

BROADCASTING TELECASTING

THIS ISSUE:

Cut Resentment
at Roanoke
Page 23

bit, Tulsa Plan
become National
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rd Shows Boom
in the A.M.
Page 24

Stations in Black
during 1950
Page 27

LECASTING
s on Page 59

20TH Newsweekly
Radio and
television.
year
10 Annually
cents weekly



You don't have to hunt far in Baltimore for the biggest bargain buy. It's W-I-T-H—the BIG independent, with the BIG audience, and the LOW, LOW rates!

W-I-T-H regularly delivers more buying listeners-per-dollar than any other radio or television station in Baltimore. W-I-T-H regularly delivers better results—at lower cost.

So if you're a bargain hunter—if you want to do a BIG job in Baltimore for a little bit of money, see your Headley-Reed man and buy W-I-T-H. It's BALTIMORE'S BIGGEST BARGAIN BUY!



W-I-T-H
BALTIMORE, MD.





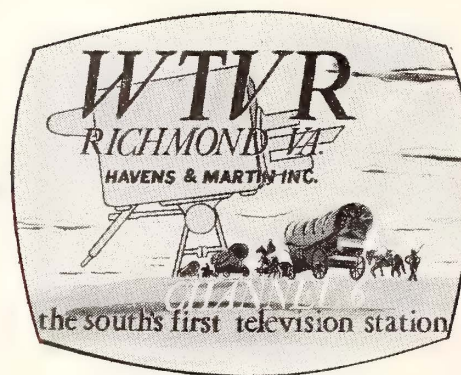
"I would rather be right than president"



Statue of Henry Clay

Virginia-born Henry Clay, thrice nominated to be president, was willing to forego the highest honor in America for his convictions. Independence of thought and loyalty to principle has long been characteristic of the Virginian. The First Stations of Virginia (WMBG, WCOD-FM and WTVR-TV) profit by these qualities. The friendship and loyalty of listeners and viewers in the Old Dominion go all out for Havens and Martin sponsors.

WMBG AM WCOD FM



WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

Pioneer NBC outlets for Virginia's first market.

Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA

Good independents' are taking
 the network audience in many
 markets.

but... We would like to know
 is there another Market were an
 Independent has more listeners
 than any of the four Networks?



WHIM

Does it in Providence
 all DAY long... all WEEK long...

SHARE OF AUDIENCE *				
WHIM	NET. A	NET. B	NET. C	NET. D
24.8	24.1	18.2	15.6	11.7
30.6	25.1	8.9	13.3	11.0

*SOURCE HOOPER - JUNE - JULY, 1951

- No Baseball
- Is this BIG station on your list?

National Representatives
 Headley-Reed Company

NEW YORK PHILADELPHIA CHICAGO HOLLYWOOD
 DETROIT SAN FRANCISCO ATLANTA NEW ORLEANS

MON. THRU FRI.
 12:00 A.M.-12:00 NOON
 2:00 NOON - 6:00 P.M.

BROADCASTING TELECASTING



...at deadline

Closed Circuit

NEVILLE MILLER, former NAB president, former mayor of Louisville, and now senior member of Miller & Schroeder, Washington radio law firm, being considered by White House for high federal appointment. Although he has been mentioned for FCC chairmanship, in event vacancy occurs, that is not position now being negotiated. From unimpeachable sources, it's learned that Wayne Coy's departure is not imminent.

IT'S been kept undercover, but unofficial NARTB sampling of industry opinion showed one-third of stations wants some type of new coverage study to succeed three-year-old BMB figures; one-third is flatly against it, and other third doesn't care. Quiet study now being made to see if group of advertisers and/or agencies would be interested in financing evaluation of audience measurement techniques. Incidentally, formal dissolution papers for BMB were filed week ago.

VICK CHEMICAL CO. (Softskin hand cream), New York, looking for women's participation shows in 100 markets to start Oct. 1 through Morse International, New York.

DELAY BY FCC in considering \$25 million ABC-United Paramount merger is causing consternation in quarters other than these two companies. CBS, which would acquire WBKB Chicago for \$6 million in parlay, also is stymied on its Chicago plans. With only four TV stations in Chicago, it would be hard-pressed to find any other property available for purchase.

TIME INC. may sponsor on ABC, NBC hour-long telecast of Japanese peace treaty signing in San Francisco. Richfield Oil Co. may sponsor telecasts of all conference sessions on CBS-TV Pacific Coast hookup. Radio and TV coverage of all sessions except opening address of President Truman is open for sponsorship, but no signed contracts reported Friday evening.

BIG PUSH to boost TV sales this autumn and winter on part of manufacturers-distributors-dealers can be expected to bring appeals for promotional cooperation from TV stations. Set sellers got terrific charge from KSD-TV page ad in Aug. 5 *St. Louis Post-Dispatch*, and have some distributors and dealers talking of approaching all TV stations for similar efforts. One formula was suggested by National Appliance & Radio Dealers Assn. to dealer-members in its current "Appliance & Radio Dealers News": Get pictures of TV stars who will be appearing on air this fall from stations, use them for window displays, interior setups, advertising.

DRACKETT CO., Cincinnati (Windex), placing spot announcement campaign, basically radio with a few TV stations, in 35 markets starting Sept. 24 for 39 weeks. Young &

(Continued on page 94)

Upcoming

September NARTB District Meetings

Dist.	Date	Hotel	City
2	Sept. 10-11	Syracuse	Syracuse
8	Sept. 13-14	Book Cadillac	Detroit
9	Sept. 17-18	Moraine-on-the-Lake	Highland Park, Ill.

(More Upcomings on page 70)

Bulletins

SEN. ESTES KEFAUVER (D-Tenn.) Friday proposed adoption by Congress of "code of conduct" governing Congressional investigations and hearings and assuring full coverage opportunities to all news media, including radio and television, except in cases where witness proves to committee chairman that "devices annoy" him. It would be up to chairman to turn off annoying devices. Sen. Kefauver's proposals included in two joint resolutions which need both Senate and House approval to be put in effect.

NEW AGENCY FORMED BY EX-DUANE JONES MEN

FORMER OFFICERS and directors of the Duane Jones Co., New York agency [BROADCASTING • TELECASTING, Aug. 20], are planning to form an agency of their own with three major advertising accounts as a nucleus and with overall billing said to be between \$4½ and \$5 million. New agency will be known as Scheidler, Beck and Werner, composed of following and their accounts departing from Duane Jones: Joseph Scheidler, vice president and account executive, Manhattan Soap account; Joseph Beck, account executive, Borden Co., and Paul Werner, Hudson Pulp and Paper Co. Eugene Hulshizer, secretary of Duane Jones, is understood to be joining firm with C. F. Mueller account.

Robert Hayes, former president, and Don Gill, vice president, will reportedly either join new agency or form one of their own.

Manhattan Soap Co. currently sponsors *One Man's Family* on 63 NBC-TV stations, and Hudson Pulp and Paper Co. underwrites *Bride and Groom* twice weekly on CBS-TV.

District 4 Opposes Sale of Network Break

NETWORK proposals to sell chain-break time and their slicing of radio rates drew wrath of NARTB District 4 members as first of annual district meeting series adjourned Friday at Roanoke, Va. (main story, page 23). Following up hot Thursday protests against rate cuts, members unanimously adopted resolution impressing on "all sources of program supply" need of stations to maintain economic stability.

District 4, traditional spawner of powerful protests, took equally violent stand against legislation sponsored by Sen. William Benton (D-Conn.). Benton measures would set up advisory board along censorship lines, limit TV licenses to one year and direct FCC to foster subscription broadcasting.

While resolution cracking network tactics

Business Briefs

REVLON BUYS BREAKS • Revlon's delectable Cream Lipstick, N. Y., through Liam H. Weintraub, N. Y., starting short paign using mostly chain breaks in se markets.

JOHNS-MANVILLE BUYING • J. Manville Inc. (building materials), cons ing sponsorship of TV programs for Sun Firm already airing *Bill Henry & Neu MBS* (8:55-9 p.m., Mon.-Fri.).

NEW P&G SERIAL • Procter & Ga (Joy and Spic & Span) initiating new day dramatic serial *Search for Tomorrow* CBS-TV network, Mon.-Fri., 12:30-12:45 beginning Sept. 3. Agency: Biow Co., I

DINAH SHORE SIGNED • Stokely Camp Inc., has signed Dinah Shore fo *Little Show* NBC-TV, Tues. and Thurs., 7:45 p.m. to replace John Conte sta either Nov. 20 or Nov. 27. Agency: C & Holden, Carlock, McClinton and Smith, York.

IRONRITE RENEWING • Ironrite Mt. Clemens, Mich., renewing sponsors *Hollywood Screen Test* over ABC-TV, days, 7:30-8 p.m., for 52 weeks, effective (Three affiliates have been added to ne list: WTVN (TV) Columbus, Ohio; K (TV) Omaha, Nebr., and WFAA-TV I Texas.

COMMUNICATIONS MEETING

CONSISTENT WITH military plans t date communications planning for emerg second conference of major radio and TV works, communications carriers and wire ices scheduled by Army Public Inform Division Aug. 30 at Pentagon, Washi Conference will discuss estimates of ex copy loads of radio and press in case t breaks out and plans developed by comm tions companies to meet emergency. A ing to announcement of conference, issu Col. E. M. Kirby, chief, Radio-TV Brat Army Information, plans include Signal furnishing such emergency assistance a sible.

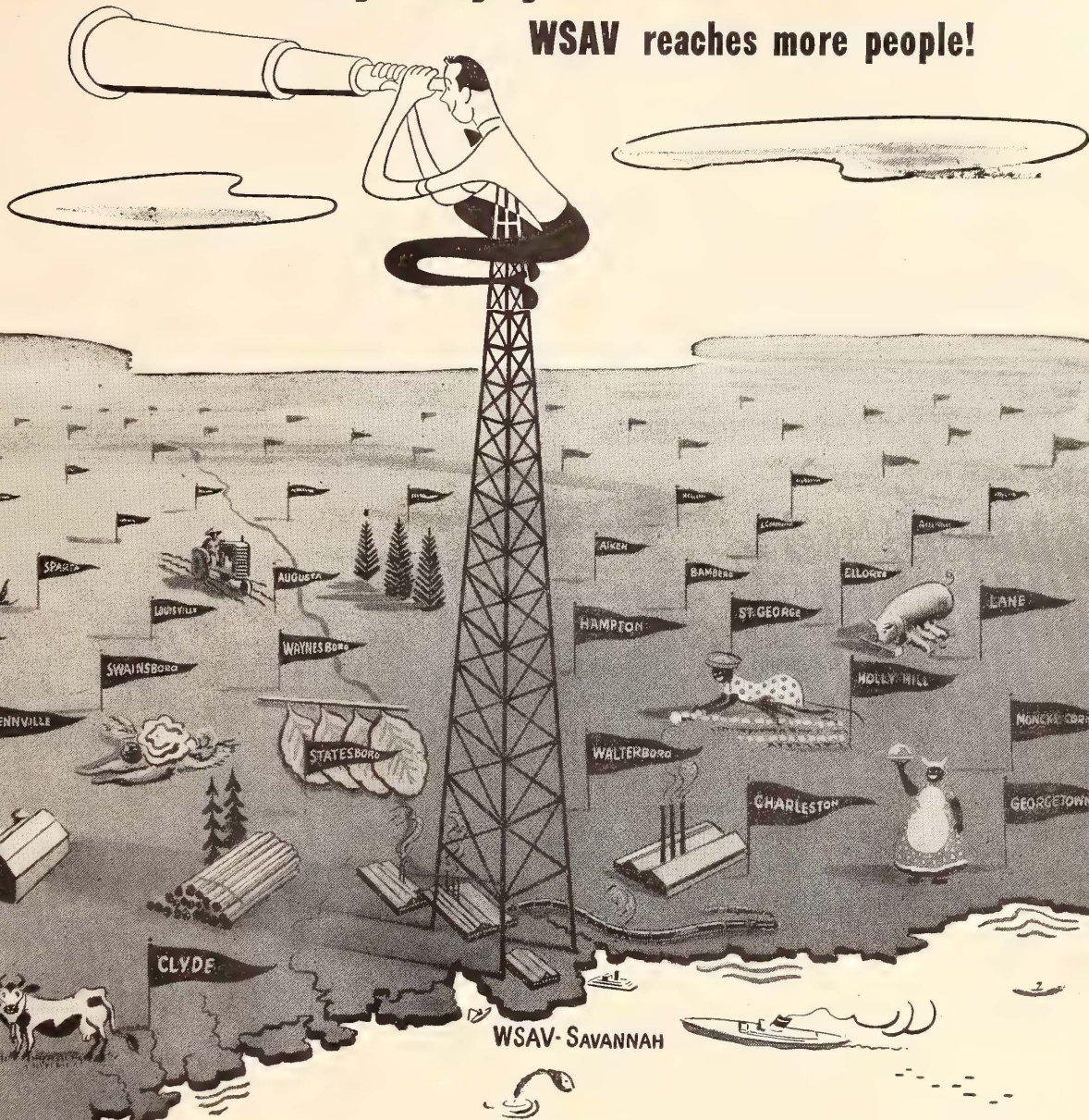
was couched in general language, del were openly resentful. Networks we minded radio set ownership has reached s tion stage, with medium "indispensable of the American way of life." Resolutio demned rate cuts, "Impingement upon signals heretofore recognized as withi province of the individual station, or int tion of practices which tend to dislocat gram structures, or any other acts whi appreciate the value of radio as an adve and public service medium."

Other resolutions lauded NARTE- test markets plan to show value of FM page 93); commended NARTB board i vitalizing association under leadersh

(Continued on page 94)

Any way you look at it

WSAV reaches more people!



COMPARATIVE ANALYSIS

Based upon Official Published Reports-BMB-Study No. 2.

For three subscribing Savannah, Georgia stations:

Subscribing Station:	Total BMB Radio Homes:	Total Weekly Audience Families:	Average Daily Audience Families:	Number Counties:
WSAV	D 143,670 N 109,100	D 82,080 N 53,850	D 57,009 N 33,786	D 42 N 29
Savannah Station "B"	D 106,860 N 83,320	N 46,070 D 65,810	D 46,163 N 31,578	D 28 N 20
Savannah Station "A"	D 51,880 N 44,800	D 30,470 N 28,430	D 19,323 N 16,996	D 7 N 3

Average Daily Circulation (ABC Reports):

Savannah Newspaper "M"—46,774

Savannah Newspaper "E"—23,807

It's **630** in Savannah



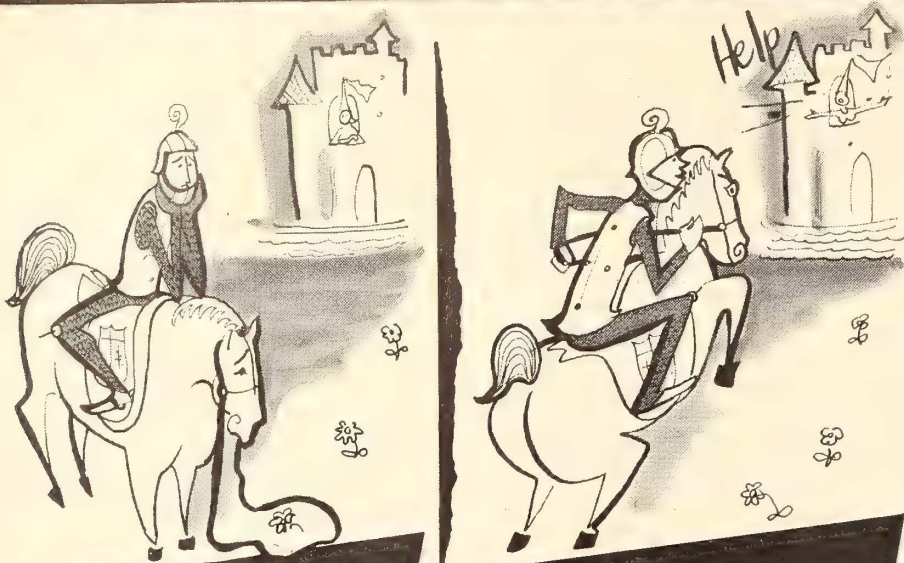
WSAV

630 kc.
5,000 watts
Full Time



Represented by Hollingbery

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET



Them WHAT SEE

Them WHAT HEAR

2 Markets

YES, EVER SINCE TIME BEGAN... (Way back when Knight-hood was in flower) there have been 'Them WHAT HEARD' and 'Them WHAT SAW!'. Today it has become possible to analyze to what degree that is so... THE FIGURES PROVE THAT (IN THE NORTHWEST) RADIO... and 'Them WHAT HEARD'... IS THE LARGER GROUP. In a recent, thorough investigation, Advertising Research Bureau (ARB) interviewed scores of persons who shopped in ADVERTISED stores, LEARNED that 54.5% of these people got their information exclusively by listening and only 33.2% by reading.

54.5% RADIO
12.3% BOTH
33.2% NEWSPAPER

LET US PROVE IT!
Clip this coupon and
receive the "Proof of
Putting"

This much is in the BAG

The XL Stations

Please send me your Booklet on "TWO MARKETS IN THE NORTHWEST"

Name.....

Business Address.....

City..... State.....



KXL **KXLY** **KXLF**
KXLL **KXLJ** **KXLK** **KXLQ**

Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles

SERVING THE PACIFIC NORTHWEST

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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Washington 4, D. C.

Telephone ME 102

IN THIS BROADCASTING

Rate Cut Resentment Flares at Roanoke

All-Out Radio Promotion Planned by BAB, World

Disc Programs Boom AM in the A. M.

More Stations in Black During 1950

John Blair & Co Realigns

More CBS Changes Announced

Station Penalties Mullied by Congress

Senate May Open Gambling Hearings

New Date Set for Hennock Hearing

Radio's Low Cost Cited at VAB Meeting

TELECASTING Starts on Page 59

DEPARTMENTS

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WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU: Taft Building, Hollywo and Vine, Zone 28, HEmpstead 8181; David Glic man, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0 James Montagnes.

BROADCASTING * Magazine was founded in 1931. Broadcasting Publications Inc., using the tit BROADCASTING * The News Magazine of the P Estate. Broadcast Advertising * was acquired in 1 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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BROADCASTING • Telecas

IN MID-PENNSYLVANIA

MORE PEOPLE



LISTEN TO

W O R K

YORK, PENNSYLVANIA

Rated as the number one station in this extensive mid-Pennsylvania area (Conlan and BMB), its recent power increase to 5,000 watts and far wider coverage is fast pushing it to an all-time high in popularity. Add to this the above-average population growth in this area (1950 Census figures) and the fact that rates have not increased. The result is a terrific sales opportunity for advertisers. Write now for information.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles



WORK

Est. 1932

York, Penna.

5000 Watts — Day
1000 Watts — Night

A S T E I N M A N S T A T I O N

COMPARATIVE NETWORK SHOWSHEET

	SUNDAY				MONDAY				TUESDAY				V	
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	
6:00 PM	Drew Pearson (273) R	How To—	Quaker Challenge of the Yukon	You Can't Take It With You S	Not in Service Mon-Fri. 6-7 p.m.	Metro Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (22)
6:15	Seeman Bros. Mon. Headlines (268) R	"	"	"	"	You and the World S	"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	"	"
6:30	Q.E.D. S	My Friend Irma	Nick Carter	Adventures of Archie Andrews S	"	No Network	"	"	"	No Network	"	"	"	No
6:45	"	"	(6:55-7) Murine Cedric Foster	"	"	P&G Ivory Lowell Thomas (101)	"	Sun Oil Co 3-Star Extra (34)	"	P&G—Ivory Lowell Thomas (101)	"	Sun Oil Co 3-Star Extra (33)	"	P&G Lowell Thomas (101)
7:00	Adam's Playroom S	Amer. Tob. Co. Guy Lombardo Time (191) R	Kellogg Wild Bill Hickok 7-7:25	The Quiz Kids S	Co-op Headline Edition	P&G, Oxy., Lava, Drell—Buelah (122) R	Co-op Fulton Lewis Jr. (324)	Pure Oil Co. News Time (33)	Co-op Headline Edition	P&G, Oxy., Lava, Drell—Buelah (122) R	Fulton Lewis Jr. (324)	Pure Oil Co. News Time (29)	Co-op Headline Edition	P&G, Drell—Buelah (122) R
7:15	"	"	News	"	Co-op Elmer Davis	P&G Tide Jack Smith Show (147) R	Dinner Date S	No Network Service	Co-op Elmer Davis	P&G—Tide Jack Smith Show (147) R	Dinner Date	No Network Service	Co-op Elmer Davis	P&G Jack Smith Show (147) R
7:30	Ted Mack Family Hour S	Fiesta	Affairs of Peter Salem	TBA	General Mills Lone Ranger (145) R	Campbell Soup Club 15 (154) R	Belltone Gabriel Heatter (302)	Miles Labs News of World (158)	General Mills Mr. Mercury	Campbell Soup Club 15 (154) R	Personna Blades Gabriel Heatter	Miles Labs News of World (158)	General Mills Lone Ranger (145)	Campbell Soup Club 15 (154) R
7:45	"	"	"	"	"	Am. Oil-Hamm. Ed. R. Murrow (103)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (155) H R	"	Am. Oil-Hamm. Ed. R. Murrow (103)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (155) H R	"	Am. Oil-Hamm. Ed. R. Murrow (103)
8:00	Stop the Music S	Coca-Cola Mario Lanza Show (193)	Singing Marshall	RCA Harris & Faye (168)	Man From Homicide S	Elec. Auto-Life Suspense (179) R	Hashknife Hartley	A A of RR's Railroad Hour (171)	Chance of a Lifetime S	Operation Danger	Count of Monte Cristo S	DuPont Cavalcade of America (155)	Bob. Barkley American Agent S	Mr. Barkley American Agent S
8:15	Stop the Music S	"	"	"	"	"	"	"	"	"	"	"	"	"
8:30	American Chicle Stop the Music (171)	Philip Morris Horace Heidt (179)	Enchanted Hour	U. S. Steel NBC Symphony	General Motors Henry Taylor	Lever-Lipton Godfrey Talent Scouts (159) R	8:30-8:55 Crime Fighters	Firestone Voice of Firestone (140)	Black Night S	C-P-P Shampoo, Shave Cream Mr.&Mrs. North (152) R	Official Detective S	Dangerous Assignment	Jack Smart Show S (eff. 9/19)	Ch. Smart Show S (eff. 9/19)
8:45	Lorillard Stop the Music (198)	"	"	"	World Wide Flashes S	"	"	"	"	"	"	"	"	"
9:00	Warner-Huonut Walter Winchell (281)	Elec. Cos. Coriss Archer (173)	Opera Concert	"	United or Not S	Lever—Lux Lux Radio Theatre (170)	Murder By Experts S	Bell Telephone Telephone Hour (168) R	Co-op Town Meeting	Wm. Wrigley Life of Luigi (179)	John Steele Adventurer	It's Higgins, Sir	Co-op Rogue's Gallery	He. Rogue's Gallery
9:15	Andrew Jorgens Louella Parsons (255)	"	"	"	"	"	"	"	"	"	"	"	"	"
9:30	Dr. Gino S	Garnation Co. Gated Hour (181)	Everett Holmes News	Mr. Moto S	Ghost Stories S	"	Co-op War Front—Home Front	Cities Service Band of America (97) N	"	Meet Millie	Mysterious Traveler	Pet Milk (150) Jack Pearl & Mimi Benzell	Co-op Mr. President	John. Mr. President
9:45	"	"	War Review	"	"	"	"	"	Chr. S. Monitor Views the News R	"	"	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (119)	Music For You	This Is Europe	\$64 Question *OT	Latin Quarter S	R. J. Reynolds Bob Hawk Show (172)	A. F. of L. Frank Edwards (132)	Boston "Pops" Orchestra *OT	Time For Defense S	Capitol Creakroom	A. F. of L. Frank Edwards (23)	Lever Bros Big Town (133)	Lawrence Welk S	Blu. Box
10:15	Gloria Parker Show S	"	"	"	"	"	I Love A Mystery	"	"	"	I Love A Mystery	"	"	"
10:30	Co-op George Sokolsky	Longines-Wittnauer Symphonette (148)	Solway String Quartet	American Forum of the Air S	Sterling Drug News (207)	Phillips Petro Rex Allen Show (67)	Bands For Bonds	OT	Sterling Drug News (207)	Robt. Q. Lewis Waxworks	Dance Orchestra	Philip Morris Bickersons (167)	Sterling Drug News (207)	Blu. Box
10:45	My Lucky Stars S	"	"	"	Dream Harbor S	Robt. Q. Lewis Waxworks	"	"	Dream Harbor S	"	"	"	Dream Harbor S	"
11:00	News S	News	News	News from NBC	Band S	News	Co-op Baukhage Talking	News from NBC	Band S	News	Co-op Baukhage Talking	News from NBC	Band S	"
11:15 PM	Thoughts In Passing S	Elmer Roper	Music	Clifton Utley	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	"

	SUNDAY				MONDAY - FRIDAY				SATURDAY					
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC		
9:00 AM	Milton Cross Opera Album S	Keyboard Concerts	Elder Michaux Happiness Hour	Co-op World News Leon Pearson	General Foods Breakfast Club (261) R S	Co-op News	Co-op Robt Hurlough	Skelly Oil News (27)	Co-op No School Today	Co-op News	(Network Opens 10 a.m.)	Coffee in Washington S	1:30 PM	No Ve
9:15	"	News S	"	We Hold These Truths	Swift & Co. Breakfast Club (316) R	Barnyard Follies S	Co-op Tell Your Neighbor	No Network Service	" S	Barnyard Follies S	"	"	1:45	
9:30	Voice of Prophecy, V&P Inc. (105)	E. Power Biggs	Christian Ref. Church Back to God	We Remember (9:30-10 Spl)	"	"	Harmony Rangers	"	"	"	"	Brown Shoe (124) Smilin' Ed McConnell	2:00	Goodn. Back B
9:45	"	"	"	Hudson Coal D&H Miners Spl (14)	Philco Corp. Breakfast Club (299)	"	"	"	"	Garden Gate	"	"	2:15	
10:00	Message of Israel S	Church of Air S	Radio Bible Class (310)	National Radio Pulpit S	Sterling Drug My True Story (216) R	Toni-Reid-Murdoch, A Godfrey (170) R	Co-op Cecil Brown (93)	P&G, Welcome Travelers (142)	No School Today Block Drug 10-10:15	Lee Kelton Orchestra (153)	Miscellaneous Program S	Mind Your Manners	2:30	Concert (eff.
10:15	"	"	"	"	"	Lever-Rinso Arthur Godfrey (174) R	Faith Our Time S*	"	No School Today	Galen Drake	"	"	2:45	
10:30	Negro College Choirs S	"	Voice of Prophecy (322)	Dr. Peale Art of Living S	General Mills Betty Crocker (202) R	Pillsbury, Godfrey (183) R	Dixieland Breakfast Club	Swift & Co* Red Foley Show (43) Spl	"	Make Way Youth	Leslie Nichols	Pet Milk Mary Lee Taylor (151)	3:00	This Arou Wor
10:45	"	"	"	News Highlights S	Philip Morris Modern Romances (228)	National Biscuit Arthur Godfrey (184) R	"	Campbell 10:30-11 Double or Nothing (132)	"	"	Helen Hall	"	3:15	
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Wm. Millman	Faithless Starch Time (33) Spl	The Romance of Evelyn Winters (148) S	Liggett & Myers Arthur Godfrey (191) R	Co-op Ladies Fair	Bristol Myers Break the Bank (167) M-W-F	Junior Junction S	Cream of Wheat Let's Pretend (153)*	Mert's Record Adventures	Hollywood Love Story S	3:30	Dr. Billy Ho Dec
11:15	"	"	Dixie 4 Quartet	Morning Serenade S	When a Girl Marries S	"	"	(T-Th. S)	"	"	"	"	3:45	
11:30	The Christian In Action S	Invitation to Learning S	N'western U Review S	UN Is My Beat S	Bristo-Myers Break the Bank (MWF)	Contnl. Baking Grand Slam (48)	Lorillard-Kraft* Queen for A Day	Prudential Ins Jack Berch (141)	Journey Into Jazz S	TBA	TBA	My Secret Story S	4:00	Gospel Old-F Revival
11:45	"	"	"	Carnival of Books	"	P&G Ivory Snow Rosemary (134)	"	Armour Dial Dave Garraway (166)	"	"	"	"	4:15	
12:00 N	News S	People's Platform	College Choirs	America United S	Prudential The Jack Berch Show S	General Foods Wendy Warren (151)	Miles Labs Curt Massey Time	No Network Service	101 Ranch Boys S	Armstrong Cork Theatre of Today (181)	Quaker Man on the Farm	Barriault Washington News	4:30	
12:15 PM	Brunch Time S	"	"	"	Servant Arthur Van Horn	Lever Bros. Aunt Jenny (139)	Lanny Ross S*	Pickens Party S	"	"	"	Public Affairs S	4:45	
12:30	Co-op Piano Playhouse	Howard K. Smith	Co-op Hazel Markel	The Eternal Light S	Not in Service	Whitehall Helen Trent (167)	Miscellaneous Program	No Network Service	American Farmer S	Pillsbury Mills Grand Gen.Sta. (155)	Georgia Crackers	US Marine Band	5:00	Samn Sunday
12:45	"	Richfield C. Collingwood (35)	Dawn Bible Frank & Ernest	"	"	Whitehall Our Gal Sunday (161)	Bob Poole Show	Songs by Eve Young S	"	"	"	"	5:15	
1:00	San Francisco Sketch Book (eff. 9/16) S	Book Assoc. Talks (63)	Papehart-Fransworth—News Vandeventer	Yesterday, Today & Tomorrow S	Co-op Paul Harvey	P&G Ivory, Spic & Span, Big Sister (144)	Co-op Cedric Foster	Homelowners S	Navy Hour S	Armour Stars Over Hollywood (183)	Soldier's Serenade	Allis-Chalmers Natl Farm & H Hour (168)	5:30	Go Greete (eff. 9/16)
1:15	"	String Serenade	Organ Moods	"	Co-op Ted Malone	P&G Oxydol Ma Perkins (153)	Luncheon with Lopez	Pickens Party Rpt	"	"	Jerry & Sky S	"	5:45 PM	

DAY		THURSDAY					FRIDAY				SATURDAY				
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC		
Repeat of Strips	News Bob Warren S	Not in Service	Metrol. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	Not in Service	Metrol. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	Roger Renner Trio S	Morton Salt Visitin' Time (6)	Harmony Rangers	Bob Warren News	6:00 PM	
"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	"	You and the World S	"	No Network Service 6:15-6:45	Una May Carlisle S	"	"	Earl Godwin's Washington	6:15	
"	"	"	No Network	"	"	"	No Network	"	"	Harry Wismer S	Dr. Pepper Sports Roundup (47)	Organ Music	NBC Symphony Orchestra	6:30	
"	Sun Oil Co 3-Star Extra (34)	"	P&G—Ivory Lowell Thomas (101)	"	Sun Oil Co 3-Star Extra (32)	"	P&G—Ivory Lowell Thomas (101)	"	Sun Oil Co 3-Star Extra (33)	Labor-Management S	Richfield L. Lesueur (35)	"	"	6:45	
Lewis Jr. (324)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G, Oxy., Lava, Drecht—Buelah (122) R	Fulton Lewis Jr (324)	Pure Oil Co. News Time (30)	Co-op Headline Edition	P&G, Oxy., Lava, Drecht—Buelah (122) R	Fulton Lewis Jr (324)	Pure Oil Co. News Time (33)	Labor-Management S	Dance Orchestra	Co-op Al Helfer	"	7:00	
Dinner Date	No Network Service	Co-op Elmer Davis	P&G—Tide Jack Smith Show (147) R	Dinner Date	No Network Service	Co-op Elmer Davis	P&G—Tide Jack Smith Show (147) R	Dinner Date	No Network Service	Co-op Bert Andrews	"	Twin Views of the News	"	7:15	
Heatter	Miles Labs News of World (158)	General Mills Silver Eagle S.B.L. (162)	Campbell Soup Club 15 (154) R	VCA Labs Inc. Gabriel Heatter	Miles Labs News of World (159)	General Mills Lone Ranger (145)	Campbell Soup Club 15 (154) R	Pearson Pharm. Co Gabriel Heatter	Miles Labs. News of World (159)	Space Patrol S	Tropical Trip	Comedy of Errors (7:30-7:50)	"	7:30	
Co-op Mutual Newsreel	Miles Labs One Man's Fam (155) H R	"	Am. Oil-Hamm. Ed. R. Murrow (103)	Co-op Mutual Newsreel	Miles Labs One Man's Fam (156) H R	"	Am. Oil-Hamm. Ed. R. Murrow (103)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (156) H R	"	"	7:50-8 State Farm Auto Ins Co., C. Brown	"	7:45	
Hidden Truth S	Pete Kelly's Blues	Newstand Theatre Players S	Wildroot F.B.I. (149) R	California Caravan S	General Foods Father Knows Best (156)	Defense Attorney S	Spade Cooley Show	Magazine Theatre	Man Called "X" S	Dancing Party S	Wrigley Gene Autry (176)	20 Questions	RCA, Musical Merry-go-Round (167)	8:00	
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15	
National Airport	Kraft Gildersleeve (155)	Hollywood Star Playhouse	Hall Bros. Hallmark Playhouse (174) R	Pal Blades Rod & Gun Club (133)	Dimension "X"	Equitable Life This Your FBI (286) R	"	Dance Orchestra	Nightbeat S	"	General Foods Hopalong Cassidy (eff. 9/22)	Take a Number	Magnificent Montague "OT"	8:30	
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45	
10 Plus S	DeSoto Plymouth Dealers, It Pays To Be Ignorant (167)	Old Gold Orig. Amateur Hour (232)	The Lineup	True or False	L&M Fatima Draget (167) R	Heinz Ozzie & Harriet (eff. 9/28)	Rayburn and Finch Show	Armed Forces Review	Inspector Thorne S	"	General Foods Gangbusters (Start 9/22)(152)	Hawaii Calls	TBA	9:00	
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15	
Family Theatre S	Am Gig & Gig The Big Story (174)	"	Nation's Nightmare	Co-op Reporter's Roundup	Gulf Refining Counterspy (118)	Bristol-Myers Mr. District Attorney (eff. 9/21)	"	Time For A Song	Mr. Keen Tracer of Lost Persons "OT"	"	Broadway Is My Beat	Lombardland U.S.A. S	Bob & Ray Show	9:30	
"	"	Foreign Reporter S	"	"	"	"	"	"	"	"	"	"	"	9:45	
of L. Edwards (33)	TBA	Operation Dixie	Dance Orchestra	A F of L Frank Edwards (23)	Amer. Tob. Co. Your Hit Parade (168)	Gillette Fights (eff. 9/7)	TBA	A F of L Frank Edwards (133)	Roy Shield & Co. S	Saturday at Shamrock S	Carter Prod. Songs for Sale (134)	Chicago Theatre of the Air S	"	10:00	
I Love A Mystery	"	"	"	I Love A Mystery	"	"	"	I Love A Mystery	"	"	Songs for Sale	"	TBA	10:15	
Dance Orchestra S	RCA Meredith Willson (168)	Sterling Drug News (207)	"	Dance Orchestra	TBA	"	Robt. Q. Lewis Waxworks	Dance Orchestra	On the Spot	Dixieland Jam-Bake S	Sterling Songs for Sale (Start 9/15)(134)	"	R J Reynolds Grand Ole Opry (162)	10:30	
"	"	Dream Harbor S	"	"	"	"	"	"	Pro & Con S	New Yorkers S	"	"	"	10:45	
Co-op Baukhage Talking	News from NBC	Band S	News	Co-op Baukhage Talking	News from NBC	Band S	News	Co-op Baukhage Talking	News from NBC	News	News	News	News from NBC	11:00	
N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Hotel Roosevelt (LA) S	Dance Orchestra	Dance Orchestra	Silver Jubilee	11:15 PM	

		MONDAY - FRIDAY				SATURDAY			
		MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS
our nation Music		Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Gems For Thought	P&G Crisco Dr. Malone (148)	Luncheon with Lopez	Co-op News George Hicks S	Luncheon With Lopez	Toni Co. Alias Jane Doe (151)
"		"	"	Not in Service	P&G Duz Guiding Light (150)	Harvey Harding Sings	Songs by Eve Young—Repeat	"	"
"		Report from Pentagon	The Catholic Hour	Co-op M. M. McBride	GF-Swensdown Mrs. Burton (75)	From the Windy City	Campbell Soup Double or Nothing (130)	Music of Today S	Hormel & Co. Music with H. Girls (115)
"		Co-op Bill Cunningham	"	"	P&G Tide Perry Mason (152)	"	"	"	"
"		Top Tunes with Trendler	Mutual Benefit Ins. Bob Considine (163)	News S	Toni Co. Nora Drake (158)	Say It with Music	General Mills Live Like A Millionaire (74)	Happy Hayloft S	The Chicagoans
"		"	The Girl From Paris	Frances Scully S	P&G Ivory Fl. Brighter Day (127)	"	Amer. Tob. Co. Banghart 2:55	"	"
adel ws		Bandstand U.S.A.	Hormel, Music with the Hormel Girls (45)	Family Circle S	Miles Labs. Hilltop House (141)	Co-op Poole's Paradise	P&G Life-Beautiful (154)	Pan American Union	Farm News
ur-ur ws		"	"	"	Col.-Palm-Peel Kings Row (50) R	"	P&G Road of Life (154)	"	Adv. in Science
ght odies		Air Force Hour	Am Dairy Assn. David Lawrence (167)	"	Pillsbury House Party (157)	"	P&G Pepper Young (158)	Roseland Ballroom S	Report From Overseas
"		"	Belmont Radio John C. Swayze (139)	"	"	"	P&G Right to Happiness (155)	"	Dance Orchestra
evens ow		Bobby Benson	The Saint S	Dean Cameron S	Col.-Palm-Peel Strike It Rich (141) R	Miscellaneous Programs	P&G Backstage Wife (143)	Marines In Review S	Stan Dougherty Orchestra
"		"	"	"	"	Tu. 5-5:30 Challenge of the Yukon S	Sterling Drug Stella Dallas (147)	"	Horse Racing
ay at phase		Under Arrest	U S Tobacco Martin Kane (167)	The Perfect Husband Co-op	Treasury Bandstand	B&D Chucklewagon 4:30-5	Sterling Drug Y. Widder Brown (147)	Concert of American Jazz S	Cross-Section USA
"		"	"	"	"	4:55-5 News	Mert's Record Adventures M-W-F 5-5:30	"	"
apation ee		The Shadow S	The Whisperer S	Big Jon & Sparkie S	To Music You Know M. W.	Quaker Chall. of Yukon Thurs. 5-5:30	Whitehall Just Plain Bill (137)	News S	Radio Reporter's Scratchpad
"		"	"	"	"	The Chicagoans Th-F St. Louis Mat.	5:30-5:55 Tu. & Th., Derby Sky King	Horse Racing	Treasury Bandstand
nge ers		Williamson True Detective Mysteries (487)	Now Hear This S	Fun Factory S	Top Tune Time	5:30-5:55 MWF Kellogg Clyde Beatty	P&G Lorenzo Jones (42)	Vacation Time	Dance Orchestra
"		"	"	"	"	"	Bob & Roy	Club Aluminum Club Time (20)	"

Explanatory: Listings in order. Sponsor, name of program, number of stations; S sustaining; R rebroadcast west Coast; TBA to be announced. Time EDT.

ABC
8:50-9 AM Mon.-Fri., Philip Morris, One Man's Opinion, 200 stations.
7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS
8:30-9:15 AM Sun., General Foods, Sunday Morning Gatherin', 107 stas.
8:30-8:45 AM M-F, General Foods, Renfro Valley Country Store, 68.
10:25-30 AM Sat., Economic Labs, Galen Drake, 179 stations.
11-11:05 AM Sat., Campana Sales Co. Bill Shadel News, 178 stations.
3:55-4 PM Mon.-Fri., Pillsbury, Galen Drake, 184 stations.
5:55-6 PM Sun., American Safety Razor Corp., Edw. P. Morgan, 148 stas.
12:55 PM Sat., Pillsbury Mills, Cedric Adams, 155 stations.

MBS
NOTE: Split network (4/16-9/30) from approx. 2-4 PM Mon.-Sun.; Network A, regular shows; Network B, baseball, related shows.
8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 434 stas.
8:55-9 AM Mon.-Fri., Les Higbie and the News, American Tobacco Co.
10:25-10:30, 11:25-11:30 AM Mon.-Fri., 12:25-12:30, 2:25-2:30, 3:25-3:30, 4:25-4:30 PM Mon.-Fri., Bab-O Reporter, B. T. Babbit Inc.
10:55-11 AM Mon.-Fri., Talk Back With Happy Felton, American Tobacco Co.
11:30-12 noon Tues., Thur., Kraft Foods Co., co-sponsors Queen for a Day.

NBC
OT — Operation Tandem, Whitehall, RCA and Liggett & Myers.
8-8:15 AM Mon.-Fri. Alex Drier, Skelly Oil Co. 27 stations.
9-9:15 AM, Sat. This Farming Business, Skelly Oil Co. 26 stations.
10:45-11 AM, Mon.-Fri. Hymn Time, General Mills, 10 stations.

BROADCASTING
The Newsweek of Radio and Television
TELECASTING

You Hear It Everywhere....



38,000 SQUARE MILES
496,810 RADIO FAMILIES!

That's The Kind of Coverage WBAL Gives You

WBAL can show you success story after success story to prove it **pays off when you buy radio time wisely.** In addition to the widest coverage and the largest listening audience in the Middle Atlantic area, WBAL offers constant program promotion over the air and in the Baltimore newspapers.

WBAL's expert merchandising staff works each day with dealer and store contacts; places point-of-sale displays; gets merchants to promote sponsors' products. In addition, WBAL "plugs" radio shows on WBAL-TV. These are the "extras" that bring results . . . the WBAL success stories.

50,000 Watts in Maryland

NATIONALLY REPRESENTED BY
Edward Petry and Co., Inc.

RADIO BALTIMORE

WBAL
NBC in MARYLAND

"The extremely successful showing of the 1951 DeSoto in Baltimore was due, in no small part, to the strong advertising campaign over WBAL.
WILLIAM RENNIX
DeSoto Dealers Ass'n. of B

"Thank you for the splendid job WBAL has done for us.
SETH W. HEARTF
Delvale Dairies, Inc.

"We definitely feel that WBAL's Kitchen Carnival has helped the sale of Mrs. Grass' Noodle Soups.
A. J. GRASS
I. J. Grass Noodl

"We have excellent reports of the fine job WBAL is doing to sell Windex and Drano.
L. A. AUE
The Drackett Con

"We are pleased with the way WBAL's Mollie Martin covers the important selling points of La France.
MARGARET WOODW
Foote, Cone & Belding

open mike



EDITOR: I would appreciate it very much if you could send me one of your BROADCASTING • TELECASTING television and . . . AM maps . . .

John Gordon
Radio-TV Director
Ruthrauff & Ryan
Cincinnati

EDITOR'S NOTE: Mr. Gordon and 15,000 other BROADCASTING • TELECASTING subscribers received new maps of AM, FM and TV stations in their annual MARKETBOOKS last week.

Poster

EDITOR: . . . I understand that a good many IBEW, AFRA and NABET contracts, recently negotiated, have been turned down by the Wage Stabilization Board insofar as wage increases are concerned. One of the recent turn-downs involved WK here in Cleveland. . . .

I wonder if it would not be news-worthy if you could get a list of the cases which the wage people have turned down in the last seven months. It might make good reading.

James C. Hanrahan
General Manager
WEWS (TV) Cleveland

EDITOR'S NOTE: Thanks to Mr. Hanrahan for his news tip which encouraged the story this issue.

Speed The Thaw

EDITOR: Since the FCC has partially melted the TV "freeze," by granting extra boosts to existing stations, would it not be entirely feasible to conclude that there will be little change in the allocation plan of March 23? If that is so, would it not seem practical for the Commission to authorize grants for the largest metropolitan areas, not served by television, with the proviso that if the allocations are changed as to those particular communities, stations would amend their applications accordingly? It seems to me that this would expedite handling of applications and would be of material assistance to consulting engineers, lawyers and equipment manufacturers. It would have the double virtue of providing additional TV service in underserved areas at the earliest practicable time and, at the same time, would give a lift to TV set manufacturers, now in the doldrums.

There would be another great advantage in the upcoming national elections, in my judgment, if a television so important an elementality in bringing the candidates to the people, additional stations in currently unserved areas would be in the position of

performing outstanding public service at the very outset of their operation.

I realize fully, of course, that this procedure could not be invoked until after the Nov. 26 deadline specified in the FCC's timetable. But prior to that, all of the spadework could be done, in preparation for a speedy thawing of the freeze. It would also separate the sheep from the goats, among those people who are talking television but who are not prepared to follow through.

Norman A. Thomas
Vice President
WDOD Chattanooga

Greenville Has Grown

EDITOR:

Just on the outside chance that it might be news to you there are three Metropolitan Districts in South Carolina.

True enough that Greenville made it this year for the first time and we did it by a rather gargantuan job of extending our city limits to embrace some good suburbs. But when we did it, we did it in a very big way and got in No. 1 position in the state, beating Columbia and Charleston all the way by population, homes, radio homes and percentage of radio homes.

Yet on page 7 of your MARKETBOOK you list only Columbia and Charleston as South Carolina Metropolitan Districts . . .

B. T. Whitmire
Manager
WFBC Greenville, S. C.

EDITOR'S NOTE: The U.S. Bureau of the Budget's "Standard Metropolitan Area Definitions" for June 5, 1950, latest official list, names only Columbia and Charleston. Greenville's annexation of surrounding suburbs occurred since the latest official definitions came out.

Star Spangled Cure-All

EDITOR:

The American way of life is rapidly fading away. . . . What can radio and television do to stop this tragic trend? . . .

Let each radio and video station take the same moment each day to play the national anthem. At that moment, there would be only one program, one song available for the entire nation by radio and video, the national anthem. . . .

R. B. McAlister
Co-owner
KICA Clovis, N. M.

RADIO activities at Canadian National Exhibition, Toronto, Aug. 24-Sept. 8, will be highlighted on Radio and Press Day at annual fair on Aug. 31. CNE will show latest in home receivers both radio and TV, as well as military communication equipment.



"...like selling refrigerators to Eskimos"

J. N. Blair & Company, Inc., of Sacramento, California, sponsors of the Fulton Lewis, Jr. program on KXOA, had this to say to the station:

"We've heard about selling refrigerators to Eskimos, and now KXOA has done almost the same thing for us through Fulton Lewis, Jr.

"As you know, we started with one spot a night. Eight weeks later we tripled our investment to buy three quarter-hours. Several personal friends didn't know we handled heating units until they heard the program. "The real pulling power of the show was tested when we advertised ice cream units in mid-winter—the nearest thing we know of to selling refrigerators to Eskimos. Fifteen minutes after the program we received eleven inquiries for further information!

"Fulton Lewis, Jr. and KXOA have certainly done a job for us."

The Fulton Lewis, Jr. program is "doing a job" for local advertisers on 372 stations. It offers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

WBIG'S SILVER ANNIVERSARY

Special Programs Hail 25th Year

ALL-DAY series of special broadcasts marked the observance Wednesday by WBIG Greensboro, N. C., of its 25th anniversary. Rededicating the station to its principles of public service, entertainment and education, WBIG carried program features typical of its first quarter-century.

Gilbert M. Hutchison, WBIG president and general manager, directed the celebration. Mr. Hutchison has headed the operation since death of Maj. Edney Ridge Jan. 13, 1949.

Commercial novelty centered around the voicing of advertising messages by the advertisers themselves.

Four of the original directors of the station and of Jefferson Standard Life Insurance Co. when the insurance company bought control of the property in 1934 took part in the program. They were Howard Holderness, president of the company; Joseph M. Bryan, first vice president and director; Julius C. Smith, vice president and general counsel, and Carl Jung, vice president in charge of agency operations.

History of Greensboro radio was featured in an evening program titled *Radio Since 1926*. Persons

active in local affairs participated. Mayor Robert Frazier, of Greensboro, was one of the participants. Mayor Frazier helped form WNRC, predecessor station, in 1926 and was active in organizing North Carolina Broadcasting Co. in 1930 when that firm took over ownership from Wayne Nelson, its co-founder with Mr. Frazier.

The present WBIG directorate took part in a special feature. Included were M. H. Crocker and Mrs. Edney Ridge, directors, and Mr. Hutchison as president-general manager. Three government levels participated in the feature. Governmental speakers were Federal Judge Johnston P. Hayes; Henry Bridges, state auditor of North Carolina, and Mr. Frazier.

This program, heard 10:45-11 p.m., closed with pledge of allegiance to the flag and a pledge by WBIG to its listeners and advertisers of better things to come.

Salutes were received from other North Carolina stations. Arthur Godfrey's morning program on CBS Radio carried a tribute and Warren Hull followed up on the CBS *Strike It Rich* feature. A Godfrey transcription was used.

Messages came from U. S. Sena-



KEY MIDDLEWEST women broadcasters go over plans in advance of the district meeting to be held in Omaha Sept. 29. At the planning board meeting of the American Women in Radio & Television at the home of Doris Murphy in Shenandoah (KMA Shenandoah, Ia.) are (l to r): Ann Hayes, KCJB Kansas City, Mo.; Belle West (seated on floor), KOIL Omaha; Martha Bohls, WOW-AM-TV Omaha; Bernice Currier, KMA; Doris Murphy; Betty Weir, KIOA Des Moines; Mayme Allison, KBON Omaha; Adella Shoemaker, KA

tors Willis Smith and Clyde R. Hoey as well as Reps. Thurmond Chatham and Carl T. Durham. Gordon Gray, president of the U. of North Carolina, sent a special message.

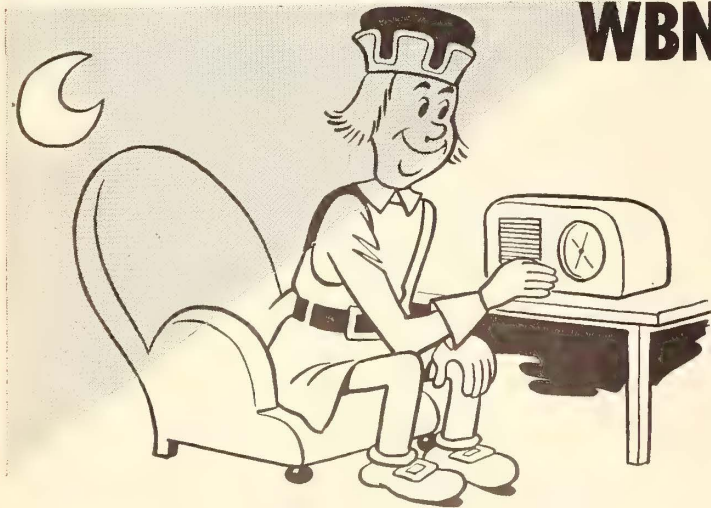
A musical and news program, 9-10:45 p.m., featured 25 top tunes of the quarter-century and an important news item for each year.

Opening feature of the anniversary

was a 25-year agricultural review at 6:05 a.m. by Chas. Lamb, Guilford County soil conservation agent.

Mr. Hutchison said the station's progress was a tribute to the late Maj. Ridge, a firm believer in public service. Under Maj. Ridge's guidance the station received local and nationwide recognition for its services, he said.

LATEST HOOPER REPORT SHOWS:



WBNS, Columbus, has the 20 top-rated programs — Day and Night

Keep company with the top-rated programs on Central Ohio's top station. Cash in on these ratings with your own spots and programs.

The 10 top-rated daytime shows on WBNS are: Helen Trent, Aunt Jenny, Arthur Godfrey Time, Omar News, News Round-up, Big Sister, Ma Perkins, Our Gal Sunday, Rosemary, Guiding Light; followed by the 10 top-rated night-time shows, including Chet Long, Godfrey's Talent Scouts, Lux Theatre, Suspense, Dr. Christian, F.B.I., Amos 'n' Andy, Boston Blackie, Lowell Thomas and My Friend Irma. That makes 20 out of 20 . . . a good batting average in any league. For time availabilities, write or call your John Blair representative.



WBNS IS
BATTING 1000 IN
THE BIG CENTRAL
OHIO LEAGUE

Source: May-June Hooperatings

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

PLUS
WELD-FM
Ask John Blair

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

LOCAL PILOTS

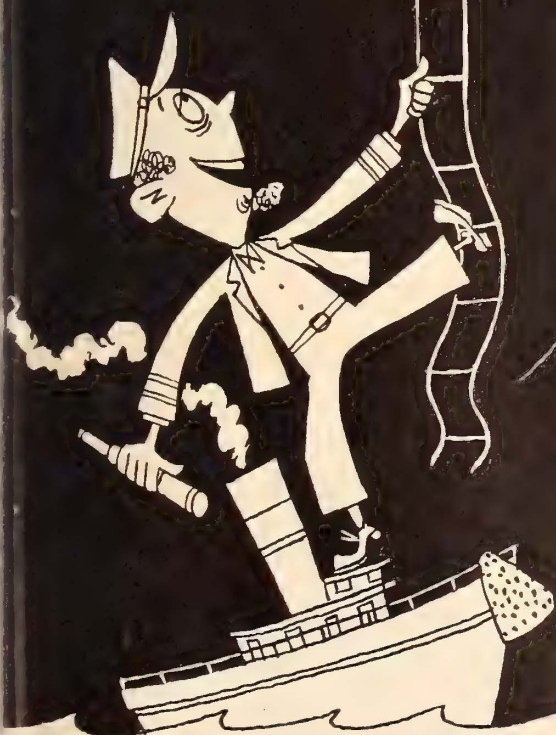
KNOW THEIR HOME WATERS BEST!

... and local advertisers are the best judges of the effectiveness of media in their own markets.

On every Westinghouse station, local advertisers are buying more time this year than last year.. even though local rates, in many instances, have increased. Local results prove that radio's value keeps growing!

Take the Philadelphia market, for example. As this is written, local time sales of Westinghouse Station KYW are 27.5 percent ahead of the corresponding period of 1950.

Timebuyers will be well advised to follow the lead of these local, on-the-spot advertisers.. not only in Philadelphia but also in Pittsburgh, Boston, Springfield, Fort Wayne, Portland, and their surrounding market-areas. For availabilities, check Free & Peters!



WESTINGHOUSE RADIO STATIONS INC

Serving 25 Million

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

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

Radio - America's Great Advertising Medium



KWFT
WICHITA FALLS, TEX.

620 KC
5,000 WATTS



KLYN
AMARILLO, TEX.

940 KC
1,000 WATTS

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

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.



agency

MICHAEL J. MADAR, vice president and director Lennen Mitchell, N. Y., named secretary. He has been with firm 23 years.

DWIGHT F. McCOLLISTER appointed vice president in charge of production Rollman, Cary & Rittenhouse, Cincinnati. He formerly operated his own art studio.

ARTHUR BURNS, manager CJAD Montreal, named president Associated Adv. Agency Ltd., Montreal.

ANN JANOWICZ, timebuyer BBDO, N. Y., to Benton & Bowles, N. Y., as timebuyer on General Foods and Best Foods accounts.

RAY REX, chief copywriter Rex Adv. Co., Detroit, named product manager.

DAVID J. GILLESPIE Jr., Kenyon & Eckhardt, N. Y., named associate media director.

VIRGINIA CRAWFORD, Eastern Advertising agencies, to Lockwood Shackleford, S. F., as media and traffic director.

NORMAN ROBBINS, copy writer Sullivan, Stauffer, Colwell & Bayl, N. Y., to Hewitt, Ogilvy, Benson & Mather, N. Y., as copy supervisor.



on all accounts

APIONEER'S pioneer in radio as well as advertising, Leo H. Rosenberg, vice president of Foote, Cone & Belding in Chicago, appeared on what is believed to be the first regularly-scheduled broadcast and celebrates this year his 25th anniversary with the agency which began as Lord & Thomas & Logan.

Mr. Rosenberg, a quiet man with a pixie humor, gave returns in the Harding-Cox presidential race on the wireless for the first time in 1920. CBS's Ed Murrow asked him to deliver them again in his third album of the documentary record, "I Can Hear It Now." NBC requisitioned his services also for its first telecasting of election returns in 1940, when Mr. Willkie challenged FDR.

Leo Rosenberg maneuvered around and about the agency business before actually entering the fold. A native of Montgomery, Mo., where his father ran a general store, he lived in Iola, Kan., and St. Louis before moving to Chicago. While attending Englewood High School, young Rosenberg picked up book money by selling Cutler's shoes, "any shoe in the house for

\$3." The turnover, he recalls, was enough to satisfy the most avacious salesman because the shoes were so cheap a half-way popular girl could wear out a pair in two weeks of dancing.

Interested primarily in literature and writing, he nevertheless succumbed to the wishes of his father and majored in electrical engineering at Chicago's Armour Institute of Technology. He managed, however, to elect two years of English. The youngest in his class to be graduated (21), he applied himself with the diligence which characterized him since, carrying, one period, 43 out of a possible 44 hours of courses in a week. Five hours homework night plus labs each afternoon and lecture from 8:30 until noon netted him a B degree.

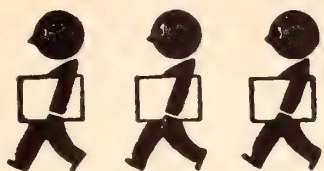


Mr. ROSENBERG

After graduating his—and McGraw Hill's—circulation increased as he moved with zest through the "field," his portion including Louisiana, Texas and Oklahoma. Elated in his first venture from the family hearth, Mr. Rosenberg was rewarded personally but not

(Continued on page 82)

beat



OWARD W. WILSON to Tatham-Laird, Chicago, as merchandising manager, from Lady Esther Ltd., where he was general sales manager. He is former director of sales promotion at Ruthrauff & Ryan.

FEUART HENDERSON BRITT, personnel director McCann-Erickson, N. Y., appointed vice president and director of research Needham, Louis Brorby, Chicago.

ON THOMAS, Galloway & Thomas, Washington, appointed account executive Kronstadt Adv. Agency, Washington.

DM HICKS, executive TV producer Geyer, Newell & Ganger, N. Y., to Dancer-Fitzgerald-Sample, N. Y., in radio-TV department.

ATHERINE HURLEY, McGraw-Hill Publishing Co. Inc., S. F., to Alport O'Rourke, S. F., as account executive.

LBERT L. BURTON, assistant to president Irwin Vladimir & Co. Inc., N. Y., to agency's S. F. office, as executive assistant.

D M. FLOM to Marvin Gordon & Assoc., Chicago, as production manager.

AN WADE RINDLAUB, vice president BBDO, N. Y., invited to address National Assn. of Food Chains 18th annual meeting in Washington Sept. 23-27.

ONA CLARK, framework writer on CBS *Lux Radio Theatre* for J. Walter Thompson Co., Hollywood, named publicity director succeeding **DE LEIGHTON**, transferred to radio and TV department of agency.

Changes of address: **J. J. WEINER Co.**, S. F., moves offices to 149 California St., S. F. **GEORGE E. S. THOMPSON**, Oakland, moves to 108 Lakeshore Ave., same city. **ALPORT & O'ROURKE**, S. F., moves to 15 Post St. Telephone number is YUkon 2-3161. **AVERY & BRUJIERE Adv.**, S. F., moves to 681 Market St. Telephone remains Jkon 6-0181. **KIRKLAND, WHITE & SCHELL**, Atlanta, Ga., moves to new offices at 101 Marietta St. Telephone remains LAMar 3682-3. **ARNER, SCHULENBURG, TODD & ASSOC. Inc.**, St. Louis, move to larger quarters at Court House Plaza, Clayton 5. Telephone is ELmar 8892.

UGH BENSON, Blaine-Thompson Co., N. Y., to Roy S. Durstine Inc., N. Y., as public relations and publicity director. Associated with Mr. Benson will be **KATHRYN GRIMES**, previously with Blaine-Thompson, and **ROGER YOUNG**, formerly with Paramount News.

ROTHY DORAN, assistant to head of radio and TV publicity department N. W. Ayer & Son., N. Y., and **WILLIAM LEWIS**, Maxon Inc., N. Y., married Aug. 17 in New York City.

CHARLES TRACEY Adv., headed by **CHARLES TRACEY**, eastern advertising executive, will open offices in S. F. and Hollywood in near future.

M. DANCER, president and board chairman Dancer-Fitzgerald-Sample Adv. Agency, attended opening of firm's western affiliate, Dancer-Fitzgerald-McDougall Inc., S. F. President of new affiliate is **CHARLES H. DOUGALL**. Offices are located at 114 Sansome Street, S. F. **MARILYN EDWICH**, BBDO, S. F. to media department Dancer-Fitzgerald-McDougall.

OMAS O. MORRIS, Jr., account executive Ruthrauff & Ryan Inc., Hollywood, named director of public relations Prudential Insurance Co. of America, Newark. **DICK JAMES** replaces him at Ruthrauff & Ryan.

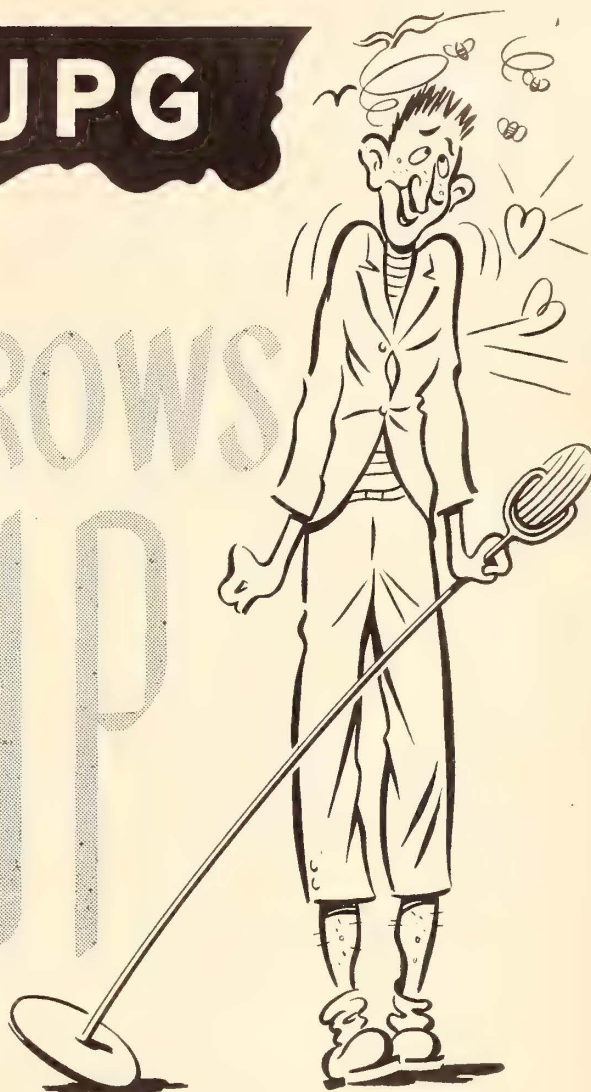
RL R. SUTPHIN, account executive for ABC network sales department, appointed radio and TV account executive for BBDO, Chicago, on Libby Frozen Foods (Libby, McNeill & Libby) account.

GENE E. BLACKWELL, assistant advertising manager Hoover Co., Chicago, to McCann-Erickson, Chicago, as sales promotion manager.

BROADCASTING • Telecasting

WJPG

GROWS UP



With a New Full Time Schedule

Serving over 200,000 people in the Green Bay area with music, news, sports and farm news. Programs which are really merchandised!

"More Reason to Listen, Oftener"

AND your best buy in Wisconsin's 3rd Market! Listeners stay tuned to us, because we stay tuned to them!

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

Green Bay, Wisconsin

Ask McGillvra, N. Y. and Chicago or Wire Us

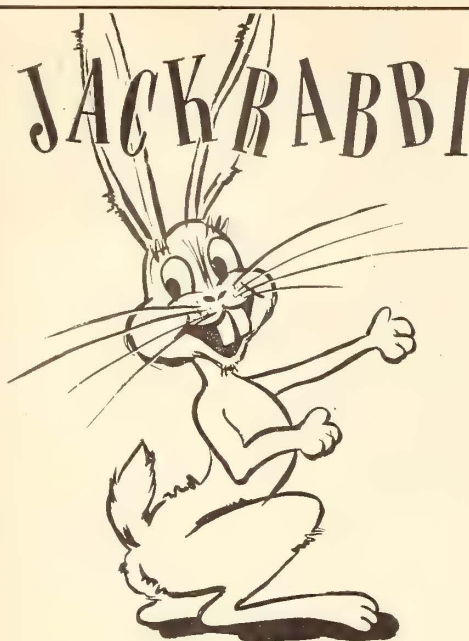
New Additional Hours Presently Means

New Availabilities — — and Choice!

1000 WATTS DAYTIME

500 NIGHT

JACK RABBITS....



Maybe

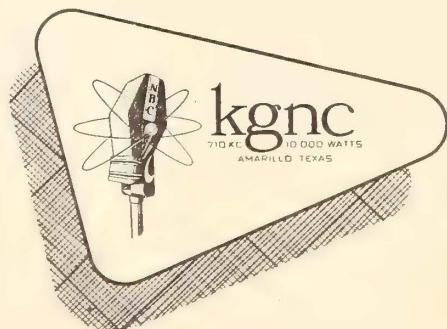
But what a lot of
LETTUCE
they've got;

MARKET	Population Rank	Groceries, Confect'ry, Meats —1948 Wholesale Sales
AKRON	40	\$15,866,000
AMARILLO	162	15,686,000
WICHITA	85	15,531,000
PEORIA	76	13,416,000
ALBUQUERQUE	117	7,397,000

*Figures From Printers' Ink, May 25, 1951

Where there's money, there's a market!... And KGNC is the only medium that reaches and delivers the green-backed Amarillo market!

P. S. The AMARILLO WHOLESALE MARKET is the largest non-TV market in Texas, New Mexico and Oklahoma.



Represented Nationally by the O. L. Taylor Company

new business



Spot . . .

HOLIDAY ON ICE Inc., N. Y., preparing radio spot announcement to be used in United States, Mexico and South America, to promote 1952 edition of "Holiday on Ice" show. Transcriptions are being prepared by Columbia Recording Corp. Agency: Walter McCreery Inc. N. Y.

W. A. SHEAFFER PEN Co., Ft. Madison, Iowa, offering its dealers a no charge series of 16 slides in 35mm size for 20-second TV spot announcements. They are available through company salesmen. Copy covers back-to-school, Christmas and gifts of Sheaffer TM (thin model fountain pens).

MILLER BREWING Co., Milwaukee, in cooperation with local distributors sponsoring Chicago Bears-Cleveland Browns football game from Chicago, Sept. 9. Game will be carried by special network.

DEARBORN SUPPLY Co., Chicago, which is introducing its new product Chlor-O-Creme, a chlorophyll face cream, in Chicago-area radio and TV tests, plans to use more broadcast media when test is complete and results analyzed. Agency: Tim Morrow Adv., same city. Mr. Morrow is account executive.

CASITE Corp., Hastings, Mich. (oil additive for autos), will use radio and TV spots in 164 markets from mid-September for 13 weeks. Agency: Keeling & Co., Indianapolis.

UNION STARCH & REFINING Co., Columbus, Ind., testing its new product, Pennant Reddi Starch, with three TV participations weekly in Indianapolis for indefinite period. Agency: H. W. Kastor & Sons, Chicago.

Network . . .

ARMOUR & Co., Chicago, renews *Dial Dave Garroway* on full NBC radio network for 52 weeks from Sept. 3 through Foote, Cone & Belding, same city. Show is aired daily 10:45-11 a.m. CT.

SKELLY OIL Co., Kansas City, renews quarter-hour on NBC split network of 28 stations Mon.-Sat. for 52 weeks through Henri, Hurst & McDonald, Chicago. NBC News Commentator Alex Drier is heard five days weekly, and *This Farming Business* on Sat., both from 7 to 7:15 a.m. CT.

NATIONAL OPTICS Co., N. Y. (Rayex night glasses), sponsors 15 minute news commentaries by Sidney Walton Thursday and Sunday on 72 ABC radio stations. Agency: Huber Hoge & Sons, N. Y.

JACOB RUPPERT BREWERY, N. Y., to sponsor *Candid Camera* starting today (Monday) on WJZ-TV New York, Monday-Wednesday-Friday 7:15-7:30 p.m., for 52 weeks, replacing *Broadway Open House* which was cancelled effective Aug. 24 on NBC-TV. New series to be seen in N. Y. and Boston only. Ruppert to buy time in other cities. Agency: Biow Co. N. Y.

CLUETT-PEABODY, N. Y. (shirts), now sponsoring Don Ameche alternate Thursdays on ABC-TV, considering sponsorship of Herb Shriner among others, in new autumn series. Agency: Young & Rubicam, N. Y.

VITAMIN CORP. OF AMERICA, Newark (Rybutol), begins 52-week sponsorship of Chet Huntley newscasts on 45 ABC Western Network stations, Tuesday, 5:30-5:45 p.m. (PST). Agency: Milton Weinberger Adv. Co., L. A.

KINGAN PACKING Co., N. Y., buying *Arthur Godfrey's Digest* to start Oct. 14, Sunday afternoon on CBS. Agency: Warwick & Legler, N. Y.

LESLIE SALT Co., S. F., Sept. 17 starts sponsorship of *The Breakfast Gang* on full Don Lee network of 45 stations, Mon., Wed., Fri. 7:15-7:30 a.m. (PDT). Contract for 52 weeks. Agency: Long Advertising Service, S. F.

GREYSTONE PRESS, N. Y., for its legal publications, will sponsor TV

(Continued on page 79)

BROADCASTING • Telecasting

Now we are three



WJIM
LANSING

WGFG

KALAMAZOO BATTLE CREEK

JOIN **NBC** SEPT. 30

These three rich Michigan markets now available to NBC advertisers for the first time.



WOOPS!!

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

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

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

FIRST in WASHINGTON
WRC
 5,000 Watts • 980 KC
 Represented by NBC SPOT SALES



feature of the week



Stepping out of the proverb into the china shop, the bashful bull enjoys the air-conditioning while Mr. Monroe tries to coax a few comments. Keeping a safe distance in the background are (l to r) Jack Towery, of Kunkle's Gift Shop; Bill Ford, KENT advertising department; Mr. Kunkle, Bob Conwell, of the Chamber of Commerce, and an unidentified policeman.

* * *

IT ALL started with a friendly after-dinner conversation between Joe Monroe, disc jockey for KENT Shreveport, La., and John Kunkle, owner of the local Kunkle's Gift Shop.

Some persons have the failing of "putting their foot in their mouth" during off-hand conversations. Mr. Kunkle was different. By

opening his mouth he managed—literally—to put a bull in his china shop!

Mr. Monroe, it seems, won a bet from Mr. Kunkle that the Shreveport Sports would win a three-game baseball series from the Beaumont (Tex.) Roughnecks.

If the Sports won the series, Mr. (Continued on page 77)



strictly business



Mr. MULLIGAN

INSTITUTIONAL rather than product advertising is the vein of public opinion mined by Ralph C. Mulligan, managing director of the Bituminous Coal Institute.

As director of BCI, the public relations division of the National Coal Institute, his job is to make friends for the bituminous coal industry.

An important vehicle of BCI's public relations is radio. The institute spends an average of \$40,000 annually in the medium, principally for its 15-minute newscast, heard weekday evenings over WMAL Washington. When Congress is in session, the program is called *Congress Today*; otherwise it is listed as *Washington Today*.

All but one minute of the newscast is devoted to unslanted news, (Continued on page 77)



If it's ears you are need'n
The kind that are heed'n



Commercials, just as they should;
Before proceeding . . .



Pick the station that's leading.
In Greater Grand Rapids, it's WOOD



Why is WOOD terrific?
Ask Katz to get specific.

In Greater Grand Rapids . . .
most ears are WOODpecked



- WOOD appeals Greater Grand Rapids most diversified audience
- Covers Michigan's est inland market
- Gives you lowest per thousand
- Gives you best programming and motion
- Is Greater Grand Rapids' only 5000 station

For the best earful in
Greater Grand Rapids .

WOOD

GRAND RAPIDS, MICHIGAN
5000 WATTS • NBC AFFILIATE

Also WFDF — Flint, Mich., WEOA — Evans Ind. WFBM — Indianapolis, Ind.
National Representatives
Katz Agency, 488 Madison Ave., New York, N.Y.

MR. SPONSOR:

*Folks
hereabout
love
Tigers...*



**....AND WJBK, THE KEY STATION
IN THE TIGER BASEBALL NETWORK**

The kind of Tigers we're talking about make their mark with baseball bats in Detroit, a town whose metropolitan area holds a baseball fan club over 2½ million strong.

In case you didn't know, the Tigers represent Detroit in the American League ... and WJBK, for the third straight year, is the key station of the network that carries the Tiger broadcasts.



A baseball fan club over 2½ million strong carries a lot of wallop in the "Sales League." For a "Sales League" fourbagger, metropolitan Detroit is the ball field and WJBK is your best bat.

Get the facts on this home-run sales story now. Your local Katz Agency man will show you how to bat 1.000 in Detroit's buyers league.

WJBK

-AM
-FM
-TV

DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2458

Represented Nationally by THE KATZ AGENCY, INC.

WOW! ZIV's NEW SENSATION

IRENE

DUNNE AND FRED MACMURRAY

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

"BRIGHT STAR"

FIVE DISTINCT
IDENTIFICATIONS
FOR YOU

Including Three Full-Length
Selling Commercials!

EACH HALF-HOUR
PROGRAM A COMPLETE
EPISODE!

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



NEVER BEFORE HAS
A NEW SHOW CAUSED
SO MUCH EXCITEMENT!

SHOW IS THE INDUSTRY!

STATIONS ARE
WIRING

FOR THESE TWO GREAT
HOLLYWOOD STARS!

AGENCIES ARE
PHONING

FOR THIS GREAT
AUDIENCE-BUILDING HIT!

SPONSORS ARE
GRABBING

FOR THE TOP SHOW
IN THEIR MARKET!

DICTATE A WIRE
BEFORE
YOUR MARKET
IS GONE!

FREDERIC W.

ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

**NORTH CAROLINA
IS THE SOUTH'S**

No. 1 STATE

AND

**NORTH
CAROLINA'S**

**No. 1
SALESMAN
IS**

NBC WPTF
also WPTF-FM

50,000

WATTS

680 KC.

AFFILIATE for RALEIGH-DURHAM and Eastern North Carolina

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

North Carolina

Rates More Firsts In

Sales Management Survey

Than Any Other Southern State.

More North Carolinians Listen

to WPTF Than to Any

Other Station

BROADCASTING

TELECASTING

Vol. 41, No. 9

WASHINGTON, D. C., AUGUST 27, 1951

\$7.00 A YEAR—25c A COPY

RATE CUT RESENTMENT

Flares Anew at Dist. 4 Meeting

BEHIND - SCENES resentment of radio stations over network rate cuts broke out into the open once more last week as NARTB District 4 delegates called on the association to protect their interests against cheapening of the medium.

Taking up where they left off at Chicago last spring, NARTB members meeting at Roanoke, Va., Thursday - Friday engaged in a lively debate over what position the association should take in the rate-cutting crisis.

The District 4 members got the annual series of NARTB meetings off to a flying start as they spoke plainly and heatedly about the blows they have taken as a result of network rate adjustments.

They gave their new president, Harold E. Fellows, a rough time by putting him on the spot in the controversy, but he emerged with a burst of applause after answering the questions directly and suggesting the convention should not take any action that would hamper the work of the independent Affiliates Committee that was formed at Chicago.

Subjects Wide-Range

For two days the largest of all NARTB districts (Va., N. C., S. C., District of Columbia and contiguous counties) heard talks and took part in panels covering the gamut of broadcast problems.

Television occupied a formal place on the district meeting agenda for the first time in association history as Thad Brown, NARTB TV director, recited current problems facing that industry. This was followed by a panel discussion in which radio broadcasters asked questions that were answered by telecasters (see separate story page 32).

Broadcast advertising section of the meeting was held Friday afternoon, headed by William B. Ryan, president of Broadcast Advertising Bureau (story page 46).

Mr. Fellows made his district meeting bow with a discussion of NARTB's plans for expanded service to the membership. He then called for questions, and really got them.

Walter J. Brown, WORD Spar-

tanburg, S. C., touched off the rockets by asking President Fellows if NARTB was doing anything "about making networks have more appreciation of their affiliates?"

The new president said he had just written to Murray Grabhorn, head of the National Assn. of Radio & Television Representatives, answering an open letter demanding that NARTB do something about the rate-cutting crisis.

In his reply, Mr. Fellows said, he told Mr. Grabhorn the NARTB board had decided the association had no right to take part in a fight between affiliates and networks. NARTB has no more right to join the fight than to take part in a contractual controversy between a representative and his client, he

wrote. The association represents an entire industry, he explained.

Mr. Brown contended the association should do something, but agreed the problem was a delicate one.

Edgar Kobak, consultant and NARTB board member, recalled formation of the Affiliates Committee and said it has a \$16,000 fund.

"I'm giving you the decision of the board," Mr. Fellows said. "The board would not let Judge Justin Miller, board chairman, preside at the meeting that led to formation of the affiliates group."

That reminded Mr. Brown that he was a member of the resolutions committee named by District 4 Director Harold Essex, WSJS Wins-

ton-Salem, N. C. He asked if a resolution calling for action would be out of order.

Again on the spot, President Fellows said he personally felt a name-calling resolution might not help the Affiliates Committee.

Asking Mr. Fellows if networks are broadcasters, Edward A. Allen, WLVA Lynchburg, Va., active some years ago in forming a group of independents, claimed NARTB is "straddling the fence."

In a reply to another question from Mr. Allen, the president said NBC pays \$5,000 a year as an associate member and NBC-owned-and-operated radio and TV stations pay around \$40,000.

Since networks as such are not
(Continued on page 91)



GROUP AT Virginia Assn. of Broadcasters BMI Clinic (l to r): Harold E. Fellows, NARTB president; James H. Moore, WSLS Roanoke; Charles Mark, Johnny Mercer,

WHAP Hopewell; John Tansey, WRVA Richmond; Horace Fitzpatrick, WSLS; Joel Carlson, Campbell Arnoux, WTAR Norfolk. (Story on VAB meeting, page 93.)

RADIO UNITY GROWS BAB, World Plans Set

BAB PRESIDENT William B. Ryan disclosed last Thursday that BAB "has developed and will soon issue a detailed master plan enabling the whole industry simultaneously to achieve the kind of teamwork" displayed by radio stations of Tulsa and Detroit, respectively, in their local alliances for cooperative promotion of radio [BROADCASTING • TELECASTING, Aug. 10].

World Broadcasting System, meanwhile, announced that "in line with the growing movement" to re-emphasize radio's vital service, it has started work on a special package of "sell radio" promotional material which it will distribute to its more than 800 affiliates as WBS's contribution to the industry-wide campaign. The package, including discs by name

personalities, will stress the theme "Listen! Wherever You Go, There's Radio," which also will be the tagline closing all future WBS library programs.

Mr. Ryan said details of the BAB plan, in the development stage for two months, are tentatively set for announcement within two weeks.

Ryan Telegram

Work on the industry-wide blueprint was revealed in a telegram Mr. Ryan sent the chairman of the Detroit and Tulsa groups offering congratulations "on the wonderful news that the broadcasters in your (respective communities) have joined together for the promotion of radio as an advertising and public service medium."

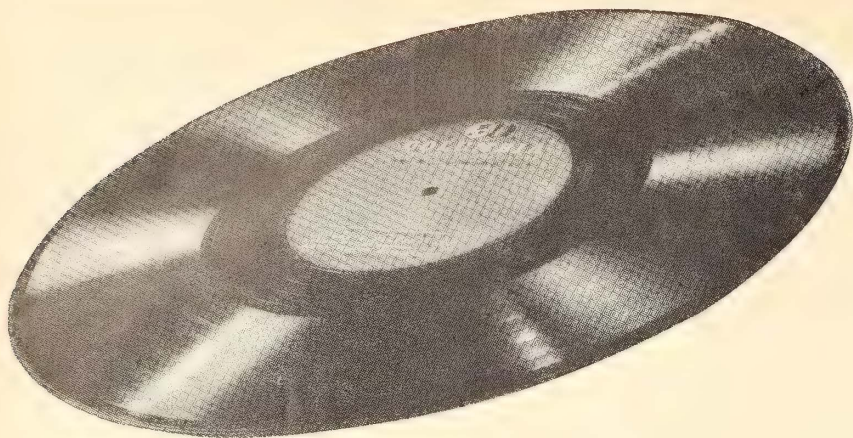
Discussing the plan to be issued by BAB, Mr. Ryan said commu-

nity station cooperation should involve: (1) frequent meetings of station operators and pooling of resources, (2) audience promotion campaigns, and (3) active public-service campaigning.

The World Broadcasting System announcement, detailing plans for its "sell radio" package, said WBS is "joining wholeheartedly in a forceful and aggressive campaign to re-emphasize the vital character of radio's services."

Backbone of the package is a series of announcements designed for use during station breaks, etc. Those who already have transcribed such material include Robert Q. Lewis, Bud Collyer, Andre Baruch, Ken Roberts, Norman Brokenshire, Ed Herlihy, and Frank Gallop. Each one, after

(Continued on page 36)



AM IN THE A.M.

BOOMS TO NEW HIGH

MORE PEOPLE are listening to the radio between 6 and 9 a.m. each day this year than ever listened before.

Surprised? You needn't be, because that statement is based on a special study made for BROADCASTING • TELECASTING by the A.C. Nielsen Co. and is well authenticated by carefully prepared figures from the entire United States.

In all parts of the nation the early morning man is thriving and he is doing even better since television entered the picture than he did in 1946 when there were only 10,000 TV sets in the whole country.

Music, news, the time, weather reports and friendly easy chatter are his stock in trade. The format varies slightly from coast to coast.

The sponsors eat it up. Hardly a morning man, and there's at least one on every station, lacks sponsors. Many are sold out and the station's commercial department proudly surveys a waiting list of eager advertisers who want to "participate" at the comparatively low morning rates.

The happy state of the morning man is even more surprising when the student of statistics takes a look at evening time. There the average audience has dropped from 39% of sets in use in 1946 to 26.3% in 1951.

Many factors play their part in the booming business of the disc jockeys. America has the early

AVERAGE AUDIENCE RADIO SETS IN USE—MARCH MONDAY THROUGH FRIDAY

	1946(†)	1947(†)	1948(†)	1949	1950	1951
6-7 a.m.	3.7%	4.1%	4.0%	3.9%	3.7%	4.6%
7-8 a.m.	10.4	12.0	13.0	13.7	12.2	13.7
8-9 a.m.	16.7	18.4	19.5	19.6	19.7	19.6
Average	10.3	11.5	12.2	12.4	11.9	12.6

ALL DAYS

8-9 p.m.	42.9	45.5	44.1	43.6	36.9	28.1
9-10 p.m.	42.7	44.5	43.9	42.0	35.9	28.2
10-11 p.m.	31.5	35.4	34.6	33.5	27.7	22.6
Average	39.0	41.8	40.9	39.7	33.4	26.3

(†) Nielsen radio index sample covered 63% of total U. S. in '46-'48, by population; 100% since then. In both periods, time zone distribution evenly matched census figures. By city size, '46-'48 sample favored metro.

areas, if anything. e. g.:
'46-'48 '49-'51
Metro. 44% 32%
Medium 27 32
Small-rural 29 36
So current TV area distortion not much of a factor.

morning music habit and the average men or woman turns on the radio automatically while shaving the overnight stubble or frying the breakfast eggs.

But one of the principal factors which cannot be overlooked is the morning man himself, whose personality sells him and his sponsors' products to a huge and loyal audience day after day.

Let's look at a few who are typical.

* * *

TOP O' THE MORNING

Top morning man at WEEI Boston was the master of ceremonies at the station's inaugural broad-

cast Sept. 30, 1924—Carl Moore.

It was just another job to Mr. Moore, who is those days was song-plugging in Boston's Tin Pan Alley. It was a sudden call to an emergency spot and he filled it with all the aplomb which keeps his programs top rated to this day.

He is completely informal, never uses a script, and composes on an average of two parodies a day which he sings to some popular melody.

On the air at 7 each morning except Sunday with his *Top o' the Morning* show he sings and talks to his listeners to his own piano accompaniment. From 8:30 to 9:30 a.m. he returns to the air as m.c. of *Beantown Varieties* which includes a vocalist, Gloria Carroll, the Azales Trio (westerns) and a nine-piece orchestra conducted by Frank Bell. Two years ago, under the name *Coffee Club* the program was put on the CBS eastern network.

The program provides a rare opportunity for personalized selling. Such sponsors as The Borden Co. and Wilson Canned Meats have used it as a theme around which to hold sales meetings. Other sponsors include Colgate's, *Saturday Evening Post*, Wilson's Canned Meats, The First National Bank, General Electric, and the Boston & Maine Railroad.

In 1950 the New England Life Insurance Co. offered a copy of an editorial printed in its house organ titled "What is a Boy" over the program. The single offer brought more than 400 requests to WEEI and an uncounted flood to the of-

fices of the firm. The insurer's comment was: "This WE deluge was the biggest response from the Boston area, although the essay was read over three other stations and was printed in the daily newspapers."

* * *

SHOPPING WITH THE MISSUS

Jim Conway, top morning man on WBBM Chicago, is on the air from 7:30 to 9 a.m. Mon.-Fri. with a number of satisfied sponsors.

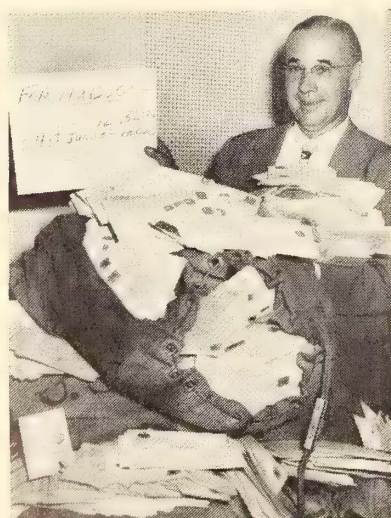
On the first half hour with a music and chatter program Conway extolls the virtues of Meister Brau beer for Peter Haber Brewery (first quarter hours, Mon.-Wed.-Fri., at cost of \$792 which includes an hour show on Saturday and New York Central (last quarter hour, Mon.-Wed.-Fri., \$534.60).

Starting at 8 a.m. Mr. Conway emcees *Shopping With the Missus* sponsored by the Milnot Co., Ltd., field, Ill., which makes Milnot, milk substitute. The show features interviews with housewives who are tape recorded in grocery stores and super markets in the greater Chicago area, with merchandise prizes given for questions answered.

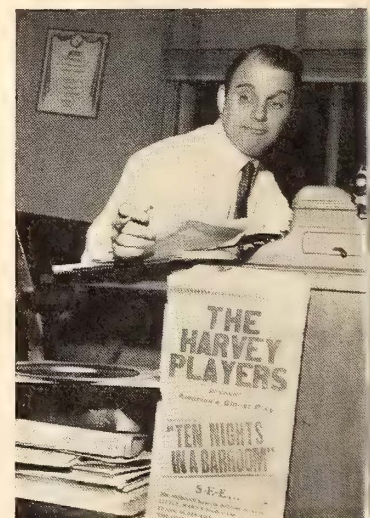
Unusual feature of the Milnot arrangement is that Mr. Conway's account executive for the product at Henri, Hurst and McDonald agency. Milnot assumes the entire sponsorship of this show and pays \$891 weekly for the time. Marshall Hauser, advertising and sales manager of Milnot, says "Conway's



Ralph Story, KNX Los Angeles, and Christmas mail he collected for charity.



John Gambling, WOR New York, is deluged with responses to Hudson napkin offer.



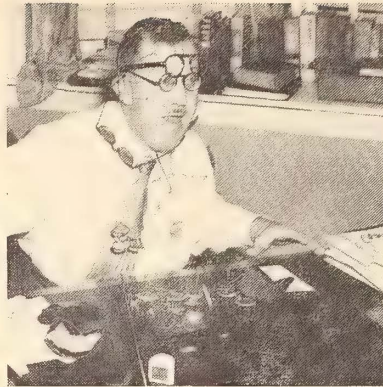
John Harvey prepares script for KQED San Francisco show.



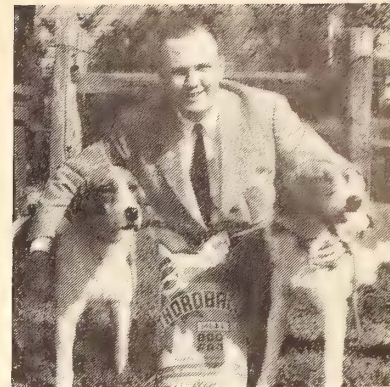
Fran Pettay m.c.'s "Music Hall" on WJR Detroit.



Carl Stutz (r), disc jockey, gets ready for his WRVA Richmond show.



Henry Dupre, WWL New Orleans, took Optical Week pretty hard.



Tom McCarthy broadcasts from his living room for WKRC Cincinnati.

easy friendliness and sincerity make him Milnot's number one salesman on the air."

Since high school in Milwaukee Jim Conway wanted to go into radio. He specialized in voice studies and made an intensive study of diction, radio and tone control. In 1942 he came to WBBM as a staff announcer. His warm, friendly personality was quick to make a name for him on the station and he acted as m.c. on many well-known shows. Soon after he entered the Navy and served as a flying instructor until his discharge in 1946. After the war he rejoined WBBM and was assigned to the *Shopping With the Missus* program which immediately re-established him as a favorite.

* * *

TOM MCCARTHY

Tom McCarthy talks to his large morning audience over WKRC Cincinnati, 6:15-7:45 a.m., direct from his farm home in Clermont County, Ohio. It is not surprising that the conversation on his music and chatter program deals principally with farm subjects.

There is a wide range of music on the program starting with popular and ranging all the way to Grand Opera. While the combination may be unorthodox there is no doubt that the customers like it. They also like to hear of the fortunes and misfortunes of the McCarthy beagle hounds, nine cats, two horses, six cows, sixteen hogs and a flock of chickens. The condition of the McCarthy crops is more widely known in the area than that of any other farm.

Everything on the McCarthy

show is informal and friendly. If one or more of the four McCarthy children wander into the living room during the broadcast they promptly get into the act and more often than not steal the spotlight.

Judging from the products he has sold on his show and the people who have bought them it is evident that his popularity is as great in the city as on the farm. Among his long-time sponsors are Verkamp Corp., Bayer Aspirin, Ibold Cigar, Thorobred Co. (dog feed), L. T. Patterson (automobiles), Barq Bottling, Farm and Home Center, Ohio Appliances, Phil Steward (RCA appliances), Plough Inc. (Mexana).

The show is currently sold out with a waiting list of sponsors. Rates for one minute spots are \$20 before 7 a.m. and \$30 after with frequency discounts.

MUSIC HALL

The *Music Hall* emceed by Fran Pettay is an example of the best in morning programming at WJR Detroit. Broadcast 7:15-8 a.m. and 8:30-9:15 a.m. Mon.-Fri. and from 7:15-7:30 a.m. and 8:15-9 a.m. on Saturdays, it is a disc show with time, weather, and a minimum of chatter between music.

Mr. Pettay has a sincere manner and a soft, pleasing delivery. He avoids perpetual chatter. He is a 17-year veteran of radio and has handled the *Music Hall* for the past two years.

The show is loaded with "blue chip" participating sponsors including Bristol Myers, Stanback, Procter & Gamble, Colgate Palmolive-Peet, Excell Labs, Lever Bros., National Biscuit, Kasco Mills, Hills Bros., Griffen Mfg. and others. The Mennen Co. sponsors 15-minute segments of the pro-

gram thrice weekly.

One of the recent successes of the program was for Chap-Ans. After a total of six announcements over a two-week period offering free samples the firm received over 6,000 returns. The cost was \$342, which amounted to 5½¢ per reply. Lawrence Gumbinner, agency on the account, called this "an excellent return—certainly concrete evidence of the station's far-reaching listening." The mail breakdown showed that Detroit and its suburbs accounted for 20% of the total returns. The state of Michigan showed 5,000 returns, Ohio 872 returns, Indiana 69 and Pennsylvania 35.

WJR enjoys a heavy commercial morning schedule from 5:30 a.m. right up to CBS-Arthur Godfrey time at 10 a.m.

* * *

TOP OF THE MORNING

Ad-libbed commercials are the secret of the Ralph Story morning success on KNX Los Angeles.

A perfectionist in programming his 5:25-6 a.m. record-news-chatter show for KNX and his 8-8:15 a.m. show to the Columbia Pacific network, Mr. Story tailors his commercials to fit the program and the mood of his audience.

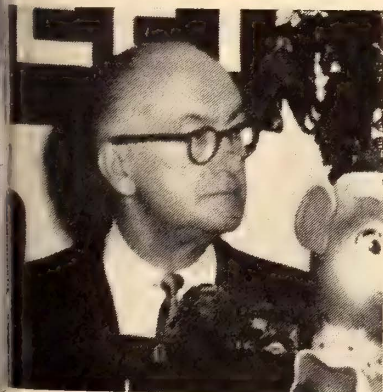
From his first broadcast for the station on Valentine's Day, 1949, Mr. Story has thrown away the book as far as advertising copy is concerned. Every advertiser's message is presented in conversational style to avoid the repetitive "slugging" of his audience that is a basic part of much pitch copy. Mr. Story capitalizes on intimate and in-

(Continued on page 56)

Morning shows are sold at comparatively low daytime rates. Typical examples are the following average one-time rates in ten of the nation's top markets.

AFFILIATED STATIONS							NON-AFFILIATED STATIONS						
NEW YORK, 4 stations	SB	1M	5M	15M	30M	1 Hr.	NEW YORK, 11 stations	SB	1M	5M	15M	30M	1 Hr.
	95.75	114.50	129.75	259.50	389.25	648.75		20.92	28.41	50.39	103.64	163.41	276.98
CHICAGO, 5 stations	63.10	88.00	123.75	198.00	303.60	506.00	CHICAGO, 10 stations	16.80	18.75	37.22	61.39	100.33	167.00
PHILADELPHIA, 5 stations	32.80	34.60	47.90	91.80	139.20	229.20	PHILADELPHIA, 5 stations	12.80	11.60	19.80	41.00	62.60	108.00
LOS ANGELES, 5 stations	47.44	55.14	68.17	114.47	171.40	285.67	LOS ANGELES, 6 stations	9.00	10.50	18.30	32.50	51.58	84.75
DETROIT, 4 stations	49.59	51.15	84.00	168.00	252.00	420.00	DETROIT, 2 stations	21.00	32.50	55.00	90.00	125.00	225.00
BALTIMORE, 4 stations	26.38	27.75	40.00	80.00	120.00	200.00	BALTIMORE, 4 stations	7.53	10.58	20.89	35.51	60.31	102.20
CLEVELAND, 4 stations	28.25	31.88	48.00	96.00	144.00	240.00	CLEVELAND, 4 stations	9.67	12.17	23.62	44.50	66.75	111.25
ST. LOUIS, 4 stations	33.62	49.12	57.67	99.50	154.25	248.75	ST. LOUIS, 4 stations	10.00	14.40	21.38	41.50	65.75	119.00
WASHINGTON, 5 stations	19.12	24.12	30.37	60.75	91.00	151.87	WASHINGTON, 3 stations	15.00	16.00	25.00	45.00	70.00	116.67
BOSTON, 3 stations	36.33	45.33	69.50	120.33	189.67	241.25	BOSTON, 6 stations	14.71	16.49	28.08	55.42	84.25	141.08
(All figures from Spot Rate Finder, 1951 BROADCASTING • TELECASTING MARKETBOOK.)													

(All figures from Spot Rate Finder, 1951 BROADCASTING • TELECASTING MARKETBOOK.)



Carl Moore: a WEEI Boston personality for 27 years.



Mac McGuire is in charge of "Start the Day Right" on WIP Philadelphia.



Curt Ray is the "Clock Watcher" of KMOX St. Louis.



Jim Conway goes "Shopping with the Missus" on WBBM Chicago.

JONAS WEILAND, 38, veteran broadcaster, met a tragic death Wednesday in a plane crash.

Operator of WINZ Hollywood, Fla., near Miami, Mr. Weiland was flying a new amphibian plane he had acquired recently.

He crashed off Miami Beach in full view of the resort's seaside crowds.



According to best information, he had been flying to his new transmitter site, where four out of six towers for a 50 kw operation were already up.

Mr. Weiland WINZ got a CP for 50 kw day (10 kw N) on 940 kc only last month. The station is five years old.

NARTB Shocked

Members of NARTB Dist. 4 were shocked Thursday to hear of

World Shows

WORLD Broadcasting System, New York, has produced a special half-hour Labor Day program for its affiliates, *We Owe Our Glory to Their Toil*. Program, which features transcribed readings by Walter Huston and Robert Montgomery, describes the historical background of the labor movement and its contributions. At the same time World announced release to its affiliates of a 15-minute bonus series, *Football Time*, featuring football music, local sports personalities and gridiron history.

the accident at their Roanoke, Va. meeting.

Mr. Weiland entered broadcasting in 1936 when he got a grant for WFTC Kinston, N. C.—one of the youngest broadcasters then in the business. Later he helped establish WSSV Petersburg, Va., in which he had a 48% interest. In addition he had taken part in the formation of WMVA Martinville, Va.

War Duty

Mr. Weiland got his pilot's license in 1940 and served with the Civil Air Patrol on anti-submarine duty during World War II.

He leaves his widow, Mrs. Lenore Davis Weiland, two daughters and a son.



Inking contract for the Red Wing coverage is John Stroh, president of the Stroh Brewery Co. Looking on are (l to r): A. H. Ritter, vice president, Zimmer, Keller & Calvert Inc., agency handling the account; H. W. Calvert, executive vice president ZK&C; John Shenefield, secretary Stroh Brewery; Jack Adam, Red Wing, mgr. ➤

TIME SALES

FOUR radio networks combined gross time sales in July totaled \$11,733,804, down 4.5% from the \$12,292,779 billed in July of 1950, according to figures released for publication today (Monday) by Publishers Information Bureau. For the year to date the 1951 total is down 1.8% from the same period last year, the figures being \$107,232,580 for January-July 1951 and \$109,231,899 for the like period of 1950.

MBS is the only radio network to show increased time sales in July of this year over July of last; MBS and CBS both have greater

Networks July Total Down 4.5%—PIB

gross time sales for the first seven months of this year than they had in the like period of 1950. PIB breakdown by networks for the month and the year to date, 1951 and 1950, is shown in the table below.

	July		January-July	
	1951	1950	1951	1950
ABC	\$ 2,265,297	\$ 2,267,233	\$ 19,655,369	\$ 21,740,769
CBS	4,401,797	4,512,915	43,650,557	40,574,812
MBS	1,347,841	1,057,200	10,207,749	9,550,844
NBC	3,718,869	4,455,431	33,718,905	37,365,474
TOTAL	\$11,733,804	\$12,292,779	\$107,232,580	\$109,231,899

TENNIS MATCHES

Spalding To Sponsor

A. G. SPALDING & Bros., New York, will sponsor the play-by-play description of the national tennis championships from Forest Hills on a special "custom built" coast-to-coast radio hookup. This marks the eighth consecutive year that Spalding has sponsored the event.

The play-by-play reporting will be handled by Lev Richards and Bob Thomas, tennis sportscasters. The match will be heard on more than 35 stations with WQXR New York acting as the key station feeding the other outlets. Games will be broadcast 3-5 p.m. Sept. 2-3.

The games will be publicized in advance by widespread newspaper publicity, courtesy announcements by the stations, posters and streamers in dealers' stores and tennis and golf clubs.

Commercial announcements will promote not only Spalding but the services of all interested in tennis. The major mention will be given the Spalding-made Wright & Ditson tennis ball.

RED WING GAMES

Sponsored by Stroh Brewery

PLAY-BY-PLAY coverage of the Detroit Red Wing home hockey games, will be sponsored for the third consecutive year by the Stroh Brewery Co. The game will be carried over a 16-station extended radio-TV network.

WJBK Detroit will serve as the key station for the radio coverage with Al Nagler handling the broadcasts. Mr. Nagler will also do 15-minute resume of all game the team plays away from home.

WJW-TV Detroit and WJLH-TV Lansing will carry the television end of the games, starting at 10 p.m. WJW-TV will serve as key station in the video coverage, and its Sportscaster Bud Lynch will handle the play-by-play description.

Broadcasts will begin Oct. 1 when the Wings tangle with the Boston Bruins. Radio stations carrying the broadcasts are:

WHRV Ann Arbor, WBCK Bat Creek, WBBC Flint, WHDF Houghton, WJMS Ironwood, WIBM Jackson, WHLS Port Huron, WSGW Saginaw, WSOO Sault Ste. Marie, WDMJ Marquette, WMQ Iron Mountain, WAL Alpena, WMBN Petoskey, WTCM Traverse City and WATT Cadillac.

ZIV SALES

'Bright Star' in 97 Markets

FIRST week of selling for Fred W. Ziv Co.'s forthcoming *Bright Star* transcribed radio series featuring Irene Dunne and Fred MacMurray [BROADCASTING • TELECASTING, Aug. 13], resulted in contracts placing the program in 97 markets, Ziv Executive Vice President John L. Sinn announced last week.

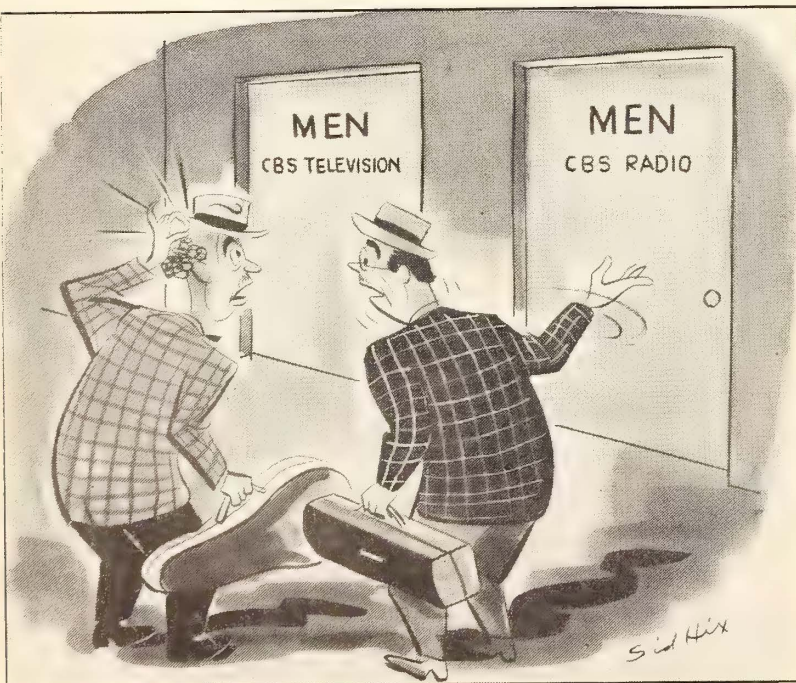
At the same time the company announced an expansion of its sales force with the appointment of Harold W. Falter, former general manager of WVXI Biloxi, Miss., and Marion A. Stoneking, former sales manager of KELO Sioux Falls, Iowa. Mr. Falter will have headquarters at Memphis; Mr. Stoneking, at Sioux Falls.

In the initial week's selling of *Bright Star*, to be released in broadcast starting Sept. 24, many market sponsors included:

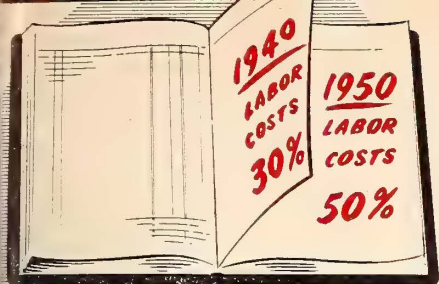
Hudepohl Brewing Co., Cincinnati, which signed for the series in 10 markets in Ohio, Indiana, Kentucky and West Virginia. Hudepohl agency is Stockton, West & Burkhardt Agency, Cincinnati. Southwestern Public Service Co., Amarillo, bought the series for 16 cities in Texas, New Mexico and Oklahoma.

Gill Leaves Jones

FOLLOWING the preceding week's shakeup at Duane Jones Co., New York, when five executives were discharged [BROADCASTING • TELECASTING, Aug. 20], Don Gill, vice president, resigned from the agency last week. He did not reveal his future plans.



Drawn for BROADCASTING • TELECASTING by Sid Hix
"But what'll I do? I'm on a simulcast."



More Stations in Black

DESPITE RISING COSTS

THE number of radio stations operating at a loss in 1950 was well below 1949, despite television's impact, and this favorable trend is continuing in 1951, NARTB District 4 delegates were told Friday morning at the opening district meeting (see main story page 23).

Richard P. Doherty, NARTB employe-employer relations director, presented his annual analysis of station operating costs and income at the meeting. Afterward he conducted a series of informal panels on budgetary control and wage stabilization, featured by case histories. Tabulations for the operating cost analysis were compiled by Dr. Kenneth H. Baker, NARTB research director.

The financial health of both radio and television improved in 1950, according to Mr. Doherty.

Taking up the status of broadcasting, he said 1950 radio station revenues "rose markedly" during the 12-month period. In 1949, he said, 33% of stations operated in the red whereas in 1950 slightly fewer than 25% of stations lost money.

"There is no reason to believe that 1951 will not be just as good as 1950," he declared.

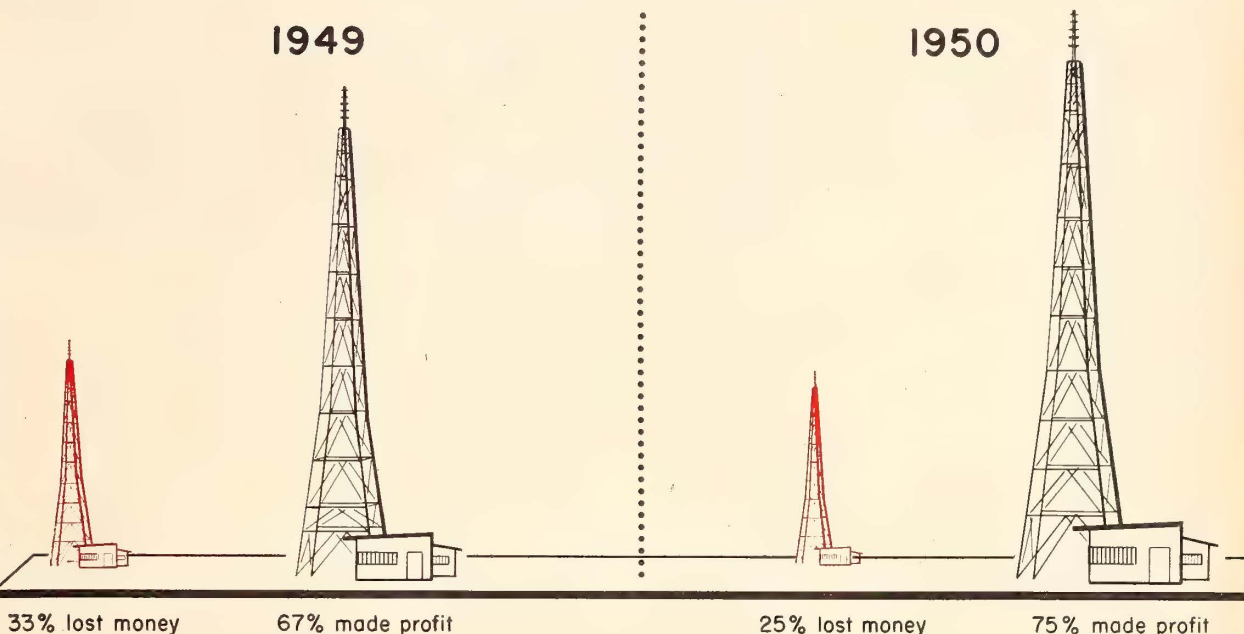
Costs continued "very high" in 1950, Mr. Doherty said. As to revenues, he said income per station had increased last year in all of the five major areas of the nation.

Local, Regional Outlets Fare Best of All

Local and regional stations, and stations in small and medium-size cities, enjoyed the best revenue records last year, he explained. On the other hand, average per-station revenues in 1950 for large stations and stations located in large cities were a little under 1949, presumably because of TV's impact in such cases.

In the case of TV stations, revenues continued their sharp upward trend for video outlets as a whole. However, the majority of TV stations operated at a loss in 1950 though this loss was noticeably reduced in comparison with 1949.

Discussing radio operating costs, Mr. Doherty said these costs will continue to be high—just about as high as a year ago. The main factor in high costs is labor and personnel, he said, though most



other operating costs per unit continue to rise.

"Over the last ten years total broadcast revenues for the industry as a whole slightly more than tripled," Mr. Doherty said. "The industry's total labor bill rose nearly fivefold, however. In the period just before World War II (1939-40) average total labor costs of the industry equaled 30% of total revenue.

Radio's Labor Increase Typical of All Industries

"By 1950 labor costs had risen to slightly over 50% of revenue. Radio is not unique in facing steadily rising wage scales and heavier labor costs. Virtually all segments of American industry are on an inflationary escalator as far as wage payments are concerned."

No person can quarrel that average weekly salaries in radio have

risen in proportion to the trend in general wage levels and cost of living, according to Mr. Doherty. He noted that in the past decade the value of the dollar has declined and this has affected all industry.

Solution for Radio Is More Difficult

Radio stations face a difficult problem in meeting higher costs when revenues are not rising just as rapidly, he declared, because the solution can't be found in mechanization as in other industries.

Only solution for broadcasters, he explained, was to obtain increased output per-employe per-dollar spent. He offered five methods of meeting the problem of rising costs:

- (1) More efficient operations.
- (2) Better arrangement of work among the staff.

- (3) More competent personnel.
- (4) Elimination of wasteful featherbedding and unsound work restrictions.
- (5) Better staff morale.

With few exceptions no radio station can be operated profitably for less than \$45,000 per year, Mr. Doherty said, calling that figure the "irreducible minimum." In those cases with revenue under \$50,000, he found, 80% are losing money. Only in the \$50,000-\$75,000 category is there a reasonable opportunity for a fair profit, his analysis disclosed.

"The answer?" Mr. Doherty asked rhetorically.

"Have a small, well-integrated and competent staff." Here he called on a number of broadcasters to explain how they arranged the work load.

Cost Ratios Vary According to Region

West Coast stations can expect higher cost ratios, he predicted, noting that costs are highest in that part of the nation. Next highest regions are North Central and Northeastern states. Costs reach their lowest in the South Atlantic and Southwest, he said, with the latter at the bottom of the list.

The majority of TV stations should make a profit in 1951, Mr. Doherty predicted, despite the fact that 25%-30% are still in the red.

At the same time he said the vast majority of radio stations are in the black. The survey indicates this trend will continue.

RADIO WAS HEALTHIER in 1950 than in 1949, with 75% of all stations reporting a profit, as compared with only 67% the year before.

BUT COSTS ARE RISING TOO. Labor costs equalled less than a third of total revenue in the period just before World War II. They were equal to half the total revenue in 1950.

THE BEST PROFIT-INSURANCE is to increase output per-employe per-dollar spent. Here's a report of the why's and how's by Richard P. Doherty, employe-employer relations director of NARTB.

BLAIR REALIGNS

Continues Expansion Plan

JOHN BLAIR, founder, president and principal stockholder of John Blair & Co., national radio representative, will become chairman of the board Sept. 1 in the first major change of executive structure since the company's organization 18 years ago.

Richard D. Buckley, vice president and manager of the New York office, will become president, and Robert E. Eastman, account executive in the New York office since 1943, will become a vice president and New York sales manager.

"The changes which we have made in our executive lineup represent a continuation of a plan of expansion which we set up three years ago," Mr. Blair explained.

"At that time, after considerable study, and contrary to much industry opinion then, we became convinced of the true competitive nature of radio and television. We therefore set up Blair-TV Inc., headed by William Weldon as president, as an entirely separate business to handle television alone. Blair-TV was the television industry's first exclusive national representative.

Objects of Blair-TV

"The formation of Blair-TV achieved several important ends," Mr. Blair said. "First, it discharged our obligation to the television stations by providing them with their own exclusive staff of trained specialists. In the second place, it allowed John Blair & Co. to continue to provide the same or improved service to its radio stations without dilution of interest or effort. Moreover, the devotion of [the] company exclusively to AM spot radio was a demonstration of our continuing faith in that medium."

The results, Mr. Blair reported, were continued growth for the ra-

HOOPERREPORTS

Separate Company Formed

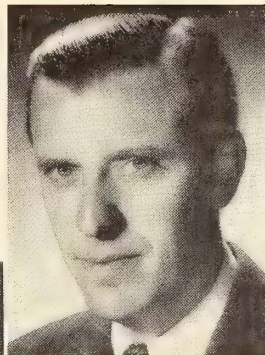
ORGANIZATION of Hooperreports Inc. as a separate company to publish, distribute and handle the "Hooper Brand Ratings" and "Media-Meter Reports," was announced last week by C. E. Hooper Inc. Parent company will continue to collect and publish broadcast audience information of the type contained in the the TV home and radio Hooperatings.

Warren T. Mayers, formerly advertising manager of *Look* magazine, has been made vice president and director of Hooperreports Inc. and will serve as eastern representative of the Brand Ratings and Media-Meter Reports. New firm has established headquarters at 55 W. 55th St., New York.

David Lasley, formerly with NBC's Central Div., will join C. E. Hooper Inc., Sept. 1 to serve as an account executive in Chicago.



Mr. Blair



Mr. Buckley



Mr. Eastman

* * *

dio company in personnel, services, advertisers and stations, and volume.

"While the spot radio industry has been growing," Mr. Blair added, "it has become more complex and the sales job has become more difficult. Coupled with this increasing complexity is that fact that in recent years we have spent

increasing amounts of time with our stations in a joint effort to work out ways and means of preserving them for the future as important advertising vehicles in their area. As president, Mr. Buckley will of course contribute importantly to this work."

Mr. Buckley joined Blair in 1938

after several years with William Rambeau Co. Early in 1946 he was named a vice president and became New York office manager later that year.

The new vice president, Mr. Eastman, joined the company in 1944 as an account executive, after number of years' prior experience with NBC and ABC spot sales.

History of Firm

John Blair & Co. was formed early in 1933 as Grieg, Blair, and Spight. The original partners were Mr. Blair, Lindsey Spight, now vice president and San Francisco manager of Blair-TV, and Humboldt Grieg, now president and general manager of WHUM Reading, Pa. The company was reorganized under its present title in 1934. The first four stations represented were KNX Los Angeles, KDYL Salt Lake City, WOV Omaha, and WBNS Columbus Ohio. Although the KNX account was automatically lost when CBS bought the station, since CBS has its own representation organization, the three others are still among those on the Blair list.

MORE CBS CHANGES

14 Given New Posts

REORGANIZATION into Radio and Television Divisions continued at CBS last week as executives announced 14 new appointments. They were:

Charles L. Glett received a dual title Thursday when he was named vice president in charge of network services, Hollywood, for the Radio Division and, separately, vice president in charge of network services, Hollywood, for the CBS Television Division.

In New York, Carl J. Burkland, general sales manager for CBS Radio Sales since 1948, was named director of station administration for CBS Radio Division. Wendell B. Campbell, western sales manager for CBS Radio network sales with headquarters in Chicago since 1950, was moved to New York to serve as general sales manager of CBS Radio Sales starting today (Monday).

All sales activities of CBS Radio Network and local sales (Central Division) will be supervised by E. H. Shomo, assistant general manager of CBS-owned WBBM Chicago and KMOX St. Louis. His assistant sales managers will be R. K. (Dutch) Huston for network sales and C. Gilman Johnston, as-

sistant manager in charge of WBBM sales. These changes are also effective today.

Carl Ward, assistant general manager of WCCO Minneapolis-St. Paul, moves into the office of the general manager of WCBS New York to succeed G. Richard Swift. Until now general manager of both WCBS and WCBS-TV, Mr. Swift will retain his managership of the television outlet.

Shaw Appointed

The eastern sales manager for CBS Radio Sales since July 1950, William Shaw, has been named general manager of KNX Los Angeles and of the Columbia Pacific Radio Network, effective today. Other changes in CBS West Coast organization included the concurrent promotion of Edwin Buckalew as assistant general manager in charge of sales of KNX and the Columbia Pacific Network. Irving Fein was named director of publicity and exploitation, Hollywood, for the CBS Radio Division. Robert Meyer was named director of press information for the CBS Television Division, Hollywood, while Lloyd Brownfield continues as director of press information for

the CBS Radio Division, Hollywood.

John G. Grant joined the legal department of the CBS Radio Division in New York, it was announced Wednesday.

Also from New York came word that four staff members have been named to the sales promotion and advertising department of the CBS Radio Division, which remain under the direction of George Bristol; Robert Elliott, formerly assistant promotion director of *Fortune* magazine, is director of network copy. Frank Nesbitt, recently associated with ABC-TV, joins network sales presentation division as a writer, and William Brower, WGVA Geneva, N. Y., a writer for the program and trade promotion division. Doris Johnston moves from the CBS legal department to become secretary to Mr. Bristol.

Mr. Glett is a former vice president in charge of television for the Don Lee Network and in recent months has served as administrative assistant for KTSN, CBS-owned television station in Hollywood. In his new position he will supervise general business and operations.

(Continued on page 74)



Mr. Glett



Mr. Burkland



Mr. Shomo



Mr. Campbell



Mr. Ward



Mr. Shaw

STATION PENALTIES

PROSPECT that Congress might press for tighter penalty provisions covering broadcast stations and other parties within the jurisdiction of Sec. 606 of the Communications Act appeared likely last week in connection with national defense legislation.

The possibility was held out during hearings on the Defense Dept.'s controversial electromagnetic radiations bill before the House Interstate & Foreign Commerce Committee Thursday. No action was taken by the group as the House began a three-week recess.

The committee received testimony from FCC Comr. E. M. Webster; Ralph Hardy, NARTB government relations director; and Maj. Gen. Francis Ankenbrandt, USAF. Session was called on a proposed amendment to the Communications Act which is designed to bring certain radiation devices (capable of serving as navigational aids) under Sec. 606 together with broadcast stations. It would also impose sanctions for wilful violations. Devices capable of radiating in excess of five miles are included.

The amendment, offered during the hearing by Rep. Lindley Beckworth (R-Tex.), would provide for separate penalties for "wilful failure" to comply with terms prescribed under Presidential authority and for more severe sanctions in cases involving "wilful intent to injure the United States."

The House proposal thus would distinguish between the degree of violations under a new subsection (h) to Sec. 606 of the Communications Act. The Senate Interstate & Foreign Commerce Committee, which held hearings on the legislation earlier this year, had set aside a \$1,000 ceiling on fines and one year's imprisonment in the case of individuals, and a fine not to exceed \$5,000 for corporations, or both [BROADCASTING • TELECASTING, July 16].

Fines Set

Under the House committee's tentative plan, persons who commit violations "with intent to injure the United States or with intent to secure an advantage to any foreign nation," would be subject to fines not to exceed \$20,000 and imprisonment not over 20 years, or both.

This has originally been recommended, to a more stringent degree, by the Air Force, but the Senate Commerce Committee, under Sen. Edwin C. Johnson (D-Col.) had rejected the suggestion. The Senate adopted the committee report without objection [BROADCASTING • TELECASTING, July 30, 23].

It was not known when the House committee would report the bill. The House is in three-week recess which probably delays a formal report to the lower chamber unless the committee can obtain

special permission to file it. In any event, House action on the bill (S 537) appeared unlikely this month.

Speaking for the FCC, Comr. Webster reiterated views on the bill which the Commission had offered in substantially the same form before the Senate committee. In testifying, he supported comments by Chairman Wayne Coy, inserted as part of the record of the hearings.

Chairman Coy had noted that Sec. 606 does not require "anybody to do anything or refrain from doing anything" but merely authorized the President to take action. In fact, he said, "it is possible that violations made pursuant to exercise of Presidential authority under Sec. 606 of the Communications Act would be held not to be in violation of Sec. 501," which sets forth general penalty provisions applicable to the whole Act. No provision of Sec. 606, in itself, contains any criminal sanction which applies to that section as a whole, he noted.

Thus, Chairman Coy explained, FCC is prepared to support a separate subsection (h), under the new bill, establishing certain criminal sanctions for knowing violations issued pursuant to exercise of Presidential authority under Sec. 606.

Comr. Webster, asked about illegal radio transmissions, cited the existence of more stations today and the difficulty stemming from the necessity of policing high fre-

Mulled by Congress

quency bands.

Mr. Hardy testified that "industry is very greatly concerned with the possible exercise of power" under the neutrality provision of the present act. He said he recognizes, however, that broadcasting, "by virtue of any of its great powers, would be subject to special scrutiny."

Questions Effectiveness

The NARTB government relations director also posed the "grave question as to the effectiveness of the control methods which have been devised, at least in their present state of evolution. We have not been advised of any secret plans the military may have, but we have been exposed to many of the plans that have been promulgated for discussion."

Mr. Hardy also questioned the possibility of illegal radio transmissions. "There is not anything, so far as we have been able to determine, that would preclude enemy agents operating in this country from carrying portable transmitting equipment . . . and setting (it) up immediately preceding a bombing attack on this country for use as a navigational aid." This, he added, "disturbs the broadcasters."

Mr. Hardy suggested an adequate monitoring policy over specious transmitters, pointing out that blacking out signals from broadcast transmitters alone would not guarantee against successful



SILVER plaque showing the gratitude of Birmingham is presented to Henry P. Johnston (r), managing director of WSGN Birmingham, by Cooper Green, mayor of the Alabama city. The plaque was presented to the station on its 25th birthday. The inscription reads "To Radio Station WSGN on its 25th Anniversary of outstanding service to the people of Birmingham and Alabama, Cooper Green, Mayor."

enemy "homing." (Also see FCC monitoring story.)

NARTB has no objections to penalty provisions currently contained in the Senate version, though he declined to comment for the present on the new House committee proposal.

Gen. Ankenbrandt traced the history of the bill, which the Defense Dept. had proposed late last year in the form of separate law. He said the language was purposefully broad because of constant development of new weapons.

The general and Rep. Charles
(Continued on page 72)

GAMBLING STUDY

Senate May Open Hearings

EXTENSIVE hearings may be forthcoming on the anti-gambling information legislation now pending before the Senate Interstate & Foreign Commerce Committee, it was indicated last week.

The Justice Dept. is expected to present its attitude on anti-gambling regulations, which will be more in line with those desired by the Senate Crime Investigating Committee.

It was that committee which sent a series of bills on gambling information control to the Senate commerce committee, all of which involve FCC but only one (S 1624) which specifically bears on broadcast operations [BROADCASTING • TELECASTING, June 18, 11, 4].

If the Justice Dept. supports the crime committee's proposals—and it is expected to—then a repetition of detailed hearings such as those held last year on similar legislation can be expected.

FCC's position, outlined last year, has been restated again in an Aug. 14 letter from Chairman Wayne Coy to the commerce committee's chairman, Sen. Ed C. Johnson (D-Col.).

Chairman Coy urged the Congress to enact a flat ban on the interstate transmission of information that can be used in gambling operations. And FCC, he said,

wants Congress to spell out criminal penalties for violators.

Last year, FCC defined gambling information as "bets or wagers, or betting odds or prices paid on any sporting event or contest." That is precisely the position it holds now, Chairman Coy's letter revealed.

Chairman Coy noted that the crime committee "stopped short" of proposing a complete ban on interstate transmission of gambling information (including prices paid and odds on future events) in order to avoid any claim that it was infringing on the freedom of the press and of radio.

But, FCC warned, it has been found that quick broadcasting of racing results and betting prices, as well as odds, is of great value to bookies and would become more so if regular wire services were restricted in their dissemination of such information.

Another bill (S 1563)—designed

to put out of business the Continental Press Service, national horse racing news wire—would specifically exempt broadcasters from licensing requirements which would be administered by FCC.

Of this, the FCC Chairman warned the legislation could be construed to take away authority from the Commission in its efforts to stop broadcasts of direct gambling information by any licensed station.

Coy's View

Chairman Coy said:

As the committee is aware, the Commission has been confronted with cases where broadcasting stations have been transmitting information which enabled gamblers to carry on bookmaking activities, and the Commission feels strongly that any implication that the Commission does not have the power to prevent radio stations from operating in such a manner should be avoided.

Of the proposed licensing provision of the bill, Chairman Coy asserted, as he has before Congressional committees in the past, that its administration would be unwieldy and burdensome on the Commission's already taxed personnel.

HENNOCK HEARING OFF

New Date Soon

SENATE Judiciary Committee was scheduled at BROADCASTING • TELECASTING's deadline to hear the judgeship nomination of FCC Comr. Frieda B. Hennock as soon as the committee agenda permits, possibly this week.

The hearing by the full committee had been scheduled for last Saturday [BROADCASTING • TELECASTING, Aug. 20] but was postponed because a survey of committee members indicated a quorum could not be mustered.

The announcement was made by Judiciary Chairman Pat McCarran (D-Nev.) late last week. He added that a new date would be set "shortly."

Despite this new delay, the Senate has in effect ordered a speedup on confirmation proceedings after a prolonged, three-month waiting period on President Truman's appointment of Miss Hennock to the bench in New York's southern district.

While storm signals have been posted, chiefly by law critics in New York, the Capitol Hill barometer climbed last week toward fair weather ahead.

The livelier pace also brought closer the eventual appointment of

a successor on the FCC bench. Washington circles still offer the name of Robert T. Bartley, nephew of House Speaker Sam Rayburn (D-Tex.) to whom he is administrative assistant, as the favorite candidate being considered by the White House [BROADCASTING • TELECASTING, June 18].

Mr. Bartley is a former broadcaster and trade association executive, starting in radio in 1934. He is 42 years old.

Indication that the committee wants to get going on the nomination was evidenced by the decision to hold the hearing with the full Judiciary group in attendance rather than the three-man subcommittee as previously planned.

This procedure eliminates the necessity for a subcommittee report and its recommendation to the full committee and possibly the reshaping of testimony delivered.

It also was pointed out that the full committee hearing will tend to Miss Hennock's favor as a prolonged wrangle would surely dissipate chances for quick Senate confirmation.

Opposition to her appointment,



Mr. Bartley, leading contender to succeed Miss Hennock on the FCC, works behind his House desk as on the other side of the Capitol, hearings are being set on Madame Commissioner's bid for a New York judgeship.

* * *

announced in June by the White House, has come from law groups centered mainly in New York.

First to come out against the appointment was the Assn. of the

Bar of the City of New York which registered opposition the day after the nomination was announced in Washington.

That group, subsequently backed up by other lawyer associations in the Empire State and also the American Bar Assn., alleged Miss Hennock to be "totally unqualified." The reason for the bar opposition was never made public. In addition, the New York County Lawyers Assn. and the New York State Bar Assn. have protested.

However, support also has been registered, chiefly from women units. A legal group favoring her nomination is the New York Women's Bar Assn.

FCBA Approves

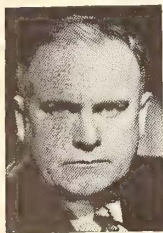
As early as the week her nomination was announced, Miss Hennock received congratulations from FCC, itself, and significantly, the Federal Communications Bar Assn. adopted a resolution saying it was the opinion of FCBA that in the "judicial functioning" of the Commission, Miss Hennock "has demonstrated her legal ability and fair and judicial attitude" in matters coming before FCC's consideration.

Miss Hennock would succeed upon confirmation, Judge Alfred C. Coxe, retired. Her salary would be the same as Commissioner—\$15,000 per year. However, the judge appointment is for life tenure. Miss Hennock's term as Commissioner expires June 30, 1955.

HIGGINS NAMED

KMBC V.P.-Managing Dir.

GEORGE C. HIGGINS, vice president in charge of sales for KMBC Kansas City, is to become vice



Mr. Higgins

president and managing director of the station on Oct. 1. Announcement was made by President Arthur B. Church last Thursday following disclosure Aug. 20 that Karl Koerper was resigning his KMBC post to accept a vice presidency at the Kansas City Power & Light Co.

Mr. Higgins joined KMBC earlier this year after resigning as general manager of WISH Indianapolis. As operations head, he will continue to actively supervise sales.

Mr. Church expressed surprise that Mr. Koerper was leaving the organization, saying:

Of course, I am very sorry to lose him but I wish him only the best in the highly important position he will occupy. He will be available to us in an advisory capacity as long as is necessary. Fortunately, we have in George Higgins an experienced man, fully qualified to assume the post of operations head on Oct. 1 after Koerper leaves. He will continue to manage KMBC-KFRM sales activity in addition to his new administrative responsibility.

It was also announced last week that Arthur B. Church Jr., son of the president and founder of KMBC, on Aug. 16 had joined KMBC and its sister station KFRM in a sales capacity. The younger Mr. Church, a 1950 graduate of Amherst, until recently had been acquiring radio background and experience at CBS and WBBM Chicago.

UNION PACTS

CERTAIN appeals for wage adjustments negotiated by talent and technical broadcasting unions with individual radio-TV stations are coming under the watchful eye of regional Wage Stabilization Board offices under a new decentralized policy announced last week.

Primarily, these petitions involve pacts reached by local broadcasters with AFRA, IBEW, NABET and other unions and providing for more than the basic 10% increases allowed by the board over the January 1950 base period.

Under a policy announced last Wednesday by WSB, 14 regional boards comprising industry and labor members are being set up to process appeals and generally facilitate the operation of the wage program. Petitions involving network contracts will remain under national WSB jurisdiction, it was indicated.

Other Appeals

A number of cases involving individual stations have been filed with WSB and will be referred to regional branches for processing. WSB authorities said last week that the agency previously had rejected other appeals but were unable to identify the broadcasters or unions involved. One of those reportedly turned down concerned WHK Cleveland, but details were unavailable.

One petition was known to be slated for rerouting, however, to the regional level—that of IBEW

WSB Regional Boards To Weigh Appeals

and WBKB (TV) Chicago. Both parties are awaiting approval of terms stipulated in a new contract agreed upon but not yet signed.

Also hanging in the balance are pacts negotiated by NABET with KGO-AM-TV San Francisco. The radio agreement covers four writer-producers, calling for a basic weekly salary of \$120 compared to the former \$85-\$95 scale—or a better than 10% increase. The TV agreement deals with production assistants and scenic artists, who stand to realize monthly salary boosts from 25% to 50%.

The general wage level currently being sought by NABET invited speculation that other appeals would be filed with regional WSB offices, perhaps in cases involving KNBC Hollywood and KSMO (FM) San Mateo, Calif., among others.

WSB regional directors (to be designated chairmen) will be delegated authority to process and act upon wage adjustment applications, petitions involving base period abnormalities, and productivity increases. The national board will continue to handle appeals on companies "located in more than one board region" (networks with

more than one station included in negotiations) and disputed cases.

The 14 regions comprise Boston New York, Philadelphia, Richmond Atlanta, Cleveland, Detroit, Chicago, Minneapolis, Kansas City Dallas, Denver, San Francisco and Seattle. Four representatives will be drawn each from the industry public and labor fields to make up the regional offices.

In the IBEW-WBKB case a new contract, which would be in effect until Aug. 31, 1952, provides for 3½ year wage escalator with starting salary of \$80 for engineers, an increase from \$72.50. The maximum remains \$137.50. Contract also provides for five supervisory jobs, paying a flat \$162.50 weekly, which have been filled by three IBEW and two WBKB men who will join the union.

Management has agreed to three-week vacation yearly and premium pay for holidays, with contract terms retroactive to May 1. Only element still to be decided is the pending jurisdictional dispute with the International Assn. of Theatrical Stage Employees (IATSE), Chicago Local 666, which claims authority over cameramen IBEW, which has most of the cameramen in the country, hopes to settle the matter with IATSE without going to the National Labor Relations Board, and union discussions are going on now at the international level. The IATSE contract covering WBKB cameramen expires Sept. 28.

No. 5

IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Educational Programs

IN IOWA, WHO IS THE PREFERRED EDUCATIONAL PROGRAM STATION

One of the twentieth century's most dramatic developments is the sudden emergence of the *modern farmer* and the *modern farm family*. Freed from impassable roads and stifling isolation, the average Iowa farm household is now more progressive and more prosperous than the average *American* household.

Radio has played an enormous part in this transformation. It has helped teach and "sell" our people new ideas of every sort — economic, cultural, social. In 1950, Iowa listeners were asked to appraise the jobs being done by *radio* and by *schools*. The following chart (from the 1950 Iowa Radio Audience Survey) tells the story:

ADULT APPRAISAL OF SCHOOLS AND RADIO (An Iowa Radio Audience Survey Study) Figures are weighted percentages of all questioned in radio-equipped homes.*				
In this area they are doing:	WOMEN		MEN	
	Schools	Radio	Schools	Radio
An excellent job	11.4%	13.2%	10.7%	12.2%
A good job	59.5	69.2	60.1	70.9
Only a fair job	12.3	13.2	15.0	13.0
A poor job	1.2	1.0	1.3	1.5
Don't know	15.6	3.4	12.9	2.4
	100.0	100.0	100.0	100.0

*Figures have been weighted to give correct influence to women and to men in urban, village and farm homes.

STATIONS BROADCASTING "BEST EDUCATIONAL PROGRAMS"

STATION	WOMEN LISTENERS	MEN LISTENERS
WHO	41.7%	50.5%
"A"	13.1	9.3
"B"	6.1	4.9
"C"	5.4	2.9

(Source: 1947 Iowa Radio Audience Survey)

Year in, year out, Station WHO devotes a very sizable part of all its programming to *Educational Programs*. In 1946, WHO conceived and pioneered the Plowing Matches and Soil Conservation Days which have swept the nation ever since, and have taught millions of farmers "how to do" the kind of terracing, draining, plowing, etc. that improves farm lands, produces record crops.

In 1941 WHO inaugurated the annual Master Swine Producer Project which has helped ever since to make Iowa the nation's top hog-producing state (20% of the U. S. total).

In 1946, '47, '48 and '49, WHO won National Safety Council Awards for promoting Farm Safety. In recent years we have won two Distinguished Service Awards from the National Board of Fire Underwriters for our spectacular promotion of Fire Safety. In 1940, we inaugurated the Annual National Radio Corn Festival, which has unquestionably contributed to the nation's vastly-increased corn production. *All these and many other Public Education projects are sponsored . . . by WHO alone!*

This is Point Five in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

RADIO FREE ASIA

Support Urged At W. Va. Meet

AMERICAN broadcasters were called upon to support the Asian counterpart of Radio Free Europe by Col. James T. Quirk, just returned from Korea, who addressed the West Virginia Assn. of Broadcasters last Friday.

The broadcasters were holding their semi-annual meeting at the Greenbrier in White Sulphur Springs, W. Va. Aug. 23-24.

Col. Quirk recently returned from the post of special assistant to the United Nations Supreme Commander in the Far East, Gen. Matthew Ridgway, and has joined the *Philadelphia Inquirer* as general promotion manager. Before taking the UN post, he was program director for WFIL Philadelphia.

He declared that American

broadcasters, "who play such a vital part in communications in our own country, should be conscious of the tremendous need for establishing a basis for communication with people of the East." He stressed that "we are under great delusions if we believe that people in the Far East have faith or confidence in our motives . . ."

Association President Joe L. Smith Jr., president of the Personality Stations (WJLS Beckley,

WKNA Charleston and WKWK Wheeling), opened the meeting.

Mr. Smith pointed out that the West Virginia station association is the only one in the country to have pledged a definite sum of money—\$30,700—for support of the Crusade for Freedom, sponsor of Radio Free Europe.

The WVAB also heard talks by BAB President William B. Ryan on "How to be a Better Radio Salesman" and Fred A. Palmer, management and operations consultant of Columbus, Ohio, on "You Are a Salesman."

On Thursday the broadcasters reiterated their support of Radio Free Europe and endorsed BMI's "Young Composer's Contest" and "Children's Book Reviews."

They also expressed opposition

to West Virginia legislative House Act 226 which forbids radio stations or newspapers to accept advertising from non-approved insurance companies. The broadcasters maintain the burden of proof should rest on the advertisers, not the media handling the sales messages. It was decided to turn the whole matter over to NARTB.

Friday's program opened with BMI's "Program and Sales Clinic" led by Chairman Lin Pattee. BMI speakers for BMI included Glenn Dolberg, BMI; Harry M. Tigue, WINN Louisville, Ky.; Robert J. Burton, BMI; Sam Carter, WRVA Richmond, Va., and Dan Baylor, WJMO Cleveland, Ohio.

Speaking for the West Virginia broadcasters were John T. Geld, WCHF Charleston; Frank E. Shaffer, WEIR Weirton; J. Robert Kerns, WMMN Fairmont, and William R. Barrett, WJLS Beckley.

Col. Quirk's address to the Friday luncheon session was followed by BMI President Carl Haverli, address closing the "Program and Sales Clinic."

KBR STATIONS

Yankee, MBS Ties Severed

FOUR stations licensed to the Granite State Broadcasting Co. Inc. have severed affiliations with MBS and the Yankee Network, it was learned last week.

The stations are WKBR Manchester, WTSV Claremont, WTHV Hanover-Lebanon, all in Vermont, and WTSA Brattleboro, Vt. Severance of affiliations became effective July 29.

William F. Rust Jr., general manager of the KBR Stations, as they are known, explained that recent network rate reductions, the imposition of free commercial hours and the widespread sale of participating network announcements within Yankee Network shows have combined to make further affiliation impossible and uneconomical.

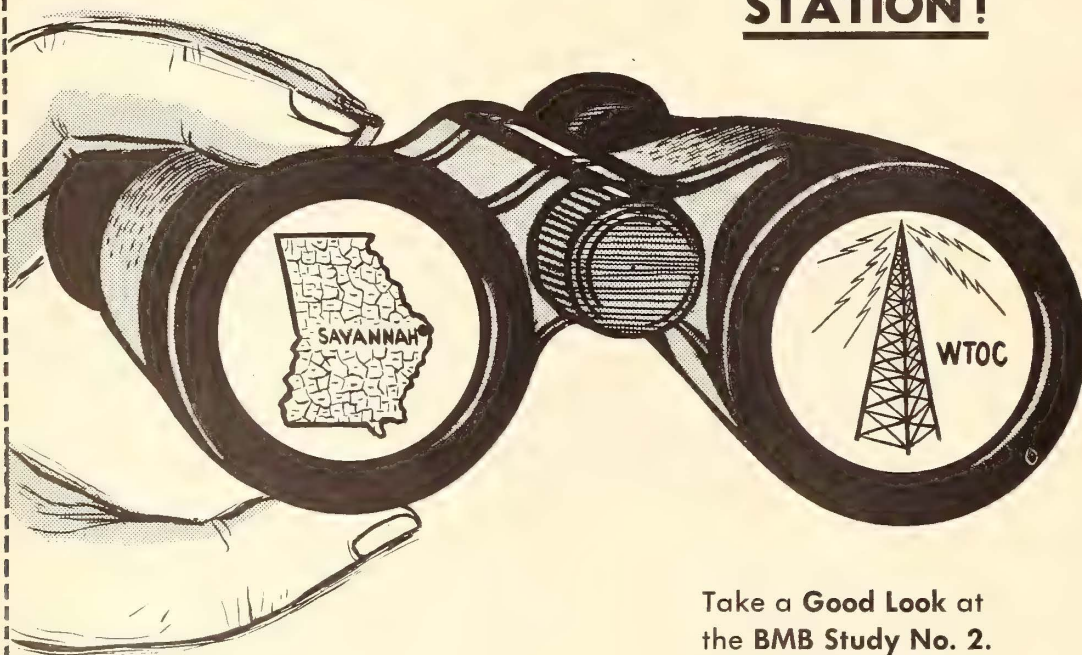
"I am afraid," commented Rust, "that in this case the network is killing the goose that is laying the golden eggs. By tailoring local programs to suit our own local markets we can best serve our communities and can continue our growth in our non-television markets regardless of how badly competition may induce the nationwide networks to undermine the rate structure."

Owners of the Granite State Broadcasting Co. Inc. are listed by FCC as William J. Barkley, president and director; Mr. Rust, treasurer and director; H. Scott Killgo, vice president and director; and Ralph Gottlieb, WKBR commercial manager.

WCDL Carbondale, Pa., a few nights ago announced it was giving up its MBS affiliation because of network rate cuts [BROADCASTING • TELECASTING, Aug. 20].

**LOOK AT
SAVANNAH!**

**LOOK AT
THE No. 1
STATION!**



**MEMBER: GEORGIA TRIO
CBS RADIO NETWORK**

For Full BMB Story See Any Katz Man

WTOC
SAVANNAH, GEORGIA



Take a Good Look at the BMB Study No. 2. See that WTOC gives the Advertiser More total weekly Audience in Savannah and more unduplicated Audience in the Savannah Area than any other station—

No. 1 in HOOPER SURVEY

No. 1 in BMB (50 MILE RADIUS)

No. 1 in NUMBER OF NATIONAL ACCOUNTS

Polling the experts on Cleveland's best buy



Horace Norris, Nat'l. Adv. Mgr., says:

"As I see it, the basic plot is concentration on our key markets. That means radio, America's No. 1 mass medium, and in Northeastern Ohio, that means WTAM—the only station to deliver sizeable audience in all four markets of Cleveland, Akron, Canton and Youngstown. And at the cost of a single schedule. To get 4 for 1, better buy WTAM."



Stewart Stuart, Acct. Exec., adds:

"When I want to wake up a market, give me a station's grass-roots impact. Sure, WTAM is Cleveland's lowest cost-per-1000 station for announcements. But it's the community identification that gets me—the *only* NBC station in the entire area, and the first 50,000 watt station in Northern Ohio. It's old-fashioned good radio without fooling."



Morton Horton, listener, concludes:

"I'm thinking of the WTAM shows I live by. Up in the morning to *Jay Miltner*. Off to work on time thanks to *Tom Haley*. Then the little lady tunes in *Woman's Club of the Air*. And after an evening of the big NBC shows, I'm sold on the *11 PM News*, and wind up happy with *Tom Manning's Sportcast*. It's Cleveland's finest listening, and I come from Cleveland, so I ought to know."



Monroe Monroe, Timebuyer, insists:

"I want to send up skyrockets on audience size. With the largest daily BMB audience in Cleveland and over twice the audience of any other station in the entire Northern Ohio area, WTAM has the highest Hoopers in more periods of the noon to midnight peak listening time than any other area station. Yes, WTAM rates better than any other station."

WNBC—New York
WMAQ—Chicago
WTAM—Cleveland
WRC—Washington
KOA—Denver
KNBC—San Francisco
WGY—Schenectady—
Albany—Troy

represented by

**NBC
Spot Sales**

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

All the experts agree . . . Whatever your angle, the conclusion just can't be denied—WTAM is Cleveland's best radio buy. And just so, all seven major market stations represented by NBC Spot Sales are the best buys in their areas. And that's only one reason why first calls just naturally are put in to NBC Spot. Serving only seven key radio stations, your NBC Spot Salesman has the time to devote to your account . . . the knowledge, organization and research services to show what Spot can deliver for you in the nation's key markets . . .

via RADIO, America's No. 1 mass medium.

WKY



FIRST

FIRST

FIRST

WKY



930 KC • NBC
CHANNEL 4
(968 FT. TOWER)

OKLAHOMA CITY

OWNED AND OPERATED BY
THE OKLAHOMA PUBLISHING CO.
OKLAHOMA CITY TIMES • THE DAILY OKLAHOMAN
THE FARMER-STOCKMAN
REPRESENTED BY THE KATZ AGENCY, INC.

OKLAHOMA'S *FIRST* RADIO STATION

IN COVERAGE No other station reaches as many Oklahoma homes, day and night, as WKY.
*BMB Study No. 2, Spring, 1949

336,280 *Daytime Families*

292,120 *Nighttime Families*

IN AUDIENCE Year in and year out, WKY holds top spot among Oklahoma City stations.

	WKY	Sta.B	Sta.C	Sta.D	Sta.E	Sta.F	Sta.G
ning (Mon.-Fri.)	35.2	20.6	22.3	4.9	5.8	4.4	3.6
ernoon (Mon.-Fri.)	51.0	15.1	7.8	5.4	6.2	7.0	5.4
ning (Sun.-Sat.)	44.9	26.6	15.8	7.9	*	*	*

Hooper Audience Index, March-April 1951

*Sign off at local sunset

Look how WKY stands among all NBC Stations

April-May Hooper Index, 1951

WKY **MORNING** 2nd
AFTERNOON 1st
EVENING 1st

MARKET IN OKLAHOMA

The 62 Oklahoma Counties in WKY's Daytime BMB Area Contain:

8% of the state's Population
% of the state's Total Retail Sales
% of the state's Food Store Sales
% of the state's Drug Store Sales

72% of the state's Automotive Sales
87% of the state's Gross Farm Income

*Source: 1951 Sales Management Estimates

**Serving Oklahoma
for 31 Years**

And Remember
WKY-TV
is Oklahoma's
FIRST TELEVISION STATION

Now...

SCRANTON

Join America's
No. 1 Radio Network

WSCR

SCRANTON, PA.

Operating On A Full-Time
Schedule, Day and Night,
Since August 5th

**NOW BECOMES
AN AFFILIATE
STATION OF N.B.C.**

N.

Network Programs of the
NBC Chain begin in
Scranton on Sept. 30th

B.

Brings the tremendous Scranton Market, covering 350,000 listeners, for the first time on America's No. 1 Radio Network. . . .

C.

Contact us immediately,
or THE WALKER COMPANY,
our National Representatives for the choice
Fall commitments

**For REAL COVERAGE of
the Scranton Market—
Schedule**

WSCR

The N.B.C. Affiliate Station
in Scranton, Pa., beginning
September 30th

**1,000 Watts Daytime
500 Watts Nighttime**

DAVID M. BALTIMORE
President & General Manager

Studios: 116 Adams Ave., Scranton, Pa.



MOCK invasion of Raleigh-Durham, N. C., area by "aggressor" force during U. S. Army maneuvers in the Tar Heel State included an "attempt" by the aggressors to take over facilities of WPTF Raleigh, 50 kw outlet. As part of Operation "Southern Pine," invading troop's Marshall Arturo Aguinaldo (r), leader of the forces, tries to bargain with Richard H. Mason (l), vice president and general manager. Ready to take the microphone is "Loreli Latina," the aggressor's "Axis Sally."

Radio Unity Grows

(Continued from page 23)

identifying himself, emphasizes: "Listen! Wherever You Go, There's Radio."

The same slogan is being carried on WBS correspondence and material distributed to stations, agencies, etc., in addition to being used as closing line on future World programs.

Discussing the Detroit and Tulsa campaigns, BAB Chief Ryan said they "are providing a splendid example to the rest of the industry" but that "our plan, when it is ready, will make it possible, we hope, to start overnight a full-scale movement in this direction."

He said he recently wired the presidents of all state broadcasters associations for recommendations for top-flight promotion men to

work as a special committee on this and other projects.

The three "general lines" he advocated for cooperative promotion were described by Mr. Ryan as follows:

"First of all, the individual station operators in a market or community must meet together, not just once, but often. They should meet with one another at least once a month to discuss their overall commercial sales problems and the strategy for meeting and solving these problems locally.

"They should, and this is still part of step one, combine their efforts wherever it is at all possible, pooling their resources for local surveys and other research that is of a non-competitive nature, etc. Since they all are drawing their local revenue from the same advertisers, the broadcasters should

TULSA AM

TULSA's concerted and unified AM radio campaign is getting off to a facts-and-figures pace.

The city's six stations are conducting an all-out local cooperative drive to emphasize radio, as are some eight outlets in Detroit, indicating a trend in joint promotion efforts [BROADCASTING • TELECASTING, Aug. 20].

The Tulsa group, called the Associated Tulsa Broadcasters, has just released a promotion piece prepared independently by a local research firm that purports an overwhelming number of radio homes in the market area.

The study was conducted by Leslie Brooks & Assoc., Tulsa research consultants. It claims 212,940 radio homes in a specified Tulsa area, as compared to 31,072 "television homes and businesses as of July, 1951."

Explaining its survey, conducted for participating association members KAKC KFMM KOME KRMG KTUL and KVOO, the Brooks firm asserted it was taken "in Tulsa and in 40 towns in the Tulsa TV area."

To back up the accuracy of the figures, the Tulsa broadcasters bung this challenge; "\$1,000 reward! Associated Tulsa Broadcasters have posted \$1,000 with the

Vast Plurality of Radio Homes Cited by Unity

★ First National Bank and Trust Co. of Tulsa to be given to the first person proving the Brooks survey is not within 5% of accuracy, as of date made."

It was further stated that the survey embraced a 3,416 interview sample, "statistically valid within 2%." Market saturation according to the survey, is 21.0% TV homes and businesses compared to 98.8% radio homes in the city of Tulsa. In the so-called Tulsa TV area, exclusive of the city, Brooks found 11.3% TV homes and businesses, 98.3% radio.

Further figures released: Families with both TV and radio sets, average listening viewing per day, 4.28 radio, 4.45 television; those with radio sets only, average per day is 5.3 hours.

Copy of the survey, according to the brochure, can be obtained by writing any one of the Tulsa stations or from their national representatives.

by all means try to agree on what the fundamental values of local radio actually are and jointly see to it that advertisers become aware of these values.

"Step two should consist of carrying out audience promotion to increase tune-in. There should be always a central theme and, of course, as in step one, the cost should be shared equitably.

"Step three—and this grows in importance all the time—is for the whole group in a community to plan a full year's activity in public service programming. I am convinced that radio broadcasters, a community can easily do a better public service job than any other media group if they will just make the effort and try conscientiously to be really helpful and useful in the many worthwhile projects that deserve their fullest support."

He said "the important thing in public service programming is to develop a sound and solid plan for handling such shows—"to meet with and make these plans with the top people locally who are responsible for their community participation; to follow through on the plan in every detail.

"Recognition will follow immediately and automatically," he continued. "The broadcasters need never worry that their generous efforts will go unnoticed."

Mr. Ryan's congratulatory wire to the Tulsa and Detroit broadcasters went to William B. Waggoner, general manager of KVOO Tulsa and chairman of the group of stations which formed Associated Tulsa Broadcasters to promote radio as the most economical and effective advertising medium; and to Hal Neal of WXYZ Detroit, who heads the group of seven Detroit stations who allied themselves for a similar purpose.

The BAB executive said the goal of the Detroit and Tulsa group "is a basic objective of BAB."

"I have featured this objective in all of my talks and BAB will continue to plead this cause until the broadcasters of every city or town in the U. S. are working jointly for their own welfare and the general welfare of radio," said.

Tale of The Graph

AS PART of Tulsa's AM radio promotion campaign, KTUL Tulsa has prepared a chart showing a drop in TV sets manufactured last spring. Station's chart points up a corresponding rise in radio set production for the same period. Figures, according to station, are taken from Radio - Television Mfrs. Assn.'s computations. While chart goes from January 1950 to June 1951, station emphasizes that in July 1951 TV industry turned out "only 106,055 sets—a brand new low. During the same period, radio manufacturers turned out 734,281 sets."

WERE

is the first Station in Cleveland

O. L. TAYLOR COMPANY
National Representatives

5000 WATTS • 1300 KC
CLEVELAND, OHIO

WERE

Hooper Radio Audience Index
Total Rated Time Periods
JUNE-JULY 1951

WERE	30.5
A	26.0
B	7.6
C	4.1
D	7.7
E	6.6
F	13.3

Sunday through Monday
8:00 A.M.-10:30 P.M.

AD VALUE

Radio Backs AFA Promotion

ADVERTISING men will turn to radio for major help in their sixth annual campaign to inform the public of the value of advertising, it was indicated last week when Advertising Federation of America launched its 1951-52 drive.

The federation will send recorded commercials to an estimated 1,000 stations throughout the country, stressing variations of the campaign theme: "Advertising Gives You More for Your Money." Eight messages, three one-minute, one 25-second, two 15-second, and two 10-second transcriptions, will be recorded on a single vinylite record.

Radio was put to further use when closed circuits of NBC and ABC were used to introduce the campaign to radio officials and local advertising clubs. Ben R. Donaldson, director of advertising and sales promotion for the Ford Motor

Co., spoke Wednesday over NBC facilities, and Albert L. Morse, vice president of Goodall Fabrics, spoke Thursday on ABC circuit.

The AFA campaign, expected to achieve its peak this spring, will reach an estimated 75 million people through radio, newspapers, magazines, outdoor, and transportation advertising. No television facilities will be employed.

S.E. FM NETWORK

Discussed at Birmingham Meet

FORMATION of a five-state FM network was discussed recently at a FM broadcasters' meeting in the studios of WSGN Birmingham.

They pointed out that due to the increasing number of FM set owners, separate programs based on the interest of large rural groups may be necessary.

The FM broadcasters from Alabama, Georgia, Tennessee, South Carolina and North Carolina appointed Henry P. Johnston, manag-

ing director of WSGN-AM-FM, chairman of a committee to study prospects for a FM network.

Those attending were:

John Evans, Hart-Greer Inc., Birmingham; D. H. Grigsby and Ted Leitzell, Zenith, Chicago; Bomar B. Lourance, Bomar Lourance & Assoc., Charlotte, N. C.; L. S. Hart, Hart-Greer; Mr. Johnston, WSGN-FM; E. F. Lindgren, Zenith, Atlanta, Ga.; Louis R. Draughton and E. S. Tanner, WSIX Nashville; Norman A. Thomas, WDOD Chattanooga; John S. Hart, WBIR Knoxville; Earl W. Winger, WDOD; H. J. Cristadoro, Radio Speciality Corp., New Orleans; Robert D. Williams, WSGN-FM; Harold Keown and Jack Langhorne, WHBS-FM Huntsville; Pat Courington, WAVU-FM Albertville, Ala.; James Hudson and Malcolm Street, WHMA-FM Anniston; L. A. Womeldorf and E. G. Wulker, Graybar, Birmingham; Lem Coley, WRFS-FM Alexander City, Ala.; Dige Bishop, WCTA-FM Andalusia, Ala.; Ben Akerman, WGST-FM Atlanta; Louis Blizard, WHOS-FM Decatur, Ala.; Seagle Bender and Edward D. Kamme Sr., Sou. Furn. Sales, Chattanooga; D. H. Long, WABB-FM Mobile; F. R. Shibley, Nelson Radio & Supply, Mobile; Jim Woodruff Jr., Joe Gamble and George Gingell, WRBL-FM Columbus; Thad Holt, WAFM Birmingham; James Connolly and George Johnston Jr., WJLN Birmingham; Lionel Baxter, WAFM Birmingham.

STATION SALES

KALI, KAFP, WIBS Affected

SALES of two California radio stations and one in Puerto Rico were revealed last week. Stations are KALI Pasadena and KAFP Petaluma, in California, and WIBS Santurce, P. R. All must have FCC approval for transfer.

KALI was sold by John H. Poole to Consolidated Broadcasting Co. for \$40,000. New owners include Henry Fritzen, Los Angeles advertising agency owner; Jack Reeder, chief engineer, and Charles Hughes, account executive, both with KXL Pasadena. KALI operates with 10 kw daytime-only on 1430 kc and affiliate with LBS. Sale was necessary under FCC's duopoly rule because Mr. Poole got a grant in March for KBIG Avalon. KBIG due to begin broadcasting early in March with 10 kw daytime-only on 740 kc and will cover the Los Angeles area.

Year-old KAFP (250 w on 1490 kc) was sold for \$30,000 to radio men V. A. L. Linder and William A. Exline. Mr. Linder is no continuity supervisor and a production director of KEX Portland, Ore., and will be president and general manager of KAFP. Mr. Exline is now news editor of KSLI Salem, Ore. Associated with them is M. E. Linder, now with the U. S. Dept. of Labor, who will be sales manager. Sale was handled through Blackburn-Hamilton Co.

Following closely after the \$375,000 sale of WIAC San Juan to WKAQ in the same city [BROADCASTING • TELECASTING Aug. 13], WIBS Santurce has been sold for \$174,200 to Thomas Munitz, manager of WIAC, and Ramon Pares, former assistant manager of WKAQ. Sellers are Adolf Veve and associates. WIBS operates with 10 kw on 740 kc, directional. Mr. Munitz will be manager of WIBS and hopes to change call letters to WIAC after present WIAC call is changed to WKAQ.

WOULD DENY BID

For D.C. Suburb AM Outlet

DENIAL of a new AM station for Washington suburb, Bradbury Heights, Md., was proposed in an initial decision issued Thursday by FCC Hearing Examiner Hugh I. Hutchison. Chesapeake Broadcasting Co. had applied for 1540 kc there with 1 kw daytime only.

Examiner's initial decision maintained that the standards of good engineering practice would not be satisfied since they "expressly provide that in case a Class II, III- or IV station is located in a metropolitan area the interference-free contour shall include 90% of the population of said metropolitan area."

The proposed assignment for Bradbury Heights would render primary service to only 45% of the Washington, D. C., metropolitan area in which Bradbury Heights is located, the decision said.

"THE RED GRANGE FOOTBALL SHOW"

RADIO'S No. 1 FOOTBALL SHOW!!



ALL-TIME

ALL-AMERICAN!

- PREDICTIONS
- HEADLINE NEWS
- FEATURE STORIES
- BIG NAME GUESTS

A fast moving 15-minute show, once a week for 13 weeks, during the football season. Begins week of September 16, and runs through week of Dec. 9. Show is recorded weekly following week-end games, and expressed for Thursday or Friday broadcasting.

"LET RED GRANGE CARRY THE BALL FOR YOU!"

For Prices and Information

WRITE...WIRE...PHONE!

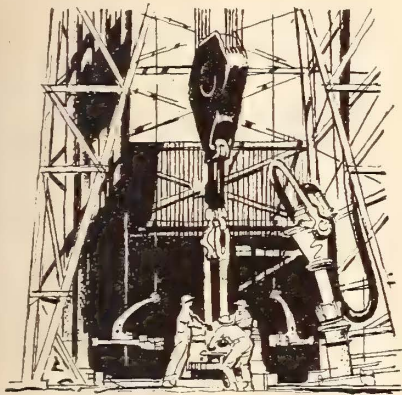
GREEN ASSOCIATES

PHONE—Whitehall 4-0818

520 NORTH MICHIGAN BOULEVARD

CHICAGO 11, ILLINOIS

1. It takes all kinds of tools to keep America running and all kinds of tools to keep Americans employed. In many jobs the cost of these tools is relatively little. So almost any man can provide them for himself. In others, the cost is great. So in order for a man to put his talents to work, he needs help in the form of capital from others.

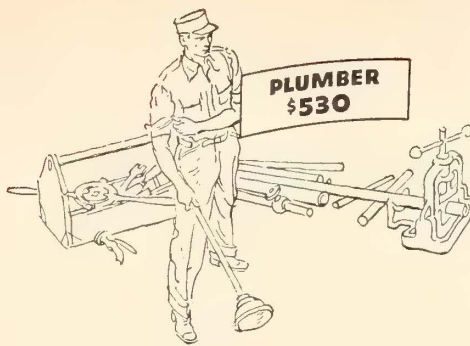


2. This is one of the main reasons why we need all sizes of businesses in America — big, medium and small. The average oil well drilling rig, for example, costs about \$200,000. For the 20 men who make up its 4 crews, this represents a tool investment of \$10,000 per man.



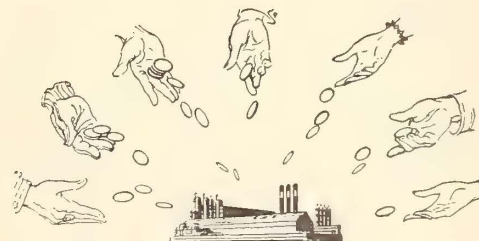
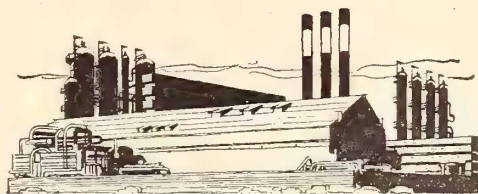
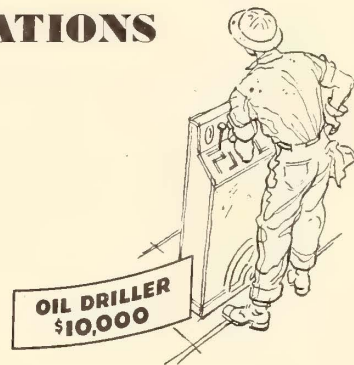
3. High-cost tools are typical of the oil business. So is the large amount of capital required for raw-material supplies, transportation systems, etc. Our average investment at Union Oil, for example, is \$67,000 (in refineries, ships, tools, rigs, oil lands, etc.) for each one of our 7974 employees.

Sources for tool costs: "Selecting and Operating a Business of Your Own," by G. E. Larson in *Survey of Current Business*; Painters, Decorators & Paperhangers of America District Council, A. F. of L.; Carpenter's District Council of Los Angeles County, A. F. of L.; Union Oil Company of California.



New job ?

HERE'S THE COST OF TOOLS FOR 5 TYPICAL U. S. OCCUPATIONS



4. That's why you find many big companies in the oil industry. A rough carpenter can set himself up in business without outside help. But the only way we could have financed the \$67,000 worth of tools, equipment and raw-material supplies that are required for each of our employees was by pooling the money of a lot of people.

5. This pooling process resulted in a corporation known as Union Oil Company, owned by 36,012 individual stockholders. (The largest one of our stockholders owns less than 1/34% of the total stock of the company.) By some standards Union Oil Company is big. By others it is small.* But big or small, its size is a direct result of the economic functions it has to perform.

*The U. S. government, for example, is so much bigger than Union Oil Company that it takes in and puts out almost as much money every day as Union does in an entire year.

UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil.

MONITORING FUNDS *FCC, Defense Budgets Cut*

FCC's request for additional monies to expand radio monitoring activities embracing certain phases of its emergency broadcast plan and detection of illegal radio transmissions was wiped out by an economy-minded House bloc last week and earmarked for stormy debate in the Senate.

In a drastic move, the lower chamber voted down a \$1 million sum approved by the House Appropriations Committee for monitoring activities in a supplemental funds bill (HR 5215). President Truman originally had requested \$1,340,000 for this purpose [BROADCASTING • TELECASTING, May 31]. The bill was passed last Monday and sent to the Senate.

At the same time, the House equally showed little concern in

slashing federal civil defense funds, preserving intact an almost 90% reduction approved by the House committee. Monies for attack warning and communications systems were voted, however, by the House.

Prime mover behind maneuvers to eviscerate the Commission's monitoring expenditures was Rep. John Phillips (R-Calif.), who declared that FCC had been given sufficient regular funds "to absorb more urgent expenses of the war like this one." Congress had given the Commission \$6,116,500 for fiscal 1952, considerably less (\$733,350) than the amount asked by the Chief Executive [BROADCASTING • TELECASTING, Aug. 20, 6]. Rep. Phillips proposed the amendment which wiped out FCC funds.

The proposal drew sharp comment from Rep. Albert Thomas (D-Texas), who protested that the funds were vitally needed for national defense work. He told House colleagues that the FCC had detected transmission of unauthorized shortwave radio signals piped from within the District of Columbia to Iron Curtain countries. He urged caution in fund-cutting, noting that the House committee already had pared expenses 25% to 30%. FCC declined comment on the revelation. Both Reps. Thomas and Phillips are members of the House Appropriations Committee whose subcommittee held hearings under Rep. Thomas last June.

Rep. Eugene Cox (D-Ga.), vitriolic critic of FCC, added fuel to the fire with another outburst di-

rected at Commission personnel with particular emphasis on alleged leftist influences within the agency's legal department. Once again he chided FCC Chairman Wayne Coy, noting his former association with the *Washington Post* as director of radio activities [BROADCASTING • TELECASTING, May 14]. Taking another tack he stated:

... Not an additional dime should be appropriated to the [FCC]. It has been able to get ... for a number of years ... money far in excess of what the Commission might legitimately use. It is overstaffed. It was operated as a coverup for Communism during the last war. It is at the time staffed with extreme leftists. Their legal department alone, they have 97 people, 67 of whom are lawyers. ... They could get along with a half a dozen. ... There is no justification for making this appropriation. ...

In making its report, the House Appropriations Committee noted that the extra funds would be used for new monitoring stations, including necessary personnel; additional investigative staff and mobile monitoring equipment; detection and control of electromagnetic radiations for air defense (see separate story); and for urgently needed components necessary for efficient operation for direction finding equipment.

Gives Details

Details of these projects, including FCC's broadcast alert plan, were revealed in hearing released by the House Committee Aug. 1. Appearing for the Commission were Comr. George E. Sterling, Frank Kratokvil, acting chief, Field Engineering & Monitoring Division, Ralph Renton, Office of the Chief Engineer, and others. Col. Gomer Lewis, U. S. Air Force, represented the Defense Dept.

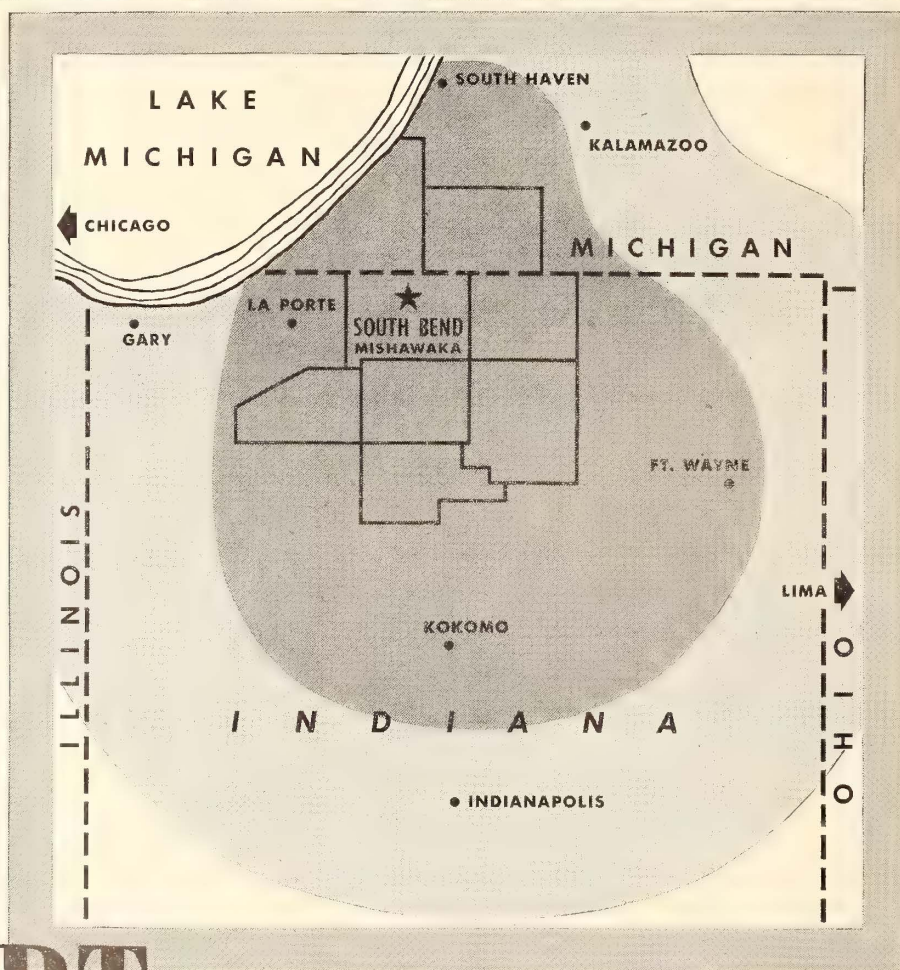
Comr. Sterling said the Commission planned to establish four new secondary monitoring stations (two in Alaska, one in Puerto Rico, one in Arizona), which would require funds of \$94,660 to cover an average employment of 16.4 persons and another \$176,000 for rental and equipment.

Another \$448,515 was sought for some 110 employees to man existing monitor stations, including those earmarked for operation under FCC's radiation control plan. About 99 employees would be assigned to the 18 existent and five proposed stations, and the remainder to non-control stations at Laurel, Md., and Livermore, Calif.

In submitting budget estimate Comr. Sterling cited support from Maj. Gen. Francis Ankenbrandt, USAF, in connection with the Air Force-FCC broadcast alert plan. The General had observed:

Along with this plan is the problem of necessary monitoring of all broadcasting stations to insure the strict adherence to the plan is maintained and that clandestine as well as intentional broadcasts are determined, identified, and located in the minimum of time in order to take the necessary

(Continued on page 54)



WSBT FOR A BILLION DOLLAR BONUS

In reaching the South Bend-Mishawaka trading area nothing equals WSBT. This station is a great buy on any schedule, delivering a half-billion dollar market all by itself. BEYOND THIS, WSBT is the outstanding station throughout its primary area, adding another billion dollars to the WSBT market. Check it for yourself—from Sales Management figures and Hooper ratings. (Every CBS show on WSBT enjoys a higher Hooper than the network average.) For a tremendous bonus buy, buy WSBT.

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE





**SMALL
POWER
TUBES...**

Representative "smallpower" types in the RCA line: 2E26, 4E27/8001, 4-125A/4D21, 4-250A/5D22, 802, 807, 810, 813, 814, 828, 829B, and 5588.

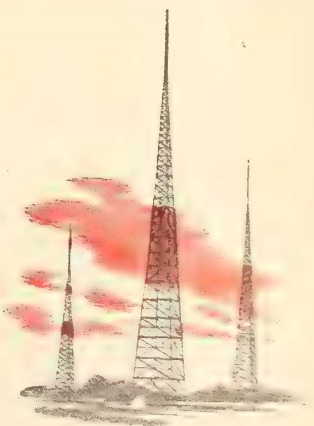
...widest line in broadcasting

As familiar to broadcast engineers as their station call letters, the small power tubes in RCA's line pictured here meet virtually every driver requirement in modern broadcast transmitters. There's a tube for practically every power and frequency

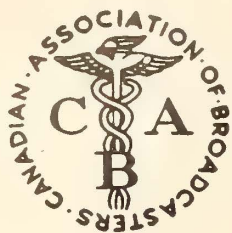
application. There's a tube for every type of broadcast service—AM, FM, and television.

Specify RCA when you order power tubes. Your local RCA Tube Distributor is "headquarters" for RCA power tubes of all types. Sim-

plify your ordering problems... get delivery in minimum time. Deal with one reliable source. For fast service, call him. For technical data, consult your distributor. Or write RCA, Commercial Engineering, Dept. 37HP, Harrison, New Jersey.



RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N. J.



B. C.

*where all your customers
have just had a raise!*

What better sales market could a man want? New wealth, a rising standard of living, plus higher wages equal new business. And that's the happy situation in British Columbia.

B. C., Canada's anchor province on the Pacific Coast, modestly claims to be Canada's fastest-growing market. It salts its sales pitch with accredited figures to prove it. Like most revealing figures, they're worth a second look.

Since 1941, B. C.'s population has increased faster than any province in Canada (40% in ten years). A statistician, plotting the population growth of B. C. just six years ago, guesstimated the population would reach one million by 1975. But by 1950 B. C. was already well over a million—and still growing.

With 8.25% of Canada's population, B. C. accounts for 11% of the Dominion's retail sales. B. C. has the highest wage index. Other items: In ten years, its retail sales increased over 231%; new construction up over 300%; forestry production jumped 225%. Had enough?

The B. C. market—likely the wealthiest per capita in Canada—is of course a competitive one. Those who know B. C. best say sales soar when radio is your medium. The coastal province is strategically covered by radio stations, so that *all* the lucrative marketing areas are covered. Radio is the salesman's elixir, because B. C. listens to radio.

If you're planning to sell in Canada—or want to go on selling—British Columbia is one of your best bets. And you'll find radio your best sales voice.

"In Canada, you sell 'em when you tell 'em!"

*A message from the 103 member stations of the
Canadian Association of Broadcasters*

whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.,
Ottawa.

37 Bloor St. West,
Toronto.



PACIFIC MILLS, producer of textiles, was honored Aug. 7 over WLAW Lawrence, Mass., by representatives of local organizations which during the past four years have been provided with free time on the Mills' weekly program, *This Is Greater Lawrence*. Among those present were (l to r) David M. Kimel, WLAW local commercial manager; Joseph F. Bacigalupo, former assistant attorney general of Massachusetts; Charles J. McCabe, civic leader holding framed scroll of appreciation; Ernest Dean Walen, vice president worsted division, Pacific Mills, receiving engraved pen and pencil set from Mr. Bacigalupo, and Richard Hickox, program's producer-director.

UNION TAG

Bill Would Affect Newsmen

NEWSMEN or commentators on the air would have to identify their labor union affiliations under terms of a bill that has been introduced in the House by Rep. Richard B. Vail (R-Ill.).

The measure (HR 5204) also would require such membership or affiliation to appear in all matter contained in a newspaper relating to economic, political affairs or labor problems and activities. Conditions are the same in the broadcast provision.

An announcement would be made at the beginning and at the close of a broadcast "clearly identifying as such each author, speaker, and portrayer of the matter so broadcast" who is a member or affiliate in a labor organization. Violation would be \$50 for each broadcast not so identified and would be paid by the radio or TV station.

In a speech on the floor Aug. 16, Rep. Vail said he was introducing the legislation to "serve the vital purpose of informing the public of author affiliation to permit correct appraisal of news content." The bill was referred to the Home Education and Labor Committee.

During his House talk, the congressman attacked American News-

paper Guild and the CIO, with which ANG is affiliated. He intimated that "radicals" and Communist-inspired members have access to control the means of communication—"Hence, their amazingly bold effort to subjugate press radio, and the films."

NABET CHOSEN

Wins WEBR, WKOP Election

TWO additional upstate New York stations — WEBR Buffalo and WKOP Binghamton—have been claimed by NABET as a result of elections held Aug. 14 and 16 among certain employees who voted on a collective bargaining representative, the CIO union reported last week.

At WEBR 13 engineers voted unanimously for NABET, with certification date set for Sept. 1. The technicians are now represented by the American Communications Assn., whose contract with the station expires on that date. WEBR becomes the fifth NABET member in Buffalo, according to Tim J. O'Sullivan, NABET national representative. Union also was chosen as bargaining agent by announcers, announcer-operators, salesmen and news editor at WKOP by a 6-vote, he said.

NABET also hopes to emerge with representation for production and engineering employees at WBNF Binghamton at an election slated for Sept. 6, and also has petitioned for staff announcer at WINR Binghamton. Union now represents technicians at the latter outlet, as well as at WENI Endicott, N. Y.

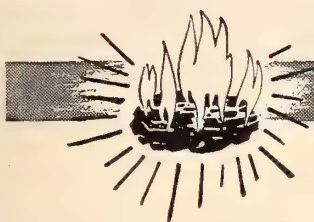
AAA PACKAGE

'School's Open' Reminder

AMERICAN Automobile Assn. has distributed a special package of "School's Open" material to more than 300 radio stations throughout the country.

The package, prepared under the supervision of Edgar Parsons, AAA radio-television director, is to be timed with school openings. In addition to spot announcements reminding motorists about children who will be on the streets, the package contains a three-minute tribute to schoolboy patrols.

A \$1 MILLION contract for production of telephone-telegraph signal units for U. S. Army Signal Corp. announced by Tele Tone Radio Corp. Firm has moved into expanded facilities at Bayway Terminal, Elizabeth, N. J.



NEWS AND VIEWS OF COAL

A MONTHLY REPORT TO EDITORS

COAL'S SAFETY RECORD OUTSTANDING.

The Bureau of Labor Statistics reports that industrial accidents are beginning to climb alarmingly—doubtless because of speeded defense production and inexperienced workers. Contrasted to this, coal's safety record is outstanding. Not only was last year the safest in coal-mining history, but reports for this year show an even better record in the making. Today coal mining is twice as safe as it was ten years ago—the result of one of the most vigorous and effective safety programs carried on by any American industry.

COAL ASH COMPLETELY REMOVED BY NEW VACUUM SYSTEM.

The city of Jamestown's new coal-fired electric plant features a vacuum ash-handling system that completely removes ash, fly ash, soot, and dust—without any manual labor. The entire operation is push-button controlled, and is so effective that even the boiler room is free of dust. Such modern coal- and ash-handling equipment cuts labor costs and practically eliminates inconveniences. In addition, it makes coal, in most cases, not only the least expensive fuel, but also an easier, more economical and efficient fuel to use.

DEMAND FOR COAL UP.

A report from the New York area shows that 25% more coal is being bought this year than last. Demands for export are heavy, and many plants, especially in the upstate region, are turning to coal for economy and dependability of supply. A long-range factor affecting the demand for coal is that, because of coal's abundance and because the coal industry is so highly mechanized and efficient, coal prices are likely to remain far more stable than those of any other fuel.

LIGNITE TO GENERATE POWER FOR NEW ALUMINUM PLANT.

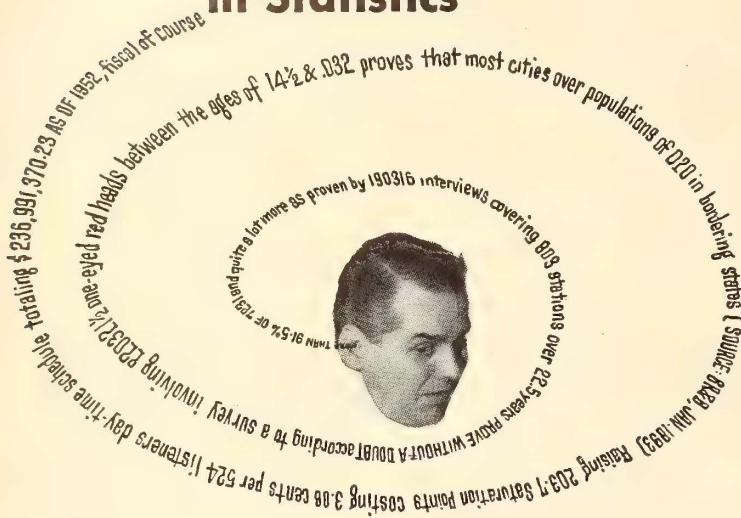
Large deposits of lignite, a "young," brown-black form of coal, will soon be put to work generating power for a new aluminum plant to be built in Texas—so says a recent article in the Wall Street Journal. New technical developments have opened up this vast, new source of energy—further extending coal's horizons into the future. America's tremendous coal and lignite reserves account for 90% of the nation's fuel resources—enough to generate abundant power and heat for many centuries to come.

BITUMINOUS COAL INSTITUTE

A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

To a Time-Buyer Up to His Ears in Statistics



We have nothing against the mathematical approach. It serves a purpose and it serves it well—and using slide rule, Comptometer, abacus, or counting on our fingers, we can prove that WMT is an excellent buy in an excellent market. But . . .

But figures can't measure the entelechy of a station. How do you weigh the rapport which prompts a listener to report that his day isn't over until he hears "good night" from WMT? How do you measure the cooperative spirit which motivates WMT listeners? In the last March of Dimes drive our 270-lb. sports director wanted to raise his weight in dimes—\$4900 in folding money. *Listeners contributed five times his weight.*

How do you score the community spirit which causes listeners to depend on WMT for help? During a recent baling wire (for hay) shortage WMT broadcast a plea for the stuff—and served as a clearing house to enable have-nots to get it from haves.

What's our entelechy? It's public service and farm service; it's market reports and sports news—not just the big press wire dope, but also what we dig up ourselves about local games. It's frost-warning and storm-signals. It's national and international—and county and township news. It's bigtime CBS programming—and around-the-corner square dances. It's the high regard which makes Eastern Iowans say, "I was brought up on WMT." *It's beyond statistics.*



5000 WATTS, 600 KC,
Represented Nationally
by the Katz Agency

BASIC COLUMBIA NETWORK



FEATURED in changes of executive personnel at Foote, Cone & Belding, New York, a fortnight ago [BROADCASTING • TELECASTING, Aug. 20] are (l to r): Elwood Whitney, a director of the New York office; Robert F. Carney, new chairman of the board of directors; Rolland W. Taylor, a director of the New York office; Frank E. Delano, also a FC&B director of its New York operation. Involved in the changes were some 14 executives in the New York, Chicago, Los Angeles, San Francisco, and Houston offices.

FC & B LINEUP

Pryor Named Radio-TV V. P.

FOLLOWING the previous announcement of a realignment of its executive lineup, [BROADCASTING • TELECASTING, Aug. 20] Foote, Cone & Belding, New York, last week revealed further appointments in its radio and television department.



Mr. Pryor

president in charge of radio and television, New York office.

In line with the consolidation of the New York office's radio and television department, Thomas M. McDonnell has been appointed director of radio and television production and George Wolf has been named manager of radio and TV programs.

F. Winslow Stetson Jr., who will work on some of the General Foods accounts which recently were moved to New York, has also been elected a vice president. He has been with the agency since 1947.

The agency has resigned the \$1 million Emerson Radio and Phonograph Corp. account. Firm has not yet named a new agency. Emerson has not used radio or TV advertising for past year.

Gagwriters' Clinic

REGISTRATION for the sixth annual comedy clinic of the National Assn. of Gagwriters, to be held in New York Sept. 12, has been opened by George Lewis, NAG president. Writers and comedians throughout the nation are expected to attend the semester of the NAG Institute Comedy Development Center. Purpose is to develop a higher comedy standard for radio-TV shows. Registrations may be filed without charge at Room 902, 292 Madison Ave., New York.

Bond Drive Cut?

THAT economy axe on Capitol Hill threatens to cut into the savings bond campaign of the Treasury Dept. House Appropriations Committee has turned down a request for an additional \$2 million to help finance the department's upcoming drive, noting "it is high time for the Treasury Dept. to inject some new and more effective thinking into its bond sales program." Success of the drive is weighed by quality and not by the amount of the money poured into it, the committee said.

N.Y. AD CLUB

Starts Course Oct. 15

ADVERTISING CLUB of New York will offer its 28th annual advertising and selling course Monday and Thursday evenings, from 6:15-7:45 p.m. starting Oct. 15. The course of 27 lectures, six clinic sessions, and six specialties will be divided into fields, with special divisions for radio and television as well as for newspapers, magazines, direct mail, business papers, outdoor and transit advertising, and selling.

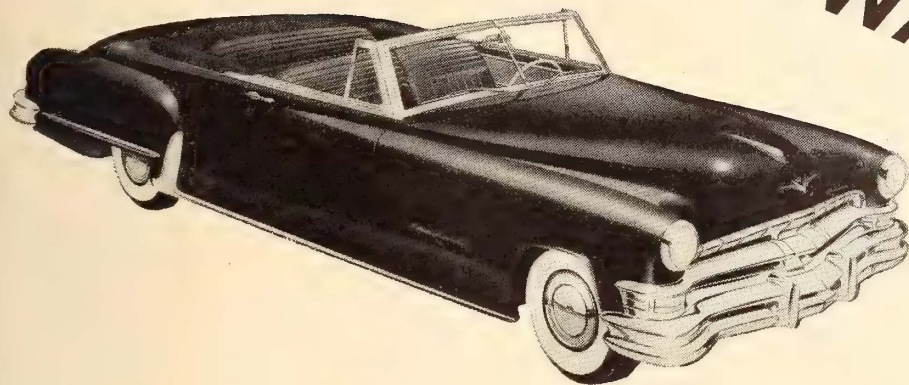
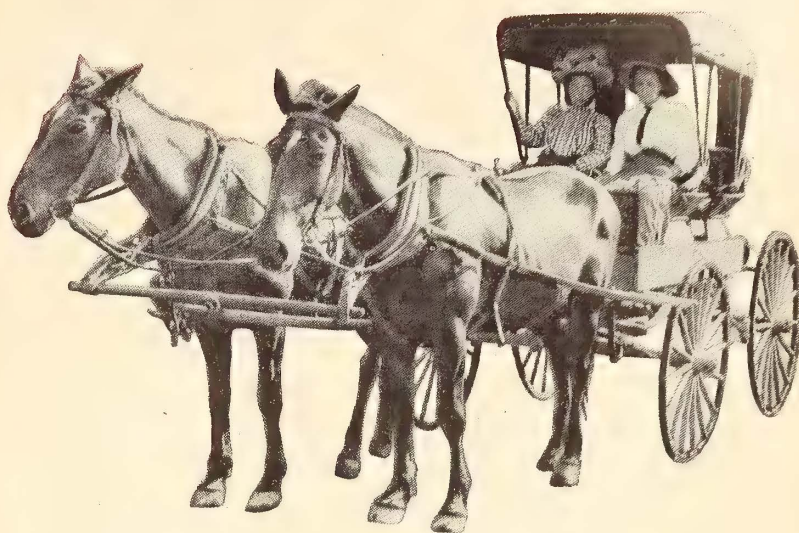
Partial list of lecturers includes Alden James, director of advertising P. Lorillard Co.; Fred B. Manchec, executive vice president for BBDO; E. Scott Pattison, executive vice president, G. M. Basford Co.; Edgar Kobak, business consultant; Zenn Kaufman, merchandising director for Philip Morris & Co. Inc.; and Louis Hausman, CBS Radio vice president.

KBA Plans Agenda

HOW radio can help defeat the narcotics menace among the youth is among the topics to be discussed by the Kentucky Broadcasters Assn. when it holds its fall meeting during October in Lexington. The broadcasters' planning group the KBA's executive committee meets Wednesday to map the agenda and set the date.

1901

PROGRESS ALWAYS WINS!



1951

...in 1951, for broadcast transcriptions, it's **MICROGROOVE!**

5 BIG MICROGROOVE ADVANTAGES

- Cuts costs . . . as much as half!
- Smaller disc . . . more program time!
- Big savings on packing and shipping costs!
- Easier handling and storage!
- Maintains highest quality!

COLUMBIA
Microgroove
TRANSCRIPTIONS

Call, phone, or write:
Los Angeles—8723 Alden Drive, Bradshaw 2-5411
New York—799 Seventh Ave., Circle 5-7300
Chicago—410 North Michigan Ave., Whitehall 4-6000

Trade Marks "Columbia," "Masterworks," "Microgroove" Reg. U. S. Pat. Off. Marcas Registradas



(*Full details on request)

SEE HOW ONE CLIENT SAVED 46%
52 WEEKS — 23 STATIONS

	old, 16" transcription	new, 10" Microgroove
PROCESSING	\$7,800.00	\$5,200.00
PRESSING	6,500.00	2,925.00
PACKING	448.50	299.00
SHIPPING	2,317.25	839.80
	<u>\$17,065.75</u>	<u>\$9,263.80</u>

\$17,065.75

9,263.80

\$ 7,801.95

Savings per year = 46%

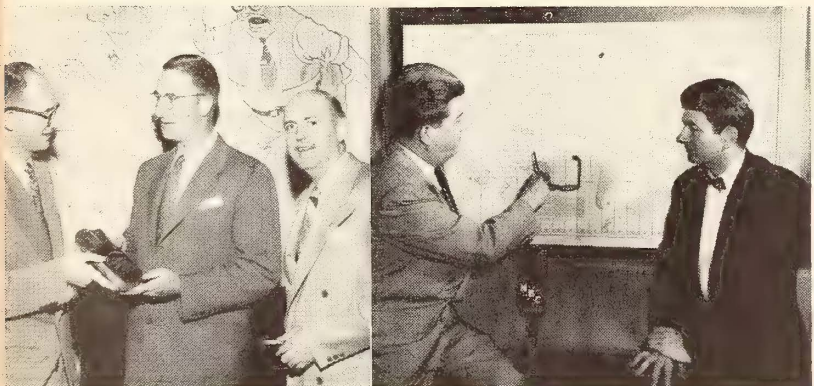


RENEWING acquaintances at BMI Hollywood Clinic (seated, l to r): Donald Quinn, mgr., KDB Santa Barbara; C. J. Smith, pres., KFAC Los Angeles; Ned Connor, mgr., KRKD Los Angeles; (standing) Glenn Dolberg, dir., sta. rel., BMI, New York; James Cox, BMI West Coast field rep. Clinic was held in cooperation with Southern California Broadcasters Assn.



AFFILIATION of WSCR Scranton, Pa., with NBC Sept. 30 is made official by (l to r) Paul Rittenhouse, WSCR sta. rel. dept.; David M. Baltimore, WSCR mgr., and owner, Lackawanna Valley Broadcasting Co., Norman E. Cash, dir., NBC sta. rel. dept.

SAN FRANCISCO Mayor Elmer E. Robinson (c), flanked by Arthur Hull Hayes (l), CBS v. p. and gen. mgr. of network-owned KCBS San Francisco, and Frank Stanton (r), CBS Inc. pres., closes the switch increasing KCBS power from 5 kw to 50 kw Aug. 9.



OREGON Press Club '51 award for best public service program goes to Fred F. Chitty, gen. mgr., KVAN Vancouver, Wash., for weekly *From Our Viewpoint*. l to r: Bob Frazier, Eugene Register-Guard, recipient of newspaper award; Sen. Estes Kefauver who made presentations; Mr. Chitty.

NEAL HOPKINS (l), radio-TV PIO for Military Sea Transportation Service, Pacific, and Bill Minette, pub. aff. dir., KNBC San Francisco, discuss plans for regularly scheduled "time-differential" station break announcements on KNBC. Four times daily, KNBC gives Korean time.

ECA presented public service certificates to radio networks and AFRA at a luncheon in New York's Waldorf-Astoria Aug. 10. Among those at the ceremony were (l to r) Sig Mickelson, CBS; Robert Saudek, then with ABC now Ford Foundation TV-Radio Workshop director; Robert Schmid, MBS; Ed Stanley, NBC, and Wallace Gade, ECA radio dir.



URGE BAB SUPPORT *Need Outlined At Roanoke*

RADIO's need for BAB, and what BAB is doing to meet the need, were outlined by officials of the sales promotion bureau at Roanoke, Va., last Friday in the first of a series of BAB clinics to be held in conjunction with the 17 NARTB district meetings.

BAB President William B. Ryan sketched the organization's objectives and range of services for the promotion of radio sales on both local and national levels, while Miss Lee Hart, BAB retail specialist, previewed in detail three forthcoming BAB sales aids derived from point-of-sale surveys conducted by Advertising Research Bureau Inc., results of 52 of which BAB is publishing.

Opening the BAB session, Board Chairman Edgar Kobak emphasized radio broadcasters' need for BAB as a promotion agent for all radio.

'Not in Doubt'

"Radio's future is not in doubt —radio's future is secure, provided every responsible operator in this industry gives BAB his proper quota of support," Mr. Kobak declared. "Not just his money, because you can't do a job with money alone. BAB must have the benefit of your brains and your energy. No one in radio can afford any longer to stand on the sidelines and wait for the others to do the job. BAB Inc. is yours. You must see to it that BAB gets every possible chance to work for you."

At the clinic BAB officials urged NARTB members who now pay BAB dues via NARTB to sign up at once for conversion of their dues system, effective next April 1, to the BAB monthly rate of one-half the highest hourly rate of the

station, which becomes standard rate for all station memberships on the April 1 date.

A six-man panel under the chairmanship of Robert M. Lambe, sales manager of WTAR Norfolk was scheduled to present case histories on specific sales and on "meeting the competition" as another feature of the Roanoke meeting. Scheduled panel members were Harry B. Shaw, WSJS Winston-Salem, N. C.; Gus Youngstead, WPTF Raleigh; Jim Hicks, WCOS Columbia, S. C.; Eddie Whitlock, WRNL Richmond; James A. Hagen, WWNC Asheville, and John Harkrader, WDBJ Roanoke. A question-answer session followed.

President Ryan employed an array of charts and exhibits, titled "Brass Tacks and Bright Future," in outlining BAB's sales aids. These include the BAB co-op service, direct-mail aids, special presentations, retail service bulletins, radio success stories supplied by advertisers, as well as by stations; BAB's "trouble-shooting" functions, special reporting services, weekly sales bulletins, library service and analyses of the ARBI surveys, which are to be published under the title "Count Your Listeners."

He also pointed out that BAB's newspaper counterpart, the Newspaper Bureau of Advertising, has 103 executives and staff members as against 16 at BAB.

WPMP PASCAGOULA

Plans Sept. Opening

NEW AM daytime outlet for the Moss Point-Pascagoula, Miss., area, WPMP Pascagoula, plans to begin operations about Sept. 1 on 1500 kc with 250 w. Don Murphy, formerly with WJRW Picayune, Miss., and for nine years chief engineer of WGCM Gulfport, is manager and chief engineer for WPMP.

Station is owned and operated by the Crest Broadcasting Co., which has elected the following officers and directors:

W. R. Guest Jr., Ingalls Shipbuilding Corp. of Pascagoula, president; T. T. Justice, owner, local Palace Drug Store, vice president; Hugh O. Jones, owner-operator, WGCM-AM-FM, secretary-treasurer. Board of directors: B. F. Keyes, Keyes-Dorman Motor Co., Gulfport; Burt Wood, Moss Point insurance man, and Messrs. Guest, Justice and Jones.

WPMP will be affiliated with LBS and will use Capital Transcription and INS news service. Studios and transmitter are located midway between Pascagoula and Moss Point.

RCA Ad in 'Record'

COPY of an RCA advertisement that appeared in *The Washington Post* was included in last Tuesday's *Congressional Record* by Sen. John J. Sparkman (D-Ala.), who singled out RCA President Frank Folsom as having "served with distinction during World War II in field procurement for the government, both for the Navy and for the War Production Board." Advertisement dealt with RCA cooperation with a small business firm, The Penn Engineering & Mfg. Co., Doylestown, Pa., in the production of light-weight walkie-talkies.

Raymond Atwood

RAYMOND ATWOOD, 60, a former vice president of McCann-Erickson, died Aug. 19 at Damariscotta, Me., after a long illness. He had been with McCann-Erickson in Toronto, Cleveland, Chicago and New York offices, and was a vice president before his retirement in 1943. Survivors include two daughters, Janet Atwood, member of the Skidmore College faculty and Sally Atwood, Mount Holyoke College senior, a sister and a brother.

In Any Language . . .

IF KFWB Hollywood listeners tuning in that station during a station break think that a foreign station has taken over the channel, it's all because KFWB's production director Dan Russell got tired of the dull routine station break. Seeking something new in that department Dan conceived the idea of a foreign language break. Listeners now discover what station they're tuned in on by hearing a voice say in French, Spanish, Italian, German or Portugese something similar to "For Easy listening it's KFWB Hollywood." At that point the announcer comes in and says "No matter how you say it, for easy listening it's KFWB Hollywood."

INDUSTRY JOBS

Technicians' Opportunity

EMPLOYMENT prospects for radio and television technicians are particularly bright during the current mobilization program, with demand far exceeding supply, the government has reported.

In a special *Occupational Outlook* released yesterday (Sunday) by the U. S. Dept. of Labor and the Veterans Administration, demand for skilled electronic technicians is seen as "strong" in all fields—civilian, industrial and military.

The report observed that "in most fields, the number of workers has increased, but in some the mobilization impact has had a reverse effect." In any event, employment prospects have changed for all type jobs whether related to defense or not.

The rosy picture painted for technicians is not extended, however, to professional talent employed by radio-TV networks and stations. As an example, the handbook claims that despite the defense program, radio announcing "will remain relatively difficult to enter."

The 575-page booklet contains complete reports on 433 occupations and was prepared by the Labor Dept.'s Bureau of Labor Statistics in cooperation with VA, and copies are available at \$3 each from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

BAB Sales Aid

BAB came out last week with the first issue of its "Radio Salesman," a weekly roundup of facts and general information intended solely "for selling America's most efficient, least expensive advertising medium—radio." BAB's "Radio Salesman" is intended to be brief, for fast easy reading; but comprehensive, for complete descriptions of sales tips and devices. The two-page sheet will carry Friday datelines.

PROMOTE RADIO

Calif. Group in Second Lap

SECOND lap of intensive and extensive on-the-air campaign plugging the value of Southern California radio as an advertising medium got under way this past week with 72 stations in the area combining to air a new batch of promotional announcements distributed by Southern California Broadcasters Assn.

Announcements range from 8 to 25 seconds, and are adaptable for use "as is" or re-written with station slant. Now material, to be used through Sept. 5, features average and total listening in the area. Opening series of spots during early weeks of the campaign in August treated set totals. Future emphasis during the fall will be on separate aspects of radio promotion.

Timebuyers of agencies and advertisers in key eastern cities, including New York and Chicago, will be told the merits of year-around Southern California radio when Robert J. McAndrews, SCBA managing director, invades those markets in October for a series of "shirt sleeve" sessions arranged in cooperation with committees of station representatives.

Q. A. BRACKETT

WSPR Co-Founder Dies

QUINCY A. BRACKETT, 66, co-founder and past president of WSPR Springfield, Mass., died in



Mr. Brackett

St. Andrews Hospital, Boothbay Harbor, Me., Aug. 12, following a short illness. Funeral services were held Aug. 15. Mr. Brackett, a pioneer in radio, joined Lewis Breed in organizing WSPR in 1935. He was president until

last April, when his son-in-law, Alan Tindal, succeeded him.

Mr. Brackett had been with Westinghouse Electric Corp., its KDKA Pittsburgh, and Western Electric. While with the latter company he worked as an assistant to Dr. Lee DeForest, pioneer radio inventor. In 1921, following a stint as engineer at KDKA, he went to Springfield to start production of radio receivers, transmitters and allied equipment for Westinghouse.

He was a member of the Engineering Society of Western Massachusetts, Institute of Radio Engineers, Harvard Clubs of New York and Connecticut Valley and Church of Unity.

He leaves his widow, Ruth; a daughter, Mrs. Alan C. Tindal, and two grandsons.

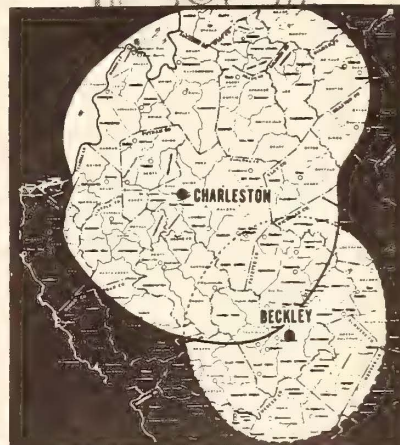
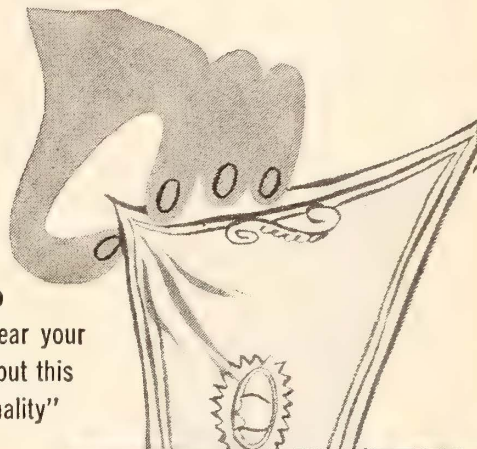
in West Virginia . . .

your dollar goes

farther with

"personality"

More than a million West Virginians, (with a half-billion dollars to spend annually) can hear your sales story when you put this potent pair of "Personality" Stations to work for you. And WKNA and WJLS are yours at a combination rate that is about the same as you would pay for any single comparable station in either locality. Make us prove it!



WKNA
WKNA-FM
CHARLESTON
950 KC—ABC
5009 W DAY • 1000 W NIGHT

WJLS
WJLS-FM
BECKLEY
560 KC—CBS
1000 W DAY • 500 W NIGHT

the personality stations



Joe L. Smith, Jr., Incorporated
Represented nationally by **WEED & CO.**



JOHNNY THOMPSON: **THE 4 KNIGHTS:** Popular quartette in their own show. Starred in "The Listening Glass."

RUSS CASE: Director of "An American Rhapsody."

PATTI PAGE... and ...RAY ANTHONY Co-stars of their own program, "Rhythm Rendezvous."

D'ARTEGA: Director of "The Cavalcade of Music."

4545

NETWORK CALIBRE PRO

AT

33¢

PER 15 MINUTE UNIT



THE AIRPLANE TRIO: Stars of "Airplane Melodies."

THE SUNSHINE BOYS: Famous vocal quartette starred in their own program of Gospel Songs.

FRANKIE CARLE: Star of "Keynotes by Carle" Show.

SHEP FIELDS: Star of "The Shep Fields Show."

THE COTE GLEE feature program, 15



GAY BLAZERS: Close-up in "Remember When."

ALLAN JONES: Star of "The Allan Jones Show."

GRAMS

figure

Starting November 1, 1951: Lang-Worth subscribers with full membership will receive specially prepared script programs totalling 4545 quarter-hours of playing time per year. Service mailed every week—prepaid.

it out

Selling aids—photographs, counter cards, posters, newspaper mats, spot announcements, etc.—are an integral part of this new service. All programs are designed, written and timed for commercial sponsorship—utilizing star-studded talent from the Lang-Worth Library.

for

Based on the minimum rental of \$125 per month, the cost of each 15-minute program is 33 cents—3 for 1 dollar! Figure it out for yourself.

yourself!

THIS FOR FREE! In addition to the specially prepared program service totalling 4545 quarter-hours of playing time per year, all station affiliates holding full membership in Lang-Worth Program Service receive the largest, best balanced and most diversified Basic Library of transcribed music in the world (6000 selections)—plus a continuous flow of New Releases featuring top-ranking artists in New tunes, New jingles, New voice tracks and New production aids, every month—FOR FREE!

Stop shaking your head—drop us a line and get the full story.

LANG-WORTH

FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

WESTERN OFFICE
LANG-WORTH Feature Prog. Inc.
14579 Benefit St., Sherman Oaks, Cal.

CANADIAN OFFICE
S. W. CALDWELL Ltd.
80 Richmond Street West, Toronto



FOY WILLING: In "The Riders of the Purple Sage" show.

of their own
cross the board.



Sports: Misnomer

IT BECOMES increasingly clear that Mr. Webster should rewrite his dictionary. "Sport," Mr. Webster insists, is "that which diverts, and makes mirth; pastime; diversion."

Sports, we say, are big business; industry. The baseball leagues are unionized; big business like the tax-free unions themselves. Professional or amateur, college or high school, it's now a matter of gate receipts and "performance rights"—radio, television, theatre television.

A Congressional Committee is investigating baseball and proposes to delve into all sports broadcasts and telecasts. Movie theatres are bidding against radio and TV for exclusive rights on boxing and other events. West Point has a scandal over cribbing by football players, enrolled presumably because of brawn rather than indicated military prowess.

In our land of free competition, the mass radio media to some degree have been a causative agent in this change of concept. There's no doubt they helped inspire a latent lust for gold. Radio and TV may even be as culpable as the sports tycoons and athletic directors. They did the bidding for exclusive rights, at fantastic figures. Newspapers cover gratis, but they do it on a non-exclusive basis.

But now it goes beyond outlandish prices. The NCAA bans telecasts of "amateur" college football games. Is that collusion? Is it a combination in restraint of trade? The reasoning, cockeyed we think, is that TV is a potential threat to the financial structure of intercollegiate athletics.

All this is the result of fuzzy thinking and disregard of very recent history. The broadcast media have breathed new life into many a decadent sport. They have created new fans; prevented old ones from turning to other leisure pursuits. They have made it possible to build new stadia.

Realism, we feel, ultimately will take over. If baseball and football ban radio, the effect probably won't be immediate on box-office. Fans will still go to see the "performers" they know—largely by virtue of radio and TV. No one wilts as fast as an unpublicized "performer." Gradually, interest will wane, to the accompaniment of acres of empty seats. The professionals will be smart enough to realize this, we predict.

As for the amateurs, the colleges and junior schools, let them study their own history. It's the taxpayer, in the final analysis, who builds and supports our institutions of learning. The endowed universities too get privileges from the public, including the not too inconsequential item of tax-exempt status.

The tax-paying public wants broadcasts and telecasts. It's no over-statement to say that the broadcast media, which are dedicated to serving that tax-paying public (they wouldn't survive if they didn't) can make or break the popularity of any sport.

All who believe in our free institutions would abhor any legislative move that would change our free competition concepts. We hope the Celler Committee investigating the sports industries, will tread warily in considering such legislative recommendations.

But Congress can, in good conscience, look into the application of the anti-trust laws to the sports industries, just as it does to any "big business."

Selling the Medium

AS TV EXPANDS and other media increase the intensity of their sales efforts, it becomes obvious that the future solvency of radio depends more upon the promotion of the medium as a whole and less upon internecine competition that pits station against station and network against network.

The futility of exaggerated emphasis on intramural competition has been clearly shown. To a large extent, the short-lived buyers' strike against radio came about because stations and networks were too busy swiping accounts from other stations and networks to notice that in a lot of advertisers' minds the whole radio system was diminishing in value.

Had these stations and networks been working together to promote all radio and point out its virtues in comparison with other media, the chances are that everybody in radio would have come off with more business in the end.

As we reported last week, the radio stations of Tulsa and Detroit have taken joint action to prove the value of radio as a medium. The cooperative effort won't mean that individual stations will quit soliciting business for themselves or cease to sell against others. But it will mean that they have a chance to create more business for all. If the pie is bigger, everybody at the table eats more.

We like to hope that the Tulsa and Detroit actions are forerunners of many more like them. If the pie disappears, everybody goes hungry.

We'll Take the WHAM Way

WHAM-AM-TV Rochester has as good a record of serving the public as almost any station that comes to our mind, but it wants to improve it.

William Fay, vice president of Stromberg-Carlson Co., owner of the stations, has announced the formation of a citizen's advisory council which will "advise with us regularly on ways in which WHAM and WHAM-TV can constantly improve their service to listeners."

Without begging the issue, we want to point out that the advisory council will consist of people who live in and around Rochester and who presumably know what other people of the neighborhood want.

Compare this board to the kind that Sen. William Benton is advocating. Sen. Benton wants to establish an 11-member, high-powered board that would dictate the radio and television program tastes of the whole country. It seems to us that's asking too much of any board.

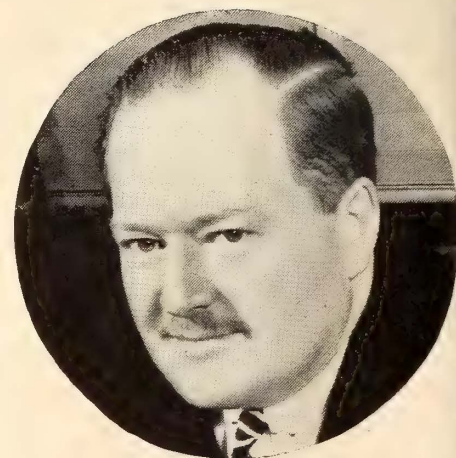
The cultural needs and tastes of Rochester are not identical with those of Birmingham or Boise. Aside from the fact that a national board of the kind Sen. Benton advocates would rob broadcasters of their constitutional rights to free speech, it would have an impossible job in applying a national policy to a system of broadcasting that must vary in its character and attitudes as widely as the many different communities it serves vary in theirs.

Every radio and television station must adapt its personality to suit the community in which it exists. No station can wear a personality tailored by mass production in Washington and hope to be at home among its own folks.

We think Mr. Fay's advisory council will be an asset to WHAM-AM-TV and to the entire Rochester area. It shows a sense of community responsibility to ask the neighbors for their judgment from time to time. They know a lot more about what's going on down the block than somebody playing with a slide rule and a crystal ball in Washington.



our respects to:



DAVID ERSKINE DRISCOLL

OLD-TIMERS at WOR New York remember that "right from the start, David Driscoll was an energetic, creative, general assignment man of the Brisbane School when he first came to that station in 1936.

Whenever and wherever a story broke, Mr. Driscoll was there with a microphone to make an eye-witness report for WOR listeners.

Today, 15 years later, Mr. Driscoll bears the title of director of news and special features for WOR-AM-TV, but he is still the eager newsman.

In New York, he is working not far from his birthplace. David Erskine Driscoll was born in Maplewood, N. J., April 15, 1909, to David and May E. Driscoll. His father, now dead, was for 14 years general manager of the Brooklyn Dodgers whose games are now telecast over WOR-TV under Mr. Driscoll's supervision.

Mr. Driscoll has been in the news business since his undergraduate days at the U. of Minnesota. In 1928-29 he covered Big Ten sports for the *New York Sun*.

In 1932 he turned to radio and was a sport announcer for WCCO Minneapolis while doing graduate work at the university.

After a year at WCCO he moved to KGDJ, Fergus Falls, Minn., as manager. Three years there and then to WFIL Philadelphia as a news and sports announcer. He was not in Philadelphia long when the New York challenge came.

In early 1936 he went to WOR as a sport and special events newsman. Four years later he assumed his present WOR title. His company's entrance into television in October 1944 extended his responsibilities.

Mr. Driscoll has made frequent use of the documentary technique. He developed it for use on many special metropolitan area broadcasts. Once, with a portable recorder in his car, he followed speeding vehicles through busy streets noting violations by police patrol cars. Edited, the recordings made a stirring 30-minute program, *Death On Wheels*, spotlighting needed life-saving reforms in the handling of New York City traffic.

In 1943 another documentary made with portable recorder, made New York's black market squirm under the hot glare of radio publicity.

Mr. Driscoll also has supervised such other outstanding documentaries as the award-winning series, *Name Your Poison*, which discussed sleeping pills and restaurant sanitation.

During World War II Mr. Driscoll spent nearly two years covering fighting fronts and gathering background material for WOR war

(Continued on page 53)

"...what a
GREAT BOY
am I!"



Smart boy, WFAA-TV! Since you last heard of him, that boy has pulled many a juicy plum out of the pie. Set himself up in the plum-pulling business, and doing plum swell!

Chip off the old block, WFAA-AM. And who knows, someday his nine-county holding may be as big as his daddy's, spreading out over this whole Radio Southwest.

That's a kid for you—so cute and cocky you're apt to forget what a job the old man's doing.

Take Radio Southwest*—that's WFAA-AM's primary coverage area—171 of the richest counties of Texas, Oklahoma and Arkansas, with over seven billion dollars of spendable income last year. And Texas, mind you, was No. 1 last year in income gain in the U. S.

Every week WFAA-AM is selling in a million or more homes, with no less than thirty-three live local shows a week, twenty of which are across the board. Three are variety shows with large casts

of musicians and dramatic talent. And there's no let up.

Just now WFAA is putting on more steam—investing more than a quarter-million dollars in a new transmitter on the 570 frequency—and that'll mean a bonus of more people listening.

Sure WFAA-TV's got what it takes—but he'll have to grow a lot before he can wear his old man's shoes.

*Radio Southwest is no tall tale. WFAA-820 is a clear channel 50,000 watt frequency, that nature has especially favored. The FCC's "Standards of Good Engineering Practice Concerning Standard Broadcasting Stations" specifically mentions "Dallas" as affording the optimum ground conductivity in the entire U.S. Which means greater area coverage.

Radio Southwest

The Only Mass Medium Covering This Great Southwest Market...

Radio Service of The Dallas Morning News

EDWARD PETRY & CO., Representatives

WFAA

820

570

TV

50,000 Watts 5,000 Watts Channel 8

front office



ROBERT L. KENNETT, manager WICC Bridgeport and WONS Hartford, now will devote his entire time to management of WICC. **ED PALEN** and **FRANK McGIVERN** take over management on WONS [BROADCASTING • TELECASTING, Aug. 13].

ROBERT A. MURROW, news department KDTH Dubuque, appointed manager KOWL Oelwein, Iowa. He was with MBS and Don Lee.

ALBERT TEDESCO, general manager WKLK Cloquet, Minn., named station manager WCOW South St. Paul, Minn.

EDWARD C. PAGE, ABC Radio Spot Sales, N. Y., and **JOSEPH D. PAYNE**, KVET Austin, Tex., appointed to sales staff George P. Hollingbery Co., N. Y., station representative firm. **ROBERT Q. TIEDJE**, WINR Binghamton, to research department.

RALPH H. WHITAKER, head of Ralph H. Whitaker Adv. Co., N. Y., appointed account executive in national sales department DuMont Television Network. **RALPH M. BARUCH**, sales and station relations executive Sesac Inc., N. Y., and **RICHARD C. DAWSON**, account executive Conde Nast Publications, appointed to sales staff WABD (TV) New York, DuMont outlet.

ROBERT HAWKES and **LEONARD THORTON** to ABC Chicago, as network TV salesmen. Mr. Hawkes worked eight years as salesman for St. Louis *Star-Times*, and Mr. Thorton is former media director of Morris Swaney Agency, Chicago.

BOB ROGERS, commercial manager WNOR Norfolk, Va., to WCAV Norfolk, as account executive.

BILLY WILSON appointed head of sales and account executive KCOH Houston, Tex. **FRED BATES** named Mr. Wilson's assistant.

ROBERT WRIGHT, graduate Northwest Broadcasting School, Portland, Ore., named salesman-announcer KVAS Astoria, Ore.

HOWARD E. STARK, brokers and financial consultants to radio and stations, N. Y., moves to new offices at 50 E. 58th St. Telephone ELdorado 5-0405.

ADAM J. YOUNG JR. Inc., N. Y., appointed national representative WAIT Chicago effective immediately. Company also appointed representative for CKCW Moncton, New Brunswick.

JOSEPH A. HARDY & Co. Ltd., Montreal, station representative firm moves its Toronto office to 11 Jordan St. **BRUCE BUTLER**, of L. Heagerty Ltd., Toronto advertising agency, named manager of office.

JOHN L. ELLINGER, WONS Hartford, Conn., named to sales staff WWCO Waterbury, Conn. He was with WMMW Meriden, Conn.

Personals . . .

HIL F. BEST, president Hil F. Best Co., Detroit, and director Detroit Adcraft Club named winner of Nash Country Club Rambler at recent "Adcraftfest" of club. . . **JOHN W. ROLLINS**, president W. Rollins Assoc., Rehoboth, Del. (WRAD Radford, Va., WJWL Georgetown, D. and WFAI Fayetteville, N. C.), appointed convention chairman of Young Presidents' Organization. Convention to be held in Boca Raton, Fla. March 18-22.

O. L. CARPENTER, sales manager WPTF Raleigh, N. C., recovered from heart attack in Rex Hospital, Raleigh. . . **Lieut. BILL HUNEFEHR Jr.**, USNR, formerly sales manager for KLX Oakland, is now Navy representative with Armed Forces Radio Services in Tokyo. . . **WALT G. TOLLESON Jr.**, assistant sales manager NBC Western Div., Santa Cruz, convallescening in Santa Cruz Hospital following heart attack he suffered July 29.

ERNEST FELIX, acting manager ABC Western Div., accepts chairmanship for TV stations for second annual fund drive of Radio-Television-Recording & Advertising Charities Inc., getting underway Sept. . . **LEM HALL**, account executive Columbia Pacific-KNX Hollywood, father of girl, Ginny, Aug. 16.

T. E. DANLEY, manager of sales traffic MBS, appointed recruiting officer for civil defense at network's New York headquarters. . . **LARRY ISRAEL**, sales director WDTV (TV) Pittsburgh, and Audrey Westman announce fall wedding plans. . .

JAPAN RADIO

To make Commercial Debut

JAPAN's first commercial radio station starts operation in Osaka on Sept. 1, with one-third of its time allotted to sponsored programs and, according to reports last week, with about 70% of this time already sold.

The United Press, which said it had negotiated the first worldwide news service contract with the station, reported the outlet will operate 17 hours a day, using 1210 kc with 10 kw. It will use the call letters JOOR. Operated by the Mainichi Newspaper Co., which publishes Japan's largest daily (circulation: more than five million), the station is known as Shin Nihon Radio Broadcasting Station (New Japan Radio Broadcasting Station).

The UP account said JOOR plans to build a heavy schedule of newscasts around the UP worldwide news report, contract for which was concluded by Ernest Hoberecht, UP general manager for Asia.

Japanese radio heretofore has been exclusively governmental, with listeners required to pay a fee. JOOR is one of 16 authorized commercial stations which will

supplement the Japanese public strictly governmental radio with programming to be supported by sponsorship [BROADCASTING • TELECASTING, July 23].

Plant Conversion

COURSE of action for manufacturers desiring to change over defense output is outlined in four-page pamphlet, *Converting Military Production*, issued by the Office of Small Business, National Production Authority, Dept. of Commerce. Booklet suggests that manufacturers plan now on what lines they might convert to in event of full mobilization, and lists steps for securing government prime contracts for defense items. Subjects touched on include use of tools, manpower, plant location, materials, etc. Copies may be obtained from Printing Service, Dept. of Commerce, Washington 25. D. C., or any department field office.

SYRACUSE U. announces formation of new TV class, beginning Sept. Openings for 20 men and women available in 12-month course. Master's degrees will be awarded to those completing course. Present class due to be graduated Aug. 31.

In This Two TV Station Market
Served by Four TV Networks

BETTENDORF
AND
DAVENPORT
IN IOWA

ROCK ISLAND
MOBILE
AND EAST MOBILE
IN ILLINOIS



24.2% more local advertisers
bought time on Radio Station WOC,
July 1, 1950-June 30, 1951, than in
any previous 12-month period . . .

. . . local advertisers spent
more money for time on
WOC during this period, **14.4%**
than in any similar 12-months . . .

Men who buy advertising at the local level . . . the cash register level . . . know what piles up those black-ink figures on their sales reports. Take your cue from the 215 local advertisers who use WOC. Buy at their cash register level—you'll buy WOC and you'll find your Quint-City sales skyrocketing.

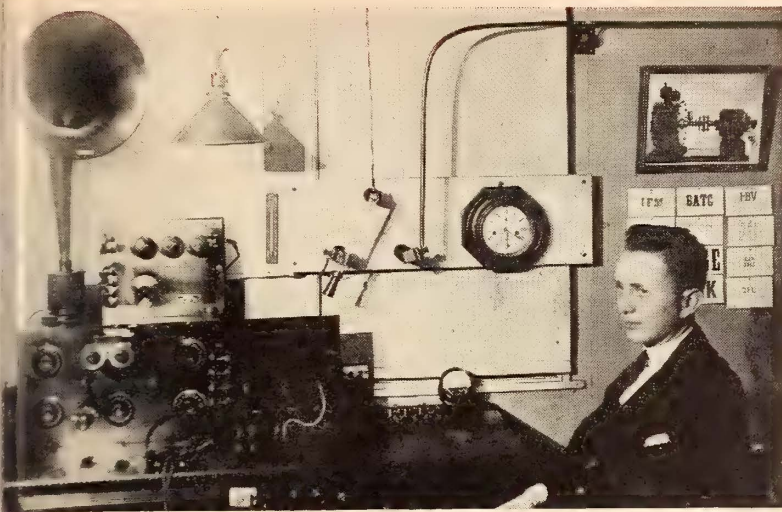


DAVENPORT, IOWA

Basic NBC Affiliate
5000 W—1420 Kc

Col. B. J. Palmer, president
Ernest C. Sanders, manager

National Representatives
Free & Peters, Inc.



In the pioneering days of radio this is the way transmitter equipment was set up. And operating the station's original equipment here is Mr. Reuman, president and founder of WWRL. Date is Aug. 26, 1926, when WWRL first went on the air. Place: Mr. Reuman's living room.

★★★ WWRL'S QUARTER CENTURY Birthday Is Aug. 26; Minority Group Service Outstanding

Though our air has turned to silver,
Our arts are young and gay. . . .

WITH such dogged doggerel, accompanied by silver anniversary cakes, WWRL Woodside, Long Island, last week notified its friends that yesterday (Aug. 26) it was celebrating the conclusion of 25 years on the air under the same management.

William H. Reuman, owner-founder of WWRL, on Aug. 16, 1926, received his license from the then Secretary of Commerce Herbert Hoover for 100 w on 1160 kc. Ten days later the station's first broadcast went out from its only studio, Mr. Reuman's living room. Today, WWRL broadcasts from a two-story studio-and-office building on that site with 5 kw on 1600 kc.

Secret of Success

Service to minority groups has been the secret of WWRL's success in the highly competitive metropolitan market served by more than a score of radio stations. Starting in 1929 with a one-hour German language program broadcast on alternate Sundays, WWRL today devotes 72 of its 119 hours on the air each week to broadcasts in 13 languages other than English: 4½ hours of Spanish, 12½ hours of German, 8½ hours of Czechoslovakian, 4¼ hours of Greek, 2 hours each of Hungarian and Polish, 1¼ hours of Russian, 1 hour each of Lithuanian, Jewish and French, ¾ hour of Syrian and ½ hour each of Ukranian and Swiss.

Most of the rest of WWRL's schedule is made up of programs aimed at New York's Negro audience, which the station estimates is over 800,000. Negro performers and announcers have been employed for years: Jocko Maxwell, said to be the first Negro sportscaster, started with the station 15 years ago and is still heard. Last year

WWRL started what it believes is the first Mr. and Mrs. Negro radio team.

In honor of the station's 25th birthday, Ethel Merman, Norman Brokenshire, Eddie Bracken, Art Ford, Richard Hayes, Symphony Syd and others who got their start at WWRL recorded congratulatory spots which were to be broadcast during yesterday's commemorative programs.

WNAX EXPANDS Yankton Operation Moved

IMPROVEMENT and expansion of station facilities has been reported by WNAX Yankton-Sioux City, which recently moved its Yankton operation into the new WNAX Bldg. The operation utilizes 13,000 square feet in a two-story stone and steel building and provides "expanded production facilities and improved working conditions," according to R. R. Tincher, station manager.

Production is located on the ground floor, with a huge auditorium studio designed to house any future TV operation. Second floor is set aside for administrative offices. WNAX also will continue to operate studios and offices in Sioux City, Mr. Tincher said.

Defense Names Redman

APPOINTMENT of Rear Adm. John R. Redman (USN) as director of electronics-communications for the Joint Chiefs of Staff effective Sept. 1 has been announced by the Dept. of Defense. Adm. Redman, currently communications director for the Navy Dept., will succeed Maj. Gen. H. M. McClelland (USAF). Capt. Wilfred B. Goulett (USN), who has been serving under Adm. Redman, will become acting director.

Respects

(Continued from page 50)

reports and analyses. He took along his constant companion, a portable recorder, and reportedly was one of the first correspondents to use one in combat areas.

Out of this World War II experience came a program he rates among his best. This broadcast, made on various Navy convoy trips, brought listeners in October 1942 on-the-spot combat reports of submarine warfare. It included a story of the sinking of the U. S. destroyer, *Jacob Jones*.

Mr. Driscoll has participated in his share of stunts. He delivered a double-talk harangue on world affairs from the Court of Peace on the closing night of the New York World's Fair. He covered proceedings when WOR carried the bouncing of a radar signal off the moon. He also has donned full diving regalia to take a fish's-eye view of the Hudson River for the benefit of Navy recruit diving specialists.

Mr. Driscoll feels, however, that the era of "stunts" is passing. The public he says is too interested in what's going on to need or want any "gimmick" in newscasts.

Mr. Driscoll's eagerness to broadcast news was demonstrated when President Truman relieved General MacArthur at 1 a.m., an hour before WOR's sign-off. Mr. Driscoll sped to the station, assembled an emergency crew and kept WOR on

the air throughout the night. With Mr. Driscoll, however, it isn't just a matter of having enough news periods. He puts his best feature-style announcers on newscasts emphasizing the "human side" of the news. For straight newscasts, he uses announcers with a crisp, fast, hard-hitting style.

In addition to being worked into shape for a particular type of voice, each news period is edited, not for a vague group of listeners but for the WOR community. Mr. Driscoll assigns one man of the 12-man department as editor-writer for each program.

Mr. Driscoll's haven, after a typically hectic day, is an apartment in Manhattan. But when opportunity permits, especially on weekends, he and his wife, the former Elizabeth Fredericks, "escape" to their country home at Greenport, Long Island. There he finds time for golf at North Fork Country Club, Cutchogue, L. I., and enjoys hunting and fishing. His favorite spectator sports are baseball and football.

About news, Mr. Driscoll has a simple over-all philosophy: "Give the public all the news it wants."

RAYTHEON MFG. CO., Newton, Mass., has released stockholders' report for fiscal year ending May 31. Total income from sales and rentals for year was \$89,662,000 with net profit, after taxes, of \$2,179,000. Company's net for previous year was \$935,000. Raytheon reported 50% increase in sales.

Good Morning... you bet!

March, April, May, 1951

Hooper in Chattanooga

Monday thru Friday	Station B	Station C	WDEF	Station D	Station E
7:30 to 8:00 A.M.	3.2	2.0	11.0	2.3	1.0
8:00 to 8:15	2.8	2.8	13.0	3.1	2.8
8:15 to 8:30	2.1	1.4	11.0	3.3	3.0

SHARE OF RADIO AUDIENCE

	B	C	WDEF	D	E
8:00 A.M.—12:00 Noon	9.3	12.2	33.5%	21.1	22.3

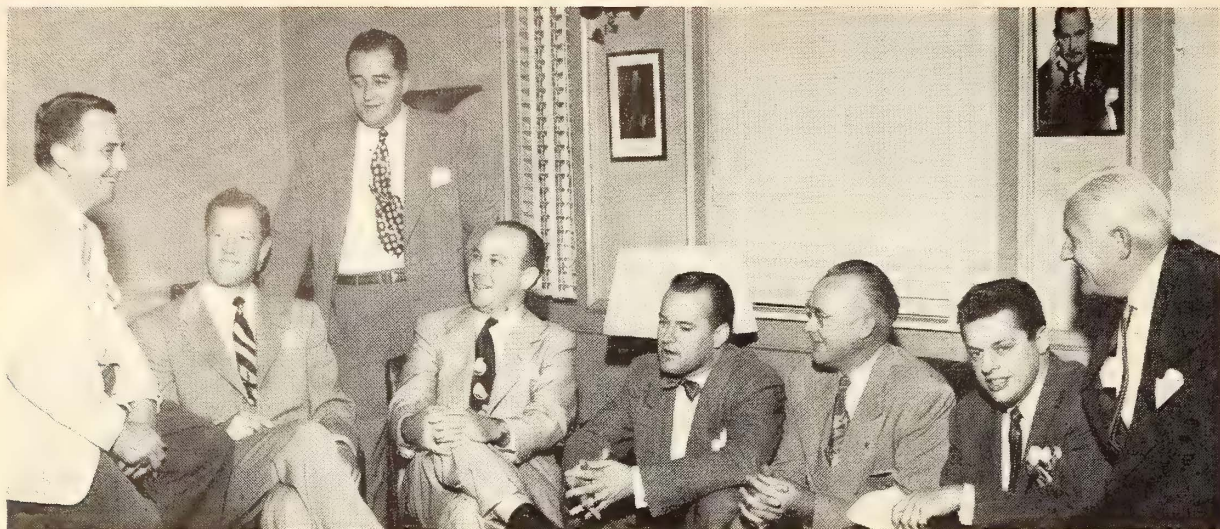
WDEF

CHATTANOOGA

1370 KC 5000 WATTS

Carter M. Parham, President

REPRESENTED BY BRANHAM



INFORMALITY rules at this talkfest between KMPC Hollywood executives and John Patt, president, KMPC, WJR Detroit and WGAR Cleveland, during Mr. Patt's visit to the Hollywood operation. L to r: Mr. Patt; KMPC's Robert O. Reynolds, vice president and general manager;

Gordon Gray, eastern sales representative for the Goodwill Stations; Loyd C. Sigmon, vice president and assistant manager; Tom Frandsen, local sales manager; Oren Mattison, auditor; John Baird, director of public affairs, and Charles Cowling, national sales manager.

FCC Funds Axed

(Continued from page 40)

corrective action. Conferences among our working people have brought out the fact that the present monitoring service of the FCC would not be adequate to cope with the anticipated situation.

Another project requested by the FCC called for \$50,000 to provide remote control of 17 high-frequency direction finders used with the monitoring outlets.

With respect to control of electromagnetic radiations, Comr. Sterling explained that the alert plan was conceived to keep certain stations on the air to transmit messages to the public during or after an air raid. The Air Force has agreed "to the plan we are now preparing, and for which our engineers are now in the field setting up the alert system, and it will be placed in operation," he revealed.

Many to Participate

Mr. Renton told subcommittee members that "about 90%" of 2,200 broadcasting stations are expected to participate in the alert system on a "voluntary" basis [BROADCASTING • TELECASTING, June 11].

The military's view on station controls and monitoring was given by Col. Lewis:

The monitoring stations are set up to provide necessary control so that those stations that are operating on any frequency can be identified and controlled through the monitoring system. Likewise, they can also monitor the entire spectrum to determine what stations are broadcasting and whether or not they are in any way available for use by the enemy for navigational purposes. . . .

Rep. Thomas wanted to know whether, in the case of imminent air attack, all radio activities in the U. S. might not be shut down?

Col. Lewis conceded "that would be one answer" but said "it is not the plan agreed upon." Civil defense will have to issue directives during and prior to an alert "to notify the public of what is hap-

pening." Comr. Sterling was asked whether there were not sufficient radio stations to "warn the people?" The Commissioner said he felt "they can do a big job" but added he was not qualified to speak on air raid warning systems and equipment, also under discussion by the subcommittee relating to civil defense.

Serves Two Purposes

Col. Lewis stated that the Air Force-FCC plan serves two purposes involving shifts in frequencies and operation in various areas. With use of "clusters," the enemy would be denied a single beam upon which to "home" and would thus be "confused," he explained. "Some stations (thus) will continue to broadcast . . . on the same frequency simultaneous programs and the programs will be utilized by civilian defense. . . ."

Subcommittee members were told that the FCC could notify "every radio station in the U. S." of an imminent attack "in a matter of minutes," after receiving notice from the Defense Dept. The FCC representative at the main control center then would be asked to place into effect the pre-arranged plan worked out with AM, FM and TV stations under which certain stations would cease operation and others would remain on the air.

"We do not intend in most cases to ever black out the entire U. S., so far as the control of radio is concerned—only those areas which are subject to imminent attack."

The House voted the Federal Civil Defense Administration \$10,755,000 for operations, including \$240,000 for an attack warning plan and \$4,170,000 for a communications system. Training and education (through radio, TV and other public media) drew \$1,545,000.

In cutting FCDA funds from a requested \$535 million to \$65,255,000, the House was guided by the committee report which sharply criticized lack of a "realistic, well-coordinated plan." FCDA plans and estimates do not reflect the basic

"concept" of national civil defense, the committee felt. "It is obvious that proper emphasis is not being placed on training and education and the dissemination of information," it noted.

On the other hand, it felt that the primary requirements for a well-founded program are communications and an attack warning system, in addition to education.

Similar cuts were wielded over funds for the Economic Stabilization Agency, Defense Production Administration, Office of Defense Mobilization and National Production Authority. In the case of ODM, the House voted \$500,000 for a public information program under the guiding hand of Defense Mobilizer Charles E. Wilson. Sums allotted: ODM, \$1.85 million; DPA, \$2.8 million; NPA, \$30 million; ESA (including the Salary and Wage Stabilization Boards, and Office of Price Stabilization), \$127.6 million.

Also approved were amendments by Rep. Ben Jensen (R-Iowa) which would limit pay of employees to ceilings contained in regular 1952 fund measures, and by Rep. Lawrence Smith (R-Wis.) who proposed that compensation for persons performing "domestic information functions" be limited to 50% of overall funds in the bill. Number of information specialists on government payrolls had prompted sharp criticism of House members.

Canadian Output

PRODUCTION of radio sets in Canada during the first five months of 1951 totalled 323,600, valued at \$22,981,000, according to the Dominion Bureau of Statistics, Ottawa. Production of TV sets in the period totalled 24,800 valued at \$12,684,000. Imports of radio and TV sets, mostly from the United States, in that period totalled 18,500 sets, and exports amounted to 10,600 sets.

NBC EMPLOYEES

Network Honors Old-Timers

SOME 103 employees who have been with NBC for 10, 20, or 30 years recently were honored at an annual outing held in Purchase, N. Y.

Chairman of the Board Niels Trammell presented watches to 10-year employees and pins to the 20-yearers, including President Joseph P. McConnell, who has served 25 years.

Mr. Trammell, in return, received a citation and watch for his 25-year tenure.

Among those named to the 25-year club were George H. Frey, vice president and director of television network sales; O. B. Hanson, vice president and chief engineer; Lewis M. Connach, secretary; Raymond G. McElrath, director of radio and allocations engineering; George McElrath, director of radio network technical operation and Harry McKeon, controller.

Carleton Smith, vice president in charge of station relations and Jan V. McConnell, director of national spot sales, received pins for 20 years of service, and Sydney H. Eiges, vice president in charge of press, and Kenneth Banghart, announcer and newscaster, for 10 years with the company.

For the 'Record'

STATEMENT by Brig. Gen. David Sarnoff, RCA chairman of the board, on his impressions of talking with statesmen, businessmen and workmen during his trip to Europe, was inserted in the *Congressional Record* last Monday by Senate Majority Leader Ernest W. Farland (D-Ariz.). Gen. Sarnoff, upon return from his journey abroad, called for a revitalized "Voice of America, tailored for psychological peace-fare" [BROADCASTING • TELECASTING, Aug. 2].

Bingham Wins 'Em

DICK BINGHAM, of MBS' *Game of the Day* fame, was feted by St. Petersburg Aug. 19, proclaimed "Dick Bingham Day" by the Mayor of the Florida city. Mr. Bingham, sports director of WTSP St. Petersburg (on leave to MBS until the end of the World Series), was presented a \$400 golf outfit plus a shower of congratulations from fans who noted his hometown mentions. Ben Greene, local sponsor of the Mutual series, and F. J. Kelley, WTSP vice president and general manager, flew to Chicago to join Mr. Bingham on that day. Mr. Greene added to the gifts, with a 16-mm movie camera set. The sportscaster, who shares the Mutual series stint with Al Helfer, also received a year's membership to a local golf club.

PROPERTY SUITS

Lawyer Stresses Caution

A CAUTION to put business deals on foolscap rather than "on the cuff" was given members of the Hollywood Advertising Club last Monday (Aug. 20) by Robert Myers, resident partner of the law firm of Gillick, Geary & McHose, Hollywood.

Backing up his warning with several examples of plagiarism and invasion of privacy suits that have resulted when advertisers failed to protect themselves suitably, Mr. Myers urged members to get the proper clearance for all properties used.

He further advised the group representing advertisers, radio, television and other media men, to have any outsider submitting material sign a fool proof release agreeing to let the advertiser be sole judge on whether or not material should be used and how; and deciding compensation for the material, if used.

In dealing with professional writers who might balk at such an arrangement, he suggested that a clause be included in the release that, if the writer feels he was wronged in the deal, the case be submitted to arbitration by a panel of people within the industry.

Presenting the case to such a panel as against a regular jury trial would offer the advertiser more protection, he feels, inasmuch as most juries are not familiar with the problems of the industry. Mr. Myers further suggested that a maximum amount for an award by arbitration be stated in the agreement.

In the meantime, "when in doubt get a signature," he concluded.

Better Ad Legislation

Speaking on the same program, Hon. Charles Conrad, California State Assemblyman from Hollywood, urged ad club members to carefully watch legislature measures being taken up, in order to protect their business from any harmful ones. He further advised them to get to know their assemblymen that they might keep in close touch with the workings of the legislative body.

In many cases, Mr. Conrad pointed out, regulatory measures affecting radio, television and advertising are passed by small committees, without being put to majority vote. In other instances the publicity put out on a certain legislative measure often clouds the real issues, and leads the voter astray.

With conditions like this Mr. Conrad stated, advertisers can't afford not to be interested in politics.

Donn B. Tatum, director of television, ABC Western Division and manager, KECA-TV Los Angeles, was chairman of the day for the meeting.



BABE RUTH's voice, to be enshrined with other mementoes in Baseball's Hall of Fame at Cooperstown, N. Y., is preserved on this golden record. Paul Kerr (c), vice president and secretary of the Hall of Fame, accepts the recording from Paul Jonas (l), MBS sports director, and Frank White (r), MBS president. Duplicate playable copies also were presented to permit rehearsing when occasions warrant. The recording is of the Bambino's speech on "Babe Ruth Day," April 27, 1947, in Yankee Stadium. He died shortly thereafter.

'STAR' SUPPORT

Gained In CAB Argument

BACKING of the influential *Toronto Daily Star* was unexpectedly received by the Canadian Assn. of Broadcasters in its argument that Canada must first clean house before backing up the United Nations draft convention on freedom of information [BROADCASTING • TELECASTING, Aug. 20]. The CAB, through General Manager T. J. Allard at Ottawa, had told the Canadian government that Canadian broadcasting stations were not free to choose the news they wished to broadcast. Canadian Broadcasting Corp. Chairman A. D. Dunton stated that CBC news regulations referred to were not operative at present.

The *Toronto Daily Star* pointed out that CAB had a rightful grievance if the regulations were still on the CBC books, even though no longer in operation. The *Toronto Star*, which usually backs up the CBC and government radio, stated editorially that if the regulation is not enforced it should be dropped, that it places unwarranted limitations on the broadcasters' access to news.

Tribute to Hearst

WCUM Cumberland, Md., silenced its commercial programming Aug. 15 in memoriam to William Randolph Hearst, who died Aug. 14. Station substituted special programs in tribute to the noted publisher, who was founder of The Tower Realty Co., Baltimore, of which WCUM has since become a part. Karl F. Steinmann, president of The Tower Realty and owner of WCUM, a CBS affiliate, has been closely associated with Hearst enterprises.

'AMERICAN NEWS TOWER'

GE Series Forerunner of Voice of America

ALTHOUGH the first Voice of America program did not go on the air until February 1942, the concept of using the international airwaves for an American "propaganda through truth" campaign got its first tryout five years before that time as the *American News Tower* series broadcast round-the-world by the two General Electric Co. shortwave stations W2XAD and W2XAF.

Idea was suggested by C. D. Wagoner of the GE general news bureau following talks with Carl W. Ackerman, newspaper correspondent who is now dean of Columbia U.'s graduate school of journalism. "He told of censorship placed by other countries on news originating in the United States and of how stories were colored so as to create a most unfavorable impression in the minds of foreigners," Mr. Wagoner recalled last week.

Shortwaves seemed to be the answer; GE had hundreds of letters from all parts of the world telling how well its shortwave broadcasts were heard. "So the idea of inaugurating a broadcast news service to other countries was brought to the attention of the late Franklin D. Roosevelt. He liked it and made an appointment for a GE representative to discuss the plan with Sumner Welles, then Under Secretary of State. Mr. Welles was likewise enthusiastic, said he would send word to all embassies in foreign countries, asking ambassadors and consuls to spread the word as widely as possible in their respective communities. Thus the way was paved for the programs."

Days Summary Arranged

GE arranged with the Press Radio Bureau for a 500 to 600 word summary of the day's news of the country to be wired to Schenectady each day except Saturday and Sunday at 5 p.m. for broadcast on *American News Tower*. Program's name, Mr. Wagoner explained, plus its description as news for Americans wherever they might be, was felt to "remove any suspicions of foreigners that this was a scheme of spreading propaganda from America. It also was felt that such programs would catch the ears of foreigners in that they would feel they were listening in on a somewhat private conversation between this country and its own people."

Officials at GE were no less enthusiastic about the project than the government executives. John R. Sheehan, now radio and television director, Cunningham & Walsh, who was then in charge of the GE shortwave operations, was so impressed with the program's importance that he personally edited and broadcast the initial

American News Tower newscast. Reaction was prompt, and good.

That was in June 1937. It was not until February 1942 that the Voice of America was first heard. In June 1942, the Voice was placed under OWI and in August 1945, at the end of the war, it was transferred to the State Dept., which is still in charge. The GE shortwave stations, where it all started, are now part of the Voice of America network.

San Diego AWRT

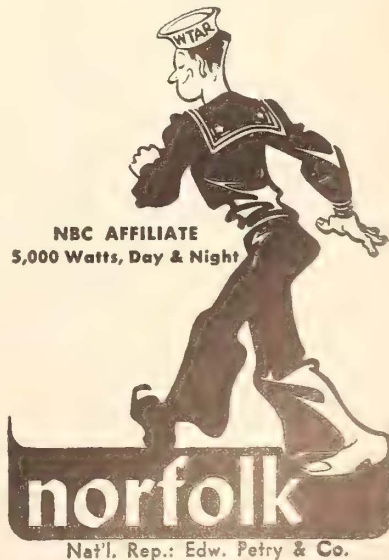
RADIO and television women in San Diego have organized the first western chapter of American Women in Radio & Television. Izetta Jewel, KCBQ women's program director, is founder and honorary president of the San Diego chapter. She has been named national vice president and organizer for the Pacific Coast states, an area which includes Alaska and Hawaii. Officers of the San Diego chapter are Molly Morse, KFMB, president; Nancy Read, KCBQ, secretary; Janice Mesmer, KFMB, treasurer, and Bobby Truesdale, KCBQ, membership chairman.



Sells ALL the Norfolk Metropolitan Sales Area for You!

WTAR delivers more listeners-per-dollar than any other local station in Norfolk, Portsmouth, and Newport News, Virginia.

Hooper and BMB prove it. Sell your product more profitably with WTAR.



AM in The A.M.

(Continued from page 25)

formal feeling of morning radio. Both the audience and the sponsors love it.

The Bank of America used a participation for its Time-Plan loans on Mr. Story's first show with such spectacular success that it bought an across-the-board series. Shortly thereafter the bank began to sponsor the m.c. in the special *Top of the Morning* series to Columbia Pacific stations in California. The Story personalized presentation is a major share of the Bank of America radio advertising in California.

Other long-term advertisers include Pyroil and Curtis Publishing Co.

Mr. Story began his radio career in high school as an announcer for WKZO Kalamazoo. After a temporary career as a drug salesman, Mr. Story returned to WKZO as announcer, writer and director. During the war he was an Army Air Force fighter pilot in the E.T.O. In 1945 he was with WGR Buffalo and in 1948 became a free lance director of morning shows in New York. He came to KNX when the station decided to revamp its morning programming.

* * *

DAWNBUSTERS

From a fee of \$2 per program to being top man on WWL's top morning show with a staff of thirty is the personal success story of Henry Dupre, m.c. of *Dawnbusters*, 7:15-9, Mon.-Sat. At the same time it is the 18-year morning success story of the CBS New Orleans outlet.

The "Duke" began his radio career with WMCA New York reading poetry at the same time he was appearing in several Broadway hits including: "Diamond Lil" and "Whoopee." He says "it was plenty of experience but I nearly starved to death." Just when things began to look up Mr. Dupre was called home to New Orleans by the serious illness of his father.

In 1932 WWL was a small station. It consisted of one studio, two offices, one announcer, phono-

graph records and PLENTY of hillbillies. Henry landed a job reading poetry at \$2 a program. He was such a success that he was hired to do part-time announcing and his salary was raised to \$10 a week. When the station was granted full time he was made a member of the staff.

When the need was felt for a higher morning rating, every member of the WWL staff was auditioned for a morning show. Mr. Dupre clicked. He went on the air with "the time, light chatter, weather report, easy listening music and enough corn to encourage a smile, regardless of their feelings."

He created two characters, Judy and Dopey, who caught on immediately with WWL listeners. Judy was a 33 1/4 rpm played at 78 and Dopey was a 78 rpm played at 33 1/4. Dialogue with the two went on day after day to the delight of the growing audience. Today the show has a cast of 30 and a long record of sending ex-*Dawnbusters* on to stardom.

The program has been sold out for fourteen years. Among satisfied sponsors are 4-Way Cold Tablets, Chill Tonic, Bromo Quinine, BC Headache Powder, Stanback, Kool Cigarettes, Super Suds, Feenamint, Octagon Soap, Doan's Pills, Camel Cigarettes, Lifebouy, Ipana, and Arrid.

* * *

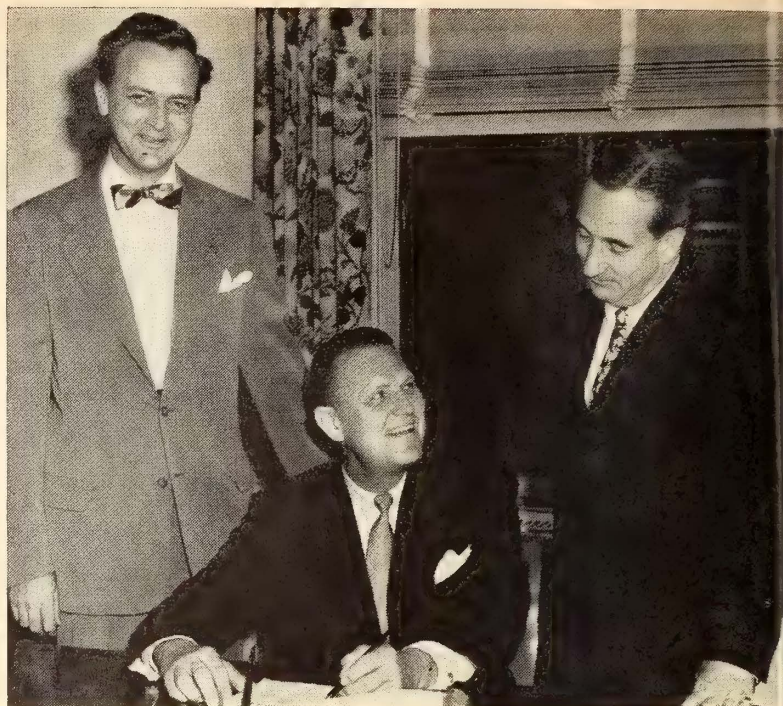
RAMBLING WITH GAMBLING

One of the top morning men in America's top market is John B. Gambling, heard on WOR New York from 6 to 7 a.m., Monday through Saturday, on *Rambling With Gambling* and from 7:15 to 8 a.m., Mon.-Sat. on *Gambling's Musical Clock*. On Saturday the *John Gambling Show* is on from 8:15-9 a.m.

Rambling With Gambling features semi-classical and light classical recorded music, frequent mentions of time and weather. The aim is to wake people pleasantly, an aim which continues as the goal in the following *Musical Clock* program. The second show features live music, played by the Gamboliers, and the same type of music that comes from records on the earlier show. It's never very exciting, but it's easy to listen to. The diction is good and clean-cut and Mr. Gambling manages to keep commercials from annoying people with uncertain early morning tempers.

So successful is the format that it has been going on, almost unchanged, for 26 years. Known to literally millions of New Yorkers as the "Human Alarm Clock" after more than a quarter of a century he shows no sign of running down.

A native of Cambridge, England, Mr. Gambling was a wireless operator with the Royal Navy during World War I. After the war he came to the U. S. where his first job was as engineer with WOR. He took on the most hated stint, the 6:30 morning gym class which was a part of every well-managed radio



HAROLD F. GROSS (c), president and general manager of WGFG Kalamazoo and WJIM Lansing, affixes his signature to a contract affiliating these stations with NBC, Sept. 30. Mr. Gross says that WGFG covers the Battle Creek market also. Carleton D. Smith (r), network vice president in charge of station relations, and Norm Cash (l), NBC director of station relations for the network. Both WGFG and WJIM will continue to joint program NBC and ABC. WJIM-TV was added to the basic NBC television network last July 1.

station in those early days. One day the announcer failed to report. John was equal to the emergency—set his controls and did an ad lib job through the hour-long show. That experience resulted in his being given the job permanently. A talent for ad libbing and an ability to retell what Mr. Gambling calls "the oldest jokes in radio" are part of the Gambling charm.

Sponsors on the Gambling show are as loyal as the listeners. In one case, at least, it was a listener who turned sponsor. Mr. and Mrs. Chambers, who own and operate Peter Chambers Inc., retail fur establishment, listened to the show for 20 years. After attending his 25th anniversary broadcast they decided the Gambling audience represented their type of customer. As a result they tried a 13-week campaign during the fall of 1950. It was so successful that it was renewed. According to Mr. Chambers: "Our experience provides concrete proof that his listeners are sold, one thousand percent on John Gambling. . . . They have complete confidence in what he says and what he sells."

Since 1942 the Hudson Pulp and Paper Corp. has used the *Musical Clock* to sell its paper napkins and other products. They say: "WOR has accounted for 90% of all Hudson advertising in the New York area and deserves at least 90% of the advertising credit for changing Hudson from a 'private label' to New York's No. 1 napkin!"

Rambling With Gambling and the Saturday show are participating, with rates starting at \$90 per spot.

The *Musical Clock*, which is sponsored by Hudson, is \$4,500 a week.

EASY DOES IT

An easy-to-listen-to style is the trademark of WRVA Richmond early morning disc show, emceed by Carl Stutz. Using all types of music, from populars to the classics, the show is paced for the awakening listener's ear.

The commercials are given smooth voice treatment which is particular talent of Mr. Stutz, who believes that a disc show should "live up to all the requirements of a live network program."

Before entering radio Carl worked as an accountant, a photographer and as a musician. Three years ago when WRVA was looking for a disc jockey for the early morning show they chose him from the station's announcing-production staff.

A graduate of the U. of Richmond Carl began his radio career seven years ago at WRNL Richmond, then moved to WBEN Buffalo, then back to WLEE Richmond before going to WRVA. He has collaborated on several songs with Sam Fouts, continuity director of the station. Among those which have appeared on major labels are "Feelin' Sorry", "Send in Your Name and Address", "Time and Time Again", "Let's Talk It Over" and "When I Wake Up Christmas Morning."

Easy Does It is on the air Monday through Friday 7:05-9 a.m. and on Saturday 7:05-7:55. The large share of the morning audience

WDRC

HARTFORD 4 CONNECTICUT

WDRC - FM

3R's = 1st

The 3 R's . . . Ratings,
Rates, Results . . . made
WDRC 1st choice in the
Hartford Market. Write
Wm. Malo, Commercial
Mgr., for availabilities.
Represented by Raymer

which WRVA enjoys, pleases sponsors, some of whom are: Lifebuoy, Arrid, Chesterfields, Ford, Kasco Dog Food, Joy, Anacin, Dr. Caldwell, Lipton, Chase and Sanborn, Goodluck Margarine, Luster Creme, A&P, Halo, Silverdust, Cuticura, Halo and McCormick Tea.

There are still some participations available on the program. Standard rate is \$25 a participation, with frequency discounts.

Griffin Mfg., one of the long time national sponsors on the program, wrote the station that they were "very pleased with the intelligent handling of our products by Carl Stutz". Virginia Dairy Co., another long-time user of the program, said: "We feel that WRVA has done a real job for us. . . ."

* * *

START THE DAY RIGHT

An authentic western drawl is the trade mark of Mac McGuire on his *Start the Day Right* program over WIP Philadelphia.

Promptly at 7 a.m. he goes on the air with records, and transcribed music, frequent time announcements, weather and comment in his own congenial, friendly manner.

At 31 Mac has been in radio 22 years. He was featured as a boy soprano on a children's program in Peoria at the age of 9 and was one of many to take the Atwater Kent auditions. Many of his early years were spent in the far west where he worked on a ranch.

At 9:30 a.m. McGuire goes on Mutual with a coast to coast, six-day a week, show *Harmony Rangers*. In the evening he makes one-night stands throughout the station's listening area, appearances which are advertised with the station identity and which are credited with helping to build his air popularity.

Capitol Records have released many of Mac's numbers including: "I'm Gonna Dry Every Tear With a Kiss," "The Place Where I Worship," "The Cake Walk" and "Hokey Pokey Polka." He has

SELLS COMPETITION

Mgr. Plugs Another Station

ROBERT W. MAERCKLEIN, of the Maercklein Adv. Agency, Milwaukee, blinked his eyes and looked again. Yes, it was true! Jerome Sill, general manager, WMIL Milwaukee, actually was plugging another Milwaukee station!

Mr. Sill, in a letter to Mr. Maercklein said: "We want to tell you about us, to be sure. But we want to tell you about another Milwaukee station, too. It's the 250w WEMP. It's an awful good radio station."

Although Mr. Sill makes it clear that WMIL and WEMP are not sold in combination, he points out that an advertiser purchasing time on each station gets a better buy than if the advertiser bought time elsewhere.

BROADCASTING • Telecasting

been featured in theatres throughout the midwest with other hill-billy and western "name" stars.

Advertisers find this morning show particularly productive. Among the more successful firms on the program are Anders and Jervis, Brooks, Beneficial Saving Fund, Broad Motors, Miller, North Broad Storage, Arrow Store, Manchester Laundry, Philadelphia Electric, Household Finance and Dif Hand Cleaner.

Rates are \$30 per one minute spot announcement with frequency discounts. Currently the show is sold out.

Nedicks, national restaurant chain, sends coffee and doughnuts to the morning man each day. Much interest has built up over the years in the m.c.'s comment over the messengers' arrival time. On the rare occasions when he fails to appear, the mail swells with inquiries.

* * *

CLOCK WATCHER

One feature of Curt Ray's 8:15-8:45 *Clock Watcher* morning show on KMOX St. Louis is a brief report on the more important goings on in the city.

Ray plays a selection of recorded popular tunes, gives frequent time and temperature reports and brief news bulletins.

A talent for integrating introductions into both records and commercials is one of his fortes. For example here's how one recent show opened:

... (Theme song—Peggy Lee's "It's a Good Day.") It could be today, so how about a little music to get the deal under way? It's part of the agenda for another visit from the *Clock Watcher*. In said role, this is Curt Ray reporting the findings of the clock and the thermometer, a quote from the weatherman, as usual; and, briefly, news and events from news of the day. And speaking of the day, as far as I am concerned . . . (Right into Guy Lombardo's vocal "The Best Time of the Day.")

Commercials also tie in with easy chatter, and since nearly all commercials are ET's, they prove particularly adapted to the same treatment as records. Among advertisers on the program are Bristol Myers, Colgate-Palmolive-Peet, Kellogg, Lipton and Standard Brands.

Curt Ray's radio career began at the U. of Iowa where he participated in many activities on the school's 5 kw station. After graduation he went right into radio work. He has worked with many of the big name bands of the nation and is closely acquainted with many of the leaders.

The show always enjoys a high rating in St. Louis. Base rate for participating one-minute announcements is \$75.

* * *

ABC HOME DIGEST

From 6:30 to 7 every morning except Sunday John Harvey is heard throughout KGO San Francisco's 50 kw coverage area. His is a solo production: Chatter about

OIL EXPLOSION

WLCS Reports to Nation

WLCS BATON ROUGE, La., through the program, *Headline Edition* over ABC, told the nation about the oil explosion which rocked the Louisiana capital Aug. 16.

The blast occurred at the Standard Oil Refinery at 5:45 a.m. that day as WLCS's early morning man, Mark O'Brien, was preparing the station's sign-on at 6 a.m.

Mr. O'Brien went on the air at 5:50 a.m. with a report of the blast. Throughout the day WLCS gave on-the-spot taped recordings of the explosion. In the blast, two men were killed, 10 injured and damage was estimated at over \$100,000. Mr. O'Brien and Gene Nelson reported on the nation-wide *Headline Edition* that same evening.

family topics—time and weather reports—a few records, one of which is always a military march. Listeners like it, as do such advertisers as Bayer Aspirin, Bon Ami, Borden's Dairy, Sta-Flo Liquid Starch, *Collier's* magazine, Chase and Sanborn Coffee and Yami Yogurt.

Behind this top morning personality are a tour with his own stock company, two years at WAAW Omaha and a morning show with KOIL Omaha. During the war he was a combat correspondent with the Coast Guard in the South and Central Pacific. After the war he joined the ABC production staff in Hollywood.

KGO picked him for his affable, easy going style and warm rich voice plus his long radio experience.

In order to give advertisers maximum flexibility, John offers four sales plan, two of which combine participations in his morning and afternoon programs, *ABC Home Digest* (6:30-7 a.m., Mon.-Sat., and *ABC Home Institute* 3-3:30 p.m., Mon.-Fri., 10:30-11 a.m. Saturday). Rates on his morning program are \$25 for one participation per week and \$135 for six.

Agency for one client, Santa Clara Packing Co., wrote to the station: "... we are extremely pleased with the very fine results obtained from . . . John Harvey . . . over KGO San Francisco," citing a special plastic mold offer which was used on all their radio and TV advertising the letter pointed out that "... of all the orders . . . 43.5% were received from John Harvey's enthusiastic audience, more than any other medium used."

WESTERN Union Telegraph Co. has announced operating results for first six months of 1951: Gross revenues totaled \$98,611,019, with net income listed as \$4,246,672. For comparable period last year, gross was \$88,483,907 and net, \$3,206,300. Federal income tax provisions for current period were \$2,518,000 as compared with \$400,000 for first six months of 1950.

Here's News for Ad Alley!




After months of research, Adam Young has brought to light a "Least Common Denominator" for interpreting BMB figures.

This method, by completely eliminating the popularity factor from physical coverage, puts BMB statistics in their true light—gives a "reading"

that is equally fair to ALL radio stations whether Independent, Mutual, ABC, NBC, CBS.

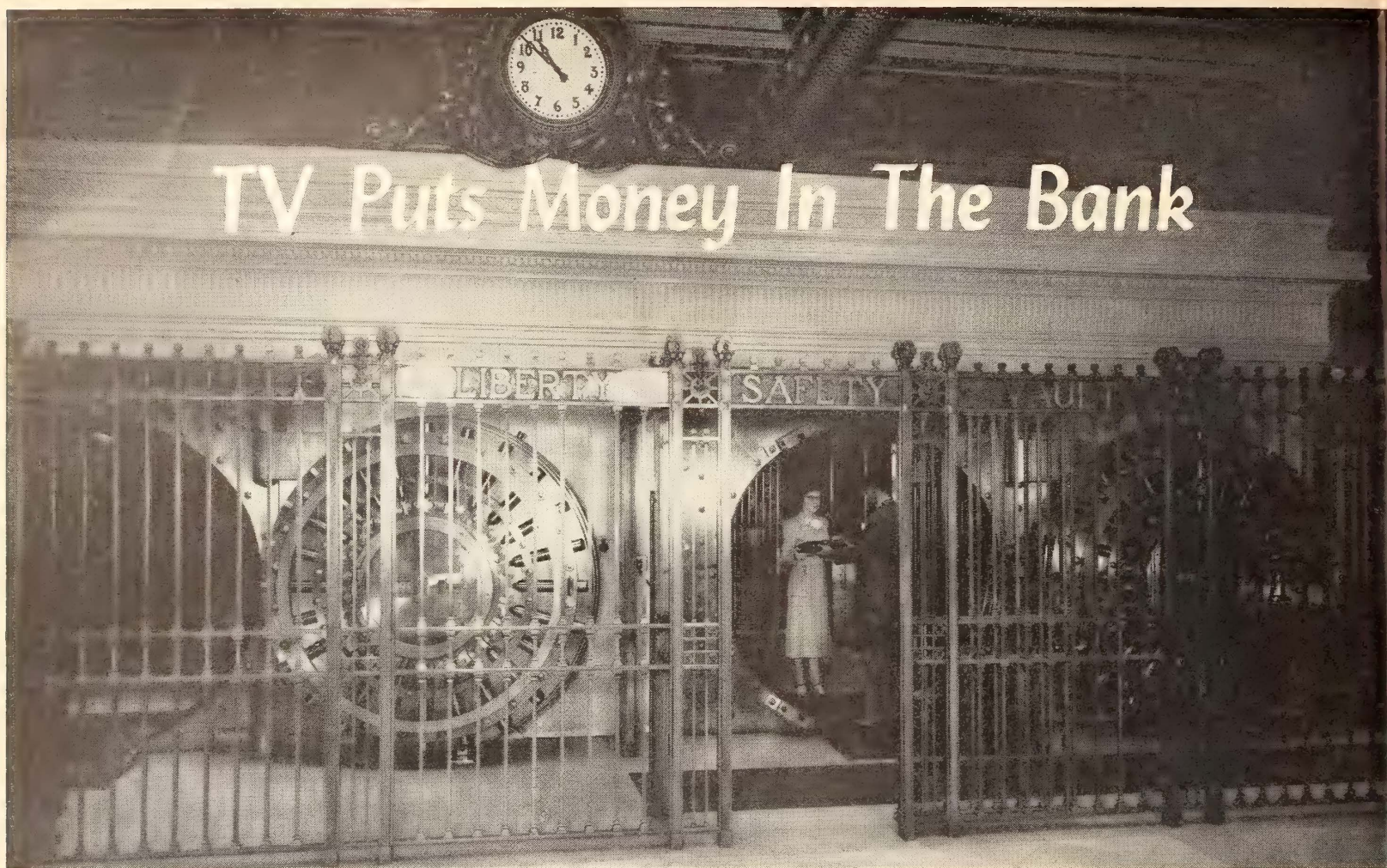
May we tell you more about this Mr. Time Buyer?

 Adam Young Inc.

RADIO STATION REPRESENTATIVE
22 EAST 40th STREET • NEW YORK 16, N. Y.

NEW YORK • ST. LOUIS
CHICAGO • LOS ANGELES • SAN FRANCISCO

TV Puts Money In The Bank



THE LIBERTY National Bank & Trust Co., now in its 97th year, is the oldest financial institution in Louisville, but it's as spry as a sprout when it comes to advertising.

The day television was introduced to Louisville, Liberty National became a TV advertiser. The company has not left the television air since.



Film commercials . . .

Liberty sponsored the telecast of a football game between two high schools on Thanksgiving Day, 1949, when WAVE-TV began television broadcasting. Immediately afterward, the bank bought a daily one-minute weather report at 7 p.m. on WAVE-TV which continued to July, 1950.

Since July 13, 1950, Liberty has sponsored a weekly half-hour show on WHAS-TV. It's the most highly-rated, locally-produced musical show on television in Louisville.

The program stars an organist, Herbie Koch, who has been a popular WHAS performer in radio for 18 years. Each program is built

around the massive WHAS studio organ, said to be the largest in any radio station studio.

For variety, Bill Picket, a baritone, is presented in various settings, and Producer Bill Loader also uses still pictures, film clips and drawings for additional pictorial variety to accompany the music.

Broadcast at 9:30-10 p.m. Thursdays, the *Herbie Koch Show* runs the musical gamut from jazz to Bach fugues. For some time the program featured each week the favorite musical selections of prominent men in Louisville.

Still pictures of three or four of these leaders were shown on each program as their selections were played. In the opinion of Liberty National, the feature had viewer interest and created goodwill for the bank among important people whose favorite tunes were used. Finally, however, the bank ran through all the top-caliber leaders of Louisville and had to abandon the feature.

Since then, guest artists have

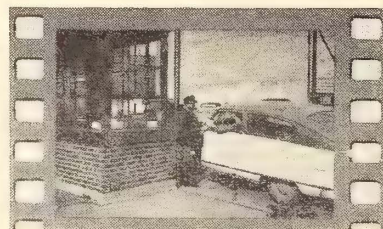


for Liberty National . . .

been used on the show. On some occasions whole groups have appeared. An Easter program featured the entire Louisville Philharmonic Chorus of 52 voices.

Ashby Millican, first vice president of Liberty National says the *Herbie Koch Show* suits the special needs of bank advertising.

"It is not spectacular in any way," Mr. Millican said, "but mu-



point up conveniences . . .

sically it is a good show; it is pleasant, relaxing and we believe a welcome change in tempo from the high-powered, fast-moving, screaming, hard-hitting types of shows that are now so prevalent."

Since starting in television, Liberty National has tried out almost every kind of TV commercial announcement. It used films, stills, Balopticons, and live performances before settling down to its present techniques.

The opening and close of the show now are on film, showing Liberty's home office building, a landmark in Louisville. Other films, used from time to time, have point-

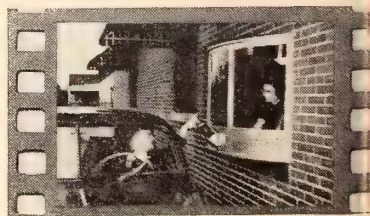
ed out banking services provided at headquarters and the ten branches that Liberty National operates.

The principal commercials on the show are live. A vice president of the bank, acting as a banking counsellor, explains the various services that Liberty National offers. The commercials lean heavily toward institutional selling.

The bank supports the show with consistent promotion. Each week it runs a newspaper insertion advertising the program and the guest artist of the week. It includes mailing pieces in its monthly statements to depositors, and downtown branches of the bank display signs promoting the show.

"We don't know of any program on TV similar to our present program," Mr. Millican said recently.

"We feel that our show has dignity and stature and consequently is the type of program that a financial institution can sponsor without fear of criticism. The people who like this type of show are loud in its praise; those who do not like it certainly can find nothing objectionable in its format."



like drive-in depositing.