

BROADCASTING TELECASTING

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TELECASTING

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20TH
The Newsweekly
Radio and
Television.

year
100 Annually
cents weekly

Announcing

A NEW TIME FOR

WLS FEATURE FOODS

**—a radio program and
merchandising service
which *sell*
the midwest market!**

Effective October 1st **FEATURE FOODS**, conducted by Martha Crane, will be heard at a new time—2:30 to 3:00 p.m., Monday thru Friday, 11:00 to 11:30 a.m., Saturday. For more than sixteen successful years **FEATURE FOODS** has helped manufacturers of kitchen used products to increase sales in the great Midwest market. Sold on a participating basis, this program combines radio with a unique merchandising service which keeps manufacturers constantly advised of what is happening in retail outlets . . . to theirs and competitive products.

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

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

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

SEE YOUR JOHN BLAIR MAN FOR FURTHER DETAILS

CLEAR CHANNEL Home of the NATIONAL BROADCAST

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY





...the nation's most powerful television station EXTENDS ITS COVERAGE



With the authorization to increase its power to 50,000 watts e.r.p., WHAS-TV is now sending a clear picture into television homes formerly on the fringe area . . . providing *effective* coverage of such important markets as Lexington, Bedford and Columbus. Your TV dollar buys more on WHAS-TV!

| | Population | Retail Sales |
|-----------------------|-------------------------|---------------------------|
| NEW WHAS-TV MARKET | 1,276,875 | \$996,710,000 |
| FORMER WHAS-TV MARKET | 1,030,000 | 777,818,600 |
| | 246,875 <u>more</u> | \$218,891,400 <u>more</u> |
| | <i>a 23.8% increase</i> | <i>a 28% increase</i> |

*More Than Twice The power
of Louisville's second station!*

Serving a market of more than
96,000 television homes

*Basic CBS
interconnected
Affiliate*



VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director



in PROVIDENCE **WHIM** beats the
pants off the network stations . . . *Again . . .*



● All Day Long...

● All Week Long...

| | SHARE OF AUDIENCE * | | | | |
|-----------------------|---------------------|-----------|-----------|-----------|-----------|
| | WHIM * * | NET. A | NET. B | NET. C | NET. D |
| MON. THRU FRI. | | | | | |
| 8:00 A.M.-12:00 NOON | 24.8 | 24.1 | 18.2 | 15.6 | 11.7 |
| 12:00 NOON - 6:00P.M. | 30.6 | 25.1 | 8.9 | 13.3 | 11.0 |

*SOURCE HOOPER - JUNE - JULY, 1951

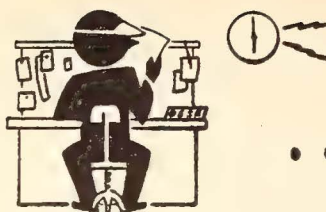
**No Baseball



1000 WATTS **WHIM** 1110 K c
Providence, Rhode Island

National Representatives Headley Reed Co.

BROADCASTING TELECASTING



...at deadline

Closed Circuit

ANNOUNCEMENT DUE this week on 100% participation of networks, as networks, in Broadcast Advertising Bureau. Owned and operated stations of CBS and NBC and stockholder stations of MBS, with one exception, already are members. Last week, it's learned authoritatively, all four networks agreed to dues structure and will participate full tilt in new BAB program to sell radio to hilt.

IN FINAL STAGES is transaction whereby Mutual and M-G-M would enter virtual partnership on programming (but involving no ownership change) in what is planned as "renaissance in radio programming." Bringing to Mutual top-flight M-G-M talent and showmanship know-how, proposal reportedly was approved last Thursday by Mutual board following months of negotiations by MBS Board Chairman Thomas F. O'Neil (Yankee-Don Lee), MBS President Frank White and M-G-M executives, including Bert Lebar Jr., WMGM New York operating head. It's variation of plan espoused by Mr. O'Neil more than a year ago.

FCC, NEVER noted for its speed in processing applications, faces even tougher days ahead, with big workload. Cut in its appropriations, necessitating release of 110 employees (or permitting vacancies to lapse as they occur) will result in slowing down all scheduled activity, it's reported. While it hopes to adhere to TV allocations time-table, it will have to shunt aside most other broadcast work to cope with that monumental job.

APROPOS FCC personnel dilemma, future may necessitate reassignment of number of "old-timers" to new work. Among these are Attorneys David Deibler, Max Aronson, William Bauer and Tyler Berry who, in recent years, have handled special assignments. In FCC inside parlance, those handling such assignments have been described as being "in Siberia." Mr. Deibler in old days handled transfer cases, but reportedly is earmarked for investigation work in transfer section of Broadcast Bureau.

APPARENT preoccupation of Senate Commerce Committee with anticrime bills and possibly extended hearings bodes no good for future of Sen. William Benton's (D-Conn.) plan to set up Radio-TV Citizens Advisory Board. There's little chance for continued hearings this session and, thus, less for committee action this year.

CBS ADDS three new bonus affiliates in Idaho: KVMV Twin Falls, KEYY Pocatello, KID Idaho Falls, effective Oct. 1. Brings total CBS affiliates to 203. KVMV bonus to KDSH Boise; KEYY and KID bonus to KSL Salt Lake City.

APPOINTMENT of Senate Foreign Relations subcommittee to hold hearings on NARBA treaty is "imminent," but hearings may not be held until next session of Congress when it returns after Jan. 1. Committee has received

(Continued on page 106)

Upcoming

Sept. 17: BMI Program Clinic, Augusta, Me.
Sept. 17-18: District 9 NARTB Meeting, Monticello-on-the-Lake, Highland Park, Ill.
Sept. 17-21: Premium Advertising Assn. of America, Centennial Exposition, Hotel Astor, New York.
Sept. 18: BMI Program Clinic, Boston.
Sept. 19: Hearings begin on Crime Legislation, Senate Interstate & Foreign Commerce Committee, Washington.
Sept. 20: BMI Program Clinic, Rochester.
(More Upcomings on page 94)

Bulletins

TWO MORE sales of CBS Radio's *Red Skelton Show* under new one-time-or-more plan of sponsorship reported Friday: to Packard Motor Car Co. and Dodge Division of Chrysler Corp., both Detroit, for at least one program each. Agency for Packard is Maxon Inc.; for Dodge, Ruthrauff & Ryan.

NINE sponsors renewed dozen programs for 52 weeks on CBS radio network Friday, showing "sponsors know network radio still gives more value per dollar in mass circulation and audiences delivered than any other medium," according to John J. Karol v-p in charge of CBS radio network sales. Among renewals are General Foods, *Wendy Warren and the News*; Miles Labs, *Hilltop House and Curt Massey Time*; Lever Bros., 10:15-10:30 a.m. segment of Arthur Godfrey; R. J. Reynolds Tobacco Co., *Bob Hawk Show* and *Vaughn Monroe Show*; Liggett & Myers Tobacco Co., *Bing Crosby Program*; Coca-Cola Co., *Charlie McCarthy Show*.

SOUTHWEST TV RELAY \$6,200,000 PROJECT

TV RELAY into Southwest scheduled for February 1953 completion, according to AT&T applications to FCC Friday for permission to construct 19 microwave relay stations between Kansas City and Dallas at cost of \$6,200,000. Two southbound circuits from Kansas City interconnect Oklahoma City, Tulsa, Fort Worth and Dallas. Extension to San Antonio and Houston not mentioned, but is planned. Relays will run from Kansas City to Lenape, Worden, Matfield Green, El Dorado, Wichita and Dalton, Kan.; Renfrow, Enid, Crescent, Oklahoma City, Blanchard, Wayne, Davis and Marietta, Okla.; Gainesville, Frisco and Dallas, Texas. Tulsa is tied into Oklahoma City terminal via separate spur circuit.

TAFT GETS WBIR INTEREST

PURCHASE of 20% interest in WBIR Knoxville, member of Nunn group, announced Friday by Hulbert Taft Jr., vice president of WKRC-AM-FM-TV Cincinnati, and Gilmore Nunn, president of group. WBIR has TV application. Under deal WKRC will obtain additional interest in WBIR if Tennessee station's TV application is granted but it will be less than 50%.

Business Briefly

MILLER ON MBS ● Miller Brewing Co. Milwaukee (Miller's High Life beer), bought Monday-Friday news show, 7:55-8 p.m. on MBS, commentator yet to be selected. Agency, Mathisson & Assoc., Milwaukee.

KDON APPOINTS ● KDON Santa Cruz, Calif., names Forjoe & Co. as national representative effective today.

VIDEO SERIAL ● American Home Products, New York, to sponsor new serial, *Life of Life*, on CBS-TV, Mon.-Fri., 12:15-12:30 p.m., effective Sept. 24. Agency, Biow Co. New York.

CHURCH EXPANDING ● Number of markets being added to full MBS network 1 *Lutheran Hour*, heard live Sun., 1:30-2 p.m. Agency, Gotham Adv., New York.

RADIO IN KEY ROLE AT COMING ANA SESSION

ITS RADIO rate study, though not listed agenda of 42nd annual meeting of Assn. National Advertisers, is expected to become one of major business topics when advertisers convene in New York Sept. 24-26.

Sessions will open with speeches by I. Cherne, of Research Institute of America; Philip W. Pillsbury, president of Pillsbury Mills; Andrew Heiskell, publisher of *Life*; and Sam Thurm, Young & Rubicam director of media research.

Afternoon session of first day—closed except for ANA members—calls for business and election of officers, but scheduled report on members' 1952 advertising plans may turn into radio rate discussion.

Second day will feature concurrent meetings on durable and consumer goods. Film shorts, panel presentations, and sales surveys will fill morning agenda, and afternoon business—open to advertisers, agencies, media and guests—will feature Agency-Advertiser Marriage Clinic. Annual dinner will be held that night.

Sessions on final day will feature Dr. F. V. Peel, U. S. Census Bureau director, a Marion Harper Jr., president of McCann Erickson. Dick Hottelet, CBS correspondent will fly from Germany to report on Communism there, and remainder of time will show advertisers can help win cold war. Speech at closing luncheon will be C. D. Jackson, publisher of *Fortune* on leave with Committee for Free Europe.

FCC DENIES APPEAL FROM WBAL RENEWAL

FCC denied Friday Pearson-Allen petition reconsideration of its June 18 order granting Hearst Radio's WBAL Baltimore license renewal and denying columnists' application for same facilities [BROADCASTING • TELECASTING June 25]. Commissioners Walker, Hyde and Sterling voted to deny the petition; Messrs. Coy and Webster dissented.

Still undetermined is whether Messrs. Pearson and Allen will appeal "Blue Book" case to District of Columbia Court of Appeals. They have 20 days from Sept. 13 date of order.

BROADCASTING • Telecasting

this is why



is your best buy—

1. A BETTER PICTURE AND AUDIO SIGNAL:

Direct enquiry to 102 Television Sales and Service dealers in the 100-mile radius proves conclusively that KRLD-TV delivers the best television picture and audio signal of any station in the Dallas-Fort Worth area.

KRLD-TV led the field with 52.65% first place with the A and B stations trailing with 43.85% and 3.5% respectively.

2. COVERS DALLAS and FORT WORTH:

Analysis of a three-months' report by the Telephone Answering Services in Dallas and Fort Worth proves beyond any question of doubt that KRLD-TV gives full coverage of Fort Worth. The reports showed that Fort Worth calls to KRLD-TV equalled 53.9% of the number of Dallas calls. Based on population comparisons and weighed against distribution of TV receivers highlights KRLD-TV's complete coverage of the Southwest's largest buying market.

3. NOW MORE POWER:

With the authorization by the Federal Communications Commission, KRLD-TV has been increased to 27,300 watts video and 13,600 watts audio, MAKING KRLD-TV TEXAS' HIGHEST-POWERED TELEVISION STATION.

Low Channel (4) Six-Bay Antenna!



Channel 4

Exclusive CBS Station for DALLAS-FORT WORTH

Owners and Operators of
KRLD, 50,000 Watts

The Branham Company
Exclusive Representative

JOHN W. RUNYON, President

CLYDE W. REMBERT, General Manager

WFBR FAMILY PROMOTION!

25,000

PACK LOCAL AMUSEMENT PARK!

"WFBR Family Day was biggest mid-week attraction in history", say officials of Gwynn Oak Amusement Park in Baltimore, as 25,000 people pack park! Promotion was exclusively WFBR's—no other advertising medium used!

Families all over Baltimore listened to WFBR's advance promotion for WFBR "Family Day" at Gwynn Oak Park. They believed what they heard — and then acted!

Family after family stormed the park!

WFBR is proud of this record-breaking promotion—proud, too, that it is Baltimore's real "family station"—the station whose families listen to, enjoy and trust implicitly.

Yes, we have the Hoopers, too—in some cases startlingly high. But more than that—we have the confidence and solid loyalty of Baltimore families!

Ask any WFBR representative or John Blair man to tell you about it.

BALTIMORE'S
FAMILY
RADIO
STATION!

WFBR

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

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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WASHINGTON HEADQUARTERS

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Bruce Robertson, Senior Associate Editor.

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

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

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

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

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

* Reg. U. S. Patent Office

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



Hear about the revolution in Cleveland?

Rolling out of Cleveland these days is a revolution in armored warfare.

It's the T-41 "Walker Bulldog"—the first U.S. tank to be built *around a gun* instead of an engine.

But the T-41 is involved in a *production* revolution, too! Though assembled in Cleveland, its actual parts and mate-

rials come from *two thousand* factories ... in nearly every state!

This "production team" system is producing miracles. But it produces new timing problems, too. How do you bring in two thousand units ... at the right time?

These production experts know the answer. When they want parts and materials fast, they use the service that *gets there first*. They use Air Express!

Whatever your business, Air Express speed can make your deadlines, increase your profits. Here's why!

IT'S FASTEST—Air Express gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns, *at no extra cost*.

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery*.

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.



THE TEXAS STATE NETWORK ANNOUNCES THE AFFILIATION, EFFECTIVE SEPTEMBER 3, OF

| | | | |
|-------------|---------------|--------------|----------------------|
| KTRH | HOUSTON | 50,000 WATTS | 740 KC CBS AFFILIATE |
| KWFT | WICHITA FALLS | 5,000 WATTS | 620 KC CBS AFFILIATE |
| KLYN | AMARILLO | 1,000 WATTS | 940 KC CBS AFFILIATE |

THE STATIONS COMPRISING THE TEXAS STATE NETWORK NOW ARE

| | | | |
|-------------|-------------------|----------------------|--------------------|
| KRBC | ABILENE | KFRO | LONGVIEW |
| KLYN | AMARILLO | KRIO | McALLEN |
| KNOW | AUSTIN | KCRS | MIDLAND |
| KBST | BIG SPRING | KPLT | PARIS |
| KBWD | BROWNWOOD | KGKL | SAN ANGELO |
| WRR | DALLAS | KABC | SAN ANTONIO |
| KFJZ | FORT WORTH | KRRV | SHERMAN |
| KGVL | GREENVILLE | KCMC | TEXARKANA |
| KTRH | HOUSTON | WACO | WACO |
| | KWFT | WICHITA FALLS | |

These important additions to the Texas State Network give the advertiser far more complete and concentrated coverage than ever before. Now the Texas State Network reaches 95% of the population and radio homes of Texas, in addition to bonus coverage in Oklahoma, New Mexico and Louisiana.

THE TEXAS STATE NETWORK

ANNOUNCES THE APPOINTMENT OF

JOHN BLAIR & COMPANY

AS NATIONAL REPRESENTATIVES, EFFECTIVE SEPT. 1

Co-incident with the appointment of John Blair & Company, the Texas State Network makes announcement participations available in "The Texas State Roundup." This is the first time in the history of Texas broadcasting that participating announcement sponsorship on a regional network program has been offered to advertisers.

Sponsored by Chesterfield Cigarettes for the past five and a half years, Zack Hurt's "Texas State Roundup" reaches 95.2% of the people of Texas, a vast 7½ million. For 30 minutes each evening, Zack Hurt features request musical numbers and neighborly comment. The popularity of this Southwest pioneer in the radio entertaining field has built the "Texas State Roundup" into Texas' top-ranking platter show, judging by either number of listeners or fan mail. During July, for example, 5000 fan letters and request cards poured in from 158 Texas and 44 out-of-state cities and towns.

The show itself and the Texas State Network's impressive coverage indicate the kind of result you can expect from immediate participation in the "Texas State Roundup." Call your John Blair man today!



Zack Hurt, whose "Texas State Roundup" has won literally millions of nightly listeners.



CHICAGO • NEW YORK • ST. LOUIS • DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS

BROADCASTING • Telecasting

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MEMO TO SPONSORS:

WDSU "Promotion Plus" offers all this.. and more



NEWSPAPER ADVERTISING



PROMOTION SPOTS



DEALER CALLS



FRONT PAGE HIGHLIGHTS



MOVING DISPLAYS



DEALER MAILINGS

- At WDSU, Promotion is an every day, every week, every month job. Sponsors get extra sales assistance from our powerful "Promotion Plus" merchandising program that also includes streetcar cards, as well as local and national publicity in newspapers and magazines.

NO OTHER NEW ORLEANS STATION OFFERS
SO MUCH "PROMOTION PLUS" TO SPONSORS!

- Write, Wire
or Phone Your
JOHN BLAIR Man!



new business



Spot . . .

LIGGETT & MYERS TOBACCO Co., N. Y. (Fatima cigarettes), planning radio spot campaign in 20 markets, starting late in Sept. Agency: Cunningham & Walsh, N. Y.

GARRETT & Co., N. Y. (Virginia Dare Wine), planning eight-week radio spot campaign to start Oct. 8. Agency: Ruthrauff & Ryan, N. Y.

CANADIAN CELLUCOTTON PRODUCTS Co., Toronto (Kleenex), starts one minute spot announcement campaign daily on 15 Canadian stations. Agency: Spitzer & Mills Ltd., Toronto.

TIP TOP TAILORS Ltd., Toronto (chain clothing stores), starts spot announcements on 50 Canadian stations for seven weeks. Agency: McConnell, Eastman & Co., Toronto.

Network . . .

GENERAL CIGAR Co., N. Y. (White Owl cigars), to sponsor *Sports Spot* with sportscaster Mel Allen over CBS-TV, at about 10:45-11 p.m. EST, beginning Oct. 3. Agency: Young & Rubicam.

PHILIP MORRIS & Co. Ltd., (Philip Morris cigarettes) sponsoring Sandra Michaels' daytime drama, *Against the Storm* on ABC Radio Mon., starting Oct. 1, 10:45-11 a.m. EST. Agency: Cecil & Presbrey Inc., N. Y.

BRISTOL-MYERS Co., N. Y., to sponsor Mon., Wed. and Thurs. segments of *Break the Bank* 11:30 a.m.-12 noon on ABC radio, starting Sept. 24. Agency: Doherty, Clifford & Shenfield, N. Y. **PHILIP MORRIS & Co. Ltd.** is Tues. and Thurs. sponsor. Agency: Cecil & Presbrey Inc., N. Y.

GENERAL MILLS, Minneapolis, and **GROVE Labs**, St. Louis, are sponsoring on alternate basis *Live Like a Millionaire*, Fri. 10-10:30 p.m. on CBS-TV.

PEPSODENT Div., **LEVER BROTHERS**, N. Y., will share sponsorship of *Hawkins Falls-Pop 6200* on NBC-TV, five times weekly effective Oct. 1 5 p.m. Two of Lever Brothers other products Surf through N. W. Ayer and Spry through Ruthrauff & Ryan, co-sponsor Mon., Wed., Thurs. and Fri. installments. With advent of Pepsodent, through McCann-Erickson N. Y., company will also take over Tues. installment.

GENERAL FOODS Corp., N. Y. (Post Cereals division) will sponsor *The Roy Rogers* TV program, effective Sun., Dec. 30, 6-6:30 p.m. on NBC-TV. Agency: Benton & Bowles, N. Y.

P. LORILLARD Co., N. Y. (Old Gold cigarettes), renews *The Original Amateur Hour*, effective Sept. 27 for 52 weeks on ABC, Thurs., 9-9:41 p.m. Agency: Lennen & Mitchell, N. Y.

Agency Appointments . . .

HOME PRODUCTS DE MEXICO names Foote, Cone & Belding International Corp., to handle Whitehall Products, Heet Liniment, Hill's Nos Drops, and Embrocol Cold Rub.

TOP SECRET, S. F. (hosiery), appoints Pearl Randolph Stanton Agency S. F., to handle advertising. Spot radio will be used in California Oregon and Washington.

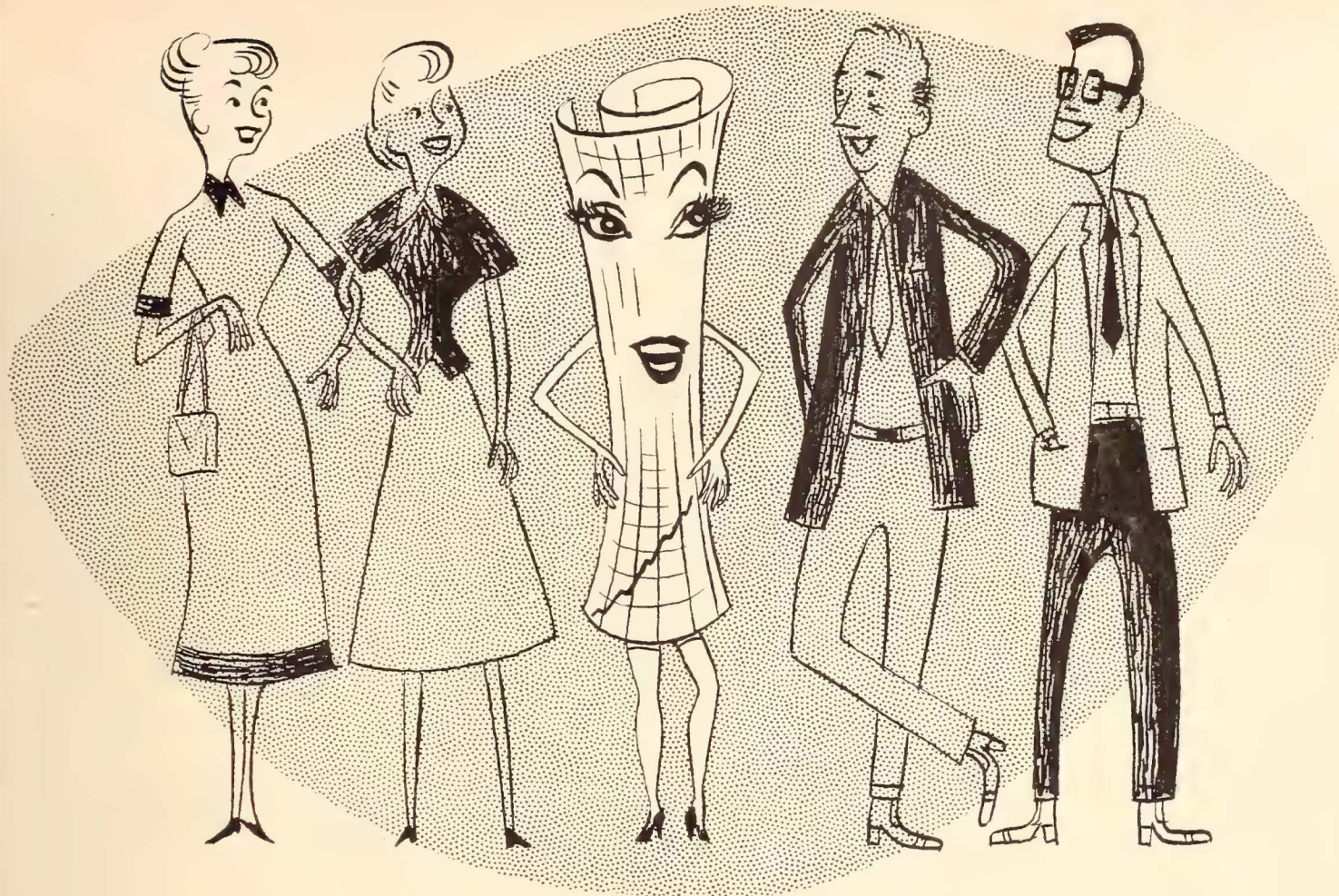
SPARKES PRODUCTS Co., N. Y., names Marfree Adv. Corp., N. Y. to handle advertising of new Sparkes "66" six color mechanical pencil. Radio and TV will be used.

ALEXANDER SMITH Inc., N. Y. (manufacturer of rugs, carpets and hard surface floor coverings), names J. Walter Thompson, N. Y., to handle its advertising.

CROTON WATCH Co., N. Y., re-appoints Franklin Bruck Adv. Corp. N. Y., to handle advertising.

G. C. MURPHY Co., McKeesport, Pa., appoints W. Craig Chamber Inc., Pittsburgh, to handle advertising. Radio and TV will be used.

CARTER Assoc., N. Y., organizational fund raising specialist, appoints R. T. O'Connell Co., N. Y., to handle advertising.



How to cut a fine figure

in Scranton-Wilkes-Barre

Take a station like WGBI in a market like Scranton-Wilkes-Barre and you're well on your way to plotting a very pretty sales curve.

The latest Scranton Hooper ratings reveal that WGBI has 61.1% of the audience in the morning, 53.6% in the afternoon, and a sensational 71.6% in the evening. What's more, WGBI leads all CBS stations with a whopping 71.6% of the listening audience in the heavily-tuned-to evenings!

All this happens in Scranton, which is in the 21st market comprising 674,000 people with money to spend on WGBI-advertised products. Time costs are surprisingly low, as your John Blair man will show you. Call him today!

(Figures from Scranton Hooper Radio Audience Index: March-April 1951)

WGBI

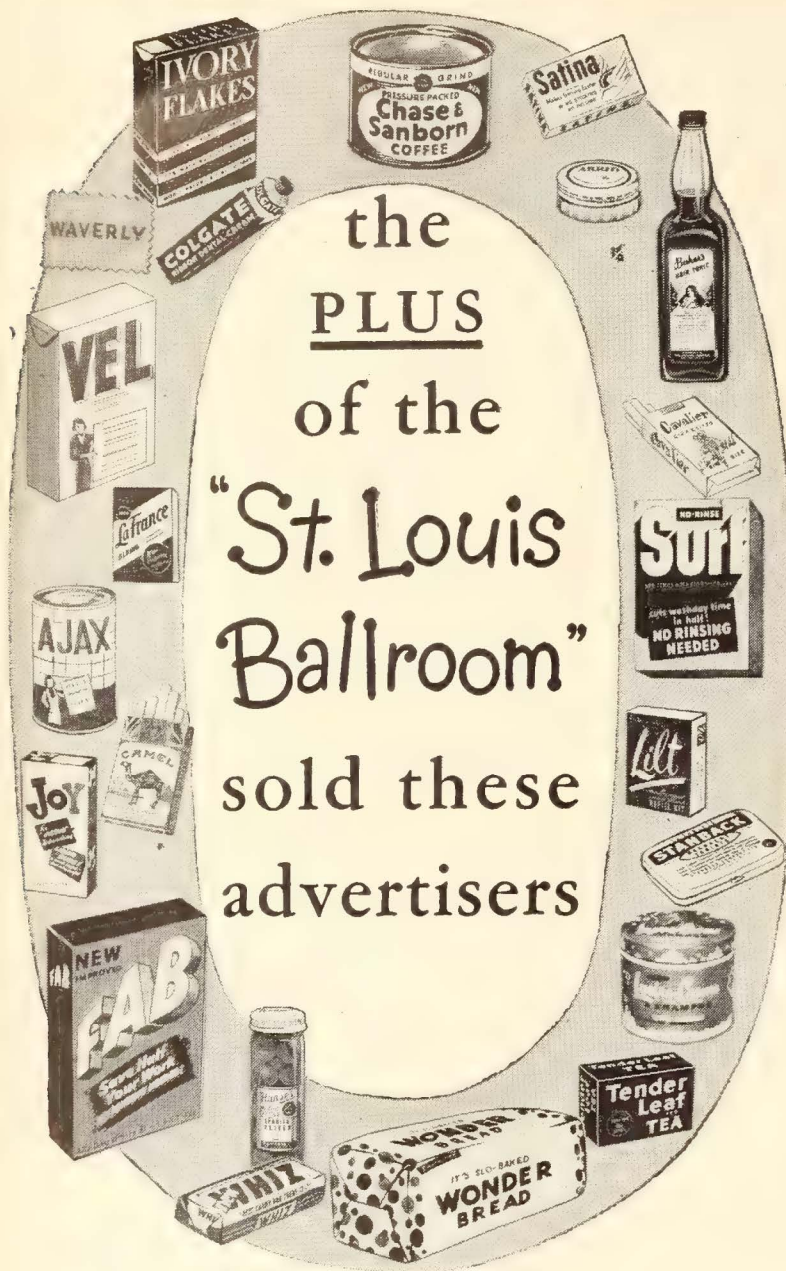
Mrs. M. E. Megargee, President
CBS Affiliate 910 KC

George D. Coleman, General Manager
1000 Watts Day 500 Watts Night

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

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The "St. Louis Ballroom" *plus* is promotion! Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.



ST. LOUIS' ABC STATION
12th & DELMAR • CHESTNUT 3700
630KC • 5000 WATTS • FULL TIME

Represented by John Blair & Co.



agency

NAT WOLFF, radio director, writer and motion picture executive, to Young & Rubicam, N. Y., as vice president in charge of radio and TV production. He will work on both the east and west coasts, but will have his main office in New York, at agency's radio and TV department, which is headed by EVERARD W. MEADE.

CLEVE CLAREY, advertising director Rexall Drug Co., N. Y., to Grey Adv., N. Y., in executive capacity. He will be in general charge of local and national advertising for Owl, Liggett, Lane, and Renfro chains, and Rexall Franchised Druggists.

DAVID D. POLON appointed vice president in charge of radio-TV R. T. O'Connell Co., N. Y.

FREDERIC A. SCHNELLER, general merchandising manager Lever Bros. Co., N. Y., to D'Arcy Adv. Co., St. Louis, as vice president in charge of merchandising, effective Oct. 1.

ROBERT G. BEAUMONT, account executive on Southern Pacific account Foote, Cone & Belding, S. F., elected vice president.



on all accounts

"TELEVISION is so powerful that its future is tremendous . . . the sales force it will have is limitless."

This is the opinion of Stu Heinemann, office and production manager of Allied Adv. Agencies, Los Angeles.

This opinion would seem to reflect the overall view of the 21-year-old agency he represents, 80% of whose billings are in radio and television. Starting 21 years ago as a "radio" agency, Allied has gone along that path, including television as it grew.

Mr. Heinemann feels the sales potentialities for television will be tripled with color TV, opening advertising to new fields. One of the most outstanding of these will be clothing, he says.

Reluctantly faltering in his loyalty to radio, Mr. Heinemann believes at this point there is room for both media but feels radio will become increasingly less important.

For the agency, Mr. Heinemann handles radio and television for Arden Farms, Los Angeles, for its milk and ice cream; Gold Furniture Co.; Pavo Turkey; National Garbage Disposal, and California Rent Cars.

One of his reasons for putting

so much faith in the new medium is the success that television has accomplished for Pavo Turkey in the three years the agency has had the account. In the first year, utilizing a \$300 six-week campaign from Thanksgiving to Christmas, sales of the eviscerated, frozen, double-breasted turkey increased from 3,000 to 20,000 birds a year; the second, adding radio, to 40,000; and the third, 80,000. This year he plans a year-round campaign for the organization utilizing both radio and television, introducing a singing commercial. Plans are to get the campaign underway about Nov. 1.



Mr. HEINEMANN

Albert Stuart Heinemann was born Dec. 23, 1912, in Denver. He attended schools there and in Independence, Kan. After completing high school he attended Independence Junior College for two years.

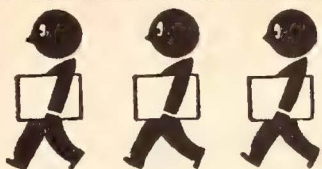
In 1933 he returned to Denver,

anxious to put his schooling to work.

He joined the *Denver Post* as reporter. In 1936 he was introduced to a newer medium when the paper inaugurated newscasting from the editorial room over KOA Denver. The paper tested all its

(Continued on page 50)

beat



LEWIS H. HATFIELD, account executive Malcolm Ross Agency, Pasadena, to Steller, Millar & Lester Inc., L. A., in similar capacity. KENNETH McKENZIE Jr., named copy writer, Steller, Millar & Lester Inc.

BENSON M. SHERMAN, Lockwood-Shackelford, S. F., to Theodore H. Segall Adv. Agency, S. F., as account executive.

DON WONACOTT, California Newspaper Advertising Service, to Conner, Jackson, Walker & McClure, S. F., as account executive.

BRUCE D. GRIMES, Lloyds Food Products Inc., Santa Clara, Calif., to copy department H. Jack Wyman Adv. Agency, S. F.

FRED MacKAYE, director CBS *Lux Radio Theatre* for J. Walter Thompson Co., Hollywood, resigns effective Sept. 30. No replacement yet named.

UMLAND & Co., S. F., moves to 256 Sutter street. Telephone remains Garfield 1-0411. H. JACK WYMAN Adv. Agency, S. F., moves to 210 Post St.

LORRAINE BATE, head of radio merchandising division Benton & Bowles, N. Y., to Sidney Garfield & Assoc., S. F., as assistant account executive.

HAROLD J. GRANGER, Brisacher, Wheeler & Staff, S. F., to Biow Co., S. F., as account executive.

LAWRENCE C. GUMBINNER Adv. Agency, N. Y., moves to new office at 655 Madison Ave. Telephone: TEmpleton 8-1717.

DANIEL STARCH & STAFF, Chicago, moves to new offices at 101 East Ontario St. Telephone: DElaware 7-2888-9. WILLIAM HART Jr. is Western manager of firm.

JOHN M. BALL, resident manager Walsh International Adv. Co., Detroit, appointed account executive on Air Force account Grant Adv., Washington.

CHARLES HARRELL, TV director and producer, to Lennen & Mitchell, Inc., N. Y., as production supervisor in radio and TV department.

LAWRENCE C. GUMBINNER Adv. Agency, N. Y., moves to new and enlarged quarters located at 655 Madison Ave.

J. NEIL REAGAN, manager Hollywood office McCann-Erickson Inc., speaks on "What's Ahead?" at Sept. 17 meeting of Southern California Advertising Agencies Assn. in Los Angeles. Also participating will be MURIEL TOLLE of The Tolle Co., San Diego, and RAY GAGE, head C. B. Juneau Inc., L. A., who will report on recent International Advertising Convention in London which they attended.



DISCUSSING plans for an increase in advertising by Joske's of Texas Department Store are (l to r) Charles D. Lutz, general manager of KTSA San Antonio; Caroline Shelton, Joske's advertising manager, and Janet Martin, Joske's radio director. The firm is sponsoring weekly over KTSA a five-minute program, a half-hour program, and ten 15-minute programs.

BROADCASTING • Telecasting

A HIT!



MONDAY THRU FRIDAY—3:30 to 5:30 P.M.

SATURDAYS—11 A.M. to 12:30 P.M.



NATIONALLY known disc jockey, Jerry Strong has been on WMAL just three weeks and already he has scored A HIT! Listener response has been exceptionally large and enthusiastic. Local advertisers—knowing that salesman Strong is a RESULTS man—have been quick to climb aboard the sales bandwagon. But, then, this is no surprise to Strong supporters; for Jerry has been winning friends for himself and his sponsors in the Washington market for 11 years!

In the music field Jerry is a noted authority. His hit selections are featured bi-monthly in VARIETY Magazine. His personal popularity has grown into The Jerry Strong Fan Club whose members now number in the thousands.

In addition to Jerry's musical selections, The Jerry Strong Show includes headline news and sports.

THE AVAILABILITIES ARE GOING FAST

CHECK THE KATZ AGENCY INC. TODAY

WMAL-TV **WMAL** WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Mister PLUS

shows what to do
To have your cake
and eat it too...



Simply reach *more* radio listeners
at *half* the cost... and do what you
please with the savings.

Simply? Yes—on Mutual.

The average Sunday afternoon program on the Mutual Network (up to 7 p. m.) regularly delivers *half a million more* listeners than the four-network-average evening program all week—at 52% of the four-network-average evening time cost.

With an *average audience* of over 8,800,000 a week, you take the cake.

And with an *average saving* of over \$4,800 a week, it's yours to eat, too.

Why not help yourself to a slice of Sunday afternoon on Mutual?

The Mutual Broadcasting System

the difference is **MUTUAL!**

PE 6-9600—NEW YORK 18, N. Y.

WH 4-5060—CHICAGO 11, III.

Homes Reached Data: NRI, Oct., '50—Apr., '51. Listeners per Set Data: ARB, Feb., '51.



TOPS IN NEWS IN SPORTS IN MUSIC

plus CBS

HERE ARE A FEW SOLID HOOPERS

Chalked Up By WTAX Staffers



Glen Farrington
newscaster 13.3



John Begue
disc jockey 10.7



Shelby Harbison
sports 10.5

(If we had more space we'd add Bill Nelms with 7.4 on his scrap-book, Bill Miller's 7:30 A.M. local news—too early for Hooper—Spizz Singer's noon show (8.1)—June Bentley. And good local production racks up a score as high as 15.9 on a night show).

LOOK AT THE RECORD

MORNING

11 Firsts (1 tie) Out of 16 Rated Periods

AFTERNOON

19 Firsts Out of 24 Rated Periods

EVENING

53 Firsts (1 tie) Out of 63 Rated Periods

WTAX LEADS

MORNING — AFTERNOON — EVENING

with double the audience of any other station heard in Springfield afternoons and evenings. (C. E. Hooper Fall-Winter Report 1950-51 Springfield, Illinois. Daytime Monday through Friday. Evenings Sunday through Saturday).

WTAX

CBS In Springfield

Represented by Weed and Company

open mike



Arithmetic Lesson

EDITOR:

[Can you] tell me whether a statement in your "Strictly Business" column, Aug. 27 issue, is correct or a typographical error? Fourth paragraph, page 77, says, "BCI owns motion picture films which have been shown on television. One film, *The Magic of Coal*, has been telecast more than 6,000 times over 67 of the nation's TV outlets, as part of the stations' public service."

This would mean that the 67 user stations were showing the films something like 100 times each, which seems improbable . . . as public service, anyway.

Betty Stuart Smith
J. Walter Thompson Co.
New York

[EDITOR'S NOTE: Sharp-eyed Miss Smith's arithmetic is better than ours. The film has been shown 6,000 times in schools, theatres, etc. and telecast as a one-shot on 67 stations.]

* * *

Staff of Life

EDITOR:

. . . We just about couldn't live without your magazine. Now that we are preparing to file for TV here in New Haven, your information is especially valuable . . .

Victor W. Knauth
President & Co-owner
WAVZ New Haven, Conn.

* * *

Lookie, No Hands

EDITOR:

I have read, with interest, your article on how Edmond Smith operates his WIRC with a nine-man staff [BROADCASTING • TELECASTING, Sept. 10]. I wish to confirm, for the skeptics, that WIRC is not an isolated case. Many stations in the Southeast have been operating effectively with small staffs for years.

Our operation at WCPS also consists of a nine-man staff. We use three announcers with one doubling as program director, two engineers, copy girl-receptionist, bookkeeper-secretary who doubles in traffic, commercial salesman who spends full time selling and serving accounts over the large agricultural area that we serve, and a general manager who does a little bit of everything from selling to special events announcing. . . .

J. T. Snowden Jr.
General Manager
WCPS Tarboro, N. C.

[EDITOR'S NOTE: . . . Not to mention taking time to write a letter to the editor.]

No Tubs; Just Tubes

EDITOR:

Thought you might be interested in the enclosed clipping from the Corpus Christi *Caller*. While it



doesn't speak too well for Corpus Christi, it does speak well for the broadcasting industry. And then, too, I do not suppose that the slum areas of this city are any worse or any larger than those of any other of comparable size.

Ben F. Blackmon Jr.
Station Manager
KUNO Corpus Christi, Tex.

* * *

Rubber Ads Snap Back

EDITOR:

Your report [STRICTLY BUSINESS, Sept. 3] that B. F. Goodrich's advertising man increased the size of the "B. F. Goodrich" signs on *Celebrity Time*, because an Akron barber did not know *Celebrity Time* was a B. F. G. show, is rather frightening.

Anyone who looks at *Celebrity Time* more than once and does not know it is sponsored by B. F. Goodrich ought to have his head examined. It's not enough that there are at least two long commercials; there are also various references to B. F. Goodrich in the script and then there's that "curtain" you refer to.

Don't misunderstand me, I think it's a wonderful show, but if they are going to bring in much more of B. F. Goodrich, there won't be room left for the celebrities.

John W. Willis
Fischer, Willis & Panzer
Washington, D. C.

* * *

How to Make Crime Pay

EDITOR:

What started out to be a mere investigation of the tearing up of a Schenectady police blotter containing an entry of a traffic violation has turned out to be a grand jury investigation of possible perjury, plus a full scale inquiry into all possible crime conditions in the city.

Harold M. Van de Car, WSNY news commentator and director of

(Continued on page 68)



Do Some *Independent* Thinking About Radio Today

People who care about their money are doing some hard thinking about radio today . . . some *independent* thinking. In fact, many national advertisers who formerly bought network radio are finding they get better results when they use the leading *independent* radio stations. Don't take our word for it—make us prove it. Write to any AIMS station listed below for all the facts.

JUST READ WHAT THESE INDEPENDENT THINKERS SAY:

"In spot buying for Sterling Drug, Independent stations are always on my list.

"Many times, the Independent station represents an unsurpassed buy in a particular market."

FRANK MORIARITY,
Time Buyer, Dancer-
Fitzgerald-Sample, Inc.,
New York

"In any careful study of media today, Independent Radio stands out.
"It is priced *right*, and experience proves it gets results."

WESTHEIMER AND
BLOCK
Advertising and Public
Relations,
St. Louis, Missouri

THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

WCUE —Akron, Ohio
WBMD —Baltimore, Maryland
WBNY —Buffalo, New York
WJMO —Cleveland, Ohio
KMYR —Denver, Colorado
KCBC —Des Moines, Iowa
WIKY —Evansville, Indiana
WXLW —Indianapolis, Indiana
WJXN —Jackson, Mississippi
KLMS —Lincoln, Nebraska
WKYW —Louisville, Kentucky
WHHM —Memphis, Tennessee

WMIE —Miami, Florida
WMIL —Milwaukee, Wisconsin
WKDA —Nashville, Tennessee
WWSW —Pittsburgh, Pennsylvania
KXL —Portland, Oregon
WHIM —Providence, Rhode Island
WXGI —Richmond, Virginia
KSTL —St. Louis, Missouri
WMIN —St. Paul, Minnesota
KNAK —Salt Lake City, Utah
KITE —San Antonio, Texas

KSON —San Diego, California
KYA —San Francisco, California
KING —Seattle, Washington
KREM —Spokane, Washington
WACE —Springfield, Massachusetts
KSTN —Stockton, California
WOLF —Syracuse, New York
KFMJ —Tulsa, Oklahoma
WNEB —Worcester, Massachusetts
WBBW —Youngstown, Ohio
WCCC —Hartford, Connecticut

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding *independent* station in its market

Aim for BULL'S-EYE results...with the AIMS GROUP



Richard Harkness



"Richard Harkness and the News" a fifteen minute late evening roundup is available for sponsorship in this news conscious market. Discerning timebuyers need only know that it's HARKNESS, Monday through Friday, 11:15 PM.

This availability represents an opportunity to establish a product name with a name news man, long respected in national news commentary.

Harkness' reputation for hard news and hard selling demands your consideration. Call WRC — or National Spot Sales.

**MONDAY THRU FRIDAY
11:15-11:30 PM**

**IN THE NATION'S CAPITAL
YOUR BEST BUY IS**



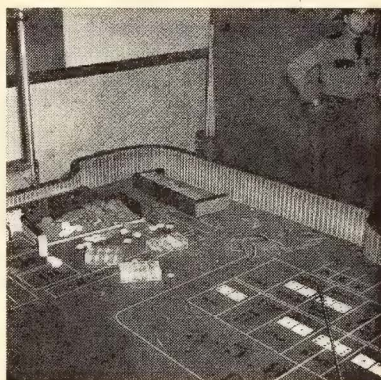
feature of the week

WAVE-TV Louisville has been credited as the catalyst to legal action in subduing gambling in northern Kentucky.

In the early morning of Aug. 31, some 50 Kentucky state policemen raided two night clubs in Campbell County, just across the Ohio River from Cincinnati. The raids resulted in the arrest of 68 persons, seizure of four truckloads of gambling equipment and confiscation of more than \$19,000.

Governor Wetherby, who earlier said he could not intervene because local officials had not requested help, told a WAVE-TV reporter that WAVE-TV telecasts helped change his mind.

WAVE-TV's campaign began in June with the report of the Senate Crime Investigating Committee on



State trooper guards gambling paraphernalia seized in raid.

gambling in northern Kentucky. During August primaries, (Continued on page 63)



strictly business



Mr. BROWN

RADIO has played an important role in the success of Bill Brown and the Pfeiffer Brewing Co., Detroit, of which he is ad manager.

At Mr. Brown's suggestion, Pfeiffer also was one of the early advertisers to make extensive and highly successful use of late-hour television.

Both media have helped acquaint the Michigan public with the correct pronunciation of the company name—"Fifer's".

With radio spot announcements Mr. Brown saturated the market. Core of the heavy campaign was comprised of two jingles soon echoed on lips of hundreds of listeners.

Mr. Brown believes his best radio

deal was the signing of Van Patrick, said to be the Great Lakes region's most listened-to sportscaster. Mr. Patrick aired a sports show six days weekly.

Mr. Brown began his business career with the Corn Exchange Bank in Philadelphia while attending evening classes of the U. of Pennsylvania. That was in 1935. In 1937 he joined Swift & Co. and later headed one of Swift's Atlantic City sales divisions.

In 1940 he joined the H. J. Heinz Co. His sales ideas and sense of merchandising convinced the Heinz Co. his talents would be of greatest value to them if he joined its advertising agency, Maxon Inc. which he did in 1945.

With the Maxon agency, Mr. Brown's ability came to the attention of another Maxon client, Pfeiffer's Beer.

It was in 1948, that Mr. Brown joined the Pfeiffer Brewing Co. as advertising and merchandising manager.

A husky six-footer, Mr. Brown was once a pitcher for a farm team of the Philadelphia Athletics. He now confines most of his athletics to golf and bowling.

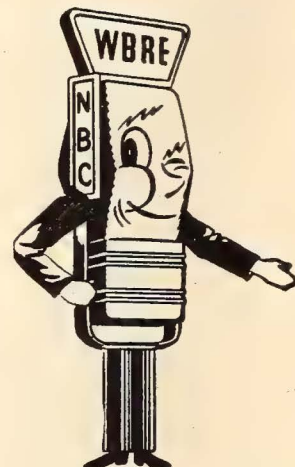
Married, he is the father of three children, with whom he spends most of his leisure time.

The policy of "making friends" sums up Mr. Brown's business philosophy.

His standards are reflected in one of his favorite sayings:

"Business doesn't pick itself up. Business is very sensitive—it goes only where it's invited and stays only where it is well treated."

LOOK HERE!



**IF YOU'RE LOOKING
FOR POWER . . . WE
HAVE THE KIND
THAT COUNTS!**

**THE POWER OF
THE LARGEST LISTENING
AUDIENCE IN WILKES-BARRE
WYOMING
VALLEY AREA.**

A recent Conlan Audience Survey showed WBRE programs ranked **FIRST**. **FIRST** in the morning . . . **FIRST** in the afternoon and **FIRST** in the evening. Aside from the fact that WBRE's listenership to nearly every NBC program stood far above the national average for the same shows, it was proven that WBRE had the **TOP THIRTEEN** daytime programs in listener popularity and **THREE** of the top **TEN** were our own local shows. You just can't go wrong on WBRE.





ONE OF AMERICA'S *BIGGEST* ADVERTISING BARGAINS!

152% MORE LISTENERS THAN 5 YEARS AGO; RATES PRACTICALLY UNCHANGED!

In 1945, Des Moines had only 3 stations. Today, it has 6 radio stations and television service from Ames, 30 miles north. In the past 5 years, the increase in the use of radio by set owners in the Des Moines area is phenomenal! The average gain is 56.6%. And, there are more people to listen. In Des Moines' Polk County, for instance, 14.9% more people live in 24.6% more homes than they did 10 years ago.

Today, an average of 152.4% more people listen to KRNT than 5 years ago! A moment's study of the

chart below will convince you that KRNT offers one of the greatest advertising bargains in America. Audiences have doubled and re-doubled, while rates remain practically the same as in 1945. By every standard of comparison, KRNT is one of the great stations in the nation. We're big and growing bigger in a big market . . . FAST! Even before joining CBS June 15th, KRNT led the Des Moines Hooperade morning, afternoon and evening. Now, more than ever, you're right when you buy KRNT-CBS!

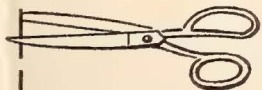
| TIME PERIOD | Percent Tune-In All Stations | | Percent Tune-In Gain All Stations | KRNT Ratings | | KRNT Percent Gain | KRNT Program Time Percent Cost Increase |
|----------------------|------------------------------|--------|-----------------------------------|--------------|--------|-------------------|---|
| | 1945* | 1950** | | 1945* | 1950** | | |
| 7:15 a.m. | 9.4% | 17.8% | 89.4% | 5.5 | 12.6 | 129.1% | 11.1% |
| 8:00 a.m. | 10.1 | 21.3 | 110.9 | 2.7 | 12.6 | 366.7 | 11.1 |
| Noon | 18.6 | 25.8 | 38.7 | 9.0 | 12.8 | 42.2 | None |
| 6:00 p.m. | 22.3 | 28.7 | 28.7 | 5.5 | 14.3 | 160.0 | None |
| 10:00 p.m. | 23.8 | 27.0 | 13.4 | 7.0 | 15.5 | 121.4 | 11.1 |
| 6:00-8:00 a.m. avg. | 7.8 | 14.8 | 89.7 | 3.4 | 7.1 | 108.8 | None |
| 12:30-1:30 p.m. avg. | 17.9 | 26.0 | 45.3 | 4.0 | 12.2 | 205.0 | None |
| 3:30-4:45 p.m. avg. | 15.7 | 21.5 | 36.9 | 5.0 | 9.3 | 86.0 | None |

*Fall-Winter, 1945-46; **Fall-Winter, 1950-51, C. E. Hooper Audience Index.

BUY THAT

KNOW-HOW GO-NOW

**STATION WITH THE
FABULOUS PERSONALITIES AND
ASTRONOMICAL HOOPERS**



CLIP AND FILE THIS AD
UNDER "IOWA RADIO"

BUY THAT . . .
Very highly
Hooperated,
Sales results
premeditated,
CBS affiliated
Station in
Des Moines!



DES MOINES

REPRESENTED BY THE KATZ AGENCY

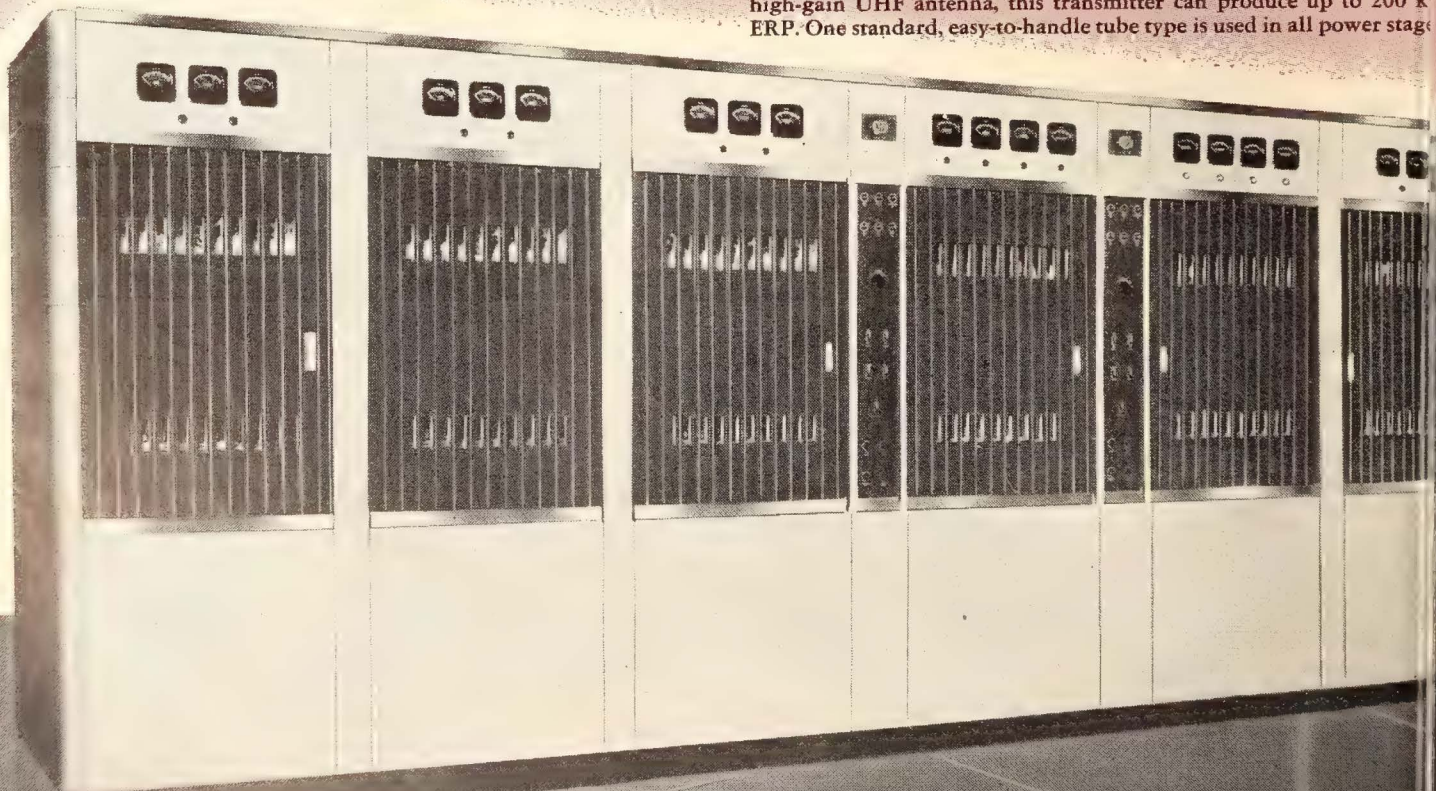
For UHF

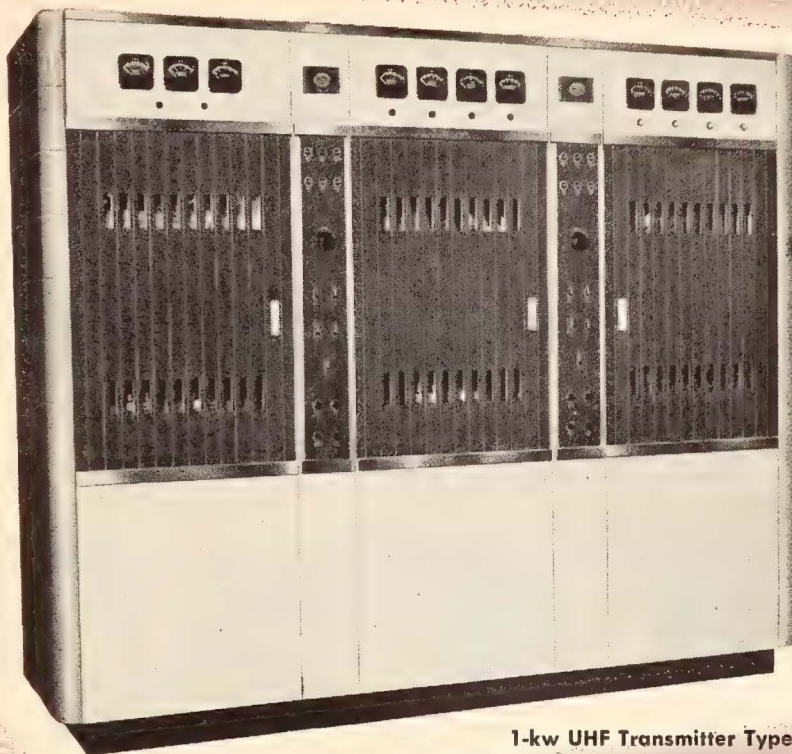
...go **RCA**

Any power to 200 kw*...

10-kw UHF Transmitter Type TTU-10A

RCA's answer to high power on channels 14 to 83. With an RCA high-gain UHF antenna, this transmitter can produce up to 200 kw ERP. One standard, easy-to-handle tube type is used in all power stages.





1-kw UHF Transmitter Type TTU-1B

This transmitter, and a high-gain RCA UHF antenna, can produce up to 20 kw, ERP on channels 14 to 83! Type TTU-1B is all air-cooled.

RCA's new 1-kw and 10-kw UHF transmitters (and RCA's high-gain UHF antennas) will give you power combinations up to 200 kw . . . on any TV channel!

If you are planning high power UHF, RCA's new 10-kw transmitter is the answer. If you are planning to start with low power UHF, then RCA's new 1-kw transmitter will meet your needs (increase power later simply by adding matching amplifier units).

Be sure your station planning is correct from the start . . . before you invest a single dollar. Your RCA Broadcast Sales Specialist will show you exactly what equipment you'll need to get on the air at lowest cost.

Available only from your RCA Broadcast Sales Specialist

A 64-page book on RCA's new line of TV broadcast equipment for all channels, 2 to 83! An indispensable reference for station planning.



Call or write the RCA field office nearest you

Chicago 11, Ill.

666 North Lake Shore Drive
Telephone: Delaware 7-0700

Washington 6, D. C.

1625 K Street, N. W.
Telephone: District 1260

Hollywood 28, Calif.

1560 N. Vine Street
Telephone: Hollywood 9-2154

Dallas 1, Texas

1907-11 McKinney Ave.
Telephone: R-1371, 1372, 1373

Cleveland 15, Ohio

718 Keith Building
Telephone: Cherry 1-3450

Atlanta 3, Ga.

522-533 Forsyth Bldg.
Forsyth and Luckie Sts.
Telephone: Walnut 5946

Kansas City 8, Mo.

221 W. 18th Street
Telephone: Victor 6410

New York 20, N. Y.

36 W. 49th Street
Telephone: Circle 6-4030

San Francisco 3, Calif.

1355 Market Street
Telephone: Hemlock 1-8300

New High-Gain Antenna for UHF

The most economical way known to produce high effective radiated power for UHF—and more kilowatts per dollar. Excellent "close-in" coverage in all directions. Power gain, 24 to 28, depending on channel.



*Effective Radiated Power



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

WLEE

advertising boosts sales

88%

In Richmond, WLEE is famous for fast, profitable results . . . like this case of a liquid starch manufacturer:

This manufacturer advertised exclusively over WLEE for two months. During that time, the leading competitive brand of starch had a sales increase of only 33%. *Sales of the starch advertised on WLEE leaped up 88%!* More than 200 stores were covered in the test.

Action like this from WLEE is an old story to local folks in Richmond. They know that WLEE gives big results at low, low cost.

More and more national advertisers are following their lead. How about your own schedule in Richmond? Your Forjoe man will gladly give you the whole WLEE story.

Mutual in Richmond

WLEE



TOM TINSLEY, President

IRVIN G. ABELOFF, General Manager

FORJOE & CO., Representatives

BROADCASTING

TELECASTING

Vol. 41, No. 12

WASHINGTON, D. C., SEPTEMBER 17, 1951

\$7.00 A YEAR—25c A COPY



BROADCAST BUSINESS volume this fall will be the biggest in radio-television history, according to an industry-wide **TRENDS** survey by **BROADCASTING • TELECASTING**.

Among stations, station representatives, advertisers and advertising agencies the predominant attitude is optimism. Only a fractional minority of those polled in this national survey anticipates a decline in total billings this fall compared with last. The overwhelming majority expects increases ranging in some cases as high as 100%.

The only soft spot in the broadcast business is network radio, and even there the volume this fall is not expected to drop more than a few percentage points.

In all other business categories, volume will increase.

Here's the way the predictions run:

- Total billings on radio stations will average a 14.53% increase over last fall, according to the stations polled by **BROADCASTING • TELECASTING**.

- Total billings on television stations will be up 39%, according to the stations.

Substantiation of these optimistic forecasts among stations come from agencies.

- Eighty-three percent of the country's agencies this fall will place radio volume equal to or exceeding the volume they placed last fall.

- Eighty-three percent of the agencies will spend more money in TV this fall than last.

Both radio and television stations anticipate big jumps in revenue from local and national spot sponsors. And television stations will get a boost from a third source of revenue that will be de-

AS LEAVES COME DOWN

BILLINGS BEGIN TO RISE

clining for radio stations—network advertising.

Local billings will be up an average of 16.64% on radio stations, up 41% on TV. National spot will be up 13.54% on radio, up 38% on TV. Network income will be off 3.99% for radio, but up 35% on television.

The estimates of anticipated network revenue provided by stations in the **TRENDS** survey closely parallel estimates given **BROADCASTING • TELECASTING** by networks themselves.

An analysis of the radio network outlook for fall published in **BROADCASTING • TELECASTING** Sept. 3 showed that sponsored time stood to drop 3.3%.

An analysis of the TV network outlook in the Sept. 10 issue showed that sponsored time for fall would be up 30.7%.

In both these cases the figures represented network hours and were not billings. Dollarwise, the radio network decrease in billings this fall may represent a bigger percentage than 3.3 since the 10% rate cut must also be considered. And dollarwise, the TV network increase in billings will be bigger than 30.7% since most television rates have jumped since last fall.

Estimates Vary

As to national spot volume, estimates by station representatives vary from those by stations.

Radio representatives, who are often optimistic in their forecasts, guess that fall spot volume will be up 18%, or about 4.5% more than their clients figure.

TV representatives think their average billings will soar 98% over last fall, more than twice as big a jump as their clients anticipate.

The expected fall increases in local business on radio stations will continue a trend of steady improvement that has been evident for several months.

Last May a **BROADCASTING • TELECASTING TRENDS** survey found that most radio stations, in or out of television markets, were taking in bigger local revenue at that time than they had a year before.

It was found that radio stations on the average were doing 14.1%

bigger local business in May 1951 than in May, 1950.

The expected fall spurt in national spot billings, however, will run somewhat counter to the situation turned up last May.

At that time national spot was, to say the least, spotty.

Among radio stations in non-TV markets, 61% report improvements ranging up from 1% in national spot billings over a year before, and 21% say it is holding even with the previous May. In TV markets, however, only 40% of the stations reported improvement; 10% say spot is holding its own; and 50% say it is off from the year before.

The radio network volume estimated by stations for fall will be

assessing the future, is the impact that the defense production program will exert on the civilian economy.

Although it is not believed that predicted shortages in consumer goods will lead to reductions in total advertising expenditures, there is a chance that they might cause a redistribution of billings among local, spot and network categories.

Study Auto Market

For example, many of the stations and representatives polled by **BROADCASTING • TELECASTING** felt that the cut-back in production of automobiles might force a reduction in the use of national spot ad-

BROADCASTING • TELECASTING circularized the radio-television industry to bring you this report of **TRENDS FOR FALL**.

A PAINSTAKING POLL of a carefully selected cross-section of radio stations, television stations, their national representatives, and their agency and advertiser customers shows that this fall business will be better than ever.

THE GENERAL RESULTS are on this page. For specific stories about radio stations see page 27; radio advertisers, page 26; radio agencies, page 26; radio representatives, page 28; television stations, page 72; television advertisers, page 71; television agencies, page 71, and television representatives, page 72.

BALLOT



in the declining trend that has been continuing for the past two years.

National radio network net time sales were \$128.9 million in 1949 and \$121.6 in 1950. In 1951 they have slipped to levels below 1950.

In the first seven months of this year, total radio network billings were 1.8% below those of the same period last year, according to Publishers Information Bureau. But in the month of July they dropped 4.5% below July, 1950, a circumstance attributable at least in part to the network rate reductions that became effective last July.

Television billings in all categories are continuing the dizzy rise that has persisted during the comparatively brief existence of the TV industry.

A consideration of all elements of the broadcasting industry, in

vertising by auto makers and in local advertising by new car dealers.

However, many also felt that as the new car market drew tighter, used car dealers would increase their advertising. The net effect of this change, of course, would be a decrease of auto business for national spot and perhaps an increase for local billings.

By and large, most respondents in the survey felt that the basic accounts, food, clothing, drugs, tobacco, etc., would continue in more than adequate supply and hence would keep up the hard-selling type of advertising that needs radio and television.

All in all, it looks to most people in broadcasting like the biggest fall of all.

RADIO 'ESSENTIAL'

A NEW campaign to make the public know that radio is a bedrock essential of daily living is being launched by Mutual this week.

"Radio—It's Wonderful!" a 20-page booklet containing 15 air announcements stressing the basic, diverse contributions which radio offers, is being distributed to all Mutual stations as first step in the drive.

MBS officials stressed that the purpose is to promote all radio, not just Mutual alone.

Spokesmen expressed the view that it is the first campaign of its kind to be undertaken by a major network but said nothing could "make us happier" than to have other networks as well as stations affiliated with all networks take it up.

Other announcements in the same pro-radio vein will be distributed from time to time, officials reported.

The preface of "Radio — It's Wonderful!" explains its purpose:

"You know radio is wonderful," it tells the station manager. "We know radio is wonderful. And deep down, our listeners know it, too. Just maybe, though, the listeners' knowledge is too deep down. Maybe radio is woven so closely into the fabric of everyday living that people are inclined to take it for granted.

"But radio is too vital to be taken for granted, so we have prepared some special messages for your use throughout your broadcasting day. Briefly and lightly, they point

up some of radio's unique gifts and services . . ."

E. M. Johnson, vice president in charge of station relations, said "Radio—It's Wonderful!" is "only a suggested beginning," that additional announcements will be distributed later, and that several MBS affiliates already have initiated similar campaigns in their own communities.

The booklet carries a note specifying that its contents "are expressly not copyrighted," that the "real purpose is the furtherance of all radio, and that "permission is therefore granted for full use of these messages—without charge—by all broadcasters who share this aim."

Streibert Suggestion

The campaign, it was understood, was suggested by Theodore C. Streibert of WOR New York, former MBS board chairman, and the announcements were prepared under the direction of Robert A. Schmid, MBS vice president in charge of advertising, publicity, research, and planning.

Examples of the announcements, which range from 15 to 40 seconds in length:

Announcer: Remember the old nursery rhyme—"she shall have music wherever she goes . . .?" There was a lady who had it pretty special—but nowadays you've got it even better . . . and without any bells on your toes, either. All you need is what you've been listening to right now—radio! Yes, radio brings that fable to life—and assures you so much more than music alone . . . news and drama, excitement, and relaxation—it's all yours on radio, wherever you go, because radio goes with you! Upstairs, downstairs, in your car, high in the mountains, down at the water, stay tuned to radio—and you shall have whatever you please . . . wherever you go!

Announcer: You know what? You are now in tune with the one form of entertainment that really lets you relax. Maybe you never thought of

radio just that way, but it's true . . . radio alone amuses you, informs you, entertains you—and at the same time, lets you sit back, shut your eyes, and take it easy. So . . . stay tuned—and enjoy yourself.

Announcer: What's your idea of radio? A handsome piece of furniture? A kitchen fixture? A bedside companion? Radio can be all these things . . . in millions of American homes today, radio is all these things—and more. In fact, radio is whatever you want it to be . . . a twist of your wrist decides whether this magic contraption of yours shall entertain you, inform you, or just plain relax you. In these high-tension, speed-up times, a lot of folks think pure relaxation is one of the best things radio provides. Just what the doctor orders while you work—and just what you order when the day's work is done . . . that's radio for you.

Announcer: How long is a piece of string? How big is infinity? Tricky questions, maybe, but apply the same sort to your radio dial, and you find no end to what this modern miracle can bring you. And in all this endless variety of radio service, perhaps the greatest gift of all is relaxation. To lighten your labors throughout the day . . . for your well-earned rest at night—there's nothing to match radio. So stay tuned . . . and take it easy!

DISCOUNT URGED

By Agency Association

EFFORT to induce all media to give a 2% cash discount for payment within 10 days was approved by Midwestern Advertising Agency Network at its quarterly meeting, held Sept. 8-9 at the Bismarck Hotel, Chicago.

Members of the association also discussed possible methods of getting war contracts for manufacturers they represent. Programming of radio and TV shows was discussed. Next meeting of the association will be held Jan. 12-13 in St. Louis.

MBS Promotion Theme

ROY ROGERS

General Foods Signs

GENERAL FOODS last week signed Roy Rogers to a three-year contract calling for exclusive radio and TV services of the cowboy singer, his wife Dale Evans and his horse, "Trigger." The pact covers live and taped radio programs and live or filmed TV programs on NBC and guest appearances on other General Foods shows.

The contract may be cancelled if old Rogers films are released for TV showing. The singer has filed legal action against Republic Studios to prevent release of any old films on video.

NBC will carry the Roy Rogers radio program in the autumn. A half-hour TV series is to start on NBC Dec. 30, using the Sunday 6-6:30 p.m. period. Films are being produced by Roy Rogers Productions. Four have been finished and eight are ready for production.

Edwin Ebel, Post Cereal Division sales-advertising director, completed negotiations for General Foods, with W. Arthur Rush signing for the actor and Phil Cleland for Benton & Bowles.

KGGM, KVSF To Weed

APPOINTMENT of Weed & Co., N. Y., as national advertising representative for KGGM Albuquerque and KVSF Santa Fe, was announced by A. R. Hebenstreit, president of the stations last week. KGGM operates with 5 kw on 610 kc, KVSF with 1 kw on 1260 kc. Both stations are CBS affiliates.

FOR AD-MEN ONLY

PNB Promotion Is Cure-All

AD-MAN'S PILLS, "for use by hucksters only," are being dispensed in pharmaceutical-type bottles by "Dr. XL" (possibly without full sanction of the Federal Trade Commission) and mailed to advertising agency executives and time-buyers.

The "Genuine Ad-Man's Pills," which the label asserts will relieve "Copy writer's belly-cramps, deadline deliriums, inflammation of the client and rush-job tremors" contain, among other ingredients, "Essence of Hadacol, 9%; alcohol, 12%; distilled alcohol, 13%; wood alcohol, 14%; extract of hyper-radioactive corn meal, 15 and 2%." Circular, enclosed with bottle of pills, cautions ad-girls against using the nostrum but happily adds they can write Dr. XL, outline their symptoms and "our specialists will prescribe at once. No obligation on your part, of course."

The doctor also contended "Any XL station representative will be happy to help administer your new personalized prescription." The proprietary medicine is marketed by Pacific Northwest Broadcasters, Spokane, Wash.

RADIO'S PULL

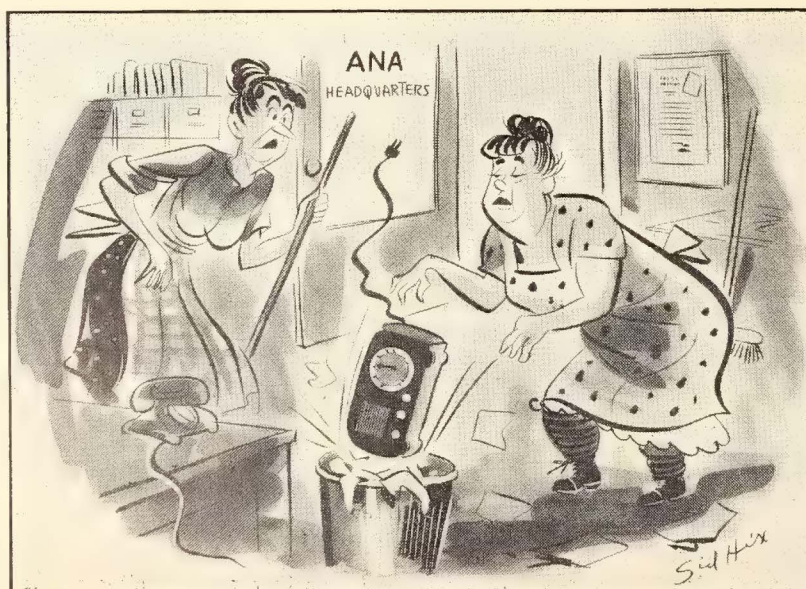
Can Better TV's Draw

"BASED on cost per inquiry, using as premium a free military map of the U. S., the Union Pacific Railroad has concluded that radio properly used is cheaper than television in multi-station TV markets, whereas the opposite is true in single-station and two-station TV markets."

This was reported to the Advertising Assn. of the West by H. B. Northcott, advertising manager of the railroad, which has been using two live programs on Los Angeles television and scenic clippings from travel movies in other TV markets like Seattle, Chicago, Salt Lake City and Kansas City. Spots have been used on radio in the same cities.

"Radio's cost per inquiry ranged from 20 to 50 cents," he said. "Television, while only 34 cents in single-station Seattle, zoomed to 50 cents in Kansas City, \$5 in seven-station Los Angeles."

"U. P. is spending all 'new money' in TV without detracting from its budget in other media," he said.



Drawn for BROADCASTING • TELECASTING by Sid Hix

MEDIA CHALLENGE

ANA Report Draws Fire

PRINTED MEDIA were challenged last week to produce inch-by-inch advertising readership figures which can be compared with radio's minute-by-minute listening statistics.

Aroused by the Radio & Television Committee of the Assn. of National Advertisers third report on the impact of TV on radio listening, broadcasting circles considered ways and means of producing more equitable comparisons.

Cites Four Media

Paul W. Morency, vice president and general manager of WTIC Hartford and chairman of the Affiliates Committee, pointed out that it is regrettable that ANA, or anybody else, should examine the relationship of any one medium to any other, when actually there are four media.

Critical comments on the ANA claims were heard in research circles although several statistical experts felt they needed "more time to study the report."

In a statement, Frank E. Pellegrin, vice president of H-R Representatives and former director of the Broadcast Advertising Dept. of NAB, pointed out there is no basis for comparison of printed media figures with those furnished by radio. He called attention to the formation of the new Standard Audit & Measurement Services, with Dr. Kenneth H. Baker, former research director of the NARTB, as its head.

'Golden Opportunity'

"This might be the golden opportunity we have been awaiting to supply the missing links in the advertising-research field," Mr. Pellegrin pointed out.

Commenting on the Pellegrin statement, Mr. Morency said he will go into the proposal to put research data for all media on a comparable basis at a meeting this week.

The Affiliates Committee chairman had earlier criticized the tim-

ing of the ANA report. A second meeting between the committee and ANA had been planned for the summer but had been postponed because of vacation schedules and the European trip of ANA President Paul B. West.

The ANA convention, scheduled Sept. 24-26 in New York, is expected to discuss the entire radio rate structure, including developments since the network reduction announced in the spring.

Dr. Baker showed interest in the Pellegrin statement and the proposal that the new firm have a part in meeting competitive attacks.

He said: "Mr. Pellegrin's proposal has a number of interesting aspects in which Standard Audit & Measurement is definitely interested—after the industry has pro-

duced the overall basic measurement which the national and regional buyer needs. That is our first concern.

"Later we will turn our attention not only to the ideas which he suggests, but to program ratings and necessary circulation, audience and impact measurements."

Pellegrin Statement

Mr. Pellegrin's statement follows in full:

The trade papers this week carry two stories of especial significance.

One is the third blast by ANA against radio, based on the effect of TV on radio listening. After all the good work done by the Affiliates Committee and by the radio trade papers and others, it is disheartening at least to see the ANA still persisting in measuring the

(Continued on page 88)



HERBERT C. HOOVER (l), only living ex-President and a native Iowan, receives one of the first half-dollars minted for Iowa's 1946 centennial celebration from Ralph Evans, executive vice president of Central Broadcasting Co. (WHO Des Moines) and Tri-City Broadcasting Co. (WOC Davenport, Iowa). Mr. Hoover was in Des Moines Aug. 30 to receive Iowa's first Distinguished Citizen Award.

COY FOR UHF, NO VHF High Band No 'Lemon'

FCC CHAIRMAN Wayne Coy came out last week in favor of terminating the VHF television band and housing all broadcast TV in the UHF.

Addressing more than 100 broadcast engineers and consultants attending an RCA-sponsored seminar on UHF—at which RCA showed, for the first time, TV in operation at the upper end of the UHF band—Mr. Coy said:

"I'm so sold on UHF that personally I'd like to see all of television in the UHF."

But he added:

"That didn't happen, because I'm just one vote."

This was taken to mean that the question had come before FCC and been rejected. He gave no indication that it will be revived, except that he did say the non-broadcast services which used to share VHF television channels "got the short end of the stick" when they were given Channel 1 as a substitute for sharing, and that their frequency needs are such that "they are going to be heard from again."

On past occasions, via questioning at hearings, Mr. Coy has implied that he thought television should be moved "upstairs" to the UHF [BROADCASTING • TELECASTING, April 10, 1950].

'Every Megacycle of It'

Mr. Coy said he was convinced there is enough UHF know-how to justify FCC in opening the 470-890 mc UHF band for commercial TV—"every megacycle of it."

He reiterated that the scarcity of VHF channels will not permit establishment of a nationwide, competitive TV service, and said that in the future from two-thirds to three-fourths of all TV broadcast-

ers will have to recognize UHF "or take it because they can't get anything else."

Referring to RCA-NBC's experimental UHF station at Bridgeport, where the seminar was held on Wednesday, Mr. Coy said FCC's problems would be eased greatly if every would-be TV broadcaster could see the Bridgeport UHF operation before filing his application for a station.

He said reception from the RCA-NBC UHF station, which operates at 530 mc, is good not only in Bridgeport but is as good in the business section of New Haven, 20 miles away, as that of the local New Haven VHF station.

He said he did not want to mislead his listeners into thinking he feels UHF reception has reached a point where it equals VHF, but added quickly: "But it's not the lemon some of you have been led to believe it is."

His listeners, composed of engineers, lawyers, and consultants from this country, Canada and Mexico, also heard RCA President Frank M. Folsom assert opening up the UHF "will shortly mean the addition of nearly 2,000 new television stations to the U.S.," aside from 1,000 others which may be accommodated in the VHF.

"I don't think I am being overly optimistic when I predict that within a short time after these television station become realities, there could be 50 million television sets in the U. S.," Mr. Folsom said.

The new upper-end UHF transmission and reception demonstrated by RCA was in operation at 850 mc—about Channel No. 70—and picture quality compared favorably with that of the 530-mc station

(about Channel 22). Spokesmen said the 850-mc transmitter, a laboratory model, had been set up at Bridgeport only a week before.

In an address following Mr. Coy's, Dr. C. B. Jolliffe, vice president and technical director of RCA, said the RCA-NBC Bridgeport tests—involving UHF re-broadcasting of WNBT (TV) New York's programs on a regular schedule since Dec. 1949—"have proved that television reception on UHF can be just as clear and stable as on VHF," and "in some instances . . . even better."

Commercial Ideal

RCA envisions a Bridgeport-type operation as ideal for launching UHF commercial stations at relatively little cost.

Dr. Jolliffe said:

"It's not necessary to spend millions of dollars to bring good television into a community. Take this experimental station of ours here in Bridgeport, for example.

"All the programs originate in New York in the studios of the NBC. They are sent to Bridgeport by a simple microwave transmitter. This means that a minimum investment and small staff are required and yet good programs with good pictures can be received in this area.

"Any commercial station can get started in a similar way to this experimental station. Then as the station prospers it can expand its service—first by adding a mobile unit to originate remote programs or simple studio programs. And then regular studios could be built

(Continued on page 35)



Mr. Folsom (l) shows FCC Chairman Coy a "bow-tie" type receiving antenna used for UHF television. In background is mural of the RCA-NBC experimental TV station in Bridgeport.

NATIONAL RADIO ADVERTISERS

BALLOT



PLACEMENT of radio time this autumn by national advertisers will not quite equal that of one year ago, judging by returns received in the Trends study.

While response to this questionnaire was not large enough to justify percentage calculations, the returns included many of the nation's largest buyers of advertising.

The larger buyers, in a majority of cases, appear to be holding their radio buying at the 1950 level, but there are a number of cases in which network and spot commitments have been reduced. In some cases the reductions in radio budgets are ascribed to higher cost of television facilities rather than purchase of larger schedules.

Thus a realistic look at the advertising picture, as shown by the questionnaire returns from advertisers themselves, shows definitely that many larger advertisers are reducing their radio budgets in favor of television.

However, there are no signs of a landslide toward television. If anything, the radio situation is considerably stronger than the organized anti-radio campaign of national advertisers would indicate.

One major national advertiser is holding network radio commitments at the 1950 level but spending 35% additional for roughly the same television schedule it placed a year ago.

This contrasts with another top-level sponsor who is obtaining the same network radio facilities at a reduction of around 10% in cost because of rate cuts. At the same time this sponsor is paying higher rates for roughly the same TV network schedule used last year.

Maintains '50 Level

Another leading advertiser is holding network radio at the 1950 level while cutting radio spot commitments 50%. In turn this company is more than doubling its budget for national spot TV.

In only one case did the returns show an instance of a large advertiser trying TV for the first

time at the expense of radio. In this instance the sponsor cut the radio network budget to try TV on a national spot basis. The radio network schedule presumably remains the same; in other words, savings from radio's rate cut were thrown into TV.

On the other hand, one of the country's big advertisers is holding the line on network and spot radio but increasing TV commitments through first use of daytime spot on the visual medium.

Little AM Effect

Among national advertisers budgeting less than \$1 million this year on radio-television facilities there appeared little indication that aural spending was affected by video's expansion.

Actually these advertisers were divided about 50-50 between expansion of radio budgets and spending the same amount as last year. In a few cases these companies in the under \$1 million category are sharply increasing their broadcast budgets for the season, re-

flecting successful use of the medium over many years.

One of the nation's better known financial institutions is holding the line on its broadcast commitments but cutting its television budget 60%.

In contrast, a major company in the cosmetic-proprietary field is cutting radio network less than 5% and national spot several times that percentage in order to offset sharp expansion in network television.

Brightest place in the group of advertising spending under \$1 million appeared to be in the \$500,000-\$1 million category. In this group there were no instances in which radio purchases were being reduced during the coming season. The instances of increases and unchanged radio budgets were about equally divided.



RADIO AGENCIES

BALLOT



EIGHTY-THREE percent of the nation's advertising agencies will spend as much or more for radio time than they spent one year ago, according to the TRENDS survey of autumn time-buying plans.

The survey is based on TRENDS questionnaire replies from agencies of all sizes in all parts of the nation. The returns are believed representative of agencies in New York City as well as inland states and the Far West.

In analyzing the replies it was found that 59% of agencies plan to increase their radio billings this autumn in comparison with last year. Another 24% will hold billings at the same level and only 17% will reduce billings.

This trend appeared in the face of claims by the Assn. of National Advertisers that the radio audi-

ence was diminishing rapidly in areas having television [BROADCASTING • TELECASTING, Sept. 10]. It was believed to indicate that advertising agencies aren't accepting the ANA's three radio reports as gospel in their purchase of media facilities for clients, perhaps feeling ANA was manipulating figures in an effort to force down radio rates.

Network Outlook

Poorest showing in the radio forecast was made in the case of network radio. The analysis shows that 21% of the responding agencies expect to spend less money for network time this autumn than a year ago, with 16% planning to increase budgets while the remaining 63% will hold the same level. This showing was construed as surprisingly favorable, however, in view of the fact that network rates were reduced last summer. Actually the figures show that 79% of the replying agencies will spend as much or more than they spent a year ago, a healthier network situation than had been anticipated at the time the rate reductions were announced last spring.

National spot radio placements

show no real signs that those who buy radio time are seriously concerned about TV's effect. Fifty-seven percent of the responding agencies plan to buy more radio spot time this fall than a year ago and the remaining 43% will hold the same level. Not a single respondent planned to reduce spot purchases this autumn.

In the case of local radio placements the showing was even better, with 67% planning increased budgets and 33% the same as last year.

Billings of Respondents

Replies to the questions covering local time were centered in the inland states and most of the agencies were in the group with total radio-TV billings of less than \$1 million. In a number of instances the amount of local radio billings will be increased from 20% to 100%.

Heaviest concentration of respondents in the \$5 million-\$10 million bracket was in New York. A predominant share of these agencies will hold their total radio billings at the 1950 level, divided among network and national spot.

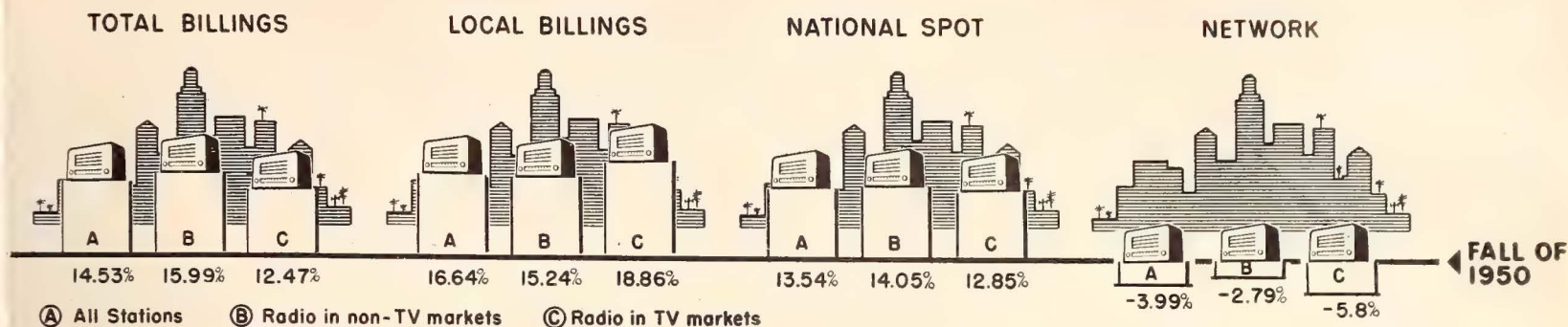
The network rate reduction is not affecting total network billings by these large New York agencies to any serious extent. National spot is holding up well, with no indication that TV's growth is cutting into spot purchases.

Only in isolated instances have small agencies indicated they plan to reduce their radio billings this season. Since they buy a large share of local time, their radio purchases in this field are especially significant. Their questionnaire replies reflect the strong appeal of local radio in the inland with no signs that the medium is losing its hold.

Agency comparisons of radio billings this fall compared to fall of 1950 (percentage of questionnaire replies):

| | Up | Down | Same |
|---------------|-----|------|------|
| Network | 16% | 21% | 63% |
| National Spot | 57 | | 43 |
| Local | 67 | | 33 |
| All Radio | 59 | 17 | 24 |





RADIO STATIONS

BALLOT

LOCAL AND SPOT TO LEAP UPWARD

TOTAL BILLINGS of all sizes of radio stations in all kinds of markets throughout the U.S. are beginning to spurt.

They'll be up an average of 14.53% this fall as compared with the fall of 1950.

Where's the money coming from?

A lot of it from network sales (although less than last year and the years before).

A lot from national spot advertisers (more than last fall).

And a whopping share from local advertisers, the neighborhood merchants who are buying radio as they never bought it before. Percentage-wise, the sponsor from whom radio expects its biggest increase is the businessman who lives just down the block.

Dollar estimates of anticipated fall business are not obtainable, but for purposes of general perspective, it may be recalled that in the year of 1950 total net time sales were \$121 million for national networks, \$120 million for national spot and \$205 million for local advertising.

To judge by the percentage estimates of radio stations surveyed by BROADCASTING-TELECASTING for its TRENDS FOR FALL, the proportions of network-spot-local billings are destined to change in 1951.

Billings Breakdown

According to the national average of estimates from a cross-section of radio stations, local billings this fall will exceed those of the fall of 1950 by 16.64%. National spot billings will be up 13.54%. Network billings will be down 3.99% (see chart at top of page).

How much will television affect the revenue of radio? Not as much as some might expect.

Separating the radio stations in television markets from those beyond the reach of TV, the comparison shows some but not

an overwhelming difference (see chart).

Total fall billings for radio stations in non-TV markets are estimated at 15.99% increase over last year and for those in TV areas, 12.47% over last year. Local billings in non-TV markets will be up 15.24% and in TV markets up even more—18.86%, a circumstance perhaps attributable to a local selling effort made by stations as insurance against a



drop in national advertising interest in radio under the TV gun.

National spot business on radio in non-TV areas will be up 14.05% and on radio in TV markets up 12.85%. Radio network affiliates in TV markets are gloomier about their fall network income than those operating outside TV areas. Network billings in TV markets are expected to drop 5.8% but in non-TV markets to slip only 2.79%.

Geography Is Factor

The geographical location of radio stations seems to account for a bigger difference in their revenue than the influence of television.

Stations situated in the Mountain states (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming) are more optimistic than those in any other region.

The Mountain states stations expect their total billings to soar by 18.7% this fall as compared with last (see table this page).

At the other end of the scale are the New England stations (those in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont). The average

total billings increase estimated by them is 7.8%.

The impact of the national defense effort on the civilian economy is being carefully watched by radio station management. Replies to BROADCASTING • TELECASTING questionnaires indicated that many managers expect a sag in advertising by those who make and sell goods whose production is being curtailed.

A substantial number believe that national spot volume by the manufacturers of automobiles and local advertising by new car dealers will fall off. But even more managers believe that local campaigns by used car dealers will increase.

Question on Durables

The same attitudes are held toward other heavy durables which contain quantities of critical materials that are being diverted to national armament.

Among station managers there is a widespread belief that the makers of goods destined to be in short supply will cut back on the hard-selling type of advertising characterized by heavy spot radio expenditures and instead use a more institutional approach intended to keep brand names before the public without setting up an avid urge to buy.

To somewhat the same extent that the manufacturers of scarce durables reduce their selling campaigns, their retailers and dealers can be expected to follow suit, a condition that probably will be reflected in local radio buying.

The anticipated reductions in volume from those dealing in short-supply goods will by no means overcome the increases in spending by the makers and sellers of other products, station managers believe.

A majority of managers expect rising billings from food, clothing, drugs, tobaccos and other items of

everyday use. The managers believe the makers of these products will boost their national spot budgets and the retailers who sell them will buy more local radio.

Television and the dislocations of a defense economy notwithstanding, radio stations on the whole expect a bang-up fall.

STATION PROSPECTS VARY BY REGION

| Region | Average Anticipated Increase in Total Billings of Radio Stations: Fall, 1951, over Fall, 1950 |
|---|---|
| Mountain (Ariz., Col., Ida., Mont., Nev., N. M., Utah, Wyo.) | 18.7% |
| East South Central (Ala., Ky., Miss., Tenn.) | 16.8% |
| East North Central (Ill., Ind., Mich., Ohio, Wis.) | 16.6% |
| West North Central (Iowa, Kan., Minn., Mo., Neb., N.D., S.D.) | 14.7% |
| South Atlantic (Del., D.C., Fla., Ga., Md., N.C., S.C., Va., W. Va.) | 14.6% |
| West South Central (Ark., La., Okla., Tex.) | 11.9% |
| Pacific (Calif., Ore., Wash.) | 10.8% |
| Middle Atlantic (N.J., N.Y., Pa.) | 10.4% |
| New England (Conn., Me., Mass., N.H., R.I., Vt.) | 7.8% |

[Note: These figures do not average out to the 14.53% national average quoted elsewhere, because of rounding.]

BALLOT



RADIO STATION representatives estimate their business is up 18% this fall over the same time last year.

The fashion this year in national spot advertising leans toward short commercials that come into the "one minute or less" category.

But there is still a good demand among national spot buyers for longer programs of the five minute or over class.

These facts, and many others, were revealed by the TRENDS study of national representatives which gathered data from both small and large station representatives in New York, Chicago and Los Angeles and in the smaller metropolitan areas.

Several representatives commented on the brisk pace of fall business this year. One said fall business signed to date by his firm was almost double that sold at this point last year. Another said that in the first eight months of 1951 15 of the stations it represents showed increases ranging from 2% to 725% over the previous year. Only four stations of the firm's list showed a reduction in business and two of those expect an increase by the end of September.

Business has been particularly brisk for the past six weeks after a slow first six months. One well-known firm said sales for the last month have consistently been from 80 to 100% ahead of the same weeks last year.

Several representatives commented on the interest of big advertisers in value they get for the price in radio. The big coverage

for little money appeals to them as an advertising bargain. A big plus in radio is reported by another firm from an advertiser buying of participations on women's programs and early morning shows where ratings are consistently high.

While the national average increase in billings for radio representatives stood at 18%, several well-known firms with average billings in the \$5 to \$10 million category reported increases of as much as 100%.

A few, representing not more than 5% of the total national billings handled by representatives, reported decreases in revenue with 10% the largest decrease reported.

Increased billings were reported in a number of categories with soaps reported buying more radio by the majority of representatives although a few reported less activity from this category.

All agreed that food products, gasoline and oil, drug products, and magazines were buying more radio time. Several mentioned television sets, cigarettes and auto accessories.

Most representatives said there was less buying from auto manufacturers and some

noted decreases from cigarette companies, jewelry and watch manufacturers, and beer bottlers.

When asked about the comparative popularity of various time purchases there was nearly unanimous mention of the popularity of spots of one minute or less. Over 20% increase in purchases of this

classification was noted. About 5% of the representatives queried noted a decrease while about the same number saw no change in this type of purchases.

Little change was noted in the purchase of time periods of more than one minute and less than five minutes.

Purchases of time in the "more than 5 minutes" category showed an increase of about 10% on an average, the survey showed. About 10% of the representatives queried saw no change in purchases of time in this classification over that bought last year while about 5% saw a decrease.

Altogether the radio prospects look bright when viewed through the eyes of station representatives.

One member of a New York firm that represents a large number of substantial stations summed it up: "It looks like a whale of a fall."



TAX RELIEF

A PARTIAL victory for the tax-harassed television industry in its fight for less burdensome excess profits levies appeared to be firming up on Capitol Hill last week.

Agreeing in principle that telecasters should be relieved of inequities under the present Excess Profits Tax Act, the Senate Finance Committee late Friday was attempting to resolve certain technicalities upon which a clear interpretation of its proposal would hinge.

Reliable sources indicated that "in general the new plan gives the industry some relief from tax burdens," but there was hope that the committee might hue more closely to the industry version sponsored by Sen. J. Allen Frear (D-Del.).

Report Expected This Week

The committee is expected to make its report early this week. Pro-industry sources were confident that bi-partisan support would sustain the fight on the Senate floor.

The committee proposed to:

- Permit the TV industry to use the four year period (1946-1949 inclusive) rate of return as a base rather than 1946 as suggested by the NARTB-organized Television Broadcasters Tax Committee and in the Frear proposal.

- Allow radio-TV broadcasters to use their own earnings income or the industry rate of return for tax computation purposes.

- Permit radio-TV operators also engaged in non-broadcasting enterprises (such as newspaper

publishing) to compute their tax for radio-TV only.

The alternative formulae as spelled out by the committee would give the radio-TV broadcaster the option of computing net income for average base period earnings by applying:

(1) Either his own rate of return for 1946-49 "less TV losses and capital invested in television business," or (2) the industry rate of return for 1946-49—to the company's total assets at the end of 1949, whichever is higher.

Under the current plan the average long established combination radio-TV operator who has pioneered in television probably would fare better by choosing his own rate of return.

The advantage of one option over another was seen as varying in individual cases among companies deriving part of their income each from radio and TV.

The TV-only broadcaster would automatically fall under the second option inasmuch as he had no rate of return for radio prior to 1946-49.

A second provision adds this feature:

... When a corporation derives part of its income from some other business such as newspaper publishing, part from radio business and part from television business the corporation in computing its average earnings base ... can treat its publishing business as if it were a separate business and with respect to its radio and television business would be eligible for the (same) option. ...

Current problem within the com-

Partial Victory Looms on Hill

mittee involves the present index which comprises the rate of return for radio-TV. Because of TV, radio profits were depressed. Hope was held out that a revised index would provide for a higher rate of return for radio after TV losses are computed. Current industry rate of return is now 15.08, according to the Treasury Secretary's index.

Proposed Scale

New corporations organized after Jan. 1, 1946, are covered under a general provision set up for so-called "growth" companies like television.

Ceiling rate of 5% was set for the first \$400,000 of EPT income. Second, third and fourth year ceilings would be 8%, 11% and 14%, respectively, with a top of 17% in fifth and subsequent years.

The 17% ceiling would establish a combined income and excess profits tax maximum of 66.92%. Combined tax-income for newly-formed firms would range from 54.92% for the first year to about 63.92% for the fourth. Present tax ceiling is 62%. It has been charged that many TV broadcasters are actually paying on a 100% rate on part of their income.

Retroactive to July, 1950

These proposed amendments, if finally adopted by the committee and approved by the Senate, would be effective retroactively to July 1, 1950.

Heated debate was expected when

(Continued on page 105)

BMI CLINIC

Next Is Rochester, N. Y.

PROGRAM clinic, held by Broadcast Music Inc., New York, is scheduled for Thursday at Rochester, N. Y. It is one of three which BMI is holding during this month in Maine, Massachusetts, and New York.

Speeches and Speakers include: "Programming Twists and Aids" by Murray Arnold, WIP Philadelphia; "Has Radio a Future?" by William S. Hedges, NBC "Are You Making the Most of Your Local News?" by E. R. Vadeboncoeur, WSYR Syracuse; "Building Station Relations in Your Community" by Earl Kelly, WWNY Watertown; "Radio Is Your Best Companion" by W. Robert Rich, WBEN Buffalo; "Building and Holding the Rural Audience" by Merl Galusha, WGY Schenectady; and "It Takes Three to Make a Sale" by Milton Slater, WCAX Burlington, Vt.

GAMBLING DATA INQUIRY

Johnson Opens Wednesday

SEN. Edwin C. Johnson (D-Col.) last week set into motion machinery for renewed hearings on anti-crime bills, including proposals touching directly on broadcasting stations.

The chairman of the Senate Interstate & Foreign Commerce Committee set hearings on four anti-gambling measures to begin this Wednesday. Herzel Plaine, special assistant to the Attorney General, Justice Dept., and FCC Chairman Wayne Coy will testify initially before the full committee. Hearings also will be held Thursday.

The decision to reopen hearings was reached following an executive committee meeting last Wednesday. At the same time Sen. Johnson introduced a bill (S 2116) almost identical to the legislative piece reported by his unit last year. A compromise of FCC and Justice Dept. views, the legislation (S 3358) died with the 81st Congress.

Would Continue Inquiry

The Senate Commerce Committee also took formal steps to carry on in the broad footsteps of the expired Senate Crime Investigating Committee. Sen. Homer Capehart (R-Ind.), along with five committee colleagues, co-sponsored a resolution designed to authorize the continued study with a fund of \$150,000.

Here is a summation of the bills on which the committee will receive new testimony and how they affect broadcast stations:

● (S 2116)—“To prohibit transmission of certain gambling information in interstate commerce by communications facilities.” Identical to S 3358, reported by committee last year [BROADCASTING • TELECASTING, June 5, May 29]. Would prohibit transmission of gambling information prior to time a horse race is held but permit broadcasts or telecasts of actual event. Aimed at transmission of betting data (odds, wagers, etc.) by stations and wire services.

● (S 1624)—“... To prohibit the broadcasting of gambling information ... the transmission of bets or wagers by means of interstate communications; and to prohibit further the transportation of gambling devices in interstate commerce.” Would extend the criminal law against broadcasting lottery information to include other “gambling enterprises,” and make it unlawful to transmit any bet or wager by radio, telephone or telegraph by amending the U. S. Criminal Code.

● (1564)—“To make unlawful the

transmission in interstate commerce of gambling information concerning a sporting event which is obtained without consent of the person conducting such a sporting event.” No effect on broadcasters.

● (1563)—“To provide for the licensing of certain persons engaged in the dissemination of information concerning horse or dog racing events and betting information concerning other sporting events by means of interstate and foreign communications by wire and radio. . . .” Would specifically exempt broadcasters from licensing requirements. Seeks to curb wire services.

The revived Johnson bill (S 2116) provides again that “no person operating any such station shall knowingly permit the broadcasting of any gambling information,” nor shall any person broadcast any gambling data by radio.

Last year it was approved by the committee as a compromise between the Justice Dept. bill (S 3358), which sought to require an hour's delay before broadcast of horse race results, and the FCC plan, which was designed to prohibit transmission of all gambling data, before, during and after a race.

FCC Chairman Coy has asked Congress to adopt a flat prohibition of interstate transmission of all information that can be used in gambling operation. The Com-

mission defines gambling information as “bets or wagers, or betting odds or prices paid on any sporting event or contest.” FCC also warned that restriction of wire services in dissemination of such data would enhance the value of quickly-broadcast race results and prices.

Chairman Coy already has advised Chairman Johnson that the Commission feels “the most effective and expeditious method that Congress can employ is that heretofore reflected” in compromise of S 3358 reported by the committee last year. But it wants criminal penalties spelled out for violations and an extension of language to include betting odds and prices paid.

Proposal that transmission of bets or wagers should be made a federal crime had been advocated by the Senate Crime Investigating Committee, which recently turned over its records to the Johnson group.

Other Witnesses

Other witnesses slated to appear before the Commerce committee on Thursday are Spencer Drayton, of the Thoroughbred Racing Assn., and J. Bond Smith, an attorney. Hearings may be extended indefinitely, it was indicated, in the hope of reporting out legislation

to the floor before recess. Hearing will be held in Room G-16 of the Capitol, with Sen. Johnson presiding.

Sen. Capehart submitted the resolution for Sens. Owen Brewster (R-Me.), Charles Tobey (R-N. H.), John Bricker (R-Ohio), James Kem (R-Mo.) and John Williams (R-Del.).

Sen. Capehart said he felt it would be a “mistake” to drop the crime studies at this time and expressed hope that the Johnson unit and Rules & Administration Committee would take favorable action on his resolution. The committee would report its findings and recommendations by Dec. 31, 1952.

The proposed extension of the investigation also was advocated by the Senate Crime Committee before it closed shop after filing its final report. The commerce committee received its records and data under S Res 129, which amended the resolution originally setting up the crime study.

Mich. Meet Rescheduled

DATE of the Michigan Assn. of Broadcasters' state convention has been moved forward a week. The convention, originally set for Nov. 9-10, will be held instead Nov. 2-3 at Detroit's Fort Shelby Hotel.

RIGID STATUTE

FORMULATION of a model gambling statute including “rigid” prohibitions against the use of radio, television, telephone and telegraph facilities for dissemination of gambling information was recommended last week by the American Bar Assn.'s Commission on Organized Crime.

To be presented to the Bar Assn. at its annual convention starting in New York today (Monday), the 65-page report of the Commission's studies, conclusions and recommendations was made public last week. The commission will ask for authorization to prepare model laws, incorporating its proposals for curbing crime, for submission to the various states.

Favor Pending Bill

The commission, headed by former Secretary of War Robert P. Patterson, went on record in the report as favoring the pending congressional bill (S-1563) which would set up FCC licenses for the transmission of sports and racing news over interstate commerce facilities and require FCC to refuse or revoke such licenses where the information is used for illegal gambling. Licensed radio stations as well as newspapers of general cir-

culation would be exempt from provisions of the bill.

The Crime Commission said it would have preferred “forthright prohibition of the transmission of gambling information prior to the event,” as provided in a bill introduced in the preceding congress by Sen. Ed C. Johnson (D-Col.), but that “it nevertheless approves the Senate Bill 1563 and urges not only that Congress pass the bill but also that it provide the FCC with such additional appropriations and personnel as it may need properly to administer its provisions.”

The report also said:

“If the instant bill (S-1563) became law and the FCC received the modest increase in appropriation and staff necessary to administer it properly, the federal government would have a weapon to deal with the present sports news monopoly which supplies bookmakers all over the country through strategically placed subsidiaries and dummies which it controls.”

Among other pending bills which the commission approved was one (S-1564) which would make it a misdemeanor to transmit by radio, telephone or telegraph any gambling information concerning sports events if it has been obtained surreptitiously or through

stealth and without the permission of the persons conducting the events.

Another bill approved was one (S-1624) which, among other things, would prohibit transmission of any bet, offer of a bet, or payment for any bet by radio, telephone or telegraph.

TV Not Mentioned

Although it did not specifically mention television, whose coverage of sessions of the Senate Crime Committee had such spectacular public effect, the report said the committee proceedings “were painstaking and fair, suffered little from the lack of safeguards common to adversary proceedings in court, and faithfully reflect the existing situation.

“As a result of the widespread attention the Senate committee hearings received,” the report continued, “the American public became a vast grand jury, able to see and hear witnesses, counsel and committee, and impelled to judge for itself the fairness of the questioning, the credibility of the witnesses and the truth or falsity of the testimony.

“The crucial problem now is to see that the work of the Senate committee is not permitted to die. . . .”

Halley, Rifkind to Speak

RUDOLPH HALLEY, former counsel of the Senate Crime committee, and Federal Judge Samuel H. Rifkind will participate in a round-table discussion as part of the American Bar Association's seventy-fourth annual meeting. Titled “The Responsibility of the Press, Radio and Television for Fair Criminal Trials,” the discussion is scheduled Sept. 19 at the Waldorf-Astoria, New York.



Program: Robert Montgomery Presents, on NBC-TV, alternate Mondays, 9:30-10:30 p.m.
Sponsor: American Tobacco Co.
Agency: BBDO
Producer: Robert Montgomery
Director: Norman Felton
Writer: Thomas W. Phipps.
Cast: Richard Derr, Denise Alexander, Barthe Doyle, Faith Brook, Betty Sinclair, Leona Powers, Beverly Whitney, Mimi Strongin, Pat O'Malley, William Podmore, Gordon Mills and Mr. Montgomery as m.c.
Production cost: \$30,000.

IN REVIEW . . .

"BUBBLES", the production chosen by Robert Montgomery to open the new season of his bi-weekly presentations on NBC-TV, was a psychological drama handled with restraint and infinite grace, two qualities that often are missing in this rather standard type of TV fare.

Mr. Montgomery's offerings are blessed with a high budget and also with directorial and production management that does not squander a dime. In "Bubbles", big money bought big returns, a fine script, fine staging and acting of the highest quality.

In outline, "Bubbles" was a story of a little girl whose mother is insane and who naturally is yearning for the motherly affection she is missing. It was not an extraordinary theme and indeed would have been thoroughly pedestrian had it not been managed with skill by all concerned.

In the hands of Mr. Montgomery and company it was an absorbing and at times moving drama. The company was presented with an unusually competent script which not only avoided excursions into the maudlin but also dared to close on a note far different from the happy ending that too many TV dramatists seem to regard as inflexibly necessary.

The performance completely lived up to the script. Denise Alexander, who played the little girl, was the most skillful child actress this reviewer has seen on TV. Adults in the cast were uniformly capable.

KIDS AND COMPANY is a new show featuring picked juvenile talent and a "kid of the week" chosen by the U. S. Junior Chamber of Commerce for some outstanding achievement and flown to New York at the sponsor's expense to receive an award and prizes on

the television broadcast.

The first show was exceedingly entertaining, asking no suffering for its being a children's program; the child participants were good by any standard. Whether the show can continue on that level is another question, and whether it ought to try is still a third. The producers would probably be well advised to find a less taxing and more self-regenerating format since it is hardly conceivable that subsequent acts can live up to the high standards of those on the first show. An overall locale (perhaps a club or a carnival) in which children could feel a sense of participation or identification might be the answer. But whatever the answer, on one score there is no question: The first show of the series was, in general, a charmer.

PROGRAM FACTS

Program: Kids and Co., DuMont Network, Sats., 11-11:30 a.m.
Produced by: Wyatt & Schuebel, New York.
Written by: Bill Ballard.
Directed by: Pat Fay.
Production Supervisor: Ed Downes.
Sponsored by: Red Goose Shows.
Agency: Westheimer & Block, St. Louis.
Talent Cost: Approximately \$3,500.

Adam Moncure

ADAM MONCURE, advertising and acting sales manager of George Muehlebach Brewing Co., Kansas City, died Sept. 10 as a result of injuries received in a head-on auto collision. The accident occurred Sept. 8 at Fort Scott, Kan. Mr. Moncure recently had completed plans for a campaign extending the company's radio coverage in the Southwest.

KUNO Corpus Christi has added two more hours a day of Spanish language broadcasts, bringing its weekly total to more than 56 hours of Spanish programming.

MULTIPLE OWNERSHIP

Rivers Case To Hearing

DOES CONSANGUINITY prevent broadcasters from owning more than seven AM radio stations?

Even though each of the kin vows that he goes his own way? Would each willingly compete against any of the others?

That is the question the FCC apparently wants answered and last week it set for hearing Oct. 22 the transfer applications of E. D. Rivers Sr., his son E. D. Rivers Jr. and James Rivers (brother of the elder Mr. Rivers) for control of WMIE Miami, Fla.; KWEM West Memphis, Ark., and WACL Waycross, Ga., respectively.

Hearing has to be held, the FCC said, because the grant of any of the transfers might "result in an undue concentration of control of broadcast facilities."

That inference was drawn, it was obvious, from the fact that the Rivers own seven AM stations and have minority interests in two others.

WMIE is proposed to be sold to ex-Gov. Rivers (of Georgia) for \$1,541 for stock, plus \$218,459 for outstanding notes [BROADCASTING • TELECASTING, July 9]. Transfer of the station was approved a fortnight ago by FCC from Lincoln Operating Co., trustee, to Sun Coast Broadcasting Corp., controlled by Arthur B. McBride and Daniel Sherby [BROADCASTING • TELECASTING, Sept. 10].

Gov. Rivers owns WLBS Birmingham and WOBS Jacksonville, has a minority interest in WGAA-AM-FM Cedertown, Ga., and plans to become a TV applicant (with Elliott Roosevelt and others) for Miami [BROADCASTING • TELECASTING, Aug. 20].

KWEM for \$73,500

KWEM is due to be sold to E. D. Rivers Jr. for \$73,500. E. D. Rivers Jr. owns WEAS Decatur, WJIV-AM-FM Savannah, WGOV-AM-FM Valdosta, Ga. He bought WGOV from his father a short time ago. He is also a TV applicant for Atlanta.

Control of WACL is to be gained by James S. Rivers through acquisition of 6% of the outstanding stock to give him 51% ownership. He owns WMJM Cordele and controls WTJH East Point, Ga.

Under a proposed amendment to Sec. 3.35 of the Commission's rules, introduced last year, FCC considers the ownership of more than seven AM stations against the "public interest, convenience and necessity."

As part of that amendment, the FCC lists degrees of control permitted if less than seven AM stations are owned in common.

If only six stations are controlled, the owner can have minority interest in one or two other AM stations. If less than five stations are controlled, the owner can have minority interest in three or four other AM stations, etc.

In FM, the rules specifically limit control to six stations. In TV, five stations are the limit.

The most recent transfer involv-

ing more than seven AM stations under common ownership was early this year when Fort Industry Co. bought WSAI Cincinnati from Marshall Field.

Since it already had seven AM stations—WJBK Detroit, WSPD Toledo, WAGA Atlanta, WGBS Miami, WWVA Wheeling, WMMN Fairmont, W. Va., and WLOK Lima, Ohio—its purchase of WSAI was approved by the FCC upon condition it rid itself of one station. It sold WLOK to the Pixleys early this year [BROADCASTING • TELECASTING, April 9].

The FCC set the Oct. 22 hearing on the following issues:

1. To determine whether a grant of the instant applications would vest the ownership, management and control of ten standard broadcast stations in persons under common control.

2. To determine, with respect to the seven stations presently controlled by E. D. Rivers Sr., E. D. Rivers Jr. and James S. Rivers, and the stations involved in the instant applications, the overlap, if any, that will exist between the service areas of these ten stations, the nature and extent thereof, and whether such overlap, if any, is in contravention of Section 3.35 of the Commission's rules.

3. To determine in light of the evidence adduced under the above issues whether a grant of the instant applications would be in the public interest.

DUAL BIRTHDAY

NBC, Newspaper Share Fete

JOINT birthday celebration of NBC and the New York *Herald-Tribune* will take place at a professional football game Thursday at New York's Polo Grounds.

The New York Giants will meet the Los Angeles Rams in the 13th annual Fresh Air Fund game, sponsored by the *Herald-Tribune*.

NBC is observing its 25th anniversary. The Fresh Air Fund is 75 years old. Between halves of the games, Niles Trammell, NBC board chairman, and Whitelaw Reid, *Herald-Tribune* vice president, will receive plaques commemorating the occasion.

The game will mark the first time that pro football has been shown exclusively on theatrecasts in the Middle Atlantic states.

Arrangements are being handled for the Fund by Theatre Network Television Inc. and the game is expected to be shown at least in Chicago, St. Louis, Boston, Philadelphia and Pittsburgh. Although coverage will be exclusive for theatre television, it will not be offered to movie houses in New York, where attendance would compete with Polo Grounds receipts.

Get the

ATTENTION

INTEREST

DESIRE

ACTION



**of more than ¼ million rural women
in Ohio's billion dollar rural market**

Ohio's rural women hold the purse strings of more than a BILLION DOLLARS of spendable income. They buy the same foods, drugs, soaps, cosmetics, clothing and other retail items as city women.

WRFD has deeper penetration of this market and a lower cost per thousand than any other Ohio radio station.

In 1950 WRFD primary coverage area of 66 Ohio counties accounted for:

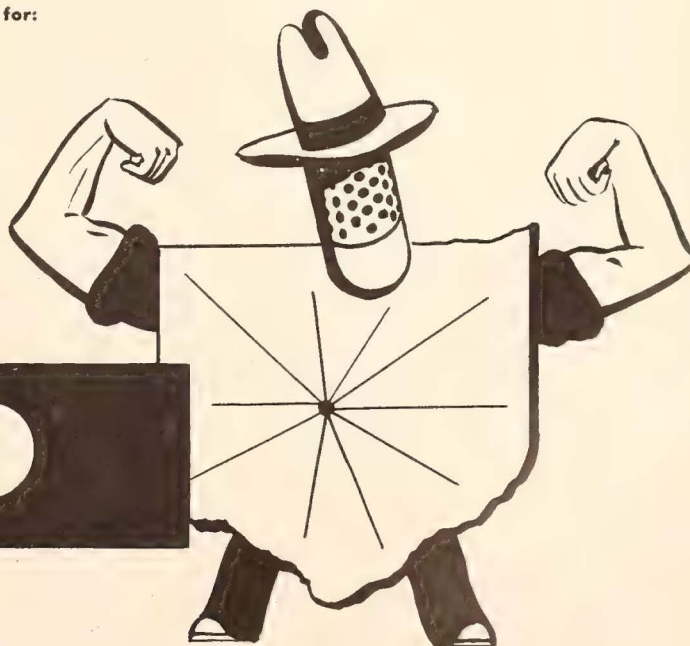
\$4,251,969,000 in retail sales or 57.3% of Ohio's total*

\$ 982,958,000 in food sales or 54.6% of Ohio's total*

\$ 124,382,000 in drug sales or 56.6% of Ohio's total*

*Source—SRDS Consumers Markets 1950-51

Get your share of this rich Ohio rural market. Sell to the rural women through OHIO'S RURAL STATION.



**5000 WATTS
880 KC**

WRFD

WORTHINGTON, OHIO

Represented nationally by the O. L. Taylor Company

ROADCASTING • Telecasting

ROSE BOWL GAMES

Gillette Buys on NBC

ROSE BOWL games for the next three years will be sponsored by the Gillette Safety Razor Co. over both the radio and television facilities of NBC.

The network bought three year coverage rights last summer [BROADCASTING • TELECASTING, Aug. 6] for \$1½ million, paying \$400,000 for the first year and increasing amounts for the next two years to compensate for the expected annual increase in television audiences.

Spokesmen for Gillette reported their organization did no more than meet the NBC expenditure.

To be telecast over the new trans-continental hookup, this year's Rose Bowl game will be the first, since the series was inaugurated in 1902, to be seen east of California. Matching winners of the Big Ten and Pacific Coast conferences, the game will go out to some 50 NBC television affiliates into areas with 85,000,000 of the country's population.

Agency for Gillette is Maxon Inc., New York.

NBC also announced last week two special television programs, one pre-game and one post-game, to complement its weekly telecast of NCAA football each Saturday beginning Sept. 29.

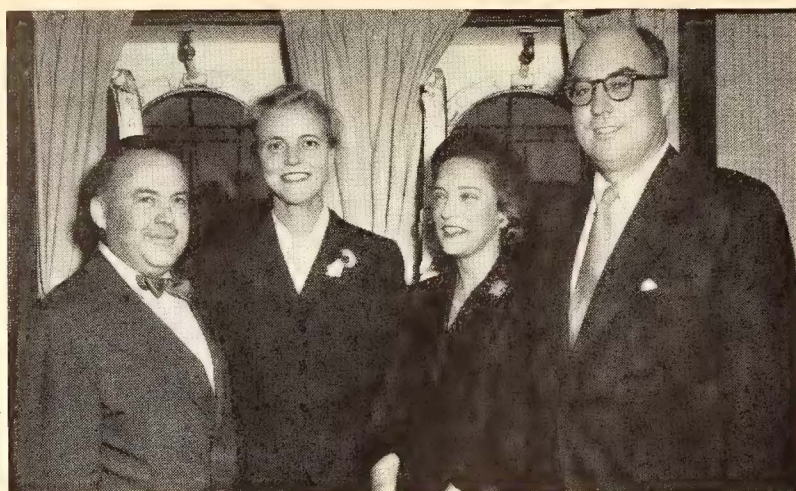
Pregame Show

General Tire & Rubber Co., through the D'Arcy Agency, New York, will sponsor the 15-minute pregame show. Sportscaster Ted Husing will interview top coaches for discussion of the outstanding games of the day and will show film clips of notable football events of the previous season.

The postgame show—also for 15 minutes—will advertise Prestone anti-freeze, a product of the National Carbon Co., a division of the Union Carbide & Carbon Co. Agency is William Esty Co., New York. Programs will present Jimmy Powers and other sports commentators, interviews of leading grid performers and last-minute reports on scores of the day.

British Election

CBS Radio commentator Edward R. Murrow was assigned last week to head a team of CBS correspondents to cover the British elections later this year (possibly to be held in November). Others assigned to the coverage job, for which a schedule of approximately 70 broadcasts is being set up, include Howard K. Smith, chief of the CBS Radio European staff; Richard C. Hottelet, correspondent in Germany, and David Schoenbrun, Paris. Several CBS Radio Washington correspondents also are slated to go to London and Wells Church, editor-in-chief of CBS Radio news, was named to go to coordinate the schedule.



PICTURED before their departure aboard the Queen Mary, bound for London and the season's premiere broadcast of NBC's *The Big Show*, are (l to r) R. S. Reynolds Jr., president of Reynolds Metals Co., one of the show's sponsors; Mrs. Joseph H. McConnell, wife of the NBC president; Mrs. Reynolds, and Mr. McConnell. *The Big Show* will originate in London over BBC.

FREEDOM CRUSADE

Radio, TV Give Impetus to RFE Drive

RADIO's hallowed rule not to mention other networks or stations by name while on the air was broken by Tex McCrary Tuesday when he, like other broadcasters last week, gave a plug to the Crusade for Freedom Campaign [BROADCASTING • TELECASTING, Sept. 10]

Mr. McCrary took time during his daily morning broadcast over WNBC New York to read an ad the station had placed in local papers. Admitting that "it might seem strange to you that we're taking this ad on behalf of another radio station," the WNBC full-page announcement ended: "Want to be a radio sponsor? Buy a spot on Radio Free Europe. Join the Crusade for Freedom."

Gimmick was that listeners were urged to send contributions and their "commercials" on the subject of freedom to the campaign, which had already allocated part of its anticipated funds for building more transmitters for Radio Free Europe. The messages would be read on continental broadcasts, to sell democracy to people behind the iron curtain.

After reading the ad and complimenting his outlet for its action, Mr. McCrary said, "I think CBS ought to do likewise."

Steady Plugging

Regular performers on WNBC and WNBT referred to the ad and promoted the Crusade for Freedom throughout the day, opening date of the drive in New York City.

Official opening occurred at noon with a rally in Rockefeller Plaza, followed by a luncheon at the Waldorf. Vice President Alben Barkley, speaking at the rally, said that "democracy lives on truth while autocracy feeds on falsehood, and the two forces are always antagonistic."

Brig. Gen. David Sarnoff, RCA board chairman and chairman of the fund drive, said at the luncheon he was sure the Crusade for Free-

dom could prevent a shooting war with Russia. "We can win the cold war as well as the hot one," he commented. "And if we win the cold one—or at least prevent Russia from winning it—we may not have to fight a third World War."

An estimated 100,000 attended Rockefeller Plaza ceremonies, which were simulcast from 12:15-1 p.m. over WNBC and WNBT to an additional 2,500,000.

President Truman wrote Gen. Sarnoff that the crusade, as a "joint action of millions of free citizens regardless of party or occupation, race or religion," constitutes "an inspiring and effective attack against Red tyranny." He sent best wishes "in your dramatic action as free citizens to carry the message of truth to millions of our fellowmen who are struggling against oppression and whose news is poisoned by lies."

CBS-Radio broadcast a special *Crusade for Freedom* program Saturday with speeches by Gen. Omar N. Bradley, chairman of the Joint Chiefs of Staff, and C. D. Jackson, president of the National Committee for a Free Europe. The general discussed Crusade aims in reference to the cold war, while Mr. Jackson told of "Winds of Freedom" balloons, flown into Czechoslovakia with leaflet messages on democracy.

ABC Radio Network will carry a dramatized report on how Radio Free Europe pierces the iron curtain from 10-10:30 p.m. (EDT) Wednesday. Purpose of the show is to demonstrate how information is being transmitted to blacked-out countries and to illustrate with documented reports the effectiveness of the program. Broadcast will be written by Morton Wishengrad, author of ABC's Peabody-Award-winning *Communism—U.S. Brand*.

DuMont Television Network is participating in the radio campaign by using one-minute and 20-second film strips during station breaks.

YANKEE PACTS

Full Grid Slate Planned

YANKEE NETWORK has contracted to give New England radio listeners and viewers a full grid schedule of both college and professional games.

Linus Travers, Yankee executive vice president and general manager said that the network is presenting the most extensive football schedule in its 29-year coverage of sports in the six-state New England area.

Over WNAC-TV Boston, Yankee's video outlet, Carling's Red Cap Ale and the Atlantic Refining Co. will sponsor each Sunday the entire 10-game series of the Cleveland Browns, four-times world professional champions. Ad agencies are Benton & Bowles, New York and N. W. Ayer, Philadelphia.

An 11-game series of professional football games will be sponsored Sundays on the AM network by the Miller Brewing Co., Milwaukee for Miller High Life Beer. Agency is Mathisson & Assoc. Inc., Milwaukee.

New England and Ivy League games will be aired over WNA and the Yankee Network Friday and Saturdays for the Atlantic Refining Co., Agency is N. W. Ayer.

STATION SALES

WKSR Files for Transfer

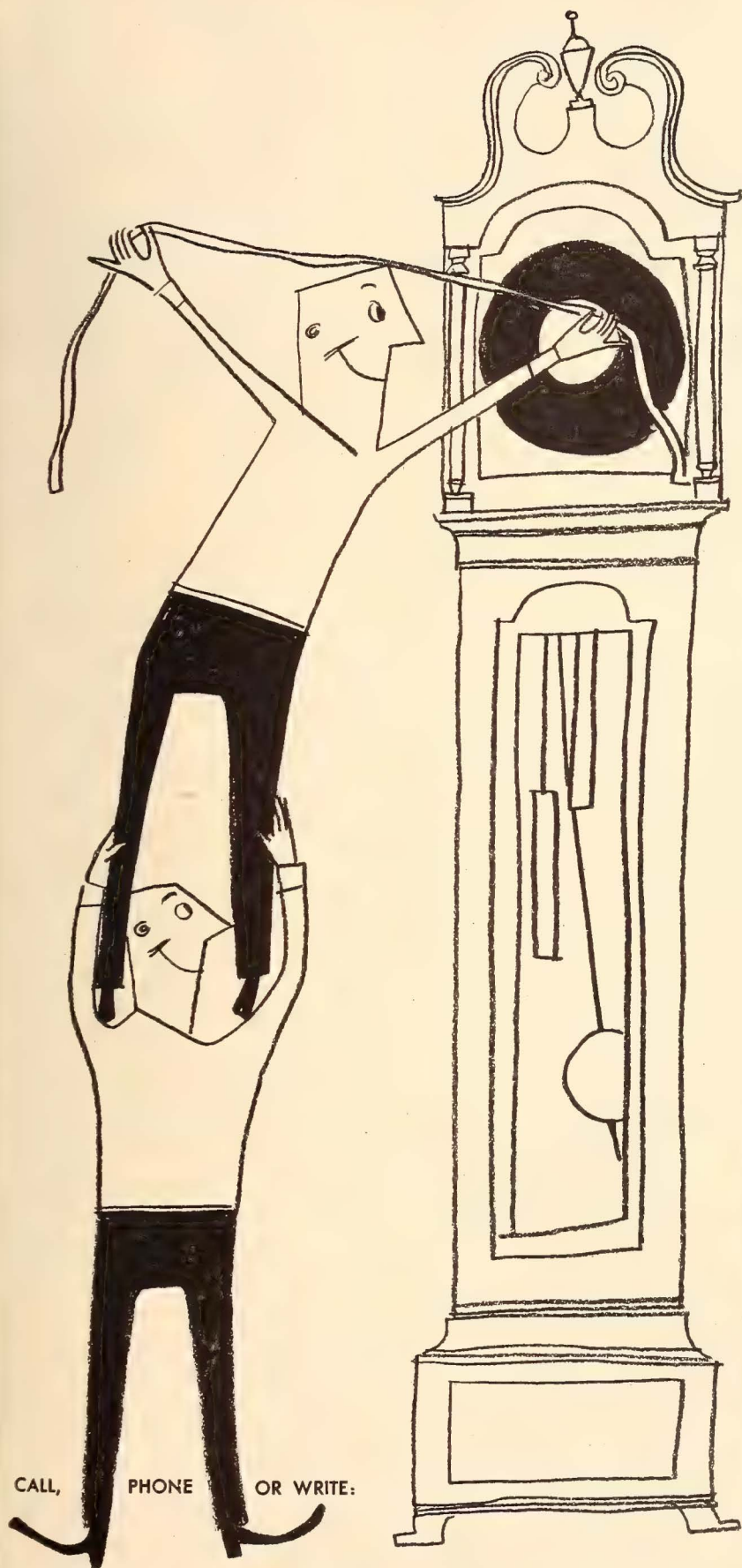
TWO new transfer requests were on file at the FCC as of last Thursday. All are subject to customary FCC approval.

WKSR Pulaski, Tenn., was sold to W. K. Jones and Fred Fleming, a partnership doing business as Richland Broadcasting Co., for \$50,000. Sellers are John I. Crowder and James P. Clark. Mr. Jones and Mr. Fleming are joint owners of the Cedar Grove Lumber Co. Inc., a firm specializing in limestone quarrying and rock crushing. The pair had previously filed for a new station in Pulaski as Richland Radio, but their application was dismissed.

A realignment in ownership was requested by WAIR-AM-FM Winston Salem, N. C. O. G. Hill, present partner and one-half owner wants to retire because of poor health. Other partner, George Walker, will retain 50% interest in the new corporation, WAIR Bestg. Co. His wife, Susan Hill Walker, will buy Mr. Hill's interest for \$30,000.

Signs ABC News

M.J.B. Co., San Francisco (coffee, spices, rice), Sept. 24 starts *Chase and the News* on ABC Pacific network Mon., Wed., Fri. 9:15-9:30 a.m. (PST). Contract is for 52 weeks. Agency is BBD & Co., San Francisco.



CALL, PHONE OR WRITE:

COLUMBIA *Microgroove* TRANSCRIPTIONS

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," ®, ® Reg. U.S. Pat. Off. Marcas Registradas

How wide should
15 Minutes be?
16 inches? 10 inches?

MICROGROOVE transcriptions give you
15-minute programs on 10-inch records—
save space, trouble, money!

Now—full 15-minute broadcast transcriptions
only 10 inches wide—through the miracle of
MICROGROOVE! Columbia cuts the record size—cuts
the cost amazingly—as actual case histories testify!

5 Microgroove Advantages

- Cuts costs . . . as much as half!
- Smaller disc . . . full 15-minute program!
- Big savings on packing and shipping costs!
- Easier handling and storage!
- Famous Columbia quality throughout!

CASE HISTORY #2*

See How One Client Saved 45%!
(52 Weeks—65 Stations)

| | old 16" Transcription | new 10" Microgroove |
|------------|--------------------------|------------------------|
| Processing | \$4,680.00 | \$3,120.00 |
| Pressings | 7,098.00 | 4,056.00 |
| Packing | 456.30 | 289.52 |
| Shipping | 3,092.70 | 1,041.30 |
| | <u>\$15,327.00</u> | <u>\$8,506.82</u> |

\$15,327.00

8,506.82

\$ 6,820.18

Savings per year = 45%

*Full details on request

SPORTS PROMOTION

ORGANIZED efforts to increase radio and TV sports coverage next year were started last week by NARTB and Radio-Television Mfrs. Assn., enlarging on campaigns carried on during the current baseball season and the upcoming fall-winter period.

NARTB last Thursday named a joint radio-TV committee to develop plans for cooperation with major and minor baseball leagues with the twofold goal of getting more programming and stimulating attendance at the ball parks.

RTMA called on all set manufacturers to cooperate with sponsors and promoters of sports and to bring dealer-distributor groups into the promotional picture.

Heading the radio section of NARTB's baseball committee is Merrill Lindsay, WSOY Decatur, Ill., with James C. Hanrahan, WEWS (TV) Cleveland as chairman of the TV section. Appointments were announced by NARTB President Harold E. Fellows. He named Robert K. Richards, public affairs director, as NARTB headquarters liaison with the joint committee.

On the radio committee with Mr. Lindsay are R. Sanford Guyer, WBTM Danville, Va.; William B. McGrath, WHDH Boston; Hugh Boice, WEMP Milwaukee; Harry McTigue, WINN Louisville, and Paul Jonas, MBS. TV committee members, besides Mr. Hanrahan, are Clair R. McCollough, WGAL-TV Lancaster, Pa.; Otto Brandt, KING-TV Seattle; Lee Wailes, Fort Industry Co.; Leslie C. Johnson, WHBF-TV Rock Island, Ill., and Carleton Smith, NBC.

To Meet Wednesday

The committee will meet Wednesday at the Drake Hotel, Chicago, to draw up organizational plans and decide what procedure to follow in talking to officials of organized baseball groups.

Representing professional clubs at the meeting will be Will Harridge, American League; Ford Frick, National League, and George M. Trautman, National Assn. of Professional Baseball Leagues (minors). Attending for NARTB headquarters will be Messrs. Fellows and Richards; C. E. Arney, Jr., secretary-treasurer; Thad Brown, TV director; Vincent Wasilewski, attorney. Justin Miller, chairman of the board, will be unable to attend because of participation in American Bar Assn. meetings in New York.

NARTB and RTMA developed promotional projects earlier in the year to stimulate attendance at sports events, answering the claim of promoters that play-by-play was hurting the gate. The minor leagues retained Matty Brescia, Memphis public relations specialist, to prepare promotional ma-

terial for use by broadcasters during the 1951 season.

In a letter to all set manufacturers, RTMA's Sports Broadcasting Committee noted all association members will benefit by having some college grid games on TV this year instead of none, as originally planned by National Collegiate Athletic Assn.

By cooperating in 1951 "we may have more games on TV in 1952," the RTMA letter stated. It was signed by J. B. Elliott, RCA-Victor, chairman of the committee, and other members. The letter suggested sponsors of other sports, such as Gillette and Pabst, deserve recognition and cooperation.

Members Get Manual

RTMA sent its members a manual of ideas for cooperation with professional and collegiate athletic officials. After reminding that no copy should urge people to stay at home instead of attending spectator sports, RTMA suggested national advertising copy and promotional material should include a message boosting attendance. Set makers were advised to call on local distributors to organize a television or industry committee in each major market.

These committees are to work with broadcasters and athletic officials to encourage interest of new fans and attendance at events.

List of 22 promotional sugges-

Joint Drive Planned

tions shows how the broadcast-factory-distribution industries can work in harmony.

"If each manufacturer will urge his distributors and every dealer to cooperate in regard to the above, we may have more television in 1952," the manual concludes. "If you help, we may have more baseball with other sports available in 1952 than up to now. If present stations have little time available, new stations will readily schedule sports because of the ready audience they assure."

RTMA Analysis

Analysis of the autumn sports broadcasting picture was made by the RTMA committee. In looking over the general program plans of the four TV networks it found that "practically all desirable time has already been sold to sponsors. Last year production costs of network shows and exclusive of time charges were over a million-and-a-half dollars per week. This year the cost will be nearer \$3 million worth of entertainment to be seen weekly in American homes."

Dealers, manufacturers and distributors are told how they can cash in on such events as the World Series, NCAA football games, other college games, pro contests and finally the Rose Bowl pickup Jan. 1.

TV WRITERS

A FIELD examiner of the NLRB regional board in New York held his first meeting Thursday afternoon to determine whether there are objections to settling—by election—jurisdiction over television authors east of the Rocky mountains. Dispute is between the Radio Writers Guild and Television Writers Group, both sub-units of the Authors League of America.

Although no official word was released, it was assumed there were enough things to discuss to warrant further conferences within the next two weeks between the NLRB, the RWG—which had petitioned for the election—and any objecting parties. ALA reportedly was ready to challenge all bargaining rights of RWG in order to invalidate its claim as television representative. Such a stand would in effect, deny all contracts that the guild has made for radio writers as well.

Hearings Planned

Ultimate result of the conferences will be the holding of a hearing on the subject, after which an election period (poll will be conducted through the mails) can be designated and the vote taken. Only possibility for cancellation of the hearing and subsequent election are RWG's dropping its petition, which it can do until the day of the vote, or withdrawal of TWG from the dispute. Neither possi-

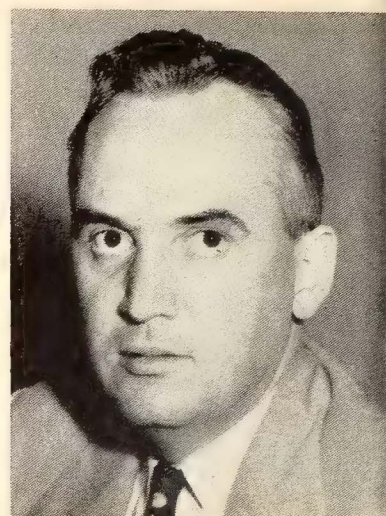
NLRB Seeks to Settle RWG-TWG Dispute

bility appeared strong last week.

Settling the jurisdictional fracas is necessary before negotiations between ALA and network representatives—broken off last summer—can be resumed.

Representation of TV writers west of the Rockies had previously been ceded to the powerful Screen Writers Guild by ALA. Thus, the winner of jurisdiction over TV writers in the East still will have to resolve national rule with SWG in the West, a problem expected to come into full focus with opening of transcontinental telecasts Sept. 28.

Meanwhile, RWG sent its own letter to members last week in answer to the recent communication mailed by ALA charging the guild with unilateral, illegal action in petitioning for the election [BROADCASTING • TELECASTING, Aug. 27]. The guild answer stated the petition was inaugurated only to allow the writers, whose work was to be covered by contract with TV networks, to choose their own bargaining representatives.



DIRECTING NARTB'S FM Dept. starting Oct. 1 will be John H. Smith Jr., formerly advertising-promotion manager, Bureau of National Affairs [BROADCASTING • TELECASTING, Sept. 10]. He will tackle problem of getting more FM sets from factory production lines.

FM PROMOTION

Tuesday Meeting to Study

PROJECTED study of selected markets to determine FM's achievements as well as the medium's potentialities will be reviewed Tuesday at a meeting of the Advertising Committee of Radio-Television Mfrs. Assn. to be held at the Hotel Roosevelt, New York.

Ben Strouse, WWDC-FM Washington, chairman of NARTB's FM Committee and an NARTB board member for FM, will take part in the meeting along with John H. Smith Jr., FM Dept. director-elect. Lee Pettit, General Electric Co., is chairman of the RTMA Advertising Committee.

The FM plan was first submitted to broadcasters at a meeting held Aug. 22 at Roanoke, Va., prior to the NARTB District 4 meeting. At that time Harold E. Fellows, NARTB president, explained need for a plan that would bring cooperation of manufacturers in promotion of FM broadcasting and set sales.

RTMA is expected to set up an advertising subcommittee to work with NARTB in the project.

TRANSCRIPTIONS

New Phila. Firm Formed

FORMATION of Fidelity Productions, organized for the production and sale of transcribed radio programs, was announced last week by Wil Roberts Adv. Agency, Philadelphia.

Headed by Richard Levy, the new firm will have offices at 1744 Fidelity-Philadelphia Trust Bldg. Available immediately is a radio series of half-hour transcribed programs, *Court Is in Session*. Thirteen trials covering a variety of legal subjects is offered. Public service aspect of the series has been commended by judges, public officials and school authorities, Mr. Levy said.

Coy for UHF

(Continued from page 25)

and full-fledged productions scheduled.

"Thus small beginning in many places can produce a truly nationwide television—and television will be a tremendous influence in all parts of our country from coast to coast and border to border."

The color television fight came up, but only in good-natured form, in an exchange between FCC's Chairman Coy and RCA's President Folsom. When Mr. Coy chided him about RCA's disagreeing with FCC approval of the non-compatible CBS system, Mr. Folsom laughed:

"I've got a sneaking feeling right down at the bottom of my heart that Wayne's becoming compatible . . . you've got to be compatible—that's a good slogan for 1952."

More seriously, and on another subject, Mr. Coy said he thought FCC felt more strongly about preservation of competition than some members of industry feel. He cited NARTB Counsel Justin Miller as having argued that existing stations should have a right to protest against new station grants.

'Lot of Competition'

Three thousand television stations, he continued, will provide "a lot of competition"—not only among themselves but with radio, motion pictures, magazines, and other mass communication media. He assured his listeners the Commission will be "very vigilant" about any efforts to monopolize media.

The freeze on new TV stations, he observed, has been beneficial in at least one respect—the limitation on the number of TV markets impelled manufacturers to build more sensitive receivers in order to reach more potential customers.

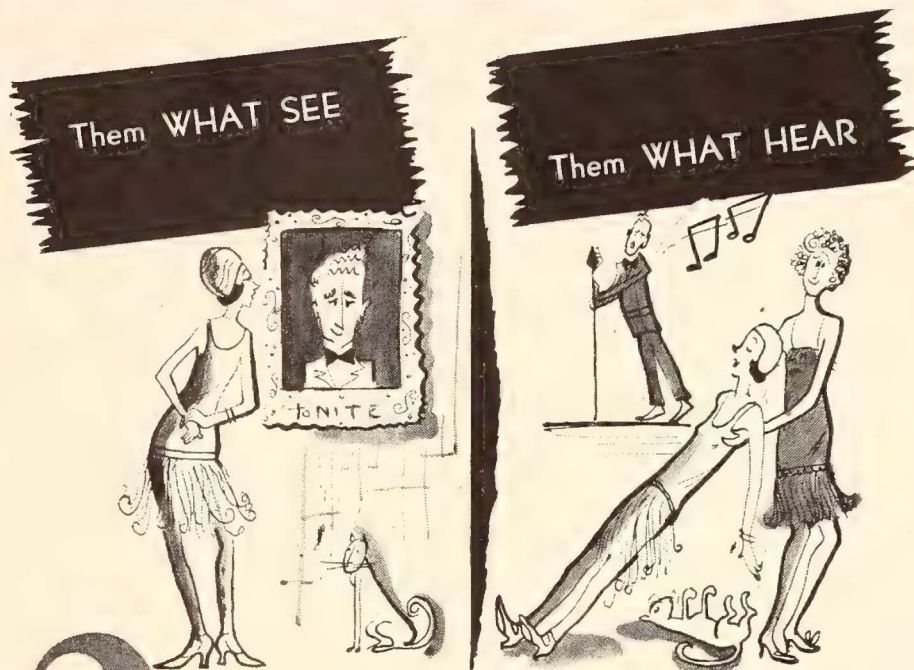
The Bridgeport seminar, held Wednesday, was part of a five-day television clinic conducted by the RCA Engineering Dept. Other sessions were at Camden.

W. W. Watts, vice president and general manager of the RCA Engineering Products Dept., presided at the lunch and T. A. Smith, assistant general manager of the department, at the technical discussions and demonstrations afterward. The session included a tour of the Bridgeport UHF station, conducted by Raymond F. Guy of NBC, and technical discussions by P. J. Herbst, J. E. Young, and C. M. Sinnett of the RCA Victor Division. Afterward the guests attended a demonstration of RCA color TV in New York.

AIMS Fall Meet

FALL meeting of the Assn. of Independent Metropolitan Stations will be held in St. Paul, Minn., Oct. 19-21. Frank Devaney, vice president and general manager of WMIN St. Paul, will be host.

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET



2 Markets

THE 'BIRTH OF THE SWOON' PROVES THIS . . . Yes, even in the tempestuous Twenties there were 'Them WHAT HEARD' and 'Them WHAT SAW' and we suspected even then that the listeners were in the majority . . . NOW WE KNOW THEY ARE!

In a recent, thorough investigation, Advertising Research Bureau (ARB) interviewed scores of persons who shopped in ADVERTISED stores, LEARNED that 54.5% get their information exclusively by listening to the RADIO.

54.5% RADIO
12.3% BOTH
33.2% NEWSPAPER

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



The XL Stations
315 W. Sprague,
Spokane 4, Washington
Please send me your
Booklet on "TWO MARKETS IN
THE NORTHWEST"

Name

Business Address

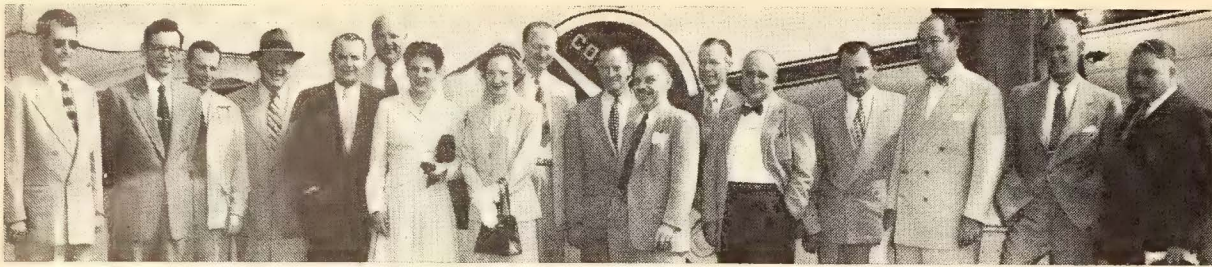
City

State



KXL KXLL KXLY KXLJ KXLK KXLQ
Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles

SERVING THE PACIFIC NORTHWEST



OFF for "Day at the Races" at Saratoga, N. Y., track with WPTR Albany are New York ad executives. Group includes (l to r) Howard W. Maschmeier, Glen Walrath and George Miller, WPTR; Joe Weed, president, Weed & Co.; Morgan Ryan, vice president-general manager WPTR; William Schnaudt, WPTR local sales manager; Pat Harknett, J. M. Mathes Inc.; Helen Wilber, Doherty, Clifford

& Shenfield; Frank Kemp, Compton Adv.; Dan Potter, Benton & Bowles; Marty Hanson, Compton Adv.; W. R. David, WPTR vice president and national sales manager; Frank Silvernail, BBDO; Charlie Wiegert, Benton & Bowles; Dick Bean, Pedlar & Ryan; Jim Luce, J. Walter Thompson Co.; Jerry Lyons, Weed & Co. (see early story, page 67).

'HOOPERATING'

C. E. HOOPER Inc. revealed Wednesday the format of a new TV-home Hooperating service, already subscribed for by ABC.

To be inaugurated in October, the new service will give monthly ratings in the six cities which contain approximately 50% of the nation's total TV sets. These are New York, Los Angeles, Chicago, Detroit, Philadelphia and Boston.

Multi-station cities, which account for about 71% of the nation's TV sets, will be rated six times a year. These cities are Cleveland, Baltimore, Washington, Minneapolis-St. Paul, Cincinnati, San Francisco-Oakland, Columbus, Dayton, Syracuse, Atlanta, Omaha, Salt Lake City and San Antonio.

Single-station markets in Houston, Oklahoma City and Providence also will be listed, starting next month, on a minimum basis of three reports annually.

The service costs subscribers \$300 per month. It is based on C. E. Hooper's belief "the industry has gone local." It is published on a single sheet with cities listed in order of their TV importance on the horizontal scale, and individual programs in alphabetical order on the vertical scale. Ratings are listed where the columns converge and are italicized when the program was aired other than by direct broadcast. An absence of rating indicates the program was not telecast in the specified area.

"All of us were brought up on the idea that there is a certain uniformity of coverage. In television, that is not so," Mr. Hooper said, explaining the local basis for his new survey.

"The rating and coverage are both shown at a single glance. The advertiser, who can expect different performances in each city where his show is aired, can thus make a direct comparison between the audience in one city and that in another."

The local basis of his index is more important than a network average, which obscures these differences, Mr. Hooper maintained. Instructions will be submitted to subscribers, however, explaining how they can compile their own national reports if they choose.

City-by-City Report Starts in October

"The real contribution," Mr. Hooper pointed out, "will be the story—at a glance—on coverage, especially important to new sponsors with new shows who have time-clearance problems in single-station communities."

The new rating service is offered as a solution to the disparity between extant services, Mr. Hooper said. He cited Pulse Inc. and the Nielsen Reports. Mr. Hooper sold his national rating service two years ago to the latter firm.

He said legal justification for his new move in the survey field after his no-participation contract with the Nielsen organization is based on the fact his new releases will be tabulated on a local, not a national basis.

The two-state, 12-city service recently issued by the Hooper company has been postponed indefinitely.

Sale of the new service to the

ABC network includes subscription by each of the ABC owned-and-operated stations in New York, Chicago, Los Angeles, Detroit and San Francisco. Other station subscribers reported are WOW-TV Omaha, WSyr-TV Syracuse, WNBQ Chicago, WBAP-TV Dallas, WKY-TV Oklahoma City, KPRC-TV Houston and WJAR-TV Providence.

Reports on remaining TV markets will be inaugurated as additional advertiser-agency subscriptions—above the 30 now obtained—are signed by the Hooper firm.

Bowles to India

NOMINATION of Chester B. Bowles, former advertising executive and ex-Governor of Connecticut, as U. S. ambassador to India and the Kingdom of Nepal was sent to the Senate early last week. He succeeds Loy W. Henderson, named ambassador to Iran. Mr. Bowles served as Connecticut governor from 1948 to 1950. He started Benton & Bowles, along with Sen. William Benton (D-Conn.) in 1929 and served from 1936 to 1941 as chairman of the board of the advertising agency.

Hardman to Retire

ANSON F. HARDMAN, general advertising manager of the Ohio Bell Telephone Co., Cleveland, for 27 years and the guiding hand behind *The Ohio Story*, the company's radio program, relinquishes his connection with the company after Oct. 1 in conformity with the Bell System retirement plan. The Ohio Bell company began to use radio under Mr. Hardman's direction and aired several types of programs before the nationally acclaimed *Ohio Story*. The thrice-weekly program, which has won numerous advertising awards and citations, began in January 1947. Mr. Hardman plans to open an office in Cleveland as a consultant in advertising and public relations field effective Oct. 1.



Mr. Hardman

MISSED FCC

But by Own Choice

FRED IRVIN COX, 81, guest panelist on ABC-TV's Sept. 25 *Life Begins at Eighty*, Tuesday, 9:30-10 p.m., injected a note of ironic humor into last Tuesday's program when the m. c. asked him the question: "What was the biggest mistake of your life?"

Mr. Cox, a retired government official of more than 35 years standing, replied that during Calvin Coolidge's administration he was asked by the President to head the infant Federal Radio Commission, predecessor of the FCC. Mr. Cox refused the appointment—only to find himself on television some 25 years later.

Up until the time of his retirement, Mr. Cox was commissioner of the Interstate Commerce Commission.

RATE CUTS HIT

District 8 Voices Opposition

BROADCASTERS have been sold out by the networks, whose panicky rate reductions were prompted by the Assn. of National Advertiser's manipulation of audience data, delegates were told Thursday at the opening of the two-day NARTB District 8 meeting. Sessions were held at the Book-Cadillac Hotel, Detroit, with over 60 delegates registered.

John E. Fetzer, WKZO-AM-TV Kalamazoo, sounded the keynote for the criticism of network tactics.

He said: "Leadership in the radio field has passed from the networks to the independent owners and operators who are the real professional men in the industry."

Others maintained that the re-

cent panic among New York radio executives had been completely contradicted by AM strength throughout the country. "They all talk like crazy men in New York," one delegate said, asking to be anonymous.

Meetings were opened by Richard M. Fairbanks, WIBC Indianapolis, District 8 director. He introduced NARTB President Harold Fellows, who said radio is an ascending, not a descending industry, backing up the statements with a comparison of the number of stations and station income in 1941 and 1951.

"Being a station operator is a soul-satisfying job and relatively profitable business," he said. "If handled properly it builds stature

in a community as no other business can."

He urged broadcasters to take advantage of the "sell radio" transcriptions to be made available Jan. 1 and told how stations can save money by taking out tower insurance through NARTB.

Other Thursday speakers included Ralph W. Hardy, NARTB government relations director, who described the headquarters operation, and Roy Harlow, BMI.

The Friday agenda included a management workshop under Richard P. Doherty, NARTB employee-relations director, and the Broadcast Advertising Bureau sales clinic in charge of BAB President William B. Ryan.

KVER

MUTUAL

ALBUQUERQUE

APPOINTS *Avery Knodel, INC.*

**AS NATIONAL SALES REPRESENTATIVE
WITH OFFICES IN**

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

Albuquerque, fastest
growing major metro-
politan market in the
United States.

Your best buy in
this fastest growing
market is

**KVER
MUTUAL**

WM. T. KEMP, PRES.

KEN PALMER, GEN. MGR.

KEITH TYE, STATION MGR.

TED NELSON, ASSISTANT MANAGER

KVER BUILDING • 317 NORTH BROADWAY • ALBUQUERQUE, NEW MEXICO

Effective October 1, 1951

KVER

Mutual - Albuquerque
*becomes an affiliate
of*

**THE
INTERMOUNTAIN
NETWORK**

NATIONAL SALES MANAGER
LYNN MEYER • 146 S. MAIN STREET
SALT LAKE CITY, UTAH

SELL RADIO DRIVE

Detroit Opens 2d Phase

KIBE Repeat

SECOND phase of Detroit stations' all-out campaign to fully awaken the public and advertisers to radio's value opened last Saturday.

The latest part of what was described by its sponsors as "a million dollar campaign" to sell radio involves newspaper advertisements and streetcar placards plugging the slogan, "Wherever You Go, There's Radio."

Initial phase opened last month [BROADCASTING • TELECASTING, Aug. 13] with radio audiences being peppered with the slogan.

This program, and a similar one in Tulsa, are taking the lead for industry-wide promotion of radio as a mass sales medium which William B. Ryan, president, BAB, said that his organization was preparing, [BROADCASTING • TELECASTING, Aug. 20].

Newspaper segment of the campaign just opened will continue 13 weeks. Radio phase is to run through November.

Back of the drive are members of the United Detroit Radio Committee, composed of officials of the Motor City's radio stations.

The committee stated that, "aware of the aggressive promotion efforts made by other media, Detroit broadcasters have allocated radio time and funds for newspaper advertising and streetcar cards from August through No-



Several of the ads being used to stress radio's impact.

vember, that will total one million dollars."

In the slogan, "Wherever You Go, There's Radio," the committee feels that Detroit has a two-edged sales sword. The double cutting edge not only will alert the public to the easy accessibility and enjoyment of radio but will stress to sponsors and ad agencies the great potentialities of radio audiences.

Delegated to represent each station on commercials in Detroit are: George Millar, WKMJ; Hal Neal, WXYZ; Wendell Parmelee, WWJ, and Jim Quello, WJR.

Mr. Neal is committee chairman. Art Gloster, CKLW Windsor, Ontario, Canada, who originated the slogan, is serving as vice chairman in charge of advertising. Advertising will be placed through the C. R. Stout Adv. Agency, Detroit.

Featuring the newspaper and streetcar segments is a series of ads of a cartoon nature depicting a central character enjoying radio

on picnics, in the backyard, at home, in the automobile, etc.

Typical of the proposed spot

CAPEHART PLAN

Revision Study Is Set

ADMINISTRATION request for outright repeal of the Capehart advertising-selling cost formula was beaten down last Monday by the Senate Banking & Currency Committee. At the same time the committee met in executive session and named a subcommittee to look into the possibility of revising the cost amendment.

The group, headed by Sen. A. Willis Robertson (D-Va.), was scheduled to open hearings on the controversial formula with an eye toward clarifying it. Chairman Burnet Maybank (D-S. C.) of the full committee predicted an administration-drafted substitute would be approved eventually.

The formula, sponsored by Sen.

SECOND plane crash in a month was covered from the tragedy scene last week by KIBE Palo Alto, Calif. Acme Glass Co., Palo Alto, a KIBE sponsor, loaned the station its emergency radio truck to cover wreck of a Boeing Stratoliner in Redwood City harbor. Four direct broadcasts were made from the scene. Several weeks ago KIBE made two broadcasts from the scene of a United Mainliner crash outside Oakland. Chief Engineer Paul Farrelle walked seven miles to the wreckage site and used a telephone company truck to feed his eyewitness account.

radio copy popularizing the slogan is this one:

(After 10 seconds dead air) Your radio was silent for 10 seconds! Did you miss it? . . . that's proof again that radio is a part in your American way of life. Through your radio, (station) is able to bring you the finest in entertainment, latest news every hour, and friendly companionship.

Radio keeps you company at home, while you work and even while you drive. (Station) is proud to serve you . . . with radio . . . your best companion! Remember . . . 'Wherever You Go—There's Radio.'

Homer Capehart (R-Ind.) and passed by the Senate in extending the Defense Production Act, would permit manufacturers to include advertising, selling and other costs accrued from June 24, 1950, to July 26, 1951, in the price of their products on the basis of their highest prices during the base period—Jan. 1, 1950, to June 25, 1950 [BROADCASTING • TELECASTING, Sept. 10, Aug. 6].

CONSTRUCTION

NPA Sets Deadline

THE GOVERNMENT has set a Sept. 20 deadline on applications for advance allotments of controlled materials earmarked for construction projects to commence during the first quarter of 1952.

The National Production Authority also notified unsuccessful applicants for fourth-quarter allotments they may re-apply by filing CMP-4C applications for the first three-month period of next year. Thus far, NPA has approved a goodly number of broadcasters' requests to commence construction.

"I want to make abundantly clear that the projects not approved are not being permanently denied," Manly Fleischmann, Defense Production Administrator, said in an accompanying statement.

"What we are doing is telling the applicants their projects must be deferred until a later date. We are telling all applicants to re-apply for the required steel for their jobs. . ." [BROADCASTING • TELECASTING, Sept. 10, 3].

The new policy applies only to those bids for materials in excess of the specified amounts and those which do not require NPA authorization. Steel was drastically cut during the fourth quarter which begins Oct. 1.

CBS OUTLOOK

CBS RADIO's sales outlook, its program plans, and the concentration on radio resulting from Columbia's Radio-TV divorce were among highlight topics last week as the Columbia Affiliates Advisory Board held its first regularly scheduled 1951 meeting with CBS Radio executives in New York.

Much of the Thursday-Friday meeting was devoted to a review of radio's general commercial climate, with particular attention to the effects of television for the benefit of those outside TV markets. The attitude, participants said, was one of confidence coupled with plans for energetic radio promotion and selling along with a continuing program push.

CBS Radio's billings this year, it was pointed out, are ahead of last year's. Wide interest was reported in the network's "Skelton Operation" — the offering of the *Red Skelton Show* for sponsorship on a one-time basis [BROADCASTING • TELECASTING, Sept. 10].

CBS President Frank Stanton

headed the contingent of Columbia executives and gave the opening address Thursday morning.

Other speakers who briefed the CAAB members on the current situation, plans and prospects included Radio Division President Howard S. Meighan; administrative vice presidents, Louis Hausman and James Seward; Herbert V. Akerberg, vice president in charge of station relations for both the Radio and Television Divisions; John J. Karol, vice president in charge of Radio Network Sales; William B. Lodge, vice president in charge of general engineering, and Earl Gammons, vice president in charge of the CBS Washington office.

The two-day sessions also included a demonstration of the CBS color television system, with a talk by CBS Labs Division President Adrian Murphy, and a cocktail party and dinner Thursday evening.

Other speakers from the Radio Division included William A.

Mulled by Affiliates Board

Schudt Jr., national director of station relations; Lester Gottlieb, director of network programs; George Bristol, director of sales promotion and advertising; Edmund Chester, director of news and public affairs, and Sales Manager W. Eldon Hazard.

The Radio Division's administrative vice president, J. Kelly Smith, and station relations representatives, Edward De Gray and Edward Scovill, also attended.

Members of the CAAB—all of whom attended—are CAAB chairman I. R. Lounsberry, WRG Buffalo, representing District 2; Acting Secretary Arnold Schoen, WPRO Providence, District 1; C. T. Lucy, WRVA Richmond, District 3; Glenn Marshall, WMBR Jacksonville, District 4; Howard Summer-ville, WWL New Orleans, District 5; Richard Borel, WBNS Columbus, Ohio, District 6; Harry Burke, KFAB Omaha, District 7; Clyde Rembert, KRLD Dallas, District 8; Clyde Coombs, KROY Sacramento, District 9.

PORTLAND ADVERTISERS

PROVE

KEX

preference

With 126 locally sponsored quarter hours per week on KEX (according to a recent study)...70% more than any other network station...Portland Advertisers prove their preference by selecting KEX as *the* station for airing their sales messages.

THERE ARE REASONS...

- **POWER** — Portland Advertisers know that for coverage in the BIG Pacific Northwest there's no substitute for 50,000 watts. The KEX signal is the only Portland signal heard throughout *all* of western Oregon and Washington—plus thousands of regular listeners all over the West Coast from Alaska to Mexico.
- **PROGRAMS** — Portland Advertisers know that KEX is the *leader* in development of outstanding local shows. *'Neath Western Skies, Kay West, Barney Keep, The Northwesterners, The Squirrel Cage, The Merrie Circle, Good Listening Club* and *Farmer Jones* are only a few of the top local programs featured by KEX. Programs that achieve sales results are a habit at KEX.
- **PROMOTION** — Portland Advertisers know that KEX is the station that gets action. Consistent program promotion...active cooperation with advertisers...special events (for example, 20,000 youngsters at 1951 Annual KEX Kiddies Day).

WHEN YOU PAY FOR PORTLAND, GET YOUR MONEY'S WORTH!

Get the PLUS value that Portland Advertisers know so well.

PLUS coverage...PLUS programming...PLUS promotion.

Contact KEX or Free and Peters now for availabilities.

KEX

Oregon's *Only* 50,000 Watt Station

ABC AFFILIATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS Inc

WOWO•KEX•KYW•KDKA•WBZ-TV

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



South's Greatest Salesman Leads 'Em Right to Your Dealers



1 HE DRAWS THE CROWDS

WWL leads listeners in by droves to CBS, "The Stars' Address"—attracts 'em with local shows featuring the folks and flavor Southerners love. WWL has New Orleans' finest facilities for local news and events, public service programs, exciting on-the-scene broadcasts.



2 HIS DISPLAYS BLAZE THE TRAIL TO PRODUCTS

WWL's dominant promotion keeps selling listeners all the time—through every medium—everywhere. He flags 'em down on the streets, in the home, at the store with colorful 24-sheets, streetcar and bus dash signs, big newspaper ads, store displays. And to spark dealer cooperation, WWL makes personal calls on jobbers and key retailers.

WWL Wins Biggest Share of Audience

Latest Hooper shows WWL with liberal lead in share of audience both day and night. WWL leads in coverage, too, with a great multi-state audience embracing the rich Deep-South market.

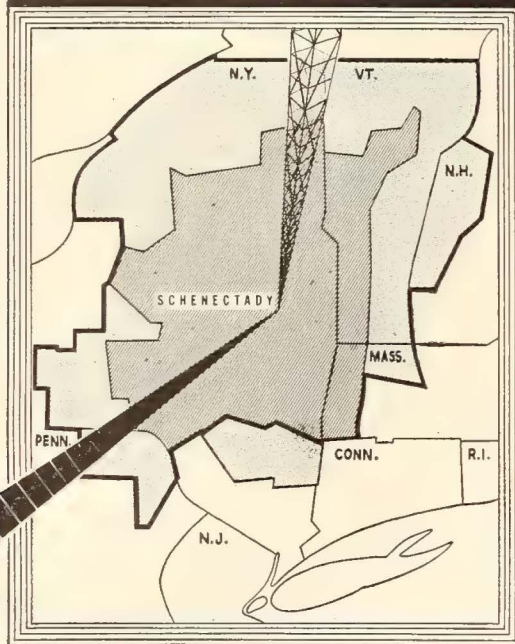


50,000 WATTS • CLEAR CHANNEL • CBS AFFILIATE
DEPARTMENT OF LOYOLA UNIVERSITY • REPRESENTED NATIONALLY BY THE KATZ AGENCY

ONLY ONE STATION COVERS



The SEVENTEENTH STATE*



- 22 cities
- 428 towns
- 54 counties
- 2,980,100 citizens
- 840,040 radio families
- only NBC station
- more people than 32 states
- more goods purchased than 34 states
- more spendable income than 36 states

*a compact market of 54 counties in Eastern New York and Western New England whose population exceeds that of 32 states.

WGYY

A GENERAL ELECTRIC STATION

THE CAPITAL OF THE 17TH STATE

REPRESENTED NATIONALLY BY NBC SPOT SALES

RECRUITING ADS

**\$735,000 Marked
For Radio-TV**

MONIES for the continued use of radio, television and other advertising media as "an essential" factor in the overall success of the military's voluntary enlistment campaign won sweeping approval of the Senate last week.

The Dept. of Defense will be able to meet budget demands calling for a \$735,000 radio-TV expenditure under an omnibus funds bill reported by the Senate Appropriations Committee and approved by the upper chamber. The sum covers activities for the current fiscal year, ending next June 30.

In taking this action, the Senate sustained the House, which had noted the importance of advertising in spurring enlistments under the military's proposed \$3.1 million recruiting campaign [BROADCASTING • TELECASTING, Aug. 13].

Senate purse string-holders apparently were impressed with testimony which pointed out that the Defense Dept. was willing to settle for an approximate 50% decrease in overall enlistment program funds from the last fiscal period (June 1950-June 1951). Advertising media were not earmarked for cuts, however.

Free Space and Time

Col. W. G. Caldwell, deputy chief, Military Personnel Procurement Service, also explained that the Defense Dept. is receiving "approximately 10 or 20 times" the amount of paid time and space in the form of public service announcements or advertisements carried by radio-TV stations and printed media. Radio and newspapers have been particularly "cooperative" in this effort, he observed.

The \$735,000 pegged for radio and television time—"mostly radio, we use very little television"—represents 35% of the ad fund, and supports the contention that the Defense Dept. generally is most generous with those media who play along on public service ventures, but also will alternate funds among less liberal media. Magazines do not make a practice of giving free space, he added, although its budget was second highest with 25% (or \$525,000) [BROADCASTING • TELECASTING, Aug. 6].

A total of \$2.1 million is allocated for national campaigns and the remaining \$1 million for local advertising among newspapers and radio in the six corps areas.

Then Senate was not so generous with Defense Dept. informational monies, however, adding a proviso that expenses not exceed \$10,950,000. The House had taken similar action.

Nor was it as liberal with expenditures for major procurement other than aircraft. Budget request for electronic and communication equipment and other materials and supplies was pared from \$1.75 billion to an even \$1 billion for the current year, though an additional \$800 million may be expended during the next fiscal year, June 30, 1953.

Nearly \$400 million of this sum is earmarked for the Air Force's

electronics modernization program, and another \$30 million-plus for purchase of radio, radar and related equipment. Sum of \$4 million was set aside for Navy electronics procurement, bringing the electronics total to roughly \$450 millions.

CBS ADDS WARK

Station To Be 200th Link

WARK Hagerstown, Md., 250 w on 1490 kc, becomes the 200th affiliate of CBS on Oct. 1 [CLOSED CIRCUIT, Sept. 10].

The new CBS link is owned by United Broadcasting Co., and, according to the station, serves 57,000 radio families in Maryland, Pennsylvania and West Virginia with a combined buying power of \$225 million.

A gigantic celebration is planned by WARK on Oct. 1, featuring federal and state authorities, ad agencies and CBS representatives. Since its beginning, WARK has been an ABC affiliate.

CBS PUBLICITY

'Picture-News' Circulated

SOME 50,000 copies of *Picture-News* have been issued for Sept. to 70 member stations by CBS Radio Division. Subscriber stations, using it as a merchandising service, will distribute it in turn to grocers and druggists handling products advertised by radio.

In a new digest-sized format, *Picture-News* contains 16 pages and many illustrations. Some 40 radio programs are covered, with double truck spreads on performers—such as Arthur Godfrey—who effect increased sales of soap, food, and cigarettes. A center spread headlines radio as "Television's Big Brother," and states that network radio "is still the only medium that combines all advertising essentials: nationwide coverage, thumping impact, and minimum cost."

Magazine is produced by CBS Radio's program promotion and trade department, under the supervision of Charles Oppenheim.

TOTEM pole carved by Indians on Queen Charlotte Island, brass conquistador's helmet from Philippines, native spear from African Congo, and tomahawk pipe from North America were used by WOR New York in window display to promote idea that "All the News of All the World Is on WOR."

CONSIDER THE COVERAGE

WNAX vs NEWSPAPERS

WNAX

(coverage)

WNAX weekly audience, as measured by BMB Study #2: 405,210 families—with 80% listening 3-7 times each week

405,210

NEWSPAPERS

(Circulation)

Publishers' figures major dailies published in Big Aggie Land

| | |
|---------|---------|
| Paper A | 83,625* |
| " B | 52,402 |
| " C | 20,660 |
| " D | 16,342 |
| " E | 10,490 |
| " F | 10,070 |
| " G | 6,120 |

Total

199,709

COST PER THOUSAND:

(½ hour time change)

One Class D half-hour on WNAX carries a one-time rate of \$84.00

\$0.207

(full-page black & white)

The combined page rate for the 7 major daily newspapers in Big Aggie Land is \$2,058

\$10.30

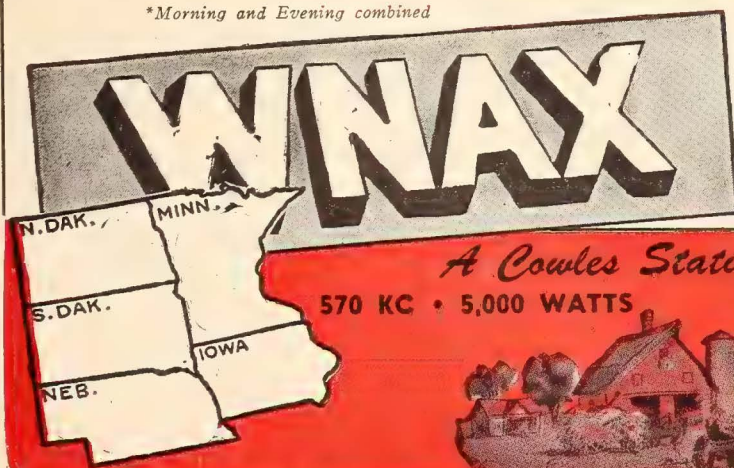
WNAX cost per thousand.....\$ 0.207
7 major dailies cost per thousand.....\$ 10.30

When you consider the coverage and compare the cost, it's easy to see you just can't beat WNAX in Big Aggie Land. So, when you buy to sell in the world's richest agricultural area . . . get the BEST BUY—WNAX!

See your nearest Katz man today.

THE MIDWEST ADDRESS OF CBS

*Morning and Evening combined



A Cowles Station

570 KC • 5,000 WATTS



YANKTON - SIOUX CITY AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM



DELEGATE GROUP at NARTB Syracuse meeting greeted Director William A. Fay, WHAM Rochester. Bottom row (l to r): Michael R. Hanna, WHCU Ithaca; Charles Phillips, WFBL Syracuse; Mr. Fay; E. R. Vadeboncoeur, WSYR Syracuse; Cecil Mastin, WNBH Binghamton. Top

row: Elliott Stewart, WIBX Utica; Paul Adanti, WHEN Syracuse; Ed Codel, The Katz Agency; Frank Kelly, WBEN Buffalo; Carl Mattison, WWSC Glens Falls; W. W. Carter Jr., WTRY Troy. (Also see other picture, page 66.)

NARTB DIST. 2

Hits Economic, Freedom Threats

BROADCASTERS in NARTB District 2 (N.Y., N. J.), meeting at Syracuse last week, pledged themselves to fight efforts to destroy the medium's programming freedom along with attacks against its economic stability.

They protested violently, as had District 4 at Roanoke, Va., three weeks ago, against the censorship legislation sponsored by Sen. William Benton (D-Conn.).

They were just as bitter in resenting extension of network activities into the spot field.

Action against the Benton bill followed that at Roanoke, with emphasis on the proposed National Citizens Advisory Board on Radio & Television, citing Constitutional provisions against abridging free speech and the anti-censorship clause of the Communications Act of 1934.

The anti-network resolution mentioned "wholesale and unwarranted attacks" designed to destroy radio's economic stability and effectiveness. After reminding that costs of all radio services are increasing and rates of competing media are rising, the resolution pledged members "to resist any action, whether

it be rate reduction, extension of network commercial activities in the field of national spot advertising, or the encroachment by networks upon local station time."

Other resolutions commended the FM Test Markets Plan of NARTB and Radio-Television Mfrs. Assn.; lauded President Harold E. Fellows and Chairman of the Board Justin Miller as well as the NARTB staff for "fine work"; praised William Fay, WHAM Rochester, District 2 director, for convention arrangements; endorsed Broadcast Advertising Bureau work under President William B. Ryan and called for cooperation in formation of local station groups to promote radio as an advertising and public service medium.

Scores Defense Procedures

District 2 brought into the open the failure of state and federal officials "to establish a unified, workable procedure" for radio and TV participation in the civil defense program and called for action to clear up the confusion.

Director Fay presided at the Monday-Tuesday meeting, held at the Hotel Syracuse. President Fel-

lows took part along with Richard P. Doherty, Ralph W. Hardy and Jack Hardesty, of the NARTB staff. Representing BAB were Mr. Ryan and Lee Hart.

Upstate New York broadcasters reported business is good. They heard tips on how to get business from William B. Ryan, Broadcast Advertising Bureau president, and Lee Hart, of the BAB Chicago office. Richard P. Doherty, NARTB employe-employer relations director, spoke on "Basic Yardsticks for Sound Management."

Call for a code of sales ethics was sounded during an open panel discussion led by Frank Kelly, WBEN Buffalo. "Rate cutting will drag a radio station down into the red and hurt not only itself but the other stations around it," he said. "A large number of stations go in for under-the-table rate cuts, package deals and kick-backs disguised as 'merchandising.'"

"One substantial station offered a hodgepodge of merchandising climaxed by 10 free promotional announcements a day. The station did not get the business. It talked itself out of the job by offering so much for so little that the agency was convinced it must be a bad buy."

"The buyers don't want that kind of radio business. If they are agencies they are concerned with keeping their accounts and adding new ones. If they are advertisers they are concerned with getting raw materials, sales and taxes. And they all have telephones that bedevil them all day long. They are busy men. When they buy radio they want to buy it and get it over with, instead of walking away with the sick feeling that the next buyer may get a better deal just because he has a nastier disposition."

"And there is every reason to think that things are going to get worse before they level off. Right now we have the networks setting up deals to attract business which has come to us through spot and

we are being remunerated with a network dollar instead of a spot dollar, and whether you are affiliated with a network or not, every network deal to pick up a spot dollar is going to hurt your income."

"Let's try to make one contribution to our own welfare and that of the industry by recognizing the nature of our trouble and facing the facts as they are in deciding what we can do to help ourselves. Let's draw on our innermost resources and commit ourselves to condemn and to quit the bad practices and bad thinking which, unless they are stopped, will destroy the business upon which we have built our lives."

Cecil Mastin, WNBH Binghamton, said, "Radio must get out and sell. We have been taking it easy for too many years and we have been building bigger and better transoms. Radio must get over its inferiority complex."

Ed Codel of The Katz Agency commented on the agency's campaign to encourage advertisers to use spot television.

Michael R. Hanna, WHCU Ithaca, described the mechanics of Rural Radio Network. Some 18 months ago when he took over RRN, he said, it was losing \$45,000 a month. Now it is close to the break-even point, he stated. He said the philosophy of programming to raise the tune-in and provide new radio service rather than duplicating present program is increasing the impact of all radio.

Small Market Meeting

A small markets meeting was held under the chairmanship of George Bissell, WEAV Plattsburgh. Means of getting more national business for small stations were discussed.

Maj. Gen. Floyd R. Parks, Army information chief, addressed the group during a civil defense session. President Fellows discussed radio's role in the national scene. Ralph W. Hardy, director of government relations, described mechanics of the NARTB organization.

F. Robert Green, WGR Buffalo, gave a capsule success story on a storm window account during the BAB session. Ken Leslie, WCTC New Brunswick, explained how the Sears Roebuck account was sold. Charles Phillips, WFBL Syracuse, was chairman of the BAB panel, with Phil Cameron, WENY Elmira, taking part.

Chairman of a TV workshop was William V. Rothrum, WSYR-TV Syracuse. The panel included A. G. Zink, WRGB (TV) Schenectady; Robert Reuschle, manager of radio-TV buying department, McCann-Erickson, New York, and Michael Fusco, WKTU (TV) Utica.

Mr. Reuschle told District 2 delegates he doesn't "believe the prophets who say TV will kill radio."

Rate adjustments must be made as time goes on, he said, and programming changes will be required.

"But to my knowledge," he added, "the advent of a new medium has

(Continued on page 66)

A NEW TIME FOR

FEATURE FOODS

(SEE FRONT COVER)



CHICAGO 7

Clear Channel Home of the National Barn Dance

Are You
Interested In Selling The

GREATER MEMPHIS MARKET?

IN
MEMPHIS
RIGHT NOW

WREC

is a better buy than ever before in its history. The advertiser gets more in coverage. More in prestige.

According to Dun & Bradstreet, Memphis is one of the 20 fastest growing cities in the nation today.

Capitol of the rich 76 county Memphis Market, largest market area in the South, the key to a 2 billion dollar retail buying potential, and 13th in the nation in wholesale volume of trade. WREC is the No. 1 station in this area. It is the Right Medium for Right Results.

WREC Rate, in Cost Per Thousand Listeners, has gone down 10.1% compared with 1946.

| RADIO FAMILIES | 1946 | 1949 |
|--------------------------|----------|----------|
| RADIO HOMES COVERED..... | 404,560 | 448,890 |
| BASIC HOUR RATE..... | \$250.00 | \$250.00 |
| COST PER 1000 HOMES..... | .61 | .55 |

Figures Quoted Based on Latest Available BME Measurements

WREC HOOPER RATINGS AVERAGE HIGHER
THAN ANY OTHER MEMPHIS STATION

SURVEYS SHOW

RADIO REACHES FURTHER • RADIO COSTS LESS
RADIO DELIVERS MORE *than Ever Before*

Affiliated with CBS—
600 K.C. 5000 WATTS.

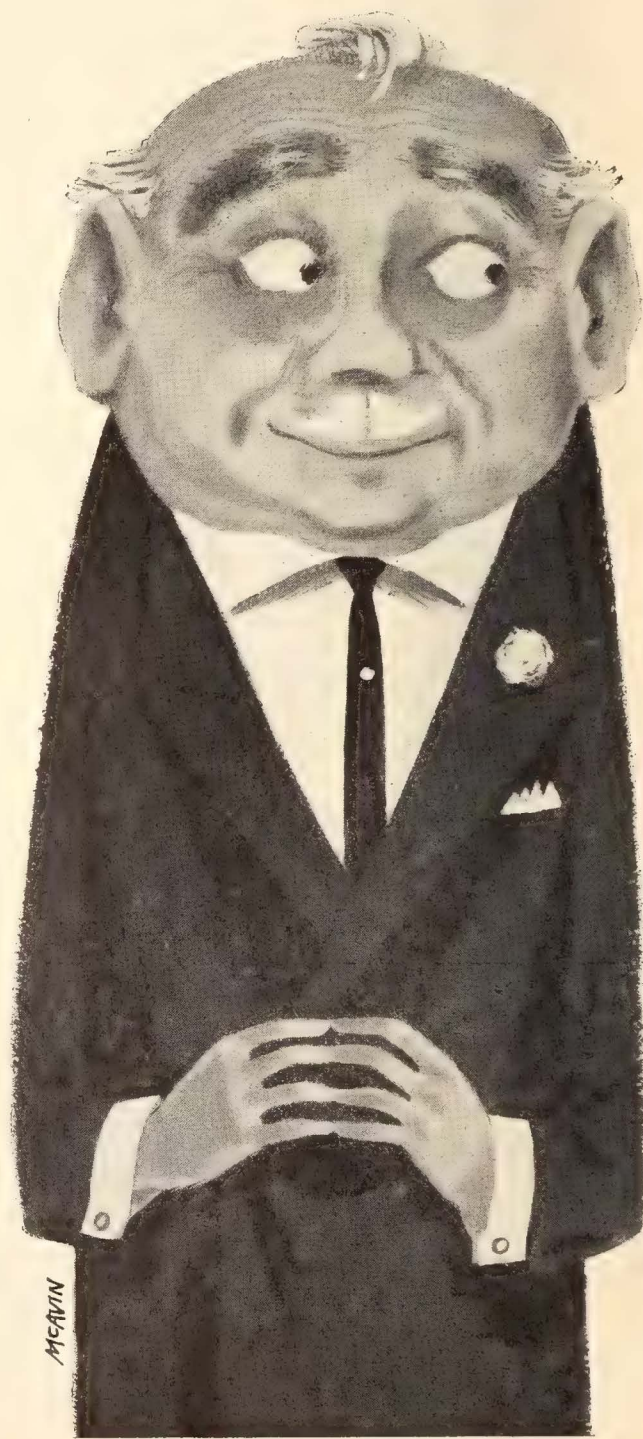
WREC MEMPHIS NO. 1 STATION

Represented by
THE KATZ AGENCY, INC.

stations love
timebuyers



timebuyers
love listeners



listeners
love music...



and Capitol's Custom Library offers wonderful music...by type (you choose it) or fancy wrapped, pre-packaged in outstanding Library Program features... as many as twelve (one dozen) ready-to-sell musical shows in your basic Capitol Custom Library (½ hour to across the board ¼ hours)...for a per show per week cost as low as \$1.04! Including all music, production aids (themes, voice tracks, theme fills, etc.), scripts...for simplified, top notch production; sponsor program presentation sheets, audition disks, promotion material...for your commercial success. That's why you'll love



Custom Library Service

CLIP AND MAIL THIS COUPON NOW!

Capitol Records - Broadcast Division
Sunset at Vine, Hollywood 28, California

Send full information on Capitol's Custom Library Service,
Program Features, and Bonus Extras today!

STATION ADDRESS
CITY STATE
BY TITLE

MBS AFFILIATES

PERMANENT Mutual Affiliates Advisory Committee, with two representatives from each of seven nation-wide broadcasting districts, has been elected by MBS affiliates, Earl M. Johnson, vice president in charge of station relations, announced Tuesday.

Initial steps to form a permanent MAAC were taken by Mutual last June in order to develop stronger network-affiliate relations and assure the continued growth of AM broadcasting. A temporary committee of 14 members was formed at that time to serve as a nominating group for the permanent body. Final MAAC membership was elected by Mutual affiliates.

The two representatives from each district to the permanent committee were elected on a market

basis: One from each area serves a metropolitan center and the other represents a non-metropolitan market.

The newly organized committee will hold its first meeting at the Hotel Ambassador, New York, today and tomorrow (Monday and Tuesday). Agenda calls for the election of a chairman and discussion of such network-affiliate business as spot advertising, rate adjustments and fall programming.

Districts and their representatives for the Mutual Affiliates Advisory Committee are:

DISTRICT I—States of New York, New Jersey, Pennsylvania, Maryland, Delaware, West Virginia and District of Columbia: Metropolitan Markets—James Murray, KQV Pittsburgh; Non-metropolitan Markets—Victor Diehm, WAZL Hazleton, Pa.

Form Advisory Group

DISTRICT II—States of Virginia, North Carolina, South Carolina, Georgia and Florida: Metropolitan Markets—Fred Fletcher, WRAL Raleigh; Non-metropolitan Markets—Jack Younts, WEEB Southern Pines, N. C.

DISTRICT III—States of Indiana, Illinois, Missouri, Kentucky, Michigan (except upper peninsula) and Ohio: Metropolitan Markets—J. Porter Smith, WGRC Louisville; Non-metropolitan Markets—Hugh O. Potter, WOMI Owensboro, Ky.

DISTRICT IV—States of Arkansas, Louisiana, Mississippi, Tennessee and Alabama: Metropolitan Markets—John Cleghorn, WHBQ Memphis; Non-metropolitan Markets—Bob McRaney, WCBI Columbus, Miss.

DISTRICT V—States of North Dakota, South Dakota, Nebraska, Iowa, Minnesota, Wisconsin, Michigan (upper peninsula only) and Sidney, Montana: Metropolitan Markets—

Radio Booster

"PEOPLE who know—hear it on radio" is slogan currently used by WFRO Fremont, Ohio. R. C. Force, manager, in a letter to the station's national representative, Hil F. Best, Detroit, said, "What do you think of an idea of having all radio stations cooperate in the use of a slogan? We have come up with this slogan which we have tried out on the air here in Fremont and it sounds very good."

Fred Wagenvoort, KCRG Cedar Rapids; Non-metropolitan Markets—E. J. McKellar, KVOX Moorehead, Minn.

DISTRICT VI—States of Kansas, Oklahoma and Texas (except El Paso): Metropolitan Markets—Gene Cagle, KFJZ Fort Worth; Non-metropolitan Markets—Grover Cobb, KVGB Great Bend, Kan.

DISTRICT VII—States of Montana (except Sidney), Idaho (except Coeur D'Alene, Wallace and Lewiston), Nevada (except Reno), Utah, Wyoming, Colorado, New Mexico and El Paso, Texas: Metropolitan Markets—George Hatch, KALL Salt Lake City; Non-metropolitan Markets—tie between Rex Howell, KFXJ Grand Junction, Col., and Franz Robischon, KBMY Billings, Mont.

A run-off election will be held shortly to resolve the tie in District VII.

DeGRAY, SCOVILL

Named by CBS Radio

EDWARD DE GRAY, executive assistant to J. Kelly Smith, administrative vice president, CBS Radio Division, and Edward Scovill, business manager of the radio and TV department, Kenyon & Eckhardt, New York, have been named representatives of the station relations department, CBS Radio Division, effective immediately, William A. Schudt Jr., national director, station relations, CBS Radio Division, announced.

In addition Mr. Schudt also announced that the station relations department would assume supervision of the CBS Radio cooperative program division, effective immediately, with Mr. De Gray, in addition to his station relations duties taking over responsibility for the co-op division.

Mr. De Gray joined CBS as an accountant in 1937, transferred to WBT Charlotte, eventually becoming assistant general manager of the station and secretary-treasurer of Jefferson Standard Broadcasting Co. In May 1948 he became executive assistant to Mr. Smith.

Mr. Scovill, before joining Kenyon & Eckhardt in 1950 was director of special events for CBS in Washington. He originally joined the network in October 1936.

NEW pocket-size magazine, *The Big Story*, based on radio and TV programs of that name and featuring the development of front page news stories recounted by reporters covering original stories, now is being published.

PROSPEROUS Worcester comes right to the top along with the nation's choice major markets. In the "Cream of Your Market", a study recently published by J. Walter Thompson Company, the Worcester Market stands 31st in the

nation among the

162 Markets studied.

WORCESTER—

One of the "Cream" Markets of the Nation

Did you know that—

the Worcester Market ranks higher than the Albany-Troy-Schenectady Market combined?

Higher than the San Antonio Market?

Higher than the Rochester Market?

And remember, **WTAG** has more audience than all other Worcester stations combined!

Sources: Hooper Oct. 1950 - Feb. 1951
Pulse Mar. - April 1951



See Raymer for all details

MR. SPONSOR:

WJBK *Tops* IN DETROIT*

4 individual evenings out of 7!

WJBK

| | | | | | | | | | | |
|----------|------|------|-----|------|-----|------|------|------|------|-----|
| SUNDAY | 12.1 | 4.7 | 2.9 | 31.2 | 5.9 | 20.0 | 7.6 | 10.0 | 12.4 | 5.3 |
| TUESDAY | 15.1 | 11.5 | 2.3 | 30.7 | 3.7 | 21.6 | 8.3 | 15.6 | 5.0 | 1.4 |
| THURSDAY | 9.4 | 7.8 | ⊕ | 32.6 | ⊕ | 20.6 | 11.3 | 13.5 | 12.8 | 1.4 |
| FRIDAY | 9.1 | 5.7 | ⊕ | 26.2 | 2.5 | 20.5 | 9.8 | 18.0 | 14.8 | 2.5 |

1st on Sunday afternoons with 58.0!

WJBK

| | | | | | | | | | | |
|------------------------------|------|-----|-----|------|-----|-----|------|-----|-----|-----|
| SUNDAY 12:00 NOON—6:00 PM | 17.5 | 8.1 | 3.1 | 58.0 | 1.7 | 6.7 | 14.0 | 2.5 | 2.8 | 3.1 |
|------------------------------|------|-----|-----|------|-----|-----|------|-----|-----|-----|

Sunday thru Saturday evenings 24.1—

Second only to 50,000 watt net with 25.5

WJBK

| | | | | | | | | | | |
|--|------|-----|-----|------|-----|------|-----|------|-----|-----|
| SUN. THRU SAT. EVE 6:00 PM—10:30 PM | 11.1 | 8.4 | 1.7 | 24.1 | 3.3 | 25.5 | 6.0 | 19.3 | 8.9 | 2.8 |
|--|------|-----|-----|------|-----|------|-----|------|-----|-----|

Total Rated Time Periods 22.3—

Exceeded only by 50 kw net!

WJBK

| | | | | | | | | | | |
|-----------------------------|------|-----|-----|------|-----|------|-----|------|------|-----|
| TOTAL RATED TIME PERIODS | 11.5 | 6.1 | 2.0 | 22.3 | 3.3 | 31.0 | 5.1 | 16.5 | 11.0 | 2.8 |
|-----------------------------|------|-----|-----|------|-----|------|-----|------|------|-----|

The Detroit radio audience listens to WJBK, and the figures prove it. Phenomenal, aren't they! But WJBK does it all the time. More important to you, this tremendous audience *responds* to your WJBK-delivered commercial for the sales results you want.

*Radio Hooperatings—June 1951



WJBK —AM —FM —TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

SO. CALIF. RADIO

Better Business Reported

DESPITE competition for eight Southern California TV stations—one in San Diego and seven in Los Angeles—and a video set population of around 1,250,000, radio industry in the area generally is in better shape now than ever before.

This is gleaned from a survey made by Robert J. McAndrews, managing director of Southern California Broadcasters Assn., Hollywood. The survey covered 23 typical member stations which reported on business conditions for the first six months of 1951 as compared to the same period the year before.

Some 18 of the 23 reported revenue up. The average rise was 35%.

KOWL Santa Monica, the median station in this group, reported an 18% income jump.

KPAS Banning, highest in the "up" list, was 300% ahead of last year.

★

KMPC Hollywood, KBUC Corona, KCOK Tulare, KVOE Santa Ana and WFXM San Bernardino reported themselves in the 10-14% brackets; KPMO Pomona and KERO Bakersfield, 15-19%; KVEN Ventura, KSON and KCBQ San Diego, KSMA Santa Maria, 25%; KSDO San Diego, 44%; KALI Pasadena, 61%; KWKW Pasadena, KFAC Los Angeles and KGER Long Beach, 2-10%.

Only three stations noted lower income by 1%, 7% and 20%. Two stations—KFVD Los Angeles and KRNO San Bernardino—reported revenue as about the same level as last year.

While expressing optimism over

fall business prospects, most station managers or owners indicated net profits would be lower this year because of heavier costs of operation. Several stations, including KCBQ San Diego and KOWL Santa Monica, noted they have hit the highest income figures in their history this year. Local business was credited with most of the rise, with national spot second and network slightly off.

General Letdown

The past several months saw a general letdown in business by many stations in the Southern California area. The Korean war, production cutbacks and world unsettled conditions generally, plus TV inroads, are being blamed. During the last few weeks, however, station management reported a decided "pickup" and are most confident of the future.

Consensus is that television will continue to absorb more advertising dollars but radio will uncover

and develop much new business.

To stimulate this drive for new business the Southern California Broadcasters Assn. is engaged in an all-out promotion campaign that will extend to key eastern cities starting Sept. 24.

Mr. McAndrews, armed with facts and figures, will show key advertisers and agency executives in New York, Chicago and other major cities a new presentation on the merits of Southern California radio as a year-round advertising medium.

The presentation will be previewed at a mass meeting of all Southern California radio station account executives and others at the Hollywood Roosevelt Hotel Thursday night.

KITE-FM SALES

Sports Schedule Signed

KITE-FM San Antonio, on the air since last June 18, is proud of its record of having met operating expenses "and more".

Since Sept. 10, the station reports that the only time left for sale is after 10 p.m. three nights a week. KITE-FM signed an exclusive contract with the San Antonio Independent School District which controls rights to all high school football and basketball games played in the city's biggest football stadium.

Zenith and RCA-Victor sponsor these games on alternate nights. Richter's Bakery bought an hour long "salute" to participating teams following the game. Westinghouse purchased all time on non-sports nights between 8-10 p.m. New Braunfels Textile Mills bought a half-hour of music before each game. The station operates commercially only at night and as "good music" partner of daytime-only KITE.

On All Accounts

(Continued from page 12)

reporters for jobs as reporter, newscasters and Mr. Heinemann was one of two chosen.

After a year's exposure to radio Mr. Heinemann decided to give full time to it and in 1938 joined KFEI Denver as newscaster, commentator and reporter.

In 1942 he joined the Marine Corps and was in service for four years, two of them in the South Pacific.

Following release from service in 1946, he joined Allied as copy writer in the production department and account man. Early in 1950 he was made office and production manager.

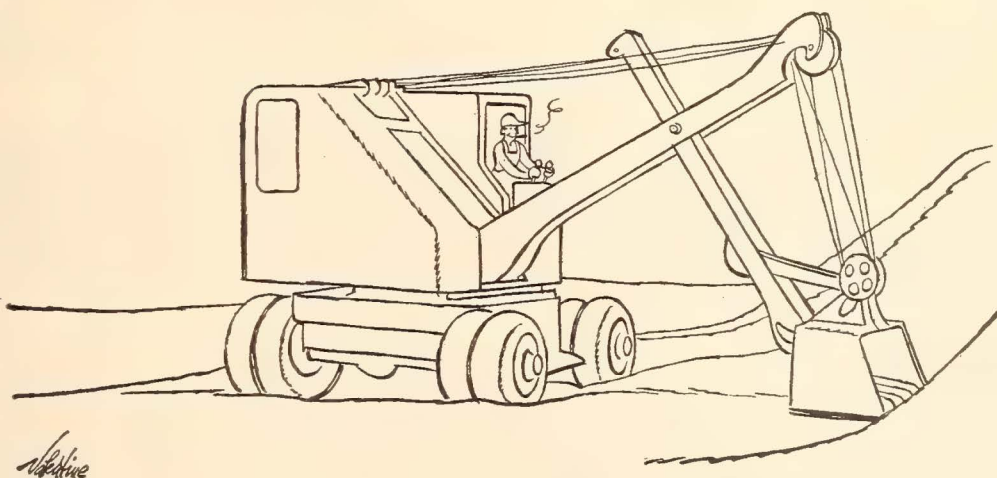
Mrs. Heinemann is the former Jane Hill. They reside in Malibu. The Heinemanns have one son Michael.

His hobby, writing, is one his wife cannot take exception to inasmuch as she collaborates with him. Making their hobby pay, the Heinemanns turn out a syndicated weekly television column currently appearing in 16 California papers.

**KSL...delivers more
families-at lower cost-
than any other station
or combination of
stations in the Inter-
mountain West!**



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



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

because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

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

HILL COVERAGE

Javits Challenges Benton View

THE CONVICTION that telecasts and/or broadcasts of sessions would "completely ruin the Senate" elicited both a challenge and a hasty clarification on Capitol Hill last week.

The challenge was issued by Rep. Jacob K. Javits (Rep.-Lib.-N. Y.) to Sen. William Benton (D.-Conn.), to whom the original quotation was attributed. The Senator had dropped this remark during hearings before the Senate Interstate & Foreign Commerce sub-committee on his proposed Radio-TV Citizens Advisory Board [BROADCASTING • TELECASTING, Sept. 10].

"I must respectfully differ with this view," the House member wrote Senator Benton.

Rep. Javits stated, "I believe that in both the Senate and the House, televising and broadcasting of important debates on key issues would have an excellent effect in interesting our people in the operations of government and improving the level of Congressional debates."

Rep. Javits offered to debate the Connecticut Democrat on this issue "on radio and television which I believe would be made available as a public service for this purpose."

Sen. Benton replied that actually he is in complete accord with the Javits plan which would permit broadcasts and telecasts on a selective basis. Furthermore, he added, the statement was taken completely out of context and what he said was that "regular telecasting would

★ ruin the operations of the U. S. Senate."

That is the inference, too, behind the Javits proposal, now bottled up within the lower chamber.

"I wish to emphasize the fact that not all proceedings" would be carried, Rep. Javits said, citing debates on the Japanese peace treaty, the foreign aid bill and price-wage control as likely topics for coverage.

Sen. Benton singled out the procedure followed by the Australian Parliament which allows broadcast coverage twice a week on a regular basis. The Congress, he added, should experiment with a similar plan, under rules prescribed by the Senate leadership.

In his reply to Rep. Javits, Sen. Benton stated:

When you've read the attached transcript from the testimony I think you'll decide there's no real room for debate between us. We seem to be virtually in agreement . . . Of course the present rules of the House and Senate are very different, and there might be big room for argument between us, or among advocates of televising Congress, on how the Senate rules would have to be adapted

and changed for the periods of public viewing and hearing. . . .

I agree with you about the great potential educational value inherent in the idea of broadcasting or televising sessions of Congress. I gather, however, that we seem to agree that an attempt to broadcast all sessions . . . is not to be commended. Just as one example, it is often more important for a Senator to be off the floor than it is on it (attending a committee meeting) . . . With broadcasting, he might feel pinned to his chair.

Rep. Javits is the author of a resolution (H Res 62) under which the more important Senate and House debates would be televised and broadcast on a selective basis. The proposal has been before the House Committee on Rules & Administration, which filed a petition for discharge after executive sessions last May. The House did not vote on the petition. Resolution was introduced at the turn of 1951.

The Senate Executive Expenditures Committee also had hearings on the Javits plan under the chairmanship of Sen. John L. McClellan (D-Ark.). Members of Congress offered their views before both groups.

Little active interest of members has been reported in view of lack of pressure from their constituents, BROADCASTING • TELECASTING was told last week. Senate sessions were in connection with legislative reorganization proposals.

As evidence of the lack of interest, the House committee said it plans to release shortly a survey on members' preferences pointing up that they do not wish to press for action.

No Recommendations Planned

The Senate unit summed up the question of Congressional broadcasts and telecasts with the theory the matter is best a concern of the Senate and House leadership. It proposes to make no concrete recommendations in its forthcoming report.

In his letter to Sen. Benton, Rep. Javits noted only 40% of the eligible American public vote in Congressional elections and about 50% in Presidential campaigns, partly because of lack of familiarity with public officials and issues.

"The arguments made that the Senate or the House would make a show of itself on television I believe do not recognize the dignity and instinct for public service and solid sense of the great majority of the members of both bodies," he declared.

Rep. Javits stressed that only timely debates would be televised and broadcast and control would rest with the House Speaker and President of the Senate, as well as the respective rules committees.

"Those few members . . . who might abuse radio and television broadcasting would find quick retribution from their constituents" and a "great improvement in our process of legislative decisions



PINS were in order for two new Radio Pioneer Club members from Ohio who were ushered into the organization last month. Shown are (l to r): Dave Baylor, vice president and general manager WJMO Cleveland; Bob Wilson, assistant manager WADC Akron; Carl Haverlin, BMI director, and president of the group. The initiation took place during the BMI Program Clinic in Akron Aug. 20. Mr. Wilson takes full credit for bringing Mr. Baylor into the broadcasting business, 20 years ago last month.

would result from such coverage," he stated.

The Congressman also cited communications he said he had received from ABC, CBS and NBC TV officials offering to carry the debates as public service programs. The views were inserted in the *Congressional Record* last June when he testified before the Senate unit.

RADIO'S LOW COST

Stressed by NBC's Evans

"THE average person today in the U. S. still spends more time listening to the radio than on any other activity except working and sleeping," Jacob A. Evans, manager of radio advertising and promotion for NBC, said in an address to the Sales Managers' Club of Memphis, Tenn., last Monday.

"And radio is the lowest-cost advertising medium you can buy. More people," Mr. Evans added, "are delivered for each dollar spent in radio than by any other means of communicating with your customers. Television's major contribution to the American economy is the creation of additional demand for products. It does not lessen the effectiveness of existing advertising media."

He pointed out that "radio advertising did not decrease the revenues of newspapers and magazines when it first became a reality 25 years ago. Radio simply spurred more people to buy more products . . . television can be expected to do likewise."

FBI Director J. Edgar Hoover broadcast special message on internal security as part of dramatization demonstrating work of FBI in apprehending Communist agents on *This Is Your FBI*, Sept. 14, 8:30 p.m., over ABC. Program is sponsored by Equitable Life Assurance Society of the U. S.

Announcement

W H L M

ARE THE NEW CALL LETTERS,
replacing WLTR, for

Bloomsburg, Pa.

The Sports Station
of the Susquehanna Valley

W H L M

will carry the Atlantic football schedule
of college games for the 1951 fall season

Affiliate of
Liberty
Broadcasting
System

690 KC

1000 W (d)

Harry L. Magee,
Owner
and
Operator

Managing Consultant: Vic Diehm (WAZL, Hazleton & WHOL, Allentown)



1 **HOT "PLASMA" FOR A STEEL MILL:** This giant steel bottle is full of molten iron from a blast furnace. When poured into an open-hearth furnace to make steel, it should mix with about the same weight of scrap. Iron and steel making capacity in 1953 will be nearly 120 million tons (25% greater than in 1945).



2 **POUR ON WATER:** That will be the next operation, as this coking oven discharges its fiery product. Coke oven capacity has been expanded about 20% since 1945.

SCRAP TRANSFUSION NEEDED (you can help)

If you own any heavy machinery that could be junked . . . car, tractor, washing machine, lathe . . . now is the time to sell it to your local scrap dealer. The iron and steel industry is growing faster than its scrap supply. Consuming 53 million tons of scrap in 1950, it will need an additional 7 million tons of scrap each year to serve the big expansion program now under way.



3 **CAN YOU "READ" SPARKS?** This man is testing scrap steel for alloy content. He can identify many alloy steels by shape and color of sparks. Identification is important because wrong alloys can affect whole furnace charge.

If you want to know more about the scrap collection methods that should be used in factories, shops and on the farm, write to American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York. Ask for "Steel Scrap Emergency" booklet.



BREWERIES ARE BUYING!

Hudepohl;
Cincinnati

Goebel;
Detroit

Burkhardt;
Akron

Lone Star;
San Antonio

Southern.
Tampa

PUBLIC UTILITIES ARE

Southwestern Public Service Co.;
Amarillo

St. Johnsbury Gas Co.;
St. Johnsbury

FOOD STORES ARE BUYING!

Vermont Grocery Co.;
Burlington, Vt.

Albers Super Mkts.;
Dayton

Warehouse Markets, Inc.
Burlington, Iowa

APPLIANCE

General Electric Distributors;
Boston

YES! EVERYBODY'S



ZIV'S NEW STARS
IRENE DUNNE AND FRED McWATKINS
Together, in the Gay, New Musical
"BRIGHT EYES"
FIVE DISTINCT IDENTIFICATIONS
Including Three Full-Length Selling Commercials!
BREAKING ALL SALES RECORDS

NOT JUST ONE
BUT

TWO
GREAT
HOLLYWOOD
STARS!

THEY MAKE

**RATINGS
JUMP!**

THEY MAKE

**LISTENERS
BUY!**

WOW! 227 MARKETS SIGN

BUYING!

General Electric.
Portland, Ore.

AND AUTO DEALERS!

Nash;
Waycross, Ga.

Chevrolet.
Oelwein, Iowa

Raytheon.
Cleveland

GASOLINE AND BUILDING & LOANS!

Diamond DX;
Tulsa

Waterloo Building & Loan.
Waterloo, Iowa

MEAT PACKERS AND DAIRIES!

Constantino Packers; Eckrich Packers; Basset Dairies; Farmers Cooperative.
Springfield, Ill. South Bend Tallahassee Winston-Salem

COFFEE, LUMBER, LAUNDRIES!

J. Gill Coffee Co.; Marling Lumber Co.; Nelson-Huckins Laundry Co.
Norfolk Janesville Texarkana

BUYING . . .

TRANSCRIBED FOR LOCAL SPONSORSHIP!

CASH HIT! Starring

MACMURRAY

Exciting Comedy-Adventure

STAR"

EACH HALF-HOUR
PROGRAM A COMPLETE
EPISODE!

FROM COAST TO COAST!

MAKING THE

TOP

PROGRAM IN
YOUR MARKET!

FREDERIC W.

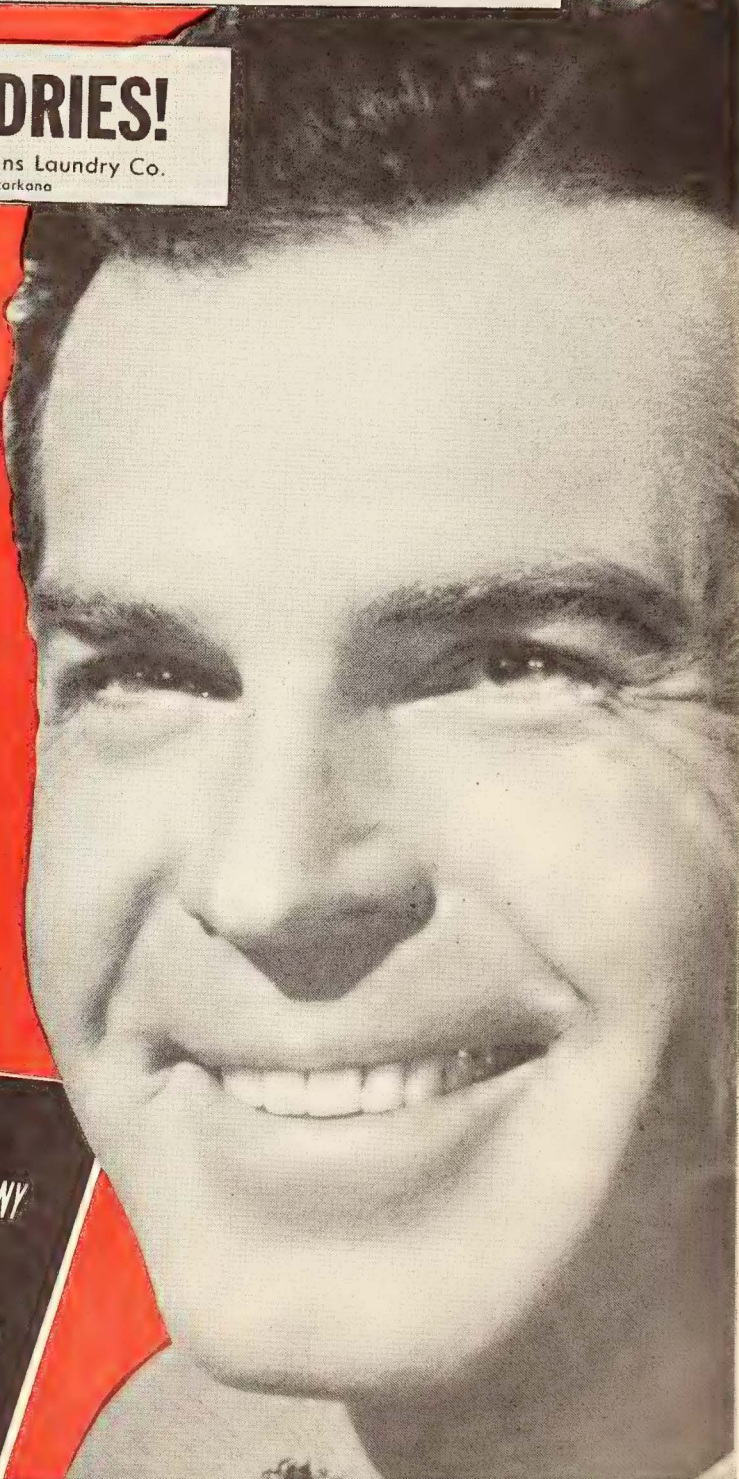
ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

WRITE, WIRE OR PHONE!

VED IN FIRST 30 DAYS!





Manpower Prudence

EXCEPT for the technical end, the manpower pinch hasn't been too serious in the broadcast media. Because of their glamour, radio and TV are surfeited with applicants, many of them unqualified.

There are signs, however, that a manpower shortage is ahead. Enlargement of the armed forces is seen, from the present 3½ million to probably four million next year. This will hit the broadcast media harder than most of the other pursuits because a large percentage of the people in radio are of military age.

The broadcast services have a two-fold problem. When the TV freeze is thawed sometime next year, there will be immediate demands for personnel—even before any great numbers of new stations take the air. These will be drawn largely from the radio field. Many a broadcaster, from management to engineering, wants in on TV. So do many of the folks identified with agencies and station representatives, who see in station operation a more "essential" status than they do in the selling fields which were virtually at the bottom of the list before V-J Day.

Thus, it behooves ownership and management to survey their personnel. Key positions should be backstopped in depth. New personnel should be retained with an eye toward the future. They should be least vulnerable for possible military call.

All this constitutes prudent management. It doesn't take a long memory to recall what happened in those tumultuous forties.

Trends and Changes

THE DYNAMICS of change, inherent in all kinds of business operating in the competitive climate of the U. S. economic system, are nowhere more apparent than in broadcasting.

For no business has ever grown bigger faster than broadcasting and its two main branches—radio and television. After 30 years it is still growing so fast in so many directions that no one can foretell its ultimate dimensions or indeed whether it will ever reach a state at which it discontinues growth.

It is not easy even to measure its size and shape at any given moment, because before the moment has passed broadcasting has changed some more. Ever so often, however, this publication tries the difficult job of sizing up broadcasting by one dimension or another.

In this issue we measure it by the money it will earn this fall.

One element in the change between last year and this in the influence of television. It's an element which, as it became more and more apparent, has caused a lot of consternation this past year. In fact, some people have been shoved right up to the brink of terror by television.

We think that our measurement of Broadcasting shows that television is a pretty big element all right, but it isn't an ogre; it can live in the same house with radio without either of them being crowded out.

By now, what with the talk on the part of some national advertisers, one might have expected that the decline and fall of radio would be evident. It's difficult to attach the words "decline and fall" to a business which anticipates a national average increase of 14.53% in billings this fall, compared to last.

At the same time, television billings this fall will be 39% bigger than they were at the same time last year.

It's true that the several types of business which together compose the total billings exist today in different proportion from that which obtained a year ago. Radio network business is down; spot and local are up.

As we say, changes have taken place, will continue to take place.

The wise broadcaster (and agencyman and advertiser) will neither fear such changes nor ignore them. Indeed he will attempt, by intelligent appraisal and application, to control the changes so that broadcasting will continue to grow, even though its patterns and appearance are altered.

Less Excessive Taxes

SENSIBLE TAX RELIEF for telecasters seems to have a good chance of being written into the new revenue-producing legislation with which the Senate Finance Committee has been struggling.

Essentially the telecasters would get this relief:

Any corporation which derives part of its income from telecasting and part from radio broadcasting would have the option of computing its average earnings base period net income for excess profits tax purposes by applying either its own rate of return for 1946 to 1949 less TV losses and capital invested in TV or the industry rate of return for 1946 to 1949 to the company's total assets at the end of 1949, whichever is higher.

Also any corporation which is in some other business, such as newspaper publishing, as well as radio and television can treat its publishing business as if it were a separate business in computing its average earnings base for excess profits tax figuring and be eligible for the option described above.

What this means for many companies is a substantial saving on excess profits taxes as compared with the rigid provisions of the tax legislation originally enacted by the House and now being reworked by the Senate committee.

The telecasters who led the effort to amend the tax laws to give an equitable shake to those venturesome businessmen who have risked their capital in TV deserve plaudits aplenty for their work before the Senate committee and support for the impending discussion of the question on the floor.

Why Pick on Radio?

IT'S ABOUT TIME that radio was removed from the sitting-duck shelf in the ANA's shooting gallery. Or else efforts should be made to put a representative group of additional targets up so that radio wouldn't draw all the fire.

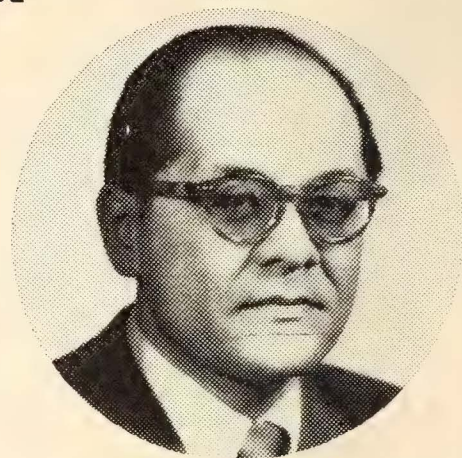
It's pretty obvious, as Frank Pellegrin says in a statement we publish in this issue, that television has diverted attention from all media. The trouble is that among the media only radio provides the pin-point measurements of itself that enable its response to TV to be assessed immediately and in detail.

To a large extent it's radio's fault that it now occupies a lonely position on the sitting-duck shelf, and there probably isn't much it can do about getting out of the target area.

There is, however, much it could do in encouraging advertisers and agencies to insist that other media provide comparable data about themselves and about the influence TV has exerted on them. That way radio could collect enough company so that the hunter could pick another bulls eye.



our respects to:



DON NATHANSON

IN THE SPRING of 1936, a serious, handsome youth who had spent almost all of his 22 years eulogizing motion pictures, predicted in a college essay that television would replace movies as a mass medium and "force them to go into art."

He also suggested that TV would be popular despite small screens, productions would be simple and programs would have "lighter subject material, less realism and heavier censorship than movies." Fifteen years later, the young man with the perspicacious mentality has seen his convictions confirmed. He is Don Paul Nathanson, advertising and public relations director for the Toni Co., Chicago.

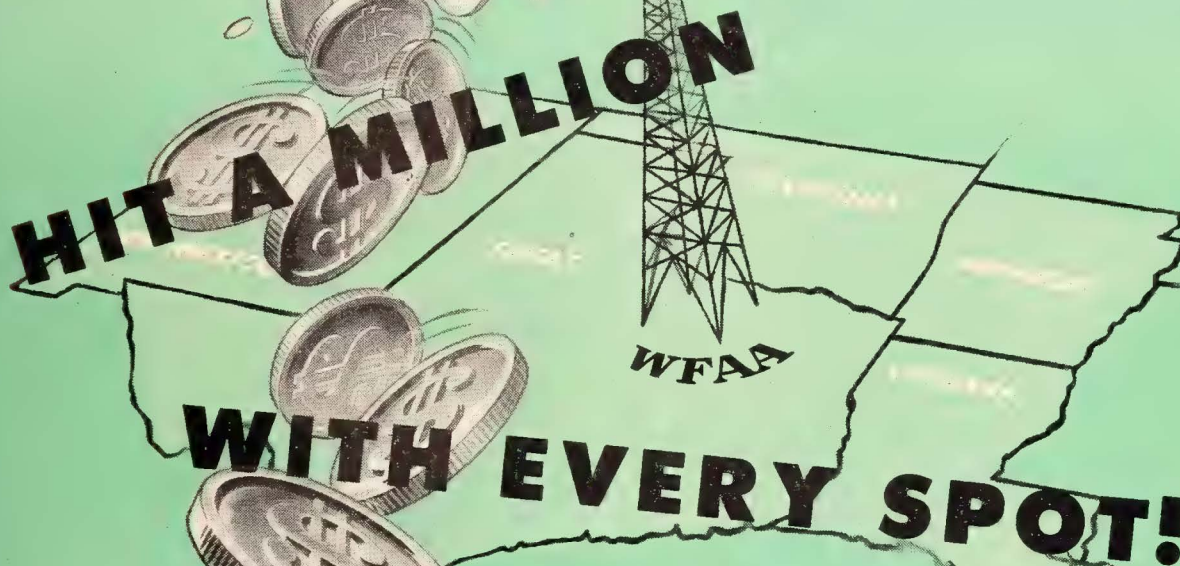
Don Nathanson has many of his early ideas today, but elaborates on them. He sees the same trend in movies now that took place in the legitimate theatre. When legit was a mass medium, it operated in a "limited sphere of unreality and censorship." As movies took over the mass medium character, legit became highly specialized, and its former characteristics were transferred to the movie screen. Now, according to the Nathanson theory of evolution, TV has replaced movies as the most popular mass medium, and, as a result, acquired its debits. Art movies, confronted by video's all-clear signal, "are the hope of the movie industry." The future, he said 15 years ago also, lies in a raising of standards and an appeal to a smaller and more discriminating group.

The Nathanson mind has buzzed with many an idea and project. Two years before *Life Magazine* was published, Mr. Nathanson (when he was 20) thought of putting out *Movie Pictorial*, recognizing the trend to read less and look more. It died a 'bornin' because of no money, but the only one of its kind, published much later, used his plan of distribution through theatres. He started *Radio Showmanship*, one of three industry magazines, which was sold to 100 stations in two years for use by their local and regional clients who were interested in learning what similar businesses were doing in radio. He inaugurated one of the first telephone coincidental radio surveys in Minneapolis.

Born in Minneapolis April 16, 1914, Don Nathanson was always interested in people and means of communicating with them. His initial (and single) ambition for many years was to work in motion pictures, a family tradition. A creative thinker as well as a logical businessman, Don nurtured this alter ego at the U. of Minnesota in his hometown.

He ultimately took a B.A. in advertising, journalism, political science and psychology, and would concentrate "on much more" of the last if he had it to do over.

An indomitable college essayist, he also
(Continued on page 59)



HIT A MILLION WITH EVERY SPOT!

SELL your product simultaneously in every farm home, village and city of huge, rich RADIO SOUTHWEST. Cut overhead . . . do it with one star salesman WFAA!

WFAA PRIMARY COVERAGE AREA sprawls over 116,000 square miles, swallowing 171 counties in Texas, Oklahoma and Arkansas. An area populated with spenders to the tune of more than seven billion annually—an area with 1,143,500 radio sets!*

ADD OUR ROLLING STOCK—the car radios, practically every family has one or more cars equipped with radios.

WHAT ABOUT TELEVISION? We are as proud of WFAA-TV as a new Hereford

calf. Each time we slap him on the rump a lusty bellow can be observed in 121,000 homes. A good, solid impact for a yearling.

BUT—there are over a million radio homes in WFAA's primary coverage area with no more TV sets than a snake has hips!

WHO SELLS THESE MILLIONS WITH BILLIONS TO SPEND—sight unseen? Your star salesman WFAA reaches a million with EVERY SPOT!

*Sales Management, 1951

Radio Southwest

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

Martin B. Campbell, General Manager

Radio Service of The Dallas Morning News

EDWARD PETRY & CO., Representatives

WFAA

DALLAS

820 570 TV
50,000 Watts 5,000 Watts Channel 8

EFFICIENCY FACTS about the *Continental* 315 TRANSMITTER

VACUUM TYPE *Capacitors*

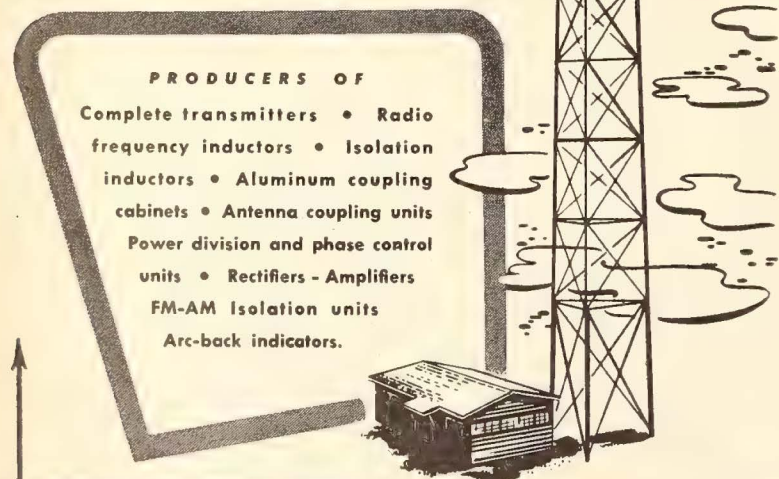
In the Continental 315 Transmitter... both variable and fixed vacuum type capacitors are used in all tuned circuits in the power amplifier output. The reliability of this type of capacitor has been proven by exhaustive tests and use in many high frequency applications.



Because of the extremely low power factor inherent in this type capacitor ... the stability of tuning is not affected by temperature or aging. Likewise, power losses are minimized because of this low power factor and high circuit efficiencies are obtained.

PRODUCERS OF

Complete transmitters • Radio frequency inductors • Isolation inductors • Aluminum coupling cabinets • Antenna coupling units
Power division and phase control units • Rectifiers - Amplifiers
FM-AM Isolation units
Arc-back indicators.



CONTINENTAL ELECTRONICS

New home of
CONTINENTAL ELECTRONICS
MANUFACTURING COMPANY

MANUFACTURING CO.



4212 S. BUCKNER BLVD DALLAS 10, TEXAS PHONE EVERgreen 1137

front office



WALTER PATTERSON, program director WKMh Dearborn, Mich., appointed managing director WKHM Jackson, Mich. (owned by WKMh Inc.). **GEORGE MILLAR**, commercial manager WKMh, appointed assistant general manager WKMh.

JOHN THORWALD appointed assistant to **NORVIN S. VEAL**, director of radio and television activities John H. Perry Stations (WCOA Pensacola, WJHP Jacksonville, WTMC Ocala, WDLP Panama City, and WNDG Daytona, all Fla.). Mr. Thorwald's offices will be located at WJHP.



JOHN REILLY, radio and television advertising department Armour & Co., Chicago, named account executive ABC-TV Central Div. Network Sales Dept.

JOHN MacRAE, staff announcer WABI Bangor, Me., appointed local sales service manager.

Mr. Thorwald

HENRY J. BEHRE, commercial manager WKIP Poughkeepsie, N. Y., to WMTR Morristown, N. J., as assistant general manager.

PAUL E. REID, assistant manager of WKLF Clanton, Ala., appointed general manager WRDL-AM-FM West Point, Ga.

LARRY DARLEY, sales manager KVOP Plainview, Texas, appointed sales manager KVER Albuquerque, N. M.

EUGENE PURVER, attorney and NLRB member, to CBS Hollywood legal staff, as assistant to **NED MARR**, head of network legal staff.

HARLAN G. OAKES & Assoc., radio station representatives, opens office in San Francisco at 26 O'Farrell Street. **BURT BEGGS**, formerly with Weed & Co. heads office. Telephone is Yukon 6-5936.

BETTY BRAID, promotion director CFRB Toronto, to Toronto office of Joseph Hardy & Co., station representative firm.



Mr. Purver

FORJOE & Co., N.Y., appointed national representative for KGPH Flagstaff, Ariz.

MEL MERZ appointed to sales staff WMAY Springfield, Ill.

JOSEPH STAMLER, sales manager WNDR Syracuse, to WMGM New York, on sales staff.

ED WHITTLEY, timebuyer, Sullivan, Stauffer, Colwell & Bayles, N. Y., to John Blair & Co., same city, station representatives, as account executive.

GEORGE WETMORE, chief engineer of WXXW Albany, N. Y., named director of operations. **GENE FITZPATRICK** appointed commercial manager.

JOHN BLAIR & Co., St. Louis, moves to new and larger quarters at 435-35 Paul Brown Bldg. Office is managed by **CHRIS HETHERINGTON**.

SCHEPP-REINER Co., N. Y., radio station representative, has resigned as representative for Consolidated Television Productions, Hollywood, effective immediately.

Personals . . .

ROBERT REYNOLDS, vice president and general manager KMPC Hollywood, named president, Boys Club of Hollywood. . . **KEN HILDEBRANDT**, sales manager KYA San Francisco, father of daughter, Jo Ann.

ART KIRKHAM, vice president KOIN Portland, Ore., named recently as "Citizen of the Week" by Portland Traction Co. Card displaying his picture and civic message appeared on busses throughout city. . .

BROADCASTING • Telecasting

Respects

(Continued from page 56)

wrote an epic on the superiority of movies over radio, charging that "anyone who sits home and listens to the radio instead of seeing movies is going blind for the price of admission." (It was a quarter in those days.) A Phi Beta Kappa, he worked on college publications, and ended his career as a respected member of Mu Beta Chi, professional business fraternity, because he'd managed to hold a job selling Corona-Coronas for four years. Almost four anyway. He looked for a Hollywood studio writing job "during the best football season Minnesota ever had."

After graduation in 1937, he settled for \$15 weekly from the Golden Rule department store, of which he was advertising manager for the economy (basement) division. A friend, Sam Kaufman, soon inveigled him into organizing their own ad agency, the D. S. Manson Co., with initials taken from their first names and a syllable from the last. The reasoning was more subtle than it seemed. When creditors came to call on Mr. Manson, he was never in.

The agency prospered, despite creditors, grossing \$34,000 its first year, and fast became the radio station's best friend, inasmuch as newspapers gave no agency commission on local sales and stations did. Manson eventually handled the most local radio business in the Twin Cities.

Publication of *Radio Showmanship* pinpointed D. S. Manson as a radio expert, and elevated the agency far above the local level in national recognition and prestige. Mr. Kaufman sold his interest to Mike Gold, joined as a partner in 1941, and took over the entire company when Mr. Nathanson joined Toni in 1947. In the meantime, the agency worked strenuously on development of Rayve shampoo, owned by the second largest beauty shop supplier in the country. The product had never been sold at retail. Mr. Nathanson instigated this, advertised locally and regionally, and helped push the account into the national field. Affiliated with Rayve's owner was Niesen Harris, also a beauty shop supplier, and brother of Irving, who had owned a financing business which was one of Manson's early accounts. Mr. Nathanson opened branch offices in Duluth, Seattle and Los Angeles, and a key Los Angeles account became Guardian Service Division of National Pressure Cooker, of which Irving Harris was an executive.

In Los Angeles Mr. Nathanson spent many an evening talking with Irving about the Harris brothers' new Toni home permanent. When Irving went full-time with Toni, Mr. Nathanson closed West coast offices and returned to Minneapolis. His biggest account was Portrait home permanent, a Toni competitor.

Mr. Nathanson with a "natural" background for Toni—started with the company only as a consultant

in 1947, retaining his agency interests as Toni was located in the Twin Cities then. The next spring he joined the three-year-old firm as director of advertising and public relations.

That year Toni went national after vastly successful regional campaigns. It used its first radio in 1946—*Meet the Mrs.* on CBS Pacific network—and volume in that area tripled sales of any other part of the country. Toni used an unprecedented sales approach—non-professional commercials given ad lib by women who had used the product. In the growth years—1947-49—Toni used as much as 80% of its budget for radio and gained about 90% of the home permanent business. Now that there are more national competitors (and Toni still outsells them all combined), broadcast media get about 60% of the advertising appropriation. From \$600,000 in 1946 to \$6 million in 1951, the company buys *This Is*

Nora Drake, *Arthur Godfrey*, *Alias Jane Doe* and *The Mystery Singer* on CBS-AM and *Arthur Godfrey and His Friends*, and *Crime Photographer* on CBS-TV, and *Stop the Music* on ABC-TV, recently bought.

Mr. Nathanson's creativity still comes to the fore, despite routine of managing an office with 35 persons and working with many more at Foote, Cone & Belding and Tatham-Laird agencies, both Chicago.

Still a frustrated writer, of copy or a TV show or a novel, Mr. Nathanson just completed a 20,000-word story which was plotted two years ago on a Caribbean cruise—his first "legitimate" vacation in 11 years. His wife is his worst literary critic. "She thinks I'm too imaginary, not realistic."

She is the former Evelyn Hoberman of Minneapolis, and they live in suburban Glencoe with Jill, 9; Marc, 6, and Greg, 4. Mr. Nathanson spends weekends with the

youngsters and occasionally plays golf, "shooting only 10 strokes higher than the first score I ever made when I was 14."

He's an active member of the ANA, Chicago Federated Advertising Club, and a former member of the Minneapolis Junior Assn. of Commerce, which gave him its Silver Key award for service during the war. That included civil defense duties as radio publicity chairman for the Red Cross and defense drives, for which groups he arranged for and handled 3,000 broadcasts in one year.

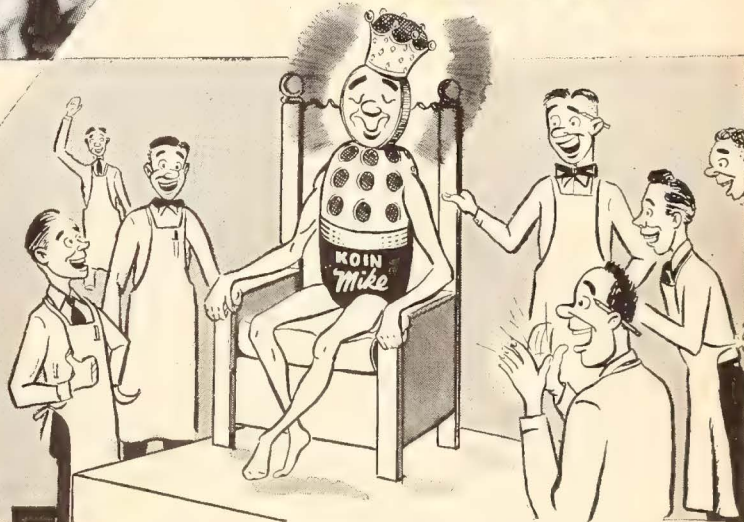
All the recent Toni expansion into new products takes most of his present days and nights, but on his agenda for the future, when and if: writing a serious novel using comic strip technique publicizing the Menninger mental clinic in Kansas; writing the advertising and public relations history of Toni in book form, and (a renewed ambition), producing a "realistic" motion picture.



Portland people

prefer **KOIN**

**KOIN DOMINATES THE
PORTLAND, OREGON
FOOD MARKET**



KOIN
and **KOIN-FM**
Portland, Oregon

**PORTLAND'S MAJOR GROCERS
PREFER KOIN...**

Columbia Markets...Fred Meyer Stores...Kienow's Food Stores...and Safeway Stores use radio and they use KOIN predominately because they know KOIN gets best results with its greater share of audience, morning, noon and night.* For a top job of selling in the Portland market, use Portland's top station.

*Hooper station audience index,
Dec. '50 thru April '51



EVERY-KNODEL, INC., National Representatives . . . A MARSHALL FIELD STATION

ATOMIC ENERGY

Iowa Seminar Slated

IOWA Radio News Assn. will hold a seminar on atomic energy Sept. 28-29 at Ames, Iowa in cooperation with the U. S. Atomic Energy Commission.

Gordon Dean, AEC chairman, in a letter to the IRNA, congratulated the association on being the pioneer group in staging such a seminar. Mr. Dean wrote, "The Commission is always interested in cooperating with the sponsors of atomic energy seminars, and we are particularly interested in doing everything we can to make yours—the first radio seminar—an outstanding and precedent-setting success."

Heading the list of speakers is AEC Comr. T. Keith Glennan, who will address the seminar banquet.

W. W. Waymack, of Adel, Iowa, former AEC commissioner and retired editor of the *Des Moines Register and Tribune*, will open formal seminar discussion with a talk to fellow Iowa newsmen on some of their problems in dealing with the atomic energy field.

Sessions will take place in the Institute for Atomic Research at Iowa State Colleges, Ames, site of basic research which helped lead to achievement of the atom bomb in World War II.

All sessions will be on the record

with no restrictions on news reporting.

WOI-TV Ames is planning a half-hour telecast featuring seminar speakers.

Jack Shelley, news manager, WHO Des Moines, is seminar program chairman.

Ken Kew, KGLO Mason City, Iowa, IRNA president, has issued invitations to all Iowa radio and TV station managers to join their news and farm news men in attending.

William B. Quarton, manager of WMT Cedar Rapids, will preside at the banquet Sept. 28. Mr. Quarton is 10th District chairman of NARTB and newly-elected president of the Iowa Broadcasters Assn.

Music Award

WNEW New York was the recipient of a special motion picture industry award conferred Sept. 8 during an hour-long salute to Hollywood on Art Ford's *Milkman's Matinee*. Station was lauded for "pioneering interest and efforts . . . in presenting music from motion pictures to the radio audience and thereby conspicuously advancing the interest in motion pictures through music." Present for the ceremony were Screen Actress Judy Garland and Howard Dietz, vice president of Loew's Inc., and advertising director for Metro-Goldwyn-Mayer. Award was accepted for WNEW by Mr. Ford.

air-casters



JOSEPH FENNESSEY, staff announcer WHMP Northampton, Mass., appointed program director.

DON COLLINS, announcing staff WCBT Roanoke Rapids, N. C., appointed production manager. **JERRY ELLIOTT**, news announcer, appointed chief announcer.

ALEX SHEFTELL named to head promotion and publicity department WTTG (TV) Washington. **LYNN KOTICK** named traffic manager. **MATT WARREN**, WEAM Arlington, named staff announcer. **ASTERID KIERNAN** to traffic department.

CLARE LINN appointed production manager WKM Dearborn, Mich. **VERNA BORSODI** named program director.

MARIAN MUCKLEY ZWALLEN, continuity editor WHBC Canton, Ohio, named promotion manager. **ELIZABETH JOAN MALICORD** named continuity editor.

JACK KUNEY, production manager WNEW New York, appointed program director WLIB New York.

SAM ELBER, promotion and publicity director WIP Philadelphia, appointed director promotion, publicity and merchandising departments WPEN Philadelphia.

WILLIAM HOLLENBECK, director-producer of remote telecasts KGO-TV San Francisco, named senior producer.

LEN ROWCLIFFE, CFNB Fredericton, to announcing staff CKFH Toronto.

BEN FEINER, Jr., writer and associate producer at MGM, to CBS-TV Hollywood, as executive producer.

PAUL MARION, CBS *Operation Underground*, and Eleanor Brand, married.

JACK NARZ, announcer KLAC-AM-TV Hollywood, resigns to freelance. **JAY COOK** succeeds Mr. Narz.

NORMAN GEORDAN, staff announcer WFMD Frederick, Md., to announcing staff WTHI Terre Haute, Ind.

GLORIA JOYNER, continuity writer WIRE Indianapolis, resigns. **NORMA GENE MURRAY** replaces Miss Joyner temporarily.

GENE BUCKMAN, WIL St. Louis, and **JERRY HENSON**, WSIV Pekin, Ill., appointed to announcing staff WMAV Springfield, Ill.

CHAD LASSITER, promotion and production staff KNEA Jonesboro, Ark., appointed staff announcer WIBC Indianapolis. **HUGH MITCHELL**, KLRA Little Rock, Ark., succeed Mr. Mitchell at KNEA.

JACK SCANLON appointed to announcing staff WEAV Plattsburg, N. Y.

GENE KING, program manager WCOB Boston, appointed radio coordinator for United Nations in Boston.

BUD COULSON, head of publicity KFI-TV (now KHJ-TV) Los Angeles, named director of publicity for Don Lee Network. He replaces **JIM PARSONS**, who has been named to similar post with KHJ-TV.

GERALD F. CONWAY, sales promotion department Ambassador Hotel, L. A., to CBS-TV Hollywood in publicity department handling KTSL (TV) and network trade paper publicity.

BEN POLIN, director of photography CBS Hollywood, and June Harris, married August 31.

DUDE MARTIN, San Francisco TV personality, signed to exclusive three-year television contract by KTTV (TV) Los Angeles.

MAL KLEIN, film director KLAC-TV Hollywood, and Doreen North, married Sept. 7.

AL WOODBURY, composer-conductor, and **JEANNE RACE**, script girl, CBS Amos 'n' Andy radio show, married.

HAROLD GLICK, conductor and musicologist, to WFDR (FM) New York, as music consultant. **IRVING ROBINS**, musical director, appointed production manager and director of music programs.

ERNEST DE LA OSSA, personnel director NBC, named member of regional Wage Stabilization Board, New York.

JOHN CARNEY, graduate School of Radio Technique, N. Y., appointed announcer-salesman WCAP Lowell, Mass. **JOHN PARRISH**, graduate, to WKNJ Plainfield, N. J. **ELI SHAB-BOTT**, graduate, to WHNC Henderson, N. C. **BRAD SHERMAN**, graduate, to WSSV Petersburg, Va.

J. DAVID BECKETT, writer-announcer KOCO Salem, Ore., appointed continuity writer KEX Portland.

ED GALBREATH, WSIC Statesville, N. C., appointed publicity director for Crusade for Freedom in Iredell County.

News . . .

AL JOSEPH, baseball announcer WCBT Roanoke Rapids, N. C., appointed sports director.

ERNE HYND, music librarian WSB Atlanta, Ga., appointed sports director. He replaces **THAD HORTON**, now with D'Arcy Adv., St. Louis.

TED SWITZER, broadcast promotion department NBC Hollywood, to network press department, as press representative.

JOE MICHAELS, news editor WFDR (FM) New York, appointed director of news, special events, and talk programs.

WILLIAM F. MITTEN, news editor *Daily Mercury*, Medford, Mass., appointed news editor WCCM Lawrence, Mass.

NORMAN BARRY, newscaster NBC Chicago, and **IRENE MARJORIE BRADY**, secretary to **WILLIAM RAY**, news and special events manager NBC Chicago, married Aug. 31.

RICHARD E. CHEVERTON appointed news director WMT Cedar Rapids, Iowa. Mr. Chevertson was with KWPC Muscatine, Iowa, and KWCR Cedar Rapids.

Your Best Buy . . .

Is the station
Most people buy first.
In Oklahoma's No. 1 Market
That means KVOO.
Proof?
This year we are
Setting new highs in
Advertising volume,
Nationally and locally.
Consistent renewals by
10 and 15 year customers
Testify to their satisfaction.
You, too, need
OKLAHOMA'S GREATEST STATION.
See your nearest
Edward Petry & Company office today.

KVOO

Oklahoma's Greatest Station

50,000 WATTS 1170 KC NBC AFFILIATE

TULSA, OKLAHOMA

National Representatives—Edward Petry & Co., Inc.

PRICE RULING

Hard to Enforce—Mead

SUPREME COURT decision outlawing the "non-signer" clause in fair trade laws of 45 states apparently has "seriously impaired resale price maintenance" of nationally-known trade-marked electronics products, Chairman James Mead of the Federal Trade Commission stated last Monday.

He addressed the annual convention of the National Electronics Distributors Assn. in Cleveland (also see separate story). Mr. Mead said it may be difficult to devise a legal and practical plan "by which a large, interstate nationwide business can police its customers to insure their abidance" of manufacturers' suggested prices. Certain plans already have been proposed, he added.

The Supreme Court held that each electronics, appliance and other manufacturer signing a fair trade pact with one dealer would no longer be able to fix the uniform price at which his product would be sold by non-signing dealers. Many electronics products are "fair-traded," he noted.

Chairman Mead also termed small business as the "very heart beat" of America and said it must have an equal opportunity to produce and expand, with an equitable share in defense contracts.

Harold Leventhal, chief counsel, Office of Price Stabilization, explained provisions of Ceiling Price Regulation 22 which, under the Capehart formula, will enable manufacturers to add the cost of advertising, selling and other expenses to the selling price application to OPS. OPS has not yet officially placed it in operation.

Electronic distributors will continue to be governed on retail sales by CPR 7, while wholesale sales fall under CPR 29. Latter is designed as a technique whereby the wholesaler could avoid any squeeze resulting from price increases by his supplier.

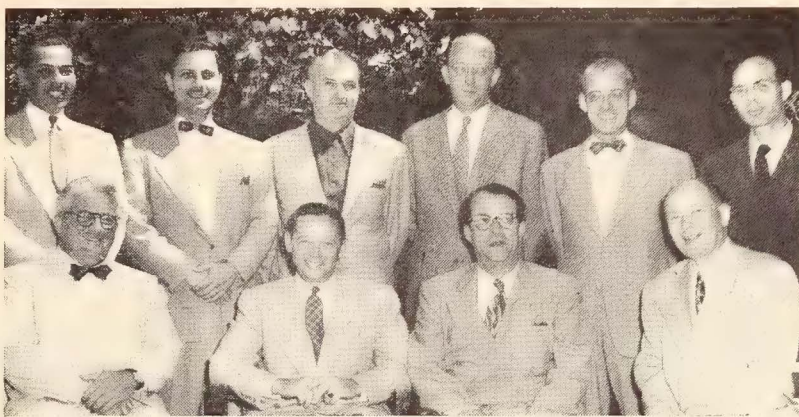
SPORTSCASTER

Jordan Begins 22d Year

CHARLIE JORDAN, vice president of the Texas State Network and KFJZ Fort Worth, will begin his 22d year of football broadcasting Sept. 21 when he airs the Texas A&M-UCLA game at Los Angeles.

Mr. Jordan has broadcast some 350 college and high school games since he began in 1929 at WRR Dallas. The first college game Mr. Jordan ever aired was the Texas-Oklahoma tilt in 1929 at Dallas' Fair Park stadium, forerunner of the Cotton Bowl.

Figuring 2½ hours' time for each game, Mr. Jordan has described play-by-play football for 875 hours and has spent an additional 1,750 hours in preparing factual information for the games. He believes this is a record in the Southwest.



AMONG those attending the semi-annual meeting of the West Virginia Assn. of Broadcasters were (seated, l to r) Robert J. Burton, BMI; Joe L. Smith Jr., WJLS Beckley, association president; Carl Haverlin, BMI president, and Glenn Dolberg, BMI; (standing, l to r) Robert Kerns, WMMN Fairmont; Frank Shaffer, WEIR Weirton; J. Patrick Beacom, WYVW Fairmont, association vice president; James T. Quirk, Philadelphia Inquirer; Lin Pattee, BMI, and Sam Carey, WRVA Richmond, Va. Meeting was Aug. 23-24 at Hotel Greenbrier, White Sulphur Springs, W. Va. [BROADCASTING • TELECASTING, Aug. 27]

Lloyd A. Good

LLOYD A. GOOD, 69, retired Philco Corp. executive and an honorary member of its board of directors, died Sept. 7 in Graduate Hospital, Philadelphia. A native of Springfield, Ohio, Mr. Good served 17 years with the Bell Telephone Co. before joining Philco. As production manager of Philco, he played an important role in the transition of the organization from a small producer of storage batteries to a large producer of radio sets. In 1940 Mr. Good was presented with a trophy in recognition of having supervised manufacture of 10 million radio sets. Surviving are his widow, and two sons, Lloyd Jr., and Alan C.

RIDGEWOOD, N. J., gathers extra \$46,000 in revenue annually through taxes on television sets. Each of 4,000 set owners in North Jersey community has \$200 assessment added to his personal property tax, and pays at rate of \$11.60 per year.

Lowell Thomas Says:

"Out of This World"*

About...

MiniTape

The ONLY miniature self-contained magnetic tape recorder... "IN THIS WORLD"

MINITAPE... credited by Mr. Lowell Thomas and Mr. Lowell Thomas, Jr., as the instrument that made possible the recording of their fabulous journey to TIBET.

MINITAPE... the first commercially available complete magnetic tape recorder operating solely from self-contained batteries. The size of a shoe box with a total weight of less than 15 pounds.

Write for Brochure

* During December and January of this year the "BEST SELLER" — "OUT OF THIS WORLD ACROSS THE HIMALAYAS TO FORBIDDEN TIBET"

by Lowell Thomas, Jr., outsold everything in its field... non-fiction and novels as well.

STANCIL-



HOFFMAN

1016 NORTH HIGHLAND AVENUE

HOLLYWOOD 38, CALIFORNIA

Economy Coverage

in

Pennsylvania's Anthracite Area

WHWL

located in the north central Anthracite area, with 1,000 watts, 730 kc.

WISL

located in the south central Anthracite area, with 1,000 watts, 1480 kc.

SRDS retail sales figures in counties covered . . .

| | |
|-----------------|---------------|
| Lackawanna .. | \$209,635,000 |
| Luzerne | 312,971,000 |
| Wyoming | 13,549,000 |
| Monroe | 35,750,000 |
| Carbon | 38,069,000 |
| Columbia | 40,072,000 |
| Montour | 7,336,000 |
| Schuylkill | 139,875,000 |
| Northumberland | 87,263,000 |
| Total | \$884,510,000 |

WHWL—1000 Watts—730 kc
WISL—1000 Watts—1480 kc

Radio Anthracite, Inc.

See

FORJOE & CO., Inc.

NEW YORK • CHICAGO • ATLANTA
LOS ANGELES • SAN FRANCISCO

For Combination Discounts

allied arts



DICK LEWIS, head, Dick Lewis Art Service, named vice president in charge of midwest sales, Telepix Corp., TV film commercial producers with headquarters in Chicago. Offices at 155 East Ohio St. Mr. Lewis retains his art service organization.

ROBERT MOORE Jr., vice president Metropolitan Artists Corp., N. Y., to George Foley & Richard Gordon Inc., TV producer, in executive capacity.

T. RODNEY SHEARER, vice president A. C. Nielsen Co., Chicago, appointed director of company's sales and service activities in East.



Mr. Shearer

UNITED TELEVISION PROGRAMS Inc. moves its New York offices to 444 Madison Ave. Telephone: PLaza 3-4620. Company's Chicago offices moves to 360 N. Michigan Ave. Telephone: CEntal 6-0041.

LEO MARTIN, head of Dept. of Radio, U. of Alabama, named director of radio-TV and theatre Div., Boston U. School of Public Relations and Communications. He succeeds **SAMUEL B. GOULD**, named assistant to University president in charge of public relations.

GEORGE FOX, president George Fox Organization, film producers, named film operations manager Desilu Productions, Inc., L. A. He will produce *I Love Lucy* series on CBS-TV.

PETER ROBECK, assistant sales manager KTTV (TV) Hollywood, named acting sales manager Consolidated Television Productions, that city. He succeeds **JOHN R. MARKEY**, who is now with David O. Selznick, film producer.

Equipment . . .

VINCENT P. GREGG, purchasing agent, Purchasing Dept., General Electric, Schenectady, appointed manager of purchasing of non-ferrous materials. **BRUCE H. BRADBEER**, buyer in Purchasing Dept., appointed manager of purchasing of ferrous materials. **HERBERT L. SCHNELL**, purchasing agent in Purchasing Dept., named manager of purchasing of factory equipment and subcontracting.

JAMES F. SCANLAN, traffic manager General Electric Supply Corp., named sales manager of television, radio and traffic appliances.

JAMES GREER appointed sales training manager Motorola Inc., Chicago. Mr. Greer will direct all sales activities for company's distributor salesmen and for retailers.

PAUL A. HILTON, controller and operations manager, New York branch, Crosley Distributing Corp., appointed assistant manager of branch.

EDWARD HUBER, sales staff National Union Radio Corp., Orange, N. J., appointed district sales manager for New Jersey territory. He will make his headquarters in New Market, N. J.

COLEMAN LONDON appointed manager of electronics service Westinghouse Electric Corp., Baltimore.

ALLIED RADIO Corp., Chicago, announces publication of its new 1952 catalog. Coverage of radio, television and industrial electronics is carried in 212-page catalog.

CALIFONE Corp., Hollywood, Calif., announces new 1952 line of transcription players, ranging from light portable to powerful single unit sound system. Further details may be obtained by writing company.

MARK SIMPSON Mfg. Co., N. Y., announces formation of **MASCO ELECTRONIC SALES Corp.** New company will handle sale of equipment manufactured by parent company.

BARBER-COLMAN Co., Rockford, Ill. (air distributors), has released pamphlet, F-4712, on air distribution in TV studios. Pamphlet shows actual installations and describes wide variety of air distribution equipment in studios. Free copy of booklet may be obtained by writing company at Rockford.

EUGENE CARDUNER, **WILLIAM CARDUNER** and **WILLIAM LICHTER** have formed Carduner-Lichter Co., manufacturers' representative firm. Offices are located at 164 Duane St., New York.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces new improved wide band video amplifier, model V-2, designed for use as oscilloscope deflection amplifier for measurement and viewing of pulses of extremely short duration and rise time.

CHURCH AWARDS

Maine Stations Cited

THREE stations of the Maine Broadcasting System were recipients of awards bestowed by the Broadcasting and Film Commission of the National Council of Churches of Christ in the U. S. The Maine Council of Churches also was cited. Awards were announced by Rev. Charles Schmitz, director of the commission's education branch.

The Maine council won the special events classification honor for its "Letter to Bill" on the weekly *Church School of the Air*. Series has been aired over WCSH Portland, WRDO Augusta and WLBZ Bangor since November 1944. Citation lauded the stations and the council for "presentation in a religious light of the significance of Memorial Day, good listener appeal and high radio quality."

FOLSOM NAMED

To N.Y. Advisory Post

FRANK M. FOLSOM, RCA president, was sworn in Tuesday as honorary Deputy Commissioner of Commerce of the city of New York. The oath was administered at department headquarters by Comr. Walter T. Shirley.

Mr. Folsom, with other leaders in commerce and industry, will serve in an advisory capacity to the board, whose purpose, Comr. Shirley said, "is to make available . . . the outstanding talents of distinguished leaders of business and industry who will help us in our efforts to further the trade and increase the commerce of the city."

Director of numerous corporations and foundations, Mr. Folsom served for nearly two years during the war as chief of the procurement branch of the Navy Dept. He received the Medal of Merit from President Truman and the Distinguished Civilian Service Award, highest honor granted civilians by the Navy.

DIRECTIONAL ANTENNAS

RCA Test Unit

A 100-ft. circular concrete apron, resembling a huge sundial and located at Medford, N. J., is part of the new \$25,000 test facilities being used to determine the vertical directivity pattern of broadcast antennas by the broadcast design



Shown above are portions of the apron, the steel frame and several of the dollies.

group of the RCA Engineering Products Div.

A steel frame rotates on dollies and permits movement of antenna elements in horizontal position, which is said to be the only reliable means of checking gain characteristics of a broadcast antenna. The center dolly revolves through a 360-degree arc around a vertical shaft in the center of the apron. The steel frame, which holds antennas under test, is built in sections and can be extended up to 140 feet in length.

CCBA Meeting

SALES IDEAS for small stations will highlight the first annual meeting of the Central Canada Broadcasters Assn. at the Royal York Hotel, Toronto, Sept. 24-25. Ralph Snelgrove, CKBB Barrie, president of CCBA, will preside. The agenda also will include reports from Canadian Assn. of Broadcasters executives, BMI Canada Ltd. and Canadian Advertising Research Foundation. Successful operation ideas from small stations in Canada and the U. S. will be presented.

GERMAN RADIO

Hope for Freedom Continuing

HOPE for the development of free radio in Germany as a bulwark against the revival of Nazism apparently springs eternal in the hearts of its democratic people as an alternative to state control.

This conviction is evidenced in an exchange of correspondence between two German radio officials on the merits of free radio. The pros and cons were revealed to the German affairs desk of the State Dept. The principals were Rudolf Sholtz of the Bavarian Radio, and Dr. Hans Bredow, chairman

Feature of Week

(Continued from page 18)

WAVE-AM-TV asked the four candidates for governor their views on gambling. Two of these candidates later appeared on the first of a series of television panels against gambling.

In one of these panels, chairmen of citizens' committees in Kenton and Campbell Counties told State Police Comr. Guthrie Crowe their belief gambling would reopen as soon as the Senate hearings and the primaries were finished.

Police Comr. Crowe and Governor Wetherby said the situation as local and state police could not intervene because local officials had not asked for help. The story on this panel was bannered by the Kentucky edition of the Cincinnati Times-Star.

Latest of the telecasts was presented Aug. 25 and again featured the chairmen of the Kenton-Campbell citizens' committees. Both asserted gambling had reopened in the area on a limited basis but apparently with the knowledge and consent of local officials.

They stated gambling casinos were operating in county areas and sixth class cities where the governor did not need to be invited by local authorities in order to send state police.

Call for Action

They publicly called on the governor to investigate what they called the failure of local sheriffs to enforce gambling laws.

After two days to organize the raids, state troopers closed in on the two night clubs. Other night clubs in the area promptly closed down when Governor Wetherby and Police Comr. Crowe announced they would send state police into any area where local officials permitted gambling to operate, even if it meant declaring an emergency in order to meet legal requirements governing use of state police.

Asked what brought about his decision to use state troopers, Governor Wetherby said to WAVE-TV:

When I heard on your television program and read in the papers that gambling had reopened, I figured the time had come to act. And when those two civic group chairmen on our telecast asked me to investigate, I regarded that as an invitation to lead in the troopers.

★
of the Radio Frankfurt Administrative Council.

Last April, in an address before the Munich Academy of Political Science, Herr Sholtz declared that "even at the end of the '20s, the process of subjecting German radio to strict control by the state had already begun, depriving the stations of freedom and contributing to the rise of Nazism."

Dr. Bredow branded the remarks as "superficial" and "not in accordance with the facts."

In reply Herr Sholtz traced the history of early German radio, with the government owning the majority of stock. Agents were appointed by the Political Supervisory Committee and Cultural Board which censored programs. The Reichpost, he added, held the pursestrings on money for the stations and even owned all technical apparatus.

"Radio stations could exercise no influence on the transmission of their broadcasts and had to accept in silence any and all international agreements," Herr Sholtz asserted. He added:

We who produced the programs know how strictly radio in those days was held in tutelage, not to say deprived of rights altogether. . . . In radio at that time there were no news desks, no political editors, no critical commentaries, no discussions of public problems. Aside from one or two censored talks, which we called the "official skimmed milk," there was no political information.

Radio contributed nothing—absolutely nothing—toward the political maturity of the people, which was so necessary if the people's resistance to totalitarian propaganda was to be kept alive. In its structure at that time it could do nothing, precisely because it was under guardianship, because it was kept in leading strings by the state. . . . Radio did an enormous service to the enemies of democracy. . . . And if today it is again to be placed under state supervision or fed "the official skimmed milk" in any other manner, perhaps it will incur the same guilt once again.

Purchase KWSL

SALE of KWSL Lake Charles, La., by Alonso Stanford Dudley to the owners of WBOK New Orleans has been announced. Price is \$45,000 and transfer in subject to FCC approval. New owners are Jules J. Paglin, Stanley W. Ray Jr., both 42.5% stockholders; Tom Gresham, 8%; Edward J. Prendergast, 5%; Roy Rhodes, 1.6%. Messrs. Paglin and Ray are 50% owners of WBOK. Mr. Gresham is commercial manager, Mr. Rhodes, program manager of KWSL. Mr. Prendergast is assistant manager of WBOK. Mr. Ray will be executive director of both stations. Messrs. Gresham and Rhodes will be co-managers of 250-w KWSL (on 1400 kc), which is affiliated with both Mutual and Liberty networks.



Advertisement

From where I sit by Joe Marsh

Our Bank Says "Help Yourself"

People around here seem to need lots of small change these days—what with candy, gum, cigarette and soft drink machines . . . pay phones . . . and those penny sales taxes.

Used to put quite a strain on our bank. Changing money took up a lot of time. Then the Chief Teller, Happy Wilson, read about another bank using a "help yourself" change system. The directors decided to see if it would work here.

They set out some big shallow bowls full of nickels, dimes and pennies with a sign saying "MAKE YOUR OWN CHANGE." Works fine, too. At the end of the day the totals are never more than a couple of cents under—or over—the right amount.

From where I sit, folks everywhere are pretty much alike, although they may seem different. Farmers and city folks, Republicans and Democrats, those who enjoy a glass of beer occasionally and those who prefer something else—we all usually try to live up to the trust others have in us.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

WLAV

Grand Rapids, Mich.

PROGRAM

CHARACTER

PROVIDES

CHARACTER

ADVERTISING



Dorothy Franke

WLAV's Radio Neighbor

Dorothy intimately meets with West Michigan's housewives on her daily program. They know her . . . she knows them. Her audience knows and buys her sponsor's product.

LET JOHN E. PEARSON
HELP SELECT YOUR
POSITIONS NOW.

WLAV

AM

FM

ABC

for

Michigan's Second Market

RECRUITING

Radio Shows Criticized

RADIO programming of the Defense Dept. — particularly the Army's identification with MBS' *The Shadow*—fell under the scrutiny of an economy-minded Senate last week.

The issue arose in connection with debate on a proposal to limit funds for military public information activities to \$10,950,000 for the current fiscal year. The sum was recommended by the Senate Appropriations Committee in a move to curtail field information office activities of the Army, Navy and Air Force.

Sen. George D. Aiken (R-Vt.) inquired whether the funds covered radio programs aired for the "entertainment of the armed services." Sen. Joseph O'Mahoney (D-Wyo.) explained certain programs are arranged through Washington defense headquarters and would not be affected. The cut, he added, would apply to "radio services in the field," but also includes \$1,200,000 for the department's Office of Public Information.

The budget estimate for 1951-52 calls for \$15,622,903. The House allowed \$12,300,000 and the Senate committee further pared it to \$10 million-plus.

"I wonder whether the armed services are putting on too many radio programs. None of them seem to have any connection with military tactics," Sen. Aiken observed. At this point the Senator revealed that he used to be an avid listener of *The Shadow*, which had carried recruiting announcements.

"Much to my amazement, one day I started to listen to (it) and I found that the former sponsor had given it up, and that the armed services had taken it over," he explained, adding, "I have not listened lately to see whether that has continued."

Sen. O'Mahoney said materials before him listed *Time for Defense*, the *Air Force Hour* on radio and TV, and *Defense Report*—but no *Shadow*.

He asked: "Did I correctly understand the Senator from Vermont to say that he likes *The Shadow*?"

Sen. Aiken shot back: "I like *The Shadow* better when it is not paid for by the taxpayer . . . Some of the programs are getting a little out of the taxpayers' range . . ."

NABET Election

NATIONAL Assn. of Broadcast Engineers and Technicians (CIO) last week won the right to bargain collectively for engineers and production employees at WNBC-AM-TV Binghamton, N. Y. In an NLRB election NABET got 20 votes out of 32 cast. A total of 34 employees is involved. On Aug. 16 NABET won an election at WKOP Binghamton, forming a bargaining unit of engineers, announcers, newscasters and salesmen.



FROM the kitchen to the executive's chair is the capsule story of Franklin Tookey, general manager, WOWO Fort Wayne. Mr. Tookey was a foil for Jane Weston on the WOWO *Modern Home Forum* in 1941, helping to organize the program and serving as announcer (top photo). He moved on to become program manager of KDKA Pittsburgh and KYW Philadelphia before returning to WOWO as general manager. After years of "seasoning," Mr. Tookey is interviewed by (lower photo) Miss Weston on the still-popular forum show.

RECORDING SERVICE

Is Begun by KEX

NEW department known as KEX Recording Sales began operation at KEX Portland as of Sept. 1, according to J. B. Conley, KEX general manager. LaVerle Teed, with John Keating Studios, Portland, since 1942, has been named sales representative of the new commercial recording service.

All station facilities, including studios, engineers and producers, are coordinated into the service.

IMN EXPANDS

Adds 12 New Affiliates

ADDITION of 12 new affiliates for the regional Intermountain Network and plans for continued expansion were announced last week by President George C. Hatch at network headquarters in Salt Lake City.

The new additions bring the total of Intermountain affiliates to 39 and will enable the network to cover "the huge upland area between the Rockies and the Sierras, all the way from the Canadian to the Mexican borders," Mr. Hatch stated. Wider regional coverage of news and sports, including Rocky Mountain football conference games, is planned.

New affiliates are:

KFEL Denver, KCSJ Pueblo, KOKO La Junta, all Colo.; KSET El Paso, Tex.; KRTN Raton, KFUN Las Vegas, KVER Albuquerque, KTNM Tucuman, KICA Clovis, KGFL Roswell, KSVP Artesia and KOBE Las Cruces, all N. M. Previous 27 affiliates comprised stations in Utah, Idaho, Wyoming, Montana and Nevada.

According to estimates furnished by Lynn L. Meyer, vice president in charge of sales, the network will serve a population of 3,985,588 under current expansion. U. S. Bureau of the Census shows 1,017,750 radio homes compared to 50,000 TV sets in the coverage area. Total retail sales were \$3,955,000 in 1950, according to census data.

WGBR POWER INCREASE

Goes From 250w to 1 kw

WGBR Goldsboro, N. C., boosted its power from 250 w to 1 kw last Tuesday. Vassie G. Balkcum is general manager.

Scheduled to be added to local salutes were tributes from WPTI WRAL Raleigh, WELS Kinston, WIAM Williamston, WRRF Washington and WMFD Wilmington, all in North Carolina.

WNYC New York recently announced preliminary plans for its Second Annual Art Festival scheduled for week of Oct. 14, when it will carry over 5 air time hours devoted to American art and artists.

A NEW TIME FOR

FEATURE FOODS

(SEE FRONT COVER)



Clear Channel Home of the National Barn Dance

EX-DR. I. Q.

Returns to Air as Minister

THE REV. James W. McClain, radio's Dr. I. Q. from 1940-1946 who gave up a large income as an NBC star to enter the ministry, returned to the air Sept. 9.

He is to be heard Sunday 4 p.m. for 52 weeks over the 19-station Texas State Network in a 15 minute program, *Philosophy in the News*. The program originates at WRR Dallas, a TSN affiliate.

As an Episcopal minister, Rev. McClain's main concern is serving God. He thinks that radio will help him reach that objective. In his present calling, Rev. McClain reportedly earns in a year what he formerly made each week when NBC carried his *Dr. I. Q.* program over 132 stations.

'VOICE' CHANGE

Now Emphasizes Values

ANSWERING criticism over its program content, the Voice of America has switched emphasis of its overseas broadcasts from American luxuries to the qualities which have made a strong nation.

This change in tune was reported last Monday by Thurman L. Bernard, general manager of the State Dept.'s information and educational exchange program. Mr. Bernard cited "jealousy and anger" among certain Europeans over reports of American living standards. Congress also has been sharply critical.

The Voice, Mr. Bernard reported, is now stressing values of character, spiritual qualities, ideals and cultural life among U. S. citizens rather than possession of automobiles, refrigerators and radio-TV sets.

SB&W ADDS

Two Jones' Accounts

THE NEWLY formed agency, Scheideler, Beck & Werner, New York, with an approximate \$6 million billing to start, has been teamed by two more accounts effective Sept. 30. These are the McIlhenney Co. (Tabasco) and Wesson Oil and Snowdrift Sales Co. (MFB Quick-blend and Tavol), both formerly handled by Duane Jones Co.

Other accounts already announced are Manhattan Soap Co. (Sweetheart toilet soap), Blue-white Flakes and Blue Barrel laundry soap; the food division of G. F. Heublein & Bro. Inc., Hartford, for A-1 sauce and A-1 mustard; the razor blade and firearms divisions of the Marlin Firearms Co., New Haven, Conn.

GRID SCRIPTS

Standard's Weekly Service

A COMPLETE weekly football program script is being released to all subscriber stations of Standard Program Library service by Standard Radio Transcription Services Inc., starting today.

Air-mailed each Monday, the script is for use as a 15-minute program preceding local games carried on the station, according to Gerald King, president of Standard.

Roughly following the various football conferences, Standard has divided the country into five districts in its distribution of the scripts, Milt Blink, Standard's vice-president in Chicago, pointed out.

"Stations in each section of the country will receive scripts with particular emphasis on the football news of the locale," he said. "In this way we plan to make these shows of even greater interest to the local station and its audience."

Standard Program Library includes transcribed music of over 60 colleges and universities which will be used in this series. Standard is considering the continuation of the series into winter basketball season, it was said.

CAB BOARD

Plans Free Radio Drive

DECISIONS on a campaign by Canadian Assn. of Broadcasters for an independent regulatory body for Canadian broadcasting and freedom of information now denied by unenforced regulations of Canadian Broadcasting Corp., were made at a meeting of CAB directors at the Mount Royal Hotel, Montreal, Sept. 12-13.

A report was given to the directors by CAB board chairman Malcolm Neill, CFNB Fredericton, and Jim Allard, CAB general manager, on attitudes and viewpoints of CAB member stations and especially of French-language stations. Under discussion also was the request of Western Assn. of Broadcasters at Banff on Sept. 1, asking CAB to press for discontinuance of annual listener receiver license [BROADCASTING • TELECASTING, Sept. 10] and resolution of Windsor (Ont.) Chamber of Commerce recently that no TV receiver license should be levied where there is no Canadian TV transmitter, as in the case of Windsor.

CBC Board Meet

FINANCIAL PROBLEMS of Canadian stations will be heard at the 77th meeting of the board of governors of Canadian Broadcasting Corp. at Radio-Canada Bldg., Montreal, Sept. 27-29. Share transfers of a number of stations, recapitalization of CJAT Trail, B. C., CHEX Peterborough and CKWS Kingston, are on the agenda. License transfers are being requested by CKFI Fort Frances, Ont., and CFDA Victoriaville, Que.

RCA TUBES

The standard of comparison



Two Veterans

RCA-5820 and RCA-5826 image orthicons . . . for outside and studio use, respectively . . . are seasoned veterans. Both tubes feature the same spectral response—approaching that of the eye . . . exceptionally high sensitivity . . . and better than 500-line resolution capability.

Your RCA Tube Distributor is an old campaigner, too, who grew up with the field. He talks your language . . . understands your problems . . . and is anxious to give you the best possible service on all of your tube requirements. You can count on his co-operation . . . and he's as close as the phone on your desk.



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

NARTB Dist. 2

(Continued from page 44)

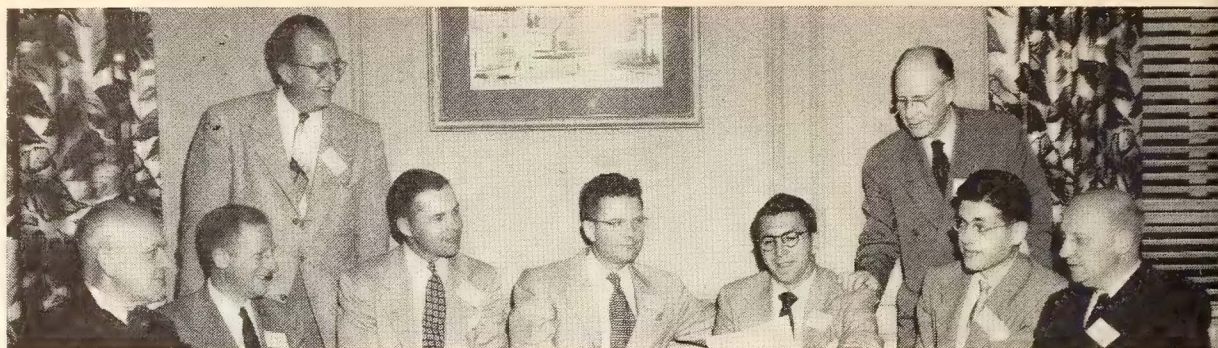
never in the history of advertising killed any other medium. Certainly TV, powerful as it is, is not going to put radio out of business."

First problem confronting time-buyers in purchasing TV, according to Mr. Reuschle, is time clearance, whether network or spot. This TV seller's market "is not good for television as a medium and it raises cain with the buyer's digestion," he said. "Network orders have been cancelled and agencies have lost valuable clients due to unsatisfactory station clearance."

"Not until several years after the 'freeze' will a buyer be able to really pick and choose stations and time to suit his client's best needs. In the meantime, competition for time is keen and not always negotiated for according to the rules."

Second problem concerning TV timebuyers is centered around ascending rates for both time and talent, according to Mr. Reuschle. He said the declining cost-per-thousand for TV, from 94 cents in fall of 1949 to 48 cents in spring of 1951, has been reversed and latest figure is 51 cents. A large percentage of set sales, he continued, are based on trade-ins for larger screens.

Third problem of the buyer is lack of uniform station policies, he



UP-STATE ATTENDEES at NARTB District meeting (seated, l to r): Kolin Hager, WEAV Plattsburg; Walter Valerius, WELM Elmira; Andrew Jarema, WKOP Binghamton; Harold Cassill, WOSC Oswego; Simon R. Gold-

man, WJTN Jamestown; Stephen Ryder, WENE Endicott; Karl B. Hoffman, WGR Buffalo. Standing: Ralf Welpott, WGY Schenectady; George Bissell, WEAV Plattsburg. Meeting was held last Monday-Tuesday in Syracuse.

said. He referred to failure of some stations to respect network option time; double, triple and quadruple spotting, and clearance of time.

Mr. Reuschle cited several TV success stories: Westinghouse sold 872 \$70 fans, \$60,000 worth, on a Studio One commercial in Chicago; American Safety Razor Corp. bought TV in the fall of 1950 with sales in the doldrums and in less than two months the factory was working full speed and unable to meet the demand; Clark's Teaberry gum sales went up 46.2% in TV markets after a spot TV campaign in 13 medium-sized markets, with no sales increase in non-TV markets; Hood-Goodrich promoted canvas shoes for children on TV, with five out

of six dealers saying youngsters insisted on the TV brand; Beverwyck Beer and Irish Cream Ale, sponsoring wrestling, a show in Schenectady, pulled 102,775 contest entries in a 13-week period.

Registration at the Syracuse meeting included:

W. R. Alford Jr., WSYR Syracuse; Addison Amor, Lang-Worth Feature Programs, New York; Robert E. Anderson, WMSA Massena; A. N. Bender, WHAM Rochester; George W. Bingham, WKIP Poughkeepsie; George F. Bissell, WEAV Plattsburg; Frances H. Brinkley, WENE Binghamton; Robert J. Burton, BMI, New York; Matthew E. Carney Jr., WELM Elmira; W. W. Carter Jr., WTRY Troy; John Casey, SESAC, New York; Harold W. Cassill, WOSC Oswego; Larry Cervone, Gates Radio Co., New York; Joseph K. Close, WKNY Kingston; Edward Codel, The Katz Agency, New York; Ken Cowan, BROADCASTING • TELECASTING, New York; R. P. Doherty, NARTB, Washington; Nat V. Donato, C. P. MacGregor, New York; William Fay, WHAM Rochester; Harold E. Fellows, NARTB, Washington; George Field, RCA Thesaurus, New York; Robert W. Gifford, WFCB Dunkirk; Harry L. Goldman, WROW Albany; Simon Goldman, WJTN Jamestown; Kolin Hager, WEAV Plattsburg; Arvid Hamrin, Standard Rate & Data Service, New York; Michael R. Hanna, WVCU Ithaca; Jack Hardesty, NARTB, Washington; Ralph Hardy, NARTB, Washington; Lee Hart, BAB, New York; James W. Higgins, WWNW Watertown; Karl B. Hoffman, WGR Buffalo; F. L. Keesee, WMBO Auburn; Earl R. Kelly, WWNW Watertown; Frank W. Kelly, WBBN Buffalo; James J. Kelly, WFBL Syracuse; Jan King, WEAV Plattsburg; John D. Langlois, Lang-Worth Feature Programs, New York; Nathaniel Marshall, General Precision Laboratory Pleasantville; Cecil D. Mastin, WBNF Binghamton; Carl Mattison, WWSC Glens Falls; Thomas R. McHugh, WMSA Massena; W. H. Moon, BMI Canada; Robert B. Morgan, WMBO Auburn; Win Needles, World Broadcasting System, New York; Sol Paul, BROADCASTING • TELECASTING, New York; Robert M. Peebles, WKNY Kingston; L. L. Rogers, WBNF Binghamton; W. V. Rothrum, WSYR Syracuse; Stephen W. Ryder, WENE Endicott; Joel H. Scheier, WIRY Plattsburg; Alois A. Schmidt, WFCB Dunkirk; Alex Sherwood, Standard Program Library, New York; Kenneth Sparnon, BMI New York; Elliott Stewart, WIBX Utica; Robert Stone, SESAC, New York; Walter Valerius, WELM Elmira; Charles A. Wall, BMI, New York; R. W. Welpott, WGY Schenectady; Samuel Woodworth, WFBL Syracuse; Albert G. Zink, WRGB Schenectady.

KOWL BUSINESS

Negro, Spanish Spots Up

NATIONAL advertisers are growing more interested in specialized programs aimed at specific groups, according to Art Croghan, owner of KOWL Los Angeles. He attributed this increase in national accounts to a general rise in the number of specialized stations along with recognition of their merit and impact on audiences and sales figures.

KOWL emphasizes Negro and Spanish programs, aiming at the combined 750,000 population of those two groups in the Los Angeles area. Mr. Croghan said that among advertisers buying in Spanish on KOWL were Old Gold Cigarettes, Carnation Milk, Speery Flour, MJB Coffee, Eastside Beer, Maier Brew 102, Gallo Wine and Dr. Pepper. On Joe Adams' Negro disc-jockey show, advertisers include Old Golds, White King Soap, Manischewitz Wine, Royal Crown Hair Dressing and others.

FCC EMPLOYEES

Archibald, Johnson

FCC LOST two employees last week through death. Roland M. Archibald, 52, of the Chief Engineer's office, died of a heart attack following his return from a month-long vacation. Frances C. Johnson, 44, was burned to death in a fire at her apartment. She was employed in the personnel division of the FCC.

Mr. Archibald joined FCC during World War II as supervisor of the FCC's Radio Intelligence Division at San Juan, P. R. He was monitoring officer in the Gulf States area, Field Engineering & Monitoring Service, stationed at Kingsville, Tex., before going to Washington headquarters in 1945.

NY Radio Courses

TWO courses in international broadcasting and television will be conducted by Arno G. Huth at the New School for Social Research this fall. Specialists in radio and television, representing the United Nations, American networks and principal international broadcasting services will participate as guest speakers.

Good Morning... you bet!



March, April, May, 1951

Hooper in Chattanooga

| Monday thru Friday | Station | Station | WDEF | Station | Station |
|--------------------|---------|---------|------|---------|---------|
| | B | C | | D | 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

Bronco Ride Taped

A tape-recording of a 10-second bucking bronco ride was played for listeners of KVSO Ardmore, Okla. The recording was made by a bronco-rider who managed to hold a microphone in one hand while grasping a grass-rope rein in the other. Tape was played back as part of a 30-minute description of an upcoming fair. Incidentally, the bronco's name was "1240," which happens — just happens — to be KVSO's frequency.

DAY AT RACES

WPTR Host to Ad Execs

FOURTH and last "mass migration" of New York ad executives spent a "day at the races" with executives of WPTR Albany fortnight ago at the Saratoga Race Track.

Among those in the part from New York were Jerry Lyons and Joe Weed of Weed & Co.; Dan Potter and Charlie Wiengert, of Benton & Bowles; Frank Kemp and Marty Hanson, of Compton Adv.; Dick Bean, of Pedlar & Ryan; Frank Silvernail, of BBDO; Jim Luce, of J. Walter Thompson; Helen Wilber, of Doherty, Clifford & Shenfield, and Pat Harknett, of J. M. Mathes.

White to Speak

FRANK WHITE, MBS president, has been selected to keynote the fall convention of the Alabama Broadcasters Assn. to be held at the U. of Alabama Oct. 12-13. As principal speaker, he will address ABA on "New Concepts of Radio Programming and Selling."

PLANS for covering the visit of Princess Elizabeth and the Duke of Edinburgh to Canada and Washington from October 2 to November 5 are now nearing completion by CBC. Two travelling teams of from eight to ten persons are being assigned to give fulltime coverage of tour. Broadcasts will be made for both Trans-Canada and Dominion networks, as well as the CBC French network, and all major events will be covered by CBC International Service.

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

ECONOMIC THREAT

NETWORK infiltration into the national spot field is threatening the entire system of broadcasting and radio's basic economic structure.

This charge was leveled at the networks last Wednesday by Murray Grabhorn, managing director, National Assn. of Radio and Television Station Representatives.

Mr. Grabhorn spoke before Boston Radio Executives Club at Boston's Hotel Touraine. Presiding was Edmund J. Shea, club president, and media director of James Thomas Chirurg Co.

Mr. Grabhorn declared that last year "the total revenue for times sales to networks amounted to about \$121 million. Of this they paid their affiliates approximately 30% or roughly \$36 million.

"National spot advertisers, on the other hand, spent nearly as much, about \$120 million, and the stations retained about 70% of the total or roughly \$84 million."

Trading a network's 30-cent dollars for national spot's 70-cent dollars places in serious jeopardy a large portion of the revenue of the network's affiliates as well as that of a thousand other independent stations, Mr. Grabhorn warned.

Recourse for Revenue

Independents are vitally affected, he pointed out, because they have but two sources to draw upon from their 100% dollar revenue—local and national spot, where as affiliates also have network revenue.

The basic pattern of American broadcasting since its inception, Mr. Grabhorn added, entitles the station operator to expect revenue from these sources, which must be kept in balance if proper income is to be maintained.

Commenting on trade press reports that his association is "mad" because the station representative's commission is by-passed, he remarked, "Peculiar arithmetic has been advanced in some cases to attempt to prove that the station actually netted just as much from the tandem plan, or the pyramid plan, or whatever flag it sails under, as if they received the same business on a national spot basis.

Doubts Networks Losing

"If such arithmetic were uniformly accurate for all stations," Mr. Grabhorn observed, "the network would be doing no more than breaking even on the whole deal at best, and more likely, losing money. That premise stretches my credulity of network altruism to a very, very fine line."

Station representatives do have a vital interest in the problem, he said, because "their job—for which the stations pay them a commission—is to secure as much national spot business for their represented stations as possible."

Since these stations represent all networks, the representative would have to make individual protests to each network and would be a single voice crying in the wilderness, Mr. Grabhorn declared.

It would be equally impractical,

Grabhorn Hits Networks

he added, for a single station or small groups to protest to their networks because they are not organized. Collectively, Mr. Grabhorn pointed out, association members represent 525 AM stations and 71 TV stations.

ABC NAMES COE

As Network News Director

WITH the promotion of John T. Maddigan to director of news and special events for the ABC television division [BROADCASTING • TELECASTING, Sept. 10], Donald B. Coe, director of special events for ABC radio network, was named to succeed Mr. Maddigan as director of news for the radio network of ABC.

Mr. Coe has been with ABC since 1944 as a fulltime war correspondent. Before that he was with United Press in Albany in 1935, and appointed to the UP foreign staff in 1942. Early this year, he was appointed to the post of director of special events for ABC.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

REGULAR WEEK AUGUST 5-11, 1951 NIELSEN-RATING*

| Current Rank | Programs | Current Rating Homes % |
|---|-------------------------------|------------------------|
| EVENING, ONCE-A-WEEK (Average for All Programs) (4.0) | | |
| 1 | Dragnet (NBC) | 7.0 |
| 2 | Big Story (NBC) | 6.6 |
| 3 | Romance (CBS) | 6.3 |
| 4 | Mr. District Attorney (ABC) | 6.2 |
| 5 | Godfrey's Talent Scouts (CBS) | 5.9 |
| 6 | Walter Winchell (ABC) | 5.7 |
| 7 | Pursuit (CBS) | 5.7 |
| 8 | Big Town (NBC) | 5.7 |
| 9 | Mr. and Mrs. North (CBS) | 5.6 |
| 10 | The Bickersons (NBC) | 5.6 |

| | | |
|--|-------------------------|-----|
| EVENING, MULTI-WEEKLY (Average for All Programs) (2.3) | | |
| 1 | One Man's Family (NBC) | 4.6 |
| 2 | News of the World (NBC) | 4.0 |
| 3 | Lone Ranger (ABC) | 4.0 |

| | | |
|--|----------------------------------|-----|
| DAY, SUNDAY (Average For All Programs) (1.7) | | |
| 1 | True Detective Mysteries (MBS) | 3.7 |
| 2 | Martin Kane, Private Eye (NBC) | 3.3 |
| 3 | Old Fashioned Revival Hour (ABC) | 2.7 |

| | | |
|--|-----------------------------|-----|
| DAY, SATURDAY (Average For All Programs) (3.9) | | |
| 1 | Armstrong Theater (CBS) | 6.3 |
| 2 | Grand Central Station (CBS) | 5.5 |
| 3 | Alias Jane Doe (CBS) | 5.4 |

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright by A. C. Nielsen Co.

KLX

LEADS ALL

OAKLAND-

SAN FRANCISCO

INDEPENDENT

Radio Stations

9 OUT OF

12

Hooper

Periods!

Hooper Share of Audience,
May-June, 1951, Oakland

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by
BURN-SMITH, INC.

Open Mike

(Continued from page 16)

development of Union College, has been editorializing and campaigning over WSNY for good government, a clean-up of local crime conditions and investigation of undue political influence for some time. Then the lid blew off. . . .

Here's a challenge to radio. Our hometown community radio stations can make news, make history, and make the most fascinating radio listening of our generation by merely "operating in the public interest."

How? It's not difficult. No community is free from the taint and suspicion of crime and its close association with some politicians. You, we in radio, should blast it wide open and then continue to be the guardians of clean, effective government. . . .

You can do it with one good man who is free of political ties and who has the intelligence and guts to do the job.

Winslow Leighton
Pres. & Gen. Mgr.
WSNY Schenectady, N. Y.

In the Army Now

EDITOR:

We are presently in the process of setting up a radio section in our Public Information Office, and as we are starting from scratch we

have a limited amount of necessary material to operate with.

Much to our delight, we discovered a copy of one of BROADCASTING • TELECASTING's yearly radio station maps. However, it was a few years old and quite dusty. Neither do we have any kind of a current list of AM and FM radio stations in the U. S.

Would you be so kind as to let us know how we can obtain a copy of the current map and YEARBOOK for our use here? . . .

Everett A. Day, SFC
Public Information Office
Fort Lewis, Wash.

[EDITOR'S NOTE: A current map and a YEARBOOK have been drafted and should report for duty at Fort Lewis within a week.] * * *

California Pioneers

EDITOR:

I certainly join with you in your editorial sentiments of the Aug. 27 issue, praising the initiative of the Detroit and Tulsa broadcasters in getting together to promote radio cooperatively.

As you know, our Southern California Broadcasters Assn. pioneered this type of joint effort several years ago, even to the extent of hiring a full-time managing director. Later this month, we are expanding our local promotion of the medium to the national spot field by sending Bob McAndrews, the gentlemen referred to, to carry a basic presentation on Southern

California Radio to time buyers in four key eastern cities.

All of us broadcasters out here join with you and Bill Ryan of BAB in hoping that the germ of regional joint promotion will infect more and more additional areas.

W. J. Beaton
General Manager
KWKW-AM-FM Pasadena

Don't Throw That Shoe

EDITOR:

Have you any information on "Be Kind to Announcers Week"?

M. Hawkins
Chicago

[EDITOR'S NOTE: Announcers we know don't crave kindness—just money.] * * *

Right Baby, Wrong Pop

EDITOR:

Read the latest edition of BROADCASTING [and] an OPEN MIKE Editor's Note which credits World Broadcasting System with the origination of the phrase, "Wherever you go, there's radio." This is incorrect.

This phrase was originated by Art Gloster, CKLW, of the United Detroit Radio Committee, July, 1951 . . . was adopted by United Detroit Radio Committee as official slogan Aug. 13 . . . The United Detroit Radio Committee does not have the phrase copyrighted. It is open to use by anyone in the radio industry who cares to take advantage of it. . . .

Leo Gutman requested permission to use the phrase in World publicity and promotion. . . .

Hal Neal
WXYZ Detroit
Chairman
United Detroit Radio
Committee

FOOD DEALERS

WSAI Entertains Wives

WHEN you want to cement public relations with convention hosts, it's a good idea to play up to the little woman as well. WSAI Cincinnati has found it pays off in good will.

The station staged a fashion show in its studios for the wives of food retailers attending the Kentucky State Convention. The program was part of an effort to cooperate with the Northern Kentucky Independent Food Dealers Assn., convention hosts, in planning its entertainment program.

The fashion commentary was delivered by Peg Sherwood, star of the WSAI New Will Lenay Show. Refreshments were served by the station's advertisers and the studio was turned over to the visiting women for their own meeting. Fashions were supplied by McAlpin's department store and models by the Patricia Stevens School of Modeling.

WEMP STOCK

WTCN Buys 45% Interest

IN A CORPORATE reorganization 49.5% interest in WEMP Milwaukee has been sold for \$148,500 to WTCN Minneapolis and Andrew Spheeris, Milwaukee theatre owner.

Control of WEMP remains in the hands of present owners, including ex-Sen. Robert M. La Follette and Glenn D. Roberts.

Two classes of stock are set up by the reorganization. The present owners acquire all the Class A holding, representing 50.5% interest. The Class B stock is acquired by the new owners, WTCN receiving a 45% interest in WEMP and Mr. Spheeris acquiring 4.5% interest. Class A stockholders will elect six directors, Class B three directors.

Since the reorganization involves no change in control, WEMP has asked FCC to approve the transaction without requiring the submission of a transfer application.

WEMP is an applicant for TV in Milwaukee. In the event it gets a TV grant, all stockholders agree to double their investment. If additional money is needed, WTCN has agreed to supply it—up to \$200,000 according to unofficial reports.

Went Through Hearings

WEMP operates with 250 w on 1340 kc. It went through the Milwaukee TV hearing in July and August 1948 when there were four applicants for the then three available channels. Upon the withdrawal of one applicant, the remainder petitioned FCC for immediate grants. But, before the Commission acted on the petition, the TV freeze was imposed.

WTCN is owned by Mid-Continent Radio-Television Inc., which also operates WTCN-FM and WTCN-TV. It is owned 50% by the St. Paul Dispatch and Pioneer-Press (Ridder Publications Inc.) and 50% by the Minnesota Tribune Co. The Ridder family owns KSDN Aberdeen, S. D.; KILQ Grand Forks, N. D.; WDSM Duluth-Superior. The Ridders also publish the New York Journal of Commerce, New York Staats-Zeitung and Herold, Duluth Herald and News-Tribune, Aberdeen (S.D.) American and News, Grand Forks (N.D.) Herald, and have a minority interest in the Seattle Times.

Mr. Spheeris owns the Towne Theatre in Milwaukee among other houses and recently won a treble-damage suit under the anti-trust laws against certain major producers.

REACHES
93,217
RADIO
FAMILIES

WEEK
POUGHKEEPSIE

REPRESENTED BY DEVNEY

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.



Basic NBC Affiliate
5000 W—1420 Kc
Col. B. J. Palmer, president
Ernest C. Sanders, manager

National Representatives
Free & Peters, Inc.