

JULY 16, 1951

# BROADCASTING TELECASTING

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20<sup>TH</sup>  
Newsweekly  
Radio and  
television.  
year

00 Annually  
cents weekly

## WOR-tv 9

channel new york

*sold \$3,000 worth of watches  
for one client  
as the result of one  
WOR-tv announcement.*



*We can do the same—or more—for you  
at an extremely low cost.*

*our address is WOR-tv, channel 9  
at 1440 Broadway, in New York*



**RADIO'S  
EVER MAGIC  
TOUCH**

**a radio program  
and  
merchandising service**

*featuring*

**MARTHA CRANE and HELEN JOYCE**

Radio's Ever Magic Touch reaches into the kitchens of thousands of Midwest homes . . . and onto the shelves of thriving Midwest grocery outlets . . . thru the services of WLS FEATURE FOODS. For more than 16 successful years, FEATURE FOODS, a daily half-hour participating homemaker program, has helped leading manufacturers of kitchen used products to increase sales in this great market . . . in which over 10% of the nation's food sales are made.

The program combines the talents of Martha and Helen (the Midwest's most popular homemaker team) with an extensive merchandising service that keeps manufacturers constantly advised of what is happening in retail outlets . . . to theirs and competitive products.

*here's the plan that sells  
the midwest market!*

## WLS FEATURE FOODS



### RECENT RESPONSE

• Martha and Helen mentioned once that listeners could receive a copy of a free booklet on gift wrapping techniques by dropping them a card. From this one mention came 3,171 individual requests!

• During a discussion on making candy at home, Martha and Helen offered listeners a booklet containing recipes for making home-made candy. 1,554 requests for the booklet resulted.

Through its highly personalized merchandising service, FEATURE FOODS offers *continuous day-after-day contact with points of sale* to:

- Improve distribution
- Stimulate promotion by dealers
- Get greatest possible visibility of products
- Know how many stores are out-of-stock and do something about it

Further, advertisers receive regular reports showing exactly what happens from month to month at the retail level.

*your John Blair Man has the details*



**The  
PRAIRIE  
FARMER  
STATION**

**ELGIN CHANNEL** Home of the NATIONAL Barn Dance

CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.





## "I spoke up at town meeting

"This picture shows how I *didn't* look when I got home. Actually, *nobody* laid a finger on me.

"But I *did* speak up at Town Meeting that night . . . something I didn't like about the way town funds were being spent. I'm not much of a guy for making speeches, understand . . . I just work in a steel mill. And both we and Republic have a big stake in this town.

"*But nobody beat me up!* Now, you might say, what's so unusual about me *not* getting beat up for speaking out against the local government?

"That's just my point...it *isn't* unusual! Not in this country. Here we *all* have free speech. It's part of our Constitution, even if we hardly think about it twice. But just think of folks in other countries who'd give their right eye to be American citizens and talk out at town meetings. And *not* get sluged.

"Ever stop to think that while all these people are trying to get *into* America, nobody here is trying to get *out*? That's because we like it here. No, not just because we've got autos and phones and bathtubs and all that. The real reason is . . . *we've got Freedom!* Seven days a week! We're free to follow our own religions . . . free to choose our own jobs in any industry we like . . . or go into business for ourselves, if we prefer. We can vote as we please . . . or *not* vote if we want. Though I personally think anyone who doesn't is a 14-carat dope.

"And here, like I said, you can talk up at Town Meeting. No black eye. No bloody nose. Though, if you don't know what you're talking about, you'll be in for a lot of kidding later.

"Now *this* is no Town Meeting, of course . . . it's an ad. But, in this ad, I *am* speaking up . . . for Freedom. Corny? Maybe . . . but I happen to believe in it. And 10 to 1 you do, too!"

## REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio



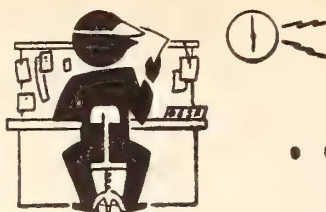
**Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . .** an America whose many mighty industries have set history's highest standard of living for her people. *And it is through these ever-growing industries that Republic serves America.* FOR EXAMPLE: our great Automotive Industry which depends so heavily on steel . . . carbon, alloy and stainless . . . the kind of fine steel produced by Republic to help make America the No. 1 nation on wheels.

*[This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.]*





# BROADCASTING TELECASTING



...at deadline

## Closed Circuit

NEGOTIATIONS nearing completion whereby Secretary of Commerce Charles Sawyer and family will purchase WCOL-AM-FM Columbus, Ohio, from Lloyd Pixley for \$100,000 plus 10-year lease on studio facilities in Pixley Bldg. at \$20,000 per year. Contract may be finalized this week. Mr. Pixley acquired WLOK Lima, Ohio, last March, retains 51% of WLOK after re-selling 49% to local citizens. Sawyer interests control WING Dayton and WIZE Springfield, Ohio.

DESPITE silence on status of sale of WOW-AM-TV Omaha, report persists transaction will be closed shortly—prior to departure of Navy Secretary Matthews, WOW president, for his new post as ambassador to Ireland. Besides Edward Lamb, owner of WTVN (TV) Columbus, WICU (TV) Erie and WTOD Toledo, who reportedly has purchase agreement (Secretary Matthews denies he had option), it's now indicated that several others are interested, including Meredith Publishing Co., which owns WHEN (TV) Syracuse and Lincoln (Neb.) Journal, which owns KFAB Omaha.

DON'T HOLD your breath waiting for that report on FCC's horserace questionnaires. Still "nearly completed," it languishes on desks reshuffled in recent reorganization, pending disposition of "more pressing business." Report said to show some 50 outlets have had format comparable to that which flipped WTUX Wilmington, Del., into Commission frying pan.

SPECULATION on department head appointments running in all directions at CBS Friday following announcement of split-up in radio and TV operations (story, page 23). Department heads for unintegrated divisions due to be announced this week, when they've finished picking top assistants. Names frequently mentioned: Louis Hausman, now v.p. for sales promotion and advertising, to head radio sales promotion, public relations, publicity, research. His counterpart in TV, Oscar Katz or John P. Cowden. V. P. Kelly Smith to head owned and operated radio stations with Radio Sales-represented stations; Merle Jones, from KNX-KTSL Los Angeles to TV job in New York opposite Mr. Smith; John Karol, to head radio sales department; Dave Sutton, TV sales. George Crandel, to head press for radio; Michael Foster, to head press for TV.

TOP-LEVEL local and national promotion post at BAB due to be filled shortly. Top candidates: Kevin Sweeney, general sales manager of KFI-AM-TV Los Angeles, where BAB President William B. Ryan formerly was general manager. Mr. Sweeney's also former general manager of Housewives Protective League and West Coast promotion manager of ABC.

UPTON CLOSE, controversial commentator, again circularizing radio executives and others for contributions to Broadcasts Inc. in interest of "publishing" his record of "treachery in our government." Contributions, he reports, are only one-third those received in 1950. Con-

(Continued on page 86)

## Upcoming

July 18: FCC Chairman Wayne Coy testifies before Senate Interstate Commerce Committee, Room G-16, Capitol, 10 a.m.  
July 23: BMI Clinic, Seattle.  
July 24: BMI Clinic, Portland.  
July 26: BMI Clinic, San Francisco.  
July 27-29: Carolina Radio News Directors Assn., Ocean Forest Hotel, Myrtle Beach, S. C.  
July 30: FCC City-by-City TV Allocations Proceeding begins, Washington.  
July 31: BMI Clinic, Los Angeles.  
(More Upcomings on page 38)

## Bulletins

MONTICELLO DRUG CO. ("666" cold remedy), Jacksonville, Fla., through Charles W. Hoyt Co., New York, planning radio spot campaign to start Oct. 1 in 25 to 50 southern markets.

### DONALDSON, NOURSE JOIN RTMA OFFICE

FORMATION of two committees and three personnel changes were announced Friday by Glen McDaniel, president, Radio-Television Mfrs. Assn.

Committees, which will assist Mr. McDaniel in providing additional services for association members, are Small Business Survey Committee and Legal Committee which will supersede Legislative Committee.

Personnel changes involved two additions, one promotion. Ray S. Donaldson, administrative assistant to Sen. Homer E. Capehart (R-Ind.), will join RTMA staff as attorney Sept. 1. Tyler Nourse, former copy editor of BROADCASTING • TELECASTING, last week became assistant to Peter H. Cousins, information director. Ralph M. Haarlander, for four years staff assistant to RTMA Transmitter Div., has been given additional duties and title of Assistant Secretary.

## FCC Acts to Speed New TV Allocation

STRIKING AT HEART of TV allocation deadlock (early story page 53), FCC late Friday:

1. Reaffirmed opinion it has legal right to prescribe fixed allocation table through rule-making procedure and to reserve channels for noncommercial educational use.

2. Proposed shortcuts to speed completion of allocation proceeding—in essence adopting suggestion of NARTB-TV—by substituting "paper" presentation for oral testimony at forthcoming final hearing on city-by-city allocation proposals.

3. Set July 20 (Friday) for formal pre-hearing conference to discuss proposed shortcut procedure and invited written support or opposition to such proposal which can be filed on or before date of conference.

4. Continued oral city-by-city hearing, heretofore set July 23, scheduling July 30 as new date should paper procedure not be adopted. FCC earlier in week ordered 470-500 mc be

## Business Brief

MARATHON AGENCY • Marathon (Menasha, Wis. (Waxtex, protective food age), names Needham, Louis & Brorby, cago, to handle advertising. Paul Harp account executive.

TO SIGN HEATTER • American S (correspondence courses) and Beltone ing aid ready to sign for alternate Mo night sponsorship of Gabriel Heatter's on MBS. Beltone now has Wednesday wants new audience. Agencies, Ruthra Ryan, Chicago, for Beltone and Olian Chicago, for American School.

### FCC REVISES RULE ON OPERATOR REQUIREMENTS

IN REVISION of AM-FM operator lic requirements, FCC Friday finalized prop to allow stations to use non-first class op for 120 days (instead of 30 days as inally proposed) where first class man is available.

To be eligible for relaxed requirements, tion must show that "qualified radiotelep first-class operators are unavailable, have clined employment, or have been rejected the station." Applications for such tempo permission should be made to engineer charge of FCC district field office in stati area.

NARTB, IBEW and others had fav change in decision. FCC described action "codification of the procedure to be follo by broadcast station licensees when opera cannot be obtained and relief is requ under existing Section 0.151 of the rules."

While a six-month period had been propo FCC accepted NARTB's 120-day sugges "since it would relieve administrative probl for the Commission's field offices and simil reduce the burden to station licensees w at the same time the procedure would quately perpetuate surveillance by the C mission to prevent reduction of operat standards."

retained as part of UHF television ban to provide five more channels—rather th diverted to broad band common carrier serv as requested by Bell Telephone Labs.

Although supporting FCC's "general r making authority," Comr. Robert F. Jones dissent to legality opinion stated:

"It is clear to me that an inflexible g graphical assignment plan [fixed city-by-c table and rigid procedure for changes] d not meet the criteria of the Commission sserted as a basis for it, and therefore it illegal."

FCC notice observed NARTB-TV petit suggested submission of written views a data in lieu of July 23 oral hearing, w 30 days allowed for initial filing and anot 30 days for reply. Order also observed nu ber of supporting petitions were filed, so commenting, as much as year's time co

(Continued on page 86)



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Harrisburg, Pa.

**TELL AND SELL...**

*Six stations important in your selling.* Each is outstanding in the market it serves. Each is a regular habit with its listeners—exerts a powerful influence on their daily living and buying. This strong pulling power sells for you when you tell about *your* product on these stations. The many national and local advertisers now using them are proof of the responsiveness of their audience—proof of the profits. For availabilities and rates, write direct or contact

**ROBERT MEEKER Associates**

New York Los Angeles Chicago San Francisco

STEINMAN STATIONS

Clair R. McCollough, Gen. Mgr.







## An Amazing Vote of Confidence in WOW!

### • Here's the Story

WOW's "Fourth Annual Farm Study Tour" was announced on June 1 on the "Farm Service Reporter" Program, (6:30 to 7 a.m. weekdays).\*

Farm Director Mal Hansen simply said that the tour would be to the East Coast; would last 15 days, and would cost about \$500.00 per person.

On that information ALONE, *within one week* 125 farmers responded—WITH CASH! 206 others in the same period wrote for information and application blanks.

Reservations made in one week represent a \$72,500 vote of confidence in WOW's service to farmers.

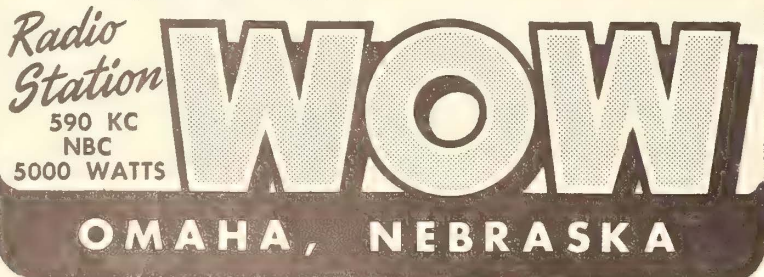
So large and instant a response PROVES that the great WOW-LAND farm market is solidly behind WOW—and WOW's farm listeners are today the **WORLD'S FINEST CUSTOMERS** for any goods or services.

For availabilities call the nearest John Blair Office.

#### \*CO-SPONSORED BY:

Garst & Thomas, Coon Rapids, Iowa, Pioneer Hybrid Corn; Handled by the Compton Agency; and the Walnut Grove Products Company of Atlantic, Iowa; Allen & Reynolds Agency.

WOW's "Farm Service Reporter" observed its 5th Birthday June 19th on the air.



FRANK P. FOGARTY, General Manager ★ JOHN BLAIR & COMPANY, Representatives

## BROADCASTING TELECASTING

### THE NEWSWEEKLY OF RADIO AND TELEVISION

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### WASHINGTON HEADQUARTERS

SOL TAISSHOFF, Editor and Publisher

**EDITORIAL:** ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Fred Fitzgerald, Associate Editors; Jo Hailey, Makeup Editor; Tyler Nourse, Copy Editor; Dave Berlyn, Assignment Editor. **STAFF:** Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Osborn, Allen Riley. **EDITORIAL ASSISTANTS:** Kathryn Ann Fisher, Pat Kowalczyk, Doris Lord, Jean D. Statz, Keith Trantow; Gladys L. Hall, Secretary to the Publisher.

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**NEW YORK BUREAU:** 488 Madison Ave., Zone 22 Plaza 5-8355; **EDITORIAL:** Rufus Crater, New York Editor; Florence Small, Agency Editor; Pete Dickerson, Assistant to New York Editor; Gretchen Groff, Liz Thackston.

Bruce Robertson, Senior Associate Editor.

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

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

**HOLLYWOOD BUREAU:** Taft Building, Hollywood and Vine, Zone 28, HEMPstead 8181; David Glickman, West Coast Manager; Ann August.

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

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\* Reg. U. S. Patent Office

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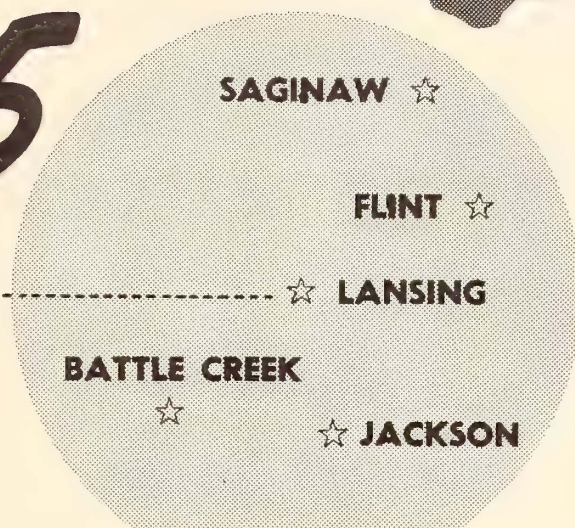
Subscription Price: \$7.00 Per Year, 25c Per Copy

BROADCASTING • Telecasting



**1 GETS YOU 5**

....five major markets  
in Michigan



# WJIM-TV

## LANSING.....CHANNEL 6

Five rich markets in Michigan receive primary television service from WJIM-TV. *Lansing-Flint-Saginaw-Jackson* are **EXCLUSIVE** WJIM-TV markets with *Battle Creek* also receiving primary service.

You get 100% of the audience when you buy WJIM-TV. It is a market of *one million people* with retail sales of more than *one billion dollars*.

**only WJIM-TV** reaches this vast audience with the best in television. WJIM is the primary outlet for the four major networks.

For full details on WJIM-TV WJIM and WGFG, Kalamazoo, consult  
**H-R REPRESENTATIVES, INC.**



# Need Some "Second Sight"

## IN THE EAST . .



If you are trying to get a better insight into conditions in any of the markets listed at the right, F&P has some very rare but simple magic for you . . . the magic of complete *and completely honest* information. Win, lose or draw, we know that no other kind of service can really serve your own best interests — or ours.

In this cynical day of the "seller's market", that sort of policy may sound too good to be true. But it's the way we *always* work, here in this pioneer organization of radio and television station representatives.

# FREE & PETERS, INC.

*Pioneer Radio and Television Station Representatives*

*Since 1932*

NEW YORK

CHICAGO

ATLANTA

DETROIT

FT. WORTH

HOLLYWOOD

SAN FRANCISCO



# MIDWEST . . . OR FAR WEST?

## EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

## MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

## MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000



# new business



## Spot . . .

**W. F. McLAUGHLIN & Co.,** Chicago (Manor House coffee) has purchased series of 26 quarter-hour *Little Theatre* TV film programs for once weekly showing on TV stations in seven mid-west markets starting about Sept. 15. Markets include Chicago, Grand Rapids, Kalamazoo, Lansing, Milwaukee, Indianapolis and Davenport. Programs made up of two-five minute dramatic shorts produced by The Tee Vee Co., L. A. Each quarter-hour segment priced from \$60 to \$600, according to number of sets in market. Film company expects to have programs on 22 markets throughout country by fall date. Agency for McLaughlin, Earle Ludgin & Co., Chicago.

**ESSERMAN MOTOR SALES** (Dodge dealer), Chicago, starts extensive TV spot campaign using 85 spots in Chicago market weekly. Agency: Phil Gordon Inc., same city.

**UNION OIL CO.** initiates first television program series with sponsorship of half-hour weekly *Ben Alexander Watch & Win* program on two West Coast stations, KPIX (TV) San Francisco, starting Aug. 1; KTSN (TV) Los Angeles, Aug. 2. Both contracts, 13 weeks. Agency: Foote, Cone & Belding, L. A.

## Network . . .

**GRUEN WATCH Co.,** Cincinnati, to sponsor *Gruen Guild Theatre*, new series of dramatic films, over ABC-TV Thurs., 9:30-10 p.m., beginning Sept. 27. Program replaces *Blind Date*, scheduled at same time. Agency: McCann-Erickson, N. Y.

**YOUNG PEOPLE'S CHURCH OF THE AIR,** Phila., renewing *Youth on the March*, Sun., 10:30-11 p.m. over ABC, effective Aug. 26. Agency: J. M. Camp & Co., Fort Wayne, Ind.

**CAMPANA SALES Co.,** Batavia, Ill., for Italian Balm, will sponsor first quarter-hour of *Ruth Lyon's 50 Club* on NBC-TV starting Oct. 1 for 52 weeks through H. W. Kastor & Sons, Chicago. Show is aired times weekly from 11 to 11:30 a.m. from WLWT (TV) Cincinnati.

**QUAKER OATS,** Chicago, renews daily quarter-hour and weekly hour of *Gabby Hayes Show* on NBC-TV through Sherman-Marquette Chicago. Strips will be seen Mon. and Fri., 4:15-4:30 p.m. CDT from Aug. 27 for 15 weeks, with the half-hour telecast Sun. from 4-4:30 p.m. starting Sept. 30 for 52 weeks.

**WANDER CO.,** Chicago, for Ovaltine, renews the 4:45-5 p.m. (segment of *Howdy Doody* on NBC-TV starting Aug. 29, through Grady Adv., same city. **KELLOGG Co.,** Battle Creek, through Leo Burnett Chicago, has renewed same portion on Tues. and Thurs. starting Sept. 5, for 26 weeks.

## Agency Appointments . . .

**FLORIDA CITRUS EXCHANGE,** Tampa, names Ruthrauff & R. N. Y., to handle advertising and promotion of its major brand Seville sweet (brand name on fresh fruit, full strength juice and frozen concentrate).

**RADION Corp.,** for its television antennas, names Calkins & Holm, Carlock, McClinton & Smith, Chicago, to handle its advertising. Spots will be used in a test market before complete video plans are made. M. J. Pulver is account executive.

**BEN-GEE PRODUCTS Co.,** Oak Lawn, Ill., for the new bean sprout balm, names Schoenfeld, Huber & Green, Chicago, to handle its advertising. Radio and TV will be used.

## Adpeople . . .

**NORMAN GLADNEY,** Franklin & Gladney Adv., N. Y., named director of television merchandising of Bulova Watch Co. He will supervise newly formed TV-Merchandising Division, formed to help Bulova deal with TV advertising more effectively.

**E. M. TARPLIN** appointed advertising and sales promotion manager for Schenley Laboratories Inc. He will maintain offices at company's production headquarters in Lawrenceburg, Ind.

# EVEN "ODDS AND ENDS" AD UP TO \$117 MILLION IN CENTRAL OHIO



**GENERAL MERCHANDISE SALES HIT \$117,269,000\* ANNUALLY**

Miscellaneous sales add up to big business in Central Ohio. And powerful WBNS, Central Ohio's only CBS outlet, gets through to the 24 Central Ohio Counties with all 20 top-rated programs, day and night! (Winter-Spring Hooperatings). And you get more listeners per dollar than from any other local station. For time availabilities and rates, write us or contact your John Blair Representative.

CENTRAL OHIO'S ONLY CBS OUTLET

# WBNS

PLUS  
WELD-FM  
Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

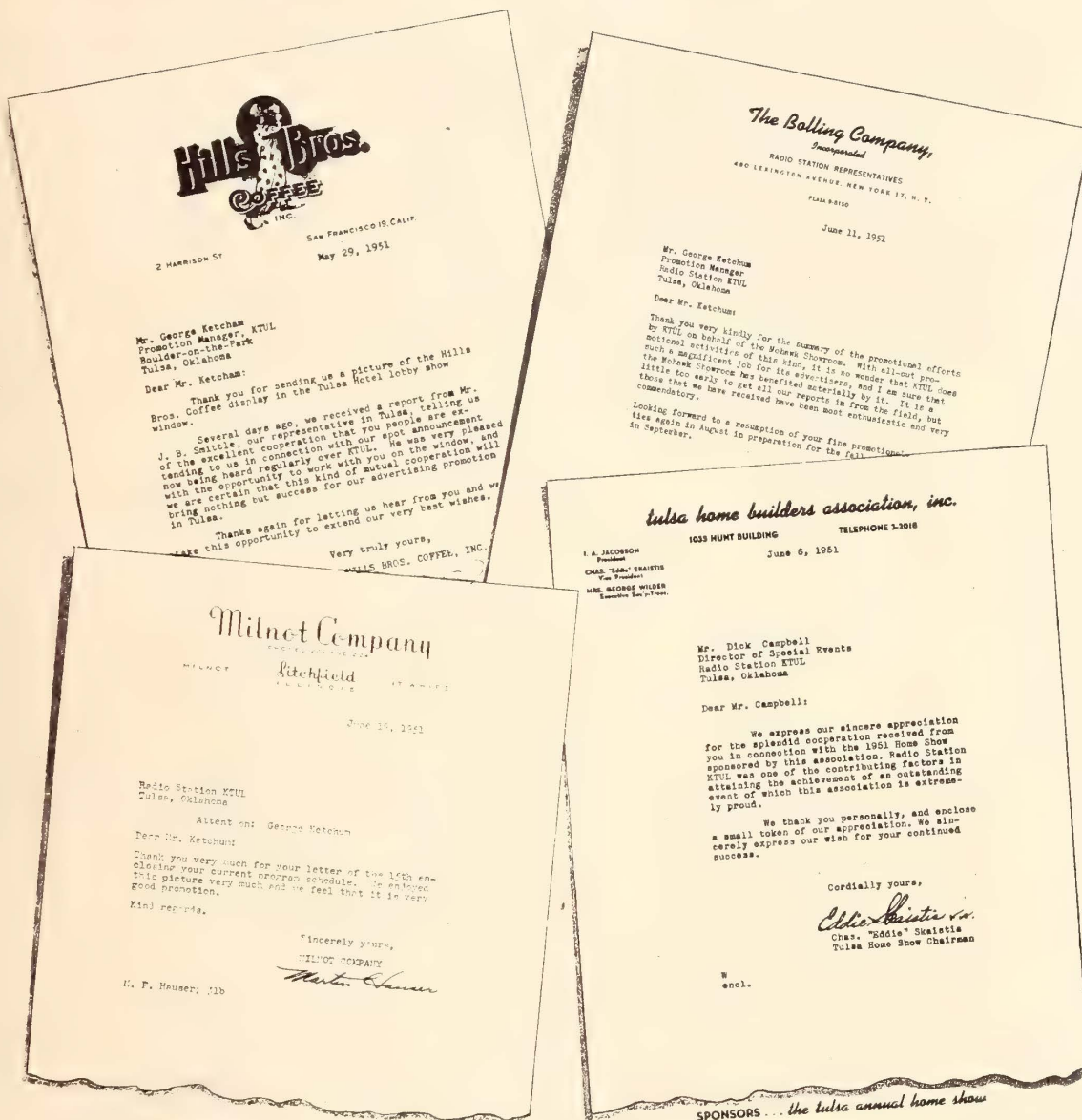
YOU GET A GIFT OF MORE LISTENERS PER DOLLAR ON WBNS



\* Source, SM Survey of Buying Power 1951



# Thanks for the Kudos...



SPONSORS... the tulsa annual home show

## WE LOVE TO EARN THEM!

IT'S THE "EXTRA PROMOTIONAL PUNCH" THAT WINS  
FRIENDS and INFLUENCES CUSTOMERS for ADVERTISERS  
on **KTUL** and **KFPW** — The **FRIENDLY CBS**  
STATIONS in **TULSA** and **FORT SMITH!**



# KTUL-KFPW

• Tulsa



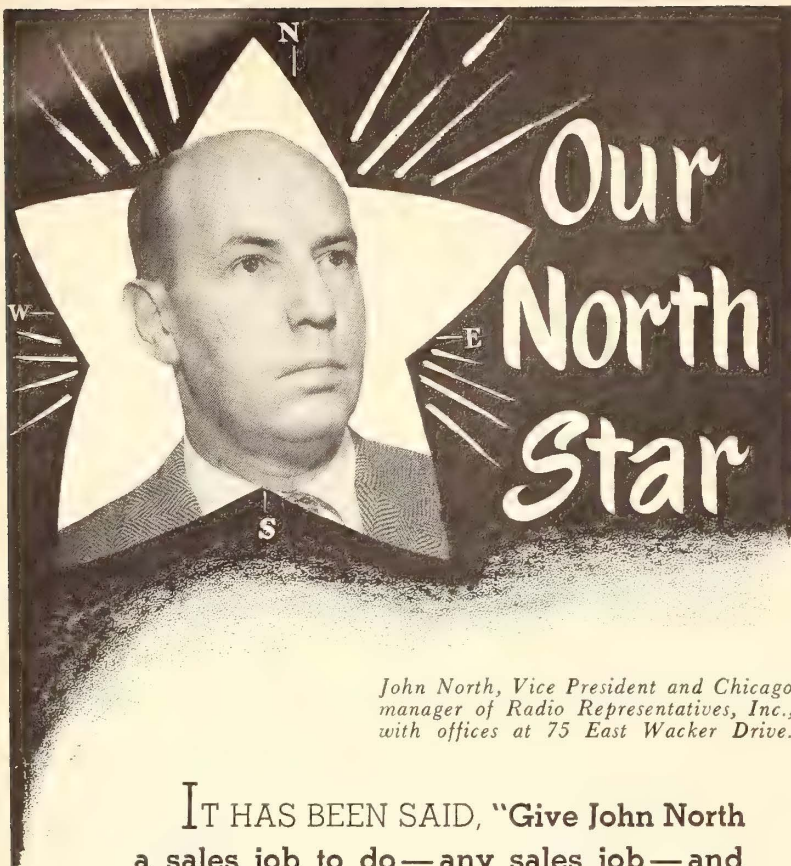
• Fort Smith

JOHN ESAU — Vice President, General Manager

AVERY-KNODEL, Inc., Nat'l Representative

AFFILIATED WITH KOMA, OKLAHOMA CITY





John North, Vice President and Chicago manager of Radio Representatives, Inc., with offices at 75 East Wacker Drive.

IT HAS BEEN SAID, "Give John North a sales job to do—any sales job—and he'll chalk up a record performance." We agree that his sales are an accurate instrument which points to the true, magnetic North.

Winner of the "Distinguished Salesman Award" of the St. Louis Chamber of Commerce in 1940, this fast-moving individual has since charted a brilliant course into big time radio sales. In teamwork with Peggy Stone of New York, Mr. North has played an important part in the success of

## RADIO REPRESENTATIVES, INC.

Among the Accounts Placed on WMPS by Radio Representatives, Inc., Are:

The Mennen Company	Griffin Mfg. Co.
Bristol-Myers Co.	Walgreen Drug Co.
J. A. Folger & Co.	Carter Products
Peter Paul, Inc.	International Salt

Pardon us for pointing . . . but the compass says, "North!"

# WMPS

MEMPHIS, TENNESSEE

AMERICAN BROADCASTING COMPANY



## agency

**STANLEY A. LOMAS**, head of television commercial product department William Esty Co., N. Y., named vice president. has been with agency since 1948.



Mr. Lomas

**JOHN TOIGO**, D'Arcy Adv. Co., N. Y., to Biow same city, as vice president in charge of special plan. **ED SHERRY**, D'Arcy Adv. Co., N. Y., to Biow N. Y., as member of creative staff.

**MARFREE ADV. Corp.**, N. Y., last week announced the addition of three new members to its radio and TV staff. **CAROLE GOTTLIEB**, TV production assistant, Kenyon & Eckhardt, N. Y., appointed assistant television and radio director; **HELEN LIVINGSTON**, radio production assistant, Affiliated Program Service, N. Y., and **JOAN GAMBLE**, daughter of **FREDERIC R. GAMBLE**, president of AAAA, named TV and radio production assistants.

**WILLIAM H. GAGE** and **WAYNE E. WHITE**, account executives Campbell-Ewald, Detroit, appointed vice presidents.

**DAVID COOK**, **HAL MARKS**, and **JANE WORTHINGTON**, BBDO S. F., to Dancer-Fitzgerald-McDougall Inc., S. F., as general manager, art director, and copy department, respectively.

**SHEP CHARTOC** to Marfree agency, Chicago, as manager, succeeding Vice President **AL EICOFF**, who has resigned to become advertising manager of D-Con Co. (exterminators), same city.



## on all accounts

**RICHARD HANES HURLEY**, timebuyer at Compton Adv., New York, is not a temperate man when it comes to radio. He is not one of those persons who can take it or leave it alone. The man is a confirmed addict.

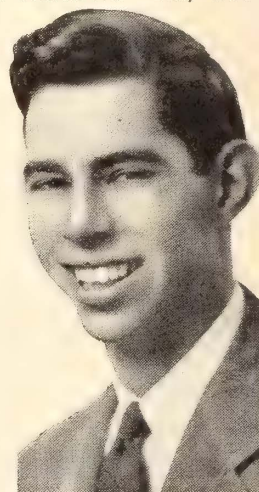
Born in Middletown, N. Y., Feb. 13, 1925, Mr. Hurley came by his addiction innocently enough at Bucknell U., where he indulged himself to the extent of helping build station WVBU there. He liked what he tested, and when he moved to the U. of Michigan he was a ripe leaf for the gang there who picked him to serve as announcer at WKAR.

Hopelessly gone by then, he spent his summers in a riot of duties at his hometown station, WALL Middletown, cavorting in every capacity from news writer to announcer of horse races.

By graduation time he couldn't get enough of the stuff. After a swig of service as news editor at WHBF Benton Harbor, Mich., he

drank in the entire eastern seaboard, writing and selling shows for a radio package firm.

In January 1949 he graduated to a stronger brew, the general managership of WVAM Altoona, Pa., and in June of that same year his immersion was complete as he joined an advertising agency, Compton in New York, as an estimator. Within two years he had moved up from that level to successive advancements as assistant timebuyer, timebuyer, and his present eminence as assistant head of the entire timebuying department.



Mr. HURLEY

Among the accounts he supervises are Crisco, Ivory Soap, Ivory Flakes, Duze, Drene, Personal Products, New York Life Insurance, Allis Chalmers, Standard Brands, Chase and Sanborn coffee and Tender-Leaf tea.

Mr. Hurley and his wife, former Joanne Perry, live in an apartment in Bergenfield, N. J. They have been married since 1947.

Reading, traveling and collecting colonial antiques are his hobbies.



# beat



**BAYARD**, account manager Walter McCreery Inc., Beverly Hills, named to newly created post of chairman of plans board.

**BERT THWAITE**, account executive Cunningham & Walsh Inc., N. Y., elected vice president. He had been with firm for seven years serving on Sunshine Biscuits Inc. account.



Thwaite

**DOROTHY KAHN**, publicity staff Cancer Crusade, to David Zibman Adv. Agency, Phila.

**JERRIE C. ROSENBERG**, account executive Lavenson Bureau of Adv., Phila., elected president Philadelphia Club of Advertising Women.

**WILLIAM M. MOORE Jr.**, copy staff, Young & Rubicam, Chicago, to Gourfain-Cobb, same city, as copy chief. He will also work in dealer development.

**LIAM L. LAVICKA** to Needham, Louis & Brorby, Chicago, as executive on Quaker Oats' Ken-L Products Division, from account and sales analysis at Ruthrauff & Ryan, same city.

**BERT E. MANGAN**, BBDO, S. F., elected vice president.

**ERTO** and **KATHERINE PAVIA**, Pavia Agency, S. F., leave for month tour of Italy and other European countries. **ERIC COSTER** manage office in their absence.

**ENE M. SCHWARTZ**, radio and TV director Ray Hirsch Co., N. Y., uber Hoge & Sons, N. Y., as copy chief.

**LIAM R. DAHLMAN**, vice president and account executive on Amer-Home Products at W. Earl Bothwell Inc., N. Y., to Compton Adv. ember of Procter & Gamble account group.

**RY C. FLEISHER**, publicity director, CIO, named to public policy nittee of The Advertising Council, succeeding **ALLEN L. SWIM**, erly of CIO and now with Economic Cooperation Administration.

**ES HACK**, copywriter Young & Rubicam Inc., Chicago, to Erwin, ey & Co., L. A. radio and television department, in similar capacity.

**RGE KOSSMAN**, art director Leo Burnett, Chicago, to BBDO, in same capacity. **RICHARD E. JOHNSTON**, art director Foote, & Belding, Chicago, also joins BBDO, S. F., in same capacity.

**TON MARTIN**, production manager Emporium, S. F. (department), to Botsford, Constantine & Gardner, S. F., in same capacity.

**IES N. MANILLA**, film supervisor BBDO, N. Y., named to radio-vision department Geyer, Newell & Ganger, same city, as film rvisor.

**BERT H. ROOT**, assistant advertising manager Sweden Freezer Co., Seattle, to Pacific Advertising, Oakland.

**JONES**, KVON Vallejo, Calif., to Merle C. Blair Adv. Agency, land.

**ILY HOSMER**, Kenyon & Eckhardt, N. Y., to television production artment Guild, Bascom & Bonfigli, S. F.

**WIN de ST. MAURICE**, to Lockwood-Shackelford Adv., S. F., as art etor.

**WALKER W. DAVIES**, account executive National Adv., Long Beach, Calif., transferred to S. F. office.

**ROLAND HAUCK**, to Wank & Wank, S. F., as director of creative department.

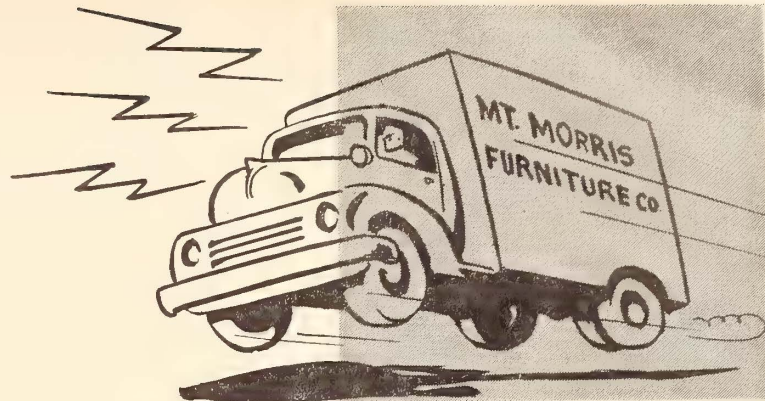
**CLEMENT T. HANSON ADV. AGENCY**, Moline, appointed to handle advertising for WHBF-AM-TV Rock Island and the *Rock Island Argus* and *Moline Dispatch*, effective Sept. 1.

**Frank Coulter:**

**YOUNG & RUBICAM**

"The **BROADCASTING Market-book** is a genuine service. Widely used and constantly referred to."

**BROADCASTING • Telecasting**



## radio-controlled truck . . .

### western new york style!

Mt. Morris, N. Y., is a lovely little town of some 3600 population—one of the state's most picturesque communities, but hardly big enough, you'd think, to support a large retail furniture store.

How come, then, that the Mt. Morris Furniture Company trucks will be seen delivering merchandise all over a dozen surrounding counties?

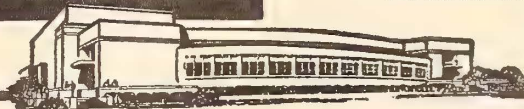
## WHAM did the job!

One year ago, the store started a modest spot campaign on station WHAM—knowing that WHAM's clear-channel 50,000 watts is the least expensive yet most effective way to cover 23 western New York and Pennsylvania counties. Results were almost overnight—inquiries, shopping visits and sales. And perhaps the most impressive fact is that radio has pulled so well that Mt. Morris Furniture now makes deliveries to customers in Rochester itself, home of the radio station and of a dozen top furniture stores!

**Moral:** The Mt. Morris store has now upped its efforts to regular daily participation in WHAM's morning "Clockwise" program. You, too, can use the powerful influence of station WHAM for business in this profitable market.

# WHAM

**The Stromberg-Carlson Station**  
**Rochester, N. Y.**



**Basic NBC—50,000 watts—clear channel—1180 kc**

**GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE**

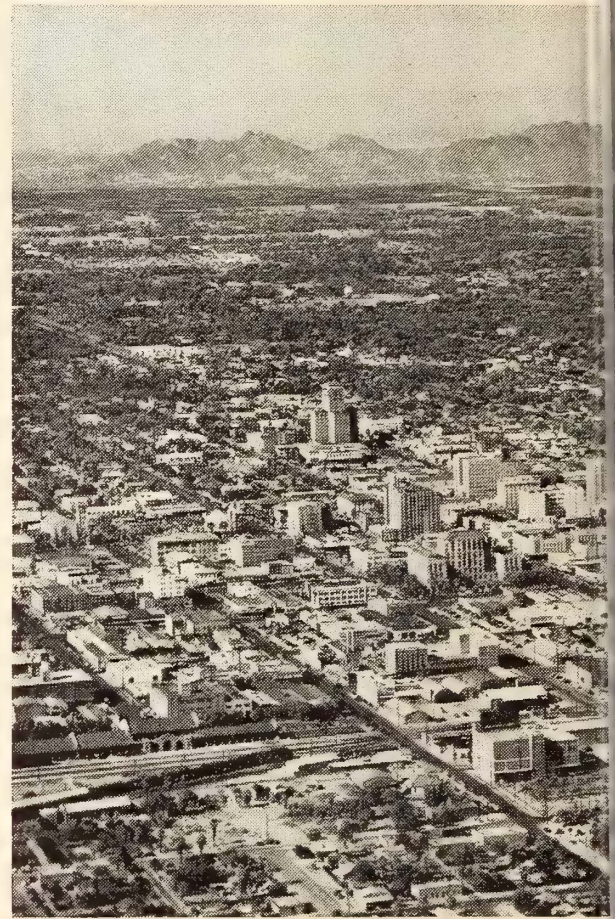


# SELL THE HEART OF ARIZONA OVER **KOY** PHOENIX, ARIZONA

Advertisers with no time or money to waste have found KOY the *direct* route to the rich Arizona market whose hub is fast-growing Phoenix and the Salt River Valley.

As exclusive representatives of KOY for the past twelve years, John Blair & Company knows *how* KOY can sell and *why*. Here is a station that makes wide-spread coverage count with a proven record of unusual acceptance. Arizona's pioneer radio outlet, KOY has been building its reputation for public service over 29 years. It is home-owned, home-operated, and an integral part of the community and all its affairs. It is the only Arizona radio station that owns all of its facilities, including studio, office and transmitter properties. KOY gives non-directional coverage of 85% of the state's population with 5000 watts on 550 KC.

Sales-minded management has converted KOY's listener loyalty into big spot radio business that has paid off for one advertiser after another. Your John Blair man has all the facts on merchandising and selling *at surprisingly low cost* over KOY. It will pay you to call him today.



**KOY** transmitter property and single tower, giving non-directional coverage over 85% of Arizona's population with 5000 watts on 550 KC. A 5 KW main transmitter and 1 KW standby, with auxiliary power plant, are both Western Electric equipment of the latest design.

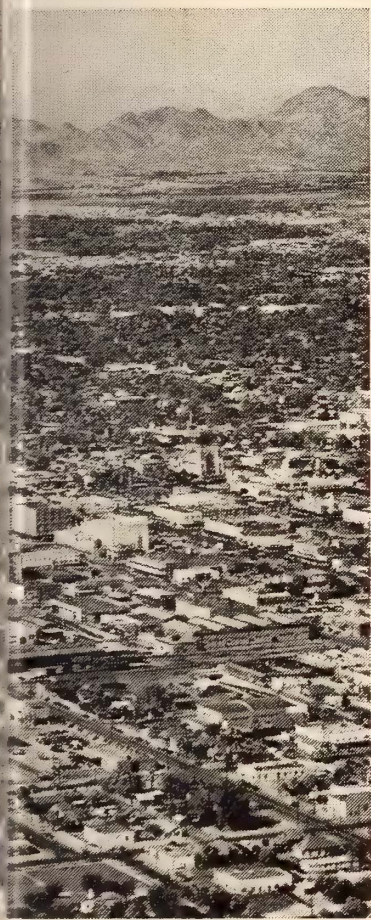


**KOY** studio building with recent \$100,000 addition. Studios and control equipment are the most modern in the State of Arizona and include three high-fidelity rack mounted Stencil-Hoffman tape recorders. All equipment exceeds F.C.C. standards for high-fidelity reproduction.



# THE JOHN BLAIR WAY

## TOP SELLING RADIO STATION



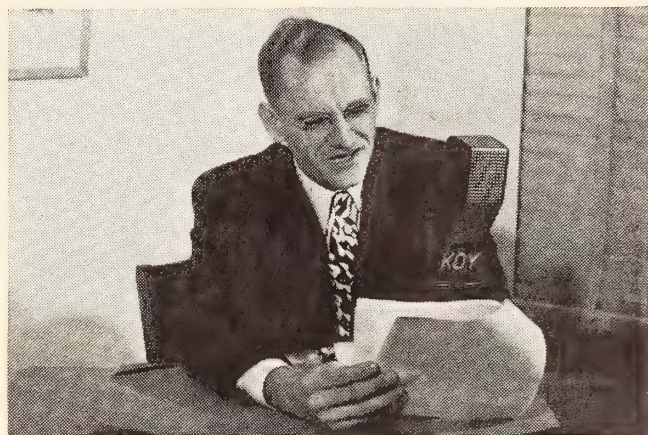
THE RAPIDLY-EXPANDING city of Phoenix, Capital of Arizona, is surrounded by prosperous residential communities and rich agricultural land.



KOY'S management team, experts in three fields: left to right, John L. Hogg, President, Commercial Manager and a salesman of twenty-five year's experience. Albert Johnson, Vice President, General Manager and the man behind KOY's splendid record of public service. Jack Williams, Director and Secretary with twenty-three years at KOY behind his reputation as one of the outstanding program men in the radio industry.



GEORGE GRAHAM, popular master of ceremonies for KOY audience shows and his morning "Disc Show", a hard-selling program and housewives' favorite.



BILL LESTER'S afternoon "Record Matinee" has a consistently loyal following of listeners and commercial sponsors.

JOHN BLAIR & COMPANY specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts... as specialists in selling via spot radio.

**JOHN  
BLAIR  
& COMPANY**

REPRESENTING LEADING RADIO STATIONS



PAUL GRIBBEN, KOY News Editor and radio veteran, keeps KOY ahead of the field in news. His coverage of the Legislature has won him widespread recognition in high circles in the State.



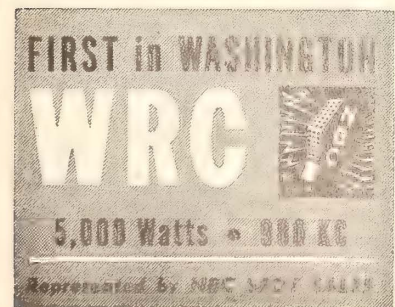
# Like A Blanket!



WRC covers the entire Washington area at lowest cost per thousand listeners. We can prove it with up-to-date figures on spots, breaks and programs.

WRC outpulled all newspapers in four department store studies. That's proof of selling coverage.

To sell Washington you need WRC's blanket coverage.



## feature of the week



CONFERENCE to discuss debut of *It's the Texas Fashion* is attended by (l to r): Lester Ring, Ring of Dallas Inc.; Edward Cupaioli, Wm. S. Miller & Co. Inc.; Dave Robbins, Jan Leslie Hats Inc.; Miss Benell; Ike Clark, Ike Clark Sportswear; Walter Meyers, Gordon Edwards Inc.; Ralph W. Nimmons, WFAA-TV manager, and Bob Scott, WFAA-TV sales representative.

A BOOST for television and the fashion world will be scored by Dallas fashion manufacturers when Julie Benell launches her *It's the Texas Fashion* series on WFAA-TV, Friday at 8:30 p.m., beginning July 20.

Sponsored by seven fashion houses of Dallas, the weekly program is claimed to be the first time that a group of manufacturers in one city has sponsored a television series to acquaint viewers with the style offered by the makers in a city.

Miss Benell, woman's editor of WFAA-AM-TV, radio and television services of *The Dallas Morn-*

*ing News*, lists as her sponsors the following dress manufacturers: Wm. S. Miller & Co. Inc., Ike Clark Sportswear, Gordon Edwards Inc., Shirlynn Mfg. Co., and L&L Mfg. Co., with accessory sponsor Ring of Dallas Inc. and millinery sponsor, Jan Leslie Hats Inc.

Miss Benell will be guest commentator at the breakfast clinic of the American Fashion Assn., to be held in the Crystal Ballroom at Dallas' Baker Hotel, Tuesday, Aug. 21, at 7:30 a.m. Theme of the clinic will be "Color-Vision," a forecast of winter and holiday

(Continued on page 82)

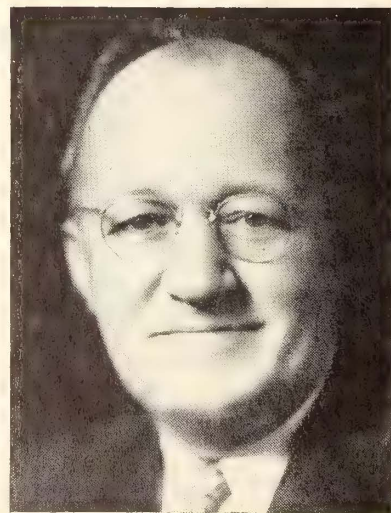


## strictly business

SOMETIMES it happens just like the storybooks say. For what youngster standing by the railroad tracks as a powerful locomotive goes by, pulling a string of cars that spell adventure, hasn't vowed to himself—that's the job for me.

And that's just what happened to one youth whose earliest memories go back to train rides on the way to his grandfather's house in his home state of Tennessee. It took time, as do most ambitions, but even today, Robert S. Henry, vice president in charge of the public relations department of the Assn. of American Railroads, admits that he always got a thrill out of a train ride. "Always thought railroading would be a nice business to be in," he recalls.

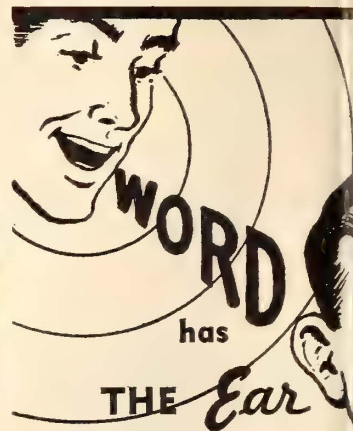
"Indeed it has been a nice business to be in," Mr. Henry still says. And he should know, for after more than 30 years in the business now, he has seen a lot of his combination hobby and job.



Mr. HENRY

Today, as head of the railroad industry's active public relations program, which includes sponsorship of the *Railroad Hour* on NBC and direction of a total advertising-

(Continued on page 82)



## OF THE PIEDMONT

Radio Stations are built listener acceptability.

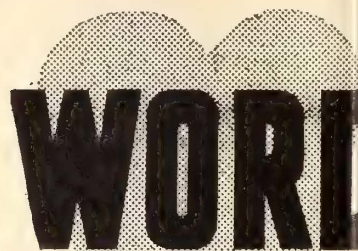
Listener acceptability is gained by good programming.

WORD has won this listener acceptability in the Piedmont by interweaving into its schedule the fine programs of Al some of the superior radio productions of the NBC network, MGM and other producers of great shows.

In addition to ABC and topical programs, WORD has fit into its schedule such outstanding shows as:

- The Telephone Hour
- The Railroad Hour
- Cities Service Bands
- Cavalcade of America
- MGM Theatre of the Air
- Dr. Kildare
- Crime Does Not Pay
- 'Cisco Kid
- Second Spring
- John Charles Thomas

In Spartanburg—WORD is your best buy.



SERVING THE HEART OF THE PIEDMONT ABC

WDXY-FM • DUPLICATION

Walter J. Brown, President

SPARTANBURG

South Carolina

SEE HOLLINGBER



# 17 OUT OF 18 PREFER WDAY, FARGO!



Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION — A 3½-TO-1 FAVORITE OVER ALL

#### OTHER STATIONS COMBINED!

Fargo-Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the "in-town" Audience than *all other stations combined*!

BMB figures and mail-pull stories also prove that WDAY "hogs the show", throughout the entire Red River Valley! Write for all the facts today, including availabilities.

*\*Despite the fact that the other three major networks maintain local studios!*



**WDAY • NBC • 970 KILOCYCLES • 5000 WATTS**

FREE & PETERS, Inc., Exclusive National Representatives



## Carlos Franco:

WILLIAM H. WEINTRAUB

"BROADCASTING Marketbook is a friend at your elbow . . . and harder to stump than Kieran."

## open mike



### The Big Picture

EDITOR:

It was quite disturbing to read your July 9 editorial, "The Small Picture," in which you castigated A. C. Nielsen Co. and Hooper alike for releasing comparative figures on "then-and-now" ratings for 10 radio programs.

Our figures were, in fact, assembled and released to BROADCASTING • TELECASTING in answer

to your request, for purposes of comparison with the Hooper New York figures quoted by Jack Gould in the *New York Times*.

You are correct in urging the de-emphasis of mere ratings; this company has repeatedly maintained that ratings form only a small fraction of the total audience measurement picture, as our clients well know.

But you are somewhat presumptuous in criticizing us for examin-

ing radio "with no broader view than ratings. The Nielsen Radio Index in itself makes the charge seem a bit preposterous, with its intense marshalling of pertinent facts on the audience and its habits. And it must also be noted that Nielsen reluctantly began to release "10" rating figures on radio TV only in response to insistent requests from agencies and gentlemen of the trade press. So firmly do we believe in the accuracy of our data that we have no misinterpretation of our ratings.

To say that ratings have no counterpart in any other medium and to point up the apparent superiority of newspaper and magazine research is to ignore the fact that an advertiser buying printed media knows that his dollar may buy a rough idea of how many readers will see his two-column message on page 64. But in radio and television he has very definite, exact and continuous data from us on the size and nature of the audience, the commercials themselves, their habits, its fluctuations, its turnover, its distribution and variations in markets, and so many other factors.

Isn't this the "bed-rock search" you ask for? Isn't this the "big picture"? Isn't this the type of measurement that radio must use (as indeed it has) to demonstrate its strength against other media?

Your editorial was a puzzling exception to the usual high level of your understanding of the industry. And with it, you seriously underestimated both A. C. Nielsen Co. and the broadcasting industry as a whole by suggesting that they are content to "accept this gross incomplete information" (10 ratings) as proof of anything at all.

A. C. Nielsen  
President  
A. C. Nielsen Co.

[EDITOR'S NOTE: BROADCASTING • TELECASTING has no quarrel with most of the research service that the Nielsen company provides, aimed at attack only at the "rating worship" which has, to a large extent, supplanted more profound research in the inadequate measurement of the program rating. The point we hoped to make was that too many people, both broadcasters and advertisers, do not go beyond the program rating to assess the worth of radio. Because this is so, we feel it was unfortunate that the Hooper and Nielsen firms released the before-and-after-TV ratings on 10 radio shows—no matter at whose request. Like Mr. Nielsen, we urge de-emphasis of program ratings (see editorial this issue, page 46).]

\* \* \*

EDITOR:

. . . I was pleased to discover that On All Accounts had been devoted to me in the June 18 issue of BROADCASTING • TELECASTING . . .

Proof of the widespread circulation and acceptance of this magazine is found in the numerous letters I have received from friends in the business with whom I have not been corresponding as regularly as one might. This is not news

(Continued on page 74)

# Confidence



*Think this over!  
When you use  
WIBW, our listeners  
have confidence in YOU,  
too.*

Last year, WIBW listeners sent us almost a quarter-million dollars\* in cold, hard cash.

This money came direct to WIBW because our listeners have absolute confidence in the merchandise we talk about on the air.

When our listeners hear *any* product advertised on WIBW, that's all the recommendation they need. They buy!

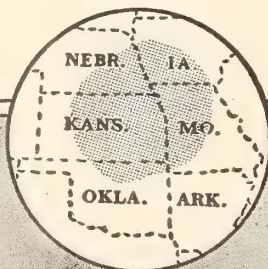
**\*\$204,800.93 to be exact.**

# W I B W

SERVING AND SELLING

**"THE MAGIC CIRCLE"**

WIBW • TOPEKA, KANSAS • WIBW-FM





**YOU MIGHT CLEAR 15' 7 $\frac{3}{4}$ "\* —**



**OUT...**

**YOU NEED**

**WKZO-WJEF AND WKZO-TV**

**TO GO OVER THE TOP**

**IN WESTERN MICHIGAN!**

WKZO, Kalamazoo, and WJEF, Grand Rapids, have been radio leaders in their home cities for so long that time buyers automatically recognize them as first choices "in town". BMB Study No. 2 proves that WKZO-WJEF are an exceptional buy for *rural* Western Michigan, too. Since 1946, WKZO-WJEF have increased their unduplicated Audiences by 46.7% in daytime . . . by 52.9% at night! But here's the icing on the cake: WKZO-WJEF not only deliver about 57% more listeners than the next-best two-station choice in Kalamazoo and Grand Rapids—they cost 20% less than the next-best combination!

WKZO-TV, Channel 3, is the official Basic CBS Outlet for Kalamazoo-Grand Rapids. It is a multiple-market station, serving five Western Michigan and Northern Indiana cities, with a total buying income of more than one and a half billion dollars! WKZO-TV's coverage area embraces 133,122 sets, making this America's 23rd television market—*ahead of such metropolitan cities as Seattle, Memphis or Miami!* Better get the whole Fetzer story today! Write direct or ask your Avery-Knodel representative.

*Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.*

**WJEF**

*top 4* IN GRAND RAPIDS  
AND KENT COUNTY

(CBS)

**WKZO-TV**

*top 4* IN WESTERN MICHIGAN  
AND NORTHERN INDIANA

**WKZO**

*top 4* IN KALAMAZOO  
AND GREATER  
WESTERN MICHIGAN

(CBS)

ALL THREE OWNED AND OPERATED BY

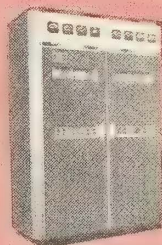
**FETZER BROADCASTING COMPANY**

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



# How to get any TV

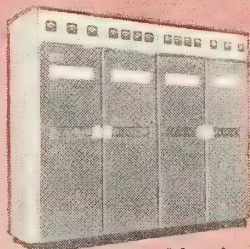
**TAKE ONE OF THESE  
TV TRANSMITTERS...**



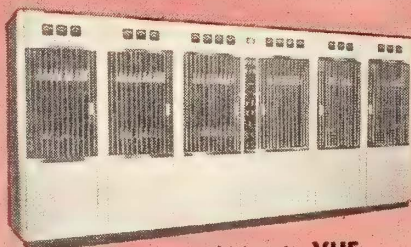
500 watts, for VHF  
Type TT-500 A/B  
(All Air-Cooled)



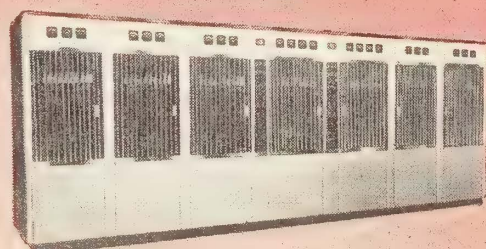
1 kw, for UHF  
Type TTU-1B  
(All Air-Cooled)



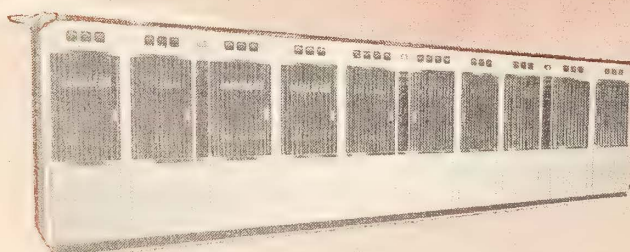
2 kw, for VHF  
Type TT-2AL/H  
(All Air-Cooled)



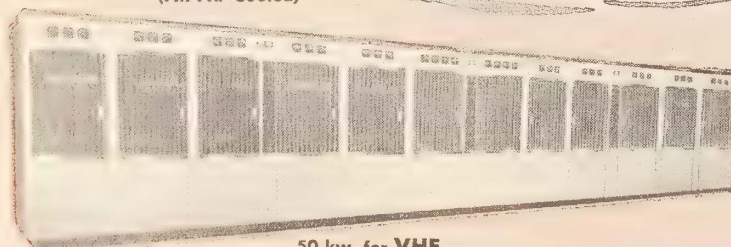
10 kw, for VHF  
Type TT-10AL/H  
(All Air-Cooled)



10 kw, for UHF  
Type TTU-10A



20 kw, for VHF  
Type TT-20BL/H  
(All Air-Cooled)



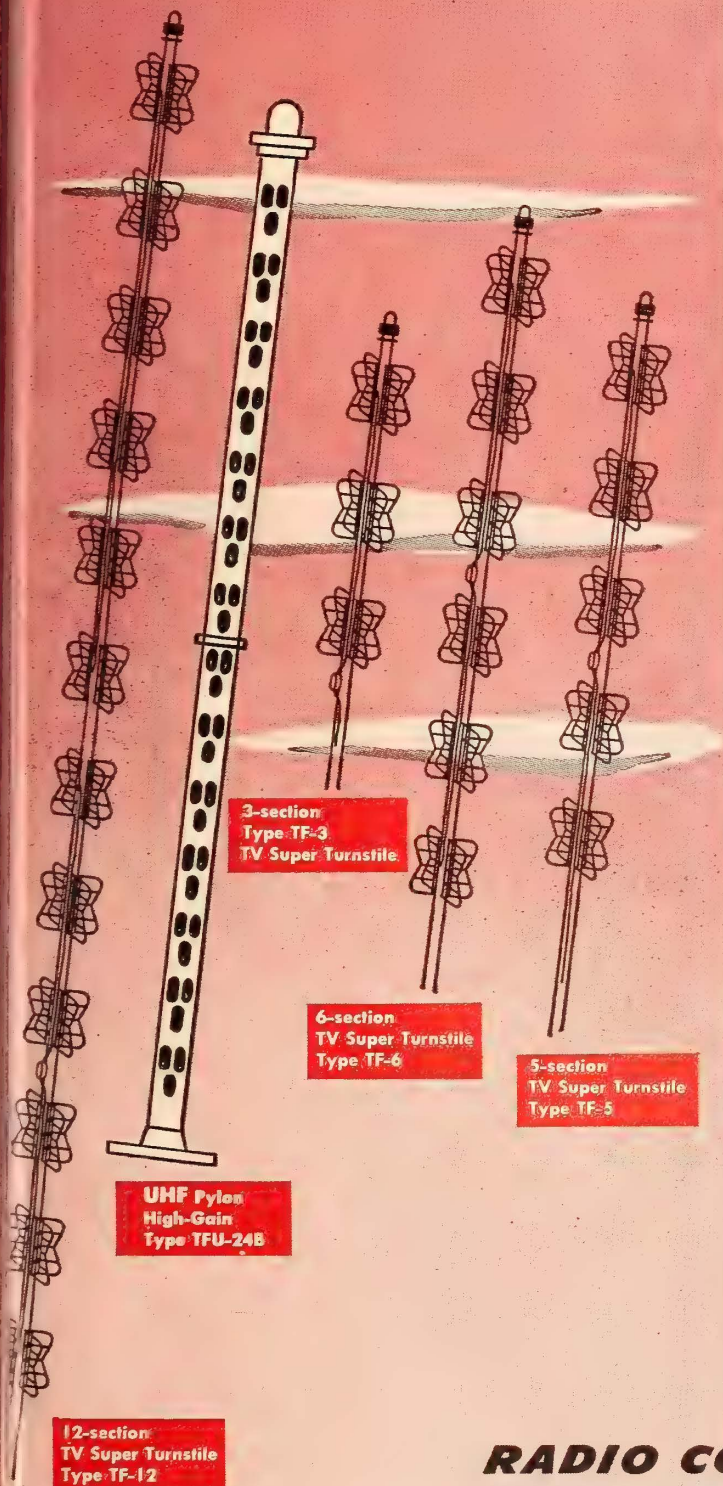
50 kw, for VHF  
Type TT-50AL/H



# Power up to 200 KW!\*

ADD ONE OF THESE  
TV ANTENNAS...

# = YOUR POWER



3-section  
Type TF-3  
TV Super Turnstile

6-section  
TV Super Turnstile  
Type TF-6

5-section  
TV Super Turnstile  
Type TF-5

UHF Pylon  
High-Gain  
Type TFU-24B

12-section  
TV Super Turnstile  
Type TF-12

With RCA's complete line of transmitters (seven different models), you can get any ERP\* up to 200 kw—on any channel from 2 to 83. And in most cases, you can get the power you want in several different ways!

If your requirements are best met with a low-power transmitter and a high-gain antenna, RCA has the combination! However, if your needs are better met with a higher-power transmitter and a lower-gain antenna, RCA has that combination too!

Ask your RCA Sales Representative to sit down and help you plan the most practical and economical equipment setup for your station. He has an intimate knowledge of station planning—knows TV equipment from A to Z. He can tell you exactly what you'll need to get "on the air" . . . with the power you want . . . at the lowest cost.

Call him today. Or write RCA Engineering Products Department, Camden, N. J.

\*Effective radiated power



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



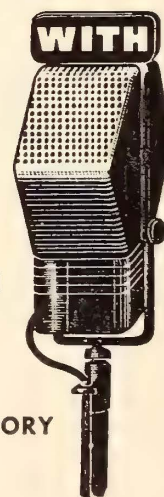


**You get a lot for a little\***

**\*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION**

**IN BALTIMORE**

**SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY**





# BROADCASTING

## TELECASTING

Vol. 41, No. 3

WASHINGTON, D. C., JULY 16, 1951

\$7.00 A YEAR—25c A COPY

## CBS REALIGNS

*Into Six Divisions; Radio and TV Separated*

ORGANIZATION of CBS into separate divisions, divorcing the network's radio and television operations and setting up a new laboratory unit, was completed last Friday for announcement today (Monday).

President Frank Stanton said the new lineup—including the radio and TV manufacturing properties acquired from Hytron Radio & Electronics Corp., and with the division chiefs in each case coming from Columbia's existing executive roster—will be as follows, effective today:

**CBS Radio Division**—Howard S. Meighan, president.

**CBS Television Division**—J. L. Van Volkenburg, president.

**CBS Laboratories Division**—Arthur Murphy, president.

**CBS-Columbia Inc.**—David H. Cogan, president.

**Columbia Records Inc.**—James H. Conkling, president.

**Hytron Radio & Electronics Corp.**—Bruce A. Coffin, president.

Only in the case of the Radio, Television and Laboratories Divisions does the new structure represent a change from the existing order. Messrs. Cogan and Coffin are presidents of the Air King Products Co. (now CBS-Columbia Inc.) and of Hytron Radio & Electronics, respectively, when those manufacturing interests were bought by CBS, and Mr. Conkling has headed Columbia Records since February.

The Radio Division under Mr. Meighan, who has been a vice president and general executive, and the Television Division under Mr. Van Volkenburg, who has been vice president in charge of network sales, will each have its own separate departmental units. These include departments for programs, sales, sales promotion, company-owned station operation, station services, research, press information, operations, business affairs, legal and accounting.

William S. Paley continues as board chairman of CBS; Mr. Stanton as its president, and Joseph H. Egan as its executive vice president.

No change in the network's station relations structure was indicated. Herbert V. Akerberg will continue as CBS vice president in charge of station relations, supervising this field in both the Radio



Mr. Van Volkenburg



Mr. Meighan



Mr. Murphy



Mr. Cogan



Mr. Conkling



Mr. Coffin

and Television Divisions.

Departmental heads within the Radio and Television Divisions were not disclosed.

The new Laboratories Division, under Mr. Murphy, who has been a CBS vice president and general executive, and who to a great extent shepherded Columbia's color TV case successfully through the FCC, will coordinate the company's electronic developmental operations, including color TV "in its various applications." It will serve the broadcasting, recording and

set-manufacturing divisions and other organizations in the electronic field, CBS reported.

CBS said operations in Chicago and on the West Coast also "will continue as in the past, with the heads of the various operations reporting to their counterparts in New York." This includes network program originations in those areas: WBBM Chicago, KNX and KTLA (TV) Los Angeles, KCBS San Francisco, and the Columbia Pacific Network.

H. Leslie Atlans is vice president

in charge of the Central Division; Arthur Hull Hayes is vice president in charge of the San Francisco office, and Harry S. Ackerman is vice president in charge of programs in Hollywood, with Merle Jones general manager of KNX, KTLA, and the Columbia Pacific Radio Network.

There was no split-up of the CBS general service departments, which "will continue as integrated units serving the various divisions." These include the treasurer's office,

(Continued on page 85)

## CHANGES IN FCC?

*Predicted by End of '51*

THE COMPLEXION—and the policies—of the FCC might undergo sweeping change before the end of 1951. Conceivably four of the seven members of the Commission could depart during the next six months. This includes the chairmanship.

One change already is practically assured, with the appointment last month of Comr. Frieda B. Hennock to a Federal District judgeship in New York. Her appointment awaits Senate confirmation which is confidently expected in spite of vigorous opposition of the American Bar Assn. and the Assn. of the Bar of the City of New York (see story, page 30).

Miss Hennock's successor also appears to be set—in the person of Robert T. Bartley, Texas Democrat, nephew of Speaker Sam Rayburn and his present administrative assistant, and a former broadcaster. His appointment by President Truman is expected promptly upon Miss Hennock's confirmation.

While Chairman Wayne Coy remains non-committal, it is known that he contemplates eventual return to private business. But

he has been loathe to depart until certain unfinished business at the FCC has been completed. Most important has been the thawing of the three-year old TV freeze, now anticipated prior to the year's end. What Chairman Coy will do is not indicated, though it is known he has considered a number of preliminary propositions. It is doubted, however, whether he will join any existing network organization as has been widely speculated.

### Coy's Status

Although Chairman Coy has just been reappointed for a new seven-year tenure, which began July 1, it is believed that he has an understanding with President Truman that he will not necessarily complete his new term. The rigors of the chairmanship have caused his family some concern. The Chairman, nevertheless, has been insistent upon completing the TV task.

Most likely appointee to the chairmanship, if Mr. Coy leaves this year, is Neville Miller, Washington attorney, former Mayor of Louisville and for four years

(1938-1944), president of the NAB. Mr. Miller, it is believed, would accept the chairmanship, if proffered. There is no doubt that Vice President Alben Barkley will support his candidacy to the hilt.

Comr. Robert F. Jones, who has served since 1947, likewise is known to have under consideration departure from the Commission in the not too distant future. An attorney, and a 10-year veteran of the House, the Ohio Republican has had under consideration return to private law practice. It is doubted whether he will reach a decision prior to this fall.

The fourth possible Commission departure is that of Vice Chairman Paul A. Walker, whose present term does not expire until June 30, 1953. Mr. Walker, however, passed the customary retirement age of 70 last January. Chairman Coy requested a waiver from President Truman on this retirement, attesting to Comr. Walker's experience, which began when the FCC was created in 1934. Such waivers are indefinite, unless a

(Continued on page 36)



# P&G RENEWS

## Six NBC Day Shows Ok'd For Another Year

PROCTER & GAMBLE Co.'s renewal of six NBC daytime programs, a morning half-hour and five afternoon quarter-hour shows, all five times a week for another year apparently ends any lingering doubts as to NBC's ability to retain this business in the face of strong competitive bids from other networks.

Most vigorous attempt to move the P&G daytimers to another network came from ABC, which in March offered this advertiser a 45% discount on time charges plus a contribution of \$1,000 a week per program toward defraying program costs to shift the serial shows to ABC's afternoon hours [BROADCASTING • TELECASTING, March 19].

ABC made the same offer to other NBC serial sponsors—General Foods Corp., General Mills, Sterling Drug and Whitehall Pharmaceutical Co.—but with no more success than in the case of P&G.

### Shows Renewed

NBC programs renewed by P&G effective July 2 for 52 weeks, are: *Welcome Travelers* (10-10:30 a.m.), for Spic & Span, through Biow Co.; *Life Can Be Beautiful* (3-3:15 p.m.), for Ivory Snow and Crisco, through Benton & Bowles; *Road of Life* (3:15-3:30 p.m.), for Crisco, through Compton Adv. Inc.; *Pepper Young's Family* (3:30-3:45 p.m.), for Camay, through Pedlar & Ryan; *Right to Happiness* (3:45-4 p.m.), for Ivory Soap and Duz, through Compton Adv. Inc.; *Backstage Wife* (4-4:15 p.m.), through

Dancer-Fitzgerald-Sample. All are broadcast Monday through Friday.

Following its unsuccessful attempt to raid NBC, ABC effected a change in its own daytime line-up, also effective July 2, to introduce four serial programs—*Modern Romances* (10:45-11 a.m.); *Romance of Evelyn Winters* (11-11:15 a.m.); *David Amity* (11:15-11:30 a.m.) and *Lone Journey* (11:45 a.m.-12 noon), with negotiations in progress for a fifth serial for the 11:30-11:45 a.m. spot [BROADCASTING • TELECASTING, July 2].

## ZIV SHIFT

### Sillerman East Sales Mgr.

APPOINTMENT of Michael M. (Mickey) Sillerman as eastern sales manager of Ziv Television Programs Inc. was announced last Wednesday by President John L. Sinn, effective immediately.



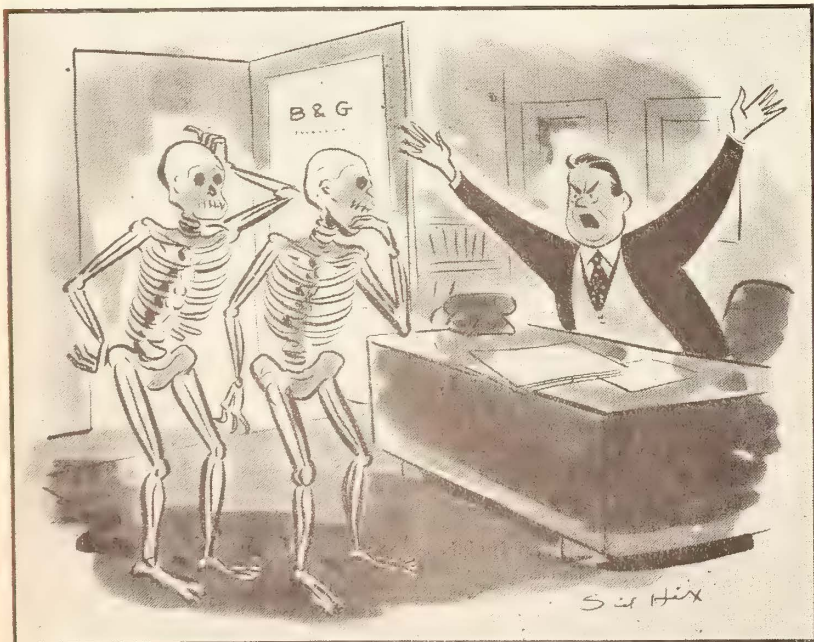
Mr. Sillerman

Mr. Sillerman has been director of station relations of World Broadcasting System, a Ziv affiliate, since last year. He founded the Keystone Broadcasting System and served as its president from 1938 to 1949 when he joined the Frederic W. Ziv Co. as a radio program account executive.

A native of Baltimore, Mr. Sillerman, now 41, was in the advertising agency field for five years before forming Keystone, serving with Alfred Austin Adv. and with Biow Co.

## L&M Contracts

LIGGETT & MYERS Tobacco Co., for Chesterfield Cigarettes, has renewed its contract with the Texas State Network to sponsor its *ABC Roundup*, over 17 Texas stations, for the sixth year. The musical show, featuring Disc Jockey Zack Hurt, will run until June 1952. Agency is Cunningham & Walsh, New York.



Drawn for BROADCASTING • TELECASTING by Sid Hix  
"I said Skelton . . . S-K-E-L-T-O-N!"



MARKING the 11th consecutive year of sponsorship, Ed Vandervoort (c) president of Vandervoort Hardware Co., inks a contract with WJIM Lansin for the annual *Santa Says Hello, Christmas* show. With him are Howard Finch (l), station manager, and Harold Gross, WJIM president. The show which affords children a chance to have a personal talk with Santa, will begin Dec. 1.

## NEW BILLINGS

### CBS Reports \$4 Million

RADIO and television time sales representing approximately \$4 million in billings were reported by CBS last week.

Two 52-week television contracts—with American Home Products Corp. and Procter & Gamble, both through Biow Co. accounted for about \$3 million of the total. American Home Products bought the 12:15-12:30 p.m. period Monday through Friday, and Procter & Gamble bought the following quarter-hour, also five times weekly.

In radio, the Carnation Co., through Erwin, Wasey & Co., New York, signed for a dramatic series to start this fall in the Saturday, 11:30-12 noon period being given up by Bymart Inc. Time costs in this deal were estimated at \$500,000.

In an estimated \$400,000 radio contract, Mars Inc. (candy) signed for alternate-week sponsorship of *People Are Funny*, 8-8:30 Tuesday, through Leo Burnett Co., Chicago. Economic Labs Inc., for Soilax, meanwhile bought the 10:25-10:30 a.m. spot on Saturday for the *Galen Drake Show* to start Aug. 18. Cunningham & Walsh, New York, is the agency.

## Schubert To Compton

GENEVIEVE SCHUBERT, Ted Bates Inc., New York, has joined Compton Adv., New York, as time-buyer on the Standard Brands' radio and television account.

## Britannica Names

ENCYCLOPAEDIA Britannica Films, Chicago, has named Price, Robinson & Frank, same city, to handle its advertising. Sterling Mitchell is account executive. All media are being considered.

## JONES QUILTS

### Agency Head to Europe

DUANE JONES, chairman of the board and major stockholder of Duane Jones Co., New York advertising agency, has resigned to make an international advertising survey. Robert Hayes, president, will continue in that capacity with no replacement slated for the chairmanship.

Mr. Jones, it was understood had sold much of his stock to the company but will retain a substantial financial interest in the business. No one person under the new arrangement will be a major stockholder. Members of the board of directors, however, all hold stock in the firm.

Mr. Jones said he would make a brief trip to Washington and then sail for Europe where he plans to study international trade in the Atlantic Treaty countries. He did not reveal any further plans.

### Smith Resigns

Meanwhile, Ralph Smith, executive vice president and general manager of Duane Jones, has resigned to join Sullivan, Stauffer, Colwell & Bayles Inc. as vice president. Mr. Smith had been with the Jones agency for the past eight years and was chairman of the plans board.

\* \* \*



Mr. Jones



Mr. Smith



# AGENCY SWITCH

AMERICAN CHICLE CO., a more than million-dollar annual account, soon appoint Sullivan, Stauffer, Colwell & Bayles as its advertising agency, becoming the sixth for radio and television advertiser to change advertising agency within some 10 days.

Although no common-denominator reasoning could be determined of all the moves, it was understood that economic sales slumps in some instances unhappy advertising campaigns were factors in the kinetic switching at this time.

American Chicle Co., of New York, has been handled by Badger, Browning & Hersey, New York, for the past 20 years. The chicle firm has used radio and television spots in national campaigns consistently.

## Agency Staff Cuts

Badger and Browning & Hersey, a result of the looming loss of gum client (one of its major accounts) already has cut down personnel, with at least four executives let out. The new agency, C&B, will serve the advertiser the following products: Chicle, Dentyne and Beeman's chewing gum.

Another strong television and

radio advertiser, Mohawk Carpet Mills Inc., Amsterdam, N. Y., announced last week the appointment of Maxon Inc., New York, as its advertising agency effective Sept. 12.

Howard P. Hildreth, manager of advertising and public relations for the carpet company, stated that Maxon will handle all of Mohawk's television and black-and-white advertising, but that radio will remain for the balance of the year with the George Bolling Co., whereupon it, too, will move to Maxon.

The account, estimated at a million and a half dollars in billings, had created quite a stir last January [BROADCASTING • TELECASTING, Jan. 22] when it first placed its spring spot radio campaign through George W. Bolling Co., a station representative firm. Bolling acted as a consultant to Mohawk and placed the spots on a 15% commission basis. Both advertiser and the Bolling company stressed at that time that the business was channelled through separate national representatives and on national time rates.

The board of directors of the National Assn. of Radio & Television Station Representatives was reported then to have advised mem-

bers to ask their client stations not to accept the Mohawk business on the grounds that the Bolling company was acting improperly as an advertising agency.

The Bolling company responded that it was not actually serving as an agency for Mohawk but rather as a consultant in setting station lists and organizing the campaign.

Mohawk currently sponsors, three times weekly, the *Roberta Quinlan Show*, quarter hour on NBC-TV.

Pepsodent Division of Lever Bros. (said to be about \$3½ million in billing) this week officially named McCann-Erickson to supervise its advertising plans [CLOSED CIRCUIT, June 9]. Foote, Cone & Belding had been handling the business. Pepsodent sponsored *My Friend Irma* on CBS but cancelled the show recently. Future radio and TV plans are being worked out by McCann-Erickson.

## Packard Cars to Maxon

Packard cars, another account associated for 19 years with its agency, Young & Rubicam, New York, changed its affiliation to Maxon Inc., Detroit, effective Dec. 15 [BROADCASTING • TELECASTING, July 9]. Packard has been spon-

soring the Don Ameche show on ABC-TV in cooperation with Cluett Peabody, another Y&R client.

Future of the show is currently up in the air, although one Y&R executive pointed out to BROADCASTING • TELECASTING that the client probably would continue with the program until December when official transfer of agencies will take place. Packard's billing is about \$2 million with approximately half of that amount budgeted for television.

## Cohen Gets Pinkham

Lydia Pinkham, Lynn, Mass., with billings of about \$1½ million, recently broke its more than a decade of alliance with Erwin, Wasey & Co., to name Harry B. Cohen, New York, to handle its account. The advertiser was one of the earliest users of spot radio and currently employs both radio and television spot campaigns.

General Cigar Co., New York, will sever relations with J. Walter Thompson Co., for its White Owl cigars, effective today (Monday), when it names Young & Rubicam as its agency. JWT, however, will continue to handle White Owl's sponsorship of the New York Yankees baseball radio broadcasts on alternate days for the balance of the baseball season.

# AIRY STUDY

## BAB To Mail Sales Aid

DETAILED report on the dairy industry will be mailed by BAB to member stations this week as an aid to better selling of radio time in that field.

The 30-page study is the 17th in continuing series of BAB reports on specific types of business (also see BAB story page 48).

BAB President William B. Ryan emphasized that "the sales topic foremost in the mind of an advertiser is his own volume of business, so the first requirement for good selling—to dairies, for example—is some knowledge of the dairy business and its problems." The dairy report is based on material from several dairy industries and related associations, and deals with such subjects as the history of milk, milk cow breeds and population, milk production and consumption rates, milk's relationship to farm income and its effect on the national economy, as well as data on butter, cheese, ice cream, and evaporated milk. Ideas on radio's role in dairy and dairy-outlet advertising plans are advanced.

"These studies," Mr. Ryan said, "help sales and continuity staffs to service accounts realistically, and to establish good relationships between advertisers and stations that assure long schedules and steady venue... because a knowledgeable account service, based on mutual understanding of problems and objectives, produces radio advertising that gets results."

# P & G INCREASES TIME BUYS PIB Shows

PROCTER & GAMBLE Co., perennial leader among users of national network time, bought \$2,064,150 worth of this commodity (at gross rates) in May, increasing its April expenditures by more than \$200,000, according to a BROADCASTING • TELECASTING compilation of Publishers Information Bureau data on individual program-time expenditures of network advertisers for that month.

P&G total time purchases for the month almost tripled in gross dollar value those of Sterling Drug, which ranked second with gross network time purchases of \$748,245.

It is perhaps significant that the top 10 network advertisers, listed in Table I, are the same ones which were listed in the April top 10, with the first five in the same order in both months. And it is probably even more significant that eight of

the top 10 in May 1951 also were included in the leaders for May 1950, when American Tobacco Co. and Philip Morris Co. ranked nine and 10. In this year's May list these two cigarette companies are replaced by American Home Products Corp. and Colgate-Palmolive-Peet Co.

Table II, listing the top advertiser in each product classification, has only three changes from April to May: Brown Shoe Co. replaces

Frank H. Lee Co. as the leading network user in the Apparel & Footwear class; General Foods replaces General Mills as top Food advertiser, and Cannon Mills Co. replaces Burton-Dixie Corp. as main Household Furnishings advertiser on the nationwide networks.

Only 10 of the 25 classes of network-advertised products had a

(Continued on page 83)

TABLE I

TOP 10 NETWORK ADVERTISERS FOR MAY 1951

1. Procter & Gamble Co.	\$2,064,150
2. Sterling Drug	748,245
3. General Foods Corp.	675,955
4. General Mills	640,625
5. Lever Bros. Co.	592,039
6. American Home Products Corp.	568,963
7. Miles Labs.	562,383
8. Colgate-Palmolive-Peet Co.	510,577
9. Campbell Soup Co.	508,973
10. Liggett & Myers Tobacco Co.	497,118

SOURCE: Publishers Information Bureau

TABLE II

TOP NETWORK ADVERTISERS BY PRODUCT GROUPS FOR MAY 1951

Class	Advertiser	Gross Time Expenditure
Agriculture & Farming	Allis-Chalmers Mfg. Co.	\$ 33,486
Apparel, Footwear & Acces.	Brown Shoe Co.	7,916
Automotive, Auto Acces. & Equip.	Electric Auto-Lite Co.	95,895
Beer, Wine & Liquor	Pabst Brewing Co.	135,549
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	112,353
Confectionery & Soft Drinks	Mars Inc.	180,077
Consumer Services	U. S. Government	71,328
Drugs & Remedies	Sterling Drug	706,320
Foods & Food Products	General Foods	675,955
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	117,305
Horticulture	Ferry-Morse Seed Co.	18,063
Household Equip. & Supplies	Philco Corp.	145,851
Household Furnishings	Cannon Mills Co.	50,949
Industrial Materials	U. S. Steel Corp.	107,200
Insurance	Prudential Insurance Co.	123,977
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	100,117
Office Equip., Stationery & Writing Supplies	Hall Brothers	88,410
Publishing & Media	First Church of Christ, Scientist	10,248
Radios, TV sets, Phonographs, etc.	RCA	248,602
Retail Stores & Direct by Mail	Airways	12,118
Smoking Materials	Liggett & Myers Tobacco Co.	497,118
Soaps, Cleansers, Polishes	Procter & Gamble Co.	1,250,092
Toiletries & Toilet Goods	Procter & Gamble Co.	688,968
Transportation, Hotels & Resorts	Assn. of American Railroads	67,660
Miscellaneous	American Federation of Labor	105,198

SOURCE: Publishers Information Bureau





An hour-long record show KABC San Antonio is getting results for the Charles Dill Motor Co. L to r: Charles Dill; Ralph Granger, vice president and general manager for Dill; and John W. Fraser Jr., KABC representative who made the sale.

# AUTO DEALERS

## Make Radio Sales From Boston to Spokane

**A**UTOMOBILE DEALERS, for both new and used cars, always have been among the most successful users of radio time.

Almost every type or program is used successfully in various areas ranging from sports broadcasts to morning show participations.

A just completed spot check of typical accounts from Boston to Spokane turned up three firms favoring disc jockey shows and two who prefer newscasts.

They include:

- Rail Splitter Motor Sales, of Springfield, Ill., credits one third of its business to a disc jockey show on WMAY Springfield.

- Charles Dill, San Antonio Lincoln-Mercury dealer, finds an hour-long record show, on KABC San Antonio, is the answer to his radio advertising problems.

- Buxton Motors, of Portland, Ore., finds its Monday through Friday 8-8:15 a.m. newscasts on KXL Portland "the most valuable advertising medium" the firm has ever used.

- Hillman-Minx British Motor Car Co., Boston, attributes a "very definite response in sales volume" to one-minute announcements on the WCOP Morning Watch show.

- Ernie Majer Inc., of Spokane, uses quarter hour news programs on KXLY Spokane to feature its Fords and Ford Service.

Bill Taylor, 36-year-old head of Rail Splitter Motor Sales, Springfield, Ill., tried radio without outstanding success for three years. In spite of poor results, his confidence in the medium was such that

he consented to another trial in November 1950 when WMAY offered him time on Bob Irving's disc jockey show.

The used car company had sponsored sports and news broadcasts previously and Bill Taylor decided to try the changed format with a quarter-hour show once weekly 5:45-6 p.m.

Bob Irving had never sold a car in his life and was somewhat apprehensive about taking on the motor firm. He decided to make the approach a super-personal one. First, he personally inspected each car before going on the air and talking about it. Next, every commercial was carefully checked and double checked before being used. Finally, he worked out special Rail Splitter lyrics and adapted them to his theme song, "On the Other Side of the Street."

### Rapid Response Brings Increase in Budget

The response was instantaneous. Cars sold, sometimes before the program left the air. The motor company increased its appropriation to take care of three quarter-hour shows weekly and cut its newspaper appropriation 50%.

A man who checks with great

\* \* \*

Rail Splitter Motor Sales, Springfield, Ill., finds radio creates one-third of its business. L to r: Owner Bill Taylor; Bob Irving, WMAY disc jockey who is given a free hand in handling the motor company program; and motor company manager, Leo Fehr.

care the media which bring prospects to him, Bill Taylor believes that fully a third of his sales stem from radio. WMAY is the only station he is using. He estimates that for every \$50 he invests in time he grosses from \$1,500 to \$2,500 in sales.

Bob Irving has been given free rein in the writing and air presentation of his commercials. His wife, Peggy, aids in planning and copy writing. Mr. Taylor never sees the copy or takes a direct hand in the program.

Charles Dill, San Antonio Lincoln-Mercury dealer, is using an hour-long record show, the *Night Owl Club*, starting at 11 p.m. on KABC, seven days a week.

Commercials are held to a mini-

mum (five during the entire hour and good, popular music is stressed). There is very little "chatter" from Disc Jockey Gene O'Bannon.

The show opens and closes with five-minute newscast.

Now on the air for more than 16 weeks, the show was tested for listenership by a free pocket knife offer made on one show only. During the 50 minutes calls were received four operators took down 342 names and addresses. Many more were believed to have called and found the switchboard tied up.

In addition to the *Night Owl Club*, Ralph Granger, Dill's vice president and general manager

(Continued on page 38)





# COY SUMMONED TO HILL

## Senate Group To Review FCC

By DAVE BERLYN

Activities that touch upon broadcast regulatory policy in the broadcast field are scheduled for a long-over Wednesday by Congress' arm in the Senate.

Members of the Senate Interstate Commerce Committee want to know more about what the FCC has been doing, what it is doing and what it expects to do on certain matters currently pending Commission disposition.

In order to bring them up to date, the Senators voted in executive session last Wednesday to summon Chairman Wayne Coy to Capitol Hill for consultation.

Chairman Coy will appear at 10 a.m. Wednesday, in open session in G-16, the committee hearing room in the Capitol.

Following the Senate committee's decision to hear Chairman Coy, it was disclosed that the matters which will be given priority are about which Chairman Coy cannot be expected to answer specific questions are:

- FCC's plan for the granting of television channels to educational institutions for non-commercial use (for other educational TV laws, see story, page 58).
- Status of the "freeze" on television station applications (see story, page 53).
- FCC's stand on the so-called Richards case with possibly a request that Chairman Coy review the voluminous history concerning the Goodwill Stations (see story, page 83).
- What the Commission has

done and perhaps what it expects to do in the future with the controversial WMIE Miami case.

The committee reserved the right to bring up any other subject during the session.

All of these issues, which have been a bone of contention at one time or another in the past year and in some cases even longer, have been the concern of various Senators on the committee.

Currently a special Interstate Commerce subcommittee, headed by Senate Majority Leader Ernest W. McFarland (D-Ariz.), has under consideration a bill and a resolution introduced on educational TV by Sen. William Benton (D-Conn.).

The bill (S 1579) would set up a national citizens advisory board on radio and television and apparently would institute an annual "blue book" to weigh value of radio and television programs [BROADCASTING • TELECASTING, June 4].

Sen. Benton's resolution (S J Res 76), would in effect extend the FCC's TV freeze at least another six months to a year.

Sen. Benton explained his plan for an advisory board at a special hearing held by the McFarland subcommittee. To date, the FCC, which proposes to earmark 10% of 2,000 stations contemplated in both UHF and VHF when the "freeze" is lifted, has not sent its comments on the Benton proposals to the Senate group.

However, such educational TV supporters as Sen. John W. Bricker (R-Ohio), member of the Commerce group and a co-sponsor of Sen. Benton's proposed legislation,

may have some specific questions to ask about educational TV.

Sen. Lester C. Hunt (D-Wyo.), another member of the committee, is also a co-sponsor. Both Sens. Bricker and Hunt supported Sen. Benton when the former advertising agency executive testified.

Sen. Edwin C. Johnson (D-Col.), the Commerce committee's chairman, holds interest in both educational TV and in the lifting of the "freeze."

### Educational Programming

Only a few weeks ago, Sen. Johnson said he favored a joint effort of broadcasters and educational institutions on behalf of educational programming. He suggested FCC impose a condition in all TV licenses that would require a certain amount of time made available for educational purposes in the public interest and as a sustaining feature [BROADCASTING • TELECASTING, June 25].

Sen. Johnson has been instrumental in prodding the FCC on the "legality" question, i.e. whether the Communications Act can be interpreted so as to permit the Commission to legally allocate by what the Senator called a "block" method. Oral argument on this test of legality already has been held by the Commission [BROADCASTING • TELECASTING, July 2].

Sen. McFarland has sharp interest in the progress of the "freeze," particularly in the educational TV question since he heads the special subcommittee studying this phase.

Other Senators, for example Warren D. Magnuson (D-Wash.), also are intently interested in

freeze thaw progress. Every one of the Senators are aware that their constituents are very much interested not only in what channels they are going to receive but just when.

The so-called Richards case is replete with thin-ice coatings. G. A. (Dick) Richards, who was chief stockholder of KMPC Hollywood, WGAR Cleveland and WJR Detroit, died May 28. Prior to his death he was involved in renewal proceedings with the FCC regarding his stations. FCC had charged Mr. Richards with allegedly directing the slanting of news on the air.

Subsequently there has been a series of filings on the case by both FCC and the Goodwill Stations.

In the latest action, counsel for the stations has petitioned the Commission to strike exceptions by FCC's General Counsel Ben Cotton and Broadcast Bureau Chief Curtis Plummer to a hearing examiner's initial decision to dismiss the renewal proceeding because of Mr. Richards' death (see story, page 83).

The WMIE Miami case is only slightly less a "hot potato." It is now up for sale by Arthur McBride [BROADCASTING • TELECASTING, July 9].

Mr. McBride was named by the Senate Crime Investigating Committee—three members of which also serve on the Senate Commerce Committee, Sens. Hunt, Herbert R. O'Connor (D-Md.), chairman, and Charles W. Tobey (R-N. H.)—as not being qualified to be a broadcast station licensee despite a finding by an FCC hearing examiner, Leo Resnick.

Mr. Resnick in an initial decision (Continued on page 34)

## HEARST RADIO

Provost Is Acting Gen. Mgr.

APPOINTMENT of DeLancey Provost as acting general manager of Hearst Radio Inc. was announced Friday by President Charles B. McCabe.

Mr. Provost, who currently is business manager of the Hearst-owned WBAL Baltimore radio and television properties, takes over the duties formerly held by Tom A. Brooks, Hearst Radio vice president and general manager, who died June 19 [BROADCASTING • TELECASTING, June 25].

Mr. Provost is a former program manager of WNBC New York.

The Hearst radio properties include WISN-AM-FM Milwaukee in addition to WBAL-AM-TV.

WCAE Pittsburgh is owned by Hearst Consolidated, and is headed by Leonard Kapner, president and general manager.

Mr. Provost will continue to headquarter in Baltimore.

## LIBERTY GROWS

### Plans Capital Expansion

LIBERTY Broadcasting System, operating since last autumn as a 48-state network, is planning to add new capital as part of a steady expansion program designed to carry it well toward the top of the national network picture.

Owners of Liberty—Barton R. McLendon, chairman of the board, and his son Gordon, who is president—are working on the expansion project as the network enters its new fiscal year.

New financing is expected to come through private sale of stock to southwestern oil interests.

At present the Messrs. McLendon own all of Liberty's stock.

Barton McLendon told BROADCASTING • TELECASTING Thursday that Liberty eventually will be "one of the five major national networks." He added: "People will look at the five networks and they won't say Liberty is the smallest."

Liberty is not going to "go overboard" in its expansion, Mr. McLendon said. Rather it is gaining

ground steadily, and holding on to it.

The proposed stock issue hasn't been entirely completed, he said, in conceding that additional financing is "imminent."

### New Hollywood Studios

H. W. (Bob) Bumpas, Liberty's vice president in charge of programs and production, is in Hollywood lining up new studio facilities and additional programs, according to Mr. McLendon. He said present New York offices are adequate for the time being. Headquarters and business offices are in Dallas, where the elder McLendon operates the Tri-State Theatre chain, which includes Texas, Oklahoma and Louisiana.

Liberty is serving well over 200 stations with major league baseball play-by-play accounts. In addition it has nationwide program services that include a lineup of newscasts and commentaries as well as sports specialties.

Plans for the autumn include five football games each weekend—college and professional. Sponsorship contracts have not been disclosed, but it is understood over 400 stations will carry Liberty's football.

Just a year ago Liberty was serving 241 affiliates in 33 states, reaching a 48-state basis in the autumn. Operating hours were increased during the autumn. Liberty grew out of an independent baseball hookup set up in five states three years ago. By early 1949 it had reached a 40-station total and by autumn of 1949 there were 71 outlets.



# ABC-UPT MERGER

## FCC Gets Application

RECORD \$25-million "statutory merger" of ABC into United Paramount Theatres Inc. was placed before FCC for approval in multiple transfer applications tendered late last week [BROADCASTING • TELECASTING, July 9, May 28].

They were accompanied by bids for the contingent sale of UPT's WBKB (TV) Chicago for \$6 million to CBS and a pro forma transfer of 50% interest in WSMB New Orleans.

FCC has not scheduled a date for hearing on the merger, but it is generally conceded that public policy and Commission precedent require an inquiry into the transfers—particularly since they involve the combination of the ownership of competing media of mass communication.

United Paramount represents the exhibition interests of the former Paramount Pictures Inc., which had been ordered to sever its production and exhibition activities two years ago in a civil anti-trust consent decree. UPT is now an independent entity.

In view of the large sums involved and other business problems, early FCC action on the merger was requested. The stockholders of ABC and UPT have yet to vote on the merger on July 27, but the transfer papers, conditioned upon stockholder approval, were filed with the Commission early to permit initial processing.

### Will Be AB-PTI

Broadcasting properties included in the merger are the ABC AM and TV networks and the ABC-owned and operated AM, FM and TV stations. These include: WJZ-AM-FM-TV New York, WENR-AM-FM-TV Chicago, KGO-AM-FM-TV San Francisco, KECA-AM-FM-TV Los Angeles and WXYZ-AM-FM-TV Detroit.

Resultant company following the merger will be American Broadcasting-Paramount Theatres Inc.

AB-PTI would retain the WBKB call letters in Chicago, switching them to WENR-TV's present facilities on Channel 7. License for WBIK (FM) Chicago, WBKB affiliate operation, is to be surrendered in favor of WENR-FM.

FCC also was informed that the pending TV applications of the

following UPT subsidiaries would be dismissed upon approval of the merger: Gulf Theatres Inc., Tampa; New England Theatres Inc., Boston; United Detroit Theatres Corp., Detroit; Tri-State Television and Broadcasting Co., Des Moines.

The ABC-UPT merger is to be accomplished through an exchange of stock. For each share of ABC common stock now held, stockholders will receive \$14.70 in new stock—\$7.50 in common and \$7.20 preferred.

Leonard H. Goldenson, president of UPT, would head the new AB-PTI and Robert E. Kintner, ABC president, would head the radio and television division. Edward J. Noble, board chairman and majority owner (57%) of ABC, is to become chairman of the finance committee of the new firm.

Robert H. O'Brien, secretary-treasurer of UPT, would become executive vice president of the radio-TV division and Robert M.

Weitman, a UPT vice president, would become vice president in charge of program and talent development. C. N. Priaulx, vice president and treasurer of ABC, would become treasurer of the new radio-TV division.

"Consideration and study will also be given to the integration of other qualified members of United's organization into the broadcast operation and it is expected that excellent additions to the organization's staff will result," FCC was informed.

"The fundamental purpose of this proposed merger and the requested assignments, involving as they do basic network facilities in both the aural and video broadcast fields," FCC was told, "is to establish a resulting company which can function more effectively in the public interest."

The statement continued:

"United Paramount Theatres Inc., will bring to the merger sub-



**WILLIAM V. HUTT** (l), general manager of KLRA Little Rock, is presented a National Safety Council Public Interest Award for 1950 by **Ned Dearborn**, president of the safety council. The certificate was awarded for KLRA's outstanding service to the cause of safety.

stantial resources and personnel with experience and a record of accomplishment in the public entertainment and information field. In addition, United, through its Chicago subsidiary [Balaban & Katz], has an outstanding record of performance as a television licensee [WBKB]. All of these will serve to build ABC to a point of competitive vigor.

"It is apparent that the resulting company can hope to benefit from this transaction only in direct proportion to the extent to which its fused operations prosper. To obtain such benefits, funds will be available to promote the operation of the resulting company to a position of equality with those who now lead in the network field."

The statement stressed that "the inevitable result of the Commission's approval of the proposal now made will be to stimulate competition in network broadcasting to a degree heretofore non-existent. This will benefit the network and its affiliates and the public."

### Program Policies

Respecting program plans, FCC was advised as follows:

... Initially the program policies of the resultant corporation will be substantially the same as those heretofore followed by the American Broadcasting Co. These policies have been directed towards a sound and constructive balance among entertainment, public service, education and information, and commercial and sustaining programming.

We are as fully intent upon improving and strengthening the radio operations of the stations and the network as in making new and important strides in television.

The advent of television requires a re-evaluation of the proper roles of both types of broadcasting.

This merger will strengthen our capacity to develop appealing and stimulating material to maintain radio as a vital element, with emphasis upon its own distinctive characteristics.

To the forces which have developed ABC to its present size and importance, there will be joined strong financial resources and the experience of nationwide corps of trained personnel skilled in the theatrical, entertainment and public service fields.

These include numerous local managers, sensitive to the needs of the nation's smaller communities, who have played leading roles in the civic progress of their communities. Among other things, we will look to them for the discovery of fresh program personalities and ideas.

Until now, television has natural

(Continued on page 38)

## LONDON MEET

## Gale, Cone, Gamble Among Speakers

ADVERTISING can and should make a substantial contribution toward solution of the world's social and ideological problems, Samuel C. Gale, vice president of General Mills, told the International Advertising Conference in London last Thursday.

He was one of several U. S. advertising authorities who addressed the conference. Fairfax Cone, chairman of the advertising council, cautioned against "captive audience" advertising, and Frederic R. Gamble, president of the American Assn. of Advertising Agencies, reviewed the U. S. advertising industry picture and outlined measures being taken to attract high-calibre young people to the field.

Mr. Gale, speaking on "The Social Responsibility of Advertising," cited the work of the Advertising Council as an example of advertising being used for public service and mass education. "Never before in the history of our country has mass communication been voluntarily made available and effectively organized on such a gigantic scale," he asserted. For every dollar spent to administer council activities, he said, "approximately \$200 are donated in space, time and service by media, advertisers and agencies."

"People everywhere yearn for a way to end destructive war and utilize our resources for technology for providing a better life," Mr. Gale said. "We have the added stimulus of competition—ruthless, skilled competition which will test our mettle. We would be boastful and foolhardy to hold that advertising alone can win the minds and hearts of mankind in the ideological struggle ahead. But we would be equally culpable if we did not recognize the tools and skills that we have wrought have a great potential contribution to make."

Mr. Gamble estimated that 90,000 persons are now engaged in U. S. advertising and that 30,000 are in the advertising agency business. Of this 30,000, he estimated about half are advertising specialists and the remainder are stenographic and clerical personnel. The advertising industry, he said, has room for about 6,000 new persons each year.

He called attention to the 4-A's annual examinations for advertising—taken by more than 3,500 persons in the past five years—as a successful organized effort to bring the best possible candidates into the advertising business.

Mr. Cone warned the conference against forcing advertising on audiences. People, he said, must have a free choice either to pay attention to an advertising message or to ignore it.

To complaints of advertising's critics that ethics and morals often are sacrificed to "good business," Mr. Cone replied that "when ethics and morals are lost, it is not good business—in fact, it is very bad business. No amount of advertising will sell a bad product twice to the same customer."

Other U. S. speakers at the London conference included George D. Dryson, managing director, Young & Rubicam; Elon G. Borton, president of the Advertising Federation of America; Paul West, president of the Assn. of National Advertisers; Leonard Raymond, president of Dicky-Raymond Inc., and Elmo Wilson, president of International Public Opinion Research Inc.

## BONDY NAMED

### Succeeds Duram at Lever

ANTON (Tony) Bondy, former media buyer, Kenyon & Eckhardt, who has been with Lever Bros. for the past months, will take over as acting media director succeeding George Duram, who has resigned. Mr. Duram has not announced his future plans.

Mr. Duram is head of the Assn. of National Advertiser's Radio-TV Committee, which made the latest rate study recommending a reduction in radio rates.



# SIGNAL CONTROL

PROPOSED amendment to the Communications Act, embodying authority over non-broadcast devices capable of serving as homing aids and eliminating certain objections posed by broadcasters and television set manufacturers, was navigated to the Senate floor last week [CLOSED CIRCUIT, July 9].

The Senate Interstate & Foreign Commerce Committee resurrected the dormant Defense Dept. electromagnetic radiation measure (S 37) and unanimously reported it to the upper chamber after receiving long-awaited comments from the U. S. Air Force on the committee's substitute alternative for a new law outside the Communications Act.

In reporting it favorably, the committee noted the legislation represents an agreeable compromise on the part of all parties concerned—NARTB, Radio-Television Mfrs. Assn., the FCC and the Dept. of Defense, which had advocated a bill last December to include radio-TV stations in the same category with non-broadcast devices.

## Action Status

Whether the Senate would take action on the bill momentarily was not known late Thursday, but authorities felt that it would encounter a minimum of opposition under the steering hand of Sen. Edwin Johnson (D-Col.), chairman of the Senate Commerce Committee which held hearings on the measure

last February. It was believed the measure would be called up this week.

The proposed legislation constitutes a minor change to the Communications Act, bringing in radiating devices other than emissions of radio-TV stations, and prospect was held out that the Senate would speed it through with alacrity under the guiding hand of Senate Majority Leader Ernest McFarland (D-Ariz.), himself a member of the Senate committee and chairman of its telecommunications subcommittee.

The new version, which would amend Sec. 606 (c) of the Communications Act, is substantially the same as that proffered by the Senate group upon completion of its February hearings [BROADCASTING • TELECASTING, Feb. 26], with one modification—the provision dealing with electromagnetic devices is spelled out to include only those deemed "suitable for use as a navigational aid beyond five miles. . . ."

Penalty provisions encompass one year's imprisonment and a \$1,000 fine—or both—for individuals and \$5,000 fine for corporations or groups violating those provisions.

The five-mile limitation originally had been proposed by RTMA and was incorporated after committee staff consultation with the manu-

facturers' group, FCC and the Defense Dept. RTMA maintained that devices not intended as radiators—viz., receivers, etc.—are not navigational aids beyond five miles. It held that all receivers are useless because of "low power, diffuse location and intermittent usage."

The committee version reflected the unanimous opinion of Sen. Johnson and other members that the purpose of the legislation could best be accomplished with a simple change in the Communications Act rather than through a new law as advocated by the military. Sen. Johnson has been dubious lest the military usurp *carte blanche* authority to silence or "distort" radio signals almost at will.

## Opposes Suggestion

In that connection, the committee did not look favorably upon the Defense Dept.'s recent suggestion that the President be empowered to exercise such authority "in the interest of national defense." This was contained in Air Force comments on the committee substitute released last week.

The amendment is flatly conditioned upon a subsequent Presidential proclamation.

In virtually every other instance, the military went along with the committee version—implemented by

the five-mile limitation—as reported exclusively in BROADCASTING • TELECASTING, March 19.

The modified bill now reads in part as follows (italicized lines are new provisions):

Sec. 606(c). Upon proclamation by the President that there exists war or a threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States the President, *if he deems it necessary in the interest of national security or defense*, may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations or devices capable of emitting electromagnetic radiations within the jurisdiction of the United States as prescribed by the Commission, and cause the closing of any station for radio communication, or any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles, which is suitable for use as a navigational aid beyond five miles and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station or device and/or its apparatus and equipment, by any department of the government under such regulations as he may prescribe upon just compensation to the owners.

Presumably the Chief Executive would exercise this authority through the FCC upon a formal proclamation or executive order, which will be forthcoming shortly. The executive order will serve notice that the President may invoke

(Continued on page 85)

## Senate Gets Bill

# RESERVE BOARD HIT

## COY DENIES

### Any FM Plan Changes

FCC CHAIRMAN Wayne Coy denied last week that the FCC was contemplating allocating parts of the FM band to other services.

Mr. Coy's denial was contained in a letter responding to one written to him by Josh Horne, owner and president of WCEC and WFMA (FM) Rocky Mount, N. C. Both letters were made public by the FCC.

Mr. Horne had asked the chairman to make a public comment on part of an editorial published in BROADCASTING • TELECASTING, June 1 ("FM's Aches, TV's Balm?").

"As I have told you repeatedly," Mr. Coy wrote, "the FCC is not considering the deletion of the FM band or any part of it. The FCC is not considering allocating the FM band or any part of it to any other service. The approximately 100 stations now operating in the FM band is real testimony to the strength of the service, particularly when one considers that many manufacturers do not make sets and none of them have carried on continuously aggressive sales campaigns. In almost every area in the country there is an unfilled demand for FM receivers."

RESTATING its opposition to any relaxation of credit controls on radio-TV sets and other appliances, the Federal Reserve Board last week found itself the storm center of controversy on Capitol Hill.

Heated House debate on the nation's economic control law—the Defense Production Act—was flavored with charges that FRB is indulging in "rough house" tactics and "smashing our economy and persecuting innocent people" by actively seeking out violators of installment credit controls.

In refusing to ease installment regulations, the board thus also indirectly answered organized industry opposition to present regulations, including that of Radio-Television Mfrs. Assn. which had requested a 90-day suspension of Regulation W "to relieve current distress in the industry."

FRB policy was outlined by Chairman William Mc. Martin, Jr. in identical letters to Sen. Burnet R. Maybank (D-S.C.) and Rep. Brent Spence (D-Ky.), chairmen of the Senate and House Banking & Currency Committees, respectively.

The temper of floor discussion over the board's role in combatting inflation drew fire from Rep. Boyd Tackett (D-Ark.), who promptly

introduced a resolution calling for a probe of FRB and consumer credits by a select committee.

Pressure for easing of credit and other controls has been mounting steadily since first word of peace negotiations with Communist China [BROADCASTING • TELECASTING, July 9].

## Indirect Controls

One indication of sentiment on Capitol Hill was seen in a House action which rejected an amendment proposing that consumer credit controls and wage stabilization not be used unless indirect controls of the Federal Reserve Board and the Treasury Dept. are first utilized to the fullest extent. The amendment, offered by Rep. Jesse Wolcott (R-Mich.), was designed to line the Defense Production Act with standby controls only and to urge the FRB to adopt a program that would render their use unnecessary. The vote, 169-149, was along party lines.

The administration was beaten, however, on a bid for presidential authority to build defense plants.

Provision for relaxation of controls on radio-TV sets—cutting the down payment from 25% to 15% and spreading out the period of payment from 15 to 18 months—

## Target on Hill

now pends before the House. The Senate made similar provisions for automobile purchases but excluded household appliances [BROADCASTING • TELECASTING, June 25] in extending the act for 31 days.

Another controversial amendment hanging fire was one which would drastically revamp the Wage Stabilization Board, giving the number of public members greater representation than that enjoyed by the industry and labor groups. (Also see story page 50.)

The proposal drew charges from WSB Chairman George W. Taylor, who said that if passed it would "seriously and maybe fatally interfere" with wage stabilization. The amendment, he noted, would divest the board of power to issue wage policies and regulations and to decide individual cases. WSB would be prevented from handling nearly all management-labor disputes, he added. The recommendation, sponsored by Rep. Wingate Lucas (D-Tex.), still was pending on the House floor last Thursday.

Mr. Martin took exception to the appraisal of inventory accumulations as the yardstick for relaxing terms of Regulation W, and said the board is concerned with

(Continued on page 36)



# RADIO TOP SELLER

STUDIES to show that radio not only costs less than television but can match or surpass the visual medium's selling power were released last week by WOR New York [BROADCASTING • TELECASTING, July 9].

One survey, covering nighttime rates in the New York area, showed that although the number of TV homes has increased approximately 25% in the last six months, radio's nighttime cost-per-thousand is still 46% below TV's, thanks in part to increased radio listening in both TV and non-TV homes.

The other study, conducted in 1949 and 1950, was released as an answer for radio to the recent NBC-Hofstra study on TV's selling power. In eight out of nine WOR radio programs examined, officials said, eight had a sales pull above that of the average calculated for television in the NBC-Hofstra project.

Robert M. Hoffman, WOR research director, circulated to the station's salesmen a memo pointing out that the NBC-Hofstra study found that the average sales effectiveness of 143 TV programs studied was 37%—that is, that there were 37% more customers among set owners who had watched the program recently than among those who had not.

"While these sales results are impressive," Mr. Hoffman said, there has been a tendency to over-emphasize their significance because of the absence of comparable information for radio.

"No one can say how many additional customers the average radio program delivers. However, during 1949 and 1950, nine separate 'impact' studies were conducted by Pulse to measure the sales effectiveness of individual WOR programs. These surveys employed the same matched-sample technique used in the NBC-Hofstra study."

## Radio Sales Impact High

By comparison with the 37% average for the TV programs under study, it was reported, WOR found sales impacts ranging from 41 to 360% for eight of the nine WOR programs studied. The one below the NBC-Hofstra TV average rated 26%. For the others, these figures

were given: 41, 58, 60, 86, 96, 229, 260 and 360%.

"These WOR percentages represent differences in purchases of product advertised on each program among matched samples of listeners and non-listeners," Mr. Hoffman asserted. "This is a valid way of measuring sales impact which WOR has been using for more than two years."

"I only wish that more radio stations were doing the same thing. There's no question about TV's ability to sell. On the other hand, there's no question about radio's ability to sell. It just hasn't been measured as thoroughly as television's. When you do measure radio's sales ability, it's terrific."

NBC also has used the findings of the NBC-Hofstra study, conducted in the New York area, to show network radio's "strength and vitality." Edward D. Madden, vice president in charge of TV sales and operations, has noted that the survey showed that in TV homes the average adult viewer, although spending more time with TV (135 minutes a day), nevertheless devotes more time to radio listening (61 minutes) than to newspapers and magazines combined (58 minutes). Counting both TV and non-TV homes, radio came out ahead with 90 minutes a day, as against 73 for TV, 49 for newspapers, and 13 for magazines.

# WOR Survey Shows

WOR's New York radio rate survey conducted under the direction of Mr. Hoffman, was a reappraisal of the situation as originally examined by the station in a similar study last October.

Made during April, the latest survey showed that, in the six months since the October study:

(1) Number of TV families in the New York area has gone from 41.2% to 51.6%.

(2) Nighttime radio rates in April were 46% below the TV level ("in terms of audience delivered"), compared to 48% last October.

(3) Between October and April, radio listening increased 37% in TV homes and 19% in non-TV homes.

Increased listening and rate boosts by five TV stations during the six-month period were considered principal reasons for the "relatively unchanged" picture with respect to radio's cost per thousand in relation to TV's.

## Lowest Cost-per-Thousand

For the nighttime hours—6-11 p.m.—WOR reported these costs per thousand: In October, radio's was \$3.20 and television's \$6.16; in April, radio's was \$2.93 and television's \$5.43.

During the "early evening," radio's cost per thousand in April (\$2.94) was found to be 57% below television's (\$6.78). During the

8-11 p.m. period, radio's (\$2.93) was 39% below TV's (\$4.84).

The findings were based on a study of 10 New York stations which, WOR said, account for an estimated 90% of nighttime listening. Television costs were based on figures for all New York stations. Audience data were based on Pulse reports.

# CHAIRMEN NAMED

## For NARTB Committees

SELECTION of chairmen to direct work of two NARTB committees was announced Thursday by Harold E. Fellows, NARTB president.

Robert D. Swezey, WDSU-TV New Orleans, was appointed chairman of the new Television Program Standards Committee, formed in line with a directive approved at a June 22 program clinic for TV stations.

Frank U. Fletcher, WARL Arlington, Va., was named chairman of a Legal & Legislative Advisory Committee, representing FM and independents on the group.

The TV program committee, under orders of a hundred TV broadcasters meeting in Washington, will make an immediate and thorough investigation of all aspects of promulgating standards for TV; consult with public, government, civic and other special groups; draft a proposed set of standards for consideration by the NARTB membership.

In announcing the appointment Mr. Fellows said: "Mr. Swezey is one of the outstanding broadcasters in the nation and we are grateful that he is willing to take the time and exert the effort in a major project of the association."

Committee membership will be completed by mid-July. It will include NARTB directors, non-board members and network representatives, with geographical representation considered. First meeting of the committee will be held in the near future. It will work closely with Mr. Fellows along with Chairman Justin Miller and Thad Brown NARTB TV manager.

Other members of Chairman Fletcher's committee are Frank M. Russell NBC, for TV and networks; Hugh B. Terry, KLZ Denver, medium AM stations; Robert T. Mason, WMRN Marion, Ohio, small AM stations; John H. DeWitt Jr., WSM-AM-TV Nashville, large AM and TV stations.

The committee's function is advisory and its duties are to advise the NARTB board and officers of radio-TV legal and legislative problems. President Fellows will call meetings.

# HENNOCK DELAY

## No Hearing Date Set As Yet

SENATE proceedings on the nomination of Frieda B. Hennock, FCC Commissioner, to be on the federal bench of New York's southern judicial district, portend to be drawn out, judged by guideposts of the past few weeks.

As yet no date has been set on a hearing of Comr. Hennock's nomination by President Truman for appointment to the bench [BROADCASTING • TELECASTING, June 18 et seq.].

Sen. Pat McCarran's Judiciary Committee, which must approve the nomination before the Senate can confirm the appointment, has named a subcommittee to hear the Commissioner.

Naming of the subcommittee, to be headed by Sen. McCarran, himself, took place July 2 but was never announced publicly.

Other members of the group are Sens. Willis Smith (D-N. C.) and Alexander Wiley (R-Wis.). Some observers saw in these appointments, the formation of a group who may be quite critical.

Sen. McCarran, Nevada Democrat, wields much influence as chairman of the powerful judiciary committee.

Sen. Wiley is a former chairman of the judiciary committee and holds high rank in the Republican Party. Comr. Hennock is a Democratic appointee.

Sen. Smith, a freshman in the upper chamber, served on the gen-

eral council (1935-36), was a state delegate (1936-39), on board of governors (1941-44) and president of the American Bar Assn. 1945-46.

Comr. Hennock's appointment has been protested by the American Bar Assn. and also the New York city bar group. The ABA requested a holdover in hearings until at least July 15. Sen. McCarran has granted this request.

Sen. Wiley currently is with the Senate Foreign Relations Committee which is taking a quick, two-week look at Europe's economic progress. The Senator left Washington July 7 and is not due back until July 23. However, only two Senators of the subcommittee need be present for a quorum, and a third Senator could be appointed if needed.

Few comments were made last week in connection with the pending appointment. But it was learned that the Judiciary committee is not planning to set forth notice of hearing (day of hearing follows exactly one week after notice of hearing is given in the *Congressional Record* according to upper chamber procedure). It was said that the committee is waiting for "additional information."

## Frank Silvernail:

B. B. D. & O.

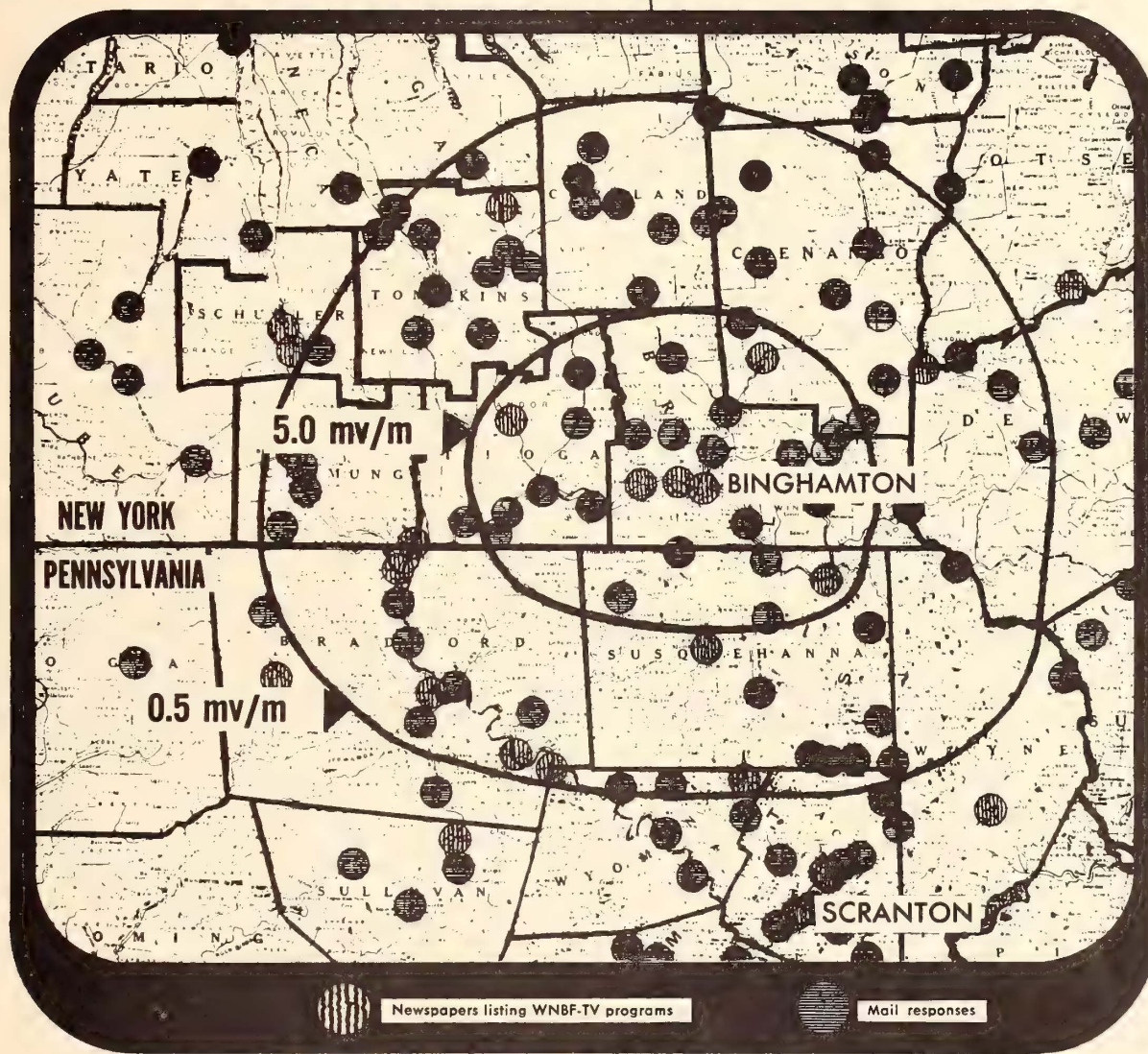
"BROADCASTING Marketbook is the timebuyer's Encyclopedia. Has all the market answers from Andalusia to Zanesville."



# WNBF TV

Binghamton, N. Y.

THE BEST TEST STATION IN NEW YORK STATE



ALL THIS AND SCRANTON, TOO!

**the bolling company**

exclusive national representative



# TRANSIT FM CASE

REBUFFED in their joint efforts to obtain a rehearing on the constitutionality of FM-equipped vehicles, transistcasting forces in the District of Columbia last week moved ahead with plans to carry the fight to the nation's highest tribunal.

The controversial and bitter issue will be laid in the lap of the Supreme Court next October.

The issue, prompted by the recent decision of the U. S. Court of Appeals [BROADCASTING • TELECASTING, June 18, 11], is without juridical precedent in the history of SCOTUS or, for that matter, any other high court.

Upon action taken by the Supreme Court, if it agrees to review the case, hinges the future of transit radio in at least 14 cities, with an estimated \$1.5 million tied up in equipment and an annual combined station gross revenue of approximately \$1 million at stake. While Storecasting and other specialized services are not directly involved, authorities are certain to watch for ramifications touching on these new developments.

An appeal to the high court by Washington Transit Radio Inc. and others was assured last week as the U. S. Circuit Court of Appeals rejected a plea for review of the decision which, in effect, would prohibit all transit FM, though literally only "commercials" and "announcements."

Three groups—Washington Transit Radio Inc., Capital Transit

## Appeal Set For SCOTUS

Co. and the Public Utilities Commission for the District of Columbia—had asked the court to stay its mandate, vacate the judgment, grant a rehearing before the full nine-man body *en banc* and enter a judgment affirming the decision of the U. S. District Court handed down last year.

The refusal last Monday involved eight of the nine judges, one of them disqualifying himself. The original decision was given by three judges, with Judge Henry Edgerton delivering the opinion.

It was expected, though unconfirmed, that the transit radio firm, transportation company and utilities group would again file a joint plea for a writ of certiorari to the Supreme Court. The three forces filed a motion last Monday with the appellate court to stay the effective date of its mandate.

The court, which usually grants the request as a routine action within three or four days, had not granted the stay as of late Thursday. But authorities expressed little doubt that it would be given, thus enabling Washington Transit Radio Inc. to continue commercials

and other announcements through WWDC-FM Washington. Deadline for filing for writ of certiorari is 90 days from June 1.

Perhaps the closest that the Supreme Court has come to a ruling related to commercial advertising are those cases involving the distribution of commercial advertising circulars. The court held while a city may prohibit the use of its streets for the distribution of purely commercial leaflets, it cannot prohibit the circulation of leaflets disseminating constitutionally protected information, merely because they also contain commercial advertising." Transit FM advocates argue that District transistcasts are not purely commercial.

### Preparing Pleas

Attorneys at Pierson and Ball, representing Washington Transit Radio Inc., and at other law firms, representing CTC and PUC, last week were preparing their pleas for submission to the Supreme Court. The triumvirate will argue that the appellate court erred in certain findings, assumed authority which is "novel in its constitutional concepts" and disregarded "uncontradicted evidence" that riders are not a "captive audience" and, in fact, desire the broadcasts.

The decision to carry the fight to the high court was confirmed by the board of directors of Transit Radio Inc., parent firm, at a special meeting in Boone County, Ky., June 27.

## FLEISCHMANN TO DPA


### Nomination Sent to H

NOMINATION of Manly Fleischmann, administrator of the National Production Authority, head up the nation's top production agency—the Defense Production Administration—was sent to Capitol Hill by President Truman last Tuesday.

If confirmed by the upper chamber, Mr. Fleischmann, a Buffalo attorney, would succeed Edw. Gibson, acting DPA administrator who has been filling in since the resignation of William Harrison. In that position, Mr. Fleischmann would hold the top production posts in the national mobilization program. DPA is the policy-making agency for production requirements, while NPA administers actual allocation controls.

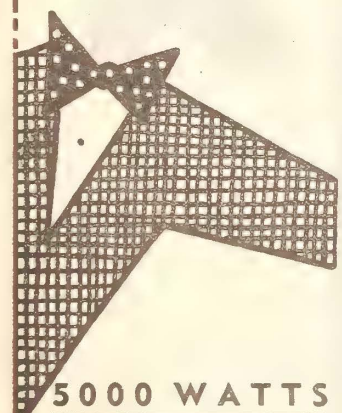
## ABBB Names Hardy

RALPH W. HARDY, NARTB government relations director, has been elected a member of the board of governors of Assn. of Better Business Bureaus, one of four members to represent ABBB's District 1. He serves a one-year term starting Aug. 1. Election to the board followed an address Mr. Hardy made before ABBB's annual conference at Colorado Springs last month. He spoke on the topic, "What Can Business Do to Increase the Believability of Its Advertising."



there's a **NEW** Hooper in Worcester!

**NOW—get the NEW FACTS**  
about the **NEW WAAB!**



**5000 WATTS**

COVERAGE  
THAT COUNTS

for  
less than

**½ THE COST!**

The latest (June, 1951) Hooper Index proves the amazing progress of WAAB's **NEW** owner-management in just six months! In one important two-hour across-the-board segment (mainly free of prior network commitments) the **NEW WAAB** has almost **TRIPLED** its audience; and is **NOW** in a practical tie for first with its two long-dominant competitors! In every segment, our ratings are up!

— **MORE LISTENERS FOR THE DOLLAR** —

Call **EVERETT-McKINNEY, INCORPORATED**  
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

**WAAB** **WORCESTER, MASS.**

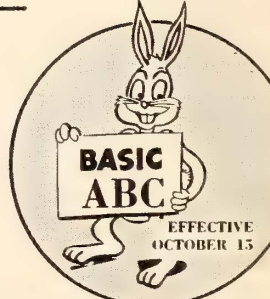
**LISTENERS MULTIPLYING LIKE WAABITS**

But, the **BIG CHANGE** is yet to come!

Come October 15, the **NEW WAAB** will be all **NEW!**

Our new dominance in local programming will bolster the added strength of our **NEW Basic ABC Network affiliation!**

Already, our representatives will show you—



**BASIC ABC**  
EFFECTIVE  
OCTOBER 15



# What's Louisville Got- **BESIDE** *Beautiful Women?!?*

Louisville's 3-county Metropolitan Area ranks ahead of Metropolitan Memphis, Miami or Omaha in both Retail Sales and Effective Buying Income.\*

Louisville's WAVE gets a Daytime BMB Audience of 238,490 families. Its BMB Area contains less than a third as many people as Kentucky's total, but *accounts for 66.2% as much Food Sales as the entire State.*

WAVE-TV pioneered in Kentucky . . . is now far and away Louisville's favorite television station. It is Channel 5 — NBC, ABC and Dumont. There are 90,526 TV receivers in and around Louisville.

Make WAVE and WAVE-TV your Kentucky choices. Free & Peters can give you all the facts.

\*Sales Management Survey of Buying Power, May 10, 1950

# WAVE AM TV

WAVE\* has a Daytime BMB Audience of 238,490 families in Kentucky and Southern Indiana. This area has an Effective Buying Income of \$1.67 billion, as against \$2.51 billion for the entire State. The Effective Buying Income within WAVE's Daytime BMB counties is 151% of the Income in those Kentucky counties in which WAVE does NOT have a BMB audience!

\*The WAVE-TV Coverage Area contains 256,400 families.



# LOUISVILLE



**FREE & PETERS, INC.**  
Exclusive National Representatives



## Coy Summoned

(Continued from page 27)

March 14 proposed to grant consent to WMIE for assignment of its construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself [BROADCASTING • TELECASTING, May 21, March 19]. Mr. McBride is principal stockholder in Sun Coast.

The Senate Crime group has taken the FCC to task for its examiner's conclusion that the Continental Press, a national racing news wire, of which Mr. McBride was once owner, has not violated any laws and that no evidence was produced during the WMIE transfer hearing respecting Mr. McBride's reputation or past ownership of Continental to disqualify him from being a station stockholder.

This decision was challenged by

Sen. Estes Kefauver (D-Tenn.), former chairman of the Senate Crime group, which had charged that Continental Press is linked with organized gambling.

### Tax Returns

FCC, it was disclosed early last month, wanted to take another look at the income tax returns of Mr. McBride and his son, Edward J. McBride, and also confer with the Bureau of Internal Revenue employees "who conducted the investigation of the McBrides" for the bureau [BROADCASTING • TELECASTING, June 4].

Meanwhile, the case has been held in abeyance by a Commission order staying the examiner's decision.

The Commerce committee is scheduled to take over the function of the crime investigating unit in the upper chamber in September.

## WELS TRANSFER

Made Hearing Issu

ALLEGED stock transfers "without prior consent" of the FCC have been injected by the Commission into the hearing on the competitive applications of WELS and WFTKinston, N. C., for improved facilities on 960 kc. The new issue came up when WELS filed an application for transfer of control which the Commission claimed "had already been consummated."

Because of these allegations, the Commission has designated the transfer application for hearing in the consolidated proceeding and stated it would seek "to determine the legal qualifications of Farmer Broadcasting Service Inc., its officers, directors and stockholders, to construct and operate Station WELS as proposed." The consolidated hearing was postponed last week until Aug. 1.

The competitive applications were first ordered for consolidated hearing last March when WELS, now on 1230 kc with 250 w fulltime, asked for 1 kw fulltime on 960 kc and WFTC, at present assigned 1 kw daytime on 1010 kc, requested 5 kw day, 1 kw night on 960 kc.

The WELS transfer application was filed May 1. It requested relinquishment of negative control by Ernest L. Scott, Jack Siegel and Robert E. Wasdon through issuance of new stock to eight new stockholders and sale of Mr. Wasdon's interest to Mr. Scott.

Among issues to be included in the hearing, according to FCC, are the following:

To obtain full information as to all contracts, agreements, or understandings, past or present, between Robert E. Wasdon, E. L. Scott and Jack Siegel, on the one hand, collectively or individually, and Leroy Arnold, Irwin Berger, Forest H. Smith, G. W. Carter, A. D. Harris, P. T. Meyers, Clifton Rice and Edwin J. Schuffman, on the other hand, collectively or individually, relating to the sale, assignment or transfer of any of the stock of Farmers Broadcasting Service Inc. . . .

To determine the authority and control exercised by E. L. Scott, Jack Siegel and Robert E. Wasdon from Sept. 21, 1950 to date.

To determine the disposition since Sept. 21, 1950 of income received from the operation of Station WELS and the manner and authority for such disposition.

To determine whether Farmers Broadcasting Service Inc. has at any time since Sept. 21, 1950 been controlled or operated by persons without a license or construction permit therefor and in violation of Section 301 of the Communications Act. . . .

## WM. FRANKLIN

WLCR Manager Dies at 46

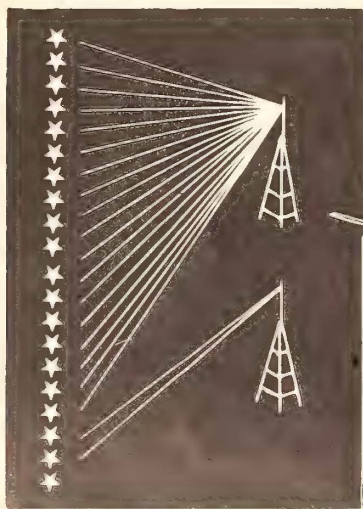
WILLIAM C. B. FRANKLIN, 46, station and sales manager of WLCR Torrington, Conn., died July 11 at his home in Torrington.

Prior to going to Torrington a year ago, Mr. Franklin was associated with radio stations in Meriden, Conn.; Providence, R. I., and Syracuse, N. Y., his native city. Surviving are his widow, a son, William, and his mother, Mrs. Harriett Franklin, all of Torrington, and a sister, Mrs. Frank B. Sturdevant, of Williamville, N. Y.

## Stanley Schloeder:

RUTHRAUFF & RYAN, Inc.

"BROADCASTING Marketbook is comprehensive, constructive and extremely useful."



18 of the 20 top-rated programs are on CBS  
... and in Buffalo  
CBS is WGR



Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick

I. R. ("Ike") Lounsberry



# DEPENDABLE **GATES** SPEECH INPUT EQUIPMENT

*Meets Your Requirements Today - and Tomorrow!*



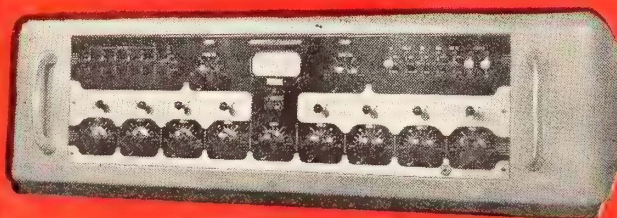
## GATES SA-50 DUAL SPEECH CONSOLE

Typical of a comprehensive GATES Speech Input system is the SA-50 Dual Speech Console illustrated above.

Consisting of the main console and power supply unit, the SA-50 provides almost unlimited facilities for smooth uninterrupted studio operation of the most complex nature. Nine mixing channels: five for microphones, two for turntables and one each for remote and network service. Separate PBX type keys allow selection of any mixing channel into one of two program amplifiers.

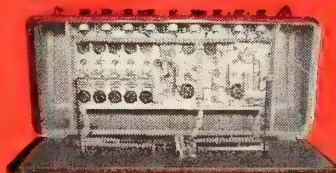
### NINE AMPLIFIERS

Five 2-stage preamplifiers and two 4-stage high gain program amplifiers are contained within the console. A ten watt low distortion monitoring amplifier and a two watt cueing amplifier are part of the separate power supply unit. Space is provided in console for two additional preamplifiers if needed. Sub-chassis units are individually removable for servicing without disrupting operation of balance of console.



## SA-40 SPEECH INPUT CONSOLE

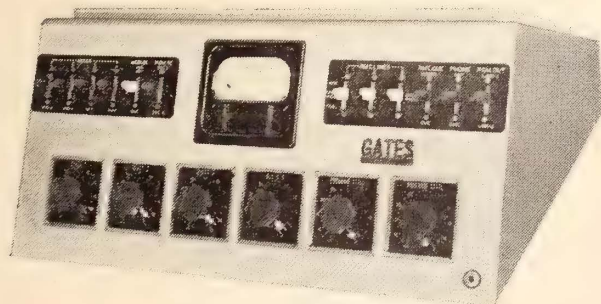
Similar in size and symmetry to the SA-50, the SA-40 Console is characterized by its extreme flexibility of operation. Of modern design, it is generously equipped for a most comprehensive installation.



Nine channels are provided; five for preamplifiers, three for turntables and one for net-remote. Seven amplifiers include five 2-stage preamplifiers, one 4-stage program amplifier and one 3-stage monitoring amplifier. Provision is made for connecting external cueing amplifier. Cabinet construction follows that of the SA-50 and features easy accessibility of all components.

Whether for video or standard broadcasting, Engineers, with an eye to the future, will appreciate the exceptional versatility of GATES Speech Input Equipment. Here is equipment with unusual adaptability to the ever-changing demands of programming techniques. If you are planning a studio installation today — think of tomorrow, and consider the flexibility, the expandability of GATES Speech Input Equipment.

Space prevents fully describing the circuit handling capabilities of the three consoles shown. You are invited to write for the GATES SPEECH INPUT CATALOG where functional block diagrams and additional data will better acquaint you with these versatile GATES Consoles — truly, Speech Input Equipment With A Future.



## 52-CS STUDIOETTE

Ideally suited for small station studio applications or as part of larger master control type installation, the GATES 52-CS Studioette has all of the necessary facilities for complete studio operation and will fulfill the most rigid requirements of fidelity, low noise and distortion. Facilities include four mixing channels. Two preamplifiers, one program amplifier and one monitoring amplifier plus complete power supply are self-contained.

Send for GATES SPEECH INPUT CATALOG Today.

**GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U. S. A.**

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



# VOICE FUND CUT

## 'Slanting' Charges Aired on Hill

FUNDS for the State Dept.'s Voice of America were wrung through a legislative wringer on Capitol Hill last week amid charges that the overseas radio arm has been serving as a dummy for the ventriloquistic propaganda of Soviet sympathizers in the United States.

In an almost unprecedented move, the Senate Judiciary Internal Security Subcommittee, headed by Sen. Pat McCarran (D-Nev.), last

### Changes in FCC?

(Continued from page 23)

definite period is stipulated. In Comr. Walker's case, nothing was specified. Thus, Comr. Walker, at his option, or at the option of the President, could retire at any time.

The other three Commissioners—Rosel H. Hyde, whose term expires next June 30; Comdr. Edward M. Webster, whose term runs until 1956; and George E. Sterling, with a tenure until 1957—are expected to remain. Mr. Hyde, an Idaho Republican, is a career member of the Commission, having risen through the ranks from docket clerk in 1928.

The present Commission comprises three Democrats (Coy, Walker and Henneck), three Republicans (Hyde, Jones and Sterling) and one Independent (Webster). Under the statute, not more than four members of the same political party may serve on the Commission. Hence it is reasonably expected that replacements will be on an identical party basis in view of the presence of one Independent on the Commission. Actually, there could be four Democrats under the present administration.

### Richard Grahl:

WILLIAM ESTY

"BROADCASTING Marketbook is highly useful and a great time saver for arriving at estimated costs."

week held a series of super-secret sessions, with the Senate's State Dept. Appropriations subcommittee sitting in attendance, to hear testimony that Voice broadcasts to USSR satellite countries have been "slanted" out of VOA's New York office.

Concurrently the House Appropriations Committee recommended a sharp reduction in 1951-52 expenses for the U. S. information program—from \$115 million to \$85 million—with proportionate cuts in the Voice program. Voice officials had sought \$25 million for radio broadcasting activities alone.

Observers generally differed on the evaluation to be placed on testimony given by witnesses during the security sessions. But Sen. McCarran was categorical in his statement that "facts have been developed which show definite Communist slanting of the Voice. . . ." Such a situation, he held, "may be justification for a very radical cut in the \$115 million appropriation." Others labeled the testimony as "hearsay" and said more checking would be necessary.

### Plans Probe

The State Dept. later announced that it would launch its own investigation of these charges. The probe was hailed by Sen. McCarran as one which should prove "very worthwhile."

Upwards of a dozen witnesses—described as "experts" in analyzing radio broadcasts, and one of them as a Hungarian-born language translator—testified before the internal security group, as the Senate Appropriations subcommittee, of which Sen. McCarran also is chairman, sat in as observers.

Last Tuesday the full Senate Appropriations Committee held hearings on the State Dept. expenditure bill, receiving testimony from Edward W. Barrett, Assistant Secretary of State for Public Af-

fairs, who reported on progress of the Voice program. It also was understood that Secretary Barrett requested restoration of the 90% cut in the Voice \$97.5 million supplemental.

In reporting out the fiscal 1952 State Dept. budget, the House committee approved funds (not specified) for the addition of six new language desks, but denied a request for \$2,834,000 to purchase radio sets for free distribution abroad. These sets are being made for around \$15 per unit under similar funds allowed by Congress last year.

## LAVERY SUIT

### ABC Among Eight Defendants

WITH ABC and Town Hall Inc. included among eight defendants, the trial of a \$1 million slander suit brought by Emmet Lavery, playwright and screen writer, against Mrs. Lela Rogers, over a *Town Hall* debate on Sept. 2, 1947, got under way in Los Angeles Superior Court last week. The trial is expected to last at least three weeks. Suit was filed eight days after the broadcast.

Mr. Lavery charges that during ABC's *Town Hall* program debate on "Is There Really a Communist Threat in Hollywood?" he was unjustly accused of Communist sympathies by Mrs. Rogers. He also claims she referred to his play, "Gentleman from Athens," as being unpatriotic and following Communist lines. Part of the \$1 million asked is because of this "disparagement of property."

Mrs. Rogers and State Senator Jack B. Tenney took the affirmative side, while Mr. Lavery and Albert Dekker, actor, took the negative, during the radio debate. Mrs. Rogers is the mother of film star Ginger Rogers.

Also named as defendants are Morris Ryskind, producer and writer; Robert Arthur, producer; Ann Rand, novelist, and Frank O'Connor, her ranger husband; estates of Sam Wood, director, and James J. McGuinness, producer. The latter two have died since the broadcast. Another damage suit, filed by Martin A. Gosch, producer of the Lavery play, asking the same sum, is pending against Mrs. Rogers. Its disposition is expected to depend upon outcome of current trial.

### Reserve Board Hit

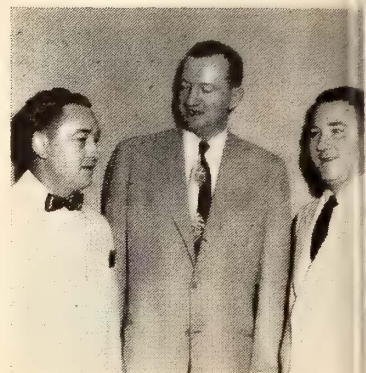
(Continued from page 29)

measuring the overall supply of credit and money and the soundness of the credit structure and resultant impact.

Mr. Martin also questioned whether the present terms on radio-TV sets and other appliances "are as serious a factor in the immediate problems" confronting industries as their spokesmen would represent.

## MBA CLINIC

Rates, Programming Topi



Chatting at the Mississippi Broadcasters Assn. sales clinic in Jackson are (l to r) Bob Evans, WELTupelo; Mr. Ryan and P. B. Hinman, WROX Clarksdale.

\* \* \*

LOCAL programming and rates were leading topics at the Program and Sales Clinic held under the auspices of the Mississippi Broadcasters Assn. in Jackson July 28-29.

Opening day was devoted to programming, with local programming favored over transcribed cooperative shows. Opening sessions were jointly sponsored by MBA and BMI.

Program personnel were urged to air as many local presentations as possible, particularly at stations with staffs of fewer than six members.

Block programming was discussed by Robert Rounsaville, president and general manager WQXI Atlanta, Ga., who told radiomen his station was able to double its Sunday rates because of its benefits. Dr. Gordon Graham, WCBS New York, also spoke to representatives of 5 kw and 2 kw outlets. One-day session was coordinated by P. B. Hinman, MBA president, and Dorsey Owing, BMI representative.

The second day was given over to discussion of rates. William Ryan, BAB president, told the Mississippi broadcasters that "the call of the moment is to be important in your community."

"Radio is going through the same process that every other media has gone through in the face of major competition," said Mr. Ryan, "and there's a great need to restudy the basic fundamentals of radio's position."

As for radio rates, Mr. Ryan said: "When you don't maintain your list prices you're in a bad way with the buyer. He can't have faith in the prices quoted, and never knows when he is getting the right price."

Mr. Ryan cautioned also: "Don't let the cutthroat guy in your city ruin your standards."

The executive board of MBA made plans for broadcasting the Mississippi State and Ole Miss football games this fall on a statewide basis. Gene Tibbett, manager WLOX Biloxi, was named chairman of the football committee.

RADIO OUTSELLS NEWSPAPERS 60%

➔ See Centerspread This Issue ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

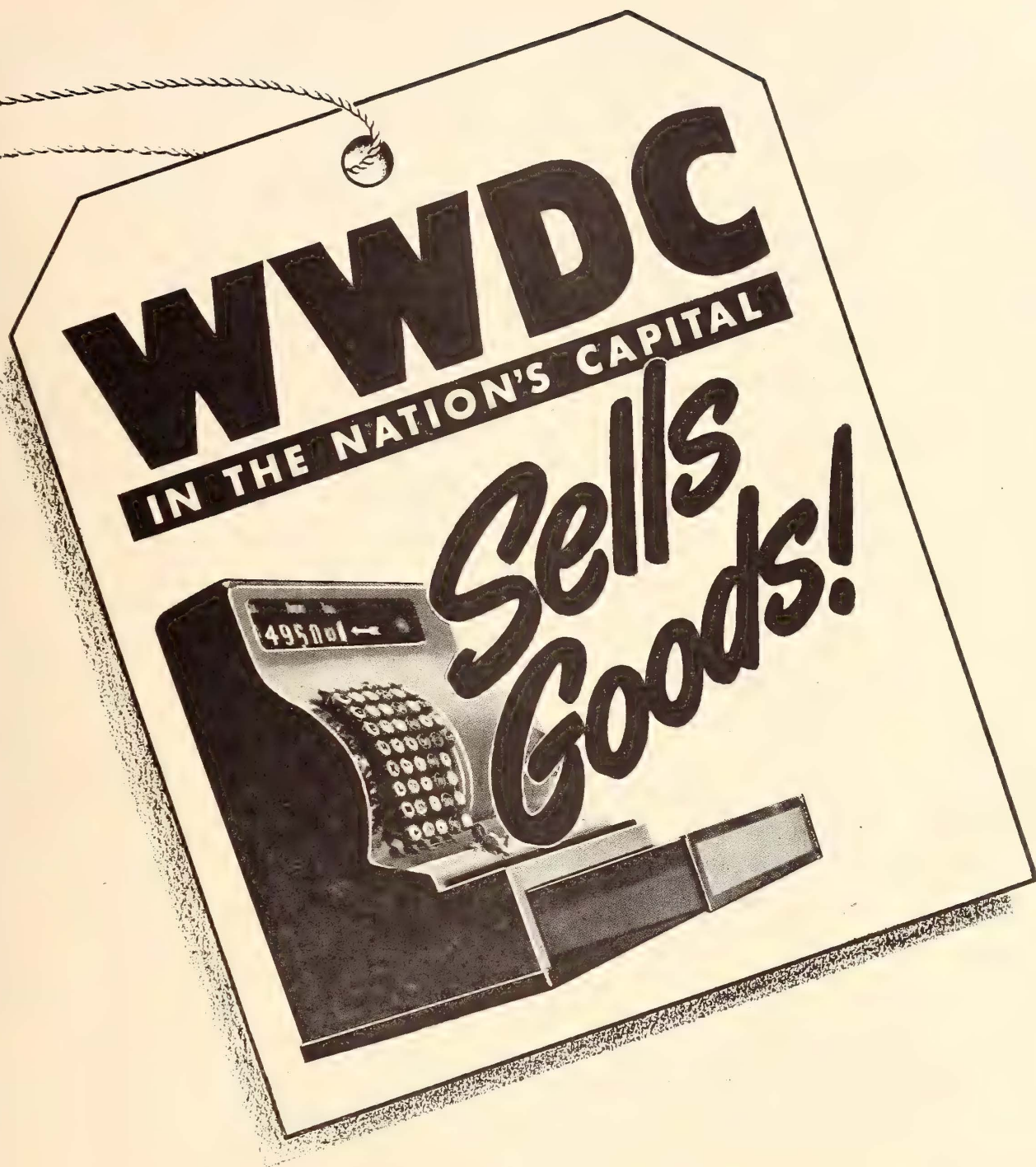
L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER





Radio salesmen in Washington lead tough lives. It's root hog or die for them. A dozen other guys are breathing down their necks every day for that advertising buck.

The reason: The Washington area has no less than 17 radio stations! And in addition, 4 daily newspapers, 4 television stations.

But WWDC salesmen thrive on this competition. For just one reason . . . *WWDC sells goods!* . . . at low, low cost.

We always knew this fact. Now we've proved it with a series of tests as tough as the Advertising Research Bureau could make them.

We stacked WWDC up against big daily papers in direct competition to see which pulled best. We had our fingers crossed, but we're happy with the results.

We'd like you to see the figures . . . just ask your Blair man, or drop us a line.

**5000 WATTS—24 HOURS A DAY**

**WASHINGTON, D. C. WWDC**



## ABC-UPT Merger

(Continued from page 28)

drawn heavily from the older entertainment media—the stage, radio and motion pictures. We believe that television should now concentrate more on the cultivation of the great strength which it has and the other media lack. Future programming must tap the stream of spontaneous occurrences of everyday life, reproducing the infinite variety of activities in the industrial, social, political and academic fields with which the people of this nation are concerned.

ABC's balance sheet, dated April 30, showed total assets and liabilities of \$27,723,902.80. Total current assets were \$10,153,914.72 with plant and equipment totaling \$8,734,227.42 and intangibles at cost totaling \$8,756,619.89. Total current liabilities were given as \$5,158,799.20 with long term debt given as \$8,055,707.64. Capital stock issued and outstanding was listed as \$1,689,017, with paid-in surplus totaling \$8,843,967.29 and earned surplus \$3,976,402.67.

AB-PTI's board of directors

would have 18 members—the present 13 UPT directors and five from the present ABC board. ABC's representation would include Messrs. Noble and Kintner, and Earl E. Anderson, Robert H. Hinckley and Owen D. Young. If Mr. Young should cease to be a member of the board, the total membership would be reduced to 17, it was pointed out.

## upcoming



July 18: FCC Chairman Wayne Coy testifies before Senate Interstate Committee, Room G-16, Capitol, 10 a.m.

July 23: FCC City-by-City TV Allocations Proceeding Begins, Washington.

July 23: BMI Clinic, Seattle.

July 24: BMI Clinic, Portland, Ore.

July 26: BMI Clinic, San Francisco.

## WHKY-FM DIES

N. C. Station Ceases

WHKY-FM Hickory, N. C., Class B outlet on Channel 275 (102.9 mc) with effective radiated power of 210 kw, has ceased operations, it was learned last week. Station was companion to WHKY there, licensed to Catawba Valley Broadcasting Co. Carl V. Cline is president.

WHKY-FM is reported to have left the air June 30, asking listeners to tune to another southern high powered-FM outlet which returned to the air the following day, WMIT (FM) Clingman's Peak, N. C. [BROADCASTING • TELECASTING, July 2].

It was understood WHKY-FM ceased operations due to the lack of listener acceptance of FM in that area. The station was first authorized in 1946 and began operation in early 1948.

## Auto Dealers

(Continued from page 26)

has purchased two spots daily KABC, 20 spots weekly on KII San Antonio and two play-by-play broadcasts weekly of the San Antonio Missions baseball games. KCOR San Antonio. Bob Holler is the agency handling the account. He also does play-by-play for baseball broadcasts. John W. Frasier Jr. is the station representative handling the sale.

### Important Operation

An official of Buxton Motors, Portland, Ore., wrote to KXL: "I consider your station a most important part of my operation. You have brought many, many new customers into Buxton Motors and feel KXL has been the most valuable advertising medium I have ever used."

In February 1949 the motor company purchased five 15-minute newscasts a week, 8-8:15 a.m. The schedule has continued since that time. The original signing was partly due to the fact that the manager of the firm had been a listener to the program. He felt that the time was ideal to catch drivers before they left home for work.

Copy for the show features new and used cars and the shop service offered by the advertiser. Spot announcements are used to supplement newscasts when new model come onto the market. Sales have been made to people from all parts of the area.

In Boston, the Hillman-Minor British Motor Car Co. started a campaign a year ago with a series of five one-minute announcements each week on the Nelson Bragg Morning Watch show on WCOP.

The number of leads which ultimately resulted in sales was such that the 13-week contract signed at that time has been renewed four times.

A letter from the general manager of the firm says: "Since we have spread the word through Nelson Bragg, we have had a very definite response in sales volume directly attributable to station WCOP."

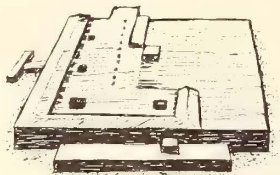
### Good Drawing Power

Ernie Majer Inc., Spokane, has sponsored two quarter-hour news programs, 10-10:15 p.m., Sunday and Wednesday, on KXLY Spokane since Feb. 2, 1941.

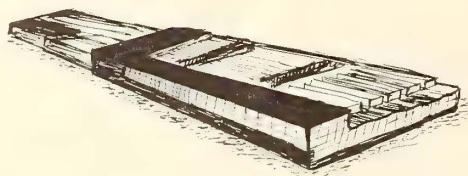
In a letter to the station Mr. Majer said: "... Throughout the years, we have made spot checks on individual items and services to test the drawing power of your radio station's programs. In no instance have we been disappointed with the result obtained."

The commercials on the program feature new Ford cars and Ford service as well as used cars. During the summer months special additional programs and announcements featuring summer automobile service are used.

The Fisher Body Tank Plant, to be operated just outside Flint, under a \$195,000,000 order from the Army.



Buick Motor Division, with \$65,000,000 in Government Contracts; Fisher Body, with \$195,000,000; AC Spark-plug, with \$35,000,000; Chevrolet, with a tremendous sum in contracts—these mean a continually growing, booming Flint—a Flint with more money . . . eager to spend it!



## This means . . .

Part of the new Buick Plant for the production of jet engines . . . part of a \$25,000,000 initial expenditure for jet production in Flint.

## ... that this will continue! ...



910 KC

**WFDF**

**FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY

**THE KATZ AGENCY**

Flint has an effective buying income, per family, of \$6134 per year (higher than New York, Chicago, Cleveland, Detroit)—**\$1613 above the national average!** Best of all, Flint's prosperity is stationary! Huge defense contracts still to come assure a continuing ability among Flint people to **buy**—regardless of the future—thanks to the great General Motors installations here.

Sell where the **MONEY** is . . . where money is **SPENT!**

Sell **FLINT** through its

**first station\***

**WFDF**

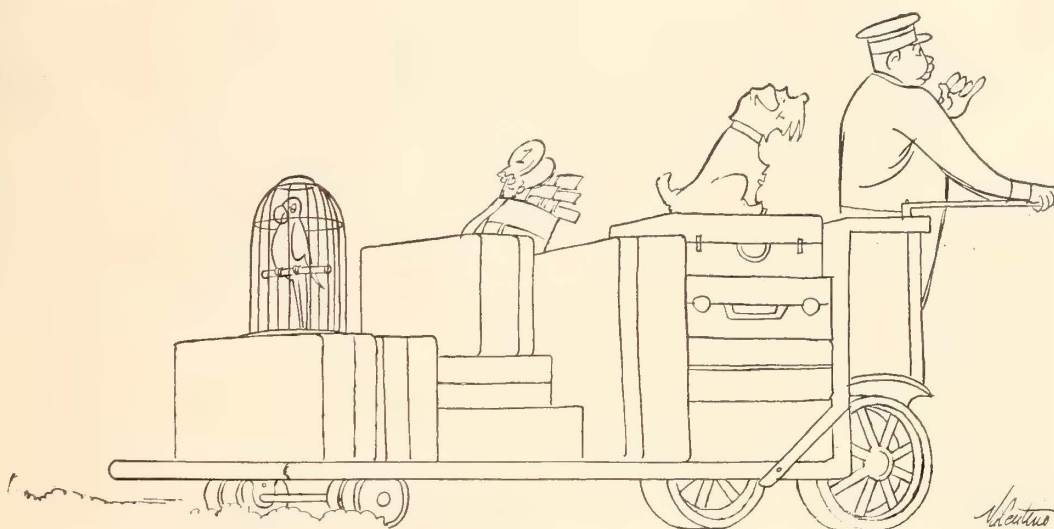
\* See your latest Hooper!

Associated with: WOOD Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville





There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

*because*

**WTIC** DOMINATES  
THE PROSPEROUS SOUTHERN  
NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.





**Fishin' for  
somethin'?**

If you're fishing for greater sales impact — increased sales, then the **Rocky Mountain Broadcasting System** is the "stream" for you.

Drop your bait in a five-state market of better than 400,000 radio homes spending nearly 2 billion dollars for retail goods. And that isn't counting the "schools" of summer tourists which bring you a multi-million dollar vacation trade.

We've got the tackle . . . you've got the bait.

At just \$55 per cast (52 or more Class "B" announcements) we'll drag 'em in.

**ROCKY  
MOUNTAIN  
BROADCASTING  
SYSTEM** SALT LAKE CITY

PRES. F. C. CARMAN . . . VICE PRES. S. JOHN SCHILE

Represented by

**GEO. P. HOLLINGBERRY CO.**

## WEOL SUIT

TOTAL damages of nearly \$1 million were asked last week by WEOL, Elyria, Ohio, against the Lorain Journal Co., and three of its officers. Suit was filed in U. S. District Court, Northern District of Ohio [Circuit, July 9].

The newspaper has been adjudged in violation of the anti-trust laws by the district court following complaint by the U. S. Dept. of Justice, entering final judgment last Jan. 5. The U. S. Supreme Court on April 30 noted probable jurisdiction in the case [BROADCASTING • TELECASTING, May 7, Jan. 8]. The case comes before the Supreme Court next autumn.

Named as defendants with the newspaper are Samuel A. Horvitz, vice president, secretary and director; Isadore Horvitz, president, treasurer and director, and L. P. Self, business manager.

Damage suit grows out of the newspaper's competitive tactics. According to the complaint by WEOL, the newspaper caused advertisers "to refrain from using the facilities" of the station and "to withdraw the use of those facilities."

The station contends the newspaper tried to force it out of the broadcasting business "and thus to secure to themselves a monopoly of the advertising patronage of local and national merchants who desire to reach prospective purchasers in Elyria and Lorain."

### Station's Charges

WEOL charges the newspaper cancelled contracts of its advertisers who also bought time on the station and refused to accept advertisements from firms that had used WEOL. It charges the newspaper would not carry WEOL logs though Cleveland station logs were printed free, and that it refused to accept paid classified advertising offered by WEOL.

The newspaper is charged with influencing merchants not to advertise on WEOL by publicizing the *Journal's* general policy not to accept advertising from those who advertised on the station.

All these actions, WEOL alleges, kept merchants, manufacturers and service firms from buying time on WEOL and the station's advertising volume "is substantially less than that enjoyed by other radio broadcasting stations similarly situated."

The complaint continues: "Since the number of persons, firms, associations, organizations and corporations which have been free to advertise over WEOL has been decidedly below the number which can be served, such advertisers as have used the radio broadcasting facilities of WEOL have been able to secure contracts for time at sums considerably less than that which would have been reasonable and applicable had advertisers been free to choose the manner in which they desired to allocate their advertising budgets." As a result, WEOL

## Asks \$1 Million Damages Of 'Lorain Journal'

continues, it has not been able to charge rates comparable with those charged by other broadcasting companies similarly situated.

Because of its loss in net income, competitive position and going-concern value, along with difficulty keeping a competent staff and financing improvements, stockholders have suffered, it is charged.

Judgment of \$328,000 is claimed or \$984,000 for triple damages. Signing the complaint were Marcus Cohn, Paul A. Porter and Herbert A. Rosenthal, as attorneys for the station.

## LEE ESTATE

### Daughters Get Settlement

COMPROMISE settlement under which the two adopted daughters of the late Don Lee, founder of Don Lee Broadcasting System, will receive a total of \$300,000 from the \$12,726,944 estate of his late son Thomas S. Lee, was approved by Superior Court Judge John C. Clark in Los Angeles last week upon petition of Public Administrator Ben H. Brown, who is in charge of the estate pending distribution.

The two sisters, Mrs. Christine L. Rieber of Metuchen, N. J., and Mrs. Elizabeth L. Fry of West Los Angeles, receive \$150,000 each through the settlement. They must pay their own attorneys and other costs. Originally, the sisters had claimed a third each of the Thomas Lee estate [BROADCASTING • TELECASTING, July 9].

Young Lee's will, leaving the entire estate to an uncle by marriage, R. Dwight Merrill, Seattle lumberman, also was contested by his maternal aunt, Mrs. Nora Patee. She dropped the contest recently after making a reported settlement with Mr. Merrill. Exact terms of that settlement, however, have not been made public.

Records show that the compromise settlement with the sisters was executed with both Mrs. Patee and Mr. Merrill.

### Thomas McDermott:

N. W. AYER

"Your 1951 Marketbook should surpass your excellent 1950 Marketbook which I am still using."





"We need a radio tower  
in a hurry!"

"Where'll we get it?"

## *Truscon Tower Engineering is the answer!*

Meeting tower construction emergencies of all kinds...solving tower problems big and small...being *on the job* with knowledge and skill that *gets the job done*...  
*that's the type of service which has made Truscon a world leader in radio tower engineering!*

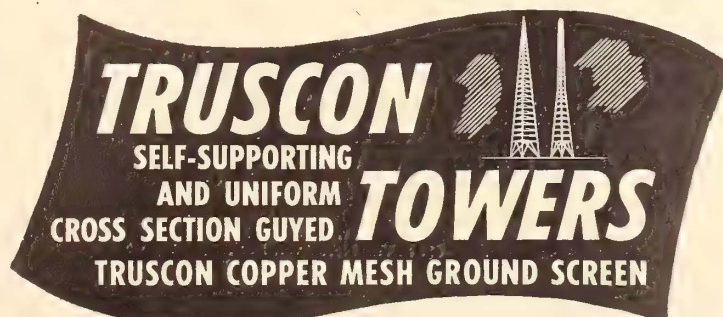
Truscon experience embraces all types of topographical and meteorological conditions...and supplying many different tower types: guyed or self-supporting...tapered or uniform in cross-section...for AM, FM, TV, or microwave applications.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

**TRUSCON STEEL COMPANY**

YOUNGSTOWN 1, OHIO

Subsidiary of Republic Steel Corporation





# SET MAINTENANCE

**Assured by NPA Action**

ASSURANCES that the nation's radio and TV sets will be maintained in good working order for the emergency and that manufacturers will be allotted a reasonable share of raw materials for consumer goods were firmly backed up by the government last week.

The action that spoke louder than any words came as the National Production Authority directed manufacturers of AM-FM-TV combinations and table models, as well as phonographs and other household appliances, to file for allotments for the fourth quarter, beginning Oct. 1.

At the same time NPA issued regulations designed to assure adequate replacement parts for home-type receivers at the repair shop level.

Both plans had been under study by the government for some time and stemmed largely from requests for such relief at the initiative of electronics distributors and related

groups [BROADCASTING • TELECASTING, June 18, 11].

Under the government's revised Class B Product List, household radio receivers and TV sets, recorders, phonographs and other equipment would be lumped with commercial broadcast equipment, for which manufacturers have applied for controlled materials allotments. All manufacturers of these and other appliances using steel, copper and aluminum are affected.

NPA stressed that it took this action "to insure an equitable share of controlled materials for these industries if it is decided to include them under CMP in the fourth

quarter." Household goods, while redesignated as Class B products, are still technically outside the CMP fold and manufacturers have been competing in the open market for raw materials in past quarters.

Manufacturers of radio-TV-phonograph items are asked to file on Form CMP-4B, sending their applications to NPA, Washington 25, D. C. Reference to CMP Class B on the envelope would be helpful.

Applications can be obtained from field offices of the Dept. of Commerce and must be submitted by July 31, NPA said. In cases involving manufacturers of other than consumer goods who filed for third quarter allotments, NPA said it would mail the forms and instruction sheets to them. The forms must include all anticipated requirements for steel, copper and

aluminum to be used for the fourth quarter, as well as for the nine months of 1952.

The government's new MRO order (maintenance, repair and operation) involves no application from repair shops and is, in fact, a self-allotment procedure.

The term "repairmen" is defined to include those connected with "radio and/or television repair shop" or "domestic appliance repair shop." The repairmen apply a rating on materials, not to exceed 20 tons of carbon steel, 500 pounds of copper and copper-base alloy and 500 pounds of aluminum each quarter.

Under another new directive, allotments for materials for MRO are placed directly under CMP with manufacturers of commercial and consumer electronics equipment computing requirements under CMP Regulation 1 rather than extending their own MRO symbol. Standard quota is 30% of MRO materials bought during 1950.

These actions came as the Defense Production Administration made public allotments to individual industries during the present third quarter. Similar data is under study for the fourth quarter.

As allotted to NPA industry divisions, communications, electronics and electrical equipment—and consumer durables—ranked high point of steel, copper and aluminum poundage. A top allottee was the building materials industry. Electronics' greatest allocation was aluminum in which it dwarfed communications equipment.

## Restrictions

Both copper and aluminum came in for severe restrictions, with respect to new construction, under an amended NPA directive. Earlier broadcasters had no clear indication on the raw material phase, though they were told that approval of any authorization to build new facilities would not necessarily carry with it priority ratings for these vital metals.

Another thorny problem involved installation of additional equipment under a \$2,000 ceiling imposed by NPA in so-called "permissive cases" not requiring its authorization. Some broadcasters have expressed doubt they can make installation changes for less than the amount, and also have contended that TV transmitters are "personal property" and not part of station construction. NPA set the \$2,000 exemption eliminating references to fixtures and equipment and specifically citing video transmitters as attachable personal property, thus giving the broadcast industry a moral victory.

To help resolve confused government thinking, NARTB is preparing a compilation setting forth the amount of materials required for broadcast equipment, such as transmitter towers, transmitters, etc. NARTB wants to find out what poundage would be involved in cases for power increases, installation of new equipment, addition

(Continued on page 75)

## 23,320 Returns from ONE Announcement!

That's an advertiser's success story on WGN... and that's a story that should startle you crepe-hangers who have been writing radio's obituary.

Throw away the crepe—join the smart advertisers who use WGN (still reaching more homes per week than any other Chicago station\*—bar none).

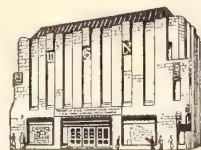
\*1949 BMB

A Clear Channel Station...  
Serving the Middle West

MBS

**WGN**

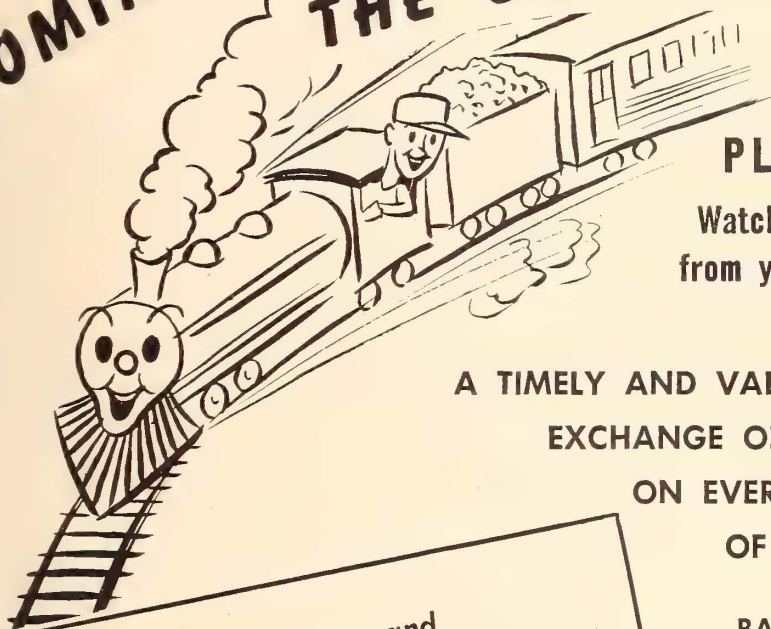
Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.  
West Coast Representatives: Keenan and Eickelberg  
638 S. Van Ness Ave., Los Angeles 5 • 235 Montgomery St., San Francisco 4  
710 Lewis Bldg., 333 SW Oak St., Portland 4



# COMING TO YOUR STATE THE BMI PROGRAM CLINIC



## PLAN NOW TO ATTEND

Watch for the date and announcements  
from your State Broadcasters Association

A TIMELY AND VALUABLE

EXCHANGE OF THOUGHTS AND IDEAS

ON EVERY IMPORTANT PHASE

OF PROGRAMMING BY SPECIALISTS

BASED UPON SUCCESSFUL OPERATIONS  
AND PRACTICAL EXPERIENCE

Station Owners and  
Managers Themselves Say:

"These Clinics are of importance to  
everybody holding a key position in  
broadcasting."

- MANAGERS
- PROGRAM DIRECTORS
- MUSIC DIRECTORS
- MUSIC LIBRARIANS
- ANNOUNCERS
- SALES MANAGERS
- SALESMEN
- PROMOTION DIRECTORS
- PUBLICITY DIRECTORS
- DISC JOCKEYS

Each Clinic comes loaded with shirt-sleeve  
talks by recognized experts in their field;  
down-to-earth discussions of pro-  
gramming problems; and such phases  
of broadcasting as modern uses  
of news and music; Station  
public relations; how to make  
the most of the tools of  
your trade; what management  
expects from its program  
department; handling of rural  
and farm programs; importance  
of the disc jockey; small  
station operations; your music  
library; copyright matters  
and many other pertinent topics.

**"Better Programming Requires More Thought Not More Dollars"**

**BROADCAST MUSIC, Inc.**

580 FIFTH AVENUE

NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



# **THE LATEST WCKY STORY**

## **WCKY OUTSELLS NEWSPAPERS 60%**

**FOR**

**POGUE'S AND SHILLITO'S,**

**CINCINNATI'S TWO LARGEST DEPARTMENT STORES**

In a survey conducted in Cincinnati by Advertisers' Research Bureau, Inc. of Seattle, equal amounts of advertising money were spent on newspapers and on WCKY for the same item. Point of sale interviews by A.R.B.I. shows:

### **1. WCKY IS MORE EFFECTIVE IN PRODUCING TRAFFIC**

43.5% of all traffic came in as a result of radio advertising.  
35.5% as a result of newspaper advertising.

### **2. WCKY DOES A BETTER SELLING JOB THAN NEWSPAPERS**

84.8% of the Radio Traffic purchased and 70.4% of the Newspaper Traffic purchased. WCKY sold 51.0% of the total dollar volume and newspapers 31.8%

**WCKY—ON THE AIR EVERYWHERE 24 HOURS A DAY 7 DAYS A WEEK 365 DAYS  
A YEAR WITH A NEW 1951 GE TRANSMITTER.**

**INVEST YOUR AD DOLLAR WCKY'S-LY**



# THE LATEST WCKY STORY

## THE COMBINED ARBI SURVEY FOR THE TWO STORES

	<u>RADIO</u>	<u>NEWSPAPER</u>	<u>BOTH</u>	<u>OTHER</u>	<u>TOTAL</u>
% TRAFFIC	43.5	35.5	10.5	10.5	100.0
% PURCHASING	84.8	70.4	62.5	62.5	75.0
% DOLLAR VOLUME OF PURCHASES	51.0	31.8	12.1	5.1	100.0

(Copies of ARBI Survey available on request.)

INVEST YOUR ADVERTISING DOLLAR WHERE IT WILL PRODUCE SALES

INVEST IT WCKY's-ly

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

or

C. H. "Top" Topmiller  
WCKY Cincinnati  
Phone: Cherry 6565  
TWX: Ci. 281

*L. B. Wilson*  
**WCKY**  
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER





## The Mike Is Mightier . . .

WHATEVER the outcome, the history-making use of radio to arrange the Korean truce conferences clearly demonstrated that broadcasting has achieved a definite status as an instrument of international relations.

We think it important to point out that all negotiations leading to the cease-fire meetings were carried out over existing radio systems.

Mr. Malik put out the Communists' peace-feeler on a regular UN program carried in the U. S. by CBS. General Ridgway sent his instructions by Voice of America stations, and the North Koreans and Chinese commanders replied by the official Red Chinese station at Peiping. The fact that the hostile parties met on schedule at Kaesong must dispel any doubts that overseas broadcasts are not listened to.

There is a lesson here for those who question the value of the American government's international radio program. The power of radio to end a war is no greater than its power to prevent one, providing it is used as skillfully to create amity as it was used to arrange the cease-fire meetings in Kaesong. Radio can leap a forbidden boundary far more easily than a bomber, and can carry ideas which will spread more virulently than a fire storm set by a fleet of B-29's.

In the indefinite period of armed truce to which this country is committed, the microphone, properly used, will be the best weapon in democracy's arsenal.

## The Small Picture: II

NEEDLESS to say, we received a lot of comments on an editorial we ran last week, pointing out the great injustice radio had done itself in its obeisance to program ratings, a form of self-exposure in which no other medium, save television, indulges.

One correspondent asked: "How can you turn the clock back?" Well, you can't, but you can certainly analyze the past to help you chart a course for the future.

It's true that the program rating has become such an ingrained habit in the system of radio buying and selling that it probably can never be eliminated. But it certainly can be de-emphasized if broadcasters will only begin using other kinds of research that are more comparable to the means by which other media are measured.

A good example is the ARBI type of study by which direct results of comparable newspaper and radio campaigns are measured. We've carried a number of stories about studies in various cities (including big TV markets). Almost invariably radio has delivered more customers than newspapers have.

A national network salesman might say that such local cases don't provide him with anything to talk about. He would be wrong. A network advertising campaign is successful only if it induces people in many, many communities to visit their local retail outlets and buy the network advertiser's goods. The value of a national campaign can only be measured by adding up the individual results obtained in all the local stores.

The local retailer and distributor are pretty good judges of the effectiveness of advertising because they don't measure a campaign by the

fluctuations of rating points. They know precisely how many customers it delivered to their stores.

It is significant that more and more local advertisers are turning to radio to move goods off the shelves while some national network advertisers are poring over the program rating reports and proclaiming the decline of radio.

The newspapers' Bureau of Advertising has been harping on the theme that "all business is local" with considerable success. Radio could beat the newspapers at their own game if it would get down to bedrock research and bedrock selling. Let the program ratings dip or even disappear. As long as radio can prove it sells more goods for less, it can sell itself.

## Enter: TV Politician

TELEVISION is in the future of every broadcaster. He must either look to the day that he adds TV to his call letters, or he must consider adjustment of his operations to conform with the inevitable TV era—no matter what size his market.

Not many years ago, the thesis was that a broadcast station could not make an economic go of it in a market of less than 50,000. Today there are more stations in secondary markets than there are daily newspapers—and in many instances, weekly newspapers.

Back in 1927, when TV was "just around the corner," we held the view that TV was the heritage of the broadcaster—not the motion picture exhibitor. Many newspapers, which pioneered in radio, also had the vision to appraise TV, and consequently they represent a formidable segment of the 107 licensed stations—40 of them.

Now that the resumption of TV licensing is in sight (though when can't be precisely predicted) every licensed broadcaster should give serious thought to his future in the TV era. TV won't spell the doom of radio. But it will bring changes in values and in impact. It has already.

And in appraising their TV future, broadcasters must take into account a new ingredient—and a potent one. In the earlier days of broadcasting, when it was regarded as a passing fancy, the professional politicians paid little attention to it. Thus many small business men, willing to take the gamble, procured licenses and grew with the medium. It was in the '30s, when radio had reached gross billings in excess of \$150 million, that the ward heelers began to infiltrate.

It's different in TV now. The tribute-grabbers know that the chips are vastly bigger. They know that the red ink has all but disappeared. They know that moreover, TV will play perhaps the most vital role in elections henceforth.

When it took hundreds of thousands to start a TV station, with astronomical operation losses, the machine politicians gave TV wide berth. So did many broadcasters, to their present chagrin.

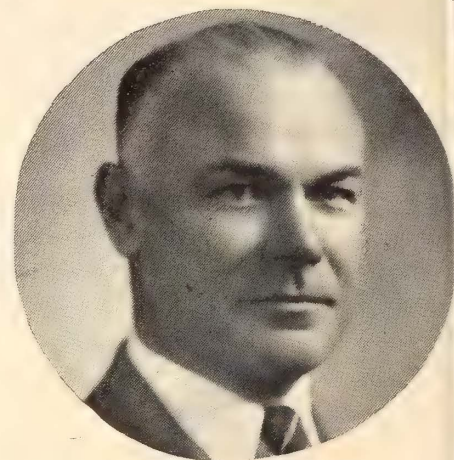
So, in prosecuting applications for TV, the broadcaster will have a new adversary element—the political hack. All other things equal, the broadcaster who has rendered good public service over the years, should be entitled to the grant over the newcomer, with no record of achievement and with only will-o'-the-wisp promises, and perhaps a bankroll. The broadcaster has the know-how, the staff, and the record of stewardship.

The unscrupulous politician has—politics.

Those are the facts. It behooves every broadcaster to recognize them as he ponders his TV future. And he shouldn't ponder too long.



our respects to:



LEWIS WATERS MILBOURNE

BORN 50 years ago at the turn of a century, broadcaster Lewis Waters Milbourne has lived through the aggressive growth of the U. S. economy and the rapid development of radio as an outstanding medium.

Mr. Milbourne, president of The Monument Radio Co., licensee of WCAO Baltimore, firmly believes in both.

For example, he thinks the capitalist system that nurtured this economic expansion should be maintained because under the system "the most marked progress and a life more abundant accrue."

Radio, he feels, will prosper as long as it serves the public. He believes there always will be a big job for it to do.

Ever since he first tasted the excitement of the broadcast business in 1931, Mr. Milbourne has been conscious of its accomplishments and potentialities.

During a financial reorganization of WCAO in that depression year, his dad, Lewis M. Milbourne, a former assistant U. S. Collector of Internal Revenue, became the company's new president and treasurer with a large stock holding. The younger Milbourne also obtained stock and the title of assistant treasurer and director.

WCAO, "The Voice of Baltimore," has been affiliated with CBS since 1927 and was one of the first 16 stations comprising the network. This development and the public's and advertiser's thriving interest in radio convinced Mr. Milbourne that he was in the type of business that was at once both creative and dynamic.

He also found delight in the celebrity glamor which accompanied radio in its rubber pants days—and still does in its grown-up stage. Mr. Milbourne has fond memories of visiting "names" of the talent world—Kate Smith, Ben Bernie, Guy Lombardo, Paul Whiteman, Burns and Allen, Singin' Sam, Eddie Cantor, Julia Sanderson, Frank Crummit, Helen Hayes, Mildred Bailey.

Most of these leaders in show business, and in radio entertainment, continue to thrill audiences in radio, television and the stage.

Mr. Milbourne is a Marylander. He was born in the Free State at Kingston in Somerset County, southernmost on the Eastern Shore, Oct. 20, 1900.

His early life was spent on the farm, living each alternate winter in Annapolis, where his father was serving in the state legislature as senator from Somerset County.

After his early education, Mr. Milbourne

(Continued on page 72)



# HOW ARE YOUR SALES --- IN NEW ENGLAND?

Book publisher proves again that  
**WBZ LEADS IN PRODUCING  
MORE SALES AT LOWER COST!**

No matter what you want to sell in New England... foods, drugstore products, household or automotive items... you'll find WBZ the all-time champ in delivering results!

Take the word of mail-order advertisers. They know the score. One example is Doubleday, Inc., publisher of the Jacques Fray Piano Course Book. According to Doubleday's agency, WBZ is doing the most effective sales job of *all* media used.

That's typical. WBZ gives you traditionally intense coverage of the high-income metropolitan Boston area... *plus* more far-reaching coverage of all New England than any other single medium!

Don't be satisfied with anything *but* a bright sales picture in New England. Check now with WBZ or Free & Peters for availabilities.

**WBZ** BOSTON  
50,000 Watts



*Westinghouse Radio Stations Inc*

*Serving 25 Million*

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

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

**RADIO — AMERICA'S GREAT ADVERTISING MEDIUM**

"Since the first of the year, we have spent \$1,605 with WBZ in advertising the Jacques Fray Piano Course. We have received 5,770 orders, at an individual cost of 28c."

"Of all media, radio has proved the best selling device for this book."

"Of all radio stations, WBZ has sold it at the lowest order-cost."

John Southwell  
Account Executive  
Huber Hoge and Sons



# BAB BROCHURE

## Sales Tips On Stores Sent to Members

TIPS on selling department stores on the value of radio advertising were circulated by BAB last week in a 64-page folder to its member stations, concurrently with announcement of BAB's first member-wide retail radio advertising contest.

The BAB department store brochure contains a detailed report on 13 notable entries in the 1950-51 retail radio contest conducted jointly by BAB and the National Retail Dry Goods Assn. It includes an introduction by Howard P. Abrahams, manager of the NRDGA Sales Promotion Division, outlining 12 reasons why retailers' use of radio is on the up-swing.

The retail radio advertising contest, BAB explained, is designed to provide BAB with data on effective advertising techniques and at the

same time to reward member stations which originate resultful advertising.

BAB President William B. Ryan announced that awards will be given to BAB member stations submitting the best radio advertising story in any local merchandise classification, and to stations submitting the largest number of success stories judged to provide practical information about how radio gets results for each local advertiser.

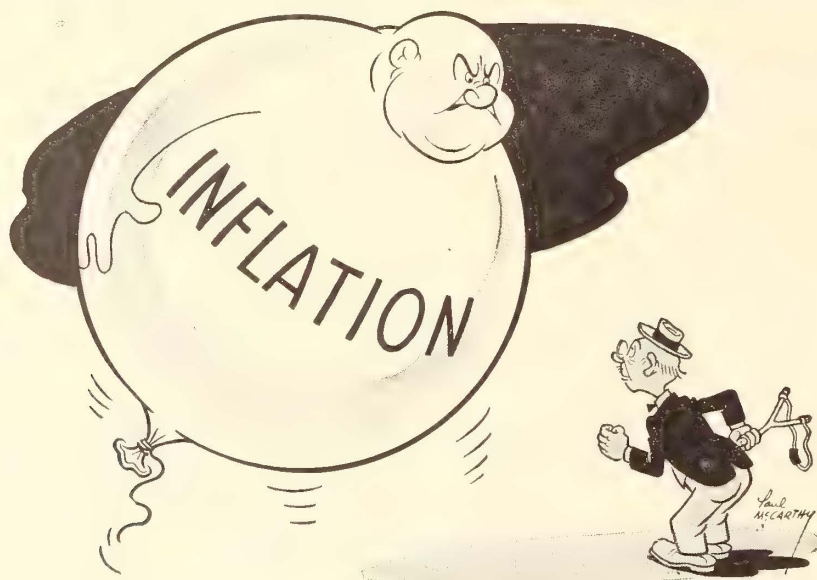
Among the merchandise classifi-

cations enumerated in a contest folder sent out to BAB members were the following, with grand award plaques to be given in each:

"Amusements, appliances, automotive, bakeries, banking, beauty parlors, Chambers of Commerce, dairies, department stores, drugs, florists, furniture, furs, hardware, hotels, home builders, ice cream and confectioners, jewelry, laundries and dry cleaners, men's, women's and children's wear, music dealers, optometrists, photographic dealers, public utilities, real estate, restaurants, shoe stores, service stations—and any other merchandise classification not here listed."

In each classification, first, second, third and honorable mention scroll awards will be presented.

Sept. 1 is deadline for entries.



## A GIANT problem with a SMALL solution

The problem is INFLATION, defined as "a large price rise lasting a long time." Because it cheapens dollars, inflation dislocates our national economy and endangers our standards of living.

So what's to be done about it? The Mutual Life has long taken an active part in combating inflation. We have advocated anti-inflation measures to our million policyholders, as well as to others in a position to influence, or actually form, public policy. The Company has also supported the campaign against inflation conducted by the Institute of Life Insurance.

But the ultimate solution rests with the

individual . . . with the worried little man cartoonists use to symbolize the public. What he does in the months ahead will have an important effect on the fate of inflation.

To fight inflation, the individual should buy less, save more, borrow less and support government efforts to economize and "pay as it goes."

The Mutual Life is currently making available to radio stations a 15-minute dramatic and entertaining transcription on the subject of inflation. The material is handled in simple, down-to-earth style. We'd be glad to tell you more about it.

WEATHER STAR ATOP OUR HOME OFFICE — FLASHES OFFICIAL WEATHER FORECASTS



## THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

1740 BROADWAY AT 55TH STREET NEW YORK 19, N. Y.

## DON LEE PLAN

Would Co-op Sponsors?

NEW cooperative sponsoring plan for national and regional manufacturers, distributors and suppliers who distribute products through franchised dealers has been inaugurated by Don Lee Broadcasting System, Hollywood.

Identified as "Lanca" and deriving the name from local and network cooperative advertising, the plan makes available a network radio program for the advertiser which allows retailers in individual station cities to cooperate through local participation and commercial within the body of the show.

Basically, it provides that (1) national or regional advertiser pay talent and a percentage of the established network rate to Don Lee (2) retailers located in the 49 strategic Don Lee cities underwrite the remainder of the time cost by paying local stations a percentage of the local rate of the individual Don Lee outlets.

"The supplier through 'Lanca' makes it possible for his retailer to purchase sales-producing local radio advertising on network caliber programs at a fraction of the price they would normally pay for local programs," explained Warren Ingram, executive vice president of Don Lee.

For the manufacturer, "Lanca" means that he has a practical, controllable, economical means of using a network program as a supplier's retailer co-op vehicle which may be handled as easily as any newspaper or outdoor campaign, and with all the advantages of locally placed dealer advertising, Mr. Ingram emphasized.

He declared considerable interest has been aroused among advertising agencies in the plan "because it brings under their control and placement, cooperative monies which, in the past, in many instances, have been spent at a dealer level at retail rates not commensurable to the agencies."

## WVBA Meets in August

MEETING of West Virginia Broadcasters Assn. is scheduled for Aug. 23-25 at the Greenbrier Hotel, White Sulphur Springs, W. Va., it was announced last week.

The LITTLE Station with the BIG WALLOP!



REP. BY MEEKER

WMAM MARINETTE WISCONSIN



# OIL NEWSLETTER

PUBLISHED BY THE OIL INDUSTRY INFORMATION COMMITTEE

NUMBER

20

OF A SERIES

## FOR YOUR INFORMATION:

The expanding role of small business men in the distribution of petroleum products assumes top-flight importance in the face of mounting demands of national defense and greatly increased civilian usage.

With their competitive initiative honed to a fine edge, 15,000 independent jobbers and distributors today are performing indispensable wholesale functions in getting record oil supplies to the public. As a result, they have tripled their dollar volume of business since 1940.

Establishing high standards of service in their communities, these local oil men are competing against both large firms and small, in the largest cities and the remotest villages across the land.

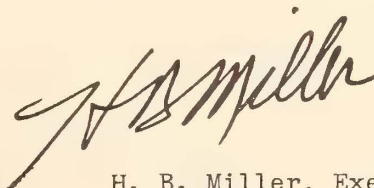
Representative of the resourcefulness that is the hallmark of petroleum jobbers and distributors in our competitive system are the accomplishments of the White Fuel Company, in Boston. In 1931 its storage facilities had a capacity of 400,000 gallons. Seeing opportunities for specialization, the firm's co-founder and president, John P. Birmingham, adjusted his operations to cultivate markets for heavy oils for industrial use, and heating oils for dealers and direct consumers. A \$2 million expansion program now nearing completion will give him a storage capacity of 65,000,000 gallons to better serve his customers. This means less dependence on tanker transportation during winter months, and many extra days' supply during heating months. His foresight over the years for both himself and his customers is expected to yield a sales volume of about \$33 million this year. It is easy to see the economic importance to the community of this jobber who stimulates so much local business.

Resourceful small business men in the oil industry find opportunities for profit and public service wherever they are, in small communities as well as large. To cite one more example, W. L. Dickey, pioneer oil jobber at Wayzata, Minnesota, sold 5,000 gallons of gasoline in 1910. His son, Don, now company president, sells five million gallons a year.

In the production, refining, and distribution of oil, the competitive talents and contributions of small business men are invaluable for the big job ahead.

\* \* \* \* \*

If you would like further information about the oil industry and its operations, please write to me.



H. B. Miller, Executive Director  
Oil Industry Information Committee  
American Petroleum Institute  
50 West 50th Street, New York 20, N. Y.



**IT TAKES  
POWER**

*to Penetrate the  
BIG, RICH WILKES-BARRE  
METROPOLITAN AREA-Plus  
14 Surrounding Counties*

**WILK**  
(and Only WILK)  
**HAS IT!**

**5000  
WATTS  
of  
Selling Power**

In WILKES-BARRE . . . It's

**WILK 980**

*The CENTER of ATTRACTION in your Area*

AM-FM ABC AFFILIATE

5000W (d) 1000W (n)

Wilkes-Barre, Pa.

★  
AVERY-KNODEL, Inc., Nat'l Rep.  
608 Fifth Ave., New York 20, N.Y.

## PROMOTES RADIO SCBA Starts All-Out Campaign

BENT on selling the merits of radio as an advertising medium, member stations of the Southern California Broadcasters Assn. have temporarily put aside their local rivalries and are cooperating in an all-out promotion campaign for the medium, launched yesterday (Sunday).

Three types of promotion are being used in the campaign: (1) the station's own air time, utilizing spot announcements, newscasts, interviews; (2) written promotion in the form of correspondence, printed trade advertising, direct mail promotion, schedule covers, publicity releases; (3) sales presentations to be made to advertisers and agencies in Southern California by salesmen's committee's representative groups of competitive stations.

Specific aspects of radio will be concentrated on for two-week periods during the promotion.

In addition to spreading the good word around Southern California, the sales presentation will be brought to timebuyers in key eastern cities including New York and Chicago by Robert J. McAndrews, managing director of the associa-

tion, in cooperation with committees of station representatives.

Included in the "air" promotion will be information on in- and out-of-home radio listening hours in the area; comparisons between Southern California and other sections of the country; surveys and case histories giving radio's strong points; interviews with sponsors, station executives and researchers offering stories on radio's basic values.

To put across the sales presentations, over 200 salesmen of member stations and station representatives will be briefed in the necessary facts to present on their calls.

In August an all-day clinic on how to use radio more effectively will be held for members by the association.

Named by A. E. Joscelyn, SCBA president, to conduct the drive was a special promotion committee consisting of Calvin J. Smith, president and general manager, KFAC; Kevin Sweeney, sales manager,

## WAGE REVIEW

WSB Decision Expected

WAGE Stabilization Board is expected to take up today (Monday) its advisory panel recommendations on whether price-exempt industries, such as radio-TV, are to be continued under the wage freeze.

The tri-partite panel held a one-day meeting a week ago last Thursday in Cincinnati [BROADCASTING • TELECASTING, July 9].

Speculation has been heard in Washington and given wide play in the nation's news outlets to the effect that the majority on the panel favor the lifting of wage control for these industries. Washington officials, however, say that the final WSB decision can not be made known until the advisory panel's recommendation is received in its polished form.

That polishing was underway last week by staff members of WSB, who were making a detailed study of the panel report.

Meanwhile, the Office of Price Stabilization issued a "clarifying" order that specified which services are exempt from price regulation.

Included are radio and other entertainment and so-called "package" productions. Rates, fees and charges of actors, authors, musicians and news syndicate services are not controlled. Neither are services by correspondents and news commentators, nor program elements (package productions) furnished by independent contractors (package producers) for use in radio or television broadcasting.

As of July 2, selling price of radio and television sets had to be marked or tagged in retail stores, according to OPS. This pricing measure comes under Ceiling Price Regulation 7 or "margin control" regulation.

## WMAL STRIKE OFF

Wage Compromise Reached

STRIKE of AFRA announcers at WMA L-AM-FM-TV Washington was averted shortly after midnight July 8 when an agreement was reached before Federal Mediator James Holden. Mr. Holden stepped in after the station and union had reached a deadlock.

The union had prepared for a strike if demands were not met. Compromise was reached between the \$60-\$77.50 scale in the old contract and the \$80-\$100 scale proposed by the union, it was understood. Participating in negotiation were Kenneth H. Berkeley, station general manager, and Mrs. Evelyn Freyman, secretary of AFRA's Washington local.

KFI; Wilbur Edwards, director of KNX and Columbia Pacific; Fred Conrad, manager, KECA and A Pacific Radio Network; Ward Ingram, executive vice president, Don Lee Broadcasting System; Sydney Gaynor, commercial manager, KFVB.

"Radio," said a joint statement by the promotion committee, "has a terrific story which it has been keeping to itself too long. Southern California radio has the most impressive story of all. There are hundreds of thousands of homes more listening here today than ever before in history."

## WHAR SUIT

Awarded \$2,185 Judgment

JUDGMENT of \$2,185 in favor of WHAR Clarksburg, W. Va., was granted July 9 against R. L. Easley, trading as Dixie Engineering Co., Washington, in an order signed by Judge Matthew F. McGuire, the U. S. District Court, District of Columbia.

WHAR was found entitled to a cover for breach of contract which the defendant is charged with having failed to prepare a carry out an application to switch WHAR to a regional assignment. Suit for \$100,000 damages was filed last Nov. 3 by Stephen Tuhy, J. attorney for WHAR.

Judge McGuire allowed a total of \$2,175 in damages plus \$10 cost. The total included a \$500 payment to the defendant; \$1,000 spent for land now described as useless; \$58 for a trip to Utah to raise money for the project; \$40 for a trip to Washington and \$55 state certificates used in prosecuting the case.

The court did not allow claim for loss of potential revenues or damage to the station's reputation.

## KFAR, KENI to NBC

MIDNIGHT SUN Broadcasting Co. (KFAR Fairbanks and KENI Anchorage, Alaska) last week announced NBC affiliation for Alaska. Stations also are affiliated with ABC and Mutual-Don Lee Broadcasting System.

**a radio program and  
merchandising service**

*featuring*  
**MARTHA CRANE  
and  
HELEN JOYCE**

(see inside front cover)



**Clear Channel Home of the National Barn Dance**