirty-four precincts the county grand jury had investigated plus the tally sheets from nineteen of the precincts. Gone was the evidence.

Points to a Contrast

"The same administration, or Department of Justice, which had refused to interest itself in the case, suddenly found it was a federal offense and turned the FBI loose. But it was too late. The trail was cold; the evidence gone. We cannot help but wonder at the contrast in the conduct of the two investigations.

"Despite this indictment, there will be no relaxing in any degree of The Star's efforts against ballot-box stuffing, ghost voting and all the other fraudulent devices to defeat the processes of honest elections.

"The Star assures its readers and this community that it has conducted its business in an honorable way throughout these years. It expects to continue to do so in the years to come. Its endeavor will be constantly to keep improving and getting out a better newspaper and to be ever on the job fighting for this community and this territory."

RADIO-TV TAKE

Was Campaign's Biggest

"IT may never be known what methods of campaigning had the greatest effect in the 1952 elections—but if money outlays are taken as the index, broadcasting can make the best claim to the honor."

This reflection on the "high cost of campaigning" was contained in a report submitted to the 83d Congress by the Special House Campaign Expenditures Committee and published last Friday.

The committee, headed by Rep. Hale Boggs (D-La.), reported broadcasting expenses constituted the largest items of expenditures for both parties, including several independent committees—both for radio and television.

The report quoted political witnesses who appeared during committee hearings last month [B•T, Dec. 15, 1952] as feeling unanimously that the "spectacular growth of TV" the past four years was a major cause of "vastly increased" costs in the last campaign.

The Boggs committee also noted prospects for continued growth of television, reciting testimony by NARTB Government Relations Director Ralph Hardy. Among other things, Mr. Hardy had pointed out time costs actually were only a small part of overall expenses in television that also included line charges and operation outlays.

Mentions Walker's Views

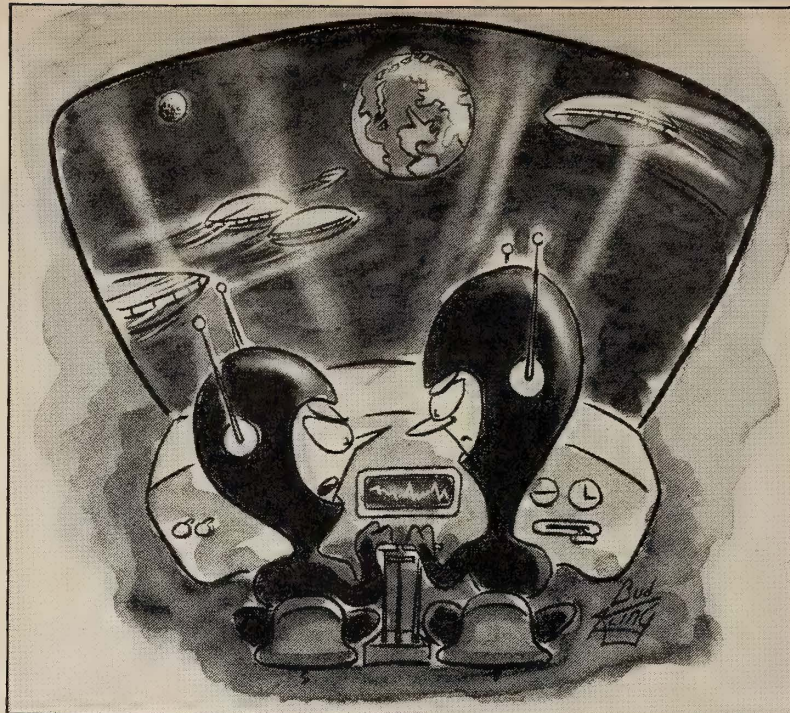
The report also mentioned FCC Chairman Paul A. Walker's views on advisability of amending the Communications Act covering political libel and censorship, which the committee endorsed (AT DEADLINE, Jan. 5).

The report referred to Stephen Mitchell's testimony that his Democratic National Committee spent \$400,000 out of \$3 million on broadcasting, and that the Stevenson-Sparkman Forum Committee was believed to have spent between \$700,000 and \$800,000 on broadcast time. It noted a report by a representative of Volunteers for Stevenson that the volunteers spent \$421,000 for network and \$77,000 for spot radio-TV out of a total of \$740,000 (of which \$49,000 was for newspapers). Democrats' most expensive outlay was \$120,000 for a Madison Square Garden rally.

The Citizens for Eisenhower spent \$634,000 out of \$1,145,000 for broadcast time, including \$267,000 for the election eve rally on major radio-TV networks.

Both the House group and the Senate Privileges & Elections Subcommittee have issued reports on the extent of broadcast expenditures by political parties, the latter as part of its own special inquiry [B•T, Jan. 5].

The Senate unit still is compiling data before it submits its final report. Both groups agree present ceilings on campaign expenditures (\$3 million for each major political party) are unrealistic and that present election laws should be revised.



"The first thing I want to find out is what they call a disc jockey."
Drawn for BROADCASTING • TELECASTING by Bud Kling

Newspaper Technique in Radio Selling

(Continued from page 26)

advertised item proved an asset rather than a disadvantage. Private brand, low-price household appliances, for example, drew people to the department when advertised on the air, when the illustrations in the paper failed to attract by not jibing with the reader's preconceived idea of how the appliance should look. Once in the department, the prospect frequently rejected the advertised appliance only to buy a name brand article at a higher price, a step-up sale not made to the newspaper reader who did not visit the store.

In another series of DSS experiments, radio was used on Sunday in markets where there are no Sunday newspapers to promote store traffic—and sales—on Monday, normally a slow day for stores in those cities. Inexpensive merchandise, advertised at a special one-day price reduction, failed to increase store traffic on the off days, but when high-priced items were advertised as one-day specials customers did come in.

For peak day advertising, however, radio proved as good or better than newspapers in selling coats, dresses, brassieres, hosiery and other standard soft goods items, using 48 spots, six to each of eight items. They combined to make a "mass impact" on the listeners but when broken up costwise by items had a per-unit promotion cost well within any department's budget.

"Mass impact" for special promotions can also be achieved at a minimum cost by an adaptation of the hitch-hike technique. A New England store had just been appointed Girl Scout Headquarters for its market and had put in a full shop of Girl Scout equipment. The store at that time was using five radio stations, advertising a

total of 19 items with about eight spots devoted to each. Copy for each spot was shortened by nine seconds and a recorded announcement on the Girl Scout Shop inserted after the regular commercial. "The Girl Scout Shop did over \$300 worth of business the opening day; they had expected to do nothing," DSS stated. In subsequent weeks the store applied this hitch-hike technique to its radio advertising to announce on Sunday that a store-wide sale had been extended from Saturday to Monday (one and a half times the normal dollar volume for Monday was done); to call for full-time and part-time help for the holiday season (swamping the personnel department); to announce the Christmas Trim-a-Tree Shop (with highly satisfactory results).

Hitch-Hikes Effective

Hitch-hikes have also proved an effective promotion for store charge accounts, DSS reports, but to promote the use of coupon books more copy is needed, 100 words at a minimum.

Coupon book sales normally hit five peaks a year—before Christmas, Easter, Mother's Day and Father's Day and the opening of school. Experimenting in radio promotion of off-season sale of coupon books, DSS used 20 spots a day for the last five days of October with the usual free gift gimmick (a sample bottle of perfume). "Sales rose 62% above normal for the period."

The DSS studies may be summed up in this way. Presented properly, radio can be sold to department stores. Used properly, it will sell merchandise and at a cost per dollar of sales produced lower than newspapers can deliver.

KGW PROTEST

Hits KOIN Amendment

CHARGING FCC in effect has made a new rule and has "overruled or left meaningless a vast body of precedent," KGW Portland, Ore., last week petitioned the Commission to vacate its mid-December ruling which set aside a hearing examiner's denial and granted amendment of the competitive vhf Ch. 6 application of KOIN Portland [B•T, Dec. 15, 1952].

The KOIN amendment showed withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherill C. Corwin, together 43.5% stockholders, and the assumption of their stock and certain obligations by other principal KOIN stockholders and 24 station employees. The FCC majority approved the amendment although Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented and voted to uphold Examiner Elizabeth C. Smith who had refused acceptance on the ground the changes were substantial and good cause was not shown.

KOIN and KGW are the two remaining applicants contesting for Ch. 6. Hearing is set for March 16.

KGW's petition contended FCC erred in failing to consider the amendment "stems from the voluntary acts of [KOIN] alone, and not from any circumstances over which it had no control and that the *fait accompli* upon which [KOIN] relies could not possibly have led to the amendment. . . ."

KGW "specifically requests the right to oral argument," the petition said, for the following reasons:

- (1) Because of the importance of the right to amend on orderly procedure;
- (2) because the Commission has in effect made a new rule with no opportunity given to any parties to address themselves to the soundness thereof;
- (3) because the Commission has in effect overruled or left meaningless a vast body of precedent;
- (4) because the Commission has made no attempt to clarify its present position on the right to amend; and (5) finally, because the Commission has seriously prejudiced [KGW] by requiring it to proceed in a competitive hearing against an applicant which has no right, as presently constituted, to be a party to said proceeding.

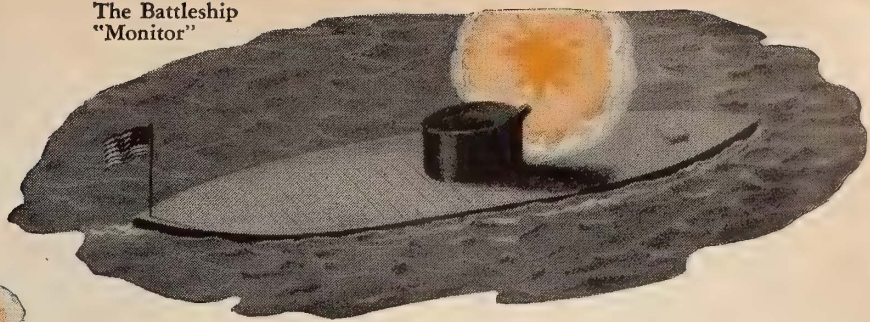
SDX Awards Deadline

REMINDER was issued last week that the deadline is Feb. 9 on nominations for Sigma Delta Chi national journalistic fraternity's annual awards for distinguished service to journalism, totaling 13 categories of which three are for radio or TV newswriting, reporting and public service [B•T, Dec. 22, 1952]. Victor E. Bluedorn, SDX executive director, said winners will be announced in April.

Grant Postponed

EFFECTIVE date of FCC's action of Nov. 26, 1952, granting a construction permit for new station, WAMB Lebanon, Tenn., was postponed by the Commission last week pending hearing on a charge of excessive interference which would result to an established station, WKRM Columbia, Tenn.

The Battleship
"Monitor"

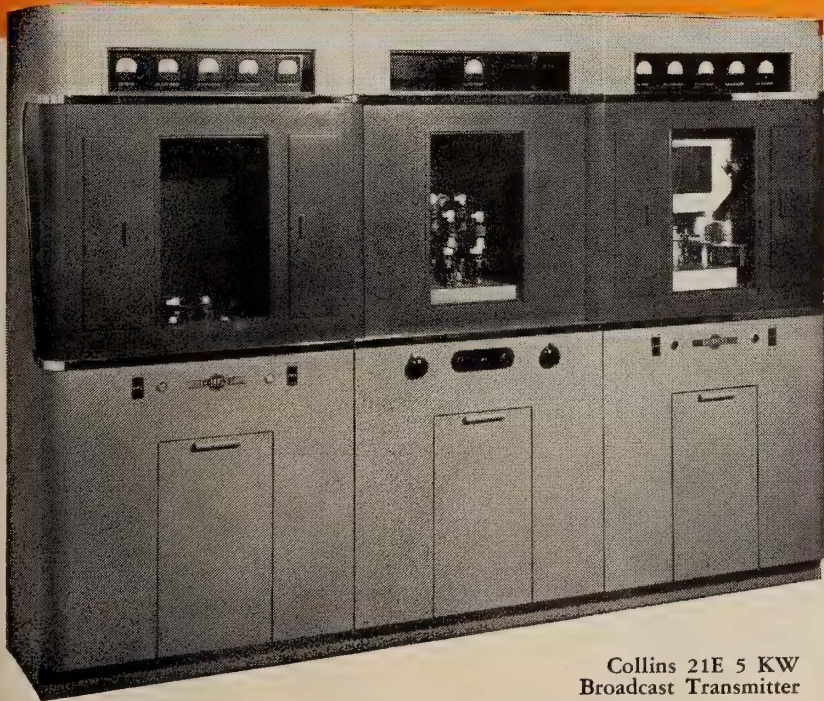


The Battleship "Missouri"



in building battleships . . . or broadcast transmitters

ENGINEERING makes the difference



Collins 21E 5 KW
Broadcast Transmitter

In building battleships, or manufacturing quality broadcast transmitters, engineering excellence is the initial step toward the finished product. Collins new 21E 5 KW transmitter incorporates engineering advancement to achieve thorough dependability. Great simplification in the circuits associated with the modulator and power amplifier stages have been gained through use of recently developed high gain, long lived tetrodes. Frequency control is accomplished by means of the new plug-in, super stability low temperature coefficient crystals which automatically eliminate the need for crystal ovens. Complete accessibility and full visibility of all tubes plus built-in modulation peak limiting and operating economy combine to make the Collins 21E transmitter the superlative performer in the broadcast field.

Collins consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it's . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd Street
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE



For



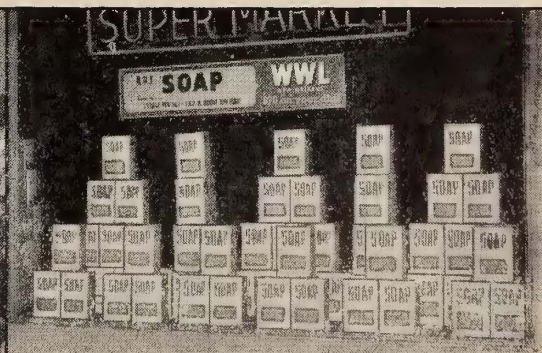
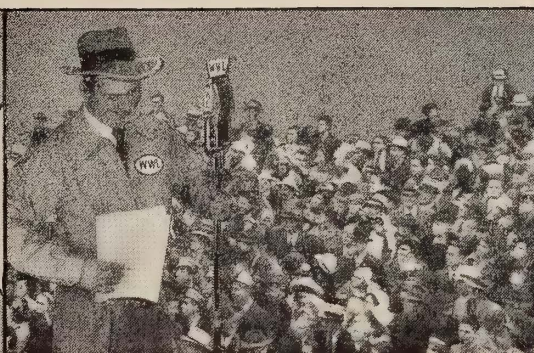
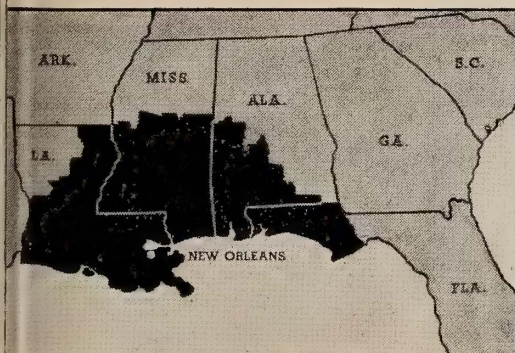
**Years WWL Has Been Selling Soap to More Southerners
Than Any Other Advertising Medium!**

Look what your advertising dollar buys on WWL:

Coverage unsurpassed in the deep South—intensive coverage over 4 states. More coverage than any other medium South can offer—in an area rich with new industry, and still unquestionably radio dominated.

The lion's share of Southern listeners—built up over a period of 30 years through excellent programing, featuring nationally known CBS stars and outstanding personalities of the South. **Verified by highest ratings.**

A liberal bonus of advertising extras—store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, personal calls on jobbers and distributors. **No other station South gives advertisers such all-out support.**



LET WWL, the South's Greatest Salesman, SELL THE SOUTH FOR YOU!

WWL

NEW ORLEANS

50,000 WATTS

CBS RADIO AFFILIATE

CLEAR CHANNEL

A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY



LEGAL battle on Section 315 of the Communications Act is shaping up in the House.

Rep. Joseph P. O'Hara (R-Minn.) last week reintroduced his bill (now HR 539) to give broadcasters the right to censor libelous material in political candidates' speeches. Rep. Walt Horan (R-Wash.) will reintroduce his bill (HR 7062 in the last Congress) after conferring with NARTB officials. This would exempt broadcasters from damages for libel uttered by a political candidate over the air.

Section 315 provides that if a broadcaster gives time to a political candidate he must provide equal facilities to all other such candidates. It also forbids any censoring of a political candidates' speech. As amended last year by the McFarland Act, it also forbids a broadcaster from charging more

★ than the regular commercial rate for time.

In the present situation, the broadcaster is on the horns of a dilemma. He is forbidden by Section 315 to censor, but at the same time he apparently can be sued if a candidate speaking over his station libels an opponent.

During the House debate on the McFarland Bill last year, both Reps. O'Hara and Horan offered their bills as amendments. The Horan version—exempting stations from damages—was accepted. This, however, was deleted from the final conference report on the ground

that no hearings had been held on the matter.

Tending also to force broadcasters into what they consider an untenable situation is the FCC's 1948 Port Huron decision. In this, the Commission stated affirmatively that broadcasters must not censor political candidates' speeches and that because of Sec. 315 they were immune from libel suits.

Repeated Ruling

In several subsequent decisions and policy announcements, the Commission repeated its interpretation of Sec. 315—that no broadcaster may refuse equal facilities to all candidates if a single candidate is given access to its microphones. This occurred in 1951 when the FCC renewed the license of WDSU New Orleans and again

in answer to a complaint of a Socialist Labor Party candidate. In the latter, the Commission held that since the state refused to legally qualify the Socialist Labor candidate on the ballot, he was not a candidate under the terms of Sec. 315.

On the other hand, broadcasters know they can censor supporters of candidates. This was formalized by the U. S. Court of Appeals in 1949 which held that Sec. 315 applied only to actual candidates, not to spokesmen. The Horan Bill last year included "authorized" supporters as well as candidates in its revision of Sec. 315. Inclusion of supporters in the provisions of Sec. 315 was recommended by FCC Chairman Paul A. Walker (see Boggs Committee story on page 34).

Key to Rep. O'Hara's bill is the section providing that:

No obligation is imposed upon any licensee to broadcast any defamatory, obscene or other material which may subject it to any civil or criminal action in any local, State or Federal court.

This attitude, Rep. O'Hara told BROADCASTING • TELECASTING last week, is based on his belief that defamation should be prevented. The only way this can be done, Mr. O'Hara said, is by giving broadcasters the power to delete such material from candidates' speeches.

"It's not that I don't have any sympathy for the broadcasters," Mr. O'Hara said. "I know they are the innocent bystanders in this problem. Particularly since the Port Huron decision, which I consider very bad.

"But to me no one, political

(Continued on page 89)



WHADDA YA MEAN, 'RABBITS'?

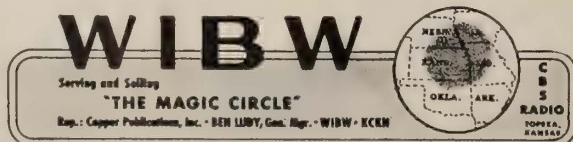
These, my friend, are CHINCHILLAS . . . the in-the-money bunny . . . the aristocrat of the rabbit world. We dug up this photo because it's a perfect illustration of the WIBW audience.

You see, we're a farm station. Always have been. As a result, WIBW is the station that Kansas farm families have always listened to most*. And when it

comes to spendable income, WIBW listeners are the aristocrats in this area. Twelve consecutive years of wonderful crops and high prices have taken care of that.

CASH IN on this known buying power and known listening preference. USE WIBW!

* Kansas Radio Audiences 1940-52



Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

upcoming



Jan. 12-13: CBS Inc. board of directors, regular January meeting, CBS Television City, Los Angeles.

Jan. 12-13: NARTB Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 12-Mar. 2 (each Monday): Eleventh Annual Advertising Conference series, sponsored by L. A. Advertising Women Inc., CBS Hollywood.

Jan. 14-15: NARTB TV Code Review Board, NARTB Hdqrs., Washington.

Jan. 14-16: Third Conference on High-Frequency Measurements, Washington, D. C. (Jointly sponsored by AIEE, IRE and National Bureau of Standards).

Jan. 15: Quarterly meeting of Steering Committee, National Advertising Agency Network, Hotel Muehlbach, Kansas City, Mo.

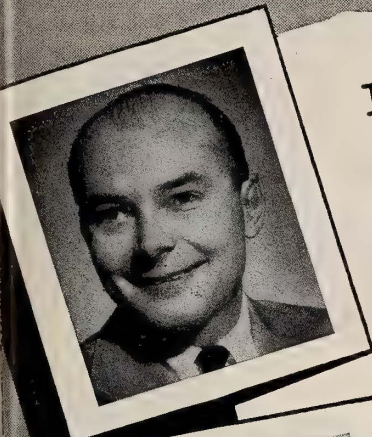
Jan. 15: Workshop, Radio & TV Executives Society, NBC Studio 6-B, New York.

Jan. 16-18: Conference of Western Region, National Advertising Agency Network, Hotel Muehlbach, Kansas City, Mo.

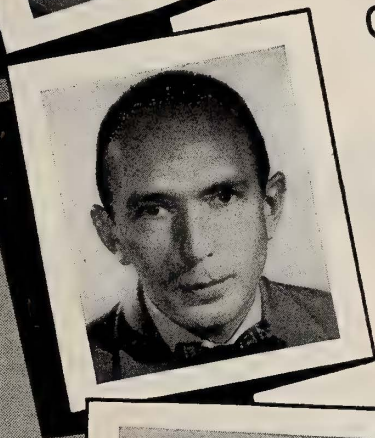
Jan. 22-24: Canadian Broadcasting Corp. board of governors meets, Ottawa, Canada.

Jan. 23-25: Conference of Eastern Region, National Advertising Agency Network, Hotel Statler, Washington.

AP NEWS = sales ... sales ... sales ... sales



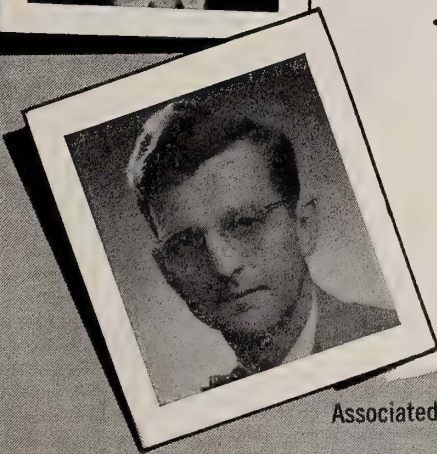
INDIANAPOLIS, IND. (WIBC)
 "CONTINUOUS SPONSORSHIP BY PETER PAUL CANDY
 OF THE 7:00-7:10 A.M. AP NEWS SPEAKS FOR ITSELF --
 THEY ARE NOW IN THEIR SEVENTH YEAR."
 RICHARD M. FAIRBANKS
 PRESIDENT, GENERAL MANAGER



CHARLOTTESVILLE, VA. (WCHV)
 "AP NEWS SERVICE IS THE BACKBONE OF OUR RADIO
 STRUCTURE. OUR NEWS SPONSORS, 18 DIFFERENT ONES
 DAILY, FEEL AP NEWS IS RADIO'S STRONGEST FEATURE
 AND PUBLIC SERVICE. AP NEWS SERVICE, WHILE
 OBVIOUSLY PROFITABLE, ENABLES US TO FULFILL ONE
 OF OUR MOST IMPORTANT OBLIGATIONS TO THE PEOPLE
 OF OUR COVERAGE AREA."
 ROBERT C. WALKER
 MANAGER



WASHINGTON, D. C. (WTOP)
 "AP NEWS DOES AN OUTSTANDING SELLING JOB FOR RADIO
 SPONSORS. I DON'T KNOW WHAT WE'D DO WITHOUT IT."
 JOHN S. HAYES
 VICE-PRESIDENT, GENERAL MANAGER



LOCKPORT, N. Y. (WUSJ)
 "AP NEWS ALWAYS ENJOYS PEAK AUDIENCES, PEAK SALES.
 ADJACENCIES TO AP NEWS ARE A NEAR SELLOUT. WE'VE
 JUST SOLD ONE AP SHOW FOUR YEARS IN ADVANCE--
 AP'S 1956 ELECTION RETURNS."
 JACK GELZER,
 STATION MANAGER

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

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

Hundreds of the country's finest stations announce with pride

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

WE'RE HAVING OUR

**BROADCASTING
TELECASTING**

Jan. 19

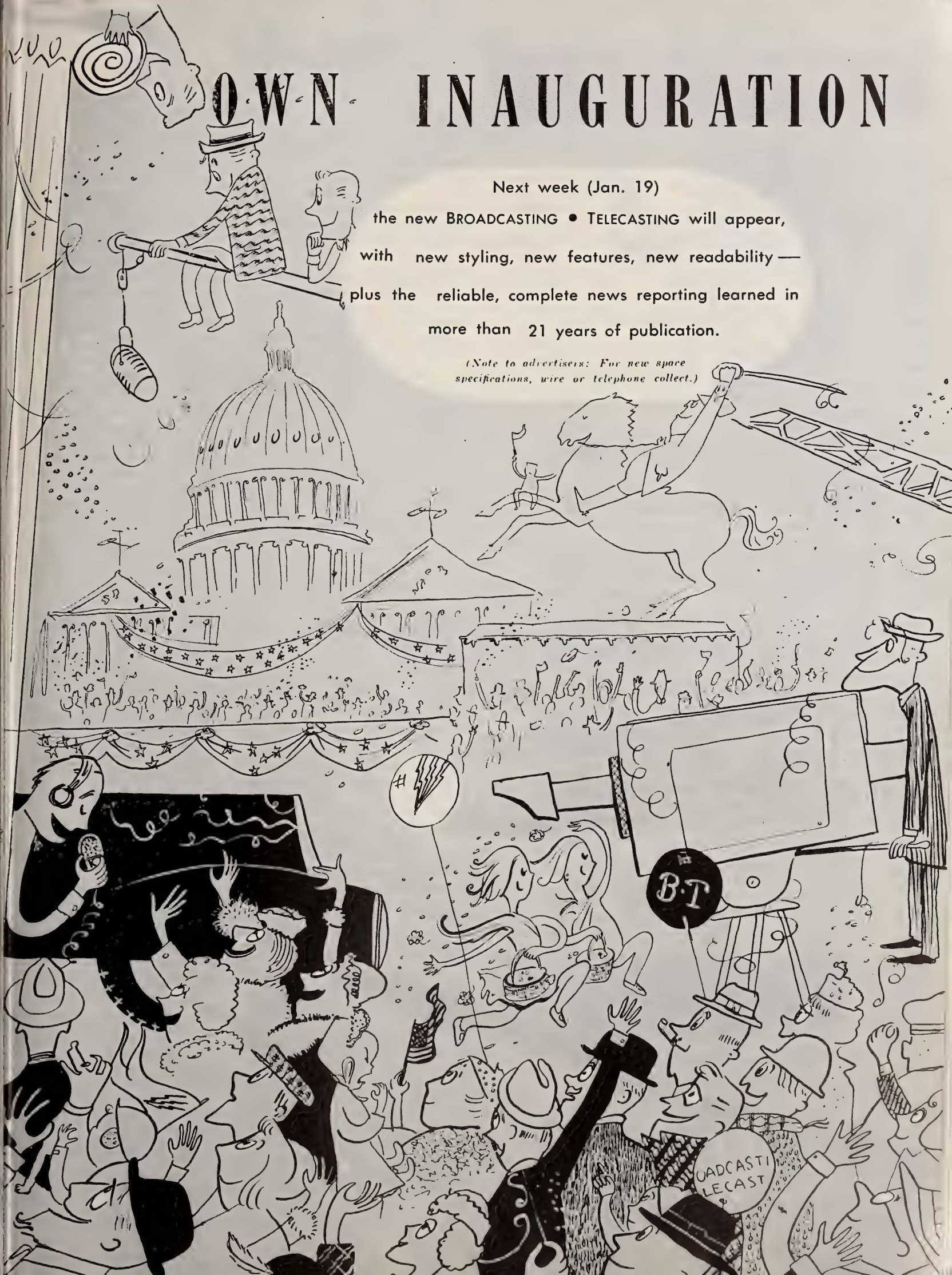


OWN INAUGURATION

Next week (Jan. 19)

the new BROADCASTING • TELECASTING will appear,
with new styling, new features, new readability —
plus the reliable, complete news reporting learned in
more than 21 years of publication.

(Note to advertisers: For new space
specifications, wire or telephone collect.)



WOODland! AM



Sold - 384,320 Cook Books, a story of real sales action!

WOOD and WOOD-TV offered a series of 24 "WOOD and WOOD-TV Cook Booklets" to the important food outlets in Western Michigan. Normal profit margins were granted and WOOD and WOOD-TV assured adequate radio and television advertising backing.

Booklet No. 1 was offered for sale the first week. Each week thereafter throughout the 24-week period a new booklet was added. The promotion started February 28, 1952.

OBJECTIVES?

1. To promote WOOD and WOOD-TV to our audience and your customers.
2. To obtain a factual report on the ability of WOOD and WOOD-TV to move merchandise at the retail level—in large volume and at reasonable advertising cost.

USED RADIO AND TV EQUALLY . . .

We budgeted \$400 a week for radio and TV advertising over the 24-week period. This broke down as follows:

- Daytime TV (announcements only) — first and third six-week periods
- Daytime and Nighttime Radio (announcements and programs) second and fourth six-week periods

Each medium received an equal share of the budget. No other promotion was used.

(Copy continued in ad at right)

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts

Associated with

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

National Representatives: Katz Agency

open mike



Grade A Milk Bowl

EDITOR:

This has been a period of real progress for the Milk Bowl, and I have a sense of real appreciation for the help and encouragement given by many folks throughout the past year. . . May I express gratitude for your good will toward this project.

As you know, the 1952 Milk Bowl had national press, radio, movie, magazine and TV (film) coverage. . . The game was broadcast over the full facilities, coast-to-coast, more than 550 stations, of the Mutual Broadcasting System, as the Game of the Week, with Al Helfer doing the play by play. . .

The 1953 National Milk Bowl will be held in Lufkin, Tex., probably on Dec. 5 or 12. Radio and TV coverage continues to be welcome. Radio Station KTRE is the local station in Lufkin; this station may also be a TV one by December, providing both radio and TV broadcast possibilities.

Eugene C. Weafer
Executive Director
The National Milk Bowl
Bryan, Tex.

* * *

WQXR Network

EDITOR:

I noticed that in the issue of Dec. 29 on page 78 you failed to include WWNY-FM Watertown, N. Y., and WMSA-FM Massena, N. Y., in the article on the WQXR network.

Since an omission is a rarity in your fine magazine, I am sure that you will be willing to correct this error. . .

Earl R. Kelly
Station Manager
WWNY-AM-FM
Watertown, N. Y.

* * *

Low, Lower, Lowest

EDITOR:

We never like to make a statement that is not a fact. Accordingly, when we said WFPG-TV was the lowest rate in TV, we were stating the truth.

Frank Koehler of WROV-TV, contemplated operation in Roanoke, called attention to the fact that his proposed station was \$140 per hour compared with ours of \$150 per hour [OPEN MIKE, Dec. 22]. . . However, you will note that his rate states "local rates" of \$140. . . Accordingly our \$150 per hour nationally for WFPG-TV is still lowest. . .

Fred Weber
President
WFPG-TV Atlantic City,
N. J.

Global Coverage

EDITOR:

It isn't often that an independent 250 watter can lay claim to being heard around the world but on Dec. 23 WNEB's *Way Back Home* program for AFRS was piped around the globe by 60 AFRS stations overseas. Constant plugging of the show, handled by our special event director John Bassett, alerted the home folks to write to their servicemen. The result was that grateful letters came in from Japan, Korea, Germany and Italy from Worcester boys who heard a word picture of the home town.

This is a type of public service that results in inestimable goodwill for the station. It gives the station one of the finest opportunities to serve the community in which it exists and upon which it depends for a healthy living.

The feeling of warmth you get from receiving those letters or thanks is all the reward you could ask for.

John J. Hurley
General Manager
WNEB Worcester, Mass.

* * *

How Big Is Texas?

EDITOR:

The Dec. 29 issue of BROADCASTING • TELECASTING carries an ad on page 10, placed by Broadcast Advertising Bureau. BAB states there are 27,424,500 automobile radios alone in these United States.

In the same issue, on page 74, in "Programs, Promotion, Premiums" I see a special story on a recent promotion of WOAI San Antonio. Here, WOAI claims there are 21 million auto radios in the WOAI coverage area.

I know Texas is big. . . but THAT BIG????

Bob King
WNAX Yankton, S. D.

[EDITOR'S NOTE: Not WOAI but a B.T. staffer unnecessarily added to Texas' size. The WOAI promotion said there were 21 million auto radios throughout the U. S.]

* * *

Availabilities

EDITOR:

. . . A story [in B•T, Dec. 22, 1952] states that [our] newscasts are not available for sponsorship.

Since we are kinda happy about our 18% increase in sales, we don't want national agencies to think we don't need more business. The 12:30 and 4:30 p.m. *Scranton Times* newscasts are not for sale, but all the others available are. . .

Cecil Woodland
General Manager
WQAN Scranton, Pa.

FUNDS FOR VOA

**\$50 Million
Asked**

THE STATE Dept. has asked the 83d Congress for nearly \$50 million to finance Voice of America operation and station construction after next July 1.

This figure was contained in the President's fiscal 1954 budget submitted to Capitol Hill last Friday (see funds story this issue).

The International Information Administration is seeking \$114,515,800 for its overall information and educational activities, with \$28,328,000 tabbed for "radio broadcasting service." Another \$20,200,000 is requested for "acquisition and construction of radio facilities."

An increase of \$27 million-plus over the current year is asked for IIA because of "the costs of operating new radio facilities" and "other program activities to meet current psychological objectives in critical world areas." It was understood that IIA originally sought \$135 million but was cut by the Budget Bureau.

The \$20,200,000 would be used "for completion of two facilities and for acquisition of sites and equipment for three additional facilities in a world-wide radio broadcasting network." Funds for broadcasting service cover programs transmitted from the U. S. and overseas relay stations and transcriptions of radio-TV programs shipped for use on local outlets.

A sum of \$100,000 from overall IIA monies is to be made available to private broadcasting licensees for developing programs to be beamed to Western Europe and Latin America. Walter S. Lemmon, president of World Wide Broadcasting Corp. (WRUL), had suggested this provision in previous Congressional hearings.

The President's budget request served to point up the importance of IIA's role in psychological warfare and the potential overhauling of the entire U. S. foreign information program, of which the short-wave radio arm is but one major part.

Possible Revisions

Speculation is rife that the Eisenhower administration will accelerate the whole program, reorganizing IIA and perhaps giving it a greater status. There is talk of a super psychological - information agency which would comprise all U. S. foreign information activities—with the pattern interweaving functions of the old OWI, the Psychological Strategy Board and other groups—and be divorced from the State Dept.

A Senate Foreign Relations subcommittee has been looking into overseas information functions, not alone of State but of the Defense Dept., Technical Cooperation Administration, Mutual Security Agency and other departments. The subcommittee staff has recommended separation of VOA from the State Dept. [B•T, Nov. 24, 1952].

Subcommittee members have returned from field trips to Europe, the Far East and Near East and

will report by Jan. 31. Hearings are scheduled but no definite date has been set. Subcommittee is headed by Sen. J. William Fulbright (D-Ark.).

IIA has had its own long-range study underway, with Dr. Wilson Compton, himself just returned from a worldwide tour, prepared to report his findings to Secretary of State Dean Acheson before the latter is succeeded by John Foster Dulles.

Dr. Compton has concerned himself with inspection of field operations looking toward greater stress on U. S. information field offices (and VOA)—so-called localization of radio and other media—and a reanalysis of domestic VOA facilities. Inherent in a potential streamlining is the consolidation of certain U. S. shortwave transmitter plants, improvement of others and counter-measures for Soviet jamming. Latter study is based on a report prepared by Booz, Allen & Hamilton at the request of the State Dept. Its contents have not been revealed for security reasons.

Consolidation of some domestic facilities fits the pattern of greater emphasis on field operations, with more radio programs beamed directly from foreign countries where feasible—and perhaps with the aid of nationals of those countries [B•T, Oct. 27].

Meanwhile, IIA is due to get a new chief shortly—Carl W. McCordle, chief of the Washington bureau of the *Philadelphia Bulletin* and veteran newspaperman. He was appointed by President-elect Eisenhower to succeed Howland Sargeant as Assistant Secretary for Public Affairs. Dr. Compton would report directly to him. His appointment is subject to Senate confirmation.

SEATTLE CAMPAIGN \$24,812 in Time Donated

RADIO contributed an estimated total of \$16,800 in free air time and television, \$8,012, in the Seattle November pedestrian safety campaign.

This is one highlight of the first report on Seattle's Traffic Safety Crusade, being conducted jointly by the Advertising & Sales Club of Seattle and the Seattle-King County Safety Council.

All radio stations used the spots in varying degrees. . . . KING broadcast 1,152 spots during the campaign, estimated as equivalent to \$9,734 worth of commercial time.

As for TV, the report stated that the city's only TV outlet, KING-TV, donated time "valued at \$8,012 for its 115 public service spot announcements on pedestrian safety alone."

WOODland! TV



copy continued from preceding ad

RESULTS? PLENTY!

WE SOLD 384,320 COOK BOOKS . . .

More than twice the total population of Grand Rapids! Moreover, our well-heeled WOODlanders bought 7,100 binders to hold the complete 24-book series. That is a lot of impulse merchandise in anybody's league! Profits to the book publishers and to the retailers were most satisfactory.

WE'LL TELL YOU HOW WE DID IT . . .

In a report printed especially for our Missouri-born friends. It's a complete breakdown of the WOOD and WOOD-TV Cook Booklet Story, including stores used, copies sold and detailed description of the radio and television advertising schedules. Once again, we offer conclusive proof—THE RICH GRAND RAPIDS MARKET IS YOURS OVER WOOD AND WOOD-TV!



Write for your copy today, direct to us or your nearest Katz Agency.

WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — Basic; CBS, ABC, DuMONT — Supplementary

National Representatives: Katz Agency

Associated with

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

IN REVIEW...

"This Is Charles Laughton," 15-minute weekly program, filmed by Sherman Harris Productions, telecast on 21 stations.

Sponsor: Duffy-Mott Co. (Mott's Apple Products; Sunsweet Prune Juice).

Agency: Young & Rubicam; Account Executive: Frank Henderson.

Production Cost: Approximately \$5,000.

Cast: Charles Laughton.

Producer: Paul Gregory.

Associate Producer: Sherman Harris.

Director: Charles Laughton.

Research: Albert Brush, Charles Laughton.

Cameraman: Jack MacKenzie.

Film Editor: Bob Golden.

THE basic principles of TV production are shattered by Paul Gregory, producer of *This Is Charles Laughton*, in the quarter-hour film series which made its debut last week on 21 stations in 20 cities, two stations being used in New York.

In this program there is no rapid motion across the screen. There is no scenery and scarcely any props—a small table atop a large one and a couple of books. There is only a man, leaning against the table and talking or reading. But, since the man is one of the finest actors of our time and since his material is carefully culled from the most readable writings of the world's greatest writers, that is quite enough.

The basic format of the series is disarmingly simple. A theme is selected and discussed briefly by Mr. Laughton, who, once the mood is established, reads appropriate passages which contrast the treatment of the theme by an ancient and a modern writer. If this reminds you of Lit. 2 at college, don't be alarmed. With Mr. Laughton doing the reading, there will be no nappers in this class. The sponsor, with exceptional consideration for both the star and his audience, has omitted the customary middle commercial so that the mood of the program is unbroken and the reading goes on without interruption.

Consistent for each program, the mood of the various program units varies widely throughout the series, now philosophical, now gay, here contemplative, there dramatic or romantic. One might expect Mr. Laughton to wring the full flavor from each type of reading, as his sponsor presses the last bit of juice from each apple, and one is not disappointed. Reading the story of David and Goliath from the Old Testament in an early program, he is alternately the confident, almost cocksure youth urging King Saul to let him face Goliath; the uncertain King, reluctant to send the boy to almost certain death and yet not

knowing what else to do; the boastful and defiant giant Philistine.

Another program, lightly humorous in tone, deals with folklore and fable, contrasting the works of Aesop and the Brothers Grimm with the modern fables of James Thurber. Mr. Laughton here recalls the familiar tale of Little Red Riding Hood with its "What big teeth you have, grandmother," climax, that, he comments, "is enough to scare any child to death." He follows this with Thurber's version of the same story in which the modern Red Riding Hood sees at once that the gowned and hooded figure on the bed in no way resembles her grandmother and shoots the wolf before he can "eat you, my dear." Mr. Thurber's moral: "It's not as easy to fool little girls as it used to be," drew a contagious chuckle from Mr. Laughton.

This same program opened with some limericks and a couple of verses from that old favorite collection of "Ruthless Rhymes from Heartless Homes"—the classic "Little Willie in the best of shashes *****" whom no one liked to poke up, and the less familiar "In the drinking well, which the plumber built her, Aunt Eliza fell. We must buy a filter." Mr. Laughton's rendition of these childhood classics hit precisely the right note of enjoyment of these gay trifles for what they are, with no hint of the usual apologetic adult attitude for wasting time on such childish matters.

Mr. Laughton was equally successful in attuning his delivery exactly in the proper key in the more sober telecast contrasting Shakespeare's "Seven Ages of Man" with Thomas Wolf's prose treatment of man's earthly span in *You Can't Go Home Again*. This telecast

proved a bit of TV sabotage, for one viewer at least, as it drove this reviewer to his bookshelf to find that passage and the rest of that evening was spent reading instead of viewing.

Technically, the production is excellent throughout, with one small defect. The sensitive microphone, in transmitting the nuances of Mr. Laughton's voice, also picks up with unhappy emphasis his gulping inhalations, introducing a needlessly discordant note into the otherwise flawless performance.

CBS Appointments

APPOINTMENTS of Kingdon S. Tyler as manager and Harold W. Van Wagenen as assistant manager of CBS' building construction department were announced last week by Frank Faulkner, vice president in charge of operations for CBS-TV. Mr. Tyler who joined CBS in 1938, will be responsible for construction of the new CBS-TV production center in New York. Mr. Van Wagenen became associated with CBS in 1944.

TV OPPORTUNITY

McCormick Points Up

OPPORTUNITIES in television for experiment and innovation are "more spectacular" than in the "older enterprises," said Col. Robert R. McCormick, editor and publisher of the *Chicago Tribune*, licensee of WGN-AM-TV and WGNB (FM), in a New Year address to listeners and viewers.

Col. McCormick, enlarging upon the accomplishments, past and future, of the *Tribune's* broadcast subsidiaries, said the company "did well" in TV in 1952, and hoped to do better. And, he added, "We'd better do better in radio."

Speaking of progress made and records broken, he said "We have trained ourselves in new skills and taught ourselves new techniques in the very complicated field of audio-video communication."



KEYSTONE Broadcasting System's New Year party for agency people given at KBS Chicago headquarters included these radio-TV men (l to r): Martin Fritz, Buchen Co; Clarke Trudeau, Beaumont & Hohman; Ed Fitzgerald, J. Walter Thompson Co.; William Wilson, Young & Rubicam; Jack Fisher (seated), M. M. Fisher Assoc.; Dave Williams, Geoffrey Wade Adv.; Julian Grasewicz and Fred Norman, Grant Adv.

BUFFALO HEARING

Explores N. Y. Educational TV

FIRST in a series of public hearings examining the role of television as an educational medium was held last Tuesday in Buffalo under the auspices of the New York State Temporary Commission on the use of television for educational purposes. Another session will be held in New York on Wednesday and a final one in Albany Jan. 21.

Thirty-eight persons spoke at the Buffalo hearing in favor of a New York State Board of Regents plan to construct a state network of 10 educational TV stations. Only opposition came from Charles A. Suchan Jr., executive secretary of the Business & Civic Assns. of the Tonawandas Inc., who conceded that educational television was desirable but urged consideration be given to the taxpayer who would bear the expense.

The Temporary State Commission, set up by Gov. Thomas E. Dewey, must present its report to the legislature by Feb. 10. The Board of Regents has until June 2 to convince the FCC that it can implement plans to operate the six stations for which FCC has approved construction permits.

WPTF NEWS BEAT

Reports Plane Crash

WPTF Raleigh claims it scored a clean news beat on the crash of an Air Force C-47 in dense woodland 15 miles outside that city Jan. 3, when Special Events Director Phil Ellis got out of bed at 4:20 a.m. to track down the story.

Bill Jackson, who opens the station, noticed a brief wire report originating from the Raleigh-Durham airport that a plane had crashed in an unknown location near Raleigh, and routed Mr. Ellis from bed. By 5 a.m. Mr. Ellis was at the airport. Then hearing a highway patrol report giving a clue to the crash location he hurried to the area and joined a search party which found the wreckage at 7:30 a.m. in heavy fog and driving rain.

Mr. Ellis, who was the only newsmen on the scene, according to WPTF, sped back to the station, put a report on the air at 7:48, and wrapped up the story with a regular newscast at 7:55.

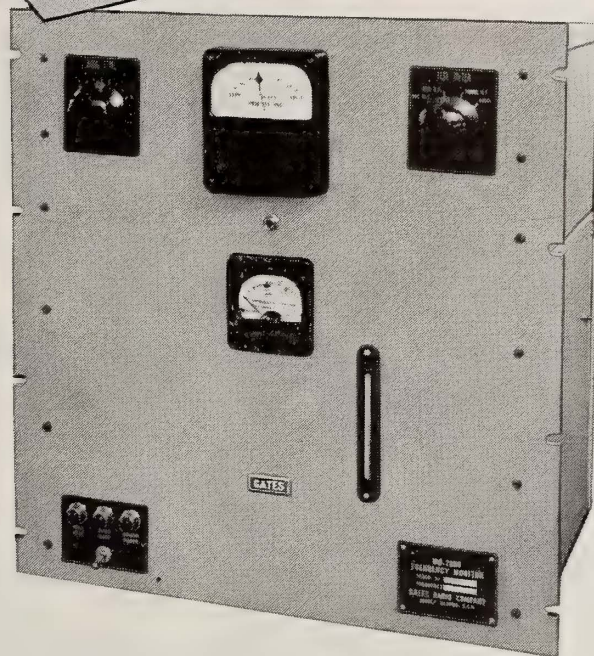
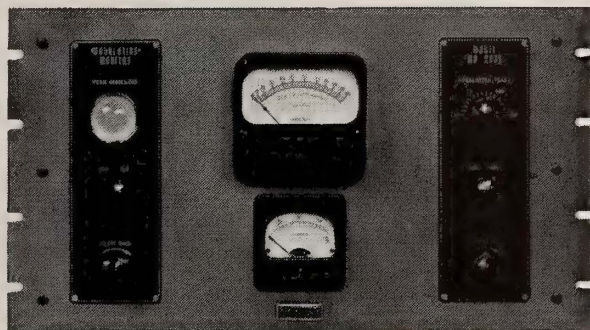
RFE's Lang to Talk

ROBERT LANG, director of Radio Free Europe, will address the luncheon session of the Chicago Federated Advertising Club Jan. 15 at the Morrison Hotel, in a talk on the work being done via RFE to reach people behind the Iron Curtain.

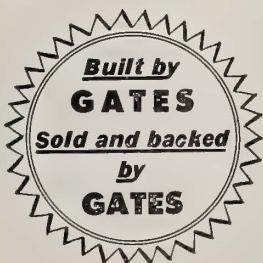
BILL SILBERT has been signed as m.c. of new *Let's Go Bowling*, Saturday show on WABD (TV) New York.

**LABORATORY
QUALITY!**

**PRODUCTION
LINE PRICES!**



LEFT: Gates MO-3066 complete transmitter accessory cabinet consisting of Frequency Monitor, Modulation Monitor, Limiter, Input Switching Panel, complete wiring and coaxial attachment cables. Already to attach to any broadcast transmitter. Saves work at time of installation plus assuring top performance. — Your "Gatesway" to better broadcasting.



● GATES approved frequency and modulation monitors are quality instruments built to highest laboratory standards. Because of their universal acceptance by the industry, production line manufacturing is possible. This means a savings in cost to you.

Hundreds of these GATES FCC approved Monitors are in daily use by radio stations around the world. If you are purchasing new monitors, it will pay you to check pages 27 thru 30 of the Gates Transmitter Catalog. If your present Gates Catalog is badly worn or lost, let us send you a new one.



GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.
MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

IMAGINE!

OVER

\$

2500⁰⁰

WORTH
WATCH

52 BRAND NEW
GRUENS FOR YOU
TO GIVE AWAY

The Most Exciting

GIVE-AWAY DEAL

Ever to Hit Radio!

AMERICA'S
NO. 1 FAVORITE!

THE GUY

Lombardo

SHOW

"The Sweetest Music This Side Of Heaven"





H
H
EW
OU
AY

FREE!

You get a
**STAR-STUDED
SHOWCASE**
of musical
entertainment!

Including Guy, the Lom-
bo Trio, the Twin
os, the Picture Story,
bargo vocalists Kenny
dner and Don Rod-
y, and announcer
id Ross.

You get all the
elements for a
**SMASHING
SALES-SUCCESS!**

Exciting, colorful dis-
plays, productive point-
of-sale material, magne-
tic merchandising and
newspaper ad mats, pow-
er-packed publicity, lis-
teners' Clue Book. All as-
sure an aware and ever-
increasing audience.

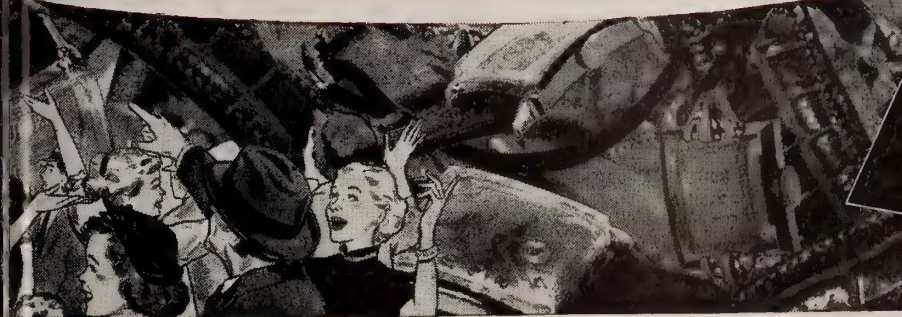
You get
**MORE SALES --
MORE PROFITS!**

as the No 1
advertiser in
your market!

THE SWEETEST, SMOOTHEST, SUREST SALES-MAKER EVER SPONSORED!

*NOTHING LIKE
THIS EVER
HAPPENED IN
YOUR CITY*

FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD





Educated TV-Radio

FIRST SPONTANEOUS practical demonstration of what commercial TV and radio, with their established audiences, can do for education occurred last week in Baltimore.

The story is a simple one: Schools were forced to close by a city-wide maintenance strike. Most of the city's radio and television stations, quick to recognize the opportunity to serve, stepped into the breach. With the Board of Education preparing material and furnishing teachers, a regular schedule of classes was maintained.

The public reaction has been tremendous.

At the same time the New York State Temporary Commission on Educational Television is holding hearings exploring the "role of TV as a teaching medium." From first reports they are hearing a group of well-coached witnesses, all of whom see the "great need" for noncommercial educational television. Only a scattered and unorganized few have pleaded the case for the taxpayer.

It is hard to see how proponents of educational TV can overlook the Baltimore example. If colleges and universities would set up laboratories to train personnel and plan educational programs in cooperation with commercial stations all of the advantages of teaching by television could be accomplished at relatively minor expense.

Agriculture colleges train experts in farming. Mining schools turn out our most accomplished mining engineers. Why not state-financed training in teaching by radio and television? This pattern is set. The cost to the taxpayer would be practically nil.

Delivered From Exile

IF THE decision of Speaker Joseph W. Martin Jr. to readmit radio and television to House committee hearings can be taken as symptomatic of the 83d Congress' attitude toward these media, broadcasters (and the U. S. public) can be grateful that there is a new command on Capitol Hill.

The ban which Mr. Martin revoked and which the then Speaker of the House, Sam Rayburn, summarily imposed 10 months ago was an inexcusably reactionary action. The new Speaker's reversal of his predecessor's ukase repatriates radio and television from intolerable exile.

It would appear from this action that in this Congress radio and television may receive more sympathetic consideration than in former years. The opportunity exists to obtain relief from several problems other than that of obtaining equal access to news-making procedures.

Chief among these are the problems created by the contradictory and restrictive laws and regulations governing political broadcasting. The Congress will reconsider at least two corrective measures that were introduced in the last session, the O'Hara bill which was reintroduced last week and the Horan bill which is scheduled for resubmission.

In our view neither of these would satisfactorily resolve the dilemmas that obtain when campaigns are in progress, but better legislation has a chance of passage if broadcasters will assist in its preparation.

It seems promising that broadcasters can make more progress toward their goal of equality of freedom in this Congress than in others of recent times.

THE firing and rehiring of George S. Kaufman, dyspeptic panelist on *This Is Show Business*, illustrates the grave need for resolution of the growing conflict between commercial aspirations and artistic responsibility in TV.

As everyone knows by now, Mr. Kaufman was fired by the American Tobacco Co., sponsor of the show, after "several hundred" letters were received protesting one of his remarks on a pre-Christmas telecast. The letter writers interpreted as sacrilegious his expressed hope that it would be one show on which no one sang "Silent Night."

Last week he was rehired by CBS-TV to appear on the program after the present sponsor's contract runs out, a decision announced by the network after his dismissal was protested by about the same number of people whose complaints had led to his ouster by American Tobacco Co.

Undeniably, CBS-TV acted with commendable independence in restoring to grace a personality who had been stamped as controversial by an important advertiser. To exercise such independence is not easy.

Nothing is terrorized so quickly as a sponsor with a large television investment to protect. It is up to telecasters to immunize themselves against the frights that a flurry of letters can induce among their customers.

Old Pro

FRANK WHITE, an old pro, takes over the presidency of NBC at what is obviously a critical period. It will mean a new era of brisk competition on a business basis.

Frank White knows the broadcasting business, having been part and parcel of it for 16 years. He came up through the accounting end. He appreciates the value of a buck. In 1949 he took over the helm of Mutual, when querulous people figured a fourth live radio network couldn't survive. It was the only radio network to improve its position during that frenzied "TV Revolution" period.

Three years ago Joseph H. McConnell brought a fresh viewpoint to NBC as its president. He had been a successful lawyer and had served with RCA in executive capacities. That was a critical time too. Mr. McConnell encountered a number of basic problems, notably in relation to rates and competition. Mr. McConnell, who could have remained in the top RCA organization, elected to join Colgate-Palmolive-Peet, one of the best customers or radio and TV. His NBC experience will serve him well.

For many months there has been talk about network operation being unprofitable and about fundamental changes in concept, which might see networks selling their services as do press associations in the news field. Some of this talk has gone so far as to speculate upon the eventual sale by RCA of its radio, and possibly its television network. This we question.

Rather, we feel that the RCA board, acting at the behest of RCA-NBC Board Chairman David Sarnoff, made these new moves to strengthen and solidify its network services. Certainly Gen. Sarnoff, whose vision in the development of the electronic media has been all but clairvoyant, didn't select Frank White to preside over the liquidation of the world's first network operation.

Instead, we see in NBC's latest move, a project to strip off the fat and the fanciful, in the realization that the network business—both radio and TV—will become more rugged in the months ahead and, admitted that they are the most powerful media extant, it takes salesmen to sell them.



LESTER EDWIN WADDINGTON

IN FIVE years at Miles Labs., Lester Edwin Waddington has learned the tricks of selling very competitive items of relatively low cost and high turnover, and has added a few of his own.

Assistant advertising manager of the Elkhart, Ind., company and product supervisor on Bactine, Mr. Waddington has worked in all media for the internationally distributed line, but has specialized in broadcasting as radio and television director.

The line was started with Alka-Seltzer, and slowly grew with development of One A Day vitamins; Tabcin, an anti-histaminic compound; Bactine, an antiseptic, bactericide, cleanser and deodorant, and Nervine, in both liquid and tablet form.

Radio, with its high saturation of all U. S. homes, has long been the keystone on which the advertising budget has been built. In 1951 the company reportedly spent nearly \$8½ million on major media. Of this sum, an estimated \$6½ million went to network radio, and more than one-half million dollars to network TV.

Mr. Waddington supervises programming as well as the scheduling of radio and television buys, which is a Miles pattern. That pattern calls for saturation of all possible audience segments with shows encompassing all tastes, ranging the gamut of daytime serials, variety, comedy, news and music. Time periods for shows and spots also are scattered in an effort to reach a maximum audience and the consumer market.

This kind of radio, Mr. Waddington says, is necessary because of the nearly 100% distribution of Miles products. Multi-weekly mentions are required to continue to move a high-volume impulse item from the druggists' shelves.

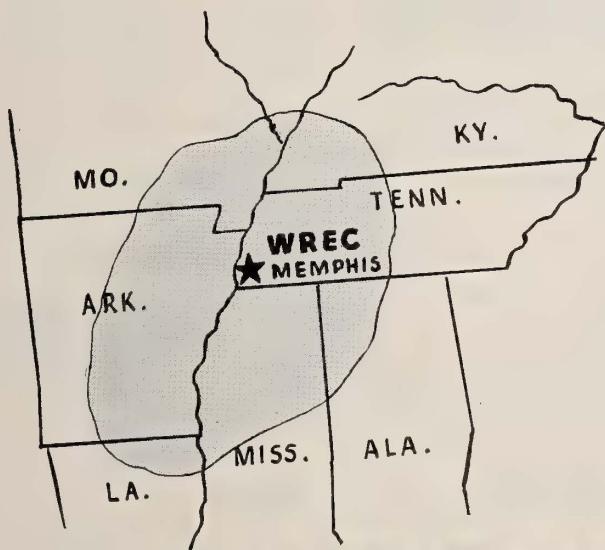
Alka-Seltzer, despite its universal consumer acceptance and high distribution, needs a sustained program of frequent mentions, he says. "We, of course, watch our ratings relative to audience coverage and program cost, in order to obtain the best possible homes-per-dollar ratio."

Mr. Waddington, who was named radio-TV director in 1949 after joining Miles in 1947 as assistant advertising manager, has been aided in his television tasks by an avid interest in photography, which he began as an enterprising youngster engaged in making his own pinhole cameras and enlargers. From the Elkhart headquarters of the company, he supervises all productions and commercials.

(Continued on page 85)



All stops are out when you hit the Memphis Market via the WREC route. Memphis No. 1 Station has the power and prestige to cover every town and hamlet. High quality programming appeals to the audience in metropolitan and rural areas. One schedule gets BOTH when you select the station where all your best customers meet. (WREC has the highest Hooper rating of any Memphis Radio station). The cost? 10% LESS per thousand listeners than in 1946.



WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

front office



RALPH QUAY, chief engineer, WDOK Cleveland, adds duties of assistant general manager.

MANNING SLATER, vice president in charge of sales, WICC Bridgeport, Conn., appointed business and sales manager. **DAVE BODGE** added to station's sales staff.

FORREST WALLACE, radio consultant and one time general manager, KWBC Fort Worth, to KPOL Los Angeles as general manager.

WILLIAM G. STEWART, commercial manager, KFKA Greeley, Col., appointed station manager.



Mr. Stewart

THEODORE F. SHAKER transfers from CBS TV Spot Sales staff, Chicago, to New York. **BRUCE BRYANT** replaces him in Chicago.

KMMO Marshall, Mo., appoints John E. Pearson Co. as station representative.

HARRY WHEELER, former commercial manager, WCOP Boston, to WLAW that city, as regional sales manager. **NONA KIRBY** named national sales manager at latter station and **DAVID M. KIMEL**, WLAW sales staff, named manager of station's Lawrence sales office.

KENNETH R. HYMAN, chief engineer, KCOR San Antonio, Tex., promoted to vice president-general manager in charge of technical department.

HENRY T. HEDE, business manager of ABC's TV services department, named administrative assistant to C. NICHOLS PRIAULX, vice president and treasurer of ABC.

WARREN M. MORTON, WOR-TV New York account executive, to similar post in ABC-TV's sales department.

GEORGE W. CLARK Inc., Chicago, appointed station representative for WRFD Worthington, Ohio.

JOE MARSHALL returns to KCBS San Francisco, as account executive, after tour of duty with U. S. Air Force.

ARTHUR GERBEL Jr., state campaign manager for Washington Gov. Arthur B. Langlie, returns to KJR Seattle, as assistant general manager.

WILLIAM S. VERNON, account executive, WABD (TV) New York, to Blair-TV Inc., same city, as account executive.

DEC SONNER, transcription librarian, KFI Los Angeles, promoted to sales service coordinator.

KENNETH MEYER appointed assistant manager, KVWO Cheyenne, Wyo.

BOB FREKER to sales staff, WJAS Pittsburgh, Pa.

JOHN E. PEARSON Co., N. Y., appointed national representative for WJL Niagara Falls, N. Y.

JERRY HEMPHILL, disc m.c., KALI Pasadena, to KPOL Los Angeles, as account executive.

Personals . . .

ARTHUR HULL HAYES, general manager, KCBS San Francisco, appointed radio chairman for city's March of Dimes campaign. . . . **CHARLES H. CRUTCHFIELD**, general manager of WBT and WBTW (TV) Charlotte, named to radio committee of Commission of Mass Communications for National Brotherhood Week, Feb. 12-22. . . . **ALLAN BUTTRICK ROGERS**, member of board of directors, Hildreth & Rogers Co., licensee of WLAW-AM-FM Boston, and Joyce Demers were married Jan. 3. . . .

ROBERT E. KINTNER, ABC president, has accepted chairmanship of Radio Div. of New York Heart Assn.'s campaign for 1953. . . . **JAMES T. AUBREY Jr.**, general manager, KNXT (TV) Hollywood, father of boy, James Watson, Jan. 5. Mother is **PHYLLIS THAXTER**, stage-film actress.

BROOKS ELECTED Is Named Allied Executive

ELECTION of William F. Brooks, former NBC vice president, as executive vice president and a director of Allied Public Relations Assoc. was announced last week by the president and board chairman, David B. Charnay.



Mr. Brooks

Mr. Brooks will supervise the company's services at its home office, 745 Fifth Ave., New York, and in Washington, Chicago and Los Angeles, and also will direct an expansion program, the announcement said.

Allied specializes in commercial and industrial accounts. Mr. Brooks, who has been operating his own public relations firm since leaving NBC last fall, continues to serve as special consultant on public relations to NBC and other organizations.

WYATT QUITS

Leaves Forjoe for Clark

WILLIAM RALEIGH WYATT has resigned as vice president in charge of the midwest division of Forjoe & Co., station representative firm, and will join George W. Clark Inc., representative, as vice president in charge of the eastern division. Mr. Wyatt will headquarter in New York.

He was associated with Forjoe since 1947, when he joined the New York staff as a salesman. He transferred to Chicago in 1949 as manager and an officer of the company. Mr. Clark, who headquarters in Chicago, has named John Stewart manager of television sales in the New York office, where he has worked since the company was organized a year ago. George W. Clark Inc. also maintains offices in Los Angeles and San Francisco.

CBS IN MEMPHIS

Maier, Holtshauser Named

MEMPHIS office of CBS Radio and Television Spot Sales and CBS-TV Film Sales has set up separate units for radio and TV. **H. W. Maier Jr.**, account executive, was named manager of CBS Radio Spot Sales, and **H. H. Holtshauser**, manager of radio spot sales office there since 1948, was appointed manager of CBS-TV Spot Sales and Film Sales.

The change was announced last Monday by J. Kelly Smith, administrative vice president of CBS Radio, and Merle Jones, CBS-TV vice president in charge of owned stations and general services.

WILSON W. WYATT, personal campaign manager for Illinois Gov. Adlai Stevenson during his Presidential campaign, has been chosen by WHAS Louisville, Ky., as Man of the Year.

The Big 4
West Texas Stations

KRBC
KBST
KTRN
KGKL

1
CONTRACT
BUYS ALL
FOUR
at 20% DISCOUNT
From Regular Rates

KRBC Abilene

5,000 Watts Day — 1,000 Night

KGKL -- San Angelo

5,000 Watts Day — 1,000 Night

KBST -- Big Spring

250 Watts

KTRN -- Wichita Falls

5,000 Watts Day — 1,000 Night

**1 Contract 1 Billing
for all 4**

See Discounted Rates Under

**West Texas
Packaged Stations**

or contact the

John E. Pearson Co.

Have You *TIME* For These?



There will be **SPECIAL EX-TRAS** for both Radio and Television that will be sent to you during January.

RADIO-TELEVISION PROGRAMS COMING YOUR WAY

QUARTER-HOUR TRANSCRIPTIONS

June Allyson
Ralph Flanagan
Eddy Arnold

Kay Starr
National Symphony
Fred Waring and
Pennsylvanians

PLUS

Live and transcribed announcements

16MM TV SOUND FILMS

Nina Foch
Faye Emerson
June Lockhart
Jack Carson

The Bell Sisters
Tennessee Ernie
Anne Baxter
Lloyd Nolan

and special films on the Gamma Globulin
research field test and special issues of the
1953 March of Dimes Newsreel?

JOIN THE 1953 MARCH OF DIMES

JANUARY 2nd - 31st

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS • FRANKLIN D. ROOSEVELT, FOUNDER

120 BROADWAY, NEW YORK 5, N. Y. • HOWARD J. LONDON, Director • Radio - TV and Motion Pictures

TELEPHONE BEekman 3-0500

SNADER CASE

Rosenbaum Is Arbitrator

TANGLED litigations involving Snader Telescriptions Corp. and Snader Telescriptions Sales Inc., have taken a new turn as former judge Samuel R. Rosenbaum, Philadelphia and New York attorney and trustee of the music performance funds, was brought in as sole arbitrator to solve the long standing differences between the directors.

All court action has been stayed and those involved in the various suits and counter-suits on file have agreed to abide by his decisions.

Hearing of testimony which started Jan. 2 in Judge Rosenbaum's Beverly Wilshire Hotel suite in Beverly Hills, was expected to last one week, with decisions to be rendered in about three weeks.

Controversy centers on sale of Snader Telescriptions to Ben Foye of Studio Films Inc., which Louis D. Snader charges his partners Alexander Bisno and Samuel Markovitch negotiated without consulting him and other directors of the firm. Mr. Snader sued in Los Angeles Superior Court to halt sale of these and other film properties. He also named among defendants United Television Programs, UTP president Gerald King, and 103 limited partners in STS [B•T, Dec. 15]. Mr. Snader further asked that the partnership be dissolved.

air-casters



LESLIE F. DIEBL, Muzak Inc., to WISN Milwaukee, as program director replacing **JACK RAYMOND**, now public service director at station.

LARRY HIGGINS, staff announcer, WMPS Memphis, Tenn., to KRCH Hot Springs, Ark., as program director.

JIMM SEANEY, staff announcer, WDW Decatur, Ill., promoted to continuity chief. **TED DRAKE** and **LEW WOOD** added to station's announcing staff.

WALTER JACOBS, production director, WLWC (TV) Columbus, adds duties of program director temporarily, succeeding **EUGENE S. RAGLE**, now program director of KPTV (TV) Portland, Ore.

BILL SYMES, Southern California TV sportscaster, to ABC-TV Western Div., L. A. in that capacity.

JAMES LEONARD appointed sports director for WLWC (TV) Columbus.

WILLIAM S. DALLMANN, former director of grocery trade relations, WLW Cincinnati, to WTAM and WNKB (TV) Cleveland as manager of merchandising.

ARTHUR FLYNN, sportscaster, WLAW Boston, promoted to chief announcer.

CINDY JENSEN, assistant traffic manager, KWKW Pasadena, to KPOL Los Angeles as traffic manager.

ROBERT G. PEEL to WHEN (TV) Syracuse as promotion manager and publicity director.

JACK FRAZIER appointed director of merchandising at WLW and WLWT (TV) Cincinnati.

DEAN TURNER, KOTV (TV) Tulsa announcer, promoted to chief announcer there succeeding **JIM DUNN** who has resigned.

NORMA JEAN NILSSON and **DAWN BENDER**, Hollywood radio actresses, assigned roles in M-G-M feature film, "Years Ago."

JAN VEDER, Wilson Adv. Co., Tulsa, to KOTV (TV) Tulsa in promotion department.

STAN LOMAX, WOR-TV New York sportscaster, named top TV boxing announcer for 1952 by *The Ring*, boxing magazine.

WILLIS M. SHAWVER, announcer, WPCS Tarboro, N. C., to WARN Ft. Pierce, Fla., as disc jockey.

RUTH HARDING, chief nutritionist of Toronto Dept. of Health, to Canadian Broadcasting Corp., Toronto, as consultant on consumer buying.

JIM WALTON, WHAS-TV Louisville announcer, presented with award for "outstanding performance of 1952" by *TV Press*, city's weekly TV magazine.

BOB LEACH, announcer, WBAB Atlantic City, N. J., to KCBF Lubbock, Tex., in same capacity.

HAROLD ANDREWS, formerly with WHWB Rutland, Vt., to WGUY Bangor, Me.

GLENN WHEATON and **BILL BRENNAN**, Hollywood radio writer and director, respectively, to CBS Radio *America Calling* in same capacities.

ROBERT L. SABIN named program director at WKNY Kingston, N. Y.

JIMMIE LYNN to WPAW Chester, Pa., for new three-hour daily program, *Teen-O-Rama*.

PAUL MORRIS, producer, KING-TV Seattle, to KOMO same city, in same capacity.

ART NEVINS, assistant film director, WLWT (TV) Cincinnati, promoted to film director, succeeding **RUSS LANDERS**, who transfers to KECA-TV Hollywood, in same capacity.

ROBERT QUINLAN and **ALBERTA HACKETT** appointed production manager and assistant production manager, respectively, KNXT (TV) Hollywood.

DAVE DOMINGUEZ, foreman of all backstage crews, CBS Hollywood, has retired.

FRANK AMY, commercial writer, to WPIX (TV) New York as sales service assistant, replacing **GREG LINCOLN**, who has joined sales staff of New York office of the Crosley Corp.

ROBERT R. HIESTAND Jr., night supervisor, KTTV (TV) Hollywood, promoted to director of production.

WILLIAM ASHER, director on CBS-TV's *I Love Lucy*, to NBC-TV's *Dennis Day Show* as director-stage manager. **JOE KRIEGER**, KOTV (TV) Tulsa, father of girl, Janice, Dec. 28.

News . . .

DICK CHAPMAN, continuity writer, KCBF Lubbock, Tex., to news staff, KFEQ St. Joseph, Mo., in news department.

CLARENCE CASSELL returns to KCBS San Francisco, as newscaster.

TONY PARKER, continuity chief, WDW Decatur, Ill., promoted to local news editor.

HAL GOODWIN, news commentator, KLAC Hollywood, and **MARILYN MORRICE**, secretary to **PETER POTTER**, disc m.c. on KNXT (TV) that city, announce their engagement.

Charles J. Batters

CHARLES JOSEPH BATTERS, 33, WRC-AM-FM and WNBW (TV) Washington announcer, died last Tuesday in Washington's Georgetown U. Hospital after an illness of several months. A native of Waterbury, Conn., Mr. Batters had been with WRC since 1941, except for several years during World War II when he served as a special agent for the FBI. Before going to Washington he had served at WBRY Waterbury and WFBR Syracuse. Survivors include his wife, Mrs. Vesta Batters.

Henry B. Lockwood

FUNERAL services for Henry B. Lockwood, 53, manager of WOR New York's recording studios for the past eight years, were held Wednesday at St. Andrews Episcopal Church in Hartsdale, N. Y. Mr. Lockwood died Jan. 3 at St. Agnes Hospital, White Plains, following a long illness.

Charles R. Creamer

FUNERAL services were held in Los Angeles last Thursday for Charles R. (Dick) Creamer, 37, owner of Creamer & Co., Hollywood advertising agency. He died Jan. 4 from injuries received in an automobile accident. Surviving are his wife, Margaret, and two children, Michael Anthony, 7, and Mary Ann, 6.

Clergyman Newsmen

A CLERGYMAN whose hobby is operating a tape recorder has given the members of the First Congregational Church, East Orange, N. J., a permanent record of the broadcast account of a three-alarm fire which destroyed their 85-year-old church Dec. 28. Rev. Walter R. Van Hoek recorded WNJR Newark's 6:30 p.m. newscast which featured the story of the fire. Rev. Van Hoek said that his recording would be added to the church documents, salvaged from the blaze.

Radio Station

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Radio Network

in

San Diego, Calif.

550 On Dial

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