

# BROADCASTING TELECASTING

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## how a WOR-tv

## campaign sold and sold

## until the retailer sold out!

A Chicago manufacturer made toys. He introduced them in the New York market last Spring. Sales were fine at the start, but by September they had dropped sharply. In an effort to boost them, the sales agent decided that—for the first time—he'd try television. He chose "The Merry Mailman" on WOR-tv.

He went on the air for a two-week test—to boost his sales in Woolworth's. He used no other advertising. And on the strength of the WOR-tv campaign, he sold a fresh stock of his toys to the Woolworth stores of Metropolitan New York.

What happened when the campaign broke?

Within two weeks, Woolworth not only sold out of his toys COMPLETELY but re-ordered more than TWICE the quantity they had originally purchased for the campaign.

Sales were the highest of any comparable period prior to the WOR-tv campaign.

There are, at the moment, a few availabilities in "The Merry Mailman" on WOR-tv, channel 9

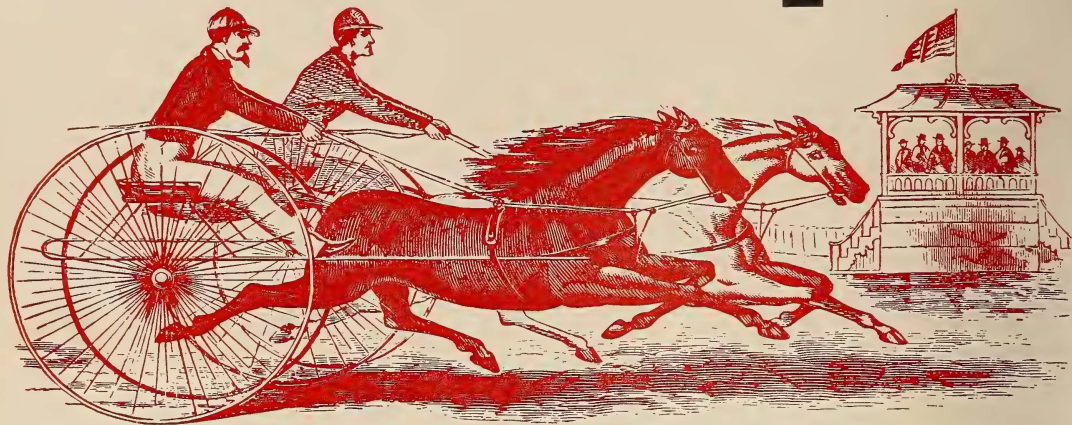
**WOR-tv**  
channel **9**  
high in results . . .  
low in cost

**21<sup>ST</sup>**  
The Newsweekly  
of Radio and  
television  
year



FIRST... for 25 years

NBC



in Virginia...

A quarter-century ago, NBC started as the nation's pioneer network... WMBG began its career as the pioneer NBC outlet for Richmond, Virginia's first market.

WMBG

The character of a nation is often influenced by that of its founders and Virginia has contributed the greatest names of American freedom and independence. As Virginia is synonymous with historical firsts, so are the Havens & Martin Stations, WMBG (AM), WCOD(FM), WTVR(TV) pioneers in the Old Dominion. We are proud that the network the country listened to first is still the network the country listens to most.

**WMBG AM WCOD FM**



**WTVR TV**

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA



# THERE'S *ONLY ONE* EIFFEL TOWER

## ... and there's *ONLY ONE* National Radio Network devoted to SMALL TOWN and RURAL AMERICA

Each year thousands of people flock to the Eiffel Tower, the only one of its kind — but, every day, millions of people, who live in rich, Small Town and Rural America, are listening to their home town stations which are affiliated with the fast growing Keystone Broadcasting System — the only national, established transcription network reaching this market!

According to BMB, these Americans listen more often and longer to their local level impact stations — than they do to the far off metropolitan power stations. And these same Americans possess more than half of the nation's buying power!

There are 476 KBS stations . . . strategically located, now delivering this sales-producing local level impact for many of America's most particular advertisers! All of these stations may be purchased in a complete package — or the number required to cover your distribution pattern.

### NO TELEVISION RECEPTION!

Small Town and Rural America possesses few television sets. Practically all of the KBS affiliates are in towns of 50,000 or less . . . where there's little or no satisfactory tv reception. Keystone listeners are radio fans!

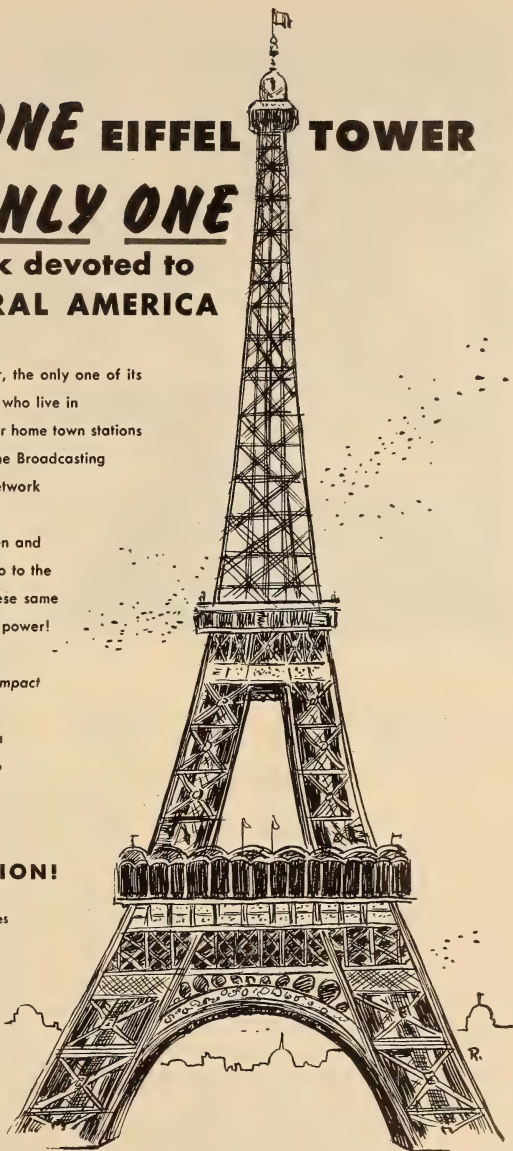


The Voice of Rural America

**KEYSTONE  
BROADCASTING  
SYSTEM, Inc.**

NEW YORK: 580 Fifth Avenue

CHICAGO: 111 W. Washington







## WGAL-TV

LANCASTER, PENNA.

### *goes to the schoolroom*

An important educational experiment to determine the value of teaching by television, as compared to regular classroom instruction, is currently under way on WGAL-TV. Professor George R. Anderson\* of the mathematics department of Millersville State Teachers' College is conducting this series of six classes in **THE USE OF THE SLIDE RULE**. Each Wednesday from 9:45 to 10:15 A.M., he is telecasting his instructions to one class at each of three Pennsylvania high schools—Lancaster McCaskey High School, Manor-Millersville High School and Denver High

School. Later, on the same day, Professor Anderson gives personal instruction in exactly the same subject matter to a different class in each of the three schools. From this experiment, it is expected that some important deductions can be made as to the value of television for classroom instruction, as compared with personal instruction. WGAL-TV is proud to conduct this important educational research as part of its wide and varied program of public service.

\*Professor Anderson is using the research material gathered from this educational test toward his doctorate at Pennsylvania State College.

A Steinman Station—CLAIR R. MCCOLLOUGH, Pres.



Represented by

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





# at deadline

## CLOSED CIRCUIT

**WHAT HAPPENS** after adoption of final version of NARTB's Television Code, expected at board sessions in Washington Dec. 5-7? There's already talk of appointment of an outstanding individual as "code authority" to head enforcement operations.

**EYES** of telecasters and would-be telecasters will be focused on St. Louis for next fortnight to learn extent of job "segmentalization" in new contract for KSD-TV. Station agreed to union terms last week but final contract hasn't been negotiated.

**LOOK FOR CBS Radio** to announce its new sales plan, parrying NBC's, and perhaps also dealing with radio-television re-evaluation questions, on or about Dec. 3.

**CRAIG LAWRENCE**, vice president and general manager of WCOP Boston, expected to join headquarters Cowles organization upon transfer of that station to T. B. Baker Jr. and A. G. Beaman, owners of WKDA Nashville for \$150,000 [B•T, Nov. 12-5]. Precise assignment, it's expected, will await return to country of Gen. Luther L. Hill, president of Cowles Broadcasting Co., early next year.

**GUIDEPOST** for broadcasters soon to be nettled with political campaign problems may be forthcoming from FCC this week when it acts on complaint of unsuccessful 1950 New Orleans mayoralty candidate, Alvin A. Cobb. Mr. Cobb claimed WDSU censored one of his campaign speeches. What makes case unique is that it was a political candidate himself who was blue-penciled; most other such cases usually involve supporters of a candidate. WDSU claimed that deleted portions of Cobb speech were libelous.

**OLIVER TREYZ**, director of research, ABC sales department, slated to join executive staff of William H. Weintraub, N. Y. Agency has given severance pay to six persons in radio and television department because of its preponderance of film shows as compared to live programs it had been producing.

**EUGENE S. THOMAS**, manager of TV operations of WOR-TV New York, on leave of absence from station. Understood he will not return to this position, although no successor named as yet.

**ABC UNDERSTOOD** about to hire top-ranking program man to head up all ABC-TV programming.

**DON'T EXPECT** Supreme Court to hear transticensing case [B•T, Oct. 22] before late January or early March next year. Illness of Paul M. Segal whose firm Segal, Smith & Hennessey represents anti-transit radio battlers Pollak and Martin, will be reason for postponement request in case court sets earlier date. Mr. Segal developed pneumonia in Denver several weeks ago, is now recuperating at home in Washington.

**BURLINGTON MILLS** (Cameo hosiery),  
(Continued on page 6)

## RTMA SEES 4,440,000 TV, 10,900,000 RADIO IN 1952

**PRODUCTION** of 4,440,000 TV sets and 10,900,000 radio receivers in 1952 estimated Friday morning by set-makers on 42-man board of Radio-Television Manufacturers Assn. meeting in Chicago. Group, representing all major set manufacturers, estimated a high of 5 million and a low of 3 million TV sets next year, with 25% of those voting in informal poll choosing higher figure. Range for radio sets went from 7½ million to 12½ million.

Group agreed not to take positive stand on subscription TV, referring matter to subcommittee of TV committee which will formulate resolution and make recommendations to board at February meeting in New York. Glen McDaniel, RTMA president, chairman of committee, will name its members.

Plans for FM promotion program going ahead, General Manager James D. Secrest said, explaining initial test of plan will be made in Washington, D. C., Wisconsin and North Carolina in January. Ray J. Yeranko of Magnavox named chairman of service committee, filling out unexpired term until June. Group, which fosters improvement of TV set servicing and education of trained technicians for work, will sponsor display at American Vocational Assn. meeting in Minneapolis Nov. 26-Dec. 1.

## MURROW SDX FELLOW

**FIRST RADIO MAN** so recognized, Edward R. Murrow, CBS commentator and board member, last week was made a fellow of Sigma Delta Chi, professional journalistic fraternity. Announcement of award was made at closing session of 32d national convention of fraternity in Detroit Saturday (early story page 100). Others made fellows were Dr. Alberto Gainza Paz, former publisher of *La Prensa*, which was seized by the Peron government in Argentina, and Irving Dilliard, editor of the editorial page of the *St. Louis Post Dispatch* (KSD-AM-TV). Fraternity now has 12 fellows.

## PARAMOUNT, ABC-UPT MEET

**PRE-HEARING** conference of attorneys in Paramount license renewal and ABC-United Paramount Theatres merger cases will take place Nov. 20 before FCC Hearing Examiner Leo Resnick in Temporary Bldg. T, Washington. Conference had been scheduled for Nov. 21, but was moved ahead due to prior commitments by some attorneys.

## NBC to Guarantee Advertising Attention

**RADICAL NEW RADIO** sales procedure—"guaranteed advertising attention plan"—to be unveiled by NBC today (Monday).

In what appears to be unprecedented step for any advertising medium, network will offer, on three programs, to guarantee total of 5,300,000 full advertising messages each week at cost of \$2.75 per thousand. Plan calls for A. C. Nielsen Co. to audit series at end of 13-week cycle, with NBC rebating to advertiser on pro-rata basis if it fails to deliver as promised.

Offer to be made on 13-week full-network

## BUSINESS BRIEFLY

**PEPSODENT BUYS GODFREY** ● Pepsodent Division of Lever Brothers, N. Y., slated to co-sponsor (with Rinso) Arthur Godfrey morning telecast on CBS-TV, starting Jan. 7.

**ADVENTISTS RENEW** ● General Conference of Seventh Day Adventists, Washington, renews *Faith for Today*, Sundays, 12:30-1 p.m., on 11 ABC-TV stations, for 52 weeks effective Dec. 2. Agency: Western Adv., L. A.

**NOT PEANUTS** ● Planter's Nut & Chocolate Co., S. F. (Planter's peanuts), starts five weekly participations on *Lucky-U Ranch*, Mon.-Fri., 12:30-1 p.m., on ABC Pacific Network plus KPHO Phoenix, KCNA Tucson, for 26 weeks effective Nov. 19. Agency: Raymond R. Morgan Co., L. A.

**DROPS TV** ● Bonafide Mills Inc., N. Y., drops sponsorship of its *Versatile Varieties* on ABC-TV, effective Dec. 14, because client could not get enough markets on network to satisfy dealers and distributors, agency reported Friday. Gibraltar Adv., N. Y., expects to announce further TV plans in near future.

**SANKA BUYS ABC** ● General Foods Corp., New York (Sanka and Instant Sanka coffee), will sponsor a five-minute newscast each Friday over full ABC radio network from 9:55-10 p.m. EST, beginning Dec. 28. Agency: Young & Rubicam, same city.

**WESTERN CAMPAIGN** ● Nestle's Ever Ready Cocoa, N. Y., through Cecil and Presbrey, N. Y., conducting six-week spot announcement campaign placed near children's shows on stations in California.

## AAAA EXECUTIVE CHANGES

**WILLIAM B. LEWIS**, president of Kenyon & Eckhardt, N. Y., elected to board of governors for AAAA New York Council. Mr. Lewis will complete unexpired term of Sam M. Ballard, of Gardner Adv., who resigned because of increased activities outside New York area.

Harold H. Webber, vice president of Foote, Cone & Belding, Chicago, elected to governing board of the Central Council to fill unexpired term of Rolland Taylor of same agency, who recently transferred to New York office.

basis, it was understood, at \$14,600 per week for time and talent, with advertiser to get one full-minute commercial and opening and closing billboards on each of following programs:

*\$64 Question* (10-10:30 p.m. Sundays); *Nightbeat* (10-10:30 p.m. Fridays), and *Hollywood Love Story* (11:30-12 noon Saturdays).

Plan slated to be disclosed in detail today by John K. Herbert, NBC vice president and director of radio sales.

for more AT DEADLINE turn page





# at deadline

## LOSS OF POINT RATING NOT SERIOUS—RATNER

ADVERTISERS WHO become alarmed because their radio or TV audience ratings may fall off a point are deluding themselves, Joseph E. Ratner, editor-in-chief of *Better Homes and Gardens* (Meredith Publishing Co., WHEN (TV) Syracuse, WOW-AM-TV Omaha), told Sigma Delta Chi convention in Detroit last Friday. Ex-researcher and former college professor, Mr. Ratner urged editors, publishers, broadcasters and motion picture exhibitors to appraise surveys in proper perspectives.

"Some of us are going nuts in research in all media," he said in an address debunking surveys generally. He did not advise the elimination of research but warned that it's no panacea for publishing or broadcasting problems.

Report on freedom of information submitted to convention warned against suppression and distortion of information at federal, state and local levels.

These efforts were described as "an alarming portent of totalitarianism."

"The totalitarian state shapes the thinking of the people by propaganda and by allowing the public only such information as will mold favorable attitudes toward those in control. This very thinking is being attempted at various levels in the United States today."

Urging a crusade by working journalists everywhere, report said notion must be combated "that the public can know too much. The American people can be trusted to think straight when they get the facts. We have the right to question the motives of those who say they don't trust reporters or newspapers. We must ask if they mean they do not trust the public."

Report was drafted by Norman Isaacs, former managing editor, St. Louis *Star-Times* (KXOK), Russell McGrath, managing editor, *Seattle Times*, co-chairman; V. M. Newton Jr., managing editor, *Tampa (Fla.) Tribune*, (WFLA); Charles Campbell, British Information Service, Washington; Lyle Wilson, manager, United Press bureau, Washington, and Fred W. Stein, editor, *Binghamton* (N. Y.) Press.

## RADIO WRITERS ELECT

MILTON MERLIN was named national president and Ira Marion, eastern region vice president, in Radio Writers Guild elections. New national council members to serve until 1953 are Hector Chevigny, Sheldon Stark, Philo Higley, and Stanley Silverman with David Driscoll, Carl Jampel, Frances Rickett, and Howard Rodman elected as alternates. Staff writer Ernest Kinoy also was named to council, with Norman Ober as alternate. This is first time staff members have served. Elected to council of Authors League of America were Sheldon Stark, Erik Barnouw, Norman Ober, and Arnold Perl.

## BLOOD MARATHON RESULTS

FINAL TOTALS of Red Cross-CBS-Radio Network blood pledge marathon may reach 300,000 mark—enough to fill national needs for one month, CBS radio spokesmen announced Friday. Results were still being compiled, but initial returns showed pledges ran high. Examples: one-sixth of the citizens of Billings, Mont., responded, while 31 times usual number of donors signed in Madison, Wis.

## In this Issue—

IBEW walk-out silences all St. Louis stations, save two, for full broadcasting day and forces new contract providing higher wages. *Page 23.*

A primer in political broadcasting, written for station management, describes the hazards to be encountered in putting politics on the air. *Page 25.*

NBC says it's making headway in getting affiliate acceptance of its new economic plan, as annual affiliate convention approaches. *Page 23.*

NBC President McConnell pledges the network to campaign of building radio. *Page 26.*

Paul Morency, chairman of Affiliates Committee, tells District 1 that stations that are inadequately staffed and too eager to make a quick dollar are harmful to the industry. *Page 30.*

BAB is beginning an ambitious series of projects to sell radio and keep it sold. *Page 30.*

Jim Bormann, WCOO news and public affairs director, is elected president of National Assn. of Radio News Directors at annual convention. *Page 27.*

Iowa radio listening is more than 20% bigger than it was in 1949, according to the latest Whan study. *Page 46.*

Three research service operators argue merits of their systems. *Page 27.*

Washington & Lee U. becomes administrator of duPont public service broadcasting awards. *Page 29.*

Here's how television advertising helped swell a sofa-bed manufacturer's sales from \$400,000 to several million dollars a year. *Page 66-B.*

*Fairytale Theatre*, a WGAR show, is bringing hordes of youngsters (and their parents) to a Cleveland restaurant chain. *Page 28.*

RCA's \$50 million investment in TV research is paying off. General Sarnoff says most of the corporation's earnings now come from television. *Page 67.*

Elmer Rice, quitting Playwrights Television Theatre, condemns red-baiting blacklists. *Page 72.*

UHF stations will cost as much to build and run as VHF stations do, according to a consensus of NARTB District 3. *Page 66-A.*

A letter from Harry Bannister gives his opinions as to why telecasters should adopt and abide by the new television code. *Page 78.*

## Upcoming

Nov. 18-21: Public Relations Society of America, fourth annual conference, Edgewater Beach Hotel, Chicago.

Nov. 19: Southern California Advertising Agencies Assn., panel discussion, ABC Television Center, Los Angeles.

Nov. 22-24: Board of Governors, Canadian Broadcasting Corp., Victoria Bldg., Ottawa.

Nov. 24-25: National Assn. of Radio Farm Directors, annual convention, Conrad Hilton Hotel, Chicago.

(Other Upcoming, page 100)

## Closed Circuit

(Continued from page 5)

N. Y., through Hirshon-Garfinkel, N. Y., considering sponsoring radio version five times weekly of its new television show, *The Continental*, scheduled to start Jan. 1 (see page 61). Program is Masterson, Reddy & Nelson package.

FIRST of U. S. Census Bureau's state-county city radio-TV set counts, due next month, will cover Delaware. Two or three more states due in January when detailed reports will start flowing at rate of several per week.

ELECTRIC COMPANIES advertising program, through N. W. Ayer & Son, N. Y., considering sponsorship of television of its *Meet Corliss Archer* show (currently heard on CBS Radio), among other properties. TV campaign is understood to be slated to start sometime in January.

EFFORTS to strengthen airwaves against infiltration by enemies of U. S. got started in first session of 82d Congress, should get steam up in second session. Pending legislation (S 2305 and HR 5801), introduced 48 hours before Congress adjourned *sine die*, would require persons registered as foreign agents to so identify themselves on air. Penalty for violators would be \$10,000 or five years in jail, or both.

BORDEN Co., N. Y., through Young & Rubicam, N. Y., actively interested in early daytime television show.

## ABRY SUCCEEDS FRIENDLY

CHARLES R. (CHICK) ABRY, ABC television account executive since June, has been named eastern sales manager for network television, effective today (Monday). Alexander Stronach, vice president for television, announced Friday. Mr. Abry succeeds Edwin S. Friendly Jr., recently appointed national director of TV network sales [B•T, Oct. 29]. Prior to joining ABC, Mr. Abry was network sales account executive for DuMont network and had been, before that, publisher of *Young America* magazine.

## HELICOPTER TESTS COVERAGE

HELICOPTER, bearing 1,000 pounds of special engineering equipment, scheduled to be used from 7-9 a.m. Sunday to test newly increased signal strength of ABC's WJZ-TV New York. Former measuring—from mobile units throughout the city—has become difficult in highly built-up area, network engineers explained. Plane was to fly 4,000-foot circle level with the Empire State building tower, where WJZ-TV antenna and transmitter have been located since Aug. 9.

## BELL NAMED TO NARTB-TV

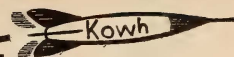
HOWARD H. BELL, WMAL-AM-FM-TV Washington sales promotion manager since 1948, joins NARTB's TV organization Dec. 1 as executive assistant to director, Thad Brown. The new post was authorized last September by TV board. Mr. Bell, aged 25, is 1948 journalism graduate of U. of Missouri. He entered radio at KFRU Columbia, Mo., while attending school. Before graduating he served two years in Navy. Bette Doolittle continues as member of NARTB's TV executive staff.

for more AT DEADLINE see page 102

BROADCASTING • Telecasting



# THERE'S NOTHING BETTER THAN... **FIRST PLACE!**



HOOPER RADIO AUDIENCE INDEX, OCTOBER, 1951

KOWH	Sta. "A"	Sta. "B"	Sta. "C"	Sta. "D"	Sta. "E"
<b>MORNING</b> 8 A.M. - 12 Noon Mon. - Friday	22.8	15.8	30.8	17.5	8.1
<b>AFTERNOON</b> 12 Noon - 6 P.M. Mon. - Friday	37.0	29.4	10.8	12.0	8.3
<b>SATURDAY</b> 8 A.M. - 6 P.M.	27.6	22.6	17.3	16.5	8.8
<b>TOTAL*</b> 8 A.M. - 6 P.M. Mon. - Saturday	32.4	23.8	18.6	14.6	8.3

\* Every rated hour shown above given equal weight



- KOWH has the **largest total audience** of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday!
- KOWH has the **largest share-of-audience**, in any individual time period, of any independent station in *all* America!\*

And these top ratings aren't all! You want coverage — and KOWH gives you wide coverage on clear-channel 660 Kilocycles! You want low cost — and economical KOWH offers you the lowest cost-per-thousand-listeners of any in the market, at a rate **less than half** that of KOWH's two closest coverage-competitors!

It's "know-how" and teamwork that moved KOWH to the top, and the same team can be depended on to further the gains KOWH has made in the Omaha market area and in the nation! For "bonus" sales, use "bonus-value" KOWH ... get **way** more for **far** less!

Now Represented Nationally By

*The Bolling Company*

*The New*

**Kowh**

**O M A H A**

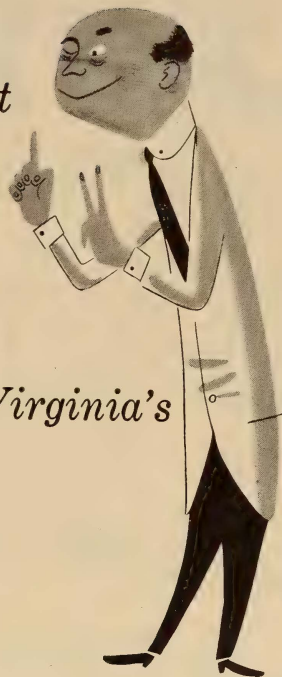
\*Based on the latest available Hooper share of audience for unaffiliated stations including the Omaha and Council Bluffs market (Mar.-Apr., 1951). 12 noon through 6 P.M.

Nebraska's first Radio Station, founded in 1922.

*"America's Most Listened-to Independent Station"*



1  
will get  
you 2  
with West Virginia's  
"personality  
package!"



In West Virginia, one  
order buys two powerful,  
sales producing stations at a combination rate  
that is about the same as you would pay for any  
single comparable station in either locality!  
This means twice the impact in a lush industrial  
market that spends \$500,000,000  
annually. Write for details  
about WKNA-WJLS today!

the  
personality  
stations



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

**WKNA**  
CHARLESTON — 950 KC  
5000 W DAY • 1000 W NIGHT  
ABC Radio Network Affiliate

**WJLS**  
BECKLEY — 560 KC  
1000 W DAY • 500 W NIGHT  
CBS Radio Network Affiliate

## BROADCASTING TELECASTING

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#### WASHINGTON HEADQUARTERS

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Bruce Robertson, Senior Associate Editor.

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

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

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

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

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

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



# WKY WINS 81

**OUT OF A POSSIBLE 108 DAYTIME AND  
EVENING RATED PERIODS IN OKLAHOMA CITY**

## Summary of Daytime "WINS"

	WKY	STA. "B"	STA. "C"	STA. "D"
12:00- 6:00 PM				
Sunday	4*	4	0	3*
8:00- 1:00 PM				
Mon.-Fri.	17*	0	1*	1
1:00- 6:00 PM				
Mon.-Fri.	20	0	0	0
TOTAL	41	4	1	4

**WKY WINS  
41 out of 52**

Daytime Rated Periods

Hooper Report  
Dec. 1950 thru April, 1951

\*Tie for one quarter-  
hour

**WKY captures 41 of the total 52 Daytime  
Rated Periods (including Sunday)**

## Summary of Evening "WINS"

6:00-10:00 P.M.	WKY	STA. "B"	STA. "C"	STA. "D"
Sunday	3	0	4	1
Monday	1	0	6	1
Tuesday	8	0	0	0
Wednesday	8	0	0	0
Thursday	8	0	0	0
Friday	6	0	0	2
Saturday	6*	0*	1	0
TOTAL	40	0	11	4

WKY captures 40 of the total 56 Evening Rated Periods.  
This, plus 41 of the 52 Daytime Periods, gives WKY 81  
out of a possible 108 "Wins."

**WKY WINS  
40 out of 56**

Evening Rated  
Periods

Hooper Report  
Dec. 1950 thru April, 1951

\*Sta. "B" & WKY tie on one period

# WKY

**AM 930 KC — NBC**

**TV CHANNEL 4 (968 FT. TOWER)**

**OKLAHOMA CITY**

**Oklahoma's  
First  
Radio  
Station**

**Oklahoma's  
First  
Television  
Station**



# You May Have Helped This "Colonel of the Year" Award!

LATE every autumn, our Board of Directors meets to adjudge the past year's performance of every man in our organization—to decide who, if anybody, has earned the right to be called *The Colonel of the Year*. The resulting award, "for services over and above the call of duty", has come to be regarded as the highest honor any of us can achieve. . . .

Even though this or any other year's *Colonel of the Year* may be located thousands of miles from your city, you may easily have helped elect him. He may very well have won his award partly on the strength of some job he did for *you*, even though you two may have never met, never discussed your problems face-to-face, nor given or received any personal recognition for a job well done. . . . Because all of us Colonels, in all seven of our offices, are mutually dependent on each other, and work as a team on any problem that requires any sort of cooperative effort.

Thus, to you as well as to us, our Colonel of the Year citation is a significant incident. It is not given as a substitute for *spendable* rewards, but we believe that it is as important to our Colonels as are the Profit-Share Plan and the cash bonuses that also provide very tangible measures of our efforts and achievements, here in this pioneer group of station representatives.



## FREE & PETERS,

*Pioneer Radio and Television Station Representatives*

*Since 1932*

NEW YORK

CHICAGO

DETROIT

ATLANTA

FT. WORTH



# Confer



## INC.

HOLLYWOOD

SAN FRANCISCO

### EAST, SOUTHEAST

Boston-Springfield	WBZ-WBZA
Buffalo	WGR
Philadelphia	KYW
Pittsburgh	KDKA
Syracuse	WFLB

Charleston, S. C.	WCSC
Columbia, S. C.	WIS
Norfolk	WGH
Raleigh-Durham	WPTF
Roanoke	WDBJ

### MIDWEST, SOUTHWEST

Des Moines	WHO
Davenport	WOC
Duluth-Superior	WDSM
Fargo	WDAY
Fort Wayne	WOWO
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
Omaha	KFAB
Peoria	WMBD
St. Louis	KSD

Beaumont	KFDM
Corpus Christi	KRIS
Ft. Worth-Dallas	WBAP
Houston	KXYZ
San Antonio	KTSA

### MOUNTAIN AND WEST

Boise	KDSH
Denver	KVOD
Honolulu-Hilo	KGMB-KHBC
Portland, Ore.	KEX
Seattle	KIRO

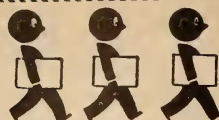


**KWFT****WICHITA FALLS, TEX.****620 KC****5,000 WATTS****KLYN****AMARILLO, TEX.****940 KC****1,000 WATTS**

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

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

**National Representatives  
JOHN BLAIR & CO.**

**agency**

**V.** DANIEL SMITH elected president and director Phil Gordon Agency, Chicago. PHILIP W. ABRAMS elected executive vice president and director. RUTH SAEKS POLLACK elected secretary and director. MARGOT E. TORGERSON elected treasurer and director. Mrs. PHIL GORDON elected director.

DAVID C. GUERRANT, account executive John W. Shaw Adv. Inc., Chicago, elected vice president.

MARK FINLEY appointed director of newly formed public relations department D'Arcy Adv. Co., Cleveland. Mr. Finley was public relations director of Mutual-Don Lee Network in Hollywood.

JOHN G. RUSSELL and E. T. SAUNDERS, account executives J. J. Gibbons Ltd., elected vice-presidents and directors.

**on all accounts**

**I**N HIS four years with Foote, Cone & Belding, New York, Thomas Michael McDonnell, director of radio and television production, has personally supervised the expenditure of more than 16 million dollars for time and talent.

He is also the man responsible for the Rheingold Brewing Co.'s acquisition of the services of Les Paul and Mary Ford for the new and highly praised Rheingold commercials. As a matter of fact, Mr. McDonnell, together with Majorie Greenbaum, agency vice president and copy supervisor, is the author of many of those parody commercials.

Born in Chicago, Mr. McDonnell, after graduating from high school there, was awarded a scholarship at the Chicago School of Expression and Dramatic Arts. Subsequently he tutored at that school and, in 1933, went on to receive the Chicago Drama League award as best stage actor in the World's Fair competition of that year.

For the next four years he worked in radio as a juvenile, appearing on practically all of the daytime series emanating from the midwest city. In 1938 he went to New York to perform on the Kate Smith show and the Aldrich Family.

While in New York he was offered and accepted a position as writer for the Dave Elman *Hobby Lobby* show. One year later he joined Young & Rubicam as a

writer, researcher and assistant director. One of the many shows he serviced was *We The People*.

In 1941 he joined the Army and when the staff for *This Is the Army* was organized, Tom McDonnell and Ezra Stone were the first two members. Mr. McDonnell later helped write the adaptation of the production for radio on the Kate Smith show and the Fleischman's Yeast program.

When he returned to civilian life in November 1944, he joined ABC as special assistant to the vice president in charge of programs. One year later he returned to Dave Elman as producer and director of his *Hobby Lobby* and *Auction Show*. Along about this time he also owned his own program, *Gasoline Alley*, based on the comic strip of the same name and sponsored by Auto-Lite.

In September 1947 he joined Foote, Cone & Belding in charge of radio for the Toni account in New York. One year later he was named director of radio and last August was appointed to his present post as radio and TV production head. Among the accounts he handles are Rheingold, Calumet, La France, Satina, Postum, Krinkles, Toni, Prom and De Laney Frozen Foods.

The McDonnells live in an apartment in New York City. She is the former Chris Klein, a well-known radio and television actress. They have one daughter, Penny, 6½ years old.

**Mr. McDONNELL**



# beat



**G. HOWARD BAGLEY**, WLW Cincinnati, to Betteridge & Co., Detroit, as account executive.

**ELAINE H. SAMUELS**, C. J. Herrick Assoc., N. Y., named director of radio and TV.

**ANNABELLE ANDERSON**, timebuyer William H. Weintraub & Co., N. Y., was to be married to **WEBSTER HILL WILSON**, executive engineer, Hazeltine Electronics Corp., Nov. 16.

**RUSSELL YOUNG**, account executive Russel M. Seeds Agency, Chicago, named vice president.

**J. WILLIAM SHEETS** Adv., Seattle, Wash., moves to new offices at 2013 Fourth Ave. Telephone is Eliot 6211.

**EDWARD J. PHILLIPS** named account executive Willard G. Gregory & Co., L. A. He was with Ross Roy Inc., Detroit.

**SANDY CUMMINGS** to William Morris Agency, Beverly Hills, in radio-TV department, as account executive.

**L. BUCK MEDWED**, Marvin Gordon & Assoc., Chicago, to Silverman Adv. Agency, Chicago, as account executive.

**BILL HOLMES**, writer-announcer KCRA Sacramento, to Atherton Adv., L. A., as copy and media director.

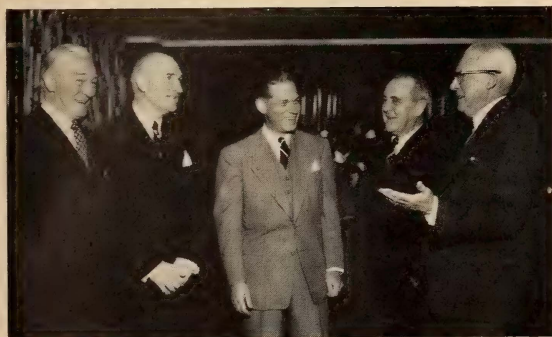
**NORMAN ZANDER FRIED**, account executive Hal Niemann Assoc., Denver, named advertising manager Cup Brew Coffee Co., Denver.

**ERWIN H. KLAUS**, marketing director Buchanan & Co., S. F., named director in charge of sales planning, advertising and merchandising for Northrup King Co., Berkeley, Calif.

**DAVIS-DANIELS** Adv., Detroit, announces opening of new office at 139 Cadillac Square.

**DICK SKUSE**, Chris Lykke & Assoc., S. F., opens advertising agency at 167 O'Farrell street. Telephone number is DOuglas 2-6046.

**READ WIGHT**, director of radio and TV J. M. Mathes Inc., N. Y., named campaign chairman for annual fund-raising drive of Veterans Hospital Radio Guild, which will seek \$25,000 to continue its work.



**PREMIERE** performance on NBC-TV of *Fair Meadows USA*, new half-hour weekly program sponsored by Johns-Manville, brought together network, agency and company executives, for party at Hampshire House in New York. All smiles after program's debut Nov. 4 are (left to right): H. M. Shackelford, vice president in charge of sales promotion and advertising, Johns-Manville; Adrian Fisher, J-M president; Leslie Cassidy, J-M board chairman; Niles Trammell, NBC chairman of the board; Stanley Resor, president of J. Walter Thompson Co., which handles account. Occasion also marked Johns-Manville's first venture into television. Program is seen on NBC-TV Sunday 3-3:30 p.m. (EST).

BROADCASTING • Telecasting



## Joe sells farmers because he speaks their language!

Got something to sell farmers in the big Western New York market? Then Joe Wesp is your man. He's an old hand at farming and broadcasting. And his new farm program via WBEN has a ready-made audience of *personal* friends which Joe made himself. The farm-born Wesp has made four memorable tours with buggy, stagecoach and helicopter through the farm country of Western New York for The Buffalo Evening News, broadcasting over WBEN as he rode. (That's Joe on this side of the fence.) Incidentally, Joe's *Ironie Reporter* history—more than 16 continuous years of daily broadcasting for one sponsor—set something of a record in Buffalo.

Joe found out on his tours just what the farmers want . . . and he's giving it to them: News, livestock, fruit, produce and vegetable prices, music, and lively interviews. Mondays thru Saturdays from 5:30 to 6 A. M. It's a friendly marketplace to sell your product or service.

Ask Petry about  
availabilities on  
WBEN's

Daily Farm Program  
5:30 to 6:00 A. M.

# WBEN

NBC in Buffalo





# You Can Cover the Rich Central New York Market

with  
**One**  
Radio Station



## BMB Nighttime Audience Families

**WSYR — 214,960**

**Station A — 164,720**

**Station B — 148,340**

**Station C — 76,920**

**Station D — 68,970**

**WSYR ACUSE**  
570 KC

WSYR — AM-FM-TV — The Only Complete  
Broadcast Institution in Central New York  
NBC Affiliate • Headley-Reed, National Representatives

# open mike



## Nosegays

EDITOR:

Thanks a million for . . . congratulating me on my election to the ANA chairmanship. . . I have a very high regard for BROADCASTING • TELECASTING. . .

Wesley I. Nunn  
Manager, Adv. Dept.  
Standard Oil Co. of Indiana  
Chicago

\* \* \*

EDITOR:

. . . I enjoy reading your magazine, and I must admit I have no sensible suggestions for improvements in your coverage and penetration.

Peter Folger  
J. A. Folger & Co.  
San Francisco

\* \* \*

EDITOR:

I would like to take this opportunity to tell you how much I enjoy reading through your publication each issue. It is full of interesting information that is so necessary to us in this business. . .

Robert E. Bradham  
Robert E. Bradham Adv.  
Charleston, S. C.

\* \* \*

## Sales Tip

EDITOR:

. . . We believe this article ["There's Money in Public Relations," B•T, Nov. 5] called to the attention of the proper advertising executives in our local industrial plants can do a good selling job for radio. . .

Tim Elliot  
Pres.-Operations Mgr.  
WCUE Akron

\* \* \*

## We Concede

EDITOR:

Your coverage of the Philadelphia election gave WIBG the following line, "WIBG's staffers, also, turned in first rate performances." You should live so long!

We scooped the town on Republican City Chairman, William Morrow's concession when Tom Donahue, our announcer at Republican Headquarters, beat everybody by shoving a mike to Mr. Morrow's face and asking him to talk. Other stations followed and it was 10 minutes later before the Republican nominee made his concession speech.

Rupe Werling  
Production Mgr.  
WIBG Philadelphia

## Fifth Wheel

EDITOR:

I am quite disturbed when I pick up my copy of BROADCASTING • TELECASTING and notice reference to the four major networks. I am of the opinion that the Liberty Broadcasting System, with 432 radio stations, certainly deserves recognition as a major network, and feel your stories in this connection should be changed to the five major networks . . .

Thad M. Sandstrom  
General Manager  
KSEK Pittsburg, Kan.

EDITOR:

We wish to protest in the most emphatic terms your continuing practice of not including LBS as a major network . . .

Seymour D. Lubin  
President  
WVOS Liberty, N. Y.

EDITOR:

As an affiliate of the Liberty Broadcasting System, KASM should like very much to see Liberty listed among the major networks . . .

Urban J. Keppers  
Manager  
KASM Albany, Minn.

EDITOR:

This is to ask your consideration in including Liberty Broadcasting System in any mention of the five major networks instead of omitting Liberty and talking about four major networks. . .

Herbert H. Lee  
General Manager  
KDHL Faribault, Minn.

[EDITOR'S NOTE: Uncle.]

\* \* \*

## How to Make Rates

EDITOR:

I have just got done reading (in your Nov. 5 issue) the story about NBC's new rate formula.

Although WABI is not an NBC station, we're very much interested in the NBC formula because it seems to us to be the first thoughtful approach to the problem of setting base rates for network affiliates. We're hopeful that NBC's action will start a trend toward more scientific rate-making.

On the other hand, we found it disturbing that NBC's formula is based upon radio homes and retail sales with no consideration being given to each station's ability to exploit those factors in its own area.

Assume two NBC affiliates, each  
(Continued on page 20)





When folks hear  
**THE TOWN CRIER**

in the Minneapolis-St. Paul Market

they **BELIEVE** and **BUY\***

**B**EHIND the shuttered windows of early American homes, men and women paused when the Town Crier's bell rang out. They listened while he called out news of events and things to buy.

They knew his bell, his voice; and so the friendship of a voice with many people was formed. To make and keep friends, the Town Crier had to tell the truth; be a friend; be of service.

Our objective here at WTCN is to be Town Criers in the finest sense. That's why our prime purpose is to be *people* who make friends—who serve our community.

Products—like people—are best introduced through a friend who is known in the way the old Town Crier was known.

\*Proof of this belief in our folks by the people out here is ready for you in return for a letter or phone call. It's the human side of selling—about real people who cry real products which real people buy.

**WTown Crier N** of the Northwest

**RADIO** ABC—1280    **TELEVISION** ABC—CBS—DUMONT—CHANNEL 4

*Free and Peters, National Representatives*



# JUST IN TIME!

DECEMBER

25



The four-month retroactive pay given to Federal employees will produce an additional \$33 million in revenue in the Washington market just in time for the Christmas shopping season.

## and ALL YEAR ROUND!



The new Federal pay raise means an increase of \$100 million a year in purchasing power in the Washington area. About 275,000 workers in the District area benefit under the raises... counting at least three members to a family, this means that about 800,000 persons are affected by the new pay increase.

So, whether it's Christmas business or all-year-round business that you're seeking in the Washington market, put your sales message on WRC — where listeners are loyal, rates are reasonable, and results REALISTIC.

### FIRST in WASHINGTON

# WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES



## feature of the week

THIS IS no story from Ripley, but there's a "Believe It Or Not" in Milwaukee.

You can believe it, radio built a little known beer-wine retail store into the largest single retail outlet of its kind in the entire state of Wisconsin.

The store was called Parkway Tavern when it opened for business in 1933. It was small and located in a secondary shopping district of the city. Like most other retailers in the beer-wine field, Parkway used occasional newspaper advertising and a few stabs at radio.

The store was growing, largely because of low prices and volume sales.

However, in 1947, Parkway started a more liberal advertising campaign using a transcribed theme developed by WMIL Milwaukee that was based on the "Believe it or not" expression.

From then on, as Parkway boosted its radio advertising schedule, the store's business ingredients stopped looking like a tossed salad and began to resemble a full-course sales menu.

Dropping its incidental radio advertising, Parkway stuck to WMIL

and its "believe it or not" theme. It eliminated newspaper ads except for the holidays. It picked up the tried-and-true radio trademark of saturation scheduling by placing 12 one-minute announcements daily, seven days per week.

In a period of two years, the beer and wine retailer jumped to the largest in the state—taking the entire output of small up-state breweries to handle demand; drew people from all over the state—it handles only "over-the-counter" sales and doesn't deliver; changed its name to correspond with the theme—and became known as "The Believe It Or Not Tavern" throughout eastern Wisconsin.

Christmas Day 1950, Harry Davidson, proprietor of Believe It or Not, forgot his newspaper ads for holidays and remembered the power of radio. Adding his newspaper budget to radio, Mr. Davidson stepped up his radio to 17 announcements per day.

"That taught me what I should have known before," Mr. Davidson says. "In a season when beer and liquor sales were generally off, my

(Continued on page 92)



## strictly business



BUDD GORE

WITHOUT any question, radio and television can pull, Budd Gore, advertising manager of Marshall Field & Co., Chicago, believes.

He qualifies this, however, by saying local radio is difficult for the Chicago retailer because of the large number of stations competing for business and because good

air time is usually pre-empted by national advertisers.

"There's no question of television's strength, but the cost problem makes it prohibitive to many retailers," Mr. Gore says. He believes newspapers give the local and national advertisers "an even break" on position, whereas the broadcast media "have bowed to the national advertiser."

"The country's finest department store," Marshall Field & Co. was a pioneer in Chicago television sponsorship, putting Don McNeill in the medium for the first time with the *Supper Club* in 1943. Its own package, *The Adventures of Uncle Mistletoe*, is entering its fourth year and in January the company will observe its centennial with an institutional half-hour program each week.

Field's has used *Masterpieces in Music* on WNMP in suburban Evanston for three years to advertise its outlying stores.

Budd Gore, whose first name is also a family name, has headed a creative staff of 65 persons since becoming advertising manager in 1948.

His first job at Field's was in  
(Continued on page 90)

## St. Louis' Pied Piper!

...that's super salesman



Tom Dailey of

## "RECALLIT AND WIN"

Like the pied piper of legend, Tom Dailey's music gathers listeners—plenty of them every day at 11 a. m.—from St. Louis, out-state Missouri and Illinois.

Those housewives love to hear Tom play the songs of yester-year... the music that brings back a host of pleasant and treasured memories.

Call them sentimental!

But rain or shine, six days a week, the studio's audience is packed. And the air adds to Tom's sales...

with more sales!

Globe-Democrat Tower Bldg.  
Saint Louis



Representative  
The KATZ AGENCY



# HOOPER PROVES

**THAT YOU'RE RIGHT WHEN YOU BUY**

**KRNT TO SELL  
IOWA'S RICHEST MARKET**



## LEADS

⚡ **MORNING**  
⚡ **AFTERNOON**  
⚡ **EVENING**

**—AND HAS LED FOR MONTHS AND MONTHS!**

***Buy* THAT**

**KNOW-HOW  
GO-NOW**

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

SOURCE: Any C. E. Hooper Audience Index for months and months

BUY THAT...  
Very highly  
Hooperated.  
Sales results  
premediated,  
CBS' affiliated  
Station in  
Des Moines?



**DES MOINES**

THE  
REGISTER  
AND  
TRIBUNE  
STATION

REPRESENTED BY THE KATZ AGENCY





## Spot . . .

**D**IANOL SALES Co., Sunbury, Pa. (industrial insecticides), planning radio campaign in industrial markets in east. Major portion of advertising funds to be placed on radio as campaign progresses. Charles R. Petrie, general manager WISL Shamokin, Pa., acting as advisor to firm on general advertising policy.

**ROBERT HALL CLOTHES**, N. Y., preparing a radio and TV schedule in the Boston area starting Dec. 3 to promote the opening of three "super sales rooms." With the Boston salesrooms, Robert Hall will have 110 retail outlets coast-to-coast. Agency: Frank B. Sawdon Inc., N. Y.

**TIME Inc.**, N. Y., to sponsor 100 spot announcements promoting *Life* magazine on Intercollegiate Broadcasting System. Seventy stations located at key colleges and universities will carry spots.

## Network . . .

**JOHNSON & JOHNSON**, New Brunswick, N. J. (surgical dressings and baby products), will sponsor full hour, coast-to-coast TV show now being prepared by Walt Disney in Hollywood. It will be telecast Christmas afternoon. Sponsorship is institutional in character and there will be no product commercials during the hour show. Time and network have not been set. Agency: Young & Rubicam, N. Y.

**MUTUAL BENEFIT HEALTH & ACCIDENT Assn.**, Omaha, renews *On The Line with Bob Considine*, NBC Radio, Sat., 4:45-5 p.m. CST effective Jan. 19 for 52 weeks. Company will also renew the newscaster for 39 weeks on NBC-TV network from 4:45-5 p.m. CST Sat. on the full interconnected network from Jan. 19. Agency: Bozell & Jacobs, Omaha.

**MARS Inc.**, Chicago to renew two quarter-hour segments of *Howdy Doodly* on NBC-TV 4:45-5 p.m. CST Mon. and 4:30-4:45 p.m. Wed., for 13 weeks from Dec. 3. Agency: Leo Burnett, Chicago.

**BENDIX HOME APPLIANCES**, Div. of Avco Mfg. Corp., South Bend, Ind., and **C. A. SWANSON & SONS**, Omaha, Neb. (canned and frozen poultry and margarine products), will be alternate sponsors for *The Name's The Same*, new panel show, when it starts over ABC-TV Wed., Dec. 5, 7:30-8 p.m. EST. Agency for both sponsors: Tatham-Laird Inc., Chicago.

**PABST SALES Co.**, Chicago (Pabst Blue Ribbon beer), and **BRUNSWICK-BALKE-COOLENDER Co.**, same city (billard, bowling equipment), for the third year will sponsor finals of 11th annual all-star bowling tournament on 51 NBC-TV stations Sun., Dec. 16 from 10 to 10:30 p.m. CST. Telecasts of preliminaries will be sponsored on WGN-TV Chicago Dec. 12, 13 and 15. Respective agencies: Warwick & Legler, N. Y., and Al Paul Lefton, Chicago.

## Agency Appointments . . .

**S. AUGSTEIN & Co.**, N. Y. (Sacony suits, dresses, sportwear & children's wear), appoints Hewitt, Ogilvy, Benson & Mather, N. Y.

**NATURE GIRL UNDIES Inc.**, N. Y., (manufacturers of Nature Girl pre-packaged nylon panties), names Wexton Co., N. Y., as its advertising agency.

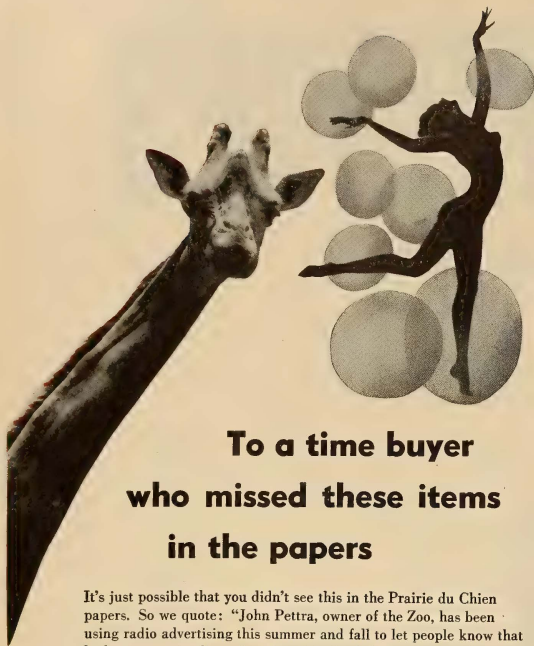
**MUTUAL INSURANCE Assn.**, group of 20 California Mutual insurance companies, appoints West-Marquis Inc., S. F. Radio will be used.

**TRANS-OCEAN AIRLINES**, Oakland, Calif., appoints Robert L. Pickering Agency, S. F.

**ACOUSTICON Div.** of **DICTOGRAPH PRODUCTS Inc.**, manufacturer of hearing aids, appoints Buchanan & Co. **RUTH BROWN WARD** of San Francisco office and **JAMES YATES** of New York office are co-account supervisors.

**CONSOLIDATED COSMETICS**, Chicago, (Spic Deodorant and Lanolin plus cosmetics), names Tim Morrow Adv., same city. TV is used. Mr. Morrow is account executive.

BROADCASTING • Telecasting



## 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 Fair young 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.



5000 WATTS, 600 KC

DAY AND NIGHT

BASIC CBS RADIO NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY





# Greater Youngstown

(535,300 PEOPLE)

## Welcomes NBC Programs

ON DECEMBER 1, 1951, WFMJ WILL  
DELIVER NBC PROGRAMS,  
FROM WITHIN, TO AMERICA'S...

33RD AREA IN POPULATION

34TH MARKET IN "E. B. I."

39TH MARKET IN RETAIL SALES...

## To OHIO'S 3rd Largest Trade Area

(Data from SALES MANAGEMENT)



*Sincerest congratulations to NBC*



upon 25 years' service to the American people. NBC's great programming, its numberless radio firsts have made America's days and evenings more pleasant for a quarter century. May the familiar chimes continue to sound the note of leadership for the *next* 25 years!



5,000 WATTS

# WFMJ

50,000 - FM

YOUNGSTOWN, OHIO



## Open Mike

(Continued from page 14)

serving the same number of radio homes and the same volume of retail sales and each influenced by television to the same extent. However, one station develops ratings in its area which are twice as great as the other station garners. Under these circumstances, it seems plain to me that the first station is twice as valuable to the network and to the network's clients as is the second station.

And these variations in penetration may well be more important than the variations in retail sales index for example.

Not only does the omission of this penetration factor do an injustice to those affiliates which are unusually aggressive and unusually successful; it also does an injustice to the network itself because it deprives the affiliates of any in-

centive to gain strength in their own markets.

If I were running a network, I would want every one of my affiliates to be the top station in its market. With every one of my affiliates in a position of leadership, obviously my network would be in a position of leadership.

And one of the best ways I can think of to induce affiliates to drive towards dominance in their respective areas is to make some provision in the rate formula whereby those stations which make an effort toward leadership receive proportionate compensation after they have achieved it. . .

Murray Carpenter  
General Manager  
WABI Bangor, Me.

\* \* \*

## Mismatched Jewelry

EDITOR:

In the interest of accuracy, I

would like to call your attention to an error in . . . a story which appeared in BROADCASTING • TELECASTING for Oct. 22.

There is not and never has been any connection, corporate or otherwise, between our firm, Elgin National Watch Co. and the Illinois Watch Case Co., also of this city, a division of which is known as "Elgin-American" and which manufactures compacts.

The confusion undoubtedly arises from the fact that both firms are in the jewelry business and both use the word "Elgin" in their trade names. . .

Joseph W. LaBine  
Director of Public Relations  
Elgin National Watch Co.  
Elgin, Ill.

\* \* \*

## 'Voice' Lowered

EDITOR:

I would like to correct some in-

accuracies in the article "Voice Funds" which was printed in your issue of Oct. 22.

In the first paragraph you say "President Truman is slated to sign legislation assuring the State Department of \$63 million for overseas information activities, with over \$25 million of that sum earmarked for radio broadcasting." Our appropriation amounted to \$8 million of which \$19,178,000 is set aside for radio broadcasting.

This appropriation represents a House and final Senate compromise between the \$115 million requested by President Truman and \$54 million recommended by the Senate Appropriations Committee. . .

Edward W. Barrett  
Assistant Secy. of State  
Washington

[EDITOR'S NOTE: Mr. Barrett must have missed a story in the Oct. 2 BROADCASTING • TELECASTING explaining that the total appropriation was boosted to \$85 million. But thank to State's overseas information chief for setting the record straight on the amount that radio activities will get in the new budget.]

\* \* \*

## The Journey of WHDL

EDITOR:

So it took a couple of months to get WIRO Ironton, Ohio, on the air? And only five weeks to get rolling at Marion [OPEN MIKE, Nov 5]? . . . Did I ever tell you of the time we dismantled WHDL Tupper Lake, N. Y., antenna towers, hay wire, kilocycles and all, and moved the station 350 miles across the state to Olean, where we had it back on the air in exactly 10 days, elapsed time?

It was in the fall of 1934, admittedly before the days of mandatory vertical radiators, but we had two reasonably tall four-legged wooden masts, painted black and yellow in those days, to take down from the Altamont Hotel roof in Tupper and reassemble atop the Exchange Bank in Olean.

The transmitter was an ancient 100 w composite job, so thoroughly ghooked up that we took it apart piece by piece, and rebuilt it according to modern design, all in those 10 days. . .

David W. Jefferies  
General Manager  
WNLK Norwalk, Conn.

## Historic Scripts

OVER 450 bound copies of historical radio scripts have been contributed by WLW Cincinnati script-writers to midwest libraries and historical societies during a four-month period. Scripts deal with prominent national figures and founding of towns in the WLW listening area. Project is part of a formula conceived years ago by James D. Shouse, board chairman, and R. E. Dunville, president, Crosley Broadcasting Corp. Plan was initiated by Gil Kingsbury, administrative assistant to Mr. Dunville.

# 86 out of 89 WTAG News Programs Are Sponsored

Only three of WTAG's 89 news broadcasts, weather broadcasts, and news analyses, anytime during a week, are now available for spot sale. This pre-eminence is nothing new. WTAG's leadership in news goes back 25 years, supported by the most complete news coverage.

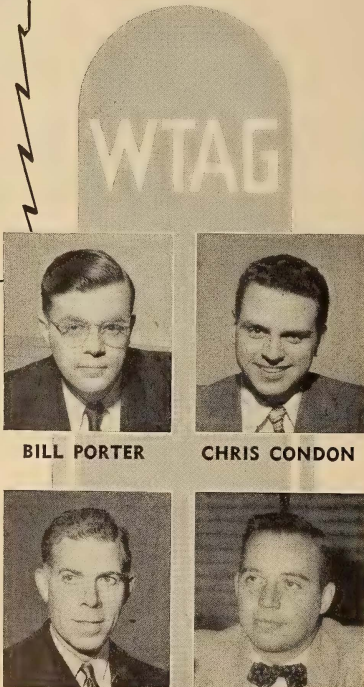
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# ST. LOUIS STRIKE

SEVEN St. Louis AM stations and one TV station are operating under new IBEW terms, adopted after the union had staged a one-day strike to force concessions in a new one-year contract [B•T, Oct. 29].

The technicians' strike started early Thursday after negotiations had broken down during the night. By Friday morning all stations were back on the air.

Terms of the new agreement include:

- Wage increase of \$5.92 per week, bringing scale up to \$117.92.
  - Liberal sick-leave benefits.
  - Advance work scheduling.
  - Contract limited to one year.
- Management-union negotiations came to an end about midnight Thursday when the station demand for a wage differential for new employees at small stations was dropped.

KSD and KSD-TV withdrew from the joint management negotiating committee Thursday morning when the *Post-Dispatch* building, housing the newspaper as well as its AM and TV stations, was picketed. The AM station returned to the air after losing less than three hours air time.

Whereas the other affected stations signed a new contract Thursday night, KSD and KSD-TV are operating under a verbal arrangement with IBEW Local 1217, it was stated, subject to final negotiation of contracts within 14 days of the strike.

The management committee was concerned over the final form the KSD-TV contract might assume. Some committee members felt that a television contract containing general language which could force "segmentized" work, or "featherbedding" as they preferred to call it, might set a local precedent that would affect all future TV stations in the city, large or small.

Six stations were off the air all day Thursday. They were KSTL, KWK, KXLW, KXOK, WEW and WTMV along with KXOK-FM and WTMX-FM. KMOX, CBS Owned, was not involved since it operates under a national CBS contract and KFUO was not affected since it is a non-profit station owned by Concordia (Lutheran) Seminary.

While the union had yielded somewhat on a series of demands unprecedented in any type of un-

ion contract negotiation, many concessions were made by stations.

The management negotiating committee comprised all station managers affected, up to the time KSD withdrew, with S. E. Sloan, KXLW, as chairman.

Picket lines appeared early Thursday at all affected stations, including three stations located in hotels. The line quickly broke up at KSD when the *Post Dispatch* stations withdrew from the solid management front.

Leading the IBEW negotiators were Denis Volas, president of Local 1217; Frank W. Jacobs, district vice president, and Al Hardy, from international headquarters. A federal conciliator, Arthur Hale, sat in on discussions.

As negotiations continued Thurs-

day night the parties were close to agreement on a number of points, including a weekly wage of \$117.92, the maximum permitted under Wage Stabilization Board regulations. The union obtained a \$2 weekly raise last June and another \$5 a year ago, bringing pay to \$112 at the time of the strike. This meant any increase in pay would be limited to \$5.92 a week.

Small stations lost their \$100 wage scale for new employees, contending the union refuses to increase the number of card men. When more TV stations are built, it was contended, card men will move into TV and then the aural stations will have to hire inexperienced men and train them for a considerable period.

The meal period provided a hot

arguing point during negotiations. In a majority of cases the St. Louis technicians have not taken a lunch hour, eating on the job so they could get home an hour earlier, it was stated. Last week, however, the union asked a mandatory meal period with pay but this demand was dropped with details up to individual stations and employees.

The arbitration clause was another tough one. Stations now use the IBEW's own arbitration plan according to negotiators, but IBEW asked that one arbiter be set up with power to settle grievances. Stations pointed to practical difficulties of this plan and proposed grievances be referred to the American Arbitration Assn. but in the

(Continued on page 99)

## NBC RATE PLAN Adoption Confidently Viewed

NBC officials, completing agenda plans for their annual affiliates convention Nov. 28-Dec. 1 at Boca Raton, Fla., appeared confident last week—on the basis of talks thus far with individual affiliates—that their far-reaching new economic plan for radio will win acceptance without undue opposition.

The plan's details had been discussed with a total of 40 affiliates as of last week, a spokesman said. He reported that although it had not met with "unanimous" agreement there nevertheless had been "practically complete acceptance" by all affiliates broached thus far and that NBC officials were "well pleased." They expect to have discussed the plan with at least 50 affiliates by convention time and will resume the station-by-station conferences and negotiations after the Boca Raton sessions.

The All-Radio Affiliates Committee's denunciation of the NBC blueprint [B•T, Nov. 12] was given recognition in a network spokesman's report that one of the committee's principal objections was based on erroneous information, and that other committee complaints reflect an unawareness of the full scope of the plan and the problems involved or indicate an unrealistic approach to industry issues.

The NBC official denied flatly that the network's plan would per-

mit—as members of the Affiliates Committee had charged—up to an ultimate maximum of 70% reduction in an affiliate's radio network rate to compensate for TV competition.

"No affiliate will ever be asked to take a 70% cut because of television," he said. The maximum reduction proposed in any case at the outset is 20%, he declared. At the same time he rejected Affiliates Committee members' contention that the network plan provides for re-evaluation of TV's effects at six-month intervals. No hard-and-fast schedule for re-evaluation has been established, he asserted.

### Plan Made Public

Broad features of the NBC plan have been made known both in public announcements and in an elaborate brochure distributed to affiliated stations [B•T, Nov. 5, Oct. 8]. But the new rate formula's effect on the rates of specific stations will continue to be a matter of private negotiation between the network and each affiliate. Some stations' rates go up under the formula while some go down, but network-wide the adjustments average out to approximately the old full-network rate for advertisers, it was pointed out.

Network officials seemed certain that the Boca Raton convention, although sure to turn up important

problems for affiliate-network discussion, nevertheless would not develop into a hassle. They were confident, they said, that the NBC blueprint would appeal to the affiliates from the standpoint of realism, fairness, and ultimate advantage to radio generally.

The convention agenda was lining up something like this:

Wednesday morning, Nov. 28 (opening day)—Keynote address by NBC President Joseph H. McConnell, followed by Niles Trammell, network board chairman, and Jack Harris of KPRC Houston, chairman of the NBC Stations Planning and Advisory Committee.

Wednesday afternoon—Radio session: NBC Executive Vice President Charles R. Denny will lead off with a resume of the basic economic plan. Charles Barry, vice president in charge of radio network programs, will report on programming plans and John K. Herbert, vice president and director of radio sales, and others will discuss radio selling.

Thursday morning—Television session: Sylvester L. (Pat) Weaver Jr., vice president for television, will discuss programming, followed by Edward D. Madden, vice president in charge of TV network operations and sales, and others in discussions of this phase of network activities, and Frederic W. Wile  
(Continued on page 101)



# JOHNSON WAX

## Buys Four MBS News Shows

FOUR daily news shows to be broadcast on 539 MBS stations for Johnson Wax Co. of Racine, Wis. [B•T, Nov. 12], was described last week by Adolf N. Hult, Mutual vice president in charge of sales, as the largest schedule of newscasts ever sponsored by a single radio advertiser.

Series is scheduled to start Dec. 31 in four different editions, emanating from Chicago, Washington, Los Angeles and New York.

First of the Monday-through-Friday broadcasts will be *Headline News* from 11:25-11:30 a.m. EST with Les Nichols from Chicago. The second will be a ten-minute *Capital Commentary* by H. R. Baukhage from Washington, starting at 12:15 p.m. EST. Third edition will originate in Los Angeles from 2:25-2:30 p.m. EST with Sam Hayes as reporter, and the final newscast will feature Cecil Brown in New York, from 5:55-6 p.m. local time. On Saturdays all reports will be for five-minutes duration with Mr. Nichols at 11:25 a.m.; Mr. Hayes at 2:25 p.m.; Mr. Brown at 3:25 p.m.—all EST—and Mr. Baukhage at 5:55 p.m., local time.

Agency for the S. C. Johnson Sons Inc. is Needham, Louis & Brorby Inc., Chicago.

## SERUTAN NAMES

### Franklin Bruck Adv.

SERUTAN Co., Newark, N. J., a major radio advertiser, has re-appointed Franklin Bruck Adv., New York, to handle the following products: Serutan, Sedagel and *Journal of Living*, effective Jan. 1. Roy S. Durstine Inc., New York, has been handling the account.

The initial advertising for Serutan, including the "after 35" theme, was originally placed by the Franklin Bruck agency when it serviced the account a number of years ago.

Grey Adv., New York, will handle two other products for Serutan [B•T, Nov. 12].

## McKinnie Named

RALPH E. McKINNIE, AM sales manager of Paul H. Raymer Co., New York, radio and television station representative, has been named television sales manager, it was announcer last week. Prior to joining Raymer, Mr. McKinnie served as account executive with DuMont TV Network and CBS TV respectively. He recently was appointed instructor in Adult Education School, New York U.

## WFOJ Appoints Pearson

WFOJ Milwaukee, independent daytimer, has appointed the John E. Pearson Co., station representative firm, as its representative. It previously was represented by Ratel Inc.



AT MBS' historic signing with Metro-Goldwyn-Mayer for six hours of "star entertainment" weekly [B•T, Nov. 12] are (l to r): Frank White, MBS president; Leopold Friedman, vice president and secretary, MGM, and Charles C. Moscovitz, vice president and treasurer, MGM. MBS said the agreement assured "the strongest array of evening shows in Mutual network's history."

## NEW LEE WILL?

### Posed In L. A. Court

POSSIBLE existence of a new will that might change the distribution of the late Thomas S. Lee's \$12.5 million estate, was revealed last Wednesday.

Disclosure came when his uncle-by-marriage, R. Dwight Merrill, 82-year-old Seattle lumberman appeared before Superior Judge Newcomb Condee seeking approval of his plan to distribute the estate left by heir to the late Don Lee's broadcasting and automobile distribution fortune.

In filing a petition in Los Angeles Superior Court earlier in the week for the distribution of estate, Mr. Merrill, in a surprise announcement, stated he had no intention of keeping any of the money for himself.

Mr. Merrill's petition disclosed young Lee in May 1949 informed him of his May 6, 1934, 27-word will's contents, bequeathing him [Merrill] the entire estate. Mr. Merrill had a verbal understanding however, with his nephew that the fortune would be divided among the members of the Lee family, and he would keep none of estate for himself, according to the petition.

### Craig Contention

When the petition hearing opened, Hal Craig, Honolulu automobile man, informed Judge Condee that Tommy Lee told him in 1945 that he had made a will naming himself [Craig] and "a couple dozen others" as his heirs.

Specifically mentioned, according to Mr. Craig, was a cousin, Jim Lee, now a Nevada ranch owner and said to have been a one-time head of the Don Lee used car department. Harrison Musgrave, radio executive and a cousin, also reportedly was named as an heir in the lost will. He was represented in court by Attorney Richard Druker, who asked the court to determine if young Lee's will

created a trust in which his client should share.

Judge Condee instructed Mr. Craig that he could do nothing unless he had an attorney and filed a proper petition with proof of an alleged lost will.

The hearing on Mr. Merrill's petition was to have been held last Friday (Nov. 16), having been put over by Judge Condee following the new and sudden development.

### Terms of Settlement

The disclosure was made for the first time, in Mr. Merrill's petition, of settlement terms reached between himself and Mrs. Nora S. Patee, maternal aunt of Tommy Lee, who contested the validity of the will. She dropped the contest in exchange for 29% of young Lee's estate. Mr. Merrill retained the remaining 71% for distribution to other relatives.

Prior to the settlement with Mrs. Patee, a compromise also had been reached with Mr. Lee's two sisters by adoption, Mrs. Christine Rieber and Mrs. Elizabeth Fry, who received \$150,000 each. The sisters sued the estate for shares on complaint they had been disinherited by Don Lee in violation of an agreement made when he adopted them.

Mr. Merrill, whose late wife, Mrs. Eula Lee Merrill, was sister of Don Lee, asked the court's permission to distribute half of the Thomas Lee estate to 10 persons in equal shares. These were identified as eight children of Don Lee's brother, the late Cuyler Lee, his

# GEN. TIRE, MACY

## Radio Merger Detailed

GENERAL TIRE & RUBBER Co. will hold 90% and R. H. Macy & Co. 10% of the capital stock in the operating company the two organizations plan to establish for merging their respective radio and television properties [B•T, Oct. 15], Jack I. Straus, Macy's president, told stockholders at their annual meeting in New York Tuesday.

In addition to its 10% stock interest in the new company, which will also control Mutual, the department store will receive \$4,500,000 in cash or other current assets for the sale of radio and recording equipment owned by its subsidiary WOR Program Service Inc.

Macy will retain ownership of the operating property and equipment of WOR-TV studios and the two WOR transmitting stations, he said, leasing them to the new company. Purchase options, starting at \$4,600,000 and reducing progressively over the 25-year lease period, are contained in the agreement, however.

### Capital Gain

Transactions involved in the merger will result in a substantial capital gain, he reported, and, although subject to capital gain and inter-company taxes, it will amount to more than \$150 per share on Macy stock.

Outlets involved in merger of Macy-General Tire broadcasting units include radio stations WOR New York, WNAC Boston, WEAN Providence, WONS Hartford, KHJ Los Angeles, KFRC San Francisco and KGB San Diego; television stations WOR-TV New York, WNAC-TV Boston and KHJ-TV Los Angeles. The new company—as yet unnamed—will also own the Yankee and Don Lee radio networks and will control about 58% of the Mutual Broadcasting System.

divorced wife and his widow.

The other half of the estate, Mr. Merrill advised the court, he intends to give to his own five grandchildren. He made no explanation in the document why no shares were set aside for his own two daughters.

Thomas Lee fell to his death from the 12th floor of a Los Angeles building Jan. 13, 1950. Following the sale of his business enterprises, the estate was valued at \$12,726,944.45. Don Lee radio and television properties were acquired by the General Tire & Rubber Co. last December for \$12,320,000 [B•T, Jan. 1]. KTSL (TV), now KNXT Hollywood, was then sold to CBS, with Lincoln Dellar acquiring KDB Santa Barbara.

It is believed the estate will be cut by more than \$4 million through payment of inheritance and other taxes, plus administration expenses.



# HOW TO STAY OUT OF JAIL

## A Handy Guide for Broadcasters Who Air Politics

By EDWIN H. JAMES

IN SAN FRANCISCO a fortnight ago a radio station was sued for damages when it tried to keep from broadcasting a program supporting the political candidacy of a Communist.

In Washington last week the FCC was considering a complaint that a New Orleans station had violated a federal statute when it censored what it regarded as libelous material from a political candidate's speech.

The managers of both stations are veteran broadcasters and one of them is also a skilled attorney. But, despite their knowledge and experience, they got in trouble with the law. Why?

The answer resides in the mass of perplexing and sometimes contradictory, legislative, regulatory and judicial actions and decisions that has been built up in the past 27 years as Congress, the FCC and the courts grappled with the intricate problem of putting politics on the air. The record is so ramified and so bewildering that the average station operator, confronted by a political campaign

season, may wish he could follow the example of the manager of WOF, who appears in the cartoon on this page, and take sanctuary in less perilous surroundings.

Unfortunately for the peace of mind of broadcasters, however, retreat from politics is virtually impossible. The station manager is obliged by law to run his property in the "public interest, convenience and necessity." Among politicians this phrase, not unexpectedly, is interpreted to include the broadcast of politicians' campaign oratory. Members of the FCC, being political appointees, have given no indication of dissenting from that view.

Today the radio and television broadcaster finds himself in the unenviable position of being forced by governmental pressure to engage in activities which, unless conducted with expert legal advice (and not a little pure luck), may very well get him into as much trouble as he would be in if he refused to engage in them.

### Ulcer Season

This dilemma perpetually besets the broadcaster, but it becomes especially confounding every four years when that national convulsion—the Presidential election—comes along. Such an election is scheduled for next year and already old ulcers are kicking up and new ones relentlessly forming.

As a means of preventing the milk-and-cracker diet from becoming standard fare through the industry, BROADCASTING • TELECASTING conducted a careful study of the laws and regulations governing political broadcasts. The study resulted in this article. It does not resolve the as yet irresolvable political dilemma, but it may help broadcasters avoid some of the avoidable hazards that political broadcasting contains.

All regulatory and judicial decisions on this question stem from the basic law, the Communications Act of 1934. It is Section 315 of that Act, appearing elsewhere on this page, that specifically pertains to political broadcasts.

Section 315 seems at first glance to be a reasonably simple statement, but years of interpretation (and misinterpretation) of its clauses by the courts and FCC have built hundreds of thousands of words of explanation upon the slender foundation of the original 95 words of Section 315.

Right off, the interpreters began to wonder: What's the definition of a "legally qualified candidate"?

In an attempt to answer this,

the FCC wrote a rather complicated piece into its rules and regulations, Section 3.190, which reads in part:

A 'legally qualified candidate' means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who

(1) has qualified for a place on the ballot or

(2) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other methods, and

(i) has been duly nominated by a political party which is commonly known and regarded as such, or

(ii) makes a substantial showing that he is a bona fide candidate for nomination of office, as the case may be.

The FCC's interpretation of qualification for candidacy did not, fortunately, stop there. FCC has been interpreting its own interpretations ever since it wrote Section

THE BUILD-UP for the 1952 political campaigns is under way and already radio - television broadcasters are figuring out how to cope with the be-damned-if-you-do and be-damned-if-you-don't laws and rules governing political broadcasting.

In an effort to explain the fundamentals of this problem, BROADCASTING • TELECASTING interviewed attorneys who are expert on the subject and conducted extensive research in legal history. Here, in laymen's terms, is an article intended to help management decide how to put politics on the air without putting itself out of business.

3.190 into the rules. Finally, last week, the Commission came out with its most understandable definition yet.

In a letter to the national secretary of the Socialist Labor Party (see page 40B), the Commission said, with admirable brevity, that legally qualified candidates are "those who can be voted for."

This statement has the merit not only of simplicity but also of being the latest authoritative word on the subject. Until it is changed by the FCC or the courts, broadcasters are reasonably safe in applying this definition to decide whether a man is a qualified candidate.

Put it another way: A candidate is not qualified unless it is possible

(Continued on page 60)

SECTION 315 of the U. S. Communications Act of 1934 is the basic law governing political broadcasting. The text:

"If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission [FCC] shall make rules and regulations to carry this provision into effect; Provided, that such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Mind taking me in until the political season blows over?"



# NBC TO BUILD RADIO

A PLEDGE that NBC will aggressively build radio while continuing to pioneer in television to the benefit of advertiser and listener alike was given by the network's president, Joseph H. McConnell, last Thursday.

Speaking before the Radio Executives Club of New York, at a luncheon meeting in honor of the 25th anniversary of the initial NBC broadcast, Mr. McConnell announced the following four-point plan of his network for the future:

1. We intend not only to maintain radio, but to aggressively build radio—programwise, saleswise, and merchandisingwise—so that the medium will have a permanent place in the long-range scheme of broadcasting.
2. We intend to continue to pioneer in television—to open up new frontiers—and to finance experimental research in this and all other similar fields of mass communication.
3. We intend to develop both radio and television so as to serve the advertiser on a price basis which will make it mutually advantageous, AND
4. We intend to give the listeners and viewers of this country public service programs to insure that this will be the most enlightened nation in the world, and we intend, with the rest of the industry, to try to keep the country aware of this.

## Some 500 Attend

Some 500 members of New York's radio fraternity jammed into the Starlight Roof of the Waldorf-Astoria to hear Mr. McConnell and to see such familiar radio personalities as Jessica Dragonette, Ray Knight, B. A. Rolfe, Joe White (Silver Masked Tenor), Guy Lombardo, Jack Pearl, Harry Reser (Clickety Club Esquimos), Edwin Franko Goldman, Gertrude Berg, Elaine Carrington, May Singhi Heen and Peter De Rose (Sweethearts on the Air), Meredith Will-

son, Malcolm La Prade, The Mystery Chef, Frank Luther, Lanny Ross, Charles Winninger, Ford Bond, Ernest La Prade, Sam Lanin (Ipana Troubadors), Bill Mundy, Jimmy Haupt, Maria Gambelleri, Gladys Rice and Douglas Sander of Roxy's Gang. Ben Grauer introduced these radio veterans. H. V. Kaltenborn gave a newscast as of Nov. 15, 1926, and introduced Mr. McConnell as of that date, reporting that he had just been elected president of the senior class of Davidson College. Milton Berle spoke briefly.

## Cost Consideration

Mr. McConnell, who fought a recalcitrant microphone throughout his address, urged broadcasters to pause a moment in their pre-occupation with such imminent developments as color TV, UHF channels and hundreds of new stations to consider such general industry problems as that of costs.

In addition to the tens of millions of dollars expended on prewar TV research and program development and to the mounting postwar operating and production costs as stations and programs were added to meet the needs of the video audience which now totals 62 million Americans, Mr. McConnell said,

## McConnell Pledges

are the major increases in the cost of talent. From the 20's, when performers were glad to appear on radio free to publicize their other activities, leading actors today "command pay undreamed of a few years ago," which "present a problem for stations and sponsors and for the entertainers themselves," he told those present.

But, he pointed out, "the dollar cost is not the problem. The problem is the cost in relation to the return. If we in the broadcast business or the talent business ever become overpriced, I am confident that competition will bring adjustments to the point where our product represents true value. If necessary, we must be wise enough and ingenious enough to accept these adjustments."

Praising the public service performance of the broadcasting industry, which he declared far surpasses that of any government owned service, Mr. McConnell asked "How many of the American people are aware of that? If we are to enjoy the public favor our performance merits," he stated, "we have got to let the people know the job we are doing, and I think that calls for great efforts from all sections of the industry."

This is true of other aspects of

broadcasting than public service, Mr. McConnell noted. For example, he said: "Some people say that television is going to swallow radio and a lot of misinformed people believe it. I don't think this is the case. The people should know the true facts. The question is not the death of radio, but how we are going to shape radio and television so that each will do the most effective job."

## Basic Communication

Radio he described as "the basic means of communication in America. It can reach more people more rapidly and at less expense than any other medium. Radio has a flexibility that cannot be equalled. Television is undeniably the most effective and powerful selling force that the world has ever known . . . in combination, they give the businessman, the politician, or the civil defense chief an audience guarantee that no other medium can touch."

## WINC to NBC

AFFILIATION of WINC WRFL (FM) Winchester, Va., with NBC was announced last Monday by Richard F. Lewis Jr., station president. New affiliation was effective Nov. 1. WINC has been an ABC affiliate for more than 10 years.

# APPLIANCE DEALERS Hear of Radio, TV Value

APPLIANCE dealers of Cincinnati Gas & Electric Co. were advised last week by Murray Grabhorn, managing director of National Assn. of Radio and Television Station Representatives, to consult station management on campaign plans and then, when their radio or TV advertising is started, to "stay with it."

"By every statistic," he said in a speech Wednesday, "radio has been proven to be the greatest mass medium the advertising world has ever known. Television, on the other hand, while reaching fewer people, has already demonstrated that it has greater impact than any other medium. Some have estimated this greater impact as high as 10 to 1. Sure, it might be considered expensive, but so is any advertising unless it is bought and merchandised intelligently—then its expense is offset by increased and satisfactory dollar volume sales."

Pointing out that the average network affiliate derives almost half of its revenue from local advertisers and that the average non-affiliate gets up to almost 80% from this source, Mr. Grabhorn told the appliance dealers:

"There is no one more interested in the welfare of your proposed radio or television campaign than the management of the radio or

television station you contemplate using, unless, of course, it's yourself. . . . The very existence of that radio or television station depends upon the successful use of his facilities by advertisers. He can no more afford to be haphazard in his recommendation of the use of those facilities, once he understands your problem, than you can in the purchase of merchandise. Any haphazard conclusions along this line by either you or him would put you both out of business in short order."

## Must Know Time

Rating services, he said, "are a help . . . but the most important guide is the more intimate knowledge of the value of a proposed time period, or personality, or announcement availability which the station alone can provide," either through its local management or its accredited representative, or both.

Except for short saturation campaigns for specific purposes, he advised, "approach the use of radio or television on an annual budget basis. This is the way it will pay off most handsomely in the long run."

After reviewing various types of time-purchases available to advertisers, Mr. Grabhorn undertook to enumerate—and answer—"five

basic reasons why you should not use radio or television."

For those who don't use the media because "I never listen or watch," he noted that there are over 40 million radio homes, averaging more than four hours of listening daily, and that, in the case of TV, it may be assumed that 15 million TV owners did not buy sets "merely to have another fairly expensive piece of furniture."

Case histories were cited in answer to claims that only the big advertisers can compete with high-priced shows. Paramount TV in Providence, R. I., Mr. Grabhorn said, spent \$935 for a seven-day campaign on WHIM Providence and sold out a \$100,000 TV set inventory as a result.

Those who say, "I tried it once but it doesn't work for me," he continued, are flying in the face of the judgment of thousands of advertisers who together spent \$700 million in radio last year.

A less frequently advanced reason for not advertising on radio or TV, Mr. Grabhorn noted, is that "word of mouth" advertising was "good enough for father and it's good enough for me." That sort of attitude, if widely prevalent, could be ruinous to the appliance dealer.

(Continued on page 99)

## PRO BOWL GAME

### NBC Gets Two-Year Rights

NBC signed pacts with the National Football League and the Los Angeles Newspaper Publishers Assn. for two-year rights to the All-Star Pro Bowl Game, scheduled this year for the Los Angeles Memorial Coliseum Saturday, Jan. 12, it was announced last week.

Annual series, which was inaugurated last year, is sponsored by the newspaper association in behalf of charities supported by Los Angeles metropolitan newspapers. Rights specifically exclude telecasting the event in that area. Originally scheduled for a Sunday playoff, the game between the National and American conferences of the league was moved ahead one day at the request of the network, which had other commitments for Jan. 13.

Negotiations were handled for NBC by Lewis S. Frost, director of operations in Hollywood.



# NARND MEET

(Also see story on page 98)

RADIO news directors, meeting for their sixth annual convention in Chicago last week, concluded a three-day session Wednesday with election of Jim Bormann, WCCO Minneapolis as president, succeeding Ben Chatfield, WMAZ Macon, Ga. (see separate story).

The National Assn. of Radio News directors, in a "How To Do It" conclave at the Hotel Sherman, investigated mutual problems on political and crime reporting, war coverage and the national conventions next year, but topics getting the most interest were free access to government information and accessibility of radio-TV reporters to courtrooms and to public hearings.

Mr. Bormann joined WCCO as news and public affairs director last January from WMT Cedar Rapids, Iowa, where he had been news director for three years. He has been a reporter for the *Milwaukee Journal*, news editor of the United Press radio staff, Chicago, and bureau chief of the radio division of the Chicago Associated Press office. He was the AP Central Division's field representative before going to WMT in 1947. He takes office as head of NARND Dec. 14. He was vice president of the news directors group for the past year.

Eleven members of the group were cited for their "outstanding" news work during 1951, with three receiving the top NARND annual awards.

WHO Des Moines, of which Jack Shelley is news director, earned a trophy for the outstanding radio news operation, as managed by Paul A. Loyet, vice president. Top TV news station was WBAP-TV Fort Worth, of which James Byron is news director and Harold Hough the station director. WTIC Hartford was named recipient of the trophy for its special event coverage of the Connecticut State elections. Tom Eaton is news director and Paul W. Morency the vice president and general manager.

## Achievement Awards

Distinguished achievement awards went to WMBD Peoria, KLZ Denver and KCMO Kansas City for radio news, to WTVJ (TV) Miami and WNBQ (TV) Chicago for television news and KCBS San Francisco for special events. Special awards for courage and enterprise in radio reporting were given to KNX Los Angeles and KWHK Shreveport, where News Director John Van Sickle was commended for his air work in connection with investigations of brutality at Angola State Prison.

Newsmen, after hearing a luncheon address Tuesday by William P. Steven, assistant executive editor of *The Minneapolis Star & Tribune*, passed a resolution late Wednesday commending him and joining

## Bormann Succeeds Chatfield

the efforts of the American Society of Newspaper Editors in fighting "the creeping paralysis of freedom" in restriction of government information by the recent order of President Truman.

Mr. Steven, soliciting this cooperation from newsmen in a loudly acclaimed speech, is a member of the ASNE Committee on Freedom of Information. Chargings that the right of the people to



AMONG NARND award winners was WBAP-TV Fort Worth. Production unit staffers who put the winning *The Texas News* show together are: (Seated, l to r) Lillard Hill, narrator, and Doyle Vinson, program editor; standing, Jimmy Mundell, cameraman-reporter; Jimmy Kerr, head of station's Dallas bureau, and Lynn Trammell, in charge of newsreel music transcriptions.

## RESEARCH 'BATTLE'

## Continues at Philly Meet

THREE APPROACHES to radio and television research were thrashed over before the Television Assn. of Philadelphia at a dinner meeting last Wednesday by their respective advocates — Laurence Roslow (Pulse), James Seiler (American Research Bureau) and Albert Sindlinger (Radox).

Before a capacity audience of approximately 120, with Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia, as moderator, the three principals reviewed their respective techniques. To varying degrees, they undertook to show holes in their rivals' techniques and to point out superiority in their own.

Most aggressive stand of the three was taken by Mr. Sindlinger, who is currently reviving his Radox technique for measuring tune-in and tune-out via metered sets. Claiming that cumulative data such as Radox offers should be the "basic evaluator" of radio and television, he charged that addition to program "ratings" not only has "created a financial crisis in radio" but can eventually "bankrupt" television.

Messrs. Roslow and Seiler, on the other hand, took the position Radox does not show whether anybody is paying attention to the radio or TV set, but only what station it is tuned to, if any.

Mr. Sindlinger's views had the

support of Roger Clipp, general manager of WFIL-AM-FM-TV Philadelphia, who made clear through questioning, and in informal discussions afterwards, that he too feels radio and TV should be measured on the basis of circulation rather than ratings—a la the printed media's Audit Bureau of Circulations data, or radio's BMB studies, for example — and that single-minded devotion to the rating concept will undermine broadcasting.

### Cuts 'Not Necessary'

Agency Executive Jordan agreed that ratings should not be the only basis of judging radio and television and said it was his personal view that the network radio rate cuts initiated a few months ago were not necessary. He said he personally "deplored" the cuts.

Opening the discussion, Mr. Roslow outlined the Pulse's personal roster interview technique, pointing out it utilizes the factor of associating listening or viewing with family activities; covers all programs on all stations in the areas surveyed and provides for the interviewing to be done as soon as practical following completion of the broadcast period involved. In Philadelphia, he said Pulse now interviews 5,600 TV families a month, be away from home should be compared to 700 originally.

Mr. Seiler, describing the ARB

know facts is being "abused gravely," he cited a need for more and better reporters of government news, "with radio and television supplying them."

Protesting that the President's security order, which classifies documents in all Departments rather than only Defense and State, permits "no code and no appeals court," Mr. Steven said: "This country cannot, in times of crisis, afford arguments of half-facts in half-light resolving into half-truths. We need full facts, full light and full truth to remain a free people."

### Local Blocks Cited

Reminding broadcasters that channels of information are also blocked in state, county and city governments, he suggested stations use brief periods of silence with an explanation of why no news was given whenever sources have blocked news information.

Another aspect of Freedom of Information—"the right of radio and TV to report the news in their most effective way . . . won two notable gains" this year—William Ray, NBC Chicago news chief and chairman of NARND's Freedom of Information Committee, said.

He cited the Kefauver hearings and the Asbury Park Case, permitting a station to broadcast a public hearing, with the latter example "giving the industry its first clear legal precedent." It "should

(Continued on page 34)

diary technique, told the group he felt there is not as much confusion in the radio-TV research picture as some people think. Any good method, he said, should: (1) provide a sample which has sufficient size and which is representative; (2) cover all viewers or listeners in the family, not just one member, and (3) be conducted while viewing or listening is in progress.

One stumbling-block for a meter system, he said is expense, resulting, he felt, in a small sample.

Turning to the coincidental telephone method, Mr. Seiler said this of course is limited to telephone homes and to the time periods when calls are made; is expensive to extend into rural areas; is difficult to use in developing cumulative data and encounters problems insofar as surveys in very early and very late hours are concerned.

The ARB diary method, he said, is economical, shows composition of audience and permits breakdowns of audience flow to supply advertisers and agencies with vital information. It is not limited to one-, two-, or three-set homes, he said.

In the roster-type survey, such as Pulse's, he felt persons found to be away from home should be recorded as not viewing. He also thought the roster-recognition principle tends to influence interviewees' answers (though Mr. Roslow

(Continued on page 48)



# APPLE PIE JOHNNY!



NRDGA scroll is examined by Mr. Patt (left), Miss Mullin and A. Y. Clark, president of Clark Restaurants.

## AN OHIO RESTAURANT CHAIN'S PRIZE-WINNING RADIO FORMAT

**H**HEY, KIDS! This is Apple Pie Johnny. It's 12:30, time for Clark's Fairytale Theatre!"

That's the battle cry for one of Greater Cleveland's top-rated children's dramas, performed for oldsters and youngsters alike by sparkling Esther Mullin's whiz kids.

Entering this month its seventh year on WGAR Cleveland's CBS affiliate, *Fairytale Theatre* has dominated Cleveland Press popularity polls as Northern Ohio's best program by childhood talent and has even scored among the top three as the area's best radio program. As well as being judged the best children's program on all Press polls, *Fairytale Theatre* has won repeated top honors as the best juvenile show in the Cleveland Plain-Dealer reader polls. Esther Mullin has ranked among Cleveland's top three local performers on all ratings.

Clark Restaurants, sponsors of *Fairytale Theatre* 12:30-1 p.m.,

Sundays, for the past two and a half years, have not been the only one to benefit from the tremendous acceptance that the program enjoys with the Cleveland public. With the help of WGAR's aggressive sales department, under WGAR General Manager Carl E. George when the business was signed now under the leadership of John B. Garfield, Clark's has developed a cluster of snappy promotional tie-ins that won *Fairytale Theatre* an award of merit in City College of New York's 1950 judging for the most effective promotion of a local radio program.

### Husband-Wife Team Spark Show Production

Esther Mullin directs and produces *Fairytale Theatre* with the help of Cleveland insurance executive and husband Harry Pollack. She is the inspirational force behind the program's wholesome, living value as a sales weapon for Clark Restaurants.

No advertising agency has taken part in the development of *Fairytale Theatre*. The account is han-

dled by Gladys Stevens and Bernice Fluke directly from Clark Restaurants.

Apple Pie Johnny, impersonated by Wiley Robbins of Cleveland, is only one of a half dozen extremely effective promotional gimmicks boosting Clark Restaurants and *Fairytale Theatre*.

Here is a complete breakdown of the devices used to make the program snap off results for Clark's:

1. *Apple Pie Johnny*—Created 20 years ago by R. D. Clark, who with his brother, A. Y. Clark, operates restaurant chains in Cleveland, Akron and Erie, Apple Pie Johnny is a small-boy cartoon character named in honor of one of the Clark specialties, apple pie.

Clark Restaurants were founded in 1896 when J. B. Clark, father of the Clark brothers, opened a small lunch counter on East Sixth street in Cleveland, featuring good coffee and apple pie. It has grown into a chain of 15 modern restaurants, and Apple Pie Johnny has grown along with it.

Radio sponsorship of *Fairytale Theatre* was a logical step in the further development of children's business, part of the organization's reputation as the Family restaurants.

Soon after the Clark's and John F. Patt, now president of the Goodwill Stations and then vice president and general manager of WGAR, completed planning the details of the company's first major radio venture, Apple Pie Johnny became the voice of Clark's, discussing Clark's and all sorts of things of interest to children.

Many of Apple Pie Johnny's comments are passed along to the chil-

dren by the studio announcer but recordings of a small boy's voice (Wiley Robbins) impersonating Johnny are used to open and close the program.

He has become quite a personality who can write catchy little rhymes on table manners, present views on public events or the thrill of eating at Clark's on the children's level.

Last spring, Apple Pie Johnny was named honorary bat boy of the Cleveland Indians in a radio ceremony with Ellis Ryan, president of the Cleveland Baseball Corp., doing the honors.

### Small Fry Seek Out Johnny at Clark's

Johnny has become such a real character that small children often ask about him when they enter a Clark Restaurants.

2. *Menus*—Although children don't meet Apple Pie Johnny in person, they do find his picture on the children's menu Clark's offer them . . . on riders offering special Sunday dinners and the like. Menus especially devoted to children's interests also are tied in to the activities of *Fairytale Theatre*. All Clark's menus for children carry at least one reference to WGAR's *Fairytale Theatre* program.

3. *Art Contest*—One of the promotional projects pushed and reported on Clark's menus is the annual Elementary School Art contest. Sponsored by Clark Restaurants in cooperation with the Greater Cleveland Boards of Education and the Catholic School Board, the *Fairytale Theatre* art contest draws every Cuyahoga

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**SURPRISE** birthday celebration at conclusion of Nov. 5 broadcast of *Fairytale Theatre* has Miss Mullin blowing out the candles. Looking on are Gladys Stevens, Clark advertising manager, Announcer Walter Henrich and members of the cast.



# duPONT AWARDS

## Administration Formally Given W&L

ADMINISTRATION of the Alfred I. duPont Awards for distinguished public service were formally turned over to Washington & Lee U. at campus ceremonies in Lexington, Va., last Monday in the presence of leaders of broadcasting and telecasting.

Scope of the awards, presented annually since 1942, was broadened to encompass establishment of scholarships at any university for study in communications. The event was described by industry leaders as one which would build a reservoir of administrative and executive personnel for the broadcast arts.

The duPont Foundation, established by the widow of Alfred I. duPont, every year awards a plaque and \$1,000 each to a large radio or TV station, a small radio or TV station, and a national broadcast commentator. Under the realignment of function, the award winners may use the \$1,000 to set up scholarships or fellowships. Provision is made to increase the value of the scholarships to cover all educational expenses from one to four years.

### WFIL Scholarship

First award winner to take advantage of the new format was WFIL Philadelphia. Speaking for Walter Annenberg, president, and Roger Clipp, general manager, of WFIL, John Scheuer Jr., assistant to Mr. Clipp, announced that the \$1,000 prize money accorded the station last year would be designated for a scholarship.

Dr. Francis P. Gaines, president of Washington & Lee, accepted the administration of the awards and formally announced appointment of O. W. Riegel, director of the Lee Memorial Journalism Foundation and one of the country's leading journalistic professors, as curator of awards.

FCC Chairman Wayne Coy, noting the significance of the awards to betterment of broadcasting, cited the "adolescence of TV" and the greater responsibilities of the broadcaster in these times. He reiterated his oft-expressed view that the broadcasters hold a trusteeship from the people "who own the radio and TV channels." The public, he said, has a right to expect stations to assist in promoting civic improvements in their communities and in promoting educational and cultural opportunities. They should present "an adequate flow of news competently and honestly prepared."

"We expect them to give us all sides of controversial issues. We expect them to promote good community labor relations and international understanding. We expect them to give us entertainment—wholesome entertainment—suited for the family circle. We expect their advertising to be reliable and in good taste."

The scholarships that will be



PRINCIPAL participants in duPont-Washington & Lee Awards ceremonies (l to r): O. W. Riegel, curator, Alfred I. duPont Awards Foundation; Frank White, MBS president; Frank Stanton, CBS president; FCC Chairman

Wayne Coy; Mrs. Alfred I. duPont; Dr. Francis P. Gaines, W & L president; Joseph H. McConnell, NBC president; Chris J. Witting, director, DuMont Television Network; John Pacey, ABC director of public affairs.



STATION operators attending the duPont ceremony at Washington & Lee (l to r): J. P. Fishburn, WDBJ Roanoke; Charles Blackley, WTON Staunton, Va., and president, Virginia Assn. of Broadcasters; John Scheuer,

operations assistant to the general manager, WFIL Philadelphia; Victor W. Knauth, WAVZ New Haven; James E. Edwards, WLS Chicago; William J. Scripps, WWJ Detroit; Henry P. Johnston, WSGN Birmingham.

made through these awards, Chairman Coy said, "will enable the industry to serve better the educational needs of their communities. But even more important than that, the scholarships will put real substance into the annual awards."

Joseph H. McConnell, president of NBC, said "the radio and television industry has always striven to maintain high standards." He added, however, that mistakes have

### TOWNSEND NAMED To Columbia Sales Post

APPOINTMENT of Irving Townsend as sales promotion manager for Columbia Records Inc. effective immediately, was announced last week as the final step in the reorganization of the advertising-sales promotion division.

Effective Dec. 1, all copy, art, and production now handled in the company's Bridgeport, Conn., offices will be transferred to the New York Headquarters, under Mr. Townsend's supervision. Cooperative advertising, radio service and catalog activities will continue to be handled in Bridgeport, under supervision of George Svendberg.

For the past four years, Mr. Townsend has been account executive with Donahue & Coe Inc., where he had charge of the MGM Records account. He was previously associated with RCA-Victor in Camden, N. J., and New York offices, and with both offices of Columbia Records.

been made and that, in his judgment, "the duPont Awards for distinguished public service will give networks and stations that added incentive to strive for greater public service."

CBS President Frank Stanton, formerly a professor at Ohio Wesleyan, declared he was looking to the day when universities will be doing important work in radio-TV.

"Our universities turned their back on radio," he said. "But these scholarships awarded for specialized study in communications and backed by the radio and television industry should encourage our educational institutions to look deeper into this important field."

Frank White, Mutual president, said that of all the various "awards" now being made in radio and TV, "none has the prestige of the duPont awards for public service." He commended the duPont Foundation as the only awards organization "that took the time and trouble to learn about radio and television."

Others who participated in the ceremonies included Mrs. duPont; W. H. Goodman, Florida banker and secretary of the duPont Foundation, and Dean Riegel. Other speakers for radio and TV included Chris J. Witting, director of the DuMont Television Network; John Pacey, public affairs director, ABC; Morgan Beatty, NBC commentator; Ben Gross, radio editor of the *New York Daily News*; Gilmore Nunn, president of the Nunn sta-

tions and a Washington & Lee graduate, and William J. Scripps, president, WWJ Detroit.

Also attending the ceremonies were James E. Edwards, president, WLS Chicago; Junius P. Fishburn, president, Times World Corp. Roanoke (WDBJ); Carter Glass Jr., publisher of the Lynchburg Newspapers; Henry P. Johnston, executive vice president, WSGN Birmingham; Victor W. Knauth, president, WAVZ New Haven; Charles P. Blackley, president, Virginia Assn. of Broadcasters, WTON Staunton, and Sol Taishoff, editor and publisher, BROADCASTING • TELECASTING.

### CUT 'PIRATING'

#### Federal Aid Sought

A PLEA that the government help to stabilize the engineering profession by minimizing the "pirating" of employees among firms and making greater use of trained personnel was made to Defense Mobilizer Charles E. Wilson Nov. 11.

The request was made by Stanley W. Oliver, president of the American Federation of Technical Engineers (AFL). AFTE represents about 10,000 professional engineers.

Mr. Oliver said the rearmament program has created havoc in the profession leading to pirating of employees. He urged a special committee to look into industry problems.





GREETING NARTB President Harold E. Fellows at the NARTB District 3 meeting last week in Pittsburgh are (l to r): Milton Laughlin, WAEB Allentown, Pa.; Clair R. McCollough, Steinman Stations; Harold C. Lund, WDTV (TV) Pittsburgh; Mr. Fellows; John S. deRussy, WCAU Philadelphia; and John S. Booth, WCHA Chambersburg, Pa. (Also see District 3 television story on page 66A)



CORRIDOR group at District 3 meet (l to r): Carl Dozer, WCAE Pittsburgh; C. Leslie Golliday, WEPM Martinsburg, W. Va.; Frank R. Smith, WBVP Beaver Falls, Pa.; Jack Purves, timebuyer, N. W. Ayer & Son; Leonard Kapner, WCAE Pittsburgh, District 3 director; Georgia Rosenblum, WISR Butler, Pa.; Victor C. Diehm, WAZL Hazleton, Pa.; George D. Coleman, WGBI Scranton; Glenn C. Jackson, WMMN Fairmont, W. Va.; Robert Carpenter, MBS.

## BAB'S BATTLE PLAN

RADIO sales-getting projects designed to bring new business and to hold established accounts will be undertaken by Broadcast Advertising Bureau, NARTB District 3 was told Tuesday by Kevin Sweeney, BAB general promotion manager.

Making his first public appearance since joining BAB in late Oc-

### S. F. SYMPHONY

Honored by RCA, NBC

CEREMONY marking the addition of albums of the San Francisco Symphony Orchestra's music as a permanent part of the Library of Congress' Americana collection was carried coast-to-coast by NBC closed circuit network last Wednesday.

Luther H. Evans, Librarian of Congress, accepted the recordings from Pierre Monteux, noted conductor of the city-supported symphony. The ceremony was part of a week-long celebration in San Francisco hailing the 40th anniversary of the orchestra and paying personal tribute to the 76-year-old conductor, who opened his 17th and farewell season last Thursday.

In San Francisco, Mr. Monteux and executives of RCA-Victor Record Div., spoke from NBC studios in the city.

### Names Cliff Gill

CLIFF GILL, general manager, KFMV(FM) Hollywood has been named operations manager of the John Poole Broadcasting Co. Announcement was made last week by John H. Poole, owner and general manager. In his new post Mr. Gill will handle operations for KBIG Avalon, Calif., new AM station being constructed on Catalina Island, as well as for experimental UHF television station KM2XAZ Long Beach, Calif., being moved to Mt. Wilson. Mr. Gill is serving his second term as secretary-treasurer of Southern California Broadcasters Assn.

tober [B\*O, Oct. 29], Mr. Sweeney took part in a BAB session that closed the two-day district meeting at the William Penn Hotel, Pittsburgh.

#### Support McFarland

The 16th of the 1952 series of NARTB sessions adopted a resolution calling on stations to support the McFarland Bill (S 658), bringing FCC procedure up-to-date. Recognition of the need for more refinements in the bill was given in the resolution.

Other resolutions endorsed BMI; opposed the Benton legislation as leading toward radio-TV censorship; approved work of BAB and its president, William B. Ryan; urged support of defense projects; voiced appreciation of TV panel

moderated by Clair R. McCollough, president of WGAL-TV, one of the Steinman stations (see panel story this issue); expressed approval of administration of NARTB President Harold E. Fellows and work of the headquarters staff on behalf of free radio; approved BMI activities.

Leonard Kapner, WCAE Pittsburgh, presided at meetings as district director. Members of the Resolutions Committee were George D. Coleman, WGBI Scranton, past district director; J. Gorman Walsh, WDEL Wilmington, Del.; George Clinton, WPAR Parkersburg; Dan Hydryck, WDYK Cumberland.

Total attendance at the two-day meeting passed the 150 mark.

In laying out the BAB national

promotion program, Mr. Sweeney said a competitive pitch directed toward magazines will be useful not only to networks but to many other segments of the broadcasting industry.

#### Auto Study Next

Next in line, he continued, will be a "real study of auto listening audiences" to be conducted by an established research firm. BAB considers this an important audience whose size has not been properly appreciated by broadcast advertisers.

BAB is planning a series of specific presentations covering American industries, according to Mr.

(Continued on page 91)

## DIST. 1 MEET

NETWORK affiliates must cooperate to meet network time-selling innovations that would undermine the structure of aural radio, Paul W. Morency, WTIC Hartford, warned NARTB District 1 Thursday during the opening session of the two-day meeting in Boston.

As head of the all-industry Affiliates Committee, Mr. Morency, general manager of WTIC Hartford, said: "If you feel that in 10 or 20 or 30 years radio will still be a great force, then we must continue to maintain its high level, and we must not accept any policy that will run our income down so far that we cannot operate efficiently."

#### "Inadequately Staffed"

"Many stations are inadequately staffed or are too interested in making a quick dollar," he continued. "They do much harm to the industry and it would be better if they gave up the ghost," he stated emphatically.

"But for those of us with faith in the radio business, it behooves us not to accept any philosophy that will impair radio broadcasting," he concluded.

Following Mr. Morency's remarks, Craig Lawrence, manager of WCOP Boston and District 1

director, asked him: "Do you feel you are racing against time to get research done before the rate structure is demoralized?"

In reply, Mr. Morency said that "it is important but not essential. Research, to be worthwhile, must be done at an orderly pace. It is necessary to get the best brains working surely toward sound conclusions. Time is of the essence, of course, and it is up to broadcasters to hold their ground in the meantime."

Speaking earlier in the day, Harold E. Fellows, NARTB president, praised Mr. Morency and the Affiliates Committee for "proposing to evaluate radio in a business-like way."

"The NARTB should be mixed up in the project," he said, if not on its own, then in connection with the Affiliates Committee.

In a television panel later in the

## Affiliates' Problems Viewed

day, Mr. Fellows said "there is a very good chance that the end of the TV thaw will come between Feb. 1 and July 1, 1952."

But he warned that contrary to popular conceptions, stations will not burgeon. He said that according to Wayne Coy, chairman of FCC, if the thaw comes by Feb. 1 there probably will not be more than 10 new stations during the coming year and probably not more than 100 more during 1953. After that, Mr. Fellows predicted, there will be a rush of new TV outlets.

#### TV for Nearly All

He stated as a personal opinion that "inside of 8 or 10 years, everybody . . . will be exposed to TV."

In concluding his speech, Mr. Fellows warned that "TV and radio together have every possibility of making or breaking the nation," so extensive is their influence. "TV's obligation is far greater than radio because it is both sight and sound," he said, and he praised the unselfish code of ethics drawn up by telecasters recently at a special meeting in Chicago.

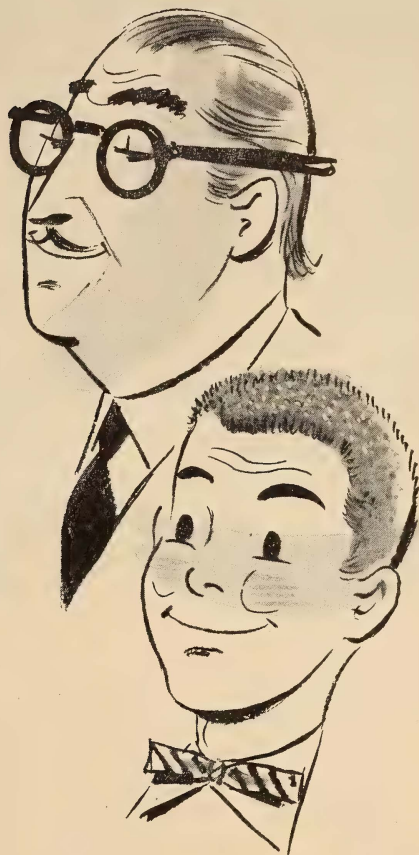


# Long hair or jitterbug?

In Baltimore, it makes no difference what kind of music you like. If you like *any* kind, W-I-T-H is your station! W-I-T-H plays more music—and more different kinds of music—than any other station in town.

And that means thousands upon thousands of loyal listeners for W-I-T-H. They make up part of that huge buying audience that W-I-T-H delivers to advertisers at such low, low cost. They are one more reason why W-I-T-H provides more listeners-per-dollar than any other radio or TV station in Baltimore. One more reason why W-I-T-H is the bargain buy!

Here's proof: *W-I-T-H carries the advertising of more than twice as many retail merchants as any other station in town!* Just because W-I-T-H produces *low-cost results!* Get all the facts from your Headley-Reed man today.



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



TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED



# the truth about radio listening in New York . . .

One of the most thrashed-out topics of conversation these days is the ultimate effect of TV on our living habits . . . and, specifically, on radio listening. We should like to toss a small bombshell into this speculation. It comes wrapped in figures that bid fair to explode all the theories on the overpowering effect of television on radio.

**RADIO SETS-IN-USE ARE NOW 23.1%** (January-September 1951) compared with 24.8% in the last pre-TV year (January-December 1948)\*—in the nation's number one market where 60% of all families own TV sets!

**INCREASES IN RATINGS AND SHARE OF AUDIENCE** are shown by all the independents, on the same comparative basis as above, while all network stations show decreases.

\*Source: Pulse of New York  
At-Home Listening Only  
6 a.m. to Midnight, Monday-Sunday



**BUT STILL MORE INCENDIARY** is the listening story of Blair-represented WNEW. In 1948, WNEW had an average rating of 2.3 and a 9.2% share of the audience. Thus far in 1951, WNEW's average quarter-hour rating is 2.5 with share of the audience 10.9%. **WNEW is up in rating, share and rank compared with the last pre-TV year.**

For September alone, WNEW chalked up a 2.7 average rating, with 12.3% of the audience. This rating places WNEW in second position among all New York stations.

**THE FUSE BURNS CLOSER** when you consider WNEW's out-of-home audience—which is merely number one, every day of the week. WNEW averages a fifth of all out-of-home listeners, which in August 1951 included

three out of every ten people daily in the metropolitan area . . . an increase of 11% over August 1950 and 30% over August 1949. This happy situation increases WNEW's audience by 32%!

It is obvious, then, that radio listening is here to stay despite television . . . and in the case of WNEW *growing, too*. We have specifically cited the case of WNEW which we have represented for 13 years—actually, it is typical of many other Blair-represented stations throughout the United States where smart local programming has more than held the line against TV. If you want to put some fireworks into your media plans, call your John Blair man today. He'll show you exactly which is the most powerful medium—and the most reasonable medium—to sell your product in the markets most important to you.

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

**JOHN BLAIR & COMPANY**

**Representative for 13 years of**

New York's Favorite Station for  
Music and News 24 Hours a Day

**WNEW**

1130 ON YOUR DIAL



## NARND Meet

(Continued from page 27)

prove to be a valuable legal weapon for stations faced with a similar problem," he said.

After listing eight decisions favorable to radio-TV news reporting, Mr. Ray outlined numerous statutes which "discriminate against radio newsmen, radio and television." Only four states out of 12 which grant the privilege to newspaper reporters give the same right to radio newsmen, only three mention television, he said.

Mr. Ray said the problem of gaining access to news is primarily local, "to be fought out by each station." He reminded his audience that "every right carries with it a responsibility, the responsibility to make use of the right in a manner designed to serve the public."

Record coverage in radio and TV is scheduled for the Republican and Democratic National Conventions in Chicago next summer [B•T, Nov. 12]. Radio-TV chairmen of both parties reported to NARND members. Ken Fry of the Democrats and Ed Ingle of the Republicans agreed press facilities in the Chicago Amphitheatre next summer will be unequalled. Studios will be provided there and also at the Conrad Hilton Hotel (formerly the Stevens) for networks and independents.

A code of sponsorship covering broadcasts and telecasts from the convention floor has been submitted by the networks to the two national committees and is expected to be returned to them with revisions and approval within the next week, Mr. Fry said. Both men predicted sponsorship of the national convention coverage will bring a larger audience, but that the type of product must be in good taste. Mr. Fry said no specifics have been discussed about the possibility of theatre TV showings.

### Stresses News Value

Radio news provides a station with its best chance for public service, audience building and making money, in the opinion of Oliver Gramling of the Associated Press. He said the major advantages of news are that it is preferred by 74% of listeners to any other type show, it is "the best salesman" for sponsors, therefore, the "most salable" commodity in radio.

Emphasizing the importance of local news, Mr. Gramling said no wire service can provide hometown coverage as well as the station if there is a minimum of one qualified newsmen on the staff, although some stations "get by" with just a teletype.

Television news, despite its cost, is worth the money because of its "potency," said Frank McCall, NBC-TV news chief, who estimated the cost of a TV news show from 10 to 15 times greater than one on radio. He predicted airplane delivery of news film will be replaced

by a multiplex coaxial cable system, with film being transmitted instantaneously.

News directors at the concluding business session elected these officers to serve with Mr. Bormann: Tom Eaton, WTIC Hartford, vice president; Sheldon Peterson, KLZ Denver, treasurer. William Ray, NBC Chicago, and Paul H. Wagner, WOSU Columbus, Ohio are one-year directors. James Byron, WBAP Fort Worth; Mort Linder, WBSB South Bend, Ind., and Russ Van Dyke, KRNT Des Moines, are three-year directors.

### McCarthy Quizzed

A major event at the three-day meeting was a forum discussion featuring Sen. Joseph McCarthy (R-Wis.) Tuesday evening, when he answered political questions from a panel comprised of Alex

Dreier, NBC Chicago, moderator; Sheldon Peterson, KLZ Denver; Dick Oberlin, WHAS Louisville; Sereno Gammell, WHTT Hartford and Bill Henry, MBS Washington.

Other convention features were a speech on crime reporting by Malcolm Johnson, INS crime reporter; a "bull-session" conducted after the Monday Dinner by Mr. Henry and Robert K. Richards, public affairs director of NARTE; a report on why "Scientists Won't Bite" by Charter Heslep, Chief, Radio-Visual Branch of the Atomic Energy Commission's Public Information Service, and an outline of Korean War coverage and censorship measures there by Phil Newsum, TV director for the United Press. Bob Lang, at the final dinner Wednesday, outlined the objectives and accomplishments of Radio Free Europe.

## Registration at NARND Meeting

Ahrens, Charles E., U.P., Chicago; Allen, George, Jr., KIMO Hannibal, Mo.; Anderson, Fred, Standard Oil, (N. J.), New York; Aspinwall, John A., A.P., New York.

Baker, Harold, WSM-AM-TV, Nashville; Barnes, Art, WSLI, Iowa City; Bartlett, Jim, WPG Green Bay, Wis.; Berkson, Seymour, I.N.S., New York; Birch, Bill, NBC, Chicago; Bonner, Jim, WCCO Minneapolis; Brown, Donald E., WLL Urbana, Ill.; Bruner, Robert H., WIOU Kokomo, Ind.; Bumgarner, H., KVCB Colorado Springs; Byron, James A., WBAP Fort Worth.

Caldwell, James M., WAVE Louisville; Campbell, Charles M., WCFB Chicago; Carver, F. O., Jr., WSJS Winston-Salem, N. C.; Charnely, Mitchell V., U. of Minnesota, Minneapolis; Chatfield, Ben, WMAZ Macon, Ga.; Cheverton, Dick, WMT Cedar Rapids, Ia.; Cocks, Capt. Joel E., Robins Air Force Base, Georgia; Connor, Tom, WIRL Peoria, Ill.; Cooper, John, I.N.S., New York; Clark, Ray, WOW-TV Omaha; Clifford, Paul H., WAUX Waukesha, Wis.

Day, Bill, KOA Denver; Daum, Kenneth, WBLK West Bend, W. Va.; Day, Charles, WGAR Cleveland; Dial, John, NBC-TV Chicago; Donahue, Steve, American Medical Assn., Chicago; Dreier, Alex, NBC, Chicago; Dunagin, Ruth, WFUI Bloomington, Ind.

Eaton, Tom, WTIC-AM-FM Hartford; Edwards, Charles, Press News Ltd., Toronto; Edwards, WCBT-TV Hartford, W. Va.; Evans, Hayden R., WBAY Green Bay, Wis.; Edelstein, Dan, Transradio Press, Chicago; Elliott, Richard, WCFB Chicago; Farrington, Glen L., WTX Springfield, Ill.; Finley, Larry, WEEK Peoria, Ill.; Fitzpatrick, Jack L., KFEL Denver; Flint, Glenn, WDAY Fargo, N. D.; Fullington, M. Wayland, WIRE Indianapolis; Funk, Mark N., Jr., WJZW Meadville, Pa.; Flaherty, Pat, KPBC (AM-TV) Houston; Fry, Ken, Democratic Nat'l Committee, Washington, D. C.

Gammell, Sereno, WHTT Hartford; Gilman, Vera W., U. of Texas, Austin; Glick, Marian, DuMont TV Network, New York; Godt, Gene, WHO Des Moines; Gow, George, KANS Wichita; Grant, Gerald, NBC-TV New York; Griffin, Michael, WBAY Green Bay, Wis.; Gross, Clair J., KPNE Shenandoah, Ia.; Gill, Joseph, A.F. Omaha; Graham, Gordon, WIBC Indianapolis; Gramling, Oliver, A.P., New York; Hage, A. Maxwell, Nat'l Assn. of Mfrs., New York; Haines, Phil, WTIC Hartford, Ind.; Halsey, George A., WOI-AM-TV Ames, Ia.; Harris, Capt. D. A., U. S. Navy; Harrison, Charles F., WIEF Rock Island, Ill.; Hayward, Bruce, KWKE St. Louis; Herman, James L., ACME Newspictures, Chicago; Heslep, Charter, Atomic Energy Comm., Washington; Hicks, George, U. S. Steel Corp., New York; Hilton, Chuck, KGLO Macon, Ga.; Hix, Fred, Moore, WIBC-WMUN Muncie, Ind.; Hoerner, Ed, WWL New Orleans; Ingle, Ed, Republican Nat'l Committee, Washington, D. C.

Jeffries, Allen C., WIRE Indianapolis; Johnson, Malcolm, I.N.S., New York; Jordan, Frank C., WARD Johnston, Pa.; Jensen, William P., U. of Minne-

sota, Minneapolis; Karns, Adna, WING-WIZE Dayton; Keller, Cass, WRB Washington; Kidera, Robert A., Marquette, U. Milwaukee; Klein, David, NBC-TV New York; Knell, Jack, WBT-WBTV Charlotte, N. C.; Knox, Ralph, WHC Rochester, N. Y.; Kunkin, MBS Washington; Krueger, Jack E., WTMJ-AM-TV Milwaukee.

Lanum, Norma, U.P., Chicago; Lang, Bob, Radio Free Europe, Washington, D. C.; Leonard, Dick, KMYR Denver; Lewis, John Fulton, WCBM Baltimore; Linder, Mort, WBSB South Bend, Ind.; McGinnis, D. C., CBC Toronto; McCall, Frank, NBC New York; McGovern, James, WGDY Minneapolis; McGuffin, James M., Jr., WOW Omaha; MacFarlane, Ian, Ross, WMTB Baltimore; Martin, Gene, WTAM Cleveland; Maters, John, WILS Lansing; Melton, Orrin, KSOO Sioux Falls, S. D.; Monroe, Jim, KCMO Kansas City; Moore, Robert E. L., Transradio Press, Washington; Morris, Jack, KTUL Tulsa; Mullins, Bernard, WTIC-AM-FM Hartford; Munkholz, Soren, WMTB Chicago; Murray, D. F., WDBJ Roanoke, Va.; Middleton, Art, WELL Battle Creek, Mich.; McCarthy, Marty, I.N.S. Des Moines; Miller, Hank, Voice of America, New York; Mosse, Basket, Northwestern U., Evanston, Ill.; Myers, Bill, WAJZ Adrian, Mich.; Newsum, Phil, U.P., New York; Nolte, Vernon A., WHIZ Zanesville, O.; O'Neil, Tom, A.P., WJAZ Knoxville, Tenn.; Richard, Edward, WHAS-AM-TV Louisville.

Paschall, Walter, WSB Atlanta; Passage, George W., WRVA Richmond; Patterson, John M., WTAZ Norfolk; Paxton, Sam, WBEM Chicago; Payne, Larry, WAJZ Adrian, Mich.; Peterson, Sheldon W., KLZ Denver; Pinkerton, Jane, ERMAS-TV, Chicago; Ray, William, WJZ Chicago; Renick, Ralph A., WTVJ Miami; Reynolds, Carter L., WGUA Moline, Ill.; Reuter, Francis, WJZ Chicago; Rice, Minn.; Roby, Max, KNX Hollywood; Roeder, Charles A., WCBM Baltimore; Rowley, R. J., WXEL-TV Cleveland; Randal, John, WJZ Chicago; Richards, Robert K., NARTE, Washington; Ridell, Corwin, KTRH Houston.

Saltzman, Harold H., WILL Urbana, Ill.; Sanders, Ed, WJZ Chicago; Shaw, Gordon, WQAM Miami; Shelley, Jack, WHO Des Moines, Ia.; Sherwood, Don, WJLA Lima, O.; Smith, Art, WYAZ Sioux City, Ia.; Smith, Dick; WBB Kansas City; Smith, F. Courtney, WEOA Evansville, Ind.; Snipes, Johnstone, WQIC Chicago; Slemons, Frank M., A.P., Washington; Steven, Bill, Minneapolis Star and Tribune; Stevens, Howard, WBOW Terre Haute, Ind.; Stougaard, R. A., KSUM Fairmont, Minn.; Swisher, Gerald, A.P., Columbus; Sarjeant, Charles F., WCCO Minneapolis; Shine, A. P., KJZZ, Chicago.

Tervey, Tys, WMPs Memphis; Tripp, Tal, KHQ Spokane; Van Dyke, Russ, KRNT Des Moines; Van Sickle, James, KXCH Sheverson; Wagner, Paul H., WOSU Columbus; Warrick, Bill, WCCO Minneapolis; Watson, Brooks, WMBD Peoria; White, Ed, WMMT Memphis; White, Ken, KOA Denver; White, Lee F., KROS Clinton, Ia.; Whiting, Fred, Northwestern U., Evanston, Ill.

## HANNA ELECTED

### Takes NARTB FM Post

MICHAEL R. HANNA, general manager of WHUC-AM-FM Ithaca, N. Y., and a former



Mr. Hanna

NARTB board member, was elected to the board last week as one of two directors-at-large serving FM stations. He fills the post vacated when Frank U. Fletcher sold his interest in WARL-AM-FM Arlington, Va.

Mr. Hanna won in an extremely close race among 13 candidates. It was understood he nosed out Everett L. Dillard, WASH (FM) Washington, also a former board member, by a margin of a few votes. He took office at once for the FM term expiring in April 1952, and will attend the next NARTB board meeting Dec. 5-7 in Washington.

Besides directing WHCU, Mr. Hanna is general manager of Rural Radio Network, group of FM stations. He had served on the board 1946-50 as director for District 2 (N. Y., N. J.).

Balloting procedure will get under way in December for district directors representing even-numbered districts as well as one each of the four directors-at-large classifications, including Mr. Hanna's directorship.

### Eligible for Re-election

Eligible for re-election in even-numbered districts are William A. Fay, WHAM Rochester, District 2; Harold Essex, WSJS Winston-Salem, N. C.; District 4; Harold Wheelahan, WSMB New Orleans, District 6; Richard M. Fairbanks, WIBC Indianapolis, District 8; Jack Todd, KAKE Wichita, Kan., District 12; William C. Grove, KFBC Cheyenne, Wyo., District 14.

William B. Quarton, WMT Cedar Rapids, Ia., District 10, and Calvin J. Smith, KFAC Los Angeles, District 16, are ineligible to run for re-election under a by-laws clause limiting board service to two consecutive terms.

James D. Shouse, WLW Cincinnati, is ineligible to run for re-election as director-at-large for large stations. There will be balloting for one director-at-large in each of the large, medium, small and FM categories. The medium-station post held by A. D. Willard Jr., WGAC Augusta, Ga., becomes vacant as well as the small-station post of Patt McDonald, elected from WHHM Memphis but now at WNOE New Orleans, become vacant.

WRRL New York and the New York Journal American have extended their time-for-space reciprocal promotion agreement to November 1952. Station has similar agreement with New York Amsterdam News, a leading Negro paper.



*here's the way  
to new  
sales popularity  
in the nation's  
No. 2 market...*

#### **Increase Your Earning Power**

When you spot your advertising campaign on WMAQ, you are reaching the second most active, cash-register-ringing market in all the land. Here is where almost 14 billion dollars is spent annually for consumer goods — an increase of 632 per cent in dollar volume in the past ten years; here per capita income and buying power is 13 per cent above the national average; here industrial growth is first in the nation!

#### **Develop a Strong Speaking Voice**

Chicagoland is a place of many markets — 4 states (Illinois, Wisconsin, Southwestern Michigan, Northern Indiana), 60 counties, 91 cities with 10,000 population or more. Within its borders, WMAQ is the most powerful — most listened-to — media voice of all (has the largest daily audience of all Chicago stations).

#### **How to Make a Penetrating Impression**

As an advertising medium, there's no topping WMAQ. WMAQ delivers 87% penetration of Chicago proper, plus 90 other big markets. Chicago's largest newspaper provides only a 51% penetration of Chicago itself — and effective penetration in only 14 other markets.



#### **The Formula That Spells Success**

The secret of successful selling can be yours. Just call your nearest NBC Spot Salesman. He will be happy to demonstrate how you too can gain and build audiences . . . reach new friends . . . arouse enthusiasm in Chicago . . . or wherever you want to go. Serving only seven key radio stations, he has the time to devote to your account — and the knowledge, organization and research services to show what Spot can deliver for you in the nation's major markets . . .

**via Radio, America's No. 1 mass medium**

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

*Represented by*

**NBC SPOT SALES**

New York   Chicago   Cleveland  
San Francisco   Hollywood





with the academics of that which he is listening to.

The casting of the King of Swing as commentator on a symphony program could, at first glance, be suspected as a dirty trick to lure unwary Goodman fans into the unfamiliar world of classical music. It is a trick all right, but certainly not a dirty one.

**JACK BENNY**, whose television performances last season were not among the milestones of entertainment history, returned to the air with a show that was a pure delight. His timing, probably the most impeccable in radio, was

## IN REVIEW . . .

**BENNY GOODMAN'S** *Music Festival*, now being syndicated by Broadcast Music Inc., in cooperation with WNEW New York, takes the sensible if rather radical view that symphonic music can be enjoyed by all but the totally deaf and that music commentary need not be an impenetrable underbrush of references to counterpoint and diminished sevenths.

It is Mr. Goodman's assignment in this series to spread this view. He does it admirably. In Mr. Goodman's opinion, there are only two kinds of music, "good and bad," and it is of little consequence whether the composer is named Bach or W. C. Handy.

Since the public's admiration for Mr. Handy and his kind of music is already well established, Mr. Goodman is attempting in this series to get equal recognition for Bach and friends. Or at least recognition for their compositions that he regards as good.

In the first program three selections were played. Offenbach's *Orpheus in Hades*, Haydn's *The Clock Symphony* and a Bach fugue.

Mr. Goodman worked up to the fugue by playing a snatch of boogie-woogie, a musical form characterized by repetitive bass phrases. "Well, boogie-woogie isn't very new," he said, "Johann Sebastian Bach was doing it way back in 1730 in his own way." He then explained how the bass theme would repeat itself in the fugue that followed.

That's about as heavy as his commentary gets. On the whole, Mr. Goodman feels it is unnecessary to explain intricate professional details. He asks the listener only to listen without grappling

never more precise. For the first time since he went on television, Mr. Benny seemed perfectly at ease.

It may be that this improvement was due in some measure to the initiative of the AT&T which strung a network across the country while Mr. Benny was vacationing. Last season he was obliged to travel to New York—an unsettling distance from his accustomed habitat—to do his TV programs. This season he is able to work among old, if not entirely trusted, friends at home.

On his Nov. 4 telecast, Mr. Benny courageously displayed his

**Program:** Jack Benny Show, CBS-TV, Sunday, 7-7:30 p.m. EST.

**Sponsor:** American Tobacco Co. Agency: BBDO.

**Co-Producers:** Ralph Levy, Hilliard Marks.

**Director:** Ralph Levy.

**Writers:** Sam Perrin, Milt Josefsberg, George Balzer, John Tackaberry.

**Musical Director:** Mahlon Merri-ck.

**Announcer:** Don Wilson.

**Cast:** Dorothy Shay, Bob Crosby, Jack Benny, Mel Blanc; members of Phil Harris band; Frankie Remley, Don Rice, Sam Weiss, Wayne Songer, Charlie Bachy—as the "Beverly Hillbillies"; Phil Harris.

talents as a violin player to an extent beyond which he has dared to go in radio, where he has seldom rendered more than a few bars of *Love in Bloom*. As a member of the Beverly Hillbillies, a group that ought to be voted the public's thanks for retarding the popularity of that kind of music, Mr. Benny industriously fiddled through several mountain tunes. One of the funniest bits occurred when Mr. Benny, introducing members of this rustic assembly, put his hand on the shoulder of a 12-year-old girl singer and said: "And this here's my wife."

A flawless show.

## To Sponsor Heatter

NATIONAL Credit Unions, Madison, Wis., will sponsor *Gabriel Heatter and the News* on Mutual once weekly for 15 minutes starting New Year's Day. Agency is J. Walter Thompson, Chicago.

## RATE CHANGES

RECENT network rate cuts should have been raises instead, Edgar Kobak, radio consultant and president of WTVA Thomson, Ga., suggested Friday in addressing the Radio Executives Club of Boston.

Speaking on the topic, "Radio is not on trial," Mr. Kobak proposed a review of the entire philosophy and structure of radio rates, both national and local, in the light of present conditions.

"The time has come for a thorough cost study, a study of the cost of doing business," he said. "Maybe that instead of a complicated rate card, we need something simple. A flat rate for a station or a network, based upon the availability of audience. And a rebate rate when the station or network delivers less—just as magazines guarantee a circulation and rebate if they fail to deliver the guaranteed circulation. Why should a national network even list the rate of each market? A national advertiser is buying national coverage—he will buy it on a national rate, not a lot of local details.

### Rate Cutting Killing

"The cost study should take into consideration that radio must get enough money to do a better job for listener and advertiser—otherwise it cannot be healthy. Unless radio is successful as a business it cannot be a successful salesman for the sponsor."

Criticizing special deals, Mr. Kobak termed them "secret under-the-table cutting of rates. It is immoral because it is secret—but it doesn't stay secret. It is demoralizing because it depresses values and makes radio harder to sell. It will kill radio as a medium faster than any other single thing."

Signs are appearing that the research picture for radio is settling down, Mr. Kobak said. "The national picture is served by one organization and has acceptance,"

## Should Be Upward, Kobak Says

he declared. "The local picture is improving—the Affiliates Committee and BAB are concentrating on this problem and will work it out with the buyer."

In commenting on current network methods, Mr. Kobak said, "Once major networks were primarily a national medium doing a national job. The new rules break up this medium into as many networks as there are sponsors. I believe this is carrying the tailor-made business too far. It takes networks into the field of spot—and networks are fighting not for network business but for spot business."

"I think this changes the character of radio and I think network radio sells itself short in this way. The more successful a network is as a network, the more successful are its stations—and the more successfully it can serve its advertisers. Should the present trend continue there will be no national networks."

Those operating, owning and using radio are "on trial," he said, urging all to develop faith in the medium. "Radio hasn't even reached its peak in volume in listening or in income," he said.

## Grogan to WNBC

JOHN GROGAN, returned from six-month tour of Europe and former production manager of WNEW New York for five years, has been named program manager of WNBC New York, effective immediately. He replaces Harvey Gannon, recalled to active duty with the Navy.

## NEW ASSOCIATIONS

### Utah, Idaho Form; 3d Set

FORMATION of an association planned along lines of state broadcaster groups will be undertaken Wednesday by Maryland-District of Columbia stations, meeting at the Emerson Hotel, Baltimore.

Two new associations have been formed by Utah and Idaho broadcasters. Earl Glade Jr., KDSH Boise, was elected president of the new Idaho Broadcasters Assn. Henry H. Fletcher, KSEI Pocatello, was elected vice president and Mrs. Florence Gardner, KTFI Twin Falls, treasurer. Directors are C. N. Layne, KID Idaho Falls; Frank C. McIntyre, KLIX Twin Falls; Walter E. Wagstaff, KIDO Boise, and Bert McAllister, KRPL Moscow.

Heading the Utah association is C. Richard Evans, KSL and KSL-TV Salt Lake City. Arch G. Webb, KVOG Ogden, is vice president with Mell Standage, KALL Salt Lake City elected treasurer.



ACCEPTING plaques for their stations are these executives of WING Dayton and WIZE Springfield, Ohio, which were cited by the Standard Oil Co. of Ohio for promoting the firm's Cleveland Orchestra broadcasts. L to R: Adna Karns, vice president, WING and WIZE; Charles Evans, station manager, WIZE, and Carl H. Magraf, division manager, Standard Oil of Ohio. WING was cited for the outstanding promotional achievement among 5 kw stations, WIZE among 250 w stations.

**PROGRAM FACTS**  
Program: Benny Goodman's Music Festival, 26 hour-long programs, syndicated by Broadcast Music Inc.  
Program Price to Stations: Approx. \$60 for entire series.  
Producer: Richard Pack, director of programs, WNEW New York.  
Writer: Bill Kaland.  
Musical Consultant: Russell Sanjek.



## SDBA MEET

Hears BMI Speakers

PRACTICAL operating problems of station owners, with emphasis on sales, were discussed by the South Dakota Broadcasters Assn. at a session held Nov. 7-8 at the Hotel Alonzo Ward, Aberdeen.

BMI clinic, one of a series held by the copyright organization, featured the two-day program, with Robert J. Dean, KOTA Rapid City, presiding as association president. Association guests included North Dakota broadcasters and radio students from universities.

Speakers at the BMI clinic included Orville Burda, KDIX Dickinson, N. D.; Robert R. Tincher, WNAX Yankton, S. D.; Ray V. Eppel, KORN Mitchell, S. D.; Orrin Melton, KSOO Sioux Falls, S. D.; Byron McElligott, KSDN Aberdeen; Don Sullivan, WNAX; Robert Mulhall, WOIT-TV Ames, Ia.

The BMI party, making a swing of western states, included Charles C. Caley, WMBD Peoria, Ill.; Dan Park, WIRE Indianapolis; George Kendall, WJLB Detroit. BMI officers included Carl Haverlin, president, and Glenn Dolberg, station relations director.

## VETERAN MILLICAN

Clocks 12,000th on KXYZ

VETERAN Newscaster Ken Millican of KXYZ Houston, Tex., clocked his 12,000th news broadcast on the station last Wednesday. On that day, he was saluted by all Houston newscasters for the feat.

Mr. Millican entered radio in 1926 on KFWI San Francisco. He was an officer of a San Francisco bank which sponsored a program of informative publicity about banking. He also broadcast once a week over KTAB Oakland, Calif., with strange stories taken from his own experiences and others culled from the family albums of landed gentry in England, where he was born.

In 1929, the newscaster returned after 36 years to Houston from California and Mexico, as controller of a national bank. He also broadcast a 26 week series, called *Behind the Banking Curtain*. He left the banking profession for full time radio commentary on stock market quotations and financial news for more than five years. In 1943, Mr. Millican became KXYZ radio news editor.

One week from his 12,000th newscast, or this Wednesday, Mr. Millican observes his 73d birthday.

BYMART Inc., N. Y. (Tintair home hair coloring), which sponsors *Somerset Maugham Theatre* on NBC and NBC-TV, last week changed its corporate name to Bymart-Tintair Inc., for easier identification of company with its product.

## SECURITY ORDER

Truman Upholds in 'Post'

PRESIDENT Truman's recent order drawn up to standardize security procedure in government agencies [B•T, Oct. 1] was designed to give the people more information rather than to suppress news, the President said last Monday.

In a letter carried in a special issue of the *New York Post*, commemorating the paper's 150th anniversary, the President said the order specifically prohibits "withholding of any non-security information by any government department by the use of classification procedures."

"I cannot believe that the press would advocate so reckless a course as to lay all of our military secrets out in the open for enemy spies to harvest," he wrote. "I would not, on the other hand, dilute by one drop the constitutional guarantees of free speech and free press which we cherish."

"I do believe that we can win both the goals of safeguarding America and preserving our freedom. The press can and must play a vital role in accomplishing the twin victory. By continuing and strengthening its traditional policy of voluntarily avoiding the publication of information harmful to the safety of the country, the press can contribute mightily to our security. By its alertness in informing the people, by its aggressiveness in seeking and printing the truth, by shunning venal and partisan distortions, the press can maintain our freedoms as living attributes."

## DALTON, DORFNER

Are Named by ABC

JOHN DALTON has joined ABC as manager of guest relations, effective immediately, replacing Art Dorfner who has been named commercial budget control supervisor, ABC Television Program Dept.

While attending graduate school of Columbia U., New York—having been awarded his master's degree this year—Mr. Dalton worked on special assignment in public relations department of Standard Oil Co. (N. J.) from 1948 to 1951. He attended U. of Michigan 1940-42, at which time he enlisted in the Army Air Corps as a pilot and served with the Eighth Air Force in Europe on active service until 1945. Upon his discharge he returned to U. of Michigan. He was graduated in 1947.

Mr. Dorfner has been with ABC since April 1949, starting in the music library. He served successively as manager of the network's Playhouse Theatre and Ritz Theatre and in October 1950 became manager of Guest Relations Dept. A graduate of Princeton with a B.A. degree, Mr. Dorfner served during the war with the Navy Air Corps.

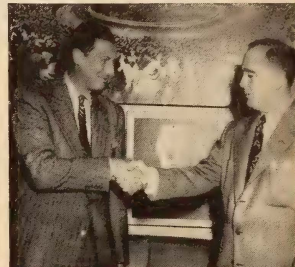


## Radorama

AMONG radio and newspaper executives gathered at the Fourth Annual Communion Breakfast of the Assn. of Catholic Newsmen in San Francisco were (l to r) Jack Handley, INS mgr.; Arthur Hull Hayes, CBS v.p.-gen. mgr. KCBS San Francisco, who made principal address; Larry McDonnell, *San Francisco Examiner*, and Gayle Grubb, gen. mgr., KGO-AM-TV San Francisco.



LEE JACOBS, president (l), KBKR Baker, KLBK LaGrande and KSRV Ontario, Ore., in Pearl Harbor, discusses with Chief Petty Officer George P. Andrews the Navy show, *Across the Blue Pacific*. Mr. Jacobs was guest of Secretary of the Navy.



ARTHUR F. HARRE (l), new gen. mgr. of WCFL Chicago, is welcomed by Bill Lee, pres., Chicago Federation of Labor, station owner-operator. Mr. Harre resigned as gen. mgr. of WJJD Chicago, which he had managed since 1944.



Mr. Millican



BIRTHDAY CAKE helps celebrate beginning of 23d year of continuous advertising by Cottrell's Men's Store, Denver, over KLZ Denver. Seated (l to r) are Mary Robertson, Robertson Adv.; Bill Glass, Cottrell's pres.; standing (l to r) Hugh B. Terry, KLX gen. mgr.; Jack Tipton, KLZ acct. exec.



PROMOTING station-client relations, execs. of WFBR Baltimore meet with Shell Oil Co. officials and over 300 wholesalers and service station operators in WFBR studio. (l to r) John C. Hopkins, Shell Div. sls. mgr.; Edmund A. Cunningham, div. mgr.; John E. Surrick, WFBR v.p.-gen. mgr., and Richard Kelland, acct. exec.





AS IN 1949 AND 1950...

**Advertisers start the  
season with more top-  
CBS Radio Network  
other networks  
nighttime, 7 of the  
daytime, 8 of the**

(9 out of 10 in Oct. 7-13 Report)



**1951-52 broadcasting  
rated programs on the  
than on all  
combined—  
top 10;  
top 10.**

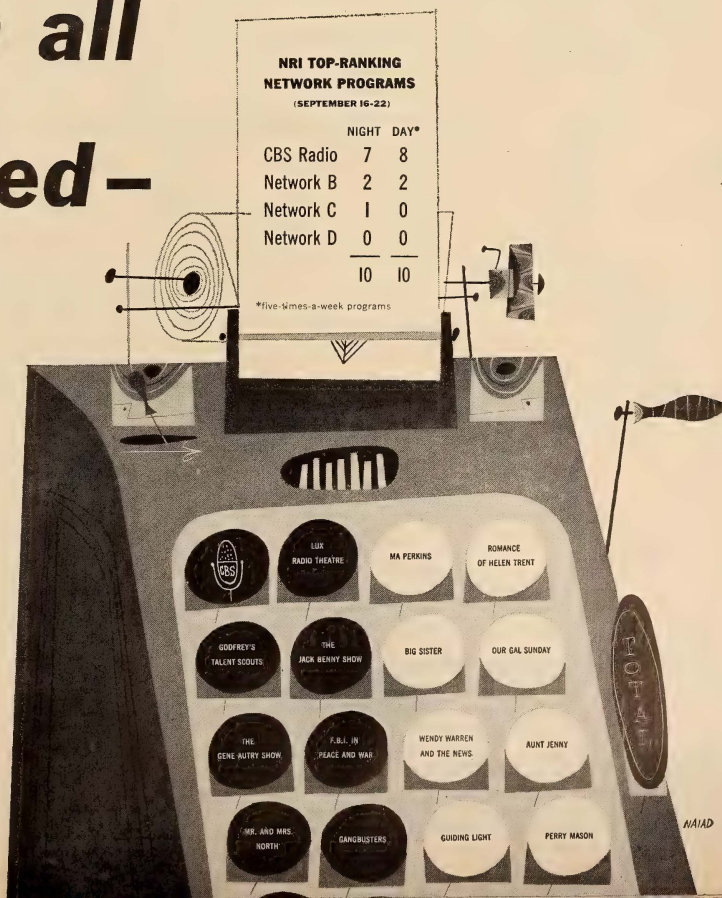
**NRI TOP-RANKING  
NETWORK PROGRAMS**

(SEPTEMBER 16-22)

NIGHT DAY\*

CBS Radio	7	8
Network B	2	2
Network C	1	0
Network D	0	0
	10	10

\*five-times-a-week programs





# 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 OCTOBER 7-13, 1951  
NIELSEN-RATING:

Current Rank	Program	Current Rating Homes %
<b>EVENING</b>	<b>ONCE-A-WEEK (Average for All Programs)</b>	
1	Jack Benny (CBS)	15.8
2	Amos 'n' Andy (CBS)	15.6
3	Lux Radio Theatre (CBS)	14.1
4	Charlie McCarthy Show (CBS)	12.6
5	Arthur Godfrey's Scouts (CBS)	10.9
6	Fibber McGee & Molly (NBC)	10.3
7	Harold Lloyd Show (CBS)	9.9
8	People Are Funny (CBS)	9.9
9	Dr. Christian (CBS)	9.7
10	Suspense (CBS)	9.7
<b>EVENING</b>	<b>MULTI-WEEKLY (Average for All Programs)</b>	
1	Beulah (CBS)	7.1
2	Tide Show (CBS)	7.9
3	Lane Ranger (ABC)	6.8
<b>WEEKDAY (Average for All Programs)</b>		
1	World Series (MBS)	16.4
2	Arthur Godfrey (Liggett & Myers) (CBS)	8.0
3	Romance of Helen Trent (CBS)	7.1
4	Our Gal, Sunday (CBS)	6.7
5	Mc Perkins (CBS)	6.5
6	Pepper Young's Family (NBC)	6.5
7	Big Sister (CBS)	6.3
8	Arthur Godfrey (Nabisco) (CBS)	6.2
9	Wendy Warren and News (CBS)	6.2
10	Aunt Jenny (CBS)	5.9
<b>DAY, SUNDAY (Average for All Programs)</b>		
1	True Detective Mysteries (MBS)	8.5
2	The Shadow (MBS)	7.9
3	Marlin Kane, Private Eye (NBC)	5.8
<b>DAY, SATURDAY (Average for All Programs)</b>		
1	Theatre of Today (CBS)	6.4
2	Grand Central Station (CBS)	6.1
3	Stars Over Hollywood (CBS)	5.7

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimates of Total United States Radio Homes.  
(\*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.  
Copyright by A. C. Nielsen Co.

## KTXC, KFST CASE

Comr. Walker Hears

PROPOSED findings are due Jan. 15, 1952 in the license renewal proceeding involving KTXC Big Spring, Tex., and the construction permit revocation of KFST Fort Stockton, Tex. Hearings on the case took place Nov. 6-9 in Big Spring with Comr. Paul A. Walker as hearing commissioner.

At issue is whether the owners of the stations misrepresented their holdings. KTXC was granted to Leonard R. Lyon in 1949 and a license was issued the same year. Shortly before the license was issued, Mr. Lyon formed a partnership with local merchants V. T. and E. W. Anderson. This was later made into a corporation. In 1950 the station's license was assigned to the Big State Broadcasting Co. Later that year Mr. Lyon resigned as general manager of the station and an officer of the corporation. In March 1951 the FCC set the station's license renewal application for hearing, following a complaint from Mr. Lyon.

Station in Fort Stockton was granted in April 1950 to the same principals, but the CP was revoked in March 1951 when the FCC set KTXC's license renewal for hearing.

Big State Broadcasting Co. is now 85% owned by the Anderson



EXCHANGE of smiles signifies change of hands of KFMV (FM) Hollywood studios. John H. Poole, (seated), currently constructing KBIG Avalon, Calif., signs paper by which he will acquire the former KFMV studios at 6540 Sunset Blvd. from Harry Maizlish, president of KFWB Hollywood [B•T, Nov. 12], who recently purchased them from Union Broadcasting Corp. of Calif. Cliff Gill (r), general manager of KFMV, handled negotiations for the double sale.

brothers and 15% by Big Spring attorneys Clyde E. and George T. Thomas. Mr. Lyon's 33 1/4% interest, for which it is alleged he never paid, was bought up at foreclosure sale by the Andersons.

## RCA FELLOWSHIP

New York U. Grant Set Up

A PRE-DOCTORAL fellowship in electrical engineering was established last week by RCA in the College of Engineering at New York U. The fellowship provides for an annual grant of \$2,700.

Dr. Charles B. Jolliffe, vice president and technical director of RCA said that "the award will be known as the 'David Sarnoff Fellowship' at New York University" in honor of the chairman of the board of RCA." Dr. Jolliffe added that selection of the first student to receive the fellowship will be made in February.

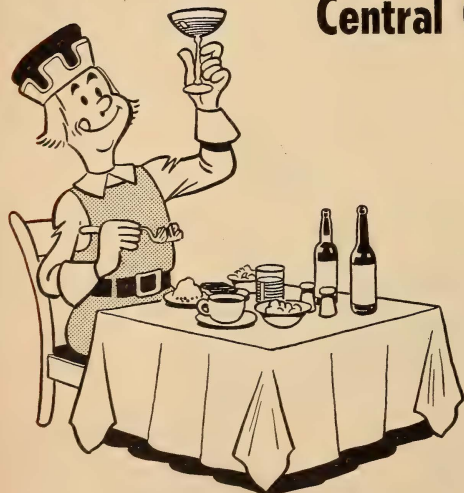
## Needs Officers

1674TH TROOP Information & Education Unit (Tng), U. S. Army, through commanding officer Col. H. G. Hawley announced last week in New York that vacancies exist for qualified reserve officers primarily in radio, television and publication fields. Unit seeks officers in allied fields who desire Army assignments similar to their civilian occupations. Those reserve officers interested in further information are asked to contact Lt. Col. William McK. Spierer, Chief of Press Branch, c/o Metropolitan Sunday Newspapers, N. Y., Murray Hill 7-5200.

## Central Ohioans Like to Wine and Dine..

### \$87 MILLION WORTH\*

Central Ohioans ordered \$87,741,000 worth of drinks and meals last year in restaurants and taverns. Why not make your meal-time beverage the "most asked for?" You can with WBNS, for Central Ohioans like to listen to this CBS outlet. They stay tuned because WBNS carries all 20 top-rated programs, day-and-night. (Latest Hooperatings). You also get more listeners than any other local station at a lower cost per listener. Write for rates and availabilities 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'RE IN WITH  
THE FOLKS WHO  
LIKE TO EAT OUT  
WHEN YOU'RE ON  
WBNS



\* Source: '51-'52 SRDS Consumer Markets





# Pants with Pockets are popular with Men in the KFAB area



By **R. E. BYRD, Manager**  
**Bond Stores, Inc.**  
**Omaha, Nebraska**

Pants with pockets in them are popular with men in the KFAB area, because it is the convenient way to carry money. Usually it is "folding" money or a check book, and is carried in the hip pocket. Frequently it is "change" and is kept in the side pocket. These men in the rich KFAB area reach for their money often—because they buy often.

There are thousands upon thousands of men in the Midwest Empire who listen to KFAB, the Midwest Empire Station. You may be one of the advertisers who uses KFAB and you know how intently those men listen to your messages. You may now be experiencing how loyally those men buy KFAB advertised products and services. If not, and you want to sell this money-minded market, and at a low cost, it will be to your advantage to learn more about men in the Midwest Empire and more about KFAB, the station that serves them.

There is an availability opening soon on KFAB that is in a time segment LISTENED TO MOST by men. Phone or wire and you will be given the interesting necessary facts and details.



Represented by **FREE & PETERS Inc.** — General Manager, **HARRY BURKE**





PICTURED at the meeting of Districts 3 and 6 of the CBS Affiliates in Columbus, Ohio, Oct. 30 are (l to r) Haydn R. Edwards, general manager, WBAY Green Bay, Wis.; Robert J. Burrow, commercial, station and promotion manager, WDAN Danville, Ill.; Howard S. Meighan, president of CBS Radio, and Charles C. Warren, general and commercial manager, WCMJ-AM-FM Ashland, Ky.



COMPARING notes at the CBS Affiliates meeting were (l to r) C. T. Lucy, general manager, WRVA Richmond, Va., and chairman of District 3; W. P. Williamson Jr., president and general manager, WKBN-AM-FM Youngstown, Ohio; L. Waters Milbourne, president, WCAO-AM-FM Baltimore, and William Rine, vice president and managing director, WWVA Wheeling, W. Va.

## HALL ATTACKS COY

Cites Lamb Case

REP. LEONARD W. HALL (R-N. Y.), apparently unsuccessful in his initial attempt to bring about a Congressional probe of Ed Lamb of Toledo, broadcaster and publisher, has indicated he may press the matter further [B•T, Oct. 15 et seq.].

However, House Interstate & Foreign Commerce Committee Chairman Robert Crosser (D-Ohio) in effect deferred action with release Nov. 1 of a statement reporting FCC Chairman Wayne Coy's reaction to the charges levied.

This touched off a new statement by Rep. Hall who then directed his fire at Chairman Coy.

Rep. Hall said:

"The attitude of FCC Chairman Wayne Coy in the Edward Lamb case is all the more reason why the House Committee on Interstate & Foreign Commerce should conduct the inquiry I have suggested into Mr. Lamb's qualifications and activities.

Mr. Coy obviously feels that because the Commission has placed its seal of approval in the past on Mr. Lamb's record of affiliation with Communist front organizations, the Commission should continue to give its blessing to Mr. Lamb, regardless of how convincing the evidence may be.

Mr. Coy refuses to act unless some new evidence against Mr. Lamb is brought forth. But he fails to answer this all-important question: What's wrong with the detailed evidence already in the FCC's own file?

As long as the FCC continues to stick its head in the sand, there is more reason for the House committee investigation I have recommended. I intend to confer further with Mr. Crosser.

### Committee in South America

Rep. Hall probably has had that chance since he along with the full committee have been in South America for an inspection of interstate commerce there.

Rep. Hall had requested the committee to ask FCC to withhold approval of a station purchase by Mr. Lamb and to consider an investigation into past and present activities of the broadcaster.

Chairman Coy, according to the committee head, "said that the criticism was a reiteration of statements made sometime ago when

Lamb had other applications pending before the Commission."

Rep. Crosser said Mr. Coy felt that "unless some new probative and legal evidence were brought forth in reference to Mr. Lamb's qualifications, it would be an injustice to comply with the suggestion in Mr. Hall's letter."

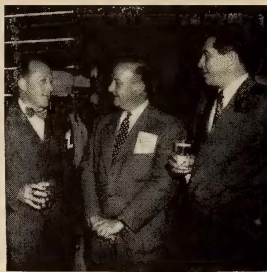
Rep. Crosser said he would advise Rep. Hall of this discussion with Chairman Coy and "if he [Rep. Hall] has any significant evidence other than what has already been passed upon by the Commission, [I] will be glad" to have Rep. Hall furnish it to Chairman Coy so that the matter may be given "further careful consideration."

### Asks Delay in Action

Rep. Hall's letter had been sent to Chairman Crosser urging the committee to ask FCC to hold back approval for Mr. Lamb's purchase of WHOO-AM-FM Orlando, Fla. In his letter, the New York Republican cited data concerning alleged affiliations of Mr. Lamb with certain organizations. These organizations, his letter alleged, were on the Attorney General's subversive list.

Subsequently, Mr. Lamb labeled the attack on him as "political" and asked to be called before the Congressional committee for a hearing.

Application for the approval of the purchase of WHOO-AM-FM Orlando, Fla., the *Orlando Sentinel* and *Star* to Mr. Lamb [B•T, Oct. 15] was filed with the FCC a fortnight ago. Mr. Lamb is paying \$200,000 for the stations. He is now the owner of WOTD and WTRT (FM) Toledo, Ohio; WICU (TV) Erie, Pa., where he also publishes the *Erie Dispatch*, and WTVN (TV) Columbus, Ohio, where he is an applicant for an AM station.



CHATTING at the Columbus Athletic Club, where the meeting was held, are (l to r) Richard A. Borel, general manager, WBNS Columbus, who is secretary of the CBS Affiliates Advisory Board; Carl George, general manager, WGAR Cleveland, and Victor A. Sholis, vice president and director, WHAS-AM-TV Louisville.

## SCOOP SCOOPED

Newspaper 'Exclusive' Foiled

MACON and Atlanta newspapers thought they had a scoop on a \$50 million Middle George Naval Supply Base but that was before Ben Chatfield, news director, and two night-side reporters of WMAZ Macon got busy.

On Nov. 3, Rep. Carl Vinson (D-Ga.), chairman of the House Armed Services Committee, visited Macon and gave an "exclusive" to a Macon paper. Arrangements also had been made to let Atlanta have the story, with a 1 a.m. release. Efforts to reach Rep. Vinson were unsuccessful. But Mr. Chatfield, with Clarence Streetman and Lynn Utley, combed the town and came up with enough facts to piece the story together.

The story was carried in a 7 p.m. local newscast, more than four hours before newspapers with their "exclusive" hit the street. Mr. Chatfield commented, "Radio is still fighting an uphill battle in trying to get recognition as an equal of the papers in presenting the news. But I definitely feel that we are definitely fighting a winning battle."

## POLITICAL TIME

Must Be on Ballot—FCC

IF A POLITICAL candidate can't be voted for, a radio station has the right to refuse him time on the air, FCC announced last week.

Decision was disclosed in a letter to the Socialist Labor Party of America which had complained against WHCB Canton, Ohio, for refusing to permit its candidate time on the air in the 1950 election.

In its Nov. 14 letter to Arnold Peterson, national secretary of the radical Socialist Labor Party in New York, the Commission called attention to the fact that section 315 of the Communications Act provided that broadcasters must afford equal opportunities to all legally qualified candidates for any public office in the use of their facilities.

The Commission found that the Socialist Labor candidate was not listed on the ballot and that had his name been written in, the ballot would have been invalid.

Therefore, said the Commission, since the candidate could not have been voted for, WHCB was within its rights in refusing time over its facilities.

## 'STALIN' SHOW

Jammed by Russians

THE WORDS were those of Premier Stalin but the voice that of an impersonator.

That was the situation last week as the Soviet radio jammed a special Voice of America Broadcast featuring one of its series of "interviews" with the Russian leader. The program was beamed behind the Iron Curtain but Soviet jamming tactics made the words indistinguishable to many listeners.

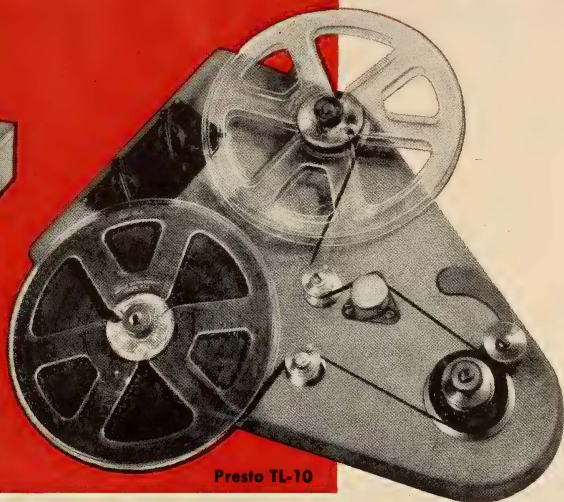
The Voice abstracted quotes from official documents of the Soviet premier in a make-believe interview to show that he made contradictory statements. The program originated in the U. S. and was relayed by stations in Munich, London and Tangier.



# it's red hot!



## hundreds of PRESTO



### Turntable Tape Reproducers sold in the past six months!

Since its introduction last spring, sales of the new PRESTO TL-10 have surpassed even our expectations. The reason . . . it's an *inexpensive instrument that fills a definite need* in the nation's stations and recording studios. Look at the advantages listed below—then join the ranks of the hundreds of satisfied TL-10 users by calling your PRESTO dealer today.

- Reproduces tape quickly and efficiently—without tying up a regular tape recorder.
- Easy to attach and remove from any standard 16" turntable.
- No motor—turntable acts as motor.
- Can be plugged into any standard speech input equipment.
- Speeds of 7½" and 15" per second, response up to 15,000 cps.
- Easy to operate and maintain.
- Costs only \$140.00 complete, but has reproduction quality and fidelity of a high priced machine.

The TL-10 is an exclusive PRESTO product—made by the world's largest manufacturer of recording equipment and discs.



RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.

Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

**WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS**



there's

# conflict

in the  
conference room  
when a list  
is being checked!

**The media buyers are on the spot.** They've made up their list. They've dug up information, talked to space and time representatives, boned up on all the facts...

Now they've got to **SELL** their selections to the toughest buyers of them all—the account executives and top men in the agency...



That's why  
they take  
Standard Rate  
and CONSUMER  
MARKETS  
right into the  
conference  
room!

**The questions come thick and fast—**

"Are you sure this paper leads in grocery lineage?"

"What proportion of this TV audience is young marrieds?"

"Which dealer paper has run the most articles on clerk training?"

"Are per-capita drug sales higher in Boston than in Baltimore?"

"Don't all farm papers have Women's Sections?"

No time now to dig for that market analysis; to study voluminous material. The facts that count now are those the media men can *remember, for sure*, and those they can lay their hands on, *fast*.



There they have at hand quick sources of reliable information... facts assembled and organized by the experienced staffs of Standard Rate & Data and CONSUMER MARKETS.

The Los Angeles trading area? Industrial wages in Illinois? A map of Denver? Drug sales in Baltimore? They flip the pages of CONSUMER MARKETS; come up with accurate answers.

Circulation? Rates? Occupational breakdowns of business publications? They turn to the monthly SRDS books; scan the *standard listings*.

**But some questions cannot be answered by standard listings!**

**"Which newspaper has the better out-of-city circulation?"**

**"How does this station promote its programs?"**

**"What business paper leads in the top 25,000 plants?"**

**"What is the trend in magazines for men?"**

These are not standard questions. They require comparative answers. They demand not facts, but analyses of facts. And this is where Service-Ads in Standard Rate and in CONSUMER MARKETS come to the rescue. For this is the kind of information that 1041 publishers and station operators put into the space they took next to their SRDS listings last year; next to their market data in CONSUMER MARKETS.

In the First 8 Months of 1951 the CHICAGO DAILY NEWS is

# AGAIN FIRST

**in GROCERY ADVERTISING**  
WITH 2,520,220 LINES

This was 43.5% of all Food Advertising Appearing in Chicago Daily Newspapers

**CHICAGO DAILY NEWS**

**65,500 COPIES in 42,024 PLANTS**

**N.E.D.**  
Great Tax & Great Tariff Plan  
Change in the National Field

**W. L. B. COYNE**  
PROPERTY OWNER ADVERTISING

**Modern Romances**  
and Modern Love Stories

ADVERTISING

**PROMOTION BONUS FOR SPONSORS... FOUR EXTRA SHOTS FOR EXTRA SALES!**

**WIBG**

Your Advertising Better **BUYS MORE**

**DALLAS-FORT WORTH MARKET**

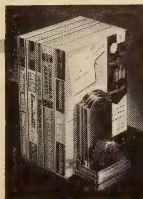
**WFAA-TV**

Service-Ads not only help busy media buyers BUY... they help them SELL!

**s r d s**

# STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function



Walter E. Bothof, Publisher

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES • LONDON

publishers of consumer magazine advertising rates and data • business publication advertising rates and data • national/regional network radio and television service • radio advertising rates and data • television advertising rates and data • newspaper advertising rates and data • transportation advertising rates and data • A.B.C. weekly newspaper advertising rates and data • consumer markets, serving the market-media selection function • CM analyst, the monthly market data interpreter



## Apple Pie Johnny

(Continued from page 28)

County youngster in grades 1 to 6 into the competition.

The only commercially sponsored affair recognized by the Cleveland school boards, this "audible impression" art contest extracted six top entries from 84 participating schools in 1951. There were 489 final entries, selected from among the work of all Cleveland school children by their art teachers.

When the winners of the art contest are selected, the results are announced to the press and the work of the winners is placed on exhibit throughout the year at Greater Cleveland and Cuyahoga County public libraries. Clark Restaurants, menus are included among these displays.

4. *Birthday Club*—Apple Pie Johnny also is the key personality in another clever Clark's promotion—Clark's Birthday Club, a feature offered exclusively over *Fairytale Theatre*.

Children are invited to join the Birthday Club via commercials on *Fairytale Theatre*. They ask for a registration card in any one of the 15 restaurants. They must be accompanied by at least one adult when they register, so Birthday Club registrations prove a real business getter.

In the two years that the Birthday Club has been under full steam, more than 19,000 youngsters have taken advantage of the offer over WGAR.

When the child's birthday comes along, he receives a letter from A. Y. Clark enclosing a free guest check for the birthday meal and some small novelty such as a balloon, pennant or Birthday Club button. When the child comes in to celebrate with a birthday meal, Clark's present a cupcake, frosted with whipped cream and topped with a birthday candle.

### Birthday Registrations Attract New Friends

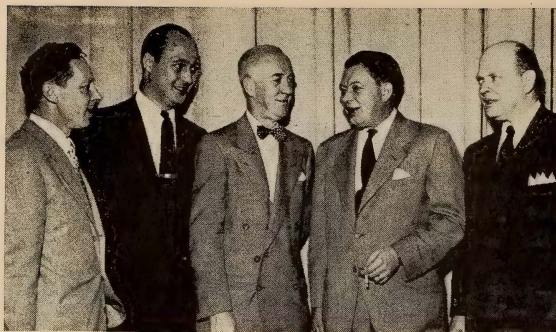
Since no child comes in alone to claim its birthday meal, extra business (an average of two-plus per party) results. Annual registration is required, so repeaters bring added business.

This promotion serves as a good check on the success of the radio program, since it is mentioned on WGAR's *Fairytale Theatre* only.

5. *Esther Mullin's Personal Appearances*—Because WGAR's Esther Mullin also conducts a Monday through Friday domestically slanted show called *Ladies Day*, 9:45-10:00 a.m., she has wide acceptance with the women's leadership groups in Cleveland. She makes an average of three public appearances a week.

6. *Group Attendance at Fairytale Theatre*—Following each broadcast of *Fairytale Theatre*, for which organized groups such as Cubs, Brownies and so forth have booked months in advance, Esther Mullin gives the children in attendance an orientation to radio broadcasting.

Esther Mullin auditions and



DISCUSSING recent changes made in the ABC West Coast executive setup are (l to r): Matt Barr, newly appointed sales manager, network's Los Angeles radio station KECA; Amos Baron, new manager of KECA; Gayle Grubb, general manager of KGO San Francisco, appointed vice president of network; Robert E. Kintner, ABC president; William Phillipson, new director, ABC Western Division.

trains all of the talent for her show and is always encouraging and scouting potential amateur performers.

More than 15,000 youngsters have taken advantage of the opportunity to watch Esther Mullin in action with her kids in WGAR studios.

Esther Mullin has well-defined ideas about what she is doing with her budding talent. She is a great believer in radio over television for amusement as well as education of youngsters. She argues that radio drama stimulates children and forces them to use their imaginations as no other medium can.

Esther Mullin's youngsters are as fresh as wind-blown corn because she is constantly adding new aspirants to her casts. As well, she is turning out a professionally trained product that she believes is superior to those brought up in a sub-intellectual, "song-and-dance" routine training element.

When *Fairytale Theatre* performers are graduated from high school, their dramatic development as far as WGAR is concerned is finished. Almost 100% have moved on to similar work at universities and colleges.

### Proteges Go On To New Heights

None of Esther Mullin's *Fairytale Theatre* proteges have hit the top but Eleanor Parker of her Cleveland Playhouse days is starring in a "Millionaire for Christy" with Fred MacMurray. One of her present proteges, however, has won a Fulbright award and is studying in Paris under the scholarship.

Esther Mullin got her dramatic background from 12 years as founder and director of Children's Theatre at the Cleveland Playhouse.

Married and the mother of two children, she has been a member of the Executive Board of the P.T.A.

Carrying an extremely virile

radio voice to the microphone, Esther Mullin narrates portions of *Fairytale Theatre* and works actively on the studio floor to draw the emotion out of her charges. Husband Harry Pollack sits in the engineer's booth and directs part of the operation.

It's no wonder that out-of-home auto listening in Clark's Restaurant parking lots is at a premium from 12:30-1 p.m. every Sunday. Weather permitting, youngsters and their parents may be seen leaving their autos to enter the restaurants when Apple Pie Johnny signs off another episode of *Fairytale Theatre*.

## AGENCIES MERGE

### Lockwood Heads New Firm

MERGE of Lockwood-Shackelford Co., Inc., Los Angeles and San Francisco, with Hixson & Jorgensen, Inc., Los Angeles, was announced last week, effective immediately. Combined firm will be known as Hixson & Jorgensen Inc.

Russell N. Lockwood, formerly president, Lockwood-Shackelford, becomes vice president of the new corporation. Mr. Shackelford retired from agency about a year ago because of ill health. Robert M. Hixson and Kai Jorgensen are other agency principals.

It is expected the merged agency in the near future will headquarter in the present Lockwood-Shackelford Bldg., 2001 Beverly Blvd., built three years ago by the 39-year-old agency. Present operations remain in Hixson & Jorgensen offices, 600 St. Paul Ave. Among L-S accounts are Kern Food Products Inc., Los Angeles.

MOTOROLA Inc., Chicago, reported sales and net income for the first nine months ending Sept. 30 were lower than for same period last year. Net profit was \$5,327,442 equal to \$6.06 per common share, contrasted with \$8,063,093 or \$9.17 per share last year.

## CANADIAN RADIO

### Freedom Restraints Hit

CANADIAN government apparent restrictions upon dissemination of news and information by radio stations were attacked again last week by Thomas J. Allard, general manager, Canadian Assn. of Broadcasters.

Mr. Allard made his attack in a five-page, single-spaced typewritten letter to Luis Franzini, president, The Inter-American Press Conference, c/o El Dia, Montevideo, Uruguay.

"We are extremely interested in published reports of the recent Inter-American Press Conference in Montevideo," wrote Mr. Allard, "and in the report of the Freedom of the Press Committee of the Inter-American Press Assn."

In reference to a committee statement, Mr. Allard commented that he could not share in the committee's conviction "that there is freedom of the press in Canada in light of the fact that grave restrictions exist upon the dissemination of news and information through the broadcast media."

Mr. Allard said that the statute law of Canada provides for:

(1) Absolute control of everything that is broadcast over the radio in Canada by whatever government may happen to exist at the time.

(2) No right to freedom of expression over radio. Every discussion, expression of opinion, suggestion and criticism over radio in Canada is permitted only under rigid rules subject to alteration or termination without consultation, without compensation and without appeal.

"Part of the cause for our concern might be removed if there were any indication that events would lead to mitigation of present circumstances," Mr. Allard said.

He added, however, that a recently-appointed commission recommended continuation of the present system. The commission, as outlined by Mr. Allard, made several recommendations imposing stringent control over non-government broadcasters.

"Substantially the same recommendations are made in regard to television, a medium in which it appears that non-government stations will not be allowed to participate," he stated.

Mr. Allard also wrote to Mr. Franzini that "I sincerely hope that you will bring this letter to the attention of your associates in the Inter-American Press Conference, and particularly to the Freedom of the Press Committee of your association."

## ALA Elects Stout

REX STOUT was elected president of Authors League of America, to succeed Oscar Hammerstein II, in a vote taken by mail during the first two weeks of November, Evelyn Burkey, assistant executive secretary, announced last week. Vice presidents will be voted on later when constitutional changes can be effected through a mail vote.





SENATOR ESTES KEFAUVER'S  
"REPORT FROM WASHINGTON"  
IS ON WLAC EVERY WEEK.



GOVERNOR GORDON BROWNING  
USES WLAC FREQUENTLY IN  
REPORTING FROM STATE CAPITOL.



NASHVILLE'S MAYOR BEN WEST  
IS GIVEN READY ACCESS TO  
WLAC MICROPHONES.



CHAMBER OF COMMERCE PRESIDENT  
W. H. HACKWORTH CRUSADES FOR  
CIVIC IMPROVEMENTS ON WLAC



WLAC'S "GARDEN GATE", 11th  
YEAR ON CBS, IS NATIONWIDE  
"BILLBOARD" FOR NASHVILLE.



ANDY WILSON, ONE OF WLAC'S  
MANY ARTISTS, PULLED 22,832  
LETTERS IN 2 WEEKS



MARY MANNING'S "INTERESTING PEOPLE"  
SHOW IS FIRST CALL FOR VISITING  
CELEBRITIES. (PHIL HARRIS)



IN THE NATION, THE STARS'  
ADDRESS IS CBS. IN  
NASHVILLE, THIS MEANS WLAC.

*Thanks Everybody!*

## ON OUR 25<sup>TH</sup> ANNIVERSARY

Thanks, everybody! Those two words express just the way we feel toward the people who have made possible WLAC's 25 happy, prosperous years of broadcasting.

Of course we mean the advertisers—there were none in 1926, nearly 200 in 1951. But, we also are thinking of the millions of plain, ordinary citizens who listen to our station—especially the 932,500 who wrote us last year.

Thanks to the Columbia Broadcasting System for giving us "radio's best" in programming, programs that brought us to the top in Hooperatings.

And, in equal measure, our appreciation goes to the government officials who used our station for keeping the public informed on matters pertaining to the general welfare . . . the schools, the churches, the charitable organizations and the U. S. Service organizations. Each has helped to spread the story of WLAC's operation "in the public interest".

And so, on this our 25th anniversary, we want to make known our feeling of gratitude by voicing that familiar, old-fashioned American expression, "Thanks, everybody!"

# WLAC

J. T. WARD, Owner

F. C. SOWELL, Manager

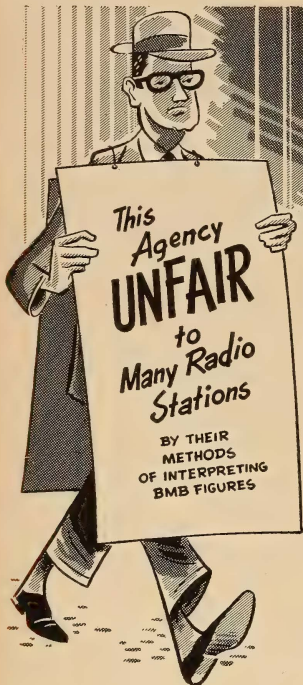
50,000 WATTS • CBS • NASHVILLE, TENN.

Represented Nationally by the Paul H. Raymer Co.



# IOWA LISTENING

Dr. Whan Finds Over 20% Rise



RADIO listening in Iowa has increased more than one-fifth since 1949 though 11.8% of radio-equipped families have bought TV sets, according to the 1951 Iowa Radio Audience Survey conducted by Dr. Forest L. Whan, U. of Wichita.

An increase in audience is shown for every quarter-hour from 5-8 p.m. despite TV, according to the survey conducted for WHO Des Moines. It is the 14th annual study of Iowa viewing.

Analyzing the evening audience, Dr. Whan found that "the average quarter-hour increase in 1951 over 1949 was 10.2% of all radio-equipped homes—or was 28.8% increase per quarter-hour over the 1949 listening audience" (see table). Comparisons with 1949 are not available for the hours after 8 p.m. because figures for these hours were not gathered in 1949.

Similarly the morning audience shows an average increase of 6.1% of all radio homes, or 22.2% figured on a basis of 1949 listeners only. This is described by Dr. Whan as "a sizable bonus for those using radio."

The morning increase ran as high as 11.6% of 1949 radio homes at 6:45 a.m. and 11.5% at 7:45 a.m. A similar rate of increase is shown for Saturday mornings, 6.4% of all radio homes or an average 21.7% increase in audience per quarter over the 1949 audience.

The Whan study shows a decrease in listening during 13 afternoon quarter-hours and a slight increase at seven others. However the average quarter-hour decrease

between 1949 and 1951 was 0.9% of radio homes, or only 2.3% decrease per quarter-hour over the 1949 audience. This afternoon decline was only a small fraction of the percentage of increase in morning and evening listening.

Radio homes in the state in 1951 comprised 98.9% of all homes, the same as in 1950, according to the Whan study. This figure compared to 91.4% in 1940. It was found that 50.3% of all radio homes have two or more radios, with 15% having three or more sets. Only about one home in five had more than one set in 1940.

## FM Ownership

As to FM ownership, the study shows the number of radio homes having FM increased from 2% in 1948 to 7.7% in 1949, 13.4% in 1950 and 15.3% in 1951. The concentration is highest among urban areas. It was found that 13.7% of all radio homes had AM-FM combination sets, with 0.8% having FM-only sets and 1.4% TV-FM combination sets. Of the TV sets, 11.6% were TV-FM combinations.

Ownership of TV sets in Iowa increased from 1.7% of radio homes in 1950 to 11.8% in 1951.

Analyzing auto sets, Dr. Whan found that 62.7% of families owning cars had them equipped with radio sets, compared to 58.1% in 1950 and 51.9% in 1949.

In Iowa barns, 14.6% of farmers owning barns have radios in them compared to 12.5% in 1949.

A study of homes with both AM and FM showed that 21.1% of such families used the FM equipment five to seven days each week; 14.7%

used it three or four days; 9.4% two days; 9.9% only one day each week; 13.2% less than once per week; 31.7% never use it.

Of those saying they liked FM better than AM at times, 64.4% cited improved reception and 35.1% program differences. The program differences included 13.4% who credited sports and 7% who simply said "better programs."

Probing the reasons for failure to use FM sets, the survey found 29% non-users said they were satisfied with AM or listened to AM as a "habit." Other reception troubles included lack of outside antenna in 14.8% of cases while 9.2% cited poor reception and nearly 20% cited tuning troubles.

Dr. Whan asked Iowans if they prefer to get news from radio or TV. He found that 60.0% like newscasts best on radio, 34.3% of TV, 5.3% haven't a choice and 0.4% don't know which. He found that 61.3% of women prefer new via radio compared to 56.8% of men who feel that way.

The respondents were asked to list other types of programs like better on radio than TV. Among programs listed, in order of preference on radio, were music, serials, dramas, popular music, sport broadcasts, complete dramas. The percentages of those preferring these programs on radio range downward from around 10%.

Replying to the general question, "Are any other types of programs better on radio than on TV, 20% answered yes, 68.2% no and 11.8% don't know.

Some agencies and advertisers have been unwittingly turning up the wrong answers through methods of interpreting B M B figures which fail to eliminate the frequently misleading popularity factor.

This organization has developed a method of using B M B figures which keeps the record straight on this important point—and is therefore uniformly fair to all types of stations, whether NBC, CBS, ABC, Mutual or Independent.

We will welcome the opportunity to demonstrate the value and soundness of this method to agencies and advertisers anywhere.



RADIO STATION REPRESENTATIVE  
22 EAST 40th STREET • NEW YORK 16, N. Y.

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

## COMPARISON OF 1949 AND 1951 AUDIENCE (Percentages of all questioned in radio-equipped homes)

EVENING*				AFTERNOON**				MORNING***			
1949	1951	1951		1949	1951	1951		1949	1951	1951	
Survey	Survey	Increase		Survey	Survey	Increase or Decrease		Survey	Survey	Increase or Decrease	
Per Cent of all listening at:				Average interviewed per quarter-hour (2,089) (2,152)				Average interviewed per quarter-hour (2,421) (2,239)			
5:00-5:15 p.m. 27.5% 35.5% 8.0%				Per Cent of all, who were listening at:				Per Cent of all, who were listening at:			
5:15-5:30 ..... 26.6 33.7 7.1				12:00-12:15 p.m. 48.4% 53.4% + 5.0%				5:00-5:15 a.m. 2.6% 3.3% + 0.7%			
5:30-5:45 ..... 27.4 34.9 7.5				12:15-12:30 ..... 50.1 53.4 + 3.3				5:15-5:30 ..... 2.5 3.1 + 0.6			
5:45-6:00 ..... 17.5 36.1 18.6				12:30-12:45 ..... 54.5 52.6 - 1.9				5:30-5:45 ..... 3.5 4.8 + 1.3			
6:00-6:15 ..... 34.2 48.8 14.6				12:45-1:00 ..... 49.1 49.0 -				5:45-6:00 ..... 3.8 5.9 + 2.1			
6:15-6:30 ..... 35.0 50.2 15.2				1:00-1:15 ..... 39.2 37.1 - 2.1				6:00-6:15 ..... 13.9 18.7 + 4.8			
6:30-6:45 ..... 42.0 53.0 11.0				1:15-1:30 ..... 39.1 36.1 - 3.0				6:15-6:30 ..... 13.3 19.0 + 5.7			
6:45-7:00 ..... 38.0 51.2 12.2				1:30-1:45 ..... 39.1 34.8 - 4.3				6:30-6:45 ..... 16.1 25.8 + 9.7			
7:00-7:15 ..... 44.2 56.0 11.8				1:45-2:00 ..... 38.6 34.6 - 4.0				6:45-7:00 ..... 15.7 27.3 + 11.6			
7:15-7:30 ..... 45.3 54.4 9.1				2:00-2:15 ..... 31.9 30.4 - 1.5				7:00-7:15 ..... 34.2 45.5 + 11.3			
7:30-7:45 ..... 49.0 51.8 2.8				2:15-2:30 ..... 31.9 30.2 - 1.7				7:15-7:30 ..... 34.5 44.1 + 9.6			
7:45-8:00 ..... 45.1 51.2 6.1				2:30-2:45 ..... 31.6 31.8 + 0.2				7:30-7:45 ..... 37.5 47.9 + 10.4			
8:00-8:15 ..... 60.4 -				2:45-3:00 ..... 31.7 31.8 - 0.1				7:45-8:00 ..... 35.0 46.5 + 11.5			
8:15-8:30 ..... 59.5 -				3:00-3:15 ..... 31.2 29.3 - 1.9				8:00-8:15 ..... 37.8 46.9 + 9.1			
8:30-8:45 ..... 58.4 -				3:15-3:30 ..... 30.3 28.7 - 1.6				8:15-8:30 ..... 36.8 44.6 + 7.8			
8:45-9:00 ..... 56.6 -				3:30-3:45 ..... 30.3 28.1 - 2.2				8:30-8:45 ..... 35.8 43.9 + 8.1			
9:00-9:15 ..... 67.0 -				3:45-4:00 ..... 30.6 28.3 - 2.3				8:45-9:00 ..... 35.4 43.8 + 8.4			
9:15-9:30 ..... 67.0 -				4:00-4:15 ..... 29.2 29.7 + 0.5				9:00-9:15 ..... 33.0 41.9 + 8.9			
9:30-9:45 ..... 66.7 -				4:15-4:30 ..... 29.1 29.1 -				9:15-9:30 ..... 32.9 41.7 + 8.8			
9:45-10:00 ..... 67.2 -				4:30-4:45 ..... 29.2 29.5 + 0.3				9:30-9:45 ..... 33.2 40.9 + 7.7			
Average Quarter-Hour Increase, Per Cent of All ..... +10.2%				4:45-5:00 ..... 29.6 29.7 + 0.1				9:45-10:00 ..... 33.1 41.0 + 7.9			
Average Quarter-Hour Increase, Per Cent of 1949 Audience ..... +28.8%				Average Quarter-Hour Decrease, Per Cent of All ..... -0.9%				10:00-10:15 ..... 34.8 37.7 + 2.9			
				Average Quarter-Hour Decrease, Per Cent of 1949 Audience ..... -2.3%				10:15-10:30 ..... 34.8 37.0 + 2.2			
								10:30-10:45 ..... 34.3 36.0 + 1.7			
								10:45-11:00 ..... 34.4 35.8 + 1.4			
								11:00-11:15 ..... 35.7 38.0 + 2.3			
								11:15-11:30 ..... 34.9 39.1 + 4.2			
								11:30-11:45 ..... 34.9 38.8 + 3.9			
								11:45-Noon ..... 35.0 40.6 + 5.6			

\* Table is based on adult listening only. Figures not gathered for hours from 8 to 10 in 1949.

\*\* Table is based on adult listening only.

\*\*\* Figures are for adults only.

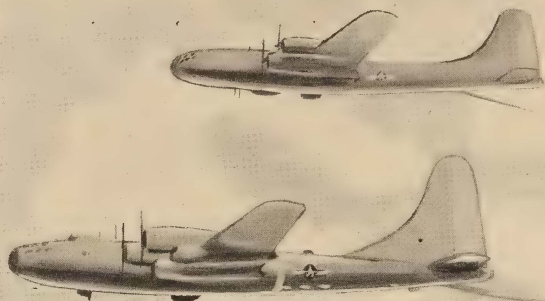


# YOU MIGHT FLY NON-STOP AROUND THE WORLD\*—

## BUT...

## YOU NEED

## THE FETZER STATIONS TO REALLY BOMBARD WESTERN MICHIGAN!



WKZO-WJEF and WKZO-TV are the best radio and television buys in Western Michigan, *and here's the proof!*

WKZO, Kalamazoo, and WJEF, Grand Rapids, have been consistent leaders in their home cities for years. They deliver about 57% more listeners, at 20% less cost, than the next-best two-station choice in Kalamazoo and Grand Rapids. BMB Report No. 2 credits WKZO-WJEF with big increases since 1946 in unduplicated rural audiences, too—up 52.9% at night, 46.7% in the daytime! In the Grand Rapids area, *alone*, WKZO-WJEF have an unduplicated coverage,

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

night and day, of more than 60,000 families.

WKZO-TV is the official Basic CBS Outlet for Kalamazoo and Grand Rapids. A new 24-county Videodex Diary study made by Jay and Graham Research Corporation proves that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana television homes than television Station "B". The WKZO-TV market is BIG—five cities, with an effective buying income of more than two billion dollars!

Get the whole Fetzer story today. Write direct or ask your Avery-Knodel representative.

### WJEF

*top 4* IN GRAND RAPIDS  
AND KENT COUNTY

(CBS)

### WKZO-TV

*top 4* IN WESTERN MICHIGAN  
AND NORTHERN INDIANA

### WKZO

*top 4* IN KALAMAZOO  
AND GREATER  
WESTERN MICHIGAN

(CBS)

ALL THREE OWNED AND OPERATED BY

## FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



## Research 'Battle'

(Continued from page 27)

said double-checking had indicated this is not true).

Mr. Sindlinger, who operated Radox in Philadelphia for two years and has now redesigned the system and plans to offer it to Philadelphia stations for ownership by them and himself, said that two years ago he reached the conclusion "that the 'rating concept' and the use of 'ratings' needed checking much more than which rating service produced the most accurate results." Work in subscription TV for Paramount Pictures during the past year has reinforced that conviction, he added.

### Suggest Imitation

High ratings indicate popularity and therefore suggest imitation—"more of the same," he declared, asking: "Does progress stem from imitation? Do new ideas? Has radio grown in rating because of imitations?"

He continued:

"If we polled all of the people in this room right now who read Walter Winchell's column today, he would probably get a popularity rating figure of from 5 to 10%. Do any of you consider that 5 or 10 rating indicates the true circulation of Winchell's column among those in this room? Yet you evaluate his radio program by quoting his 'rating,' don't you? How many of you . . . buy a newspaper or

magazine campaign based on its Starch rating?"

"Then is it common sense for radio and television to be evaluated on the basis of their 'ratings' which reveal only the competitive standing of one program against another, while they completely obscure the truly important point—the circulation achieved through the power of radio and television? In advertising you are after circulation, aren't you?"

Mr. Sindlinger cited a Radox study to show that of three programs which had ratings of 20, 10, and 5, respectively, the one with 20 reached a cumulative circulation of 600,000 in a 13-week period, while the one with 10—half as high as the first program, in rating—reached a cumulative audience of 500,000 in the same period and the one with only a 5 rating reached 300,000 in those 13 weeks.

"It is true," he said, "that Mr. 'C' did not reach as many people as Mr. 'A', nor did he hit them as often with his sales message. But he would have to have a very bad product, and terrible commercials, not to feel a sales effect with 36% circulation [360,000 out of 1,000,000 TV homes]. Could it be that this is why some low rating programs sell merchandise?" He continued:

"Looking at it from the human aspect, on the popularity basis, Mr. 'C' with his 5 is one-quarter as good as Mr. 'A' with 20. But on his circulation basis, Mr. 'C' is more than one-half as good with

## FREE SPEECH VICTORY IN IOWA

KRNT Wins Sportscasting Fight

KRNT Des Moines rejoiced last week after leading other Iowa stations and newspapers in a victorious fight against a broadcaster's right to speak freely.

Al Couppee, KRNT sports director, had been barred from future broadcasting of Iowa State High School Basketball Tournament broadcasts for his criticism of officiating and crowd booing at a tournament last spring.

There reportedly had been an agreement—now superseded—signed by all broadcasters committing them to air only "factual

accounts" of association-sponsored events.

The association last May charged that KRNT's broadcast of the state high school basketball tournament included criticism of officials and association policies in violation of this agreement.

As a result, Mr. Couppee was barred from participating in a WOI-TV telecast of the state high school track meet at Ames.

According to Joe G. Hudgens, KRNT promotion manager, WOI-TV had invited Mr. Couppee to participate but withdrew the invitation after the association threatened denial of telecast rights.

Robert Dillon, KRNT general manager, got busy. He alerted the press as to what the association's action represented and got a letter out to all Iowa station managers.

The result was the naming of William B. Quarton, general manager of WMT Cedar Rapids, as acting chairman of a hurriedly-called meeting of broadcasters. At the meeting an Assn. of Iowa Broadcasters was formally set up.

A committee was formed to arrange for a revision of regulations on sportscasting of high school athletic events. The committee was composed of Edward Breen, president and general manager of KVFD Fort Dodge; H. B. Hook, manager and commercial manager, KGLD Mason City, and Douglas B. Grant, program manager, WMT.

As a result of pressure from both newspapers and radio stations, a satisfactory agreement has been worked out, one which the broadcasters' association readily ratified.

The bar against Mr. Couppee was lifted and the new agreement does not limit to "factual accounts" the broadcaster's description.

In addition, there is a provision in the new agreement to set up within the broadcasters' group a committee to which complaints may be registered against any broadcast.

## OPPOSE SECURITY ORDER

Mo. AP Group Names Two

RESOLUTION requesting President Truman to withdraw his order on censorship to federal agencies was adopted at annual meeting of Missouri Assn. of Associated Press Broadcasters in Jefferson City Nov. 11. Group also voted to conduct a contest among members during coming year, awarding monthly \$10 prize to radio news correspondent for best coverage to AP.

State Chairman Jim Monroe, news director of KCMO Kansas City, and Vice Chairman Sam Burk, manager KIRK Kirksville, were re-elected at the meeting attended by representatives of 16 member stations of AP.

his lousy little 5 as big Mr. 'A' with his 20—because 360,000 is more than half as many as 600,000.

"It is our carefully considered opinion that the present 'rating concept,' which shows only the popularity standing of individual programs, and the use of the popularity 'rating' in the 'buying' and 'selling' of broadcasting are completely distorting the power of broadcasting—the way it really works."

Mr. Sindlinger said he did not recommend that ratings should be discarded, but rather that broadcasting cease to evaluate itself on ratings and use ratings "solely for the building of programs."

Under questioning from the floor, the three panel members listed costs for their respective services as follows:

### Service Costs

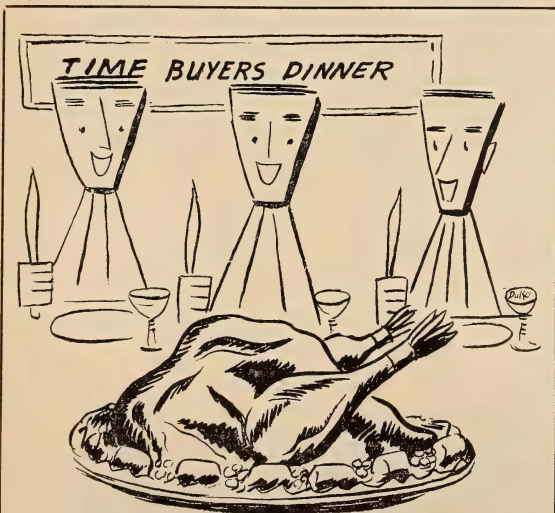
Pulse TV—about \$200 a month for stations; \$25 for advertisers.

ARB—about \$215 a month for stations; \$65 a month for agencies on a one-month basis, or \$55 a month on 12-month basis.

Radox—to be offered to Philadelphia stations at rates equivalent to one hour of prime TV time per month for 12 months, to set up the service and get it into operation. (No charge set up for advertisers and agencies on the theory that it is a station's duty to keep them informed of its circulation.)

As redesigned, Mr. Sindlinger said, Radox can "produce basic cumulative circulation reports without the use of present costly, time consuming tabulation methods." He said "we propose a new simplified and understandable daily report showing one basic cumulative circulation figure for a station by 15-minute time periods," with reports to be delivered "within hours, not weeks."

Presiding over the meeting was Franklin Roberts of Will Roberts Adv., Philadelphia, vice president of the TAP. WCAU Philadelphia Vice President Robert Pryor introduced Mr. Jordan. The meeting was held at Philadelphia's Poor Richard Club.



. . . . and thanks for

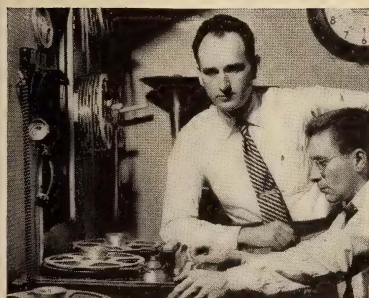
ABC

**WREN**  
TOPEKA

5000  
WATTS

Weed and Company, National Representatives





**"THE NATION'S NIGHTMARE,"** CBS series on criminal empires in America, attracted such wide acclaim that several broadcasts in the series were re-run. Irving Gitlin (above) produced the series from tape recordings made in gambling houses and numbers stations, aboard ships and in private homes all over the country.



**SMOOTHLY-PACED PROGRAMS** are guaranteed, production problems simplified with "Scotch" Sound Recording Tape. Changes can be made and dubbed in without re-assembling the entire cast; shows can be recorded a portion at a time; fluffs and miscues can be edited out; programs can be timed exactly.

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Minn. Mining & Mfg. of Canada, Ltd., London, Canada.

## RADIO CRIME FIGHTERS TAKE TO TAPE!

Prove their case with dramatic on-the-spot recordings

Radio has a new, vivid way of awakening the American public to the dangers of organized crime. Thanks to the wonders of tape recording, listeners hear the actual voices of criminals and victims, police and witnesses as they tell their stories in their own words.

"Scotch" Sound Recording Tape is ideal for any kind of documentary program. Tape goes everywhere, hears everything, reproduces it with matchless fidelity. Recordings can be transferred from tape to tape without loss of

quality; the same tape can be used countless times (each recording automatically erases the preceding one). Editing is easy, too. Unwanted portions are merely scissored out and the remainder spliced with "Scotch" Splicing Tape.

Want help with your recording problems or tips on production savings you can make with tape? Address Dept. BT-111, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a Sound Engineer call on you immediately.

**"SCOTCH" Sound Recording Tape gives you these EXTRA construction features...**

- **REEL TO REEL UNIFORMITY**—controlled coating assures consistent output.
- **THINNER CONSTRUCTION**—resists temperature and humidity changes.
- **NO CURLING OR CUPPING**—tape lies flat on recording head unaffected by humidity.
- **UNIFORM TAPE SURFACE**—no "drop-outs" on recordings due to surface irregularities.
- **LONGER TAPE LIFE**—special lubricating process reduces friction.
- **GREATER SENSITIVITY**—more output on your present machine setting.



**IMPORTANT:** There's more than one brand of sound recording tape. Insist on the "SCOTCH" brand, the lubricated tape that gives matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major radio networks and for master recording by leading record companies.



# front office



**PAUL B. SALINER** appointed general manager WLIO East Liverpool, Ohio. Mr. Saliner assumes controlling stock in corporation. He has served as producer-director, writer, actor and announcer at several Chicago stations, in addition to being active in advertising field.



Mr. Saliner

**CHARLES H. HELLIWELL**, radio TV director Mathison & Assoc., Milwaukee, to sales staff MBS Central Div.

**DON HINE**, production director KNXT (TV) Los Angeles, named production administrator. In new post Mr. Hine heads up all production facilities of station as well as being responsible for purchasing of film.

**EDWARD W. PARO** to ABC Chicago, as network radio salesman. He was with KMOX St. Louis and Texas State Radio Network.

**JORY NODLAND**, sales manager of WNMP Evanston, Ill., to sales staff WMAQ Chicago.

**TOM HAWLEY**, account executive in New York office, CBS Radio Spot Sales, appointed account executive on network sales staff of CBS Radio, effective immediately.

**EDWIN J. KASPAR**, radio sales division NBC Chicago, to sales staff WOR-TV New York, as account executive. Mr. Kaspar will be headquartered in station's Chicago office.

**ROBERT RUDOLPH**, assistant research director Associated Merchandising Corp., N. Y., to sales staff of John H. Perry Assoc., national radio and newspaper advertising representatives, same city.

**HAROLD E. SHEFFERS** named general manager WUST Washington, D. C.-Bethesda, Md. He was with WOL Washington from 1933 to 1942, served in the Navy during last war and became sales manager WTTG (TV) Washington.

**HIL F. BEST** appointed exclusive national representative by WUST Washington, D. C.-Bethesda, Md.

**NEALE V. BAKKE**, local sales manager WTMJ-AM-TV Milwaukee, appointed sales manager. He will supervise national as well as local sales.

**JACK BAKER**, George D. Close Inc., S. F., to Branham Co., S. F., advertising representative firm, to handle radio and television advertising.

**GILBERT LIDDLE**, partner CKCR Kitchener, named president and general manager, succeeding the late **CLYDE MITCHELL**. **JIM MITCHELL**, a son, named commercial manager.

**SHIRL EVANS** program manager WXLW Indianapolis, transfers to sales staff.

**HARRY MINKOFF** named to sales staff WKBS Oyster Bay, N. Y., as account executive.

**HUGH B. DUNBAR**, commercial manager WKIC Hazard, Ky., appointed to sales department WHAS Louisville, Ky.

**JOSEPH SERGIO**, chief accountant WISN Milwaukee, appointed business manager.

**ALFRED E. BURK** appointed to sales staff WBAL Baltimore. He was with WITH Baltimore and General Electric Supply Corp. of Baltimore and Wilmington.

**Mrs. RITA BURLESON**, to sales staff WAYS Charlotte, N. C. She was with advertising department *The Charlotte News*.

**ANN EVANS**, WBNS Columbus, Ohio, to WRC and WNBW (TV) Washington, as advertising assistant.



Mr. Bakke

## THEY'RE GOING STEADY . . .



Seventy percent of WLAV clients go steady. Many of them have long since forgotten the date of the original signing: most of them are on a "till forbid" basis. WLAV has a lower percentage of

turnover in advertisers than any Grand Rapids station. If you judge a radio station by the local clients it woos and wins—and holds—then join the happy throng. Based on results alone, you'll be a "steady" from this day forward.

### 11 YEARS

Boston Store  
Mich. Gas Co  
Holsum Bread

### 10 YEARS

Bennett Fuel  
Burkholder Chevrolet  
Fox Jewelers  
Herrud Packing  
Wurzburg

### 9 YEARS

Economy Shoes  
Fox Brewing Co  
Sears Roebuck

### 8 YEARS

Texas Company  
Central Reformed Church  
Children's Bible Hour  
General Mills  
Goebel Brewing  
Hickox Oil Company

### 6 YEARS

Baxter Laundry  
Chase & Sanborn  
Cody Cafeteria  
Elston Storage  
Frost Pack

Jergens  
Philco  
Swift & Co

### 5 YEARS

A C Spark Plugs

### 4 YEARS

J & J Music Co

### 3 YEARS

Atlas Brewing  
Galewood Outfitting  
Griffith Shoe Polish  
Lever Brothers  
P. Lorillard  
Republic Distributing

# WLAV

GRAND RAPIDS, MICHIGAN

Make your date with  
**JOHN E. PEARSON**  
AM-FM • ABC for  
Michigan's Second Market

## Personals . . .

**FRANK STANTON**, president CBS, presented scroll by Joint Defense Appeal "For his earnest devotion and outstanding endeavor in furthering a better understanding of our democratic heritage and his exemplary public service in constantly providing a forum on the great CBS Network for the expression of the American ideal." . . . **AL VAUGHAN**, account executive KOIN Portland Ore., elected president of Portland Kiwanis Club.


**BILL STEWART**, sales department KFKA Greeley, Colo., appointed state chairman for local Voice of Democracy Contest. . . . **STANLEY SPERO**, salesman KFAC Los Angeles, named chairman of Southern California Broadcasters Assn. radio sales promotion committee. He replaces **KEVIN SWEENEY**, sales manager KHJ-TV Los Angeles, now with BAB [B•T, Oct. 29]. . . . **EDWARD LAMB**, publisher of *Erie Dispatch* and owner of WICU (TV) Erie, Pa., WTOD and WTRT (FM) Toledo, and WTVN (TV) Columbus, Ohio, presented scroll by interfaith group for his "magnificent religious contribution."

**HUGH B. TERRY**, vice president and general manager KLZ Denver, appointed member of state advisory program committee of Colorado Assn. of Soil Conservation. . . . **NOLEN FRICKS**, WNOX Knoxville, Tenn., appointed account executive WMBM Miami Beach, Fla. . . . **W. J. WILLIS**, commercial department WKY-TV Oklahoma City, elected vice president of Oklahoma City Advertising Club. He was also elected to honorary membership in Alpha Delta Sigma, national honorary advertising fraternity.

**NORM BAILEY**, assistant manager WKBR Manchester N. H., father of boy, John Thomas. . . . **JOHN B. BROWNING**, manager WSPB Sarasota, Fla., elected to board of directors of local Chamber of Commerce. . . . **RALPH ZUENGES**, sales staff WTAX Springfield, Ill., and Gertrude Keys, to be married Nov. 17.

**GEORGE CRANSTON**, manager WBAP-AM-TV Fort Worth, has returned to his duties after two and one-half month tour of Europe with Mrs. Cranston.



An aerial photograph of the WBZ tower and its base building. The tower is a tall, lattice-structured antenna tower rising from a large, rectangular building. The surrounding area includes parking lots, roads, and some vegetation. The tower is the central focus of the image, extending from the bottom towards the top of the frame.

## FOR "NEW ENGLAND WEATHER"

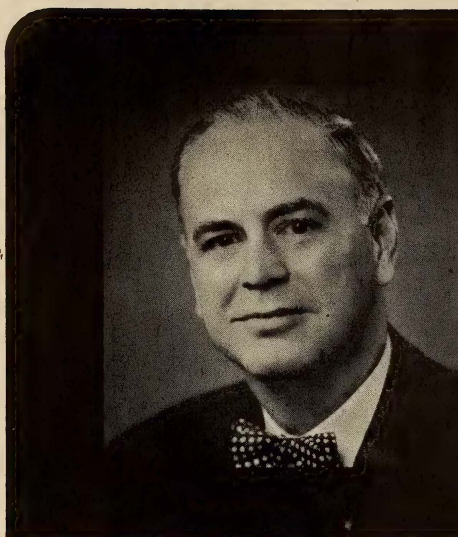
### WBZ SPECIFIED A BLAW-KNOX HOT DIP GALVANIZED TOWER

Thousands of listeners and lookers in the heavily populated area surrounding Boston have noted a distinct improvement in FM and TV reception. There's no mystery about it...you're looking at a photo of the reason. It's a highly efficient Blaw-Knox Tower, rising 649 ft. above WBZ's new Radio and Television Center, located in the neighborhood of Harvard's famous stadium.

**BLAW-KNOX DIVISION**  
OF BLAW-KNOX COMPANY  
2038 Farmers Bank Building  
Pittsburgh 22, Pa.

# BLAW-KNOX *Antenna* TOWERS

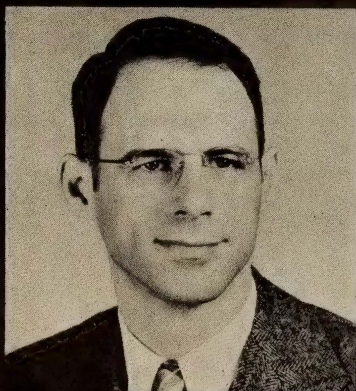




**"10 Mentions on AP Newscasts  
Brought over 8,000 requests."**

**W. V. Hutt,  
General Manager,  
KLRA, Little Rock, Ark.**

**8,000 inquiries!....100 bank accounts!....**



**"Sponsors Wait in Line for AP Newscasts."**

**Robert L. Williams,  
Station Manager,  
WCTC, New Brunswick, N. J.**

Hundreds of the country's finest stations announce with pride **"THIS STATION IS A**



Says General Manager Hutt: "Our Associated Press news programs sell so easily and are so easily renewable that we wish we had more to offer. One news sponsor is now completing his 14th straight year. As to pulling power — once, during our AP newscasts we offered a free map of Korea. Ten mentions over a four-day period brought more than 8,000 requests."

## Both with AP NEWS

"Associated Press news," says Station Manager Williams, "is the foundation of our operation. This is shown by listener surveys and by the fact that sponsors are waiting in line for our key 15-minute AP newscasts."

And from Martin N. Wyckoff, Secretary-Treasurer of the New Brunswick Savings Institution: "In pulling power and prestige, AP news pays its way for us. We announced the opening of Christmas Club accounts with one line following AP newscasts. THAT VERY DAY 100 accounts were opened."

**MEMBER OF THE ASSOCIATED PRESS."**

### **Associated Press . . .**

constantly on the job with

- a news report of 1,000,000 words every 24 hours!
- leased news wires of 350,000 miles in the U.S. alone!
- exclusive state-by-state news circuits!
- 100 news bureaus in the U.S.!
- offices throughout the world!
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily!

RESULTS count! RESULTS are the payoff — RESULTS, whether in 8,000 inquiries or 100 new bank accounts. Associated Press news is a prime payoff for station and sponsor alike.

Speedy, accurate news coverage builds big audiences . . . listening audiences . . . audiences tuned to the news . . . and to the sponsor's message.

Let Associated Press news help you write your own success story. For information on how you can profit . . . WRITE

**RADIO DIVISION  
THE ASSOCIATED PRESS**

50 Rockefeller Plaza, New York 20, N. Y.





## duPont Scholarships

IN THE HISTORY-drenched atmosphere of Washington & Lee U. at Lexington, Va., last week there occurred an event that makes history for radio. Administration of the duPont Awards for outstanding performance in radio and television was transferred to the university with an enlargement of scope and function to provide for scholarships in communications at any accredited university.

It was at W. & L. that journalism instruction at the college level was cradled in 1869 during the presidency of Gen. Robert E. Lee. Now "audible" and "visual" journalism, as exemplified by radio and television, are recognized at W. & L. for scholarship awards.

Under the original duPont charter, founded in 1942, plaques and \$1,000 awards have been made to large and small stations (whether radio or TV) and to a national commentator. The new procedure provides that the recipient may allocate the prize money to establish, in its name, a scholarship at any university for study communications.

The first such selection already has been made—by WFIL-TV Philadelphia. It was the winner, last year, of a television award.

Several speakers in Lexington last Monday commented on the need for the building of a reservoir of executive and administrative personnel for the expanding broadcasting arts. The scholarships are a stride in the direction of establishing these pursuits at the professional, rather than the "industry" level. (Who ever heard of the press industry?)

We congratulate Mrs. Alfred I. duPont, who established these awards in memory of her revered husband, for her foresight and wisdom in recognizing the merits of broadcasting as a public service. And we commend also the selection of Washington & Lee as the administering institution.

## NCAA's Fumble

THE National Collegiate Athletic Assn. is beginning to win, hands down, the unpopularity contest it entered when it decided to place absurd restrictions on the telecasting of football games.

On Nov. 10 it relaxed its rules, in deference to public demand, and let the Notre Dame-Michigan State game be telecast in Detroit and Washington, two cities which were scheduled to be blacked out of the coverage according to the original NCAA plan.

We don't think this will be the last instance in which public opposition to artificial bans against radio and TV will embarrass the NCAA. Judging by the growing dissension among NCAA members over this question, we predict that the association will be unable next year to exert the iron power over schedules that it has exerted in the current season.

College football already is suspect for its financial motives because of scandals that occurred earlier this year, and the continued imposition of barriers against telecasts for the purpose of protecting gate receipts, will do nothing to mitigate this suspicion.

We cannot help believing that the situation will resolve itself, without legal action, and that the NCAA will give football back to its college members—and back to the public—next year.

## Quick Buck, Slow Death

THERE IS a hard lesson to be learned from the plight of several hundred radio stations that are creditors of the bankrupt Hadacol outfit. The lesson is that the quick buck is not always the sound way to quick profits and indeed can work a bigger long-term loss than short-term gain.

Some of the creditors of Hadacol dealt with the exuberant Dudley J. LeBlanc at price levels far below those quoted on their rate cards. The theory was that they would get a tremendous volume of business by making drastic concessions in the unit price of their time. Well, they got the volume all right, and the business too after the medicine firm went bankrupt.

This thing does not stop at Hadacol. We've had complaints recently from stations that had not been paid for time they sold to a certain advertising agency pushing a mail-order nursery campaign. None of these stations thought it inconsistent that they had agreed in the first instance to carry the advertising at rates that were under their rate cards.

All this adds up to the fact that no business can consider itself really respectable if it makes one price to one customer and another to someone else. Multiple pricing is the mark of the junk dealer. It has no place in radio.

## Health of Competition

THE AXIOM "competition is healthy," preached from the beginning of business, but observed mostly in the breach, is beginning to pay off. And for radio too.

Television was the ogre thrust upon advertising media that threatened to destroy the competition maxim. And it has cut a swath quite unequalled by any other media in our times, other than possibly that of radio itself.

What has happened since the "Television Revolution" began six years ago? Network television business, to be sure, for the first time has surpassed network radio business. Major TV networks are sold out. Many of the TV stations, notably those in one or two-station markets, are S.R.O.

But practically every other advertising medium is doing better than ever. For example, eight of the first ten evening newspapers with the biggest advertising lineage gains this year are in TV markets. Magazines are claiming new lineage records, even with fourth and fifth rounds of rate increases (since V-J Day).

And radio? Almost everywhere, local business is 'way up. National spot average is up, although there are soft areas here and there. And network is improving.

The important thing is that TV has stimulated new thinking, new sales efforts and new programming formats. Mutual gets a shot-in-the-arm with its new MGM talent tie-up, which has a vast potential. The affiliates of the newest of the networks—Liberty—sing its praises. The old-line networks are realigning scope and function.

Out of these changes in pressures and temperatures should emerge a sound economic basis. Radio needs only to quit its intramural bickering and set its sights for selling new business. And, as Dr. R. A. Kemper, of Louisville U. said the other day, broadcasters should quit "doing your damndest to beat yourselves to death with a blunt instrument of your devising—'program rating' as a circulation criterion."

Withal, we hereby predict that, when the books are balanced, radio business in 1951 will surpass that of the preceding year, or any other year in radio history.



our respects to:



ROBERT DEWITT CLINTON MEEKER

**I**F YOU just try to do an efficient job of what you start with, things sooner or later catch fire," Robert D. C. Meeker contends. The effectiveness of his argument is indicated by the blazing business Mr. Meeker's station representative firm has done under his management since 1946.

After having more than tripled the number of clients he started with, Mr. Meeker last April packed his files and collected his staff to move into quarters three times as large as the former office.

Four-alarm success in his field as a whole is indicated by another office Mr. Meeker tenants, that of president of the National Assn. of Radio and TV Station Representatives. Elected vice president in 1949, he was voted into the top office for 1951, but at first refused the position. Voters made it unanimous, however, thereby drafting their man.

The young executive's career started Jan. 25, 1911, in Aurora, Ill., where his parents, Mr. and Mrs. John A. Meeker, lived. "Like many other people in radio, Mr. Meeker has a background of varied experience and training. His took a military twist that was culminated by service as a captain in the Marine Corps during World War II.

After grammar school in the Midwest, young Bob Meeker was sent to school for one year at the Principia Academy in St. Louis for his first pre-military training. His next stop in preparing for college was at the Gunnery School in Washington, Conn., which—in spite of its name—gave him more academic than military instruction. He remained near the military scene, so to speak, when he transferred to the Morristown School in New Jersey, located near the site of some historic fighting during the Revolution.

His father, an engineer, wanted the young man to study at Yale, but, being a southerner and well aware of the South's representation at Princeton, found the latter school acceptable—at his son's insistence.

Bob Meeker thus demonstrated his perseverance at winning a point early in his career. He studied engineering—with the Class of '32, and then went on to Worcester Polytechnic Institute for further work in mechanical engineering.

From engineering to advertising was a fast and immediate step, however, for Mr. Meeker took his first job with McKesson-Robbins for a year of sales and special promotions in the southland his family had originally come from. He soon moved back North, however, to take

(Continued on page 59)



Join us for  
the weekend  
in  
Northern  
Ohio

INVITATION TO SOME WONDERFUL WEEKENDS

Meet the largest radio audience in Northern Ohio.  
It's reached over WGAR, Cleveland . . . and winter  
weekend time offers wonderful opportunities.

Yes, almost everybody's home on weekends . . .  
especially during the "indoors" months ahead.

And this part of our audience includes Cuyahoga  
County's 629,000 gainfully employed (their families, too)  
. . . with greater spending power than ever before.

Put your advertising dollars to work overtime.  
Reach this greatest of all potential audiences . . .  
the "weekenders" who spend more than the usual  
number of hours with their families, talking  
about things they need to buy.

WGAR offers the largest audience of any Cleveland  
station every day of the week . . . with a special plus  
for those who join us over the weekend!

*Jack Benny*

*Gene Autry*

*Hopalong Cassidy*

*Eve Arden*

*Amos & Andy*

*Marie Wilson*

*Vaughn Monroe*

*Arthur Godfrey*

*Edgar Bergen*

*in Northern Ohio..*



**WGAR**

the SPOT for SPOT RADIO

RADIO . . . AMERICA'S GREATEST  
ADVERTISING MEDIUM



WGAR Cleveland • 50,000 WATTS • CBS  
EASTERN OFFICE: 665 FIFTH AVE., NEW YORK CITY



Represented Nationally by  
Edward Petry & Company



# 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

## air-casters



**HAL HOUGH**, program director  
WJBK-AM-FM-TV Detroit, to  
WJZ-TV New York,  
as program director,  
effective today  
(Monday) [CLOSED  
CIRCUIT, Nov. 5].



**EARL STOGNER**, announcer  
WDVA Danville,

Va., appointed promotion director. He  
succeeds **BILL SANDERFUR**, who has  
been appointed to sales staff. **ROGER  
LEA** to WDVA, as announcer and hill-  
billy disc jockey. **KEN PARKER**  
named staff announcer.

**BILL PLATT**, writer - newscaster  
KDSH Boise, Ida., father of daughter,  
Laura Kathleen, Nov. 2.

**ED RODGERS**, WHBF-TV Rock Is-  
land, to WCPO-TV Cincinnati, as an-  
nouncer-director.

**FRANK CALLENDER**, assistant stage  
manager KLAG-TV Los Angeles,  
named producer-director. New duties  
include production and direction of  
*Phantom Ranger* and *Mike Roy's  
Kitchen*.

**LEE SHIRLEY**, farm homemaking  
specialist, to WGAR Cleveland, *Town  
and Country Show*.

**JACK ROWZIE**, announcer WINX  
Washington, to announcing staff  
WWDC-AM-FM Washington.

**W. L. (Bill) WILLIS Jr.**, assistant  
manager Norfolk division WRVA  
Richmond, Va., to announcing-production  
department in Richmond.

**JESSE LEONARD**, announcing staff  
KEX Portland, Ore., named production  
director.

**DICK MCCULLOUGH**, **JOHN FREW**  
and **JIM MARTIN** named to music  
and announcing staffs WRFC Athens,  
Ga.

**BARBARA JONES**, secretary to **NED  
HULLINGER**, station relations man-  
ager ABC Western Div., to KWRW  
Reno, Nev. **ROSALIND PHILLIPS**  
succeeds Miss Jones at ABC.

**BRADLEY D. STEIGER**, musical di-  
rector WYRA Kenmore, N. Y., and  
program director WYRC (FM), re-  
called to active duty with Marine  
Corps. He will serve as radio cor-  
respondent for Marine Fighter Squad-  
ron 441 stationed at Naval Air Sta-  
tion at Niagara Falls, N. Y.

**MARTIN BUSCH**, actor, stage man-  
ager and member of New York City  
Center staff, to WPIX (TV) New  
York, as assistant director — with  
**FREDDIE BARTHOLOMEW** — of  
*Swift's Movie Time*.

**KIETH MATHER**, film director WKY-  
TV Oklahoma City, appointed assist-  
ant program manager. He will still  
maintain general supervision of film  
department.

**PEG FORBES**, press-promotion de-  
partment WRC and WNBW (TV)

Washington, resigns to go into TV  
acting in San Francisco.

**BOB CAWLEY**, announcer-director  
KPHO-TV Phoenix, to KOTV (TV)  
Tulsa, as music director.

**JACK CLARK**, announcer, and **BAR-  
BARA McKNIGHT**, program depart-  
ment KCBS San Francisco, married  
Nov. 10.

**BILL WILCOX**, promotion writer  
KCBS San Francisco, father of daugh-  
ter, Kathleen Gloria.

**ALLAN COPELAND**, of "Modernaires"  
singing group on CBS Radio Club 15,  
father of boy, Michael, Nov. 7.

**WILLIAM CORRIGAN**, producer  
WRC Washington, and Harriet Bell,  
married.

**HARRY BABBITT**, singer emcee  
KTLA (TV) Hollywood, awarded cita-  
tion for "outstanding Americanism"  
by Lt. Kenneth Bell Post, VFW.

**JOHN ZEIGLER**, producer WNBK  
(TV) Cleveland, father of daughter,  
Susannah, Nov. 2.

**Mrs. MARGARET (Peg) WHITE**,  
news-writer, to ABC Hollywood, as  
staff writer.

## News . . .

**JOE MACKEY**, staff writer New York  
*World-Telegram & Sun*, to publicity  
department of ABC.

**HARLEY BRANCH** named night news  
editor WRFC Athens, Ga.

**RICK WEAVER**, WXGI Richmond,  
Va., named sports director WCEN  
Mt. Pleasant, Mich.

**CHET HUNTLEY** and **HANK WEA-  
VER**, newscaster ABC, named top per-  
formers in newscasting field in Cali-  
fornia by *Fortnight Magazine*.

**WALTER (Sandy) MILLER**, news  
staff KSTP-AM-TV Minneapolis,  
named news editor.

**STANLEY J. SCHILL** appointed to  
news staff WHAS-TV Louisville.

**BOB SMITH**, farm editor WGAR  
Cleveland, father of boy Erick.

**REX GOAD**, Trans Radio, appointed  
news desk supervisor WRC Washing-  
ton. **BILL KLOEPFER**, reporter  
Washington *Times-Herald*, to news  
staff WRC. **RUSSELL TORNBABENE**,  
graduate Indiana U., named to news  
staff.

**RUSS VAN DYKE**, newscaster KRNT  
Des Moines, appointed news director.

**LEON DECKER**, news editor KCMO  
Kansas City, named regional director  
of information, Office of Price Stabili-  
zation.

**CHARLES CRAIG**, announcer WDVA  
Danville, Va., appointed news editor.

**ROSE JOSEPH**, free lance publicist,  
to CBS Hollywood, in radio press de-  
partment.

WHB Kansas City, Mo., has signed  
with Charles Michelson Inc., New York  
radio transcription firm, for its two-  
hour Monday-Friday program series,  
*Hour of Mystery*. Series will be on  
station daily, 7-9 p.m., for full year.

## ADMEN'S ROLE

Should Shoulder Leadership

ADVERTISING industry should  
not only work in Washington for  
better understanding of its func-  
tion, but should also take a more  
active part in international ex-  
changes, Frederic R. Gamble, presi-  
dent of the American Assn. of Ad-  
vertising Agencies, said Tuesday.

Speaking at the annual meeting  
of the AAAA Michigan Council in  
Detroit, Mr. Gamble said: "It is  
not going to be enough in the years  
ahead for us to tend only to our  
domestic affairs. Unless we partici-  
pate more in international ef-  
forts, advertising in other coun-  
tries may go by default in ways  
that hurt it and us."

Observing that American adver-  
tising men and their techniques  
seem remote to European members  
of the field, he noted that Ameri-  
cans were not fully represented at  
this year's Congress of the Inter-  
national Chamber of Commerce in  
Lisbon or at the International Ad-  
vertising Conference in London.  
"Our country has had leadership  
thrust upon us," he observed. "We  
advertising people are going to  
have to find time and energy to  
do our part."

Although the field has built  
prestige in Washington through its  
public services, Mr. Gamble showed  
concern at the "sudden prohibition"  
of recruit advertising in the recent  
defense appropriation bill and at  
the attacks on the Capehart  
Amendment and its allowance for  
selling costs. Advertising appro-  
priations are no longer the sole  
decision of company management,  
he warned, but have become the  
object of attention from govern-  
ment offices such as the Bureau of  
Internal Revenue, OPS, and Muni-  
citions Board.

"If many of these people decide  
wrong, it may well upset the vigor  
of our economy—a semi-mobilized  
economy that is now carrying a  
heavy load," Mr. Gamble said.  
"The danger of misunderstanding  
is always present . . . how to get  
better understanding of advertis-  
ing needs the industry's thought  
and effort."

## HOLIDAY SHOWS

Given by RCA Thesaurus

DESCRIBED as the greatest holi-  
day package in the company's his-  
tory, "Big Christmas Six"—five  
holiday transcribed programs and  
one seasonal script series—is be-  
ing sent to RCA Thesaurus sub-  
scribers along with the library's  
monthly release for November.

Programs include Walter Hamp-  
den in "Story of the Nativity,"  
Charles Dickens' "Christmas  
Carol," and four Thesaurus fea-  
tures: "Christmas Visit With Ted  
Malone," "Christmas Cards and  
Carols," "Christmas Shopping Jin-  
gles" and "Christmas Calendar,"  
five 15-minute scripts.

# WSAZ-TV

Channel 5

## EXCLUSIVE

## Coverage

OF THE

## HUNTINGTON

## CHARLESTON



## MARKET

ABC—CBS—NBC—DTN

Represented by  
THE KATZ AGENCY



From ZENITH for YOU!

# 5 Full Pages in COLOR

IN ONE ISSUE OF *Collier's*

"Electronex"  
Tube for  
"full-focus" pictures  
ALL the time...  
ONLY ZENITH  
HAS THIS!

Cobra-Matic  
Record Player plays  
all record sizes...all  
speeds, 10 to 85 RPM  
ONLY ZENITH  
HAS THIS!

"Fringe Lock"  
Control Circuit  
for world's finest  
fringe area picture  
... ONLY ZENITH  
HAS THIS!

*plus*  
Miracle Turret Tuner,  
Custom Tuning, Dust-  
Proof Picture Screen,  
Provision for UHF—  
ONLY ZENITH HAS  
ALL THIS!

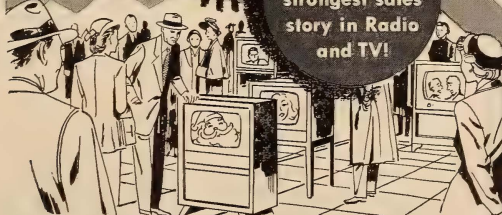
**Sell Zenith  
Features—the  
strongest sales  
story in Radio  
and TV!**

The largest national ad  
in TV-Radio history...  
appearing November 30

*plus* page after colorful page in Life,  
Look, Time, Saturday Evening Post,  
Ladies' Home Journal and others!



It's Zenith's history-making CHRISTMAS SALES DRIVE... and here's YOUR share! Giant 46-PIECE CHRISTMAS WINDOW... Zenith's biggest ever. Colorful SANTA CLAUS TOY GIVE-AWAY... the smartest traffic-builder of all time. 8-PAGE CHRISTMAS GIFT CATALOG in color for you to mail. Plus Counter Pieces, FREE LOCAL ADVERTISING of your store, tie-in ads for YOU to run. And every phase is perfectly timed to produce TEN TIMES the impact of ordinary Christmas campaigns. It's your promise of HISTORY-MAKING Christmas sales. Sign up with your Zenith Man now!



ZENITH RADIO CORPORATION • Chicago 39, Illinois

**ZENITH**  
"LONG DISTANCE" RADIO  
and TELEVISION





# GMA MEET

## Don't Ignore, Don't Plunge, Nielsen Warns on TV

THE WISE advertiser will neither ignore TV, letting his competitors pre-empt the best time and talent and become expert in using this new medium, nor will he plunge into TV without effective guidance, Arthur C. Nielsen, president, A. C. Nielsen Co., said Monday in a talk to the Grocery Mfrs. of America, meeting at the Waldorf-Astoria, New York.

The financial hazards involved in the use of video advertising is suggested, Mr. Nielsen noted, by the range of nearly seven to one in the cost of reaching televiewers, which in March 1951 ran from \$6.66 per thousand homes for *Godfrey and His Friends* to \$44.58 for *College Bowl*. Similarly, he said, the wide variation in time devoted to TV shows by average families, ranging in August for half-hour programs from 10.5 minutes for *Pantomime Quiz* to 25.3 minutes for *Racket Squad*, also suggests "the hazards in the use of TV and hence the importance of sound research guidance."

"Additional hazards arise as a result of the fluctuations in the audience, from minute to minute, during each telecast," Mr. Nielsen stated. "For example, the program *Beulah* broadcast on July 31, 1951, starts with an audience of only 12.1% of TV homes, but it reaches a maximum, at the 26th minute, of 19.0%—more than 50% greater! Based on the annual cost of this program, there is a difference, in commercial value, of about \$186,000 between the high point and the low point—from the standpoint of location of commercial announcements."

"Another example of the hazards involved is found in the wide variations of program audiences by income levels of families reached. For example, the program *Beulah* reaches 22.1% of the upper income class homes but 33.3% of the lower income class, while the program *Bigelow Theater* reaches 25.7% of the upper income class but only 11.0% of the lower income class. Obviously these two programs are entirely different in the types of audience reached and would not be at all suitable for selling the same types of products."

"While I have referred to the above conditions as 'hazards,' it must also be understood clearly that they also represent opportunities for deriving highly profitable results from television. . . ."

It would be a mistake in most cases to rob other media, especially radio, to pay for TV, Mr. Nielsen declared. One of radio's greatest strengths, he noted, is its blanketing of all markets—urban and rural, upper and lower incomes, etc.

In April 1951, Mr. Nielsen reported, the southern states contained 22% of the nation's radio homes but only 9% of the TV homes; the rural areas contained

38% of the radio homes but only 13% of the TV homes; the lower income classes represented 33% of the radio families but only 17% of the TV families.

Accordingly, he stated, "a shift from radio to TV would undoubtedly strengthen your urban and upper income sales position, but at the expense of your small town, rural and lower income positions. This may or may not result in a net sales gain—depending on the relative sales effectiveness of the two media (per dollar of cost), the relative importance of your urban and rural markets and many other factors."

The location of the brand's potential market is an important consideration in determining relative advertising appropriations for radio and television, Mr. Nielsen said.

Kay West, women's program director for KEX Portland, Ore., won top honors for the second year in the radio division for Grocery Mfrs. of America's "Life Line of America" contest.

Jane Weston, WOWO Ft. Wayne, Ind., received honorable mention, also the second time, in the contest for woman food and home economics broadcasters who explain processes between food in the field and food on the table to American audiences. No TV awards were made.

Prize—a sterling silver bowl—was presented by Paul S. Willis, GMA president, and was accepted on behalf of Miss West by J. E. Baudino, vice president and general manager of Westinghouse Radio Stations, owners of both KEX and WOWO. Miss West's winning program was called, "Wheat . . . From the Field to the Table" while Miss Weston's was a description of "Corn . . . Its History, The Development of Machinery For The Growth and Processing of This Vital Food, and Its Importance As a Money Crop."



Mr. Miller (l), together with Mr. Day (c) and Mr. Abrams, records a "talking letter" to General Ridgway.

## CBC GRANTS

Gets Funds, New Powers

NEW POWERS and money grants for Canadian Broadcasting Corp. came up before the House of Commons at Ottawa Nov. 9 when Revenue Minister J. J. McCann stated that the government had no intention of dropping the annual receiver license fee in Canada of \$2.50 despite the fact it costs 12% to collect.

The revenue minister also told the House of Commons that the government planned to implement certain parts of the Massey Royal Commission report tabled earlier this year. Among recommendations being adopted was that of annual grants to CBC.

In 1951-52 fiscal year, the current year, CBC will receive \$4,750,000 from the Canadian treasury. Added to this is almost \$6 million in license fees and revenue from commercial broadcasting, bringing the total to almost \$14 million, or \$1 per Canadian. The grant will go towards more programming and better service of non-commercial programs. In each of the next four years the CBC will receive annual grants of \$6,250,000 from the Canadian treasury.

The new radio legislation also calls for appeal by privately-owned Canadian stations to the courts on rulings of the CBC, requires CBC to discuss new rulings with independent stations and gives the CBC more powers over employment of Canadian talent on independent stations.

A 26-man permanent radio committee is being established in the House of Commons to investigate finances and operations of CBC and the new Canadian radio legislation. During reading of the new Canadian legislation, CBC and government were castigated by opposition members for slowness of Canadian TV development.

Restrictions also were asked to be embodied in the new legislation to limit powers of CBC on facsimile. Under present Canadian radio legislation, CBC through facsimile would be able to control Canadian daily newspapers, it is held.

## HOME MESSAGES

WFIL Tapes for Servicemen

LeROY MILLER, disc jockey for WFIL Philadelphia, presided at ceremonies beginning a new "talking letter" service for relatives of men in the armed forces. Tape recordings were made at the mid-city store of Williams, Brown & Earle, which is conducting the service.

Together with Peter Abrams, president of the store, and William L. Day, general chairman of Philadelphia's 1952 United Fund campaign, Mr. Miller recorded the first "talking letter" for mailing to Gen. Matthew Ridgway in Tokyo.

Later, mothers of servicemen in Korea recorded messages to their sons. On-the-spot interviews were aired by WFIL on the *LeRoy Miller Luncheon Club*. Event also was filmed by WFIL-TV for showing on the RCA Victor Television News-reel.

## CANADIAN RATES

Seen Higher in '52

INCREASED rates on Canadian stations can be expected by Canadian advertisers in 1952, Pat Freeman, sales director of the Canadian Assn. of Broadcasters, told a meeting of the Assn. of Canadian Advertisers at Montreal last week. He pointed out that one-third of the 76 CAB member stations operating 10 years ago are charging the same advertising rates today as in 1946.

Mr. Freeman stated "the economic position of the 104 [CAB] stations is only fairly sound. Most of them have been making a profit. But all too few of these stations have made the kind of profit that their auditors now consider necessary for continuing financial soundness. . . . At present rates, our profit margin, which has never been substantial, must lose ground."

Reviewing briefly the increases in all costs to stations in the past 10 years and the arbitrary rates set by the Canadian Broadcasting Corp. for network time on independent stations, Mr. Freeman showed why stations will have to boost their rates to remain in existence. He also felt that CBC network and CBC station rates will have to be increased from economic necessity.

## CBC Names Two

SECOND in a series of changes in top personnel of Canadian Broadcasting Corp. has been announced with promotion of Charles R. Delafield from assistant general supervisor to supervisor of the CBC International Service, with headquarters at Montreal. He succeeds Ira Dilworth who was moved to Toronto as supervisor of program production for entire CBC operation [B.T., Nov. 12]. Arthur L. Pidgeon, coordinator of policy for CBC International Service, moves up to assistant supervisor of the service.

## FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

**WIBW** The Voice of Kansas  
in TOPEKA



## Respects

(Continued from page 54)

an advertising position with the *New York News* and *Metropolitan Sunday* papers. From there, he became account executive with Pedlar & Ryan for three years, leaving to work on a special sales promotion and research project for several Pennsylvania papers.

Shortly after the war started, Mr. Meeker joined the OSS ("The Office of Secret Societies," he calls it) for a year's service in Washington. Then his early military training came into full use: He transferred to the Marines, serving as an air combat intelligence officer.

During the war, he had a chance, he felt, to evaluate his work and ultimately change his field "without betraying loyalties." Looking ahead as well as back on his career, he saw radio as the really major medium, a point argued persuasively at that time by his friend, Clair R. McCollough, general manager of the Steinman Stations.

"Having sold against radio while in the newspaper end of things, I realized what potentialities there were in the field," he says today. "I suppose it was a matter of that old saying, 'If you can't beat them, join them!'"

### Formed Own Firm

After his release from the service, he organized his own radio representative firm by acquiring the facilities of Radio Adv. Co. from Paul Raymer in April 1946 with 10 station contracts as a starter. The company became well enough known under Mr. Meeker's direction not only to withstand but also to require a name change in February 1948. Known today as Robert Meeker Assoc. Inc., the firm represents 32 AM stations, plus 3 TV outlets, demonstrating that it keeps abreast of the times. The company has projected plans for separating the TV business from radio management and the television branch was recently established as a separate corporation.

Having recognized the challenge of radio over newspaper advertising, Mr. Meeker might be expected

to make a parallel with today's rivalry between radio and television, but he does not.

"After all," he observes, "TV is still essentially the same broadcasting medium, and you are selling the same thing you sold on radio—entertainment—to the same people."

He feels that newspapers are still the ones who will have to fight hardest because they are the ones with greater economic problems to meet: The constantly increasing cost of newsprint.

"The air wars, at least, remain free," he notes, "That's why, dollar for dollar, radio can and will do a more efficient job than its major competitors."

He is certain that "the boys" in the newspaper field will find their solution again, just as he is certain that radio will meet its new competition and become stronger as a result. Besides the arguments that radio lends itself to use everywhere whereas TV is a less flexible medium, that radio allows people to do other things while TV commands full attention, Mr. Meeker sagely explains, "The whole thing is an economic question. Not every advertiser can afford TV."

As for the National Assn. of Radio and TV Stations Representatives, he feels one of its biggest jobs—and one of the most important for the survival of radio as an advertising medium—has begun to pay off: Selling the concept of spot radio. Not all advertisers are aware of spot radio's big advantage, flexibility, he says, and the very idea has had to be explained, discussed, promoted, argued and resolved before the subject of time could even be broached.

Modestly giving credit for spot radio's recent growth to smart time buyers, good publicity, radio representatives and the stations themselves, he quietly observes, "It was

## Sells Trailers

IF YOU want to "move" trailers, you might well contact WPTR Albany, N. Y., which came up with a new radio success story. Liberty Trailer Sales & Service used a daily spot on the station over a two-week span and moved eight vehicles for a total sales value of \$40,000. Spots were placed on WPTR's *Bar None Corral* after some sales agencies had expressed doubt about using radio advertising. After that success, Liberty told Morgan Ryan WPTR vice president and general manager, the firm has "ample evidence" of radio's power.

and still is a tough fight."

Mr. Meeker and his wife, the former Dorothy Holzinger, with their three children, Pamela, 11; Robert Jr. 9; and James, 8 months, live in Greenwich, Conn., during the summer. He belongs to the Beach Club and the Field Club there, preferring sports like tennis, sailing and hunting to indoor hobbies. In the winter, when the family resides in Riverdale, N. Y., he substitutes squash for tennis and renews his activity with the American Legion, Marine Corps Reserve Officers Assn. and the Phi Gamma Delta and Princeton Clubs.

## DISTRICT 13

### Seeks NARBA Action

EARLY action on the third North American Regional Broadcasting Agreement by the Senate Foreign Relations Committee has been asked by NARTB District 13 (Texas).

The district's position was first delineated in a resolution adopted at its Oct. 29-30 meeting at Houston. Kenyon Brown, KWFT Wichita Falls, district director, was instructed to convey the resolution to the Senate Committee. All members of the district in attendance at the convention were to appear as signatories of the telegram to the committee. The resolution was adopted unanimously.

## Nielsen Adds Five

FIVE NEW subscribers to the Nielsen National Radio and Nielsen National Television Index services were announced Nov. 8 by A. C. Nielsen, president of A. C. Nielsen Co. Pointing out that with these additions Nielsen subscribers now represent 68% of the radio programs and 52% of the TV shows currently on the networks, he listed the five as follows: Manhattan Soap Co.; Buchanan Co.; Fletcher D. Richards Inc.; Ketchum MacLeod & Grove; and Madison Square Garden Corp.

### BIG REACH

In Texas' Richest Farm Income Area  
\$656,569,000  
1950 Farm Income

182,600  
Farm Folk  
834,500  
Total Population

Our 1000 Watts at 950 Kc.  
Will Make This Your Market.

## KSEL LUBBOCK

National Representative: Wm. G. Rameau Co.  
Southwest Representative:  
Clyde Melville Co., Dallas, Texas

## CANADIAN RATINGS

### Reported for October

FOR THE first time in a number of years four Canadian programs made the first 10 most popular evening shows heard in Canada in the October national rating of Elliott-Haynes Ltd., Toronto. Leading is *Radio Theatre* with rating of 26.4, followed by *Amos 'n' Andy* 24.4, *Our Miss Brooks* 21.7, *Charlie McCarthy* 21.6, *Share the Wealth* 16.2 (Canadian program), *Great Gildersleeve* 15.9, *Father Knows Best* 15.8, *Ford Theatre* (Canadian program) 15.5, *NHL Hockey* (Canadian program) 15.4, and *Your Host* (Canadian program) 15.2.

Daytime five leading programs in Canada were *Ma Perkins* 19.1, *Big Sister* 16.7, *Pepper Young's Family* 16.5, *Laura Limited* 15.3, and *Life Can Be Beautiful* 15.

Of the French-language programs, leading five evening programs in October were *Un Homme et Son Peche* 33.6, *Metropole* 26.9, *Theatre Ford* 20.5, *La Pause Qui Rattrait* 20.4, and *Les Peintres de la Chanson* 19.8. The leading five French-language programs were *Rue Principale* 22.5, *Jeunesse Dorée* 21.4, *Grande Soeur* 20.5, and *Quart d'Heure de détente* 18.5.

# Hit...



## THE PERFECT COMBINATION!

Get Sales  
On "Q" ..  
Others Do!



Mr. "Q"

# WHBQ

Thrifty Coverage

5 for 3  
Price Ratio

Complete  
Merchandising  
Service

MUTUAL IN MEMPHIS...

"Q" IN THE SOUTH'S GREATEST MARKET

WHBQ REPRESENTED by WEED



## How to Stay out of Jail

(Continued from page 25)

for the electorate to vote for him. Probably the most vexatious part of Section 315 of the Communications Act is the one prohibiting the broadcaster from censoring broadcasts by political candidates.

Suppose a candidate appears at the studio with a script containing patently libelous material. Federal law prohibits the broadcaster from censoring the libel out of the script. Does that same law make the broadcaster immune to liability should the person who is libeled decide to sue? You get a yes and no answer to this one.

A couple of weeks ago a San Francisco federal judge, who ordered KSFO to air a campaign program for a Communist candidate [B•T, Nov. 12], said: "The station has not the right to enforce censorship, but at the same time the station bears no responsibility for what is said and cannot be sued for libel."

More than a year ago a U. S. District Court in Philadelphia held that stations were immune from libel actions because of the Communication Act's explicit prohibition against their exercising censorship.

### Court Is Reversed

Neither of these instances, however, can be considered as definitive. The judge in San Francisco seems to have been a little woolly in his comments generally (as will be explained below). The Philadelphia court was reversed by the U. S. Circuit Court of Appeals, although not on the question as to whether or not it erred in saying that Section 315 provided immunity from libel.

Competent attorneys agree that Section 315's prohibition against censorship does imply a degree of protection against libel actions.

In the event any libel action were brought against a broadcaster in a Federal court, the broadcaster could cite the restriction against his censoring powers as a means of, to use a legal phrase, "mitigat-

ions damages." In short, the man who sued the broadcaster might win the suit, but chances are the judge wouldn't award him substantial damages. (This still, of course, does nothing to relieve the broadcaster of the costs of defending the action.)

A worse, and probably less predictable, fate awaits the broadcaster who, in conforming to federal law, puts a political candidate's libelous speech on the air and is sued in a state or local court. In such courts federal laws do not apply.

Again, attorneys believe, Section 315 might be of some use in reducing damages, but probably would not provide as much protection as it does in federal courts. Judicial history on this question is indecisive.

There is no strictly legal way a broadcaster can duck this issue (except by excluding all candidates, in itself a perilous course). He can, of course, attempt by reasoning to persuade a candidate to edit out any remarks that appear to be libelous, but even so gentle a course as that might be construed as violating Section 315 if the candidate wanted to make a case of it.

Libel suits must be the broadcaster's constant worry when he opens his microphone and/or cameras to the political candidate.

Now while the judgment of the federal court in Philadelphia, referred to above, was not decisive as regards the question of the broadcaster's liability to libel suits, it did lead to a court of appeals decision which did much to clear the cobwebs away from other parts of the political broadcasting law.

The case in question was a libel suit brought against Westinghouse Radio Stations Inc. by a man who claimed he had been defamed in a speech made by the chairman of the Republican Central Campaign Committee of Philadelphia. The lower court returned a judgment for Westinghouse on the grounds that Section 315 of the Communica-

tions Act prohibited the station (KYW) from censoring the speech and therefore made the station immune to libel action.

On appeal, the U. S. Court of Appeals, Third Circuit, reversed the judgment with the reasoning that the man who had made the speech was not himself a candidate for political office.

Said the appellate court: "The language of the section itself [Section 315] and its legislative history compel the conclusion that the section applies only to the use of a broadcasting station by a candidate personally and that it does not apply to the use of a broadcasting station by other persons speaking in the interest or support of a candidate."

Therefore, said the higher court, Section 315 did not prevent the station from censoring the Republican committee chairman's speech.

What this decision did, for the first time on so authoritative a basis, was pin down Section 315 to candidates themselves. It established the right of the broadcaster to treat all other political speakers pretty much as he chooses, at least so far as the federal law is concerned.

(The federal judge in San Francisco a fortnight ago apparently was not thinking of this appellate court decision during his remarks, if news reports of the session are correct. The program in question was to be presented by supporters of the Communist candidate, and therefore, Section 315, contrary to the judge's reported remarks, would not apply. The action, however, was brought to compel KSFO to carry out a contract it had already made to sell the time and which the station was trying to cancel. Hence the legal issues there did not hinge exactly on an interpretation of Section 315.)

### No Legal Compulsion

With this important appellate court decision on the record in Philadelphia, it now appears that the broadcaster has no legal compulsion to give any politician or political speaker (save a candidate himself) equal opportunity with anybody else to broadcast and that the broadcaster can censor as much or as little of any political speech (save that of a candidate) as he desires.

Of course, with non-candidates removed from the application of Section 315, the broadcaster who carries any political speech (except that by a candidate) is also removed from the protection, however scant, that Section 315 provides against libel action.

Of practical necessity, the broadcaster must exercise particular care in examining the speeches of any non-candidate politician or political spokesman who is given a chance to go on the air. The broadcaster who is slipshod about watching for libel in such appearances is asking to be sued and socked hard.

The Westinghouse decision by the U. S. Court of Appeals also opened the way for what might be

## 12th Year for Met

METROPOLITAN Opera again will be heard Saturdays over ABC Radio under sponsorship of the Texas Co., New York, for twelfth consecutive year, effective Dec. 1 with the broadcast performance of "La Traviata." Originating from the Metropolitan Opera House in New York, the 1951-52 season will include 18 matinee performances carried on more than 250 ABC stations, according to the network last week. As in the past, narrator will be Milton Cross.

a satisfactory compromise solution to the problem of political broadcasting.

Since it made it possible for broadcasters to manage non-candidates however they chose—as far as the federal law cared—a middle-ground of political broadcasting might be conceived, utilizing only non-candidates for broadcast appearances.

The broadcaster could control the number and timing of such appearances and could ride herd on what was said—to the extent of protecting himself from libel—in whatever manner his conscience and sense of public responsibility dictated. He could do this without regard for federal law, but not without regard for federal regulation.

The federal regulation in question is that which comes out of the FCC.

Under the power implicit in the FCC's authority to grant, withhold and revoke licenses, the Commission can and has exercised a great deal of influence of the kind this publication has frequently called "regulation by the lifted eyebrow."

Time and again the FCC eyebrow has been raised menacingly when mention of political schedules was made.

In October 1948, for example, the Commission advised KWFT Wichita Falls, Tex., and KRDL Dallas that licensees had a "responsibility" to make political time available because of their "obligation to serve the public interest."

(In this same communication the FCC established another and very important condition governing political broadcasts. In answer to inquiries from the two stations, it said that primary and general elections could be considered separately in determining the giving of equal opportunity to rival candidates. Although the Commission hedged its opinion by saying that stations giving considerable time to candidates in the primary should make a "reasonable amount" of time

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**KCMO**  
50,000 WATTS  
125 E. 31st St. • Kansas City, Mo.  
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KCMO reaches eleven radio homes for every ten reached by the next closest Kansas City station. That's a bonus that adds up. Get proof—get the facts on Mid-America radio coverage from the Conlan "Study of Listening Habits" in the Mid-America area. Parts 1 and 2 of the 3-part continuing study are ready. Write on your letterhead to

REACHES  
93,217  
RADIO  
FAMILIES  
**WEEK**  
POUGHKEEPSIE  
REPRESENTED BY DEVNEY



available to candidates for the same offices in the general election, it did effectively set up a separation between the primary and the general.)

In its celebrated Port Huron case, the Commission dwelt at length on its philosophy of political broadcasting, which can be summed up by saying the FCC believes "fairness" and "equal opportunity" ought to obtain and, further, that no station has any business tampering with the contents of political speeches.

In 1946 the Commission shook a finger at the Texas Quality Network (WOAI San Antonio, WFAA Dallas, WBAP Fort Worth, KPRC Houston) for imposing restrictions of political time that "do not appear to bear a reasonable relationship to the needs of public interest."

The Commission was protesting because the network had worked out a schedule permitting each candidate for state office to have one half-hour of time between June 11 and July 13 and then pro-rate time between July 13 and July 27, date of the primaries, on the basis of written requests from candidates. Since there were 56 candidates for state office in that primary, the station could hardly have reserved more time for each without doing away with other programs altogether.

#### Has Needled Stations

Historically the Commission has repeatedly needled stations into expanding political broadcast schedules, despite the fact that Section 315 of the Communications Act and Section 3.190 of the Commission's own rules and regulations specifically state that stations are under no obligation to put any politics on the air.

By keeping in mind the fact that Section 315 has been ruled inapplicable to non-candidate's political speeches and that the FCC, however, is committed to the belief that politics on the air are public service and therefore desirable (not to say mandatory), the broadcaster may find it possible to travel a middle course which avoids Section 315 by staying away from candi-

dates themselves and avoids the rebuke (or worse) of the FCC by putting on the air a fair, impartial sampling of non-candidates.

The advantage to be gained by restricting the air to non-candidates is chiefly that of avoiding or at least minimizing the danger of libel. If the speakers were carefully chosen, they could provide a full discussion of campaign issues and personalities. Some attorneys are counselling their clients to take this middle course.

Political business is a headache for every broadcaster, but it is particularly aggravated for the network affiliate.

#### Takes Added Headaches

Unless the network affiliate wishes to count himself out of every political broadcast the network makes available, he takes on the headaches of the network and adds them to his own.

Suppose Candidate A buys time on a network and presents a speech which is carried by Station XYZ (along with many other stations on the network). Candidate B comes directly to Station XYZ and demands equal time. Under Section 315, the station is obliged to submit. And so is every other station that carried the network feed of Candidate A's speech, if Candidate B makes individual demands for time upon the other stations.

The question of libel arises here too. If Candidate A makes a libelous remark in his network speech (which the network, of course, is prevented by law from censoring), Station XYZ can be sued at the drop of a subpoena. Again Section 315 might be invoked to mitigate damages and in this case there is possibly further protection in this regard because the matter probably would be tried in federal court, the network feed having put the broadcast in interstate commerce. But the basic liability of XYZ remains.

There's no sure way for broadcasters to play politics without risking their necks, but they can keep their necks from getting out so far as to invite decapitation by studying up on the history and the rules of the game. Some of the important points can be summarized as follows:

- If you want to put candidates on your station, remember: Come one, come all. Section 315 of the Communications Act explicitly states that if you let one "legally qualified candidate" broadcast, you must give an equal opportunity to let his rivals broadcast too.

- But make sure you deal with candidates that are legally qualified. That means simply people for whom the voters can vote.

- If you're letting candidates broadcast, you cannot touch their scripts or cut them off the air if they become libelous.

- You can be sued for libel, however, if libel goes over your air. Libel is an ever-present problem



**PROMINENT JURISTS** attended swearing-in of Judge Justin Miller, NARTS board chairman, as chairman of Salary Stabilization Board. At Nov. 9 ceremony were (l to r): Chief Justice Bolitha J. Laws, U. S. District Court, D. C.; Eric Johnston, ESA Administrator; Judge Miller; Chief Justice Harold M. Stephens, U. S. Court of Appeals, D. C.

if you put candidates on your station.

- Non-candidates are excluded from provisions of the political broadcasting law.

- You can put one non-candidate on the air, or one hundred—as many or as few as you choose—whether they speak in direct support of candidates or whatever their subjects—as far as the Communications Act is concerned.

- But remember that the FCC has frequently said that the broadcaster's responsibility to serve the public means he must air a fair and impartial sampling of politicians and their issues.

- You can (and should) examine non-candidate political speeches carefully and censor any references that are libelous, because non-candidates can get you into bigger libel jams than candidates can.

- But don't risk retaliation by the FCC for censoring ideology out of speeches. The FCC wants you to present, impartially, a sampling of opinion on the people and issues in the campaign.

Unless Congress amends the Communications Act to clear up some of these almost hopeless problems—an extreme improbability—radio and television broadcasters are confronted with a year of recurring dilemmas. The Presidential campaign promises to be vigorous, if not vicious, and that means all the subsidiary campaigns will be of a kind.

For broadcasters, it will be a year of be-damned-if-you-do and be-damned-if-you-don't, the uncomfortable objective being to figure a way to be damned the least.

#### Burlington Mills Signs

BURLINGTON Mills of York (for Cameo Hosiery) has signed for 39 weeks of Nelson, Masterson & Reddy's *The Continental*, starring Renzo Cesana, for 15 minutes twice a week over a television network yet to be announced. Agency: Hirshon-Garfield Inc., New York.

#### Dolcin Hearing Held

HEARING on a government complaint charging Dolcin Corp., New York, with misrepresentation in broadcast and printed advertising of the product Dolcin, was held by the Federal Trade Commission in Washington last Tuesday. Complaint alleges Dolcin misrepresented the therapeutic properties of the medicinal preparation. Hearing examiner was Abner E. Lipscomb, and the government attorney, Joseph Callaway.

**KROD**  
EL PASO

helps make friends

for  
our  
bank..



Mr. Young, head of this fast-growing southwestern financial institution, says, "We've advertised over KROD consistently ever since it went on the air, and we believe that our regular messages to its vast listening audience have contributed much to this bank's steady and substantial growth." Yes, and KROD can sell YOUR product, too, in this vital market with its 441,310 population and its \$396,840,000 total sales.

5000 WATTS 600 K C

CBS Radio Network  
RODERICK BROADCASTING CORP.  
DORRANCE D. RODERICK  
President

VAL LAWRENCE  
Vice-Pres. and Gen. Mgr.

REPRESENTED NATIONALLY BY  
THE O. L. TAYLOR COMPANY

November 19, 1951 • Page 61



**RESULTS?**

THAT'S US

**CHNS**

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York



## BENEFIT SHOWS

### Guild Conflict Over

RECONCILING their differences, the American Guild of Variety Artists has rejoined the West Coast Branch of Theatre Authority Inc., a non-profit charitable organization administered by the major actors' unions to regulate the field of benefit performances.

The two groups reached agreement on a revised set of working rules for TA, to tighten up the policing of benefits, a major issue which early in August caused AGVA to withdraw from the organization. The vaudeville union had claimed that laxity in policing of benefits left most of the free entertaining to its members with inadequate return.

Revised working rules provide that no benefit will be cleared by TA unless 75% of the voting member organizations present at a board meeting approve it or unless request for approval has been submitted at least 30 days before the date of the benefit. They further provide that TA clearance for the free appearance of talent applies only to appearance of recognized stars and featured players, other performers to be paid according to union requirements.

New TA rules also identify the only voting members of the group to be Screen Actors Guild, American Federation of Radio Artists, Assn. of Motion Picture Producers; American Guild of Musical Artists, Artists Managers Guild, Chorus Equity Assn., Actors Equity Assn. and AGVA. Hollywood Coordinating Committee through which stars and featured players are provided to benefits is to be represented on the TA board but will have no vote.

## AAR Show Cited

ASSN. of American Railroads' *The Railroad Hour*" (NBC Radio, Mondays, 8 p.m. EST) through Benton & Bowles, N. Y., was given award last week for being voted best musical show on the air in survey conducted by Universal Radio & TV Features Syndicate in 23 cities.

## allied arts



**HERBERT F. KOETHER**, Chicago regional and zone manager for Crosley Div., Avco Mfg. Corp., Cincinnati, named manager radio sales section Crosley. **R. L. BAKER**, contract sales representative Chicago zone, replaces Mr. Koether.

**HENRY FRANKEL** appointed account executive **Frederic W. Ziv Co.**, N. Y. **AL FISCHLER**, Snader Telescription Sales, L. A., father of boy, Michael Robert, Nov. 10.

### Equipment . . .

**ROBERT T. PENNOYER**, manager Electric Co. tube works, Buffalo, N. Y., appointed manager Tube Dept., Advanced Manufacturing Section, Schenectady, N. Y. **HARRY R. HEMMINGS** purchasing supervisor for cathode ray tubes at G-E Electronics Park, Syracuse, succeeds Mr. Pennoyer at Buffalo.

**WILLIAM CARLIN**, assistant manufacturing manager of cathode-ray tube division, Allen B. DuMont Labs., Clifton, N. J., appointed manager of division. He succeeds **FRANK BELDOWSKI**, resigned.

**GENERAL RADIO Co.**, Cambridge, Mass., announces new simple two-way frequency oscillator (400 and 1000 cycles), Type 1214-A Unite Oscillator. It is useful as modulating source for high-frequency oscillator.

**THOMAS J. SHERIDAN** appointed branch manager of Philadelphia office of Magna-Crest Corp., N. Y.

**STANCIL-HOFFMAN Corp.**, Hollywood, Calif., announces new miniature recording and reproducing head small enough to mount in existing motion picture projectors.

**AEROVOX Corp.**, New Bedford, Mass., announces new tubular ceramic capacitors, Type SI-TV. Capacitors available at fixed rate of 6000 v., but in eleven capacitance values from 4.7 to 47 mmf.

**H. A. (Hi) WILLIAMS**, sales manager Electric Components Div., Stackpole Carbon Co., St. Marys, Pa., named manager of division.

**LEIGH A. BRITE**, chief electronics engineer U. S. Air Force Security Service, Brooks Field, Texas, appointed director of research and development Transmitter Equipment Mfg. Co., N. Y.

### Technical . . .

**CAMERON McCULLOCH**, engineering department CBS Hollywood, resigns to free lance as sound engineer.

**LOYD WINGARD**, studio supervisor WGAR Cleveland, elected central vice president of Audio Engineering Society.

## GUZMAN NAMED

### Represents P. R. Network

APPOINTMENT of Melchor Guzman Co. Inc. as exclusive representative for the Puerto Rican Network Inc., comprising its nine owned and operated stations, was announced in New York last week. Guzman represented the network in the U. S. and Canada effective last Thursday.

Announcement was made by A. M. Martinez, vice president of the agency, upon his return from Puerto Rico where he completed arrangements. Agency headquarters is 45 Rockefeller Plaza, New York City.

The nine stations, representing Puerto Rico's first major radio network, are: WAPA San Juan, WORA Mayaguez and WPRP Ponce, basic outlets, and WABA Aguadilla, WCMN Arecibo, WENA Bayamon, WVJP Caguas, WMD D Fajardo, and WXRJ Guayama. Network was organized by Puerto Rican businessmen interested partly in maintaining the country as a foremost market for American products.

## MEXICAN STATIONS

### FCC Reports Changes

UNDER terms of the 1941 North American Regional Broadcasting Agreement, Mexico reported the following station changes to the FCC (probable commencement dates in parenthesis):

**XEFN** Uruapan, Michoacan, new Class II station, 1130 kc 250 w day (Jan. 1, 1952).

**XEFG** Tecuala, Nayarit, new Class IV station, 1450 kc 125 w fulltime (April 1, 1952).

**XEMS** Matamoros, Tamaulipas, new Class IV station, 1410 kc 250 w fulltime (Dec. 1, 1951) (See B•T, Oct. 29).

**XEVH** Valle Hermoso, Tamaulipas, frequency change from 1410 kc to 1310 kc. (See B•T, Oct. 29).

**XEI** Morelia, Michoacan, increase in day power from 250 w to 1 kw on 1400 kc (Class IV station) (Jan. 1, 1952).

**XEDZ** Cordoba, Veracruz, changes call from XEFH (820 kc).

**XEFH** Agua Prieta, Sonora, changes call from XEBY (1310 kc).

## RADIO STUDY

### Progress Reported by Hill

PROGRESS report on the study of radio broadcasting conducted by the Oral History Office of Columbia U. and the Radio Pioneers has been submitted by Frank Ernest Hill, director of the study.

Mr. Hill reported that the first year of the study has been completed. Interviews were held with 88 persons and 5,157 pages of typed script, 1,550,000 words, assembled. The early period of broadcasting — 1915-1926 — has been covered and important data on later developments accumulated.

The director said the study will go into its second year with a termination date of the project tentatively set between July 15 to Sept. 15. Data now in the hands of those conducting the study represent some two million words and at least 100 persons. Present resources of the study permit a continuance for several months, Mr. Hill said. BMI and WWJ Detroit have both renewed their financing with other past sponsors likely to renew, he said, adding that there has been "a modest" carry-over from the first year financing.

Interviewed were such men in the broadcast business as network executives, station owners, station managers, research and development engineers, station engineers, program directors, masters of ceremonies, commentators, news and publicity people, business and legal people, public service programming officials, music directors, actors and writers, and advertising executives. Government officials, associated with early radio, also were contacted.

Policy of the study has been guided by Dr. Allen Nevins, director of the Oral History Office; William S. Hedges, NBC, and Carl Haverling, BMI.

## WPAY 'VOICE' CONTEST

### Greater Success Cited

PROGRAM Director Ned Sheridan of WPAY Portsmouth, Ohio, is credited by school authorities and Junior Chamber of Commerce officials with sparking high interest in the Voice of Democracy contest sponsored there by WPAY and local chamber for sixth year.

Mr. Sheridan offered his services to the 16 city and county schools cooperating in the contest. He spoke to 2,000 high school juniors and seniors on "Democracy and How to Speak for It." Chamber officials said this year's contest resulted in more entries than in the previous five years, according to WPAY.

Why buy 2 or more...  
do 1 big sales job

on "RADIO BALTIMORE"  
Contact  
EDWARD  
PETRY CO.

WBAL

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FIRST CHOICE

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WIBA  
MADISON  
WISCONSIN

NBC

Avery-Knodel, Inc., Representatives  
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5000 WATTS ON 1310... ESTABLISHED 1925