

BROADCASTING TELECASTING

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Starts on page 77

21ST
in Newsweek
Radio and
Television
year

MORE FOR LESS

Advertising dollars have to do double duty these days. And that's why more and more national advertisers are turning to W-I-T-H in Baltimore. Because on W-I-T-H, advertisers get MORE for LESS!

You get MORE listeners-per-dollar—*far* more!—than from any other radio or TV station in town. You get this huge, responsive audience at amazingly low cost. For profitable results, W-I-T-H is the real bargain buy in Baltimore.

Just call your Headley-Reed man. He'll give you all the facts.

The results station **WITH**
Baltimore, Md.

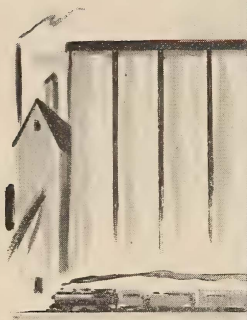
PROFITABLE PROGRAMMING
for YOU

Al Tiffany—Agricultural Specialist—conductor of FARM WORLD TODAY



11 30
AM

11 55
AM



A SPECIALIZED PROGRAM FOR A SELECTIVE MARKET...

FARM WORLD TODAY!

... Presenting all the basic, up-to-date information needed in the business of agriculture, to one of the greatest farm radio audiences in the Midwest.

FARM WORLD TODAY, broadcast Monday through Saturday, 11:30-11:55 A.M., is an example of WLS specialized programming for a large and important selective market—those people, men and women, whose basic economy is dependent upon agriculture. Conducted by Al Tiffany, WLS Agricultural Specialist, FARM WORLD TODAY boasts one of the greatest farm radio audiences in the Midwest. They listen for information essential to the business of agriculture...

- New Crop Possibilities!
- Forecast of important crop and livestock potentials!
- Labor saving devices—weather—markets!
- Local, National and International news affecting agriculture!
- Projects of leading agricultural organizations—including farm women groups!

... all important to all members of Midwest farm families because of the growing significance of possible war economy; heightened interest in market reports; ever present concern over weather conditions, and the need to keep abreast of the very latest agricultural developments.

From your point of view, FARM WORLD TODAY offers tremendous commercial possibilities. Sold on an economical participation basis, this program's inherent prestige yields quicker acceptance and firmer belief in each sales message—begetting instant buyer action.

Through years of service to the vast agricultural industry, by such programs as FARM WORLD TODAY, WLS has emerged as the undisputed agricultural leader in the Midwest—the result of planned programming and service by the largest informed agricultural staff in radio.

Your Blair man has complete details on WLS agricultural leadership.



F. C. Bissell, Market Specialist, presents latest market information on FARM WORLD TODAY

The WLS rural market is big and important, with 1,738,370 radio families whose economy is so greatly dependent upon agriculture.

This market consists of:

11.5% of the nation's cash farm income

8.1% of the nation's farms

9.1% of the nation's cattle

15.6% of the nation's hogs

9.4% of the nation's poultry



CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

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

Question: how far does...

\$ 34 or \$ 68

a week go on

WSAR

Fall River, Mass.



Answer:*

For \$34.00 a week—5 one-minute announcements—each with a guaranteed rating of 6.0 in Fall River and 2.0 in New Bedford.

Total Rating points—Fall River 30.0

Total Rating points—New Bedford 10.0

* Based upon a 52 week basis

Answer:**

For \$68.00 a week—10 one minute announcements—each with a guaranteed rating of 6.0 in Fall River and 2.0 in New Bedford.

Total Rating points—Fall River 60.0

Total Rating points—New Bedford 20.0

** Based upon a 20 week basis—lower yet if bought on a 52 week basis

WSAR is the only FALL RIVER-NEW BEDFORD station which delivers large audiences in both cities

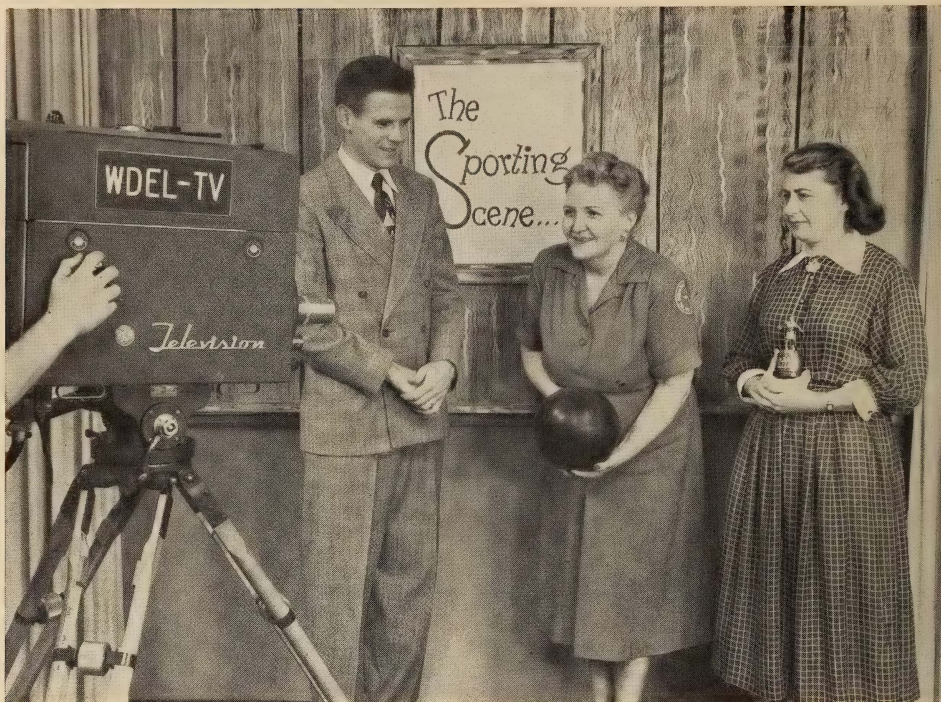
5000W

1480Kc

WSAR

FALL RIVER, MASS.

National Representatives HEADLEY-REED COMPANY



Mrs. Jean Dale (center), Secretary, Wilmington Women's Bowling Association, and Miss Margaret Bader (right), highest single game bowler for women in the State of Delaware, discuss bowling techniques with George Frick who conducts "The Sporting Scene" on WDEL-TV.

"The Sporting Scene"

... is on WDEL-TV each night at 6:45 conducted by George Frick. The program is broad and versatile in content. Typical of these programs is the one shown above when women bowlers demonstrated bowling techniques. Another feature has been a series of golf instructions conducted by a local professional. Football coaches have been called upon to give diagrammatic instruction in plays and new rules thus increasing the average sports fan's enjoyment and understanding of the game. Young hopefuls have received professional instruction through baseball clinics. With many such activities on "The Sporting Scene," WDEL-TV serves its listeners by planning these programs so they are not merely reportorial but useful, informative and constructive. This program for sports fans is one of many public service features telecast for WDEL-TV viewers in the many communities it serves.

WDEL-TV

WILMINGTON, DELAWARE



Represented by

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



at deadline

CLOSED CIRCUIT

SHORTLY TO BE announced will be sales of WCOP Boston by Cowles interests (*Des Moines Register Tribune, Minneapolis Star Journal, Look, Quick, KRNT, WNAJ*) to T. V. Baker Jr. and A. G. Beaman, owners of WKDA Nashville. Amount \$150,000. Transaction being negotiated through brokerage firm of Howard Stark, New York. Cowles originally acquired station in 1944 for \$225,000.

CBS RADIO station relations and top brass burning midnight oil evolving sales structure which will permit network to "remain competitive" with NBC by virtue of that network's revolutionary basic economic plan [*B.T.*, Oct. 8, also see pages 23, 54]. It's expected CBS Radio plan, probably due before Dec. 1, will, like NBC's, eliminate "must" network buys and permit advertisers to pick and choose markets, taking into account TV. CBS Radio plan also expected to have dollar floor (NBC's is 75% of rate card.)

ALTHOUGH IT hasn't been mentioned in news reports, new Democratic Committee Chairman Frank E. McKinney and FCC Chairman Wayne Coy are close personal friends, dating back to "barefoot" days in their native Indiana. Mr. McKinney owns interests in four Indiana stations (see page 28).

CHANGES COMING UP in ABC West Coast operations. Bill Phillipson, attorney who's been working in ABC television department, slated to become West Coast head pending completion of ABC merger with United Paramount Theatres. Phil Hoffman, general manager KOB-AM-TV Albuquerque, to become manager of ABC's KECA-TV Los Angeles. Donn Tatum continues as ABC's TV head on Coast. ABC President Robert E. Kintner was to fly coastward over weekend.

QUAKER OATS, in move to promote rural markets rather than urban, is moving part of budget from television to radio. Firm will drop half-hour TV show Sundays on NBC-TV but will put its Gabby Hayes program (Martin Stone package) on radio, Sundays, 6-6:30 p.m. on MBS replacing *Challenge of the Yukon*. Quaker will continue to sponsor Hayes five times a week, 5:15-5:30 p.m. on NBC-TV.

ROBERT ELDER, research expert and inventor of Audimeter, formerly with Lever Bros., now consultant in Boston, to confer this week with All-Industry Affiliates Committee on best avenues of approach to research demonstrating radio's sales punch and position in media field. Meeting of full committee, under Paul W. Morency of WTIC Hartford, to be held in New York starting Wednesday noon and continuing through Thursday. Subject of future meetings with representatives of Assn. of National Advertisers also on 1½ day agenda.

CHANGES IN TOP executives of Canadian Broadcasting Corp. will be announced soon (Continued on page 6)

BROADCASTING • Telecasting

RADIO LISTENING UP IN HOMES WITH TV

RADIO LISTENING in TV homes, in proportion to listening in homes equipped with radio only, showed gain during the past year, according to index released by A. C. Nielsen Co. late last week. Listening in both groups showed normal increase during the winter months, it was pointed out, followed by expected seasonal drop with arrival of warm-weather months. In connection with total number of homes reached, it was explained that the 7.4 percent in column A represents 945,000—or about one million—radio-listening families.

Following table released by Nielsen research firm presents figures for an average minute during period 7-11 p.m., Monday through Friday:

Quarterly Period	A TV Homes Using Radio	B AM-Only Homes Using Radio	C Percent of A to B
Oct.-Dec., '50	8.2%	34.4%	23.8%
Jan.-Mar., '51	9.8	36.9	26.6
Apr.-June, '51	7.4	28.8	25.7
July-Sept., '51	6.8	21.7	31.3

Radiation Law Advisory Group Accepted

APPOINTMENT of voluntary broadcast advisory committee to cooperate with FCC in enforcing new Radiation law (S-537) accepted in principle Friday by White House in meeting with Broadcast Advisory Council. Judge Justin Miller, NARTE board chairman, is council chairman.

BAC members met with Joseph Short, President Truman's press-radio secretary, at Mr. Short's invitation, to review draft of proposed Executive Order covering enforcement of law, which amends Communications Act to provide authority to use or close down broadcast stations and nonbroadcast devices in case of emergency or disaster. [*B.T.*, Oct. 29]. Officials of other government agencies attended Friday session.

Number of changes will be written into Executive Order, with probability its issuance will be delayed until late this week. Text had been approved in principle by government agencies affected but had not yet cleared Attorney General.

Technical change proposed in order would provide that rules and regulations covering shutdown and use of stations be approved by entire FCC though possibly enforced by one administrator.

At close of meeting it was agreed any further changes in draft of order would be submitted by broadcasters to Judge Miller for submission to Jack Corrie, chairman, National Security Resources Board.

President delegates to FCC power to prepare engineering plans for station operation during attack or threat of attack. These would require approval of Secretary of Defense and NSRB.

Mr. Short said FCC and military have been working long time on radiation problem but

BUSINESS BRIEFLY

BLOCK DRAMA ● Block Drug (tooth-paste), to sponsor *Dick Tracy* half-hour TV show on WABD (TV) New York and KSTP-TV St. Paul starting mid-December, aiming at juvenile audience. Agency, Cecil & Presbrey, N. Y.

GILLETTE CLASSIC ● Gillette Safety Razor Co. to sponsor broadcast of Army-Navy football game Sat., Dec. 1, on MBS, which has carried game since 1946. Broadcast starts at 1:15 p.m. from Philadelphia. NBC-TV to carry TV version. Agency, Maxon Inc., N. Y.

AUTO SERIES ● Kaiser-Frazer Dealers sponsoring TV mystery with Betty Furness Sun., 7:30-8 p.m. on ABC-TV, Nov. 4 through Dec. 2; shifts to *Adventures of Ellery Queen* starting Dec. 9. Agency, William H. Weintraub & Co., N. Y.

KELLOGG ACQUIRES ● Kellogg Co., Battle Creek, Mich., has bought Pacific Coast plant of (Continued on page 114)

sought legislation to clear up possible legal difficulties.

Government still working on plans for control of TV stations in emergencies.

Proposed order contains paragraph specifying that stations must be kept on air as much as possible and returned to operation at earliest feasible moment after shutdowns. Mr. Short made plain the government wants maximum operation of broadcast stations, but at same time doesn't want to provide enemy with homing signals. He said broadcasters in general appeared satisfied with proposed order.

Separate section provides that Secretary of Defense does planning for government station operation.

Attending White House meeting for broadcasters were, besides Judge Miller, Ralph W. Hardy, Thad Brown, Vincent Waslewski, Neal McNaughten, Abiah Church, Robert K. Richards, Oscar Elder, all of NARTE; Fred W. Albertson, attorney; Leon Brooks, CBS; Ben Chaffield, WMAZ Macon, Ga.; Ted Koop, CBS, and Bill Ray, all for National Assn. of Radio News Directors; Gustav Margraf, Frank M. Russell, NBC; Paul O'Brien, attorney; Ward Quall, Clear Channel Broadcasting Service; William Roberts, attorney; Percy Russell, attorney; G. Richard Shafter, WIS Columbia, S. C.; John P. Southmayd, attorney; Earl M. Johnson, MBS; Karl Hoffman, WGR Buffalo; Robert H. Hinckley, ABC; William A. Fay, WHAM Rochester; George Sutton, attorney; S. A. Cisler, WKYW Louisville; Marcus Cohn, attorney; William Dempsey, attorney; Frank Falkner, CBS; Howard Lane, Field Enterprises; William B. Lodge, Howard Meighan, CBS; Joseph McDonald, ABC; Gilmore N. Nunn, WLAP Lexington, Ky.; Stephen Tuhy, attorney; J. L. Van Volkenburg, CBS; Mortimer C. Watters, WCOP-TV Cincinnati; Charles Wayland, attorney; Ed Wheeler, Radio-Television Mfrs. Assn.; Martin H. Wilner, attorney; Chris Witting, DuMont; Kenneth Gapen, Dept. of Agriculture; Hugh B. Terry, KLZ Denver; Clair R. McCollough, WGAL Lancaster, Pa.; Arthur B. Church, KMBC Kansas City; Philip G. Loucks, attorney; Arthur Mosby, KGVO Missoula, Mont.

for more AT DEADLINE turn page



at deadline

Closed Circuit

(Continued from page 5)

CBS RADIO, OWNED STATIONS TAKE COVERAGE SERVICE

CBS RADIO and CBS-Owned radio stations Friday subscribed to audience measurement and coverage study to be conducted in spring of 1952 by Standard Audit & Measurement Services Inc. whose president, Dr. Kenneth H. Baker, was former research director of NARTB. Although CBS Radio was first network to subscribe, Dr. Baker said he had commitments from more than 300 stations.

At time he announced new project, Dr. Baker set deadline for initial subscriptions as of last weekend, but Friday he said he had extended this date to Dec. 1, at CBS Radio's request. Study which his firm will conduct will be along lines of circulation measurement done by now defunct BMB.

SPORTS PROMOTION GROUP APPOINTED BY RTMA

STEPS to promote local radio distributor activities on behalf of sports events will be worked out at first meeting of 19-man group named by Radio-Television Mfrs. Assn. Meeting will be held during Nov. 14-16 RTMA industry conference at Stevens Hotel, Chicago.

New group will operate as subcommittee of RTMA Sports Broadcasting Committee, according to J. B. Elliott, RCA Victor, chairman of committee. Series of 22 suggestions for RTMA member activities on behalf of sports has been sent out by committee. Manufacturers urged to include ideas to boost attendance at sports events in connection with national advertising copy. Local distributor groups being set up to aid local broadcasters, college athletic directors, sports promoters and others.

Members of new sports subcommittee are Dan D. Halpin, RCA Victor, chairman; Stanley M. Abrams, Emerson Radio & Phonograph Corp.; A. A. Brandt, General Electric Co.; Emerson Dikeman, Capehart-Farnsworth Corp.; William L. Dunn, Belmont Radio Corp.; Clifford J. Hunt, Stromberg-Carlson Co.; W. H. Kelley, Motorola Inc.; W. A. Mara, Bendix Radio; E. G. May, Sentinel Radio Corp.; J. K. McDonough, Sylvania Electric Products Inc.; R. J. McNeely, Hoffman Radio Corp.; John M. Otter, Philco Corp.; Stewart Roberts, Magnavox Co.; R. J. Sherwood, Hallicrafters Co.; R. P. Spellman, Arvin Industries; Walter L. Stickel, Allen B. DuMont Labs.; E. L. Taylor, Stewart-Warner Electric Division; L. C. Truesdell, Zenith Radio Corp.; J. F. Walsh, Westinghouse Electric Corp.

BAB COMMITTEE TO MEET

NOMINATING Committee of Broadcast Advertising Bureau under John Patt, of Richards stations, slated to meet in New York today (Monday) to nominate officers including board chairman. Edgar Kobak, consultant and station owner, who currently holds chairmanship, made clear when he accepted office he would serve only until bureau operations started to get off ground. He feels that stage now has been reached. BAB presidency, held by William B. Ryan, not involved in nominations.

In this Issue—

NBC uncovers some of the economics in its new economics plan. Story on Page 23 and full description of new network rate formula on Page 54.

Radio-TV get a thorough exploration by American Assn. of Advertising Agencies at eastern meeting in New York. Page 23.

There's money in public relations, but broadcasters haven't learned yet how to exploit this field. Page 25.

Wayne Coy says radio and television had better clean up their own programming, or Congress will do it for them. Page 27.

Lawyers are shooting at what they say are holes in the NARTB television code. Page 30.

Radio networks are not only "eating their own young but devouring themselves in the process." Murray Grabhorn, speaking for station representatives, takes a big swing at current network practices. Page 24.

There are all kinds of crime on the air. See *In Review*. Page 28.

What's the timetable on the lifting of the FCC freeze and construction of new TV stations? An up-to-the-minute forecast and situation report. Page 79.

FCC may relax its five-TV-stations-to-a-customer rule. Page 85.

A morning radio show makes friends and sells goods for a St. Paul department store. Read "The Rooster that Laid the Golden Egg." Page 26.

Ford Foundation workshop announces UN television series. Page 29.

Its color plans may have been knocked a-glimmering, but CBS-Columbia still wants more critical materials to build black-and-white sets. Page 32.

Texas broadcasters demand Sen. Benton withdraw his bill to establish government-sponsored radio-TV advisory board. Page 98.

Good Housekeeping surveys the effect of TV on other family habits. Page 85.

Civil Defense Authorities plan expanded use of theatre TV to teach local CD workers. Page 30.

Frieda B. Henneck will stick with the FCC. Page 29.

Upcoming

Nov. 5: BMI Program Clinic, Hotel Northern, Billings, Mont.

Nov. 7: BMI Program Clinic, Alonzo Ward Hotel, Aberdeen, S. D.

Nov. 9: Hearing for objections to petition for reorganization of LeBlanc Corp. (Hadaacol), U. S. Court (Southern New York District), Foley Square, New York City.

Nov. 9: BMI Program Clinic, Radisson Hotel, Minneapolis, Minn.

Nov. 10: BMI Canada Ltd., Program Clinic, Royal Alexandra Hotel, Winnipeg.

(Other Upcomings, page 32)

due to continued ill-health of CBC General Manager Dr. Augustin Frigon, who has held post since 1936. He was member of 1928-29 Royal Commission which recommended nationalized broadcasting set-up with privately owned local outlets as now operating in Canada.

HAL HOUGH, program director of Fort In Industry Co.'s WJBK-AM-FM-TV Detroit, slated to join ABC's WJZ-TV New York as program director about mid-November.

FCC SHORTLY will emerge with new lineup on multiple ownership of stations. There's prospect that FCC will retain present limitation of five VHF TV stations in hands of single entity, but that it might add two to three UHF licenses to spur development in new TV spectrum (see story page 85). Under existing rules also, FM multiple ownership is limited to six but that figure expected to be raised to seven which also may be fixed for AM stations. AM now has had no formal limit. Provisions also to be made for calculation of minority holdings in each class of station so that partial ownership (less than control) will not be regarded as entire unit in any station class.

COMPLETION of final arrangements for Mutual-MGM tie-up, with MGM Radio Attractions furnishing MBS with six hours of "star entertainment" weekly (B•T, Sept. 24), expected any day. Target date for new programming still Nov. 19.

INDICATING FCC determination to move posthaste on TV allocations after freeze is thawed is current proposal that no hearing once set, for contested cities, will be postponed unless they are overwhelming reasons. Also being considered is proposal for no appeal from examiners to Commission as whole on postponements.

FOR FIRST TIME in several years Snow Crop Frozen Foods, N. Y., returning to radio. Spot campaign starts Nov. 12 in six markets through Maxon Inc., N. Y. Firm continues to sponsor part of Saturday *Your Show of Shows* on NBC-TV.

EYEBROWS lifted last week with receipt of complaint on newspaper ownership in TV. Complainant, who also sent his epistle to President Truman, was Herbert Levy, Esq., Baltimore attorney and minority stockholder in WAAM (TV). Competitive TV stations in market, WMAR (TV) and WBAL-TV, are owned by *Baltimore Sunpapers* and *Baltimore News Post*, respectively.

REPORTS that Congressional Joint Recording Facility, operated by Robert Coar, ready to turn out TV film shorts for home consumption via Congressional financing regarded premature. Fact is Congress hasn't appropriated single cent—money will come from radio "reserve earnings." Facility, with help of Senate-House clerks, double-timing efforts for TV equipment delivery before Congress returns Jan. 8 in election year.

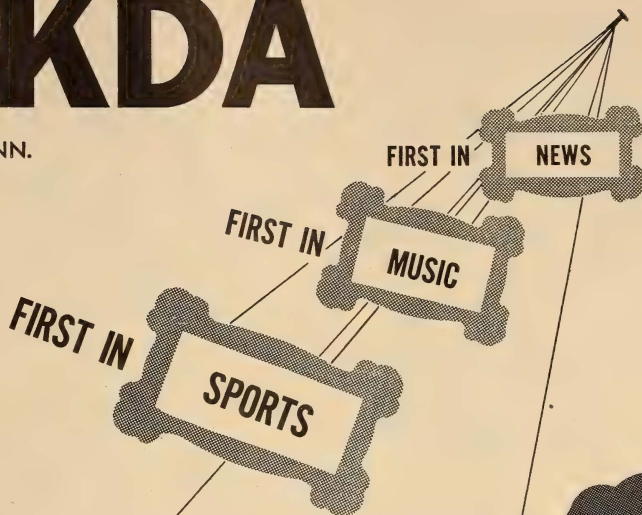
KJBS TO H-R REPS

KJBS SAN FRANCISCO has appointed H-R Reps., N. Y., as exclusive representative in national field, effective Jan. 1.

for more AT DEADLINE see page 114

WKDA

NASHVILLE TENN.



HOOPER *RADIO* AUDIENCE INDEX

CITY: NASHVILLE, TENN.

CITY ZONE

MONTH: AUGUST, 1951

SHARE OF *RADIO* AUDIENCE

TIME	RADIO SETS IN USE	STATION WKDA	STATION A	STATION B	STATION C	STATION D	STATION E	OTHER AM & FM
MON. THRU FRI. 8:00 A.M.-12:00 NOON	16.3	23.2	24.7	12.9	1.9	18.8	17.6	0.8
MON. THRU FRI. 12:00 NOON-6:00 P.M.	15.0	21.6	23.9	14.0	3.9	7.7	26.4	2.6
SUNDAY 12:00 NOON-6:00 P.M.	18.8	45.7	7.0	16.1	5.0	11.6	13.2	1.4
SUN. THRU SAT. EVE. 6:00 P.M.-11:00 P.M.	15.7	36.1	18.6	11.1		8.5	24.6	1.0

TOM BAKER, GENERAL MANAGER

THE BOLLING COMPANY

NATIONAL REPRESENTATIVES

they say it's a
television age, BUT...

WIBC Indiana's first
and only 50 KW
radio station

has increased its share
of nighttime audiences

36.8%

No doubt about it, television has grown rapidly here in Indiana. But WIBC's share of nighttime audiences has done a heap of growing, too!

WIBC's share of this "A-time" audience shows a gain of 36.8% over the comparable period in 1950, according to the latest Hooper (Feb.-April, 1951).

By contrast, all other Indianapolis radio stations showed a drop in percentage of the nighttime audience of the Hoosier capital.

So, before you buy time or television in Indiana, investigate the solid evening lineup of good listening on WIBC... the only Indianapolis radio station that gives you an out-of-state "bonus" coverage.

Ask your JOHN BLAIR man for particulars on these excellent nighttime availabilities.

WIBC 1070 KC

The Friendly Voice of Indiana

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana
John Blair & Company, National Representatives

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

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Bruce Robertson, Senior Associate Editor.

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

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

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

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

* Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription rates \$7.00 for 52 weekly issues; BROADCASTING or TELECASTING Yearbook \$2.00 each additional if ordered with subscription. Add \$1.00 per year for Canadian and foreign postage. Single copy 35¢.

GO YANKEE

GO HOME-TOWN WITH THE YANKEE HOME TOWN FOOD SHOW

Yankee Home Town Food Show

with

Ruth Mugglebee

Woman's Editor

Boston Record-American
and Sunday Advertiser
and

Bill Hahn

Yankee Radio

and TV Personality

Monday thru Friday

1:15 — 1:45 P.M.

With Yankee Home Town Stations, you're assured of *local impact* — *local acceptance* — with a saturating coverage spreading over the entire city and suburban trading area!

Take, for example, the Yankee Home Town Food Show, a participating program of *proven effectiveness*! National advertisers are using this program *regularly* — are finding local impact plus local acceptance a hard-hitting, hard-selling team! . . .

Plus a merchandising plan exclusive and distinctive in New England.

Go Yankee! Go Home-Town — with the
Yankee Home Town Food Show!

Among the advertisers using Yankee Home Town Food Show regularly are:

AMAZO

LOG CABIN SYRUP
SWEECO

LA CHOY PRODUCTS
GERBER'S POPCORN
LOUIS L. LIBBY

Precooked Frosted
Seafoods

HABITANT SOUPS
AM. SOAP-FILLED PADS

WHEATENA
BOTANY YARNS

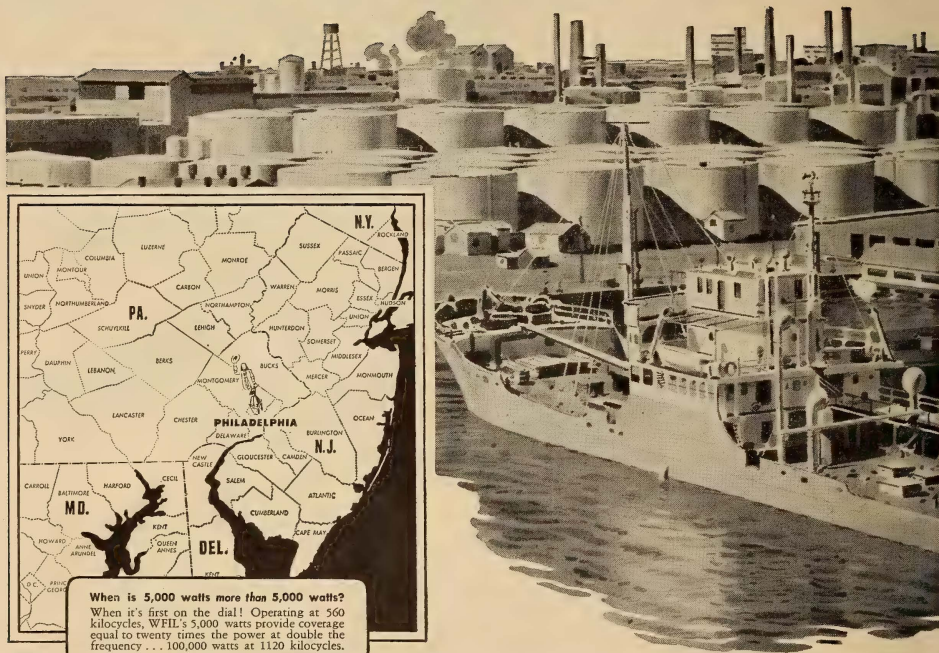
MODENE
GLENWOOD RANGES

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

You'll "Strike Oil" in CHESTER WFIL-



When is 5,000 watts more than 5,000 watts?
When it's first on the dial! Operating at 560
kilocycles, WFIL's 5,000 watts provide coverage
equal to twenty times the power at double the
frequency... 100,000 watts at 1120 kilocycles.



R.L. BURKE, Shipbuilder—He heads Sun Shipbuilding and Drydock Co., one of 80 Chester industries which pay \$27,000,000 in annual wages.



MYER PRESSMAN, Clothier—Apparel is a \$12,000,000 business for 99 Chester clothing stores like Murray's. He tunes regularly to WFIL.



ELSIE C. Q. JONES, Housewife—Hers is one of 19,000 Chester homes where radio is standard equipment, where WFIL can sell your product.



DR. PHILIP GERBER, Optometrist—He knows prosperous folks care for their health. Chester's \$1,557 per capita income is far above normal.

... and Riches in ALL of Philadelphia

... America's 3rd Market

Get Ahead in Chester...

"What Chester Makes Makes Chester," says Pennsylvania's oldest town. Today, for all America, Chester makes ships, textiles, paper, steel, refined oil and a hundred other products. What does this make Chester? A high income city, with better than 55 per cent owner-occupied homes... a thriving market town of 65,000 with retail sales of \$82 million, family income 30 per cent above national average. And in Chester, more people listen regularly to WFIL than to any other station, says BMB. Make Chester yours. Schedule WFIL.

...Lead in All 14 Counties

Chester is just one city but it represents the quality of the entire 14-County Philadelphia Retail Trading Area... where WFIL's signal penetration is strongest. Here, in the nation's third largest market, are 4,400,000 people... \$6 billion in purchasing power. Here, two out of three families are consistent WFIL listeners. And WFIL takes you into a vast bonus zone, far beyond the 14 counties. Total coverage: an area with 6,800,000 people, more than \$9 billion in buying power. To capture this market, schedule WFIL.



CHARLES J. NOLAN, Contractor—
Chester's still a-building, Mr. Nolan
can testify. New industry, new
homes... new customers for you.

HERMAN S. FELDMAN, Wholesaler
—Manager of the Chester Whole-
sale Grocery Co., he helps supply
353 city grocers. He is a WFIL fan.

WFIL
560 kc.
**The Philadelphia
Inquirer Station**

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY




Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glascock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC 

5,000 Watts • 980 KC

Represented by NBC SPOT SALES



feature of the week

PULLING power of radio was demonstrated fortnight ago by KOWH Omaha with a treasure hunt that drew 10,000 prize-seekers—and, not incidentally, an unexpected arrest for General Manager Todd Storz.

The station asked participants to write in for stickers in advance of the contest and to fasten them to the back of their cars. KOWH offered prizes of \$50, \$100 and \$250 for lucky finders.

The contest got underway Oct. 21 at 2 p.m. and continued for three hours, with the treasures hidden at various spots in Omaha. Clues were aired from a KOWH mobile unit and a loud speaker also was set up in each treasure hunt area. The contest was divided into three parts.

The turnout was so great that, despite employment of extra policemen, cars were caught in a huge traffic jam in downtown Omaha. Extra police were dispatched to break up the jam at the Douglas St. bridge bordering the Nebraska and Iowa sides and at other intersections.

In attempting to clear up the snarl, one officer directed Mr. Storz to leave the caravan. When the KOWH general manager declined to "cooperate," he was hustled off to police headquarters.

Mr. Storz was released on a \$10



TWO winners of KOWH Treasure Hunt—Mr. and Mrs. Jack Sanchez (c)—give listeners their reactions while Gaylord Avery (l), program director, and Announcer Jim O'Neill look on.

bond and asked to reappear. He forfeited the bond, however, and presumably charged it up to experience—and promotion.

Sums of money were planted in the Playland Park in Council Bluffs (on the roller coaster beams), in a tree at Omaha's Riverview Park and beneath some sod at the KOWH transmitter at 60th and Redman in the city.

Despite his arrest, Mr. Storz was not bitter. "I think that the fact that well over 10,000 turned out for this event speaks well for the pulling power of radio general," he declared.



strictly business



M. ANTHONY MATTES

ASK Tony Mattes what his hobby is and he answers without hesitation: "Advertising."

As advertising manager for

Standard Oil Co. of California he is in an enviable position to pursue his hobby and make a living at it, too.

Under his direction is one of the largest advertising accounts in the West. The exact amount of the company's advertising budget is confidential. But in addition to being one of the largest, it also is one of the most varied, being split many ways to support campaigns in numerous media and regions.

One of the largest items of the budget, about 22%, goes to radio. It supports more than 125 hours per week on a string of stations covering the oil company's market area from the Mexican border to Nome, embracing seven western states, Alaska and Hawaii. Next year, when the company enters television on a permanent basis (Standard tested the new medium in 1947 by sponsoring Los Angeles baseball games) an additional

(Continued on page 72)

*"to have
and to
hold..."*

and maybe we could continue the parallel with "from this day forward." Once they're wooed and won as a W L A V client, they live with us happily ever after.

The truest testimony to the power of radio and W L A V is the following partial list of long-time clients:

11 YEARS

Boston Store
Mich. Gas Co.
Holsum Bread

9 YEARS

Economy Shoes
Fox Brewing Co.
Sears Roebuck
Texas Company

10 YEARS

Bennett Fuel
Burkholder
Chevrolet
Fox Jewelers
Herrud Packing
Wurzburg

8 YEARS

Central
Reformed Church
Children's
Bible Hour
General Mills
Goebel Brewing
Hickok Oil Co.

*"from this day
forward..."*

once on **WLAV**,
always on **WLAV**,

WLAV

Grand Rapids, Mich.

AM-FM

ABC for

Michigan's Second Market

It's impossible...



...as impossible as covering California's Bonanza Beeline with outside radio



Swallow the Bonanza Beeline and you really swallow something; all of inland California plus western Nevada—an area larger than Pennsylvania and Michigan combined . . . with more people than Los Angeles . . . more buying power than Detroit . . . higher total retail sales than Philadelphia.*

But don't expect to do the trick with outside radio stations — even far-reaching San Francisco and Los Angeles stations. The inland Beeline is an independent market where people prefer their own strong stations. Remember, too, that so far TV is no selling factor in this area.

Be sure, then, that you use on-the-spot radio stations—the five BEE-LINE stations. With all five, you digest the whole market. With each one, you cover a major Beeline trading area. For example . . .

KWG STOCKTON

Serves 69,000 radio families in its 2-county radius. Has a BMB home-city total weekly audience of 69% daytime, 67% at night. (And Stockton, according to Sales Management's recent survey, is the nation's No. 1 test city in its population class!)

*Sales Management's 1951 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK

Sacramento (ABC)
50,000 watts 1530 kc. 5000 watts, day; 1000 watts, night
680 kc.

KOH

Reno (NBC)
1000 watts 1410 kc.

KERN

Bakersfield (CBS)
1000 watts 1410 kc.

KWG

Stockton (ABC)
250 watts 1230 kc.

KMJ

Fresno (NBC)
5000 watts 580 kc.

Nosegays

EDITOR:

When it first became apparent that we were headed for sponsorship of a network television show I believed it expedient to subscribe to all the publications in the television field.

You will be interested to know that I have now narrowed my reading to your publication alone. It is my belief that BROADCASTING • TELECASTING gives me the information I need. Your editorial excellence is unmatched in the field of magazines devoted to this great business of television and radio.

Dick Sierk
Adv. & Sales Prom. Mgr.
Ironrite Inc.
Mount Clements, Mich.

EDITOR'S NOTE: Ironrite sponsors "Hollywood Screen Test," Monday 7:30-8 p.m. on ABC-TV. * * *

EDITOR:

I congratulate [you] on the article which appeared in BROAD-

open mike



CASTING • TELECASTING for Oct. 8. It was entitled "Radio: Our Prodigal Son." . . .

The only thing wrong with your carrying of this article was that you didn't feature it in four colors.

Please accept my congratulations and, if you wish, convey them to Mr. [Tom] Hotchkiss [manager of Viking Network and author of the article] for this practical exposition on what is wrong with radio.

J. B. Maurer,
Sales Manager,
WHK Cleveland
* * *

Busy Signal

EDITOR:

I tried to get Stan Pulver last

Monday, when the issue came out, to tell him that I recognized his picture in the house ad that you ran on the YEARBOOK.

Mr. Pulver told me that his telephone was tied up all Monday with calls coming in from persons who were doing the same thing. It proves that BROADCASTING • TELECASTING must be read.

Sylvan Taplinger
Kenyon & Eckhardt
New York

EDITOR'S NOTE: It also proves that Mr. Pulver's face is famous. The former Dancer-Fitzgerald-Sample executive who last week became director of radio and TV media for Lever Bros. was not identified in the ad.]

Forced Draft

EDITOR:

. . . I was interested in the story on page 62 of the Oct. 15 issue that WIRO [Iron City, Ohio] had made a construction record in its recent building program.

I thought you might be interested to know that when I started WMRN [Marion, Ohio] in 1940 we broke ground Nov. 19 with a horse-drawn dragline for the start of the excavating and we were on the air Dec. 23 at 2 p.m. I might say that I would never try it again, because I practically ran around with a whip in my hand forcing the bricklayers to lay bricks a little faster and the carpenters to add that extra nail. . . .

Robert T. Mason
Pres. & Gen. Mgr.
WMRN Marion, Ohio
* * *

In Chicago,
it's WGN . . . 5 to 1!

In October, 1951, an advertiser wrote:

"From time to time, we have used all the basic network stations in Chicago. WGN has consistently outpulled these stations, at a ratio of better than five to one."



WGN...Your Basic Buy

... reaching more homes per week than any other Chicago station

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Geo. P. Hollingsberry Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street

Lost and Found

EDITOR:

Your 1951 "Map of Broadcasting" is one of the most valuable sources of information around our shop. You are to be congratulated on another job well done.

We certainly have occasion to refer to it and to date have discovered only one omission—WMLT the Mutual station in Dublin, Ga. I thought you might want to make note of this for future reference.

Robert A. O'Connor
Manager of Station
Information
MBS, New York

EDITOR'S NOTE: Apologies from a flubbing cartographer and a promise that Dublin and WMLT will be back on the map next year.]



ADMIRING trophies to be presented to winners of the annual awards competition at the National Assn. of Radio News Directors convention in Chicago Nov. 12-14 are (l to r) Prof. Fred Whiting, Radio Div., Medill School of Journalism, Northwestern U., and Prof. Baskett Mosse, chairman of the NARND Awards Committee. Medill donated trophies, to be rotated among winners from year to year. Awards will be made at convention banquet Nov. 14 at Hotel Sherman.

Cleveland's Name Jockeys Around the Clock!

11

ED STEVENS—His noon program "Lunch with Stevens" is beamed to adults, both at home and in the office, and boasts a big, loyal, buying audience. A sincere, highly effective radio salesman, with a fine record of sponsor successes.



1

PHIL McLEAN — A deep, pleasant voice, informal manner, and a smart selection of music make McLean popular with Cleveland listeners. His personal appearances at group meetings, have promoted both himself and his sponsors. A radio salesman of the highest type.

2



3

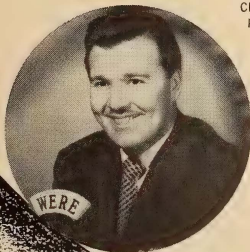
JERRY CROCKER—One of the city's cleverest personalities. His late night show is a "never-know-what-to-expect" type program, attracting listeners of all categories. Jerry's underwater interview with a nightclub entertainer recently brought him national attention.

4



6

◀ **TOM EDWARDS**—A newcomer to the staff, this Milwaukee carrot-top has already become a recognized voice in Cleveland radio. His friendly personalized delivery has sponsors asking for him.

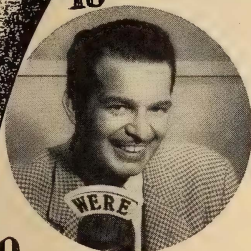


BILL RANDLE—Referred to by Cleveland papers as the "King of Disc Jockeys." Was first in the annual Cleveland Plain Dealer poll. Exclusive personal appearances of the stars on "The Bill Randle Show."



9

▲ **DON CORDRAY** — Former NBC network announcer. New York personality for five years. Popular skipper "Port of Missing Hits."



10

O. L. TAYLOR COMPANY—National Representatives

5000 WATTS • 1300 KC

CLEVELAND, OHIO

WERE

VITAL NORTHEASTERN OHIO

new business



Spot . . .

STOPPERS Inc., N. Y. (Stoppers for breath), Nov. 5 (today) starts additional radio campaign using early morning spot announcements for four weeks. Agency: Donahue & Coe, N. Y.

INTERSTATE BAKERIES Corp., L. A. (Weber's Bread), today (Nov. 5) starts intensive four week spot campaign on 15 radio and two TV stations in Southern California area. Spots totalling approximately 3000 over entire period running on seven Los Angeles stations. Agency: Dan B. Miner Co., L. A.

LAKE OF THE WOODS MILLING Co., Montreal (Five Roses Flour), starts local five-minute quiz shows on eastern Canadian stations. Agency: Walsh Adv. Ltd., Montreal.

Network . . .

CARNATION MILK Co., Toronto (Carnation milk), starts *Stars Over*

Hollywood on 34 Dominion network stations, Sat. 12:30-1 p.m. Agency: Baker Adv., Toronto.

ALUMINUM Co. of AMERICA, Pittsburgh, to sponsor *See It Now* on CBS-TV starting Dec. 2 (Sun. 3:30-4 p.m. EST). Produced by Edward R. Murrow and Fred W. Friendly as TV successor to their radio *Hear It Now*, program starts Nov. 18. Agency: Fuller & Smith & Ross, N. Y.

CANADIAN INDUSTRIES Ltd., Montreal (chemicals & paints), starts for 26 weeks *Le Cure de Village* on 8 French network stations, Thurs. 7:30-8 p.m. Agency: Cockfield, Brown & Co., Montreal.

PROCTER & GAMBLE (Tide, Camay, Drene) to sponsor *Those Two*, starring Vivian Blaine and Pinky Lee, over NBC-TV Mon., Wed. and Fri. (7:30-45 p.m.) EST beginning Nov. 26. Agency: Benton & Bowles, N. Y.

McCOLL-FRONTENAC OIL Co., Montreal (Texaco products), Dec. 1 starts *Metropolitan Opera* from ABC on 39 Trans-Canada stations, Sat. 2-5 p.m. Agency: Erwin, Wasey of Canada Ltd., Montreal.

CANADIAN INDUSTRIES Ltd., Montreal (chemicals and paints), Oct. 28 starts for 26 weeks *Singing Stars of Tomorrow* on 38 Dominion network stations Sun. 9-9:30 p.m. Agency: Cockfield, Brown & Co., Montreal.

Agency Appointments . . .

PERFUME IMPORT CO. announces appointment of Fradkin Adv., N. Y., to handle its radio advertising. Spot radio schedules for national campaign now being placed.

R. B. SEMLER, Inc., New Canaan, Conn. (Kreml Hair Tonic, Kreml Kreme, and Kreml Shampoo), appoints Monroe F. Dreher Inc., N. Y., to handle national advertising effective Jan. 1, 1952.

DRUG DISTRIBUTORS Inc., S. F., subsidiary of Drug Services Corp. of Texas, appoints Umland & Co., S. F., to handle advertising. Radio will be used. Ted Slade is account executive.

Adpeople . . .

SELMA MADRIN ANDREWS, manager of Hotpoint Institute, Home Economics Dept., Hotpoint Inc., Chicago, appointed director of consumer services for Nesco Inc., Chicago.



OUTSTANDING community service during summer floods was the basis for a Veterans of Foreign Wars award to KLWN Lawrence, Kan. Accepting plaque on behalf of staff from Charles Coffman (r), VFW Post 852 commander, is Arden Booth, KLWN manager. Citation lauded KLWN for flood coverage through 67 consecutive hours of broadcasting, despite fact KLWN is daytime-only station. It had been on the air less than six months—since Feb. 22, 1951—when facilities were pressed into emergency action.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

WABB
KTHS
KFMB
WGBA
WNEX
WTPS
KWKH
WTBO
WRBC
KOB
WCPO
WDEF
WTJS
WNOX
WMC
KFDA
KRIC
KWBW
KRLD
WCHS
WBLK
WSAZ
WPAR

RADIO
Mobile, Ala.
Hot Springs, Ark.
San Diego, Calif.
Columbus, Ga.
Macon, Ga.
New Orleans, La.
Shreveport, La.
Cumberland, Md.
Jackson, Miss.
Albuquerque, N. M.
Cincinnati, Ohio
Chattanooga, Tenn.
Jackson, Tenn.
Knoxville, Tenn.
Memphis, Tenn.
Amarillo, Texas
Beaumont, Texas
Corpus Christi, Texas
Corsicana, Texas
Dallas, Texas
Charleston, W. Va.
Clarksburg, W. Va.
Huntington, W. Va.
Parkersburg, W. Va.

TELEVISION
San Diego, Calif.
Albuquerque, N. M.
Cincinnati, Ohio
Cleveland, Ohio
Memphis, Tenn.
Dallas, Texas

KFMB-TV
KOB-TV
WCPO-TV
WEWS
WMCT
KRLD-TV



THE TRIBUNE COMPANY
ANNOUNCES THE APPOINTMENT

OF *George W. Harvey*

AS GENERAL MANAGER OF
WFLA am-fm
TAMPA, FLORIDA

George W. Harvey, for many years with WGN-AM and TV, Chicago, has been named General Manager of WFLA-AM and FM, the Tribune Company's radio properties in Tampa, Florida. Mr. Harvey took over his new duties on November 5th.

George W. Harvey has had wide experience in radio and television. He served as Eastern Sales Manager of WGN for five years, 1944-48, with offices in New York. For the last three years, he has been Sales Manager of WGN-TV.

WFLA is a 5000 watt regional station, operating on 970 kilocycles. It was established in 1925, and has been the NBC Network outlet for the Florida West Coast for over 20 years. WFLA-FM was started in 1948. Application for a TV station was made several years ago.

The Tribune Company also publishes the Tampa Tribune, the largest daily and Sunday newspaper on the Florida West Coast.

The Tampa Tribune Stations

WFLA **AM**
FM

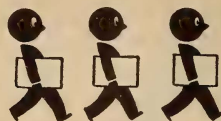
NBC AFFILIATE

5000 WATTS DAY AND NIGHT

TAMPA, FLORIDA

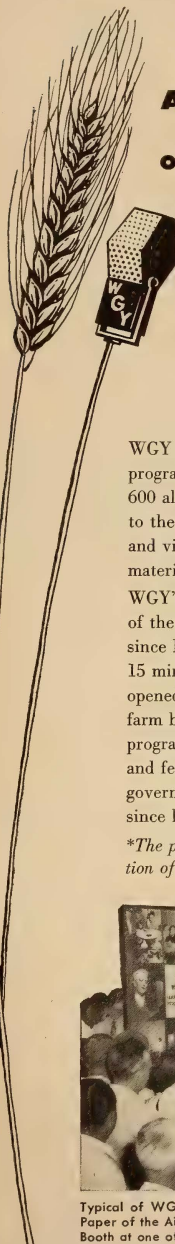
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS, JACKSONVILLE, FLA.



agency

A QUARTER-CENTURY of FARM BROADCASTING



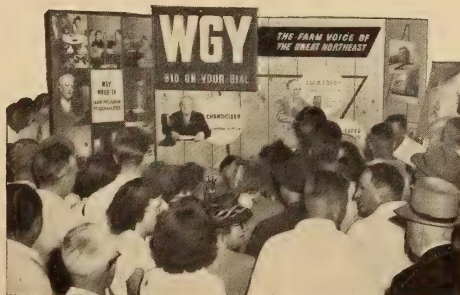
"Listener loyalty" is the phrase most applicable to Pioneer Station WGY's 25 years of farm broadcasting.

During this period of WGY's 29-year history, the 603,660 rural radio families, in addition to the thousands of city-dwellers who have gardens in the 17th State*, have relied on WGY's farm broadcasts for valuable advice and information.

WGY is writing history every day with its farm programming; adding more remote broadcasts to the 600 already conducted; receiving more mail to add to the staggering 1,000,000 pieces already received; and visiting farms and 17th State farmers to gather material for more transcribed broadcasts.

WGY's first farm broadcast was "The Farm Paper of the Air," which has "gone to press" 8000 times since November, 1926. (This Spring the last 15 minutes of "The Farm Paper of the Air" was opened commercially). Soon after this inaugural farm broadcast, "The Farm Forum," a public service program heard every Friday evening at 8:30 P.M., and featuring leaders in agriculture, industry and government, was started. Both these programs have since become a cornerstone of WGY programming.

**The population of the WGY area exceeds the population of 32 states.*



Typical of WGY's listener loyalty is this crowd which watched a Farm Paper of the Air broadcast from the station's Farm Broadcasting Exhibit Booth at one of New York State's county fairs this summer.

WGY

THE CAPITAL OF THE 17th STATE

A GENERAL ELECTRIC STATION—Represented Nationally by NBC Spot Sales

DAVID J. MAHONEY, vice president Ruthrauff & Ryan, N. Y., resigned to form his own agency, David J. Mahoney Inc., same city, effective Jan. 1. At that time, the new agency will handle advertising for Garrett & Co. Inc., Brooklyn (Virginia Dare and Garrett wines), presently represented by Ruthrauff & Ryan with Mr. Mahoney as account executive.

BENNETT BATES, advertising manager of Anahist Co., Yonkers, to Dowd, Redfield & Johnstone Inc., N. Y., as vice president and copy director. Mr. Bates was formerly vice president and creative director of Erwin, Wasey & Co.

ED PIERCE, director-producer KFI-TV (now KNXT) Los Angeles, to Geoffrey Wade Adv., Hollywood, as assistant to **FORREST OWEN Jr.**, radio-TV director.

RUSH HUGHES, writer-commentator, to Lynn Baker Inc., N. Y., as director of radio and TV.

S. SEWARD (Bud) SPENCER, radio-TV director Walter McCreery Inc. Beverly Hills, Calif., to advertising staff *Western Family* magazine, Hollywood.



on all accounts

EXPERIENCED in detonating advertising bombs, Edward G. Smith set off the chain reaction which resulted in formation of the Advertising Council.

Now director of ABC's radio network at the Central Division, he was then radio-television production manager for General Mills, Minneapolis.

Deluged with petitions for free advertising from various worthwhile groups, he called a meeting in Washington with Treasury Dept. officials shortly before the outbreak of World War II and invited representatives of other major national advertisers (Colgate, Procter & Gamble, et al.).

They incorporated brains—and advertising media—to accommodate public service projects and worked out an allocation plan so that the sale of defense bonds could be handled "like a good advertising campaign and not continued in hit-and-miss fashion."

"We handled war projects as effectively as we sold Wheaties," he recalls.

The group's function was taken over later by the Office of Facts and Figures, enlarged to the Office of War Information and the War Advertising Council, and finally

became the Advertising Council.

Ed Smith is a pioneer broadcast bomb-dropper, too. In 1946, when a multitude of broadcast problems confronted the national advertiser, he organized—as a rabid member of the Assn. of National Advertisers—a Radio Council for the group. Solutions to all-industry problems besetting major buyers of time were worked out at conferences. At one session, the seven firms represented bought 65% of the total network radio time.

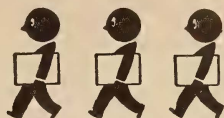


Mr. SMITH

Mr. Smith went to ABC Chicago in February after 14 years in broadcast media at General Mills and nine at radio stations. Hired in Minneapolis by Advertising Manager Sam Gale after an introduction by the president of Blackett - Sample - Hummert, Mr. Smith worked initially as radio program manager and later as radio-TV production director. *Valiant Lady*, his first radio

show there, is back in his (radio) harem again. ABC bought the program from General Mills two months ago after it had been off the air three years. Aired by General Mills 11 years, the daytime serial was one of 17 AM shows

(Continued on page 48)



JAMES E. O'BRYON, public relations director MBS, to Bozell & Jacobs Inc., N. Y., as an account executive.

LLOYD H. MUIR to public relations director of Stewart-Bowman-Macpherson Ltd., Vancouver.

R. C. RONALDS, Ronalds Adv. Agency, Montreal, elected president of Canadian Assn. of Advertising Agencies at annual meeting at Toronto. **MARK NAPIER**, J. Walter Thompson Co., Toronto, and **G. C. HAMMOND**, Cockfield, Brown & Co., Montreal, elected vice-presidents. **H. M. TEDMAN**, J. J. Gibbons Ltd., Toronto, elected secretary-treasurer.

THOMAS S. CADDEN named writer and production assistant Smith, Taylor & Jenkins Inc., Pittsburgh. He was with WIL and KSTL St. Louis, Mo.

CARL K. TESTER, president Philip J. Meany Co., L. A., elected chairman, Pacific Coast Council, American Assn. of Advertising Agencies. **MERLE W. MANLY**, Botsford, Constantine & Gardner, Portland, Ore., named vice chairman and re-elected to board. **GENE DUCKWALL**, assistant treasurer, Foote, Cone & Belding, L. A., elected secretary-treasurer. Others named to board include **CHARLES R. DEVINE**, Devine & Brasseur Inc., Spokane; **ANDREW W. NEALLY**, vice president and manager, L. A. office of BBDO; **ROSS H. RYDER**, Ryder & Ingram Ltd., Oakland; **TREVOR EVANS**, Pacific National Adv. **GEORGE WEBER**, MacWilkins, Cole & Weber, Seattle, past chairman, named governor in advisory capacity in place of **L. C. COLE**, outgoing chairman, who has left agency business, having sold his interest in L. C. Cole Co., S. F. [B•T, Oct. 29].

E. TAYLOR WERTHEIM, Wertheim & Breig, Phila., has formed an advertising agency under his own name with headquarters in New York.

EDWARD A. GROSSFELD & STAFF, Chicago, moves to larger quarters in Federal Life Insurance Bldg., 168 N. Michigan Ave.

PHILIP H. REISMAN Jr., RKO-Pathé, television script writer, to William Esty Co., N. Y., as member of creative group and as editor-in-chief of department.

TED BARKUS, advertising executive Ed Shapiro Adv. Agency, Phila., named public relations and publicity officer for Dept. of Pennsylvania Jewish War Veterans.



Sock Salesman Surpasses Great Expectations

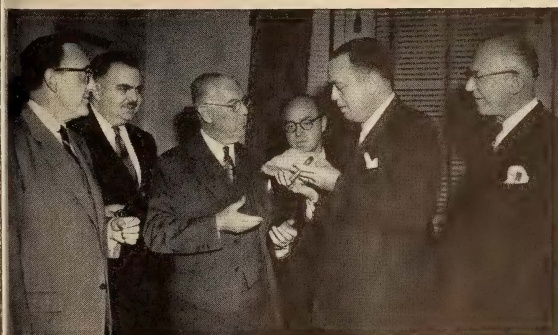
His "sock" salesmanship encompasses just about every commodity and service currently offered the American public. In the men's furnishings field the experience of one of his sponsors is typical:

"With hardly an exception, whatever we advertise on the Fulton Lewis, Jr. program brings immediate results, sometimes far beyond expectations."

That's the statement of Mr. R. H. Cooley, manager of Bishop's Clothing & Woolen Mills Store, Salem, Oregon, sponsor of the Fulton Lewis, Jr. program on Station KSLM. He continues, "Our business is definitely up over last year, which itself was a very good year."

The Fulton Lewis, Jr. capacity to influence listeners has been demonstrated time and again. His zeal for covering the important stories of the day and his ability to uncover stories which subsequently become important are responsible for his large, loyal audience.

If you want a ready-made audience and a program with network prestige at local time cost (with pro-rated talent cost), investigate now. Though currently sponsored on more than 370 stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).



ETHICS of employees in soliciting accounts of agencies for which they previously worked were reviewed by Duane Jones, president of Duane Jones Agency, at Philadelphia's Poor Richard Club. Examining a "blarney stone" at the Poor Richard advertising session are (l to r): William Berry and Mort Simon, Poor Richard Club directors; Joseph Tinney, vice president, WCAU-AM-FM-TV Philadelphia; John LaCorda, John LaCorda Agency; Mr. Jones, who was guest speaker; and "Ace" Ebbeson, president, Burton & Gallagher. Mr. Jones recounted alleged "piracy" of his accounts by ex-employees. He suggested agency employees sign contracts when hired stipulating they will not solicit clients for two years after leaving a firm. Some agencies now accept this practice, Mr. Jones explained.

Important news
for all owners of
5-kw TV transmitters

25/20-KW



RCA High-Power TV Amplifier
TT-25AL delivers 25 kw, Channels 2 to 6.
TT-20AH delivers 20 kw, Channels 7 to 13.
Each is shipped with matching aural amplifier, power supplies, and auxiliary equipment.

Building
Block

amplifiers for VHF

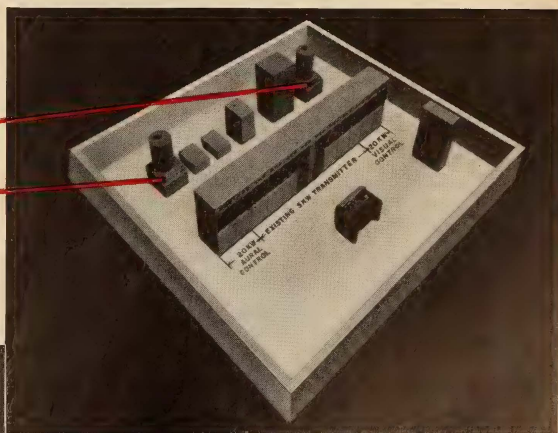
- An economical method for raising power to maximum provided by FCC
- Saves about 50% as compared to cost of a complete transmitter of same power—protects original investment
- Requires a minimum of extra floor space

RCA Television Engineering leads the way with air-cooled 25/20-kw amplifiers that you can add to your "5 kw"—*without disturbing present facilities*. They provide power outputs up to 200 kw (ERP) when used with an RCA high-gain antenna. And because your "5 kw" becomes your driver, *your original transmitter investment remains intact!* Savings are substantial—nearly 50 per cent as compared to a new transmitter of equivalent power!

RCA "Building-Block" amplifiers are designed for use with all RCA Type TT-5A transmitters—can be furnished for operation with other "5 kw's" meeting FCC and RTMA specifications.

For complete details, call your RCA Sales Representative.

Typical 25-kw conversion—one of many different arrangements showing how RCA high-power amplifiers can be added to a "5 kw" set-up.



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

The local advertiser knows...

... So he spends the
bulk of his radio
advertising dollar
with **KTSA.**



THOMPSON MOTORS

Exclusive MERCURY car dealer in San Antonio, Thompson Motors uses KTSA exclusively for radio promotion. With a heavy spot schedule and three 15-minute news broadcasts each week, Thompson Motors is racking up sales and making San Antonians MERCURY conscious.

Thanks, Thompson Motors, for adding another successful KTSAles story to our files.



5000 WATTS AT 550

OWNED AND OPERATED BY THE EXPRESS PUBLISHING CO.
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BROADCASTING T E L E C A S T I N G

Vol. 41, No. 19

WASHINGTON, D. C., NOVEMBER 5, 1951

NBC SETS RATE FORMULA

Plan Bared to Affiliates

NBC last week laid bare the heart of its ambitious economic plan under which it hopes to govern the network's future [B•T, Oct. 8].

For the first time, affiliates were shown the formula by which their network rates will be adjusted, providing NBC succeeds in negotiations with stations, some of which will be asked to take reductions.

In brief the formula establishes radio homes weighted by a relative retail sales index as the basic factor in computing rates. For radio stations in television markets, the rates are adjusted by a complicated formula involving the number of television homes also weighted by a retail sales index.

What NBC believes these formulas add up to is a realistic re-appraisal of radio rates on an objective basis, eliminating inequities that had cropped up in years of comparatively hit-or-miss rate-making and providing a means of continuing to adjust rates as conditions governing them change.

Full description of the new rate formula appears on page 54 of this issue, but here's a summary of the steps by which NBC has figured out its new charges.

EVENING RATES

The network takes the total radio homes in each station's nighttime 50% BMB area and weights that with a percentage index arrived at as follows: Total 1950 retail sales in the area are divided by total population of the counties included in the station's 50% BMB area to make a per capita retail sales figure for the station. (Example: In Station X's area, retail sales are \$774,900,000, divided by 820,000 population to equal \$945 per capita retail sales.)

This per capita figure is next divided by \$921.20, which is the national average per capita retail sales, to obtain the station's retail sales index. (Example: for Station X the \$945 is divided by \$921.20 to give a 103% retail sales index.)

This retail sales index is then applied to the total radio homes in the station's 50% BMB nighttime area. (If there are 750,000 radio homes in Station X's 50% BMB nighttime area, the station's weighted radio homes become 103% of that figure, or 772,500.)

With weighted radio homes fig-

ures calculated for every station, the network then constructed a rate curve which (1) produced a total gross hour network rate of \$31,030 (as compared to the \$27,905 rate that prevailed before the 10% reduction put into effect last July 1 and to the present rate of \$25,137); (2) produced for each station a "systematic reduction in cost-per-

thousand as the circulation scale on the curve increases;" (3) narrowed what is now a very wide spread among stations in cost-per-thousand (which ranges from as low as 20 cents to \$3.24 on NBC stations under present rates).

Aside from these principles, the curve was not further explained. Obviously, without details, no station

can figure how it came out on the curve or what its rate will be under the new rate schedule. The settling of these details awaits individual negotiations between the stations and the network.

Once the rate curve was drawn, the next job was to adjust it for television in those markets where TV exists. That was done this way:

NBC took the number of television homes in counties covered by a station's 50% nighttime BMB and weighted that figure by a retail sales index arrived at by calculating retail sales and population only in TV-covered counties in the 50% BMB area. Another curve was drawn.

This curve, according to NBC, makes a "sliding scale of adjustments, whereby as television saturation increases, the percentage reduction in the reconstructed rate also increases, but to a lesser extent, and levels off at a point beyond which no further reduction in the base rate is made."

NBC said that in its figuring it rejected the contention of the Assn. of National Advertisers that when TV enters a home all evening radio listening ceases, but NBC did not explain what formula it used to measure the impact of TV on

(Continued on page 37)

HERE ARE the new "Primary" stations set up under the NBC economic plan to replace the old "basic" group. NBC points out that this list is not inflexible. Circumstances warrant, the network says.

WSB	Atlanta	KSTP	Minn-St. Paul
WBAL	Baltimore	WSM	Nashville
WBZ	Boston	WDSU	New Orleans
WBEN	Buffalo	WNBC	New York
WMAQ	Chicago	WKY	Oklahoma City
WLW	Cincinnati	WOW	Omaha
WTAM	Cleveland	KYW	Philadelphia
WFAA	Dallas-Fort Worth	KDKA	Pittsburgh
WBAP		KGW	Portland, Ore.
KOA	Denver	WJAR	Providence
WHO	Des Moines	WPTE	Raleigh
WWJ	Detroit	WHAM	Rochester
WTIC	Hartford	KSD	St. Louis
KPRC	Houston	WOAI	San Antonio
WIRE	Indianapolis	KNBC	San Francisco
WDAF	Kansas City	KOMO	Seattle
KFI	Los Angeles	WGY	Schenectady
WAVE	Louisville	WYSR	Syracuse
WMC	Memphis	WSPD	Toledo
WIOD	Miami	KVOO	Tulsa
WTMJ	Milwaukee	WRC	Washington

AD VOLUME UP

By BILL RUCHTI

(Earlier AAAA story page 52)

CLINICAL inspection of television revealed major concern about agency controls over programs and meeting still-high production costs, but indicated that the use of filmed programs may offer some answer when the eastern annual American Assn. of Advertising Agencies conference put advertising under the microscope last week.

Frederic R. Gamble, AAAA

president, reporting on the state of the industry, said that advertising volume is up and promises to continue at a high level. Two out of three agencies increased their 1949 volume in 1950, with a nearly proportionate increase in profits, he said.

A review of balance sheets submitted by 93% of the 255 AAAA members showed that 58% reported increases during the past year. Agencies realized 0.8% profit on their 1949 billing, which increased

THE BROADCASTING media got a thorough examination last week at the eastern annual conference of the American Assn. of Advertising Agencies. For a meeting of this kind an unprecedented amount of time was spent in discussion of how to use TV and radio and get the best out of both. This story shows how top agency executives are thinking about radio and its young but lusty brother, TV.

Eastern AAAA Reviews

to "just under 1%" in 1950.

TV costs are somewhat less, he reported, although increases in rates and talent prices have created problems, so far offset by better control of production costs.

The third of four regional AAAA conferences this year, the two-day session Tuesday and Wednesday, was attended by some 1,600 persons and featured nine sessions on various phases of the field.

Speaking at the most heavily attended session—that on TV production—Rodney Erickson, manager of the radio-TV department of Young & Rubicam, said: "There's nothing magic about television. Just because you are in it doesn't mean you're going to sell the goods. We're still drummers whose job is to move merchandise

(Continued on page 90)



READINGY plans for the annual conference in Albany of the New York chapter, American Women in Radio and Television, Nov. 17-18, are (l to r) Elaine Drooz, WROW Albany; Chairman Jane Barton, program director, New York State Radio-TV Bureau, Dept. of Commerce, Albany, and Betty Parry, WXXW Albany.

AD DOLLAR

Goes Up in Printed Media

RADIO got another piece of ammunition for its battle to convince advertisers of its superior economy last week in a study "Your 1952 Advertising dollar," prepared by the Market Research Dept. of G. M. Basford Co., New York agency.

The Basford report showed that in the printed media "a typical advertising program in 1952 will cost at least 106% more to execute—for the same actual space, art and mechanical—than in 1940."

Though the study did not consider radio costs, the marked increase in those for printed media seemed certain to be picked up by radio-boosters in their continuing campaign to show radio's money-wise superiority. It is further confirmation of what the networks in particular have been saying—that while magazine and newspaper rates have been going up consistently, network rates have been reduced.

The Basford Company, which made a similar study in 1946, noted in its report that a survey of 99 publications showed that a dollar's worth of space in 1940 had risen in cost to \$1.49 in 1946 and is at \$1.92 in 1951. Art costs that were a dollar in 1940 were \$1.90 in 1946 and had reached \$2.65 in September this year, while New York scale prices for engraving went from \$1 to \$1.31 to \$1.80 in the same period; for electros, from \$1 to \$1.48 to \$1.86; and typography from \$1 to \$1.32 to \$1.79.

Timebuyers Feted

AGENCY timebuyers and newsmen were guests at a cocktail party held at the Gotham Hotel in New York last Wednesday by WMCA New York, WIND Chicago, WLOL Minneapolis and KIOA Des Moines to celebrate the opening of the stations' New York sales office, called AM Radio Sales Co.

GRABHORN

NETWORKS in "their encroachment in the field of spot broadcasting" not only are "eating their own young but devouring themselves in the process," Murray Grabhorn, managing director of the National Assn. of Radio and Television Station Representatives, charged in a speech before the Michigan Assn. of Broadcasters in Detroit Friday.

He called upon stations to (1) reject any type of business offered by the networks if in the stations' judgment it logically belongs in the national spot category, and (2) engage in "objective self-analysis," supplying their national sales representatives with all possible information to help in placing national spot business.

Emphasizing that stations get 70% of the money spent for spot advertising on their facilities while affiliates get 30% of the expenditure for network time, Mr. Grabhorn told his listeners that "as the networks devise fancy schemes for converting national spot dollars into network dollars, they are at the same time converting your 70-cent dollars into 30-cent dollars."

Margin of Profit

"In the radio station business, the margin of profit is fair and legitimate, but I think you will question with me whether one-third of your income can be that substantially reduced. Not only will the margin of profit narrow to a diminishing, if not vanishing, point, but it could conceivably put stations out of business. Let us always remember this. . . . There are 2,000 radio stations in the U. S., half of them operating without benefit of network radio, so it is conceivable, therefore, that stations can operate without a network affiliation, but networks cannot operate without stations."

He said "a special report" made for NARTSR by FCC showed that among network affiliated stations, clear channel outlets derive 50% of

Hits Network Invasion Of Spot Radio

★ their total revenues from national spot and 27.2% from the network; regionals, 31.4% from national spot and 19% from network; and locals, 13.5% from national spot and 9.9% from network.

Overall, he said, one-third of the affiliated station's revenue comes from national spot and 19% comes from the network. In the case of independents, national spot accounts for more than 20%, he said.

Mr. Grabhorn thought it "singular" that radio was the only medium which considered TV as "a mortal wound," with the radio networks cutting rates while other media increased their own. He warned that the various network "tandem," "pyramid" and similar plans all "have to do with acquiring a larger portion of the \$120 million of national spot revenue which your stations have been receiving, and in turn giving you 30 cents for an item which you formerly sold for 70 cents."

The independent station, too, will be hurt, he asserted, because stations carrying a spot account may lose it if the account switches to network.

The networks, Mr. Grabhorn said, "have a perfect right, under law, to do what they wish" in devising various sales plans. "But it is contrary to the basic concept of radio broadcasting which originally influenced the investment of dollars," he added.

Asserting that "network radio has coasted along for years on over-the-transom business," he said network radio should engage not so much in selling against other networks, but in "creative salesman-

ship" of radio against other media.

More important than rejecting networks' spot-type offers as a means of combating network "encroachments" into spot radio, Mr. Grabhorn said, is for each station to provide its sales representative with as much information as possible about its operation, its programs, its market, the type of audience it serves—"all the tools [the representative] needs with which to do his job and your job successfully."

HARDESTY TO BAB

Second Step in Bureau Plan

JOHN F. HARDESTY has resigned as director of station relations for National Association of

Radio and TV Broadcasters to become director of local promotion for Broadcast Advertising Bureau Inc., effective Nov. 12, William B. Ryan, BAB President, announced Thursday.

Mr. Hardesty was described by Mr. Ryan as the second of three major personnel assignments which he deemed necessary in order for BAB to fulfill its purpose—to assist its members in promoting the wide use of radio as an advertising medium.

First step, he said, was the appointment a week earlier of Kevin Sweeney as general promotion manager [B•T., Oct. 29]. Mr. Sweeney's duties are to organize and direct field personnel assigned to promote radio via direct contact with advertisers and agencies and to assist the president in administrative matters.

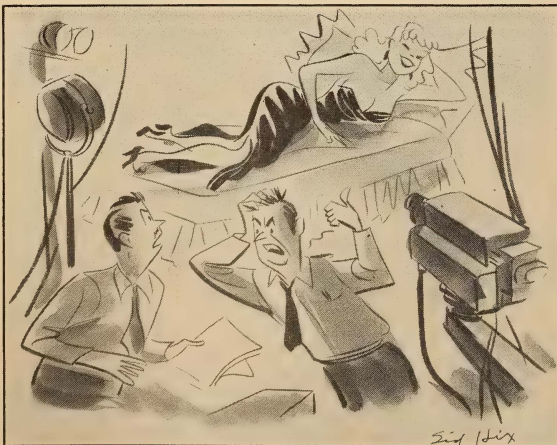
The third step—one for immediate consideration, Mr. Ryan said—is to appoint a director of National promotion.

As director of local promotion, Mr. Hardesty's duties will include development of special presentations, retail studies, sales clinics for local broadcasters and advertisers. He will also handle station relations for BAB and assume extensive speaking assignments at local advertising and business meetings.

Mr. Hardesty entered radio in 1939 at WJSV Washington, now WTO.

Returning to Washington after Navy service in the war, he joined WOL as an account executive in 1946 and shortly thereafter became director of sales promotion and publicity. He resigned in 1948 to become director of special events and public relations for WOIC (TV), now WTOP-TV, CBS outlet in the same city.

Joining NARTS as assistant director of public affairs in July 1950, Mr. Hardesty was named director of station relations shortly thereafter.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"But, Boss, she violates the TV Code from EVERY angle!"

THERE'S MONEY IN PUBLIC RELATIONS

Industrial Field Beckons Radio Says Timken Executive

"RICH FIELD" ready for radio to exploit lies in industrial and public relations, according to Robert Wagner, public relations director of the Timken Roller Bearing Co.

Addressing the Ohio Assn. of Broadcasters Sales Clinic

[B.T., Oct. 22], Mr. Wagner suggested salesmen "too often think of radio only as a means of merchandising a product. It lies with radio to approach industry with the ideas and programs which will tell industry's story in a listenable, palatable manner.

"Whoever can do that will not only make money for himself and his organization, but will also have the privilege of helping to sell one of the greatest commodities ever devised by man . . . the American private enterprise system. Certainly no salesman will have a higher call to duty than that, and it is worthy of his very best effort."

The Timken plant is undertaking an extensive campaign to sell the message of freedom and free enterprise. This includes radio and newspaper advertising, literature, information racks in plants, speakers bureau, house organ, forums, public opinion dinners, employee events and work of the philanthropic Timken Foundation in the company's communities.

Present Use of Radio

Radio activities include sponsorship of Fulton Lewis jr. and George Sokolsky, daily sports broadcasts and spot campaigns and a series titled *Message to Americans*. The last-named program presents stories of prominent figures in American industry along with music and discussions.

"There is an absolute dearth of programs which will function as a public service tool for industry,"

IS RADIO MISSING A BIG BET? Two public relations experts say it is. Little use is being made of radio as a public relations medium, but if program managers and salesmen went to work, they could develop this field into a rich source of revenue. Here are some sound business tips that can make money for any kind of operation, from network to local station.

Mr. Wagner said. "This in spite of the fact that industry is starved for such material and such programs. Industry wants America to realize what a wonderful thing we have in this glorious private enterprise system. That story must be told, for there are too many who question the value of our system.

"A good salesman doesn't have to be told twice once a prospect has been pointed out to him. I'm pointing out a sure-fire sale; a customer that's been waiting for you to come around. It's your job to come up with a program idea which will dramatically and effectively communicate to the public the philosophy of free enterprise.

"Radio advertising is your business, and if the ideas for such a program aren't forthcoming from your group, you are missing a tremendously rich source of revenue. Republic Steel Corp., Youngstown Sheet & Tube and Warner Swayze, just to mention a few, are currently carrying on a campaign, the purpose of which is to carry the philosophy of free enterprise to the public.

"It is highly probable that those

Broadcasters Aid to Auto Dealers Sought by NADA

NATIONAL Automobile Dealers Assn. is conducting a drive among its 34,000 members to use the airwaves, mainly radio, to build individual good will in each dealer's respective community, the association declared last week.

Thus far, according to J. Eustace Wolfington, Philadelphia, chairman

of the NADA public relations committee, radio salesmen have not done the job of selling that they should. Furthermore, added Mr. Wolfington, time salesmen should expect to find willing ears among auto dealers for ideas they might care to push.

Last spring at a meeting in Chicago of the NADA public relations committee, it was decided to determine the public's exact feeling toward auto dealers.

To this end, the Elmo Roper research organization was asked to conduct a national survey. It showed that whereas the public had a vague mistrust of dealers in general, they did have confidence in the particular dealer with whom they dealt. In fact, many persons interviewed spoke of "my" dealer, Mr. Wolfington noted.

To NADA, the problem was clear: The individual dealer should try to attain a position of respect in the community similar to that held by the neighborhood druggist.

That's where radio, and in some cases, television, comes in, Mr. Wolfington said. He said both mediums should be used for institu-

(Continued on page 37)



Mr. Wolfington

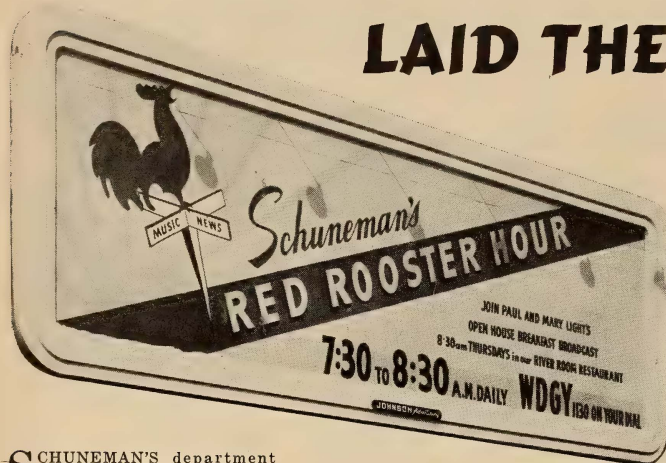


SALES CLINIC group at Ohio Assn. of Broadcasters session included (l to r): Robert Gibbons, Lang, Fisher & Stashower; C. J. Lonsdale, Meldrum & Fawcett; Robert Wagner, Timken Roller Bearing Co.; Hal Waddell, WJW Cleveland; Keith Baldwin, WERE Cleveland; Marion Reeves, Gregory & House; Jack Maurer, WHK Cleveland.



OHIO BROADCASTERS reviewed sales problems at recent clinic. Surrounding Mrs. Harold Fitzgerald of SESAC are (l to r): Tom Rogers, WCLT Newark; Vernon Nolte, WHIZ Zanesville; J. P. Williams, WING Dayton; Mrs. Fitzgerald; K. K. Hackathorn, WHK Cleveland; Robert T. Mason, WMRN Marion; Hal Barrett, Headley-Reed; Warren P. Williamson, WKBN Youngstown.

THE ROOSTER THAT LAID THE GOLDEN EGG



RED ROOSTER greets motorists, alerting them to the Schuneman's show on WDGY. Billboards, as well as other printed media, back-up the air effort of the department store.

SCHUNEMAN'S department store in St. Paul has been crowing about its own *Red Rooster Hour* on WDGY for a long time, but received heart as well as purse-warming proof of the program's success not so long ago when a group of housewives spontaneously formed their own Red Rooster social club.

These Red Rooster boosters appear as guests on radio shows broadcast by other Twin Cities stations to get free plugs for their favorite fowl, plant social items in the newspapers about their club activities, always including a name plug, solicit new members and help seat stray women who attend the weekly *Red Rooster* breakfasts in the store.

Sales response is even more tangible than listener loyalty, in the opinion of department store executives. They put the show on WDGY two and one-half years ago to attract all members of the family. Because the comprehensive format of news, chatter, music and information was designed to pull in mail orders from the entire trading area of one million persons in 28 counties, the store "placed all our radio eggs in the rural basket", according to William Campbell, general merchandise manager for Schuneman's.

The store, he says, "caters to customers who want merchandise at medium prices and above," and operates in a highly competitive market. The *Red Rooster Hour*, because of WDGY's high power, reaches into 28 counties in eastern Minnesota and western Wisconsin for a radius of 100 miles. Store representatives say their program reaches more potential customers than shows sponsored by competing stores because of the extensive coverage area and the fact that Red Rooster "makes the only real intensive effort to maintain and build

patronage" throughout the trading area.

Increased in-store buying is also a major objective, of course. At one time or another, merchandise from every department of the store—including the basement store and leased departments—is advertised on the broadcast commercials. Commercials are concentrated on best-selling or highly-promotional items in terse, direct and friendly phraseology.

The six-a-week feature, aired Monday through Saturday from 7:30 to 8:30 a.m. in WDGY studios, features Mary Light in five minutes of transcribed conversation about events in and around the St. Paul area. Personal and informative, the chatty discussion for listeners frequently takes them behind the scenes at Schuneman's with interviews of buyers, manufacturers' representatives and sales people. The rest of the show offers recorded music, news flashes on local, regional, national and world events, weather forecasts, time and temperature, winter highway conditions and emergency reports.

A supplementary breakfast program with coffee and doughnuts is aired before a studio audience every Thursday after the regular *Red Rooster Hour*. Miss Light, from 8:30 to 9 a.m., conducts an audience participation show from the River Room Restaurant at the store before it opens.

SCHUNEMAN'S — in its continued effort to serve residents of outlying communities—this summer promoted festivals of many small areas on the audience participation program, with 12 such communities sending booster groups to be interviewed by Miss Light. Other interviewees are selected for their participation in civic, local

and regional activities of interest. Within the past year, 42 civic groups of a charitable or service nature were special guests.

THE breakfast show primarily builds good will, but also fosters an increase in store traffic because of visitors at the broadcast. Schuneman's backs its air effort with special "Just for Thursday" items sold at a lower price that day only. The broadcast audience is given a list of the Thursday specials, and signs notifying all store visitors of these items are posted throughout the building.

Broadcast visitors fill in a registration blank with their names and addresses, after which cards are sorted and letters mailed to out-towners asking them to visit the show again and about the quality of their local reception of the program. These methods, Schuneman's believes, start and strengthen the Red Rooster listening habit.

It was after one such breakfast show that several women spontaneously organized the Red Rooster Club. One woman bought a large china rooster, painted it red and offered it to the store. It now occupies the place of prominence at the breakfast table as a centerpiece. Another discovered small plastic rooster whistles in Florida, painted them red and distributes them to all new members as a badge.

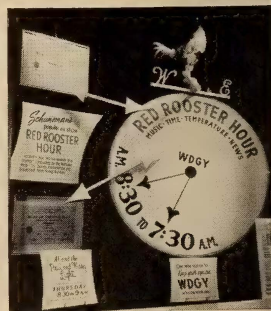
Although the store has promoted its radio investment in many ways during the past two and one-half years, it wasn't until April 1950 that it started its popular Red Rooster Days, two days every month when selling demands special promotion of the *Red Rooster Hour* and Red Rooster items. All merchandise advertised on the broadcast is pointed out in the store with a Red Rooster capper,

and cappers on special Red Rooster Day items are displayed for three days after every commercial.

Some of the *Red Rooster Hour* sales results: An offer of a new type of flower holder, the Floralier, costing \$1, brought 26 sales within an hour and one-half after the radio commercial . . . One Thursday morning during the weekly fashion show, David Chrystal dresses were described on the air. Eight women during the day asked for the dresses described, and each bought one.

Another time, three White Sewing Machines, at \$650 each, were sold at the State Fair on Wednesday after one mention on the radio show. A Minneapolis store, displaying the same type of machine in the same booth on the fair grounds, made no sales that day.

The *Hour* earned first prize from the National Retail Dry Goods Assn. last year for a radio show beamed to a general family audience, and an award for the coordinated use of radio with other media.



WINDOW DISPLAY in Schuneman's calls attention to the Red Rooster Hour, its format and advertising and media awards.

COY WARNS ON PROGRAMS

At NARTB Dist. 5 Meeting

"IF THE RADIO and television business can't do something to help itself in determining what is good taste, especially in TV, then there is going to be something done about it legislatively," FCC Chairman Wayne Coy warned the broadcasters at the NARTB District 5 meeting in St. Petersburg last Thursday.

In a speech covering several issues of importance to broadcasters, the FCC Chairman reiterated his support of the Benton bill, observing however that he represented a minority of the FCC with that view, Comr. Paul A. Walker being the only other member of the Commission who shares Mr. Coy's opinion.

"I will support the Benton bill," he declared, "so long as this industry does not take aggressive action themselves," adding that his support would be a "bur under the saddle."

With respect to the new NARTB TV code, Mr. Coy said that it may work "if it is enforced and if it is flexible enough to meet changing conditions."

He said, "Broadcasters talk about freedom of the entrepreneur and free enterprise—just let us alone," and they have talked that way for years. The obscenity on the TV screens is getting worse. I am not a prude, and there may be a place for off-color jokes, but they are not the television screen."

"The other evening," Mr. Coy continued, "I saw a network show where the comedian got so mixed between his bottom and his arsears that I thought he would wind up with one or another on his head. I then turned to another great network—I won't mention any names but it was 8:30-9 on a Tuesday night and this comedian had his talent indulging in indecent exposure."

Concern of Parents

"I tell you," Mr. Coy continued, "that people are concerned about what their children see on the television screen. And the mail at the FCC grows and the protests get louder and louder. There is a growing group of self-appointed censors and because they cannot be funneled through channels such as the Benton bill indicates they are much more dangerous than most broadcasters realize. These pressure groups are dangerous because many of them are irresponsible and the history of these groups is that they are yielded to."

Mr. Coy said, however, that he did not believe that the advisory groups should report to the FCC as the Benton bill stipulates, but rather to Congress.

Such advisory committees could evaluate whether the people are getting their money's worth "out of what the FCC is allocating to the broadcasters," he said.

Mr. Coy at the outset of his speech localized the definition of

"public interest," saying "no definition can apply to the nation as a whole."

"Public interest must take into consideration the character of the people in every city," Radio, he said, "has matured to a good understanding of the public interest. Radio on the whole has a better understanding of public interest than those persons who are operating television stations, who are inclined to press to get into the black and neglect some of the things they know they should be doing or have the courage to do. Some of them have failed to develop that courage after they got into the black."

As to the TV timetable, the Chairman declared that only a handful of new TV stations will be on the air in 1952, and "not too many in 1953."

"I am probably the world's worst predictor on TV. I didn't know you could get into so much confounded trouble. It has been three years since yesterday that the freeze went into effect. Then came color. If we had a compatible system of

color at the time we would have approved it, but it just didn't work. The controversy was not over the field sequential system, but the fact that the FCC said color was important," Mr. Coy stated.

Coy Comments on Freeze

Concerning the TV freeze and reallocation proceeding, Mr. Coy said, "We are prepared to move quickly and to issue a formal report about Feb. 1, which gives us about 60 days. We can assume that the decision will be out by Feb. 1. We can start processing about April 1 but don't get too excited about that date. There will be hearings which take a long time since we have only seven examiners."

The FCC Chairman pleaded for an appropriation large enough for the FCC to do an adequate job.

"We are losing more than 100 persons because of the cut in personnel necessitated by a budget reduction. Last year we were cut a half-million dollars down to six million when one member of Con-

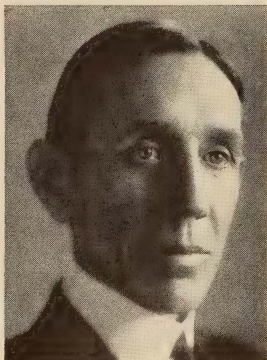
gress said that the FCC should be punished for what it did to him and that everyone at the Commission had been to Moscow within the previous 24 hours. The returns to the Treasury through the Bureau of Internal Revenue would be many, many times the money needed to speed up FCC operations," he said.

Mr. Coy was introduced by Nelson Poynter, publisher of the St. Petersburg Times and owner of WTSP. In his introductory remarks, Mr. Poynter said that Mr. Coy has taken so much abuse at times that he ought to come back in the newspaper business where "he belonged and he never should have left it."

Harold E. Fellows, NARTB president, commented, "My situation is quite parallel with Wayne Coy's in one respect—we are both consistent. He does not favor Hal Fellows. He does not favor the NARTB. He just favors the Benton Bill. In like manner I do not oppose Wayne Coy. I do not oppose the FCC. I just oppose the Benton Bill."

(NARTB District 13 story on page 98; photos from District 6 on page 113.)

1869 Judge Ira E. Robinson 1951



JUDGE IRA ELLSWORTH ROBINSON, 82, onetime chairman of the Federal Radio Commission, predecessor of FCC, died unexpectedly Oct. 29 at his home in Philippi, W. Va.

Judge Robinson was appointed to the FRC by President Coolidge March 29, 1928. He was elected chairman April 5 of that year, and served in that capacity until Feb. 28, 1930, when he was succeeded by the late Maj. Gen. C. McK. Saltzman.

When, in January 1932, Judge Robinson resigned, President Hoover expressed personal appreciation for the judge's four years with the Commission [BROADCASTING, Jan. 15, 1932]. At that time Judge Robinson said he planned to resume private law practice in

Washington and in his home state, West Virginia.

While on the FRC, he was described as being blunt and outspoken but always having a sense of humor. Even his opponents admitted he always had the courage of his convictions.

To his skill and juridical acumen was attributed much of the fundamental radio law written on the statute books.

Born near Grafton, W. Va., Sept. 16, 1869, he was graduated from Fairmont State Normal School and studied law at the U. of Virginia in 1890.

After serving as prosecuting attorney for Taylor County, W. Va., from 1896 to 1900, he was elected a member of the West Virginia Senate in 1902 and served two years.

He was regent for the West Virginia normal schools from 1901 to 1907 and was elected a justice of the Supreme Court of Appeals of that state Nov. 8, 1906. From 1910 to his resignation in 1915, he was chief justice of that court. He resigned to become Republican nominee for governor of West Virginia in 1916, but lost in the Wilsonian Democratic landslide.

He was chairman of the Draft Appeals Board from 1917 to 1918. In 1921 he was appointed to adjudicate war minerals claims in Washington. Judge Robinson served as special assistant to the U. S. Attorney General from 1926 to 1928 in the purchase of the Cape Cod Canal.

PULVER TO LEVER

Resigns DF&S Post

APPOINTMENT of Stanley Pulver, with Dancer-Fitzgerald-Sample, New York, for the past six years as director of radio and television media for Lever Bros., New York, was announced last week [CLOSED CIRCUIT, Oct. 29].

While with DF&S as chief time-buyer and manager of the TV department, Mr. Pulver worked on the following accounts: General Mills, Procter & Gamble, Campbell Soup Co., Sterling Drugs, Whitehall Pharmaceutical Co., American Chic Co., and Falstaff Brewing Co.

Prior to DF&S he was with the Biow Co., New York, as a time-buyer and during his tenure was the timebuyer for the Democratic National Campaign to elect Presidents Roosevelt and Truman. Before that he was with CBS for nine years. He started at the network as executive assistant to the executive vice president and when he left he was sales service manager of WCBS New York.

Join CBS Radio

CBS Radio signed two new affiliates last week to bring the total network total to 206. WFAI Fayetteville, N. C., joins as a bonus station to WDNC Durham, effective Nov. 18. Operated with 250 w on 1230 kc, WFAI is owned and operated by Rollins Broadcasting Inc. with James Mayes as general manager. WBAT Marion, Ind., joins as a basic supplementary station effective Dec. 1. Owned and operated by the Marion Radio Corp., WBAT operates with 250 w on 1400 kc. John Bone is general manager.

Crime

On the air



IN

REVIEW

The Continental Manner...

FOREIGN INTRIGUE is as refreshingly different from run-of-the-camera crime shows on TV these days as the early Hitchcock thrillers were from run-of-the-reel gangster films made in Hollywood.

Intrigue understates and underplays. It succeeds in establishing a mood of, well, let's call it leisurely terror.

Last week's edition of the series dealt with a single theme: The efforts of rival espionage agents in Copenhagen to do in an American newspaperwoman who was unwittingly carrying some secret papers that a spy in the U.S. had slipped into an identification badge. This

Program: *Foreign Intrigue*, NBC-TV, Thursdays, 10:30-11 p.m.
Sponsor: P. Ballantine & Son.
Agency: J. Walter Thompson.
Producer-Director-Adapter: Sheldon Reynolds.
Original Story by Stella Linden.
Asst. Director: John Padodano.
Production Mgr.: Bengt Jarel.
Dir. of Photography & Special Effects: Bertil Palmgren.
Composer & Musical Dir.: Erlend von Koch.
Cast: Sydna Scott, Dorje Melvik, Venst Blomgren, Gosta Tryzelius.

certainly was no great shakes as a plot, but the success of the program derived from its skilled management of this thin line of story.

For one thing, *Intrigue* permits its players to talk, and what they say makes sense. The dialogue in this series is carefully written and intended for audiences who can understand more complicated prose than I-Sce-The-Dog.

The police inspector in last week's piece was a radical character by common standards of crime drama. He was neither handsome nor comically ugly, neither stupid nor omniscient. The inspector on *Foreign Intrigue* was an ordinary-looking man with a bald head and the quizzical intelligence necessary to figure out by unassisted reasoning how to prevent the

criminals from succeeding in their plots.

Camera work and direction were uniformly excellent, taking full advantage of the flexibility in production that is possible on film. Dorje Melvik gave a fine, low-key performance as the inspector, and Sydna Scott projected just the proper amount of fear without hysteria that a veteran newspaperwoman would be expected to experience under the circumstances.

All in all, *Foreign Intrigue* is an ornamental addition to the adventure-mystery-crime fare on the air.

* * *

The Private Eye...

BOSTON BLACKIE is in the tradition of heroes of U. S. crime drama. He is irresistibly handsome, insultingly flip and remorselessly irreverent toward all authority, especially those incompetent oafs, the cops.

His exact status is impossible to define. He does not seem to be on anybody's payroll, but he dresses expensively and drives a Cadillac convertible with such abandon that it is plain he can afford to throw it away and buy another any time. Probably he is one of those millions of young men that Hollywood believes live on inexhaustible legacies.

The emphasis in this series is on

Program: *Boston Blackie*, half-hour syndicated film series.
Producer: Ziv Television Programs Inc.
Director: Paul Landres.
Writer: Herb Purdum.
Cast: Ken Taylor, Lois Collier, Frank Orth.

action. In one half-hour program, two murders were committed, a police inspector was bombed but survived, and Blackie himself was chloroformed twice, slugged to unconsciousness twice and hit over the head with a paint can and a shovel during a wild battle with crooks.

Physical demands were such that

the actors had little breath left for dialogue, which was just as well considering this sample exchange between Blackie and a gangster named Fox, who was offering Blackie a bribe.

Fox: I got plenty of that green stuff.

Blackie: Grass is the only green stuff I take from you.

Whatever its shortcomings, *Boston Blackie* is well up to the par for action-type crime productions and it makes no pretense at being anything but what it is—a half hour of whizz-pop-bang done up in slick style on film.

* * *

The Real Article...

THE JOHNS HOPKINS Science Review last Monday explored the scientific side of crime detection, which was rather plodding stuff compared to the fictional portrayals of cops and robbers.

The program demonstrated police methods in solving a fictitious crime involving a murder and a hit-and-run death. By use of microscope and photo-spectrograph, police laboratory technicians showed how they could match flecks of paint and bits of blood and cloth

Program: *Johns Hopkins Science Review*, DuMont TV Network, Monday, 8:30-9 p.m.
Writer-Producer: Lynn Poole.
Director: Paul Kane.
Assoc. Producer: Bob Fenwick.
Assoc. Director: Ed Sarrow.
Art Director: Barry Mansfield.
Narrator: Joel Chaseman.

found on the victim and the car to establish that the automobile had been the one that hit and ran.

A comparison of laundry marks also was made in the course of identifying the criminal and ballistics tests were demonstrated to show how it is possible to prove a certain bullet has been fired by a certain gun.

The demonstrations were all presented by police officials. It must be said that this was an unfortunate casting choice. Whatever authority might have been established by the appearance of experts was to a large extent diluted by their appalling lack of color or stage presence. The fact that someone knows a great deal about a subject does not necessarily mean he can explain it either interestingly or well. In this case, the performances were, to use the utmost forbearance, dull.

The producers of the *Johns Hopkins Science Review* would do well to remember that whole generations of Americans have come to hate Shakespeare because incompetent high school teachers made a chore instead of a pleasure out of reading his works.

If the Hopkins people insist on using a cop to tell a cop's story, they should exert the most serious effort to find an articulate and, if possible, talented cop.

McKINNEY NAMED

Democratic Committee Head

SELECTION of Frank E. McKinney, Indiana businessman and minority stockholder and officer of WISH Indianapolis, as Democratic National Committee chairman last week was seen as an indication that the administration will continue broadcast-conscious during the 1952 political campaign.

The nomination of Mr. McKinney to succeed William M. Boyle Jr. was approved largely on the strength of his success in the business and finance fields, overriding a number of political factors.

At a news conference last Thursday, the 47-year-old bank executive told newsmen that the Democratic Party would use all channels of communication to bring home the issues of the '52 campaign. He also promised to "re-establish the political research, publicity and informational activities" of the committee as a throwback to the fabulous days of the late Charlie Michelson, former Democratic publicity chief.

Mr. McKinney will serve without compensation, relinquishing all interests save those relating to the Fidelity Trust Co. of Indianapolis and his radio connections.

Aside from holding the presidency of Fidelity Trust Co., Mr. McKinney holds 2,098.5 out of 10,000 shares of common stock in WISH and the licensee firm, Universal Broadcasting Co., according to FCC records. He serves as treasurer and director of WISH and three other stations—WHOT South Bend, WHBU Anderson and WANE Fort Wayne—which were merged last January under a stock reorganization plan.

A former president of Universal, he and Mrs. McKinney hold minority interest under the realignment. Under the FCC-approved plan, Universal stock was exchanged for stock in WHBU (Anderson Broadcasting Corp.), WANE (Radio Fort Wayne Inc.) and WHOT (South Bend Broadcasting Corp.), with Universal serving as holding company for those outlets and WISH. C. Bruce McConnell now controls Universal and WISH.

Noted as a fund-raiser in his own right, Mr. McKinney will choose a national treasurer initially and tackle a myriad of problems. These include question of '52 convention radio-TV sponsorship, selection of an advertising agency, convention site, etc.

Mr. McKinney stated that "no company which I am affiliated with or interested in will ever enter the doors of a government bureau or agency seeking favors or considerations of any type or character."

His nomination was recommended at the national committee conclave by Frank M. McHale, Indiana Democratic Committeeman, himself a 3% stockholder in WISH. Universal. Mr. McKinney resigned from U. S. Pipeline Co.

HENNOCK STATUS *Staying at FCC Indefinitely*

THE WHITE HOUSE made it official last week that Comr. Frieda B. Hennock will remain on the FCC indefinitely, thus affirming previous reports that the Commissioner alignment apparently will remain intact in the foreseeable future [B•T, Oct. 29].

President Truman last Thursday released correspondence between him and Comr. Hennock on the subject of a recess judgeship appointment which was declined by the Madam Commissioner.

The President had nominated Miss Hennock for a New York federal judgeship last June but it was sidetracked by the Senate, which recessed without taking any action [B•T, Oct. 22].

Mr. Truman said Miss Hennock would continue as a member of the

FCC. Her term runs until June 30, 1955.

The Chief Executive's letter was released coincident with a recess appointment of Assistant Attorney General David H. Edelstein to the vacancy on the New York bench.

The President said he "reluctantly" agreed to give up his fight for Miss Hennock after she wrote him saying that she believed the recess appointment "should go to a nominee who is prepared to take office at once in a district where the docket is so crowded."

Mr. Edelstein, an Assistant Attorney General in the Justice Dept.'s customs division, was a former attorney for the New York City Welfare Dept. from 1934 to 1939.

Usual procedure is for the President to renominate at Congress' return, the person he has appointed during Congressional recess.

The letter exchange follows:
From the President to Comr. Hennock:

Oct. 31, 1951

Dear Miss Hennock:

I regret that the Senate Judiciary Committee has not taken action on the confirmation of your appointment as a United States District Judge for the Southern District of New York, as I

think you are highly qualified and would have served with distinction. I am mindful of the reason which you have advanced for declining a recess appointment, and I reluctantly defer to your wishes in the matter.

Your outstanding record as a member of the Federal Communications Commission has earned wide public recognition, and I am confident your continued service on the Commission will advance the public interest in the vital field of communications. Your service has provided an outstanding example of the contributions which the women of America make to the people of this country, particularly in these critical times.

With assurance of my continued confidence, I am,

Very sincerely yours,

HARRY S. TRUMAN

From Comr. Hennock to the President:

Oct. 30, 1951

Dear Mr. President:

I am most grateful and highly honored by your offer of a recess appointment as United States District Judge for the Southern District of New York. As you know, the Senate Judiciary Committee took no action before adjournment of the last session of Congress on my nomination for this vacancy which you submitted in June. I advised the Committee on October 15 that I would not accept a recess appointment to the bench if you were to honor me by tendering such appointment.

In reaching this decision, I had in mind the many complex problems which will continue to face the Federal Communications Commission during the next few years. As you know, the sound development of television has been my major concern during my service on the Commission, and under

PIONEER broadcaster Richard E. O'Dea, president of WOY New York, and his son, Richard, look forward to a rich future for AM radio. Young Richard is finding station operation as stimulating as outboard racing, a sport in which he has won 28 awards to date.

the circumstances, I think it would be right for me to follow to a conclusion the pending issues which so vitally concern the national interest in the coming years.

Under these circumstances, I believe most sincerely that a recess appointment should go to a nominee who is prepared to take office at once in a district where the docket is so crowded.

Although I am deeply moved by your expressions of confidence, and by the steadfast support of the many public officials and lawyers who have endorsed my candidacy and qualifications, I must therefore respectfully decline this appointment.

Respectfully yours,

FRIEDA B. HENNOCK

TRUTH DRIVE HITS

Govt. Expert Announces

DESPITE the fact that the Soviet Union and satellite countries are spending about \$1,409,000,000 for propaganda warfare, with some \$840 million set aside for radio and other media [B•T, Oct. 29], the free world is not necessarily "losing the battle for men's minds."

This conviction was re-emphasized in a speech before the Life Insurance Advertising Assn. by Thurman L. Barnard, general manager of the department's international information program. He addressed the group at Williamsburg, Va., last Wednesday.

Of the total sum, Mr. Barnard said, Russia alone has been spending \$928 million for propaganda as part of its "Big Lie" crusade to counteract the U. S. "Campaign of Truth."

Construction of new type transmitter facilities for the Voice of America will force the Soviet Union to "let the truth through or spend huge sums [in manpower and dollar dollars] in the effort to keep it out," he declared.

Since the truth campaign was launched, he continued, the U. S. has made "major improvements in our radio network" with the result that the U. S. is overcoming Russian jamming at least 100% more effectively than 18 months ago. Additionally, VOA has stepped up its output 50%, with more stress on language programs behind the Iron Curtain.

"We have learned a great deal about how to utilize radio in the battle for men's minds," Mr. Barnard said, citing program surveys and samplings of overseas opinion. Best estimates today show the Voice is heard by over half of radio set owners in Iron Curtain countries. More than 20% of broadcasts are getting through to Moscow and up to 75% in rural Russian areas, he added.

FORD'S FIRST SERIES To Cover UN Assembly

THE FORD FOUNDATION TV-Radio Workshop's first broadcast production, officials announced last week, will be a series of 12 weekly half-hour summaries of the Sixth United Nations General Assembly in Paris, to be carried over NBC-TV on Saturday from 7-7:30 p.m., starting Nov. 10 [CLOSED CIRCUIT, Oct. 29].

Robert Saudek, director of the Workshop, and Frederic W. Wile Jr., NBC vice president and director of television network production, announced plans for the series last Wednesday. Arthur M. Schlesinger Jr., associate professor of history at Harvard U., who wrote the Pulitzer prize-winning *The Age of Jackson*, will narrate the program.

John Coburn Turner, recently director of programs for Goodson-Todman Productions, has been appointed assistant director of the Television-Radio Workshop and will produce the *Assembly VI* series, Mr. Saudek announced Friday.

"The Workshop believes that the UN General Assembly in Paris is of such critical importance this year that a weekly television record should be made available to the American public," Mr. Saudek declared. "The Television-Radio Workshop is, therefore, dispatching a motion picture production crew to Paris for the duration of the assembly."

Mr. Saudek voiced pleasure "that so experienced a man as G. B. Buscemi, assistant director of the March of Time Television Dept., will have charge of the Paris operations and supervise the film

editing."

The UN series, to be known as *Assembly VI*, will be offered for commercial sponsorship on a non-profit basis, under the Workshop's plan for utilizing commercial radio and TV in offering programs combining cultural, public service and entertainment values. Under the commercial but non-profit formula, sale of the series will mean that the Workshop will regain its production costs and that the network will recover its time charges.

NBC to Cooperate

Speaking for NBC-TV, Mr. Wile said: "The network has been conferring for months with the TV-Radio Workshop . . . and is happy to broadcast the Workshop's initial series of television programs. The Workshop has set its sights high, and we in NBC are ready to cooperate. NBC looks forward to continued exploration of ways by which superior informative programs can command an increasingly large audience on commercial stations."

The UN series will be produced under the supervision of Mr. Saudek and James Webb Young, mass communications consultant to the Ford Foundation, who assisted in the establishment of the Workshop, with the NBC-TV News and

Special Events Dept. under Francis C. McCall cooperating in the production.

The Workshop was set up last August via a \$1.2 million grant to the Fund for Adult Education to be used for Workshop purposes. What had been scheduled as the Workshop's first production, a radio series called *The People Act*, which was to have started on CBS Radio this month, has been postponed until January.

A graduate of Princeton with a degree in modern languages, Mr. Turner worked with various newspapers and magazines from 1938-42, being associated during that time with Marquis Childs and writing his own radio column for *The Washington Post*. He joined the New York writing staff of CBS 1942 where he worked with Dr. Lyman Bryson and Leon Levine on *Columbia's School of the Air* until he became an editor of the script division.

Joining ABC in 1944, he was manager of the script division from 1945 to 1950 and during this period was closely associated with Mr. Saudek in documentary production, including three which won Peabody awards: "Hiroshima," and "Communism—U. S. Brand," and "Clear and Present Danger." Mr. Turner left ABC in 1950 to join the Goodson-Todman staff to supervise, as director of programs, such shows as *The Web* and *What's My Line?*





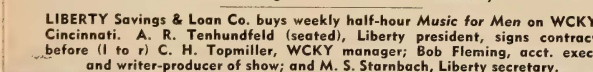
SECOND consecutive year of advertising on WCAX Burlington, Vt., is negotiated for Vermont IGA Stores with signing by William Cooper (seated, r), treas., Burlington Grocery Co. Seated, Daniel O'Connell, asst. sls. mgr., Tea Table Mills, participating sponsor; (standing) Robert Bensen, WCAX acct. exec., and J. D. Swan, station mgr.



IT'S Happy Birthday to You for WHIS Bluefield, W. Va., listeners as Coca Cola Bottling Co. buys 52-week series. Completing arrangements are (l to r): Pat Flanagan, WHIS manager; W. O. Bivens, Coca Cola sls. mgr.; Charles Erhard, station sales.



SPONSORSHIP of CBS Radio's Give and Take by Cannon Mills Inc. is assured with signature of George Beyer Jr. (r), firm's adv. mgr. All smiles are John J. Karol (l), v. p., CBS Radio Network Sales, and W. Eldon Hazard, network sls. mgr.



LIBERTY Savings & Loan Co. buys weekly half-hour Music for Men on WCKY Cincinnati. A. R. Tenhundfeld (seated), Liberty president, signs contract before (l to r) C. H. Topmiller, WCKY manager; Bob Fleming, acct. exec. and writer-producer of show; and M. S. Starnbach, Liberty secretary.



SPOT campaign on WHK Cleveland's Bill Gordon Show for 7-Minit Pumpkin Pie Mix is negotiated by A. W. Fodor Co., that city, in cooperation with Six O'Clock Foods. A. W. Fodor (l), firm's pres., signs one-year contract as J. B. Maurer, WHK sls. mgr., stands by.

BASEBALL

THREAT to the broadcast media, implied by pending legislation that would exempt "all professional sports" from anti-trust laws, is on the wane, it was learned last week.

This revelation followed closely the release of figures by the House Monopoly Subcommittee showing radio-TV rights in professional baseball accounted for more than 10% of the leagues' revenue in 1950.

A staff spokesman of the House subcommittee, which has been investigating the anti-trust aspects of baseball, told BROADCASTING • TELECASTING that the Congressional group "is not going to buy a blank check such as the Johnson or Herlong bills."

Both bills referred to would exempt "all professional sports" from anti-trust laws. They are authored by Sen. Ed C. Johnson (D-Col.) and Rep. A. S. Herlong (D-Fla.).

Effect on radio-TV is obvious, should the legislation become law. The subcommittee now is writing a report as an aftermath of its baseball hearings [B•T, Oct. 29, Aug. 20, 13]. Since the bills, as written, would open a vista of activities engaged in by professional sports operators, it appears that the subcommittee will neither accept the Johnson-Herlong legislation nor will it write legislation of its own until the issue is carefully studied.

Radio-TV May Enter

Radio-TV may enter into the writing of the report, it was admitted. The subcommittee may discuss the broadcast media in its report to the extent that they point out the interstate nature of baseball—nub of many a court dispute.

However, the subcommittee doesn't expect to get into the "nature" of radio-TV rights and contracts, such as territorial rights and league rules—because of current litigation.

Revenue figures released to the subcommittee by baseball leagues provided the following information:

In primary radio-TV contracts, the American League clubs received \$1,656,000 in 1950, the National League clubs, \$1,708,000 the same year. Similar contracts for 1951—American League, \$1,778,412.50, National League, \$1,598,900, plus \$110,000 for the All-Star game, \$1,075,000 for the World Series.

Total revenue for 1951 was \$4,561,312.50 for the leagues. In this breakdown, highest intake for an individual American League club (unnamed) was \$402,500, lowest, \$25,000. Highest National League Club revenue from radio-TV was \$360,000, lowest, \$72,500.

Also of interest to the broadcasters as to the amount they have been pouring into baseball coffers:

In 1950, the American League received a total revenue from home games amounting to \$9 million; on the road, \$2,500,000, and exhibition games, \$350,000. Radio-TV netted the league \$1,656,000. Added together this makes total revenue

Radio-TV Fees Swell League Incomes

*
nue \$16,338,000. Subtracting operating costs of \$12,646,000 and other costs (player salaries, etc.), income was \$1,829,000, which after taxes was \$623,000.

Similar breakdown for the National League in 1950 (approximation) showed total revenue \$15,696,000, of which radio-TV contributed \$1,708,000. Total expenses amounted to \$12,858,000, which gave a total operating income of \$2,838,000, of which after further costs were deducted gave \$678,000 before taxes or a total of \$53,000 after taxes.

RESNICK NAMED

To Hear ABC-UPT Case

SELECTED to preside at the involved Paramount Pictures license renewals and ABC-United Paramount Theatres merger hearing—scheduled for Jan. 15—is FCC Examiner Leo Resnick. Appointment was made Oct. 22.

Mr. Resnick, who has been with the FCC since 1940 except for Navy duty during the war, was the examiner in the 1949 hearings on the purchase of the Louisville Courier-Journal's WHAS-AM-FM-TV by the Crosley Broadcasting Corp. (WLW Cincinnati). That sale was denied because of overlap between WHAS and WLW. Mr. Resnick is a graduate of Columbia U. Law School and served in various FCC legal positions before being appointed an examiner in 1947.

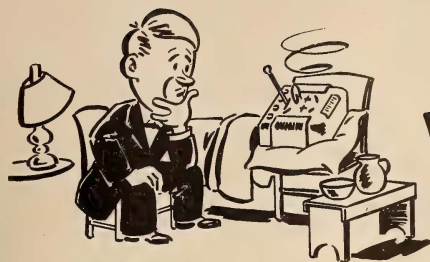
Efforts had been made to have the FCC en banc hear the merger case, but apparently they were unsuccessful.

PROPOSES AM GRANT

For Reedsburg, Wis.

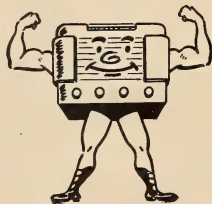
INITIAL DECISION, recommending the grant of William C. Forrest's application for a new AM station in Reedsburg, Wis., on 1400 kc with 250 w fulltime, was issued by FCC Examiner J. D. Bond last week.

Question of overlap between the proposed new Reedsburg station and WIBU Poynette, Wis., also owned by Mr. Forrest, was resolved in favor of the applicant on the grounds that 4,000 people in Reedsburg had no primary broadcast service, day or night. The examiner felt that the fact 8,300 persons who would get daytime primary service from both stations was overshadowed by the benefit a new station would bring to Reedsburg.

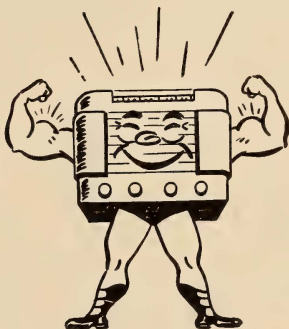


WHO SAID NIGHTTIME RADIO IS DYING?

IN *Iowa*, IT'S
UP 28.8%!



1949



1951

The 1951 Iowa Radio Audience Survey* proves conclusively that total radio listening in Iowa is greatly on the increase. An exact comparison with 1949 (when the Survey gathered the same listening data at approximately the same week of the year) shows that Iowa *nighttime* listening, for example, is up 28.8%!

Between 5 p.m. and 8 p.m., the Survey found increased listening for *every* quarter hour, 1951 over 1949, with an average increase of 28.8% for each of these twelve important quarter hours! (The hours 8 to 10 p.m. were covered only by the 1951 Survey. It found a remarkably high average of 62.9% of all adults listening at each quarter hour!)

For the average quarter-hour period 5 a.m. to 8 p.m., the Survey found a 14.4% increase in listening, 1951 over 1949!

When you project these increases against the fact that Iowa also has more *families*, more *multiple-set homes*, and more *car radios* than in 1949, you find the increased *amount* of radio listening is even greater than the average percentages shown above.

Clear-Channel, 50,000-watt WHO continues, of course, to get the greater share of Iowa's increased radio listening. This and many other authentic, up-to-date facts about radio in Iowa are thoroughly documented in the 1951 Iowa Radio Audience Survey. Write for your free copy, *today!*

W H I O

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

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



FREE & PETERS, INC.
National Representatives



*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

CRITICAL MATERIALS

CBS-COLUMBIA last week was granted a second postponement of a hearing before the National Production Authority on its appeal for additional critical materials.

The manufacturing arm of Columbia Broadcasting Inc. sought an additional three-week delay on a plea for an adjusted base period looking toward a larger output of monochrome TV receivers, radio sets, phonograph players and other products.

The reason was not immediately known but it was presumed that CBS-Columbia wants more time to modify its presentation in view of the government's clampdown on color TV production [B•T, Oct. 29, 22]. The meeting had been deferred once before—from Oct. 23 to Oct. 30 (last Tuesday).

Seeks Greater Quota

CBS-Columbia is seeking a greater quota of raw materials (steel, copper and aluminum) than that presently allotted to Air King Products, which it absorbed in the purchase of Hytron Radio & Electronics Corp. last June.

The manufacturing branch of CBS Inc. was given an adjustment of the Air King base period and appealed for larger quantities, partly on the ground that it planned to turn out 250,000 color telecasts in 1952 as well as adapters and converters.

Notwithstanding the color TV, blackout, CBS Columbia is still holding fast to its bid for more materials to turn out black and white sets. Present base period allocations which NPA allowed last August are insufficient, CBS-Columbia contends, noting that quarterly quotas enable it to turn out only about 35% of what Air King produced in 1951. NPA officials point out, however, that this conforms substantially to the pattern of cutbacks for all materials in civilian industries.

NPA denial of a higher base period formula on color telecasts and so-called "slave" units reportedly was a prime factor in Defense Mobilizer Charles E. Wil-

son's decision to mothball color TV receiver production.

To have turned out 250,000 color sets next year, CBS-Columbia would have required that many fractional horsepower motors utilizing vital copper supplies.

Mr. Wilson reportedly advised CBS President Frank Stanton: "Not in your lifetime or in the lifetime of your children will there be enough copper to meet all the needs of everyone."

Last week Mr. Wilson's words were strongly underscored on another level, the Defense Production Administration.

"Copper supplies are almost dangerously short," DPA asserted. "Two large strikes, extreme shortage in scrap supplies and continued low imports caused by international prices have made copper the most critical of all important production metals for both the immediate and the long range outlook."

The civilian application of this vital metal was outlined to BROADCASTING • TELECASTING by John Milling, director of NPA's End Equipment Branch of the Electronics Products Division.

"There will be a sharp drop in

CBS Again Delays

the amount of copper available for civilian uses in the first quarter of 1952 from the fourth quarter of 1951. As with all consumer durables, there may be as much copper for Class B or less essential products, but military and defense-supporting orders will get them and consumers will receive what is left."

Allocations Announced

DPA already has announced allocations of copper for January-March 1952 to its Electronics Products Division, which serves as claimant agency for industry needs. Thus, only a small percentage of the 33,760,000 pounds set for copper will flow into civilian production of radio-TV sets and other goods.

DPA also lumped steel with copper, aluminum, cobalt, nickel and tungsten as the "most critical materials"—those "insufficient for defense and civilian demands."

The program embarked on by the electronics manufacturing industry to redesign, simplify and improve products through conservation was noted by the agency. These materials are used in cathode ray tubes, antennas, transmit-

ter towers, magnetic speakers and in wiring and plating techniques.

Structural and alloy steel have grown scarce but the most pressing problem here involves the inadequate collection of scrap. Tight situation on steel and copper is pointed up sharply with growing industrial expansion for the defense "tool-up" and all-time productive highs.

Meanwhile Atty. Gen. J. Howard McGrath called for creation of a centralized procurement plan which would permit large, medium and small business firms all to participate in the nation's mobilization drive. He favors an inventory of all firms to determine their productive capacities.

upcoming



NARTE DISTRICT MEETINGS

Dates	District	Hotel	City
Nov. 8-9	7	Seelbach	Louisville
12-13	3	William Penn Pittsburgh	Pittsburgh
15-16	1	Somerset	Boston

* * *

Nov. 5: BMI Program Clinic, Hotel Northern, Billings, Mont.

Nov. 7: BMI Program Clinic, Alonzo Ward Hotel, Aberdeen, S. D.

Nov. 9: Hearing for objections to petition for reorganization of LeBlanc Corp. (Hadacol), U. S. Court (Southern New York District), Foley Square, New York City.

Nov. 9: BMI Program Clinic, Radisson Hotel, Minneapolis, Minn.

Nov. 10: BMI Canada Ltd., Program Clinic, Royal Alexandra Hotel, Winnipeg.

Nov. 12-13: First District Meeting, Adv. Federation of America, Boston.

Nov. 12-14: National Assn. of Radio News Directors Convention, Sherman Hotel, Chicago.

Nov. 13: AAAA Michigan Council Annual Meeting, Statler Hotel, Detroit.

Nov. 14: Columbia Affiliates Advisory Board meeting, District 9, Hotel Utah, Salt Lake City.

Nov. 14-15: American Public Relations Assn., Seventh Annual Meeting, Philadelphia.

Nov. 21: Broadcasters of Maryland and District of Columbia, meeting to complete organization of Maryland-District of Columbia Broadcasters Assn., Baltimore.

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 28-Dec. 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.

Dec. 5-7: NARTE Board of Directors, Washington.

Feb. 25: FCC-Theatre Television hearing.

Dec. 7-9: Television Authority Convention, Park Sheraton Hotel, New York.

Dec. 10: Columbia Affiliates Advisory Board meeting, Districts 4, 5, and 8, Hotel Roosevelt, New Orleans.

Dec. 13: Columbia Affiliates Advisory Board meeting, District 7, Muehlebach Hotel, Kansas City.

ment that IBEW headquarters described the local as antagonistic to the international.

Terms of the local's demands call for a flat \$130 a week from stations plus a long list of other benefits. Two increases in scale have been granted in a year. The present contract expires Nov. 15. Demands are well in excess of the maximum permitted by Wage Stabilization Board regulations.

IBEW REPLIES

D. W. TRACY, president of International Brotherhood of Electrical Workers, charged last week that statements in the Oct. 29 BROADCASTING • TELECASTING about relations between St. Louis Local 1217 and local stations as well as the union's headquarters are incorrect and embarrassing to the union.

Mr. Tracy said the local and international have a long record of cooperation and added that he was highly disturbed about the article.

The story was based on information obtained from sources which BROADCASTING • TELECASTING consider reliable. It reviewed terms of wage demands submitted by Local 1217 to St. Louis stations.

"When a union as old as this has become stabilized in its operations I think they're doing a pretty good job," Mr. Tracy said.

"That local has no unsavory re-

lations with stations. I have checked with employers in St. Louis. They speak very highly of the local. You have created the impression this is an unruly, undisciplined crowd. The record speaks for itself.

"The statements about the record of the local and its relations with the international are far from being correct. The local has a record of continuous cooperation with the international union. They've always lived up to the constitution and by-laws. We have had no trouble with them. We have cooperated with them and they have cooperated with us.

"We have our differences with employers, of course. We have a good record in the broadcasting industry and don't want to have that record marred. We don't like strikes and try to avoid them.

"This is a serious mistake, reflecting on our organization and one of the oldest and most progressive organizations in our union. I am highly disturbed about the article."

Mr. Tracy objected particularly to statements that the St. Louis local has a continuous record of unsavory relations with stations and has been called the most troublesome local in the electronic field. He also objected to a state-

FARM WORLD TODAY!

A SPECIALIZED PROGRAM FOR A SELECTIVE MARKET

(see inside front cover)

CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

3 more open the door... to better representation

Three more *important* stations are being welcomed
into the Avery-Knodel radio and television family. Three
more stations offering agencies and their advertisers
the best service in their markets . . . markets essential
to every *national* advertiser.

with

AVERY-KNODEL, INC.

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

WGAC . . . Augusta, Ga.
KERO . . . Bakersfield, Calif.

WGUY . . . Bangor, Maine
WKBW . . . Buffalo

WAYS . . . Charlotte, N. C.

WJJD . . . Chicago

WSAI . . . Cincinnati

KDAL . . . Duluth-Superior

WERC . . . Erie

KFPW . . . Fort Smith, Ark.

KFRE . . . Fresno, Calif.

WJEF . . . Grand Rapids

WCOG . . . Greensboro

WFBC . . . Greenville, S. C.

KTHT . . . Houston

WMBR . . . Jacksonville

WKZO . . . Kalamazoo

WROL . . . Knoxville

WIBA . . . Madison

WDGY . . . Minneapolis

KOMA . . . Oklahoma City

WIRL . . . Peoria

WGAN . . . Portland, Maine

KOIN . . . Portland, Ore.

WPJB . . . Providence

WHBF . . . Rock Island-Quad Cities

KROY . . . Sacramento

KALL . . . Salt Lake City

KCBQ . . . San Diego

KJR . . . Seattle

KMA . . . Shenandoah, Iowa

KSOU . . . Sioux Falls, S. D.

KTUL . . . Tulsa

WRUN . . . Utica-Rome

WBRY . . . Waterbury, Conn.

KXEL . . . Waterloo, Iowa

KFBI . . . Wichita

WILK . . . Wilkes-Barre

INTERMOUNTAIN NETWORK

TELEVISION STATIONS

WMBR-TV . . . Jacksonville, Fla.

WKZO-TV . . . Kalamazoo, Battle Creek, Grand Rapids

WHBF-TV . . . Rock Island-Quad Cities

1

WGAN

PORTLAND 5000 WATTS 560 KC

Maine's major markets in

2

WGUY

BANGOR 250 WATTS 1230 KC

WGUY-FM 11,000 WATTS

TOTAL MARKET DELIVERED BY

WGAN WGUY WGUY-FM

Radio Families	220,920*
Retail Sales	696,710,700**
Effective buying income	\$889,043,400**

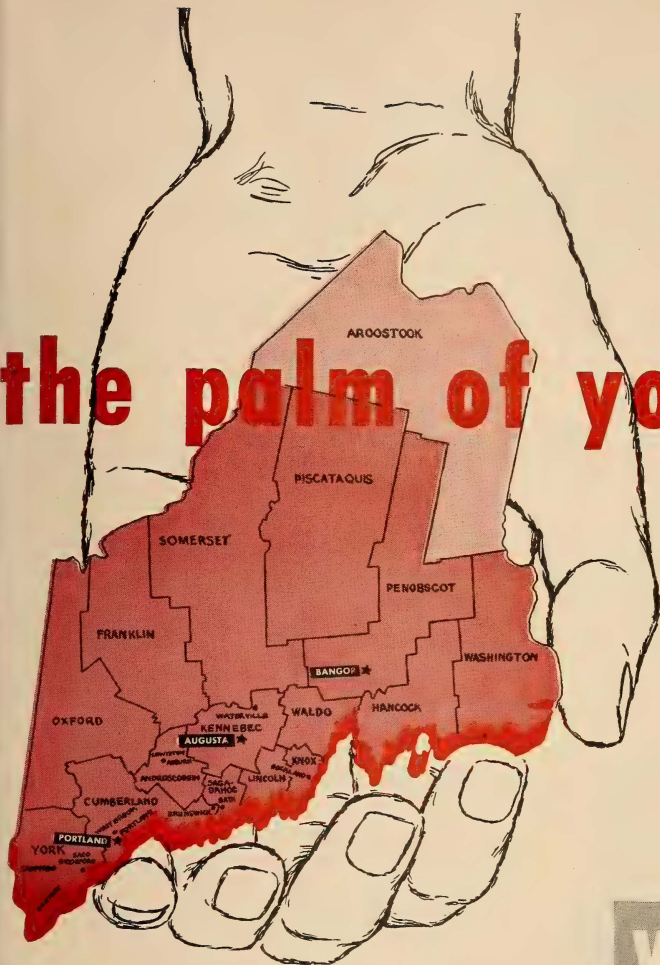
* Radio Families, U.S.A.—1949

** Sales Management Survey of
Buying Power, 1951

WGAN
WGUY
WGUY-FM

announce the appointment of AVERY-

in the palm of your hand



WGAN
PORTLAND



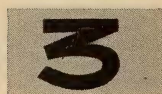
IN MAINE

WGUY
WGUY-FM
BANGOR

most of Maine listens most to

GUY GANNETT BROADCASTING SERVICES

KNODEL as national station representative



WERC

ERIE 5000 WATTS 1260 KC

dominating northwestern Pennsylvania

Blanketing northwestern Pennsylvania and an area extending into southwestern New York and northeastern Ohio, WERC — NBC for Erie — covers a population of more than half-a-million* with



America's No. 1 network programs and

local shows keyed to

this typically American region. One look at

the WERC rate card and market analysis

reveals that this is an excellent market opportunity for product testing, as many of the country's major advertisers have discovered.

*Within 0.1 millivolt contour

represented now by AVERY-KNODEL, INC.

NBC Sets Formula

(Continued from page 23)

radio in its TV adjustment curve. Again, without details of the TV adjustment curve at hand, no affiliate could possibly figure its rate changes under the new plan.

Significantly, the NBC report to affiliates said that in both television and non-television markets there were some affiliates whose rates would go up and others whose rates would go down. After adjustment for television, the total network rate as proposed is about the same as it now stands since the 10% reduction last summer.

DAYTIME RATES

About the same technique was used to establish daytime rates as was used for evening charges. Radio homes used as a base were those within the station's daytime 50% BMB area, and these were weighted for retail sales on the basis of population and sales within the daytime area.

Since listeners per 1,000 radio homes in the daytime average about 45% of those at night, NBC fixed daytime base rates on the curve so they would produce costs-per-thousand that were 45% of the costs-per-thousand figured on the evening rate curve.

TV adjustment in daytime rates was not as severe as at night. No television adjustment at all was made in morning rates, but in the afternoons the adjustment was made this way:

NBC said the best current data indicated that at most there was a 25% loss of radio listening to TV in the afternoon. The TV adjustment formula therefore provides for a 25% adjustment in the new daytime base rate when TV saturation in the station's area reaches 100%, and for a sliding scale downward (which was not further described) in ratio to the amount of TV penetration.

Under the proposed schedule, stations in non-TV markets will have the same morning and afternoon rates; those in TV markets will have afternoon rates somewhat lower than their morning rates. Although many stations will find their rates going either up or down under the plan, the total network morning rate will be slightly higher than it now is, and its afternoon rate about the same.

The description of the plan that NBC last week sent to affiliates also dealt at length with changes in network option time. These had been described to some extent earlier [B.T. Oct. 8], but here's a summary of the changes and the time table that NBC has set to accomplish them:

"By Jan. 1, 1952: For Eastern and Central Zone stations, the addition of 9:30-10 a.m. New York time as network option time weekdays; a change in the evening network option time to 7:30-10:30 p.m. New York time weekdays; and the addition of 9-10 a.m. local time on Sunday as network option time.

"Also by Jan. 1, 1952: For Pacific

Radio Everywhere

HAVENS & Martin stations WMBG and WCOD (FM) Richmond have embarked on an "Everywhere There Is Radio" campaign in their area. Campaign utilizes announcements which point up advertising in the medium, concluding, "Radio advertising is good business." Havens & Martin also operates WTVR (TV) Richmond.

Zone stations, a change in morning network option time to 9:45 a.m.-12 noon and 12:15-1 p.m. weekdays and a change in evening network option time to 6:30-9:30 p.m. weekdays, both in local time. For Mountain Zone stations, the addition of 10-11 a.m. local time on Sunday as network option time.

"By Oct. 1, 1952: For Eastern and Central zone stations, the addition of 9:15-9:30 a.m. New York time and 12:15-12:30 p.m. New York time weekdays as network option time, provided the 9:30-10 a.m. period has been sold; and a change in afternoon option time to 2-5 p.m. New York time weekdays."

NBC described its new rate structure as "a fundamental change in network radio rate-making" which "for the first time . . . establishes radio homes, weighted by a retail sales index, as the basic factor in the construction of network rates."

The formula, said NBC, "provides a basis for radio adjustments which can be made in terms of measurable factors and will conform to the changing values of network radio."

As affiliates last week pored over the voluminous report, they agreed that NBC had made a whopping attempt to set things straight, and most applauded the principle and the effort. What they all were waiting to hear, however, was how much up or down they would be asked to move their rates when the station relations man from headquarters came around.

McDonald to WNOE

PATT McDONALD, formerly general manager of WHMM Memphis and recently vice president and station relations director of Liberty Network, has joined WNOE New Orleans as vice president and general manager. James E. Gordon is president of the 50 kw New Orleans outlet. Mr. McDonald resigned as NARTB director-at-large for small stations last spring when he left WHMM. He had served on NARTB committees and had been active on behalf of small stations in association affairs.



Mr. McDonald

director-at-large for small stations last spring when he left WHMM. He had served on NARTB committees and had been active on behalf of small stations in association affairs.

RADIO'S CAMPAIGN

Knoxville Stations Join

CAMPAIGN spreading over the nation to talk up radio's selling power added Knoxville stations WROL WNOX WBIR WGN and WIBK last week.

Beginning last Thursday, the stations kicked off their drive to promote the radio industry and to make the public more aware of the part radio plays in the lives of every American.

Cooperating stations represent each of the networks—WROL, NBC; WNOX, CBS; WBIR, ABC; WGN, Mutual. WIBK is an independent. Each station has been supplied with a disc from World Broadcasting System, firm that has originated the promotion. Each disc features a radio star.



For ears that cuddle closer
And folks who can't say "no sir" . . .



Programs that really do you good;
Pick a station that's a honey



And you'll make a lot more money!
In Greater Grand Rapids, it's WOOD!



Is WOOD a real buy?
Call Katz and see why!

Industrial Field

(Continued from page 25)

Timken has been out with sleeves rolled up and fists flying. In that period we have had several surveys taken to find out if indeed we are making enemies. The results of those surveys show conclusively that the prestige and reputation has been markedly enhanced.

"Timken, honestly and boldly, has taken a clear-cut unmistakable position on the subject of government spending, unnecessarily high taxes and increased functions of the federal government. Our plant city communities think none the less of us. In fact, on the contrary. And if ever a country needed leadership that would speak out in courageous unmistakable tones, it is the United States of America . . . 1951."

Emil Waelti

FUNERAL SERVICES were conducted Tuesday for Emil Waelti, 48, engineer at WBBM Chicago for 17½ years, who died the previous Sunday. Mr. Waelti, a member of IBEW Local 1220, is survived by his wife and two children.

In Greater Grand Rapids . . . the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' only 5000 watt station

For the best earful in
Greater Grand Rapids . . .

WOOD

5000 WATTS • NBC AFFILIATE
and WOOD-TV

GRAND RAPIDS, MICHIGAN

Also WFDF — Flint, Mich., WEOA — Evansville, Ind., WFMB and WFMB-TV, Indianapolis, Ind.
National Representatives
Katz Agency, 488 Madison Ave., New York, N.Y.

NEW CD MONEY

Bill Signed by Truman

PRESIDENT TRUMAN last Thursday signed a supplementary money measure (HR 5215) providing additional funds for federal civil defense communications and public media during the fiscal year ending next June 30.

Here is what the President's signature means:

- Allows the Federal Civil Defense Administration \$3 million for communications and \$240,000 for attack warning systems.

- Allots FCDA \$1.5 million-plus for "educating the man on the street" through radio, TV and other media, and another \$3.5 million for "executive direction," including public information operations.

- Prohibits the Treasury Dept. from using any funds for paid radio, TV, press and other campaigns to promote savings bonds.

- Rejects the request of the FCC—and of the Chief Executive himself—for \$1,340,000 to buttress the Commission's security monitoring activities (This had been rejected by both House and Senate Appropriations Committees and thus did not come up for vote.)

Other legislation previously signed by Mr. Truman knocked out money for paid armed forces recruiting drives in all media.

VOELLER FIRM

Formed in Hollywood

WILL H. VOELLER, for three years president of Universal Recorders, Hollywood, has resigned to form his own company, Will H. Voeller Productions.



Mr. Voeller

With Universal for six years, Mr. Voeller said he will concentrate solely on radio and television production, with nucleus based on contracts now in force with his former firm.

FREEDOM WARNING

Dr. Bronk Gives Views

AMERICA will have freedom only so long as it has free dissemination of information and knowledge, Dr. Detlev W. Bronk, president of Johns Hopkins U., said Wednesday in address to the third anniversary celebration of WAAM (TV) Baltimore. Dr. Bronk president of the National Academy of Sciences, serves as chairman of the WAAM Program Advisory Council.

Dr. Bronk told how he had personally investigated the suppression of radio in Europe.

CBS Heroine

FLORENCE WARNER, assistant to the CBS Radio director of talks, was awarded the Carnegie Bronze Medal for Heroism last week for saving a man from drowning off the coast of Florida in 1950. Mrs. Warner, aboard a cabin cruiser in Hawk Channel in the straits of Florida, rescued William E. Kriedler, 31, when he fell into the sea.

NEW NARTB AIDE

Mrs. Whittenburg Named

APPOINTMENT of Mrs. John V. Whittenburg as special assistant in the NARTB Public Affairs Dept. was announced Thursday by President Harold E. Fellows. She will serve under Robert K. Richards, public affairs director.

Mrs. Whittenburg will prepare weekly industry-government highlights for NARTB as well as aid in writing and editing other association newsletters. Before joining NARTB Mrs. Whittenburg was makeup editor of BROADCASTING • TEECASTING, resigning last September to be married. Her maiden name was Jo Hailey. A native of Dublin, Tex., she was educated at Hillsboro Junior College and U. of Texas, receiving a B.S. degree in radio and TV at American U.

R. M. MARRIOTT

Was Engineering Pioneer

ROBERT M. MARRIOTT, 72, radio engineer and pioneer in broadcasting, died last Wednesday at his home in Brooklyn, N. Y.

During his electronics career, Mr. Marriott, who was born in Richmond, Ohio, began radio experimentation while a student at Ohio State U. in 1897. He is credited with being the first man to put the telephone and detector method of radio reception, forerunner to the vacuum tube, into practice. He was consulting engineer of the Federal Radio Commission in 1928-29 and acting Commissioner in the FCC's Zone I area. A former president of the Institute of Radio Engineers and the Wireless Institute, Mr. Marriott served on numerous radio and electronics organizations.

Litvin to Take Leave

FCC HEARING Examiner Fanney N. Litvin will take a two-month leave of absence for personal business reasons beginning about Dec. 1. Two of her cases were ordered certified to the Commission for initial decision without preparation of a recommended decision by the Examiner. They are Blytheville Ark., and Lawton and Anadarko Okla., cases.

EVEN "ODDS AND ENDS" ADD UP TO \$142 MILLION IN CENTRAL OHIO

GENERAL MERCHANDISE SALES
HIT \$142,655,000* ANNUALLY

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

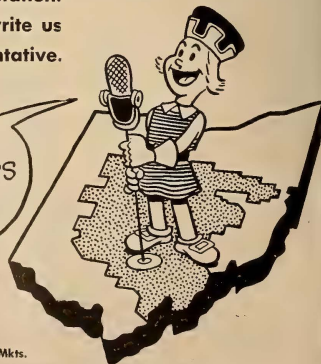
CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

PLUS
WELD-FM
Ask John Blair

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

YOU GET A GIFT
OF MORE LISTENERS
PER DOLLAR ON
WBNS



* Source, '51-'52 SRDS Consumer Mkts.

SOLD OUT!



**KMPC IS DOING SUCH A CLASS A
JOB^① FOR SO MANY CLASS A
NATIONAL ADVERTISERS^② AND
CLASS A LOCAL ADVERTISERS^③
IN THIS CLASS A MARKET^④ THAT
WE'RE 100% SOLD OUT OF
CLASS A PROGRAM TIME^⑤**

- ① Sort of a one-station network, we cover 205 Southern California communities.
- ② Such as: Bayer Aspirin, Birds Eye, Camels, Del Monte, Ipana, Libby.
- ③ For example: Gallen Kamp Stores, E. F. Hutton, Marshall & Clappett, Thrifty Drug Stores.
- ④ Sell your product *first* in Southern California— and the *rest* of the world will buy.
- ⑤ Although our definition of Class A time is 6:00 P.M. to 10:30 P.M., we are virtually sold out until 1:00 A.M.



KMPC

LOS ANGELES—710 KC

50,000 watts daytime • 10,000 watts nighttime

REPRESENTED BY H-R REPRESENTATIVES, INC. • AFFILIATE, LIBERTY BROADCASTING SYSTEM
RADIO CONTINUES TO BE "AMERICA'S GREATEST ADVERTISING MEDIUM"



Re:

TULLIBEE, SAUGERS & HAKE

What? Another agency? A firm of legal beagles? A brokerage house?

No—just the names of three of nineteen different kinds of fish, marketed commercially in Canada's 200 million dollar fishing industry. From the Grand Banks off Newfoundland to the salmon-choked Fraser River in British Columbia, fishing is big business to Canadians. Within the last 15 years, the market value has jumped from 45 million to around 200 million, keeping pace with Canada's booming economy.

Canada ought to be, must be, a good catch for your product. Angling for customers in Canada is, like catching the elusive salmon on the Restigouche in New Brunswick, a tricky business. Putting first things first, the angler must be guided to the more promising fishing grounds and given the right bait.

In Canada, radio is your best bait. Guides who know say radio lands the biggest catch because radio plugs your product day or night, any day of the week, wherever your best markets are.

To compound the jargon of the fisherman into selling sales sense: Your Canadian network of private radio stations from coast to coast is the net that works in catching customers.

If you're planning to get your feet wet in this fastest growing market, remember:

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

A message from the 103 member stations of the

Canadian Association of Broadcasters

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

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.,
Ottawa.

37 Bloor St. West,
Toronto.

NFL REPLIES

THE NATIONAL Football League asked the U. S. District Court last week to dismiss the Federal anti-trust move to break up restrictions on televising and broadcasting games [B•T, Oct. 15].

Former U. S. Sen. Francis J. Myers, one of eight attorneys representing the league, asked dismissal on the grounds that the complaint "fails to state a cause of action upon which relief can be granted."

The government, in a suit filed Oct. 9, accused the league of violating the Sherman Act in "blacking out" telecasts and broadcasts of local games.

The motion for dismissal called the complaint defective and asked for a more definite statement of the charges.

Exception was taken to two paragraphs in the federal suit. One charges a continuing agreement to restrict persons and areas to whom the games may be shown. The other has to do with denying the public in various cities an opportunity to see the events telecast.

The first paragraph, the league charged, fails to identify the continuing agreement or to say whether the agreement is oral or written.

The motion charged that the other paragraph is defective because it fails to state which radio or television stations are boycotted; fails to identify the cities affected, and fails to state which radio and

Requests Dismissal Of Justice Suit

television stations "are ready, willing and able to satisfy the widespread public demand."

The league contended that certain portions of the complaint should be stricken because there is no allegation that the alleged "blacking out" constitutes a violation of the Sherman Act.

"Since we do permit reproductions of our games," the motion said, "the NFL then is not in violation of the Sherman Anti-Trust Act."

Certain sections of the government's charges, the motion declared, "are so vague and ambiguous that it is impossible for the league to prepare a responsive pleading which would adequately meet the charges of the complaint."

The Federal action was filed by H. Graham Morison, assistant to the U. S. Attorney General, in charge of the anti-trust division.

A government attorney had said that, if the action is successful, other sports leagues and associations will be sued similarly, indicating college football may be included.

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 SEPTEMBER 16-22, 1951

NIELSEN-RATING *

Current Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average for All Programs)		
1	Lux Radio Theatre (CBS)	13.3
2	Arthur Godfrey's Scouts (CBS)	10.5
3	Walter Winchell (ABC)	9.9
4	Jack Benny (CBS)	9.3
5	Gene Autry Show (CBS)	9.0
6	F.B.I. in Peace and War (CBS)	9.0
7	Mr. and Mrs. North (CBS)	8.9
8	Gangbusters (CBS)	8.7
9	Dragnet (NBC)	8.4
10	Mr. Keen (NBC)	7.9
EVENING, MULTI-WEEKLY (Average for All Programs)		
1	Beulah (CBS)	3.8
2	One Man's Family (NBC)	5.2
3	Lone Ranger (ABC)	5.2
WEEKDAY (Average for All Programs)		
1	Ma Perkins (CBS)	4.3
2	Romance of Helen Trent (CBS)	8.3
3	Big Sister (CBS)	7.8
4	Our Gal, Sunday (CBS)	7.5
5	Wendy Warren and the News (CBS)	7.4
6	Aunt Jenny (CBS)	7.1
7	Pepper Young's Family (NBC)	6.8
8	Guiding Light (CBS)	6.7
9	Perry Mason (CBS)	6.3
10	Road of Life (NBC)	6.3
DAY, SUNDAY (Average for All Programs)		
1	True Detective Mysteries (MBS)	5.3
2	Marion Kane, Private Eye (NBC)	3.9
3	Sunday Morning Gatherin' (CBS)	3.6
DAY, SATURDAY (Average for All Programs)		
1	Theatre of Today (CBS)	7.5
2	Alias Jane Doe (CBS)	5.4
3	Mary Lee Taylor (NBC)	5.4

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,993,000—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 1951 by A. C. Nielsen Co.

CANADA MEET

Hears IRE, RTMA Papers

FIRST international radio fall meeting of the Institute of Radio Engineers and the engineering departments of the Radio-Television Manufacturers Assn. was held jointly with the Canadian sections at the King Edward Hotel, Toronto, October 29-31.

Technical meetings, the three-day session was devoted primarily to television and supply of materials. About 700 delegates, mostly from the U. S., attended the meetings. The next radio fall meeting is to be held at Hotel Syracuse, October 27-29, 1952.

Following addresses of welcome by R. A. Hackbusch, president of RTMA of Canada, and of I. S. Coggeshall, president of IRE, the opening morning sessions were devoted to noise immunity and local oscillator radiation suppression in TV receivers. L. M. Clement, Crosley Division, Avco Mfg. Corp., reported on material supply and told the meeting that RTMA was endeavoring to have the same conservation measures adopted for the manufacture of domestic receivers adopted by military on electronics defense orders.

Monday afternoon sessions were devoted primarily to tube circuits and tube reliability. Tuesday and Wednesday sessions were devoted mainly to TV, with Wednesday morning session to audio developments.



**To a time buyer
who missed these items
in the papers**

It's just possible that you didn't see this in the *Prairie du Chien* papers. So we quote: "John Pettra, owner of the Zoo, has been using radio advertising this summer and fall to let people know that he has an outstanding attraction right in their own backyard. It has paid off in big dividends. If you are doubtful, drive down that way any Sunday afternoon and see for yourself the number of people who came here to see the Zoo. Mr. Pettra gives a large share of the credit for his influx of visitors to Station WMT of Cedar Rapids."

Prairie du Chien is in Wisconsin, 98 miles northeast of us. The Zoo's three floating spots a week cost about as much as elephant feed, namely, peanuts.

While we're on the subject of news items, did you see the UP release which related how some folks out this way worked themselves into a tizzie about certain belly

dancers at the State Fair? There was talk which questioned whether or not that particular sort of muscle control offered the right kind of evidence of Iowa's greatness. One of the young G-string ladies said she had no apologies to make, and several fair-goers allowed as how they agreed with her. Far as we're concerned, we'd cut off our legacy before getting mixed up in such controversies. Whatever figures you look at, Iowa is richly endowed, and WMT caresses Iowa ears like corn-on-the-cob. *Statistic:* Iowa cash income from corn (1950), \$203,267,000. What wasn't converted into cash went into hogs which were worth \$781,498,000.

What went into people isn't known, since exact corn-on-the-cob figures are not available. But for data on what can go into, and come out of, WMT, please see the Katz Agency rep.

WMT

5000 WATTS,
600 KC.

**CEDAR
RAPIDS**

Represented Nationally by the Katz Agency

**BASIC CBS
RADIO NETWORK**

Broadcasters' Aid

(Continued from page 25)

tional, or public service-type advertising, rather than for quick sales of automobiles.

Some 80% of NADA members are located in towns of 25,000 or fewer inhabitants. This means that the local auto dealer in such towns is one of the biggest businessmen in the community and, as such, is repeatedly among the first to be called on in civic drives, Mr. Wolfington said. But does the general public realize how important a member of the community the auto dealer is, he asked.

NADA thinks not and thinks further that radio is the best media for pointing this fact out to the public.

There are several aspects of the many-sided story which dealers should use radio to tell. To stimulate the use of radio, NADA is peppering its members with urgings and suggestions.

NADA indicated it would wel-

come similar efforts from the nation's time sellers.

A particular angle which NADA suggests to the time sellers affects women motorists.

Research has shown NADA that 65% of women drivers never take their cars in for repairs because they don't trust their own mechanical judgment as to what is wrong with their cars and they do not have sufficient confidence in getting an honest appraisal from a repairman.

Salesmen's Opportunity

NADA points out that here time salesmen might be able to sell a package to an automobile dealer during the daytime hours for a program directed at housewives.

The 1952 demand for automobiles is expected to outweigh by a half million the 4½ million cars slated for production, according to NADA. This is going to increase demand for used cars.

NADA is of the opinion that only

a small percentage of the public realizes what it means to deal with an automobile firm which has a franchise to protect as against buying from a strictly used-car dealer.

At present, automobile dealers make extensive use of classified ads in newspapers to make sales of specific cars. What NADA is trying to get dealers to do is to sell themselves as a place where customers may with confidence buy a car or have one repaired.

A deluge of material is sent to each NADA member, trying to put them into a receptive frame of mind insofar as radio and/or television advertising is concerned.

NADA suggests to time sellers that they strike while the iron is hot.

Statistics and ideas for spot campaign programs and packages may be had by writing to Walter M. Kiplinger, director of promotion, NADA, 1026 17th St., N. W., Washington 6, D. C.

Hymns Sell Autos

AUTOMOBILE dealer, the Bluefield Trading Center, was visited by 30 potential customers and by five purchasers, as a result of 10-minute program sponsored over WHIS Bluefield, W. Va., an NBC affiliate, the station reports. Program, *Hymns for Today*, featuring transcribed hymns by America folk artists, also drew 10 telephone inquiries for the dealer. The following day saw equal success, WHIS notes. Program is presented five-times weekly at 1:30 p.m. by Douglas Ford, staff announcer.

KAN. AP MEETING

Continues News Contest

MEMBERS of Kansas Assn. of Associated Press Broadcasters, at the annual fall meeting Oct. 28 in Manhattan, voted to continue their monthly news contest another six months. Contest, which was started by association last spring, makes a monthly award to station newsmen submitting best story to AP.

Representatives attending the meeting included: Thad Sandstrom, KSEK Pittsburg, who was elected state chairman succeeding George Gow, KANS Wichita; Ray Kozak, KMAN Manhattan, who was named vice chairman; Olaf Soward, WIBW Topeka; Hank Davis and Chuck Gerber, KNEX McPherson; Mel Haines, KWBW Hutchinson; Max Bicknell, Lyle Ticknor and Sid Rose, KTSW Emporia; John Hendry, KSEK Pittsburg; Jim Ayres, KAYS Hays; Fay N. Seaton, operator of KMAN, and publisher of Manhattan *Mercury-Chronicle*, Howard D. Neighbor and Marvin Houtz, KMAN; Bailey Axton, KTOP Topeka; Dick Embody, KGGF Coffeyville; L. L. Longsdorf and Bob Hilgendorf, KSAC Manhattan; Ken Thomas, Frederic D. Butcher and Bob Fell, KSDB-FM Manhattan. Representing AP in Kansas City were Bureau Chief Frank Gorrie and State Editor Joe De George.

Thomas Mitchell Signed

ACTOR THOMAS MITCHELL has been signed by World Broadcasting System, transcribed library program and feature production firm, to star in a special half-hour Christmas show, *The Miracle at Christmas*, World officials announced last week. The disc, with open spots for local sponsors' messages, is one of a number of special Christmas features which will be provided World affiliates, spokesmen said. The company meanwhile has released three special half-hour script shows, designed for stations to use with local talent. First was a Halloween show for last Wednesday night; others are *The Poetry and Prose of Peace*, for broadcast on Armistice Day, and *We Count Our Blessings*, for Thanksgiving.



WGR covers the rich industrial and farming areas of Western New York—a gigantic market in itself.

But WGR also gives advertisers a big plus in its coverage of its across-the-border neighbor—the two billion Toronto-Ontario marketing area where WGR is the 3rd most-listened-to station.



Columbia Network

55

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

The facts about radio in California's \$660 million* FRESNO MARKET



**IN THE CITY
OF FRESNO
for example . . .**

HOOPER FOR CITY ZONE OCT. 1950 THROUGH FEB. 1951		
SHARE OF AUDIENCE		
TIME	KMJ	SECOND STATION
MON. THROUGH FRI. 8:00 AM - 12:00 NOON	30.4	29.7
MON. THROUGH FRI. 12:00 NOON - 6:00 PM	39.6	23.1
SUNDAY 12:00 NOON - 6:00 PM	31.5	22.8
SUN. THROUGH SAT. EVE. 6:00 PM - 10:30 PM	35.1	34.5

Note that in each of the 4 segments reported by Hooper, KMJ is the top station. KMJ also leads in 5 out of the 7 individual evenings rated. Of the 115 quarter and half hours rated (morning, afternoon and evening, throughout whole week) KMJ rates highest in 69. That's a 76% lead over next closest station!

AND IN THE WHOLE 4-COUNTY** FRESNO MARKET —

KMJ is again the top station — with a BMB penetration of 92% daytime, 91% at night. In fact, KMJ's "day after day" audience (72% of the market's 143,030 radio families) is $\frac{3}{4}$ ths larger than that of second best station!

* Sales Management's 1951 Survey of Buying Power, Net EB1. ** U.S. Dept of Commerce Wholesale Trading Area.

NUMBER 1 STATION IN THE \$660 MILLION FRESNO MARKET

580 KC NBC 5,000 WATTS

One of the Bonanza Beeline Stations . . . McClatchy Broadcasting Company
Paul H. Raymer, National Representative



KMJ

AFFILIATED WITH THE FRESNO BEE

REPLY TO JONES

JOSEPH SCHEIDELER, president of Scheideler, Beck & Werner, New York, issued a statement last week refuting charges made by Duane Jones.

He spoke for himself and other former employes of Duane Jones Co. who now are with Mr. Scheideler's firm and two other agencies.

"These former executives were forced to terminate their relations with the Duane Jones Co. by reason of intolerable conditions which rendered it impossible for the business to continue upon a sound basis, and for us personally to work in harmony with the head of the agency," the statement contended.

'Violated No Contract'

"At the outset," it said, "we desire to make it crystal clear that we have violated no contract with the Duane Jones Agency; nor have we induced any client of that agency to violate any contractual obligation. I believe the evidence is overwhelming on that point and we would welcome the opportunity to have the courts decide it, if, as and when Mr. Jones sees fit to file his long-threatened suit. We never intended, nor do we now propose, to try this case in the press, but Mr. Jones' continued reiteration of distorted facts deserves this public denial.

"Mr. Jones has asserted that

we 'pirated' his accounts. This is belied by his paid advertisement on Sept. 27, 1951, wherein he states:

"... It was unfair to ask them [clients] to stay with me through my period of indecision. I therefore resigned all Duane Jones accounts—unprecedented so far as I know."

"We can prove, . . . that no one of us ever solicited a Duane Jones company client for business while an officer of that company. Many of his accounts withdrew because of the same intolerable conditions of Mr. Jones' creation which confronted us.

"Mr. Jones claims he received a flat 48 hour ultimatum to resign from the agency or we would. The mere fact that we continued to negotiate with Mr. Jones over a period of six weeks completely explodes the '48 hour ultimatum' statement.

Agency Billings Claim

"Mr. Jones, in one statement, claims \$17,000,000 billing. In another \$15,000,000 billing. He claims, further, to have secured this business single handed. While there is no question that Mr. Jones made a major contribution in past years, it can be easily proved he did not secure the business single handed and in no calendar year

Issued by Scheideler

since he started the agency did the billing ever exceed \$11,200,000.

"At Duane Jones Company, the executive and employes had two incentive plans: A stock purchase plan and an employes' pension trust. One of the first moves Mr. Jones made when it became evident that our dissatisfaction with his conduct of affairs was genuine, was an attempt to destroy the value of our stock by setting up a retroactive bookkeeping entry. One minute, he publicly declared the stock to be worth \$88 a share (in fact, he paid this to a retiring executive after July 1). Later he stated through his counsel that the stock had no value.

Firm's Pension Trust

"On the pension trust, his tactics were even more transparent. He tried to wipe out our interests in the trust by 'firing for cause'—in some cases, executives whose employment had already terminated. As the pension trust is set up, any money so recovered would be used indefinitely to pay the premiums for others, including Mr. Jones, who is an important beneficiary. He has, by these tactics, forced us to sue for the monies due us. . . . Our counsel, Neil P. Cullom, will press for an early trial and I am positive our rights will be completely protected by the courts."

POOR RICHARD CLUB Sets Up Community Group

IN RESPONSE to the feeling of many members that the Poor Richard Club, Philadelphia advertising club, should play a more vital and effective role in the community life of Philadelphia, the Committee for Community Projects has been formed.

The new group includes many Philadelphia executives in advertising agencies, radio and television stations and newspapers. They are:

Wilfred Delamater, chairman of the committee; Earle A. Buckley, The Buckley Agency; Roger W. Clipp, WFIL-AM-TV; George T. Eager, "Evening Bulletin"; Jerome B. Gray, Gray & Rogers; Harold S. LeDuc, Bell Telephone Co.; Al Paul Lefton, Al Paul Lefton; John A. E. McClave, Lewis and Gilman; Joseph P. McLaughlin, The Beacon Agency; James J. D. Spillan, Benjamin Eshleman Agency; Joseph L. Tinney, WCAU-AM-TV; M. Wistar Wood, Charles Morris Price School of Advertising.

Campeau Rescued

JOSEPH CAMPEAU, 26-year-old son of J. E. (Ted) Campeau, president and general manager of CKLW Windsor-Detroit, was rescued fortnight ago from a drifting speedboat on Lake St. Clair after a 30-hour ordeal. Mr. Campeau, with the son of a Windsor physician, was on a duck hunting trip when the engine of the boat failed and it was driven into the lake.

EVERY SUNDAY NIGHT IN ORLANDO, FLORIDA
WLOF PRESENTS THE

"MERRY-GO-ROUND"

7:00 P.M. TILL 1:00 A.M.

This big, six-hour, telephone request show is conducted by two of WLOF's top disc jockeys, Bocky Smith and Tom Harper. More than 100,000 listeners telephone requests to this program annually. Here is a show that has IMPACT on Orlando and all of Central Florida.

FOR SPOT AVAILABILITIES CONTACT:
PAUL H. RAYMER COMPANY, INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK
ORLANDO, FLORIDA

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER

New Models in Pork Chops

If you were to design a pig, you'd probably start with some *well-streaked* bacon, surround it with *tender* chops and *meaty* roasts, and append a couple of hams—ones that would fit nicely in an apartment-size oven.

These specifications are ones that customers, by their preferences and purchases, pass along to meat packers. Meat packers pass them along to the farmers who raise the pigs.

And the farmers give ear! Throughout the corn country the stylish stout that could once be counted on to cop the blue ribbons gradually is taking a back seat to the more streamlined pig of tomorrow.

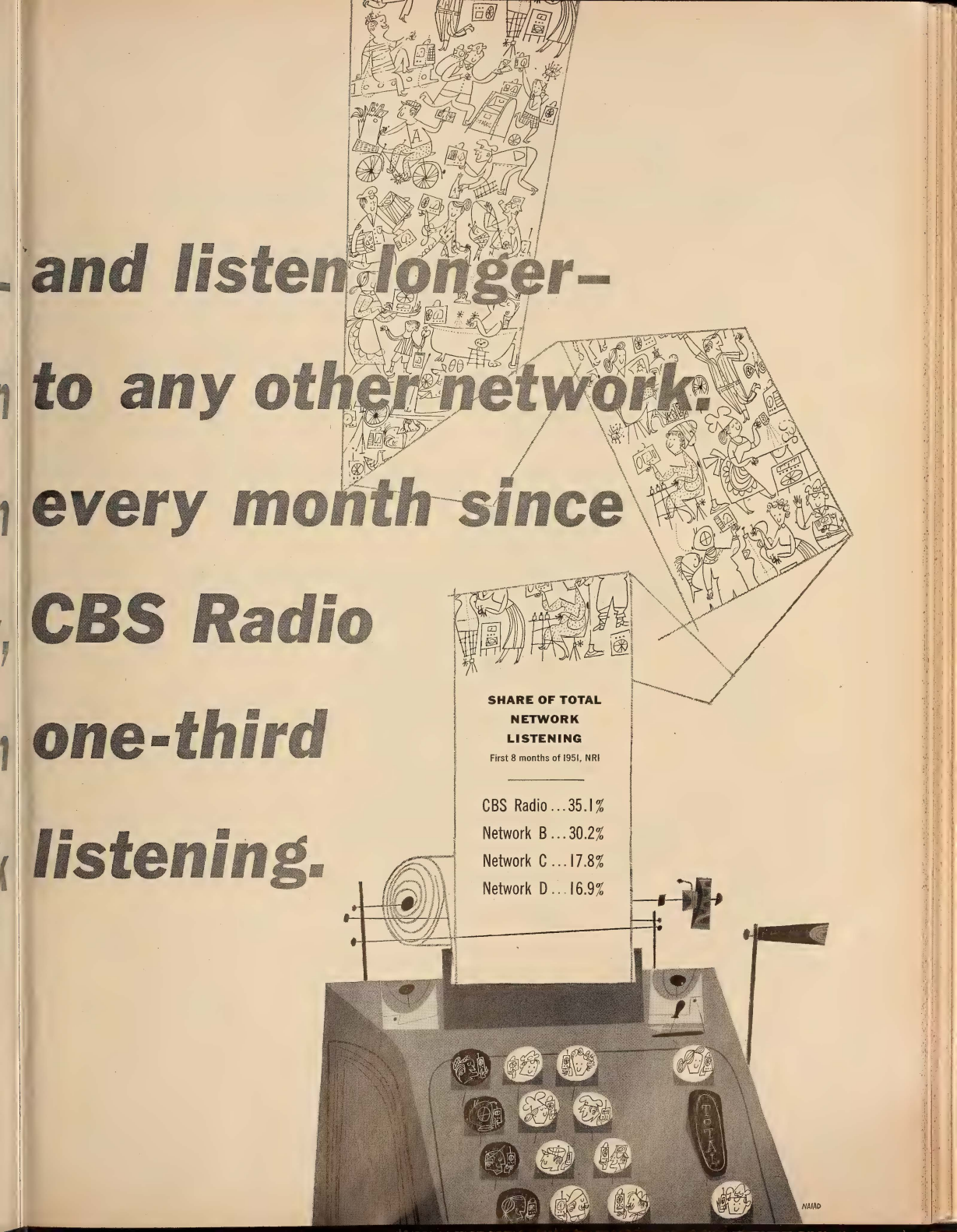
Through selective breeding and balanced feeding, farmers are getting pigs that put on more pounds of meat in less time and put it on in the right places. And many farmers are getting them to market at the tender age of six months instead of the usual year.

All of which adds up to this: When it comes to meat, the lady with the market basket finally calls the turn.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.



**More people listen—
to CBS Radio than
This has been going on
January 1949. Today,
captures more than
of all network**



**and listen longer—
to any other network.
every month since
CBS Radio
one-third
listening.**

**SHARE OF TOTAL
NETWORK
LISTENING**

First 8 months of 1951, NRI

CBS Radio ...	35.1%
Network B ...	30.2%
Network C ...	17.8%
Network D ...	16.9%

On All Accounts

(Continued from page 18)

sponsored by the company at one time.

As radio program and sales director, working with Central Division Vice President John H. Norton Jr., Mr. Smith's sales territory includes Chicago, Minneapolis, Kansas City, St. Louis, Milwaukee, Battle Creek, Memphis, and Dallas. His hope and ambition and not a small degree of faith, are that Chicago radio will "get back where it was when I left here." Chicago was a "ball of fire" when he worked at WGN in the heyday of daytime serials, he recalls.

From 1932 until 1937 at WGN he directed such famous daytime serials as *Bachelor's Children*,

Little Orphan Annie, *Helen Trent* and *Just Plain Bill*. He was the first director for *Painted Dreams*, believed to be the first such serial ever aired.

He learned direction and announcing at WGHP Detroit (now WXYZ), which he joined in 1928. Mr. Smith had been working in a bank to earn enough for his final year at the U. of Michigan. A customer, WGHP's program director, asked him to be a parttime announcer. Parttime became full-time abruptly after a bank official told him to take his choice between jobs. He later managed WOOD Grand Rapids until Chicago antennas beckoned him southward.

A native of Michigan, Mr. Smith married the former Juliet Grazier, whom he met at a summer resort. Their son Larry, 20, a sophomore

at the U. of Minnesota, plans to work in public relations. Ronny, 18, is a senior at New Trier High School and an energetic basketball and football player. This season his father, with Don McNeill, ABC network AM-TV star, camped out Saturdays at the school stadium to see their sons' fancy footwork.

Resides in Glencoe

The Smith home is in North Shore suburban Glencoe, where Mr. Smith maintains a well-equipped machine shop in the basement. Horseshoe pitching is his favorite sport, and he's a consistent "ringer." Mr. Smith currently is looking for an indoor court and some respectable competition after discovering that golfers, predominant in the broadcast business, don't convert to horseshoes very well.

CAAB MEETING

Held at Columbus

FIRST of four Columbia Affiliates Advisory Board annual district meetings scheduled before mid-December was held last Wednesday at Columbus, Ohio, when CBS Radio executives conferred with CAAB members from Districts 3 and 6 on general business and industry questions.

Other meetings on the schedule: District 9, Hotel Utah, Salt Lake City, Nov. 14; Districts 4, 5 and 8, Hotel Roosevelt, New Orleans, Dec. 10; and District 7, Meuhlebach Hotel, Kansas City, Dec. 13.

Howard S. Meighan, president of CBS Radio, is to attend all meetings along with other top CBS Radio executives including Louis Hausman, administrative vice president; John J. Karol, vice president in charge of network sales; Lester Gottlieb, director of radio programs; and William A. Schudt Jr., national director of station relations for CBS Radio. William B. Lodge, vice president in charge of general engineering for CBS Radio and CBS Television, also participated in the Columbus meeting.

Closed Meeting

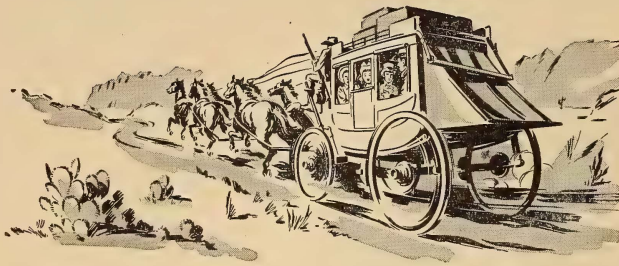
Though all the CAAB sessions are closed, they are expected to follow the general format of earlier meetings, with President Meighan reviewing the position and outlook of radio in general and CBS Radio in particular; Mr. Karol outlining general sales problems, new sales devices and sales prospects; Mr. Gottlieb discussing CBS Radio's program plans, attention to creative programming and the development of low-cost attractions; Mr. Hausman detailing the network's expanded promotion and exploitation program, and Mr. Schudt canvassing particular station-network relationship problems.

William Shaw, general manager of CBS owned KNX Los Angeles; Edwin Buckalew, assistant general manager of KNX, and Ole Morby, western division manager of station relations for CBS Radio, will join the group for the Salt Lake City sessions.

Philco on WRUL

PHILCO INTERNATIONAL Corp. is sponsoring new 26-week series titled *Philco Rendezvous* as latest addition to *Voice of Freedom* programs over WRUL Boston, short-wave station, Friday, 6:30 p.m. Series—starring Beth Holland, stage actress, assisted by Radio-TV announcer Bill Lazar—will feature U. S. theatre and fashion news plus interview with prominent American personality each week. Slated to begin last Friday, series claims State Dept. approval and will be shortwaved to Central and South America in 19 and 25-meter bands.

WHEN Traveling WAS RISKY BUSINESS



In the early days of life insurance, a policyholder had to have special permission—often pay an extra premium—to keep his life insurance in force while traveling in the country's less settled areas.

Here is an entry in Mutual Life's 1843 register: "Permission is given to the insured to visit New Orleans by the usual mail and inland routes." In those days some sections of the country were malaria-infested and others really "wild".

How times have changed! Various kinds of travel throughout the world is

commonplace. And the precise information The Mutual Life has compiled over the years has made it possible for us to liberalize travel restrictions on life insurance more and more. As a current example, the fine safety record of non-combat military flying has enabled us to insure pilots and crews of even the swiftest jets while flying in most of the Western Hemisphere.

This is just one way we try to keep pace with the changing times and make life insurance protection available to more and more people.

WEATHER ★ STAR ATOP OUR HOME OFFICE—FLASHES OFFICIAL WEATHER FORECASTS



THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

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

31 STATES Salesmaker to the Central South

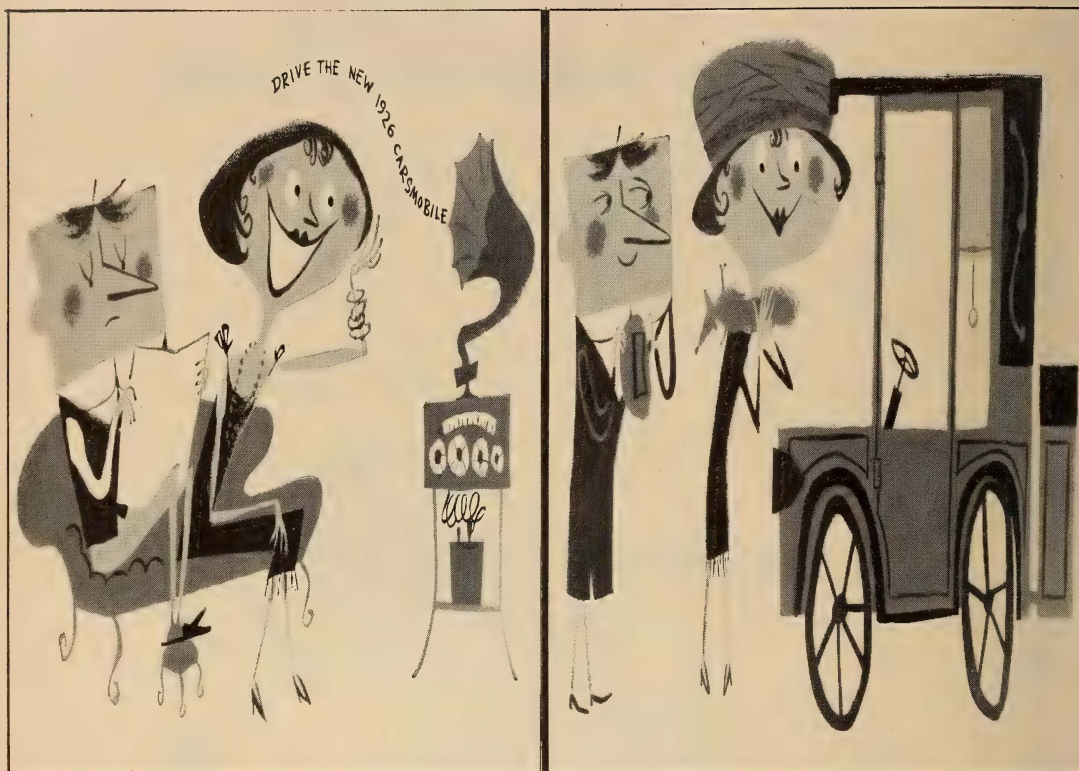
At 7:00 P.M. Saturday, September 29, Jefferson Island Salt made a one minute free picture offer. This one spot announcement drew the incredible total of 24,984 replies. The mail came from 31 states. This is, so far as we know, an all-time mail pull record for a single announcement — further proof of the pulling power of WSM advertising.



**CLEAR CHANNEL
50,000 WATTS**

IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

PEOPLE sell better



NBC RADIO, POWERFUL AT BIRTH...

Network radio began 25 years ago this month with the formation of the National Broadcasting Company. In its first years NBC attracted many advertisers because of the novelty and glamor of the new medium, but these advertisers stayed and increased their investment in NBC because they discovered our simple truism: *People sell better than paper.*

In the last 25 years NBC has become the voice of the greatest names of this industrial era. Names like Cities Service, a continuous advertiser for the full 25 years; General Foods and General Mills, NBC clients for 24 consecutive years; Firestone, beginning its 24th consecutive year this month.

We have no finer salestalk than this list of current NBC

erthan paper



... IS NOW THE MOST-HEARD VOICE ON EARTH

advertisers, all of whom have used the network continuously for 10 years or more:

American Tobacco Co.
The Bell Telephone System
Colgate-Palmolive-Peet Co.
E. I. du Pont de Nemours and Co., Inc.
Kraft Foods Co.
Lever Brothers Co.
Lewis-Howe Co.
Liggett & Myers Tobacco Co., Inc.
Miles Laboratories Inc.

The Procter and Gamble Co.
The Pure Oil Co.
R. J. Reynolds Tobacco Co.
Skelly Oil Co.
Standard Oil of California
Sterling Drug Inc.
Sun Oil Co.
Whitehall Pharmacal Co.

Yes, for 25 years *people* have been selling better than paper on NBC.

NBC Radio Network

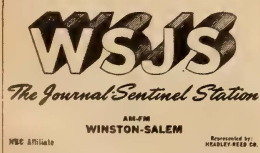
a service of Radio Corporation of America



Only **ONE** Station
DOMINATES
 This
 Rich, Growing
15-COUNTY
MARKET
 With

1950 NET EFFECTIVE
 BUYING INCOME
 OF
\$771,969,000*

*Sales Management, 1951
 Survey of Buying Power



AGENCY PROBLEMS

Reviewed at AAAA Meet

MAKING a profit in television is still a "serious problem" for advertising agencies, according to Frederic R. Gamble, president of the American Assn. of Advertising Agencies, who reported on the industry generally at a meeting of the AAAA Central Council in Chicago Oct. 26 [B•T, Oct. 29].

Mr. Gamble's comment was in sharp contradiction to that of Ben Duffy, president of BBDO, New York, who said, "There's something wrong with an agency's system of operating if it can't make money in television, because the opportunity is there."

The AAAA president stated member agencies are "doing a somewhat better job of staying out of the red" on television than in previous years, due in large part to increased client use of the medium.

Pointing out that the general condition of agencies continues to be sound despite new problems occasioned by the defense mobilization effort, Mr. Gamble sees a tight employment market and a higher volume of business per person in the agency. The number of agency personnel has climbed with advertising volume, "but somewhat more slowly," he said.

Price stabilization, "imposed on many, if not most, clients," offers a challenge to the agency to develop even more effective advertising, he asserted. "In the face of rising break-even points, it is more than ever necessary for the client to reduce costs and increase sales in order to make a profit."

Reporting on the economic health of AAAA member agencies, Mr. Gamble sees a "further gradual improvement." He said 57% of the 93% of the 255 member agencies submitting balance sheets showed an increase in their liquid capital ratios. Higher AAAA financial ratings were given to 64 members and lower to 38, with 99 showing no change. Two of every

three, he reported, show an increase in 1950 volume compared with 1949.

An analysis of agency costs shows no "substantial" change, he said, pointing out that payroll costs continue to consume two-thirds of the agencies' average gross income, with one-fourth of the payroll for contact, plans and merchandising, and another one-fourth for copy and visualization.

Although agencies are spending more each year to advertise and promote themselves, the figure still amounts to only about 1% of gross income, Mr. Gamble said.

Lowe Runkle, president of the Oklahoma City advertising agency of the same name, discussed "What the Agency Specialist May Not Know About Agency Operation." Citing the "specialist" of the large agency and the versatile, all-around man of the smaller one, Mr. Runkle said the comparison is analogous to that of a famous college football squad to that of a smaller school. "The big difference is the number of people involved in the various operations," because basically both "squads" effect the same results and have the same purpose, he said.

Small Agencies' Assets

Convinced that "some of the best advertising brains" are in the smaller agencies, Mr. Runkle advised his audience "never to underestimate the small agency man's job just because he plays on a small team."

Advantages of working in a small agency, in his opinion, include "the closeness to the account, the fact that an account man doesn't have to relay to specialists the account problems and advertising objectives, most accounts are local or regional and the executive can sit on the 50-yard line for his campaigns, and the executive and the account enjoy a flexible position."

Major disadvantages are that a man cannot give all of his time and thought to one or a few accounts and he cannot have his prob-

lems solved by a specialist, Mr. Runkle said.

Mrs. Marjorie Child Husted, consultant in advertising and consumer relations, Minneapolis, and former head of the Home Service Dept. for General Mills, outlined to agency men "The Women in Your Lives." Suggesting that advertising executives should know women psychologically and sociologically, Mrs. Husted came to several conclusions about them: (1) Women are realists rather than theorists; (2) women's interests are personal rather than impersonal; (3) women are imaginative, not literal; (4) women are philosophers.

Stressing the concept of service advertising, she said most women who make homogeneous a career seek "encouragement and appreciation from those they serve, appreciation and recognition of the work they do, and family appreciation and cooperation." Advertising campaigns directed toward women should be constructed with these in mind, she suggested.

Advertisements that pass this test "prove you advertising men know the women in your lives": (1) Would the ad appeal to more than one age level, several income levels and education levels so that it gets across to the majority of the 48 million women? (2) Does it touch several of the fundamental interests of homemakers? (3) Can women who hear or see the ad apply it to their own lives? (4) Does it offer them a saving of time or money? (5) Does it give them inspiration for homemaking, and thus contribute to better living and happier lives.

THE RCA Tube Dept. disclosed the development of multi-purpose test equipment for designers and engineers experimenting with UHF home television receivers. The disclosure was made in technical paper describing the new test equipment, an RCA UHF sweep-marker generator, which was delivered by J. F. Sterner, RCA engineer at a session of the National Electronics Conference in Chicago.

BREWERIES MERGE

Accounts to Continue

DIRECTORS of three brewing firms—Drewry's Ltd. U.S.A., South Bend, Ind., and Atlas Brewing Co. and Schoenhofen Edelweiss Co., both Chicago—approved a merger last week after previous passage of the proposal by stockholders.

Drewry's under provisions of the merger will issue one share of \$50 par cumulative preferred stock for each five shares of Atlas common and one preferred share for each 15 of Schoenhofen Edelweiss. Annual capacity of the combined company is expected to be about two million barrels.

Agencies now handling each of the accounts are expected to continue with the same brands. MacFarland-Aveyard, Chicago, supervises Drewry's, while Olian Adv., same city, handles the other two.

WCKY

COVERS THE SOUTH


➔ **See Centerspread This Issue** ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS

OF

SELLING POWER



ROCHESTER, N. Y.
is not just a CITY:

It's a TRADING AREA
with 1,528,700 people...*

And **WHAM** is the
only station that covers it!

*Including almost 500,000 people in areas with poor fringe TV service or no TV service at all . . .

ASK YOUR NEAREST HOL-
LINGBERY man about
WHAM's sales potential for
your product.

NBC'S NEW RATE PATTERN FOR RADIO

[For stories on this and other sections of the NBC Economic Report, see page 23].

SECTION 7: THE NETWORK RATE STRUCTURE

This section presents a formula for reorganizing the NBC radio rate structure on a realistic basis in order to eliminate inequities as among stations and establish a foundation for network rate-making in terms of objective, measurable factors which will give stability and direction to network rates. As stated in the Foreword, the material which follows deals with basic rate-making principles; the results of the rate plan on individual stations are not dealt with in this summary, and have not been disclosed to the affiliate members of the Economic Study Committee or to SPAC.

With regard to evening rates, the analysis proceeded in two steps: First, "reconstructed" network rates were established which made a clean start in pricing each station at proper levels, before taking into account the effects of television; this first step produced a total network rate substantially higher than the present network rate or the network rate before the 10% reduction. Second, these reconstructed rates were adjusted selectively to reflect television where it is a factor in a station's particular market.

A parallel approach was used for developing a daytime rate structure which can stand on its own basis, instead of being derived as a percentage of nighttime rates. The daytime base rates require no adjustment for television in the morning, because television does not significantly affect morning radio listening. In the afternoon, they are subject to a television adjustment factor which, however, is different from the factor used in the evening, because television's effect on listening in the afternoon is less substantial than in the evening.

There follows a step-by-step explanation of how the rate formula was developed.

a. Radio Homes as the Rate-Making Factor

The first question for determination was the standard to be used in establishing stations' network rates at proper levels, before considering any adjustment for television. Among the possibilities presented were (1) station audience, as measured by BMB once-a-week listening, or 3-4 times a week listening, or 6-7 times a week listening; (2) the station's net unduplicated contribution to the total network audience; and (3) total radio homes.

If total radio homes were to be

BY SPECIAL permission of NBC, Section 7 of the network's economic report is printed here in full. It's the complete outline of the philosophy and formula on which NBC intends to base its network rates. The network calls it a "realistic" means of eliminating inequities that now exist and putting rate-making on an objective basis.

used as the standard for establishing the base rates, the next question was determination of the area in which all radio homes should be counted and credited to the station for rate-making purposes.

A third question was whether or not the quantitative standard selected should be adjusted to reflect differences in the economic value of the circulation provided by different stations.

After analyzing each of the standards outlined above, it was decided that the most equitable and practical approach would be to base the reconstructed evening rates on total radio homes within each station's nighttime 50% BMB area, and to weigh these radio home figures by a retail sales index.

The radio homes base was selected because:

- (1) It takes into account the increase in radio circulation over the past years, and will give full credit for future growth in radio homes.
- (2) It reflects potential circulation and provides a measurement of the opportunity available to the advertiser to deliver his message. On this basis, it is a fair standard to use for rate-making and has broader values than a standard based on a measurement of listening.
- (3) It can be brought readily up to date whenever new county

radio homes figures are released. On the other hand, the use of BMB listening percentages would grow more obsolete each year and would require projections of figures developed in 1949.

(4) It provides data directly comparable with the only available figures for television, which are on a television homes basis.

Having established radio homes as the basic element for network ratemaking, it was necessary to fix a consistent and uniform standard for defining the area within which all radio homes would be counted. It was decided that the best uniform standard for this purpose was the station's nighttime 50% BMB area, with appropriate adjustments to reflect facilities improvements since 1949 which were not taken into account in BMB Study No. 2. The 50% BMB area was selected because:

- (1) It is a standard for determining a principal service area which is more generally accepted by stations, advertisers and agencies than any other single standard.
- (2) It permits completely consistent treatment of all stations.
- (3) It provides a solid primary area in which duplication with other NBC affiliates is held to a minimum.

It should be emphasized that the use of this standard does not imply

that a station's service area is limited to its 50% BMB area or that the station has no audience beyond that area. The 50% BMB area was used because it is a convenient and generally accepted standard which can be applied with uniformity to all stations. Although this standard eliminates from the rate base a station's audience in counties with less than 50% BMB coverage, that consideration is offset by the fact that all radio homes in the area are taken into account, rather than the station's BMB percentage of those homes.

With these areas fixed for each station, radio family figures for each station's area, as of January 1, 1951, were developed.

b. Retail Sales Weighting Factor

The figures thus obtained made no distinction among radio families to reflect differences in their value to the advertiser as potential customers. These differences are substantial and they are important to network clients. Various types of indices were examined for reflecting the economic value of markets, including total income, food sales, department store sales, bank clearances, total retail sales, and similar factors. Total retail sales was selected as the factor which ties in best with the movement of the bulk of radio advertised products, and is most significant to the average network advertiser. Another reason for selecting this standard is the availability, from a recognized and authoritative source, *Sales Management*, of annual estimates of retail sales, county by county.

The method for applying the retail sales index can best be illustrated by the use of the following hypothetical figures. First a per capita retail sales figure for each station was developed by dividing total 1950 retail sales by total population in the counties included in the station's 50% BMB area, as follows:

$\$774,900,000 \text{ retail sales} \div 820,000 \text{ population} = \$945 \text{ per capita retail sales for Station X.}$

This figure was next divided by \$921.20, which represents the national average per capita retail sales, in order to obtain the station's retail sales index, as follows:

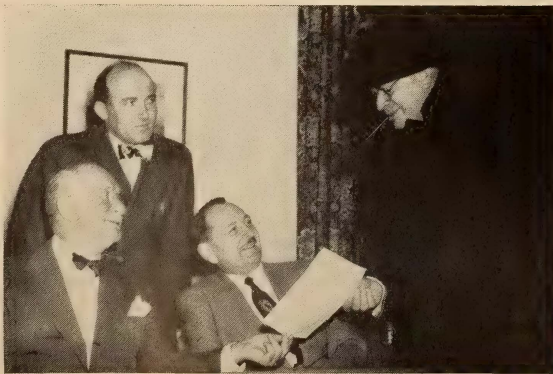
$\$945.00 \div \$921.20 = 103\% \text{ retail sales index for Station X.}$

The retail sales index for each station was then applied to the total radio homes in its 50% BMB area to obtain the weighted radio homes figures which were used as a base for establishing the station's reconstructed rate:

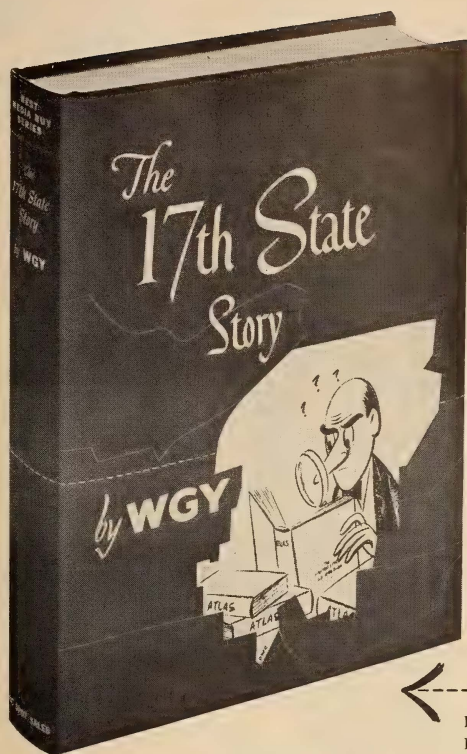
$750,000 \text{ radio homes} \times 103\% = 772,500 \text{ weighted radio homes.}$

c. Rate Curve for Evening Base Rates

With radio homes figures, (Continued on page 56)



THE THIRD MAN (in this case Hugh B. Terry, vice president-general manager of KLZ Denver) accepts a signed contract for the new Orson Welles' series, *The Lives of Harry Lime*, from officials of Garrett-Bromfield, Denver financial institution. Seated (l to r) are Van Holt Garrett, firm vice president, and Donald Bromfield, company president; standing (l to r) are Holden Bowler, account executive, Harold Walter Clark Agency, Denver, and Mr. Terry.



what every buyer
of radio
should know

Don't let ignorance blight your advertising career.
Don't let old-fashioned ideas rob you of effective, blissful buying.
Find new strength and happiness from this clear, bold story!

The Facts of Life !

Only radio—no other medium—covers the 54 counties of eastern New York and western New England in the Schenectady-Albany-Troy area, a substantial market in size and buying power—call it the “17th State”—where more people live than in 32 other states, where more goods are purchased than in 34 other states.

Choosing Your One and Only !

Only one radio station—WGY—delivers

this entire market. With the only regular listening audience in the area's 22 cities, WGY's daily audience is three times that of the next station, is over $\frac{1}{3}$ greater than the combined audience of the area's next ten top-rated stations.

Building Personality !

Good, solid programming, power (50,000 watts at 810 kc), and prestige (since 1922, General Electric) have built WGY's tremendous audience. The only NBC station

in the area (other network audiences are shared by 4 to 7 stations each), WGY builds almost all NBC programs to a higher rating than the national average.

Dominance Breeds Economy !

One schedule on WGY using exclusive network adjacencies and productive local programming assures you economic dominance of the “17th State,” saves you money to bolster other markets where such one-station saturation coverage isn't available.

Use Your Full Strength !

Gain all the advantages of spot radio—complete control of penetration, impressions, impact... complete flexibility... unwasted circulation—on all seven major market stations represented by NBC Spot Sales. Serving only seven key radio stations, your NBC Spot Salesman has the time to devote to your account and the knowledge, organization and research service to show what Spot can deliver for you in the nation's key markets...

via Radio, America's No. 1 mass medium

Authors of the NBC SPOT SALES

Best Media Buy Series

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

Represented by

NBC SPOT SALES

New York Chicago Cleveland San Francisco Hollywood

WSAZ

HUNTINGTON, WEST VIRGINIA
One of the Nation's Oldest Stations



**MORE LISTENERS
THAN
ALL STATIONS
COMBINED***

*by C. E. HOOPER.....1951

**5000 WATTS—930 KC
ABC PROGRAMS**

**Represented by
THE BRANHAM COMPANY**

**WSAZ-TV
Channel 5**

EXCLUSIVE

Coverage

OF THE

HUNTINGTON

CHARLESTON

TV MARKET

ABC—CBS—NBC—DTN

**Represented by
THE KATZ AGENCY**

NBC's Rate Pattern

(Continued from page 54)

weighted for retail sales, available for each station, the next step was to build a proper rate curve to which these figures could be applied. The following principles were taken into account in constructing the rate curve used:

(1) The curve should produce a total network rate, before taking into account the effects of television, which would be higher than the total network rate of \$27,905 before the recent 10% cut. In other words, assuming that television did not exist, there would have been a justification for an increase in the total network rate above the 1950 level, to reflect the continued increase in potential radio circulation. Establishing base rates to reflect this fact avoids the error of using rates which would be improperly low as a starting point in making an adjustment for television.

(2) The curve should produce a systematic reduction in cost-per-thousand as the circulation scale on the curve increases. This is a principle which is fundamental in advertising rates for the printed media, for radio and for television.

(3) However, the curve should also be designed to narrow the present excessive spread in stations' costs-per-thousand radio homes which, on the basis of present network rates, range from 20¢ to \$3.24, or in the ratio of 1-16. A spread in costs-per-thousand ranging from 1-5 to 1-10 is more normal in the media field.

Upon the basis of these specifications, a curve was developed which produced a total gross hour evening network rate of \$31,030, before taking television into effect. This rate is about 11% higher than the network rate of \$27,905 before the 10% reduction, and about 23% higher than the present network rate of \$25,137. Accordingly, adjustments for television would be made starting from a higher total base than the network rate in effect prior to July 1951.

The curve objectively distributed this total network rate of \$31,030 among the stations, in accordance with their radio homes circulation, weighted for retail sales. It produced a progressive reduction in costs-per-thousand, in even descending steps, as the circulation scale increased.

With evening base rates re-established on this basis, the next step was to consider what adjustment should be made to reflect television.

d. Television Adjustment Formula for Evening Rates

The evening rates developed under the foregoing approach require no adjustment for television where there is no television penetration in the station's 50% BMB area. Certain of these stations in non-television areas would have rate increases, while others would have rate reductions. These rate

changes would reflect their relative circulation values as measured by weighted radio homes; they would correct present overpricings and underpricings, and have no relation to television.

The base rates were adjusted for television only in those cases where television has penetrated the station's 50% BMB area. After considering a number of alternative methods of adjusting rates for television, it was decided to adopt an approach whereby the percentage of television saturation in the 50% BMB area would be used to determine the percentage reduction of the reconstructed rate, on a sliding scale.

To carry out this method of adjustment for television, the following steps were taken:

(1) The counties in each station's 50% BMB area which receive television service, either from a television station within that area or from one outside the area, were determined.

(2) The number of television homes in these "television counties" was established on the basis of NBC's forecast of television circulation as of January 1, 1952.

(3) The resulting television homes figures were weighted for retail sales so that they could be compared to the radio homes figures which had been so weighted. In this case, however, the per capita retail sales figure was obtained by using retail sales and population within the "television counties" of

the station's 50% BMB area.

(4) Based on these comparable television and radio homes figures within the same area, the rate adjustment for television was accomplished by use of a special television adjustment curve.

The use of this curve results in a sliding scale of adjustments, whereby as television saturation increases, the percentage reduction in the reconstructed rate also increases, but to a lesser extent, and levels off at a point beyond which no further reduction in the base rate is made.

This method of adjusting for television reflects two related principles: (1) that there is a significant amount of evening radio listening in television homes, so that even under circumstances of 100% television saturation of an area, a radio station can continue to deliver important evening circulation and substantial advertising values, which should be reflected by a proper rate; and (2) that definite levels must be set below which stations' network rates cannot go, regardless of the extent of television circulation in the area, if we are to maintain an economic base within which radio stations and networks may continue to operate.

In giving recognition to these principles, which are important to advertisers as well as broadcasters, the Economic Study Committee rejected the approach used by the

(Continued on page 105)

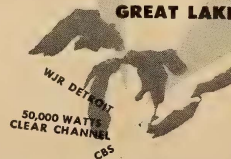


responsive listeners make

responsive
buyers!

**W
J
R**

the
GREAT VOICE
of the
GREAT LAKES



**WJR—now celebrating its 25th
year of service to home and nation**

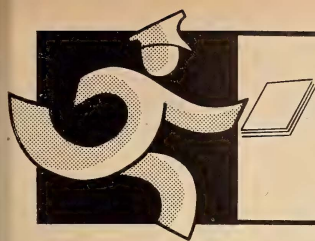
**Four
WJR
response tests
averaged
543
answers
per single
announcement!**

**Remember... first they
listen... then they buy!**

**FREE
SPEECH
MIKE**



Represented
nationally by Edward
Petry & Company



NEWS and VIEWS ON AUTOMOBILES

WHY IS A NEW CAR DEALER?

Washington, D. C. -- "If the new car dealer did not exist, it would be necessary to invent him", said one of our leading economists recently. Why did he say that? Well, for one thing, the experiment of selling automobiles without dealers has been tried -- and found wanting. The selling merely starts a chain of events that in itself answers the question, "Why is a new car dealer?"

How About Maintenance? More than half of the automobiles now on our roads (51.4%, to be exact) average ten years of age. A new car does not stay in like-new condition without care. It needs maintenance. New car dealers use factory-trained mechanics to make sure the cars they service stay in the best of condition, kept so by men who know their makes of cars best.

Who Does the Repair Work? Most car-owning American families prefer to take their automobiles back to "their new car dealers" when they need repairs (not exactly the same thing as maintenance, you know), because they feel that dealer service men know those cars best. A recent national survey revealed that.

If You Have an "Old" Car, is it Safe to Drive? Yes, if it is kept in safe operating condition by service men familiar with it. That's obviously important when you realize that six million children travel over four million miles every day by automotive power, just going back and forth to school. Most important is the new car dealer's service department -- keeping family cars safe to drive -- watching for trouble in advance and correcting it.

How About Trades? Did you know that the new car dealer invented and developed the business of trading old cars, and the business of selling used cars? He had to, because you demanded it -- needing a way of disposing of your used car. Your new car dealer considers used car trading and selling one of his most important functions -- important to our economy, too.

Sell it Yourself? Any car-owner, ready to buy a new car, could dispose of his old car himself -- with a good deal of trouble and detail work. But if everybody did that, the supply of clean, safe-operating used cars would soon vanish from the market. It's rehabilitation that counts -- and keeps the used car supply up to the demands of the people who want and must have such used cars.

Why is a New Car Dealer? He's the essential link between the production line and you, the owner of a car that represents a major investment. That investment that must be protected by know-how care. The automobile dealer is a neighbor who fills a need you'd be keenly aware of, if he did not exist.

*one of a series from the National Automobile Dealers Association—
Any material contained herein may be reproduced without permission.*

for further information or research material on New Car Dealers write or phone
Director of Public Relations, N.A.D.A. 1026 17th St. N.W. Washington 6, D.C. Republic 6946

WCKY COVERS THE SOUTH

LARGEST AUDIENCE

The BMB Map on the opposite page shows Southern counties in which WCKY has 10% or more Families listening 3 to 7 times weekly at night.

CONSISTENT LISTENING

WCKY has the largest consistent listening (3 to 7 times weekly) audience at night of any station covering the South (and larger than some networks) 737,030 Families listening 3 to 7 times weekly.

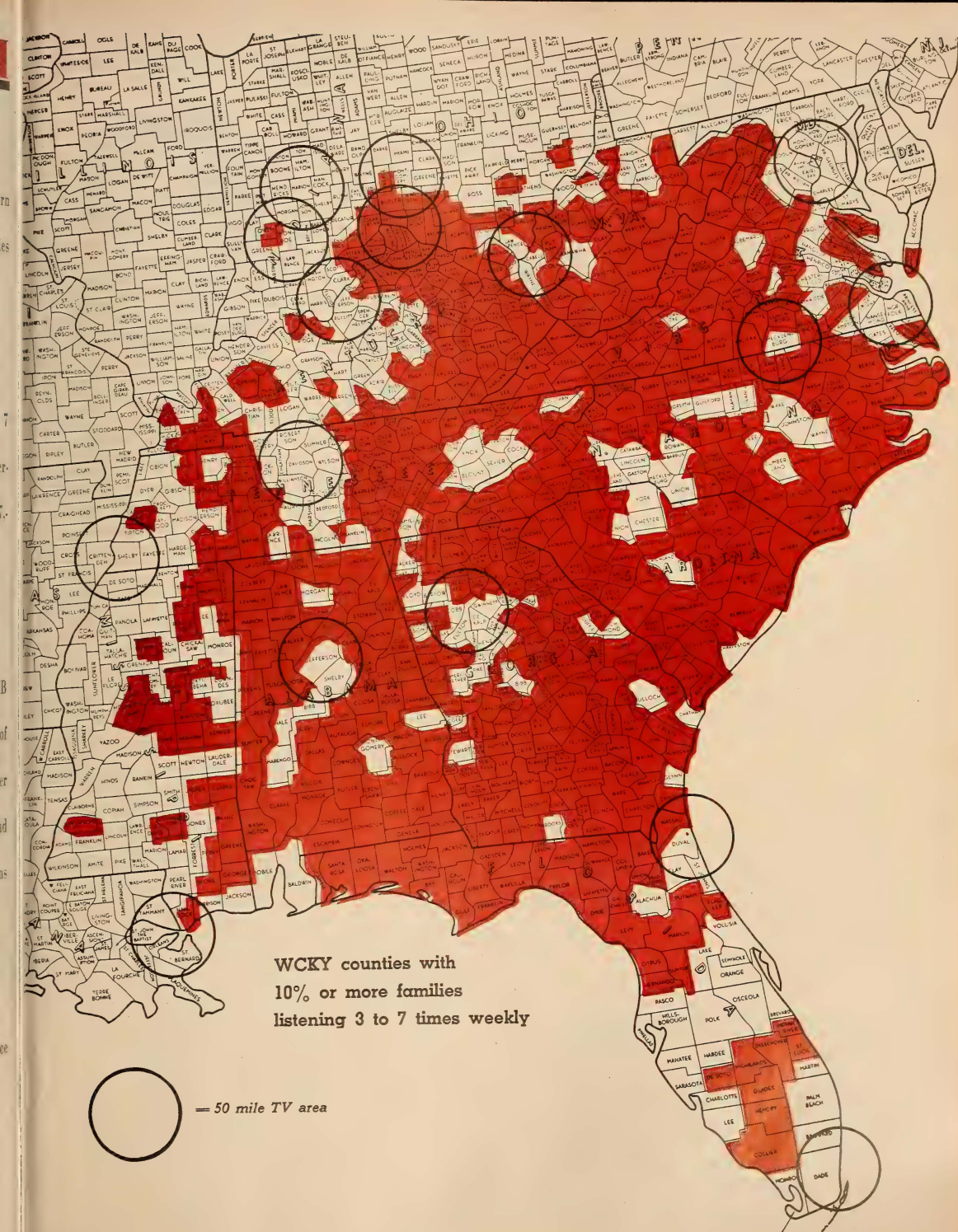
LOWEST COST

WCKY gives you the lowest cost per thousand BMB Nighttime Families of any station, combination of stations, or networks covering the South. 28c per thousand, compared to \$1.92 for one network and an average of 50.4c for the top six 50 kws stations in the South.

BEYOND TV

76% of WCKY's Families live beyond the influence of TV.

WCKY SELLS THE SOUTH



WCKY counties with
10% or more families
listening 3 to 7 times weekly



= 50 mile TV area



His Day in Court

IT MAY HAVE taken the U. S. Court of Appeals a couple of years to decide the case which forever more should keep "preachers of hate" from operating stations. But the result appears to be worth it.

In a little-noticed ruling Oct. 25, a three-judge panel of the District of Columbia court which hears appeals from FCC decisions, upheld that agency's decision of August 1949 denying a license to Fundamentalist Preacher J. Harold Smith and his wife of WIBK Knoxville (the station has been on the air since July 1947 under program test authority). The original application had been granted *without a hearing* in 1946, but the FCC afterward found that Rev. Smith had misrepresented the facts. It was found that he had invested about \$100,000 in a Mexican border station, and that he had been in cahoots with Gerald L. K. Smith and Gerald Winrod and other rabble-rousers.

Said the court in sustaining the FCC:

The evidence left no doubt as to misrepresentation and concealment of pertinent factual information. It contained information showing not only that Smith had been intemperate in his writings, sermons and broadcasts but that he was an expert in vituperation and vilification.

The FCC was guilty of unbridled bungling when it granted the Smith application *without a hearing* in the first instance. It did try to correct its error and has been sustained.

Rev. Smith kept good on his promise to appeal, first to the lower court and then to the Supreme Court, if necessary.

It's now necessary, though apparently futile, in view of the sweeping decision of the lower court. We hope he does appeal. The highest tribunal then would have a opportunity to read some of Preacher Smith's rantings. On one occasion he referred to a broadcaster (and its associated newspaper) who refused to accept his commercial religion as "gutter rats from the sewers of Hell."

Burning Bridges

WE ARE fascinated by a sentence in a statement made to the FCC in favor of reservation of educational TV channels by Ronald Bridges, executive director of the Broadcasting and Film Commission of the National Council of the Churches of Christ.

"Television," said Mr. Bridges, "must be saved from the tragic fate of commercially-dominated AM radio."

This sentence stood alone in Mr. Bridges' brief. Nowhere else in his statement did he attempt to describe the nature of the "tragic fate" of radio that television must be spared. The implication was, of course, that the "tragic fate" of radio is a fact that is unarguable or even worthy of discussion.

As we say, we are fascinated by this sentence because it represents exactly the kind of technique which we feel sure Mr. Bridges would describe, if used against him by another, as a smear.

The formula calls for making a flat accusation that is so positively stated it implies that anyone who seeks to contradict it is either a liar or an enemy of the people.

At the risk of being called an enemy of the people or of Mr. Bridges, we would like to take issue with him. It's time perspective was injected into a question which has been thoroughly confused by the smears of Mr.

Bridges and other sanctimonious intellectuals—the strange assembly of educators and reformed advertising tycoons collected by Sen. William Benton to put the pressure behind his campaign to reorganize broadcasting.

Radio is available to practically everybody in the country and is therefore a mass medium. As such, it cannot concern itself very much with that fraction of the population that happens to want to hear Bach fugues and nothing else. Radio can play Bach fugues occasionally, but if it played them too often, most people would turn the damn thing off. It is a fact, however, that public interest in good music has been increased enormously by radio.

Radio presents a great deal of drama. Not all of it was written by Chekhov, Shakespeare or Goethe, so admirers of those writers or other greats cannot count on hearing a presentation of their favorites every time they turn on their sets. They can hear them occasionally, however, and meanwhile if they don't like soap operas, they are free to do something else; read a book, for instance.

Here we come to our point. Radio was never intended to replace books or other basic sources of culture. The educated, cultured man should not expect to be able to satisfy his interests entirely by radio or by any other mass medium. But the fact that he cannot be satisfied entirely by a medium does not entitle him to indict it for appealing to others than himself. The thoughtful man does not sue the whole cravat industry because he couldn't wear Aunt Minnie's Christmas tie.

Radio cannot direct its attention exclusively to the sophisticates in our society. It must keep in mind that the majority of the people like "popular" programs. After all, as the Bentons and the Bridges' frequently point out, the airways belong to the people, and if this is so it would be contrary to democratic principles to ignore the wishes of the majority.

We are getting pretty tired of people like Sen. Benton, Raymond Rubicam and Mr. Bridges sounding off about how horrible radio is. If they chose their radio programs as carefully as they compose their indictments of the medium, we daresay they would find some that even they might like. As for the rest of the material on the air, they can skin it and find their spiritual and intellectual pleasures in books, concerts, art galleries and the other cultural institutions which radio cannot and should not try to replace.

Ira E. Robinson

WHEN JUDGE Ira E. Robinson, at 82, died in his native Philippi, W. Va., on Oct. 28, the news didn't make many newscasts or hit the front pages. Two decades ago he was the nation's Number 1 figure in radio, as chairman of the Federal Radio Commission.

Actually, he was the first FCC chairman. His immediate predecessor, Admiral W. H. G. Bullard, was appointed in March 1927, and died in November of that year. Judge Robinson took over in March 1928 and served during four turbulent years, presiding over the radio reallocation of 1928 which set the pattern for broadcast service today. He retired in 1932 to return to his native West Virginia.

Radio jurisprudence was a virgin when Judge Robinson picked up the regulatory gavel. He was responsible for the moulding of a considerable amount of the fundamental law that now governs radio. He was usually a militant one-man minority.

In our government of checks and balances, Judge Robinson gave distinguished service during those formative years. His was not a particularly happy life. But even his political enemies in those fire and brimstone days admired him as a courageous public servant and a great lawyer.



our respects to:



NORMAN COLEMAN KAL

THE WORD "pioneer" sticks to Norman Coleman Kal, broadcaster and advertising executive, as closely as a glove to the hand. His success in these fields wears as well.

To say that Mr. Kal got his start in the advertising agency business would be amiss. Rather, the agency business got its start in Washington, D. C., with Mr. Kal.

He founded the agency, Kal, Ehrlich & Merrick, in 1922. He also set up within the agency, Washington's first radio department. Today, the agency is a leader in the area for radio-TV billings.

As he did in agency work, Mr. Kal blazed a path in television. He helped establish WAAM (TV) Baltimore, which celebrated its third anniversary last Thursday. Mr. Kal was the station's first general manager and now is executive vice president.

Mr. Kal has another side, one which further points up his leadership qualities. As a man who enjoys to organize, he has carried the ability as a leader into community life. This has showed up in a deluge of community activity and in organizing help for the federal government.

This bundle of energy was born July 12, 1900 in the nation's capital. Mr. Kal didn't wait long to select the basket in which he would put all his eggs.

While still a student in Washington's old Business High School in 1914, he decided on advertising for his career. After graduation, he moved to Baltimore for night study at Johns Hopkins U. and day work in the advertising department of the Hecht Co., a Baltimore department store.

When World War I broke, Norman Kal left his studies and his advertising endeavor to join the Navy where he served with distinction. The Armistice led him back to the Hecht Co.

Mr. Kal's next associations were in the newspaper advertising field. He was advertising chief for *The Washington Post*, which was followed by a stint with the *Washington Evening Star*. In this period came his community labor, which later was to become a habit, when he handled the first six years of promotion and publicity for the Washington Community Chest.

In his agency work, Mr. Kal's influence has been felt far and wide in the advertising world. He served five terms as president of the Advertising Club of Washington and has also been a member of the board of directors of the Advertising Federation of America.

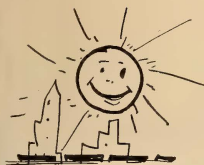
A member of the Radio Pioneers Club, Mr.

(Continued on page 64)

Top Programing means Top Listening on

WOV

**These Loyal Audience
Shows Reach All Types of
Listeners At An Amazing
Low Cost Per Thousand**



(6:30 to 9 a.m.)

WAKE UP NEW YORK — with genial, sunny Max Cole, who literally wakes up thousands upon thousands of listeners in a soothing, pleasant, musical way — a program with long years of success.



(10 to 12 p.m.)

PRAIRIE STARS — featuring America's unchallenged queen of American Folk, Western and Mountain Music. Elected No. 1 feminine disc jockey in 1950... Rosalie Allen.



(7:30 to 9 p.m.)

1280 CLUB with Phil Gordon has been the spear head of WOY's nighttime programming with a loyal "buying" audience for over 12 years.



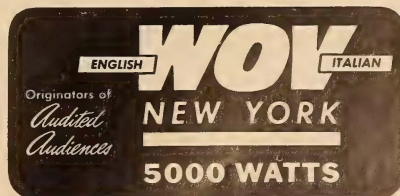
(12 to 3 a.m.)

THE RALPH COOPER SHOW — studied with guest stars and popular music. Loved and listened to by the insomniacs and the late working shifts.



(9 to 10 p.m.)

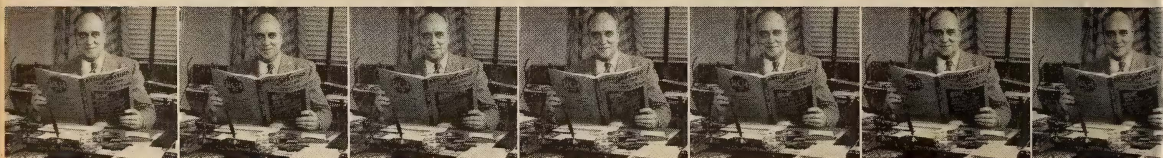
YOUR BEST GIRL — with Cecelia, clever, scintillating mistress of ceremonies — the male audience loves her — the women are intrigued.



National Representative: John E. Pearson Co.

ROME STUDIOS: VIA di PORTA PINCIANA 4 • 730 FIFTH AVE., NEW YORK 19

again...and again...and again



Frank Silvernail, BBD&O

day in...day out...the



Frank Coulter, Young and Rubicam

Broadcasting Yearbook

is used by the



Stanley Pulver, Lever Brothers

buyers who place




George Kern, Benton & Bowles

time on your station



Charles Wilds, N. W. Ayer

**LEARN
A
NEW
WORD**



WHH Merchandising

- ★ HELPS YOU GET DISTRIBUTION
- ★ HELPS MERCHANDISE MOVE
- ★ HELPS STRENGTHEN MARKET POSITION

WHHM

is proud to be the first in the WHHMarket to Provide A True Merchandising Service to its Advertisers

OF COURSE—

letters to the trade, personal calls and surveys are included in WHHMerchandising

ALL THIS PLUS—

the Station That Gives You More Listeners Per Dollar in Memphis, Tennessee

WHHM

FORJOE & COMPANY, Nat'l Rep.
CECIL BEAYER, Vice-Pres. & Gen. Manager



RECEPTION party from WRVA Richmond, Va., was on hand to welcome 18 timebuyers from Chicago advertising agencies as weekend guests. Disembarking from plane are Holly Shively, Ruthrauff & Ryan, and Jack Matthews, Price, Robertson & Frank. Looking on are (l to r) James Clark, WRVA sales manager; Barron Howard, station's business manager, and Gordon Hayes, CBS Radio Spot Sales. Timebuyers inspected facilities and market of CBS 50 kw outlet and visited colonial Williamsburg in Virginia.

KEYSTONE JUNKET

Diehm, Magee Are Hosts

SOME 25 New York agency timebuyers were guests of WAZL Hazleton, WHLM Bloomsburg and WHOL Allentown, Pa., and of Victor C. Diehm and Harry Magee on a visit to the Magee properties near Bloomsburg Oct. 23-24.

The group was flown from New York to Williamsport, Pa., Tuesday afternoon, and then taken by bus to Mr. Magee's private museum at Bloomsburg for cocktails and a steak dinner with Black Angus steaks from Mr. Magee's ranch, followed by motion pictures and dancing. After breakfast at the Hotel Magee in Bloomsburg Wednesday morning, they were flown to Allentown for lunch at the Lehigh Valley Club before enplaning for the return to New York. Allentown Mayor D. V. Hock spoke at the luncheon.

Mr. Diehm is president and general manager of WAZL and consultant to WHLM and WHOL. Mr. Magee owns WHLM and also the Magee Carpet Co. and other properties.

Among those from New York in the party:

Vera Brennan, Scheideler, Beck & Werner; Bob Carpenter, MBS; Clyde Clem, NBC; Ben Conway, Robert Meeker Assoc.; Ken Cowan, BROADCASTING • TELECASTING; MacDonald Dunbar, Ted Bates; Frank Daniel, Lennen & Mitchell; Ed Filson, Robert Meeker Assoc.; Dick Jackson, "Sponsor"; George Keet, Ketchum, MacLeod & Grove; John Kirkpatrick, Chevrolet; John Marsich, Kudner; Thomas McDermott, N. W. Ayer; Mary McDonnell, "Radio Daily"; Lou Moore, Robert Meeker Assoc.; Al Petcavage, BBD&O; Lillian Seib, Foote, Cone & Belding; Kay Shanahan, Morey, Humm & Johnstone; Fred Stoutland, BBD&O; Helen Thomas, Street & Finney, and DeWees Yeager, J. Walter Thompson.

Respects

(Continued from page 60)

Kal has been radio-active throughout the passing years. He is an enthusiastic supporter of radio as a selling, informational and educational medium.

Mr. Kal is uniquely placed in both the selling and buying phases of the broadcast business. "TV will not put radio out of business," he says. "Advertising placement of radio has not fallen off. Only place where radio has been hurt is in the networks, which unfortunately have been neglecting radio. Radio is being kept on top by aggressive local independents and by AM network stations who are selling the medium."

As television strengthened in the U. S., Mr. Kal with his Baltimore associates, Ben and Herman Cohen, blueprinted the arrival of WAAM, a TV-only operation.

His work in the television field really got under way when as its

general manager he laid the foundation for the station's successful operation. As executive vice president, Mr. Kal still keeps a guiding hand on the future of the station.

Mr. Kal feels that a highpoint in his TV career was WAAM's sharing a Peabody citation with DuMont and Johns Hopkins for the origination of DuMont network's *The Johns Hopkins Science Review*. WAAM thus stakes claim as the first Maryland station honored by Peabody and the first local TV outlet to receive the citation.

For the future, Mr. Kal has a smile and a quick verbal review of WAAM's past and its present operation. The answer, to wit: There'll be no slackening in interest and initiative.

His public record runs like deep water. During World War II, Mr. Kal was director of the public relations office of the Dept. of Civil Defense, for which, he says, he never did get that "dollar." He also headed the Third District's WAC enlistment campaign, spurred National Guard recruiting before Pearl Harbor and organized the auxiliary police force in the capital city for the emergency.

In community interests, Mr. Kal is an elected chairman of the Washington Better Business Bureau's board of trustees, a member of the Commissioners Traffic Advisory Board, a member of the executive body of directors of Emergency Hospital and Central Dispensary. He is a former vice president of B'nai B'rith's Argo lodge and former board member of the Washington Hebrew Organization.

He is married to the former Jean Brown of Washington. They have two children.

For hobbies, he has an advertising agency to keep in trim, a TV station to cultivate and a wealth of community projects to help flourish.

ROTARY Club of San Diego, Calif., has commended KCBQ San Diego for its new public affairs series *Report from the Mayor*. Club praised station for its reporting to the public problems facing the local government.

FARM WORLD TODAY!

A SPECIALIZED PROGRAM FOR A SELECTIVE MARKET



(see inside front cover)

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

OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE

NUMBER

24

OF A SERIES

FOR YOUR INFORMATION:

A good reason for Thanksgiving this year is that, although turkey, "fixin's" and other holiday essentials have increased in price, one still can drive home to "see the folks" more quickly, in greater comfort and at less expense for gasoline than would have been possible a quarter century ago.

Dramatic tests just completed on the New Jersey Turnpike, America's newest super-highway, prove that two gallons of today's gasoline actually do the work that three gallons did back in 1925. They show that present gasoline is worth 50 per cent more by every recognized standard of automobile performance and economy. Even more remarkable is the fact that today's higher quality fuel costs about the same as gasoline did 25 years ago despite the soaring cost of living. Only the taxes on it are higher!

This enormous gain in value has been the direct result of constant competition, not only in every branch of the oil business but among automobile manufacturers and among the engineers and skilled workmen who have constructed America's magnificent highway network with the aid of petroleum-powered earth-moving equipment and vast quantities of petroleum asphalt.

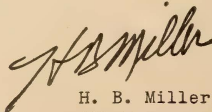
Oil research, costing many millions of dollars every year, has concentrated on making better gasoline. Since 1925, octane numbers, which indicate anti-knock qualities, have crept up from 55 to around 84, motor method, (91 research method) before the recent slight reduction required by the federal government because of the shortage of tetraethyl lead. (The October average in high traffic areas was 82.)

Automobile makers have built higher-compression engines to consume the better gasolines more efficiently. (Sometimes, of course, this sequence of events has been reversed.) Motor compression ratios have been increased from around 4.5-to-1 in 1925 to around 8.0-to-1 in some of today's cars, while acceleration, hill-climbing ability, speed and comfort of those cars have improved proportionately.

During the same period, highway engineers have toiled to lift American motorists out of the ruts of dirt or gravel "shunpikes" onto paved roads (88% of all state highway mileage is surfaced, approximately half of it with asphalt). They have increased total rural surfacing from a little more than half a million to approximately one and three-quarter million miles and the mileage of multiple lane turnpikes has grown from practically none to 38,000 miles.

All of these factors, combined in a way which is only possible in a progressive, competitive enterprise economy such as ours, go a long way toward explaining why Americans, with their more than 50 million motor vehicles, have a freedom of movement not equalled anywhere else in the world.

If you would like further information about the oil business and its impact on our American way of living, please write to me.



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

front office



EDWARD E. HALL, CBS Television Division, named sales service manager for CBS Radio, effective today (Monday). He succeeds **THOMAS MAGUIRE**, who resigned to become business manager of Maxon Inc.'s radio and TV department. Mr. Hall joined CBS Radio in 1934 and has served as manager of financial statistics division of Accounting Dept., Eastern Div. manager of CBS Radio station relations, and, since August, as Eastern Div. manager of relations for CBS Television.



Mr. Hall

ALAN AXTELL, account executive CBS Radio Spot Sales, Chicago, to KNX Hollywood-Columbia Pacific, as assistant general sales manager effective Nov. 9. In new post he will assist **EDWIN W. BUCKALEW**, and be in charge of national sales for KNX and Columbia Pacific.

ROLAND R. BLAIR and **D. THOMAS MILLER**, Morris F. Swaney Agency, Chicago, and sales service department ABC, respectively, named to Chicago sales staff of CBS Television Network, with Mr. Miller serving as Chicago manager of sales service. Prior to his association with the Swaney Agency, Mr. Blair was account executive and vice president in charge of radio, Rogers & Smith Adv., Chicago. Before that he was vice president and part owner for six years of KMBC Kansas City.

JOHN H. WHITE, Katz Agency, N. Y., appointed account executive CBS Television Spot Sales, N. Y. He replaces **ROY HALL**, now sales manager WCCO Minneapolis.

JAMES DANDELAKE, president WORZ Orlando, resigned. **MARGARET BRIGHT DANDELAKE**, second vice president WORZ, resigned. Both Mr. and Mrs. Dandlake have sold their stock to Central Florida Broadcasting Co., WORZ owners.

JOHN BRADLEY, account executive KHJ-TV Los Angeles, named sales manager. He replaces **KEVIN SWEENEY**, now with BAB [B•T, Oct. 29].

JORY NODLAND, sales staff WNMP Evanston, Ill., appointed sales manager.

JOHN E. PEARSON Co., N. Y., appointed representative for KVOE Santa Ana, Calif.

FREEMAN W. CARDWELL, chief accountant WBAL-AM-TV Baltimore, appointed business manager.

GEORGE P. ADAIR, Washington consulting engineer and former FCC chief engineer (1944-47), has left to do a communication survey in French Indo-China. He is accompanied by Mrs. Adair, and they will return in about a month.

MURRAY LLOYD GOLDSBOROUGH Jr., promotion manager WNOW York, Pa., appointed manager WGET Gettysburg, Pa. He succeeds **EARL C. PACE**, resigned to join Westinghouse Co.

DONALD H. HARTFORD named sales manager CFAC Calgary.

T. C. MAGUIRE, radio director McKim Adv., Toronto, named manager of Toronto office Omer Renaud & Co., Montreal.

ROBERT H. SALK, sales staff CBS Radio, and **BERNARD H. PELZER Jr.**, account executive NBC-TV, to television sales staff Katz Agency, N. Y.

JIM McINTOSH, account executive WGRC Louisville, Ky., to WKRC Cincinnati, as account executive.

FORJOE & Co., N. Y. appointed national representatives for WPWA Chester, Pa.

DOUG CAPLETTE, manager KREO Indio, Calif., and **MARC HANAN**, KSYC Yreka, Calif., appointed account representatives KXO El Centro, Calif.

CECIL WOODLAND, president Community Service Broadcasting Corp. (WCSS Amsterdam, N. Y.), and general manager of WCSS, appointed general manager WQAN-AM-FM Scranton, Pa. Mr. Woodland succeeds **JOHN P. MCGOLDRICK**, general manager and chief engineer. Mr. McGoldrick will continue as chief engineer.

CARL W. GREENE Jr., coordinating account executive Mini-Films Inc., Hollywood, named account executive KCBQ San Diego.

MARTIN J. MCGEEHAN, Chicago manager of Ra-Tel station representatives, to LBS, as director of the Chicago office and midwest sales manager.

TRACY AXTON Jr., media department Young & Rubicam, N. Y., and **MILTON E. KRAEMER**, Olin Products Corp., same city, to sales staff of WPIX (TV) New York, under direction of **JOHN F. NOONE**, sales director of station.

JOHN MINCO, sales staff WDOK Cleveland, to WJW Cleveland, in same capacity.

JERRY GLYNN, vice president of Chicago Walker Co., appointed director of Chicago of AM Radio Sales Co.

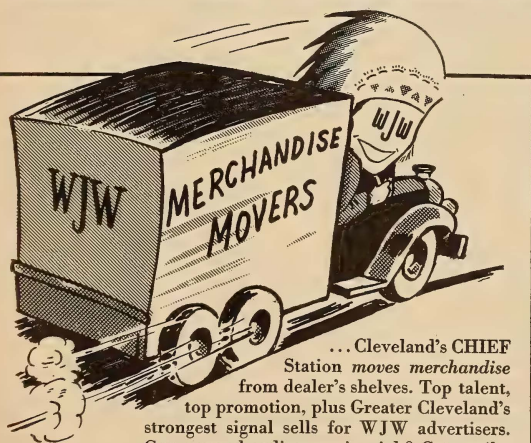
KEN STRONG appointed commercial manager WVOM Boston. He was with WCRB Waltham.

SAMUEL F. JACKSON, sales staff WPIX (TV) New York, to Avery-Knodel Inc., N. Y., in same capacity.

Personals . . .

ROGER R. HUNT, general manager KUBA Yuba City, Calif., elected president Marysville Kiwanis Club. . . **DON IOSSET**, vice president and general manager WPIT Pittsburgh, appointed member of board of directors of Pittsburgh Radio and Television Club. . . **GENEROSO POPE Jr.**, former executive vice president and general manager of WHOM, New York foreign-language independent, and former publisher of *Il Progresso*, Italian-American newspaper which owns the station, and Patricia McManus, both of New York, married Oct. 27 at St. Thomas More Roman Catholic Church, same city. They will live in Washington, where Mr. Pope is on confidential assignment with U. S. Government.

LESLIE C. JOHNSON, vice president and general manager Rock Island Broadcasting Co. (WHBF-AM-TV Rock Island), elected vice president of Illinois Chamber of Commerce. . . **LOWELL CHRISTISON**, assistant manager WVIM Vicksburg, Miss., father of boy Gregory Thomas. Mrs. Christison is former traffic director of WRFW Eau Claire, Wis. . . **TOM HENRY**, co-op sales department, MBS Chicago, and Barbara Ann Beach, married Oct. 27.



... Cleveland's CHIEF
Station moves merchandise
from dealer's shelves. Top talent,
top promotion, plus Greater Cleveland's
strongest signal sells for WJW advertisers.
Got a merchandise moving job? Get avail-
abilities NOW from—

CLEVELAND'S *Chief* STATION

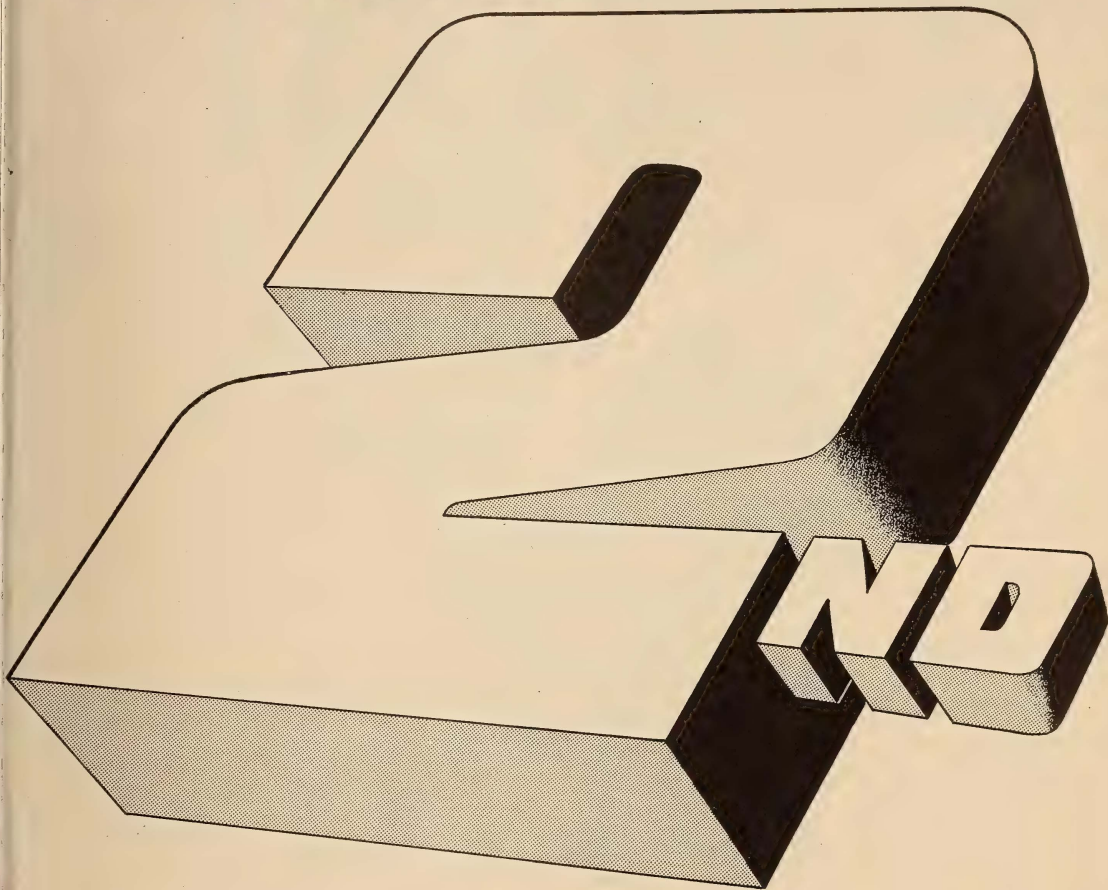
WJW

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H.R. REPRESENTATIVES, INC.

Again! WWDC is



in total share of Washington audience!*

Four straight months of Pulse surveys show WWDC *second* in total share of audience. The second two months of these surveys showed WWDC still further ahead of the third station in the highly competitive Washington market. This is positive proof that at WWDC's low rates, it's really *first*—on a results-producing basis. It means that in Washington, your best advertising buy is WWDC. Just ask your John Blair man for the whole WWDC story.

*Pulse: May through August, 1951—6 A.M. to Midnight



WHEN (SELLING) IN ST. LOUIS...



DO AS

ST. LOUISANS DO!

USE



At the present time KWK is serving over 100 Local Advertisers!

Local Advertisers have an almost daily check on their radio advertising, and they know KWK DOES SELL merchandise! This accounts for the overwhelming advantage KWK enjoys in the local advertising field!

And that's one of the big reasons more and more smart National Advertisers are using KWK year-after-year!

Globe-Democrat Tower Bldg.
Saint Louis



Representative
The KATZ AGENCY

air-casters



CHARLES H. SMITH, account executive WCCO Minneapolis, appointed director of research and sales promotion. **FRED HEYWOOD**, promotion manager, named director of program promotion and publicity. **ERIC REHNWALL** appointed merchandising manager. Mr. Rehnwall was with Minnesota Mining & Mfg. Co. and Frederic W. Ziv Co.

BILL ELLIS appointed promotion director WCSC Charleston, S. C. He replaces **DOROTHEA LaTORRE**, now in the Women's Air Force stationed at San Antonio, Texas. **RUSSELL D. LONG**, promotion manager WCSC, elected chairman of Charleston County March of Dimes.

THAINE ENGLE appointed director of publicity, promotion and merchandising. **WBAP-AM-FM-TV** Fort Worth, Tex., replacing **JACK ROGERS**, resigned.

LI. CARL W. YATES, formerly music director and announcer with KMMO Marshall, Mo., now serving with 25th Inf. Div. in Korea.

ROBERT G. TENNANT named to announcing staff **WBEN-AM-TV** Buffalo. He was with stations in Schenectady and Boston.

WYNN SPEECE, women's director **WNAX** Yankton, named to board of directors, Boys and Girls Home, Sioux City.

LOU GOLSON, disc jockey-announcer **WFAX** Falls Church, Va., to **WANN** Annapolis, Md., in same capacity.

PHILLIP W. LAWRENCE named auditor **WJW** Cleveland. He succeeds **ED F. MEYER**, resigned to accept position of special assistant to treasurer of Lubrizol Corp., Wickliffe, Ohio. **STANLEY KALECH**, graduate Western Reserve U., appointed to merchandising staff. **RUTH HAASE**, **KENO** Las Vegas, N. M., named to program department staff.

ROBERT E. DALTON, announcing staff **WMAL** Washington, **GAIL BARENTS**, announcing staff **WABL** Arlington, Va., and **DAVE CAMPBELL**, appointed to announcing staff **WTOP-AM-FM-TV** Washington.

"RED" ROWE, disc jockey **KFWB** Hollywood, father of boy, Sandy, Oct. 25.

JOHN LOTAS, TV free-lance announcer, father of boy, Christopher Thomas, Oct. 26.

JOHN A. SAVAGE, named announcer for **WOR-TV** New York. He was with **WNYC** New York and **WAAB** Worcester, Mass.

FRANCIS X. O'SHEA named manager accounting department **NBC-TV** with title of chief accountant. **JOHN A. LAVAN** named to succeed Mr. O'Shea as supervisor of general and cost accounting division.

JIM RASER, head apprentice **KCBS** San Francisco, named writer on *This Is San Francisco*.

MARY MISCH, J. Walter Thompson Co., Chicago, to continuity staff **WGN-TV** Chicago.

JANET BENOY, publicity-promotion department **WLWC** (TV) Columbus,

appointed merchandising director **WBNS** (TV) Columbus.

MARION DEL VECCHIO, news director **WTRF** Bellaire, Ohio, to announcing staff **WLWD** (TV) Dayton.

SHEPARD MENKEN, actor on **CBS** *Radio Suspense* and *Line Up*, father of boy, Gregory Elliott, Oct. 27.

DIANE FAIRBROTHER, advertising department **St. Paul Dispatch-Pioneer Press**, named publicity writer in promotion department **KSTP-AM-TV** Minneapolis. She replaces **FLORA ROBINSON**, now with **Edward Petry & Co., N. Y.**

CORINNE OLSON, assistant to director of education **WBMM** Chicago, and **Edward Stocks** announced their marriage.

MRS. BRETA GRIEM, conductor of *What's New in the Home* on **WTMT-TV** Milwaukee, selected for "Women of the Year" court of honor by Delta Zeta sorority.

ROBERT E. PHILPOT, sales presentation writer in research and sales development department **ABC**, to advertising and sales promotion department **CBS** Television Div.

JAMES BERRY, announcer **KECA** Hollywood, moves to directing staff.

CLIFFIE STONE, **KLAC-TV** Hollywood *Hometown Jamboree*, starts new *Cliffie Stone's Western Music Hall* on same station.

BOB CROSBY, of **CBS** *Radio Club 15*, father of girl, his fifth child, Junie, Oct. 17.

MORT ROSEMAN, U. of Pennsylvania, appointed continuity and news director **WPWA** Chester, Pa.

BARRETT PIERCE disc jockey **KWBW** Corpus Christi, Tex., named honorary mayor of Gopher Gulch, Tex.

JOE GRAYDON starts as emcee-vocalist of five weekly two hour *Women Are Wonderful* audience-participation show on **KLAC-TV** Los Angeles.

FRANK CAPACCHIONE named editor on **CBS** *Television Amos 'n' Andy* show.

News...

SANFORD PAUL, **WOKO** Albany, N. Y., to news editing staff **WMGM** New York.

STANLEY SEIDEN, press representative **Shubert Productions**, L. A., to **Hollywood Press Information Dept.** **CBS** Radio, as trade press editor. He replaces **ARTHUR SAWYER**, named copywriter in network's sales promotion department.

TODD HUNTER, newscaster **WBMM** Chicago, and **BOB FERRIS**, Pacific northwest reporter-broadcaster, to **KNX** Hollywood-Columbia Pacific news bureau. Mr. Hunter's assignments include writing and reporting **KNX Ten O'Clock Wire**. Mr. Ferris will handle writing and reporting on early morning newscasts.

KEITH MORROW, assistant supervisor of farm broadcasts **Canadian Broadcasting Corp.**, Toronto, appointed supervisor of department, succeeding **A. R. KEMP**, resigned. **J. W. R. GRAHAM**, farm broadcast commentator **CBH** Halifax, appointed assistant supervisor of farm broadcasts, and is succeeded at **CBH** by **MURRAY P. CREED** and **FRANK D. NICHOLSON**.

'This Is CBS'

Two-Hour revue "This Is CBS," offered by typists, secretaries, television cameramen, ushers, clerks and mail boys of the **CBS** New York staff, was presented last Thursday at **CBS** Studio 60, 65th & Broadway. Produced by **Patty Painter** (Miss **CBS** Color Television) and **Jay Johnson**, **CBS-TV** cameraman, show was not broadcast but played to an audience of as many **CBS** executives and employees as the studio would hold. Since ushers were among stars, their duties were taken over by **Steve Allen**, **Perry Como**, **Jim McKay**, **Dorothy Doan** and **Mel Torme**.

AWARD for *Wildlife Unlimited* presented by **WOR-TV** New York, was presented to station recently by **New Jersey Science Teachers Assn.** Program, produced by station's news and special features division, was cited by association for science value and recommended for students in elementary and high school.

LEADERSHIP

COMPLETE YOUR SALES PICTURE

WJDX

NBC AFFILIATE

JACKSON, MISS.

Cash from Mississippi's bumper cotton crop is now in circulation throughout the State. **WJDX's** loyal listeners are more willing and able to buy than ever before. Get your share of this big, prosperous market NOW.

REPRESENTED NATIONALLY
by the
GEORGE P. HOLLINGBERRY CO.

The Low-Cost, Sure-Fire Way to get Cookbooks into New England Homes



Month after month, for years, participating sponsors have told us of the effectiveness of Mildred Carlson's "WBZ Home Forum" in reaching New England housewives.

Here's one of the latest comments, quoted from a letter written by United Utilities and Specialty Corporation:

"With only two spot announcements, we received requests for 1,800 cookbooks, which enabled us to do an outstanding job!"

That's typical of the results *you* can expect with WBZ... the best-known, most-heard voice in New England! For details, check WBZ or Free & Peters.

WBZ

BOSTON
50,000 WATTS
NBC AFFILIATE

and **WBZA** Springfield



WESTINGHOUSE RADIO STATIONS Inc Serving 25 million

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

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

RADIO — AMERICA'S GREAT ADVERTISING MEDIUM

allied arts



ROBERT RICHARDSON, Advertising, Film and TV Dept. Westinghouse Electric Corp., to New York sales staff of Jerry Fairbanks Inc.

ROBERT S. KELLER Inc., N. Y., appointed sales promotion representative for WCMW Canton, Ohio.

RICHARD H. GEDNEY, midwestern representative United Artists, to United Television Programs, Chicago, as sales representative. He will handle midwest and southwest television markets and advertising agencies for UTP.

FRANCES O'BRIEN, free lance writer, to Phil Davis Musical Enterprises Inc., N. Y., as writer and to handle sales promotion for firm.

WILLIAM F. REILLY, midwestern manager RCA Recorded Program Services, father of daughter, Mary Kathleen, Oct. 21.

ARTHUR C. NIELSEN, president of the Chicago market research firm of the same name, was one of four persons to win the Paul D. Converse national marketing award at U. of Illinois. Awards are given by Central Illinois chapter, American Marketing Assn.

Equipment . . .

Col. **WALTER BIRDSALL BROWN**,

National Assn. of Manufacturers, appointed sales manager Transmitter Equipment Mfg. Co., N. Y. Col. Brown will divide his time between factory and main office in N. Y. and branch office in Washington, D. C.

KENNETH B. BOOTHE, chief engineer and technical supervisor United Nations Sound & Recording Dept., appointed manager Instrumentation Div. of Audio & Video Products Corp., N. Y. Mr. Boothe will supervise sales and service of special magnetic tape equipment and supplies designed for tele-metering and data recording.

COMPUTER RESEARCH Corp., Hawthorne, Calif., announces new miniature magnetic head, Model HA 102, to provide higher component density in magnetic memory storage systems. For further information write Computer Research Corp., 3348 W. El Segundo Blvd., Hawthorne, Calif.

S. O. S. CINEMA SUPPLY, N. Y., has issued new 41 page supplement to their Catalog Sturelab 8A. Catalog lists and describes equipment for cameraman, studio and laboratory.

WILLIAM E. BOSS, field sales representative for upstate New York, Home Instrument Dept., RCA Victor, appointed staff assistant to J. B. ELIOTT, vice president in charge RCA Consumer Products, Camden, N. J.

WILLIAM W. CONE, vice president in charge of sales Kirch-New Jersey



PRESIDENT Carl Haverlin and Glenn Dolberg of BMI capped a clinic session for the Maine Broadcasters Assn. in Augusta with a weekend fishing trip into the Maine woods. Their hosts—Carleton D. Brown, president of WTVL Waterville, Me., and Murray Carpenter, WABI Bangor and MBA president—found it hard to convince their New York friends that bear steak was really on the menu. To prove it, the camp owner left the dining room and returned momentarily with a 125-pound female black bear. Mr. Dolberg snapped this picture of the still warm carcass flanked by (l to r) Mr. Brown; Bert Packard Jr., who shot the bear; Messrs. Carpenter and Haverlin, and Bertram Packard Sr., camp owner. Maine pays \$15 bounty for every bear killed because of their destructiveness to property.

Inc., RCA distributor, appointed vice president in charge of sales Motorola New York, factory subsidiary of Motorola Inc., Chicago.

CHARLES P. JOHNSON, manager of western publicity division for Westinghouse Electric Corp., S. F., transfers to company's New York office, as manager of eastern division.

WILLIAM H. STRUBLE, promotion manager of WLW Cincinnati television interests, named sales promotion manager of Edgar Morris Sales Co., Washington Westinghouse and Halliester distributor.

F. E. GIBSON, district credit manager at Chicago for Graybar Electric Co., N. Y., elected treasurer. He makes headquarters in New York.

WILLIAM BYNAM, vice president and general sales manager Carrier Corp., Syracuse, elected executive vice president.

ROBERT D. WINSTON appointed sales-service manager Audio & Video Products Corp., N. Y. He was with Langwin Mfg. Corp. **WILLIAM H. HAZLETT** appointed eastern sales manager Audio & Video Products. He was with Fairchild Recording Equipment Corp.

S. WHITNEY LANDON, general attorney AT&T Long Lines Dept., named AT&T assistant vice president and assistant secretary. **ERNEST D. NORTH**, Long Lines Dept. attorney, succeeds Mr. Landon as general attorney.

Technical . . .

EDWARD GURNEY and ARDEN SMITH named to engineering staff WNAZ Yankton, S. D.

JOHN AIRALE, engineer WORZ Orlando, Fla., father of daughter, Linda Ann.

ERNEST O. SWAN, chief engineer CKEY Toronto, resigns to go into TV consulting engineering at Toronto.

SAM MARGOLIN, chief engineer KFMV (FM) Hollywood and Pacific Regional Network, to John Poole Broadcasting Co. as engineer in charge of Hollywood and Mt. Wilson operations of KBIG Avalon, scheduled to go on air in early spring.

W. E. DACOSTA, supervisor of technical operations WOR New York, named technical operations supervisor for WOR-TV. **E. W. CLARK** succeeds him at WOR.

JOHN J. MOROCCO, engineering staff WOR-TV New York, father of girl, Susan Marie.

AVCO Manufacturing Co., Cincinnati, last week declared quarterly dividend of 15 cents per share on common stock, payable Dec. 20, 1951, to stockholders of record Nov. 28.

WDBJ FOR ROANOKE AND SOUTHWEST VIRGINIA

The million people in WDBJ's coverage area will earn nearly a billion dollars this year. Here's WDBJ's family coverage, according to the 1949 BMB:

Day—110,590 families in 36 counties

Night—85,830 families in 31 counties
and 3 to 7 days weekly

Day—90,320 families

Night—66,230 families

For further information:
Write WDBJ or Ask FREE & PETERS!

WDBJ Established 1924
CBS Since 1929

AM—5000 WATTS—960 Kc.
FM—41,000 WATTS—94.9 Mc.

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

GREENVILLE is
SOUTH CAROLINA'S LARGEST
METROPOLITAN AREA

In "COVERED" WAGES

GREENVILLE \$112,827,014

Columbia 62,217,401

Charleston 48,677,862

S. C. Emp. Sec. Com., 1950

MAKE IT YOURS WITH
WFBC 5000 WATTS

The News-Piedmont Station, Greenville, S. C.

NBC For the Greenville-Anderson-Spartanburg Markets

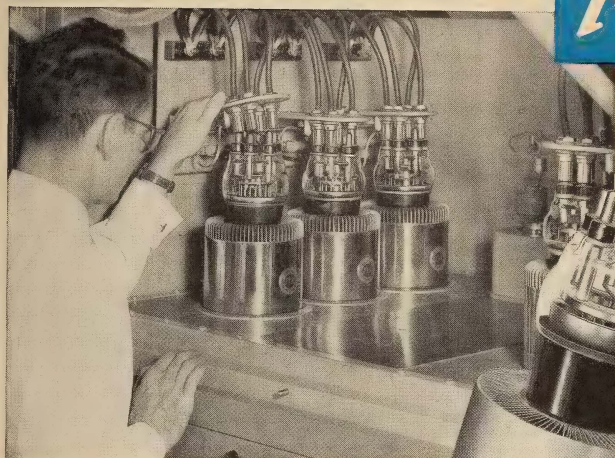
Represented by Avery-Knodel

The choice of COLLINS

FOR THEIR 35 KW H-F TRANSMITTERS

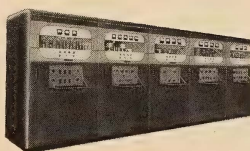
Used in the "Voice of America" Service of the
U. S. Department of State—

Federal's



Installation of Federal F-8C25 power triodes in modulator tube compartment of 207B-1 transmitter.

F-8C25 POWER TRIODE



207B-1 35 KW high frequency broadcast transmitter manufactured by Collins Radio Co.

In the operation of the world-wide "Voice of America" service, an important part will be played by the 207B-1, a 35 kilowatt high frequency broadcast transmitter manufactured by Collins Radio Company, of Cedar Rapids, Iowa.

In the view on the right are shown the five similar side-by-side units of the 207B-1, bolted together to form the full AM equipment.

When the time came to select a modulator tube for the 207B-1 the choice of Collins was the Federal F-8C25—a forced air-cooled triode rated at 5 kilowatts

anode dissipation. The F-8C25 has a thoriated tungsten filamentary cathode, requiring lower power and providing longer service life.

Federal Telephone and Radio Corporation takes pride in having worked with Collins Radio Company to assure the ruggedness, efficiency and stability required by one of history's most important applications of radio broadcasting.

"Federal Always Has Made Better Tubes"

Federal Telephone and Radio Corporation



VACUUM TUBE DIVISION 100 KINGSLAND ROAD, CLIFTON, NEW JERSEY
In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.





TAKE
A
GOOD
LOOK
AT

CHATTANOOGA

IN AUDIENCE
IN THE MORNING

IN COST
PER LISTENER

IN LOCAL
ACCEPTANCE

Outstanding Local
Personalities Build an
Outstanding Audience

WDEF
CHATTANOOGA

1370 KC 5000 WATTS

Carter M. Parham, President
Represented by BRANHAM

Strictly Business

(Continued from page 12)

17% of the budget will be added to this amount, placing 39% of the total advertising expenditure in the broadcast media.

Headquarters for this vast activity is a 14th floor suite in the Standard Oil Bldg. in San Francisco. Here, surrounded by charts and graphs and certificates of award and guided by a simple set of rules and a simple philosophy of advertising, Tony Mattes manipulates his large budget to bring his company the highest possible return on the advertising dollar.

His philosophy recognizes advertising as an integral part of the job of selling a product, but not the whole job.

"Advertising," he says, "can inform, convince and stimulate a prospect to buy, but it takes personal selling to close an order."

His guide rules to good advertising are these:

"Advertise truthfully and in good taste. Advertise to the right people. Reach the greatest number of people consistently. Use the most effective message. Do it in the shortest period of time. Invest the least amount of money. Merchandise your advertising-sales promotion story effectively. Make it pay off at point of sale."

These thumbnail rules and his philosophy are the result of more than two decades of varied training and experience in the advertising business.

Born in New York

Tony Mattes (M. Anthony Mattes, formally) was born in New York City 46 years ago. He moved to San Francisco with his family at the age of six.

From high school days he was interested in advertising as a career and after graduation he returned to New York for his early training. He went to Columbia U., where he majored in economics, business administration and journalism. His graduation from Columbia and entrance into professional life just preceded the crash of '29.

But the resulting depression had little effect on his accumulation of experience. He was "broken in" with such diversified accounts as transportation, food, drug and petroleum products. He served as advertising manager for a leading New York department store, worked as an account executive for Benton & Bowles in New York and for Blackett-Sample-Hummett in New York and Chicago.

When World War II came, he went with the Office of War Information as a regional director. Returning to professional life in 1944, he moved back to San Francisco as Standard Oil's advertising manager, a job that ever since has been both his vocation and avocation, drawing fully on his wide and varied background and adding considerably to it.

Mr. Mattes' guide rules of ad-

vertising preclude leaving any part of a campaign to chance. The dictum to "make it pay off in the shortest period of time for the least amount of money" demands a close accounting and this is the reason for the numerous charts and graphs in his office.

He knows where the company's advertising money is going and what results each dollar is producing. Nothing is left to theory.

The company believes in surveys to accumulate this information, but in its own surveys only. It is happy to see its weekly mystery show, *Let George Do It*, carried on 64 stations of the Mutual-Don Lee and Inter-Mountain networks, consistently receive a top rating in the various radio popularity surveys. But it doesn't depend on these surveys in determining results.

"In these surveys," Mr. Mattes says, "a strong rating in one town can overshadow a weak rating in a nearby town without showing in the final results of the survey."

Separate Market Studies

Standard Oil, in its own surveys and those conducted for it by private research organizations, cover each individual market area as an entity. The surveys are conducted according to whether the area is served by a one, two, three, four or more station town and whether or not the area is a primary or secondary TV area.

From such detailed surveys come the analysis charts and "opportunity" charts which show, to Mr. Mattes' and the company's satisfaction, just what results they are receiving in each area for each dollar expended in each media. Using an arbitrary cost figure of \$1000 per rating point, it is then easy to compare returns from various campaigns in various areas in ratio to the cost of the campaigns.

Standard Oil's oldest radio program, and said to be the oldest hour of music on radio, is *The Standard Hour* (which celebrated its 25th anniversary on the air Oct. 24), a classical music show which holds a special place in the company's advertising program.

The Standard Hour, on which no advertising message has ever been broadcast, is, in fact, not even con-

Boosts Competitor

WNAT Natchez, Miss., Oct. 24 suggested that listeners tune to WMIS Natchez to hear *The Big Story* honoring Ned Smith, former editor of the *Natchez Democrat*. Eddie Phelan of WNAT commented, "Perhaps I'd best add the fact that this plug was not solicited by any organization or individual . . . we merely did what we considered in the best interest of the radio audience here."

sidered an advertising venture. It is a public relations activity and is not subject to the cost rating measurement of other productions.

But the goodwill it buys for the company has never been questioned. *The Standard School Broadcast*, which is the company's most widely broadcast program (80 stations this year), is on a similar level.

But all other activities meet the strict cost rating measurement Mr. Mattes' requires for his approval. In addition to *Let George Do It*, the radio programs meeting these requirements are *Standard News-time* broadcasts on stations in Juneau, Ketchikan, Anchorage and Fairbanks, Alaska; *Farmers' Digest* on KNBC San Francisco and *Farm Highlights* on KFI Los Angeles. They must measure up not only in competition with other radio shows but with advertising in all media.

The company's entrance into television next year comes only after thorough research and TV's proven ability to pass the cost rating test. The type of program that measures up best in Mr. Mattes' analysis is a dramatic show; and that's what Standard Oil will have on the screens next year, in all six of the TV areas in Standard's marketing area.

Away from his office, Mr. Mattes spends his time quietly in a San Francisco Peninsula home with his wife and 7-year-old boy, and occasionally going fishing or sailing. But his mind is never far away from the problems of cost rating, budgets and campaigns that compromise the hobby by which he lives.

GATES

QUINCY,
ILLINOIS

Your ONE SOURCE Supply for
ALL Broadcasting Equipment NEEDS

THESE OFFICES
TO SERVE YOU

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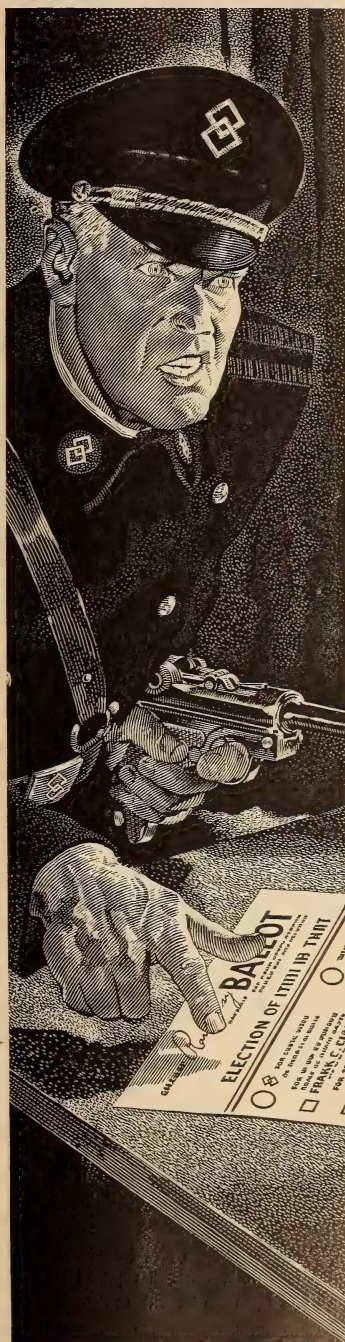
TEL. 8202

TEL. ATWOOD 8536

TEL. METROPOLITAN 0522

TEL. ATLANTIC 9441

TEL. MURRAY HILL 9-0200



"Put your X there!"

"Ever have nightmares?

"I don't, often. But I sure had one last night! Wasn't my usual one, being chased by a lion and falling off a cliff. In *this* dream it was Election Day. I was at the polls, kidding with some of the boys I knew . . . but they weren't kidding back. They looked sort of worried or scared or something.

"Anyway, I got my ballot, stepped into the voting booth and pulled the curtain. I wet the end of the pencil . . . to make my X's big and black. *Then the nightmare part began.*

"A tough-looking soldier stepped into the booth. He put his finger on the ballot and said, '*Put your X THERE! And THERE . . . and THERE . . .*' None of the names I'd picked, either. He had a big black gun pointing right at me.

"That was last night. Today, all day, I've been thinking about it. I'd known that was how some elections got settled in other places. But it never occurred to me before how lucky I was to be a citizen of *this* country. *Here* I vote according to my conscience, not a gun. And I do other things the way I please . . . like going to church, or picking out my own kind of job down at the Republic plant. Try that where there's no freedom!

"That's it . . . *Freedom!* We've got all the Freedom in the world. But, honestly now, do we *really* appreciate it? Do *you?* I admit I've done my share of griping . . . probably never will get over that habit.

"But, with Freedom-grabbers at work here as well as abroad, I want to be sure on Election Day that we're *all alone* in that voting booth. With nobody to tell us, '*Put your X THERE!*' No sir!"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio



Republic **BECAME** strong in a strong and free America. Republic can **REMAIN** strong only in an America that remains strong and free . . . an America whose many thriving industries have brought the world's highest living standards to her people. And in serving Industry, Republic also serves America. Take, for example, the Food Processing Industry. Here untold millions of pounds of food are processed, refrigerated, packed, canned and frozen for the American table. And here Republic's gleaming Enduro Stainless Steel can be found on the job . . . in vats, cookers, sterilizers, mixers, coolers, to name but a very few . . . guarding faithfully the food your family eats.

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



Are You A Sucker?

AN OPEN LETTER TO AMERICAN RADIO STATIONS FROM

Gordon B. McLendon, President

Liberty Broadcasting System

"NBC this week went to work on its plan to expand its scope of network coverage, to embrace additional stations in small supplementary markets, which may range up to 150 or so. . . . Chief aim is to penetrate towns of from 30,000 to 50,000 population presently without NBC affiliation, thus adding a potential one million 'Bonus' Listeners to network advertisers. The stations will receive no pay for carrying sponsored shows. . . . It's understood that the formula calls for adding about 50 independent stations to the network roster; about 25 currently affiliated with the Liberty Network, and the remainder recruited from current ABC and Mutual affiliates."

—VARIETY, Wednesday, October 10, 1951

"To the primary and consolidated supplement group will be added a third category of what the web calls 'Premium' stations (The equivalent of CBS' 'Bonus' outlets). The network hopes to add approximately 100 such premium outlets in a reasonably short time. Advertisers will get these stations strictly for free. The network will pay such stations nothing for carrying shows, the accepted theory being that such outlets get their value out of the deal by having top programming made available to them. . . . Some stations in the present 63 television markets will actually have their rates adjusted upward."

—THE BILLBOARD, Saturday, October 13, 1951

"Then a third classification will be established known as 'Premium' stations to give added depth of coverage in less important markets."

"Equivalent to stations previously called 'Bonus', these will be stations which 'Do not individually deliver a sufficiently large or a sufficiently valuable audience to justify a network rate,' NBC said."

—BROADCASTING, October 8, 1951

First of all, let me say that I am not writing this letter because I am worried about losing any of our Liberty affiliates to NBC. By this statement I mean that even should NBC succeed in hoodwinking all or any part of the twenty-five Liberty affiliates it allegedly wants, the loss of twenty-five of our more than 400 stations is hardly going to be a serious blow. I do not like to lose any affiliates because if we do we have the job of going out and replacing them but I will repeat that the loss of any or all of them is not the thing that has me concerned enough to write this letter.

**I AM WRITING BECAUSE, AS THE OSTRICH SAID
WHEN HE STUCK HIS HEAD IN THE SAND,
"THE END IS IN SIGHT."**

Radio networks no longer compete in how much they can sell but in *how much they can give away*. For a long time now, the Mutual Broadcasting System has been offering literally hundreds of affiliates as a free bonus to any advertiser who would buy another list of Mutual stations. Both ABC and CBS have to lesser extent also been guilty of the "Bonus Baby" evil.

Now NBC, the oldest network in the radio business, has deliberately joined this game of Russian Roulette which Mutual first popularized.

I am astonished that the radio industry, in which I have a sizable stake, should sit by so complacently while NBC is making out the industry's death papers.

These days, the advertiser doesn't ask how many stations he is buying but rather how many stations he is getting free. In this situation, even the most short-sighted station operator should recognize extreme peril. Any person to whom you give something free comes to expect more and more. What is more important, he loses respect for you.

Many of America's leading advertising agencies, who place the great bulk of network time, are in direct parallel. They are coming to expect more and more and more for free and they are willing to pay for less and less. Any network time salesman will tell you that. He will also tell you that, as might be expected, these agencies are losing respect for radio.

The situation was serious enough a year ago. Now the nation's oldest and most respected network, NBC, has joined this giant game of seeing how much blood you can let without dying.

As a station operator, do you see any danger to your station? Even should you be one of NBC's Primary Stations, you should recognize

(Continued on next page)

the fact that this contest to see which network can give the most away will eventually hit even your station. And in radio's Armageddon, we may see that day when, in order to get a given account or program, the victorious network is the one which has agreed to give everything free.

TAKE A GOOD LOOK AROUND AND YOU CAN TELL YOUR GRANDCHILDREN HOW YOU SAW RADIO DIE ONE DAY.

The battle between television and radio right now is strangely similar to the cold war between Russia and the United States. Economically, Russia might win the war without firing a shot. Likewise, television will never kill radio; radio is going to commit suicide.

I am not even concerned about rate-cutting. It is more serious than that. Whatever the NBC plans for tandem, one-shot and minute man selling, these are merely competitive, if lamentable. However, we cannot continue to *give radio away*. We must stop.

As a result of this NBC move, it would not be surprising at some time in the future for CBS suddenly to realign its own network setup. Your station might suddenly become a free station, along with scores of other CBS stations. Perhaps then Mutual will respond with a realignment of its own, offering one hundred stations as a basic sale with four hundred free. To defend, ABC retaliates with an increased number of free stations. Then, NBC is forced to respond again. During all of this, your advertising agency stands gleefully and blamelessly alongside, urging everybody on. The end of such a war can only be disaster for everyone. The disrespect can be expected to extend immediately into local advertising.

Liberty operates on the theory that while some stations should command a larger price than others, every station which delivers an audience deserves compensation in direct proportion to the amount of the audience delivered. No station should ever be offered to an advertiser free.

I have been discussing NBC's "Suicide First" plan as it concerns the future of the radio broadcasting industry in general.

LET ME NOW LOOK AT HOW THE NBC PLAN WILL AFFECT YOUR STATION SPECIFICALLY.

I have already said that I had no fear for Liberty's future even should NBC be able to deceive all or one of the twenty-five Liberty stations they have reportedly earmarked for destruction. Indeed, I expect to lose a few Liberty affiliates to NBC under this new NBC plan, affiliates who will be lured into the quicksand by those historic call letters that used to represent the greatest network on earth. To expect that none of our Liberty affiliates will succumb to the glamour and the prestige of the letters NBC is expecting a little too much of human nature.

If you are now or do become a bonus station to any network, particularly NBC under its new plan, you have struck a blow against your own industry but more important than that you will discover that you have made a serious mistake.

Any station joining this new plan is a sucker.

Why?

For years and years, smaller market network and independent stations have struggled and strangled under the garroting pressure of the high-powered city stations. All of us who have operated small-market stations have bemoaned the fact that national advertisers refused to recognize the fact that, for instance, the people in Tyler, Texas, by and large listened to the Tyler station and not to the fifty-thousand watter in Dallas. Yet we suffered through the years when these national advertisers would not even let us get in their doors, when their only thought was the power station.

Now, just within the last two years, national advertisers have recognized what you and I always knew: That the local station had the listeners. And, ever alert to any fact over ten years old, NBC has also now recognized this situation. It has further recognized the fact that its power stations, most of them in television markets, are not as salable as they used to be. Much of the national advertiser's attention, for the first time, is being diverted to the smaller markets.

All credit to NBC for its reaction. I never knew any network could have such unmitigated nerve.

NBC is calling on the smaller market station to save the big stations which have so long fought to kill the small stations with their Clear-Channel lobby and other such devices. For example, NBC may call on the station in Tyler, Texas, who has been so long snubbed, and ask him if he will not help to raise the rate for the big Dallas station by allowing himself to be given away. At the moment when the small station is becoming valuable for the first time, he is asked to give himself away to protect the big stations against attack. I believe this to be the greatest irony in the history of radio.

That's the picture. NBC is having trouble selling its power stations because advertisers are finally taking cognizance of the audience long held by smaller surrounding markets. So, NBC attempts to make a lemon into lemonade. It decides that it will simply absorb the smaller markets—not only for free, but to use these suckers to get a boost in rate for the suffering power station. Now the advertiser can be told once again that he need not take any notice of the small markets. Forget them again. We have the problem solved. We can give them to you free as a bonus to the power stations. I can't help but think that the NBC time salesman who presents this story simply must have a smile on his face when he does so. Here for years the small city station struggles for recognition and national advertising dollars and when he is about to get them, NBC suddenly suckers him into giving it all up and becoming a gratuitous servant for the power station which has ridiculed him for so many summers.

And what does the small city station receive for being a sucker? Well, he is now a "Premium" station. That's a fancy word for a bonus station—one which gives up everything and takes nothing. He is entitled to tell everybody now that he is being offered as a free bonus to his big city neighbor and that by NBC's own admission he does not deliver a sufficiently valuable audience to justify a network rate. But this is not all the advantage he gets. He also receives the right to option almost every minute of his salable time to NBC. But don't go away. You haven't heard half of it. He is going to be given the right to give away approximately *four hours a day* free to NBC. But there's still another benefit. He's going to get some spot announcements from NBC to sell with the agreement that he pay NBC for each announcement sold.

AND NOW FOR THE PAYOFF.

Naturally, nobody could be expected to give away as much as NBC is giving away without expecting some compensation. So, just to top it all off, NBC asks an affiliation fee of its premium stations.

Now that you have heard the proposition, boys, the line forms to the right.

Come on and sign, suckers.

Yours sincerely,



Gordon B. McLendon
President
Liberty Broadcasting System

AD EFFECTIVENESS

Told ACA by Schwerin

IF CANADIAN advertisers and broadcasters "avoid the mistakes of many of their compeers in the United States and refuse to panic as soon as television looms on the scene," they will preserve "their excellent reputation for using radio realistically and effectively," Horace Schwerin, New York, told the Association of Canadian Advertisers, at its fall conference at the Mount Royal Hotel, Montreal, on Nov. 2.

The Schwerin Research Corp. head pointed out that a number of major sponsors in the U. S. who "did not fall victims to the general error," are "today actually getting more potential customers to remember and believe their radio advertising than was the case before TV entered the picture."

They are doing this, he added, by using research to increase the efficiency of their commercials and place those commercials in the proper vehicles.

Mr. Schwerin illustrated his point with case histories from his organization's studies of listeners'

reactions to more than 2,500 commercials. In the case of one leading advertiser, he showed, the program which had the largest listening audience cost nearly six times as much to attract each extra customer for the product as did another program with an audience less than half as large, due to greater remembrance and belief achieved by the latter show's commercials.

"We have found that many programs with modest-sized audiences provide a more favorable climate for listener acceptance of product claims than do shows with far larger audiences," Mr. Schwerin said.

Program Attraction

"A program can produce this favorable climate in two ways," he noted. "First, it can attract those listeners who are the primary prospects for the product. Second, it can have a mood with which the commercials for a particular product can readily be blended."

In this connection, he cited the experience of one drug advertiser whose commercials when presented on a daytime serial won 81% more remembrance and belief than on a news program and 65% more re-

membrance and belief than on a panel quiz show.

With research knowledge advanced to the point "where the effectiveness of program plus commercials can be assessed," Mr. Schwerin added, sponsors who "know how to use research as one of their tools for the systematic utilization of radio" were able to take advent of big-time television in their stride.

"They did not make the error of assuming that the largest dollar expenditure would alone buy the most customers. They have calmly evaluated both radio and video shows in terms of how well these fit into their overall advertising strategy. They are continuing to employ radio, more effectively than ever before, and they employ television too, but wisely and methodically," he related.

Pat Freeman, sales director of Canadian Assn. of Broadcasters, Toronto, discussed radio's relation to the advertising dollar in 1952 in a symposium Nov. 1 in which representatives of all media took part. This followed a luncheon address on "What has Happened to the Advertising Dollar?" by Mark Napier, managing director of J. Walter Thompson Co., Toronto.

The two day session was well attended by eastern Canadian advertising executives and included among its speakers: Fred J. Otterbein, president of General Foods, Toronto; Earle Ludgin, Chicago; R. E. Jones, advertising manager, Colgate-Palmolive-Peet Co., Toronto; J. J. McGill, Tuckett Ltd., Hamilton, Ont.; Dr. Murray Banks, New York; and Dr. Claude Robinson, Gallup & Robinson, Princeton.

CANADIAN TV

Further Delays Seen

DIFFICULTY in getting steel for the towers of the proposed Canadian Broadcasting Corp. TV stations at Toronto and Montreal is likely to delay operation of Canada's first TV stations at least another six months. The Toronto outlet was to have been ready to go on the air in January after several earlier postponements.

Unofficial word from CBS sources now points to June for the Toronto outlet and probably the end of 1952 for the Montreal outlet. Latter was to have been ready by next spring. Building of studios and transmitters at both Toronto and Montreal is going ahead, although far behind schedule.

Avoids Jamming

AUTHORITY for the Bavarian radio to deviate from its 800 kc frequency in order to circumvent jamming from Soviet zone transmitters has been given by the Office of the U. S. High Commissioner in Germany. Jamming began Oct. 4 [B*O, Oct. 29].



NBC NEWSCASTER Leon Pearson (l) reminisces with James Byrnes, former Secretary of State and present governor of South Carolina. Mr. Pearson was in South Carolina as the guest of WIS Columbia, which was celebrating 20 years' affiliation with NBC.

'PARADOXES'

Shown in Iowa Study

ASSUMPTION that there is a direct relationship between the number of program types offered and the expressed preference of listeners for certain programming fare is discounted in a survey of "listener likes" conducted at the U. of Iowa.

D. Glenn Starlin, now radio director at the U. of Oregon, who made the study last year, came up with these findings on the basis of a study of radio fare in Iowa from November 1943 to February 1949:

- The more you listen to a certain type program, the less likely you are to choose it as a best-liked program type.

- The less you listen, the more likely you are to choose it as the best-liked program type.

- "Listeners would not learn to like 'educational' programs better if commercial broadcasters offered more programs of this nature."

- The large number of serial or "soap opera" dramas on the air has not "trained" people to like them.

Purpose of Mr. Starlin's study was to determine the interrelation of radio fare with listeners' preferences. He said he interviewed over 68,000 listeners and tabulated over 217,500 quarter-hours of programs of Iowa and adjoining stations during the base period. Only in rare instances of program types, he said, did program offerings catch up with listener preferences.

Mr. Starlin said his data stemmed from tabulated program offerings properly weighted in terms of station share-of-audience for "program-heard" ratings. Latter yearly ratings were then compared with "program preference" ratings reported in Iowa radio audience surveys in an attempt to evaluate the influence on listeners' preferences.



Mr. Schwerin

**SORRY
SOLD OUT!**

Both Local
and
National

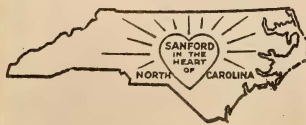
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FOR PENNIES IN '52
WE'LL BRING DOLLARS
BACK TO YOU

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