

BROADCASTING TELECASTING

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21ST
Newsweekly
Radio and
television.
year

WLS

ATOM SERIES WINS WIDE ACCLAIM!

- Voted "Best New Program Created During Year" by Chicago Federated Advertising Club.
- Heralded an "example of the effective use of radio as a teaching tool" by *Variety Magazine*.
- Being re-broadcast by 35 affiliated stations of National Association of Educational Broadcasters.
- Permission requested by Department of State for use of series in its foreign educational broadcasts.

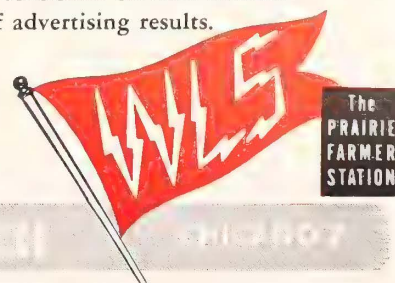
For the second year, as part of the award-winning "WLS School Time" broadcasts — a five-time-a-week sustaining program for in-school listening, now in its 16th year — WLS is bringing to the Midwest an exciting series based on the drama of the atom.

Each program translates into understandable and dramatic terms the meaning and significance of this new world of Atomic Energy. Written in cooperation with the Argonne National Laboratories, these programs have the enthusiastic support of the Federal Security Agency, which has requested scripts for its permanent library.

Service that Sells...

Serving the people of the Midwest has been a WLS project for over a quarter of a century. Particularly in this new era the responsibility of radio cannot be overemphasized.

As radio serves, so can it sell . . . for through consistent services accrues listener loyalty and belief — the basic ingredients of advertising results.





FOR EACH ITS OWN...

Now, for WHAS, aggressive and individual national representation by an organization devoted to selling radio—exclusively.

HENRY I. CRISTAL CO.

NEW YORK • CHICAGO

ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director



FOR EACH ITS OWN...

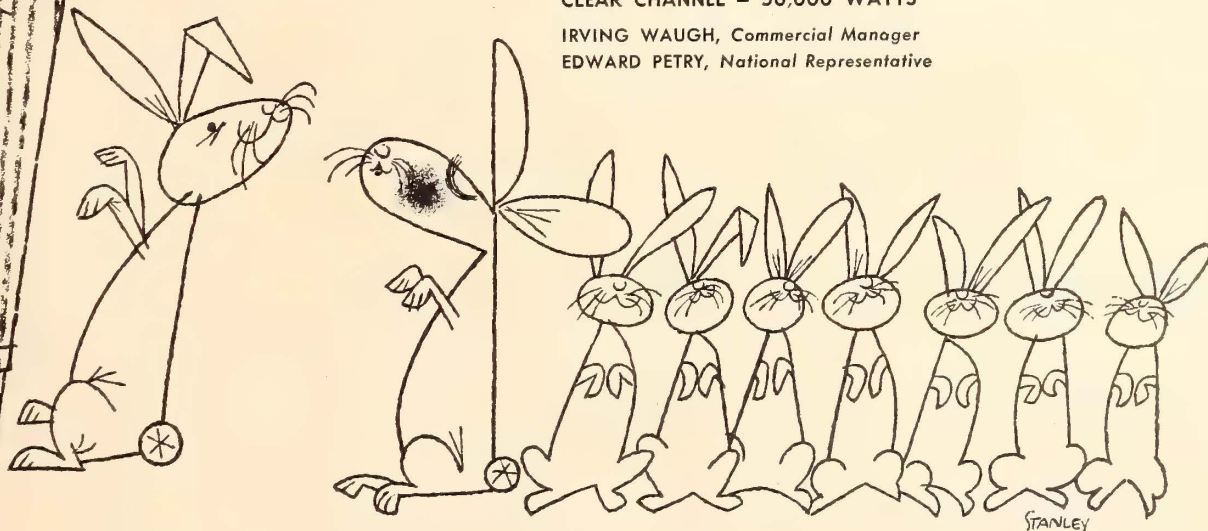
Now, for WHAS-TV, aggressive and experienced national representation by the first organization devoted to selling television—exclusively.

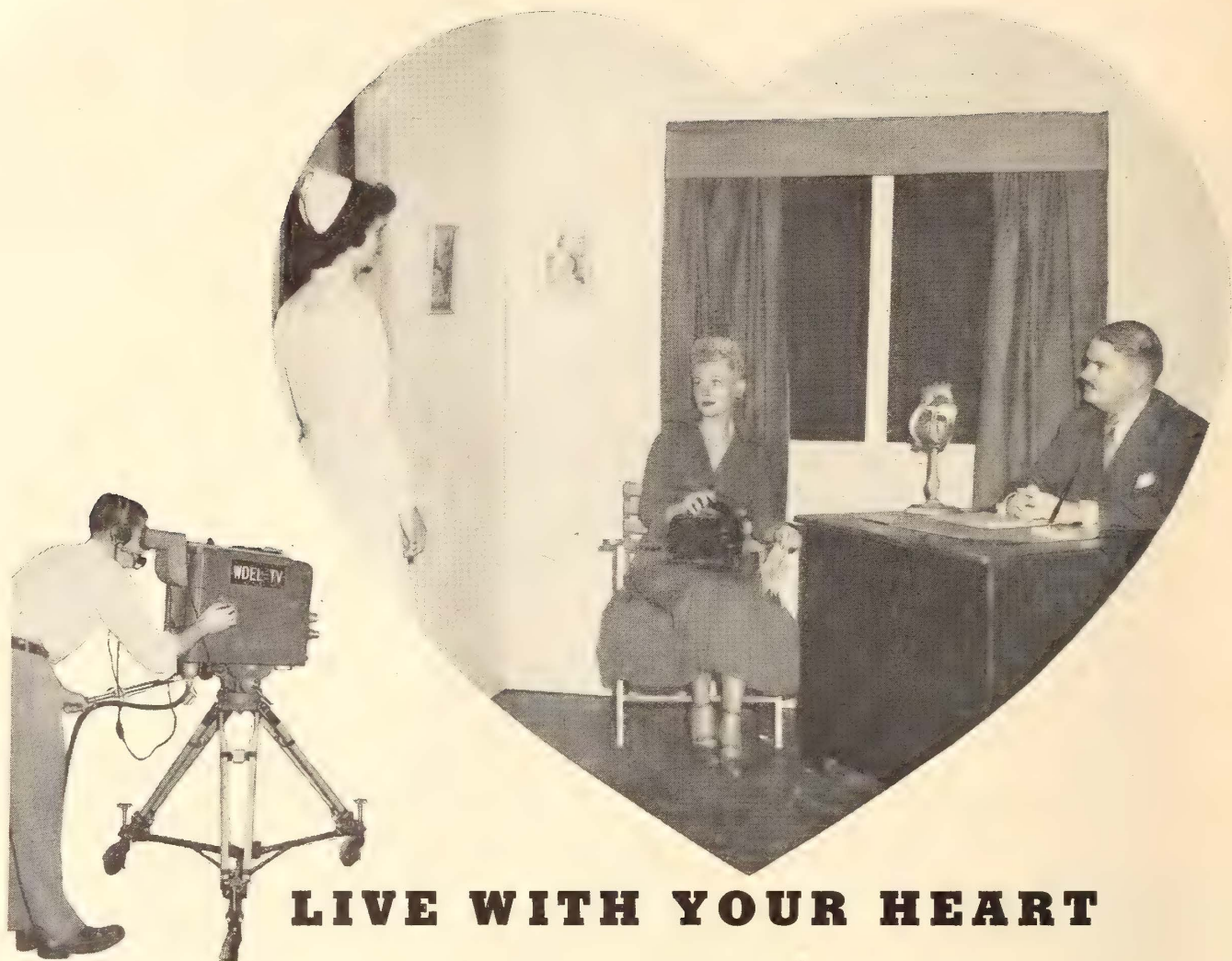
HARRINGTON, RIGHTER & PARSONS, INC.

NEW YORK • CHICAGO • SAN FRANCISCO

This is added evidence that no other single station in America can match WSM's production know-how, nor offer talent (more than 200 people) of network quality in network quantity. And it explains, better than statistics and surveys which confirm the fact, that you cannot really sell the full potential of the Central South without WSM.

IRVING WAUGH, *Commercial Manager*
EDWARD PETRY, *National Representative*





LIVE WITH YOUR HEART

Heart disease, the nation's No. 1 cause of death is the subject of an eight-week television series presented jointly by the Delaware Heart Association and WDEL-TV. Heart specialists discuss the many factors contributing to heart diseases, and interview patients who have successfully undergone surgery and other specialized treatment. Thus the public obtains the latest information concerning heart diseases and is encouraged to enjoy life more fully by learning how to "Live with Your Heart." The Heart Series is one of many continuing public service programs which WDEL-TV presents to serve its many thousands of viewers and its advertisers.

WDEL-TV

WILMINGTON - DELAWARE



Represented by

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



at deadline

CLOSED CIRCUIT

THOUGH it's seemingly on shelf now, NBC may be expected to revive radio affiliates' rate adjustment question when it gets returns from exhaustive analysis of broadcast audiences being conducted by A. C. Nielsen Co. [B•T, March 3]. One of affiliates' chief complaints against proposed rate changes was that formula employed out-dated audience information. New Nielsen project, to which NBC subscribed under contract calling for "largest scale survey ever made by the research firm," presumably will eliminate that objection. Results of study expected in few months.

EXECUTIVE CHANGES at NBC may not mesh with that substitution of WWJ Detroit's Harry Bannister for Vice President Carleton Smith in top station relations post, with Mr. Smith probably moving into O&O Stations Division (page 25). Other realignments reportedly simmering. Regarded as rising star these days: Joseph V. Heffernan, financial vice president.

ATTER HEDGE any bets you've made that NBC TV Allocations will be out before end of month. Past week's work by staff and commissioners covered fewer than 90 pages.

VERTISING COUNCIL asking ANA and AAA co-operation in drive to make servicemen in Korea feel he is "needed" there and make his family proud of part he is playing in nation's defense. Campaign urged by Defense Dept. which feels morale is being undermined by increasing criticism that Korean War is "useless."

OVE is in making to interest American Bar Association in plan to write "reasonable code" covering radio coverage of judicial trials and legislative hearings. Idea originated in National Association of Radio News Directors, shocked by A's recent adoption of resolution to curtail coverage.

II spring program clinics will be compressed to two week period from April 28 through May 9 with eleven teams of speakers to be announced soon by President Carl Haverlin.

LLION DOLLAR network radio advertiser seriously considering expanding budget to match television campaign. Only hitch at present is decision as to whether spot or network TV would be most effective. Radio format will remain unchanged.

ME AMONG 16 stations cited for horse-racing programs [B•T, March 10, 3] will get regular license renewals this week. All have notified the Commission that they had either stopped horse-race broadcasts before the Commission's order for license renewal hearings shortly thereafter. Among those filing such assurances most recently are: WBNX, WPIX (N.Y.), WJZ-TV New York; KLAC-TV Los Angeles; WRIB Providence, R. I.; WITH timore.

ERE'S definite indication NPA will show
(Continued on page 6)

KELO SIOUX FALLS SOLD FOR \$280,000

SALE of KELO Sioux Falls, S. D., to local partnership controlled by motion picture theatre owners was announced Friday by S. Fantle Jr., owner-president of station. Price is \$280,000 for the 15-year-old station (on 1320 kc with 5 kw). Application for FCC approval will be filed shortly.

New owners of KELO will be Joseph L. Floyd, theatre operator and originator of radio-TV program *Blind Date*; Edmund R. Ruben, 18-house chain theatre operator in South Dakota and Minnesota (he's former U. of Minnesota football star), and L. T. Benson, who has stock interest in WMIN St. Paul. Each will own one-third.

SINATRA DROPPED

SCIENCE-FICTION show *Out There* expected to replace Frank Sinatra show, which is being dropped by CBS-TV, effective April 1, Tuesdays, 8-9 p.m. Show has been sustaining since expiration of Ecko products contract early part of year.

FORT GETS 1,057 FT. TOWER

GRANT for new 1,057-foot tower for Fort Industry Co.'s WJBK-TV Detroit has been issued by FCC, station spokesmen reported Friday, saying construction will be started "at the earliest possible date." Station currently operating with 500-foot tower. Notice of grant, described by WJBK-TV officials as first for 1,000-foot tower in Midwest, was received from FCC Thursday by Lee B. Wailes, Fort Industry executive vice president.

KFWB TO BRANHAM

KFWB Los Angeles has appointed Branham Co. as national sales representatives effective today (March 17), according to Harry Maizlish, president and general manager of station.

FCC Budget Slashed \$1,966,540

IN STINGING initial setback in its quest for additional funds for fiscal year 1953, FCC was told Friday to do housekeeping job and cut corners, with nearly \$2 million less than its budget request [B•T, Jan. 28, see FCC money story, page 29].

House Appropriations Committee approved its Subcommittee on Independent Offices' recommendation that FCC get \$6,108,460 for its 1953 fiscal operation, sum that is \$1,966,540 less than President Truman's request. It also falls \$7,190 under what FCC is operating on in fiscal 1952.

Economy-minded House, however, added \$51,810 "for new positions in connection with TV applicant processing" and also "\$125,000 for the acquisition of new equipment at existing [monitoring] stations." Report also said: "The committee appreciates the heavy workload presently being carried by this Commission. However, under existing economic conditions, funds can not be provided to increase appropriations for any peace-time agency, and it requests the Commission to regulate its work in such manner as will permit performance of

BUSINESS BRIEFLY

B. & W. ADDS STATIONS ● Brown & Williamson Tobacco Co., Louisville (Kool cigarettes), adding 30 new radio stations and increasing its schedules on 60 stations starting this week through Ted Bates Inc., N. Y.

SPOTS IN 50 MARKETS ● Sinclair Refining Co., N. Y., buying radio and TV spots in about 50 markets for 13-week campaign, starting Tuesday. Morey, Humm & Johnstone, N. Y., is agency

CRANBERRY RADIO CAMPAIGN ● National Cranberry Assn. (Ocean Spray cranberries), using a few selected radio markets, mostly for women's participation programs for one-week promotion through Harry M. Frost Co., Boston, starting April 7.

P & G in CANADA ● Procter & Gamble's Spic and Span placing radio spot campaign in all provinces of Canada, starting March 24 and 31 for 13 weeks, through Biow Co., N. Y.

MOUTH WASH TEST ● Purepac Corp., N. Y., through Leonard Wolf & Assoc., same city, introducing new Chloramint mouth wash. Test campaign—probably using TV spots—to begin shortly in New York area with expansion contemplated if test is successful.

PARSONS SPONSOR ● Colgate-Palmolive-Peet (Lustre Cream shampoo) to sponsor Louella Parsons on CBS Radio (Tues., 9:30-9:35 p.m.) starting April 1. Agency: Lennen & Mitchell, N. Y.

PEARSON TO SPONSOR ● Pearson Pharmaceutical Co., N. Y. (Ennds Chlorophyll deodorant tablets and Eye-Gene eye drops), to sponsor *Police Story*, on CBS-TV, 10-10:30 p.m., beginning April 4. Agency: Harry B. Cohan Adv., N. Y.

essential functions with the funds provided in the bill."

Big chunks of funds turned down by House group concerned moneys for additional monitoring stations. FCC had asked for an increase of \$1,142,041 for field engineering and monitoring. Actually, Commission also had asked for \$202,303 more for operation of broadcast activities. Therefore, at quick glance, it looked Friday as if House's nearly \$52,000 concession for processing of TV applications was far cry from FCC request.

House committee's approval of quarter-million dollars for monitoring stations is for new equipment for existing stations.

In report, House committee said in effect FCC would have to economize down line in all its activities and absorb pay increases granted last year, but which ordinarily would mount FCC's pay bill for 1953. At same time House Friday passed Third Supplemental Appropriation which means nearly half-million dollars which FCC went into red in order to pay for 1952 increases will go off the books.

for more AT DEADLINE turn page



at deadline

NBC SPAC COMMITTEE

WITH OUTCOME of voting on radio representative from District 3 still undecided, annual elections of NBC's Stations Planning and Advisory Committee have returned five committeemen from 1951 SPAC and named six new members for 1952. First meeting of 1952 committee, when officers will be chosen, expected in New York after middle of April.

Re-elected SPAC members representing radio affiliates: Richard O. Dunning, KHQ Spokane; Ralph Evans, WHO Des Moines and WOC Davenport; B. T. Whitmire, WFBC Greenville, S. C.

New members for radio: Robert B. Hanna Jr., WGY Schenectady; P. A. Sugg, WKY Oklahoma City; Allen M. Woodall, WDAK Columbus, Ga.; Ed Yocum, KGHL Billings, Mont.

Re-elected for TV: Martin Campbell, WFAA-TV Dallas; E. R. Vadeboncoeur, WSYR-TV Syracuse.

New members for TV: Stanley Hubbard, KSTP-TV Minneapolis-St. Paul; Lee Wailes, Fort Industry Co.'s WSPD-TV Toledo.

Members may serve no more than two consecutive years.

District 3 has been through two run-off balloting, is entering its third. District consists of Indiana, Illinois, Kentucky, Michigan, western Pennsylvania.

N. Y. EDUCATIONAL TV COMMISSION PROPOSED

TEMPORARY commission to protect and develop state's interests in educational TV allocations was introduced in New York legislature Thursday night, Dr. Lewis A. Wilson, commissioner of education, said Friday (see story page 77).

Commission would be "authorized and empowered to make and sign any agreements and perform any acts" necessary to fulfill its function: "to develop such plans or arrangements as may be desirable or appropriate for the allocation, operation, management, control, and use of television facilities for educational and cultural purposes."

Introduced by assembly rules committee with backing of Dewey administration, bill is expected to be passed before legislature adjourns this week, thus providing agency to act immediately when an anticipated FCC allocation of educational TV channels is made. Legislation was worked out "very harmoniously," Dr. Wilson said. "We exerted no pressure, but just suggested what we considered a protective move."

With an appropriation of \$25,000 to cover staff expenses, the 15-member commission would be composed of legislative leaders, a member each of the board of regents and board of trustees of State U., state budget director, commerce commissioner, plus seven other appointees.

Commission would be required to report by Feb. 10, 1953, on study of proposed uses of educational TV, desirability of government operation of outlets, feasibility of private institution operation, and financing of station construction and operation.

WORLD WEEK

WORLD broadcasting system, New York, last week produced 12 new selections by Eddy Howard, 16 by Ray Bloch, 10 by David Rose, and picked up options on the Fontane Sisters for 30 selections during year.

In this Issue—

The McFarland Bill at last is reported out by the House Interstate & Foreign Commerce Committee, but not quite in the same form it went in. The first major piece of broadcasting legislation since passage of the present Communications Act in 1934, the bill may have to survive conferences between House and Senate committees before it gets to a vote on the floor. *Page 23.*

All-radio Affiliates Committee, preparing its "final" report for presentation at full committee meeting in Chicago March 31, condemns "dangerous practice of permitting major advertisers to set our rates for us," urges affiliates to maintain strong bargaining position in relations with their networks. *Page 25.*

Nine big sponsors are revising radio and television network plans, and additionally three major agency switches are in the works. *Page 23.*

Some big jobs changed hands last week. Adrian Murphy, president of CBS Labs, became president of CBS Radio, replacing Howard S. Meighan who returned to general executive group of overall CBS corporation. Harry Bannister, general manager of WWJ-AM-FM-TV Detroit, joined NBC—probably as station relations chief replacing Carleton D. Smith who is expected to move into the NBC owned and operated station set-up. *Page 25.*

Ernie, the Hamburger King, sells 1,200 of his overstuffed 'burgers per day. He gives radio advertising most of the credit for his volume. *Page 26.*

"Peer Gynt," telecast in three parts on NBC-TV, adds up to an interesting experiment and prodigious production job, but B•T's reviewer has reservations about the choice of vehicle. *Page 50.*

One of several problems holding up completion of the FCC's TV allocations is concern of some Commissioners that large area coverage of VHF stations might make those channels so desirable nobody would want UHF. *Page 77.*

Prospective TV broadcasters so far are finding regional airspace committees—composed of CAA, military and civilian pilot organizations and private flying groups—cooperative in figuring out where to place high television towers. *Page 77.*

A House subcommittee intends this week to look into the military recruiting advertising plans. *Page 34.*

Upcoming

Mar. 17-20: Annual Electronics Parts Show, Conrad Hilton Hotel, Chicago.
Mar. 19: NARTB-sponsored Business Trends Committee, Waldorf-Astoria, New York.
Mar. 19-21: Assn. of National Advertisers, The Homestead, Hot Springs, Va.
Mar. 20-21: Alabama Broadcasters Assn. Buena Vista Hotel, Biloxi, Miss.
Mar. 30-April 2: NARTB 30th annual convention, Conrad Hilton Hotel, Chicago. (Other Upcomings page 36)

Closed Circuit

(Continued from page 5)

considerate attitude toward new TV grant when they plan construction projects. Bernard Joseph, head of NPA broadcast unit to give major policy talk at NARTB Engineering Conference in Chicago.

DESPITE chronic sniping on Capitol Hill Voice of America and other U. S. information activities may fare better on '53 budget than last year. At least, House Appropriations subcommittee is set to recommend more funds report to full committee shortly. Program drew \$94 million in '51, asks \$133,272, after July 1, with \$30 million for radio broadcasting and \$36 million-plus for new facilities.

IF VOA money boost materializes, credit war large assists: (1) Congressional look-see USCG Courier, first seagoing radio relay station, and (2) reorganization of U. S. operations under new International Information Administration. Latter served to answer so Hill clamor for stronger Voice in psychological warfare.

MOVE underfoot in Bryson Judiciary subcommittee that could raise price of cost of manufactured records. While House group has been concerned mostly with juke box revenue problem, newly injected request for increase in composer return from manufacturer tentatively slated for hearing March 21. Authorities say if proposals click in Congress and become law, radio-TV industry could be indirectly with higher costs.

CBS, IBEW NEGOTIATING TECHNICIAN CONTRACT

NEGOTIATIONS started last week by CBS and IBEW looking toward new contract covering technical personnel of network and other radio and television stations. Employees are operating on basis of expired 1950 contract. Negotiations had been held up by NLRB election last January which gave IBEW victory over NABET, 616 to 177, according to IBEW.

New wage proposals include increase ranging up to \$40. Union also asking changes working conditions to spell out on paper rules covering TV activity. Parties conferred twice last week and resume this afternoon (Monday). William Fitts, CBS attorney, heads network's conferees. Appearing for union: Albert O. Hardy, international representative in charge of broadcasting and recording; Russell D. Lighty, international representative and representatives of all locals involved.

NASSER BRIEF

GEORGE and James Nasser, film producers, last Friday in Los Angeles filed brief with U. S. referee-in-bankruptcy asking government relief from American Federation of Musicians' demands for 5% of grosses realized from old theatrical movies sold to TV and product also must be completely rescored. Nassers, contesting legality of AFM demand, asked court to reject executory demand. Brothers plan to release four feature films to TV which were returned to them by Union Artists through court order [B•T, March 10]. UA plans to appeal court decision. AFM entered show-cause petition seeking to restrain Nassers from releasing those films to TV until they sign union 5% recording fund contribution established movies to TV. Hearing docketed last Friday when Nasser brief filed.

for more AT DEADLINE see page 110

BROADCASTING • Telecast

World Champions



Home of Champions
Baseball Network

Represented by Bolling

New York • Boston • Chicago • Los Angeles • San Francisco

more New Englanders
listen to **WPRO**
than any other
Rhode Island station

JANUARY 1952 BOXSCORE*

• MORNING { 6 A.M.—12 Noon Mon. thru Fri.

WPRO's share of audience (36.8%) is 69.6% greater than the second-place station, and is 20.7% larger than the COMBINED audience of the No. 3 and 4 stations.

• AFTERNOON { 12 Noon—6 P.M. Mon. thru Fri.

WPRO's share of audience (38.3%) is 33.0% greater than the second-place station, and is 9.1% larger than the COMBINED audience of the No. 3, 4, 5, 6, and 7 stations.

• EVENING { 6 P.M.—10:30 P.M. Sun. thru Sat.

WPRO's share of audience (31.0%) is in a photo-finish with station B (31.1%) . . . 67.6% greater than station No. 3 and 98.7% greater than station No. 4.

* Source: C. E. Hooper, Inc.

but that's only HALF the story

—the Providence-Pawtucket half! Another of America's major marketing areas, Fall River-New Bedford, Mass., relies on WPRO for its popular CBS and local programs. WPRO's powerful 5000 watts on 630 kc cover this rich New England market with a signal greater than 2 millivolts.

WPRO Offers You DOUBLE Major-Market Coverage—HIGHEST Ratings—The MOST Listeners at LOWEST COST-PER-1000!

listeners are customers! customers are buyers!



REPRESENTED BY RAYMER

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

SOL TAISSHOFF, Editor and Publisher

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NEW YORK BUREAU 488 Madison Ave., Zone 22, Plaza 5-8355; EDITORIAL: Rufus Crater, New York Editor; Florence Small, Agency Editor; Dorothy Munster, William Ruchti, Liz Thackston. Bruce Robertson, Senior Associate Editor.

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

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

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, HEMPSTEAD 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas.

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

Annual subscription for 52 weekly issues \$7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) \$9.00, or TELECASTING Yearbook (54th issue) \$9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues \$11.00.

Add \$1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues \$5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

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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BROADCASTING • Telecastin



Will they inherit socialism?

You wouldn't want to leave a socialistic America to your children. Most Americans wouldn't.

But you may — without realizing it. For socialism wears many false faces. You can't always tell it at a glance.

It's socialism, for example, when the federal government takes over for keeps the rights and responsibilities of its citizens on any pretext.

It's socialism when the government steps into and takes over a business or industry.

It's socialism when people urge you to give up the freedom to run your own life and let the government run it for you.

Today in America, there are people who would like to see an all-powerful federal government own and operate our railroads, our medical profession, our electric light

and power companies and other businesses and services. Perhaps they're not all socialists, but what they suggest is socialism — even though they never call it that.

And they'll have their way unless you act now. Here's what you can do: Start thinking of your future and your children's. Exercise your rights as a citizen. Discuss this danger with your friends and neighbors. Use your ballot wisely. And above all, learn to recognize socialism behind the many false faces it wears.

.

America's *business-managed, tax-paying* ELECTRIC LIGHT AND POWER COMPANIES* publish this advertisement to expose some of the many disguises behind which socialism operates in this country.

*Names on request from this magazine

- "MEET CORLISS ARCHER"
CBS—Sundays
9 P. M., Eastern Time.

- Look for the
"ELECTRIC THEATRE"
on Television.

Electric power is the key to U. S. production strength. We need more and more of it to produce more steel, aluminum and other materials, and to make them into more planes, ships, tanks and guns.

America's electric light and power companies have planned ahead to have enough electricity ready on time to meet foreseeable demands.

They'll *have* it ready...*if* their suppliers can get the steel and other materials they need to finish the new power plants, new lines and equipment they've started.

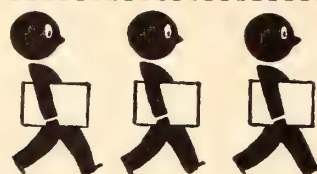
KNOW THE RIGHT PEOPLE?



The two pig-type characters may suggest a couple of time salesmen just back from a two-week agency trip, but actually it's just a pair of potential participants praying for a de-emphasis on college football.

You can't blame anybody for trying to avoid a kicking around, least of all an advertiser. So . . . next time you're placing a schedule in Oklahoma City remember it's just about like doing business anyplace else . . . you have to *know the right people* . . . and KOMA is the station that has the acquaintance you need. Our 50 kilowatts have made a lot of friends in the many years they've been in business in Oklahoma. Use them to introduce your client's product to the right people.

KOMA *Avery-Knodel, Inc.*
50,000 WATTS • CBS



agency

FRANK J. REYNOLDS, vice chairman of board of directors, Albert Frank-Guenther Law Inc., N. Y., elected agency president succeeding J. M. HICKERSON who resigned [B•T, March 3].

A. E. HANSER, account supervisor, Biow Co., N. Y., elected vice president.



Mr. Hanser

THOMAS MULGREW, Foote, Cone & Belding, Chicago, to Ivan Hill Adv., same city, as member of executive staff. W. C. ANDERSON, F.C.&B., S. F., to Emil Reinhardt Adv., Oakland, Calif., as account executive.

HAROLD R. OHLEYER, vice president of Knox-Reeves Adv., S. F., to J. Walter Thompson Co., that city, as account executive.

FLOYD HOLM, manager, Compton Adv., Hollywood, elected vice president.

JANE LEIDER, media director, Harrington-Richards, L. A., division of Fletcher D. Richards Inc., to Yambert-Prochnow, Beverly Hills, in similar capacity.



on all accounts

ROBERT G. EVERETT, vice president of Price, Robinson & Frank, Chicago, is an account executive who takes his own product copy seriously at home as well as at the office.

Executive on Quaker Oats' Aunt Jemima cake mixes, he frequently stirs up batches of silver cake and devil's food. His wife, typically, adds the frosting.

Bob Everett has been operating at high gear in a cloud of flour dust for some 13 years. It all started in 1939 when he joined Hutchinson Adv. Co., Minneapolis, which handled the Pillsbury business as the forerunner to McCann-Erickson there.

Mr. Everett began his advertising chores in black and white, in which he had been involved less remuneratively at Coe College as business manager of the paper. A Sigma Nu and commerce major, he was graduated in 1936. His first job was for the Minneapolis *Star*, working in circulation, business management and merchandising for two years.

From Hutchinson he went to King Midas Flour Mills, also in Minneapolis, as advertising manager. Responsible for organizing the first advertising department, he

appointed Olmstead & Foley as agency and worked on distribution of flour and feed products in four Northwest states—and Pennsylvania. He has never solved the mystery of just how distribution jumped over the states between Minnesota and Pennsylvania.

After being drafted into the Navy on V-E Day, he spent 12 months studying radio and supervising separation procedures before returning to King Midas in the spring of 1946. The following year he joined General Mills as a product advertising manager, supervising Apple Pye Quick, Betty Crocker soups, Kix, the cake mixes and Softasilk cake flour in the grocery products division. Television hadn't entered the living room picture in those days, but Mr. Everett worked on radio with all four General Mills agencies.

In 1949 he went to Chicago and the C. J. La Roche Co., which handled part of the Quaker Oats account. He remained as a vice president and a Quaker Oats account executive when the agency became Price, Robinson & Frank a few months later.

A "field worker" as much as a
(Continued on page 61)



Mr. EVERETT

beat



HAL GARDNER, vice president of Meldrum & Fewsmith, Cleveland, to executive staff of W. Earl Bothwell Co., N. Y.; **KIRBY KATZ**, Biow Co., N. Y., named Bothwell copy director; **ROBERT FINE**, Food Fair Stores, Phila., appointed to merchandising staff and **LEONARD McMAHON**, Malap Adv., Kansas City, joins Bothwell research staff.

EMMETT C. McGAUGHEY, Southern California manager, Cappel MacDonald & Co., to Erwin, Wasey & Co., as executive vice president in charge of Pacific Coast operations.

WALLACE V. MACKAY, **GERALD A. HOECK** and **MARLOWE HARTUNG** named general partners in Wallace Mackay Co., Seattle.

WILFRED CHARLAND, vice president in charge of radio and television, McKim Adv. Toronto, named director.

PAUL HOGUE, copy department, McCann-Erickson, N. Y., to writing staff, Morey, Humn & Johnston, that city.

WILLIAM A. WILKINSON, vice president, Foote, Cone & Belding, L. A., retired March 15 but continues as consultant on Sunkist Growers Inc. account (oranges, lemons).

LEON GREENFIELD and **MURRAY FIRESTONE**, Ralph A. Hart Adv., Phila., to Ernest Greenfield Adv., that city, as vice president-art director and director of radio-TV respectively.

ELMER PIZZI, Al Paul Lefton Co., Phila., to art department of Gray & Rogers, same city.

RAYMOND J. VISCARDI, vice president of Dundon Assoc., N. Y., to William Wilbur Adv., that city, in same capacity.

BERNARD E. HOWARD, account supervisor, Campbell-Mithun, Minneapolis, elected vice president.

JAMES R. MILLER announces formation of his own agency, Miller & Co., 120 Sixth Ave. North, Seattle. Account executives will be J. C. GROVER, H. L. LEVERS and H. J. GOREN, all Seattle advertising men.

PAUL M. CRAMER, manager of media and research, Griswold-Eshleman Co., Cleveland, named director of research. Media department will be headed by **WILLIAM A. WEAVER**, assistant to the agency's president.

JACK MILLER, manager of commercial art department, KLAC-TV Hollywood, to Jack Vaughan Adv., Burbank, Calif., as production manager and media director.

BUCKINGHAM GUNN, Foote, Cone & Belding, and **PHILIP M. WHITE**, Calkins & Holden, Carlock, McClinton & Smith, both Chicago, are chairman and vice chairman respectively of city's Cancer Crusade.

JAMES O. HANLEY, staff writer, *Minneapolis Tribune*, to Alfred Colle Adv., Minneapolis, as copywriter.

BURLINGHAM-GROSSMAN Adv., Chicago, elected to membership in the American Assn. of Adv. Agencies.

EDGAR C. PIERCE, director, KFI Hollywood, to Geoffrey Wade Adv., that city, as agency supervisor of KNBH (TV) Alka Seltzer Newspaper of the Air.

HAROLD KIRSCH Co., St. Louis, moves office to 8417 Delaire Blvd.

DOROTHY LEARY, personnel manager, George Jensen Inc., N. Y., to Ted Bates & Co., that city, in similar capacity.

DENNIS Adv., Glendale, Calif., moves to 4564 York Blvd., that city. Telephone is Albany 2367.

HARRY G. WILLIS & Assoc., Glendale, Calif., moves to 404 E. Broadway. Telephone is Chapman 5-3325.

KNOX REEVES Adv. closes San Francisco branch April 1.

F. R. PERSHALL Co., Chicago, elected to American Assn. of Advertising Agencies.

JOHN L. HALPIN Adv., Schenectady, moves to larger quarters at 207 State St.

BROADCASTING • Telecasting

Obviously OUTSTANDING...



PEORIA'S OWN RAILROAD LINKS EAST AND WEST

Toledo, Peoria and Western Railroad by-passes congested big-city terminals, providing a "time cushion" for freight schedules. Peoria's own railroad, the *Prairie Marksman*, is a shortcut between east and west and makes Peoria a "hub" of freight traffic.

WMBD Dominates the Rich Peoriarea Market

WMBD is the "hub" of radio listening in all the Peoriarea and provides the shortcut to direct sales results. WMBD's ability to sell goods and services to consumers in the Peoria market has been proven time after time.

IT'S SALES RESULTS THAT COUNT! Ask the people at Cohen Furniture Co., on the air with WMBD for twenty years. Ask the people at Maxon Inc., agency for Stag Beer, who just received their class "A" half-hour for the third straight year. Ask your Free & Peters Colonel about WMBD . . . for 25 years First in the Heart of Illinois.

CHARLES C. CALEY, President and General Manager

DON D. KYNASTON, Director of Sales

See Free & Peters . . .



FIRST in the
Heart of Illinois

PEORIA
CBS Affiliate
5000 Watts

In New York state... it's the toast of SYRACUSE—SCHENECTADY—BINGHAMTON—for Utica Club Beer

In PITTSBURGH... it's going like hot cakes for the Braun Baking Company

In TULSA—ST. LOUIS—OKLAHOMA CITY... Milnot says it's the cream of the crop

In DETROIT and TOLEDO... it's on tap—thanks to E. & B. Beer

In MINNEAPOLIS... they're in a lather about it, says Marlene Shampo

It's TV's No. 1 Musical

"OLD AMERICAN BARN DANCE"
IS SWEEPING THE LARGE METROPOLITAN CENTERS—doing an outstanding selling job in 28 markets—a show that really "rates":

WOW-TV, Omaha—30.9

WBTV, Charlotte—42.6

WWJ-TV, Detroit—11.5

WAFM-TV, Birmingham—21.0

IT'S A FACT THAT "COUNTRY" ENTERTAINMENT IS TREMENDOUSLY POPULAR NATIONALLY—

- Folk records are the largest sellers in the U. S.
- More and more "Pop" artists are cutting country tunes—scrambling to get aboard the "hillbilly" bandwagon.
- Barn Dance Entertainers are in Show Biz' "Big Time" (Tennessee Ernie, Capitol recording star and another "Old American Barn Dance" name has guested on the Frank Sinatra show and headlined long engagements at New York's famous "Copacabana").

In May the Astor Roof, New York City, goes "country"!

UTP

Largest Distributor of Quality TV Films

"OLD AMERICAN BARN DANCE"

26 half-hour films with an A

And here's what a leading trade publication recently said about Old American Barn Dance:

"... ingredients necessary to capture big-city audiences as well as those in the rural areas..."

BILLBOARD—March 1st.



Candy Mountain Girls
Sandy, Corky and Mary
Jane. Featured commercially on NBC, CBS.

NBC BOUGHT IT FOR CHICAGO!

AMERICAN BARN DANCE

Produced by KLING-UNITED STUDIOS

"All-Star" Barn Dance cast starring **BILL BAILEY** as emcee

famous from coast-to-coast as headliner on "National Barn Dance",
"Hoosier Hop" and the "CBS Saturday Night Party"—many others.

SWING YOUR SALES WITH
"THE OLD AMERICAN BARN DANCE"

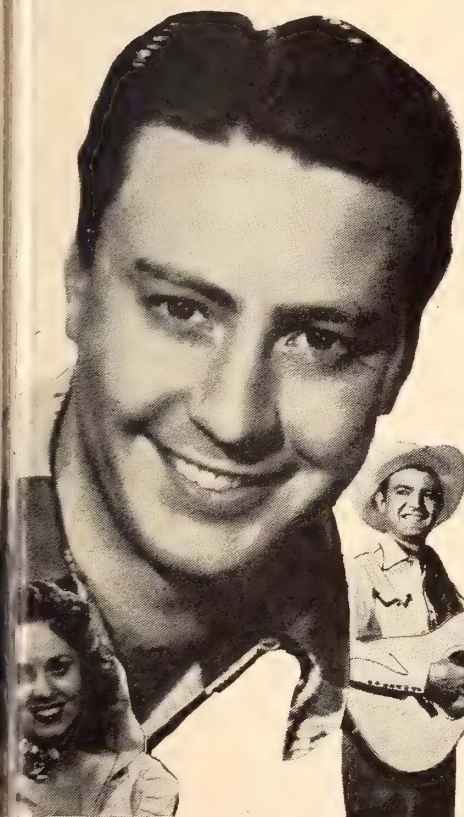
Phone, write, wire . . .



444 Madison Avenue New York • PL 3-4620
360 North Michigan Chicago • CE 6-0041
140 North La Brea Hollywood • WE 8-9181

Other outstanding UTP releases—Royal Playhouse • Movie Quick Quiz • Hollywood Off-Beat • Rebound • Sleepy Joe • The Chimps Double Play with Durocher and Day • others.

Exclusive distributor for Bing Crosby Enterprises, Walter Schwimmer Productions, and others.



TEX WILLIAMS
Star of "Riverside Rancho", NBC.
Recording star of "Smoke, Smoke,
Smoke" fame.

PEE WEE KING

Heads the No. 1 Western Band
in the country. Wrote, popular-
ized "Tennessee Waltz", "Slow
Poke" and many other hits.



THE NEEDLE!

WILLIAM B. MITCHELL Vice-Pres. Gen'l. Mgr.
Associated Program Service 151 W. 46th, N.Y. 19

April-May-June

What are the big promotion days . . . the special selling events and unusual program possibilities of these next three months? What's the expiration date of a 13-week contract signed during this period? The answers, plus lots of other useful sales-program data, can be found in the second-quarter APS calendar, now enroute to all our subscribers and many other broadcasters who like and use it. If you're using the first quarter and haven't written to request the balance just drop us a card.

What Have We Done?

NARTB Convention-time marks a yearly anniversary in radio. That's when we meet and greet old friends and new ones, and it's doubly pleasant because it's the anniversary of the starting-date of so many of our good subscribers. As we get ready to pack up our library and ship it to Chicago for inspection by another crop of interested broadcasters, we find ourselves jotting down the things we've done since "Convention-'51." Here are some:

—Made sales training history with 14 different monthly transcribed sales meetings, now being listened to by more than 1,000 active radio people every single month.

—Tossed precedent out the window by making it possible for broadcasters to use sections of the jumbo APS library at rates that start at \$19.50 per month.

—Added such great stars as Rosemary Clooney, Guy Mitchell, Denny Vaughn and others, to what is now the greatest roster of talent in any one library.

—Traveled across thousands of miles of the U.S. and Canada visiting hundreds of operators and working with many, many more at state association meet-

ings, sales clinics, ad clubs, etc.

—Stored up hundreds of experiences, anecdotes and on-the-spot observations for release to broadcasters in future issues of "The Needle!" and forthcoming sales meetings.

—Issued a sparkling pronunciation guide for announcers.

—Finished work on a special catalog of production music that will be a basic desk-tool in every APS station.

—Stream-lined our own organization to make it possible for us to hold the APS price line—for now at least!

All these things—and many more—come from our 1951 day book. It's been a good year, and we earnestly hope you'll help us start an even better one at NARTB on March 31-April 2. We'll all be there in Room 532A at the Conrad Hilton.

Who'll be There?

Here are some of the folks you'll enjoy meeting at the APS-NARTB exhibit:

—Andy Wiswell, APS Vice President and Recording Director. Certainly the top man in his field in the transcription industry—we think he's tops, period.

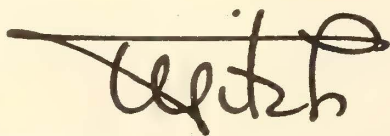
—John Andrus, Treasurer of our parent company, Muzak Corporation. He's a pioneer in this field, and his outlook on business in general is better than a Washington Newsletter.

—Bill Houghton, APS Service Manager, has dealt with just about every station in the nation—our prospects and our subscribers! Handsome bachelor, too!

—Ed Hochhauser, Jr., APS Sales Chief. Like most salesmen, he has more friends than customers, but he'll be trying to balance things up.

—Mitch, who gets most of the credit while everybody else does all the work!

Come see us!



ASSOCIATED PROGRAM SERVICE

151 W. 46th Street, New York
PLaza 7-7710

open mike



Rah, Rah, Yearbook

EDITOR:

AS BOOK REVIEW EDITOR OF JOURNALISM QUARTERLY WOULD LIKE TO REVIEW TELECASTING YEARBOOK WHICH I FEEL IS MORE VALUABLE THAN MOST BOOKS PUBLISHED. . . .

FRED SIEBERT
U. OF ILLINOIS
CHAMPAIGN, ILL.

* * *

Everybody's Happy

EDITOR:

We at WCCM would like to commend you for the excellent manner in which you handled the story of WCCM and industry which appeared in your Feb. 25 issue. Since its publication, WCCM has received many letters and queries from others in the broadcasting field relative to further details concerning WCCM's time sales to industry. The article also drew a lot of favorable comment from our business friends in this area.

George H. Jaspert
President
WCCM Lawrence, Mass.

* * *

Who, Us?

EDITOR:

United Press says your fine publication is planning on doing something about "the whole question of broadcasting's place in the news gathering family."

May I hope this is correct. May I also hope you are not going to do a little bit. It's already late but it's not too late. Let's hope what you can arouse the industry to do will not be too little. . . .

Rogan Jones
President
KVOS Bellingham, Wash.

[EDITOR'S NOTE: We are not presumptuous enough to be taking on such an overwhelming problem. UP quoted an editorial in B&T March 3 which said that Speaker Rayburn's ban could bring this question to a head. It now appears this potential will not be realized unless broadcasters see that it is; see editorial page 58 this issue.]

* * *

History Lessons

EDITOR:

I do not know whether or not you realize it, but the section of your Oct. 16, 1950, Twentieth Anniversary issued headed "Two Exciting Decades" has been a most valuable reference work for anyone who has to make talks in public from time to time on this business of broadcasting.

It also serves as a most valuable source of material for checking back occasionally to find when a certain incident occurred. I won-

der if you have ever thought of bringing out an annual edition, covering the events of each year; so that this history of broadcasting could be kept perpetually up to date. . . .

E. J. Gluck
Pres. & Gen. Mgr.
WSOC Charlotte, N. C.

[EDITOR'S NOTE: Though no annual report of the kind Mr. Gluck suggests is now planned, the yearly Highlights appearing in the BROADCASTING and TELECASTING YEARBOOKS may serve his purpose.]

* * *

Ground Floor

EDITOR:

. . . Northwest Broadcasting School of Portland, Ore., realizing the tremendous impact of television in educational selling, has directed [our] agency to place tentative orders with television stations applicants.

Don Kneass, school supervisor, said in part: "We want to be among the first advertisers on television when it reaches Portland. We have therefore directed our agency to reserve television time for us and develop suitable program formats." . . .

W. A. Sawyer
Director
W. A. Sawyer Agency
Portland, Ore.

* * *

Thank-You Footnote

EDITOR:

"Wherever you go, there's radio." Many of the nation's largest stations are prefacing their station breaks with this statement . . .

Every time I heard a station use it or I read it in print I felt I had been brought face to face with a six-year-old with its front teeth out. Something was missing . . .

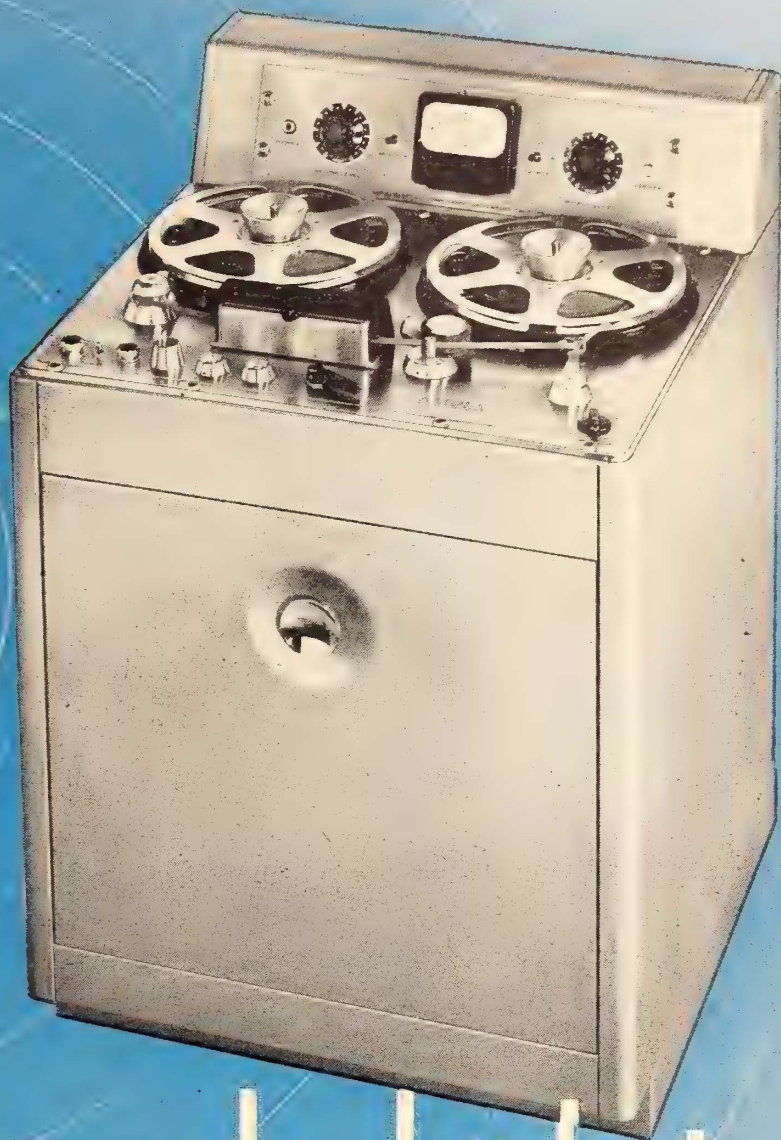
Suddenly it dawned on me. Of course, the sponsor! . . .

Many in radio have for too long a time looked upon the sponsor with apathy, forgetting that good programming, as well as novel ways to present the sponsor's product to the public, have all been made possible by the sponsor's check . . .

We at KWBC, in our small way, salute the many men who supported radio in its infancy, kept faith with it through the lean years, until it was old enough to vote, as well as those who will pay its salary during its manhood. With this in mind, when we make our station breaks at KWBC, we say: "Wherever you go, there's radio, thanks to advertising."

Charles D. Hobbie
Promotion Manager
KWBC Fort Worth

Supreme



dependability

... Will Save YOU Time and Money!

**Model
300**

STANDARD OF THE GREAT RADIO SHOWS

AMPEX
Magnetic Tape Recorders

AMPEX ELECTRIC CORPORATION Redwood City, California

new business



Spot . . .

NATIONAL BISCUIT Co., N. Y., to launch national campaign for Nabisco Premium and Snow Flake Saltine crackers. Campaign includes announcements on 189 stations carrying Arthur Godfrey's morning show on CBS Radio plus more than 275 spots in selected markets. Agency: McCann-Erickson, N. Y.

SICKS' SEATTLE BREWING AND MALTING Co., Seattle, starts spot campaign for Rainier beer on 21 Washington radio stations. Agency: Miller & Co., Seattle. **JAMES R. MILLER** is account executive.

BARNEY'S CLOTHES, N. Y., places 25 spot announcements on WNBC New York for 13 weeks in addition to present advertising on WNEW, WMCA and WINS, all New York. Agency: Emil Mogul Co., N. Y.

MILLER BREWING Co., Milwaukee, to sponsor daily five minute weather programs on all stations of Alaska Broadcasting Co. **NORTHWEST AIRLINES** to sponsor 9 a.m. Sunday news on stations in Anchorage, Fairbanks and Seward. Agency for Miller: Mathisson & Assoc., Milwaukee. Agency for Northwest: Cunningham & Walsh, N. Y.

J. E. MORSE & Co., Halifax (tea), has started spot announcements on eastern Canadian stations. Agency: Imperial Adv., Halifax.

Network . . .

ARMSTRONG CORK Co., Lancaster, Pa., renews *Armstrong's Theatre of Today*, Saturday, 12-12:30 p.m. EST, on CBS Radio for 52 weeks. Agency: BBDO, N. Y.

CLAROL Inc., Stamford, Conn. (women's hair preparation), starts *Let's Go Hollywood* on 10 CBS California radio stations, Sun. 10:15-10:30 p.m. PST, for 52 weeks from April 6. Agency: Shevlo Inc., N. Y.

CARTER PRODUCTS Inc., N. Y. moves *City Hospital* from ABC-TV to CBS-TV effective March 25. Show will alternate with Schick Inc.'s *Crime Syndicated Tues.*, 9-9:30 p.m. EST. Agency for Carter Products: Sullivan Stauffer, Colwell & Bayles, N. Y.

GILLETTE SAFETY RAZOR Co. and **R. J. REYNOLDS Co.** sponsoring five minute warm-ups and five minute summaries respectively before and after MBS's *Game of the Day* [B•T, Feb. 25, 11]. Gillette will use time 7 days per week; Reynolds, six day. Remaining time sold by MBS to **GENERAL MILLS** for Wheaties. Agency for Gillette and its subsidiary Toni Co., which shares sponsorship: Maxon Inc. Agency for Reynolds: William Esty & Co., same city. Agency for General Mills: Knox-Reeve Adv., N. Y.

REICHHOLD CHEMICALS Inc., Detroit, adds five stations to *America's Town Meeting*, ABC-TV, Sun., 6:30-7 p.m., increasing number of outlets to 13. Agency: MacManus, John & Adams, Detroit.

GENERAL FOODS Corp., N. Y., to replace *Hopalong Cassidy* effective March 22 with *Tarzan* series, Sat., 8:30-9 p.m., CBS Radio. Agency: Foote, Cone & Belding, N. Y.

STANLEY DRUG PRODUCTS, Portland (specialty drug products) starts *Command Theatre* on 28 Columbia Pacific Network stations, Sun. 1:30-2 p.m. PST, for 52 weeks from March 16. Agency: Edward S Kellogg Co., L. A.

LEWIS HOWE, St. Louis (Tums) replaces *Tum's Hollywood Theatre* with *Barrie Craig, Confidential Investigator* on 25 Trans-Canada network stations, Tues. 8:30-9 p.m. Agency: Dancer-Fitzgerald-Sample Toronto.

KNOX GELATINE Co., Johnstown, N. Y., to sponsor 8:45-55 a.m. Monday segment of NBC-TV's *Today* effective March 24. Agency: William H Weintraub & Co., N. Y.

Agency Appointments . . .

G. H. P. CIGAR Co., subsidiary of Consolidated Cigar Corp., N. Y. appoints William H. Weintraub & Co., same city.

ELECTRONIC SPECIALTY Co., Glendale, Calif., (Shavex electric shaver), appoints Factor-Breyer Inc., L. A.

EMENEL Co., Loma Linda, Calif. (vitamins), appoints Harry G. Willis & Assoc., Glendale.

QUALITY BAKERS OF AMERICA COOPERATIVE Inc. (Sunbear

(Continued on page 48)



millions listen
millions buy!

W
J
R
the
GREAT
VOICE
of the
GREAT
LAKES

Each radio home in WJR's coverage area spends almost 1,000 dollars a year on food!

		% of National Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Food Sales	\$3,266,766,000	9.4

Get your share of the tremendous food sales in the Michigan-Great Lakes area. Pre-sell these radio families on your products . . . by using WJR, the station with the greatest coverage in this area.

For specific success stories in this large food market, write WJR or see your Edward Petry representative today.

Remember . . . millions buy
WJR-advertised products!

WJR Detroit
The Goodwill Station *

CBS Radio
Network

50,000 watts
Clear Channel



Radio—America's
Greatest
Advertising Medium

Represented nationally by
Edward Petry & Company
WJR Eastern Sales Office:
665 Fifth Ave., New York

"THE SELLING STATION"

in
Indianapolis, Indiana

W X L W

*is pleased to announce the appointment
of the*

JOHN E. PEARSON COMPANY

NEW YORK

CHICAGO

DALLAS

MINNEAPOLIS

LOS ANGELES

SAN FRANCISCO

*as its exclusive national representative
effective immediately*

For the Indianapolis story and availabilities on
the Selling Station of Indianapolis, see your
PEARSON MAN

W X L W

1590 KC

ROBERT D. ENOCH
General Manager

1000 W-D

Here's Archer!



GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful mid-day program features the Cliff Quattette's individual music, popular records . . . plus Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:30-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

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

**FIRST in WASHINGTON
WRC**

5,000 Watts • 980 KC

Represented by NBC Spot Sales



feature of the week

ANOTHER business built by radio is the Gold Leaf Insurance Co., which this month completed a full year of advertising over KDYL Salt Lake City.

Fred J. Bacon Jr., president of the Utah hospital and surgical insurance company, opened his office early last year. His advertising objectives were threefold: To build a sales organization; to inform people that his new health and surgical insurance policy was available, and to obtain leads on prospective customers.

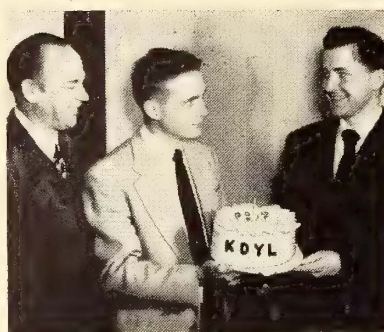
Today, without having spent a cent on any medium other than radio, 17 salesmen are kept busy.

At the outset, Harold Woolley, KDYL account executive, convinced Mr. Bacon to begin a spot announcement series on the Will Wright musical programs, *The Old Corral* and *Hit Review*.

The announcements were scheduled on a daily basis. Monday, Wednesday and Friday spots were heard in the period between 6:30-6:45 a.m. Tuesday, Thursday and Saturday announcements were aired between 7:45-8 a.m.

KDYL announcements have drawn from three to 18 leads every morning. Gold Leaf salesmen closed out about 85% of these leads.

In midsummer, Mr. Bacon expanded his radio campaign to include announcements on two other stations in other Utah areas. When these announcements failed to pro-



A birthday cake marks occasion of Gold Leaf's first anniversary of advertising over KDYL. At informal ceremony are (l to r) Messrs. Wright, Woolley and Bacon.

* * *

duce the expected quantity of leads, Mr. Bacon decided to try recorded spots by Mr. Wright. Almost immediately the Salt Lake City story was repeated—the leads started flowing in.

Mr. Bacon believes that Mr. Wright has in his voice a quality of sincerity which inspires trust and accounts for his success.

Salesmen have repeatedly reported that sales have been closed more easily because of the trust and confidence already established through radio.

To back up his radio leads, Mr. Bacon has been scrupulous in maintaining that confidence through the caliber of his operation and his selection of salesmen.



strictly business



ANDREW A. McDERMOTT

WHEN the Toronto Advertising and Sales Club, said to be largest club of its kind under the British flag, held its

"salute to radio" luncheon on March 25 in connection with the annual meeting of the Canadian Assn. of Broadcasters, the main organizer of the event was Andrew Arthur McDermott.

A newspaperman, Andy McDermott got into radio in the depression '30s when he saw western Canadian daily newspapers losing circulation while radio stations increased their listening audience by providing frequent newscasts.

Today, the friendly and hard-working Mr. McDermott is vice president and general manager of Radio & Television Sales Inc., Toronto, a firm he founded in 1951 to represent a number of French language radio stations at Toronto and Montreal.

He entered radio as a newscaster about 1930 on the former CHWC Regina (later merged with CKCK there). He did an early morning newscast for which he was paid

(Continued on page 63)

**IF YOU'RE
INTERESTED
IN the IRISH...**

**You Can Tell an
Irishman Today by
the Green He's Wear-
ing, But Here in
Milwaukee You Can
Tell Him EVERY
DAY Over WISN.**

**Why? Because
WISN Programs For
All the People, All
the Time. And
WISN's Big Loyal
Audience Gets Real
Results For You.**

**You'll Like Doing
Business With WISN.**

**IN MILWAUKEE
THEY LIS'N TO**

WISN 

5000 WATTS

**Represented by
KATZ Agency**

**Webster
has
a
word
for
it**



COLOSSUS OF THE CAROLINAS



An unabridged dictionary of the glib ad lib, WBT's Kurt Webster delivers a 46% Share of Audience on his 9 AM audience participation show, "What's Cookin'?" . . . pulls 50%-plus at 11:30 AM for "Street Man" and on his "Midnight Dancing Party." Kurt's audience-pulling power is another reason why advertisers who want to put in a *good* word for their products in the Carolinas naturally turn to WBT and its local personalities.

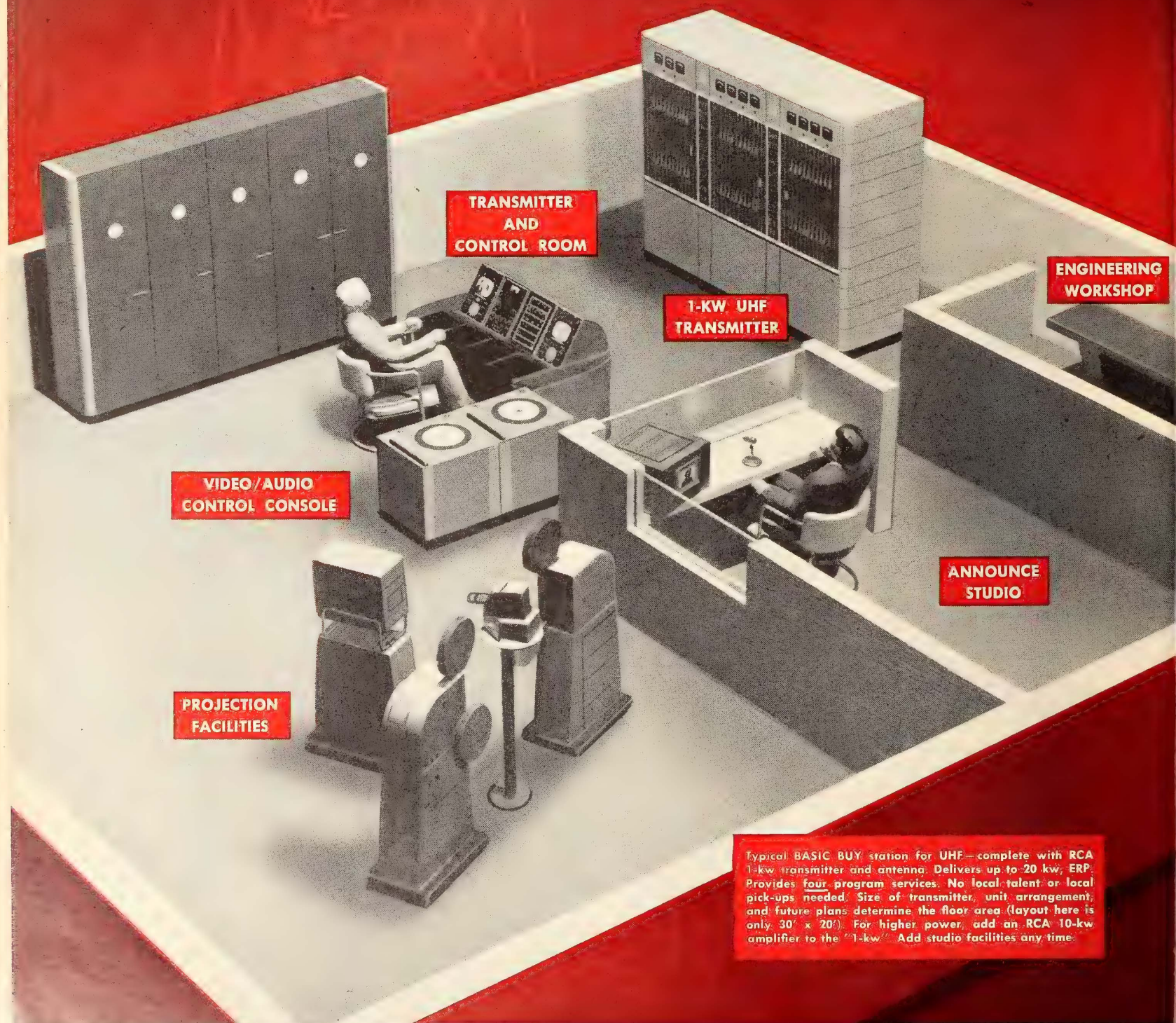
WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

RCA's TV "Basic"



Typical BASIC BUY station for UHF—complete with RCA 1-kw transmitter and antenna. Delivers up to 20 kw; ERP. Provides four program services. No local talent or local pick-ups needed. Size of transmitter, unit arrangement, and future plans determine the floor area (layout here is only 30' x 20'). For higher power, add an RCA 10-kw amplifier to the "1-kw." Add studio facilities any time.

Buy' does the most

**-with the least TV equipment
-VHF or UHF!**

4 PROGRAM SERVICES

— no local studios needed!

- Network programs
- Local films (16mm)
- "Stills" from local slide projector
- Test pattern from monoscope (including individualized station pattern in custom-built tube)

THIS PICTURE ILLUSTRATES what we think is the minimum equipment a TV station should have to start with—and earn an income. The arrangement can handle any TV show received

from the network and provides station identification and locally inserted commercials as required. In addition, it offers an independent source of revenue—by including film and slide facilities for handling local film shows and spots, or network shows on kine recordings.

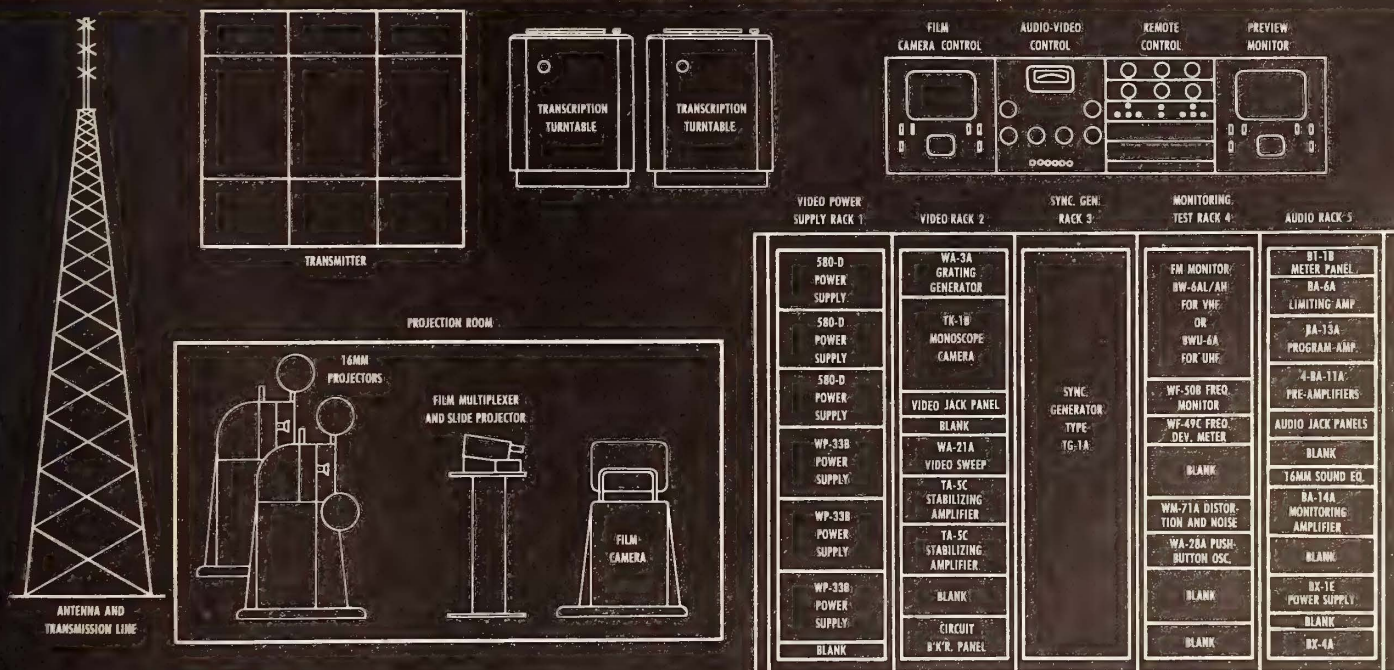
The BASIC BUY includes: A transmitter and an antenna (necessary for any TV station); monitoring equipment (required by FCC); film and slide equipment (for local programs—and extra income); monoscope camera for reproducing a test pattern of known quality (important for good station operation and as an aid to receiver adjustment); and a control console that saves operator time and effort (it enables one technical

man to run the station during nearly all "on-air" periods).

RCA's BASIC BUY can be used in combination with any RCA TV transmitter and antenna, of any power—VHF or UHF. Matched design and appearance make it easy to add facilities any time (you need never discard one unit of a basic package). And note this: *RCA BASIC UNITS ARE IDENTICAL TO THE RCA UNITS USED IN THE BIGGEST TV STATIONS!*

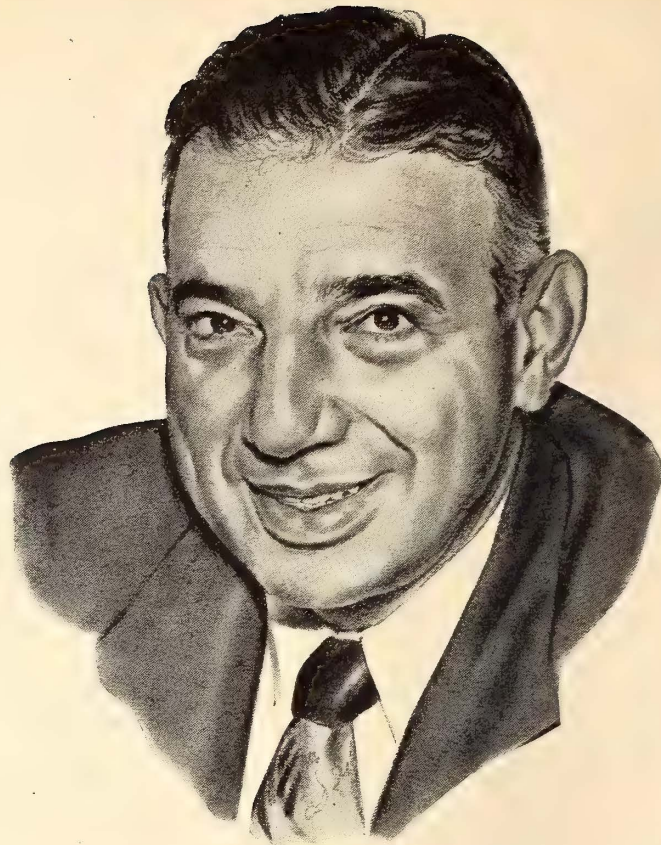
RCA's BASIC BUY is already being adopted by many TV station planners. Let your RCA Sales Representative work out a flexible package like this for you—show you how to do the most with the least equipment!

This is what the BASIC BUY includes!



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

**“KWKH
does a
good job
for us”**



Says JOE T. MONSOUR

President, Monsco Supply Company

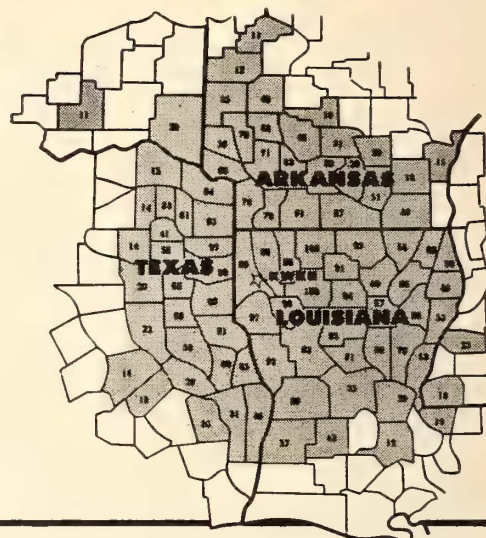
IMPORTANT LOUISIANA DISTRIBUTOR

As the promotion-minded head of one of the most successful plumbing-supply houses in the Louisiana-Arkansas-Texas area, Mr. Joe T. Monsour advertises extensively over KWKH. Here's what he recently wrote us:

“We have found that KWKH goes ‘All Out’ to service our account. Our advertising over this station has produced outstanding results for the various nationally-advertised products we distribute. It has increased our sales volume because of the constant reminder to the public that we desire to serve our customers with the very best products in the field. In other words, Radio Station KWKH is doing such a good job for us we see no reason for considering other media.

(Signed) Joe T. Monsour”

50,000 Watts • CBS •



KWKH DAYTIME BMB MAP

Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are “average daily listeners”. (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

SHREVEPORT

The Branham Company
Representatives

Henry Clay, General Manager

Texas

LOUISIANA

Arkansas

FCC REVAMP

House Group Reports Its Own 'McFarland Bill'

RADIO HISTORY was written in the House last Wednesday when the Interstate & Foreign Commerce Committee reported out its own version of the Senate-passed McFarland bill (S 658) [CLOSED CIRCUIT, March 10].

House approval of the measure appeared certain. However, a time lag is inevitable since first the committee staff must whip into legislative language the various changes voted by the Commerce Committee. Before the bill can get to the floor, the House Rules Committee must clear it.

This is the McFarland bill that would modernize or "streamline" FCC procedures. It would accomplish this by overhauling the Com-

munications Act enacted in 1934.

It is the legislation that passed the Senate four times since 1949 (see "S 658 Legislative Record," this page), but never got past the House committee in its many trips to the lower chamber.

Chairman Robert Crosser's (D-Ohio) committee action was without precedent. It was the first time the committee has taken an affirmative stand on the only major piece of broadcast legislation in nearly two decades.

Whether the bill will have smooth sailing from this point on, was a matter of opinion last week. Authorities felt that the changes placed in the bill—on anti-trust actions by the FCC and on newspaper ownership of stations—are possibly important enough to entangle Senate-House conferees.

The House amendments have not been printed as yet. However, the committee released a precisely worded statement Thursday (which appears in full text on page 54) explaining the differences between its amendments and S 658.

This is what the House version would do:

- When the broadcaster goes before FCC for renewal of his license, he still would need to prove he is operating in the public interest as he must do now.

- (The McFarland bill would have changed this by placing "burden of proof" with the Commission. The licensee would not have to prove he is operating in the public interest when going to hearing before FCC for renewal of his license).

- The broadcaster would no longer be required to file as much detail as he does now when he is filing for a license renewal.

- There would be a 30-day protest period allowable on grants which are issued without a hearing. But hearing cases would have to be completed within six months, or the Commission must notify Congress of the delay.

- A time limit would be placed, within three months of filing, for FCC's action on original applications, renewals and transfer cases, or again, Congress would be told.

- Notification of 30 days would be required before applications are set for hearing or grants are issued without hearing.

- FCC would have the authority to issue cease and desist orders, to suspend licenses not longer than 90 days and to levy fines up to \$500 per day for violations of the Communications Act, FCC regulations or treaties.

(Suspending licenses and levying fines are additional powers not in the McFarland bill.)

- So-called "double jeopardy" in anti-trust cases, whereby a licensee is subject to both FCC action and the courts, still stands.

(This is one of the major broadcaster complaints which the McFarland bill would have eliminated, by permitting FCC to refuse a license only after the court has ruled that an applicant's license is revoked because of anti-trust activity.)

- FCC's procedure in cases which must go to formal hearing and any court review that may

(Continued on page 54)

S 658 Legislative Record

McFARLAND BILL was passed twice in the Senate, as S 1973 and as a rider to HR 4251, Aug. 9, 1949 and July 26, 1950, respectively in the 81st Congress. Following is chronology of McFarland Bill action in the 82d Congress (1951-52):

- Jan. 23, 1951—New bill (S 658) introduced by Senate Majority Leader Ernest W. McFarland (D-Ariz.) and identical to Sen. McFarland's bill in 81st Congress.

- Jan 24, 1951—S 658 reported unanimously by Senate Interstate & Foreign Commerce Committee.

- Feb. 5, 1951—Senate passed S 658.

- Feb. 28, 1951—Senate Interstate & Foreign Commerce Committee attached S 658 to House monitoring bill (HR 1730) as "rider."

- April 5, 1951—House Interstate & Foreign Commerce Committee started full committee hearings on S 658.

- April 9, 1951—House hearings recessed temporarily.

- April 27, 1951—House hearings on S 658 concluded.

- Sept. 19, 1951—House Commerce committee began executive sessions of full committee on S 658.

- Oct. 14, 1951—House Commerce committee shelved further sessions in view of Congressional adjournment.

- Feb. 5, 1952—House Commerce committee resumed closed sessions on S 658.

- March 12, 1952—House Commerce group ordered S 658 to be reported.

NETWORK CLIENTS

At Least Nine Alter Plans

By FLORENCE SMALL

AT LEAST nine major advertisers are revising their radio and television plans with some sweeping changes contemplated that may alter appreciably the present make-up of the network's program schedules. In addition, at least four major agency switches by radio and TV advertisers will take effect shortly.

Procter & Gamble, Cincinnati, number-one radio and TV time-buyer, is planning to buy the 9:30-10 a.m. morning time on NBC radio, which is understood to have been cleared by 140 stations. By next October the network hopes to get the previous half hour too.

P & G is understood to be considering putting its *Beulah* and *Ma Perkins* strips into the new morning period. Whether the advertiser will continue to sponsor *Beulah* on CBS Radio is still to be decided by the firm, with actual decision expected by the end of this week. Latter show, along with the *Tide Show* and Lowell Thomas program are subjects of the recent bid by P & G's agencies for lower

nighttime rates [B•T, Feb. 25].

Lever Brothers, New York, is unhappy with its present time on *Lux Video Theatre* (Monday, 8:30 p.m.) on CBS-TV and is understood to be shopping for a new time segment on CBS-TV. In addition the advertiser will cancel its *Joyce Jordan* on ABC radio, 3:30-3:45 p.m., five times weekly, or move it to an early morning time on the network, following the P & G trend.

Pall Mall Increasing

American Cigar and Cigarette Co., New York (Pall Mall cigarettes), is planning to increase its television spot activity by adding ten secondary markets to its current spot schedule in the top ten markets. Pall Mall is planning to renew its *Big Story* on NBC radio (Wednesday, 9:30-10 p.m.) with an eight-week summer hiatus, and its TV version of *Big Story* on NBC-TV (Friday, 9-9:30 p.m.), using a summer replacement called *The Door With No Name*. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

Bayuk Cigars Inc., Philadelphia

(Phillies cigars), will add a television program to its overall advertising budget when it picks up the Wednesday evening 9-9:30 p.m. time on ABC-TV on April 16. Advertiser will sponsor the return of *The Adventures of Ellery Queen*. The program had been on the network since December 1951. Ellington & Co., New York, is the agency.

Standard Brands and Continental Baking Co., both in New York, are adding segments of the *Howdy Doody* five times weekly show on NBC-TV to their overall advertising program starting June 1. Ted Bates, New York, is agency for both.

Liggett & Myers, New York, for Chesterfield cigarettes, is expecting to renew the *Perry Como Show*, three times weekly on CBS-TV, and its Arthur Godfrey show on CBS Radio and CBS-TV. But the status of its two radio shows—Bing Crosby, Wednesday, 9:30-10 p.m. on CBS Radio, and the Bob Hope show, Tuesday, 9-9:30 p.m. on NBC radio—is still up in the air.

Advertiser is understood to have

(Continued on page 70)

OHIO NETWORK

Formed With WERE as Key

START of commercial operation of Ohio Radio Network, formed to give tailored coverage of the state market through a cooperative radio-station group, was announced last week.

Key station of the network is WERE Cleveland. For the present, WERE will originate almost all Ohio Radio Network programs, which are built around a strong sports core. WERE currently originates broadcasts of the Cleveland Indians baseball games to 30 stations, Cleveland Browns football to 43 stations, and Cleveland Barons hockey to seven outlets.

First network sponsor was Graybar Electric Corp., signed March 7 through WERE General Sales Manager Keith Baldwin, who is to handle all sales arrangements for ORN. Graybar will sponsor the *Tenth Inning* program following each Cleveland Indians' game over WERE, WAKR Akron, WATG Ashland, WJER Dover, WICA Ash-tabula and WLEC Sandusky. The same program, featuring roundups of all baseball scores by Jack Graney, also will be made available to stations carrying the Indians' games in Ohio, Pennsylvania and New York.

The Ohio network emphasizes its complete flexibility in relation to the number of stations and market locations to potential sponsors, while also providing "one-point" clearance of time, sales and billing through WERE facilities. It was pointed out that network sales and feeds can be sold by and originated from any one of the associated stations, and that the cooperative network is not controlled by any individual or group.

Another program currently aired by Ohio Radio Network is the half-hour *Country Crossroads*, originated by WERE each morning, 11:30 a.m. to noon. WERE also feeds the Bob Neal football program and Jimmy Dudley baseball programs to the network daily.

The Cleveland Indians games are broadcast, in addition to stations carry-



GORDON McLENDON (r), LBS president, was presented a plaque by the Disabled American Veterans at broadcast ceremonies in Miami, Fla., March 9, in recognition of Mr. McLendon's "exceptional and meritorious conduct in performance of outstanding service" for the DAV. Vivian D. Corbly (l), Cincinnati, national DAV adjutant, made presentation.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I'll teach you to make a liar out of your father by listening to radio at night!"

ing the Graybar sponsorship, by the following: WFAH Alliance, WTRF-FM Bellaire, WHBC Canton, WVCO Columbus, WTNS Coshocton, WONE Dayton, WLIO East Liverpool, WEOL Elyria-Lorain, WFIN Findlay, WFOB Fostoria, WFRD Fremont, WMOA Marietta, WCLT Newark, WSTV Steubenville, WWST Wooster, WBBW Youngstown, and WMVO Mt. Vernon, all Ohio; WBUT Butler, WERC Erie, and WPIC Sharon, all Pennsylvania; and WKBW Buffalo, WFCB Dunkirk, WJTN Jamestown, WHLD Niagara Falls, and WHDL Olean, all New York.

DODGE TO GRANT Accounts Leaves R & R

DODGE Division of Chrysler Motor Co., Detroit, last week switched its passenger car account from Ruthrauff & Ryan, New York, to Grant Adv., Chicago, after almost 20 years with R & R. The account, estimated to bill some \$9 million in advertising yearly, will change over from R & R before July 31, a Dodge spokesman said.

Broadcast media gets a relatively small proportion of the billing, he said. Its only television venture, *Showtime USA* on NBC, was dropped last summer and no future TV plans have been made. Radio, used consistently, varies in quantity from one season to another in its spot schedules.

Ross Roy Agency, Detroit, will continue to handle advertising for the truck division.

Several Dodge dealer associations which have placed their business through R & R are expected to go to Grant also, among them being the Chicago and St. Louis groups, although this was unconfirmed. Mr. Grant, who headquarters in Chicago and will probably supervise the account, was not available for comment.

Methods of handling cooperative advertising will not be affected by the change, the spokesman said.

WHEELER NAMED Is Bannister Successor

EDWIN K. WHEELER, former business manager of the *Detroit News*, has been appointed general manager of WWJ-AM-FM-TV, it was announced by W. E. Scripps, president of the Evening News Assn., owners of WWJ.



Mr. Wheeler

Mr. Wheeler succeeds Harry Bannister who has resigned to join NBC (see story page 25).

Mr. Wheeler first joined WWJ as a salesman in 1937, leaving the U. S. Rubber Co. sales staff. Four years later he became manager of WWJ-FM and in 1942 he was named assistant general manager of the *Detroit News* in charge of radio and subsequently television.

Mr. Wheeler held this post until 1949 and subsequently became the business manager of the *News*.

He became well known in Detroit during World War II when he headed radio committees for the War Chest, Red Cross and other community drives.

Chlora-Stick Test

WHITEHALL PHARMACAL Co., New York, names Abbott Kimball Co., that city to handle advertising for its Chlora-Stick, solid deodorant containing chlorophyll. Preliminary spot radio test is now under way in one market with actual test campaign to begin almost immediately in three or four markets for 13 weeks. If test is successful, campaign will be expanded nationally.

NETWORK GROSS

Continues Downward Trend

RADIO networks' gross time sales in January continued the decline which during 1951 dropped their combined time sales to nearly 5% below the 1950 level.

Aggregate time sales at one-time rates of ABC, CBS, MBS and NBC totaled \$14,477,939 this January, a drop of 13.3% from the total of \$16,691,878 for the first month of last year according to Publishers Information Bureau.

Broken down by individual networks, the PIB figures show increased billings for ABC and MBS this January over last, decreases for CBS and NBC, suggesting that decline is caused more by rate reductions put into effect last summer by NBC and CBS, but not by ABC and MBS, than by a loss in volume of radio network business.

	Jan. '52	Jan. '51
ABC	\$3,307,464	\$3,099,418
CBS	5,160,182	6,833,620
MBS	1,678,409	1,542,887
NBC	4,331,884	5,215,944
Total:	\$14,477,939	\$16,691,878

FERRISE RAISED To WMMN Managing Dir

APPOINTMENT of A. Garen Ferrise as managing director of Fort Industry Co.'s WMMN Fairmont W. Va., and Frank J. Lee as assistant managing director, was announced last week by William E. Rine, regional vice president of the Central District of Fort Industry.

Mr. Ferrise advances from the post of WMMN commercial manager to succeed Glenn Jackson, who has been named managing director of the company's WAGA-AM-FM-TV Atlanta [B•T, March 10].

With WMMN since April 1949 when he left the position of accounting supervisor for Westinghouse Electric & Mfg. Co. to join the Fairmont station's sales staff he had served as commercial manager since December 1950.

Mr. Lee, a graduate of the U. of Scranton, entered radio as staff announcer at WGBI Scranton, Pa. and also was affiliated with WKST New Castle and WJPA Washington, Pa., and WAKR Akron before joining WMMN in 1943 as announcer-sports director. He was promoted to program director in 1944, continuing in that post until his advancement last week to assistant managing director.

Bowman Quits Y & R

PHILIP G. BOWMAN, radio and television director of Young & Rubicam, Chicago, resigned Friday to work as an m.c. on the CBS Radio feature *Housewives Productive League*. No replacement as director has been named, but Fred Kilian, former radio and TV account supervisor on Schlitz at Y & R, will handle all programming responsibility.

TOP NETWORK POSTS **Murphy Heads CBS Radio, Bannister to NBC**

A CHAIN of high-level executive realignments and impending changes startled the broadcasting industry last week, installing Adrian Murphy in Howard S. Meighan's job as president of CBS Radio and slating Harry Bannister, colorful figure at WWJ Detroit for almost two decades, for a major executive post at NBC.

With unexpected suddenness and no formal explanation, Mr. Murphy was moved from the presidency of CBS Labs into the CBS Radio presidency, and Mr. Meighan returned to the general executive group of the overall CBS corporation. Mr. Murphy's successor at CBS Labs had not been designated late last week.

NBC's equally unheralded announcement of Mr. Bannister's move gave no hint of the nature of his network duties, but it seemed generally accepted that he was destined for top rung in station relations, with Stations Relations Vice President Carleton D. Smith reportedly slated for other NBC duties. Mr. Bannister's move is effective April 14.

CBS President Frank Stanton announced the Murphy-for-Meighan substitution on Tuesday, effective Wednesday.

Although the announcement gave no reasons, it was understood that at least one key factor was that Mr. Meighan had become engrossed in a number of broad policy questions, not all of them relating directly to the operation of CBS Radio, and that it was felt he should concentrate in this area, where he had operated prior to becoming CBS Radio president when that division was formed last July.

TV Background

Selection of Mr. Murphy as the new radio chieftain also precipitated industry speculation, since his CBS background has been predominantly in television. CBS reasoning on that point appeared to be that even though Mr. Murphy has been closely identified with TV his experience and ability as an administrator fit the requirements of the radio presidency.

There was no indication who his successor as head of CBS Labs may be. Peter C. Goldmark, who developed the CBS color television system and the LP record, is laboratories vice president in charge of engineering research and development, but observers questioned whether CBS would wish to saddle his inventive talents with overall administrative responsibilities.

In what was regarded as an impending reshuffling at NBC, observers felt a reassignment for Mr. Smith, when and if it develops, could be traced primarily to the network's lack of success in selling its radio affiliates on the adjustments in their network rates which



Mr. BANNISTER



Mr. MURPHY



Mr. MEIGHAN

NBC proposed last October [B•T, Oct. 8, 1951].

Mr. Smith has had a major responsibility in efforts to induce affiliates to accept the formula-set changes, which have been widely controversial and met with stiff opposition among many leading stations. At the NBC convention at Boca Raton last December, affiliates voted 72-to-22 to ask that the plan be held up pending further studies which they would help finance, but NBC officials said they would proceed with the plan as scheduled [B•T, Dec. 3, 1951].

A number of stations have agreed to the rate changes dictated by the new formula, but NBC has been

unable to get acceptances from enough to permit its implementation. Only last week members of the All-Radio Affiliates Committee, which has openly attacked the plan, pronounced it dead (see story, below).

Under the rate proposal, some affiliates would get increases in their network rates but most would get reductions, although overall the adjustments would average out to a point where the cost of the full network to an advertiser would be little different from the present cost.

Mr. Smith's direct responsibility for winning station acceptance of

the plan has been second only to that of Executive Vice President Charles R. Denny, who devoted substantial time not only to development of the plan but also to personal visits to sell it to station management. Mr. Denny currently is on a two-week vacation trip to Europe, slated to return about March 24.

Mr. Bannister, whose forthcoming NBC assignment was officially described only as "an executive capacity," was a member of the special committee, which with NBC officials, developed the "Basic Economic Study" which the new

(Continued on page 70)

AFFILIATES GROUP *Again Hits Cut-Rate Radio*

WINDING up a year's work, the All-Radio Affiliates Committee last week struck out anew at cut-rate radio deals, abdication of rate-setting rights to the networks and called for fundamental research to show the full extent of radio's listenership and sales impact.

Instead of cutting rates or considering under-the-counter deals, the committee maintained that radio should take a lesson from printed media which, on the basis of increased costs, have raised rates even though their circulations are static and their readerships probably diminished. It was suggested that "special deals" may violate the Robinson-Patman Act as well as the standard advertising contract.

Committee members clearly considered that NBC's controversial proposal for formula-fixed network rates for its affiliates has been killed—"dead as a dodo," in one committeeman's words—and that CBS Radio's renegotiation of affiliation contracts, to empower the network to change rates almost at

will, should similarly be scotched. NBC authorities offered no comment.

The committee's summary of its past year's activities will be presented, along with resolutions recommending future activities and policies, as a "final report" of the committee as presently constituted during the NARTB convention in Chicago.

Meeting March 31

This meeting, open to the 354 stations which have contributed financially to the committee's activities, will be held March 31 at 4 p.m. in the Conrad Hilton Hotel's South Ballroom. It will be up to the stations to say whether the committee operation will be continued. The present committee, set up spontaneously under Paul W. Morency of WTIC Hartford during the network rate crisis at last year's convention, feels it was established as a between-convention organization and has made no recommendation for continuance or termination,

though members assert privately that they feel some such organization should be kept in force.

Although the terminology remains to be so worked out, the resolutions to be presented to the affiliates in Chicago were described as including:

- Condemnation of "the dangerous practice of permitting major advertisers to set our rates for us"—taken as a blow at, among others, current efforts of Procter & Gamble to secure night rates more nearly comparable with daytime rates and of General Mills to buy summer spots at substantially reduced rates.

- Reiteration that radio must keep itself financially strong if it is to hold its topmost place as a selling medium.

- Insistence that affiliates should maintain "continuing bargaining position" as regards the rates at which their facilities may be sold—a strike directed especially

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THE HAMBURGER KING WHO RULES BY RADIO



THE IMPORTANCE of being Earnest doesn't impress Earnest Propstra. That's his legal name, but to thousands upon thousands of radio listeners—and almost as many customers—he's known as Ernie The Hamburger King.

What does impress this Seattle restaurateur is the power of radio—and, in his case, daytime radio with a saturation schedule consisting largely of 10-second spots—to bring in customers who are happy even before they've sampled his "giant overstuffed hamburgers."

Currently, he sells 1,200 a day of the 'burgers, each made, he boasts, of a sixth of a pound of beef. Ernie takes due credit for serving good food in clean surroundings and for catering especially to "children and their parents," but he attributes most of his success to the concentrated and personalized advertising he does via radio.

Ernie's first advertising, after he bought the restaurant at 118 Pike St., Seattle, in April 1946, was in newspapers but it was unsuccessful. By the fall of that year, he was using his first spot announcements on KEVR (now KING) Seattle. With nighttime radio only, he spent \$2,000 in a year, and although he was then carrying a full menu, customers began

coming in and ordering hamburgers without a glance at the other offerings.

By the fall of 1947, when he switched to KXA Seattle, Ernie had begun to feature the 'burgers. When KXA went on a daytime-only schedule, in November, 1949, Ernie worried that his spots would be less successful. He found, however, that the daytime announcements were even more productive, because he was reaching the women and children before they came downtown and he began to direct his messages to them.

Makes Own Spots

At about the same time, he began to transcribe his own spots. Two recent samples of the 10-second announcements:

This is Ernie. Hamburger lovers come in assorted sizes—small, medium and large. But giant overstuffed hamburgers come in one size only—BIG! Exclusive at Ernie's . . . downtown, 118 Pike, and the new drive-in at 4th and Denny.

Hi fellas and girls, this is Ernie. The Hamburger lover's Declaration of Independence entitles him to life, liberty and the pursuit of giant overstuffed hamburgers at Ernie's, 118 Pike and 4th and Denny.

The effect of the personality, the humor and the direct approach to young listeners was felt immediately. Every day, Ernie says, he is approached by mothers with children in tow, and the typical remark is: "My little boy hears you on the radio all the time and insisted we come here to eat."

Ernie's present schedule includes ten 10-second and one 1-minute spot daily on KXA, all transcribed by the advertiser, a one-minute an-

nouncement daily on the *Spike Hogan Show* (also KXA), and five nightly announcements on the late-music *Bill Apple Show* on KRSC Seattle. The last is used to plug his drive-in, opened in 1951.

In addition, since last December, Ernie has been using one-minute spots on KING-TV Seattle, on a small schedule. The present advertising budget, averaging between \$800 and \$900 monthly, goes 100% into radio, except for the video spots and occasional courtesy ads in high school publications.

Success? In 1949, Ernie's volume of business was 14% over 1948. In 1950, it was up 22% over '49. In 1951, the volume was 31% over 1950. The sky is apparently the limit for Ernie's beloved hamburger lovers, but Ernie isn't worried. As he said recently in one of his spots, "We can handle a million cars at the Drive-In—seventeen at a time."

Friends From Afar

One customer came in recently and announced: "I'm from Boulder, Colorado. Spike sent me." Another reported that he had heard one of Ernie's announcements on KXA while fishing in the middle of a lake in northern California.

Ernie's advertising agency since July, 1950, has been Keene & Keene, Seattle, the young brothers whose zany advertising for The Three G.I.'s [B•T, July 14, 1947] attracted national attention. John E. Keene, account executive, says the agency's principal contribution has been to get Ernie out of all advertising except radio.

"I think the impressive thing

about Ernie's success story," says Mr. Keene, "is the effectiveness of the 10-second spots. Daytime radio

has proved ideas for this downtown walk-in spot."

Ernie's methods and success gained national recognition when KXA received first prize in the Broadcast Advertising Bureau "Radio Gets Results" Contest for 1951, under the specialized services classification [B•T, Dec. 17, 1951].

Salesmanship

WVLK Lexington, Ky., got itself a brand new sponsor and columns of national publicity—thanks to the salesmanship of Station Manager Donald J. Horton. With the memory of recent basketball scandals fresh in mind, Mr. Horton sold a group of 28,000 Kentucky Baptists the idea of sponsoring a four-day, 16-game schedule of state high school basketball championship contests. Commercial theme was: "It's the Church for You in '52." Religious group expressed hope broadcasts would help students "resist certain temptations" by selling "faith in God" in the manner others use sports events to sell products over radio.



NARTB MEET

Workshops Added to Agenda

Boosts Competitors

WORKSHOP panels covering basic radio and TV problems such as good management, merchandising, political broadcasts, the television code and FM operation have been added to the NARTB Convention agenda, with the annual industry meeting just a fortnight away.

The Chicago convention (March 30-April 2) actually will consist of two major conventions—radio-TV management and the separate Sixth Annual Engineering Conference. They will be held simultaneously, with joint luncheon meetings planned. All meetings will be at the Conrad Hilton Hotel, formerly the Stevens.

The annual equipment and service exposition, with exhibits by NARTB associate members, will be centered in the hotel's Exposition Hall on the lower lobby level and the fifth floor sample rooms. Station representatives, networks and other associates will have separate reception rooms.

Convention arrangements are in charge of a board committee headed by James D. Shouse, WLW Cincinnati. Programming is directed by Robert K. Richards, NARTB public affairs director. Convention business planning is handled by C. E. Arney Jr., secretary-treasurer, who already is at the Conrad Hilton.

Panel Set Up

Among the workshop panels arranged last week is one titled "The Way to More Business—Merchandising," with G. Richard Shafto, WIS Columbia, S. C., as keynote speaker and presiding officer. Three broadcasters will serve on the panel with Chairman Shafto. They are Jack Ginselmeier, WLW Cincinnati; Lester C. Lindow, WFDF Flint, Mich.; F. C. Sowell, WLAC Nashville. This panel is booked at 2:30 p.m. Tuesday, April 1.

Another Tuesday afternoon panel, titled "Politics in '52," will be keynoted by Clair R. McCollough, WGAL-AM-TV Lancaster, Pa., a TV board member. Joining Chairman McCollough in this discussion of Presidential year political problems will be Kenneth Fry, radio-TV director of the Democratic National Committee; Edward Ingle, radio-TV director of the Republican National Committee; and two network executives in charge of political broadcasting—William R. McAndrew, NBC-TV, and Sig Mickelson, CBS-TV.

A third Tuesday afternoon panel will be titled "Management—Is Yours Good?" Chet L. Thomas, KXOK St. Louis, is keynoter and chairman. Other members are William B. McGrath, WHDH Boston; Leslie C. Johnson, WHBF Rock Island, Ill.; Simon R. Goldman, WJTN Jamestown, N. Y., and Robert T. Mason, WMRN Marion, Ohio.

Arrangements for Wednesday

morning and afternoon programs on television are nearing completion. Of special interest to aural broadcasters will be a "confession session" scheduled Wednesday, with a panel of "veteran" telecasters telling "curious radiomen" about TV operating problems. These problems include sales, promotion, rates, wages, programming and construction. Harry Bannister, formerly of WWJ-TV Detroit and now with NBC-TV (story page 25), will be chairman.

Seven confession panel members had been announced as of Thursday night. They are Walter J. Damm, WTMJ-TV Milwaukee; Gaines Kelly, WFMY-TV Greensboro, N. C.; Robert Lemon, WTTV (TV) Bloomington, Ind.; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla.; Lee Wailes, Fort Industry Co.; Thad Holt, WAFM-TV Birmingham; Harold Hough, WBAP-TV Fort Worth.

The panel will fill the morning agenda. It will be followed by the first public address of Chairman Paul A. Walker since his Presidential appointment as successor to Wayne Coy as head of the FCC. Chairman Walker will speak at a joint luncheon. On the program will be one of the 1952 Voice of Democracy winners.

A television code discussion is planned for the first part of the Wednesday afternoon meeting. It will feature members of the NARTB TV Code Review Board and will take up problems of abiding by the code as brought out during the first month of its existence. Thad Brown, NARTB

TV head, and Robert D. Swezey, WDSU-TV New Orleans, chairman of the code-writing committee and vice chairman of the NARTB TV board, will take part. Final business event of the convention will be a panel on broadcasting and telecasting of public hearings. Judge Justin Miller, NARTB board chairman, will be moderator.

The convention closes Wednesday night with the annual no-speech banquet. The banquet committee is headed by Carl Haverlin, BMI president.

Another television meeting is scheduled Monday, March 31 the opening day of meetings. The morning will be split into television and FM business. The panel for a TV business discussion consists of Dwight Martin, WLWT (TV) Cincinnati, chairman; Ewell K. Jett, WMAR (TV) Baltimore; Lawrence Rogers, WSAZ-TV Huntington, W. Va.; Willard Walbridge, WWJ-TV Detroit; Victor A. Sholis, WHAS-TV Louisville. Richard P. Doherty, NARTB employee-employer relations director, will be NARTB staff representative on the panel.

Brown Reports on TV

Mr. Brown will report on behalf of the TV organization within NARTB. Final morning event on the TV agenda will be election of a complete board of directors. All terms of TV directors expire with the convention.

The FM business session Monday morning will be presided over by Ben Strouse, WWDC-FM Washington, chairman of NARTB's FM

BILL PIERCE, public service director, WORC Worcester, Mass., recognizes that public service programs of merit are aired over stations other than his own. In fact, he has begun a series of announcements calling attention to important programs on competing Worcester stations. Mr. Pierce usually closes such announcements with a suggestion that the listener stay tuned to WORC unless these recommended programs appeal to the listener.

member for FM. Theme of the Committee and an NARTB board program is "The NARTB-RTMA FM Promotion Plan" and what it means to the industries involved.

Four-section FM program will open with a discussion of what the plan means to the broadcaster. E. Z. Jones, WBBB-FM Burlington, N. C., will tell about the promotion drive in North Carolina. Kenneth Schmitt, WIBA-FM Madison, Wis., will describe the campaign in that state. Everett L. Dillard, WASH (FM) Washington, will review the District of Columbia drive.

A special feature will be a demonstration of an FM sales clinic of the air.

Second "what it means" panel will take up the manufacturer's side. Members are David Grigsby, Zenith Radio Corp. advertising manager and chairman of RTMA's special FM Committee; Herbert Guenin Jr., RCA Victor Div. advertising manager, and Henry Onorati, Crosley Div. radio-TV advertising director, both members of the RTMA committee.

ENGINEERING SESSION

TV Highlights

THE WHOLE subject of ultra-high frequency TV service will be explored in a panel discussion scheduled as a feature of the Sixth Annual NARTB Engineering Conference to be held April 2 as a feature of the three-day Chicago meeting at the Conrad Hilton Hotel (see separate convention story this page).

The conference is a feature of the annual NARTB convention and will be conducted simultaneously with the management meetings.

Interest in UHF TV is intense as end of the FCC's long television freeze draws near, according to Neal McNaughten, NARTB engineering director, who is in charge of conference arrangements. Following the UHF discussion another panel will go into "Small Television Operations."

Stuart Bailey of the consulting engineering firm of Jansky & Bailey will preside at the UHF panel. John H. DeWitt, president of WSM-AM-TV Nashville, will preside at the small TV operations discussion.

Seven engineering executives, six

from private industry, will participate in the UHF panel with Chairman Bailey. Kenneth A. Norton, assistant chief of the Radio Division, National Bureau of Standards, is the seventh panel member. His calculations on high-frequency characteristics have played a prominent part in FCC's television and FM allocations.

Other Participants

From industry will come Ralph N. Harmon, engineering manager of Westinghouse Radio Stations; James McNary, Washington radio-TV consulting engineer; John Battison, director of education, National Radio Institute; John E. Young, manager of transmitter engineering, RCA; Harold Towlson, section engineer, Broadcast Transmitter Engineering Section, General Electric Co.; Robert P. Wake-man, research engineer, Allen B. DuMont Labs.

The small TV operations panel will include, besides Chairman DeWitt, Frank P. Bremer, vice president of engineering, WATV (TV)

Newark; Nevin Straub, technical director, WJAC-TV Johnstown, Pa.; R. A. Isberg, electronics systems consultant and formerly chief engineer of KRON-TV San Francisco; J. E. Mathiot, technical director, WGAL-TV Lancaster, Pa.

The Engineering Conference opens Monday morning with Jack R. Poppele, WOR-TV vice president, in the chair. Morning speakers include: J. Bernard Joseph, NPA, "NPA Regulations and the Broadcasting Industry"; R. D. Chipp, DuMont TV Network, "Television Control Room Layouts"; John E. Young, RCA "UHF Transmitters and Antennas"; H. E. Thomas, Federal Telecommunications Labs., "Television Signal Switchboard for Studio and Master Control"; D. H. Castle, NBC, "Television Studio Equipment Planning."

Monday afternoon's meeting will be presided over by Orrin Towner, technical director of WHAS-AM-TV Louisville. On the program are: L. L. Pourciau, General Precision Lab., "Advances in Tele-

(Continued on page 108)

AFA CONVENTION

Video Session on Agenda

FORTY-EIGHTH annual convention of Advertising Federation of America will be themed "Better Advertising—More Efficient Advertising People" when members convene for the four-day session at the Waldorf-Astoria in New York, starting June 8, Elon G. Borton, AFA president and general manager, announced Friday.

Overall planning for the convention is under the direction of a committee headed by Robert Gray, manager of advertising and sales promotion for Esso Standard Oil, and Antoinette Casey, assistant to vice president, Frankfort Distillers Corp.

One of the features of the convention will be a session on video, scheduled for 9:30 a.m. June 11 and titled "Television Takes Stock of the Future." The departmental meeting on TV advertising will emphasize problems and challenges raised for advertisers by the new medium and will suggest what organized advertising can do to meet them.

Retail Advertising Session

Another departmental session, on retail advertising, will be supervised by Howard P. Abrahams, manager of the sales promotion division, National Retail Dry Goods Association, and will feature analyses by a prominent store-owner, retail advertising director, and a New York U. professor of advertising.

Opening day of the convention will be devoted to an introductory general session, with presentation of award to the "Advertising Woman of the Year."

Second-day meetings will be general sessions, at which the theme will be expanded by key advertising executives, nationally known manufacturers and government officials. Third-day meetings will focus on more specific topics and will be climaxed by the annual dinner and presentation of Hall of Fame Awards. After further meetings Wednesday, the convention will adjourn, following a noontime general luncheon.

MBS GROSS UP 10.4%

Trend Is Seen Continuing

BOOST of 10.4% in its gross billings for January and February, compared with the same period last year, was reported by Mutual last week.

Spokesmen said the two-month gross this year totaled \$3,278,805 as against \$2,969,592 for January-February 1951. Continuation of the gain seems in prospect, MBS indicated, with several new advertisers now on the network and with Falstaff Brewing Co.'s *Game of the Day* baseball broadcasts, plus Gillette's five-minute pre-game warm-ups and R. J. Reynolds Tobacco Co.'s five-minute game summaries getting under way this month.

1886

Naylor Rogers

1952

NAYLOR ROGERS, 66, executive vice president of Keystone Broadcasting System, Chicago, died Friday morning in Chicago Memorial Hospital. He was taken there two weeks prior for an emergency appendectomy.

Mr. Rogers, in radio for more than 25 years, entered the field in February 1925 as vice president and general manager of KNX Los Angeles, a position he held until September 1936.



Mr. Rogers

During his tenure there, he inaugurated, for what is believed to be the first time, an Easter sunrise service from the Hollywood Bowl in 1925 and a full-length broadcast of "Aida" the following year.

Before joining KNX he had been active in business management of various newspapers and advertis-

ing manager on West Coast newspapers, and also in Arizona and New York. He was associated with Keystone 11 years, the last eight in Chicago, and was elected executive vice president five years ago.

Mr. Rogers, born in Canada, was a naturalized citizen of the U. S. He attended Canadian public schools, Windsor Collegiate Institute and Upper Canada College in Toronto.

Services had not been set late Friday, but were expected to take place in Chicago. Surviving are a son, Robert Naylor Rogers of Virginia; a daughter, Mrs. Frances Jean Matheson, of Bingham, Me., and three grandchildren.

His wife, Mrs. Emma Rogers, who was station relations director for the network, died in December.

SILENCE POLICY

FCC Clarifies Issue

PERMISSION to remain silent pending reorganization of a broadcast licensee doesn't run indefinitely, the FCC ruled last week when it denied further extension of authority for KGIB Bremerton, Wash., to remain off the air.

In a letter to the station, the Commission pointed out that it had given permission to the station to remain silent pending its sale since July 6, 1951. Latest extension expired Feb. 5.

On Feb. 14, FCC received another request for extension from the station's attorney.

Since "no significant progress has been made toward resuming operation," the Commission said, "any further extension of authority to remain silent is unwarranted."

It therefore declared that program test authority was forfeited and application for license put in pending file until April 30. If it is not informed before then that the station intends to go forward with its operation, the Commission said it would dismiss the application.

KGIB got a CP in 1950 for 1540 kc, 1 kw daytime only. Grantee is Kitsap G. I. Broadcasters Inc.

Since July 1951, 12 stations have requested and obtained authority to suspend operations pending financial reorganization.

NAME PENDLETON

To SSB Post

APPOINTMENT of Donald Pendleton, industry relations consultant, as full-time vice chairman and member of the Salary Stabilization Board, was announced last Wednesday by Economic Stabilizer Roger L. Putnam.

Mr. Pendleton was chosen on the basis of recommendations by Justin Miller, SSB chairman and general counsel and board chairman of NARTB, and Joseph Cooper, executive director of the Office of Salary Stabilization. He succeeds V. Henry Rothschild, who continues as a board member.

CITRUS BUDGET

\$514,928 Set for Radio-TV

COMBINED allotment of \$514,928 has been assigned radio and television in a tentative advertising budget approved March 5 by the Florida Citrus Commission. Of that total, \$389,928 has been earmarked for TV; \$125,000 for radio.

These figures are based on an expected total budget of \$2,300,000, prepared by J. Walter Thompson Co. for the year beginning July 1.

There is a chance that the radio-TV figures will be raised, should the crop estimate for next season warrant an advertising increase. An alternate schedule calls for an overall budget of \$2,600,000 if such action is taken.

Full information on the estimated crop will be available before final adoption of the new schedule, slated for June.

At the beginning of the current season, \$585,000 was allocated to radio-TV advertising [B•T, Oct. 1, 1951], but because of special advertising needs, that amount was raised to \$752,500 being spent this season.

'RED' INQUIRY

May Include Radio, TV

THERE is a possibility that the House Un-American Activities Committee will open up a probe into radio and TV on the West Coast next month. The investigation would be to determine the extent of Communist and subversive infiltration.

This report was circulated last week on the coast. Head investigators in Washington refused to confirm or deny the report, adding that anything could happen once the committee resumes digging into Hollywood operations. Thus far, the committee has confined its investigations to the movie industry.

However, it was reported on the West Coast that the committee would start hearings in Los Angeles on April 21. Washington spokesmen said this date is tentative.

While names were not revealed it was said on the coast that several well known personalities and those in other brackets of the broadcast industry would be subpoenaed.

It also was claimed that William Wheeler, a committee staff investigator, quietly has been interviewing various persons and has been gathering information for the hearing.

West Coast sessions were held last fall in Los Angeles but were devoted primarily to the film industry with few from the radio industry questioned.

The report of possible future probings into the broadcast industry follows by only a few weeks release of the committee's annual report which warned the TV industry of a "large-scale . . . Communist infiltration of the television industry" in the future [B•T, Feb. 25].

BROADCAST BAN

POSSIBLE court interpretation on whether witnesses before congressional investigating committees can force a broadcast blackout was in sight last week.

Should the court decide on the media question (sound recording and newsreel cameras—and, indirectly, TV cameras) in the case of two Clevelanders who refused to testify at the Kefauver Crime Committee last year, congressional committee procedure is certain to be affected.

The Clevelanders, Morris Kleinman and Louis Rothkopf, were indicted by a grand jury in Washington, D. C., last Monday [B•T, March 10, CLOSED CIRCUIT, Jan. 14]. The Rothkopf-Kleinman indictment came at a time when the ban on broadcast media in House committees by Speaker Sam Rayburn (D-Tex.) [B•T, March 10, 3] was still a burning issue.

Media question was outlined for BROADCASTING • TELECASTING last week by Assistant U. S. Attorney William Hitz, who has been handling the case for the government.

Mr. Hitz noted that the indictment did not include reference to media coverage of the hearing. But the indicted, whose testimony was sought because of the alleged gambling associations, are expected to bring up the subject in their defense argument.

When the indictments were returned in District Court, bench warrants were authorized for the arrest of the two men. Both men will be arraigned this Friday and will be given two or three weeks to answer the indictment. A minimum of another six weeks is expected before trial date is set.

Witnesses Refusal

Charges before the grand jury, according to Mr. Hitz, related to "seven or eight innocuous questions the witnesses were asked by the committee but which they refused to answer."

Mr. Hitz said that during the hearing Committee Chairman Estes Kefauver (D-Tenn.) had television "shut off" but that microphones (for both radio and aural portion of telecast) were continued. Still the witnesses refused to testify. Thus, the U. S. attorney feels that if the judge should rule on the media question (it could be by-passed by the lower court) it will be a "complete test" of radio and newsreels but only "partial" of television.

When the hearings were held in March 1951, the two men read statements protesting the "show" caused by sound and camera apparatus. Their complaints ranged from violation of rights to those of "embarrassment and discomfort."

Questions asked them were about their whereabouts prior to the crime hearing, whether they had served penitentiary sentences for

tax evasion, and whether they were partners in gambling operations in Florida, Nevada, Ohio and Kentucky.

Mr. Hitz said that at no time did the men challenge the questions on grounds of compulsory self-incrimination. The men were under arrest warrants at the time of testimony, after the Senate was told they had evaded committee process.

Other developments on media coverage of congressional investigating committees:

- Release by Speaker Rayburn of his answer to NARTB delegates who met with him the day following his ban [B•T, March 3].

- Announcement that the Senate District Crime Subcommittee would re-open its hearings today and permit radio and television to cover them.

Rayburn's Statement

Speaker Rayburn's statement follows:

In my answer to the Parliamentary inquiry, I was simply interpreting the Rules of the House of Representatives. I was doing nothing more. There is no rule of the House authorizing or permitting me to grant the privilege of radio broadcasting or televising the sessions of the House of Representatives. The rules of the House plainly state that the rules of the House cover sessions of Committees of the House; this would

Court Test Possible

also cover proceedings in sessions of Subcommittees or Special Committees.

I do not want my action to be interpreted as discriminatory against broadcasting. There was no radio correspondents' gallery in the House of Representatives until a rule was adopted providing for it, which rule had my support.

Some unthinking radio commentators and broadcasters, knowing nothing about the rules of the House, have tried to interpret my action as wanting to discriminate against radio and television. Such is not the case, of course. Both radio and television are great mediums of dissemination of public information.

As in case of voting for a gallery for broadcasters and giving them ample space in the Capitol, if the broadcasters and television people desire a provision in the rules authorizing radio and television they have their remedy by asking the Committee on Rules to report an amendment to the Rules of the House.

As Speaker of the House of Representatives I would be glad, in the future as I have in the past, to confer with interested parties.

Senate District Crime Subcommittee's hearings will concentrate on the narcotics racket in Washington, D. C.

WMAL-TV Washington asked permission to telecast the hearings and was accepted. WMAL radio

planned to re-broadcast testimony each night.

Chairman Matthew M. Neely (D-W. Va.) said rules on TV would be the same as those governing the hearings last January, that is, witnesses will be telecast but can object.

Sen. Neely described television at the time as "one of the greatest deterrents of crime." Newsreels were not used by the so-called "Little Kefauver Investigation" into Washington, D. C., gambling operations. Thus, the absence of noisy newsreel cameras and accompanying Kleig lights brought an unobtrusive coverage by TV camera [B•T, Jan. 21].

Meanwhile, Rep. George A. Dondero (R-Mich.) said he had received as many as 1,500 protests from his district. His constituents wanted the hearings in Detroit on communist infiltration in the auto industry on radio and TV.

Rep. Donald L. Jackson (R-Calif.) told the House he "feverently hoped" it would permit "utilization of television in the work of its committee within the very near future, to the end that all of America may be enlisted in the struggle against human slavery and made aware of the other complex work of the House of Representatives."

These comments were received by Congress, adding to varied resolutions of civic groups asking for a rules change to permit radio and TV at House committee hearings.

FCC MONEY

FCC needs more money and more personnel to handle an ever increasing workload.

That is the gist of its testimony before the House Appropriations Subcommittee on Independent Offices released last Wednesday.

Testimony was given by former Chairman Wayne Coy, accompanied by other FCC officials Feb. 13 in closed session.

Total FCC funds requested by President Truman for fiscal year 1953 is \$8,075,000 of which \$1,313,339 would be used for broadcast activities, some \$202,303 more than in fiscal 1952 [B•T, Jan. 28].

Highlights of testimony follow:

- Mr. Coy considered the FCC request "a tight budget."

- Backlog in "almost all of our activities," he said, will continue to grow despite the increased budget request.

- There is a marked shortage of personnel available for needed performance in the Commission.

- Pay increases for fiscal 1952 cost FCC nearly a half million dollars, cost of which is expected to be defrayed by a deficiency appropriation not yet approved by Congress.

- At that date, Mr. Coy predicted a mid-March date for lifting of the freeze.

- Also prediction that 90% of 500-510 TV applications expected to come in as soon as the freeze is lifted will be contested.

- Commission as of Feb. 13 was 10 months behind in processing new AM station applications.

- There's a need for increased employment in applied technical research and frequency allocation.

- FCC wants to add four stations to its present 11 primary monitoring and seven secondary monitoring stations.

- Commission tracked down some "clandestine" radio stations in the western hemisphere operated by foreign intelligence agents. Mr. Coy warned that fiscal 1953 will be a "critical" year in this respect because of the nation's expanding arms program and mounting temptation to foreign spies.

- Charging fees for FCC's services is "not feasible."

FCC Appearances

In addition to Mr. Coy, the following FCC officials appeared: W. K. Holl, executive officer; Robert W. Cox, assistant executive officer; Jack Werner, chief, Common Carrier Bureau; Joseph Kittner, assistant chief, Broadcast Bureau; Edwin L. White, chief, Safety and Special Radio Services Bureau;

Hill Testimony Released

George Turner, chief, Field Engineering and Monitoring Division; Edward Allen, chief engineer; William J. Norfleet, chief accountant, and Dee W. Pincock, assistant to the general counsel. Also testifying was Col. Gomer Lewis, chief, plans branch of the Director of Communications (USAF).

Average length of time to dispose of new AM applications, the subcommittee was told, was "about 10 months behind on the processing line" as of Feb. 13. FM backlog was only 30 days, Mr. Coy told the subcommittee, adding that there were 24 applications to be processed as of that date.

Subcommittee Chairman Albert Thomas (D-Tex.) asked whether FCC could not take the 25% reduction in workload from AM and FM from the years 1951 to 1953 (fiscal) and "add it to your TV without increasing the personnel throughout your bureau?"

Mr. Coy said it was "impossible because the television work load is bigger than that" and the Commission is "utilizing all of the reduction in AM and FM services and applying it to television, and subtracting that from the total number of people we propose to have in television . . ."

FCC's estimates would anticipate
(Continued on page 109)

CONVENTIONS

News Credentials To Be Mailed Soon

FORMAL application forms for credentials to cover the national political conventions next July have been approved and will be mailed out within the next 10 days to representatives of radio and TV stations.

This was announced last Thursday by Bill Henry, chairman of the Political Convention Committee of the Congressional Radio-TV Galleries.

The forms will be sent to individuals who already have applied for credentials. Other broadcasters and telecasters may obtain forms by applying before April 15. Over 100 such applications already have been received.

The Executive Committee of the Radio-TV Galleries has been designated to supervise radio and television news galleries at the national conventions. D. Harold McGrath and Robert Menough, superintendents of the Senate and House galleries, respectively, will be in charge of the two facilities.

A standard form was approved at a conference attended by Kenneth Fry and Edward T. Ingle, radio-TV directors of the Democratic and GOP National Committees, respectively; Willard Shadel, vice chairman of the political convention group, and Hollis Seavey, chairman of the correspondents' Executive Committee; and by Messrs. McGrath, Menough and Henry.

Broadcasters should address their applications to Mr. Henry, Senate Radio-TV Gallery, U. S. Senate, U. S. Capitol, Washington, D. C. Carmen Garcia was named secretary for the executive committee, handling applications. The address was incorrectly stated in the March 10 issue of BROADCASTING • TELECASTING.

Meanwhile, working space requirements for physical coverage

of the national political conventions are being blueprinted by industry representatives on behalf of radio-TV networks and independent stations.

The planning, under the direction of Sig Mickelson, CBS-TV public affairs, for television, and Thomas Velotta, ABC vice president, for radio, follows allocation of space by the Democratic and Republican National Committees.

After a Chicago meeting of committee officials and industry executives last month [B•T, Feb. 18], the political groups set aside the second floor north wing of the International Amphitheatre for radio-television occupancy. This will comprise about 50,000 sq. ft. of open space. The apportionment as among individual networks and stations is an industry matter in which the committees take no part. Space also will be set aside in adjoining Exhibition Hall.

Bearing Expense

Radio-TV networks are sustaining the cost of installing studios, booths and other facilities [B•T, March 3].

Other working space is being provided for newspapers and press associations, theatre newsreels and members of Senate and House Radio-TV Correspondents, Press and Periodical Galleries. Mapping plans for TV newsreels is William McAndrew, NBC New York.

Plans also are afoot for floor re-

quirements, including those for the convention platform, to accommodate TV cameramen, still photographers and newsreel companies. According to present plans, there will be perhaps six TV camera placements for ABC-TV, CBS-TV, NBC-TV and DuMont.

Code setting conditions for network sponsorship of the GOP convention July 7 and the Democratic parley July 21 has been announced by both committees [B•T, March 10]. The standards cover local as well as national network sponsorship. The plan, where indicated, is to have networks send out copies of the code to stations who desire to sell broadcast coverage to local or co-op sponsors and request list of sponsors in return.

Self-Policing Matter

Both committees acknowledge this is largely a self-policing matter for industry, though they point out they retain the right to disapprove any advertiser deemed objectionable by either political party on the basis of lists supplied by networks.

Current lineup includes Admiral Corp. for ABC radio-TV, Westinghouse Electric Corp. for CBS Radio and Television, and Philco Corp. for NBC radio and TV. Westinghouse also will sponsor coverage on at least four outlets of DuMont TV Network, which agreed to participate in pool coverage after plans with Life magazine for joint coverage fell through. MBS radio plans have not been set.

Arthur E. Bagley

ARTHUR E. BAGLEY, 71, well known in the early days of radio as radio physical director for Metropolitan Life Insurance Co., died March 8 at his home in Miami, Fla., according to a company announcement in New York Tuesday. In 1925, Mr. Bagley's weekday program started at 6:45 a.m. with his giving an estimated 4 million radio listeners their morning exercises in alternating 15-minute periods until 8 a.m. He broadcast from a studio in the Metropolitan Tower on New York's Madison Square to stations in New York, Boston, Washington, Buffalo and other cities. After his radio series was discontinued, he lectured on health for Metropolitan Life and arranged for the company's New York World's Fair exhibits in 1939 and 1940 before retiring in the latter year.

CD Network Urged

FORMATION of a statewide network of broadcast stations for civil defense purposes was advocated in a speech scheduled for delivery Sunday (March 16) before the West Virginia Broadcasters Assn. by John N. (Bill) Bailey, public affairs officer of Region 2, Federal Civil Defense Administration. The association met at the West Virginia Hotel, Bluefield, W. Va.

NEW HORAN BILL

Introduced in House

BILL that presumably fuses NARTB and FCC thinking on political broadcasts was introduced in the House last Thursday [CLOSED CIRCUIT, Feb. 18, B•T, Jan. 14].

The measure (HR 7062) was dropped in the hopper by Rep. Walt Horan (R-Wash.) and referred to the House Interstate & Foreign Commerce Committee.

This bill is designed to supercede legislation (HR 5470) which was introduced by the Congressman last fall [B•T, Oct. 1, 1951]. NARTB had been working very closely with Rep. Horan's office in composing a bill that would attempt to fill needs of the broadcaster who is harassed by Sec. 315 of the Communications Act relating to the use of his facilities by candidates for public office and by subsequent court rulings.

The new Horan bill follows closely the NARTB model legislation recommended earlier this year.

Contents of Bill

It would denote legally qualified candidates as those "in a primary, general or other election;" specify that an authorization to speak in behalf of a candidate must be in writing and direct that the broadcaster would have no power to censor the material broadcast.

It also would not hold the broadcaster liable in any civil or criminal action in any local, state or federal court. However, the candidate himself would be subject to all libel laws now on the statute books.

FCC now says broadcasters cannot censor political candidates' speeches and under a court ruling (*Felix v. Westinghouse Radio Stations*), speeches by candidates speaking on behalf of candidates may be censored [B•T, March 20, 1950].

ZIV APPOINTS THREE

Dalhasen, Ryan, Morris Named

THREE new account executives were announced last week by the Frederic W. Ziv Co., producer of transcribed and syndicated radio-TV programs.

Thomas J. Dalhasen was named to serve in upper Michigan and northern Wisconsin under William Nevin, Ziv divisional manager. Mr. Dalhasen has been sales manager of Perrien Motion Pictures, Milwaukee, for two years. Prior to that he was account executive at Butler-Emmett Adv., San Diego, Calif., and radio-TV director of Cramer-Krasselt Adv., Milwaukee.

Morgan Ryan, former vice president and general manager of WPTR Albany, N. Y., was named Ziv representative in southwestern Wisconsin.

Mitchell Morris, former sales manager of WSBT South Bend, Ind., was appointed representative in Indiana.

CANDIDATE SHOWCASES

Basis of CBS Radio Series

PRESIDENTIAL aspirants last week were offered two showcases for their political views by the CBS Radio network, which announced two half-hour series, *Presidential Profiles* and *Candidates and Issues*, to run from now until the national conventions have adjourned in July.

Candidates and Issues, scheduled for 10-10:30 p.m. EST Tuesday, would have each candidate stating his views on specific issues in two or three-minute statements. The statements would be broadcast, not in debate form, but as straight presentations with one campaign issue covered on each program.

Presidential Profiles, 10:30-11 p.m., Thursdays, would allow candidates to use the period as they choose for an address on any subject.

Both programs would be presented "live" and simultaneously recorded for broadcast by any network station which might prefer a different time period, Edmund A. Chester, director of CBS Radio news and public affairs, explained.

NBC ADDS

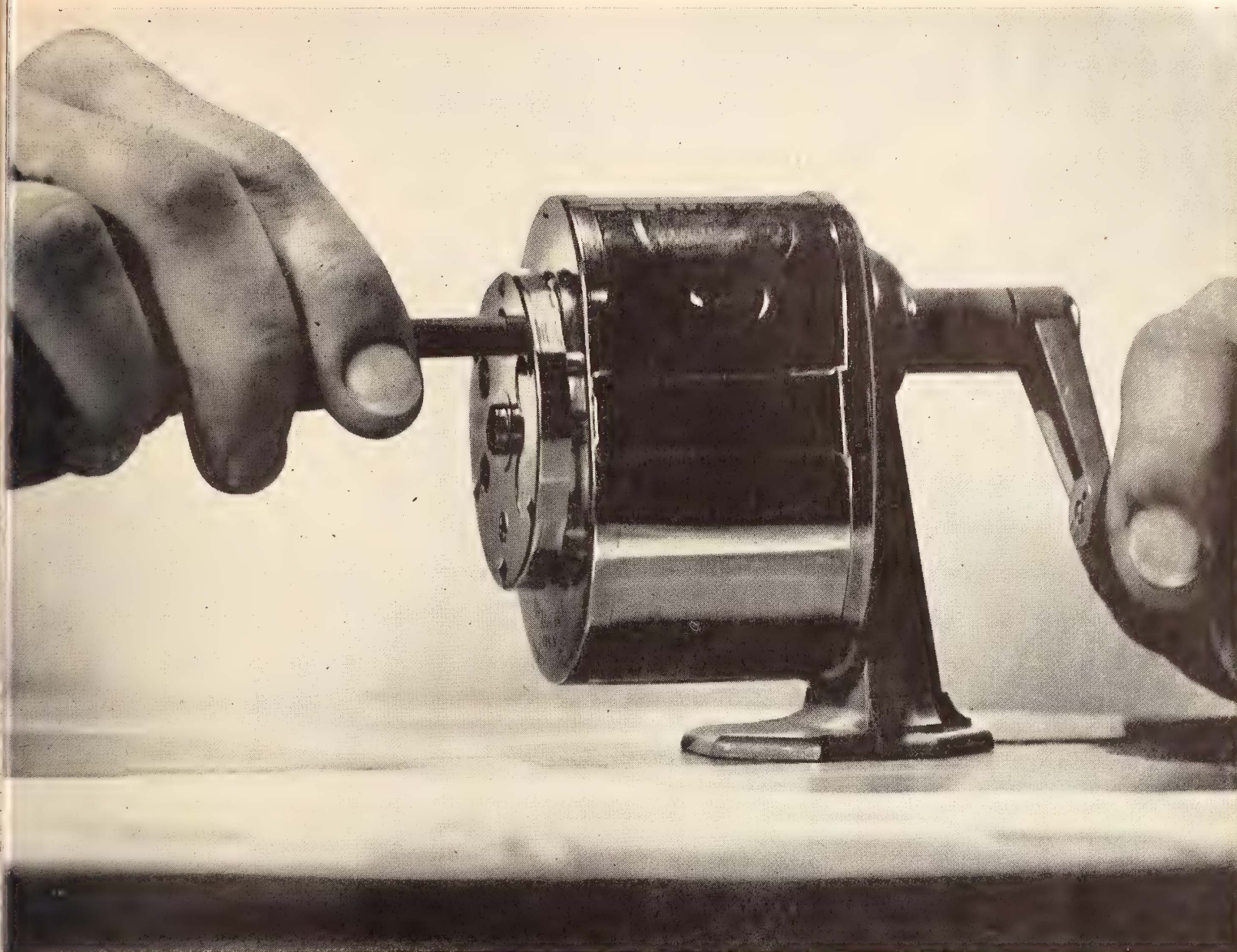
New Affiliates Announced

ADDITION of two new stations to NBC's radio affiliation list was announced last week by Carleton D. Smith, vice president in charge of station relations, who noted that approximately a dozen new affiliates have been signed up during the past few months under NBC's general facilities expansion plan.

Latest additions are KDTN Dubuque, Iowa, and WMNC Morganton, N. C., both Mutual outlets.

KDTN, on 1370 kc with 1 kw power, is licensed by Telegraph-Herald and is headed by President F. W. Woodward with K. S. Gordon as general manager. WMNC, on 1490 kc with 250 w, is licensed to Nathan J. Cooper, owner and manager.

Other stations signed as additions to the NBC radio network in recent months, Mr. Smith recalled, include KORK Las Vegas, Nev.; KCIL Houma, La.; KVGB Great Bend, Kan.; WRON Ronceverte, W. Va.; WJBS DeLand, Fla.; WREL Lexington, Va.; WROD Daytona Beach, Fla.; WIRA Fort Pierce, Fla.; WCEN Mount Pleasant, Mich., and WPUV Pulaski, Va.



TIME TO SHARPEN YOUR PENCIL

These days every advertising dollar has a big job to do. That's why **WITH** in Baltimore is so popular with advertisers who want to make every penny count.

WITH is the **BIG** independent with the **BIG** audience—and low, low rates! It's the station that produces *low-cost results!*

Here's proof. Local advertisers *must* get fast, profitable results from any medium they use. And **WITH** regularly carries the advertising of more than twice as many Baltimore merchants as any other station in town!

Let your Forjoe man tell you the whole story of **WITH**'s commanding position in the rich market of Baltimore.

W-I-T-H

IN BALTIMORE



TOM TINSLEY, PRESIDENT—REPRESENTED BY FORJOE & COMPANY










CAN YOU CLEAR GOOD TIME

CAN YOU!

Look at the clearance N. W. Ayer obtained for
 "The Electric Theatre", a half-hour film
 program sponsored by the Electric Companies
 Advertising Program . . . on a Spot basis.

With Spot Program television, ECAP discovered,
 you go into only the markets you want . . .
 take your choice of stations in multiple-station
 markets . . . clear good time even in the
 hard-to-get one- or two-station markets . . .
 give viewers uniform and pleasing
 picture quality through film . . . get wholehearted
 station cooperation . . . pay no cut-in charges.

If you're interested in getting more sales power
 from your TV dollar, just call any
 Katz representative for the full story on
 Spot Program Television.

MARKETS AND TIME —	
SUNDAY	     BOSTON • PHILA • WILMINGTON KALAMAZOO • NORFOLK
MONDAY	
TUESDAY	 LANSING
WEDNESDAY	  SALT LAKE CITY • DETROIT
THURSDAY	
FRIDAY	 RICHMOND
SATURDAY	

YOU CAN DO

THE KATZ AGENCY,

488 MADISON AVENUE • NEW YORK 22 •

FOR SPOT TV PROGRAMS?

CLEARED FOR "THE ELECTRIC THEATRE" ON A SPOT BASIS



NEW ORLEANS



BINGHAMTON • DALLAS • SAN FRANCISCO



NEW HAVEN • ROCHESTER



MINNEAPOLIS



ATLANTA



LOUISVILLE • PHOENIX



MILWAUKEE • TOLEDO



FORT WORTH



JOHNSTOWN



PROVIDENCE



CLEVELAND • ERIE • GRAND RAPIDS



DAYTON



ST. LOUIS



INDIANAPOLIS



BLOOMINGTON



LANCASTER



BALTIMORE • MIAMI



BETTER WITH SPOT... MUCH BETTER

INC.

NATIONAL ADVERTISING REPRESENTATIVES

CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

RECRUITING ADV.

THE CASE of pin-pointed recruitment advertising through radio and other selected media will be restated in full on Capitol Hill this week.

The Dept. of Defense is seeking \$1,050,000 for overall recruiting activities after next July 1—beginning of fiscal '53—and also deletion of an amendment which has the effect of freezing certain 1951-52 funds already on the books.

Officials of the Military Personnel Procurement Service are prepared to testify before a joint Air Force-Army subcommittee of the House Appropriations Committee on 24-hour call.

There also were undercurrents last week on Capitol Hill portending a possible onslaught on radio-TV and other public information specialists of the Dept. of Defense

and its military branches. The attack was being prepared by Rep. F. Edward Hebert (D-La.), chairman of a House subcommittee probing waste in the Pentagon, and could presage congressional study of the department's information or "prestige" radio-TV network programs.

Meanwhile, Grant Adv. has pressed into action an interim advertising program out of 1950-51 monies, with the spot radio phase expected to get underway this week. The advertising agency for the Army and Air Force also has submitted a proposed ad campaign to military procurement authorities based on the possibility that Congress will rescind its ban on current fiscal expenditures.

The newspaper and periodical campaign has been in progress

Gets Hill Study Again

these past few weeks and MPPS officials report favorable response for WACS, WAFS and nurses. Spot campaigns on some 500 independent outlets of the Keystone Broadcasting System and on 13 50-kw stations are to be launched this week, each for the Army and Air Force.

These two drives will cost about \$95,000 in radio time, aside from another estimated \$2,000 for production costs. Radio is deriving about 18% of current interim allocation monies and approximately 46% for all funds spent since July 1, 1951 [B•T, Feb. 11].

Scheduled to testify before the joint subcommittees for MPPS are Col. James Banville, deputy chief, and Col. William Berkeley, chief of the publicity branch, along with their aides. Appropriation sub-

committee members expected to sit in include Reps. Daniel J. Flood (D-Pa.), Robert Sikes (D-N. J.), Errett P. Scrivner (R-Kan.), John Taber (R-N. Y.) and George H. Mahon (D-Tex.). Reps. Sikes and Mahon head up the Army and Air Force units.

The newly-evolved policy of the Defense Dept. to directionalize its recruiting drives by using spot radio and key newspapers and journals will be laid before subcommittee members. The policy was reached after congressional criticism over commitments for paid network shows involving Frankie Laine, Bill Stern and others.

Regardless of its showing before the House units, MPPS may find the going tough once the matter is pursued before a Senate Appropriations subcommittee chaired by Sen. Joseph C. O'Mahoney (D-Wyo.).

It is the economy-minded Senator's contention that the question of any freeze on '51-'52 funds "was resolved a month ago." He said the matter had not come before his subcommittee.

Agreement was reached on permission to use certain funds after last March 1 until July 1—unexpended money from commitments reached out of the '51-'52 budget. But Amendment 8 still stands as a rider to the Military Appropriations Act for the current year. There have been reports that a deficiency bill will be submitted to correct this situation. The rapprochement between Capitol Hill and the Defense Dept. reportedly was reached in conferences between Sen. O'Mahoney and Anna Rosenberg, Assistant Secretary of Defense in charge of manpower.

Resumes Planning

It permitted the department to resume its planning for radio and other programs as a gesture to congressional whims, since those monies actually were not attached by Congress.

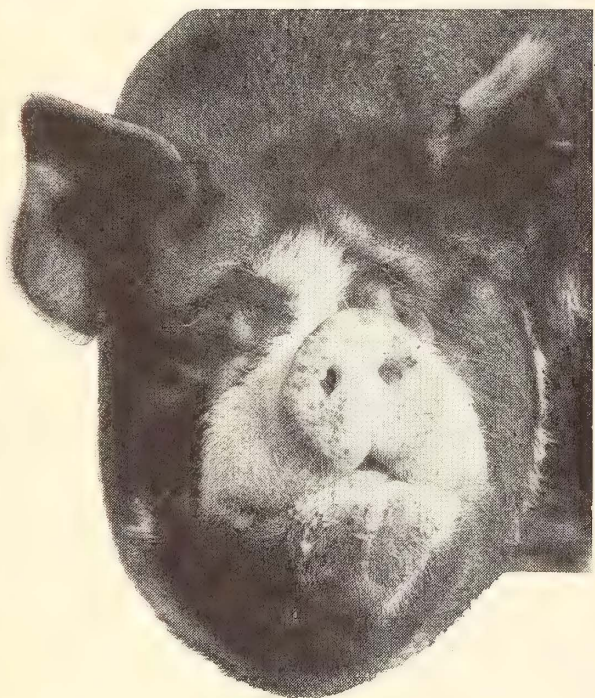
Still tied up are \$2.1 million for national advertising, with an estimated \$400,000 already siphoned off to radio spot and TV production.

Sen. O'Mahoney, who last fall disclaimed any enmity toward radio, spearheaded the movement to attach '51-'52 expenditures. The Senator claimed then that testimony before his committee showed that "advertising was useless and seemed therefore, to be a useless waste of public funds." Criticism he said, "was not directed to advertising by commercial radio alone but to advertising of any kind."

Sen. O'Mahoney last week insisted there no longer is any freeze on recruitment funds. He said it was "common knowledge that the situation was resolved" and that there is no such ban, and questioned whether this reporter had "any connection with broadcasting at all." He was questioned directly on the fate of '52 funds.

He said "the situation has not changed, there is no story at all"

(Continued on page 36)



"GO WHOLE HOG" IN THE KANSAS MARKET WITH WIBW

The Kansas Market is a Farm Market . . . so rich, so responsive that it screams for sales action. The Kansas State Board of Agriculture reports a 1951 farm income of \$617,000,000 from crops alone . . . and that's just a drop in the bucket. Still to be added are the staggering totals for oil, livestock, poultry, dairy products and eggs.

WIBW goes "whole hog" in selling your product to these anxious-to-buy farm families. You see, WIBW is the farm station for Kansas . . . the station most listened to by farmers.* That's what it takes to get RESULTS. That's what WIBW offers YOU.

* Kansas Radio Audience, 1951

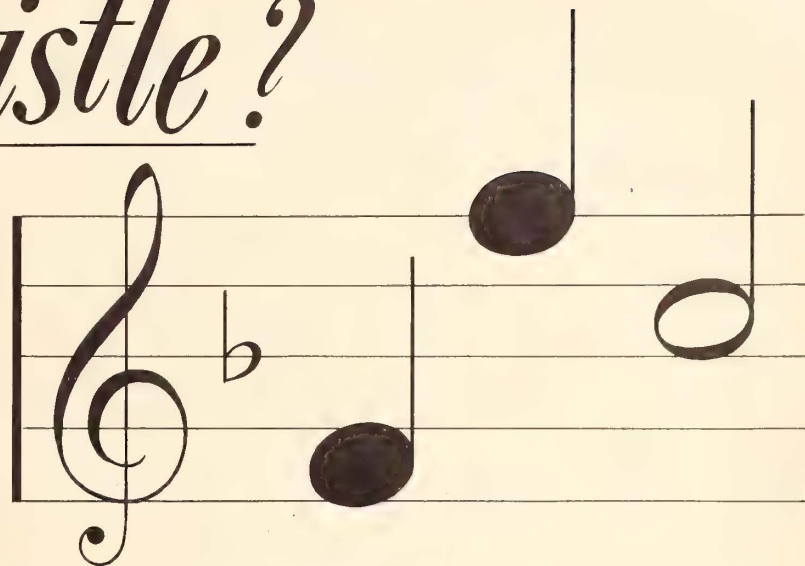
WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

CBS
RADIO
TOPEKA, KANSAS

Can you Whistle?

Try this



Now, try it again . . . and **LOUDER!** Whoever's within hearing distance will be paying attention to you by now. Why? **BECAUSE WHISTLE-TALK* GETS ATTENTION.** (It's a natural language. When you were young and afraid to knock on doors you used whistle-talk to get your friends to come see what you wanted. Some shy men **STILL** use whistle talk for comment about the fair sex. Most **EVERYBODY** uses it to signal friends when they're in a happy mood and have something to say.)

Get this same quick, natural, friendly attention to your radio messages with

Standard's Inspired, New

whistle-talk attention getters

Use this transcribed series of 18 brief happy-whistle lead-ins for **AUDIENCE-INCREASE PROMOTIONS** . . . You can have the whole town whistling your station's whistle-talk . . . including your advertisers.

SPOT SATURATION CAMPAIGNS . . . Sell more, larger and longer spot campaigns via whistle talks and a whole series of Standard Attention Getters.

ADVERTISER-SIGNATURES . . . Let one advertiser have a franchise on a whistle-talk which will give identity and repetitive impact to his messages and keep him advertising for years.

You also get a sales brochure to help you sell whistle-talk advertising in your town and a copy guide to help you write and produce effective whistle-talk messages for **YOUR** advertisers. For Standard subscribers whistle-talks are just the beginning of a 4-way **SPONSOR-TAILORED** Service on 1. Star Shows, 2. Scripts, 3. Sales Ideas and 4. Copy Formats. If you want to know more, just whistle. Be sure to ask about our slogan promotion "**GET MORE FOR YOUR DOUGH ON RADIO**" and by all means check our brand new service **RADIO SIGNATURES**, which gives you exclusive advertising signatures and plans for different specific advertisers in your city. It's a part of our Copy Format Service . . . radio's answer to newspaper mat service.

**Sell With
Standard Radio
Transcription Services, Inc.**

140 N. La Brea Avenue, Hollywood • WEbster 8-9181
360 N. Michigan Avenue, Chicago • CEntral 6-0041
444 Madison Avenue, New York City • PLaza 3-4620

The Sponsor-Tailored Service



Copyrighted 1952 Standard Radio Transcription Services, Inc.

BROADCASTING • Telecasting

March 17, 1952 • Page 35

Recruiting Adv.

(Continued from page 34)

and refused to discuss the matter further "since it is apparent from your questions that you are not familiar with the background of this case."

Sen. O'Mahoney reportedly has reassured at least one broadcaster, however, during an informal discussion the past fortnight, that there will be no discrimination against radio broadcasting whatever action his subcommittee takes. Last fall, he gave similar assurances to S. W. Cisler, vice president of WKYW Louisville, Ky.

Current planning envisions a "balanced advertising campaign" using radio and printed media on a selective basis. About \$1.7 million remains from the \$2.1 million originally earmarked for the next fiscal year. MPPS authorities decline to divulge radio's share of this program aimed similarly at potential

aviation cadets and women's groups.

Col. Berkeley last week was putting the finishing touches on a compilation showing radio's allocations in dollars and cents the past two years. He prepared it at the request of NARTB after a conference with its representatives at the Pentagon [B•T, Feb. 25].

The revelation last month that the Defense Dept. was reviewing the ratings compiled by its information shows in comparison with commercial network fare takes on a new face with Rep. Hebert's probe. The Congressman earlier charged that the Pentagon spends over \$1 million annually for "propaganda" [B•T, March 10].

While some department information specialists are inclined to regard the inquiry as crossfire between Rep. Hebert and Clayton Fritchey, Defense Dept. information chief, harking back to their days in New Orleans, it's conceded

that defense programs have a stake in the outcome.

Rep. Hebert last week added fuel to the fire by demanding a complete list of military public information personnel or "Pentagon pitchmen—by whatever name they are called." He claims the figure actually is closer to 500 than the 184 civilian and military names disclosed.

It is Rep. Herbert's intent to secure a complete list including all personnel who prepare radio and television shows for the Defense Dept.

In that light, the work of the Pentagon's Management Committee doubtless will be reflected on Capitol Hill. The group sought out data involving rating comparisons of defense shows with other programs but has taken no action in recent weeks. A meeting of the committee with top information chiefs of each branch was indi-

cated momentarily.

In the background lies a study that has been mulled for almost two years—whether each branch or the Defense Dept. as a whole shall exercise control over individual service media planning.

Upcoming



Mar. 17-20: National Premium Buyers 19th annual Exposition, Conrad Hilton Hotel, Chicago.

Mar. 19: NARTB-sponsored Business Trends Committee, Waldorf-Astoria Hotel, New York.

Mar. 19-21: Assn. of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.

Mar. 20-21: Alabama Broadcasters Assn. annual spring meeting, Buena Vista Hotel, Biloxi, Miss.

Mar. 21-22: Third annual Advertising Institute, Emory U. and the Atlanta Advertising Club, Atlanta, Ga.

Mar. 21-22: Canadian Broadcasting Corp., Board of Governors meeting, CBC headquarters, Toronto.

Mar. 22-April 6: Chicago International Trade Fair, Navy Pier, Chicago.

Mar. 24-27: Canadian Assn. of Broadcasters annual meeting, Royal York Hotel, Toronto.

Mar. 26-28: American Assn. of Industrial Editors, first national convention, Netherland Plaza Hotel, Cincinnati.

Mar. 30-April 2: NARTB 30th Annual Convention, Conrad Hilton Hotel, Chicago.

April 1-4: Twenty-second annual Safety Convention and Exposition, Statler Hotel, New York.

April 1-4: American Management Assn. 21st annual packaging conference and exposition, Auditorium, Atlantic City, N. J.

April 3-5: American Assn. of Advertising Agencies, spring meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 4-6: American Women in Radio & Television, second national convention, Statler Hotel, Detroit.

April 15-17: AIEE Southwest District meeting, Jefferson Hotel, St. Louis.

April 16: Brand Names Foundation's "Brand Names Day" conference, Waldorf-Astoria, New York.

April 16: BAB Sales Clinic, Los Angeles.

April 17-20: Ohio State U. Institute for Education by Radio-Television, 22d annual meeting, Deshler - Wallick Hotel, Columbus, Ohio.

April 19: Cincinnati section, Institute of Radio Engineers, Spring technical conference, Cincinnati.

WIBG BASEBALL

Sponsors Are Signed

ATLANTIC REFINING Co. and Valley Forge Beer-Rams Head ale will sponsor coverage of 206 major league baseball games of the Philadelphia Athletics and Philadelphia Phillies this season over WIBG Philadelphia and 16-station radio network in eastern Pennsylvania and parts of New Jersey and Delaware.

In addition to league games some 40 exhibition contests will be broadcast.

WIBG will give play-by-play of team playing at home, interspersed with high-light developments in away-from-home games being played by other team. Away-from-home games of both teams will be broadcast whenever they do not conflict with games at home. Agency: N. W. Ayer & Son.

17 OUT OF 18
PREFER WDAY, FARGO!



Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION—A 3½-TO-1 FAVORITE OVER

ALL OTHER STATIONS COMBINED!

Fargo - Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the "in-town" Audience than all other stations combined!*

BMB figures and mail-pull stories also prove that WDAY "hogs the show", throughout the entire Red River Valley! Write for all the facts, today, including availabilities.

* Despite the fact that the other three major networks maintain local studios!



WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

The
**AUDIENCE
ACTION
TEAM**



VOICES That SELL... IN TWO MAJOR MARKETS!

- HIT THE JACKPOT IN THE BILLION-DOLLAR TRADE AREA of NORTHEASTERN OKLAHOMA Plus THE MULTI-MILLION DOLLAR SHOPPING CENTER of Western ARKANSAS WITH—
- **ONE OPERATION**
- **ONE NETWORK — CBS RADIO**
- ONE REPRESENTATIVE (AVERY-KNODEL, INC.)

KTUL
TULSA

JOHN ESAU
Vice President
General
Manager



KFPW
FORT SMITH

AFFILIATED WITH KOMA, OKLAHOMA CITY

BILL RANDLE-CLEVELA

SPRINGS INTO NATI



T H E M U S I C — N E W S — S P O R T S

COMING UP: EXCLUSIVE BROADCASTS OF CLEVELAND

ND'S No. 1 DISC JOCKEY ONAL PROMINENCE

WERE D. J. HAILED AS NEW "KING OF DISC JOCKEYS"

The Cleveland papers pronounced it. Newsweek reaffirmed it. Record distributors see it. And...

LISTENERS KNOW THAT
RANDLE TIME IS BUYING TIME IN CLEVELAND

Bill Randle packs 'em in—out there on the air... where listeners are customers. He has the audience, and he has the following.

Newsweek gives Bill Randle credit for reviving Charmaine. Bill Randle raised \$10,000 for polio relief in one marathon broadcast. Bill Randle is mentioned in 185 Sunday newspapers in connection with a special record promotion. Bill Randle has made over 200 personal appearances in the past two years. That's why

ADVERTISERS KNOW THAT
RANDLE TIME IS SELLING TIME IN CLEVELAND

For available time contact the...

O. L. TAYLOR COMPANY—National Representative

DON'T TAKE OUR WORD
FOR IT. READ THIS...

"In our crowd, the disc-jockey delight is Bill Randle of WERE.

"He has become the hero, the king of platter spinners.

"He gets an average of 600 letters a week—sometimes over a thousand."

—Fern Rich, *Cleveland Press*

"Bill Randle is Cleveland's No. 1 disc jockey."

—Thomas Burke,
Mayor of Cleveland

"Randle is definitely the No. 1 disc jockey in this area. He has tremendous influence on the public."

—Ted King, *District Manager*
Columbia Records

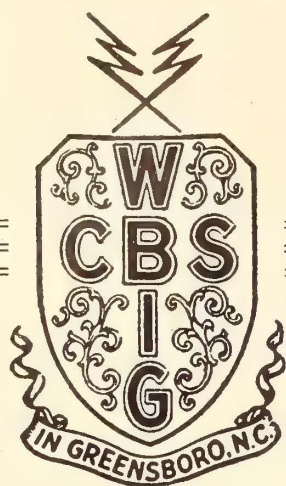
S T A T I O N

INDIANS BASEBALL



WERE

VITAL IN NORTHEASTERN OHIO



*"The Prestige Station
of the Carolinas"*

GREENSBORO, NORTH CAROLINA

Look at part of WBIG's potential out-of-home audience! In addition to 186,870 radio homes in WBIG's Sixteen County Market,* there were 279,436 cars Sept. 30, 1951.† The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

SOURCES:

* BMB Study No. 2

† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways

** Greensboro & High Point Police Depts.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollingbery

**5000
Watts**

**CBS
Affiliate**

BAB AREA MEETS

42 Tentatively Scheduled

BROADCAST Advertising Bureau plans 42 area meetings this year for member stations and their salesmen, William B. Ryan, BAB president, announced Tuesday, with places and dates of the sessions to be arranged during the course of the NARTB convention in Chicago.

Tentative schedules, however, provide for the first sales clinics to be held on the West Coast late in April, starting with Los Angeles, April 16, and followed by San Francisco, April 21; Portland, April 23, and Seattle, April 25. These sessions are to be conducted by Mr. Ryan, Kevin B. Sweeney, BAB vice president and John F. Hardesty, local promotion director.

BAB will conduct an average of three area meetings weekly throughout the summer, Mr. Ryan added, with two teams of executives alternating on the road. In addition to the west coast series, sales clinics are tentatively scheduled for St. Louis, May 5; Kansas City, May 7; Des Moines, May 9; Omaha, May 12; Wichita, May 14, and Oklahoma City, May 16.

The meetings—for which a complete schedule will be announced in May—will be open to BAB members only and will not require registration fees for admittance, the president explained. One-day affairs, the sales clinics will feature management meetings in the morning, to be followed by a session for radio station sales managers and salesmen in the afternoon.

"In our selection of cities we have tried to bring a BAB sales clinic within a few hours' travel time from every station in the country," Mr. Ryan explained. "In this way, we hope that stations will bring their entire sales staff to our meetings so that we can trade ideas on selling and the use of BAB materials. We learned so much about station needs from our 17 meetings last fall on the NARTB district tour, and the stations told us they profited so much by the chance to exchange ideas, that we decided to run as many meetings with stations as we could afford during 1952," he said.

INTERVIEW CANDIDATES

Gannett Stations Air Show

WASHINGTON Bureau of Gannett Newspapers has started a series of radio interviews with candidates for Presidential nomination on *Capital Memo*. Contenders from both parties will be given an opportunity to state their case on the program which was started three years ago.

Gannett stations which carry the broadcasts are WDAN Danville, Ill.; WENY Elmira, N. Y.; WHDL Olean, N. Y.; WHEC Rochester, N. Y., and WTHT Hartford, Conn. Text of interviews also will be published in Gannett newspapers.

FRESH AIR FUND

Kintner Heads Radio-TV

ROBERT E. KINTNER, ABC president, has been named chairman of *The New York Herald Tribune* Fresh Air Fund Radio-TV Committee, Executive Director Frederick H. Lewis announced last week.

Other new members of the committee are Sigurd Larmon, president of Young & Rubicam, and Gordon B. McLendon, president of Liberty Broadcasting System. As chairman, Mr. Kintner succeeds Mark Woods, president of Woods & Warwick.

Full membership of the radio-TV committee also includes Bruce Barton, board chairman, BBDO; Thomas D'Arcy Brophy, board chairman, Kenyon & Eckhardt; Bertram Lebharr, director of WMGM New York; Lawrence W. Lowman, vice president and general executive, CBS; Stanley Resor, president, J. Walter Thompson Co.; Nathan Straus, president, WMCA New York; Niles Trammell, board chairman, NBC; Frank White, president, MBS; and Chris Witting, general manager, DuMont TV Network.

Other broadcasters are members of the Friendly Town Radio-TV Committee, a separate group organized to enlist country communities as vacation sites for city children.

Members of this committee include Earle J. Pudney, WGY Schenectady, chairman; Charles J. Truit, WBOC Salisbury, Md.; Paul Alger, WSNJ Bridgeton, N. J.; Robert E. Johnson, WHOB Gardner, Mass.; Elton Hall, WVPO Stroudsburg, Pa.; A. E. Spokes, WJOY Burlington, Vt.; and Howard Wheelock, WKNE Keene, N. H.

BILL RANDLE

**OF WERE IS THE
HOTTEST DISC JOCKEY
IN THE COUNTRY.**

(See pages 38 & 39.)

Advertisers think so too:

Bank of Ohio
Better Foods
Buick Motors
California Fruit Growers Assoc.
Chevrolet Motors
Cleveland Illuminating Co.
Cleveland Graphite Bronze
Du Maurier Cigarettes
Crayton Sausage
Curtis Publishing Co.
Fisher Foods
Ford Motors
Halle Bros. (Dept. Store)
Higbee Co. (Dept. Store)
Hills Bros. Coffee
Household Finance Corp.
Loew's State Theatre
Musterole Co.
Nestle Co.
Nucoa Margarine
Pennsylvania Refining Co.
Royal Ice Cream
Sears Roebuck & Co.
Singer Sewing Machine Co.
Stanback Ltd.
Trailer Coach Mfg. Co.
Warner Bros.
The Woolworth Company

YOU MIGHT GET A 175-POUND WOLF*—



BUT...

**YOU WON'T BAG MUCH
IN WESTERN MICHIGAN
WITHOUT THE FETZER STATIONS!**

If you're gunning for bigger sales in Western Michigan, use the double-barreled power of the Fetzer stations—WKZO-TV in television, WKZO-WJEF in radio.

TV—WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids, and also provides intensive primary service to Battle Creek and dozens of other important cities and towns in Western Michigan and Northern Indiana. The WKZO-TV signal effectively reaches more sets than are installed in metropolitan Kansas City, Syracuse or Louisville! A recent 24-county Videodex Diary Study made by Jay & Graham Research Corporation shows that *WKZO-TV delivers 54.7%*

more Western Michigan and Northern Indiana homes than Station "B"!

AM—WKZO, Kalamazoo, and WJEF, Grand Rapids, are far and away the best radio buys in Western Michigan. Bought in combination, they cost considerably less than the next-best two-station choice in Kalamazoo and Grand Rapids, yet deliver about 57% more listeners! BMB figures prove great rural circulation, too. WKZO-WJEF's unduplicated BMB Audience is up 52.9% over 1946 at night—up 46.7% in the daytime!

Get the whole Fetzer story—write direct or ask Avery-Knodel.

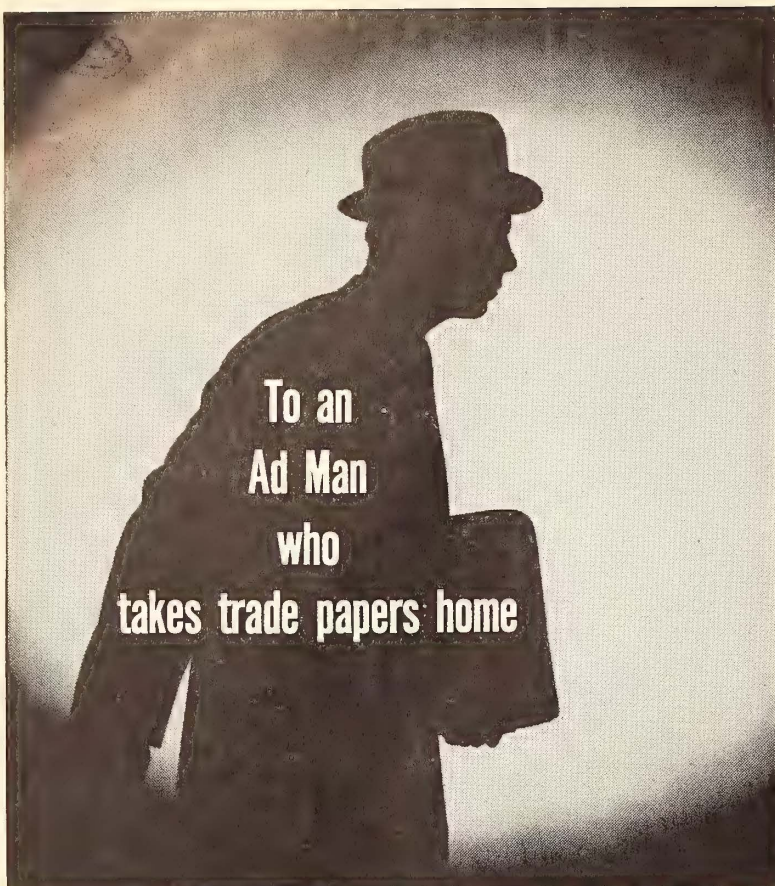
** A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.*

<p>WJEF <i>top 4</i> IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)</p>	<p>WKZO-TV <i>top 4</i> IN WESTERN MICHIGAN AND NORTHERN INDIANA</p>	<p>WKZO <i>top 4</i> IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)</p>
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ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



Advertising is one of the few enterprises where the boss can walk into your office, find you reading a magazine, and not get apoplexy. But the working day isn't long enough, so you go home with a bundle under your arm and read magazines. Man (or lady), we're for you, and we'll reward you with some intelligence about our favorite topic, Iowa:

1. Annual cash farm income, \$2.125 billion
2. Total industrial income, \$3.737 billion
3. Radio families listening to WMT every week, 338,480
4. Spot check: Last month 189 spot advertisers used WMT; 138 of them are on a 52-week basis.

Wanna make it 190? *Whisper Katz Agency into your telephone* (or try our open transom).



CEDAR RAPIDS

BASIC CBS RADIO NETWORK • 5,000 WATTS • 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

'OVERLAP' FIGHT

FCC Acts in WMEX Protest

HEARING on question of overlap of 25 mv/m contours of WMEX Boston and WHIL Medford, Mass., was ordered by the FCC last week.

Action was taken after WMEX submitted proof of overlap and asked the Commission to revoke WHIL program authority and set license application for hearing. Commission set license application for hearing April 7 on overlap issue. It refused, however, to set aside WHIL program authority which permits Medford station to broadcast regular programs.

Comrs. Frieda B. Hennock and Robert F. Jones dissented.

Commission turned down previous requests by WMEX in the same situation [B•T, March 3, Feb. 18]. WMEX immediately filed a petition for review of the FCC's order with the U. S. Court of Appeals. It alleged that the Commission's failure to revoke WHIL program authority is illegal.

WMEX operates on 1510 kc with 5 kw. WHIL operates on 1540 kc with 250 w daytime. Commission rules specify that no application may be granted if station is less than 40 kc apart and the 25 mv/m contour overlaps with an existing station.

In refusing to revoke WHIL program authority, the Commission pointed out that WHIL had relied on the FCC's map of soil conductivities, which indicate no overlap. It also emphasized that notice of the grant was made public in February 1951 and that WMEX should have objected then, or up to 20 days thereafter as the rules prescribe.

"In this instant case," the Commission majority said, "notwithstanding the fact that this allocation policy may have been departed from, there has been no showing whatever that a significant amount of interference . . . has in fact resulted."

The Commission continued, "we are unable to conclude at this time that serious harm will result from the continuation of program tests by WHIL. . . ."

The WMEX argument that program tests are illegal is "little more than a play upon words," the Commission said. It declared that program tests are just as much "licenses" as are other authorizations which it makes.

Action Withheld

Commission order also referred to WHIL petition requesting that recently renewed license of WMEX be reconsidered. FCC said it was withholding action on that petition for the time being.

Dissenting Comrs. Hennock and Jones argued that the program authority of WHIL should be withdrawn, since it was acknowledged by the Commission that 25 mv/m contours do overlap and thus are in conflict with the rules. They also emphasized that the interference resulted in an "unauthorized" modi-

fication of WMEX's license.

"In mistakenly finding 'equities' on the side of WHIL to permit these tests without a prior hearing and a finding that there is no overlap, the Commission has done violence to its own concept of the public interest as expressed in its overlap rule, as well as illegally impairing the rights of an existing licensee," the dissenting commissioners said.

WMEX plea to the Court of Appeals alleged that WHIL was operating without a license and that program authority cannot be construed as a license. It also stated that proof of 25 mv/m contour overlap had been shown and that the Commission is bound to revoke the program authority automatically.

LAMBERT INDICTED

Mail Fraud Is Charge

CHARGED with using the mails to defraud on a 16 count indictment returned by a New York Federal Grand Jury Feb. 29, Laurence A. Lambert, Hollywood distributor of religious films, posted \$1,000 bond with U. S. Comr. Howard V. Calverly in Los Angeles last week.

The New York trial is expected to be held in the fall upon return to the U. S. of Sah Waagenaar, president of Circle Film Enterprises, distributor, on world tour.

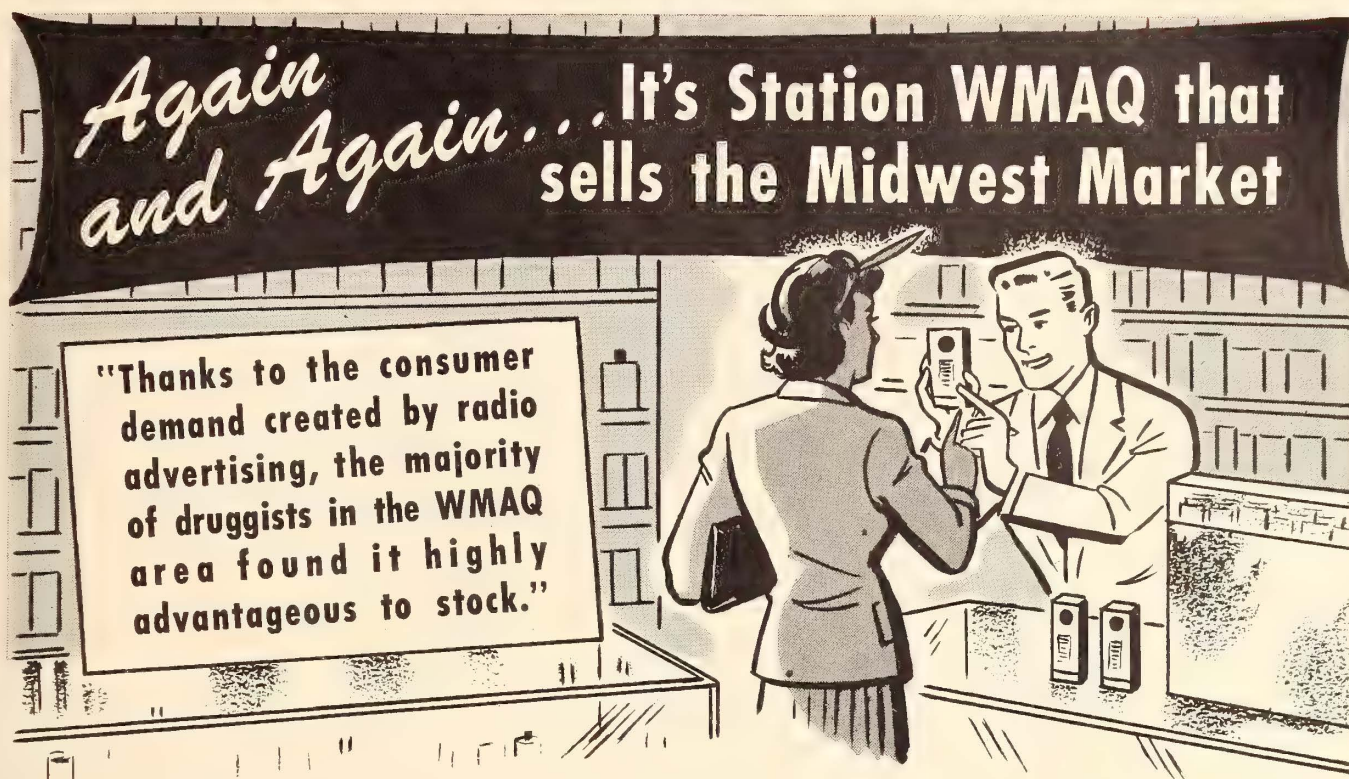
Defraud charges concern the operations of Mr. Lambert's International Religious and Education Films and similar titled firms which are headquarters in Hollywood, according to Assistant U. S. Attorney Albert Blinder.

The indictment alleges Mr. Lambert represented to the trade he had all rights to the French film "Golgotha," while the picture actually is owned by Mr. Waagenaar in the U. S. and Canada. The counts also charge Mr. Lambert schemed to defraud Loyola Films, subsidiary of Loyola U., Los Angeles, and Variety Film Distributors by false representation through mails.

Mr. Lambert recently was named one of the principal defendants in a \$5 million damage suit filed in Los Angeles Superior Court by Preferred Pictures Corp. It charges conspiracy and alleges false representation that he was distributing two religious films, "Pilgrimage Play" and "Upon This Rock."

Canadian Award

ANNUAL Canadian General Electric Award to Canadian stations has been changed to cover not only the work of Canadian stations but is to be given this year and in future to station individuals "for outstanding technical service" or "for outstanding service to the broadcasting industry in the technical field," according to an announcement of the Canadian Assn of Broadcasters. Award will be made at the annual CAB convention to be held at the Royal York Hotel Toronto, March 24-27. Entries for the award are now being received at CAB headquarters at Ottawa.



When Foley and Company decided to introduce their new cough-restraining product, FOLEY QUIT-ITS, in the Chicago and Midwest market, they naturally turned to Station WMAQ, master sales medium of the Middle West. A schedule of announcements was placed in the "Early Norman Ross" program, broadcast Mondays through Saturdays between 6:15 and 6:55 a.m.

And again WMAQ produced as expected!

Here is the report from Wendell Walker, account executive for Lauesen & Salomon, Foley and Company advertising agency:

"We have been most gratified, during the introductory campaign for FOLEY QUIT-ITS, at the number of druggists and consumers who said they heard about them on the 'Early Norman Ross' show.

"No salesmen contacted druggists on behalf of FOLEY QUIT-ITS, either before or during the campaign. But thanks to the consumer demand created by radio advertising, the majority of the druggists in the WMAQ area found it highly advantageous to stock."

Again and again advertisers find proof in their sales records that WMAQ is the sales medium which *delivers the buying audience*. Your WMAQ or NBC Spot salesman will be glad to give you the complete story.

Now
Celebrating
30 Years
of Service

NBC RADIO IN CHICAGO

WMAQ
CHICAGO



GRESHAM'S BUSINESS DISTRICT

is spread over a wide area in typical suburban fashion. Easy access to shopping centers makes it a favorite trade area. Bank deposits total more than eight millions; population has more than tripled in the past 10 years.

CIVIC LEADERS

"We know the value of radio advertising for automobiles and in this area KGW does it best. KGW is always willing to help in civic activities and keeps in touch with local people. We know our area is behind this station's effort 100%," say Car Dealers Gordon Swan and Ross Fanning, both past-presidents of the Gresham Chamber of Commerce and active community leaders.



FARMER

"KGW is our 'main line' for news, weather reports, crop and stock prices, and has our wholehearted support for its community efforts. This station knows local people and local people know KGW. For the best possible job in the Portland area it can't be beat," reports C. A. Becker, president of the Gresham Berry Growers and long-time resident of the agricultural district near Gresham.



THE
*People's
Choice*
IN

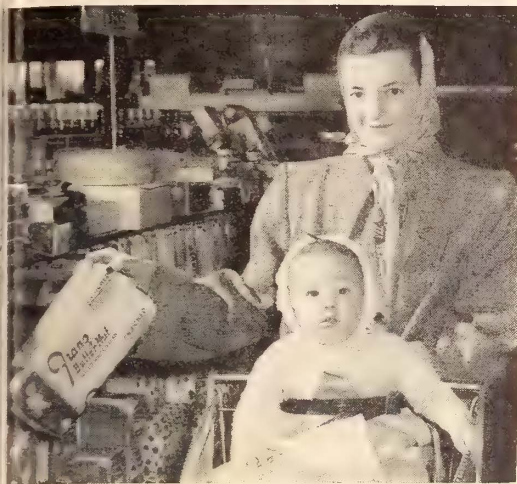
**PORTLAND
OREGON**

Local people are 'for' KGW because they know KGW is 'for' local people. All the advantages of selling-influence-prestige with the station that has the 'local' touch. Markets are people and KGW realizes every business, local or national, must keep in touch with people and keep that touch local. You cannot adequately sell the Portland area without KGW, because it is the 'Pioneer' station in Portland with more than 30 years continuous operation. Naturally it has top listener loyalty in this section of Oregon. As anyone living in the Portland area can tell you, KGW is the station at six-two-oh on the radio dial! For the advertiser seeking the highest possible return from his investment in radio time, KGW offers the quality that produces greatest results. If you're not on the KGW band wagon, investigate now because it is true you cannot adequately 'sell' the Portland area without KGW.

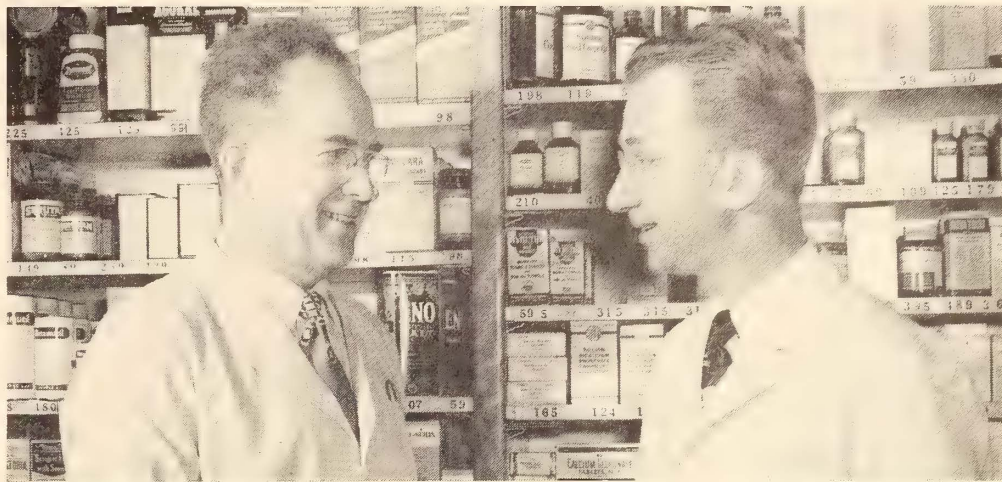
KGW
PORTLAND, OREGON



KGW BRINGS GRESHAM AREA ENTERTAINMENT, NEWS, SERVICE FEATURES



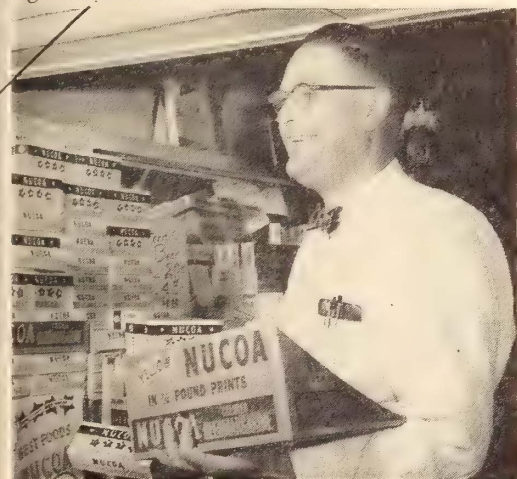
HOUSEWIFE "KGW is our favorite family station and besides the entertainment value it brings me news of products that help make my shopping easier," reports Mrs. M. A. Ferris, Gresham housewife.



DRUGGISTS "The top station here is definitely KGW with top entertainment, news and topics of interest to local people. It's very true that KGW advertised products increase in sales and no one can beat this 'local' station for quality," according to Gresham Druggists Stafford Dowsett and E. L. Welling.

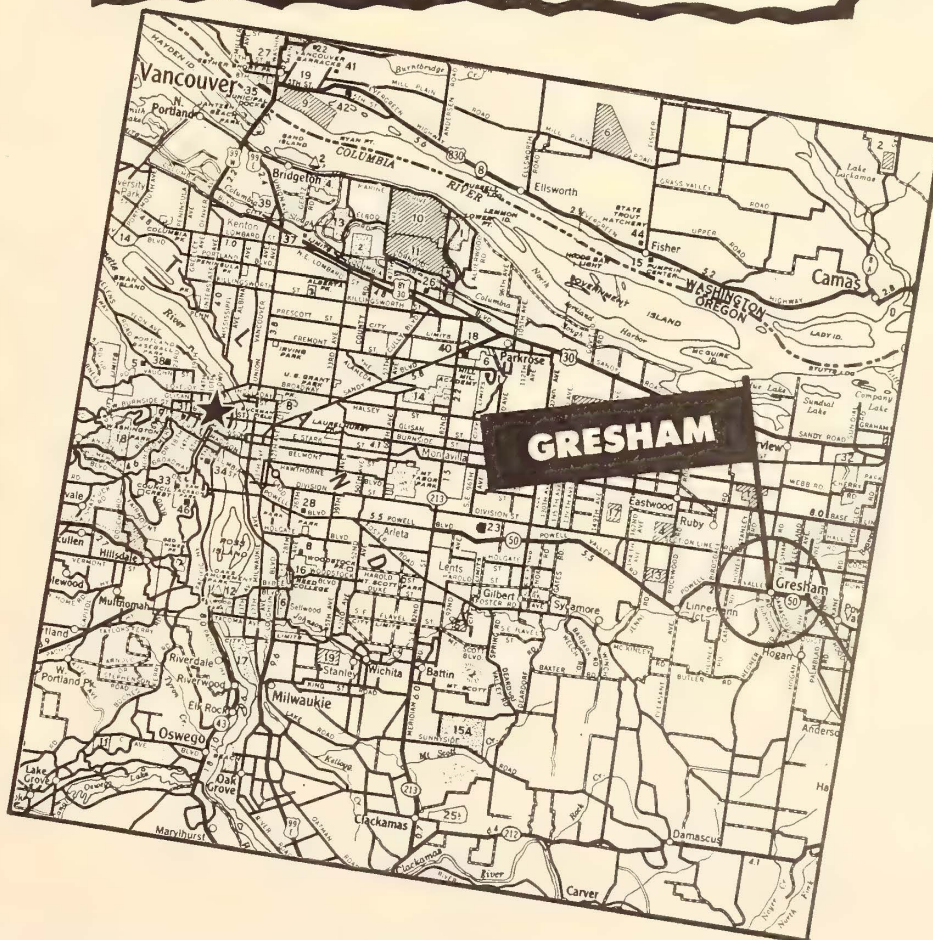


STUDENT "My favorite programs are on KGW and the over-all coverage of events gives me 'talking points' for school and social activities," volunteered Gresham high school student Gwen Bacon.



GROCER "When national brands are advertised on KGW, sales increase more than 30 per cent. It is definitely the station in the Portland area," says Carl Zimmerman, 12-Mile Store owner, near Gresham.

in Gresham Agricultural center of Multnomah county, serving a retail trade area of more than 40,000 persons, located less than 15 miles from Portland's city center, the 'People's Choice' IS KGW...



REPRESENTED Nationally by EDWARD PETRY & CO., INC.

OPS' RADIO

Woodhouse Answers Charges

Office of Price Stabilization series of radio broadcasts featuring well-known celebrities and anti-inflation messages cropped up in the Senate last Wednesday.

Sen. Burnet Maybank (D-S. C.) inserted in the *Congressional Record* a letter from an OPS official challenging certain published reports that the agency sought to use the programs to further price control. The Joint Senate-House Production Committee, of which Sen. Maybank is chairman, had requested the data.

Sen. Maybank said his committee had received "many inquiries" on the 13-week series. He took no side on the issue in his floor statement but inserted the letter "in the interest of presenting the facts." The letter was signed by

Chase G. Woodhouse, Office of the Special Assistant to the Director of OPS.

Mr. Woodhouse rejected claims that the agency is using fan dancers to popularize price controls. He noted that a number of celebrities, including Bob Hope, Dinah Shore and Bob Crosby, had volunteered their services without charge, and that stations could use the transcribed series, *Stars for Defense*, as a public service. The programs have drawn fire from GOP quarters [B•T, Feb. 25, 18].

The OPS official stressed the importance of public information in stabilizing prices, and claimed the broadcasts are not used to advocate extension of the Defense Production Act on Capitol Hill. He conceded that it would be "most improper and illegal to use federal funds in a propaganda campaign." Mr. Woodhouse added:

There were naturally certain ex-

penses in producing and manufacturing these recordings. The agency felt those expenses to be small in relation to the immensity of the information job and its importance in effectively administering price controls. The 13 high-priced radio stars did not receive a penny for their services. The agency does not pay for broadcasting time. Radio stations, which wish to do so, broadcast these programs free of charge as a public service. . . .

CINCINNATI IRE

Meeting Slated April 19

DR. D. B. SINCLAIR, president, Institute of Radio Engineers, will make the principal address at the spring technical meeting of the Cincinnati section of IRE April 19.

Among topics to be discussed are color and UHF television. Registration may be made through Prof. A. B. Bereskin, Electrical Engineering Dept., U. of Cincinnati, Cincinnati 21, Ohio.

PEABODY AWARDS

N. Y. Unit Recommends

NEW YORK listening post committee announced last week that it had recommended the following programs for consideration by the National George Foster Peabody Awards committee:

Radio:

Network Education programs *The Nation's Nightmare*, CBS and the documentary series *U. S. S. R. ABC*.

Regional Education program *Inside New York*, WMCA New York.

Local Education Program: Citation to WLIB New York for service to and by the Negro population of the city.

News: citation to Howard K. Smith CBS.

Entertainment: "The Big Show," NBC.

Children's Programs: "New York Times Youth Forum," WQXR New York, and citation for "No School Today," ABC.

Programs promoting international understanding: "World Theatre," BBC with a citation to the Ford Foundation for its Paris broadcasts of U. N. General Assembly meetings.

Television:

Network Education Programs: "American Inventory," NBC-TV; "How Do They Get That Way?" ABC-TV and "Horizons," ABC-TV.

Local Educational Programs: "Wild Life" series, WOR-TV New York; "It's A Problem" series, first telecast locally on WNBT (TV) New York, but now network show; and a special citation to WNYE New York and WPIX (TV) New York for their cooperative production of "Living Blackboard," program for confined children.

Entertainment: "Celanese Theatre," ABC-TV.

News: Edward R. Murrow for "See It Now" series, CBS-TV.

Children's Programs: "Kukla, Fra and Ollie," NBC-TV; "Zoo Parade," WNBT (TV); "Super-Circus," ABC-TV; "Juvenile Jury," NBC-TV; and "Children's Theatre," WNBT (TV).

Recommendations were made in the order of listing, except for children's TV programs which were recommended without classification.

WVBT'S CALIF. FAN

Reported by RRI

LONG distance record for regular FM reception was claimed last week by the 13-station Rural Radio Network, which reported that WVBT (FM), its station at Bristol Center, N. Y., has a regular listener in Berkeley, Calif.

A recent letter from the West Coast listener said, in part, "although your signal is weak, we spend many happy hours with our ears pressed close to our FM speakers, listening to the fine programs you broadcast from WQXR [New York] . . . in addition to the music, which we sorely miss on Sunday mornings, we much enjoy 'Freddie and the Popinjay.'"

WVBT is on a 2,100-foot mountain 30 miles south of Rochester, N. Y. and was designed to service the Rochester area and the Genesee Valley, according to Donald K. de Neuf, Rural Radio General manager. He said that, to his knowledge, this was the longest range over which FM broadcasts had been heard on a regular basis.



If a Tony Wons were to ask that question over a WGR microphone today, he'd have an audience far bigger than the "good old days." One day recently, ONE offer of a sample jar of skin cream brought 3,000 requests flooding in from Buffalo, western New York and Pennsylvania and from our Canadian listeners across the river.

Yes, WGR means **We Get Results!**

CBS Radio
Network



Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

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

On the surface most discs look pretty much alike. And for some jobs, their characteristics may seem fairly similar, too. But can you depend on them? Are you sure that the discs you use will give consistently fine performances for any kind of job day in and day out?

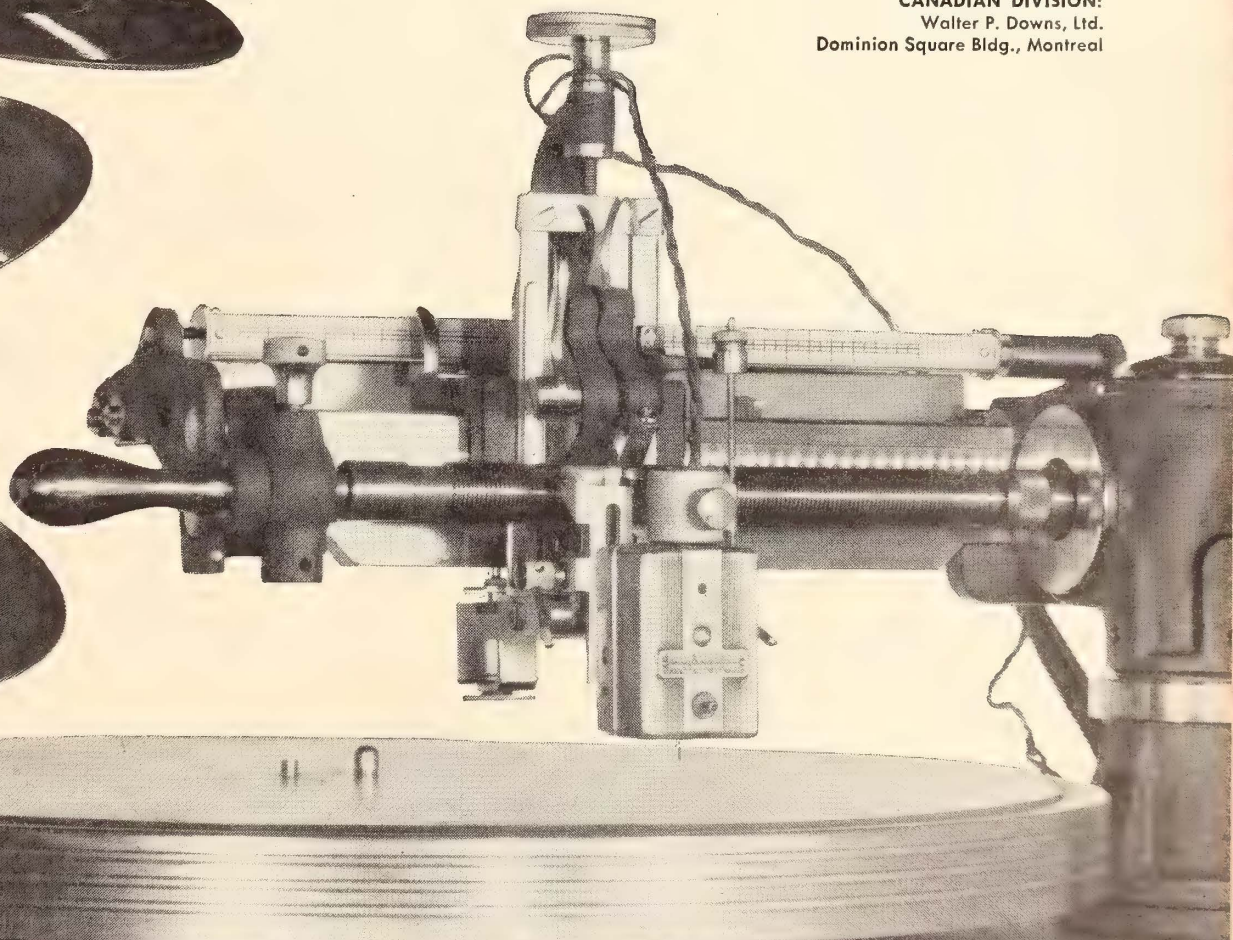
when the chips are down...

You can if you select PRESTO. That's why, in the final analysis—when the chips are down—more and more stations, studios, and schools are choosing PRESTO.

They appreciate the craftsmanship that goes into the manufacture of each disc—the meticulous preparation of the aluminum base, the use of the finest lacquers, the careful curing in the world's most modern disc plant. They know that the PRESTO label stands for a *consistently* good disc.

PRESTO 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



TECHNIQUE used by Muntz TV for getting top sales results on WFBR Baltimore in comparison with other stations and media is recounted by (l to r): Bob St. Claire, mgr., Muntz TV, Baltimore; Lou Corbin, WFBR announcer-producer; William S. Pirie Jr., WFBR sls. dir., and John E. Surrick, station's v. p. and gen. mgr.



SUCCESS of NBC's new merchandising plan is indicated here in conference between Horace Fitzpatrick (l), asst. & coml. mgr., WSLR Roanoke, Va., and Charlie Garrison, NBC merchandising representative. Mr. Garrison visited city's chain stores.

TO COMMEMORATE New York visit, Dick Green (r), sls. mgr., KOMO Seattle, presents "Gold Herring Award" to Marty Nieman, acct. exec., Edward Petry & Co. Award symbolizes sales on KOMO fishing program, *The Old Boat Puller*.



DISCUSSING KLZ Denver's new recorded Fred Waring program are (seated, l to r): Dave Glismann, formerly of Waring network cast; who is program m. c., and Jack McMurtry, McMurtry Paints, sponsor. Standing, Jack Tipton, KLZ acct. exec., and Geo. Salstrand, Tom Axelson Agency.

CENTER of attraction is Chrysler Fire Power engine as Brady-Frazer, Chrysler-Plymouth agency, signs one-year pact for *World and Local News* on WHIM Providence, R. I. l to r: "Wash" Frazer, agency v. p.; Gus Parmet, WHIM sls. mgr., and Eugene Brady, pres. of auto firm.

CHARTING spring paint campaign on KSL Salt Lake City are principals for station and sponsor. l to r: Harold W. Pickering, agency representative; Margaret Masters, KSL homemaker; A. D. MacEwen, adv. chief, Bennett Glass & Paint Co., program sponsor; and Paul F. Royall, KSL acct. exec. Firm is using KSL's Allen Jensen news show and participations in Masters program.



New Business

(Continued from page 16)

Bread) appoints Elliot, Goetz & Boone, S. F., as West Coast advertising representative.

AIRLINE FOODS Corp., Linden, N. J., appoints Harry B. Cohen Adv. N. Y.

FELS & Co., Phila. (soap), appoints McKee & Albright Inc., that city to handle all products.

CAL RAY BAKERIES, Glendale, Calif., (cookies), appoints R. W. Webster Adv., L. A.

FOX WEST COAST THEATRES, L. A. (theatre chain), appoints Ha Stebbins Inc., that city.

HOYT BROS., Newark, N. J. (cake and pie mixes), appoints Tracy Kent & Co., N. Y.

DR. A. POSNER SHOES, N. Y., appoints Alfred J. Silberstein, Ber Goldsmith Inc., that city.

WHITEHALL PHARMACAL Co., N. Y., names Abbott Kimball Co., that city, for Chlora Stick, new chlorophyll deodorant.

SCHENLEY INTERNATIONAL Corp., N. Y., appoints McCann-Erickson, San Juan, Puerto Rico, to handle Blatz beer effective April 1.

WESTINGHOUSE ELECTRIC SUPPLY Co., L. A. (appliances), name Universal Adv., Hollywood.

PARKLABREA TOWERS, Los Angeles (apartment development), name Taggart & Young Adv., that city.

DOS PALMAS ESTATES, Desert Hot Springs, Calif. (real estate), and **NIC-L-SILVER BATTERY Co.**, Santa Ana, Calif., name Stodel Adv. Co. L. A.

AMERICAN EXTENSION SCHOOL OF LAW, Chicago, names Ross Ro Inc., same city. **EARL COLLINGS** is account executive.

EMORY U. MEET

Adv. Executives to Speak

CROSS-SECTION of topics and speakers highlights the third annual Atlanta Advertising Institute to be held March 21-22 at Emory U. Robert D. Swezey, executive vice president of WDSU-AM-TV New Orleans, will talk on "Paying the Piper in Television" at the first day's dinner session.

The institute, sponsored jointly by the university and by the Atlanta Advertising Club, is expected to attract some 200 professional people in addition to advertising students at the university.

Among the dozen other speakers listed during the two-day session of clinics and lectures are Budd Grove, advertising manager, Marshall Field & Co., Chicago; Frederic Schneller, vice president, D'Arcy Adv. Co., St. Louis, and Claude Gizzard Jr., Atlanta advertising executive.

Richard Joel, journalism professor at Emory and vice president of the Atlanta Ad Club, is general chairman.

WFOJ Ownership

OWNERSHIP of WFOJ Milwaukee was incorrectly given in item on its objections to WEMP Milwaukee TV application amendments last week [AT DEADLINE, March 10]. Charles J. Lanphier is president, majority stockholder, general and commercial manager of WFOJ. Item erroneously referred to WFOJ as Hearst owned.

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 Feb. 3-9 1952

NIELSEN-RATING*

Current Rank	Program	Current Rating Home %
EVENING, ONCE-A-WEEK (Average For All Programs) (7.1)		
1	Lux Radio Theatre (CBS)	15
2	Jack Benny (CBS)	15
3	Amos 'n' Andy (CBS)	14
4	Charlie McCarthy (CBS)	13
5	You Bet Your Life (NBC)	12
6	Arthur Godfrey's Scouts (CBS)	11
7	Suspense (CBS)	11
8	People Are Funny (CBS)	10
9	Our Miss Brooks (CBS)	10
10	Big Story (NBC)	10
EVENING, MULTI-WEEKLY (Average For All Programs) (5.1)		
1	Beulah (CBS)	8
2	News of the World (NBC)	7
3	One Man's Family (NBC)	7
WEEKDAY (Average For All Programs) (4.1)		
1	Arthur Godfrey (Liggett & Myers) (CBS)	8
2	Romance of Helen Trent (CBS)	8
3	Our Gal, Sunday (CBS)	8
4	Aunt Jenny (CBS)	7
5	Wendy Warren and the News (CBS)	7
6	Pepper Young's Family (NBC)	7
7	Arthur Godfrey (Nabisco) (CBS)	7
8	Road of Life (NBC)	7
9	Big Sister (CBS)	7
10	Ma Perkins (CBS)	7
DAY, SUNDAY (Average For All Programs) (3.1)		
1	True Detective Mysteries (MBS)	7
2	Shadow, The (MBS)	6
3	Greatest Story Ever Told (ABC)	4
DAY, SATURDAY (Average For All Programs) (3.1)		
1	Grand Central Station (CBS)	6
2	Theatre of Today (CBS)	5
3	It Happens Every Day (CBS)	5

(*) 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 1952 by A. C. Nielsen Co.

1st

IN

NEWS

Seventy-five Network newscasts weekly. Big names with authentic news. More network news than any other San Antonio station.

1st

IN
SPORTS



Major league, All-Star, World Series Baseball. Football. Auto and Horse Races. Boxing. More than all other San Antonio stations combined. Big time sports.

1st

IN KID SHOWS



One solid hour daily of big name kid shows, just for kids. More than all other San Antonio stations combined.

1st

IN MYSTERIES



KMAC carries more high-rated mysteries than any other San Antonio station. By far, first in the mystery field.

1st

in PUBLIC SERVICE

If it's big it's on KMAC. Regular and special features of broad public interest. Free time to more than 150 organizations. More than any other San Antonio station.

1st

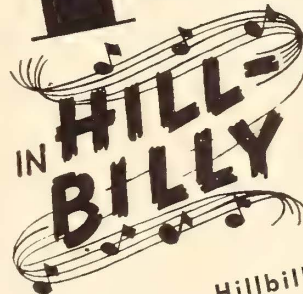
In the Service of the

Lord

More quarter-hours of religious programs weekly than all other San Antonio stations combined. Featuring outstanding National, Regional and Local religious leaders.

1st

IN HILL-BILLY



RFD Texas, Hillbilly House Party, Hit Parade, and Jamboree. Featuring Charlie Walker, San Antonio's only authentic hillbilly. First in mail. First in telephone calls.

1st

DRAMA

More BIG dramatic shows weekly, featuring top Hollywood and Broadway stars, than any other San Antonio station. Drama, comedy, love stories, adventure.

KMAC

MUTUAL ON 630
SAN ANTONIO, TEXAS

25
YEARS
OF
SERVICE



Represented nationally by the
GEORGE P. HOLLINGBERY CO.

IN REVIEW

OSU SPEAKERS

Include Walker, Webster

FCC CHAIRMAN Paul A. Walker and Comr. Edward M. Webster will take part in Ohio State U.'s 22d annual Institute for Education by Radio and Television in Columbus April 17-20 [B•T, March 10].

Chairman Walker has agreed to serve as a panelist for the special interest session on organized listener groups scheduled for Saturday, April 19. The group will attempt to answer "Are organized listener groups really doing an effective job?"

FCC's representative on the panel discussing broadcasting to foreign countries will be Comr. Webster, who will answer "How has international broadcasting been affected by allocations conferences of the last six years and by the most recent Geneva allocations conference — What lies ahead?" This also is scheduled for April 19.

Speaking on broadcasts for foreign countries will be representatives of Voice of America and the French Broadcasting System in North America, with Gerald Kean, acting director of United Nations Radio, as chairman. Gen. Frank E. Stoner, coordinator of communications for VOA, will speak on international shortwave systems while Leo Lowenthal, chief of the program evaluation division of the Office of International Broadcasting, will outline consumer activities being conducted in international broadcasting.

Three general sessions will be featured during the four-day meeting, along with more than 30 special interest sessions, according to the institute director, Dr. I. Keith Tyler, who expects more than 1,000 persons to attend.

TORNADO DISASTER WEKR Serves Public Well

WHEN a tornado struck Fayetteville, Tenn., killing two persons and causing extensive property damage, WEKR's power was cut off by the violence of the cyclone at 4:28 p.m. Five hours later, power was restored and the station remained on the air until 1:30 a.m. the following day, flashing bulletins.

James Porter Clark, WEKR partner, reported that the subsequent two days were given over to dissemination of information pertaining to the disaster. Relief agencies used station facilities to relay vital messages.

Mr. Clark added, "While we feel that 'commercial' radio did a good job in the emergency, due credit should also go to Ernest J. Tucker, the station's chief engineer, who served as headquarters for the ham operations into and out of the area. His W4MQV was the only practical source of communication between the outside world of relatives and the people of Fayetteville."

FULL CREDIT is due Producer-Director Albert McCleery and Scripter Guy de Vry for daring to utilize three half-hour telecasts in the presentation of "Peer Gynt" on the *Cameo Theatre*. Credit goes also to NBC and to the sponsors of the Sunday evening program—Regent cigarettes and Hazel Bishop cosmetics—for authorizing the experiment.

Too often an hour, and frequently a half-hour, is thought enough time for most televersions of dramatic classics, even Shakespeare. Insistence on more time to tell the story, even though it means serialization, is a move to be encouraged.

But in choosing "Peer Gynt," Ibsen's poetic fantasy, as the vehicle to test their theory, Messrs. McCleery and de Vry must have been motivated by some consideration other than audience appeal. "Peer Gynt" is seldom seen on the American stage and after watching it on TV this reviewer believes he knows the reason. Fantasy, satire and philosophy, main ingredients of the drama, comprise a delicate cargo that does not come through the transition from Norway to America and from 1867 to 1952 in any too good shape.

As presented on NBC-TV, in any case, "Peer Gynt" was a series of individual episodes whose diverse nature failed to combine into the logically developed story of a self-centered soul, neither good enough for heaven nor bad enough for hell, which is the whole point of the play. Only in the final installment, when the aged Peer Gynt is stripped of pride and hope alike, did the teleplay gain dramatic significance and power.

All members of the large cast did well by their unusual roles. This was no small accomplishment, for many of the speeches were long and with words and cadence quite foreign to modern Americans. In maintaining faith with Ibsen, Mr. de Vry's script set a difficult task for the players. To their credit, and to that of Mr. McCleery, there was no fluffed line or missed camera cue discernible to the home viewer in the entire triple telecast.

Douglass Montgomery gave the title role a full interpretation, from the horseplay of the lusty youth to the sobbing repentance of the aged derelict, aging believably in the process. Frances Reid was appropriately sweet as the ever-faithful Solveig. Wesley Addy, as the Button-Moulder who for three weeks tried earnestly to put Peer Gynt into his boiling cauldron, was dramatically effective in a trying role that was made no easier by Mr. McCleery's fondness for close-ups which at times moved the camera in until it seemed about to touch the tip of Mr. Addy's nose.

Leonore Shanewise ran the gamut of emotions as Ase, Peer's proud through put-upon mother

Program: Cameo Theatre presentation of "Peer Gynt" in three parts on NBC-TV, Feb. 24, March 2 and 9, 10:30-11 p.m.

Sponsors: Hazel Bishop lipstick (sponsored second telecast). Riggio Tobacco Corp. for Regent cigarettes (sponsored first & third telecasts).

Agencies: For Regents—Brooke, Smith, French & Dorrance, N. Y. for Bishop—Raymond Spector.

Adapter: Guy de Vry. Producer-Director: Albert McCleery.

Music: (combined scores of Edvard Grieg and Harald Saeverud) recordings. Music adapted by David Hall.

Settings by Howard Bay. Choreographer: Peter Birch. Story Editor: Ethel Frank.

Costume Supervision: Guy Kent. Lighting: Lee Carlton.

Technical Director: Robert Long. Audio Engineer: Lou Halpern.

Star: Douglass Montgomery. Cast: Frances Reid, Wesley

Addy, Humphrey Davis, Harry Mahaffey, John Gerstad, Grant Sullivan, Rita Gam, Leonore Shanewise, Claire Luce, Hans von Twardowski, Charles Andre, Renee Goddard, Martin Brandt, Jack Bittner, Leonardo Cimino, Bill Bartholemew, Winfield Hoeny, Gavin Gordon, Philip Coolidge.

whose death scene gave the first installment a few moments of quiet sentiment that contrasted nicely with the general boisterousness of the rest of that telecast. Rita Gam was vividly emotional as the stolen bride, Claire Luce trollishly lustful as the Woman in Green, and Renee Goddard wrigglingly alluring as Anitra.

Howard Bay, afforded a designer's field day with scenes ranging from the troll king's cavern to an Egyptian madhouse and the prow of a ship in a storm at sea, was responsible for sets, costumes and make-up that throughout the lengthy production provided appropriate visual settings for the dramatic action.

A word about the commercials, particularly in mid-program spots, that were chock-full of hard-selling copy and completely destroyed the mood and tempo of the drama they interrupted: The word is "annoying."

ADV. COMPLIANCE

Noted by New York BBB

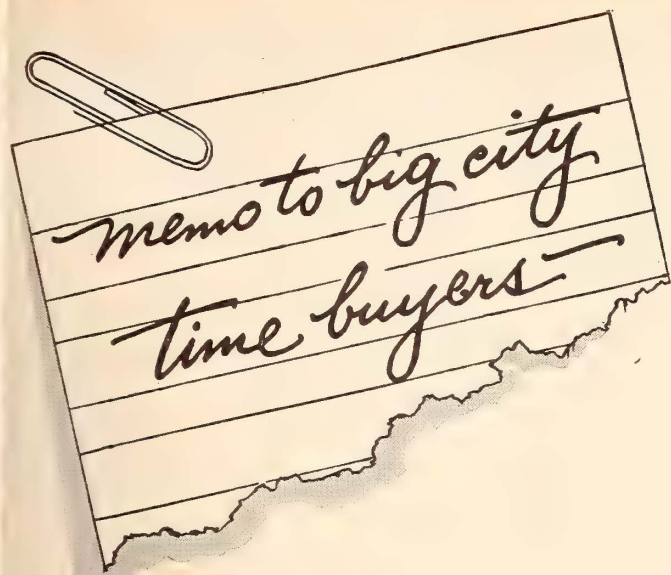
NEW enforcement plan, instituted by the Better Business Bureau of New York City to improve sales methods for radios, television receivers and service and home appliances has received almost complete cooperation on the part of advertisers, Hugh R. Jackson, BBB president, has announced.

The voluntary plan for improved advertising standards has been in effect for two weeks, he explained, with BBB sending out 21 letters calling attention to violations. Replies were received, in turn, from all advertisers except one, he said, and in that case the advertising objected to has not since been repeated.

N.A.R.T.B.
BROADCASTING
GOLF
tournament

at
BUNKER HILL
Golf Club
6635 Milwaukee
Avenue
NILES, ILLINOIS
starting 9 a.m.
MARCH 30

Glad to have you. Please send reservations to: Golf Tournament, BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C.



Don't overlook F.M.

You're working in the city. Turn on your radio. Listen to one of your AM commercials. It's coming through, clear as a bell, from that big transmitter nearby. Sounds fine, doesn't it?

But there are many places in the country where that commercial of yours can't be heard at all—even though it's broadcast from an AM station right in the neighborhood.

For in many places "radio climate" is such that the AM signal is torn to pieces by static, garbled by interfering "crosstalk." The folks you're trying to sell can't hear your message at all.

FM solves that problem for you in many areas. FM is clear as a bell whatever the "radio climate." So in making your time schedules—Don't Overlook FM.

NOTE: During its recent spot radio campaign on Zenith Hearing Aids, Zenith used separately keyed spots on FM and AM stations in many cities.

In several cases, returns from FM outnumbered those from AM.

In others, FM was—on the basis of cost per inquiry—the best broadcast buy. Here's real proof of the growing importance of FM!



ZENITH RADIO CORPORATION • Chicago 39, Illinois

R-1526B



Federal A N

JOIN TO PROVIDE THE WITH A COMPLETE LINE OF TELEVISION

MICROWAVE LINK

MICROWAVE LINK

MOBILE EQUIPMENT

Federal Telecommunication Laboratories, Inc., associate of the International Telephone and Telegraph Corporation, has appointed Graybar Electric Company, Inc. as national distributor for its complete line of Television Transmitting and Studio Equipment.

The combined facilities of these companies provide the broadcaster with a complete line of outstanding high quality Television Transmitting and Studio Equipment, plus the added advantages of distribution through Graybar—since the start of the industry a leading supplier to broadcasters.

Prominent Television Stations in North and South America are now on the air with FTL Transmitters and Auxiliary Equipment. As an I.T.T. associate, FTL has the benefit of the facilities of a world wide organization with extensive research and development laboratories.

The FTL-Graybar Line includes VHF and UHF air-cooled transmitters, complete line of Auxiliary Equipment, including Control Equipment, Monitors, Single and Dual Scanners and Synchronizing Equipment; VHF and UHF Antennas; complete Camera Equipments, TV Microwave Relay Links and Mobile Television Units.

Federal Telecommunication Laboratories, Inc.

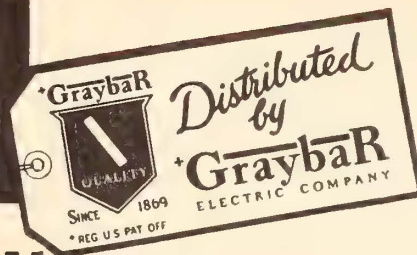
An Associate of the International Telephone and Telegraph Corp.

500 Washington Ave., Nutley, N. J.

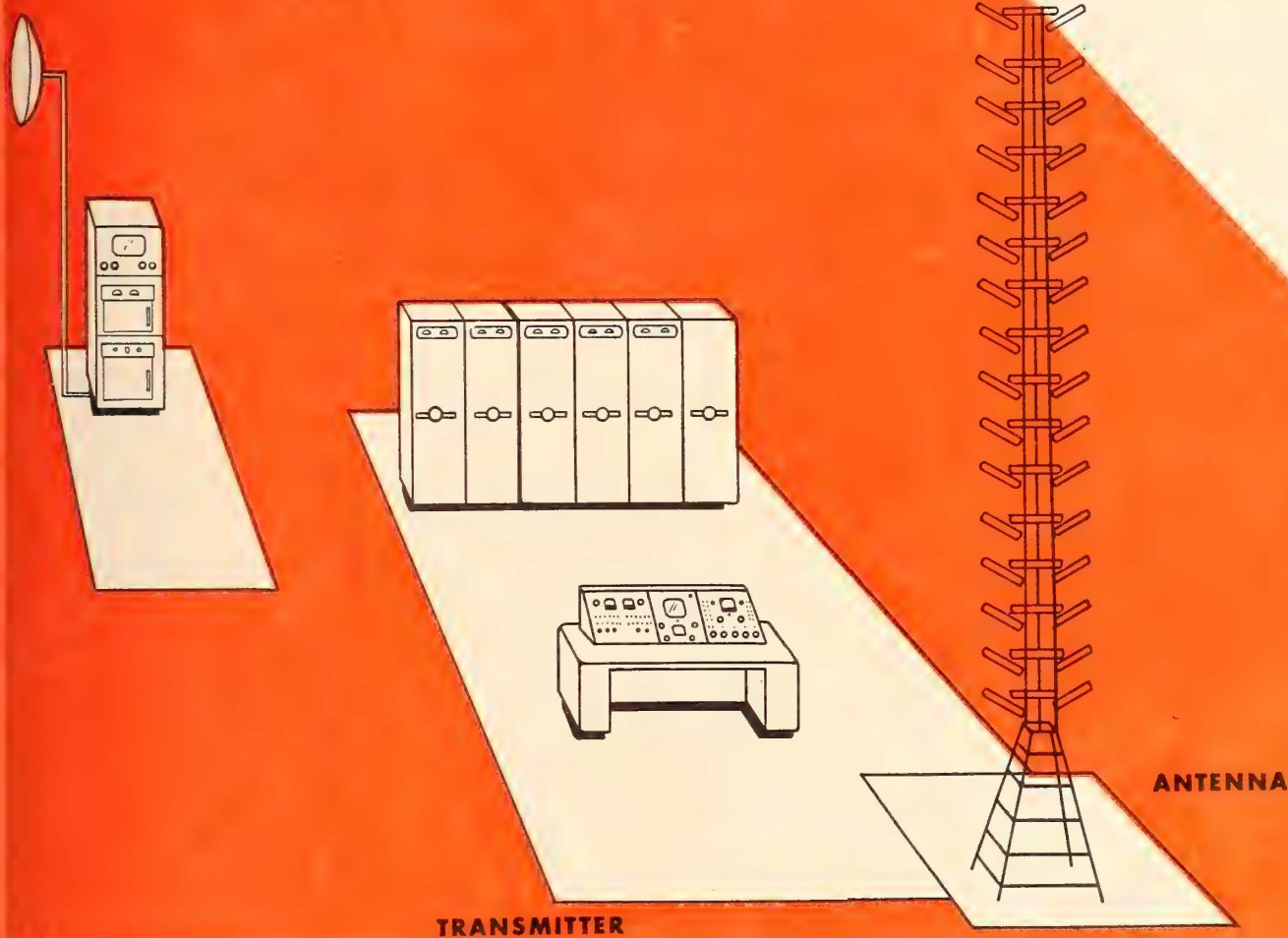
Canadian Distributor: Federal Electric Manufacturing Co. Ltd., Montreal, P. Q.

Export Distributor: International Standard Electric Corp., 67 Broad St., New York

GraybaR



BROADCASTING INDUSTRY EQUIPMENT FROM CAMERA TO ANTENNA



COMPLETE SERVICE TO THE INDUSTRY

In addition to FTL's high quality Television Equipment, Graybar brings you broadcasting's best accessories — speech input equipment, microphones, lighting, towers and transmission lines, tubes, wiring supplies and devices—in fact, everything electrical to keep you on the air.

Your nearby Graybar representative is now ready to serve your television and accessory equipment requirements. Call today!

KEY CITIES WHERE GRAYBAR REPRESENTATIVES ARE LOCATED:

Atlanta, Ga.
Boston, Mass.
Chicago, Ill.
Cincinnati, Ohio
Cleveland, Ohio
Dallas, Texas
Detroit, Mich.
Houston, Texas
Jacksonville, Fla.

Kansas City, Mo.
Long Island City, N. Y.
Los Angeles, Calif.
Minneapolis, Minn.
Philadelphia, Pa.
Pittsburgh, Pa.
Richmond, Va.
San Francisco, Calif.
Seattle, Wash.

St. Louis, Mo.

Graybar Electric Company, Inc.

Domestic Distributor: 420 Lexington Ave., New York
Offices and Warehouses in 108 Principal Cities

FCC Revamp

(Continued from page 23)

ensue apparently would be clarified.

● FCC staff members (except professional assistants of the Commissioners) would not be permitted to make recommendations to the Commission on disposition of "adjudication" cases in which hearings are held.

(This provision retains the intent of the McFarland bill to minimize staff authority with respect to cases in hearing. Its reference to "recommendations" in defining these functions, however, is designed to clarify Secs. 5 and 17 of the McFarland bill.)

● FCC would not be allowed to adopt "any rule or regulation of substance or procedure" that discriminates against persons "primarily" engaged in the publishing business. No application for a construction permit, station license, renewal, modification or transfer could be denied "solely" because of the newspapers' interests.

(There is no such provision in the McFarland bill. Early in its writing of communications legislation, the Senate Interstate & Foreign Commerce Committee threw out a similar provision when FCC made it known it did not believe such a law was necessary. FCC's stand was that promulgation of such a rule or regulation that was discriminatory against newspapers or any occupational business, civic or religious group, could be held unconstitutional.)

● To block any revival of the Avco Rule, the bill would make FCC proceed in cases of transfers as if the transferee were the only applicant for an original license or permit.

It was understood that the anti-newspaper rule bar was placed in the House version because of quiet campaigning in committee by newspaper interests [B•T, July 23, 1951].

(While it has been the long-standing policy of FCC to favor non-newspaper applicants where there is more than one applicant competing for a facility providing qualifications of all applicants are equal, FCC has never spelled this out in a rule or regulation. Thus, the effect of the House amendment, if retained in the bill, would be questionable.)

A section of the Communications Act retained by the House committee makes review by the U. S. Supreme Court in cases of license revocation or failure to renew a license discretionary (plaintiff must petition court for writ of *certiorari*).

The McFarland bill would have granted such appeals as a matter of right. It was learned that representatives of the Supreme Court asked for the House committee revision.

In reporting the McFarland bill, which has been sponsored since 1949 by Senate Majority Leader Ernest McFarland (D-Ariz.), the House committee members spent 23

days in executive session.

This is an enviable tally for any committee whether studying communications or the foreign aid program.

Rep. Oren Harris (D-Ark.), ranking majority member of the committee, was charged with writing the report on S 658. When his work in directing the staff's compilation is completed, the bill will be placed on the House calendar, after the House Rules Committee clears it.

Once the House approves the measure (it could amend it at will on the floor), it will go to the Senate for approval. If the Senate passes the bill as is, although unlikely, the bill would go to the White House for President Truman's signature.

More likely, the Senate will disagree with the House amendments—for example, Sen. McFarland has staunchly favored the section on "double jeopardy" as written in his bill—and the upper chamber will ask for a joint conference.

What could happen in a Senate-House conference is conjecture. Action in clearing the bill would depend on (1) who are the conferees and (2) whether they can come to quick agreement.

Minimum of Conflict

Bills have been known to die a slow death in conference when the legislators can not see eye to eye. However, such a development is unlikely, authorities concede, because of a minimum of conflicting issues in the two versions.

When an agreement is reached in conference and a report written, the battle will be over. Since the McFarland bill is technical in nature, most likely both houses will accept the conference report in total. This would clear the bill for the President's signature and a new Communications Act will govern FCC's procedures in the regulation of the radio and television industry.

Reorganization of the Commission as provided for in the McFarland bill is also retained in the House version. Bulk of this recommendation is already a *fait accompli*.

A provision in the House bill retaining authorization for the FCC to divide itself into panels is considered to be a minor change.

Full text of the committee's explanation of its actions, follows:

The amendment strikes out everything after the enacting clause of the bill as passed by the Senate and inserts a substitute.

In many respects the amended bill is the same as the bill passed by the Senate. The more important differences, as well as the principal changes which the amended bill would make in the present law, may be summarized as follows:

The provisions of the Senate bill relating to the reorganization of the Commission have been retained substantially intact. These provisions constitute a statutory confirmation of the reorganization already effectuat-

ed by the Commission which divides the Commission staff into four functional bureaus (namely, the Broadcast Bureau, the Common Carrier Bureau, the Safety and Special Radio Services Bureau, and the Field Engineering and Monitoring Bureau) and four staff offices (Office of Chief Engineer, Office of General Counsel, Office of Chief Accountant, and the Office of Secretary). Each Commissioner would be provided with a professional assistant of his own choice.

The members of the Office of Opinion and Review (formerly known as the Office of Formal Hearing Assistants) as well as other employees of the Commission staff (except the professional assistants of the Commissioners) would be prohibited from making recommendations to the Commission with respect to the disposition of adjudication cases in which hearings are held (for example, cases involving the granting, renewal, or revocation of station licenses).

The provisions of the Communications Act authorizing the Commission to divide itself into panels which would have been eliminated by the Senate bill are retained in the amended bill.

The amended bill retains the Senate provision requiring the Commission to report to the Congress any case of an original application for a broadcast license, or renewal or transfer thereof, which has not been finally decided by the Commission within three months from the date of filing of the application, or six months wherever a hearing is required.

The amended bill provides several procedural safeguards not contained in the present law. Before the Commission may formally designate for hearing an application for a license (or a renewal thereof) or for a construction permit, it must notify the applicant and other known parties in interest of the grounds and reasons for the Commission's inability to grant the application without a hearing. The applicant must be given an opportunity to reply and the case may be set down for hearing by the Commission only after consideration of such reply.

The Commission must notify the applicant and all other known parties in interest of the grounds and reasons for setting an application down for hearing. Parties in interest, if any, whom the Commission fails to notify may file a petition for intervention.

In cases in which an application is granted by the Commission without a hearing, the grant remains subject to protest for a period of 30 days by any party in interest. After the Commission has satisfied itself that the allegations of fact set forth in the protest show that the protestant is a party in interest, the Commission must set the application down for hearing on the issues set forth in the protest.

With respect to the renewal of broadcasting licenses, the Committee amendment provides that such renewal shall be granted if the Commission finds that the public interest, convenience and necessity would be served thereby. The amendment also provides that the Commission shall not require an applicant for renewal to furnish any information previously furnished by such applicant or not directly material to the question of renewal. A special procedural provision contained in Sec. 13 of the Senate bill dealing with cases of renewal in which the Commission must hold hearings, has been eliminated. The present law provides that applications for renewal shall be governed by the same considerations and prac-



NATE S. SHAPERO (r), president and chairman of the board, Cunningham's Drug Stores, Detroit, which has sponsored more than 100,000 newscasts in the city since 1939, receives award for civic contribution from Louis C. Miriani, president of the Detroit Common Council.

tice which affect the granting of original applications.

The amended bill modifies the provisions of the Communications Act governing transfers of station licenses and construction permits by providing that the Commission shall, in cases of transfers, proceed as if the transferee was the only applicant for an original license or permit. The Commission must approve the transfer if it determines that the public interest is served thereby.

The amended bill does not change Sec. 311 of the Communications Act which authorizes the Commission to refuse a license to persons who have been finally adjudged guilty by a federal court of unlawfully monopolizing radio communications. The Senate bill would have eliminated this authority from present law.

The amended bill gives the Commission power to issue cease and desist orders, to suspend licenses for not to exceed 90 days, and to levy fines up to \$500 per day for violation of the Communications Act, Commission regulations, or treaties. The Commission's present power, under the Communications Act, to revoke licenses for similar offenses is limited by the amended bill so that it may be exercised only in case of violation which are willful or repeated. The Senate bill provides for the issuance of cease and desist order but does not contain the additional powers of suspending licenses or levying fines.

With respect to review by the Supreme Court in cases of license revocation or failure to renew a license the amended bill retains the present law that such review is discretionary with the Supreme Court. The Senate bill would have granted such appeal as a matter of right.

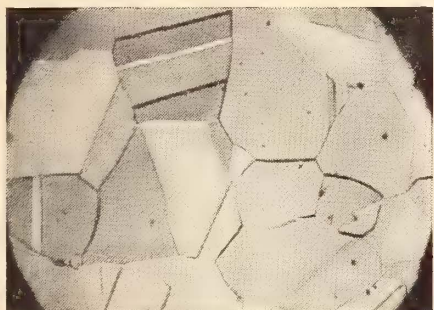
Finally, the amended bill prohibits the Commission from adopting any rule or regulation of substance or procedure which discriminates against any person based upon interest in association with, or ownership of a medium primarily engaged in the gathering and dissemination of information. No application for a construction permit or station license (or for the renewal, modification, or transfer thereof) may be denied by the Commission solely because of any such interest, association, or ownership. No comparable provision is contained in the present law or in the Senate bill.



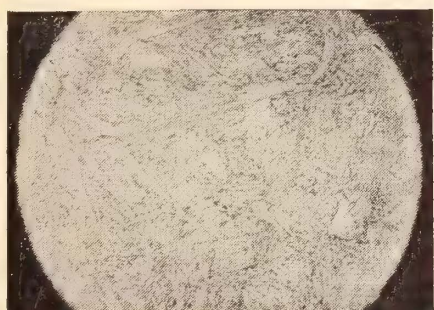
MEET A "MICRO-" SPACEMAN



2. This is a slice of plain carbon steel under a microscope. Formation is typical of steels easy to machine.

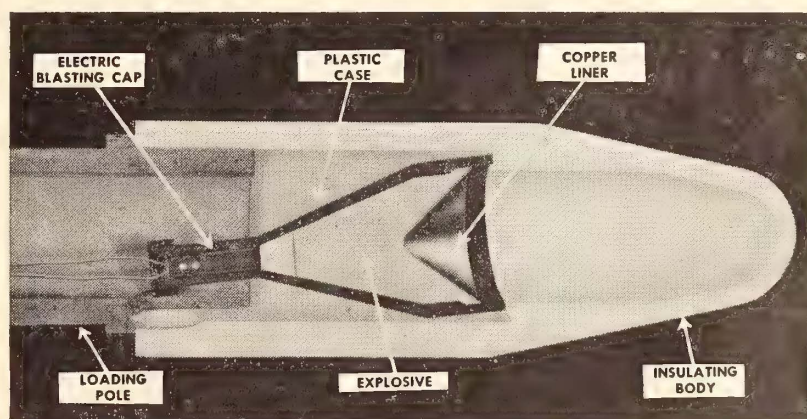


3. Here is a micro-view of a highly alloyed steel in its toughest state.



4. Note what happens when steel is made very hard . . . Scientific controls give manufacturers the kind of steel they need.

1. Let your imagination squeeze itself down to the infinitely small spaces within the crystals and molecules of steel. In that microscopic world, research men take advantage of the same laws that govern the stars and planets to manipulate atoms and molecules of a piece of steel. Their work makes steel harder, or tougher, or springier, or more resistant to heat, so that hundreds of variations in steel are available for everything from watch springs to steels that can "take it" in a tank gear.



5. This "Disintegrator" was developed by a team of steel and chemical researchers. It blows away the fire-clay plugs that seal open-hearth furnaces, keeps men out of danger and saves time.

6. There are more than 250 companies in the steel industry. The competition of these companies for business has created a large number of steel research laboratories. In these workshops for brains, several thousand scientists and technicians are constantly searching for better ways to control the characteristics of steel. The story of their work is told in a collection of reprints from STEELWAYS magazine with the title: "The Inquisitive Steelmen." Factual, informative, excellent for schools and discussion groups. Write to American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N. Y., for free copy.



Based on the actual
experiences of
MATT CVETIC
who for nine years
posed as a communist
for the F. B. I.!

**BREAKING ALL
RECORDS
MAKING RADIO
HISTORY**

II

W

"I want to commend and congratulate Ziv on this new show...the outstanding production of the

COMMUNIST

"We feel that this show is a must for our station...it is a great public service!" Lar

FOR THE

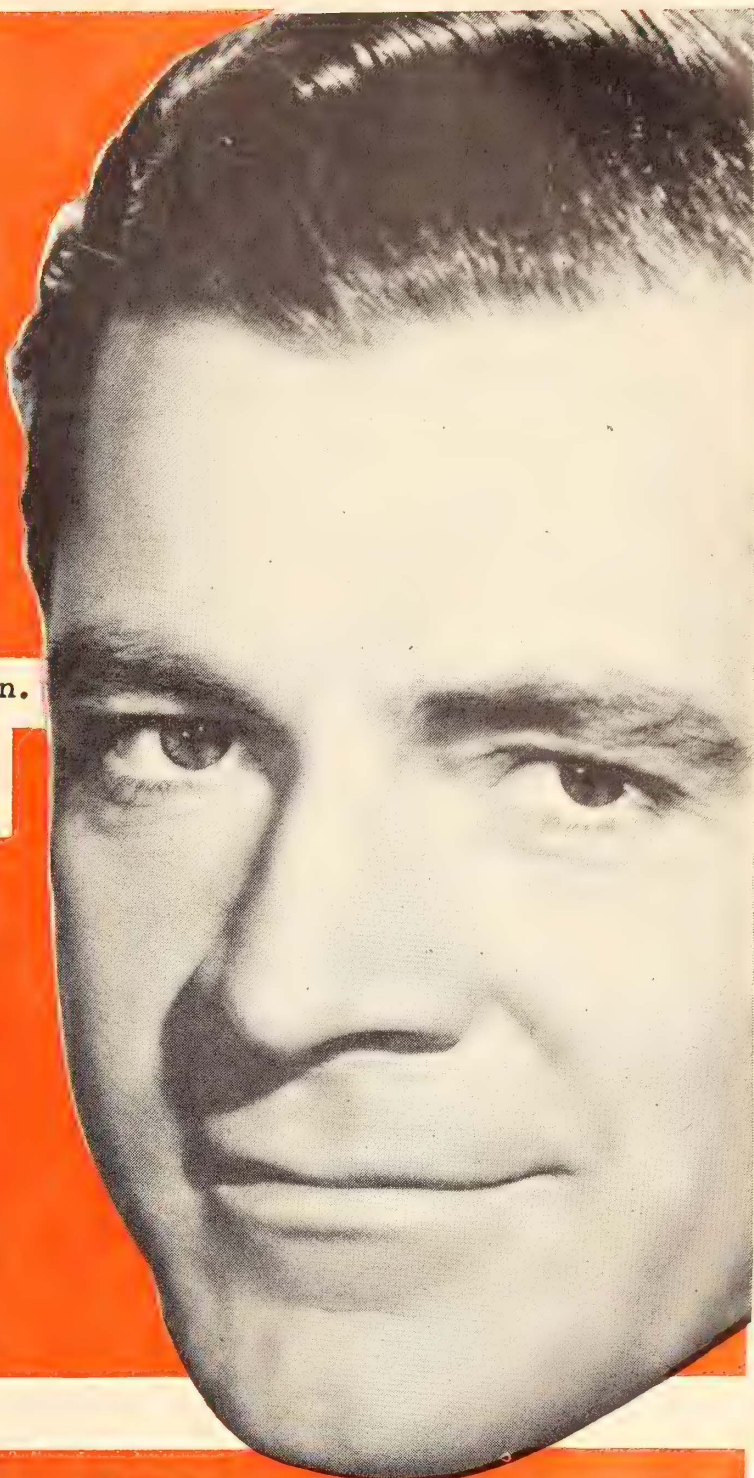
EACH HALF-HOUR A COMPLETE EPISODE • TRANSCRIBED FOR LOCAL AND REGIONAL

AS A

H. W. Slavick, General Manager, WMC, Memphis, Tenn.

WIST

ard, Commercial Manager, WWL, New Orleans, La.



FBI

STARRING

DANA ANDREWS

WHO LIVES THIS DYNAMIC ROLE!



L SPONSORSHIP • WRITE, WIRE OR PHONE



Lost

AMONG the more fascinating reading we've always found in the daily papers is the classified advertising department, especially the Lost and Found ads which chronicle, in their abbreviated way, the little tragedies and triumphs of life.

Who knows what is in the brief case lost in the something-hundred blk. of Elm St., suit. rew., sentimentl val.; or in the lady's ov'night bag, inadvertently left in lobby of Belmore Hotel Sun. morn.?

While skimming through the Lost column of the *Washington Evening Star* one day last week, our eye caught upon this entry:

BRIEF CASE—Small zipper portfolio or brief case; name inside; return to **CHR. PAUL WALKER**, Federal Communications Commission. Reward. Executive 3620, Ext. 9, or Emerson 6655.

One may only speculate as to what was inside. The tacitly-accepted code of privacy that obtains in the fraternity of those who place, read or answer classified ads forbids inquiry. Did the case contain state papers, the—heaven save us—working copy of the final television allocations report, a pack of treasured love letters, the Chairman's lunch? We must be content to wonder.

Out on the Limb

A STATION, which for the purposes of this editorial shall be nameless, last week reported with considerable glee the "success" of a promotion stunt which put its call letters and the name of one of its disc jockeys on every tongue within the sound of its signal.

The stunt also succeeded in:

Causing the arrest of the disc jockey.

Creating a "major traffic snarl."

Getting fans of the disc jockey ticketed for traffic violations.

And, we suspect, causing a great many sober-minded people to henceforth doubt announcements on that particular station and possibly to unconsciously, perhaps, question other news on other stations.

Briefly, what station spokesmen described as the "gag," involved a break into a regularly scheduled program with an urgent announcement that the disc jockey had disappeared along with a large amount of cash from the station's safe. Subsequently a mobile unit was sent in search of the man and "found" him in a tree throwing money to people below.

The police moved in, hustling the disc jockey to jail. The station then announced it was having difficulty raising the \$100 bond which was required and asked listeners to loan the bond money. When listeners rushed to the police station they caused a traffic jam and were given traffic tickets. The station reported the bond oversubscribed and agreed to pay all parking tickets.

We are sure that there was no intention on the part of the station management to do anything but promote interest in their disc jockey. But the method they used was, to use the kindest word that comes to mind, irresponsible.

A broadcaster, any broadcaster, has a duty to his listeners. He must entertain and he must inform. Stunts like this, which deliberately misinform, do all radio a disservice.

Put Up or Shut Up

WE COULD not help but be dismayed at the information given to BROADCASTING • TELECASTING a week ago by Rep. Joseph W. Martin (R-Mass.), who has been a leader in the campaign to get radio and television re-admitted to House hearings.

Broadcasters, said Mr. Martin, "don't seem to be interested" in their own case. He thought it "remarkable" that broadcasters had taken their exclusion so lightly.

We think it "remarkable" too.

Remarkable and regrettable.

The thought immediately comes to mind: If the press were suddenly ousted from the House, would publishers and editors take it lightly? You can bet they would not. That would be one issue on which all shades of publishing opinion would come together.

The fact that publishers and editors would unanimously rise in outrage is taken so for granted that we doubt that any legislator would ever try to bar the press from Capitol Hill.

Quite obviously legislators entertain no such reservations about radio and television. Why?

Well, the answer is in Rep. Martin's statement.

If broadcasters "don't seem to be interested" when they are kicked out of hearings which other members of the public have complete freedom to attend, one can hardly imagine what kind of ill fortune *would* arouse their interest.

As long as they endure their exclusion without more protest than they so far have displayed, broadcasters cannot claim to deserve an equal place in the news media family.

To deserve an equal place is to accept the responsibility of both gathering and distributing news, a process that certainly cannot be adequately carried out by any medium that is denied access to the U. S. Congress.

If radio and television pretend to the high status of honest and purposeful news media, broadcasters must join the fight that so far has been conducted for them.

Elements of Impact

LONG overdue is a marshalling of radio's basic facts—an analytic story of the medium's impact on the nation, along with the traditional "who, what, when, why and how."

In all of the 32-year radio history this obvious and fundamental job has never been done in a comprehensive manner.

There have been, of course, helpful probings and dissections but no one has ever presented the whole story of radio advertising's place in the national economic and cultural picture. Hence the recent decision of the NARTB AM Committee to undertake a research project designed to round up the facts and make them available in usable form.

The fundamentals of advertising media have seldom been subjected to the cold, calculated analyses warranted by their prominence in the life of 150 million Americans. Even the older printed media can offer little documentary evidence, for example, of what happens to a periodical after it enters the home.

It's time broadcasters do something about their own medium, harrassed by competitive shooting from publication ranks as well as by the exaggerated claims about television's effect on radio listening. Perhaps NARTB's study, if properly supported, will produce long-awaited facts about radio's costs in relation to other media. Perhaps, too, it will yield helpful information on the secrets of successful radio advertising and suggest better management methods.



our respects to:



THOMAS CHAPMAN MCCRAY

IF IT HAD not been for a five-dollar bet Thomas Chapman McCray now might be president of the Old Timers Club of Travelers Insurance Co. instead of director of radio network operations for NBC Western Division in Hollywood.

Mr. McCray, who is Tom to his legion of friends, was an accident underwriter for Travelers in Hartford back in the early '20s when the insurance company decided to go into the radio business.

Like all Travelers' employees, he watched the approaching debut of WTIC there with keen interest. But despite the fact that he had studied voice for a few years, he had not thought of switching his budding career from insurance to the new medium of radio.

Even when the company sent a routine memorandum to all employees inviting them to audition for the new station, he didn't take it seriously or personally. Not until the fellow at the next desk dared him to request an audition and backed up the dare with a five-dollar bet.

Five dollars being worth five dollars in those days, Tom McCray took the bet. He has been in radio ever since.

As an old insurance man, he still thinks it a good risk, television or no.

In the past 28 years, Mr. McCray has amassed a conspicuous number of "firsts." Among events in his career that he looks back upon with particular pride are: One of the first husband-and-wife programs on the air in which he and Mrs. McCray were the talent building of the NBC Hollywood program department into a major radio production unit; signing of Martin and Lewis for NBC when the two zanies were little known beyond the confines of the night-club circuit, and giving Dav Garroway his first network break.

Mr. McCray was born in Hartford on April 18, 1901. His mother was a descendant of one of the city's founders. He made his home there until going to New York in the early '40s except for one year as cashier of a Travelers branch office in Camden, N. J., his first job.

He attended Hartford public schools and while in high school sang in the glee club and took part in musicals. His baritone voice which was to be responsible for his eventual getting into radio, was an inheritance from his paternal grandfather, Calvin Curtis McCray who had been a singer in the era preceding the Civil War.

The grandfather is still a legendary figure in the McCray family. He was a soloist in the Brooklyn church where Henry Ward Beech-

(Continued on page 69)

There's no such thing as an advertising medium that reaches **everybody**.

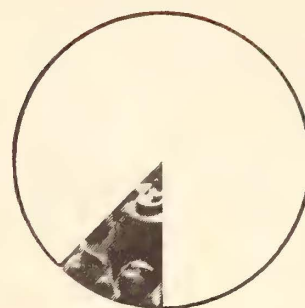
In the KYW coverage area, for example, 88% of the people **don't** see America's best-circulated magazine.

61% of the people **don't** see Philadelphia's biggest daily newspaper.

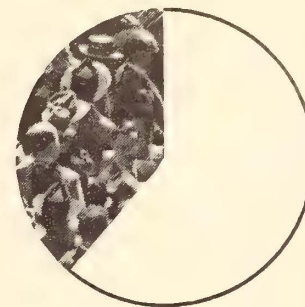
60% of the people **don't** have television sets.

And 4% of the people don't have radio receivers!

So... the greatest possible coverage we can offer you on KYW is 96% of the market. But within this 96%, advertisers find a huge multitude of customers... men, women and children who have a habit of tuning in to KYW day after day, week after week, year after year. For details, check KYW or Free & Peters.



MAGAZINE—88% NOT REACHED
(Source: BAB compilation from published figs.)



NEWSPAPER—61% NOT REACHED
(Source: Audit Bureau of Circulations)

a frank comparison

PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

KYW



WESTINGHOUSE RADIO STATIONS Inc

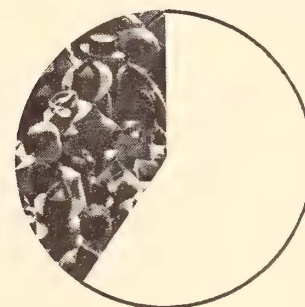
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

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

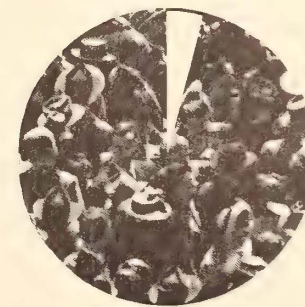
RADIO - AMERICA'S GREAT ADVERTISING MEDIUM

Repeat.. RADIO - AMERICA'S GREAT ADVERTISING MEDIUM

TELEVISION—60% NOT REACHED
(Source: Electrical Association of Phila.)



RADIO—4% NOT REACHED
(Source: U.S. Census figures adapted by
Broadcasting-Telecasting)



front office



ED HOLMES, part owner of KFDL Floydada, Tex., named general manager of Texan Plains Stations, newly formed three station sales package including KPAN Hereford and KVMC Colorado City in addition to KFDL. WAYNE ROBISON assumes station managership at KFDL.

JAMES L. KELEHAN, commercial manager at KIOA Des Moines, Iowa, named general manager succeeding MARVIN L. ROSENE, transferred to WLOL Minneapolis in same capacity [B•T, March 3].

HERB BAYLISS, sales service supervisor, Don Lee Broadcasting System, Hollywood, promoted to supervisor of general services. Succeeding him is ED DOUGLAS Jr., sales service department.

C. L. DOTY, station manager of WJZ-AM-TV New York, to sales staff of Edward Petry & Co., that city.

THOMAS BOISE, KSFO San Francisco sales staff, joins local sales staff of KNBC, that city.



Mr. Irvine

JACK IRVINE, assistant manager, KOOS Coos Bay, Ore., to KULA Honolulu as account executive effective April 1.

WILLIAM J. FLYNN, sales staff, WEEK Peoria, Ill., appointed local sales manager.

K. E. MEEHAN, sales staff, WOSH Oshkosh, Wis., to WISN Milwaukee in same capacity.

R. C. LOCKMAN, account executive, KTTV (TV) Hollywood, to KECA-TV that city in similar capacity.

BILL BRUCE, program director, KGHF Pueblo, Col., moves to sales staff.

WALTER J. SMITH, KYW Philadelphia, traffic manager, promoted to sales staff, replaced by RITA B. WHALEN.

ROBERT BEAUCHEMIN, WTHH Port Huron, Mich., to sales staff, WHBF Rock Island, Ill.

GEORGE C. SHURDEN, former commercial manager of WTND Orangeburg, S. C., to WMFC Monroeville, Miss., as station manager.

JOSEPH H. MCGILLVRA Inc., N. Y., appointed national representative for KATL Houston, Tex.

ALFRED W. WALTHALL, program director, WSVS Crewe, Va., named station manager at WJMA Orange, Va.

BURN-SMITH Co., N. Y., appointed national representative for WAAF-AM-FM Chicago.

JACK ROACH joins WKBZ-AM-FM Muskegon, Mich., as sales representative.

WILLIAM G. RAMBEAU Co., N. Y., named national sales representatives for WMMW Meriden, Conn.

GENO CIOE, Bolling Co., Chicago, to Headley-Reed, same city.

HEBER SMITH, KNBC San Francisco sales staff, moves to newly established post with NBC spot sales, that city.

PAUL La RIVIERE, commercial manager, KBIS Bakersfield, Calif., to KXO El Centro, Calif., in same capacity.

A. G. SEABROOK, commercial manager, CKCK Regina, to CJIB Vernon, B. C., in same capacity, replaced by ROY M. MALONE, account executive of CKCK.

JOHN OWEN, sales promotion manager, Whitney Publications Inc., N. Y., joins Edward Petry & Co., N. Y., as special presentation writer.

Personals . . .

NAYLOR ROGERS, executive vice president of Keystone Broadcasting System, Chicago, recuperating in Chicago Memorial Hospital from recent appendectomy. . . . LESLIE C. JOHNSON, vice president-general manager, WHBF-AM-TV Rock Island, Ill., appointed member of committee heading building campaign for city's YWCA. . . . SYLVESTER L. WEAVER, vice president of NBC New York, to speak at Advertising and Sales Executives Club of Montreal on March 19. . . . GRAEME ZIMMER, manager, WCAV Norfolk, Va., named chairman of city's Red Cross



WORTH KRAMER (seated), station manager, WJR Detroit, looks with understandable pride at the Distinguished Service Citation awarded to WJR by the Freedoms Foundation [B•T, Feb. 25]. Station also received Medal of Honor for its *Know Your America* programs. Dale McIntyre (standing), WJR education director, accepted the award at Valley Forge ceremonies.

MUSIC TRUST FUND

Got \$1,800,295 in '51

CONTRIBUTIONS to the Music Performance Trust Fund during 1951 totaled \$1,800,295, with disbursements amounting to \$1,629,988, according to the annual statement by Samuel R. Rosenbaum, trustee for the fund. Cash balance as of last Dec. 31 was \$1,100,266.

The contributions came from 1,024 phonograph and 127 electrical transcription manufacturers. The trustee allocated \$800,000 last Dec. 1 to be spent among the 654 geographical areas for music performances in the first half of 1952. This compares with \$900,000 in the last half of 1951 and \$700,000 in the first half. The annual report gives a detailed review of performances staged in Ohio during the first half of 1951 to illustrate the services provided under fund auspices.

New AFRS Series

ARMED Forces Radio Service, Hollywood, is inviting 2,500 radio stations in U. S., Alaska and Hawaii to record actual sounds and activities in each immediate vicinity for new radio series, *Way Back Home*. AFRS will then edit recordings and garner material into seven quarter-hour weekly programs for distribution to its overseas stations and hospital bedside networks.

Council. . . . ALAN C. TINDAL, president, WSPR Springfield, Mass. discussed future of radio-TV in that area at last week's Rotary Club meeting. . . . ROBERT H. WESSON, national sales, program and promotion manager, KHQ Spokane, named one of three judges for 1952 Paul Bunyan Trophy Awards Contest of city's Chamber of Commerce.

WILLIAM M. SAVITT, president of WCCC Hartford, Conn., is chairman of 1952 Red Cross drive there. . . . LLOYD YODER, general manager, KNBC San Francisco, elected to board of directors, S. F. Better Business Bureau. . . . GENE KING, director of European Radio, Mutual Security Agency, returning to U.S. for consultations in New York, Boston and Washington. . . . MARIANNA P. WOODSON, engineer with Washington consulting firm of Kear & Kennedy, was married March 10 to Richard Cobb of Washington.

HEARING RIGHTS

WJLK Again Refused

NEWSPAPER-owned WJLK Asbury Park, N. J., which last year won a court ruling specifying that the free press guarantees of the Constitution extend to radio, last week was engaged in another battle for rights on a parity with those of the printed press and is confident it will win again.

The station applied for and was refused permission to broadcast New Jersey legislative committee public hearing Thursday on a bill to legalize Bingo. Acting Gov. Harold W. Hannold said the request was the first of its type and that leaders of the legislature felt the subject needed more study before broadcasts of committee hearings could be permitted.

Officials of Asbury Park Press Inc., licensee of WJLK and publisher of the *Asbury Park Press*, issued this statement:

The officers of the legislature feel they need more time to study the request by WJLK for permission to broadcast a public hearing by legislative committee and this we regard as reasonable. We do not, however, abandon the viewpoint set forth in the Asbury Park case, namely that radio is entitled to parity with the press in reporting the news, especially in matters involving the general welfare. We will await determination of a policy by the state of New Jersey, confident that the viewpoint expressed by Judge Schettino in the Asbury Park case will prevail.

In the Asbury Park case, WJLK appealed to Superior Court Judge C. Thomas Schettino and won the right to take its microphones into the city council chamber to broadcast a tax hearing, on the ground that "free press" includes radio.

Officers Elected

STOCKHOLDERS of Broadcasting Co. of the South March 7 in Greenville, S. C., voted to re-elect presently active officers and company directors and to add Charles A. Batson, company's TV director to the board of directors. Mr. Batson, formerly NARTB TV director, supervises planning and preparation for television and is headquartered at WIS Columbia, S. C. I. Calhoun Hipp is president of the company which operates WIS as well as WSPA Spartanburg, S. C. and WIST Charlotte, N. C., and has video applications pending for Charlotte and Columbia.

LABOR POLICIES

Electronics, Radio-TV May Gain Benefits

GOVERNMENT authorities have focused their attention on nation-wide manpower problems the past fortnight, with evidences that electronic manufacturers and broadcasters alike stand to benefit from a new "hardship" policy.

The policy touches on unemployment or surplus labor conditions in key cities of the U. S. and stems from a study by the Office of Defense Mobilization, the National Production Authority and the Dept. of Labor.

While manufacturers and radio-TV broadcasters have been only minutely concerned until now, results of these activities portend decisions bearing more directly on future of plant facilities and construction of radio and television stations.

New policy envisions special considerations for the awarding of defense contracts to companies beset with unemployment and the commencement of construction for commercial and industrial (radio-TV station) building.

It is on this latter eventuality that NBC largely has based its appeal for materials to build two new TV studios at Burbank, Calif. [B•T, March 10]. The Defense Production Administration, the network noted, has designated the Los Angeles area as "critical" and earmarked for special consideration. Stressing its competitive talent fight with CBS, NBC claimed it would suffer hardship not sustained by others in the industry, and introduced evidence showing that 10,000 skilled laborers are unemployed in the Los Angeles area.

It was learned last week that NPA will base second-quarter construction decisions, expected momentarily, on this factor of hardship areas to a large degree. This would extend this special consideration to industrial classifications and emerge as a major factor in any materials grants made by NPA for the period starting April 1. Major criterion still will be the

materials requested and the requirement that the station or other project construction be already underway.

NPA, the operating arm of DPA, previously announced that it had approved all applications now on hand for new commercial construction projects in seven "employment hardship" areas—Los Angeles, New York, Boston, Washington, D. C., Portland, Ore., Seattle and San Francisco.

Those seven areas, NPA announced, are reportedly the "hardest hit" by lack of peacetime construction with no jump in defense building to take up the slack.

There also were recurring reports last week that DPA is evolving a policy for approving the start of major radio-TV and other industrial projects [B•T, March 3]. The policy would be launched after July 1, start of the third quarter, and permit initial planning for fall construction.

NPA Administrator Henry Fowler also announced Wednesday that hard-pressed, small consumer goods manufacturers would be granted sufficient materials to avert shutdowns.

The employment situation is perhaps less acute now in electronic-producing areas than it was six or nine months ago. Other industries—notably the automobile and textile—have been harder hit. Chief bottleneck for electronics lies in component parts and machine tools.

Hardship Factor

This hardship factor will be analyzed and "if giving special consideration to a specific area would have a major effect on the operation of the entire industry," hearings will be held, according to Defense Mobilizer Charles E. Wilson. Thus, if needed to sustain electronics production for the military, steps will be taken assuring that consumer goods makers-turned-defense producers will benefit from this policy.

The Labor Dept. has designated 27 "surplus manpower" areas with firms eligible for military orders despite any lower bids which could be obtained elsewhere. Defense Chief Wilson's Manpower Committee in ODM acts on the Labor Dept. designations and makes recommendations to DPA, the Defense Dept. and General Services Administration. This new policy has stirred some protest on Capitol Hill, principally from the Southern contingent.

Among such key areas are Detroit, Wilkes-Barre and Scranton, Pa., and Providence, R. I.



Advertisement

From where I sit by Joe Marsh

Ed Got Red In His Own "Hot Water"

Big Ed started a huge "Pay-Your-Bill" campaign last week and ended up with a slightly red face. Ed's been our Water Commissioner for ten years, and for ten years now he's been getting riled up over slow payments of bills.

So, he finally decided to do something drastic about it. Last week he sent out notices that if the slackers didn't pay up by Friday, he'd shut off their water.

Naturally, some still didn't square accounts. Ed ordered their water turned off, and 14 homes went without all week end—the Commissioner's among them. Seems Big Ed forgot to pay his bill!

From where I sit, Ed's mistake is one we all make at times. We are too quick to accuse other people while forgetting our own faults. Lots of us do it, for instance, over a difference in taste for a soft drink or a friendly glass of beer. Let's respect each other's preferences and we'll all stay out of "hot water."

Joe Marsh

Copyright, 1952, United States Brewers Foundation

On All Accounts

(Continued from page 10)

desk man, Mr. Everett supervises Aunt Jemima cake mixes and Muffets shredded wheat. The mixes sponsor a segment of Garry Moore on CBS-TV ("It has done a very fine selling job") and Muffets is being tested with two shows in Altoona, Du Bois and Johnstown, Pa.

Mr. Everett lives in suburban Arlington Heights with his wife, the former Barbara Walker of Minneapolis, and their daughters, Elizabeth, 10, and Ellen, 4. His brother is Max Everett, partner in Everett-McKinney, station representative firm.

He is a member of the Key and Merchants and Manufacturers Clubs as well as the Western Advertising Golfers Assn., playing enthusiastically a couple of times weekly during the spring and summer months in the same foursome.

CHURCH GROUPS

KCBQ Policy Stymied

KCBQ San Diego, Calif., is caught in the middle of a fight between two Protestant organizations, according to Charles E. Salik, KCBQ president. The organizations are the San Diego Council of Churches, using free public service time on KCBQ, and National Assn. of Evangelicals, advocate of commercial radio programming, he said.

Difficulty started in January when KCBQ cancelled its contract with the Southwest Baptist Laymen for a Sunday morning period. The commercial contract was inherited when he bought the station in 1948, Mr. Salik said, but he is enforcing a no-paid-religion policy established at that time.

Post Card Protest

Despite a post card protest running into the hundreds, and other pressures, the station has suffered no contract cancellations, according to Mr. Salik. He added that Graham H. Moore, KCBQ sales director, had been informed by Dr. Henry Hedricks, described as NAE western representative, that commercial accounts were being urged to cancel KCBQ contracts.

KCBQ recently decided to add morning and evening devotional programs in cooperation with the radio committee of the San Diego Council of Churches. First broad-



NEWLY-ELECTED board members of the Oregon State Broadcasters Assn. [B*O, March 10] in the Eugene Hotel are (l to r) Ted Cooke, program manager, KOIN Portland, director; Chet Wheeler, general manager, KWIL Albany, director; Dick Brown (stooping), general manager of KPOJ Portland, director; Tom Becker, president of KNPT Newport, director; Bud Chandler, manager of KFLW Klamath Falls, president, and Joe Schertler, KEX Portland, secretary and auditor. Not present was S. W. McCready, new vice president, who is general manager of KUGN Eugene.

casts in the series were scheduled March 17, with all faiths invited to participate.

The problem was discussed at a conference between NAE and station officials. Mr. Salik said NAE spokesmen argued a national movement is under way to restrict use of radio time by NAE ministers and churches. He added that NAE conceded it has had no organized group in San Diego. NAE is said to have turned down an offer of a

free Sunday half-hour in which it would be stipulated that no pleas for money would be made.

Mr. Salik said he invited NAE members to participate in the new series of morning and evening devotionals but NAE insisted on having specific days of the week and separate identification. He quoted NAE officials as charging him with suppression of free speech. KCBQ tape-recorded its meeting with NAE.

MORRIS & FCC

Declains Inside Track

REDUCTION of a \$847,500 fine by FCC to \$8,000 highlighted a portion of the testimony of Administration clean-up man Newbold Morris last week before the Senate Investigation subcommittee looking into surplus ship deals.

Mr. Morris told the subcommittee that four tankers, owned by United Tanker Corp., violated a section of the Communications Act which requires that FCC licensed radio operators of American citizenship be carried as part of the crew.

The Communications Act assesses a \$500-per-day fine for each day that any American flag ship is at sea without such personnel. Each of the four tankers was at sea for a period ranging from 28 days for one to 543 days for another.

Mr. Morris is president of the China International Foundation Inc. United Tanker Corp. is a subsidiary of CIT. It was the latter company which bought the four tankers from a group headed by former Rep. Joseph E. Casey (D Mass.). The group included the late Edward R. Stettinius Jr, former Secretary of State; Fleet Admiral William F. Halsey Jr retired, and Julius C. Holmes, U. S. Minister to London.

Committee Probing

The permanent Senate Investigating Committee has been probing the methods by which the Case group bought war surplus ship from the Maritime Commission and made \$3,250,000 in profits on an investment of \$101,000.

It was brought out during Mr. Morris' testimony that the four tankers carried oil to China a short two months before the Korea War broke out.

Mr. Morris is also a member of the law firm which represents both CIT and United Tanker.

Mr. Morris said he interceded with the FCC last year to help get the \$847,500 fine reduced. He said the fine was reduced because of conflict of law between two sections of the Act. He denied using any influence.

At FCC, a spokesman pointed out that fines in such cases were usually mitigated when proper explanations were made. In these cases, he said, the ships' owners stated the American crews had left the ships at the expiration of their contracts and that the ships' masters had gotten permission from U. S. counsels to hire foreign seamen—including foreign registered radio operators.

It was admitted that these totaled the highest fines in the history of the FCC.

SOUTHERN Calif. Adv. Agency Assn., L. A., will hold second annual conference at Biltmore Hotel, San Barbara, April 25-26. Willard G. Gregory, president of Willard G. Gregory & Co., L. A., will preside.

WJKO

5,000 watts Springfield, Mass.

announces
the appointment
of

national representatives

GILL-KEEFE and PERNA inc.

New York Chicago Los Angeles San Francisco

SURPRISE CD TEST

Staged in New York

FIRST surprise civil defense test of emergency communications network—involving all AM, FM and TV stations in New York State—was held from 11:45 p.m. to midnight Wednesday.

Notified that the test would be held sometime during the week, the stations had 45-minutes' "stand-by" warning from local civil defense directors, but no other signal. With the alert, station engineers monitored the state C. D. frequency for further instructions. Thirty seconds before the test, its exact starting time was announced, and all stations were expected to cancel their scheduled programs for broadcast of a special message from Lt. Gen. Clarence R. Huebner, director of the state C. D. Commission.

Although there was no way of knowing immediately how successful the test had been, a spot check of radio and TV outlets in New York City indicated that most of them had met test requirements.

Gen. Huebner, who spoke from a secret control center outside New York City, stressed the importance of maintaining communications for defending civilians in emergency. Since this was the first alert, he said it could not be expected to be perfect, but that similar tests would follow.

WCNT IS SOLD
Files for TV Ch. 2

APPLICATION to the FCC for TV Channel 2 in Centralia, Ill., and another for the transfer of his interests in WCNT-AM-FM Centralia to the Southern Illinois Broadcasting Corp. are being prepared by George F. Isaac, president of WCNT Inc. Sale price of the stations is \$150,000, exclusive of quick assets.

WCNT is a 1 kw daytime station on 1210 kc.

Principal stockholders of Southern Illinois Broadcasting Corp. are C. W. Rodgers and his mother, Grace S. Rodgers, Cairo, Ill. The Rodgers own a group of theatres in southern Illinois, Missouri and Arkansas. Mr. Isaac will continue in active management of the stations pending FCC approval of the transfer.

The WCNT television application will call for a 5-kw GE transmitter with a 5-bay antenna which will give an effective radiated power of approximately 30 kw. This is the only VHF channel at present allocated to southern Illinois.

Mr. Isaac is a veteran radio man with some 25 years of experience. He expects to stay in radio and television. While his future plans are not firm it is understood he is considering the purchase of a network station in a major market. Mr. Isaac was formerly with WGN Chicago, Lord & Thomas and WCFL Chicago.

'TIS THE DAY
For the Irish—and KWK

FAITH and begorra, the saints preserve us, 'tis the day for the wearin' o' the green—the Irish and the shamrocks and shillelagh—and for KWK St. Louis.

For 'tis today—March 17—that KWK also celebrates its 25th anniversary in the hallowed traditions, when you have time, of St. Patrick and a fine broth of a lad, the late Thomas Patrick Convey who founded the station.

To point up the occasion, the *Globe-Democrat* outlet has devised an invitation gimmick calculated to call attention to a combination cocktails-buffet-music party. The novel invitation, sent to the trade, is signed by Robert T. Convey, son of the founder and KWK's president and general manager.

KWK has enjoyed steady growth since its founding at St. Louis' Chase Hotel. In 1936 it increased power to 5 kw daytime and added MBS affiliation, becoming exclusive Mutual affiliate in 1941. In 1949 KWK began day and night 5 kw operation and the St. Louis newspaper also acquired minority interest in the station. KWK filed an application for TV in February 1948. Station now is quartered in the *Globe-Democrat* Bldg. into which it moved three years ago.

The festivities will be limited to two groups of people—the Irish and those who wish they were.

Strictly Business

(Continued from page 18)

the magnificent sum of \$6 a week.

Two years earlier he had started the first full page radio column in any Canadian newspaper on the former *Regina Daily Star*, on which he was a general news reporter. His newscasting and radio column were so successful that Harold Carson of Calgary, then an unknown radio promoter and forming what is now All-Canada Radio Facilities Ltd., offered Mr. McDermott a job at \$25 a week. The latter turned it down—because, with radio and newspaper work, he was making \$27.50 a week.

Mr. McDermott was born at Port Hope, Ontario, Feb. 24, 1908. His family moved to western Canada and he was educated at Regina. While still in high school he started reporting school activities, particularly sports, for daily newspapers.

He soon was earning more money on space rates than junior staff reporters on salary. So, within a short time, he had the distinction of being a paid staff reporter on a Regina daily while still going to high school. The paper found this to be more economical.

For some years after graduating from high school young Mr. McDermott toured North America on railway passes and reported for newspapers throughout Canada as well as in Chicago and New York. Then he went back to western Canada, rejoined the former *Regina Daily Star* and in 1938 transferred from the editorial staff to the advertising department.

Soon after he moved to Toronto where he joined Joseph Hershey McGillvra, who then was operating as a Canadian station representative.

In Radio Since

Since that time, Mr. McDermott has been continually in radio, moving from the Toronto office of the McGillvra organization to is New York office and in 1941 becoming manager of the Montreal office.

When Mr. McGillvra sold out the following year to Horace Stovin and William Wright, a Toronto station representation firm, Mr. McDermott went along with the deal as manager of the Montreal office.

In the summer of 1942 he took leave from commercial radio to join the Royal Canadian Air Force as first director of the radio branch of its public relations directorate. This wartime post took him to Europe, through the invasion and into occupied Germany until late in 1945 when he returned to Canada with rank of squadron-leader and rejoined Stovin & Co. as sales manager at the Toronto office.

During the next few years Mr. McDermott became well acquainted with selling operations of stations throughout Canada which Stovin & Co. represented in eastern Canada. He also saw the possibilities of Canadian advertising, especially for tourist trade, on American television stations.

He organized a television divi-

sion in the Stovin firm and developed some of Canada's first television accounts to use U. S. TV stations. The advertising included some directed at Canadian audiences in southern Ontario, who have been tuning in American TV outlets for some years because there are no television stations as yet in Canada.

Last summer Mr. McDermott formed Radio & Television Sales Inc. to represent a growing group of French language network stations with CKVL Verdun as the key station.

In the wider field of broadcasting, Mr. McDermott has been busy for a number of years on the sales advisory committee of the Canadian Assn. of Broadcasters, as a member and now chairman of the radio advisory committee of the Ryerson Institute of Technology at Toronto, as a member and director of the Toronto Advertising and Sales Club and as an organizer of the Canadian Radio Station Representatives Assn.

In 1941 he married Elizabeth J. Bourget at Regina. The McDermotts now live in Toronto's suburban Oakville with their three children—Paul, 9, Patsy, 6, and Elise, 2.

When Mr. McDermott is not busy with radio broadcasting or taking pictures of his children, he finds time to be chairman of the Oakville Separate School Board and to be radio publicity chairman on various local community organizations. He is the only radio salesman with a membership in the Toronto Men's Press Club and is a member of the Canadian Military Institute and the Oakville Club.

NEW WQXR STUDIO

Features Latest Facilities

WQXR-AM-FM New York's newest and largest studio, permitting the stations for the first time to originate live programs from their own headquarters before an audience of some size, was to go into use yesterday (Sunday).

The new studio, with a seating capacity of 189, covers 3,000 sq. ft. and has a 20-by-30-foot stage, glass-enclosed control room, and is equipped with a motion picture projection room and a 12-by-12 movie screen.

The control room is equipped with a Collins console control board and a public address system utilizing 10 studio loud speakers. There are outlets for 28 microphones. Most of the equipment, spokesmen said, was custom built.

Construction of the studio has been under way since October. The firm of Shreve, Lamb & Harmon was the architect, working with WQXR Chief Engineer Louis J. Kleinklaus and the mechanical department of *The New York Times*, which owns the stations.

Bless Bess!
Those newly-weds stay
home all the time
listenin' to...



WCEN

Central Michigan's
NBC AFFILIATE
in Mt. Pleasant

now covering
211,000 people
57,300 radio homes
1000 watts day
500 watts night
the power-full
time station

Paul Brandt, Owner
Stephen Cole, Station Mgr.



Affiliate March 1st

last-minute decisions

*by these busy buyers can put
a medium on or off the list*

The advertiser has outlined the sales job;
set approximate money limits.

(Late, of course. Fast-changing times.
Tough policy decisions. You know!)

The account executive and the "plans group"
have established the broad outlines
of the campaign.

(Late, of course. Last minute change
in client plans. You know!)

*then, at last, the media department
is asked for schedules ... fast!*

Magazines. General? Women's? Romance? ...

Newspapers. Which?

Radio needed in some spots?

How about TV? ... Business publications. Which?

Every question raises another ... every answer
suggests an alternate solution ... every
conclusion demands adequate defense.

there's drama in the Media
Department when a list is being built!

Out of this welter of activity the media men build a tentative program. Experience, supplemented by the calls of media representatives, helps them organize the broad outline. Facts and figures help them fill in the details. They have the tools of their trade close at hand; chief among them a set of Standard Rate & Data Service and CONSUMER MARKETS.

Note how the media men depend on and use these SRDS Services . . .

- to study populations in sales territories
- to check trends against client experience
- to analyze coverage figures
- to figure costs
- to recommend specific publications; and/or stations
- to list alternate selections

Much of this information comes from CONSUMER MARKETS. Much comes from the media listings in the separate SRDS books; data that has been painstakingly assembled by the SRDS staff; data that has to be accurate, reliable, and above all, *up to date*. These are the basic facts, uniformly arranged, uniformly presented.

but what about the media information that can't be standardized?

In the course of making their first eliminations—building their trial lists—the media department men need the fullest possible information about the things that make each publication or station different from its contemporaries—information that they cannot expect to find in the SRDS listing.

What is the comparative influence of these two papers in this market?

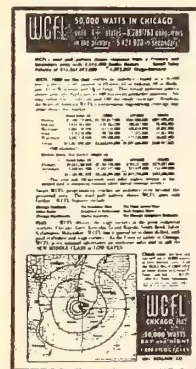
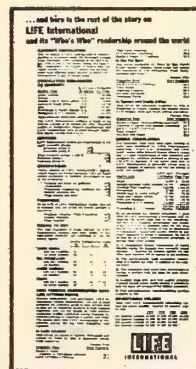
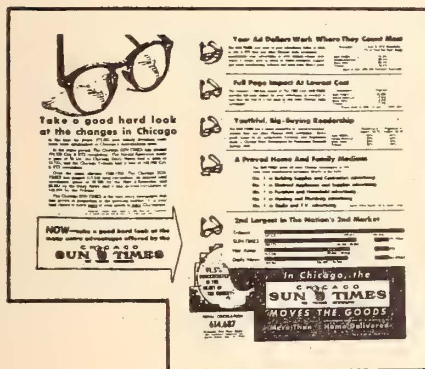
What kind of merchandising services does this station offer?

Which of these magazines carries the most food advertising?

What is the nature of this business paper's particular readers—not by titles but by functions?

These, and dozens of questions like them, need answering, FAST. Seldom do the buyers have all the time they need to call in all the representatives they'd like to ask to dig out further information.

so, here's how Service-Ads help



So, last year, approximately 1,050 publications, radio and TV stations supplemented the information in their regular listings in Standard Rate (and their markets' listings in CONSUMER MARKETS) with Service-Ads designed to remind buyers of the important *differences* about their media values that

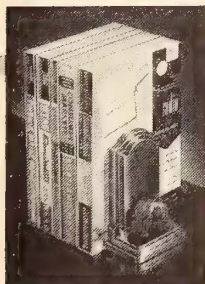
they've been registering through their promotion and their representatives' contacts. Thus they keep *wanted* information instantly available—on the spot—to help the media buyer when he's on the spot.

Helping buyers buy, helps sell space and time!

srds

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function



Walter E. Botthof, Publisher

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

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

WSAZ

the

1ST
STATION

(HOOPER, 1951)

in the

1ST
URBANIZED
AREA

(1950-U. S. CENSUS)

in

WEST
VIRGINIA

- 930 KC
- 5000 WATTS DAY
- 1000 WATTS NITE

(NATIONAL REPRESENTATIVE)

THE

BRANHAM
COMPANY

WSAZ

Huntington, West Virginia

JAMES CO. ADV.

Expansion Announced

JAMES MFG. Co., Independence, Kan., has announced plans for a coordinated national advertising and sales program to be launched late this year for its James dishwasher.

Radio announcements, embodying the clipped accent of "James," an English butler, and a musical ditty, already are being used in some markets.

Filmed TV spots are in preparation at Alexander Film Co.'s Colorado Springs studios.

More than 40 leading department stores from coast-to-coast reportedly now handle the company's product. In addition, distributors have been set up in nearly all major markets throughout the country. The machine has been produced in assembly-line volume less than a year.

Stanley Silber, general sales manager for the James company, also announced the appointment of Galen E. Broyles Co., Denver and Colorado Springs, to handle advertising.

In all advertising, the symbol of "James" will be used.

AFFILIATES HONOR NBC

Tender Anniversary Plaque

COMMEMORATING NBC's 25th anniversary last November, a silver plaque was presented to President Joseph H. McConnell last Thursday by Jack Harris, general manager of KPRC Houston, who described it as "a spontaneous gesture" from all NBC radio and TV affiliates. Mr. Harris, chairman of the 1951 NBC Stations Planning and Advisory Committee, also presented personal gifts to Mr. McConnell and NBC Board Chairman Niles Trammell.

Text of the plaque: "In commemoration of the silver anniversary of the NBC, 1926-1951, its affiliated radio and television stations present this plaque, in recognition of NBC's outstanding leadership in the broadcasting arts and its distinguished service to the people of the U. S. and to the nation. Nov. 15, 1951."

WSB Promotes Radio

EXTENSIVE promotion folder plugging radio in general and WSB Atlanta, Ga., in particular, has been released by that station, which last week celebrated its 30th year on the air [B•T, March 10]. Copy features comments made by station personnel on programming and fundamentals of broadcasting. Also included in the brochure are sample courtesy spots and typical radio ads.

DIRECTORS of United Paramount Theatres have declared a dividend of 50 cents per share on outstanding common stock, payable April 18 to shareholders of record March 28.



Radio and TV spot plans are discussed by (l to r) Lewis A. James, inventor of James dishwasher; Mr. Silber, and C. E. Davis, assistant account executive, Galen E. Broyles Co.

ABC PROMOTES BLAIR

Named Eastern Prog. Dir.

LEONARD (Buzz) BLAIR, eastern production manager for the ABC radio network, was promoted last week to the new post of eastern program director of radio, effective today (Monday). The appointment was announced by Leonard Reeg, ABC vice president in charge of radio programs.



Mr. Blair

Mr. Blair currently is producer of *Cafe Istanbul* and *The Top Guy*. He joined ABC as associate radio producer in 1947 after serving with Regis Radio, package producer, from the time of his release from the Air Force with rank of major in 1946. He transferred to ABC-TV in 1949, serving as director until the following year when he moved to Chicago as program director of ABC Central Division. He subsequently was named eastern production manager for the radio network, returning to New York.

'Gag Rule' Award

AWARD for alerting broadcasters and publishers to dangers of the Baltimore "gag rule," forbidding broadcast or publication of news about crimes following an indictment and before trial, was given to Phillip J. Austensen, *Washington Post*, by Montgomery County (Md.) Press Assn. Presentation was by Joseph L. Brechner, WGAY Silver Spring, Md., chairman of the association's special awards committee. Ernie Tannen, WGAY, is president of the association. Citation of radio stations under the rule and their contempt conviction led to an appeal in which the convictions were reversed and the rule declared void.

SOUTHERN Calif. Broadcasters Assn., Hollywood, will be host at second annual Broadcast Music Inc. clinic at Roosevelt Hotel, that city, April 29.

FREEZER-FOOD PLAN

Booms With Radio, T

IN a little more than two weeks of advertising, Producers Wholesale Food Co., Chicago, has increased its weekly radio and TV budget from less than \$2,000 to \$5,000. The company, in a unique offer, sells the housewife a brand-name home freezer at the regular retail price and frozen food products of all kinds at wholesale prices.

Radio and TV announcements and shows, now on WBKB (TV WGN-TV WIND WCFL WAJ and WJJD, all Chicago, stress that the housewife can save enough on food in 15 to 18 months to completely pay for the freezer. Brands are International Harvester, Crockley and Amana, with Regulation applying on all purchases so that the down payment is 15% cash with the remainder payable in 18 months.

Six-months supply of frozen foods of top-quality can also be purchased on time, with both financed at low interest rate through a bank, said Art Hollar, owner of Malcolm-Howard Agency, Chicago, which took over the account three weeks ago. He figures the average family, which spends \$1,800 yearly on food, can save from \$400 to \$600 yearly in purchase of frozen meats, poultry, fish, vegetables, juices and fruits at wholesale prices.

Mr. Holland sees no leveling-off of the advertising campaign because of the rapid growth and large response in just a fortnight. He expects to buy on other Chicago radio and TV stations, and to expand the advertising into nearby cities.

GILBERT KINNEY

JWT Executive Dies

GILBERT KINNEY, 67, senior vice president and a director of J. Walter Thompson Co., New York, died March 12 at his home in New York after an illness of three weeks.

A native of New Haven, Conn., and a Yale graduate, Mr. Kinney began working for the Thompson agency in 1905 as an office assistant. He resigned two years later to take over the vice presidency of Paul Block Inc., but returned to JWT in 1917 as vice president and treasurer.

He was a director and former chairman of the American Association of Advertising Agencies and director of the Scott Paper Co., National Outdoor Adv. Bureau, New York Horticultural Society, Assn. for the Aid of Crippled Children, and Gramercy Boys Club.

Surviving are his wife, Mrs. Anna Hart Jackson Kinney; a son, Gilbert Hart Kinney; two stepsons and a stepdaughter.

JON ARTHUR, star of ABC's *School Today* and *Big Jon and Sparky*, is saluted with a picture story in the March issue of *Redbook* magazine.

WFIL HITS 30TH

Airs Special Shows

WFIL Philadelphia marks its 30th anniversary today (Monday). Special programs will commemorate the day in 1922 when the station first went on the air, and will review its progress since then.

At the same time, WFIL's local radio sales manager, Harold Simonds, will observe his own 30th anniversary as an employee of the station. His radio career began on March 17, 1922, when he sang as a member of the male quartet on the initial broadcast of WFI, forerunner of WFIL. Since that time, he has served as announcer, script writer, program supervisor, newscaster, sports commentator and salesman.

Other WFIL staff members who have compiled a record of service with the station are Engineering Supervisor Jack Schantz, 25 years; Television Salesman Max Solomon, 20 years, General Manager Roger W. Clipp, 17 years, and Chief Engineer Louis E. Littlejohn, 16 years.

The average length of service of the station's executive and supervisory personnel is 11 years.

The WFIL-TV building in West Philadelphia was the first structure ever built in this country specifically for television operations, the station claims.

The station claims its televised newsreel was the first daily motion-picture newsreel in television and the first TV news program ever to win the National Headliners Club award.

WFIL-TV was the first affiliated station to join ABC television network and was the first to originate a sponsored program for that network.

'TIMES'-KIRO PACT

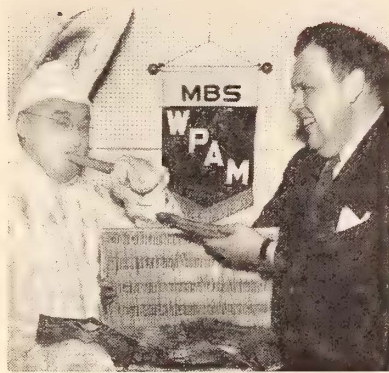
Plan Joint Promotion

THE SEATTLE *Times*, afternoon and Sunday newspaper, and KIRO, Seattle affiliate of CBS, "have entered a contract for joint public service," according to Saul Haas, president of the station.

"It is my hope that all will be able to make a contribution to this new joint venture with such great possibilities for good," Mr. Haas said in a statement to the KIRO staff announcing the agreement.

First cooperative venture following the agreement was the broadcasting of Seattle city election returns direct from the *Times* newsroom over KIRO last Tuesday night. The results were reported by Carroll Foster, public affairs director of the station, and interpreted by Ross Cunningham, associate editor of the *Times*.

INTERNATIONAL magazine *United Nations World* has placed 26 one-minute transcribed spot announcements on five stations of Inter-Collegiate Broadcasting System through Thomas F. Clark Co.



YOU don't have to don a rabbit suit to make sales presentations, but apparently it helps—at least for Easter. That is what Jolly Jack Robel (l) salesman at WPAM Pottsville, Pa., did in response to a gag by Broadcast Advertising Bureau. As a result, BAB sent him 50 pounds of carrots, presented by WPAM General Manager Lou Murray (r). In distributing sales idea bulletins to members, BAB quipped it would toss a whole bushel of carrots to the first salesman who donned a rabbit suit to make an Easter presentation. In rabbit time, WPAM sent the bureau a photo of Jolly Jack.

milestones . . .

► WMBD Peoria, which in February 1927 began operations in a private home, is celebrating its 25th anniversary. In that quarter-century, WMBD has grown from an original 500 w station "with sporadic programming" to its present position as a 5-kw CBS affiliate. Charles C. Caley is vice president and general manager. The station now has an FM affiliate, WMBD-FM. Free & Peters is national representative.

► CFRB Toronto, Ontario, which claims to be the world's first batteryless radio station, celebrated its 25th anniversary last month.

► AS a tribute to their record for continuous daily broadcasts on one station, 68 radio outlets in 31 states joined in the 18th anniversary program for Johnnie Lee Wills and his western band at KVOO Tulsa, Okla. Program represented their 3,000-plus appearance before a KVOO microphone since they began their show in 1934. William B. Way, KVOO general manager, also paid tribute to Mr. Wills, his manager, O. W. Mayo and the band. Those stations joining in the salute currently feature Mr. Wills' daily transcribed broadcasts under sponsorship of General Mills, Minneapolis.

► NBC-TV's *Original Amateur Hour* will mark its 900th telecast with its regularly scheduled program March 18. Program will observe its fifth year on TV and 18th on radio. Ted Mack, who first became associated with the *Original Amateur Hour* 17 years ago when it was conducted by the late Major Bowes, is m.c.

WIP BIRTHDAY

Started March 16, 1922

WIP Philadelphia is celebrating its 30th birthday.

WIP went on the air March 16, 1922, sharing time jointly with WFAN, then owned by the Levy brothers of CBS, operating on 1 kw daytime and 500 w night. In the early 1930s under the presidency of Benedict Gimbel, Jr., the WFAN interests were absorbed by Gimbel Bros. and WIP operated full time on 610 kc.

Many of WIP's current sponsors have been with the station 10 to 15 years. One celebrates its 21st anniversary with the station this year.

WIP claims to be the first station to broadcast a description of a football game; the initiator of the original kiddies programs, known as *Dream Daddy* and the *Uncle WIP Show*. In 1922 the station presented the first remote broadcast of a dance band, Charlie Kerr and his orchestra.

In 1923, grand opera was broadcast by WIP when it aired the complete "Aida" from the Metropolitan Opera House.

Mr. Gimbel put WIP on a 24-hour-a-day operation in 1938, Philadelphia's first station to operate all night.

Looking ahead, Mr. Gimbel said, "It's been an exciting 30 years. The next 30 are going to be more exciting. Many people have been depreciating radio and its effectiveness. We at WIP feel differently. The year just past showed an increase of 26% in local billing over the year before—the highest in the 30 years of WIP's existence."

SCOTT PROTEST

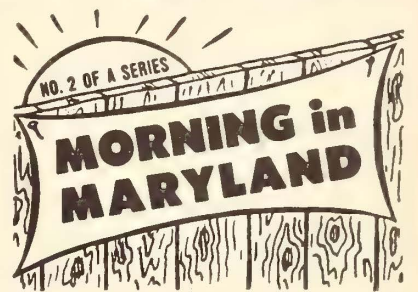
Draws CBC Comment

CANADIAN Broadcasting Corp. officials, commenting on the action of Robert Harold Scott of Palo Alto, Calif., asking the FCC to close down ABC-owned stations because they carried a CBC network play allegedly offensive to non-believers [B•T, March 10], stated the play was based on an *Ellery Queen Magazine* story, "The Trial of John Nobody," by H. A. V. Carr.

CBC pointed out that the play was fiction and not an expression of opinion as claimed by Mr. Scott. The officials stated they are criticized sometimes for attacks on religion, but this is the first time they have been criticized for attacking atheism.

Mr. Scott, a professed atheist, asked that the FCC punish ABC by suspending its owned-stations' licenses for a temporary period because the network refused to give him time to answer what he called anti-atheist propaganda. The play, *Blasphemy*, was a CBC origination last November and was broadcast over the ABC network in this country. ABC is expected to answer the complaint shortly.

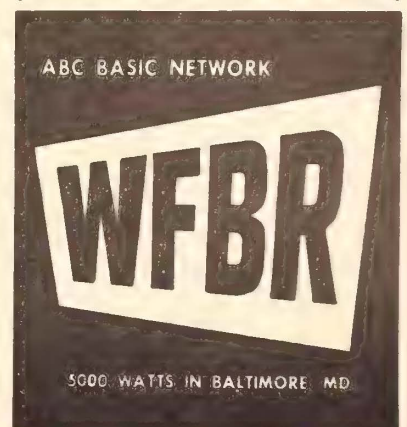
Why WFBR is BIG in Baltimore



This is the top morning show in the Baltimore area. It got that way by offering what listeners want . . . warmth and a friendly spirit in the morning, plus music, news, weather and birthdays judiciously sprinkled throughout.

The audience loyalty to this show is something to warm the cockles of a sponsor's heart.

Ask your John Blair man or contact any account executive of . . .



RICHARD L. STAHLBERGER, ABC director of advertising and promotion for owned and operated stations, to WCBS New York as assistant to **DON FOLEY**, advertising and sales promotion manager.

NORMAN FRANK, CBS Radio producer on special events, promoted to program supervisor in network program department.



Mr. Frank

JOHN WILKOFF, Broadcast Advertising Bureau, N. Y., executive staff, to NBC's Co-op Sales Dept. as promotion manager.

CLAUDE TAYLOR, disc jockey, WIVY Jacksonville, Fla., to WMBR that city in same capacity.

CLAIRE MILLER, KBIZ Ottumwa, Iowa, to KOEL Oelwein, Iowa, as continuity director.

E. D. CONVILLE, announcer-newscaster of CJOC Lethbridge, appointed promotion director.

GORDON L. SMITH appointed business manager of television training institute division, Northwest Broadcasting School, Portland, Ore.

CPL. NORMAN WEINSTOCK, former announcer at WHAY New Britain, Conn., transferred to Far East Command with U. S. Army.

LILES OLSEN joins announcing staff of WKBZ-AM-FM Muskegon, Mich.

air-casters



HOWARD S. KEEFE, promotion manager, WSPR Springfield, Mass., appointed to the city's Centennial Celebration Committee as chairman of publicity subcommittee.

FRANK RUSHTON named film editor at WAGA-TV Atlanta, Ga.

KATHLEEN LOCKHART, N. Y. radio-TV actress, assigned role in MGM feature film, *Plymouth Adventure*.

N. C. MILWEE, WVJS-AM-FM Owensboro, Ky., appointed assistant program director.

W. HOWARD PARSONS, *Erie Times*, to WICU (TV) Erie, Pa., as public relations and promotion manager.

MATT GOUKAS, sports director, WPEN Philadelphia, awarded plaque naming him city's outstanding basketball announcer. Award was presented by **JOHN FACENDA**, WIP Philadelphia newscaster.



Mr. Goukas

BOB WOLFF, WWD C Washington sportscaster, in Orlando, Fla., for on-the-spot interviews with Washington Senators' players in training there.

HARRY MITCHELL, disc m.c., KCBQ San Diego, Calif., elevated to announcer-producer.

LEO Y. WILSON returns to WHOP-AM-FM Hopkinsville, Ky., as director of sports and special events after serving 16 months with U. S. Navy.

MADGE DALZELL, WIBC Indianapolis continuity director, to WHFM-AM-FM Benton Harbor, Mich., as promotion director.



Miss Dalzell

GLORIA BIZARI, production department, KNBH (TV) Hollywood, joins headquarters staff of KBIG Avalon, Calif.

TOM CARLISLE, announcer, WLCK Campbellville, Ky., to WROL Knoxville, Tenn., in same capacity.

ELIZABETH COLCLOUGH, program director for ABC's *America's Town Meeting*, appointed to program development division, Voice of America.

DON TARBELL, usher at KNX Hollywood, promoted to assistant in sales promotion department.

WILLIAM FROUG, director of program writing, Columbia Pacific Network and KNX Hollywood, to conduct 12-week course in radio writing at U. of Calif. extension, L. A.

ROBERT C. FURMAN, D'Arcy Adv. Co., St. Louis, to WHAS-TV Louisville, Ky., on production staff.



Mr. Furman

DON L. PIERCE, program director, WRRF Washington, N. C., appointed Beaufort County chairman for Easter Seal Sales campaign there.

HARVEY OLSON, program manager, WDRC Hartford, named one of several judges for scholastic writing awards sponsored by Hartford *Courant* "Parade of Youth."

CHUCK BEDNARIK, U. of Pennsylvania all-American, to WGPA Bethlehem, Pa., as parttime disc jockey.

HAL MOON named program director at KGHF Pueblo, Col.

NORMAN TESKA, KOA Denver, joins KGHF as chief announcer.

BILL WRIGHT, WSGN Birmingham, Ala., to WPIN St. Petersburg, Fla., as announcer-disc jockey.

NANCY READ, director of traffic and continuity, KCBQ San Diego, Calif., resigns to be married.

LLOYD H. GAYNES, former producer-director, WTVJ (TV) Miami, receives commission March 21 from Air Force Officers Candidate School, San Antonio.

KEY HOWARD, singing star, KCBS San Francisco, and Jo Anne Hansen, Provo, Utah, announce their engagement.

DAVE MELTON, chief announcer, KOEL Oelwein, Iowa, father of Guy Allen, March 1.

EVERETT TOMLINSON, program executive, Columbia Pacific Network at KNX Hollywood, father of March 9.

News . . .

JOHN HALVERSON, program manager, American Forces Network Berlin and Bremen, Germany, KCBQ San Diego, Calif., as news chief.

DONALD BRUCE, WIRE Indianapolis newscaster, presented distinguished service award by Junior Chamber Commerce for civic contributions during 1951.

HARRY CASE, newscaster, WO Worcester, Mass., and Barbara Farworth were married March 8.

ROGER THOMPSON, WSUI Iowa City, Iowa, to news staff of WH Rock Island, Ill. **HARVEY HE STROM**, KWVL Waterloo, Iowa, to WHBF announcing staff.

BRUCE BARRINGTON, news editor, KXOK St. Louis, to address luncheon meeting of Communications Workshop March 29 at McKendree College, Lebanon, Ill.

U. OF ILL. SCRIPT CONTEST

Three \$500 Prizes Offered

ANNOUNCEMENT of the opening of the Payne competition for writers of educational radio programs was made last week by Robert Hudson, director, U. of Illinois broadcasting.

Contest offers three \$500 prizes for scripts on health, international relations and community activities. Both professional and amateur writers are invited to submit scripts for 15-minute programs. One of the fields, plus outlines for three additional programs in the field. Winner in each category will be expected to complete his outline for a series of four broadcasts, to be aired by the university station, WILL and WIUC (FM) Urbana. Entry blanks may be obtained from Mr. Hudson at U. of Illinois, Urbana.

Lamb Trust Fund

EDWARD LAMB, broadcast publisher, last week announced has set up a trust fund for business administration students Gannon College, Erie, Pa. Lamb's announcement followed approval by the college's board of control. The fund will be administered by the students with the advice of Erie businessmen and faculty advisor. An initial gift of \$2,500 is contemplated to begin the fund. Mr. Lamb reportedly plans to place additional sums in the trust during each of the next five years. The money will belong to the college. In addition to being publisher of the *Erie Dispatch*, Lamb owns WICU (TV) there as well as WTVN (TV) Columbus, Ohio, WTOD Toledo and WHOO-AM-FM Orlando, Fla.

BEVERAGE ADV. Wine, Beer Spending In Radio-TV Given

WINE industry in the U. S. spent an estimated \$1,789,000 on TV advertising and \$158,000 on radio advertising in 1951.

These figures, giving specific breakdown for wine spending, and others, presenting a more general analysis of beer and alcoholic advertising expenditures, are included in the release last week of hearings held in the Senate on S 2444, the bill to ban liquor advertisements on radio-TV [CLOSED CIRCUIT, Feb. 18].

Hearings were held on the Johnson-Case legislation by the Senate Interstate & Foreign Commerce Committee Jan. 30-31 and Feb. 6-7 [B•T, Feb. 11, 4]. The committee has not yet taken up the bill but it is understood the members have been waiting for the printing of hearings before considering action.

Wine Spending

Wine estimate, submitted by the Wine Institute's San Francisco office, showed \$2,487,000 spent by the industry for magazines, \$2,500,000 for newspapers and more than \$500,000 for outdoor advertising.

Estimated advertising expenditures by the beer industry for 1951 showed 360 breweries operating that year to have spent "an average of \$1.15 per barrel to sell approximately 83.7 million barrels of beer. This amounts to about one-third of a cent per bottle." Figures were supplied the committee by the U. S. Brewers Foundation. No breakdown on media was given.

For liquor advertising expenditures, the Distilled Spirits Institute Inc. supplied the committee with an overall figure showing \$46.1 million in 1950. This spending was in newspaper and magazine advertising. The institute added that "final figures for 1951 are not yet available, but indications are that when the final figures are in, there will be some small increase over 1950."

Total beer, wine and liquor industry advertising expenditure in 1950 came to \$76,241,381, the Assn. of National Advertisers (ANA) told the committee. "This total amounts to an increase of about 7% for this industry's expenditure in 1949 according to the same published sources (Publishers Information Bureau and the bureau of advertising of the American Publishers Assn.)," the ANA said.

At the same time, revenue dollars raised in taxes by federal, state and local levies were presented to the committee. Revenue from alcoholic beverages in 1950 totalled \$3,261,417,440; from distilled spirits, \$2.23 billion.

Our Respects To

(Continued from page 58)

reached his fire-eating anti-slavery sermons and where, on one occasion, he auctioned off a slave to the congregation.

During the year that young Mr. McCray was in Camden, he took weekly trips to Philadelphia to study voice. When he went home for week-ends, however, he spent as much time as possible with another aspiring singer, Dorothy Baldwin, whose father was superintendent of music for Hartford schools.

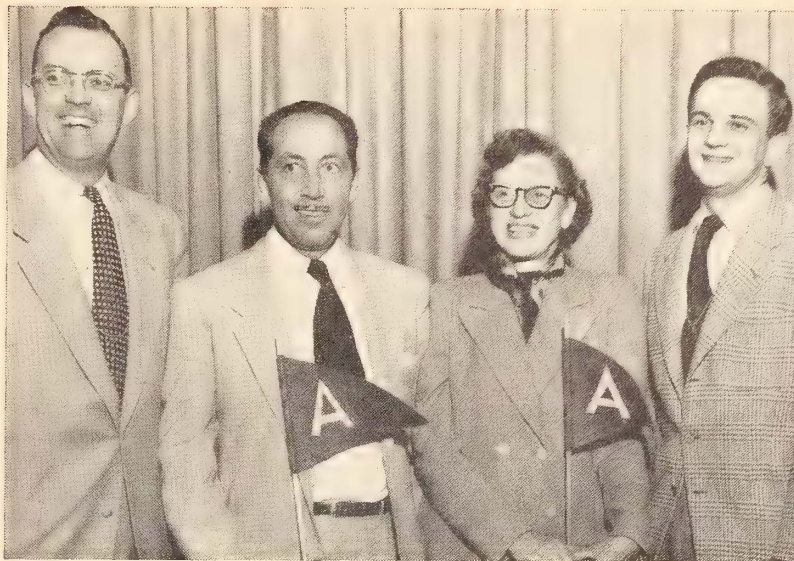
Their duets proved so harmonious that they were married on June 3, 1923. By that time, Mr. McCray was back in Hartford working as an accident underwriter and ever suspecting that a five-dollar bet was soon to change his career.

The audition which won Mr. McCray the bet also won him a job as WTIC parttime announcer. He continued in the insurance business for a year but gave it up for good when WTIC offered him a fulltime spot as singing announcer, without which no self-respecting station was complete in those days.

Thorough Radio Understanding

Radio has been his life ever since and he constantly amazes associates with his grasp of the many, ever-changing facets of the business.

In the Western Division of NBC, where stations often feel that they are far-flung outposts whose peculiar problems are not comprehended by the network's New York headquarters, Tom McCray has proved to be an easterner who not only knows that a three-hour time differential can affect a station's programming, but is often one jump ahead of everyone else in



"A" STANDS for advertising awards on pennants held by Bart Sinclair, vice president of Santa Barbara Mutual Bldg. and Loan Assn., and Mrs. Jane Hoskins, owner, El Ranchito Drive-In. They were winners in radio division of Advertising Awards presented during a luncheon by the Santa Barbara (Calif.) Advertising & Merchandising Club. L to r are Al Albinger, KTMS manager; Mr. Sinclair, who accepted honors for his firm's sponsorship (ABC radio cop on KTMS) of America's Town Meeting of the Air (institutional); Mrs. Hoskins, for her series of rhymed announcements over KTMS (radio merchandising), and Cliff Badger, continuity and promotion manager of KTMS. Third award in radio division went to KIST for Canada Dry Bottling Co.'s sponsorship of Uncle Al, children's program (public service). Presentation was part of Advertising Recognition Week, annual promotion sponsored in 11 western states by The Adv. Assn. of the West.

anticipating problems and what can be done about them.

This know-how came over the years. By 1926, Mr. and Mrs. McCray were doing their pioneer husband-and-wife show on WTIC—the same sort of song and chatter which was later to be the stock in trade of Frank Crumit and Julia Sanderson and many others who have brightened daytime radio.

Mrs. McCray also was the original Ma Parker of *Seth Parker's Singing School*, a WTIC program which later went to NBC as *Sunday Night at Seth Parker's*. She retired from radio when she became too busy with duties at home, including two young McCrays—Alden, now 28, and Kent, now 24.

By 1929, Mr. McCray was WTIC assistant manager. He continued in that capacity until early 1943 when he went to New York to join the Office of Censorship's International Division. A year later he was made NBC eastern program manager. In another year he became national program manager for the network.

Program Strengthening

In this capacity he was faced with the task of filling holes left in the network's program schedule by CBS "raids." Under his direction, the NBC program department became a top-notch creative organization, which, for the first time since the early days of the network, built its own commercial programs with outstanding stars and audience-attracting formats.

In addition to Martin and Lewis, these include *The Halls of Ivy*, starring Mr. and Mrs. Ronald Colman; *Dragnet*; *Night Beat*,

gramming than it had ever before.

Since Tom McCray more than any other person was responsible for making the NBC Hollywood program department a production center for new program ideas, it was only natural that he was sent to the West Coast in 1950 to head up the radio network operations in that city.

Although still loyal to the East in such matters as wearing a hat as well as coat and trousers which match, he has become a loyal Californian in his two years in Hollywood. The McCrays make their home in Hollywood proper, just a five minute ride from NBC Radio City.

Paints in Spare Time

Despite the fact that he works long and hard at the many details of his job, he still finds time to paint. His oils have appeared in a number of exhibits. He is also a member of the Bel-Air Country Club but his golf game, which he characterizes as "awful," is not a major hobby.

Mr. McCray's youthful baritone is no longer exercised, not even in the privacy of his shower, but his early love of music continues. Last winter's meetings of an informal musical group which he joined developed into an NBC Western Network series called *Music for the Tired Businessman*.

In addition to Bel-Air Country Club, he has membership in Radio Pioneers, Hollywood Advertising Club, Toastmasters Club and newly formed Hollywood Radio Executives Club.

KANSAS WOMAN'

KFBI Awards Winner

MRS. HATTIE STARKEY, founder and teacher of the Starkey School for Handicapped Children, is winner this year of KFBI Wichita's annual "Kansas Woman of the Year" contest. Mrs. Starkey was selected because of her work in aiding mentally retarded youngsters.

During a broadcast in KFBI studios, Mrs. Starkey was presented with an engraved loving cup, an orchid corsage, a bouquet of red roses and a tape recorder to assist her in correcting children's speech. Broadcast was held during *Woman's Page of the Air*, conducted by Marie MacDonald, KFBI's director of women's activities. Hale Bondurant, station manager, and George E. Wells, program director, presented Mrs. Starkey with her awards.

The contest is sponsored each year with listeners of *Woman's Page* urged to write letters of nomination. Mrs. Starkey, according to KFBI, will be saluted as "woman of the week" by Don McNeill on *The Breakfast Club* (ABC) April 16.

Central Ohio "Goes Steady" with WBNS

Here's a romance all Central Ohio eavesdrops on regularly. WBNS Radio has a steady date every time listeners turn on their radios.

Smart sponsors are cashing in on WBNS' hold on listeners' affections. A lot of wooing went into the winning and now it's paying off... In the September-October Hooper, WBNS led every other station in every rated period with the twenty top listening stops: WBNS has a wealth of locally-loved personalities with immense followings: (4663 responses to just 3 one-minute spots)... listeners stay tuned, program after program; WBNS reaches an audience that spends over \$1 Billion annually.



ASK JOHN BLAIR
WBNS RADIO
PLUS WELD-FM
CENTRAL OHIO'S ONLY CBS OUTLET
POWER
WBNS — 5,000
WELD-FM — 53,000
COLUMBUS, OHIO

Some valuable time available.
Write or contact John Blair.

30 Years

of Fitting a Medium to a Market

WSYR ACUSE NBC AFFILIATE

Covers ALL of the Rich Central N.Y. Market

Write, Wire, Phone or Ask Headley-Reed

30 Years

of Fitting a Medium to a Market

WSYR ACUSE NBC AFFILIATE

Covers ALL of the Rich Central N.Y. Market

Write, Wire, Phone or Ask Headley-Reed

Top Network Posts

(Continued from page 25)

rate formula was proposed.

One of the best-known figures in the industry, he is general manager of the *Detroit News* WWJ-AM-FM TV, having raised WWJ to a high level of success and pioneered in TV.

Announcing his affiliation with the network, NBC President Joseph H. McConnell said: "We are extremely fortunate in being able to induce Harry Bannister to join our network organization. As a successful station operator for more than 20 years, as a director of the NAB, as a member of our NBC Stations Planning and Advisory Committee, he acquired an intimate knowledge of the broadcasting business."

"His business acumen, his ability to gauge and evaluate changing trends in public taste, his record of accomplishment in the field of public affairs and education for which his stations have been repeatedly honored, and his leadership in solving industry problems will contribute greatly to the progress of NBC and its affiliated stations."

Only a relatively short time ago, it was pointed out, he completely reorganized WWJ's sales and programming policies, developing for the station a notable sales record against the competition of TV.

Now 57, Mr. Bannister is a native of New York City and started his business career as a salesman in the motion picture field, followed by four years of sales duties with the American Druggists Syndicate, two years with Park & Tilford, and four years with the duPont organization.

He entered radio via the old WMBC Detroit sales staff in 1931, moving after a short time to WJR Detroit and then to WWJ as a salesman on Jan. 1, 1933. He became sales manager in April 1935 and had been general manager since November 1941, adding the managerships of the the FM and TV stations as they went on the air.

High Standards

He campaigned long and hard for industry standards of good practice, and self-imposed his code at WWJ-TV in 1947. He has not hesitated to reject network shows—WWJ-TV as well as WWJ is an NBC affiliate—if he regarded them as locally unsuitable.

As an example of his faith in TV's future, NBC pointed out that for 10 years WWJ paid rent for a building tower because it knew the site ultimately would be needed for a television antenna.

Mr. Meighan, returning to CBS Inc.'s general executive group, left

New York for a month's vacation in Mexico last Wednesday. No. 45, he is a vice president of CBS Inc., and served as a vice president and general executive before the company's divorcement of radio and television activities led to his appointment as president of CBS Radio.

With CBS since 1934, he started as an account executive in Radio Sales. He became director of station administration in 1946, and subsequently became vice president in charge of Columbia-owned stations. He was made vice president and general executive in 1948 as the network's chief executive officer on the West Coast in 1949. He returned to New York headquarters shortly before the establishment of separate radio and television divisions last summer.

Mr. Murphy, 46, who took over the CBS Radio presidency last Wednesday, joined CBS in 1919 and was named head of television activities in 1939. He has been closely associated with CBS Television affairs since that time, and is credited with a large share of CBS's success in winning FCC approval in the long-drawn color television fight.

Elected vice president and general executive of CBS in 1946, he became head of CBS Labs, which coordinates the company's electronic developmental work, including color TV in its various applications, when that division was set up concurrently with separation of the CBS Radio and Television network activities last July.

Mr. Murphy joined the Signal Corps in 1942, serving subsequently with SHAEF and as assistant chief of ICD under Brig. Gen. Robert A. McClure.

Network Clients

(Continued from page 23)

asked the talent on both programs for lower budgets for next fall. If, as reported, the stars refuse to accept the offer, Chesterfield conceivably could drop the time, thus posing a problem for the respective networks. The networks, it was speculated, would be almost obligated to retain the high rated shows for their affiliates' sake even if unable to sell them to other advertisers.

Another comedy show, CBS Radio's Jack Benny program, is somewhat in the same indefinite state, with the advertiser, Lucky Strike, currently trying to convince the comedian to appear on a weekly or alternate week TV show. The cigarette company has a firm order for the Thursday 9-9:30 p.m. CBS-TV time period starting in early fall. Plan would be to place its *This Is Show Business* in that period and put Jack Benny on the Sunday segment now occupied by *Show Business*. BBDO, New York, is the agency.

Meanwhile, effective April 1 Camel cigarettes has bought the Thursday, 9-9:30 p.m. time for its *Man Against Crime* show on CBS-TV until fall. William Esty, New York, is the agency [CLOSED CIRCUIT, March 10].

One show, however that is likely to retain the same time and sponsor is the *Milton Berle Show*, Tuesdays, 8-9 p.m. on NBC-TV, despite frequent reports to the contrary. The Texaco Co. has agreed to all but a few minor points on the con-

tract and the signature of all parties concerned is expected shortly. Kudner Agency, New York, handles the account.

Riggio Tobacco Corp. (Regent cigarettes), sponsor of *Cameo Theatre*, Sundays, 10:30-11 p.m. on NBC-TV, effective April 15 moves from Brooke, Smith, French & Dorrance, New York, to Hilton & Riggio, New York. Account totals about \$300,000 in billing.

P. Lorillard Co., New York, on Wednesday will announce its newest product—a filtered cigarette called Kent (named after the president of the company, H. A. Kent). Young & Rubicam, New York, will handle the account, and is expected to use a radio and TV spot schedule to introduce Kents.

Dodge Cars, which for 18 years was handled by Ruthrauff & Ryan, New York, last week appointed Grant Adv., Chicago, to handle its advertising (see story page 24).

The Crosley Division of Avco Mfg. Corp. has divided its advertising function as follows: BBDO will handle Crosley television and radio products in all media, and Benton & Bowles, which had handled those products, will take on the new line of Crosley Air Conditioners and will continue with the Crosley appliances.

Blatz Beer, through William H. Weintraub, New York, last week renewed for another 52 weeks, effective in June, the *Amos 'n' Andy Show* on CBS-TV, Thursdays, 8:30-9 p.m.

Crosley 'Star Search'

ENTERTAINERS in Ohio, Kentucky, Indiana and West Virginia will get an opportunity to compete for cash prizes and WLW Cincinnati contracts in the Crosley Broadcasting Corp. second annual "Star Search," soon to be launched. William Robinson, vice president in charge of programming, announced that 250 movie houses in the four state area will cooperate.

AVAILABLE NOW!!

PHIL RIZZUTO'S SPORTS CARAVAN

Starring the Famous N. Y. Yankees Shortstop plus

A great array of Famous Sports Personalities * All Shows Current



RADIO CITY Productions, Inc.
550 Fifth Avenue
New York 19, N.Y.

Affiliates Group

(Continued from page 25)

against CBS Radio's renegotiation of affiliation contracts.

● Approval and encouragement of "the many affirmative steps" taken during the past year to sell radio as an advertising medium, with endorsement particularly of CAB activities and of individual "sell radio" campaigns such as those conducted by stations in Detroit, Los Angeles and Tulsa.

With obvious reference to such efforts as those of Procter & Gamble and General Mills to secure lower nighttime rates, one committeeman stressed the view that, in correlating night and day rates, it is "just as logical" to double daytime rates in order to put them on par with night rates.

Like printed media, it was pointed out, radio should remember that its own operating costs have gone up and should consider boosting its rates.

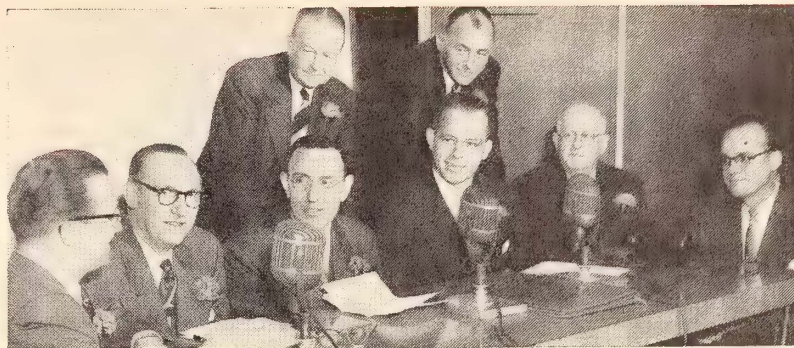
Overall, the committee continued, radio stations should always remember that cutting rates or accepting special deals will in the long run harm themselves and the industry as a whole. Yielding to "deal" demands from one advertiser, it was emphasized, will inevitably bring on demands for similar concessions to others.

Radio Short-Changed

On the subject of research and radio-promotion, committeemen felt radio is seriously short-changing itself by its present practices. It was noted that *Look* magazine in recent advertisements took a 5 million circulation and built this up to show 65 million readers.

But radio, it was pointed out, makes the reverse tack: It has 105 million sets to start with, but reduces these to 42 million radio homes, breaks this figure down to sets-in-use, derives rating and winds up showing, for example, 100,000 listeners to a specific program.

The committee felt the current concept of "radio homes" should be replaced by a showing of "individuals" to the advertiser. It was emphasized it makes no difference where listeners listen—in cars, on



PARTICIPANTS in the second annual Town Meeting of television dealers in Buffalo included (seated l to r): Moderator Edward J. Wegman, assistant TV program director, Ralph J. Kingsley, technical director, and Alfred H. Kirchofer, vice president, all of WBEN-AM-TV Buffalo; Dr. Lyman R. Fink, chief engineer, TV department, General Electric Co.; Chairman Albert T. O'Neill, vice president, Niagara Mohawk Power Corp., and C. Robert Thompson, general manager, WBEN. Standing (l to r): Richard R. Graver, vice president for TV, Admiral Corp.; Joseph B. Elliott, vice president, RCA Victor, Camden, N. J.

the beach, in bars or in homes.

"Radio is much the cheapest medium in relation to dollar value of sales—that's what we want to prove," a committeeman stressed.

Development of a yardstick to show radio's full impact and full listenership in all its phases is vital not only as a direct aid to radio, but also as a service to help advertisers use radio more intelligently and more efficiently, the committee asserted.

It feels that radio, if it allows advertisers to use it inefficiently, "is committing suicide."

There appeared no doubt that committeemen regarded NBC's effort to effectuate its new rate formula as killed. They privately expressed the view that not only is the proposed new rate system dead, but also NBC's original plan to add up to 200 bonus affiliates and the inclusion of TV penetration in computing radio rates.

Indeed, spokesmen said, "the committee finds nothing to support the theory that there can be a formula which can be applied nationally in setting rates."

They conceded that NBC had won a number of affiliates over to its rate plan, but insisted the network had not been able to win enough major stations "which it had to have to make the plan work."

Regarding CBS Radio's efforts

to put new contracts into effect permitting the network to change affiliates' network rates quickly in event competitive developments make changes advisable, one member observed: "If there ever was an emergency that justified it, that emergency has passed." This was taken as a clear reference to the NBC rate plan.

The committee meeting was held Monday and Tuesday at New York's Hotel Ambassador with Mr. Morency presiding and 10 of the 13 members participating. Those present: Chairman Morency; Edgar Kobak, WTWA Thomson, Ga.; Clair R. McCollough, Steinman Stations; Richard M. Fairbanks, WIBC Indianapolis; G. Richard Shafter, WIS Columbia and WSPA Spartanburg, S. C., and WIST Charlotte, N. C.; Robert D. Swezey, WDSU New Orleans; Ben Strouse, WWDC Washington and Kenyon Brown, KWFT Wichita Falls, Tex.

Absent were George B. Storer, Fort Industry Co. stations; Hugh Terry, KLZ Denver and Leonard Kapner, WCAE Pittsburgh.

WCMY BEGINS OPERATION

Carl Meyer Is Owner-Manager

SHORT ceremony to begin operation of WCMY Ottawa, Ill., on 1430 kc with 500 w daytime, was held March 5. Mayor Philip Bailey and James Riordan, president of the city's Chamber of Commerce, welcomed Ottawa's first station.

Carl H. Meyer, one time chief engineer at KFUO St. Louis and later an engineering consultant in Chicago, is owner and operator. Staff includes Jene Holden, commercial manager; Bill Purcell and Bill Sweda, announcers; Joe Prechtel and Ed Keiber, engineers; Ann Flynn continuity and Alma Irion, traffic. National representative is Sears & Ayer.

WWRL Woodside, N. Y., is broadcasting Roller Derby Games on exclusive basis in New York-New Jersey area from 10:30-11 p.m. Thursday, Friday and Saturday over nine-week period.

KLX

LEADS ALL

OAKLAND-

SAN FRANCISCO

INDEPENDENT

Radio Stations

9 OUT OF

12

Hooper

Periods!

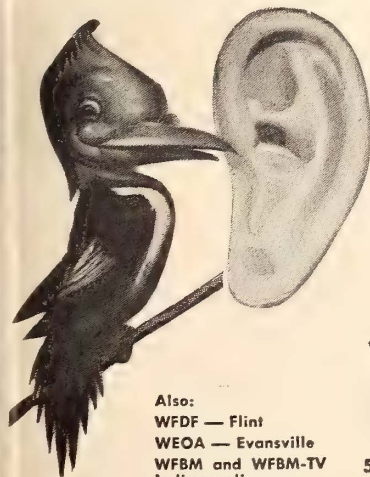
Hooper Share of Audience,
May through September,

Oakland

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by
BURN-SMITH, INC.



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

WOOD

5000 WATTS • NBC AFFILIATE
AND WOOD-TV
GRAND RAPIDS, MICHIGAN

Also:
WFDF — Flint
WEOA — Evansville
WFBM and WFBM-TV
Indianapolis
●
KATZ AGENCY

ELECTRONIC ADVANCES

Commerce Dept. Reports

MANUFACTURE of a television system without synchronizing signals as well as other technical developments are described in a series of reports announced by the Commerce Dept.'s Office of Technical Services last Thursday.

A bibliography reports on "many valuable developments" for the electronic industries in the fields of new materials, manufacturing techniques, new electronic devices.

The electronic report comprises an analysis of television synchronization, which was conducted to determine under what conditions synchronization signals may be eliminated from the transmitted TV signal. Elimination of such signals has "important advantages when applicable," according to the report, based on findings reached by the Air Material Command in May 1941.

Titled "Indesyn, A Television System Without Transmitted Synchronization," this report and others appear in the February 1952 issue of *Bibliography of Technical Reports*, which may be obtained for 50c (or yearly subscription, \$5) from OTS, U. S. Dept. of Commerce, Washington 25, D. C.

WBBM Chicago reports station's department of education presented 24 local information, music and drama programs in the public interest during one month and carried 45 such programs for CBS Radio network.

Miss Genevieve Schubert
Compton Advertising, Inc.
New York City, N. Y.

Dear Jenny:

Spring is jest 'round th' corner, an' 't'won't be long afore folks by th' thousands'll be a drivin' through WCHS territory on thur way fer a vacation. Peepul drives back from Floridy this way, too. In fact, Jenny, lotsa folks drives miles outa thur way jest to go through th' Alleghenies an' th' beautiful New River Gorge at any time uv year, but 'specially in th' Spring an' Summer. An', uv course, they'll be listenin' ter WCHS fer miles an' miles on account uv its 5000 watts on 580. Jest add them ter th' hunneds uv reglar listeners, an' you'll see why WCHS is sech a durned good buy. WCHS allus gives yuh more listeners then effen yuh bought all th' other four stations in town put tergether—an' in tourist season hit's better'n ever!

Yrs.

Algy

WCHS
Charleston, W. Va.

allied arts



RCA SERVICE Co., Camden, N. J., presented trophies for achievement to four service branches located in Hollywood, Columbus, Ohio, Dallas, Tex., and Oklahoma City. Winners were determined on basis of customer relations and general improvement in quality and efficiency of servicing.

MAVIS LYONS named chief film editor for Robert Lawrence Productions, N. Y.

MAGNAVOX Co., N. Y., appoints following new district sales managers: PAUL SOLOMON, northern N. J., at New York; PAUL HUNTER, New York state, at Buffalo; JOSEPH C. PAPP, southern Calif., at Los Angeles; MAYNARD MOORE, Boston - Providence at Boston, and FRANK W. BRAM, parts of eastern Pa., N. J. and Del. at Phila.

JAY GORON and JOEL I. BROOKE announce opening of office under name Jay Goron-Brooke Assoc., 134 E. 57th St., N. Y., to handle literary properties for radio-TV, films and theatre.

W. M. DAY, vice president-general manager, Michigan Bell Telephone Co., appointed director of Communications Equipment Div., National Production Authority, Washington, succeeding ROBERT E. WILLIAMS who returns to Automatic Electric Co., Chicago.

DAVID H. APPEL, author and critic, appointed editor in charge of new Amusements and Arts Dept., including radio-TV, theatre, motion pictures, books, music and art, for *Philadelphia Inquirer*.

VISION CONSERVATION INSTITUTE OF CALIF. OPTOMETRIC ASSN., San Jose, appoints West-Marquis Inc., L. A., to handle public relations.

LaRUE COURSON, mail room supervisor, NARTB Washington, D. C., father of boy, March 3.

PROPOSED TEX. GRANT

WAFB Files Protest

OBJECTION to an FCC initial decision looking towards granting Brazosport Broadcasting Co., Freeport, Tex., a new station on 1460 kc with 250 w daytime has been filed with the Commission by WAFB Baton Rouge, La.

The Louisiana station stated that during the Freeport hearing it was found that interference with WAFB would result. WAFB contends that it was not allowed to participate in the hearing. This is contrary to the FCC rules, WAFB claimed.

In addition to not letting WAFB testify, FCC also erred in accepting the findings of Brazosport with regard to the amount of interference that would probably result, the protest contended. Soil conductivity maps used in the findings were inaccurate, WAFB alleged.

The Baton Rouge station wants the initial decision set aside, the case remanded to the hearing examiner and the record reopened to receive its evidence.

MUNTZ TV Inc., Chicago, reports unit installations and deliveries of TV sets 6% higher in February than preceding month when figure was 9,644. Net sales for company's first ten months of current fiscal year is \$26,842,666.

NORMAN F. HIRSCH, account executive, Weiss & Geller Inc., Chicago, named business manager for *Highland Park News*, *Lake Forester*, *Deerfield Review* and *Highland News*, all Chicago North Shore weeklies.

SONOCRAFT Corp., N. Y., announces completion of 1952 catalog listing sound and recording equipment and accessories. Copies available by writing company.

GENERAL ELECTRIC Co., Syracuse, announces plans to convert Scranton, Pa., home dishwasher plant to production of electronic tubes. Conversion and installation of new equipment will begin next month.

Equipment . . .

RCA TUBE DEPT., Camden, N. J., announces production of new power triode, Type 6161, for use in design of UHF transmitting equipment intended for UHF service in TV and CW.

LATE LISTENING

Studied by Advertest

AFTER midnight on weekdays, one out of ten homes in the New York metropolitan area has a radio in use, according to results of a study made by the radio section of Advertest Research, New Brunswick, N. J.

Information is based on survey of over 1,000 homes in the New York area. Facts were obtained through personal interviews with members of each family studied.

Survey revealed that independent stations in the area led in after midnight popularity. Survey applied to programs Monday through Friday, midnight-6 a.m.

WMGM New York has been presented a citation by New York Tuberculosis & Health Assn. for outstanding contributions during 1951 campaign.

AAAA EXAMINATIONS

Draw 456 Candidate

TOTAL of 456 candidates in 2 cities took the sixth annual American Assn. of Advertising Agencies examinations for advertising on Feb. 16 and 23, it was announced last week. Explaining the "moderate decline" from 524 examinees in 1951, Sydney H. Giellerup, chairman of the committee on AAAA examinations and partner in Marchalk & Pratt Co., stated that "the decline was not as great as we expected in view of the military situation and the higher examination fee this year (\$20 vs. \$15 in the past)."

According to AAAA spokesman current examinations were given in more cities than ever before, and as in previous years, included both aptitude and temperament tests and optional tests of practical knowledge of various kinds of advertising work. Examinations—prepared by more than 300 advertising executives in AAAA agencies—will be appraised on basis of studies of over 4,500 people actually employed in various branches of advertising.

PRISON RAID

WQAN Joins Police Squad

WHEN authorities raided a block in the Lackawanna County Jail in Scranton, Pa., local station WQAN had a tape recorder right there.

Cecil Woodland, general manager of WQAN, reports the station had been tipped of the jail break plans and had Newsman Hugh Connor in the group of FBI agents, county and city police, who rushed the cell. He described the raid and recorded interviews with the district attorney and prison and police officials. Program Director Bob Flanagan broadcast news of the planned break as it was being quashed as he sat in front of the jail in one of the station's two-way shortwave radio cars.

The recording was broadcast WQAN's late afternoon newscast, one of two half-hour newscasts broadcast daily.

GATES

QUINCY,
ILLINOIS

Your ONE SOURCE Supply for
ALL Broadcasting Equipment NEEDS

THESE OFFICES
TO SERVE YOU

QUINCY, ILL.

HOUSTON, TEXAS

WASHINGTON, D. C.

MONTREAL, QUE.

NEW YORK CITY

TEL. 8202

TEL. ATWOOD 8536

TEL. METROPOLITAN 0522

TEL. ATLANTIC 9441

TEL. MURRAY HILL 9-0200

Dies in Auto Crash

Mr. Clayton, native of Minnesota, joined the Minnesota Broadcasting Co. in posts of assistant manager and program director of the station from 1928 to 1937, traveling to Hollywood where he freelanced in production for two years.

Study was to have been in television program production and general operation in the interest of the North Dakota Broadcasting Co. which is applying for TV permits in Minot and Jamestown. Mr. Clayton had served as secretary for the radio firm and was a stockholder and member of the board for KCJB Minot. Besides his wife, Mr. Clayton is survived by his mother in St. Paul.

Expected to Approach CBC

Since the CBC is a crown corporation, unions cannot be local, but must be on a national scale, embracing a majority of the CBC employees from coast-to-coast in the particular field of the union. Thus the engineers will have to have a majority of the engineering personnel across Canada before being able to apply for certification and ANG will have to have a majority of newsroom employees.

With different attitudes on unions in various parts of Canada, this will delay unionization in the heavily industrialized areas of Canada as far as CBC is concerned, it is believed.

WNAX Cited in Emergency

That's the way WNAX Yankton-Sioux City, S. D., recounted its coverage of the recent disastrous blizzard that was called "Operation Snowbound."

When WNAX was deluged with storm warnings, it cancelled all commercial programs to air quarter-hour emergency messages. Its broadcasts took on an a tense air as listeners tuned in WNAX for news of their children snow-bound in schools and other lost or stranded people.

As the storm abated, WNAX sent Farm Director Chris Mack and Herb Howard out by plane to record with camera and portable tape machine eye-witness accounts in storm-hit areas. Reports were edited into a special hour-long documentary, *Operation Snowbound*.

Station reported its broadcasts were responsible for saving many lives and thousands of dollars in property, including rescue of school children. Appreciation was forthcoming from the press, which

Opposes WQAN Switch

INITIAL decision of Hearing Examiner Hugh B. Hutchison, which would grant WQAN Scranton, Pa., permission to change its frequency from 630 kc with 500 w daylight to 1450 kc with 250 w fulltime [B•T, Jan 28], has been protested by Curtis B. Plummer, chief, FCC Broadcast Bureau.

Mr. Plummer, in a petition requesting that the initial decision be rescinded and another decision issued which would deny Scranton application, said program service cannot be the criterion for deciding whether a grant should be made.

"Program service, however meritorious and regardless of its non-network character, is not a proper justification for the serious violation of the allocation principles involved in this case," Mr. Plummer said.

The original initial decision [B• T, Nov. 12, Oct. 1, 1951] denied the station's application. It was remanded to the examiner on petition of WQAN which claimed the decision had been based on error.

In the later initial decision, Examiner Hutchinson said some engineering standards might not be met but the station had evolved such an outstanding program schedule he felt engineering factors should be overlooked.



WNAX's Chris Mack (l) interviews a South Dakota rancher who lost hundreds of thousands of dollars in the recent blizzard. In foreground is head of cattle that perished in storm.

* * *

praised WNAX "for generous service to the public," and from Gov. Sigurd Anderson of South Dakota, who described it as "a job well done."

KCMC

1230 Kc

TEXARKANA

TEXAS-ARKANSAS

ABC

and

KCMC-FM

98.1 Mcs. • 40,000 W.

Texarkana is the key distributing point for a four-state area rich in oil, gas, lumber, agriculture and livestock. Over 100 diversified manufacturing plants in Texarkana alone. Red River Arsenal (largest in U.S.) is here.

Put your sales message on the station that serves these prosperous, buying people. 239,330 live within KCMC's .05MV/M area.

FRANK O. MYERS, Mgr.

NATIONAL REPRESENTATIVES:
O. L. TAYLOR COMPANY

KAMD

**CAMDEN,
ARKANSAS**

Thousands of residents employed in vast paper mills, furniture factories, lumber industry and agriculture. Camden is the home of one of the largest Navy Ordnance installations. Reach them all through this pioneer station of South Arkansas serving Ouachita County.

KLIX

IS KLICKIN'

HAWAII'S 'CONNALLY CARAVAN'

Is Spirited by Aloha Network Campaign

HAWAII's Aloha Network was the driving force behind the nationally publicized trip to the U. S. of irate Hawaiians protesting remarks made by Sen. Tom Connally (D-Tex.) during a Senate debate relating to Hawaiian statehood.

Sen. Connally was quoted as saying, "I think I am a better American than a great many people who live in Hawaii. I have been to Hawaii. The majority of the people there are not of American ancestry or descent."

Islanders interpreted these remarks as a reflection on Hawaiian patriotism.

Irate group from the islands, who made the trip as the result of disc jockey Hal Lewis' radio campaign, met with Sen. Connally, chairman of the Senate Foreign Relations Committee, last Monday. Mr. Lewis is known as J. Aku Head Pupule on his show aired by KHON Honolulu, one of four stations comprising Aloha Network.

The protesting Hawaiians were made up of combat veterans of the 442d Regiment and the 100th Battalion which rescued the Texas' 36th Division in Italy during World War II fighting. A gold star mother also accompanied the group.

Mr. Lewis led a 48-hour campaign on the Aloha stations. He suggested the combat veteran group be formed and be sent to the

United States. Response, according to R. M. Fitkin, president, Aloha Broadcasting Co. Ltd. (KHON), was "amazing, gratifying and almost frightening."

As a result, the "Connally Caravan" was formed with a campaign for funds launched by the station, again cooperating with the network. "Again the results really amazed us," Mr. Fitkin commented, and "we were snowed under with people bringing in their money in all four stations of the network. As a matter of fact, we had to set up collection points on every island where volunteers agreed to receive donations and the Gray Line agreed to pick them up from these many points." Hawaiian Airlines volunteered to fly money from outer islands to Honolulu.

Stopover in Texas

The group also stopped in Texas to pick up a member of the 36th Division.

The delegation met with Sen. Connally for an hour's conference. They left feeling "very happy" over their reception by the Texan.

Later in the day, Sen. Connally told the Senate he had been delayed in getting to the floor on the tidelands bill because "I have been surrounded by a delegation from Hawaii" and "they left apparently in a good humor. The Senator from

Texas has not been entirely to their satisfaction, but they were contented."

According to Sen. Connally, "there was no valid reason for the people in Hawaii getting excited or sending a delegation to Washington to see me."

He said he had no dislike for the people of Hawaii. "I just wanted to be just and fair to them." The Senator said the "misunderstanding" had come about because of the way his remarks were misinterpreted" on the Senate floor.

But, Sen. Connally noted, "In my view, the visit of the delegation from Hawaii was a propaganda effort to secure votes for the Hawaiian statehood bill and their stopping in Dallas and Austin, Tex., was motivated by political considerations, interests and efforts."

NEWSPAPER FEATURE

To Promote Radio, TV

NEW type of radio and TV promotion, designed to serve sponsors and agencies and build program audiences, is being launched in newspapers throughout the country. The service was announced by James R. McGraw, president of a new reader service column, "Dave DePenter's Dialings."

The column will give prominence to time, station, program title and sponsor credit and include copy about program stars in which readers would be interested. Feature will appear adjacent to program logs. Some 33 newspapers in markets of the major networks already are lined up, Mr. McGraw said.

West Coast office for "Dialings" will be Portland, Ore. Eastern sales representative is Howland & Howland, New York and Chicago, and West Coast representative is Keenan, Hunter & Dietrich, San Francisco and Los Angeles. Pacific National Adv. will handle advertising and sales promotion.

Magazine Gross Up

MAGAZINE advertising during the first two months of 1952 was up 6.5% in dollars and 2.8% in pages, over the like period of 1951, according to Publishers Information Bureau records, despite the fact that three leading magazines had one less issue in the two-month period this year than last. Sunday newspaper sections for the same period, according to PIB, showed a 20.7% decline in dollar volume and a 19.1% decrease in space. January-February 1952 advertising in 94 general and farm magazines totaled 11,128 pages worth \$68,874,760, compared with 10,830 pages worth \$64,669,000 for the first two months of 1951. Sunday newspaper sections for the same two-month period totaled 600 pages and \$7,667,566 this year against 741 pages and \$9,667,039 last.

COMPONENTS

Progress Meet May 5-7

THREE-DAY conference to review progress in electronic components will be held May 5-7 in Washington under joint sponsorship of Radio-Television Mfrs. Assn., Institute of Radio Engineers and American Institute of Electrical Engineers.

Defense Dept. and National Bureau of Standards will support the conference, which follows the pattern of a similar session held in May 1950.

Some two-score technical papers on new components, materials and fabrication techniques will be presented. The program will review available components with military and commercial reliability needs in mind. Chairman of the symposium is J. G. Reid Jr., Bureau of Standards. The program is being arranged under direction of A. F. Murray, electronic consultant to the Research and Development Board, Defense Dept.

The RTMA Engineering Dept. is setting up an engineering committee to gather information for equipment designers on the proper ratings and environmental conditions of tubes and other components.

BALTIMORE MISHAP

Stations Cover Spot Story

WHEN a grandstand section collapsed just prior to the March opening of the "Sonja Henie Ice Review" in Baltimore, local radio and TV stations were on hand to report the scene of the injury amid the splintered wreckage. Some 270 persons were hospitalized of whom 30 were seriously injured.

WMAR (TV) reported that it flashed news of the collapse within 15 minutes after it occurred. Within less than three hours WMAR telecast a film report of removal of stretcher cases and efforts of firemen removing the injured. WFBR quickly aired a complete eye-witness account of the collapse on its 11 p.m. newscast, according to station spokesman.

Fifth BBM Survey

FIFTH STUDY of the Bureau of Broadcast Measurement, Toronto is now being compiled with balloons received from about 400 different areas throughout Canada. It hoped to have the BBM station reports and maps ready early this summer for use when fall business is being considered, according to Charles J. Follett, executive secretary.

BASEBALL'S ON...



HERE'S YOUR BUY!

"The Yanks are coming" over WINS—starting with the Spring games. WINS travels with the team!

That puts this station in the spotlight as the best spot buy—or any buy!

Let WINS go to bat for you, through spots or programs.

Whatever you have to sell, you can sell more at lower cost

We'll be glad to give you the facts, and the figures.

Buy WINS...
it Sells!

Call your WINS representative
... see him when he calls!

WINS

50KW New York

CROSLY BROADCASTING
CORPORATION

REACHES
93,217
RADIO
FAMILIES

WEEK
POUGHKEEPSIE

REPRESENTED BY
EVERETT McKINNEY, INC.