

# BROADCASTING TELECASTING

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20<sup>TH</sup>  
a Newsweekly  
Radio and  
levision.  
year

00 Annually  
cents weekly



the biggest thing in tv

is **WOR-tv**

channel **9** in New York

**why?** ... because one WOR-tv announcement sold \$3,000.00 worth of watches.

... because WOR-tv is now carrying the only two local mystery shows in New York that are attracting hundreds of thousands of tv viewers.

WOR-tv is in many instances the greatest buy at less cost per dollar spent than any independent tv station in the area of Greater-New York:

... ask a few WOR-tv sponsors such as —

Philip Morris Co., Ltd.

O'Cedar Corp.

P. Lorillard Co.

Lever Brothers

Liebmann Breweries Inc.

Hoffman Beverage Co.

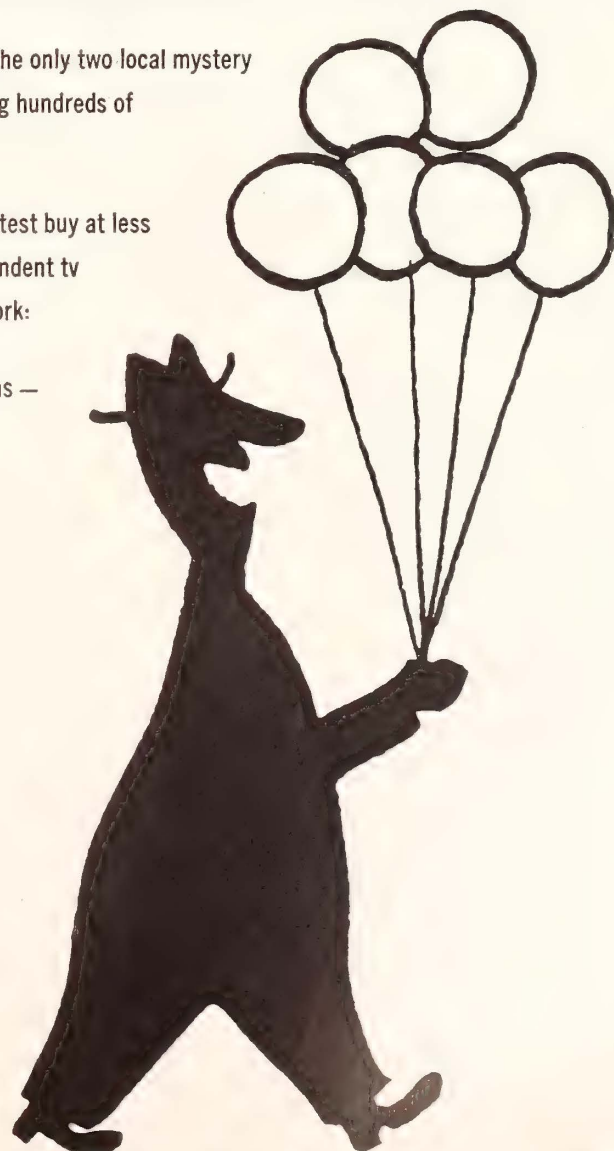
Curtiss Candy Co.

Willys-Overland Distributors Inc.

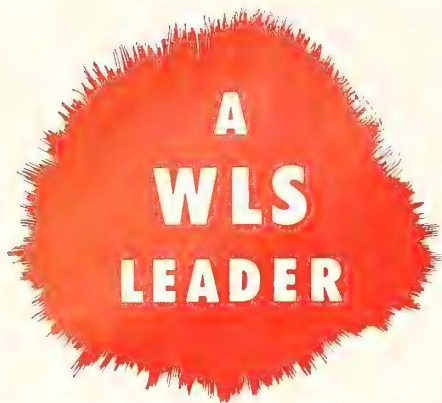
Tide Water Associated Oil Co.

F. & M. Schaefer Brewing Co.

N. Y. Telephone Co.







*Here is a leader for  
Fall Sales Results..*

## **"BOB ATCHER PRESENTS"**

*— The highest rated afternoon  
participating program originating  
in Chicago!*

For Fall and Winter sales in the Midwest, WLS suggests "BOB ATCHER PRESENTS," a daily, 1:30-2:30 p.m. new and successful idea in afternoon programming. The combination of top WLS talent and a pre-tested, time-proven formula has won audiences throughout the entire Midwest.

Each 15-minute segment of "BOB ATCHER PRESENTS" averages a 3.2 rating—the highest of any Chicago originated participating program. Over a period of a week each 15-minute segment is heard in 792,500 radio homes!

This hour-long, live-talent "BOB ATCHER PRESENTS" program has *proven* its afternoon leadership. Featured on each day's program is a cast of WLS National Barn Dance favorites, headed by Bob Atcher, the Midwest's favorite cowboy entertainer. There are tailor-made audience builders—music to please all tastes—brief news and weather summaries—comedy—listener participation...all wrapped together for profitable radio with increasing listenership. And

**INCREASED AUDIENCE MEANS INCREASED VALUE FOR  
INCREASED SALES RESULTS!**

*See Your Blair Man Today!*

*Source:* A. C. Nielsen Chicago Station  
Area Report—April, 1951. Last  
full report prior to time change.



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

**CHICAGO 7**

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.



W H K

CLEVELAND

TAKES PRIDE

III

*Announcing*

THE

APPOINTMENT

OF

HEADLEY-REED COMPANY

NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO  
PHILADELPHIA • DETROIT • NEW ORLEANS • HOLLYWOOD

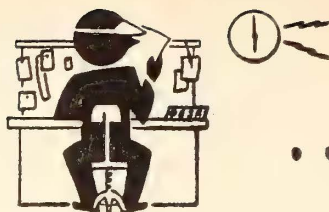
AS

NATIONAL SALES REPRESENTATIVES

EFFECTIVE SEPTEMBER 1<sup>ST</sup> 1951



# BROADCASTING TELECASTING



...at deadline

## Closed Circuit

WITH UNINTEGRATION of CBS into autonomous Radio and TV divisions, present headquarters of network at 485 Madison will house TV Division and parent corporation. CBS Radio Division to move this fall to new seven-story air-conditioned building on 52d St. near Madison, now being completed. Target date is Oct. 1.

SALE OF Radio Station WOW Inc. (WOW-AM-TV) to Meredith for \$2,525,000, announced last Wednesday (see story page 25) was not sale to highest bidder. Transaction was all cash, whereas higher bid was not. Reason: View that installment transaction might be caught in increased capital gains tax over present 25% limitation. Assurances already given by Congressional leadership that increased taxes won't be retroactive.

FCC HAS CRACKED whip on its legal staff on ABC-United Paramount merger. It has asked for prompt drafting of hearing issues, whereas staff had estimated several weeks would be required simply to review papers. Action likely within ten days with possibility of consolidating merger application with overall motion picture proceeding (see page 23).

MAXWELL HOUSE instant coffee, through Benton & Bowles, New York, planning to use five, ten and 15-minute news programs on spot basis starting Sept. 1, continuing through end of year.

HOSTILITY of organized baseball to widespread play-by-play pickups shows signs of subsiding, with major and minor interests now agreeable to joint discussions with NARTB. Outcome likely to be formation of cooperative committee to promote mutual welfare.

ALTHOUGH ratification of NARBA Treaty, on distribution of broadcast channels among North American nations, is moribund in Senate Foreign Relations Committee, Mexico has indicated interest in negotiating informally so it might become party to treaty. This developed last week during conferences in Washington of delegation headed by Miguel Pereyra, Mexican director general of telecommunications (see story page 38). U.S., Cuba, Canada, Dominican Republic and Bahamas already are parties to agreement with Haiti having indicated general acceptance but seeking clarification.

PHARMACO Inc., Newark (Feen-A-Mint), using 75 Keystone Network stations and 75 other radio outlets for 32-week radio spot announcement campaign to start Sept. 4. Duane Jones, New York, is agency.

ORGANIZED educator efforts to raid TV spectrum space due for scrutiny at upcoming NARTB district meetings. Tipoff seen in Illinois Broadcasters Assn. protest against use of tax funds for proposed university station, forerunner of state school network.

ONE OF NATION'S leading universities, outraged over eyewash on educational television, (Continued on page 98)

## Upcoming

Aug. 20: BMI Clinic, Harrisburg, Pa.  
Aug. 21: BMI Clinic, Columbus, Ohio.  
Aug. 22: BMI Clinic, Roanoke, Va.  
Aug. 23-24: NARTB District 4 Meeting, Hotel Roanoke, Roanoke, Va.  
Aug. 23-25: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

(More Upcomings on page 95)

## Bulletins

IN-THE-SHOP study that may turn into big boon for radio is being conducted by major advertising agency. Compton Adv., New York, is analyzing number of research techniques but paying special attention to ARBI, whose point of sale measurements have repeatedly demonstrated radio's ability to out-pull newspapers.

## NTSC COLOR PROGRESS SHOWN AT LABORATORIES

PROGRESS being made by all-industry National Television System Committee toward development of compatible TV color system was shown last week to members of NTSC advisory panel headed by A. V. Loughren, research vice president of Hazeltine Labs, and to delegation of top FCC engineers.

FCC engineers were "impressed" with what they saw demonstrated by GE in Syracuse, Hazeltine in Little Neck, N. Y.; RCA in Princeton and Philco in Morrisville, N. J., agreed that industry system was a "considerable improvement" over that shown during sometime-heated color hearings in 1949-50. They were loath to express more concrete opinion of what they saw, on grounds they were just observers, being "educated."

Reporting for NTSC panel, David B. Smith, Philco engineering vice president, said last Friday that while satisfactory progress toward a compatible system was indicated, last week's demonstrations were merely first of routine engineering tests to continue through autumn. FCC, he said, has been invited to sit in on all future sessions as it did last week.

Industry committee has said it hoped to have compatible system ready for FCC consideration by end of year, following establishment of numerical values and period of extensive field testing.

## ECA LAUDS RADIO

U. S. Radio networks and stations have devoted approximately \$3½ million in time to keep public informed about government's Marshall Plan aid to Europe, Wallace Gade, radio director of Economic Cooperation Adm., said Friday at ECA luncheon in New York honoring four radio networks. Mr. Gade presented awards to ABC, CBS, MBS and NBC for public service efforts in connection with Marshall Plan. Other awards set for some 500 radio stations, American Federation of Musicians, and American Federation of Radio Artists.

## Business Briefly

PEPSODENT SPOTS ● Pepsodent too paste planning to allocate almost its entire television and radio budget to saturation-type spot announcement campaign, with starting date around Oct. 1. Agency, McCann-Erickson, New York.

BORDEN TEST ● Borden's Instant Coffee New York, planning 13-week radio spot announcement test in Dallas and Fort Worth starting Oct. 1. Agency, Doherty, Clifford, Shenfield, New York.

FORD SERIES ● Ford Dealers Adv. Bu. setting up seven-week campaign to start Aug. 27 in St. Paul-Minneapolis. Agency, J. Walter Thompson Co., New York.

RINSO SPOT CAMPAIGN ● Lever Brothers New York (Rinsol), on Sept. 10 to start seven weeks spot announcement radio schedule. Eastern Seaboard through Ruthrauff & Ryan, New York.

GROVE SHARING ● Grove Labs., St. Louis to share alternate-week sponsorship of *Like a Millionaire* with General Mills on CBS Fri., 9-9:30 p.m. (CDT). Starting date tentatively set Sept. 21. Grove agency, Gardner Agency, St. Louis.

## PARTIES, NETWORKS DISCUSS CONVENTION SPONSORSHIP

UNPRECEDENTED joint meeting of representatives of both Republican and Democratic National Committees with representatives of all radio and TV networks called Wednesday (Aug. 15) in Washington to discuss pros and cons of sponsorship of national political conventions next year.

Conference will not result in decision on sponsorship of either broadcast or telecast. Decision will rest with respective chairmen of national committees and their arrangement groups.

Meeting called after several representatives of networks had raised question about sponsorship plans. Sitting in for Democratic Committee at closed sessions will be Fred V. Devander, publicity director, and Ken F. radio-TV director; for GOP, William Myland publicity director, and Ed Ingle, radio-TV chief.

While no formal announcement was made, was understood sessions would be purely exploratory and that probably other meetings would be held.

## CAMELS MIDNIGHT VIDEO

IN 11-12 midnight time NBC-TV is turning back to its affiliates [CLOSED CIRCUIT, Aug. 6] R. J. Reynolds, Winston-Salem (Camel cigarettes), is buying three hour-long periods per week on at least nine stations, effective Aug. 27. Camels will start with presentation of movies in this time period. Cities already contracted for, through William Esty, New York (agency for Camels), are New York, Philadelphia, Baltimore, Washington, Norfolk and Chicago, and three other cities are expected to be cleared by starting time.





## "about Peter Platypus . . ."

With this and many other fascinating stories of childhood, Mrs. Paul Bowermaster of the Lan-

caster Free Public Library thrills thousands of children Thursday afternoons at 5:15. During this show, the library-book stories are enlivened by slides of illustrations taken from the books. Frequently, too, Librarian Ernest Doershuch appears on the show to explain to children and adults how the Public Library can be used and enjoyed. The mail pull has been gratifying. In ad-

dition, another result has been the greatly increased attendance at the Library story-telling hour every Saturday morning, since the inception of the program.

With this, and other community service programs, WGAL-TV strives to broaden, enrich and enliven the daily lives of the people who live in the communities it serves.

# WGAL-TV

LANCASTER, PENNA.

A STEINMAN STATION • Clair R. McCollough, Pres.



Represented by

ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles



# POWER HOUSE

**CLUB 1300, WFBR's great daytime audience show, has the highest Hooper of any radio show in Baltimore one hour or more in length.\***

This is it! The show that does everything, that always plays to a full house, that has broken records year after year, that attracts visitors in such droves that tickets are gone months in advance! This is the #1 radio buy in Baltimore — far and away the leader in its time bracket — or practically any other bracket! CLUB 1300 is a *must* in Baltimore!

Other WFBR-built shows are making history, too! Ask about *Morning in Maryland*, *Shoppin' Fun*, *Melody Ballroom*, *Every Woman's Hour*, and others!

\*May, 1951, Hooper report.

MARYLAND'S PIONEER  
BROADCAST  
STATION!

# WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE MD.  
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

## FABULOUS RESULTS:

### VEGETABLES

A spot advertiser on CLUB 1300 tried a coupon write-in offer. Three announcements brought 9,000 replies!

### TICKETS

CLUB 1300's m.c. made one announcement that there were a few tickets available for Monday broadcasts. Three days later, he dug out from under requests for 125,000 tickets!

### CANCER DRIVE

We took CLUB 1300 to a local theatre for one broadcast. Ticket holders—(no big donations) paid over \$1600.00 to American Cancer Society to see the regular show! (No big names, either!)

### FOOD SHOW

Biggest crowd in Baltimore Food Show history came to see one broadcast of CLUB 1300.

... and others too numerous to mention.

## BROADCASTING TELECASTING

### THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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### WASHINGTON HEADQUARTERS

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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; 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 Commission, EMpire 4-0775 James Montagnes.

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

\*Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

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

BROADCASTING • Telecasti



# MOST SPONSORED . . .

**More advertising dollars are spent on KFRE than on any other Central California station.**

You are in good company on KFRE. Seasoned advertisers, local and national, select it again and again. They value its sales power.

Dominant throughout this richest of agricultural areas, KFRE delivers more potential customers at a lower cost per thousand than any other media in the market.

Ask Avery-Knodel.

PAUL BARTLETT, *President*

The KFRE logo is presented in a bold, white, sans-serif font within a dark rectangular box. A horizontal line with an arrowhead pointing to the right is positioned to the left of the box.

# KFRE


**940 KC ★ CBS ★ 50,000 WATTS ★ FRESNO**





We've  pulled the big switch...





*Now KCBS is ten times more powerful!* Already the leading station, the most listened-to station in the San Francisco Bay Area—first in local programming and first in over-all share of audience\*...

Now—with 50,000 watts at 740 and a brand-new transmitter at a strategically-located new site—

KCBS is throwing a powerful, clear signal throughout virtually all of Northern California... reaching 9 out of 10 Northern Californians and delivering many thousands more customers for you.

Remember, Columbia-owned KCBS is

**...now 50,000 watts!**

Ask us or Radio Sales to show you what KCBS' switch from San Francisco's leading station to Northern California's leading station can mean to you.

\*Pulse of San Francisco

**KCBS: now ten times more powerful!**



# BEFORE YOU DECIDE ON YOUR FALL SCHEDULE *in the* **DETROIT** *Area*



See How Much **MORE** You Get Using

# CKLW

with its **50,000** watts!

If your product needs more sales and more dealers . . . if you want to look at a climbing sales chart in the productive Detroit area, use CKLW—your sales message will get the power of 50,000 watts day and night . . . a middle-of-the-dial frequency at 800 KC! And, since we're constantly AGAINST the high cost of selling, you get this complete coverage at the lowest rate of ANY major station in this market.

**GUARDIAN BLDG. • DETROIT 26, MICH.**

*J. E. Campeau, President*

*Adam J. Young, Jr. Inc., National Representative*

**50,000 WATTS - 800 KC - MUTUAL**

## new business



### Spot . . .

**N**ATIONAL BISCUIT CO., N. Y. (Milkbone Dog Food), through McCann-Erickson, N. Y., preparing radio spot announcement campaign using day and night chain breaks for 17 weeks effective Sept. 1 in six markets.

**AMUROL PRODUCTS Inc.**, Chicago, for Amurol Tooth Powder, naming Jones Frankel Agency, same city, to handle its consumer advertising. Frankel previously directed only trade advertising, on which most of a budget was spent. Account, which has used lot of spot TV, is expected to buy broadcast media. Amurol is starting distribution of Amur Ammoniated Chewing Gum, claimed to prevent tooth decay.

**CITATION HAT Co.**, Chicago, will promote its fall campaign with radio spots outside Chicago for first time next month in Indianapolis, Detroit, Cleveland and Minneapolis-St. Paul. TV spot is used in Chicago. Agency: Jones Frankel, same city.

**M. J. HOLLOWAY Co.**, Chicago, for Milk Duds and Holloway Sucker using TV for first time with limited spot schedule in Chicago, Milwaukee and Pittsburgh for 26 weeks from Aug. 14. Agency: George H. Hartman Chicago.

**BARNEY'S CLOTHING STORE**, N. Y., planning to increase its radio advertising expenditures by 20% this fall, by addition of spots and 15 minute program on all New York City independent stations. Firm is also considering TV in New York.

### Network . . .

**RALSTON PURINA Co.**, St. Louis, for various products, will sponsor *Space Patrol* on ABC-AM-TV in fall. Show will be broadcast on Saturday from 9:30 to 10 a.m. CST from Oct. 6 on radio, and on alternate Sunday 3:30 to 4 p.m. CDT from Sept. 9 on television. Contracts are for 2 weeks. Both shows originate in Hollywood. Agency: Gardner Advertising, St. Louis.

**NATIONAL BISCUIT Co.**, N. Y. (Milk Bone), to sponsor *Bob Green News* on full Don Lee Network of 45 stations Tues., Thurs., 8:15-8:30 a.m. (PDST) for 13 weeks starting Sept. 4. Agency: McCann-Erickson Inc., N. Y. **GENERAL FOODS Corp.**, N. Y. (Instant Maxwell House Coffee), will sponsor program on alternate days, Mon., Wed., Fri., in same time slot, for 26 weeks starting Sept. 17. Agency: Benton & Bowles Inc., N. Y.

**FARMERS' INSURANCE Group**, L. A., renews sponsorship of *Song of Liberty* Aug. 28 on full Don Lee Network (45 stations) plus Arizona Network Tues., 8-8:30 p.m. (PDST). Contract for 52 weeks. Agency: Bishop & Assoc. Inc., L. A.

**RCA-VICTOR**, Camden, N. J., August 8 started *Meredith Willson Music Room* on NBC Wed., 7:30-8:30 p.m. (PDT). Contract for 13 weeks. Agency: J. Walter Thompson Co., N. Y.

**MARS Inc.**, Chicago, to sponsor Art Linkletter's *People Are Funny* alternate Tues., 7 to 7:30 p.m. CDT on CBS from Oct. 9. Milky Ways and Forever Yours candy bars will be advertised. TV will be used for other Mars products. Snickers and Three Musketeers bars will be advertised on NBC-TV's *Howdy Doody*, of which Mars will buy the Mon., 4:45 to 5 p.m. segment, and that on Wed. from 4:30 to 4:45 p.m. starting Sept. 11. Agency: Leo Burnett, Chicago.

**CHEVROLET Motor Div.** and Chevrolet Dealers slated to sponsor broadcast of running of their annual All-American Soap Box Derby, at Akron yesterday (Sunday), over CBS Radio, 4:30-4:45 p.m. Agency: Campbell Ewald, Detroit.

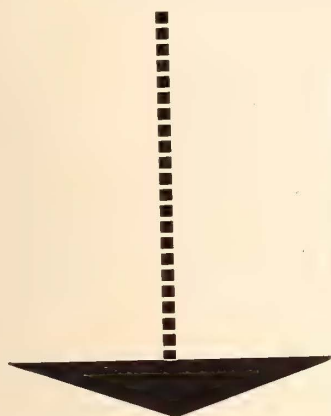
**U. S. ARMY and U. S. AIR FORCE** to sponsor Bill Stern's *Sport*

(Continued on page 15)

**BROADCASTING • Telecasting**



# WE REPEAT - A STORY of LEADERSHIP\*



\*

Last year, a leading Tulsa Advertising Agency made a study of the EFFECTIVENESS of Radio in the TULSA MARKET. The survey disclosed some startling facts! On the basis of that survey, KTUL issued the "Story of Leadership."

Now, a year later, KTUL is proud to REPEAT THE STORY!

Just add the TULSA COUNTY picture (pointed up here) to the entire KTUL coverage, with its increases in every county—the answer, in GREAT BIG CAPITAL LETTERS: — KTUL, TODAY, IS STILL A BIGGER BUY THAN EVER BEFORE!

The Radio Business — like all others—is CONTROLLED BY THE SAME RISING COSTS OF OPERATION.

There is NO VALID REASON why radio advertising dollars—alone of all business dollars — should REMAIN CONSTANT!

EVEN SO — KTUL, today, COSTS YOU NO MORE (even less).

## A Story of Leadership



WHEN TULSA HAD ONLY THREE RADIO STATIONS  
December 1943 through April 1944 HOOPER REPORT Showed:

Time	KTUL Share of Audience	No. of Homes Reached by KTUL	KTUL 15-min. Cost (Maximum discount)	KTUL Cost Per 1,000 Homes
Morning 8:00-12:00 a.m.	26.2	2,264	\$24.50	\$10.82
Afternoon 12:00-6:00 p.m.	17.4	1,932	\$24.50	\$12.68
Evening 6:00-10:00 p.m.	26.7	5,832	\$49.00	\$ 8.40

## Today



TULSA HAS 6 AM RADIO, 1 TV AND 3 FM RADIO STATIONS  
(Figures from Current January 1951 through April 1951 HOOPER REPORT)

Time	KTUL Share of Audience	No. of Homes Reached by KTUL	KTUL 15-min. Cost (Maximum discount)	KTUL Cost Per 1,000 Homes
Morning 8:00-12:00 a.m.	22.9	3,621	\$28.00	\$7.73
Afternoon 12:00-6:00 p.m.	18.3	2,936	\$28.00	\$9.54
Evening 6:00-10:00 p.m.	30.7	6,630	\$56.00	\$8.45

(The above are TULSA COUNTY figures ONLY.  
Add the entire KTUL coverage for the FULL STORY)

# KTUL

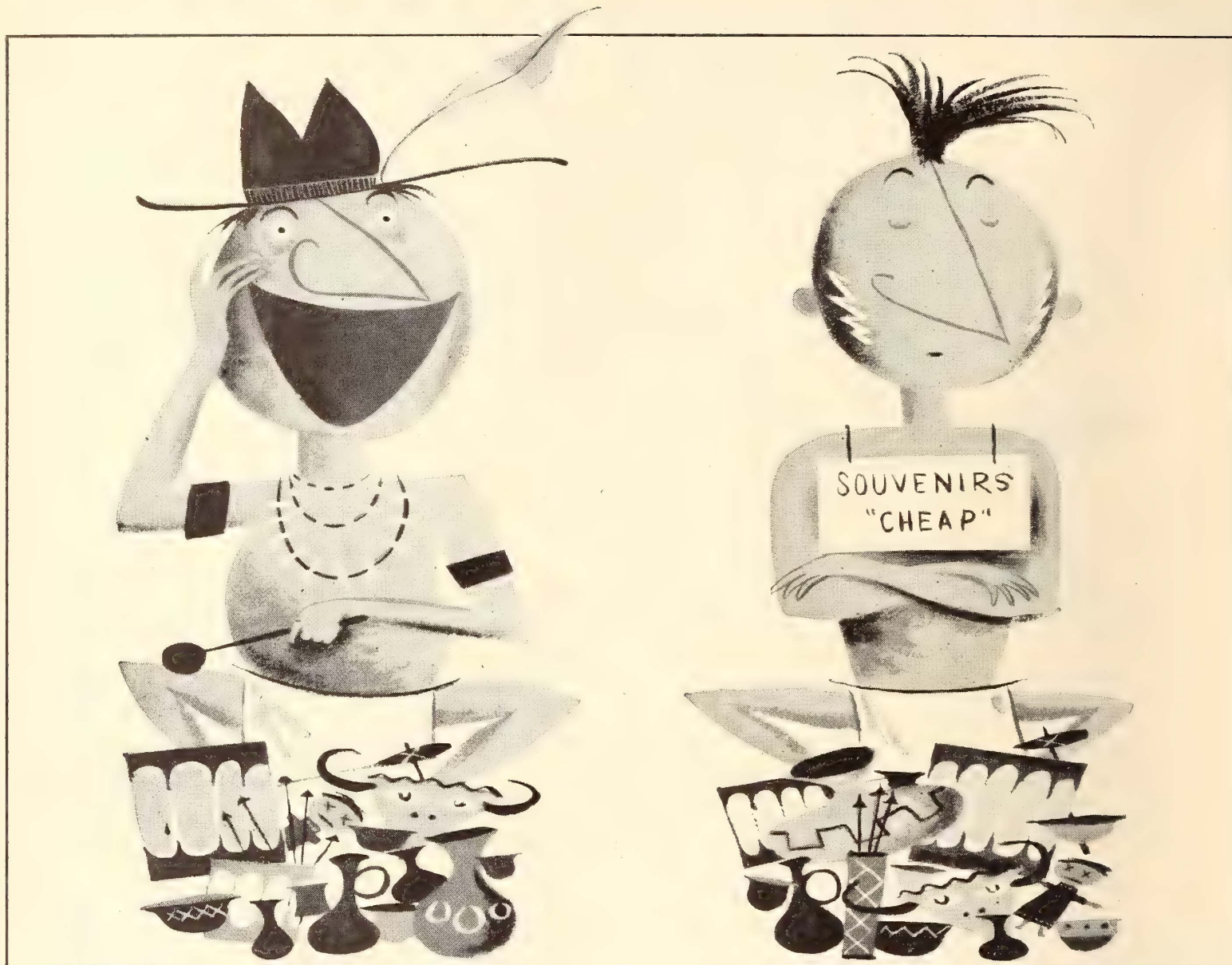
**TULSA'S EXCLUSIVE RADIO CENTER**  
AVERY-KNODEL, INC.  
Radio Station Representatives  
JOHN ESAU, Vice Pres. & Gen. Mgr.

Eastern Oklahoma's *only* C B S Station

Affiliated with KFPW, Fort Smith, Ark.,  
and KOMA, Oklahoma City.



# PEOPLE sell better



## OPEN MOUTH, TELLUM STORY...

When you want to close a sale with a tough customer, you don't send a printed page. You send a man. And when that salesman gets there, he doesn't hold up a sign urging the prospect to buy. He opens his mouth and he talks.

Newspapers are a wonderful advertising medium—we use them ourselves. So are magazines. But the strongest sales message ever printed doesn't have the conviction of the same message delivered by a good salesman. And what is the closest thing to personal selling that you can get in any truly national advertising medium?

*You know the answer. It's radio.*

People sell on television, too, but television

reaches only 3 out of every 10 families—compared to radio's 19 out of 20. Only with radio can human salesmen sell to a really national audience.

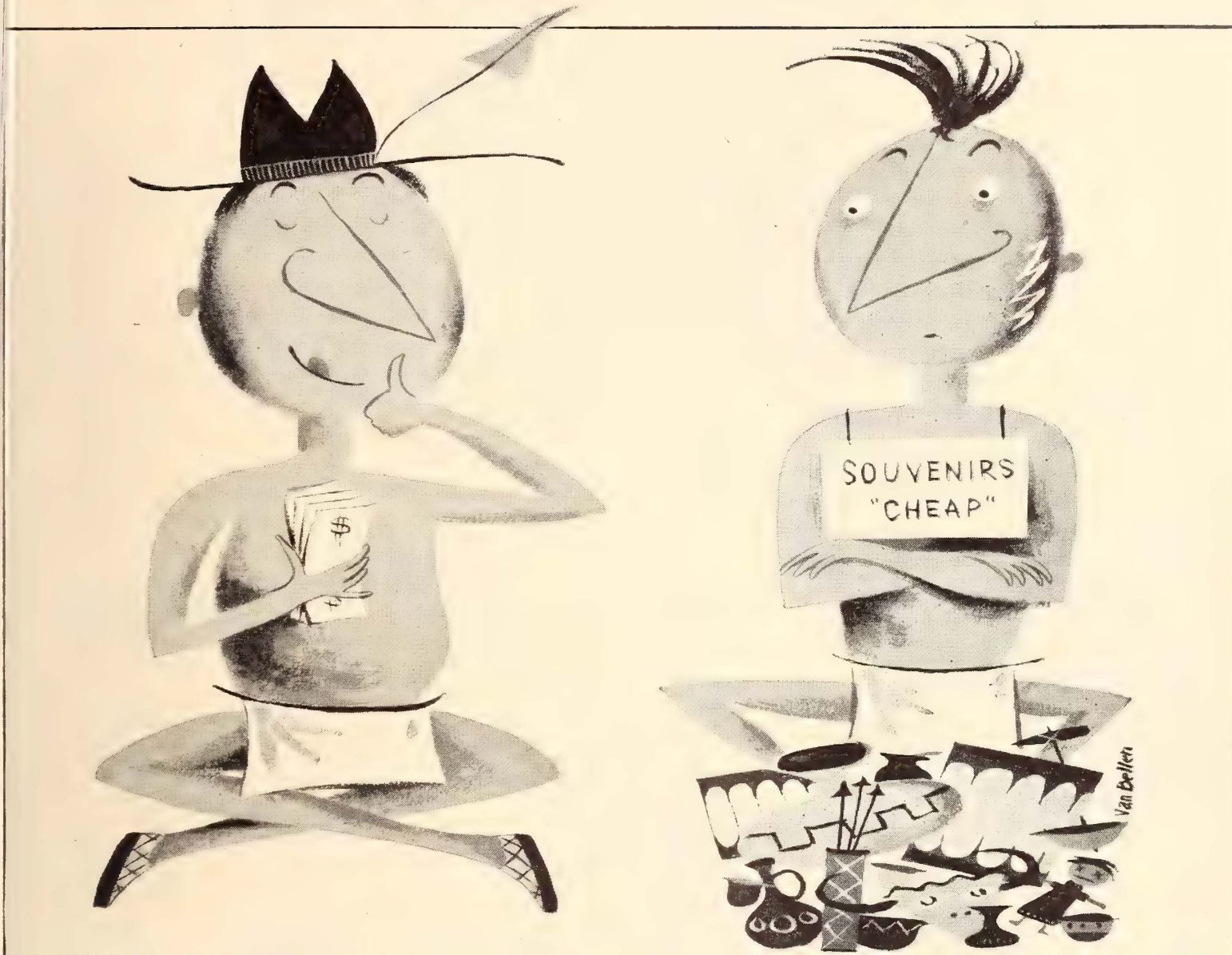
With a half hour evening show on network radio this fall, you can talk—yes, talk—to 2¾ million more people than you would reach with a black and white page in *Life* . . . And it'll cost you 95¢ less per thousand.

With that same show, you can talk—yes, talk—to 1 million more people than you would reach with a black and white page in *This Week* . . . And it'll cost you \$1.11 less per thousand.

The money you spend for that fall show will sell—as only the voice can—to 8,289,000 peo-



erhan paper



... NOT BE LEFT WITH INVENTORY

ple . . . The same investment in newspapers will reach only 3,696,000.

You know that 95% of America listens to the radio. But did you know that they listen more . . . 13 million man-hours more every week . . . than in pre-television 1946?

To get a man-sized share of that audience, NBC radio now offers a plan with which you can use the human voice to reach twice as many people in the evening hours as the average evening television show . . . At consider-

ably less cost.\*

*Above all, remember . . .*

People sell better than paper. The voice is more persuasive than ink. You don't win an election by holding up printed speeches—and you can't expect printed salesmen to sell as well as human beings.

Like a demonstration? Just ask us for it. We'll be only too pleased to send around the complete story—delivered not by printed matter but by human beings.

*\*Ask us about "Tandem."*

**NBC Radio Network**

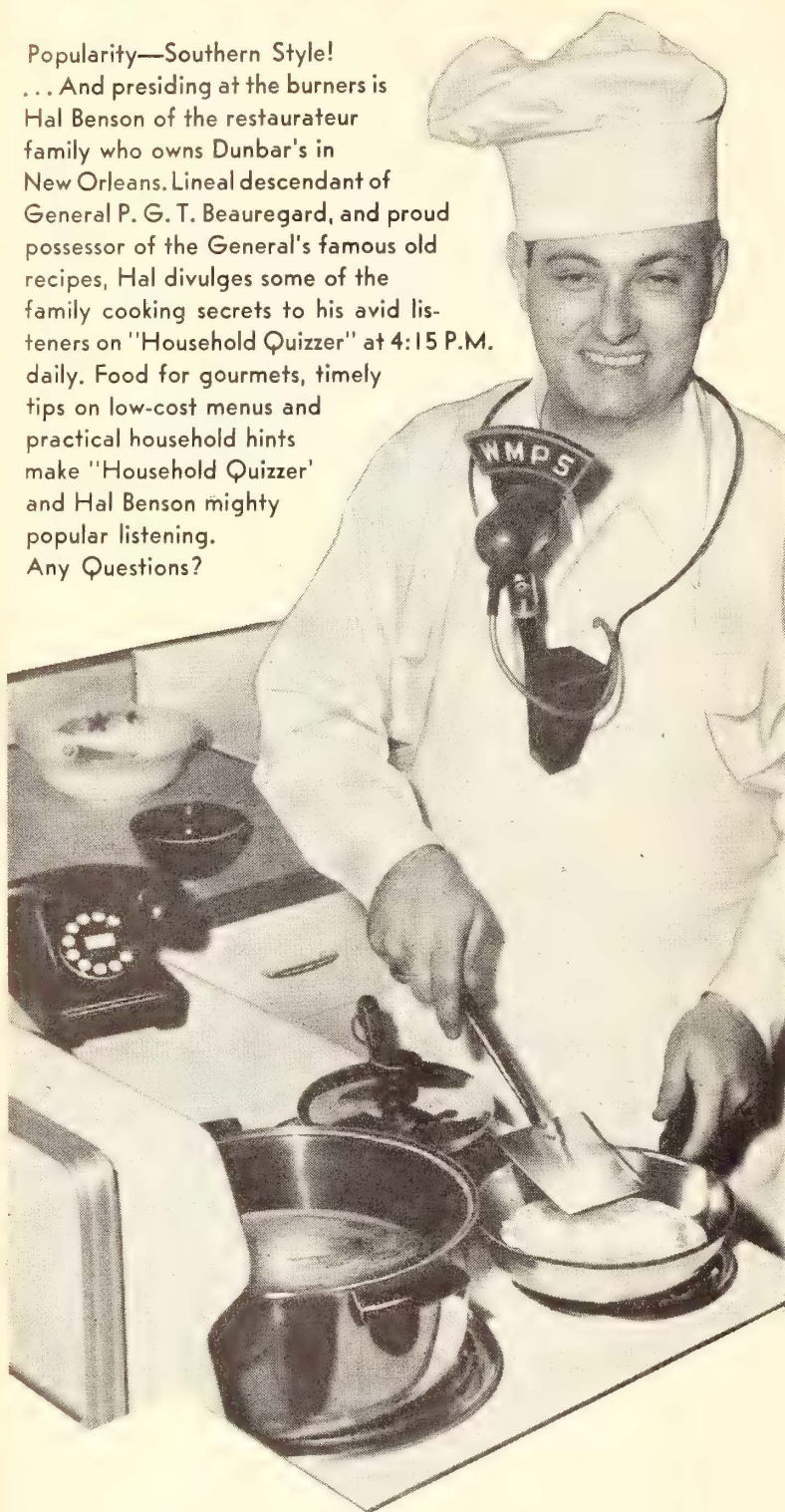
*a service of Radio Corporation of America*



# "What's Cookin'?"

Popularity—Southern Style!

... And presiding at the burners is Hal Benson of the restaurateur family who owns Dunbar's in New Orleans. Lineal descendant of General P. G. T. Beauregard, and proud possessor of the General's famous old recipes, Hal divulges some of the family cooking secrets to his avid listeners on "Household Quizzer" at 4:15 P.M. daily. Food for gourmets, timely tips on low-cost menus and practical household hints make "Household Quizzer" and Hal Benson mighty popular listening. Any Questions?



FOR PARTICIPATION DETAILS

*Contact*

RADIO REPRESENTATIVES, INC.

# WMP5

MEMPHIS, TENNESSEE

AMERICAN BROADCASTING COMPANY



## agency

**W**ARNER S. SHELLY, vice president N. W. Ayer & Son, Philadelphia, elected to board of directors.

**HARRY PATTERSON**, sales manager, and **MILT SCOTT**, account executive KLAC Hollywood, to Hunter Adv. Agency, that city. Firm changes name to Hunter, Patterson & Scott Adv., with offices at 501 Sunset Blvd. New accounts as announced by **BILL HUNTER** include Hudson Products Co., L. A. (Sleep-eze); Sky-Coach Co., L. A. (airline); National Chemical Co., L. A. (photographic equipment); Great Lakes Airline, L. A. (air travel).

**GEORGE H. ALLEN**, Biow Co., N. Y., to Grey Adv., same city, as copy chief.

**CECIL & PRESBRY**, N. Y., has added two timebuyers and one copy writer to its staff. **CHARLOTTE CORBETT** was promoted to timebuyer and **HILDA DEHART**, Young & Rubicam timebuyer, to C & P, in similar capacity. **PATRICIA HEYMAN**, copywriter, McCann-Erickson, to C & P, in same capacity.

**MRS. ABNER DEAN**, copy department Robert Orr Assocs., N. Y., to copy staff of Hewitt, Ogilvy, Benson & Mather Inc., N. Y.



## on all accounts

**P**AUL SCHLESINGER, time-buyer at Tatham-Laird Agency, Chicago, finds his enthusiasm soaring daily, despite handling overall planning and detail on six radio and TV accounts and six network shows. A two-year veteran with a five-year-old agency, he is completely sold on Tatham-Laird because of "the people themselves, the way they work, and the net result."

These are some of the "net results: In five years, T-L has acquired numerous broadcast accounts—the Kix portion of General Mills, Max Factor, Wiedemann Brewery, Bendix washers and ironers, Toni's new products and Swanson poultry. Mr. Schlesinger buys Ted Mack's *Family Hour* on ABC-TV alternate weeks for Swanson and Kix; the *Edward Arnold Show* on ABC for Kix; *Chance of a Lifetime*, ABC-TV for Bendix, and *Casey, Crime Photographer*, alternate weeks on CBS-TV for Toni's new White Rain shampoo. Max Factor's film show on NBC-TV with *Sheilah Graham* goes off this month, but more TV is expected to be used. Weidemann is a heavy regional user of radio and TV spots.

Paul Schlesinger has "grown-up" with a fast-growing agency. When

he joined the firm October 1949, he was the only person in the radio and TV department. Since then five staffers have been added. Broadcast billings were a sixth of what they are now.

Mr. Schlesinger went to T-L from CBS Chicago, where he was network sales service manager. He joined CBS in 1947, after graduation from Northwestern U., and is sure he got the job only because

he, among 30 applicants, was "blase and indifferent" during the interview. He knows better now, but the formula worked then. That was the first and only time he ever applied for a job.

He discovered initially why Daylight Saving Time broadcasts are taped and re-aired now. Four years ago that wasn't the practice, and Mr. Schlesinger had to reschedule all network shows in all 160 markets for such clients as Miles



MR. SCHLESINGER

Labs, Pillsbury and Pepsodent. His previous radio training—radar with the Army Air Force—didn't prove to be much help. After entering service in 1943, he was within two weeks of a weather forecaster's commission at Brown U. when the Air Force decided it had enough weather prophets. He was transferred to radar and sent to Canada

(Continued on page 84)



# beat



**SEPH B. MILGRAM**, advertising and merchandising manager, John Trommer Inc., N. Y., to Biow Co., N. Y., account management group agency's beer accounts.

**RDON JOHNSON**, with Dancer-Fitzgerald-Sample, N. Y., for past ten years as assistant account executive, promoted to account superior. **IRVING SLOAN**, manager of printed media department, named assistant account executive.

**OWARD EISENBERG**, copy writer and assistant account executive Jackstone Adv., N. Y., and **DAN WALLACK**, promotion and publicity, and *Mack's Amateur Hour*, to Marfree Adv., Corp., N. Y.

**ELIX JACKSON**, Young & Rubicam, N. Y., named executive producer of *hlitz Playhouse of Stars* starting Oct. 5 on CBS-TV, 9-10 p.m.

**THEODORE D. MANDELSTAM**, copywriter Henry J. Kaufman & Assoc., Washington, appointed chief copywriter.

**RTHUR TOWELL Inc.**, Madison, Wis., elected to membership in American Assn. of Advertising Agencies.

**LIOTT W. WOLF**, consultant Smith & Bull Adv., L. A., to Vick Knight Co., same city, as sales promotion director and account executive.

**PHILIP KLEIN**, president Phil Klein Adv. Agency, Phila., elected director of Citizen's Council on City Planning.

**OWARD M. WILSON**, Kudner Agency, N. Y., to Kenyon & Eckhardt, N. Y., as copy supervisor.

**JOHN E. McMILLIN**, Maxon Adv., Detroit, to Cecil & Presbrey, N. Y., as account executive on Philip Morris account.

## New Business

(Continued from page 10)

*Newsreel of the Air* on NBC for their recruiting drives, effective Dec. 7 for 26 weeks (Fri. 10:30-10:45 p.m.). Agency: Grant Adv., Chicago.

**CAPEHART FARNSWORTH CORP.** sponsoring Newscaster Fred Van-Deventer in new series over MBS, Sunday 1-1:15 p.m., beginning Aug. 19. Agency: J. M. Mathes, N. Y.

**GRUEN WATCH Co.** to sponsor new dramatic series, *Gruen Guild Theatre*, over ABC-TV Thurs. 9:30-10 p.m. beginning Sept. 27. Agency: McCann-Erickson, N. Y.

## Agency Appointments . . .

**MUNISING WOOD PRODUCTS Co.**, Chicago, names Bozell & Jacobs, same city, to handle advertising for its wooden ware. Media plans are now being made.

**BANCO CREDITO y AHORO POCENO**, San Juan (bank), appoints Publicidad Badillo Inc., San Juan, to handle advertising in Puerto Rico.

**AMERICAN BRANDS Corp.**, Redwood City, Calif. (Tobyjell, dehydrated mix), appoints Ley & Livingston, S. F., to handle advertising. Initial campaign will be launched in San Francisco Bay Area. All three TV channels will be used to tell story of making glass of jelly in five minutes for five cents.

## Adpeople . . .

**HAROLD P. McGRATH**, general manager of Gaines Div., General Foods Corp., Kankakee, Ill., re-elected chairman of dog food division of American Food Mfrs. Assn.

**ROGER GREEN**, assistant advertising manager in charge of printed media, Philip Morris & Co., N. Y., appointed assistant advertising manager of the company.

**ROBERT I. GARVER**, General Foods Corp. product manager for Certo and Sure-Jell, named sales and advertising manager for Certo Div.

BROADCASTING • Telecasting

# what have you to sell to women?



## ann rogers

### has a loyal audience in 23 counties!

Ann Rogers is a "local" celebrity to more than 300,000 radio homes in the rich Western New York and Northern Pennsylvania market. Daily, at 12:45 p.m., she beams at her listeners an informal, chatty program of household hints, beauty aids and news of interest to women—spicing it regularly with the appearance of interesting guests.

Loyalty is evidenced by fan-mail galore and the happy reports of current sponsors. Participation is open for a few accounts wanting acceptance in this market which is adequately covered by *WHAM* and *WHAM* alone!



The Stromberg-Carlson  
Station  
Rochester, N. Y.



Basic NBC—50,000 watts—clear channel—1180 kc  
GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE





Spectacular day-and-night coverage of huge oil fire which raged uncontrolled in the flood waters.

# *When the Flood Hit Kansas City..*

Staff men and women, unsolicited, worked 24-hour shifts. Grimy, tired faces . . . gruelling assignments . . . in and out of flood areas . . . on the mike . . . before the cameras . . . writing, when there was time . . . ad-libbing magnificently when there was not . . . shooting film from planes and boats, often dangerously close to exploding oil tanks and chemicals . . . no let-up day or night. That was the story of WDAF radio and WDAF-TV television when the Big Flood smashed into Kansas City where the rivers meet.

These stations were flooded with testimonials to the great job done. Here are just a few:

"The TV cameras plainly showed the lines of strain and fatigue on your faces as you covered the news, accurately and factually, hour after hour, by every means possible. Our sincere thanks to you."

"We followed your advice very carefully and made no attempt to visit the scene, but feel that we have a thorough knowledge of events through your TV news."

"We would like to have you know how greatly all of us appreciate your fine, tireless, accurate reporting of the flood."

"It took personal courage and stamina to televise the happenings during the flood and fire. WDAF-TV had them. Congratulations on a job well done."

"No one who saw the magnificent coverage of the flood and



fire on television could help but be proud of you and the WDAF-TV organization."

"It was a wonderful service to the community and again demonstrates what an important factor television is to all of us."

"You have commended everyone who has had a part in this flood, but we think you and the staff of WDAF-TV deserve a large share for yourselves for the excellent factual reporting."

"I have heard again and again that you people did a marvelous job of keeping the situation under control and preventing people from getting panicky with the excellent coverage job you did."

"Allow me to say your coverage was the finest piece of off-the-cuff reporting I have ever heard anywhere."

# **WDAF WDAF-TV**



## AT 3 O'CLOCK IN THE MORNING



WDAF-TV's one-half hour documentary film of the flood, nationally televised over the Columbia Broadcasting System, constitutes perhaps the most extraordinary coverage of a natural catastrophe in the history of television. It was shown before Congressional groups and televised on leading stations to raise funds for the Red Cross and relief of flood victims.

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

*In the Public Interest*



FIRST in WASHINGTON



5,000 Watts • 980 KC

Represented by NBC SPOT SALES

... he's turning in a well-timed rating, ever growing audience... and advertisers can measure their length in results. Call Mal Glascock, WRC Sales Manager or see National Spot Sales.

RELAXED!

"Batters' Platters" is the most relaxed listening anywhere! Charles is the genial maestro of a nightly session of discs, small talk and unusual notes. His time period is peak location: 7:00 p.m. Monday through Friday. Batters seems offhand, but...



## feature of the week

DON'T tell Bill Schroeder, general manager of WOOD Grand Rapids, that he can't "make a silk purse out of a sow's ear."

On Aug. 3 the Grand Rapids Advertising Club had scheduled a local newspaper adman to describe the horrendous situation of "What Happens When Newspapers Don't Hit Town."

Slated for showing was the newspaper publishers' association film on the 1950 Pittsburgh newspaper strike.

Hearing opportunity knock, Mr. Schroeder hurriedly ordered 150 copies of the BAB printed answer to what happened when the news-

papers didn't hit Pittsburgh.

Immediately after the film showing, Mr. Schroeder rose and good-humoredly asked to present radio's answer.

Ad Club members were surprised at this unscheduled byplay and were even more astonished when a lovely bathing-suit-clad girl strode into the room and began distributing the BAB booklets.

The newspapermen saw the humorous side of the incident but were observed carrying away the BAB booklet for further study.

When last seen, Mr. Schroeder was trying to hide a chuckle.



## strictly business

GIVING service to advertisers is the way Wilfred Charles Dippie looks on his work of being a radio station representative. His theory has paid off in the 11 years he has been Montreal representative for Radio Representatives Ltd.

Wilf Dippie has not spent his whole business career in radio, though he has been connected in one way or another with radio stations since 1927 when he lived in Vancouver, and spent considerable time at CJOR Vancouver. Selling has been his life work, and selling brought him into radio.

Mr. Dippie was born in Toronto on April 9, 1899, and because of his father's work saw schooling not only in Toronto, but also in New York, Montreal and Vancouver. He did not finish high school, but instead enlisted with the Canadian Army in 1916 and was sent overseas during World War I with a Canadian trench mortar company. Like many others, he had added a few years to his age to get into active service.

Returning to Canada from overseas he soon realized his interest in selling, and began selling for various moving picture distributors (Universal Pictures, Fox, First National) in western Canada. From this it was but a step into other selling on the West Coast, and while there he became interested in the entertainment end of CJOR when that station was still a 50 watter.

Because radio fascinated him as an entertainment and education medium, he decided to start selling radio entertainment, and in 1939 joined Dominion Broadcasting Co. at Toronto. Hal Williams, owner



Mr. DIPPIE

of the company which distributed and made transcriptions and represented some stations, nurtured Mr. Dippie's interest in radio.

He did so well selling that when Jack Slatter, a partner in Dominion Broadcasting, formed his own representation company on a co-operative basis with a number of western Canadian stations, Mr. Dippie was asked to become the Montreal representative of the group. In October 1940 Wilf Dippie opened the Montreal office of Radio Representatives Ltd. and has since expanded the operation from representing about eight western stations to today when his office represents 18 Canadian stations at Montreal.

If asked about his work, Mr. Dippie will say: "I never did a day's work in my life." He likes his work, and doesn't consider giv-

(Continued on page 56)



TAKE  
A  
GOOD  
LOOK  
AT

CHATTANOOGA

FIRST

IN AUDIENCE  
IN THE MORNING

FIRST

IN COST  
PER LISTENER

FIRST

IN LOCAL  
ACCEPTANCE

Outstanding Local  
Personalities Build an  
Outstanding Audience



1370 KC 5000 WATTS  
Carter M. Parham, President  
Represented by BRANHAM



# **WGN** **AND** **WGN-TV**

---

**announce** the appointment of

**George P. Hollingbery Company**

as their Exclusive National Representatives ★



New York, Chicago, Philadelphia, Boston, Detroit,  
Minneapolis, Milwaukee and Cincinnati  
will continue to be represented by WGN, Inc.

**WGN • 720 on your dial • MBS**

**WGN-TV • Channel 9 • Dumont**



We've got *news* for you. Amid all the huff-and-puff about the future of radio, several *steady trade winds* are prevailing here at Mutual... and one of the steadiest is *news*. This network has always been First for News—with *more news, more often, and more of it sponsored.*

## IN NEWS TOO, MR. PLUS POINTS THE

Today, Mutual's lead is even wider on all these counts: 91 news programs a week (69% more than a year ago)...72 of them sponsored (67% more than last year). And boosting this trend along is a continuing updraft in *news-listening* on the Plus Network. Our average news sponsor now reaches 5% more homes than in 1950, (the only network gain in *news-ratings*). And actual tune-in to all MBS news periods now totals 13,722,000 *family-hours* a week (the largest *news-audience* on any network). We still have 19 compelling news programs for sale, so if you've got *selling* news to tell America—we've got news for *you!*

—the difference is **MUTUAL!**

N



HEVAY



MUTUAL *Broadcasting System*

ERDOES





**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. 7

WASHINGTON, D. C., AUGUST 13, 1951

\$7.00 A YEAR—25c A COPY

## MOVIES IN RADIO-TV

### Policy Seen in Paramount Case

By LARRY CHRISTOPHER

THE ENTIRE FUTURE of motion picture participation in broadcast station ownership and operation—particularly television—in effect was ordered under the microscope by FCC last week.

The action was taken in a ruling which set for hearing all pending transfer, renewal and license applications of the several Paramount firms and DuMont. No date was specified.

While there was no action on the proposed merger of American Broadcasting Co. with United Paramount Pictures Inc. [BROADCASTING • TELECASTING, July 16] in some FCC quarters it was thought these might be lumped in with the general inquiry as soon as the Commission staff completes its initial review of the papers.

In addition to basic issues respecting past anti-trust proceedings and alleged "violations" of such laws, FCC indicated it wished to obtain full information" as to:

- (1) "... restrictions, if any, imposed by the applicants on broadcast stations" in the use of movie films, series and talent.
- (2) The "relationship, if any, presently existing between Paramount Pictures Corp. and United Paramount Pictures Inc. and what arrangements have or will be made between them with respect to the production, distribution, and exhibition or restriction on the use" of films, stories and talent through the medium of either theatres or TV stations.
- (3) The "policies and plans of the transferees relating to any arrangements contemplated for the televising of selected programs in theatres to the exclusion of other outlets."
- (4) The "ownership, management and control" of Allen B. DuMont Labs.
- (5) Whether illegal transfers of control of certain stations have occurred.

#### See Broad Implication

Some observers consider that the Paramount inquiry—although chiefly concerned with anti-trust issues and dealing with specific applications—may well be to the motion picture industry what FCC's one-time newspaper ownership" inquiry was to the printed media. At that time the Commission attempted, among other things, to define policy respecting "control of the media for mass communication."

The Paramount-DuMont and general movie TV investigation has

been pursued by the Commission in one form or another for the past five years.

The instant hearing is the first proceeding to be ordered under the "case-to-case" plan pronounced by the Commission in late March when it decided not to establish a "uniform policy" to govern the handling of broadcast applications by firms identified with "violations" of laws other than the Communications Act [BROADCASTING • TELECASTING, April 2]. The "other laws" are known more specifically to mean the anti-trust statutes.

The hearing was ordered last Thursday by the Commission *en banc*, including Acting Chairman Paul A. Walker and Comrs. Rosel H. Hyde, E. M. Webster, Robert F. Jones and George E. Sterling.

In addition to citing applications of various remote pickup, intercity relay and experimental TV outlets of the different firms, the order designated inquiry of the following:

Application for transfer of control of Paramount Television Productions

Inc., licensee of KTLA (TV) Hollywood, from Paramount Pictures Inc. (old production, distribution and exhibition firm prior to division under 1949 anti-trust consent decree) to Paramount Pictures Corp. (new separate production and distribution firm).

Request for "transfer of control" of Allen B. DuMont Labs. Inc., TV manufacturing firm and network and station operator, from Paramount Pictures Inc. to Paramount Pictures Corp. (29% stock interest involved).

Bid for transfer of control of Balaban & Katz Corp., operator of WBKB (TV) Chicago, from Paramount Pictures Inc. to United Paramount Theatres Inc. (new separate exhibition firm, which under proposed merger with ABC would re-sell WBKB to CBS for \$6 million).

Application by Paramount Television Productions Inc. for license to cover construction permit for KTLA.

Applications by DuMont for licenses to cover construction permits for WDTV (TV) Pittsburgh and WTTG (TV) Washington, and for license renewal of WABD (TV) New York.

Bids by Balaban & Katz for licenses to cover construction permits for WBKB and WBIK (FM), for modifi-

cation of permit for WBKB and for WBKB license renewal.

Applications by Paramount Pictures Inc. and E. V. Richards Jr., for transfer of control of WSMB-AM-FM New Orleans.

The order stated the Commission could not act on the various applications without a hearing "on the basis of information . . . that Paramount Pictures Inc., Paramount Television Productions Inc. and Balaban & Katz Corp. have, in the past, engaged in violations of the Federal anti-trust laws and have either been finally adjudicated guilty of such violations by courts of competent jurisdiction or have entered into consent decrees relating to such violations."

The order pointed out that "in the light of the principles" enunciated in its March "uniform policy" report, the Commission "cannot at this time, find that grants of the above applications . . . are in the public interest, convenience and necessity."

FCC stated further it appeared (Continued on page 76)

## COLD REMEDY DRIVE

### Heavy Spot Schedules

By FLORENCE SMALL

SPOT RADIO, by a larger margin than in 1950, will be the leading recipient of the cold remedy dollar this fall, BROADCASTING • TELECASTING learned last week in a seasonal check of advertising agencies currently preparing radio and TV autumn schedules.

Moreover, budgets among cold remedy and preventive advertisers will show an increase in the aggregate, with several clients exceeding last year's outlay by more than one-third.

Most singular development is the competitive scramble by these advertisers for the 7-8 a.m. availabilities. That time period has suddenly blossomed as one of the most desirable of the day, with radio stations throughout the country reporting heavy bidding for the spot.

Reasons for its popularity are the steady increase in listenership reported for that time, freedom from television competition, and, in the case of the cold remedy advertiser, the advantage of reaching the listener before he departs for work.

Grove Labs, St. Louis (4-Way cold tablets), one of the major cold remedy advertisers, will launch its schedule on Oct. 1 in more than 150 radio and TV markets. The firm will use everything from half-minute spots to quarter-hour news and hillbilly programs in radio.

"We're buying the best timebuys, whatever and wherever they are," Mary Dunlavey, head radio and television timebuyer for the Harry B. Cohen Agency, New York, told BROADCASTING • TELECASTING.

#### Budget Increased

The overall budget, it was understood, has been increased over last year's, when the firm used one-minute transcriptions, participation programs and chainbreaks in all principal radio and several television markets.

Bromo-Quinine, made by Grove Labs and serviced through the Gardner Adv. Agency in St. Louis, has increased its budget in radio and television 25% over last year. The nationwide spot campaign will start coincident with daylight time

changes in most markets (late September) and will continue for 23 weeks.

The firm will use 15-, 20-, and 30-second announcements in radio and one-minute, 20-second films on television. The 7-8 a.m. period in radio will be used wherever possible. At least 150 markets will be used.

Vicks Chemical Co., New York, a veteran spot advertiser, will be using a slightly increased frequency, although the number of stations employed will be the same as last year. The company will start Oct. 1 on more than 100 stations with ET spots in radio only. Morse International, New York, is the agency.

Vick Chemical Co.'s television plans, through BBDO, New York, are as yet undecided but it was understood that a network television show is under consideration for fall launching.

Seeck & Kade, New York, maker of Pertussin, is understood to have increased its budget over one-third

(Continued on page 34)



# NEW ZIV SERIES

## MacMurray, Dunne Signed

FILM STARS Irene Dunne and Fred MacMurray were signed to 10-year contracts by the Frederic W. Ziv Co. last week to co-star in a series of transcribed-syndicated radio shows, *Bright Star*, whose production budget is \$12,500 per half-hour program. The program will start Sept. 24.

John L. Sinn, executive vice president of Ziv, announced the signing of Miss Dunne and Mr. MacMurray and revealed plans for the series, a situation-comedy show, which is said to be probably the highest budgeted of all new radio programs being prepared for debut this fall.

It was estimated that Miss Dunne and Mr. MacMurray will each gross \$300,000 from the series, via their guaranties—against percentage of sales deals.

The open-end transcribed series will be offered for sale starting today (Monday). As in the case of other Ziv shows—which include *Bold Venture*, *The Guy Lombardo Show*, *Boston Blackie*, *Cisco Kid*—the selling will be handled by Ziv's staff of 100 salesmen. The series will be offered to agencies, local sponsors and stations, regional sponsors and networks, and national sponsors for spot advertising. On a similar basis, the *Bold Venture* series, starring Humphrey Bogart and Lauren Bacall, has been sold in more than 500 cities thus far this year, Ziv reports.

Taping of three *Bright Star* shows a week will be started immediately in Hollywood. Scripts,

spokesmen said, have been assigned to top writers, including Milton Geiger, Richard Powell, and Carl Gass.

In addition to the stars, regular cast will include Announcer Harry Von Zell, with Michael Miller and Elvia Allman as supporting actors. Rivine Orton will be musical director. The Ziv company producer and Henry Hayward will direct.

It is the first comedy series ever produced by Ziv and, for the stars, their first venture into a regular radio series. Miss Dunne will play

the part of Susan Armstrong, editor and publisher of a newspaper, with Mr. MacMurray as the paper's top reporter. Each half-hour episode will be a complete story in itself.

*Bright Star* is the second high-budget show produced by Ziv this year, coming on the heels of *Bold Venture*. Mr. Sinn said he considered the new series, in view of the magnitude of its production budget, an important step forward for the entire transcribed-syndicated radio industry.

Negotiations with the stars were started in May. They were conducted for the Ziv company by Mr. Sinn and Herbert Gordon, vice president in charge of production; and for the stars, by Jack Gordean, Ray Stark, and Tom Greenhow of Famous Artists Corp.

## ABC GROSS Quarter Over \$14 Milli

ABC gross sales for the quarter ended June 30 (less discounts, turns and allowances) amounted \$14,869,465, according to a report on file with the Securities & Exchange Commission last week.

By comparison ABC's report of the same quarter of 1950 showed on the same basis, gross sales totaling \$11,131,966.

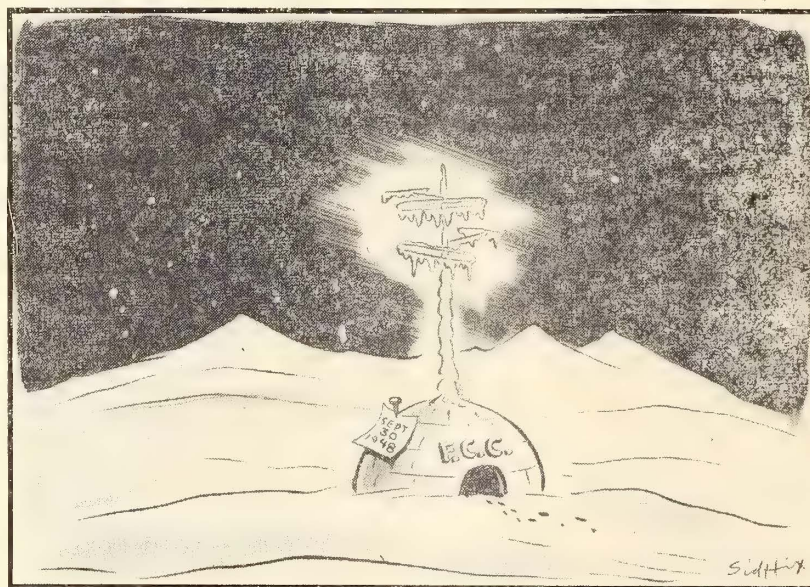
Network's gross for the second quarter of this year represents an increase of 33.6% over the ABC gross for the same period of 1950.

## GE FOOTBALL Sets CBS Roundup Coverage

HIGHLIGHTS of major college football games will provide the basis for a radio and merchandising program slated to be launched by the Receiver Dept. of General Electric Co. Sept. 29. Sponsoring the *GE Football Roundup* on the coast-to-coast CBS Radio Network will spark the campaign.

Each Saturday GE will present highlights of five games from the field with Red Barber, CBS sports director, coordinating the remote broadcasts. Telephone reports from 15 other games will be interspersed with the direct accounts, to be handled by CBS correspondents on the gridirons.

All commercial time will be used by General Electric to promote its line of radio and TV receivers. Commercial materials for tie-in announcements will be supplied to dealers in those cities carrying CBS broadcasts from 2:30-5:30 p.m.



Drawn for BROADCASTING • TELECASTING by Sid Hix  
"Can spring be far behind?"

## CBS INCOME

### Gross Up for Six Months

GROSS income of CBS and its domestic subsidiaries for the six months ending June 30 totaled \$54,622,655 after deduction of discounts, commissions and returns, compared with \$42,671,974 computed on a similar basis for the same period of 1950, a consolidated income statement showed last week.

Net income after federal taxes, however, dropped from \$2,495,370 for the first six months of 1950 to \$2,221,317 for the first half of this year.

The figures do not include earnings of Hytron Radio & Electronics Co. and CBS-Columbia Inc., which became a part of the CBS group on June 15. Their operations are expected to be reflected in the CBS consolidated income statement for the nine months ending Sept. 29, officials said.

Income before federal taxes ran ahead of last year's period—\$6,346,317 to \$5,782,070. But provision for federal taxes increased from \$3,286,700 for the first half of 1950 to \$4,125,000 for the first half of 1951.

A dividend of 40 cents a share on CBS Class A and Class B stock was announced coincident with release of the income statement. The dividend is payable Sept. 7 to stockholders of record at the close of business Aug. 24.

## DEFENSE FUNDS House OK's Recruiting, Equipment Budgets

RADIO and television would derive approximately \$735,000 in revenue from U. S. Army and Air Force recruiting activities during the current fiscal year, under the omnibus Defense Dept. appropriations bill passed by the House and sent to the Senate last week.

That sum is contained in the \$10 million requested by the two services for recruiting activities, with \$3.1 million of that to be set aside for advertising programs [BROADCASTING • TELECASTING, Aug. 6].

"These funds are to be used for payment of national advertising to obtain as many volunteer enlistments as possible," the House Appropriations Committee said in reporting the bill to the House floor last Monday. "Continued emphasis is being placed on recruiting to obtain volunteers and thereby reduce the number to be called under selective service."

The Air National Guard drew roughly \$300,000 of the \$600,000 it sought for similar recruiting drives—about the same amount it derived last year—with an estimated 35% to 50% tabbed for radio-TV programs and announcements. There was no actual breakdown on its advertising expenditures, the figure

being offered as a rough guess by National Guard authorities.

In allocating the Army and Air Force its full estimate, the House Appropriations Committee generally reversed the sentiment of at least some of its members, who felt that some advertising activities could be curtailed (also see separate story).

Here is how the two services propose to slice their recruiting melon:

Radio and television, 35%, \$735,000; national magazines, 25%, \$525,000; preparation of art and copy for ads, 10%, \$210,000; publicity, 5%, \$105,000; film, sales and training aids, 4%, \$84,000; research, 1%, \$21,000; newspapers and supplements, 20%, \$420,000. This accounts for a total of \$2,100,000.

An additional \$1 million, to be split equally among radio stations and newspapers, will be apportioned to the six Army corps for local advertising.

At the same time the committee

lopped off \$145,130,500 for increase in civilian employees, recommending that the Defense Dept. be "less extravagant." It ordered a sharp reduction in publicity and information staffs.

Electronics manufacturers are expected to cut heavily into a near \$30 billion set aside for major procurement and production for the Defense Dept. While a precise overall figure was impossible to obtain it was felt that perhaps \$3 billion—or 10%—would involve electronics contracts on the basis of past allocations.

The Air Force alone will receive \$384,167,000 for electronics and communications equipment to continue a modernization program launched during the fiscal year which ended June 30.

Another Air Force program calls for \$30,657,000 to be spent for purchase of 257 radio and radar trainers from those manufacturers which have already converted to war production.

For the Navy \$4 billion is earmarked for procurement of electronic equipment. The National Security Resources Board was voted \$1.6 million to carry on its security, censorship and other activities.



SALE OF WOW radio and TV properties to Meredith Publishing Co. for \$2,525,000, announced last week, puts the \$20 million Des Moines national magazine publisher *Better Homes & Gardens, Successful Farming* into broadcasting business more heavily than ever. Meredith owns 2½-year-old WHEN (TV) Syracuse, N. Y., and is a TV applicant for Albany and Rochester, N. Y. It also announced last week that it had bought a substantial interest in Princeton Film Center Inc., Princeton, N. J., TV-industrial film producer and distributor.

Purchase of WOW-AM-TV Omaha from a group headed by Ambassador to Ireland Francis P. Matthews, ex-Secretary of the Navy, was consummated Aug. 7. Application for FCC approval of transfer of the NBC-affiliated WOW (590 kc, 5 kw) and of WOW-TV (Channel 6) was filed last Friday. Sale took place after month of reports that the Omaha stations were on the block [BROADCASTING • TELECASTING, July 16, 9, 2]. At the time, Edward Lamb, owner of TV stations WICU Erie and WTVN Columbus and of AM station WTOD Toledo, put up \$100,000 in earnest money for the stations, but he apparently was unable to meet the cash terms Meredith offered.

In an Aug. 9 letter to Mr. Matthews, acknowledging return of his \$100,000, Mr. Lamb said: "My own financing arrangements permitted me to pay off the sum of \$2,525,000 in full within eight months, but I appreciate the reasons which compelled you to accept cash offer."

Included in the terms of the sale are the equipment, building and ground leases held by WOW stations from Woodmen of the World Inc., national fraternal organization, which gave up ownership of WOW in 1942. Leases have 19 years to run.

Net worth of WOW Inc., as of June 30, 1951, is set at \$919,978, according to financial statement filed with the transfer application. Current assets are given as \$673,883; liabilities, \$220,453. Operating income of WOW Inc.

SALE OF TV stations reached a peak of postwar activity last week with \$2,525,000 purchase of WOW-TV Omaha by Meredith Publishing Co. and FCC approval of sales of WSB-TV Atlanta and KFI-TV Los Angeles.

Meredith Publishing Co., publishers of *Better Homes & Gardens* and *Successful Farming*, owner of WHEN (TV) Syracuse, N. Y., TV applicant for Albany and Rochester, N. Y., is also buying 5 kw WOW on 590 kc.

Approval of \$525,000 sale of WSB-TV Atlanta to local business group headed by cotton mill magnate Walter C. Sturdivant is only for the Channel 8 facilities of that *Atlanta Journal* and *Constitution*-owned station. Actually, WSB-TV will continue operating on Channel 2, now held under CP for WCON-TV.

With the consent of the FCC, KFI-TV reinstates the Los Angeles TV outlet for the Don Lee Network now owned by General Tire & Rubber Co. At the time of Don Lee's purchase by the O'Neil interests, KTSI (TV) was sold to CBS.

Still pending FCC approval is the sale of WLAV-TV Grand Rapids to WFBM-AM-TV Indianapolis interests [BROADCASTING • TELECASTING, July 9]; KEYL (TV) San Antonio to Fort Industry [BROADCASTING • TELECASTING, Aug. 6]; and, of course, the United Paramount-ABC merger which involves the five ABC-owned TV stations in New York, Chicago, Detroit, Los Angeles, San Francisco—as well as the sale of WBKB (TV) Chicago to CBS.

for the first six months of 1951 is given as \$996,387. Profit before taxes was \$188,902; after taxes, \$91,102. No separate breakdown for WOW-AM-TV was given.

Sale technically is to a Meredith subsidiary, Meredith Engineering Co. Only other stockholder of Meredith Engineering is Champlain Valley Broadcasting Corp., licensee of WXXW Albany, N. Y., which owns 420 preferred voting shares. However, these shares are callable by Meredith.

Net worth of Meredith Engi-

neering, as of May 31, 1951, is given as \$815,373. Current assets are listed as \$1,636,044; liabilities, \$617,597. Financial statement indicates that Meredith has put \$1,025,000 into WHEN.

Meredith Publishing Co. financial statement gives net worth as of the end of May 1951 as \$13,080,969, with current assets of \$12,287,210 and liabilities of \$5,001,540. E. T. Meredith Jr. is vice president and general manager of the publishing company, Payson Hall is

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## KFI-TV SALE

PURCHASE of KFI-TV Los Angeles by General Tire & Rubber Co., parent company of Don Lee Broadcasting System, for \$2,500,000 was approved Thursday by the FCC.

The decision was handed down without comment. Comr. Paul A. Walker dissented.

Equipment of the deleted KFI-FM is included in the TV station assignment. The AM station, KFI, remains in the hands of Earle C. Anthony Inc.

Sale of the three-year-old KFI-TV was regarded as springboard for a projected MBS national TV network, at the time the sale was consummated [BROADCASTING • TELECASTING, June 11]. General Tire & Rubber owns Yankee Network which in turn controls a major portion of Mutual stock.

General Tire acquired Don Lee last year and sold its KTSI to CBS. Don Lee has Channel 2 reserved in San Francisco. This reservation had been made because of the then undetermined status of Don Lee

## \$2.5 Million Purchase Approved by FCC

station renewals. When these renewals were granted the TV freeze was in operation.

Negotiations for the sale of KFI-TV were reached by Earle C. Anthony, head of Earle C. Anthony Inc.; Thomas F. O'Neil, General Tire & Rubber vice president and director; Louis G. Caldwell, of Kirkland, Fleming, Green, Martin & Ellis (for seller); and W. Theodore Pierson, Pierson & Ball (for purchaser).

KFI-TV operates on Channel 9 and is now in its 19th week of a strike by Television Authority. The KFI AM operation is a clear channel outlet with 50 kw on 640 kc and serves as NBC's Los Angeles outlet.

OCT. 1 is billed as "Television Moving Day" in Atlanta.

On that day:

● The 108th TV station is slated to take the air with Broadcasting Inc. as operator. The company last Thursday cleared its last FCC hurdle when WSB-TV was granted consent to assign its Channel 8 license.

● And on that day WSB-TV is to move from its present transmitter site to the 1,000-ft. tower originally erected for the projected WCON-TV. Too, WSB-TV will shift from Channel 8 to the original WCON-TV Channel 2.

Third Atlanta TV outlet, WAGA-TV, is operated by Fort Industry Co. on Channel 5.

In a 5-0 vote the Commission resolved a reported 3-3 deadlock and approved assignment of the WSB-TV license to Broadcasting Inc. as requested last March 29 [BROADCASTING • TELECASTING, April 2]. Broadcasting Inc., comprising a group of Atlanta business and civic leaders, is headed by Walter C. Sturdivant, owner of Montgomery Knitting Mills, Summerville, Ga.

When Atlanta Newspapers Inc., headed by ex-Gov. James M. Cox of Ohio, merged the *Atlanta Constitution* into its *Atlanta Journal*, the company held two TV facilities. These were WSB-TV on Channel 8 and WCON-TV, conducting program tests for Channel 2 operation.

Atlanta Newspapers Inc. was granted approval of transfer of its operation to Channel 2 on condition it surrender its second TV facility. Last March, however, the company sold the WCON-TV transmitter, along with building and land as well as FM equipment, to the new Broadcasting Inc. for \$525,000.

Using tentatively the call letters WYES, Broadcasting Inc. already is under way in an effort to take the air Oct. 1. William T. Lane, co-owner, general manager and vice president of WAGE Syracuse since

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\* \* \*



Mr. Meredith



Mr. Bohen



Mr. LANE



# RADIO FREE EUROPE

## FOR REDS: A HEADACHE; FOR THEIR CAPTIVES: HOPE

**ATTENTION!** Citizens of Presov, in your town the national manager of the Cafe Cergov, Stefan Stupinsky, is a dangerous agent of the State Security Police . . . Stupinsky and his helpers take advantage of the people who are intoxicated and try to draw things out of them to report to the state police. . . .

*Hello Bratislava! In the office of the Resettlement Bureau and the National Reconstruction Fund is employed one Comrade Absolonova. . . . Absolonova is about 170 centimeters tall and blonde. She concentrates her attention on young men whom she seduces and then blackmails them into collaborating with the police. We warn you against this fanatical Stalinist informer. . . .*

A drumfire of warnings like these is beating through the Iron Curtain every day from the powerful stations of Radio Free Europe, a privately-financed "voice of America" that shouts far more boldly than the official Voice of America dares.

Radio Free Europe is smacking the Red satellite regime where they are most vulnerable. It penetrates their rigid censorship with a weapon they fear more than a hostile army—the truth.

The success of RFE in reaching the captive people of Europe can be measured by the degree of official Communist wrath its operations arouse.

● Last May Day Clement Gottwald, Czechoslovakia's Red boss, viciously attacked Radio Free Europe for using "traitorous, Fascist exiles" to warmonger against his government.

● The official Communist radio at Leipzig, in the USSR zone of Germany, followed this with an announcement that all American and exile employees of RFE would be executed when the Reds "liberated" West Germany.

● Czechoslovakia has delivered a formal protest against Radio Free Europe to the U. S. State Dept.

● So desperate is Czechoslovakia to get Radio Free Europe off the air and out of its hair that the Czech ambassador to the U. S. re-

cently hinted to a Scripps-Howard reporter that William Oatis, A.P. correspondent who has been jailed by the Czechs, would be released if RFE were silenced.

● The accuracy of RFE reports such as those concerning Stupinsky, the tavern keeper, and Comrade Absolonova, the seductress for the Secret Police, depends upon an extraordinary system of intelligence from inside the Iron Curtain. At this moment, according to reliable reports reaching RFE, Communist agents throughout Europe

are conducting a continent-wide search for Radio Free Europe's sources of information.

Radio Free Europe went on the air on the Fourth of July, 1950, with a 7.5 kw shortwave transmitter near Frankfurt. Last May Day it began operations with a new mediumwave transmitter at Holzkirchen, near Munich.

It is the Holzkirchen transmitter, which radiates 700 kw power by directional antennas, that has kicked up so much trouble for the Reds.

It was only two hours after Gottwald issued his blast at Radio Free Europe, and before that day was over the Reds in Czechoslovakia had put two powerful transmitters at work trying to jam the RFE signals.

### RFE's Frankfurt Station

RFE got warmed up for its job on its relatively weak Frankfurt station, which beamed broadcasts at Bulgaria, Czechoslovakia, Hungary, Poland, Rumania and Albania, each of which countries received an hour and a half of programs per day. All programs were taped in New York. Those with time elements (like newscasts) were shortwaved to Frankfurt for retransmission; others were airmailed.

Radio Free Europe, a branch of the National Committee for a Free Europe, decided at the outset to wage a no-holds-barred kind of psychological warfare. Robert E. Lang, director of RFE and former executive officer of OSS, program manager, writer and publicity ex-

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**CZECH EXILES** rehearse a broadcast to their countrymen behind the Iron Curtain. The singer whose face is marked out has relatives still living in Prague.



# NARTB DISTRICT MEETS

Open in Roanoke Aug. 23-24

By J. FRANK BEATTY

THE new model NARTB, serving both radio and television, will be unveiled to the membership next week in the first of a three-month series of 17 district meetings.

Station executives will have their first view of the new operation, moving swiftly since President Harold E. Fellows took over a little more than two months ago. In that brief period he has started a series of projects designed to increase the efficiency and impact of the association in broadcasting and television affairs. More changes are in the works.

Opening at the Hotel Roanoke, Roanoke, Va., Thursday-Friday, Aug. 23-24, the annual district meeting schedule will run through

mid-November (see UPCOMING, page 95).

Several other association meetings will be held during the period. These include a meeting of the TV Board, scheduled Sept. 6-7 at the Cavalier Hotel, Virginia Beach, Va.; meeting of the full TV Program Standards Committee Oct. 2-3 in Washington or Chicago, winding up a series of subcommittee sessions; meeting of the association's TV members at the Stevens Hotel, Chicago, Oct. 19; meeting of the combined NARTB Radio and TV Boards in Washington in early December.

While the district meeting programs will be built around radio, individual directors will arrange time and speakers for television members as their local situations indicate. TV members of NARTB are expected to attend the district sessions along with AM members.

The district meetings open with an AM membership of approximately 950 plus around 350 FM, 69 TV and about 70 associate members.

NARTB's 17 district directors are expected to invite as guests some of the non-member stations whose operators have evinced an interest in association activities.

Thad Brown, NARTB's TV director, is to attend the first meeting at Roanoke but it was felt at headquarters he would be unable to make the district circuit because of the critical Washington situation.

A new phase of this year's meetings is expected to be a program spot for the military. Preliminary plans are under way for participation of military spokesmen at each of the 17 meetings.

## Fellows at all Meetings

President Fellows plans to attend all 17 meetings. Accompanying him will be Richard P. Doherty, employee-employer relations director, and John W. Hardesty, station relations director. Robert K. Richards, public affairs director, and Ralph W. Hardy, station relations director, will alternate, with

Mr. Richards attending the Roanoke meeting and after that the western districts and Mr. Hardy attending all eastern meetings.

Harold Essex, WSJS Winston-Salem, N. C., will open the Roanoke meeting as District 4 director. After routine announcements and committee appointments he will introduce NARTB associate members and Carl Haviland, BMI president. BMI will hold a clinic Wednesday, Aug. 22, one of a nationwide series. Mr. Fellows will take part in this clinic.

Mr. Richards will give an illustrated talk on functioning of the new NARTB and review such activities as the Voice of Democracy contest. He will be followed by Mr. Hardy, who will discuss government and industry relations. At the remaining 16 district meetings these talks will be combined. Mr. Richards will also conduct a clinic on the place of news in the station operating picture.

## No Luncheon Speeches

No luncheon speakers are scheduled at Roanoke. The afternoon will be devoted to a talk by Mr. Fellows on radio's role in the national scene, with emphasis on a question-answer format and discussion by members.

Much of the TV discussion around the district circuit will come from the floor, with TV operators going into actual operating problems and how they have been handled.

Concluding the first day at Roanoke will be a cocktail party, unless a social program is arranged for the evening.

Most of the second morning will be occupied by Mr. Doherty. He will take up such matters as basic yardsticks for sound management, staff problems, personnel costs and

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## LAUDS WORKSHOP

### NARTB Gives Support

NARTB will throw its support behind the Ford Foundation's Television-Radio Workshop, President Harold E. Fellows told BROADCASTING • TELECASTING Thursday.

Terming the workshop project a "far-sighted, pioneering action," Mr. Fellows said the foundation's decision to improve the public welfare via mass circulation of cultural programs constituted recognition of the achievements of established media.

As conceived by the foundation, the workshop is an "appropriate effort" by an organization which came into being because Henry Ford worked on behalf of the free enterprise system, Mr. Fellows suggested.

Mr. Fellows said:

The foundation trustees have taken this far-sighted, pioneering action in the belief that even though specialized uses of television may develop, commercially operated stations are best equipped to accomplish the foundation's purpose: Overall improvement in the public welfare through the mass distribution of cultural programs designed to attract widest possible interest and attention.

Thirty years of American broadcasting demonstrate the validity of the trustees' judgment, that the way to do the big job is to use established and proven media.

James Young, consultant to the foundation, whose espousal of this plan has contributed so much to its accomplishment, deserves and will get the complete cooperation of American broadcasters, I am sure. He may be certain of the gratitude of the NARTB, and accept this pledge of its full understanding and desire to help.

Most significant in this action is the fact that the Ford Foundation trustees have recognized and seek to utilize a medium nurtured in the tradition of free enterprise. There could be no more appropriate effort by an organization which came into being because a great American devoted his energies, his ingenuity and his affection to that way of living.



ARMY PROPOSAL for participation of military in NARTB district meetings was discussed Wednesday at a conference between Maj. Gen. F. L. Parks, Army information chief, and NARTB officials. L to r: Harold E. Fellows, NARTB president; Maj. Gen. Parks; Robert K. Richards, NARTB public affairs director; Col. E. M. Kirby, chief Radio-TV Branch; C. E. Arney Jr., NARTB secretary-treasurer.

## FORD'S FIRST

INAUGURAL program of the Ford Foundation's new Television-Radio Workshop [BROADCASTING • TELECASTING, Aug. 6] will be an adult education series designed to show how people solve community problems at the local level with minimum outside help and will start on CBS Radio in November.

Plans for the series, to be known as *The People Act* and to be heard weekly, were announced in a statement for release today (Monday) by Dr. Milton S. Eisenhower, president of Pennsylvania State College and chairman of a national committee created to advise and assist in the project.

Under the foundation's workshop plan, which has \$1.2 million of foundation funds "immediately available," radio and TV programs

combining "cultural, public service and entertainment qualities" will be created and offered free to commercial broadcasters. They will be available for commercial sponsorship, in which case the broadcaster will recover his time costs and the workshop its production costs.

### Emphasis on Television

Though the workshop's major emphasis will be on television programs, the inaugural project is for radio. Elmore McKee of New York, who originated a similar radio series for the 20th Century Fund last year, has been named director of the project, and Ray H. Smith, former deputy secretary of commerce for Pennsylvania, has been named educational director with an office at State College, Pa.,

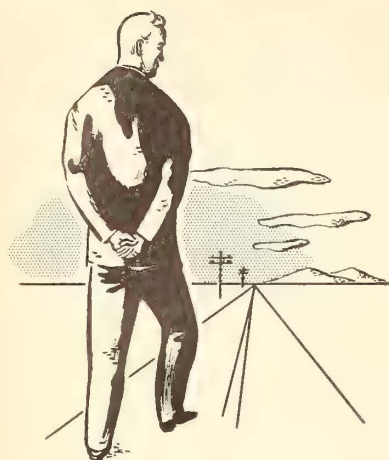
where Pennsylvania State College is located.

The half-hour series on CBS Radio will be produced by a staff headed by Irvin Gitlin, under the supervision of Stuart Novins, associate director of CBS public affairs, in cooperation with Mr. McKee. It is tentatively slated for early Sunday afternoon showing. Sponsorship has not been set.

Already in production, the series will present tape-recorded stories of how people are solving pressing local problems. Voices of the actual people involved will be used. The stories will come from both rural and urban area throughout the nation, and will be selected for

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for the drinker who is out of control. He suggests only that many have been helped by Alcoholics Anonymous, the National Committee on Alcoholism and by public health centers equipped especially for such treatment.

This series is being released by the Communication Materials Center of the Columbia U. Press, which has had experience in handling ticklish subjects on the radio. Its series on venereal disease a couple of years ago received wide acclaim.

The new series, skilfully written and narrated by Mr. Back (who is an ABC newscaster), should do as well as the earlier one, and perhaps better.

## IN REVIEW...

**THE LONESOME ROAD**, in eight quarter-hours, tackles the misunderstood problem of alcoholism with restraint and sympathy at no sacrifice of candor.

No attempt is made to pretty up the alcoholic's life ("Sunday is when things started going haywire for me. The match stems started getting up off the floor and turning into little people playing banjos") or to minimize the trials of a cure ("I tried everything for my husband, put him in hospitals, sometimes even called the police, and then I even left him").

**Program:** The Lonesome Road, a series of eight quarter-hour radio programs.  
**Produced by:** Communication Materials Center, a division of the Columbia U. Press, New York.  
**Price per set:** \$40.  
**Writer and Narrator:** Gunnar Back.  
**Production Manager:** Dorothy Oshlag.

But the prevailing tone of the series offers hope. Alcoholics can be reclaimed if they are accorded patient care. Says the wife of a recovered drunk: "The first thing to realize is that alcoholics are sick. You have to discard anger, hatred, abuse, harsh words."

The sentence with which Gunnar Back, writer and narrator, opens the series, is a good statement of the nature of the shows: "We're going to talk for awhile now about drunkenness in your town, but this time not with the futile anger and scorn of the past."

Some of the most effective parts of the programs are interviews with people who have had bitter personal experiences with compulsive drinking.

They range from a panhandler on Skid Row to a well-to-do housewife, illustrating Mr. Back's point that alcoholism exists in all kinds of neighborhoods, and from middle-aged executives to teen-age girls ("I'd be fine up to a point and then I'd go to pieces. I drew blanks at a very early age").

Mr. Back offers no quick cures

**CAMEO THEATRE** on July 30 discovered the dope menace in a drama that survived a bleak script because of some of the most imaginative camera work and direction to be found anywhere. The plot, if that is not too strong a word, centered around an actress' cure of the drug habit. Ilona Massey was admirably distraught as the addict, bearing up well despite such lines as: "Merciful God, why don't you let me die?" Lorence Kerr, as her husband and father of her 4-year-old son, was as effective as possible considering his dialogue. Sample: "I won't have this boy brought up in the same house with heroin."

The vehicle was played and produced better than it had a right to be. *Cameo* substitutes creative direction for cluttered scenery, can get more mood out of a close-up of a face or a single prop than many other shows get out of \$10,000 worth of settings.

The camera on *Cameo* is irrepressibly inquisitive, at times creeping right up to a talking mouth to catch important lines.

**Program:** *Cameo Theatre*, "The Third Time," July 30, NBC-TV, Monday, 8-8:30 p.m.  
**Sponsor:** Noxzema.  
**Agency:** Sullivan, Stauffer, Colwell & Bayles, New York.  
**Devised and produced by:** Albert K. McCleery.  
**Director:** David Crandall.  
**Technical Director:** Heino Ripp.  
**Writer:** Harry W. Junkin.  
**Cast:** Ilona Massey, Lorence Kerr, Dan Morgan, Rita Shaw, Phil Sterling, Roger de Koven, Jane van Dyke.

The first commercial was inserted, perhaps intruded would be a better word, immediately after the actress had been established as a heroin addict. The scene faded just as Miss Massey was about to plunge a needle in her quivering arm, and a film of a happy family of picnickers appeared. In unison they were smearing themselves with Noxzema to ease sunburn, insect bites, and other afflictions that seemed absurdly inconsequential compared with Miss Massey's ordeal.

## NBC RADIO DRIVE \$720,200 Promotion Underway

A \$720,200 CAMPAIGN to promote radio, based on the theme that "People Sell Better Than Paper," was inaugurated last Thursday by the NBC radio network.

The campaign will use five network radio programs and 14 national business and trade journals and will run for the rest of this year and perhaps into 1952. Officials said it will be conducted in conjunction with NBC's cooperative audience promotion campaign, which is to be intensified during the fall.

The advertisements will emphasize that radio is the most persuasive and most economical mass sales medium and will stress NBC as the best buy for network radio advertisers. NBC's "Tandem" plan of sponsorship, its economy and flexibility, will be emphasized.

Initiation of the drive was announced by Jacob A. Evans, NBC manager of radio advertising and promotion.

As part of the drive, time normally allotted to commercials on five NBC nighttime radio shows will be used to promote network radio in general and NBC in particular. These shows are:

*You Can't Take It With You*, Sun., 6-6:30 p.m.; *Boston Pops Orchestra*, Mon., 10:30-11 p.m., segment only; *American Portraits*, Tues., 8-8:30 p.m.; *Screen Directors Playhouse*, Thur., 10:30-11 p.m., segment only; and *Al Goodman's Musical Album*, Sat., 9-9:30 p.m.

### Varied Publications

The 14 publications which will carry the NBC ads include, in addition to leading radio advertising, and entertainment trade journals, a number serving a wide variety of other fields such as drug, food, automotive, and confectioner trades.

Mr. Evans said the purpose of the campaign is to show both advertisers and the general listening public that network radio is the most powerful and farthest reach-

## BUYS KVOB

### LeBlanc Gets 70% of Stock

SEN. DUDLEY J. LeBLANC, the man who sparked Hadacol tonic into a nationwide commercial miracle, has bought KVOB Alexandria, La., about 100 miles from his hometown, Lafayette. The station operates on 970 kc with 1 kw power.

Application is scheduled for early filing at the FCC by Haley, McKenna & Wilkinson. Sen. LeBlanc is buying majority interest in the licensee, Central Louisiana Broadcasting Corp., for \$58,000 from Louisiana Baptist Convention, holding over 70% of stock. Terms call for \$20,000 down payment, with the remaining \$38,000 payable over a two-year period.

Sen. LeBlanc has long conceded that much of Hadacol's pyramiding sales volume can be credited to use of large blocks of time on hundreds of stations. His radio buyers have obtained attractive rates on a volume-discount basis.

ing advertising medium in existence, and that its economy is such that any businessman seeking to increase sales should not overlook it.

He cited the statement by John K. Herbert, NBC vice president in charge of sales for the radio network, that "radio is the most effective seller of mass audiences of any of the five major media types—newspapers, magazines, supplements, radio and television. Network radio sells more goods to more people at a lower price than any other media type available."

The NBC campaign, Mr. Evans said, will demonstrate the truth of that statement.

## LIBERTY STOCK

### Cullen Buys Part Interest

LIBERTY Broadcasting System refueled financially last week with more Texas oil.

Houston Oilman H. R. Cullen bought a part interest from Oilman Barton R. McLendon, chairman of the board, and his son, Gordon, president and founder.

The amount of stock Mr. Cullen bought and what he paid for it were not disclosed.

But President Gordon McLendon said "his interest in the Liberty network will permit us to accelerate our national radio and television plans that much more rapidly."

Liberty already claims to be the world's second largest network, with 431 affiliates in 43 states, Hawaii, Alaska, and Japan.

"The demand for stations desiring to affiliate," said Mr. McLendon, "indicates that Liberty will become the largest network in the world."

It has grown to its present stature, with 16 hours of programming a day, since Mr. McLendon formed it in 1948 as a sports network.

The new part owner is chairman of the board of regents of the U. of Houston and is known as the "father" of the school. He is described as one of the south's leading philanthropists who has given "many millions" for hospitals, educational and charitable institutions.

Mr. Cullen's acquisition of a part interest in the network was not unheralded. Chairman Barton McLendon told BROADCASTING • TELECASTING a month ago that additional financing was "imminent" in furtherance of a steady expansion program [BROADCASTING • TELECASTING, July 16].



# FCC NEWSPAPER POLICY *S-H Asks Review*

By EARL ABRAMS

SUPREME COURT has been asked to rule on FCC's 10-year-old anti-newspaper policy for the first time. In a petition for a writ of certiorari (request that the court accept the case for review), Scripps-Howard Radio Inc. last week told the court it was necessary to have a definitive ruling clarifying the constitutionality of FCC's policy on newspaper ownership of broadcast stations.

That policy, essentially is that where there are two or more applications for a broadcast facility, all other things being equal, FCC will favor the non-newspaper applicants on the grounds that such an action "diversifies the media communication" in a community and is in the "public interest, convenience and necessity."

Scripps-Howard petition is an appeal from the May 10, 1951, decision of the U. S. Court of Appeals affirming the 1949 FCC grant of 5 kw AM station WERE on 800 kc to Cleveland Broadcasting Inc. [BROADCASTING • TELECASTING, May 21].

FCC granted the broadcast facility to the Cleveland Broadcasting on the grounds it was locally owned, and that it promised grater local management integration than did Scripps-Howard. At the same time, the Commission frowned on Scripps-Howard's newspaper affiliation in that city (*Cleveland Press*) in line with its established policy.

## Local Ownership

Cleveland Broadcasting is owned by a group of local businessmen, including Ray T. Miller, former mayor of Cleveland; Robert J. Bulkeley, former Ohio Senator; Paul Liken, present Assistant Postmaster General; Alvaney Johnston, head of the Brotherhood of Locomotive Engineers, among others.

Petition to the Supreme Court asks that it take the case to decide these main points:

(1) Whether the FCC has the statutory authority or discretion to discriminate against an applicant because it is owned or controlled by a newspaper?

(2) Whether the FCC can prefer an applicant just because he has a greater extent of local ownership or integration of local owners in the management than a competing applicant?

Nub of the Scripps-Howard complaint is that it was denied an AM grant substantially because it was owned by a newspaper chain.

Although there may be greater local ownership and management integration on the part of Cleveland Broadcasting, the Scripps-Howard petition states it would have furnished better service to the community. It calls FCC's ownership and management reasons for making the grant to Cleveland firm "mere make-weight."

"If the Commission's precon-

ceived view that newspaper affiliation is a ground for disqualification because the licensing of such an applicant 'tends to concentrate the control of the media of mass communication' is an authorized standard, no hearing is required to establish that one applicant is associated with a newspaper since that fact will be disclosed in the application. Manifestly the purported holding of a hearing upon such an issue is a mere sham and pretense," the petition declares.

Importance of the question, Scripps-Howard indicates, is in the number of newspaper-owned broadcast stations and, particularly, TV applicants. Brief states there are 382 AM stations, 230 FM stations and 45 TV stations owned by newspapers. Of more than 400 TV applications now pending in FCC files, more than 90 are from publishing or affiliated applicants, it states.

One aspect of the unfairness of the FCC's policy, Scripps-Howard attorneys point out, is this:

If a newspaper applicant is unopposed, he is pretty sure of getting a grant. If, on the other hand, he has competition, he is just as sure of not getting the grant.

That does not square with the principle the FCC propounds, they say.

Principle could be extended to other groups, the petition asserts. It quotes a decision in the 1942 Stahlman case in which Judge Groner of the U. S. Court of Appeals wrote that if the newspaper ban were permitted, FCC could exclude "schools and churches. . . [and the ban] might be applied wherever the Commission chose to apply it."

Even Congress has taken cogniz-

ance of FCC's bias to newspaper applications, the petition states. It cites a 1947 bill introduced by Maine Senator White, then chairman of Senate Interstate & Foreign Commerce Committee (and father of the Communications Act), as well as the original version of the 1949 McFarland bill. Both, the petition says, contained a provision specifically forbidding the FCC from discriminating against any class of applicant). Re-introduced McFarland Bill (S 658) has passed this session's Senate—without that provision, however. It is now before the House Interstate & Foreign Commerce Committee [BROADCASTING • TELECASTING, June 25].

## Would Reinsert Clause

Recently there have been indications on the Hill that some House committee members were interested in reinserting that clause in the McFarland Bill [BROADCASTING • TELECASTING, July 23].

General opinion among Washington attorneys is that the Supreme Court will not take the case. They claim it is not the kind of case to interest the justices. They do admit that the principle should have a definitive ruling, but they feel this is not the right case.

One legal wag moaned: "If they do take it, I'm afraid they'll affirm the FCC's right to take newspaper ownership into account. Then where'll we be?"

Scripps-Howard Radio owns WEWS (TV) Cleveland (*Cleveland Press*); WCPO-AM-TV Cincinnati (*Cincinnati Post*); WMC and WMCT (TV) Memphis (*Memphis Commercial Appeal and Press-Scimitar*); WNOX Knoxville. It is



HAL THOMPSON (l), program director at KFJZ Fort Worth, receives a golden trophy from Charlie Jordan, station vice president, after winning KFJZ's First Annual 30,000 Cent Tournament. All 18 station employees who entered the tournament received some prize, with the one who finished last being awarded three golf lessons.

a subsidiary of the Scripps-Howard newspaper chain (*New York World-Telegram & Sun*, etc.).

Big newspaper ownership fight occupied the FCC and the industry from 1941 to 1944, during which time FCC "froze" all newspaper applications for broadcast stations. Hearing on the question of whether FCC should adopt a rule prohibiting ownership of radio stations by newspapers ran during 1941-42.

Petition to the Supreme Court was filed by Raymond T. Jackson and Joseph R. Fawcett of the Cleveland law firm of Baker, Hostettler & Patterson, and by George S. Smith and Harry P. Warner of the Washington law firm of Segal, Smith & Hennessey.

Solicitor General of the U. S. (and the FCC) has 30 days to file objections to the request, after which Scripps-Howard is permitted to file rebuttal. Informed circles do not expect the Court to decide whether to take the case or not before mid-October.

# BASEBALL PROBE

## Chandler Defends Media

A. B. (Happy) CHANDLER, former baseball commissioner, while taking a few pokes at some baseball club owners last Monday, also got in a couple of licks in radio and television's favor.

Ex-Sen. Chandler testified on baseball's reserve clause, which he defended, before the House Judiciary Monopoly Subcommittee. He has figured in the high-priced negotiations for baseball, winning for the sport a six-year radio-TV package contract for coverage of World Series games and the All-Star contests.

Mr. Chandler's testimony came amid growing apprehension of committee members that radio-TV could face wholesale restrictions in the professional sports world.

Baseball broadcasts serve the public interest, Mr. Chandler emphasized. The only condition, he said, is the necessity for a "respectable sponsor."

The former Kentucky Senator was deposed as baseball's czar July 15 when club owners failed

to renew his six-year contract.

Mr. Chandler appeared to be in disagreement with George C. Trautman, president of the National Assn. of Professional Baseball Clubs, when the minor league head testified a week ago Friday [BROADCASTING • TELECASTING, Aug. 6].

Mr. Chandler said he did not think broadcasting of ball games had hurt attendance in either the major or minor leagues.

Mr. Trautman had said saturation of minor league territories by big league broadcasts is hurting attendance and is the sport's biggest problem.

Possible new restrictions arising

against broadcasts and telecasts of "professional sports events," should legislation pass exempting baseball from anti-trust laws, came up when Sen. Ed C. Johnson (D-Col.), chairman of the radio-communications committee in the Senate, testified Tuesday.

While familiar with broadcast problems as the key legislator in matters concerning the medium before the Senate, the Coloradan also is president of the Western League, a Class A minor league operating in his home state, in Nebraska, Iowa and Kansas.

He also is sponsor of a bill (S 1526) pending in his Senate Interstate Commerce Committee, identical to those before the House subcommittee and which led to its baseball probe. The legislation would exempt baseball and other professional sports from provi-

(Continued on page 97)



# SEALY MATTRESS

## Scores A Sales Scoop



A 500% sales increase is the harvest reaped by Sealy Mattress Co. of California as the result of a 10-year campaign which devotes 90% of its advertising dollar to radio.

This amazing success story, which places Sealy mattresses in the number one bracket in sales among standard brand mattresses on the West Coast, is the result of far-seeing coordination between three men. They are Seniel Ostrow, president of the California mattress company; Joe Willins, Los Angeles factory manager, and Alvin Wilder, head of Alvin Wilder Adv. Agency, Los Angeles, which services the account and created the campaign.

Key to the firm's spectacular rise has been its consistent use of radio and acute awareness of the type of audience its radio dollar is reaching, according to Mr. Ostrow.

### Radio Lauded For Role In Furthering Policy

"Radio has created for us a tremendous good will, both on the part of the dealer and the consumer," Mr. Ostrow said. "It is the one medium which has brought Sealy products before the public effectively and fits perfectly with the Sealy corporation's national advertising support.

"The fact that our radio advertising has pre-disposed most potential mattress buyers toward Sealy has also been a large factor in increasing retailers' interest in Sealy merchandising and promotions," he continued.

The firm's radio advertising has consisted of public service programs—news and news analysis—on a local and regional network basis. Spot announcement schedules are also used at various times on selected California stations. Currently Sealy sponsors *The World Today* on eight CBS California stations, Tuesday, Thursday and Saturday, 5:30-5:45 p.m. (PST).

Periodically active in California

*Commercial copy theme for thrice weekly The World Today is discussed by Alvin Wilder (standing), head of Alvin Wilder Adv. Agency, with Joe Willins (l), Los Angeles factory manager, and Seniel Ostrow, president of Sealy Mattress Co. of California.*

\* \* \*

radio since 1924, it was not until 1940, following appointment of Alvin Wilder Adv. Agency, that Sealy began its first sustained advertising campaign.

Sealy Mattress Co., organized in Sealy, Tex., in 1881, started a system of enfranchised manufacturers in the early 1920's as the first step in its campaign to increase national distribution. Mr. Ostrow, now operating factories in Los Angeles and Oakland, became owner of the California franchise. He had been a leading mattress manufacturer prior to that time.

On acquiring the account, Mr. Wilder made a study of the firm's 1940 market position. Then he drew up a presentation embodying techniques which are still used with great effectiveness.

Presenting it to Joe Willins, the agency soon had an ally who was to help convince Sealy executives that radio was the one medium which could enable the firm to capture a goodly share of California's quality mattress market.

Mr. Wilder's proposed campaign stressed the essentials of all radio timebuying—program and copy. Seldom has either captured its intended audiences so completely, agree the mattress company executives.

News and news analysis programs, scheduled during late afternoon, was the recommendation. Reasoning that mattresses are a purchase which families

discuss among themselves before buying, Mr. Wilder sought in news analysis a type of programming that would place copy before the entire family, rather than a show with a predominantly male or female audience.

Himself a news analyst, Mr. Wilder knew from audience figures that analysis programs ranked highest with the type of listener his client wanted to reach.

Late afternoon time for broadcast was selected, according to Mr. Wilder, because during that period, just before the evening meal, listeners already tired from the day's activities, are much more receptive to Sealy's slogan—"Sleeping on a Sealy Is Like Sleeping on a Cloud"—than they would be during other key news periods of early morning or late evening.

### First Show Doubles Sales in 90 Days

The firm started its campaign in early 1940 with a weekly Sunday program on KECA Los Angeles. Within 90 days the program had doubled Sealy local sales, according to Mr. Willins. The firm's advertising budget went up accordingly.

The Sunday series, *A Layman's Views of the News*, with Mr. Wilder as analyst, went NBC Pacific Coast about a year later. This was supplemented some time later with news commentaries on CBS and Don Lee California stations.

Sealy experimented with Cecil Brown thrice weekly in an early morning time on Don Lee California stations, for several months.

Harry Flannery, news analyst was bought on eight CBS California stations, thrice weekly, in the summer of 1948, with Sealy utilizing the 5:30 p.m. time slot. He was followed by Charles Collingwood a couple of months later on that same list of stations. When CBS transferred Mr. Collingwood to its Washington bureau in the fall of 1949, Chet Huntley became news analyst on that program, continuing the thrice weekly schedule.

Keying its news programs to the critical events of the Far East and rotating correspondents to bring a monthly change of personnel and a fresh viewpoint to West Coast listeners, CBS changed format and title of the 5:30 p.m. program in March 1951. It became *The World Today* and Sealy continued to sponsor it thrice weekly.

Then Chet Huntley left the CBS Hollywood news staff and joined ABC as a news analyst. Sealy, reasoning that he would hold part of his listenership, immediately sponsored Mr. Huntley for 13 weeks on ABC California stations on a twice weekly late afternoon schedule.

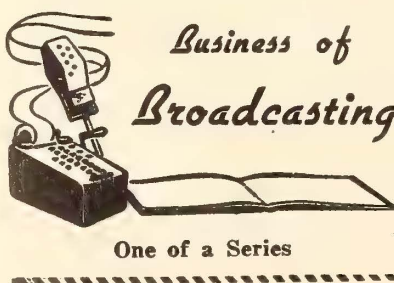
Sealy of California can devote 90% of its advertising budget to radio because of two unique reasons, according to Mr. Wilder.

"First is display advertising support, in the form of regular schedules in national magazines, and second, point of sale merchandising and display material, both furnished by the parent Sealy Corp. of Chicago."

Mr. Wilder recalled that when Sealy began its California radio campaign, it was the only one of 28 franchise holders to use that medium. Today more than half the franchise holders have their own radio campaigns under way, inspired by the California success.

Sealy copy, as designed by Wilder Adv. Agency, has blazed

(Continued on page 82)





# RAW MATERIALS

## Application Deadline Extended

DEADLINE on applications by manufacturers of radio-TV receivers, phonographs and other consumer durable goods for fourth-quarter allotments of certain raw materials has been extended to this Wednesday, a government said last week.

Extension of the deadline from July 31 to Aug. 15 was announced by the National Production Authority as the government moved officially to place all non-essential civilian goods under its Controlled Materials Plan beginning Oct. 1.

In a word, this was interpreted by Manley Fleischmann, Defense Production Administrator, as meaning that electronics and other producers will operate under a system whereby they may draw "a certified check on a bank account of existing materials" (steel, copper and aluminum). NPA is the operating agency of the Defense Production Administration. At the same time there were indications that NPA will tighten its restrictions on new building construction across the board, without distinction between types of projects but with closer scrutiny of the factor of "essentiality." This was the consensus of authorities.

## D BUDGETS

### Effective Date Postponed

OFFICE of Price Stabilization last Thursday indefinitely postponed the late-today (Monday)—that the new ceiling price manufacturers' regulations were to have gone into effect.

Included in the order is Ceiling Price Regulation 22, which only a few days earlier, OPS had reminded could still have to be followed since it had been issued before the newly written Defense Production Act.

Action was taken, according to the OPS, to give the agency more time to work out methods for putting into effect regulations permitting new cost allowances to be added to rollback ceilings, as contained in the amended act's formula, known as the Capehart amendment, named after its sponsor Sen. Homer E. Capehart (R-Ind.).

This new formula leaves room for a firm to apply advertising and selling costs to its product in setting price ceilings [BROADCASTING • TELECASTING, Aug. 6].

### Overhead Costs

CPR 22 and its companion regulations on ceiling prices do not provide for increases in overhead costs, an issue that has been criticized because of fears that advertising budgets might be out of a maintaining ceilings.

The Capehart amendment permits increases (or rollbacks) on manufactured products after all costs are added to the base period—the highest price between Jan. 1, 1950 and June 24, 1950. This would allow the manufacturer to add costs increased during the June 24 to July 26, 1951 period.

★ following NPA's imposition of a temporary freeze on new construction [BROADCASTING • TELECASTING, Aug. 6].

Radio-TV set manufacturers are instructed to file on CMP-4B applications, which with recent modifications permits them to apply for materials to be used in a wide range of products. As a typical example: Admiral or Philco Corp. would be able to vary flexibility of manufacture between refrigerators and radio, television or phonograph sets [BROADCASTING • TELECASTING, Aug. 6]. Forms may be obtained at all field offices of the Commerce Dept.

Failure of set-makers to file bids for fourth-quarter allocations, Mr. Fleischmann warned, "could result in serious difficulties in their obtaining production materials." The applications are needed as an aid in determining whether they should receive the materials "in order to assure them the quantities needed to maintain their authorized output of civilian goods." Mr. Fleischmann reviewed civilian production initially on a 450-station MBS broadcast last Tuesday, 10:30-11 p.m. (EDT).

The consensus on more stringent cutbacks in broadcasters' building construction and minor alteration projects was unofficial but still authoritative. Authorities said the demand for steel alone is over double that of available supply, and

## MORE CBS CHANGES

### New Space Leased

THE PROCESS of filling up the blank spots in the organizational structures of the new CBS Radio and CBS Television Divisions continued last week, with new appointments in both units.

At the same time it was reported that CBS has leased six floors of a new seven-story building on 52d St., a short distance from its New York headquarters, and that the CBS Radio Division will occupy the space beginning about October. The building, at 55-61 East 52d St. adjacent to the CBS studio building, is slated for completion this fall. Though details were not made known, officials have disclosed plans to house the Radio Division "in its own contiguous quarters."

Among last week's appointments were these:

W. Eldon Hazard, formerly assistant sales manager of the CBS network, was appointed sales manager of the CBS Radio Network.

Arthur Duram, market research counsel for CBS Television since February 1950, was appointed assistant sales manager for CBS Network Television.

Robert Kelleher, formerly on the sales and promotion staff of *The Tablet*, Catholic weekly, was named assistant promotion manager of WCBS New York.

Earlier, Carl Burkland, who has been general sales manager of Radio Sales, Radio & Television Stations Representative, was given the position in charge of CBS-owned radio stations.

Reports meanwhile circulated that Carl Ward, assistant general manager and general sales manager of CBS-owned WCCO Minneapolis, would be named general manager of WCBS New York; that Wendell Campbell, manager of the Chicago office of network sales, would get the appointment as Radio Sales manager for the Radio Division; and that William Shaw, eastern sales manager of Radio Sales, would become general man-



Mr. Duram



Mr. Hazard

ager of CBS-owned KNX Hollywood.

In his new post of sales manager of CBS Radio Network, Mr. Hazard will supervise CBS Radio Network sales departments in New York, Detroit, Chicago and Los Angeles. His appointment was announced by John Karol, Radio Division vice president in charge of network sales. Mr. Hazard joined CBS in 1940.

### Duram's Duties

Mr. Duram's new post of assistant sales manager for the CBS Television Network, announced by David V. Sutton, Television Division vice president in charge of network sales, puts him in charge of black-and-white television sales, under Mr. Sutton. Mr. Duram has been with CBS since 1949 and formerly served CBS-owned WBBM Chicago for two years.

Mr. Kelleher, named assistant promotion manager of WCBS, was with Birmingham, Castleman & Pierce for two years before joining CBS Radio, and previously was a space salesman for the *New York Sun* for nine years. His appointment was announced by Robert G. Patt, director of advertising and sales promotion for WCBS-AM-TV.

felt that officials will review more closely such factors as essentiality to the defense effort, community hardships, public health and safety, civilian defense and labor dislocations.

In any event, government officials doubtless will not approve of any applications where the FCC has not granted a construction permit or issued a license, it was emphasized.

Construction already underway for which materials have been allotted is not affected by the freeze, which will thaw out Oct. 1, giving broadcasters with approved bids authority to commence building together with an allotment of materials. Projects utilizing less than 200 pounds of copper, two tons of steel or any quantity of aluminum need no authorization. Broadcasters contemplating future construction may file, however, on CMP-4C with NPA Washington headquarters.

The definition of "commence construction" has been redefined by the government to mean "incorporating into a building, structure or project, a substantial quantity of materials which are to be an integral part . . ." Provision for "site clearance" was deleted.

## RACE RESULTS

### Station 'Flashes' Charged

CHARGE that radio stations are supplying flash news on race results, "beating us by 10 minutes right now," was made before the Senate Crime Investigating Committee last Wednesday by a Baltimore news distributor.

Leonard J. Matusky, president of Worldwide News & Music Service Inc., Baltimore, said the presentation over stations has been speeded up since his service was restricted by investigations and "bad publicity."

"They'll even break a record to give a race result," he asserted. Mr. Matusky said he heard an announcer boast that he was giving results of a race that had run only seven minutes before.

Another witness before the committee, Harry Bilson of Baltimore, an official of *Howard Sports Daily*, said radio generally was supplying race news information to Washington, D. C. He said he did not serve the District of Columbia because of the existence of an "agreement." He told the committee that radio, particularly WGAY Silver Spring, Md., suburban Washington (licensed to Tri-Suburban Broadcasting Corp., operating on 1050 mc with 1 kw day), broadcast the information "faster than we can."

Meanwhile, the National Assn. of Attorneys General last Thursday called on Congress to strengthen federal laws outlawing gambling and horserace syndicates. Group urged enactment of a wire-service act to prohibit transmission of gambling information across state lines by telephone, telegraph, teletype, radio or other means of communication.



# • AUDIENCE • HOOPER • COVERAGE .....

# **F A**

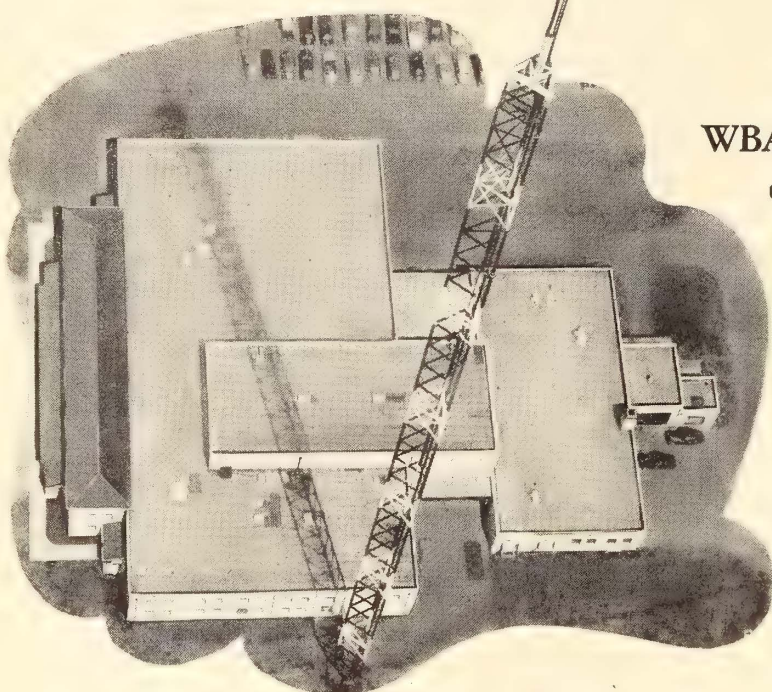
## **Give WBAP'S Reason**

**WBAP**

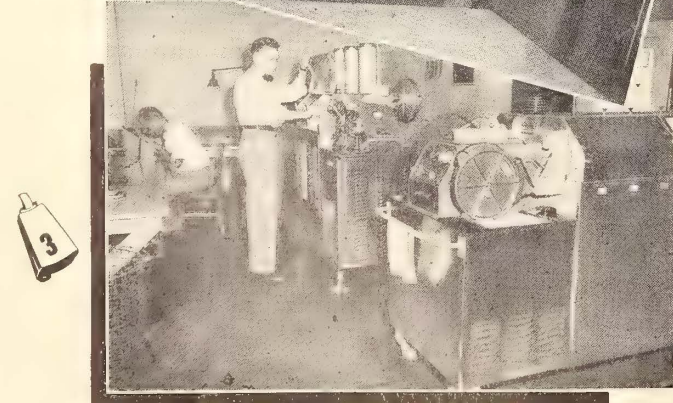
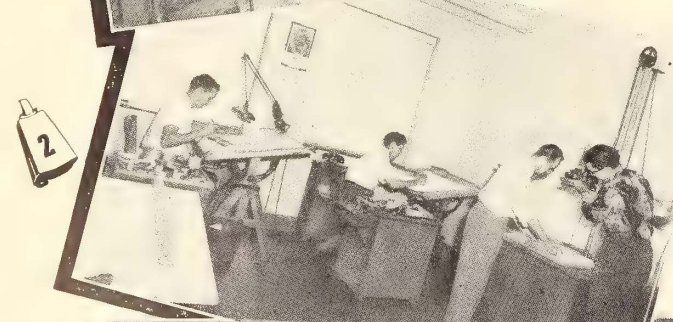
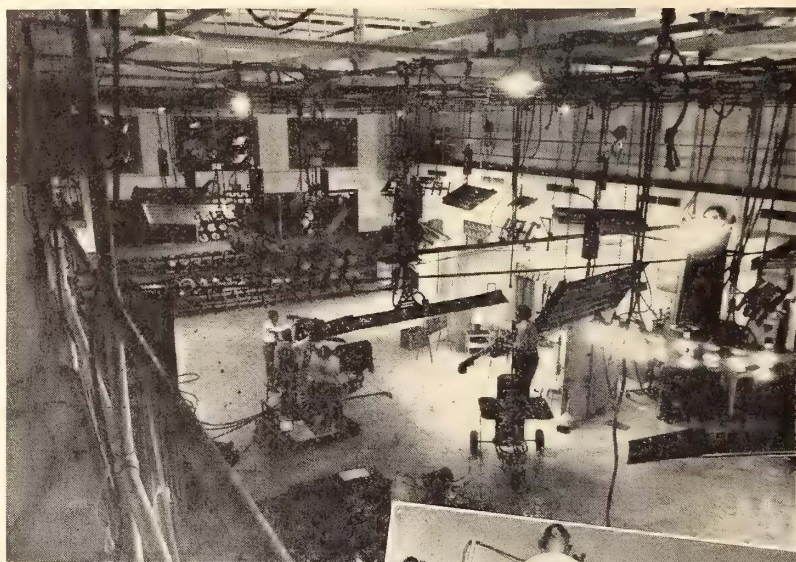
**TV**

The WBAP "success" story of audience, Hooper and coverage is attributable in part to its unmatched facilities. This aerial shot, to the left, of WBAP's building and tower gives an idea of the size of the plant which nestles in an 84 acre area. The tower is 502 feet tall and reaches 1138 feet above sea level assuring WBAP-TV's complete coverage of it's wealthy 16 county area - the South's top ranking money market.

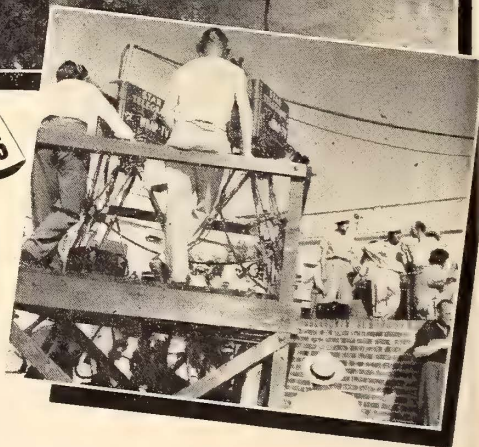
There are some 70,000 square feet of floor space in WBAP's studio-office building comprised of six radio studios; each individually acoustically designed, and each having its own control room, three television studios, TV dressing rooms, and supply, maintenance and storage facilities. It requires a staff of 153 to keep this vast and complete arrangement of TV, AM and FM facilities operating.



4



1. The commercial film department is fully equipped to make any type film commercial either in the studio or "on location." Facilities for making sound-on-film commercials include the Maurer Sound Recorder. Camera equipment includes Bell & Howell, Cine Special and the Auricon 1200.
2. The art staff is made up of highly skilled artists, qualified for every type of art work including the most complicated animation.
3. A portion of WBAP's film laboratory with its two Houston developers, Bell & Howell Model J 16mm contact printer, Art Reeves sensitester and complete still picture equipment.
4. TV Studio No. 1, besides taking care of huge sets and background scenes, has housed elephants, automobiles, trucks, fire wagons, the famous Budweiser horses and wagon, sailboats and gliders. This is TV at its biggest and best!
5. WBAP's "portable" TV station! Equipped to handle up to four cameras, this remote truck is used for wrestling, baseball, and all kinds of special events and public service features.





# ACILITIES!

For Leadership in the South's No. 1 Market

WBAP

AM

And, here is the great story at a glance, of WBAP-820 and WBAP-570! WBAP-820 . . . 50,000 watts, clear-channel . . . daytime BMB 976,380 families, 291 counties, 8 states; nighttime BMB 1,078,200 families, 511 counties, 16 states. WBAP-570 . . . 5000 watts . . . daytime BMB 656,850 families, 193 counties, 2 states; nighttime BMB 581,810 families, 190 counties, 2 states.

There are six radio studios each with its own individual acoustical design. Each radio studio has its own color scheme and control room. The two large radio studios measure 40 x 26 x 21.

Master control for studio switching is equipped to handle ten channels simultaneously. Fairchild Heated Stylus Kits are available upon request.

Complete remote equipment is available.

The WBAP-820 and 570 transmitters are located at Grapevine, halfway between Dallas and Fort Worth.

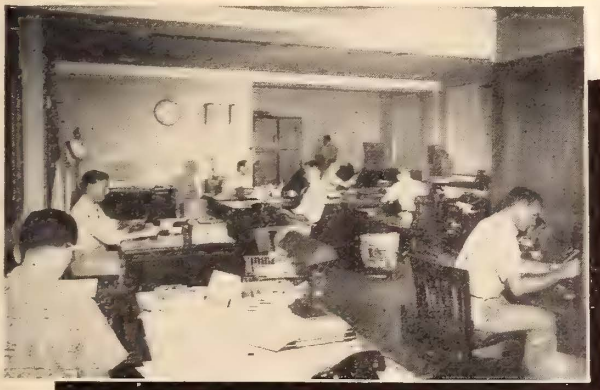
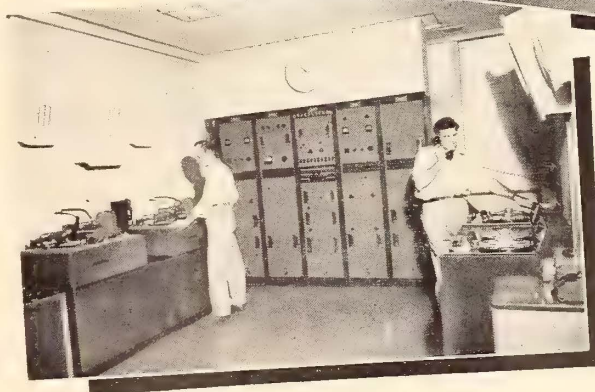
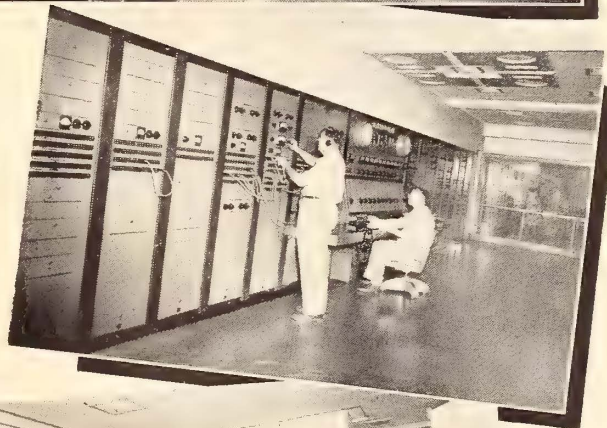
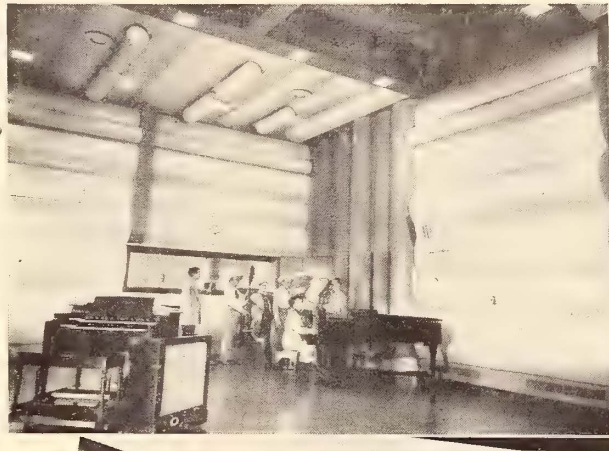
For the South's finest facilities, it's WBAP-AM, FM and TV!

6. One of WBAP's six radio studios. The measurements are 40 x 26 x 21. Each studio has its own color scheme and control room and is specially acoustically designed.

7. Master control handles the three channels required for WBAP-820, WBAP-570 and FM, plus the facilities to control seven other channels simultaneously.

8. Recording facilities include the latest 73-B RCA Disc Type recorders, Model 300-C Ampex Tape recorders, RCA 70-D turntables and complete field recording equipment. (Fairchild Heated Stylus Kits are available upon request.)

9. The Fourth Estate in radio and television! Nineteen newscasters, rewrite men, reporters, cameramen and film editors make up the news service staff of WBAP, one of the largest in the nation. WBAP-TV carries a five-a-week Texas Newsreel series in addition to the numerous newscasts aired by WBAP-AM and FM. In 1948, the National Association of Radio News Directors voted WBAP-TV's Texas News the best in the nation.



**WBAP** AM-FM-TV  
570 - 820  
Channel

5



DON'T BE SPOTTY WITH YOUR SPOTS  
... REACH

**ALL ALL ALL**

The Fabulously Rich Fort Worth-Dallas  
Market



**STAR-TELEGRAM STATION**  
FORT WORTH, TEXAS

FREE & PETERS INC.  
Exclusive National  
Representatives

AMON CARTER, President  
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager  
ROY BACUS, Commercial Mgr.



## NBC WINS AWARD In National Musical Poll

SPECIAL award for "the network which consistently through the year served most faithfully the cause of serious music" went to NBC last week in the results of *Musical America* magazine's eighth annual national radio poll. It is the fifth year NBC has won the award.

In the balloting on TV music, ABC's telecast of opening night at the Metropolitan Opera won first place. The poll was conducted among 850 music critics and editors of newspapers in U. S. and Canada.

Arturo Toscanini continued his straight sweep of first place as regular symphony conductor, and his NBC symphony presentation of the Verdi "Requiem" was named the outstanding musical broadcast of the year. The *Telephone Hour* (NBC) won for the eighth time as orchestra with featured artists.

Voting for the best Metropolitan

## July Box Score

STATUS of broadcast station authorizations and applications at FCC as of July 31 follows:

	AM	FM	TV
Total authorized	2388	658	109
Total on the air	2286	647	107
Licensed (All on air)	2254	543	81
Construction permits	134	114	28
Conditional grants		1*	
Total applications pending	1010	171	496
Total applications in hearing	261	7	179
Requests for new stations	282	7	424
Requests to change existing facilities	232	32	33
Deletion of licensed stations in July	1	4	
Deletion of construction permits	1	1	

\* On the air.

Opera broadcast (ABC) put "Fledermaus" first, and ABC's *Metropolitan Auditions of the Air* placed first in the opera program category.

Other winners: *NBC Summer Symphony*; *Fine Arts Quartet* (ABC); *New York Philharmonic-Symphony* (CBS); *Longines Symphonettes* (CBS, WOR New York and local); *Milton Cross*, ABC announcer-commentator; *Concert of Europe* (ABC); *Robert Shaw Chorale* (NBC).

## Gillette Renews

GILLETTE Safety Razor Co. has renewed for the eighth consecutive year its sponsorship of *Cavalcade of Sports* Friday evening boxing bouts over ABC, 10 p.m. beginning Sept. 7. The 39-week contract was placed through Maxon Inc., New York.

## Cold Remedy

(Continued from page 23)

this year, with the additional money being directed to heavier frequency. The company effective Sept. 15 will embark on a 30-week campaign of 100 radio stations and several TV stations. The average frequency is about six times per week on each station. Erwin, Wasey & Co., New York, handles the account.

Musterole Co., Cleveland, also through Erwin, Wasey & Co., New York, will use 100 radio stations starting Nov. 5 for 22 weeks.

American Chicle Co. (Crawford's Cough Gum) is understood to be planning to pick up the spot campaign currently used by Cloret (its chlorophyll chewing gum) on 100 ABC stations via the "Pyramid plan and on 100 other outlets: Dancer - Fitzgerald - Sample, New York, is the agency.

The Anahist Co., New York (Anahist anti-histamine tablets) has launched an anti-hayfeve schedule on *Cavalcade of Band* and *Cavalcade of Stars*, both on DuMont TV Network, for four weeks starting Aug. 10. Company's fall plans, which may include spot or network, is still being considered by the agency, BBDO, New York and a specific recommendation is expected within 10 days.

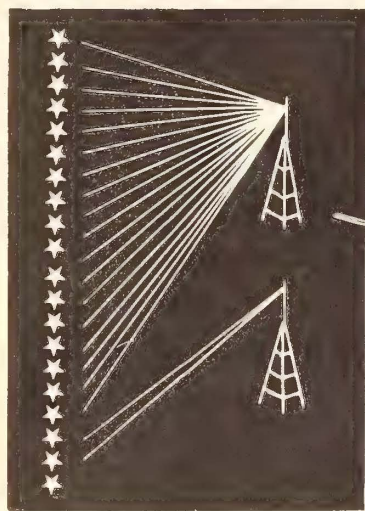
The majority of anti-histamine tablets, which last year helped fill radio coffers, such as Resistab Antamine, Inhiston etc., this year have curtailed their advertising budget because of sales resistance it was understood.

Ludens Inc., Reading, Pa. (Ludens cough drops), which sponsored a CBS network show last year featuring Frank Sinatra, is understood to be considering a television show in New York only, effective early in October. The station and format of program have not been revealed. J. M. Mathes, New York, is the agency.

In the aspirin and similar fields, Whitehall Pharmacal's Anacin continues to sponsor its daytime network show *Just Plain Bill*, five times weekly on NBC, and *Our Gal Sunday*, five times weekly on CBS. Both network shows are serviced by the John F. Murray Co., New York.

Sterling Drug, New York, maker of Bayer Aspirin, has just bought \$2 million worth of morning time on Mutual over the full 535 stations, five times a week, starting Oct. 1 [BROADCASTING • TELECASTING, July 30], with sponsorship of *Ladies Fair* (Monday through Friday, 11-11:25 a.m.) through Dancer-Fitzgerald-Sample, New York, in addition to its network daytime schedule of *Stella Dallas* Monday through Friday, 4:15-30 p.m. and *Young Widder Brown*, five times weekly 4:30-45 p.m., both on NBC.

Bristol-Myers (Bufferin) is using hitchhikes on the parent company's *Break The Bank*, Monday, Wednesday, and Friday, 11-11:30 a.m. and *Mr. District Attorney*, Wednesday, 9:30-10 p.m., on NBC.



**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



W W W W W

YOUR MARKET, U. S. A.

TITLE:

TIME:

TYPE:

FORMAT:

PERSONALITY:

SUCCESS:

COST:

Time buyers:-

Agency Familiar form, isn't it?

Each is a brief about a familiar program - established program - successful program. Buy them for real sales results!

Growth Bolling

PS: These regular mailings are designed to tell you the whole story in capsule form - to save your time - to keep you informed.



# STANTON DEFENDS Commentators, FCC on Color

A CONGRESSIONAL charge imputing political favoritism to FCC's approval of the CBS color TV system and questioning the employment of four network commentators by the State Dept.'s Voice of America has drawn a sharp disavowal from CBS President Frank Stanton.

Mr. Stanton told Rep. William S. Hill (R-Col.), who leveled the charges on the House floor last month, that "your statement is unjust to our employees, to CBS and to the FCC." Additionally, Mr. Stanton declared, "there can be no question but that the CBS system of color television was adopted on its merits."

The CBS president's reply was inserted into last Wednesday's issue of the *Congressional Record* by Rep. Hill with a summary of his earlier blast at the network and, in particular, at NBC Commentator Ben Grauer for alleged Communist-front affiliations.

Rep. Hill had charged that CBS has a "reputation of being . . . a strong supporter of the Truman administration, and of socialistic tendencies generally," and asserted that the State Dept. had placed itself in a "highly dubious position" by employing "certain political commentators," notably those

with CBS [BROADCASTING • TELECASTING, July 30].

Tracing the history of the color TV issue, Mr. Stanton noted that FCC adoption of the CBS system was strongly contested in the courts and finally upheld by the Supreme Court.

Mr. Stanton also recalled that "one of the most enthusiastic advocates" of color TV "was a Republican, (FCC) Comr. Robert F. Jones, formerly a member of the House from the Fourth District of Ohio."

With respect to the commentators, Mr. Stanton felt it was "highly unfair to criticize expert newsmen such as (Griffing) Bancroft, (Charles) Collingwood, (Bill) Downs and (Eric) Sevareid for performing a patriotic duty. On the contrary, I think they should be praised for performing such services on the same basis as experts in any other field would perform. . . ."

Rep. Hill, who noted that the four CBS newsmen and Mr. Grauer had received \$1,780 for private services, questioned the sole patriotic motivation of the commentators and CBS, and asked "why do they charge anything at all?"

The Coloradoan also singled out a rule covering the Radio Corre-

spondents Galleries of Congress which, he implied, had been violated by the member newsmen. The rule, he said, provides that radio correspondents "shall further declare that they are not employed in any legislative or executive department or independent agency of the government." Bill Shadel, president of the Radio Correspondents Assn., later told BROADCASTING • TELECASTING that its executive committee had taken the matter under advisement and that final determination rests as always with the Senate Rules Committee and the Speaker of the House.

Referring to Mr. Grauer, Rep. Hill cited *Red Channels*, a publication on alleged Communist influences in radio and TV, and noted mention of five organizations with which the NBC commentator had been linked.

In a letter to Rep. Frederic Coudert (R-N. Y.), who represents Mr. Grauer's district, a copy of which was sent to Rep. Hill, the NBC commentator stated:

I hereby state without equivocation that I have never been a member of the Communist Party or any of its branches; I am not and never have been a Communist or a fellow traveler; I have always been opposed to Communism, and my record is clear proof of that opposition.

As a member of the national board of the American Federation of Radio Artists, American Federation of Labor, I have signed formal non-Communist oaths. I signed them with a clear conscience and without hesitation.

## MUSIC CATALOGUE

### MPA Sounding Out Stations

MUSIC Publishers Assn., an organization of 54 standard and educational music publishers, is conducting a sample testing of 100 radio and 100 television stations to determine their interest in the proposed publication of an all-inclusive catalogue of copyrighted music. Work on the catalogue, which would be sold on a subscription basis, is to be shared jointly by the association and the Library of Congress in Washington.

The association reported last week that the television stations unanimously have indicated "that they will pay almost anything" for such a catalogue, but the radio stations, particularly those primarily featuring record programs, have displayed a spotty interest due to budget restrictions.

The catalogue will be produced in five volumes first of which would include all music copyrighted in the 1940-1950 period, at an estimated cost of from \$50-\$100, depending on sales volume. The four succeeding catalogues would be undertaken in similar 10-year periods, working backwards, until the entire 1900-1950 copyrighted music field is covered.

Supplements would be published.

## Omaha

(Continued from page 25)

controller, Fred Bohlen is president.

Mr. Meredith is president and Mr. Bohlen vice president of Meredith Engineering, which runs the broadcast properties.

*Better Homes & Gardens* has circulation of 3,559,242, is a leading home service magazine, ranking first in that field in circulation, advertising lineage and revenue, according to that company's *Successful Farming*, begun in 1901 is read by 1,227,543 farmers.

Meredith application for Albany is in conjunction with WXXW and is in the name of Meredith Channel Television Corp.

After Woodmen of the World relinquished control of WOW in 1942, the late John J. Gillin took the helm, directed it to a midwest position, and got WOW TV on the air in July 1949. Mr. Gillin died in July 1950, and was recently eulogized at the NART dinner in honor of its new president, Harold E. Fellows [BROADCASTING • TELECASTING, June 11].

Omaha's other TV station KMTV on Channel 3. It is affiliated with KMA Shenandoah, Iowa, and through the Palmer family stock interests with WOC-AM-TV Davenport and WHO Des Moines. Only available VHF wavelength remaining in Omaha is Channel 7, which the FCC proposes to reserve for educational TV. FCC also proposes assignments of UHF Channels 16, 22 and 28 to Omaha.

### Matthews' Statement

Mr. Matthews, in an August statement issued in Omaha, said:

" . . . The complexities of management and operation, particularly in the television field as they are presently developing, require the greatest personal attention of the part of the owners. None of the present stockholders of WOW Inc. have been in a position to give undivided attention to its management and direction."

Commenting on the reputation of Meredith Publishing Co., Mr. Matthews stated: "They are Midwesterners. They are friendly neighbors . . . [the] acquisition of WOW radio and television stations will bring to Omaha highly capable civic-minded business executives. . . . Mr. Meredith has authorized me to say . . . that no material change in the management and operating policies of WOW is contemplated. . . ."

Sale was handled by Washington law firm of Haley, McKenna & Wilkinson.

Meredith purchase of interest in Princeton Film Center includes 25% of the voting stock and 40% of the dividend earning stock.

Gordon Knox, who founded the film company in 1940, continues as president. Jack Barlass continues as executive vice president. On the board for Meredith are Messrs. Meredith, Hall and Bohlen.

Princeton Film Center recently completed a three-year film project in Venezuela for American and British oil interests.

**KFSA**  
*Fort Smith*  
ARKANSAS

**The DOMINANT STATION**

... in the RICH Western Half of Arkansas and East-Central Oklahoma

**950 ON THE DIAL**

**Great Local Programming + ABC**

Buy In A  
Package  
ONE ORDER  
ONE BILLING

Here are three markets of PEOPLE with "money-to-buy" . . . Ask John E. Pearson Co., representatives, for full particulars.

**KBRS**  
*Springdale*  
ARKANSAS

SPOT These, too!

**KHBG**  
*Okmulgee*  
OKLAHOMA

Owned and Operated by SOUTHWESTERN PUBLISHING CO.

Don W. Reynolds, President

Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

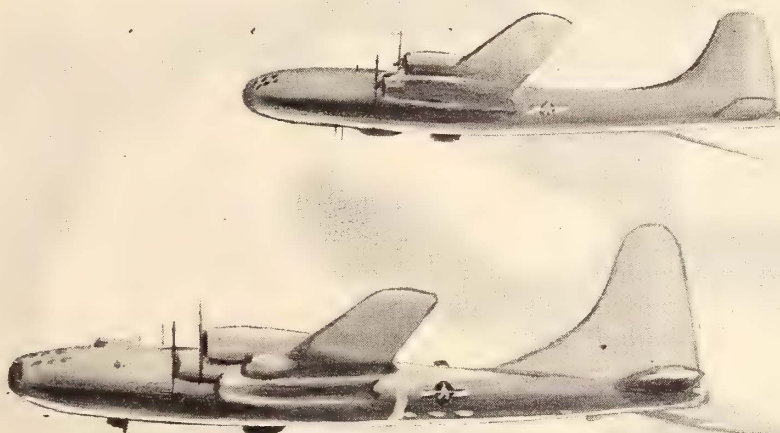


# YOU MIGHT FLY NON-STOP AROUND THE WORLD\*—

**BUT...**

**YOU NEED**

**THE FETZER STATIONS  
FOR "AIR SUPREMACY"  
OF WESTERN MICHIGAN!**



"Operation Fetzer" is your best approach to the Western Michigan market—WKZO-WJEF in radio and WKZO-TV in television.

**RADIO:** WKZO, Kalamazoo, and WJEF, Grand Rapids, are among America's most obvious radio buys. Always outstanding in their home cities, 1949 BMB figures prove largest rural audiences, too—up 46.7% in the daytime, 52.8% at night, over 1946! WKZO-WJEF cost 20% less, yet deliver about 57% more listeners, than the next-best two-station combination in Kalamazoo and Grand Rapids.

**TV:** WKZO-TV is Channel 3 . . . the official Basic

*\*The United States Air Force did, in February, 1949.*

CBS Outlet for Kalamazoo-Grand Rapids. WKZO-TV's coverage area wraps up a far bigger market than you'd guess—133,122 sets, or more sets than are installed in such "big-town" cities as Ft. Worth-Dallas, Kansas City or Syracuse.

WKZO-TV is the only television station serving these five Western Michigan and Northern Indiana cities: Kalamazoo, Grand Rapids, Battle Creek, South Bend and Elkhart—*representing a buying income of more than \$1,500,000,000!*

It will pay you to get all the facts. Write direct or ask Avery-Knodel, Inc.

**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



# HOMING AIDS

## Cubans Study Control

HEMISPHERIC cooperation by the U. S., Cuba and other NARBA signatory nations on control of broadcast and other electromagnetic radiations was foreseen last week following a series of discussions among representatives of the two countries.

It was learned that a Cuban delegation had agreed to study an agreement involving legislation comparable to that now before the U. S. Congress—legislation designed to assure the control of broadcast stations and other radiating devices in the event of imminent attack on the western hemisphere.

Specifically, this would involve proposals tending to minimize the possibility of enemy aircraft navigating on broadcast and other electronic signals. U. S. broadcast control, already incorporated in the Communications Act, was stricken from a bill passed by the Senate and now pending before the House Interstate & Foreign Commerce Committee. As now constituted, it encompasses other than broadcast devices.

The four-day conference was called at the request of the Dept. of State, whose telecommunications authorities participated along with staff members of the FCC, U. S. Air Force and the Federal Civil Defense Administration.

Among those present at the sessions were Francis Colt De Wolf, chief, and Don MacQuivey, Transportation and Communications, State Dept. telecommunications staff members; Ralph Renton and C. H. Johnson, FCC Engineering Dept., and Benito Gaguine, assistant to Comr. Rosel Hyde; Lt. Col. Gomer Lewis, USAF communications, and two staff members of FCDA, as well as Jose Ramon Gutierrez, chief NARBA delegate, and Capt. Mario Torres, plus four other representatives.

It was hoped that other NARBA countries would enter, along with Cuba, into an agreement, upon which delegates agreed in principle last week.

It also was learned last week that:

(1) The long-anticipated executive order, under which the President would serve notice that he is empowered to invoke Sec. 606 (c) of the Communications Act in the event of a critical emergency, has been channeled from the Justice Dept. to the White House. The order had been pending in the Budget Bureau and within the Defense Dept. for a number of months. It now awaits the President's signature.

(2) Maj. Gen. Francis Ankenbrandt, USAF communications, has been conferring with members of the House Commerce Committee on the radiations-control bill which was approved by the Senate in the form of a simple amendment to the Communications Act.

While the committee has scheduled no definite action on the measure (S 537), there were indications that it would consider it shortly and urge perhaps only minor

amendments of a technical nature after brief hearings [BROADCASTING • TELECASTING, July 30, 23].

The Air Force, as spokesman for the Defense Dept., has repeatedly stressed the need for such legislation in conjunction with FCC's broadcast operational alert plan. When finally crystalized, the FCC plan will take precedence over the New York and other state alert systems now being devised. FCDA officials still had no formal comment on the New York proposal evolved by that state's Civil Defense Commission [BROADCASTING • TELECASTING, Aug. 6].

## NEW NETWORK

### Six Wash. Stations Link

FORMATION of the Evergreen Network of six stations in Washington State, designed to cover the state's principal markets at one low cost, was announced last week by Elroy McCaw, owner or part-owner of five of the six outlets.

The stations and markets are as follows: KRSC Seattle (1 kw fulltime independent for the Seattle-Tacoma area; KYAK Yakima (250-w Mutual-Don Lee affiliate); KALE Richland (1 kw daytime Liberty affiliate) for the Richland-Pasco-Kennewick area; KELA Centralia (1 kw Mutual Don Lee outlet) for the Centralia-Chehalis area; KAPA Raymond (250 w fulltime independent); and a station yet to be announced in Spokane.

John E. Pearson Co. was named national representative for Evergreen except on the West Coast, where sales will be handled by Tracy Moore in San Francisco and Jack Hall in Los Angeles.

Group rates for the six stations will be published shortly.

## GRABHORN

"THE ENTIRE radio industry, the existence of the stations individually and collectively, is seriously jeopardized by network attritions," Murray Grabhorn, managing director, National Assn. of Radio & Television Station Representatives, declared Thursday in a letter to Harold E. Fellows, president of NARTB.

"Because this is an all-industry threat and problem," Mr. Grabhorn said, "we address you as president of NARTB, and request that you lend the weight and influence of your position to eliminate current harmful practices and encourage the return to normal policy under which the economic balance between network and spot revenue has been and must continue to be maintained."

Citing NBC's consideration of a plan to sell announcements on a network basis as part of its chimes identification [BROADCASTING • TELECASTING, Aug. 6] as "the latest, prominent evidence of network intentions to invade the national spot announcement business," Mr. Grabhorn stated:

While refusing to allow stations to sell full minute spot announcements between network commercial and sus-

## SR. PEREYRA

### Mexico TV; NARBA

EXPECTATION that the "near future" may bring formal agreement between the U. S. and Mexico on border TV allocations as well as resumption of negotiations on a "friendly, cooperative" basis to settle NARBA problems, was expressed last week by Miguel Pereyra, director-general of telecommunications for Mexico.

Speaking unofficially, Mr. Pereyra told BROADCASTING • TELECASTING the border TV allocation agreement is substantially in accord with the tentative plan issued by FCC in its "third notice" of proposed allocation in late March [BROADCASTING • TELECASTING, March 26]. Mexico and San Diego each would lose one VHF channel in order to solve interference problems arising from the mountain top transmissions of Los Angeles stations, he indicated.

Once the border allocations are set, Mexico will release details on its 24-odd TV grants, several of which are along the U. S. border. Mr. Pereyra pointed out, however, that the border grants are conditioned upon their being programmed from Mexico City. The capital now has two operating TV outlets, XHTV and XEW-TV.

Mr. Pereyra also confirmed plans revealed a fortnight ago for a nationwide TV network using a relay station atop Mt. Popocatepetl [BROADCASTING • TELECASTING, Aug. 6].

Mexico's "Wayne Coy" pointed out programming for TV may be a major problem at first, but envisioned eventual top programming originating from both Mexico City and possibly American networks.

Mr. Pereyra conferred with FCC and State Dept. on TV allocations and informally on NARBA details.

## Hits NBC Chime Plan In Letter to NARTB

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# FOOTBALL PACTS

## Humble, Standard of Ind. Sig

FOOTBALL'S radio sponsorship list continues to grow with signing by Humble Oil and Standard Oil of Indiana reported last week.

Standard Oil of Indiana will sponsor all regular season games of the U.'s of Colorado, Iowa, Michigan, Minnesota, Nebraska, Wichita and Wisconsin on radio through McCann-Erickson, Chicago. Stations to be used are KO, Denver, WHO Des Moines, WJ, Detroit, WCCO Minneapolis, KFA, Omaha, KOLT Scottsbluff, Neb, KFH Wichita and WTMJ Milwaukee.

The firm also will buy the U. of Notre Dame-U. of Detroit game over WJR as a feature of the Motor City's 250th anniversary through McCann-Erickson, Chicago.

Texas State Network will air Humble Oil & Refining Co.'s exclusive coverage of Southwest Conference games for the 11th consecutive year, Gene L. Cagle, TSN president, announced.

Charlie Jordan, TSN vice president, will give the play-by-play reports. Wilkinson-Schiwetz & Tips Inc., of Houston, handles the Humble account.

The Red Grange Football Show featuring the all-time grid great will be available again this season through Green Assoc., Chicago, Radio-Television Production Co. Show is a transcribed, open-end 15-minute program including name guests, highlights of college and pro games and Red Grange's predictions for upcoming games.

Tel Ra Productions, Philadelphia, reported advance sale in the following video markets for Touchdown, its 13-week half-hour package series covering collegiate games:

WMAR-TV Baltimore, WNAC-TV Boston, WENR-TV Chicago, WCPO-TV Cincinnati, WEXL-TV Cleveland, WBNS-TV Columbus, WFAA-TV Dallas, WXYZ-TV Detroit, KTSL (TV) Los Angeles, WAVE-TV Louisville, WTVJ (TV) Miami, WDSU-TV New Orleans, KSL-TV Salt Lake City, WOAI-TV San Antonio and KING-TV Seattle.

First release is slated for Sept. 24. Commentary will be handled by Byrum Saam. Two other shows, Dick Dunkel's Football Ratings and National Pro Highlights, are scheduled for release in mid-September.

## KSON CONTROL

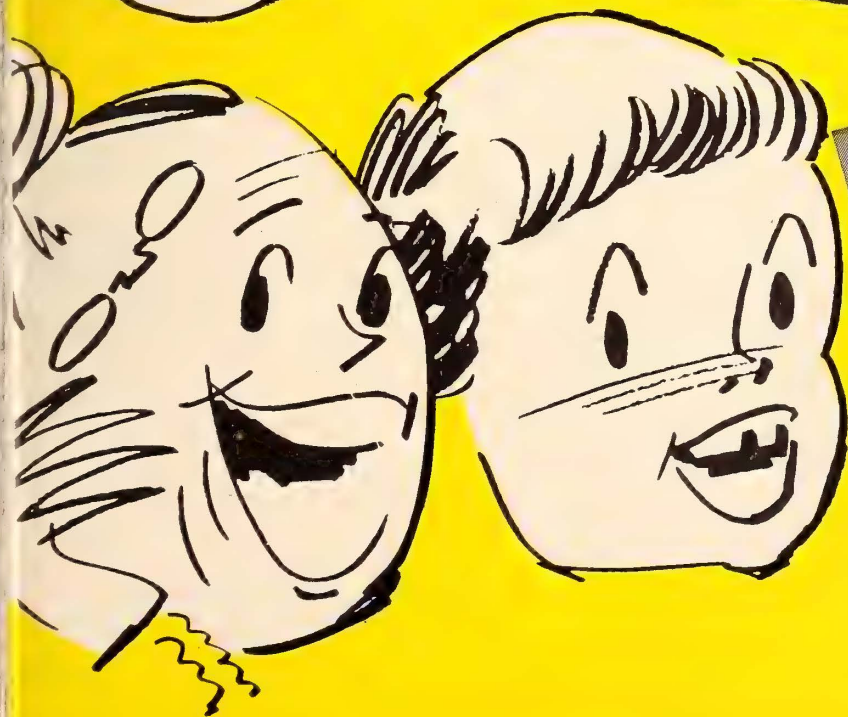
### Studebakers Selling 85%

EIGHTY-FIVE percent stock control in KSON San Diego, 24-hour station, has been sold for \$112,888 by Dr. John Ward Studebaker and his son, John Gordon Studebaker, to Fred Rabell, vice president and general manager, and Dorothy Johnson, program director, subject to FCC approval.

Under the new setup, Mr. Rabell would have 66% stock with Miss Johnson 33 1/3%. Mr. Rabell helped found the station 4 1/2 years ago and had 15% stock interest. KSON operates with 250 w on 1240 kc.



YOU'LL LAUGH!  
YOU'LL ROAR!  
YOU'LL **SHOUT**  
WITH GLEE!



THE  
**HOWLINGEST**  
HIT  
THAT EVER HIT  
THE AIR WAVES!...



IT'S A BRAND  
**NEW**  
HALF-HOUR SHOW!

IT'S ANOTHER  
**ZIV**  
BIG NAME  
AUDIENCE-GETTER!

IT'S A SOCK  
**HIT!**  
THE FUNNIEST, SUNNIEST  
ON RADIO TODAY!

IRENE

**DUNNE AND MACMURRAY**

FRED

Together, in the Gay, New, Exciting Comedy-Adventure

FIVE DISTINCT  
IDENTIFICATIONS  
FOR YOU

Including Three Full-Length  
Selling  
Commercials!

**"BRIGHT STAR"**

EACH  
PROGRAM  
EPI

★ WITH HARRY VON ZELL ★ AN ALL STAR SUPPORTING CAST  
★ SPARKLING SCRIPTS AND PRODUCTION ★ BRILLIANT MUSICAL SCORES AND DIRECTION

He's a reporter who hates bosses,  
She's an editor who hates reporters...

It's action-full, event-full fun  
for the entire family!

NOT JUST ONE, BUT

**TWO**

GREAT HOLLYWOOD  
STARS... BOUND TO  
BE THE MOST  
POPULAR PROGRAM  
IN YOUR CITY!

THEY MAKE

**RATINGS  
JUMP!**

THEY'RE TERRIFIC  
BOXOFFICE... WITH  
MILLIONS OF  
WAITING FANS!





CRIBED FOR LOCAL SPONSORSHIP

THEY MAKE  
**LISTENERS  
BUY!**

LAUGHING THEIR  
WAY RIGHT INTO  
HEARTS AND  
POCKETBOOKS OF  
YOUR AUDIENCE!

FOR THE  
**TOP**

PROGRAM IN YOUR  
MARKET . . . WRITE  
WIRE OR PHONE  
TODAY . . .

FREDERIC W.

**ZIV** COMPANY

*Radio Productions*

1529 MADISON ROAD • CINCINNATI 6, OHIO  
NEW YORK HOLLYWOOD





**CKCW**  
**MONCTON NEW BRUNSWICK**  
*The Hub of the Maritimes*  
 REPS: STOVIN IN CANADA: ADAM YOUNG, INC. IN U.S.A.

## TR LEGALITY

FOUNDATION for a high court ruling on the constitutionality of commercial transcasting throughout the United States was laid Aug. 3 by the advocate-triumvirate of the service in the District of Columbia.

The Supreme Court of the United States, now in recess for the summer, was asked by Washington Transit Radio Inc. (WWDC-FM), Capital Transit Co. and the Public Utilities Commission of the District of Columbia to review the judgment by a U. S. Court of Appeals that segments of the broadcasts are "unconstitutional."

At the same time attorneys for anti-transit FM factions disclosed that they will file a brief with the high tribunal shortly, possibly within the next fortnight.

Specific tack the brief would take was undetermined last week, but it was known that the legal firm of Segal, Smith & Hennessey plans to file a consent for the writ of certiorari requested in the tripartite petition. Purpose is to attain a SCOTUS decision that would project the appellate court's application beyond the District and outlaw commercial transcasting throughout the nation. Transit radio currently operates in 14 cities.

### Asks Review

In filing for a writ, which would stay the lower court ruling pending final judgment by SCOTUS—and thus permit continuation of the broadcasts—the three petitioners called for a review of transcasting's relation to both the Fifth Amendment of the Constitution (due process of law) and the First Amendment (freedom of press).

"The lower court's decision that the dissemination of programs . . . are not protected by the First Amendment, because such programs have as a part thereof commercial advertising, is in conflict with the decisions" of the Supreme Court, the joint petition charged. Furthermore, it "confuses the Constitutional limitations upon governmental power to restrain communication."

Other arguments projected by the petition were these:

"The decision of the (Circuit Court) is in conflict with the settled principle that the Fifth Amendment is a 'limitation only upon the powers of the general government' and is not directed against the actions of individuals.

"The lower court has taken upon itself to reconcile and adjust competing constitutional interests, to balance the relevant factors, and to ascertain which of the competing interests is to prevail. There is no specific legislation governing the subject.

"In holding the radio reception on Capital Transit's vehicles depriving objecting passengers of constitutional rights, the appellate court ignored the prior decisions of this court which show that passengers have no constitutional right to use the service of Capital Transit and that their rights are governed wholly by statutes that do no more than require equal and non-discriminatory treatment of all.

"The (appellate) court has so far departed from the accepted and usual course of judicial proceedings on review of administrative orders, con-

## SCOTUS Review Asked By Petition

trary to the specific requirements . . . so as to call for an exercise of the court's power of supervision."

The appellate court ruling handed down last June concerned itself with announcements (news, weather reports, commercials) but did not delve into the musical segments of transcasting, which are supported by advertising [BROADCASTING • TELECASTING, June 18, 11].

The circuit court "erred," the petition held, in holding that (1) the action of a transportation system is governmental "action" under the Fifth Amendment; (2) broadcasts in those vehicles deprive objecting passengers of liberty "without due process of law;" (3) the First Amendment does not protect dissemination of news programs, weather reports and other announcements "important to the convenience and safety of the public, as well as commercial advertising."

Other "errors," the group held, lay in the court's absence of finding that the Public Utilities Commission erred "as a matter of law in failing to find that the broadcasts constitute 'unreasonable service,' and are 'not inconsistent with public convenience.'"

The joint petition was filed for Washington Transit Radio Inc. by W. Theodore Pierson and Vernon C. Kohlhaas, of the legal firm of Pierson & Ball; for Capital Transit Co. by F. Gloyd Awalt, Samuel O. Clark Jr., Daryal A. Myse and W. V. T. Justis, Awalt, Clark and Myse, and for PUC by Vernon E. West and Lloyd B. Harrison. Original suit against transit FM was filed in circuit court by Franklin S. Pollak and Guy Martin.

### Hull Radio Tribute

AN elaborate radio program, eulogizing Cordell Hull, former Secretary of State, and the purposes of the Cordell Hull Foundation for International Education, was aired last Tuesday from WSM Nashville. The 30-minute program was translated and beamed to Latin America through the Voice of America. Noel Digby, of WSM, wrote the script. The program was directed by Jack Stapp, WSM program director. Harold Baker, station news and special events director, assisted on the story. Frank Proctor, manager, WTJS Jackson, president of the Tennessee Assn. of Broadcasters, aided in lining up the state-wide network.

SYLVANIA Electric Products reports record six-month net sales of \$103,822,579, increase of 70% over sales in first six months of 1950. Net earnings for first half of 1951 were placed at \$5,680,670, or more than twice \$2,259,453 recorded in same period last year.



# What's **WAVE**<sup>AM</sup><sub>TV</sub> Got- **BESIDE** *Network Shows?*

## Well—PEE WEE KING!

In addition to topnotch network shows\*, WAVE and WAVE-TV also have a spectacular array of *local* talent. Our Pee Wee King, for example, has *again* been chosen "The Nation's Number One Western Band Leader" in a national public opinion poll conducted by Orchestra World Magazine. You probably know him best as the composer of "Tennessee Waltz" and "Bonaparte's Retreat"!

Pee Wee and his Golden West Cowboys are on the air 6½ hours a week, with a half-hour evening show on WAVE-TV and 12 half-hour daytime shows on WAVE. His television show is the highest-rated, locally-produced TV studio show in Louisville, while his radio programs are a local institution with some of the fanciest Hoopers you ever saw.

Write direct or ask Free & Peters for all the "network-plus" facts on WAVE and WAVE-TV!

\*WAVE—NBC • WAVE-TV—NBC, ABC, Dumont

# WAVE<sup>AM</sup><sub>TV</sub>

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



# SUMMER P.I. CROP

THE prosaic business of doling out station time to per inquiry and mail order houses has assumed a sporting aspect.

Newest idea in the field comes from Majic Kitchen Queen Co., P. O. Box 962, Poughkeepsie, N. Y. The firm's ambitious goal "is one brush in each of the 60 million homes in America."

To attain this goal, Majic Kitchen Queen Co. is letting stations decide what commission they want, in lieu of normal advertising charges, every time a \$2 Majic Kitchen Queen brush is sold.

In its offer the brush firm makes this statement, "You must have a few spare moments now and then when you could broadcast about the Majic Kitchen Queen. Please let us know what you think, and what percentage you would broadcast for."

Willard L. Browne, whose name is signed to the offer, informs stations that "not since the days of your great-great-grandmother, not since the days of carrying water from the old well in the backyard, has there been such a complete fulfillment of a kitchen need; as the Majic Kitchen Queen."

Explaining that the brush "is a wonderful fascinating kitchen brush used with one hand," Mr. Browne emphasizes that it comes

"in four brilliant colors — red, green, orange and white, and sells not for what you would expect, but just \$2 tax paid."

With this technical description, he gets to the nugget of the offer, "Gentlemen, we have presented our case to you. We have already broadcast over several radio stations, and the results have certainly been gratifying. . . . Please give this sure fire sales builder consideration for time fillers in your broadcasting schedules. A few minutes now and then will certainly pay you big dividends."

The summer crop of per inquiry offers also features a well-circulated memo to "50 selected top radio personnel." The memo is written by Russ Pelletier on behalf of Mary Greene (U. S. Trade Mark 384-287), scientific hair, scalp, skin preparations for men and women.

The fortunate 50 top radio personnel are informed that Mary Greene and associates need "your immediate reaction. We have just won the first round in an inter-office battle and have the green light to prove that radio is the one medium that will keep our mail-order department going at top speed the year 'round."

After citing this hard-won victory, Mr. Pelletier explains, "When

## More Clutter Mails

we proposed that a large percentage of next year's budget be spent for air-time, our president looked shocked."

At that point comes the gimmick, "Would you be interested in entering upon a 30-day (or longer) co-operative campaign, on a per inquiry basis, with the Mary Greene Hair Coloring Cream?" The station gets 50% of each \$1.50 sale, or 75 cents, plus 50% of the 20-cent handling charge, or 10 cents. Total price of the item is \$2, including 30 cents tax.

### Bulb Offer

A number of stations have commented with varying degrees of enthusiasm on autumn bulb and rat-killer offers submitted by National Radio Advertising Co., Seattle, of which Edwin A. Kraft is manager.

The agency makes a pitch for combination rates, confronting station operators with novel types of discounts. "For example," Mr. Kraft writes, "we may use four accounts, four five-minute periods daily, 24 per week. We would want to get two-hour rate per week. Possibly we can use six or eight periods a day, in which case we would be billed for three or four hours weekly. In other words, we are shopping for bargains; it's the only way we can stay in business."

Then comes the clincher, "In order to help us analyze your suggestions, will you kindly head your letter, 'Suggestions for Increased Schedule on \_\_\_\_\_'."

Lannan & Sanders Adv., Dallas, is offering stations a mail order deal for hillbilly and race records, ranging from \$1 payment on a \$3.95 record package to 20% commission on albums. Client is The H. R. H. Co. (Johnny Hicks' Record Shop), Dallas. The agency says it guarantees delivery and payment.

The annoying problem of free-time bids from advertisers spending money in other media has been tackled head-on by KOKO La Junta, Col.

Irked by a request from Ralph W. Ater, of the Atchison, Topeka & Santa Fe Railway System's public relations office, urging KOKO to send for a set of musical programs put out by the National Safety Council, KOKO went straight to the railroad about the matter.

Larry Gordon, KOKO general manager, made this suggestion in a letter to Mr. Ater, "Since you realize that radio is a powerful influence in the country, why don't you spend some money with radio stations such as ours."

Mr. Ater replied that he had turned the letter over to the Santa Fe's advertising agent.

After waiting a month-and-a-half for a reply, Mr. Gordon wrote Mr. Ater that he still sees frequent high-cost Santa Fe ads in the local

## No 'Rating' Worries

ONLY 16 sets-in-use is the standard, unchanging "Hoop-erating" for one of Texas State Network's daily programs—but company executives are very satisfied with the reception. Forrest Clough, TSN traffic manager, broadcasts on a closed circuit six days a week to staff members of network stations, giving information on program changes and business matters. The 15-minute program originates at KFJZ Fort Worth, key TSN station, and has been a business-expediter of the network since 1939. Salesmen, who kid Mr. Clough about having the oldest program on the network without a sponsor, jokingly threaten to peddle his broadcast commercially. But Mr. Clough likes it better this way. He knows his rating will always be the same. His listeners are paid to listen.

paper, "and that's like waving a red shirt in front of a bull. For years radio has been gladly giving free time to practically anyone requesting it and at the same time seeing paid ads in newspapers and magazines. . . . Radio has been fooled long enough.

"Which all boils down to this: The only Santa Fe news we will carry in the future will be that which moves over our United Press wire. If the Santa Fe doesn't like paid radio time then I doubt that they like free radio time either."

## PROTESTANT PLANS

### Major Emphasis on Radio

PROTESTANT churches will put major emphasis on radio rather than television during the next 12 months, Albert Crews, director of radio and television for the National Council of Churches' department of broadcasting and films, told a Religious Radio Workshop at Butler U., Indianapolis, last Monday.

"With radio in 95% of American homes and television in only 26%," he said, "the major share of the audience is still with radio and will remain substantially that for the coming season. We feel, consequently, that for the coming year we must place major emphasis on radio as the most useful medium to serve the cause of Protestantism.

"This does not mean, however, that the church will ignore television. The church was 20 years late in learning to use radio. We must not make this same mistake again. Twenty-five percent of our budget will go into television, both live and films."

The Workshop is conducting a month-long training session for ministers from throughout the U. S. and from four foreign countries.

# W D U Z

Green Bay, Wisconsin

announces

*the appointment of*

## John E. Pearson Company

as

*exclusive national representatives*

EFFECTIVE

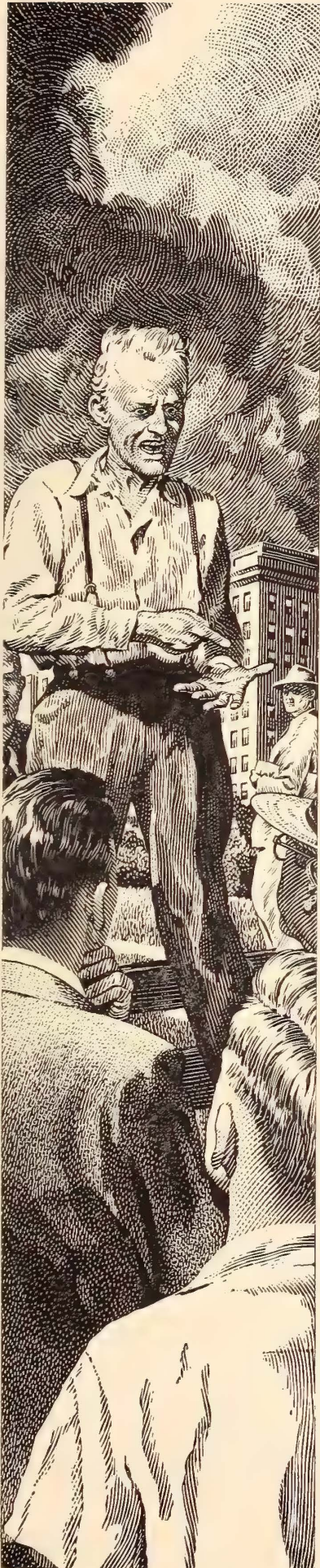
August 1, 1951

WDUZ • GREEN BAY, WIS.

Affiliated With

AMERICAN BROADCASTING COMPANY





# "Let him talk

"Get a load of *him*!

"In the ten years I've been patrolling this park, I've seen and heard all sorts of crack-pots. One guy said the only good food for people was . . . *grass*! Imagine me turning down a steak dinner for grass! And only last week some wild-eyed old coot was warning people the world would pos-i-tive-ly come to an end today.

"Now take that bird over there. He's telling everybody to quit work and let the government support them for the rest of their lives. Pretty soon somebody in the crowd'll ask him *where* the government's going to get the money to do it . . . and the answer ought to be a honey. Why, listening to answers like that keeps me laughing hard enough to forget my feet are killing me!

"Run 'em in? Nah! . . . let 'em have their say. This is *one* country where a guy can speak up without getting beat up for it. Which reminds me of the foreign lad who stood on that same bench yesterday, telling people how lucky they were to be living here in America.

"Where *he* came from, there wasn't any Free Speech. He couldn't go to the church he wanted. Couldn't own property. Had his own business but they took that away and made him work in a slave camp. But in *this* country he picked out his *own* job . . . at the Republic Steel plant here in town . . . and he's never been happier, helping to make steel for his adopted country.

"Matter of fact, he pointed right at *me* and told the crowd I was there to serve and protect them. In *his* country, he said, everybody ducked when a cop showed up. Funny thing, I didn't mind him speaking about me. *Me . . . part of Freedom!*

"I listened to him so long, I was late ringing in, and the Sergeant gave me what-for. But that foreigner brushed up my memory about a lot of things I'd been taking for granted. And me with two kids in the Service!"

## 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 great Steel Industry is second to none. Republic is increasing its annual steel-making capacity by 1,174,000 tons! Republic's huge over-all expansion program will cost about \$250,000,000 . . . for new mills, mines, furnaces, and improved facilities. *It is money well spent . . . to help keep America strong at home and abroad!*

\* \* \*

*[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, O.]*





# st in

## POPULATION

4,051,740\*

## RETAIL SALES

\$3,294,535,000\*\*

## NET INCOME

\$3,487,827,000\*\*

## FARM INCOME

\$809,026,000\*\*

## MANUFACTURING SALES

\$4,497,300,000\*\*\*

... among  
the 12 states in  
the rich, growing  
Southeastern  
Market

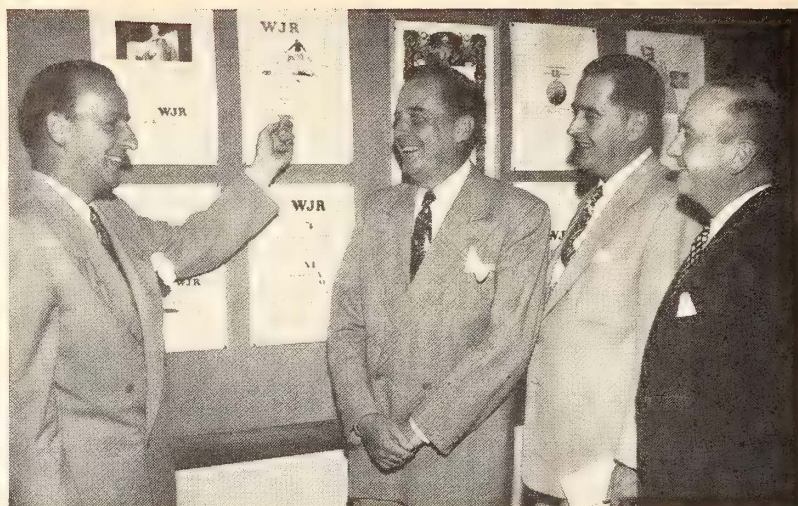
\*1950 U. S. Census

\*\*1949 Sales Management

\*\*\*1949 Manufacturers  
Record

# NORTH CAROLINA

DEPARTMENT OF CONSERVATION  
AND DEVELOPMENT, RALEIGH



**ADVERTISING** success stories of WJR Detroit as seen in this series of its **BROADCASTING • TELECASTING** ads are pointed out to colleague **Goodwill Station** executives by WJR Vice President and General Manager **Worth Kramer**. Executive quartet are (l to r): Mr. Kramer; John Patt, WJR, WGAR Cleveland and KMPC Los Angeles president; Gordon Gray, head of stations' New York sales office, and Carl George, WGAR Cleveland vice president and general manager. Two-day advertising clinic was held at WJR offices for stations' department heads.

## DEFEND 'VOICE' Mundt, McCarran Ask More Strength

IN A MOVE to stem the swell of criticism directed at the Voice of America, two security-conscious Senators last week called for a bolder U. S. psychological warfare drive and urged America's overseas radio arm to promote subversion among Communist-controlled countries.

The counter-attack was launched last Monday by Sens. Karl E. Mundt (R-S.D.) and Pat McCarran (D-Nev.), chairman of the Senate Judiciary Internal Security subcommittee, as the upper chamber awaited action by the Senate Appropriations Committee on the House-passed State Dept. funds bill [BROADCASTING • TELECASTING, July 30].

Sen. Mundt expressed hope that funds for the Voice would not be "unduly crippled at a time when the program is doing such excellent work." He alluded specifically to the escape of 12 Polish seamen from Communist tyranny, which he attributed largely to the "effectiveness" of the foreign broadcasts which they had heard.

### No Action Yet

The Senate Appropriations Committee has not acted on the combined State-Justice-Commerce department bill. Voice monies are now before a subcommittee (also headed by Sen. McCarran), which was expected to make its recommendations to the full committee momentarily. As passed by the House, the U. S. information program was allotted \$85 million, with perhaps \$25 million earmarked for broadcasting operations.

In a similar speech, Sen. McCarran also called for active efforts to promote unrest in Iron Curtain countries and held that "effective propaganda is inseparable from effective national policy" now lacking.

This is the answer to those who say that broadcasting to the Soviet sphere is useless because it does not reach enough people. Proper criticism... concerns not the medium used, but the

★ content of the message sent; the effectiveness of the program, not on the basis of transmission and reception, but on the basis of understanding and impact.

Sen. McCarran felt that "our objective should be a network of radio and TV stations, newspapers and magazines, encompassing the free portion of the world, run by local people. . . ." He also cited Radio Free Europe as an example of what can be done by private companies. Thus, indirectly, he touched on Sen. Mundt's own plan for establishment of foreign TV relay stations and multi-channel radio networks, to be programmed partly by Turkey and other countries [BROADCASTING • TELECASTING, July 30, 23].

Sen. Mundt, taking the same tack, asserted that the shortwave broadcasts are "becoming more effective." As an example, he noted that small receiving sets now are being designed for manufacture at \$5 per unit. When available through mass production, they can be dropped behind the Iron Curtain and used for receiving programs beamed by relay stations in Europe. Sets have the capacity of picking up reception from 300 or 400 miles away, he added.

### 'Little Progress'

The House Appropriations Committee in its report had chided the State Dept. for making "little progress" on the project for which Congress has allocated funds last year. Concurrently, it rejected a \$2,834,000 request for purchase of the small sets [BROADCASTING • TELECASTING, July 16].

## CIVIL DEFENSE

### Two States Air Series

A SERIES of civil defense reports are being broadcast to Alabama residents during August by a special network of 58 stations, and also to Wisconsin listeners by 41 stations under a similar project in that state.

The Alabama series is being produced by the Radio Broadcasting Services of the U. of Alabama for the Alabama Dept. of Civil Defense. Programs will emphasize the need for civil defense in all Alabama communities.

Seven Birmingham stations will originate the programs. The first was aired last week with four others to follow.

An awareness on the part of Wisconsin radio stations of "the importance of civil defense and of a desire to serve the public by helping to keep them informed," is pointed up by Richard C. Wilson of the Wisconsin Office of Civil Defense.

Of the 52 stations in the state, 41 are carrying a series entitled *Civil Defense Report*, Mr. Wilson reports. The program is broadcast by the seven stations of the Wisconsin State FM Network Monday at 7 p.m. and 34 commercial stations carry the series either as live rebroadcasts or by tape recording for later broadcast.

Col. J. M. Garratt Jr., director of the Alabama CD department, declared that its series marked the initial phase of a concentrated campaign to make Alabamians conscious of the peril of unpreparedness.

The entire series was written by LeRoy Bannerman, script writer of the University's Radio Broadcasting Services. Production and direction was divided between William A. Nail, program assistant with the Voice of America in New York City, and Edward Wooten, of Birmingham, of the production staff of Northwestern U. and coordinator of the Alabama Civil Defense Radio Project.

Wisconsin broadcasts are in the form of reports to the people by Maj. Gen. Ralph J. Olson, state director of civil defense, informing the public on progress and developments in civil defense in the state.

Future plans of the CD office include a 13-week series to be initiated early in the fall. Format will be question and answer and panel discussions with specialists in various phases of civil defense explaining their programs.

## OPS Survey

OFFICE of Price Stabilization investigators are surveying radio-TV set retail dealers to determine whether they are complying with OPS regulation that price charts must be posted. Dept. of Justice has instructed its attorneys in the field to enforce the OPS requirement.



**TRUSCON**

**STEEL**

**AM • FM • TV • MICROWAVE**

**RADIO**

**TOWERS**

**SELF-SUPPORTING AND UNIFORM CROSS-SECTION GUYED TOWERS**

*Illustration above shows five Truscon Steel Radio Towers  
operating for Radio Station WMAK, Nashville, Tennessee*



**TRUSCON STEEL COMPANY**  
**YOUNGSTOWN 1, OHIO**

*Subsidiary of Republic Steel Corporation*



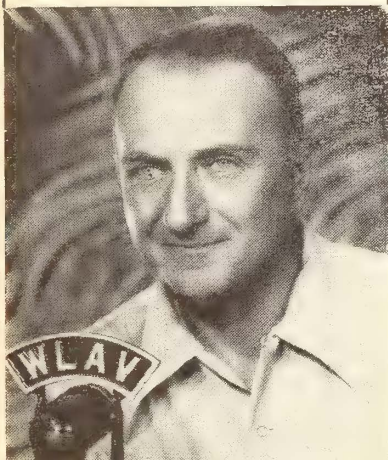
# WLAV

Grand Rapids, Mich.

## CHARACTER

AND

## CHARACTERS



—Bergner—

THE CHARACTER

on

"Early Risers"

7:00-7:45 AM

and

"Late Risers"

8:00-9:00 AM

Gives CHARACTER to your  
message plus a large  
AUDIENCE

Let this Grand Rapids'  
Minute Man give your  
Minute Plugs Character.

LET JOHN E. PEARSON  
HELP SELECT YOURS

# WLAV

with WLAV-FM

ABC

for

Michigan's Second Market

## BAB REPORTS

Outlines Independent Unit,  
Future Projects

A 16-PAGE BROCHURE describing the results of BAB's first three months of independent operation and outlining its plans and projects for broad radio promotion was being circulated by the bureau last week to both members and non-members.

With it went to non-members a letter urging "full and unqualified support" of BAB, and to members a letter asking that each one solicit at least one new member for the agency.

"All-out, fully financed promotion, unanimously supported by ALL radio, alone will provide the answers you need," BAB President William B. Ryan wrote. "If the job is not done now, I predict that very soon radio may well have few standards of practice or ethics and no semblance of an equitable price structure."

The report covers the three months since BAB became an autonomous independent operation on April 1. The two immediate objectives of that period—to reorganize and get into position to serve the entire radio industry, and to expand the services formerly provided to AM and FM stations via NARTB—have been reached, the report asserts.

### Future Plans

Though "for the time being" it "must remain essentially a home-based operation," BAB expects to develop gradually into "a complete, fully integrated national operation," with National Sales Division, Retail Sales Division, and field offices. "Starting with a Field Dept. in New York, field offices are to be opened in Chicago and in either Los Angeles or San Francisco," the report says.

In reporting on the bureau's progress, the brochure points out:

BAB has extended both the number and variety of sales aids and services that were formerly provided. New projects are in production. Others will go into production shortly.

Some of BAB's most constructive projects—particularly its program of fundamental, basic research—must wait. But with an adequate supply of time to plan and execute, and with the moral and financial backing of every responsible operator in the industry, BAB will eventually reach all of its goals.

In the field of original research, BAB regards a nation-wide research program "to establish the fundamental values" of radio as "vital." Until that project can be started, "BAB will endeavor to conduct one or more small-scale pilot studies. These experimental projects will probably include, in addition to evaluation of radio, new and sound research approaches to estimate the effect of television on radio and on other media; and competitive studies to appraise fairly the relative positions of radio and the other major media."

BAB's library, the report says, has "a top priority." It is envisioned as "a national repository for statistical information related to commercial radio," operating as

★ "a clearing house for media and sales data." A semi-monthly information digest is being planned as part of the library service.

"The library will compile data on media advertising for use in competitive selling," the report explains. "It will chart budget allocations, advertising costs, result stories by business, product and media. It will serve as the central file for radio case histories and documented success stories. It will gather factual information and keep up-to-date figures on commercial radio's growth, coverages, audiences, etc."

One of the long-term projects of the library "will be to chart the history and evolution of radio rates and their relationships to other media."

Among other projects are:

A basic presentation on radio's selling power, now in production; plans to publish summaries of more than 50 radio-vs.-newspaper tests of the Advertising Research Bureau Inc.; plans to publish advertising and seasonal sales patterns of 91 hard and soft goods items; plans for a series of controlled tests on sales results, with particular attention to commercial copy and merchandising and perhaps collaborating with the "Operator 25" service of the Distribution Council of National Advertisers; clinics on commercial copy and merchandising; continuing information service on advertisers' cooperative advertising policies; bi-monthly publication of "sales opportunities"; a continuous series of radio success stories, being collected via a contest among member stations; retail information folders; stripfilms on the power and use of radio; a direct mail series stressing advantages and examples of retail radio advertising; and transcribed sales aids, for station staff training and presentations to advertisers.

### BMI Display

BMI'S "American Musicana" collection of musical rarities will be displayed at the Illinois State Fair at Springfield this week (Aug. 10-19) at the request of Gov. Adlai E. Stevenson and the Illinois Broadcasters Assn. Hy Reiter, BMI advertising and promotion manager, designed the exhibit and supervised its assembly at Springfield. The display will be shown at the Wisconsin State Fair later this month and plans have been made for showings throughout the country through arrangements with broadcasters associations in each state.

KLAUS LANDSBERG, vice president Paramount Television Productions, and general manager KTLA (TV) Hollywood, and the station itself have been commended by Los Angeles 10th District, California Congress of Parents and Teachers, Inc. on KTLA coverage of the recent fire at Wilmington Oil Refinery.



FRIDAY the 13th is considered a lucky day for KGO-AM-TV, ABC O&O stations in San Francisco, by General Manager Gayle V. Grubb (r) and Chief Engineer A. E. (Shorty) Evans. It was Friday, Aug. 13, 1948, when KGO formally took possession of its current TV studios atop Mt. Sutro. Twenty-three months later, Friday, July 13, 1951, ABC formally took possession of the Eagles Bldg., which will be remodeled to house the network's radio-TV facilities there.

### HAZEL BISHOP

Sets \$2 Million Ad Budget

HAZEL BISHOP Inc., New York (lipstick), will be spending over \$2 million in advertising for 1951-52 with sponsorship of its newest radio network show and the two-year renewal of its half-hour television show.

The non-smear lipstick firm effective early in September will sponsor a five-minute program, 8:55-9 a.m., on 200 ABC stations. The format of the show is not yet complete but will most likely be a news or human-interest type. The show precedes ABC's *Breakfast Club*.

The *Freddy Martin Show*, after a summer test on 62 NBC-TV stations, Thursday, has been so successful that Hazel Bishop Inc. has signed a two-year renewal contract with the network for a permanent time, Wednesday, 10:30-11 p.m. effective Sept. 5. It is expected that more than 55 stations of the TV network will clear time before the end of the month.

Sponsorship of the *Freddy Martin Show* may be shared on an alternate-week basis with Bretton Watch Bands, it was understood, although official confirmation was not available last week.

Both Hazel Bishop and Bretton Watch Bands are handled by the Raymond Spector Co., New York, advertising agency.

### Nielsen Signs MBS

MBS has signed to become the second national network subscriber to the Nielsen Marketing Service, designed to aid it in coordinating food and drug sales information and other Nielsen marketing data with the audience measurement reports it already receives in the Nielsen Radio Index. ABC began using the marketing service in April.



# OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE

NUMBER

21

OF A SERIES

## FOR YOUR INFORMATION:

Over a 20-year period, it has been found that it takes roughly one pound of steel to bring one barrel of oil to the surface of the ground.

The oil industry needs steel for drill pipe and casing; for gathering pipe lines and cross-country pipe lines; for tankers, barges, tank cars, trucks and trailers; for refinery expansions and replacements; for storage tanks holding millions of barrels and service station tanks holding a few thousand gallons and for the 16 million drums for "packaged" goods. If steel is not available for all of those uses the oil industry cannot increase its production and delivery of gasoline and other products to the American public in time to meet expected demand.

It is estimated that not more than 75 million tons of finished steel shapes will be available this year for all purposes. One of the most difficult tasks facing defense mobilization officials and the men from various industries who are cooperating with them is that of allocating the available steel so as to do the most good for the over-all defense program. Because the total military and civilian demand exceeds supply, some needs will not be met.

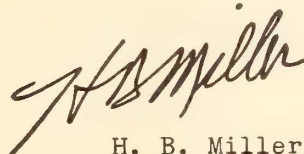
Oil men believe their steel requirements deserve high priority. If the 11 million tons of steel needed by the oil and gas industries are not supplied, then the oil and gas expansion programs cannot be carried out. Failure to sustain an adequate well drilling program, for example, would result in a decline in our moderate margin of productive capacity within a few months.

The Petroleum Administration for Defense and the National Production Authority agree that at least 43,400 wells must be drilled this year. To accomplish this 1,890,000 tons of oil country tubular steel goods must be made available.

Oil men, on their part, have rolled up their sleeves and are hard at work putting every ounce of steel to the very best use so as to help provide for another probable all-time high in demand for petroleum products. They know that military requirements for petroleum products almost doubled after fighting started in Korea. They also know that military plus civilian demand is expected to go up about ten per cent this year, even if that fighting does not spread.

Oil men realize that a tremendous job lies ahead of them, but they are convinced they can handle it if they continue to get steel.

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.

P. S. You likely have in your morgue the new edition of "Petroleum Facts and Figures". It can be a valuable reference for you.



# **THE LATEST WCKY STORY**

**THE WCKY JAMBOREE IS YOUR BEST SALESMAN  
TO COVER THE SOUTH!**

**WCKY HAS MORE CONSISTENT LISTENERS THAN ANY  
OTHER 50,000 WATT STATION COVERING THE SOUTH**

## **BMB PROVES IT!**

**610,790 BMB FAMILIES LISTEN TO THE JAMBOREE 3 TO 7  
TIMES A WEEK IN THESE SOUTHERN STATES:**

**KENTUCKY  
TENNESSEE  
ALABAMA  
GEORGIA  
MISSISSIPPI  
FLORIDA  
NORTH CAROLINA  
SOUTH CAROLINA  
VIRGINIA  
WEST VIRGINIA**

**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**

**WCKY HAS THIS COVERAGE AT A LOWER COST PER THOUSAND BMB FAMILIES (3 to 7 times per week listening) THAN ANY OTHER 50,000 WATT STATION.**

**MINUTE PARTICIPATIONS COST ONLY \$45.00 ON THE 52 TIME RATE.**

**IF YOU WANT THE SOUTH FOR YOUR SPOT CAMPAIGN,  
INVEST YOUR ADVERTISING DOLLARS WCKY'S-LY**

**FOR MORE DETAILS  
CALL COLLECT OR WRITE:**

**Tom Welstead  
Eastern Sales Manager  
53 E. 51st St., New York  
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 Non-Profit Motive

SEN. WILLIAM BENTON, who these days seems to be getting more and more impractical about everything except managing his own financial interests, has expressed the wish that educational television stations licensed under the FCC's proposed allocations be permitted to sell enough of their time to defray expenses.

In Senator Benton's case, the wish is father to the campaign. Although he has not attempted through legislation to alter the FCC's proposed rules limiting educational TV stations to strictly non-commercial operation, we may anticipate that he will not ignore such other means as come to his attention to encourage a realization of his wish.

It was inevitable that this question of non-profit, as compared with non-commercial, educational television would be brought up, if not by Senator Benton then by other spokesmen for the organized group which is lobbying for educational TV.

The reason is simple. By now, a lot of schools that were eueched into expressing "an interest" in the reservation of channels for their use have learned that the costs of operating a television station non-commercially are hopelessly beyond their means. If they are to entertain any notion whatever of going into television, they are aware of the necessity of obtaining some kind of income from it.

They naturally see virtues in "non-profit" operation (the term itself connoting a scholarly disinterest in sordid commercialism). It would enable them to escape vexatious taxation on the one hand and, on the other, take in as much revenue as comes their way, adjusting their expenses to match their income.

Above all it would place them in an advantageous competitive position with commercial telecasters who are obliged by law to pay heavy taxes and who must make a profit to exist.

Nobody would suffer by this arrangement except the commercial telecasters who risked their substantial investments in pioneering the field, building the audience and creating the vast public interest in TV—without all of which no educational station could possibly function.

Now the truth is that "non-profit" is a meaningless term. A station is either commercial or non-commercial, and if it accepts one dime of revenue from selling time or programs, it must be classified as commercial, whether it makes a profit or not.

Those applicants who confess to being commercial must run a fierce gauntlet of competition for assignments. The educational institution wishing to occupy one of the channels that the FCC proposes to reserve does not.

FCC Chairman Wayne Coy, testifying a fortnight ago at a Senate hearing, made the point very clearly. To change the educational reservations from non-commercial to non-profit, he said, would be to "run into a barrel of snakes." He explained:

If they [the educators] were going to run a commercial station, whether they are running it for profit, or running it just to get enough revenue to pay their expenses, the only way to get such a station is to compete with others that want commercial stations."

Chairman Coy is commendably correct in that analysis. We hope that as the pressure rises for a change to non-profit classification he and other Commissioners will maintain that stand.

## Unification & Pratt

WHEN Haraden Pratt assumes his post this fall as telecommunications advisor to President Truman, it is logical to expect that he will first define for himself the area in which he will operate. Actually, the whole spectrum—from 10 kc to infinity—will be his oyster.

Reason for the appointment, as emphasized in our issue of Aug. 6, is to bring about equitable allocations of spectrum space between government and civilian users. And by government is meant mainly the military.

Two years ago, following the most acrimonious kind of intramural conflict, the military services were unified.

But have the military communications been unified? There is nothing to indicate that they have. Each major branch—Army, Navy, Air Force—maintains its own communications. Wouldn't it be in the interest of unification and of economy of valuable frequencies as well as of operation to unify them? Couldn't much of this spectrum space be diverted to the benefit of the people—for television and for other services—through communications unification?

Presidential Advisor Pratt, it seems to us, has an ideal starting place.

## ASCAP on the Prowl

TEN YEARS ago an all-out war between the broadcasters and ASCAP ended with a defeated society preserving its life by accepting a government consent decree whose terms limited its previous monopolistic practices.

Today, ASCAP is asking the government to strike from the decree two requirements which have been among the strongest protection of the society's broadcast licensees: To provide per program licenses for stations desiring to buy music on the basis of use and to base fees only on shows containing ASCAP tunes.

If its first request were granted, ASCAP would be able to force all stations with BMI licenses to take out blanket licenses from ASCAP, which would then receive payment based on station revenue from all sources regardless of the use of its music.

If its second plea were successful, ASCAP would be able to include in the base for its per program fees not merely station income from programs containing its music but from adjacent announcements as well. The rejection of this demand by the TV industry was the major cause of ASCAP's breaking off negotiations for per program license terms and issuing its own unilateral form.

The universal rejection of that form and the inability of TV broadcasters to obtain acceptable terms in individual negotiations led the majority of the nation's TV stations to exercise their right under the terms of the consent decree and ask the court to set fair and reasonable terms for their use of ASCAP compositions. Now, ASCAP is trying to revise the rules to restore its old dominant status in its dealings with its broadcast customers.

But there is a vital difference between today's situation and that of a decade ago when BMI was new-born. The difference in the broadcaster's relationship with ASCAP is clearly shown in the society's plea that the consent decree terms must be changed to protect it against the "unfair competition" of BMI.

Injection of this proposal into the petition of the TV broadcasters for fair terms makes its outcome as vital to AM and FM station operators as it does to the television broadcasters. The same united front that beat ASCAP to its knees a decade ago is needed now. With it, victory will again be assured.



# our respects to:



EDWARD DOUGLAS MADDEN

TO ED MADDEN, television is a series of "F's," "fantastic," "fabulous," and "frustrating."

"It's fantastic in the variety of entertainment, education and information it brings in the home," he explains. "Fabulous in its response for the advertiser, and frustrating because of the tremendous daily production that's presented to the public with too few stations and not enough cable, studios or theatres."

Mr. Madden is vice president of NBC in charge of its television network operations and sales. The one word "operations" covers supervision of technical, staging, studio and theatre services for the advertiser. The fruit of his fervor is obvious from a look at the operations of the network and the NBC-TV log. The schedule is 100% sold from 7 p.m. to 12 midnight Monday through Friday and all periods programmed Saturday and Sunday. The 3 to 6 p.m. daytime period is 90% sold, and the network has programmed 11 a.m. to 12:30 p.m. and expects to be sold out before the fall season starts.

But Mr. Madden's devotion to television is not derived at the expense of radio. He holds firmly to the view that the oldest and the newest of the broadcast media are companion tools and should be so used by advertisers.

Instead of taking money out of radio investment in TV, he says, advertisers will get better results if they "use television for its impact in the largest markets" and rely on radio "to reach the non-TV homes in the markets, and, more importantly, to achieve truly national coverage."

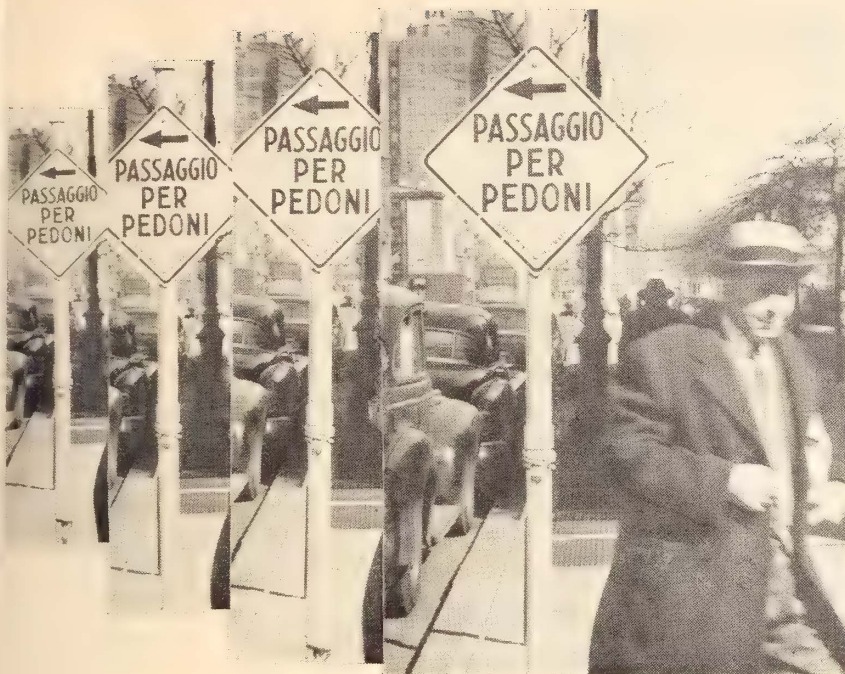
Not long ago Mr. Madden had occasion to use figures from a basic television study to show, collaterally with the evidence of TV's selling power, that radio is still the most economical of all media for getting a sales message to prospective customers.

Mr. Madden's fondness for the broadcast media is neither recent nor opportunistic. His background encompasses early use of radio (from 1936 on), early TV experiments (from 1940 on) and several other media, which enhances the weight of his words when he speaks of the sales punch of radio and television.

Edward Douglas Madden is a native New Yorker who, paradoxically, attended the proverbial "little red school house." He was born in Manhattan on Oct. 29, 1905, the son of Lillian Hay and Edward D. Madden. He went to school at Monticello, N. Y., and also attended preparatory schools in New York.

(Continued on page 54)





## THESE SIGNS\* ARE NORMAL IN NEW YORK

Italian traffic signs\* are a realistic recognition of the fact that the Italian language is more commonplace on the streets of New York than any other except English. More than 2,000,000 Americans of Italian origin live in the New York area. Their buying power exceeds \$2,300,000,000 a year.

By showmanship, service, facilities and tradition, WOV long ago became the unrivalled first choice of the New York area Italian audience. So much so, that 90% of all expenditure for Italian-language radio advertising in New York is on WOV.

The only direct and inexpensive way to influence the buying of these 2,000,000 Italian-Americans is through WOV. Put it on all your New York schedules!

\*The sign says "Pedestrian Crossing."



ROME STUDIOS: VIA di PORTA PINCIANA 4  
National Representative: John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19



## Respects

(Continued from page 52)

City. In 1922, when his father died, he switched to night classes while working daytime with the American Hard Rubber Co., manufacturer of assorted products from combs to rubber pipe and fittings, automobile steering wheels and dashboards, and radio panels for the new fad of home built radio sets. He was then 17.

Three years later he moved from New York to Chicago as assistant manager of the company's office there, continuing his night studies at the U. of Chicago, and from that point progress has been steady.

One of his associates at American Hard Rubber, who had gone to the Reuben H. Donnelly Corp.

in New York to establish a merchandising and point-of-sales agency in the automotive field, invited him to come along as co-manager. He accepted.

Next step, in 1933, was Ketterlinus Lithographic Co., Philadelphia, as vice president and manager of its newly-formed sales promotion division. There Mr. Madden conditioned himself in such diverse fields as display advertising, printing, broad point-of-sales techniques, merchandising, and promoting planning.

Then in 1936 Standard Oil of New Jersey and McCann-Erickson asked him to join the agency and handle the Standard Oil account. He went to McCann-Erickson as a vice president and director, gradually took on other accounts and meanwhile, for the first time, introduced sales promotion as an

integrated part of agency service. He also established a publicity and public relations division for the agency and, between other chores, introduced Standard Oil to the South American market.

### First Radio Use

It was about this time, in the mid-1930s, that Mr. Madden first encountered radio programming on a media basis. For Standard Oil he introduced a new motor oil with the *Five Star Revue*, which ran the gamut of program types with its five evening half-hour shows a week, as well as the *Babe Ruth's Boys' Club*, which is still good for entertaining stories whenever radio oldtimers gather.

For three and a half years, from late 1942 to early 1946, at McCann-Erickson Mr. Madden was in charge of new business. The agen-

## Still Waiting, Caroline

WALTER HAASE, manager of WDRC Hartford, has just received a fan letter written 17 years ago in Winsted, Conn. The delayed letter was addressed to "Uncle Walt," a radio role Mr. Haase was playing as a WDRC announcer in 1934. It contained a request that "Uncle Walt" play the record "Lonesome for You, Caroline."

cy's annual billing went from million to \$50 million during period.

It was at McCann-Erickson, that Mr. Madden got his first experience in television, taking inquisitive and active part in agency's experimentation in new medium just before World War II broke out and halted development.

From the agency Mr. Madden went to the American Newspaper Advertising Network in May 1946 as executive vice president and director. He found the work fascinating—and not dissimilar to radio and TV, since it, too, stressed "continuity of coverage"—but finding newspaper publishing costs and much smaller profits by 1950 he put the handwriting on the wall despite the fact that ANAN then had more than 50 major newspapers for members and a billing volume of \$10 million annually.

Effective Feb. 1, 1950, Mr. Madden left ANAN to become assistant to NBC President Joseph P. McConnell. Seven months later he was named to his present position.

Mr. Madden is married to the former Janet Wayne, petite blonde socialite of London and Paris, and is the father of two children, Donald Brian and Edward D. He is a member of New York Radio Executives Club, and has hobbies, aside from television, which include baseball, prize fights and generally keeping fit.

## Chicago Ad Club Elect

CHARTER members of the Advertising Club of Chicago elected permanent officers last Monday at the Pearson Hotel headquarters and planned summer and fall activities. The group, an outgrowth of the Amvets Advertising club, chose Joe Biety of the American Baking Assn. as president. Other officers

Bob Mogge of Arthur Mogge agency executive vice president; Bob Schroeder, Partridge & Anderson, executive secretary; Bob Kraft, American Medical Assn., treasurer; Harvey Harkawa, Standard Rate & Data, vice president and house chairman; John Wrath, Healey-Reed, vice president and speaker; chairman; Bill Shaw, midwestern advertising representative for Broadcas- ing • Telecasting, vice president and co-chairman of publicity with Ben Crumppacker of the Toni Co.; Pegi Allardice of J. P. Smith Shoe Co. at Lloyd Heeney of the Chicago Tribune social chairman, and Bill Pierce, Standard Rate & Data, vice president in charge of placement. The next business luncheon is scheduled for Sept. 5.



*If you have a "better mousetrap" WIBW can sell it!*

WIBW pioneered the change from threshing machine to combine . . . from hand-selected seed corn to hybrid . . . from horses to tractors.

We've taken the lead in programs of home modernization, soil conservation, improved strains of livestock, and 4-H activities.

WIBW has long been recognized as the state's greatest single factor in changing

established habits of Kansas Farm Families.

And because these changes have benefited our farm audience, they have confidence in us . . . listen to WIBW more than any other station\* . . . ACT ON OUR BUYING RECOMMENDATIONS. Let us prove it with your product!

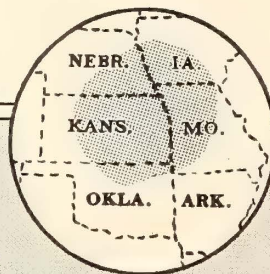
\* Kansas Radio Audience, 1950

# WIBW

Serving and Selling

"THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

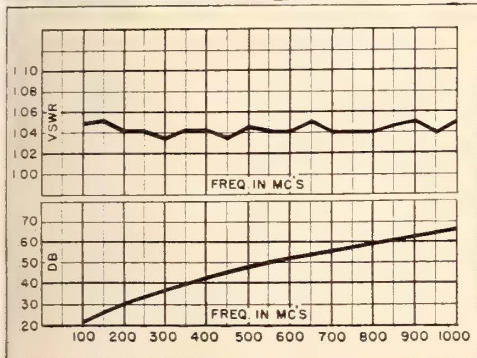


CBS  
TOPEKA,  
KANSAS

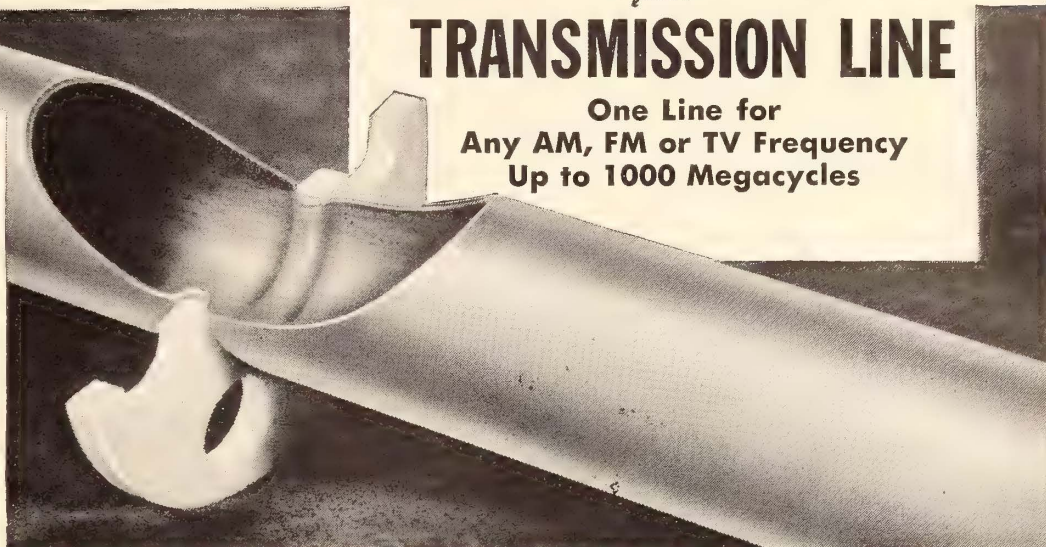


# Graybar recommends New SUPER TRANSMISSION LINE

One Line for  
Any AM, FM or TV Frequency  
Up to 1000 Megacycles



Typical VSWR and the db-loss-per-100-feet performance of a 1 1/2"-diameter CP Super Transmission Line, Cat. No. 145-505.



This sectional view of an insulator with its compensating groove clearly shows the full radii at the edges and the inside surface of the inner conductor

There's a line you won't have to change for any shift in frequency, a line that can be used in any portion of the present or proposed 7 band!

The new CP Super Transmission Line makes use of the new pont plastic, Teflon — the plastic characterized by an incredibly low dielectric constant and power factor. Its loss factor is a small fraction of that of most ceramics. Teflon is practically unburnable, unbreakable, arc-resistant, and repellant to water. The use of specially-undercut inner conductor mounting fully compensates for the supporting Teflon insulators and makes CP Super Transmission Line available for use in existing or proposed television channels. This transmission line will have wide application in any broadcast service in the 1-1000 MC frequency range.

The complete compensation at each insulator is accomplished by forming the inner conductor adjacent to and immediately under each insulator so that the discontinuity capacitance at each insulator is corrected. The special shape of the groove under the insulator increases the overall insulator shunt capacitance to a point where

the ratio of the total shunt capacitance to the total series inductance in the region of the insulator is equal to the capacitance inductance ratio at a point remote from the insulator.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts and figures about this new line. Or, if you prefer, send for the new Bulletin 850 which describes it.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

184-18

Distributor of *Western Electric* products

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR



## Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,23)  
Antenna Equipment (23)  
Antennas (8)  
Cabinets (15)  
Coaxial Cables (23)  
Loudspeakers and Accessories (1,23,25)  
Microphones, Stands, and Accessories (1,13,14,16,23,25)  
Modulators (12)  
Orders and Accessories (2,9,19,22)  
Radio Input Equipment (23)  
Receiving Equipment (1,8,12,24)  
Repeaters (Vertical Radiators) (3)  
Studio Lighting Equipment (7,11)  
Transmission Line and Accessories (5)  
Transmitters, AM and TV (6,20,23)  
Tubes (11,16,23)  
Tables, Reproducers, and Accessories (9,19,23)  
Timing Supplies and Devices (4,10,11,13,18,21,25)

## Manufactured By . . .

(1) Altec Lansing  
(2) Ampex  
(3) Blaw-Knox  
(4) Bryant  
(5) Communication Products  
(6) Continental Electronics  
(7) Crouse-Hinds  
(8) Daven  
(9) Fairchild  
(10) General Cable  
(11) General Electric  
(12) General Radio  
(13) Hubbell  
(14) Hugh Lyons  
(15) Karp Metal  
(16) Machlett  
(17) Meletron  
(18) National Electric Products  
(19) Presto  
(20) Standard Electronics  
(21) Triangle  
(22) Webster Electric  
(23) Western Electric  
(24) Weston  
(25) Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:

**ATLANTA**  
E. W. Stone, Cypress 1751  
**BOSTON**  
J. P. Lynch, Kenmore 6-4567  
**CHICAGO**  
E. H. Taylor, Canal 6-4100  
**CINCINNATI**  
W. H. Hansher, Main 0600  
**CLEVELAND**  
L. B. Hathaway, Cherry 1-1360  
**DALLAS**  
C. C. Ross, Randolph 6454

**DETROIT**  
P. L. Gundy, Temple 1-5500  
**HOUSTON**  
R. T. Asbury, Atwood 4571  
**JACKSONVILLE**  
W. C. Winfree,  
Jacksonville 6-7611  
**KANSAS CITY, MO.**  
R. B. Uhrig, Baltimore 1644  
**LOS ANGELES**  
R. B. Thompson, Angelus 3-7283

**MINNEAPOLIS**  
C. W. Greer, Geneva 1621  
**NEW YORK**  
J. J. Connolly, Stillwell 6-5858  
**PHILADELPHIA**  
G. I. Jones, Walnut 2-5405  
**PITTSBURGH**  
R. F. Grossett, Allegheny 1-4100  
**RICHMOND**  
E. C. Toms, Richmond 7-3491  
**SAN FRANCISCO**  
K. G. Morrison, Market 1-5131  
**SEATTLE**  
D. I. Craig, Mutual 0123  
**ST. LOUIS**  
J. P. Lenkerd, Newstead 4700



# front office



**H**AROLD E. KING named general manager WTTH Port Huron, Mich. Mr. King managed radio station in Oklahoma and Kentucky before joining WTTH.



Mr. King

**TOM FLEET**, station director and salesman KVOB Alexandria, La., named manager KCON San Marcos, Texas. He replaces **JOEL HIRSCH**, who is re-entering management consultant field.

**EDWIN J. CHARLES**, account executive WEAM Arlington, to WOL Washington, in same capacity. He was with WINX and WGMS Washington.

**CHARLES GEORGE Jr.** named to sales staff WPTF Raleigh, N. C., as local and regional sales representative. Mr. George was former station page and has just graduated from U. of North Carolina.

**WALKER Co.**, N. Y., appointed national representative for WGTM Wilson, N. C.

**WILLIAM L. SNYDER**, Chicago *Tribune*, to Forjoe & Co., N. Y., as sales account executive.

**FLAVIUS DANIEL**, head of public relations department CKAC Montreal, appointed manager CHLP Montreal.

**JAMES D. BOWEN**, account executive and radio timebuyer John E. Pearson Co., named manager Minneapolis-St. Paul office, which opens Oct. 1.

**ROBERT MEEKER & Assoc.**, N. Y., named national representative for KVOS Bellingham, KPQ Wenatchee and KWIE Kennewick, Wash.

**WILLIAM R. DOTHARD**, director of local sales WFBR Baltimore, appointed assistant director of sales.



Mr. Dothard

**DEANE LONG**, program director KFSD San Diego, appointed station manager KVOE Santa Ana, Calif.

**WALTER C. WARD**, general manager WBCC-AM-FM Bethesda, elected president Broadcast Management Inc. (WBCC-AM-FM). He succeeds **WILLARD D. EGOLF**.

**WALLY SEIDLER**, commercial manager KOCS Ontario, Calif., resigns, effective Sept. 1.

**NORMAN V. FARRELL**, Weed & Co., N. Y., appointed assistant sales director Bremer Broadcasting Corp., licensee WATV (TV) and WAAT Newark.

**WILLIAM ENDICOTT**, program director KBEE Modesto, to KGO San Francisco, as sales representative.

**LARRY BUSKETT**, account executive KLAC-TV Hollywood, named sales manager KLAC.

**JOHN McCLAY**, director of operations WPIX(TV) New York, returns to WCAU-TV Philadelphia as assistant manager. Mr. McClay was director of operations at WCAU-TV for two years before joining WPIX. He will be responsible for program development and special writing, as well as coordination of local and network programming, studio assignment and overall scheduling.



Mr. McClay

**RAY TENPENNY**, account executive KEYD Minneapolis, appointed commercial manager.

**ROBERT E. WILLIAMS**, general manager WFML(FM) Washington, Ind., elected secretary Washington Radio Inc., licensee of station.

## Personals . . .

**GEORGE F. LEYDORF**, vice president in charge of engineering WJR Detroit, elected chairman Communications Engineering Committee of Michigan Office of Civilian Defense. . . **HUGH B. TERRY**, vice president

and general manager KLZ Denver, named senior advisor to Denver Executive Club. . . **GENE W. LEE**, vice president and general manager KFXM San Bernardino, and vice president Southern California Broadcasters Assn., appointed coordinator of communications for Reg. 8, California Office of Civil Defense. His territory embraces San Bernardino, Riverside, Mono and Inyo counties. He has relinquished duties chief of communications for San Bernardino city civil defense to **JOE HARDER**, KFXM staff. . . **RICHARD GERKEN**, John Blair & Co., N. father of twins, a boy, Daniel Paul, and a girl, Anne Louise, July 29. . . **BERT BANK**, general manager Tuscaloosa Broadcasting Co. (WT Tuscaloosa, Ala.), appointed chairman Community Chest public relations committee. . . **FRANK BURKE Jr.**, general manager KFVD Los Angeles appointed chairman for second consecutive year of seventh annual "Whingding" of Southern Calif. Broadcasters Assn.

## Strictly Business

(Continued from page 18)

ing service work. But his service includes handling some of the largest advertising accounts to use radio out of Montreal for his stations. He is always available for Montreal advertising agency men with data on his stations.

### Other Activities

He also has made a name for himself in Montreal aside from his work as a station representative. During World War II he was a member of the Montreal Repertory Theatre group, "The Tin Hats", which put on shows at Canadian Army camps and at hospitals. He did special theatrical events and helped in the radio end of Canadian War Loan campaigns. Since the war he has worked for such organizations as the Canadian Cancer Society and the Community Red Feather campaigns. He has in the past few years become in demand as a speaker on the subject of private radio and is well known for his talks on the monopoly of the government-owned Canadian Broadcasting Corp. For the past eight years he has been a leading figure in the Christmas productions of the Montreal Ad and Sales Club. He also has taken an active

part in activities of the Canadian Assn. of Broadcasters.

When he is not busy servicing his stations and representing radio in community affairs, Mr. Dipp, a bachelor, can be found reading his suburban Montreal home, playing golf or busy as an amateur chef. He belongs to the Montreal Ad and Sales Club and the Marborough Golf Club.

## KCBS' 50 KW

Switchover Effected Aug.

KCBS San Francisco boomed in Northern California with a fold increase in power last Thursday.

The switch, changing the station from its old 5 kw transmitter Alviso, on the southern shore San Francisco Bay, to the new kw operation at Novato on the north shore, was pulled by May Elmer Robinson of San Francisco at 7:28 p.m. [BROADCASTING TELECASTING, July 30].

A host of civic dignitaries and industry officials including CBS President Frank Stanton attended the switchover ceremonies. Ten minutes after the switchover, the station's celebration program was picked up on the entire national CBS network for a half-hour featuring the network's top stars among them Art Linkletter, Frances Langford, Dezi Arnaz and Carroll Naish. Preceding the new work show, KCBS, still on its 5 kw power, presented a 15-minute local offering.

In recent weeks KCBS plugged its impending power increase with an extensive promotion campaign. Regular station breaks reminded listeners: "We be 10 times stronger in just a few days (four days, three days, etc.). A clever, envelope-enclosed folder that revealed its message in sections as it was pulled from the envelope was distributed widely in the trade. Another folder was sent to the trade announcing: "This week we pull the big switch."

The new transmitter is the latest-type GE BT-25-A 50 kw standard broadcast transmitter. Each of four 500-ft. towers rest on a porcelain insulator atop a concrete foundation. To insure continuous service, Pacific Gas & Electric Co. built two miles of special 12,000 volt transmission lines connecting with two separate power sources, north and south of the transmitter site.

## YANKEE SHIFT

Palen, McGivern Join WONS

A JOINT program-sales-management operation of WONS Hartford has been announced by the Yankee Network, effective Aug. 4.

The Yankee O&O station is to be managed by Ed Palen, formerly program coordinator for Yankee's O&O stations, and Frank McGivern, formerly of WCFL Chicago.

Yankee officials say that an intensive reshuffle of program and sales operations will get underway Sept. 1. New operations will be based on tailor-made program features, including personalities and a more effective use of the Yankee Network facilities.

Messrs. Palen and McGivern are expected to announce details of the stepped-up operation plan later this month. Both are said to feel that a more aggressive implementation of sound sales and program policy will bring WONS a larger share of the Hartford audience.



## JOHNSON NAMED

**Is WAGE General Manager**

DOUGLAS JOHNSON Jr. was appointed general manager of WAGE Syracuse last week, succeeding William T. Lane, who has resigned to enter another phase of broadcasting. Mr. Johnson, who has operated Doug Johnson Assoc., a Syracuse public relations firm serving upstate New York, also was elected to the WAGE board and named vice president.



Mr. Johnson

The appointment was announced by WAGE President Frank G. Revoir, co-founder of the station with Mr. Lane. Mr. Lane becomes general manager of WYES(TV) Atlanta, now owned by Broadcasting Inc. following FCC approval last week of its transfer from Atlanta Newspapers Inc. (see story, this issue). He had been vice president and general manager of WAGE for more than 10 years. Coincident with his resignation he sold his 20% interest in the station to Mr. Revoir.

The new general manager formerly served as WAGE news editor, leaving that post in January 1949 to establish Doug Johnson Assoc. The public relations firm is being sold to a group including Henry A. Rosso, formerly chief account executive, who will take over direction of the company.

From 1936 through 1940 Mr. Johnson was publicity and radio director of The Lane Adv. Agency Syracuse. He is president of the Upstate New York Chapter Sigma Delta Chi, professional journalism fraternity, and is a member of the Syracuse Advertising and Sales Club and a number of civic organizations.

Mr. Lane was president and owner of The Lane Adv. Agency from 1937-41. He sold the firm in order to devote fulltime to WAGE. From 1938-41 he was president of the Syracuse Common Council.

## WLAN BIRTHDAY

**Plane Chartered From N. Y.**

WLAN Lancaster, Pa., on Aug. 9 saw a group of agency time-buyers from New York to Lancaster to help Frank H. Altdorfer, station owner, celebrate WLAN's 10th birthday anniversary. Station identifications on that day were handled by a five-year-old girl of the Lancaster area.

Bob Keller, New York sales promotion representative was in charge of plane arrangements. Arthur H. Beckwith, WLAN commercial manager, handled details at Lancaster. Staff members of Headley-Reed, WLAN's national sales representative, and members of the trade press made the flight.

## Keyed Promotion

ED QUINN, sales promotion manager of WTAG-AM-FM Worcester, Mass., has come up with a color-coded promotion report system which promises to be a time and labor saving device. Heart of the system is a set of seven differently colored sheets of paper — one for each of the seven branches of WTAG promotion. Clients will receive a monthly package of these sheets which will give them a quick summary of all on-the-air and printed program promotion given their program during the month.

## BYRD PROPOSAL

**Would Cut Information Funds**

ECONOMY amendment to funds bills pending in Congress, which would cut information services, could affect government agency work in radio and television, it has been noted. The amendment is sponsored by Sen. Harry F. Byrd (D-Va.).

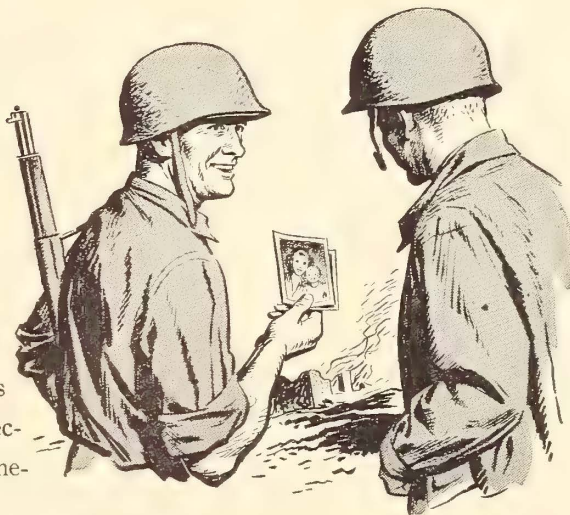
As applied to the Dept. of Agriculture appropriations bill, the Byrd amendment would slice some 25% from salaries of those functions performed by a person designated as an information specialist or as a radio or television expert. It would also affect persons who assist in preparing radio or TV scripts.

Meanwhile, Rep. George H. Ben-

der (R-Ohio), attacked the information specialist in government. Among others, he signaled out the Army and Air Force which he said "in the last year have dished out \$5,868,000 to private business for advertising and promotion purposes. This includes the distribution of handouts to newspapers, magazines, radio and TV stations. One drive costing \$66,000 in a single contract was directed at influencing the ladies to join the services."

CHARLES CLIFTON, program director KRKD Los Angeles, elected president of Southern California Broadcasters Assn. Bowling League. League's annual tournament starts Sept. 5.

*... More precious than ever*



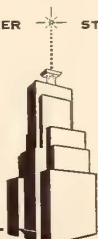
To the life insurance policyholder who joins the armed forces, loved ones at home are more precious than ever. Their protection becomes an immediate concern.

Realizing this, we alerted each of our policyholders-in-uniform to the rights and privileges he has for keeping his life insurance in force.

If making premium payments directly to the Company is inconvenient, the policyholder can authorize the government to deduct and remit them from service pay. Or he can make advance payments, at a discount. Another alternative is for the government to advance the premium payments under the Soldiers' and Sailors' Civil Relief Act.

Thanks to the help of the press and radio, this timely information has been brought to the public at large through the news columns. We are anxious to help *all* policyholders in the armed forces to continue their life insurance plans . . . for, after all, family security is one of the most important things they are fighting for.

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.



# '52 CONVENTIONS

## Sponsorship To Be Muddled

RADIO-TV network representatives will be sounded out shortly—possibly this week—on the pros and cons involved in commercial sponsorship of 1952 national convention coverage.

Two rounds of industry meetings—one each for radio and television—were in the planning stage last week at Democratic and GOP national committee headquarters in the face of political discussion of the weighty sponsorship issue [BROADCASTING • TELECASTING, July 23].

A special meeting among GOP and Democratic committeemen was tentatively set for last Friday in an effort to resolve the question of whether coverage should be made available to radio-TV networks and if so, under what conditions.

Initial plan is to appoint two members from each of the national committee headquarters to deal with industry. William Boyle Jr., Democratic National Committee chairman, and Guy Gabrielson, GOP committee chairman, already have discussed sponsorship and other convention problems among themselves and with their respective staffs. Joint committee meeting was held fortnight ago.

It was held likely that the four national committee representatives would include Kenneth Fry and

Edward Ingle, Democratic and GOP radio-TV directors, respectively, as well as Charles Van Devander and William Milander, committee publicity chiefs.

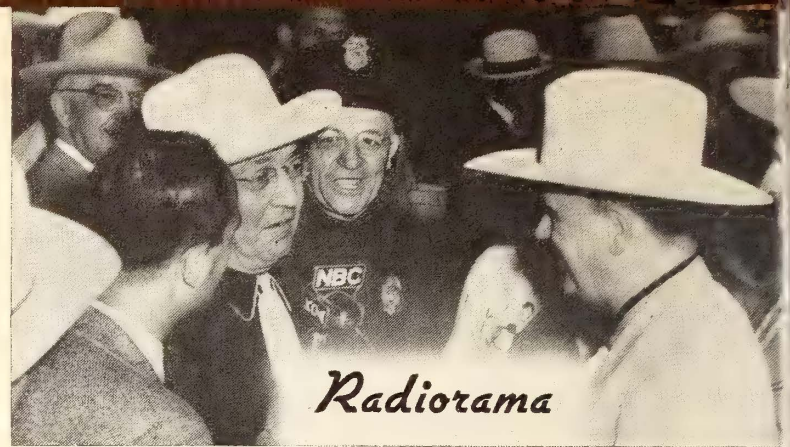
The second joint session was designed to clear the sponsorship issue before network representatives are called in to confer with national committeemen.

There is little question, of course, that widespread coverage will be given to both the Democratic and Republican national conventions in Chicago, if only as public interest broadcasts and telecasts.

Certain conditions will be attached to commercial sponsorship, however, among them factors touching on production techniques, scope of coverage and type of sponsor. Disposition of funds by both parties, in the event of sponsorship, is another problem. Selection of agency also confronts both committees.

## BAB Circulates Talk

SPEECH delivered by Louis Hausman, administrative vice president of the CBS Radio Division, at the BMI Clinic in New York in June, in which he outlined listener promotion ideas [BROADCASTING • TELECASTING, June 25], is being circulated by BAB to its member stations with the admonition that "you can do an outstanding listener promotion or 'tune-in' job if you will follow Mr. Hausman's suggestions."

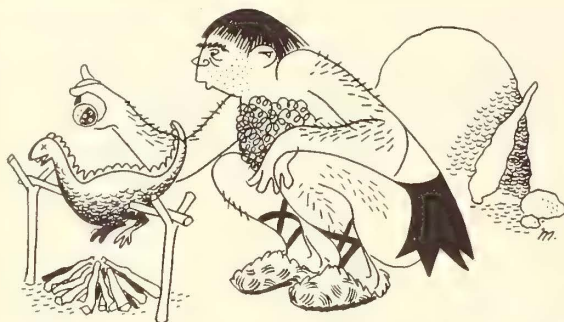


AT sendoff of Denver Post's Frontier Days special train, KOA Denver announcer Van Haaften interviews Palmer Hoyt, Post editor and publisher. right is Lloyd Yoder, gen. mgr. of KNBC San Francisco, who joined the trail load of business and government leaders attending the Cheyenne celebration



JERRY REUTER, KLRA Little Rock newsman, is given title of "Honorary Recruiter" by Col. Herbert Newstrom, commander in Arkansas, Louisiana and Oklahoma. Mr. Reuter donated time to writing and producing *Rambler Recruiter*, on 50 stations.

RECORDING of first live broadcast complete city council session Illinois is presented Decatur May Robert E. Willis by Frank C. Schroed (l), gen. mgr., WJZ Decatur. Mil Siman, local news editor, who did the commentary, looks on.



## man cooks outdoors

Man's first cooked meal was a barbecue . . . but he spent the next hundred centuries moving the cookstove *inside* the house.

Then along came California. *Somebody* sold somebody *else* a long-handled fork and a bag of charcoal. And straightway, frying beefsteak in the backyard became the thing to do from Portland to Portsmouth.

Whether you have a fad for sale, or a fabric—sell it *first* in California and the rest of the world will buy. Sell it *best* on KMPC—with primary coverage in 197 Southern California communities.

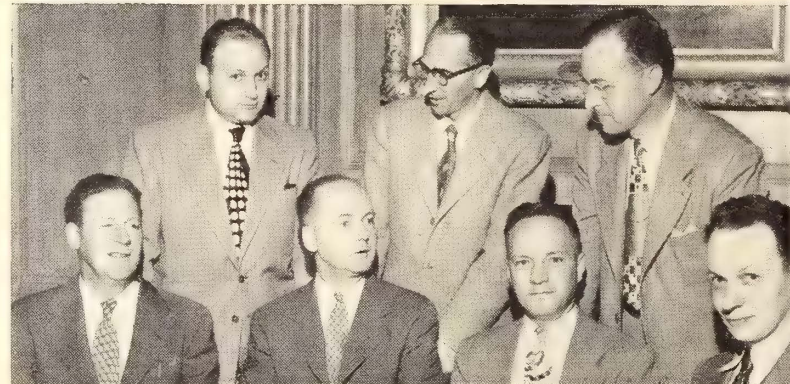
# KMPC

Los Angeles—710 KC

50,000 watts daytime • 10,000 watts nighttime

RADIO — AMERICA'S GREATEST ADVERTISING MEDIUM

Represented by H-R Representatives, Inc. • Affiliate, Liberty Broadcasting System



W. T. GRANT and WTAG Worcester officials set radio promotion plans for the new Grant store in the Massachusetts city. Seated (l to r): Harry A. Andrews, Worcester store mgr.; Harry L. Dwyer, Worcester dist. mgr.; A. H. Elliott, Boston dist. mgr.; and Henry N. Wood, store merchandiser. Standing: Leonard Davis, Leonard Davis Adv. Inc.; Bernard S. Morley, WTAG sales dept.; and Richard L. Gravel, WTAG local sales mgr.

PENNSYLVANIA affiliates of LBS meeting in Philadelphia included (l to around table): Vic Diehm, WLTR Bloomsburg; A. V. Tidmore, WPPA Pottsville; Georgine Yanavage, WPPA-FM; Ned Jay, WNOW York; Bill Caskey, WPEN Philadelphia; Benton Paschall, LBS vice president on three-week tour of East; Jules Rind, WPEN Philadelphia; Earl C. Pace, WGET Gettysburg; John P. Foster, James H. Tittle and Park Claycomb, all of WJAC Johnstown





# FREE' TIME

## Radio Cited by Services

DIO's munificence in doling out the time for publicity on the armed forces has been officially acknowledged by the top strata in the Pentagon in testimony before a House Appropriations subcommittee.

At the same time, the group, headed by Rep. George H. Mahon (Tex.), satisfied itself on the sole question of advertising which one member said had been brought forcefully" to its attention.

The question of free publicity is touched on during hearings on the Defense Dept. funds bill by Maj. T. J. Hanley, Adjutant General's Office, chief of Military Personnel Procurement Service (also a separate story).

Gen. Hanley frankly told the committee:

"I have estimated, sir, that we get more than twice as much free advertising from radio as we spend on radio." He included TV broadcasting along with radio.

This comment evoked the interest of Rep. Harry R. Sheppard (D-Ill.), perennial advocate of legislation to curb network ownership. Stations, who protested that newspapers and other media have not shown the same generosity. Rep. Sheppard wanted to be apprised of the full procedure launched by the Army and Air Force in negotiating for a network program—in this case an unidentified show on CBS including agency commissions.

The California Democrat, who so favors divorcing network and manufacturing firm operations, had a number of questions to ask, relating to the selection of Grant Gardner Advertising Inc. as a successor. The contract was renewed last February.

Rep. Sheppard inquired why Grant was given the account in 1949 "after not having made any presentation when programs were solicited" and why Gardner had disqualifed itself. Gen. Hanley said that the selection board in 1948 felt Grant had understood the problems of recruiting and was capable of handling the account. The agency did not enter a presentation in 1949 since it had pre-

sented its case the year before, he said.

Radio also was given top recognition by Army and Air Force enlistees who were interviewed from what sources of media they had received knowledge of the recruiting drive [BROADCASTING • TELECASTING, Aug. 6]. Of Army personnel 74% recalled radio spots and 63% said they had gotten most of their knowledge from radio programs. Of Air Force, 76% had recalled radio ads, while 59% attributed their knowledge to that media.

Gen. Hanley's estimate on free publicity invited speculation that the armed forces have hoped to receive perhaps close to \$1 million in free plugs and time before July 1, 1952. This is based on the \$735,000 requested by the services for radio-TV this new fiscal year, with perhaps 40% discounted (services usually ask for about twice as much as they hope to receive) weighed against Gen. Hanley's own estimate.

## MUSIC PROFITS

### Sponsors Overlook—Haverlin

ADVERTISERS have been overlooking the "money crop" that can be gathered from music programs, Carl Haverlin, president, Broadcast Music Inc., told members of the Hollywood Advertising Club last Monday.

With the proper "intelligence, imagination, technique and know-how" broadcasters can make a commercial success of musical programming, he pointed out. Such programs, he said, might be the answer to advertisers seeking profitable programs.

There is a place for all types of music on the air, he continued. Not to be overlooked or feared is classical music, of which he predicted a resurgence.

Quoting results of a listener survey made in Wisconsin, Mr. Haverlin stated that a preference for music was shown over all other types of programs. Classical music was rated first, modern dance music next.

## TOKYO STATION

### Planned by Catholic Order

THE Society of St. Paul, Catholic religious order, has announced it will establish a radio station in Tokyo to begin a broadcasting battle against Communism in Japan.

Negotiations have been completed with the International Div. of RCA for equipment, according to Rev. John Chiesa, a missionary in Japan who is manager of the station.

Reportedly the first privately-owned commercial broadcast transmitter in Japan, the station will soon begin a 17-hour daily schedule "in an ideological race with Communism for the minds of the Japanese people," the announcement said.



AND

## WMC IS MEMPHIS MARKET-MINDED

Today, Memphis ranks FIRST nationally in volume of wholesale sales per establishment . . . and WMC, proud of the 1,047,000 families in the Memphis and Mid-South area, consistently schedules programs of information and entertainment specifically designed to reach this 2 BILLION DOLLAR Market . . . best.

A good example of WMC's specific programming is the QUAKER FUL-O-PEP FEED Show, featuring the songs of Charley Dial. Veteran of 15 years in radio and star of the famed Kansas City Brush Creek Follies, Charley Dial presents his unique popular and western renditions five quarter hours a week . . . is consistently rated tops by his vast Memphis and Mid-South listening audience.



### AND HERE'S WHAT THE SPONSOR THINKS . . .

"In the Mid-South area, it is essential that we reach the specific market for which our Feed products are designed. Charley Dial and his WMC FUL-O-PEP FEED Show have done a wonderful job in furthering the QUAKER name and FUL-O-PEP sales throughout the Mid-South."

Signed J. C. Huckabee  
QUAKER OATS COMPANY

You can't afford to overlook Memphis as a National Market . . . or WMC as the leading Memphis Marketer.

**WMMC** **NBC — 5000**  
**MEMPHIS** **WATTS — 790**  
National Representatives, The Branham Company

**WMCF** 260 KW Simultaneously Duplicating AM Schedule  
**WMCT** First TV Station in Memphis and the Mid-South

**Owned and Operated by The Commercial Appeal**

## ANA MEETING

### Planned Sept. 24-26

ANNUAL meeting of the Assn. of National Advertisers will be held Sept. 24 through Sept. 26 at the Hotel Plaza in New York, ANA chairman Albert Brown, vice president of the Best Foods Inc., announced last week.

He said Henry Schachte, national advertising manager of the Borden Co., will head the program committee for the meeting. The ANA will follow its custom of opening the day to agency and media representatives.



## Thank-You Note

EDITOR:

May I thank you for the very excellent article you printed in the July 2 issue of BROADCASTING regarding the radio activity of the Netherlands Government.

Although it was not our intention, your splendid article brought forth so many requests from all over the country that we are now over-subscribed. This certainly shows the magnitude of your circulation, and further, how well-read your magazine is. Our congratulations to you and your staff.

Natalie Hall  
Radio Officer, Domestic  
Broadcasting Division  
Netherlands Information  
Bureau  
New York

## Roper on the Ropes

EDITOR:

I read with interest your report on the Elmo Roper CBS broadcast of July 29. I think the time has come when these many surveys that are being conducted on how people spend their leisure time must recognize the basic nature of radio.

Radio actually is not a leisure time activity. It is part of the warp and woof of a person's everyday life. He turns his radio on

in the morning for news and weather as automatically as he looks out the window to see if it's raining. For example, Mr. Roper says that one million people say they have no free time. Are we given to believe that these one million people never, or hardly ever, listen to the radio because they have small children or must watch invalids?

The six million women "who devote much of their time to handiwork" certainly listen to the radio much of the time they are crocheting and knitting. The man with the basement workshop, of which Mr. Roper tells us there are seven million, certainly devotes much of his time to listening to the radio and does not regard it as a leisure time activity, but as integral a part of his daily living as eating.

The point I am trying to make is that to restrict the number of people "who regularly listen to the radio" to 62 million is, I think, short-changing radio (and, goodness knows, it has been short-changed enough by too many people).

Mr. Roper's study is interesting

but, of course, it is clearly not a media measurement. Radio is so much a part of the everyday American routine that it is almost incapable of measurement.

John Wilkoff  
Director, Local Station Promotion  
Broadcast Advertising  
Bureau

## Time Out in Albuquerque

EDITOR:

My copy of *Time* this week (Aug. 6) contains no radio-TV section.

Did the radio and television industry offend Henry Luce by pointing out that the combined circulation of *Time*, *Life* and his construction paper [*Architectural Forum*] do not have one-tenth the circulation—combined—that any one of the four networks has in our county?

William T. Kemp  
Pres. & Gen. Mgr.  
KVER Albuquerque

[EDITOR'S NOTE: Is *Time*-less, *Life*-less Bernalillo County the Luce magazines' Achilles heel?]

## Damn The Torpedo

EDITOR:

As chairman of the Television Program Standards Committee, I feel called upon to comment on the editorial in the [Aug. 6] issue of [BROADCASTING • TELECASTING, entitled "TV Stitch in Time." As you are no doubt aware, the committee received from several sources the suggestion of the appointment of an industry board of review which would carry on a continuous study of TV program problems and issue from time to time reports and recommendations to the industry.

The establishment of such a board will in all probability be included among the committee's final recommendations. After careful discussion, however, not only among its own membership but with the officials of NARTB, the committee decided that it was highly advisable to attempt to set forth in written form precepts of good television programming for the guidance of the industry and for the information of those directly or indirectly associated with it or otherwise interested in its activities.

We were reliably informed that the present radio program standards . . . have been of immeasurable assistance . . . as concrete evidence that broadcasters have recognized their responsibilities and have attempted to define and meet them.

I write this not in any spirit of

criticism or petulance but only let you and your readers know that your committee is interested not only in being "energetic" but also in being prudent and practical. Don't torpedo us yet. We're just doing our best to come up with proposals, sound in our opinion, which we will be prepared to recommend to the industry in its next meeting on the subject.

Robert D. Swezey  
V.P. & Gen. Mgr.  
WDSU-AM-FM-TV New Orleans

[EDITOR'S NOTE: BROADCASTING • TELECASTING launched no torpedos at the able Mr. Swezey's committee, indeed praised the committee for its plan for a board of review. The "prudent and practical" approach, in this publication's view, is to select a thoughtful board of review, let it function within the encumbrance of a rigid code standards. A competent board would need no more than a brief outline of do's and don'ts to guide it.]

## Mind Your Manners

EDITOR:

It seems to me that today's television performers could profit from a bit of advice which I received from Edgar L. Bill, then manager of WLS Chicago. At a program meeting some 22 years ago he said: "You fellows who are on the air, remember; when your program is tuned in you are an invited guest in that home. Conduct yourself accordingly."

Charley Stookey  
Farm Editor  
KKOK St. Louis

## Community TV

EDITOR:

We were very much interested in the report on community antenna systems published in the July 2 issue of BROADCASTING • TELECASTING. However, we must disagree with the views expressed by Mr. Michael R. Hanna, as prospective UHF telecaster, who fears that community antenna systems might be harmful to prospective TV licensees.

Let us consider a city like Harrisburg, Pa., where a Jerrold Community Antenna System is now being installed. This system will enable the residents of the city to receive signals from all four networks via WMAR-TV Baltimore (CBS), WGAL-TV Lancaster (NBC), WFIL-TV Philadelphia (ABC-DuMont). It is expected that 15,000 to 20,000 standard design TV receivers will be sold and connected to this community antenna system during the next two years. However, Harrisburg has been allocated two UHF channels. Our system is so designed that it is possible to receive the UHF signals at the master antenna tower and convert them to un-used VHF frequencies.

In other words, when the two UHF stations assigned to Harrisburg do go on the air, they will have an immediate audience of all the sets connected to the Jerrold Community Antenna System, without any necessity for converting

## When the CHIPS are DOWN . . .

Yes, when the chips are down . . . when there's catastrophe in any form, fire, flood or storm, radio always gets the call . . . and always answers! Yes, radio always gets the call . . .

Why?

Because everyone knows that radio always answers . . . quickly and effectively! Radio gets the job done! Only radio is proved and accepted as an important part of everyday living under every condition in every kind of a home!

That's why . . .

When the chips are down radio always delivers the goods . . . be it flood warnings or sales information! You can depend on radio! You can depend on KVOO, Oklahoma's Greatest Station for more than a quarter of a century!

# KVOO

Oklahoma's Greatest Station

50,000 WATTS 1170 KC NBC AFFILIATE

TULSA, OKLAHOMA  
National Representatives—Edward Petry & Co., Inc.



## ue Story Sells

A COMMERCIAL based on an experience of Frank E. Martino, account executive of WMTR Morristown, N. J., was reported last week to be doing a bang-up selling job for John Lotz, local Lincoln-Mercury dealer. In the commercial, recorded with Bob Mack, WMTR announcer, Mr. Martino outlined the background of his own decision to trade in his old car for a new one. Eight announcements later, the station reported, five new Mercurys had been sold, five or six other sales were in sight, and inquiries were still coming.

e television sets for UHF or ding special UHF receiving tennas. Hence those UHF stations are assured a large viewing audience from the moment they begin broadcasting . . .

Many UHF stations are scheduled for one-station cities. If these cities are already served by a community antenna system and are receiving programs from several channels, then the UHF broadcaster will have a much larger audience than he would normally achieve by his own unaided efforts . . .

Since a UHF broadcaster can place his antenna in a central location among a group of towns, instead of in the middle of one town, and use community antenna systems in several towns to assure excellent, shadow-free reception over the entire area, the UHF station will undoubtedly have sufficient coverage to be a far more profitable operation and to provide service to a far greater number of viewers . . .

When color television is generally available, it will be even more important to provide clear, most-free reception to every television receiver. The Jerrold system was successfully used by CBS in making their demonstrations to the FCC, and has been proved to be highly successful for distribution of color signals of any system . . .

Milton J. Shapp

President

Jerrold Electronics Corp.  
Philadelphia

\* \* \*

## Accentuate the Positive

DITOR:

This phrase came across my desk recently as the introduction to a promotion piece from one of the industry's leading organizations:

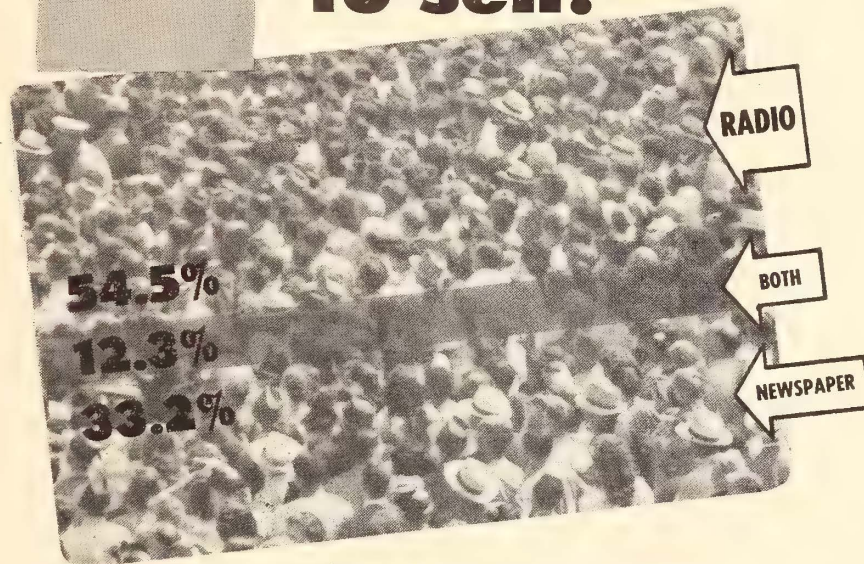
"Here's an idea you can use to excellent advantage, especially now when radio needs all the drive and team you can put behind your sales efforts."

We who are removed from the direct influence of New York thinking, but who are influenced, unfortunately, by it, wish that the

(Continued on page 86)

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET

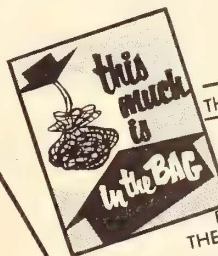
# There are Markets to sell!



In a recent, thorough investigation Advertising Research Bureau (ARB) interviewed scores of persons who shopped in ADVERTISED stores LEARNED that some people get their information by listening others by Reading . . .

LET US PROVE IT!

Clip this coupon and receive the "Proof of Putting"



The XL Stations

Please send me your Booklet on "TWO MARKETS IN THE NORTHWEST" . . .

Name . . .

Business Address . . .

City . . .

State . . .



KXL

KXLL

KXLY

KXLJ

KXLF

KXLQ

Eastern Sales Manager - Wythe Walker - New York  
Western Sales Manager - Tracy Moore - Los Angeles

SERVING THE PACIFIC NORTHWEST



# CHILDREN SHOWS

Aired at U. of Calif Workshop

CONSTRUCTIVE criticism on children's commercial television programs made directly to advertisers will go a long way toward bettering such programs. This is the opinion of E. Carlton Winckler, television production manager, ABC Western Division and KECA-TV Los Angeles, who Sept. 1 becomes general manager, CBS eastern TV network. Mr. Winckler addressed educators and television specialists at the television workshop during the four-day seventh annual Children's Theatre Convention at the U. of California, Los Angeles [BROADCASTING • TELECASTING, July 23].

Over 300 educators and specialists in the four entertainment fields of radio, television, theatre and movies attended the meet, presented in co-operation with the American Educational Theatre Assn. and UCLA Theatre Arts Dept., for the purpose of discussing how children's programs in these media can be improved.

Mr. Winckler, answering the question as to how to get complaints on commercial programs across to the station, pointed out that a station's hands are tied regarding such programs. Such complaints, he stated, should be laid at the doors of the advertising agency which produces the show. He urged the group to write their opinions to agencies—to support what they thought were good shows, and to constructively criticize those to which they object. Television, a "young medium going through all the growing pains of a child," needs help from all such organizations, he said.

## Seeks Criticism

A call for constructive criticism on children's TV programs also was made at the workshop by Dorothy Allen, Seattle television producer, and leader of the session. The industry, she pointed out, is willing to cooperate in producing better programs and is anxious to implement any practical suggestions offered by such lay groups as were there.

Television, if properly channelled, Gilbert Seldes, author, told the group, has the greatest opportunity for general usefulness, cultural and educational advancement of all four media represented at the clinic.

Ten major criteria for planning children's television programs were derived from the workshop on "Psychological Aspects of the



HERE the model stage is set for TV show, *Harmony Highway*, produced by Cleveland's Bing & Hass, advertising and promotion agency. Photo appeared in the *Cleveland Press*, which also carried a story crediting the agency, now celebrating its fifth anniversary, with obtaining success in the ad business by following the precept of always paying bills the day they are received. The *Press* feature was used as part of B&H's anniversary promotion. Grouped about the rotating model stage set that gives viewers the feeling of motoring on a country highway are (l to r) Gertrude Hass, copywriter Adrienne Neiman, Ralph Bing and Art Director Eileen Gordon, all of the agency.

Child Audience in Films and Television" during the sessions.

Marking a step forward in co-operation between various elements involved in bettering children's programming the 10 points indicate a temporary guide toward what should be looked for in such programming. Included are:

Leading character with whom child can identify; emotional involvement; winning by identification character; clearcut and continuous plot; opportunity for adventure; reasonably realistic and socially significant plot; good amount of dramatic action; direct and sincere presentation; provision for audience participation.

## Horse Cents

AMID rising talent costs which plague the TV industry, Harold Cabot & Co., Boston, reports a refreshing incident reminiscent of "the good old days." In making a television film for a client, Adams & Swett, the agency needed a horse to play the leading role in a living room scene—pointing out that the horse's sharp shoes were very damaging to rugs. The animal selected was a 1,800-lb. draft horse, picked for his heavy fetlock. His "owner-agent," a farmer, spent considerable time giving the horse the Hollywood treatment for the TV debut—wavy mane, shining coat and brightly polished hooves. The equestrian actor was before the camera a little over an hour. When asked for the bill, the farmer disregarded the hours spent in grooming the animal. "Just like plowin'," he said, "\$5 an hour." Total bill: Under \$7.50.

## RECORD SET SALES Forecast for '52 by Pokrass

A RECORD sales year for television set manufacturers in 1952 was forecast last week by Louis I. Pokrass, board chairman of Tele King Corp. Relaxations in Regulation W, opening of new TV channels and the opening of Latin American and other foreign markets contributed to his optimism. By late autumn, he predicted, sales will have reached a healthy state.

Mr. Pokrass felt set manufacturers have learned the lesson of over-production and henceforth will turn out only the volume of sets they believe they can sell.

He said his company already is operating in Brazil and Mexico and has contracted for distribution in Argentina. European countries, he predicted, will offer great potentials to U. S. set manufacturers in the next few years.

## KLAC-TV FILMS

Buys 52 From Quality

EXCLUSIVE television rights to 52 feature films for one year have been acquired by KLAC-TV Los Angeles from Quality Films at a cost of \$302,500. The deal was consummated by Don Feddersen, general manager, KLAC-TV, and Charles Weintraub, president, Quality Films.

The group of films were obtained by the latter from independent producers, Chemical Bank & Trust Co. and Standard Capital. Included are *The Moon and Sixpence*, *Tomorrow the World*, *And Then There Were None*, *Angel on My Shoulder*, *Texas*, *Brooklyn and Heaven*, *The Crooked Way*, *Babes in Toyland*, *The Powers Girl*, *So Ends Our Night*.

# WESTINGHOUSE

Uses TV for New Fall Season

TELEVISION will be the major medium used by Westinghouse Electric Corp. to advertise its new fall line of radio and video sets with the company's exclusive sponsorship of college football telecasts spearheading the fall drive, it was disclosed Monday at a meeting of the company's East Coast distributors in New York.

A total of "well over \$2 million" will be expended on behalf of the 16 new TV and 10 new radio receivers, Joseph F. Walsh, sales manager, Westinghouse Television Radio Div., stated. Rights to the college gridiron telecasts, reportedly obtained at a cost of \$1.4 million, will make up a substantial part of the total budget, although these telecasts will advertise appliances as well as broadcast receivers, in the same manner as *Studio One*. This CBS dramatic series, sponsored by Westinghouse, advertises a variety of the company's products.

Schedule of commercials to be used on the football programs called for five demonstrations, from one to two minutes in length, and five "time out" commercials of 30 to 45 seconds planned for each game. Of the demonstrations, four will be devoted to appliances and one to the new TV line, with that rate reversed for the time out announcements, four of those going to TV against one to appliances.

## To Use Papers

Company will promote the football telecasts with seven pre-game ads in major city newspapers, to run the Thursday before each game. Outlining the campaign, which he called the largest in the division's history, Earl L. Hadley, advertising and sales promotion manager, urged distributors to get their dealers to back up the company's campaign with their own radio spots, newspaper ads, poster window displays and distribution of the official handbook of the American Football Coaches Assn. identifying their stores with the telecasts.

Despite material restrictions Westinghouse will turn out about as many TV sets this year as last. F. M. Sloan, manager of the Television-Radio Div., stated.

Westinghouse will have a color adapter ready by Oct. 1, Mr. Sloan said, which can be installed on any Westinghouse TV receiver for "well under \$20" to enable black and-white reception of the CBS color telecasts. The company has an active research and development program on color, he said, and when there is a demand for color receivers and converters, Westinghouse will be ready to meet it, although there is as yet no timetable on the production of slave units or full color receivers.

Why buy 2 or more...  
do 1 big sales job

on "RADIO BALTIMORE"

Contact  
EDWARD  
PETRY CO.

WBAL