BROAD CASTING TELECASTING

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TELECASTING

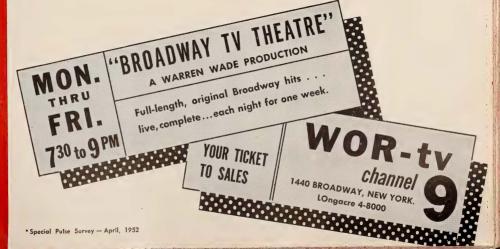
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The Newsweakly
of Kadio and
Television

year

"BROADWAY TV THEATRE"
ON channel 9 IS THE
NO. 1 DRAMATIC SHOW
ON New York TELEVISION*

...delivering an audience of 918,000 families in New York tv homes for its sponsors...R. J. Reynolds Tobacco Company for Cavalier Cigarettes and the General Tire and Rubber Company.



CHECK WLS TODAY FOR

8 Great Selling Opportunities

News—stepped up by two giant political conventions coming up,
by a lingering war situation—is more in demand than ever before!

And in the WLS-blanketed Chicago-Midwest, that demand
results in larger and larger WLS listening audiences—in two more
news broadcasts added to the already fast-selling WLS schedule.

Check today on availabilities adjacent to or within one or more of these
WLS newscasts. Some are sold but you'll find a profitable opening for

your product somewhere in these eight great sales opportunities:

NEWS ON WLSTAT

5:45 A.M. 10:15 A.M.
6:45 A.M. 12:00 NOON
7:30 A.M. 1:00 P.M.
7:45 A.M. 6:00 P.M.
(and 9:45 P.M. on Saturdays)

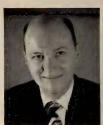
Write for News About OPERATION GROCER 1952"

THE CHICAGO 7



CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK-REPRESENTED BY JOHN BLAIR



Ervin Lewis



Robert Lyle



Larry McDonald

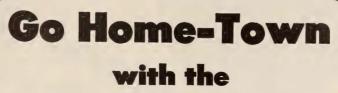


Al Tiffany

4 top men—Midwesttrained for Midwest listeners — deliver these eight daily newscasts on WLS.

& COMPANY

CONTRACTOR OF THE PARTY OF THE



Yankee Home-Town Food Show

featuring
RUTH MUGGLEBEE
and
BILL HAHN

These products are featured regularly on

YANKEE HOME-TOWN FOOD SHOW

AMAZO
GLENWOOD RANGES
HABITANT SOUPS
KREY'S SLICED MEATS
IN GRAVY
LA CHOY PRODUCTS
LAMOUR COLOR COMB
LOG CABIN SYRUP
MICHIGAN MUSHROOMS
TINTEX DYES

Yankee Home-Town Food Show is the sensation of New England food shows — and for good reasons:

I. It's a great show featuring Ruth Mugglebee, Woman's Editor Boston Record-American and Sunday Advertiser and Bill Hahn, Yankee Radio and TV Personality—

Monday thru Friday, 1:15-1:45 P.M.

- 2. It reaches *locally* into more places where volume sales are made than any other food show.
- 3. The merchandising plan is exclusive and distinctive in New England. Renewals prove the high selling impact of this show.

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

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.



"very gratifying response..."



A Steinman Station
Clair R. McCollough, President

Early this year, the Lancaster Free Public Library and WGAL-TV jointly sponsored a "Friends of the Library" project which had its inception during a WGAL-TV studio telecast.

A follow-up program took televiewers behind the library scene to show its needs and the services offered. "Friends of the Library" had as its goal one thousand contributing members.

Mr. Joseph A. Benner, Lancaster's 1951 citizen of the year and project chairman, said, ''. . . the result—1450 active contributing members . . . far beyond expectations. We are deeply appreciative of this television cooperation and the very gratifying response . . ."

A by-product of the campaign was greatly aroused public interest which has given added impetus to plans for a new library building.

Active, responsive participation in all worthwhile public service projects is an outstanding principle of WGAL-TV's operation.

WGAL-TV

Lancaster, Pennsylvania

Represented by

ROBERT MEEKER ASSOCIATES

NEW YORK

CHICAGO

SAN FRANCISCO

LOS ANGELES



at deadline

......

CINSED CIRCUIT

SYNDICATE composed of Bob Hope and several broadcasting and movie executives, with big financial backing from Lehman Bros., N. Y. investment bankers, negotiating for big-scale entry into radio-TV. Deal reportedly in wind for acquisition of radio and television properties in Midwest and East. Presence in negotiations of Lehman Bros among higgest investment bankers in country, suggests number and importance of properties involved are substantial.

OMINOUS talk about further network rate adjustments continues to pervade Madison Avenue. Who will make first move, if any, is touchy question. If it's CBS, then NBC will follow and vice versa, though no network indicates it's anxious to be "first." Talk surrounds adjustment of nighttime rates into closer juxtanosition with daytime but with differential in favor of nighttime, premised upon larger available audiences during evening leisure hours.

ARC-UNITED PARAMOUNT THEATRES shortly expected to petition FCC to sever its case from that involving DuMont and Paramount Pictures. Petition will contend that protracted proceedings are working severe hardship on ABC and that other cases have no relation to factors involved in merger. Hearings began Jan. 15 and have revolved largely around matters not pertaining to merger per se it will be contended.

PREDICTIONS that radio network rate situation would settle down by mid-1953 now are being revised to mid-1954 in network circles. That's premised upon slow progress being made in TV allocations. Thought was that licensing of any substantial numbers of TV stations would tend to stabilize overall radio-TV relationshin

SHORTLY TO BE announced will be election of J. Glen Taylor, heretofore director of government operations of General Tire & Rubber Washington activities, as a vice president of Thomas S. Lee Enterprises Inc., parent of Mutual, Don Lee, Yankee and WOR Divisions. He will become general executive at New York headquarters and a right hand bower to Thomas F. O'Neil, Lee Enterprises president and chairman and president of Mutual.

UPCOMING is plan for coordination of Mutual-WOR operations involving consolidation of certain activities on usual network-key station plane. This logically expected coordination is being evolved by President Tom O'Neil with top executives of divisions to transform Mutual from cooperative network to centrally operated organization as means of introducing greater efficiency and strength. Incidentally, change of corporate name from Thomas S. Lee Enterprises to General Teleradio Inc. should come any day now.

YOU CAN take it or leave it, but political soothsayers predict that Democrats will make heavier use of TV during upcoming campaign than Republicans, with GOP relying mightily

(Continued on page 6)

N. Y. MOVES TO KEEP TV FILM BUSINESS

ALERTED by growing shift of TV filming from New York to West Coast, New York Board of Trade Friday announced formation of a TV and Motion Picture Committee, to start functioning immediately M. D. Griffith. hoard's executive vice president was elected temporary chairman with David Pincus, head of Caravel Films and member of Film Producers' Assn., vice chairman. Others present at organizational meeting included William Ganz of William J. Ganz Co.: Dermid Mac-Lean, Paul Hence Prod.; Peter J. Mooney, Audio Prod.; Walter Lowendahl, Transfilm; Edward Lamm, Pathescope; Elizabeth Calhoun, All-World Prod.: Gil Boag, Bedford Park; Lucile Sullivan, Annie Laurie Williams: Herbert Robinson and Fletcher Smith of Fletcher Smith Studios, and Otto H. Sutter of Seaboard

AMERICAN CHICLE ON CBS

CBS RADIO's new two-program, three-sponsor summer sales plan-similar to NBC's "Tandem" and ABC's "Pyramid"-may start off one-third sponsored on network basis (by American Chicle Co.) and with two-thirds available for sale by affiliates locally (unless network lines up one or more additional sponsors before Tuesday, scheduled effective date of American Chicle purchase). Programs and time periods involved are People Are Funnu (Tues., 8-8:30 p.m.) and Mr. Keen, Tracer of Lost Persons (Thurs., 9:30-10 p.m.).

NARTH ELECTION GROUP

MEMBERSHIP of special "register and vote" campaign committee, in which NARTB will participate with American Heritage Foundation and Advertising Council [B.T, May 12], announced Friday by NARTB President Harold E. Fellows. Serving with Chairman John F. Patt, WJR Detroit, will be Frank Fogarty, WOW-TV Omaha; Joseph Wilkins, KFBB Great Falls, Mont.; Roger W. Clipp, WFIL-TV Philadelphia; Kenneth D. Given, WLBJ Bowling Green, Ky., and Paul W. Morency, WTIC Hartford

BUSINESS BRIFFLY

SPOTS FOR HATS . Adam Hats, N. through Hirshon-Garfield, that city, preparing radio spot announcement campaign for Father's Day promotion, effective June 1 for two weeks in about 15 markets.

CANDY CAMPAIGN Peter Paul Inc., N. Y. (candy bars), through Maxon Inc., same city, preparing one-month radio campaign, daytime minutes and chain breaks, effective June 1 in about 25 markets.

RCA VICTOR BUYS . RCA Victor division. through J. Walter Thompson Co., N. Y., effective June 1, will sponsor Meredith Willson's Music Room on NBC Radio, Sundays, 8-8:30 p.m. EDT, as summer replacement for the Phil Harris-Alice Faye Show. Music Room is currently heard on network as sustainer in Wednesday, 10:35-11 p.m. EDT slot.

READY MIX INTRODUCTION Swansdown Ready Mix (angel food), N. Y., preparing radio and TV spots and participations in about ten markets for an introductory offer, starting June 9 through June 27.

AEROSOL SWITCH O Colgate-Palmolive-Peet Co., N. Y., names Street & Finney, same city, to handle advertising for its Florient aerosol air deodorant.

PITTSBURGH BUYS Pittsburgh Paint Co., through BBDO, N. Y., lining up radio availabilities on women's participation shows for probable campaign.

BREWERY HALF HOUR

Smith Brewing
Co., Philadelphia, placing half hour transcribed show Obsession in New England markets Placed direct

STU ERWIN RENEWED • General Mills, through Dancer-Fitzgerald-Sample, N. Y., renews Stu Erwin Show on ABC-TV (Fridays, 7:30-8 p.m.) for 52 weeks effective June 6.

GOSPEL HOUR RENEWED Gospel Broadcasting Assn., Los Angeles, through R. H. Alber Co., that city, has renewed The Old Fashioned Revival Hour on ABC radio, Sundays, 4-5 p.m. EDT, for 52 weeks.

NCAA Ban Makes Atlantic Go

FOOTBALL telecast ban of National Collegiate Athletic Assn. has resulted in cancellation by Atlantic Refining Co. of future sponsorship of college grid game broadcast. Firm sponsored 115 such contests on radio last season (see early story, page 60).

N. W. Ayer & Son, Atlantic's agency, in announcement Friday said that in place of college football on radio, refining company plans "a major program" of professional football telecasts. In letters to colleges with which agreements had been made. Atlantic explained: "Audience studies made last year showed that regardless of the importance of the game on radio, the game televised has an average of nearly four times the audience, even though it was in some cases being brought from a remote area.

Several of nation's largest colleges were in-

Spokesman added that recent activities by NCAA-TV panel indicated that Atlantic "was likely to be blocked from televising college football in 1952.

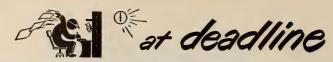
Since N. W. Ayer & Son could not recommend radio without TV, letter said, "it is therefore necessary for us to recommend that Atlantic discontinue broadcasts of college football, because of this shift of radio listeners to television, and our loss of television position through the action of the NCAA.'

Although Atlantic originally backed up radio audience losses by increasing video coverage, as regional sponsor, company was eliminated from last season's NCAA-TV plan which gave sponsorship on national basis to one company (Westinghouse), official stated.

Atlantic began sponsoring football broadcasts in 1936; it reputedly became first TV sponsor of college games in 1940 via Philadelphia experimental station.

for more AT DEADLINE turn page





FCC LETTERS INTERPRET POLITICAL BROADCAST RULE

MORE light on what stations can and can't do regarding political broadcasts was shed by FCC Friday when it released text of two letters interpreting Section 315 of Communications Act.

According to FCC, stations can't hold candidates' speeches to advocacy of office for which they're running. And, once a candidate announces for public office, any time afforded him must also be afforded other candidates for same office.

First clarification was contained in renewal of license of WMCA New York. Station had been put on temporary license after Socialist Labor Party complained WMCA had refused to carry sixth of series contracted for in behalf of Eric Hass, candidate for president of New York City Council. Station claimed Hass' broadcasts were not devoted to advancement of candidacy, but to advancement of Socialist Labor doctrine, that after being warned that some tie-up of series with office for which he was candidate must be accomplished, Haas and his party refused to comply.

FCC said station erred. Candidate's campaigning up to him, cannot be confined to office he is seeking, Commission stated. To permit that concept would empower stations to tell candidates how to campaign, it said.

Comr. Robert T. Bartley dissented, said Commission should have approved license renewal on ground WMCA had serious doubt about candidacy of Mr. Hass.

Other interpretation was in answer to request for declaratory ruling from KNGS Hanford, Calif. Station had been running weekly transcribed Report from Congress by Senator William Knowland (R-Calif.). Sen. Knowland announced candidacy for re-election on both Republican and Democratic tickets March 5. Station ran last of Report from Congress series April 9. On March 28, Rep. Clinton D. McKinnon (D-Calif.) asked for same time and facilities since he had announced his candidacy for Senate on Democratic ticket. Station refused Mr. McKinnon's request on ground Sen. Knowland's broadcasts were not political.

Commission said that since KNGS had given sen. Knowland time on air after he was a candidate, other candidates must have equal opportunities. FCC also said Section 315 says nothing about nature of candidate's speeches, can be political or not but they're still candidate's broadcasts and thus equal time must be provided others.

WABD PROMOTION DEAL

MUTUAL promotion deal completed between WABD (TV) New York, key station of Du-Mont Television Network, and New York Journal-American, Richard E. Jones, recently appointed WABD manager, said Friday.

Journal-American was to introduce new, boxed feature on its radio-TV page same day, "WABD highlights of the day," and planned to start all its regular program schedules with WABD listings.

WABD, in turn, was to use Journal-American local news photos during newscasts, flashing newspaper's masthead on screen "several times" daily and suggesting to viewers, at end of each news program, that they obtain further details by reading Journal-American.

In this Issue-

Has the coincidental interviewing technique now used by C. E. Hooper Inc. deflated radio sets-in-use figures? John Blair & Co. says it has and comes up with a lot of research to support its charges. Page 23. But Mr. Hooper says he hasn't shortchanged radio a bit, and he believes his technique improves the accuracy and lowers the cost of both radio and TV measurements. Page 29.

Liberty Broadcasting System suspends service. It's all because the "baseball monopoly" wouldn't part with rights to enough games, says Gordon McLendon, LBS president. But Liberty will be back, he says, if it wins its \$12 million suit against organized baseball. Meanwhile, 360 Liberty stations are out in the cold. Page 25.

Aspiring to occupy the TV channels reserved for them, educators hope they have a Ford Foundation in their future. They're putting the pressure on the world's biggest endowment to ante up enough money to get some educational TV stations on the air. Coincidentally, Sen. William Benton is asking the Foundation to create a national radio-TV commission which would bail him out of an embarrassing political position. Page 59.

If one station refuses the request of another for permission to rebroadcast a show, the refusal must be justified to the FCC. Here's a new rule that ought to make lawyers richer and give a lot of stations headaches. Page 24.

There's a flurry of radio and television network buying. Four advertisers snap up two-and-a-half hours of time dropped by others. Additionally, Wrigley gum starts saturation campaign, and Gulf Oil Co. buys 15 minutes across the board. Page 25.

Senate confirms reappointment of Comr. Rosel Hyde after Interstate and Foreign Commerce Committee, at confirmation hearing, tells Mr. Hyde it wants the FCC to speed the granting of TV stations and urges the Senate Appropriations Committee to recommend a \$600,000 budget boost for the FCC to help it do the job. Page 59.

The House authorizes a committee to investigate immoral and offensive radio-TV presentations. Drys and dogooders in the House push the investigation resolution through, while only two dozen Congressmen are present. Page 27.

Upcoming

May 19-20: BMI television clinic, New York.

May 22-23: Florida Assn. of Broadcasters, Royal York Hotel, Miami Beach.

May 22-23: BMI television clinic, Chicago. May 23-24: Indiana Broadcasters Assn., Athletic Club, Indianapolis.

(Other Upcomings page 36)

Closed Circuit

(Continued from page 5)

on radio hitting into hinterlands. That's because Democratic strength lies largely in urban centers which are TV-covered for most part, while Republican strategy must be to get out the vote in hundreds of smaller communities and rural areas. Appointment by Democratic National Committee of J. Leonard Reinsch as TV executive [CLOSED CIRCUIT, May 12; see story page 60 this issue] tends to confirm this speculation.

FCC AUTHORITIES now doubt licensing of even one new TV station prior to Novembe elections in any major market. There's some possibility of authorizations in secondary markets where no competition for facilities will result and where applicant has equipment readily at hand. But such grants, too, are regarded as remote now.

C. E. HOOPER Inc. is under fire from more quarters than John Blair & Co. which last week issued blast against present coincidental techniques (see story page 23). Charles W. Balthrope, station manager of KITE San Antonio, has sent letters to clients and others announcing KITE "is going to try to run the Hooper radio survey people out of San Antonio." Mr. Balthrope says Hooper surveys have been unstable and have outlived usefulness.

WDET (FM) TRANSFER

TRANSFER of WDET (FM) from United Auto Workers (CIO) to Wayne U., Detroit, was approved by FCC Friday. Auto Workers gave station, which had been losing about \$4,000 per month, to educational institution [B•T, April 21, 7]. Wayne U. is subdivision of Detroit Board of Education, which already has non-commercial educational FM station WDTR in same city, used for class-room instruction. However, early this year, FCC determined that duopoly rules did not apply to educational stations. Interestingly enough WDET (FM) operates on 101.9 mc (Channel 270), commercial channel. However, Wayne U. declared that it intended to run station noncommercially. Comr. George E. Sterling concurred in approval, but emphasized that since station was on commercial channel it would have to abide by commercial rules. Comr. Robert T. Bartley also concurred, but thought station should be shifted to non-commercial, educational frequency.

RCA THESAURUS SALES

RECENT survey of station subscribers to RCA's Thesaurus commercial library packages indicated—for three shows only—number of half-hour segments sold weekly totals 942. Since over half of sponsors signed for 52-week contracts, total sales of three shows average 24,497 half-hours per year. Three programs included in study are Wayne King Sevenade, Phil Spitalny's Hour of Charm, and Music by Eath

ABC REPORTS LOSS

ABC and subsidiaries reported estimated loss of \$198,000 for first three months of year, tabulated after reduction of \$222,000 for recovery of federal taxes under carry-back provisions of internal revenue code. Net income for same period last year, after taxes, was \$222,000. Network noted its operations were on profit basis during March following losses in first two months of 1952.

for more AT DEADLINE see page 94



THE AWARD WINNING STATION



WITH THE HIGH HOOPERS
IN ONE OF THE NATION'S RICHEST MARKETS!

TOP QUALITY MARKET OF PENNSYLVANIA

Highest Per Capita Income Highest Quality of Market Among State's Major Markets

Retail sales 192% of aver-

Retail sales activity 92% above national average Income average \$353 above U. S. per capita

Your selling has an above average effect when you use WHP. And you get a bonus of Lancaster, York and Lebanon.

Share of Audience

RADIO PROMOTION

WHP

THIRD PLACE

ADDRENCE AND SALES PROMOTION

5,000 to 20,000. Wan Stations

The Stationary of the Advance of the Stationary of the Stationar

Morning	60.2
Afternoon	65.3
Evening	59.6

CBS Radio Network

HARRISBURG, PA.

KEY STATION OF THE KEYSTONE STATE



5000 W 580KC

REPRESENTED BY BOLLING

Summer

Boom-State



The tremendous impact of Station WGY on an enlarged summer-time audience is ably demonstrated by one of WGY's sponsors—the Catskill Game Farm. In 1951, this organization abandoned its advertising schedule in newspapers and other radio stations to use WGY exclusively. Through spot announcements in the morning and night-time stations breaks, the result was a 250 percent increase in attendance.

Reaching all the summer resorts in the Adirondack, Catskill and Berkshire Mountains and Vermont, sales messages carried by WGY also reach the many tourists and vacationers in Saratoga Springs, Lake George, Lake Champlain and Cooperstown, New York. The WGY area is surely one of America's foremost vacation areas.

Motorists visiting "WGY-Land" learn the station's location on the dial through seven striking, colorful 8' x 24' Scotchlite billboards which are located on the major traffic arteries leading into the WGY area.

You can realize outstanding results by doing your summer selling on Station WGY.



Represented by NBC Spot Sales

BROAD ASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

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WASHINGTON HEADQUARTERS

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Annual subscription for 52 weekly issues \$7.00.

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

Annual subscription to BROADCASTING • TELECAST-ING including 54 issues \$11.00.

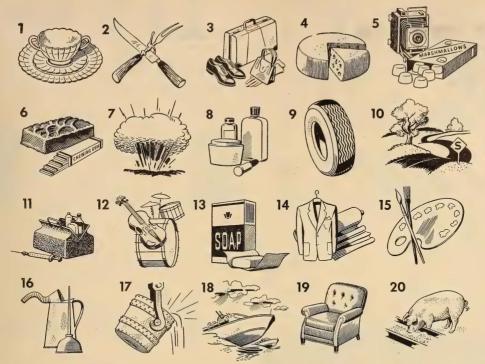
Add \$1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues \$5.00 per copy.

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

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

*Beg. U. S. Patent &Mice

Copyright 1852 by Breadcasting Publications, Inc.



20 ways meat packers reduce costs from farm to table

Only about 50% of a meat animal is meat. But by saving "everything but the squeal" from the other half, meat packing companies are able to "cancel-out" many of the costs of processing your meat.

Parts of the animal which once were destroyed or thrown away now are the source of hundreds of valuable byproducts. Some of them have many uses. At least one of them is used to make (or help make) every item on this page. How many do you recognize?

- 1. Bone for bone china.
- 2. Horn and bone handles for carving sets.
- 3. Hides and skins for leather goods.
- 4. Rennet for cheese making.
- 5. Gelatin for marshmallows.

- photographic film, printers' rollers.
- 6. Stearin for making chewing gum and candies.
- 7. Glycerin for explosives used in mining and blasting.
- 8. Lanolin for cosmetics.
- 9. Chemicals for tires that run
- 10. Binders for asphalt paving.
- 11. Medicines such as various hormones and glandular extracts, insulin, pepsin, epinephrine, ACTH, cortisone . . . and surgical sutures.
- 12. Drumheads and violin strings.
- 13. Animal fats for soap.
- 14. Wool for clothing.
- 15. Camel's-hair (actually from cattle ears) for artists' brushes.

- 16. Cutting oils and other special industrial lubricants.
- 17. Bone charcoal for high-grade steel, such as ball bearings.
- 18. Special glues for marine plywoods, paper, matches, window shades.
- Curled hair for upholstery. Leather for covering fine furniture.
- 20. High-protein livestock feeds. Money from sale of by-products frequently makes it possible for the packer to sell the beef from a steer for less than was paid for the animal on the hoof.

Every hour one or more by-products of the meat packing industry is used to make your life more enjoyable...to help produce something you need... to make America a better place to live in.

AMERICAN MEAT INSTITUTE • Headquarters, Chicago

Members throughout the U.S.



BY VIRTUE OF PERFORMANCE

"Toledo's Leader In Sales Results" is the affirmation of the many sponsors who have used WSPD's consumer impact to help build their business over the past Quarter of a Century. Always the right medium for a product is the one with acceptance in its community and, in Northwestern Ohio radio, the leader is WSPD. "You Buy With Confidence" is the recommendation that comes direct to you from over 50 of our long term local sponsors—men selling and sold on WSPD by virtue of performance for 31 years—so to sell the Nation's 36th market choose the outstanding SALES LEADER—value proven to the men who know—Toledo's leading Businessmen.

AM-TV

Storer Broadcasting Company

Represented Nationally by KATZ

文文文

agency

RANCES KENNEDY, copy chief, Dancer-Fitzgerald-Sample, Chicago elected vice president in charge of copy.

JAMES M. WYNN, former advertising director, Atlanta Constitution and Atlanta Journal, to Mitchell WerBell Adv., Atlanta, as executive vice president.

LESTER W. SCHAFFER, director of sales, Warren Refining Co., surface coating division, and ALFRED



Mr. Schaffer

face coating division, and ALFRED E. BOVARD, copy writer, Goodyear Tire & Rubber Co., to Griswold Eshleman Co., Cleveland, as account executives.

WINSLOW H. CASE, vice president and director of TV, Campbell-Ewald Co., heads recently opened Hollywood office at 1549 Vine St. Telephone is Hillside 5549. WILLARD HANES, account executive, Los Angeles office, is assistant in charge. RICHARD W.



Mr. Boyard

BYRNE, account executive, San Francisco office, transfers to Los Angeles as assistant to RICHARD C. FRANCIS, vice president and Pacific Coast

ARTHUR ROSS, program and promotion director, Storecast Corp. of America, to radio-TV staff, W. B. Doner & Co., Detroit.



on all accounts

May 1 joined Kenyon & Eckhardt, New York, to assume complete charge of its extensive radio and television department. To get where he has, Mr. Crider has had to move fast, for he still is a young man with a record of talent and steadiness which has taken him near the top in each of his two

previous agency affiliations.

Before joining Kenyon & Eckhardt, he was vice president and

director of radio and television creative service and talent at BBDO. He joined that agency in 1945 as administrator of new programs and was elected a vice president in 1948. Some of the most successful programs in radio and TV were created there under his supervi-sion. The accounts he was closely associated with include American Tobacco Co., General Electric Co., U. S. Steel, Goodrich Tire and

Rubber Co., De Soto-Plymouth, Schaefer Brewing Co. and Emerson Drug, among others. Mr. Crider joined his first agency,

Mr. Crider joined his first agency, J. Walter Thompson Co., New York, in 1936 as a messenger apprentice. He soon moved from that position to the publicity department and eventually into radio production and finally general radio supervision. Among the accounts he served at JWT were Standard Brands, General Cigar, P. Lorillard & Co., Lever Bros. and a host of others.

At Kenyon & Eckhardt—only his third agency in 16 years—Vice President Crider heads an operation which includes as its clients

Ford Motor Co., Hudnut Sales Co., Lincoln-Mercury Division, Kellogg Co., Industrial Tape, Piel Bros., White Rock Corp., Wesson Oil and many others. Some of the programs under is steward ship are The Ed-Sullivan Show on CBS-TV, Your Show of Shows on NBC-TV and Space Cadet on ABC-TV. The Criders -



Mr. CRIDER

The Criders — sne
is the former Frances Nalle — have
been married since
June 1940. They
have two children,
Amanda, 11 years, and Wickcliffe

Jr., 9. The family owns a summer home in Weston, Conn., and lives in New York during the winter. His hobbies are baseball and

photography.

beat



PAUL L. SCOTT, general manager, Grant Adv., S.A. Mexico, to Mexico City office of Guastella-McCann-Erickson, S. A., as vice president-general manager.

A. C. L. Adv., Portland, to be incorporated by HARVEY KARLIN, EVALYN A. NICHOLS and ALICE K. NISHOSON.

GENE McAULIFFE, production supervisor, Western Lithograph, L. A., to Elwood J. Robinson & Co., that city, in similar capacity. E. STUART FOX, free-lance artist, joins agency as assistant art director.

MARSTELLER, GEBHARDT & REED Inc., Chicago, elected to membership in American Assn. of Adv. Agencies.

JAMES L. THOMPSON, general manager, J. Walter Thompson Co., L. A., resigned due to ill health.

WILLIAM W. LEWIS and MONROE CAINE, of Morse International, and Huber Hoge & Sons, respectively, to Geyer, Newell & Ganger, N. Y., as copy writers.

DANIEL M. LISSANCE, Facts Inc., and ROBERT BRODY, Ted Bates & Co., N. Y., to Grey Adv., that city, as research account executive and copy writer, respectively.

CHARLES B. H. PARKER, advertising and sales promotion manager, Gamillus Cutlery Co., to New York office of Wilson, Haight & Welsh Inc. as merchandising director.

PHIL D. McHUGH, continuing as promotion director, Optimists International, re-opens own advertising agency, Phil D. McHugh Co., 448 S. Hill St., L. A. Telephone is Madison 6-3284.

RICHARD WATSON, Ted Bates & Co., and Paul H. Kirshon, Monroe Greenthal Adv., to Grey Adv., N. Y., in copy and sales promotion departments. respectively.

CHARLES SILVER, art director, Ted Bates & Co., N. Y., and ANN LEWIS, Henry J. Kaufman & Assoc., Washington, D. C., to Grey Adv., N. Y., as art director and copy writer, respectively.

FAIRFAX M. CONE, president of Foote, Cone & Belding, Chicago, will discuss "Advertising's Third Dimension" at luncheon of National Industrial Advertisers Assn. in Chicago, July 1.

ROBERT CARRINGTON, junior research account executive, Abbott Kimball Co., L. A., adds duties as assistant to ROBERT M. LIGHT, radio-TV director.

JOHN TUREAN joins Dickson & Wiebe, Chicago replacing EDWARD L. WIEBE who has resigned. Agency's name will change to DICKSON & TUREAN.

JOSEPH E. DOOLEY, publicity director, WFIL-AM-TV Philadelphia, to Lewis & Gilman, that city, on public relations staff.



WHEN Charles L. Shugert, Shell Oil Co. executive, visited Cincinnati, he was given a special "Shell" luncheon by WSAI Cincinnati. Among those attending were (seated, I to r) William Wright, Shell Oil Co.; R. H. Boulware, WSAI sales manager; Mr. Shugert; J. Robert Kerns, station's managing director, and Joseph Garretson, WSAI-Shell Oil commentator. Man standing was unidentified.

Sale

Sales Management says:

"PREFERRED

Rochester, New York"

Fourth time running! Again in April, as in January, February, and March, Sales Management's monthly listing of "better-than-average bets, businesswise" among U. S. cities lists Rochester, N. Y. That means this is a market worth cultivating!



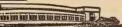
Western New York Listeners say:

"PREFERRED STATION . . . WHAM"

Yes—Pulse Inc.'s last survey named WHAM as Number One Choice 99.3% of the time in 16 upstate counties. That means a station worth using!



The Stromberg-Carlson
Station
Rochester, N. Y.



Basic NBC—50,000 watts—clear channel—1180 kc
GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

Little Station, Big Job

EDITOR:

We enjoyed your article on Detroit radio station coverage of the recent riots at Southern Michigan Prison in Jackson. You may be interested in additional details which were not included in your original article.

WJR, in its daily coverage of the riots, was tremendously impressed with the cooperation offered by WIBM Jackson. From 9 a.m. April 21 until midnight April 25 WIBM served as a clearing house and origination point for radio and television networks and several individual radio and television stations. All this in addition to their regular broadcast sched-

WIBM is a 250 w station. It is a small operation when compared with the networks it served. coast-to-coast radio and television audiences received immediate and accurate coverage . . . in quality open mike



to be envied by many a "big time" production.

WJR feels that the industry should recognize the outstanding public service performance turned in by WIBM Jackson, Mich. Particularly, commendation is due William Cizek, general manager, and Jack Underwood, program director. . . .

Worth Kramer Vice Pres. & Gen. Mgr. WJR Detroit * *

Facts of Life

and TV programming, the following occurs to me:

Compared to printed media, broadcast ones aren't even in it for filth and forthrightness. For lurid sex thrills, nothing beats the good old daily newspaper, large and small, with its meticulously detailed accounts of rapings, attacks, kidnapings, love-nests and divorce-court testimony.

For spicy stories and anatomical information, TV can't come anywhere near Esquire, True Detective, True Story, et al.

For information on woman's ills and the facts of life, any woman's magazine from the Journal to Woman's Day is a mine of information and if you even want to see

a baby being born, there's always Life.

Now since these worthy publica tions are readily available to persons of all ages via home subscription or news stand, it surely must follow that the august bodies on Capitol Hill have decided that even though relatively innocuous, the broadcast media are having a much more attention paid them by the American public than are the printed ones, that their comparatively minor sins are thereby magnified greater than all the rest. In other words, in spite of all the dirt that's being printed, nobody's

looking at it. It's nice to have our faith in the superiority of radio and TV thus affirmed by so high an authority. Sponsors and agencies should get the point.

> Ed McKay Manager WROM Rome, Ga.

Segregation

EDITOR:

Your May 5 editorial, "Non-Kissin' Kin," is an admirable job of straddling a sharp picket fence. How it must hurt when you sit down.

Sure, "competition between broadcasters and newspapers should be vigorous." But, does ANPA have to use half-truths and distorted facts to club an industry that's coveted by its own members'

Just hang around a group of newspaper-radio owners for a while, and you'll soon learn which media gets lower-cased in their little black galleys. (Gallies? seldom use the word, it's that renulsive)

Yours for better segregation of the rectifiers and the rotaries.

> Tim Elliot Pres.-Operations Mgr. WCUE Akron

Score an Error

EDITOR:

We were sorry to read in the May 5 issue of BROADCASTING • TELECASTING, page 89, that "plans have been dropped for feed to Rock Island" of the Chicago Cubs and White Sox games.

Not so. WHBF-TV carries all Saturday and Sunday home games of the Cubs and Sox, beginning with the Saturday, April 26 game.

The local sponsor is the Schmiers Co., Rock Island, the Philco distributor in this area.

> Fern Hawks Publicity WHBF-TV Rock Island, Ill.

Plop

EDITOR:

Yes, we'll be glad to tell Mr. James D. Abbott, president, KEVA Shamrock, Texas [OPEN MIKE,

(Continued on page 19)

Having just read of Rep. Gathing's resolution to clean up radio

have seen some cha



This month—on May 25—WFDF will have completed 30 years of broadcasting in Flint, Michigan. From a station beamed to a small city of 108,000 in 1922, WFDF has grown to be a key factor in the big \$315,840,000 retail market of more than 270,000 people in 1952. Over 600 local merchants who spend their radio dollars with WFDF offer convincing evidence that WFDF is FIRST in Flint in '52, just as surely as it was first in Flint

BASIC AMERICAN BROADCASTING CO.



FLINT, MICH. **SINCE 1922**

Associated with WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis WEOA Evansville

REPRESENTED NATIONALLY BY THE KATZ AGENCY

an AMPEX CONSOLE RECORDER

at \$995 Complete!

with famous AMPEX performance and Quality—PLUS dynamic New Styling!

DUAL-SPEEDS

... 7 & 15 inches per second

PUSH BUTTON OPERATION

... on all five functions

BUILT-IN PREAMPLIFIER

... for microphone

PRECISION TIMING

... within 3.6 seconds per 30 minutes

FULL AUDIO RANGE

... 15,000 cps at 71/2 inches per second

MINIMUM MAINTENANCE

...even on heavy-duty service

LOW NOISE LEVEL

... complete shielding eliminates pickup

- Model 402 Half-track Recording
- Model 403 Full-track Recording

ACCESSIBILITY ALL OVER

...even in operation

Top plate and front panel are hinged for quick, easy inspection of any recorder component.

NEW REMOTE

For 100% push button operation that saves on operating time!



Series 400

CONSOLE

\$ 995 00

Fo.b. Redwood Ci
California

AMPEX
Wagnetic Tape
RECORDERS

• Standard of the Great Radio Shows

AMPEX ELECTRIC CORPORATION
Redwood City • California

Ask for Complete Specifications or Request a DEMONSTRATION



"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 C B S Affiliate

new business



Spot . . .

R YBUTOL Div., Vitamin Corp. of America, scheduling radio promotion campaign to boost sales of \$1.98 bottle of Vitamin-B complex tablets. Campaign tentatively slated to start May 25 will expand nationally from five regional southeastern markets if successful. Agency: Duane Jones & Co., N. Y.

MYSTIK ADHESIVE PRODUCTS, Chicago (tape), starts a schedule of 57 spots over 13-week introductory period this week on two San Francisco stations, KRON-TV and KPIX (TV), and on WSAZ-TV Huntington. Live and film spots are aired currently in 40 markets. TV spots for JOANNA WESTERN MILLS are being expanded also for company's Ex-Lite and Viking cloth window shades. Agency for accounts: George H. Hartman Co., N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), started Sports Calendar on 10 CBS Radio Pacific Network stations, Wed., 7:30-7:45 p.m. PDT, for 52 weeks from May 14. Agency: J. Walter Thompson Co., N. Y.

REGAL-AMBER BREWING Co., San Francisco (Regal Pale Beer), started multi-spot announcements on KWTC Barstow, KDON Santa Cruz, KPRO Riverside, KREO Indio, KYOR Blythe and KROP Brawley, all Calif., during baseball season. Agency: Abbott Kimball Co., L. A.

MANHATTAN SOAP Co., N. Y. (Sweetheart soap), and AMERICAN SAFETY RAZOR Corp., Brooklyn (Silver Star blades), renewed Frank Goss News on 13 CBS Radio Pacific Network stations, Tues., Thurs. and Sat., for 13 weeks from June 3. Formerly heard 7:30-7:45 a.m. PDT through Scheideler, Beck & Werner, N. Y. Latter contracted for 5:45-5:55 p.m. PDT through McCann-Erickson, N. Y.

Network . . .

RALSTON PURINA Co., St. Louis, expands sponsorship of Space Patrol from alternate week to weekly basis in new time slot, Sat. 11-11:30 a.m. EDT on ABC-TV effective June 14. Agency: Gardner Adv., St. Louis.

GULF OIL Corp., N. Y., to sponsor John Daly and the News on 225 ABC radio network stations Mon. through Fri. 10-10:15 p.m. effective June 16 for 52 weeks. Agency: Young & Rubicam, N. Y.

Agency Appointments . . .

FRED MEYER RETAIL STORES, Portland (Oregon chain), names Edward S. Kellogg Co., that city. Radio will be used.

MAX FACTOR & Co., Hollywood (cosmetic products), names F. H. Hayhurst Co., Toronto and Montreal, to handle Canadian advertising.

AZTECA FILMS Inc., L. A. (U. S. distributor Mexican and Spanish feature films), appoints Walter McCreery Inc., Beverly Hills. Radio is being used.

PIERCE'S PROPRIETARIES Inc., Buffalo, N. Y. (Dr. Pierce's Favorite Prescription), names Kastor, Farrell, Chesley & Clifford, N. Y.

PENNY-OWSLEY MUSIC Co., L. A., appoints Irwin Co., Beverly Hills, to promote Hammond organs, Steinway and Everett pianos in addition to radio-TV and record departments. Radio-TV is being used.

Adpeople . . .

GEORGE H. ROBERTSON, frozen foods' sales manager, North Pacific Canners and Packers, Portland, promoted to assistant general sales manager, succeeded by ROBERT BIRKELAND, his assistant.

DAVID F. LEARY, merchandising director, Long Adv. Service, S. F., to Leslie Salt Co., that city, in similar capacity.

BETTY ROLAND HERRICK, assistant publicity director of Ellington & Co., N. Y., to General Foods public relations staff as product publicist for Log Cabin syrup and Baker's cocoanut.

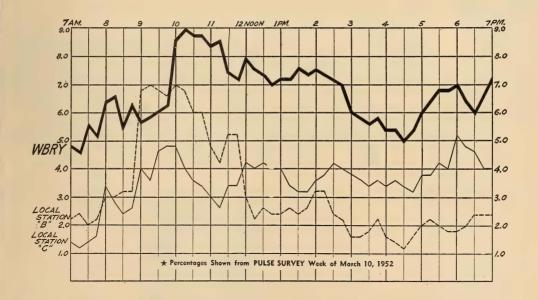
WILLIAM RABOFF, president, Sontag Drug Co., L. A., named western division manager, United Cigar-Whelan Drug Corp., that city. He succeeds SAM PRUSKY, recently resigned.

ANY Time Is GOOD Time on WBRY

New Pulse for Waterbury, Conn.

(MARCH 1952)

Shows WBRY 1st in 44 of 48 Daytime 1/4 Hours



Your product, too, can ride the top line to sales success in Waterbury. Make this graph your blueprint for results.

Ask the

AVERY-KNODEL

man nearest you for the WBRY story.



IN THE WASHINGTON MARKET



7 A. M. NEWS HOLLY WRIGHT

Here is another WRC program-personality combination doing a consistently solid selling job for over six years. Holly Wright clearly leads the field, Monday thru Friday at 7:00 each morning.*

This is NOT an availability. We merely point to this record as an example of the "salesprogramming" WRC can do for you. Top-rated shows with selling power dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area — but in hard "over-the-counter" retail sales.

*American Research Bureau

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON

5.000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

RNT Des Moines spearheaded a "deathless days" traffic safety drive which set a new city record at 145 days.

The "deathless" span was finally ended May 2 when a 5-year-old boy cyclist was fatally injured when struck by a 10-ton truck.

For three months virtually every KRNT quarter-hour newscast pounded listeners' ears with the safe walking-safe driving theme.

Each day that there had been a traffic death on the corresponding day of the previous year, KRNT newscasters recapped the story along with a warning against taking chances in traffic.

KRNT Newscasters Paul Rhoades, Don Soliday and Russ Van Dyke together with Bob Hassett, manager, Des Moines Safety Council, made a concerted effort to make the city traffic-safety conscious.

Mayor A. B. Chambers pro-claimed a "Set-A-Record Week" and in the proclamation commended KRNT for its efforts.

Vice President Alben Barkley, visiting the city, congratulated KRNT and Des Moines for the

Scores of firms cooperated. Many sent safety-reminder bulletins to all their personnel. Dozens of pastors and ministers spoke from their pulpits on the necessity for cooperating with the campaign. Schoolteachers reminded pupils to be careful. One large grocery chain printed safety banners for display on member-store windows.

KRNT in theatre programs devoted prominent space to this message: "A KRNT news department reminder: You've had a wonderful evening at the theatre . . . Drive safely, walk safely . . . We wouldn't like reporting your death."

During the campaign, KRNT established an annual "KRNT National Traffic Safety Record Award" for cities over 100,000 re-porting to the National Safety

The plaque award will be given each year to the city with the longest string of deathless days in the traffic record dating from Jan. 1.

On May 2, KRNT notified Little Rock, Ark., that it was the winner of the first annual "KRNT National Traffic Safety Award." It was suggested that formal presentation be made at the October meeting in Chicago of the National Safety Congress.

Don't ever forget



KWK is the radio buy in St. Louis!

It's a solid story. We mean the LOW - low cost per 1000 radio homes delivered KWK trumpets about,

Tsk, tsk - ask your Katz man. He has a trunk full of facts all based on Pulse reports!

Globe-Democrat Tower Bldg. Saint Louis





strictly business

LLEN HENRY, Belmont Ra-A dio Corp., Chicago, an engineer by training and preference, was enjoying a well-earned

vacation. The telephone rang.

It was W. L. Dunn, then vice president in charge of engineering, calling from Chicago.

"Come back to work tomorrow," Mr. Dunn told Mr. Henry, "you're the new advertising manager.'

Mr. Henry hung up the receiver slowly. As he has frequently remarked since, "I was the least qualified person in advertising. I'm an engineer-and some people would question that."

Nevertheless, Mr. Henry laid aside the slide-rule and logarithms of his chosen field and took up the tools of the advertising trade.

It wasn't long before Belmont knew that its confidence in Mr. Henry had been justified.

Engineering field tests had proven that Belmont's staff had developed an exceptionally good television receiver. Company officials decided to merchandise the receivers under the name, "Ray-theon TV."

An overall merchandising pro-



Mr. HENRY

gram precipitates the need for an advertising director. That was Mr. Henry's cue.

Mr. Henry organized his company's advertising program and set up an advertising department to execute the plan. Raytheon tele-

(Continued on page 47)

WHLI'S BIG SUMMER BONUS

81/2 million visitors to Long Island parks, playgrounds and beaches every summer!

ONE STATION. WHLI, DOMINATES THE MAJOR LONG ISLAND MARKET*

*Conlan latest share of audience: Daytime. February 1952, Hempstead, L. I., N. Y

AM 1100 FM 98.3

HEMPSTEAD the voice of PAUL GODOFSKY,

REPRESENTED BY RAMBEAU



... Be on the Beeline

Razor blades or refrigerators, the way to sell in inland California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

(BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market — inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative
Affiliated with Inland California's 3 Leading Papers
THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK Sacramento (ABC) 50,000 watts 1530 kc. Reno (NBC)
5000 watts, day; 1000
watts, night 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG Stockton (ABC) 250 watts 1230 k Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

16,500 DRY HOLES

Oilmen Work Against Big Odds to Find Record Amount of New Oil For You

The search for oil is a risky business. To meet the greatest need in history, U. S. oilmen last year expended over two billion dollars in drilling for new oil supplies.

Much of this huge sum was lost in 16,500 costly dry holes. But by drilling thousands of wells to expand known fields and by drilling exploratory wells in entirely new areas, a record amount of new oil was found to assure your future needs.

Finding oil is only part of what it takes to keep your family car rolling and to fill other record demands for fuels and lubricants. Year after year, U. S. oilmen plow back into their businesses over fifty cents out of every dollar earned.

In 1951 this plowing back of earnings was biggest in history. It helped set new crude oil supply records. It also added new refinery capacity, miles of new pipelines—tankers, tank-cars, barges and tank-trucks, new research facilities, millions of gallons of additional storage space as well as thousands of new and improved service stations.

It is only by planning ahead, by taking risks and plowing back earnings, that America's thousands of privately-managed oil businesses are able to provide you with the finest oil products at the world's lowest prices.

Oil Industry Information Committee AMERICAN PETROLEUM INSTITUTE 50 West 50th Street, New York 20, N.Y.



OIL WELL? MAYBE. No one knows the answer. The only sure way to find out is by drilling. If the well turns out to be a dry hole, the operator will have lost his investment. Even a well that starts to produce doesn't always pay out. In spite of risks involved, U. S. oilmen last year found greatest volume of oil in history.



Odds are 8 to 1 against bringing in a producing well in an area where oil has never been found before. Of the 6,189 new field exploratory wells drilled last year, 5,505 were dry holes. The remaining 11,000 dry holes were drilled in or near known oil producing area. ... Odds are even greater against finding a big producing area...



Chances against bringing in an oil field yielding over one million barrels are 43-1. Recovering this million barrels takes many additional wells. Yet a million barrels is only

e days' oil supplies for u. s.

enough oil to fill U.S. needs for 4 hours. Odds against finding a field that will yield over 50 million barrels—enough to supply U.S. for 8 days—are a staggering 966 to 1.

*From "Exploratory Drilling in 1951" by Frederic H. Lahee, Bulletin of the American Association of Petroleum Geologists, Volume 36, to be released June, 1952.

in public service . . .

Safety Contest

WPIC Sharon, Pa., for the third year conducted an eight-week drive to reduce traffic mishaps. The station offered \$500 in cash prizes to grade and high school pupils in WPIC's listening area who wrote the best 50-word essays on highway safety.

Happy Reunion

WHEN WGIG Brunswick, Ga., learned from county police that Samuel Kandrain of Youngstown, Ohio, was trying to locate his wife and 12-year-old daughter, it immediately offered its assistance. Station contacted Mr. Kandrain, got his story and aired a notice seeking the whereabouts of the pair. Within five minutes, WGIG reports, the woman contacted the station and the couple were reunited half hour later, with Mr. Kandrain expressing his appreciation to WGIG. Wife and daughter had been visiting in Brunswick and he had lost their address.

Hospital Fund

WITH one eye on its motto, "public interest is a public trust," WIBX Utica, N. Y., went to work on behalf of the Utica Hospital Fund in an 11th hour drive. Station suggested it be given opportunity to devote one broadcast day for last appeals to citizens who had not been reached by solicitors. Starting with its Farm & Home Program at 5 a.m., WIBX inserted an appeal in every show and at station identification periods. Several thousand dollars were added and, as a result, area surrounding Utica oversubscribed its quota by almost 100%. Operators remained at switchboards until after midnight to take pledges.

* * * * WHAS-TV's "C-Day"

PLEDGES during WHAS - TV Louisville "C-Day," station's own cancer crusade, totaled more than \$9,000, with the day's ceremonies including presentation of a medal and plaque to Mrs. Tarlton Combs Carroll, Kentucky state commander, American Cancer Society, for her cancer fight work.

Flood Victims Aided

NINE - HOUR Parade of Disc Jockeys by WTTM and WBUD Trenton, N. J., with 15 disc jockeys putting on a request program in a downtown store window, raised donations for the Red Cross Flood Appeal fund there fortnight ago.

Bloody Good Work

WERI Westerly, R. I., went to bat when a cold epidemic caused cancellation of 50 appointments by prospective blood donors. Result was that the Red Cross Bloodmobile unit met its quota in that city after the station saturated the air with appeals.

Flood Service

DURING its 24-hour flood crisis operation, KOIL Omaha succeeded in obtaining a jeep for a local America Red Cross official, thereby winning his "profound admiration." Raymond H. Sayler, manager of the local ARC chapter, called the station between 3:30 and 4:30 a.m. one morning and told announcer John Shinker he needed a four-wheel drive jeep. Within 20 minutes, Mr. Shinker called back to inform Mr. Sayler the station had obtained the vehicle. KOIL reported it received "many calls and letters of appreciation" for its public service activities.

Finds Lost Child

WHEN all else fails, Easy Does It is what they're saying of Easy Gwynn and his program on WIBC Indianapolis after police asked him to broadcast a description of a lost three-year-old girl they found there. Five minutes later the mother showed up to claim her child

Fight Fire With TV

RECRUITING of firemen spurted after WBAL-TV Baltimore answered an appeal from the city board of fire commissioners asking help in obtaining new firemen. The station telecast a quarter-hour program publicizing the work of the firemen and the coming recruiting examinations, causing applications to double.

Radio Therapeutics

MARINE patients at the Naval Hospital at Camp Lejeune, N. C., select a disc jockey from among themselves to air Bed Side Disc Jockey over WJNC Jacksonville, N. C., every Friday morning. Every week a different ward at the 1,400-bed hospital becomes "studio for a day." Patients in that ward elect a disc jockey from their ranks, submit record lists, work out a script and block the show together with the aid of Sgt. John Buchanan, of the PIO radio section. Records are furnished free by a local record shop and become the property of the ward after the show. Show was suggested by the Camp Lejeune Chapter of the American Red Cross last year.

Open Mike

(Continued from page 12)
April 14] how we handle those socalled house-hold hints, which in
reality are nothing in the world
but product "plugs." We do exactly
the same thing with them as we do
with requests for PI deals . . .

. . . throw 'em in the nearest

Walter Harri<mark>s</mark> Manager WFVA Fredericksburg, Va.

Capital Offense

EDITOR:

[A story in your] April 21 issue, under the heading of New Bust-NESS, prompts me to write and draw your attention to mention of "6 French radio associates stations."

Now, you wouldn't write "yankee network" or "6 national broadcasting company stations," would you?

The French Radio Associates Network is the only private network operating in Canada. . . .

We expect to sell more shows on this network, so all we ask is that you remember, next time, it's capitals for French Radio Associates Network. Okay?

A. A. McDermott Manager Radio & Television Sales Inc. Toronto

Budding Builder

EDITOR:

I am 14 years old and in the process of building a miniature TV station. I am writing this letter in hopes that it will be published in your magazine and that any TV stations with extra pictures of their equipment, etc., will send them to me for getting ideas on equipment from small pictures is very hard and I want to get the models built to the best of detail I can. Also if any companies that make TV equipment and have catalogs that they would send would they please do so.

Thank you very much.

Don Johnson

1103 Greenway Rd.

Forwood

Wilmington, Del.

Press Favored

EDITOR.

KCIM has uncovered an insidious, unofficial news-release policy which this radio station feels is directly opposed to all precepts of fair play.

Several civic and public groups of this area are releasing, systematically, items to the newspapers several hours early; delaying the same release to hit radio until after the papers have hit the street.

Any broadcaster who has had a similar problem is invited to assist us with ours . . .

Art Stanley Program Director KCIM Carroll, Iowa

WILK

Wilkes-Barre's Powerful

Offers Advertisers

MORE

34.1% Higher Average 1/4 Hour Rating*

> from 7 A.M. to 1 P.M. Than Next Best Station

*Pulse: November 1951

MORE

in the

Wilkes-Barre Metropolitan Area

(Pennsylvania's 3rd Largest Market)

PLUS

Bonus Coverage in 14 Surrounding Counties

MORE FOR YOUR ADVERTISING DOLLAR!



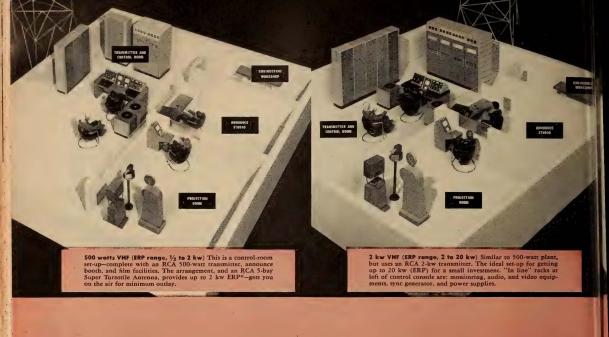
980 KC AM-FM 5000 W (d) 1000 W (n) A B C A F F I L I A T E

AVERY KNODEL Inc., Nat'l. Rep.

* New York * Chicago * Los Angeles

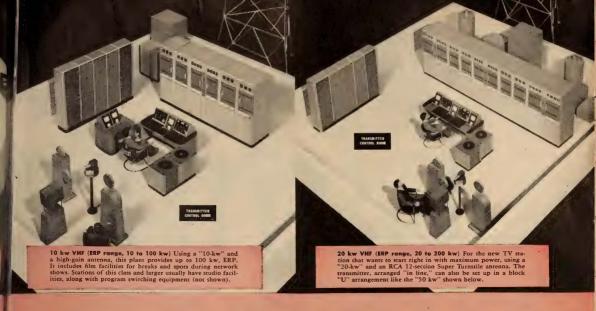
* Atlanta * San Francisco * Dallas

May 19, 1952 • Page 19



"Tailored" transmitter plants





... for any TV power up to 200 km.



These models represent seven typical TV transmitter room arrangements for various power classes—from 500 watts to 200 kw, ERP*. They include the film equipment required for spot, station breaks, and network operation. They show the basic or minimum facilities you need to go "on the air" for a given power. The set-ups are worked out in accordance with tried-and-proved operating procedure and provide a handy means for estimating your space requirements. There is ample leeway to meet the particular needs of every station.

Your RCA Broadcast Sales Representative is ready to give you planning help like this—throughout your station! By all means, call him.

*Effective radiated power

RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN. N.J.

Get on the band wagon



Follow the lead of the local advertisers in Baltimore!

WITH regularly carries the advertising of twice as many of them as any other station in town! For just one good reason: WITH delivers more listeners-per-dollar than any other radio or TV station in town. And that means that WITH produces low cost results!

WITH can do it for you too! So get on the band wagon in Baltimore. Put WITH on *your* schedule today. You can get the whole story from your Forjoe man.





IN BALTIMORE

TOM TINSLEY, PRESIDENT . REPRESENTED BY FORJOE AND COMPANY



IOES HOOPER UNDERSELL RADIO? Blair Study Says Yes

A CHARGE that the coincidental method of audience measurement "grossly underestimates" the extent of radio listening was fired last week by John Blair & Co., radio station representative, on the basis of more than six months' etudios

Target of the broadside was the coincidental method's inclusion of both radio and television in the same question: "Were you listening to the radio or looking at television, etc.," The Blair company recommended that such "duplex" questions give way to a radio-only query such as "Were you listening to the radio?"

The Blair project, financed by the representation firm and three of its client stations—KHJ Los An-WBNS Columbus and geles. WDSU New Orleans—was set up under the overall direction of W Ward Dorrell, a veteran of some nine years in the radio research field with C. E. Hooper Inc., one of the foremost exponents of the coincidental survey technique. (For Hooper reply to Blair study, see page 29).

In a letter sent with copies of the Blair study to clients, Mr. presentation takes no sides in the current controversy between audience measurement services" and that "it is not our desire to sug-

gest" that coincidental measurements be eliminated as a system of radio audience measurement. In-deed, he said, "coincidental measurements have much to recommend them."

But "it is tremendously important to you that the radio audience is given the full stature it deserves," he wrote, "You will be pleased to learn that radio can be given full credit by a simple modification of the coincidental question It represents only the return to the technique used for many years preceding the advent of television

He suggested that "all buyers of radio audience measurements" should "order telephone coincidental surveys based on the single question concerning radio only.'

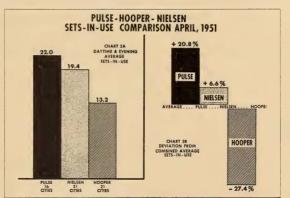
Blair & Co. President Richard D. Buckley, in a foreword to the presentation, pointed out that there were 42 million radio homes as of last Dec. 31, and that the \$723 million total spent for radio time during 1951 was greater than during any preceding year. And yet, he recalled, 1951 heard "a greater clamor by people in high and low places that radio was a declining places that radio was a deciming advertising value . . . that the prophecy of a few years ago, 'radio is doomed,' was actually coming to pass.

"Why did these believers in radio's doom think the way they did?" he asked. "How could they support their position? One support was the decline in radio sets-inuse as indicated by radio research. The reports of one research firm in particular, the proponent of the telephone coincidental method, disclosed an alarming decline in setsin-use, particularly in TV markets."

Thus, he said, the Blair study originated. It was designed as a service to the radio industry and copies of the results are being distributed not only to Blair stations but to the National Assn. of Radio and Television Station Representatives. Mr. Dorrell also is making presentations to agencies.

To show "the seriousness of the problem," the presentation noted that Hooper measurements of radio sets-in-use in Los Angeles reflected a decline of 68.5% in nighttime, 46% in afternoons and 33.3%

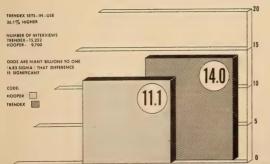
(Continued on page 29)



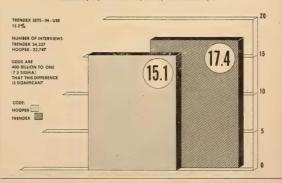
Comparison of Sets-in-Use Reports

COMBINED SETS-IN-USE DAYTIME COLLIMBUS, O., LOS ANGELES, CALIF., NEW ORLEANS, LA. TRENDEX SETS IN USE 26.1% HIGHER JABER OF INTERVIEWS ODDS ARE MANY BILLIONS TO ONE 16.83 SIGMA | THAT DIFFERENCE 14.0 CODE

BROADCASTING . Telecasting



COMBINED SETS-IN-USE DAYTIME AND EVENING COLUMBUS, O., LOS ANGELES, CALIF., NEW ORLEANS, LA.



Charts on Three Cities Showing Variations Between Measurement Services

REBROADCAST RIGHTS FCC Issues Policy

IN A POLICY decision interpreting the rebroadcast provisions of the Communications Act, the FCC last week issued a strict definition of the meaning of "originating station" and threw the burden of justifying a refusal to permit rebroadcast on the station declining such permission.

In fact, the FCC more or less threatened the unconsenting station with a citation under the public interest provisions of the Communications Act if its reasons were not "good and sufficient."

Essence of the policy, adopted unanimously but with Comrs, Rosel H. Hyde and Robert F. Jones absent, is this:

- 1. A station's signal is its own and may not be rebroadcast simultaneously or later without its permission.
- 2. Neither a network nor a sponsor may approve the rebroadcast of a program which it owns if the station whose signal will be used refuses permission.
- 3. Conversely, a station may approve the rebroadcast of its signal, but unless it also owns the program its approval may be valueless.
- 4. If a station refuses to permit the rebroadcast of a program it has aired, it must furnish the Commission with the reasons why. Unless they are significant, the Commission said it might question the qualifications of the licensee under the public service provisions of the

The Commission's decision was the result of an appeal for a declaratory ruling sought by WJIM-TV Lansing in 1950, when WWJ-TV Detroit refused permission to rebroadcast some NBC-TV programs [BoT, July 17, 1950]. That fall, the Commission issued a proposed clarification of Sec. 325(a) of the Act and called for comments [BoT, Oct. 9, 1950].

Among the comments was one from Gordon P. Brown, owner of WSAY Rochester, N. Y., who has been feuding with the networks for several years. He urged that the section be interpreted to mean that if a sponsor approved a rebroadcast of a program it owned, neither the network nor the affiliate carrying the original program could object [B.T, Nov. 6, 1950].

Rep. Sheppard Approves

Another was from Rep. Harry R. Sheppard (D-Calif.) who urged the same [B.T, Nov. 13, 1950]. Rep. Sheppard averred that the legislative history of the provision bore out this interpretation. He also charged that the networks were attempting to stifle competi-

Network authorities declined formal comment on the FCC action pending opportunity to study it in text and in detail.

First reaction of one legal expert, however, based solely on a verbal relay of the gist of the rules, was that the Commission appeared

to be going much farther than it is entitled to do in "putting pressure on stations to require them to permit rebroadcasting.

The FCC's requirement that refusals to permit rebroadcasts must be explained in writing to the Commission, this authority asserted, is in itself "compulsion" to make stations grant such permission.

Sheppard has introduced legislation in the last few Congresses calling for a revision of the Communications Act to accomplish this rebroadcast privilege and also to license networks. His bills (HR 10 and HR 73) were referred to the House Committee on Interstate & Foreign Commerce [B•T, Oct. 15, March 19, Jan. 8, 1951].

In its ruling FCC said, "Congress . . . intended the words 'originating station' to be applicable solely to the station whose signal was received and rebroadcast." The FCC report reviewed the legislative history of the provision and referred to the Radio Act of 1927 and prior regulations to substantiate its interpretation.

Suggestions that the rebroadcast provision was meant to require only the approval of the owner of the program were dismissed as not properly within the purview of the Commission. Such an interpretation would require Congressional revision of the section, the Commission said.

In amending its AM-FM-TV rules to require that stations refusing rebroadcast rights justify their rejections, FCC stated

. . It does not follow that Section sanctions arbitrary refusals of consent for rebroadcast on the part of network affiliates or other stations who may have the power or authority to give such consent. In our opinion, a station's operation must be in the public interest in respect of its exercise of the power conferred by Section 325 (a) as in other respects, and such powers cannot and were not intended to be used for the monopolistic purposes which the Chain Broadcast-Rules were intended to prevent. A refusal either by a network affiliate or a non-network station, to permit a rebroadcast where based upon no reasons at all, or upon unreasonable grounds, may well constitute conduct going to the qualifications of a licensee to operate in the public in-

The following amendment was ordered to Secs. 3.191, 3.291, 3.591, 3.655 and 3.790 of the Commission Rules and Regulations, effective July 1:

effective July 1:

Any station which refuses authority for the rebroadcast of a program broadcast by it, or any part thereof, shall file with the Commission within 10 days of such refusal a statement containing the following information: The station requesting authority for the rebroadcast; the date of the request, the program or programs, or parts thereof, for quested; the date of refusal; the reason quested; the date of refusal; the reason or reasons, for denial of the request. A copy of the statement filed with the station whose request has been denied. The Commission also decided

The Commission also decided that Sec. 325(a) did not apply to the rebroadcast of programs of foreign stations. It cited the legislative history of the provision to deduce that Congress did not have foreign stations in mind when it adopted the section in the Com-

(Continued on page 36)

Legalized Larceny

WITH TIME on its hands in the stillness of the post-TV thaw, the FCC last Thursday ingeniously contrived to enmesh itself in the most preposterous mischief-making since the infamous 1946 "Blue Book" episode.

It rendered a new interpretation of its rule governing rebroadcasting of programs. added a provision that would not only subject stations and networks to constant jeopardy, but which also defies every legal concept ever enunciated on the sensitive matter of private property rights. The FCC did this without taking a second look at the vicious document served up to it by its legal minions. It did this without the vote of two of its top lawyer-Commissioners.

The gist of the astonishing ruling is that an "originating" station (whether radio or TV) can refuse to give another station the right to pick up its signals for rebroadcast. So far, so good, because Congress so decreed. But if the "originating" station so refuses, then it must file an explanatory statement, within 10 days, with the FCC. If there are no reasons, or if the refusal is upon unreasonable grounds, the ruling threatens, this "may well constitute conduct going to the qualifications of a licensee to operate in the public interest. This, we submit, is coercion with a crowbar, not the lifted eyebrow.

For crass unreasonableness, if not stupidity, there's probably nothing like this in regulatory annals. It falls in the category of an ordinance requiring a citizen whose home is robbed to write a letter to the chief of police explaining why he didn't turn his wallet over to the robber.

We can conceive of nothing that would do more to stifle creative talents and initiative in the broadcast arts if this order is ever carried to fruition. Programs like the WLS National Barn Dance, or the WSM Grand Ole Opry, or Amos 'n' Andy would become fair game of stations and possibly other networks. The pick of the network programs could be preyed upon by stations which had nothing to do with their creation or production (with spot announcements interspersed). The penalty of refusal to grant permission would be a reasonable explanation to the complete satisfaction of an FCC, or whatever licensing authority that might be functioning at the time.

Here, as we see it, is how it would work?: A station operator would write letters to all networks and to selected enterprising stations. He would demand permission to rebroadcast specified programs or parts thereof, "originated" by these entities. Each inquiry would cost him a three-cent stamp. The stations and the networks would refuse for diverse reasons-dissipation of their creative talents, copyright clearances, unfair competition, good will, safe-guarding of property rights.

But within 10 days, each such refusal would have to be explained to the FCC. Beleagured stations and networks would have to stand the expense of batteries of attorneys to carefully prepare these pleadings-because their licenses would be on the line.

The FCC lawyer (we understand he was the General Counsel, Benedict P. Cottone) ostensibly pegged his ruling on a short-lived rela-

AN EDITORIAL tively insignificant case between WJIM-TV

Lansing and WWJ-TV Detroit. The truth is that it was stirred up by the incessant crusade of Gordon P. Brown, owner of independent WSAY Rochester, who, after losing his several network affiliations, has spent innumerable man-hours lobbying Congress and the FCC against the networks. Mr. Brown even had the audacity to call a news conference in Washington following the FCC's ruling to proclaim the victory.

Mr. Brown's "giant-killer" approach is bunk. There's hardly an independent in the country that wouldn't go major network, if it could, or wouldn't become clear channel-if it could.

The FCC decision, like many others before it, arrogates control through indirection. It admits the essential right of the "originating" station to control its programs. But it imposes the penalty of intimidation, by requiring the station to explain its refusal.

In some saner moment, we must believe that the FCC will see the error of its ways. This may come when Vice Chairman Hyde and Comr. Jones, who were absent from that abortive session, express themselves. It may come after the writers, directors, arrangers, performers, musicians and all other creative artists fashioning the radio and television programs, realize the impact of this ridiculous bid

for legalized larceny.

Keep in mind: The Commission which adopted this unreasonable rule would determine the reasonableness of any refusal to grant permission to rebroadcast the product of the station's enterprise and genius.

LIBERTY SUSPENDS

LIBERTY Broadcasting System suspended service to nearly 400 affiliated stations Thursday night.

Formed in the spring of 1948 as a southwest baseball hookup, the network had operated nationwide since Oct. 2. 1950.

As of noon Friday, many affiliates said they had received no official notice that service had been suspended. Their information came from Liberty's last broadcast, a bitter denunciation of the Dept. of Justice and organized baseball by Gordon McLendon, LBS president.

Intimation that trouble was ahead came a week previous to the suspension when Mr. McLendon told affiliates by closed circuit the network was cutting service from 16 to eight hours a day [B*T, May 121.

The burden of nationwide telephone line charges was a major factor in the slicing of network hours, affiliates were told. In addition, many affiliates were informed they would receive "C" instead of "A" telephone line service, Since that time, affiliates have claimed they had difficulty contacting LBS officials at Dalias head-quarters.

In his Thursday night broadcast, Mr. McLendon broke the news in these words, "The Liberty Broadcasting System must suspend operations." He followed with a heated criticism of the Dept. of Justice for failure to enforce laws and the Bill of Rights, or to protect citizens from the "baseball momonoly."

"If this can happen in America," he said, "you can tell your grandchildren you saw an American dream die like a dog in a ditch."

Says Justice Has Proof

. The Dept. of Justice has had proof of the "illegal baseball conspiracy" for years, he charged, with many department attorneys anxious to bring action against organized baseball. He claimed department officials were "afraid their good friends in baseball would get mad at them."

Liberty is plaintiff in a \$12 million suit against 13 major league baseball clubs [B9-T, Feb. 25], claiming it suffered business damage through loss of rights to broadcast games.

Even as he was announcing the network's suspension of service, Mr. McLendon made this prediction: "You will again hear the voice of Liberty Broadcasting System if, as and when we are successful in our attempt to bring baseball back to the people."

He thanked network officials for their cooperation, voiced appreciation for affiliates' part in the network and called H. R. Cullen, cochairman of the LBS board since last summer, "one of America's great men." Mr. Cullen was a financial backer of the network, along with Gordon's father, B. R. McLendon, other co-chairman of

Hint of troubled days ahead came during the May 6 closed circuit talk when the younger McLendon said, "We don't have the solid family feeling we used to have." He blamed himself for "not having shared my problems with all of you," but didn't discuss these problems, "lest it weaken us in the radio industry generally." The result of the policy was an undermining of confidence among many affiliates, he conceded.

Mr. McLendon said he was making that talk because of "another crisis."

"I have decided to share this one with you," he said, recalling that while the network had made a "small profit" in the first three years, it had lost "continuing large sums of money" since night service was started in 1950. LBS broke even for a while last year when Falstaff Brewing Co., St. Louis, sponsored baseball, he said.

"But for the most part during the last two years," he noted, "the

McLendon Hits Baseball 'Monopoly'

story of Liberty has been a story of money lost, hard work lost, fighting a huge monopoly." He said this explained why LBS had to ask "for free time for one-third of the sporting events, for the five minutes before and after the game, why no reduction in affiliate fees has ever been possible."

If LBS wins its court battle, he predicted, it will become "the No. 1 network in the country."

The eight-hour plan instituted a week ago was designed to put LBS on "a break-even basis," according to Mr. McLendon's closed circuit talk, permitting economies in operation. He planned to go back on the air personally and do many of the baseball games.

Schedule This Year

LBS has broadcast 50 games this year, he said, and had 103 live games to come plus 38 re-creations, a total of 191 games during the season. He called this a "pitifully inadequate list of afternoon games authorized" and blamed the LBS troubles on inability to break the organized baseball ban against haseball broadcasts in the north-

east major league territory as well as the ban against night games. He claimed LBS needed an eastern American League and western National League team to bolster its schedule of games.

"It has been a baling wire and sawdust network many times," he said in his May 6 talk to affiliates.

No suggestion of trouble was found by affiliates in the LBS instruction received at 1 p.m. (EDT) Thursday. This simply said: At 7:45 p.m. (EDT) tonight Gordon McLendon is going to give a public address to the nation. It is for broadcast. The title of his subject is 'Radio and Baseball.' All stations are urged to carry it. Please advise as to what you want done to this show."

Many reasons for the network's suspension were offered by affiliates. One contention was that it grew too fast. According to this theory, Liberty offered a good baseball service when it was a daytime hookup. When it decided to become a fifth nationwide network, however, it was believed not to have

(Continued on page 93)

CANCELLED TIME Quickly Taken On Networks

By FLORENCE SMALL

IN a continuing answer to the prophets of doom who point, out of context, to periodic cancellations in radio and TV, at least four advertisers last week snapped up a minimum of two and a half hours of released network time at almost the moment the time became available

Moreover, one advertiser, Gulf Oil, for its Gulfspray insecticide, purchased a new hour and a quarter of radio time a week—15 minutes across the board on ABC—while William Wrigley Jr. Co. signed for 36 half-hours on CBS Radio between June 3 and Aug. 25 in a renewal of the summer saturation campaign it has conducted on that network for the past two years. Gross billings on the Wrigley purchase were estimated at more than \$400,000.

An interesting and perhaps significant feature of the week's transactions from a programming point of view was that, aside from the Wrigley saturation campaign, each of the purchases was for a basic quarter-hour segment aired at least twice a week.

Lever Bros., New York, for its Pepsodent toothpaste will sponsor a musical program (format still being worked out) in the Tuesday and Thursday 7:45-8 p.m. EDT period on CBS-TV, effective late this month. Latter time period had been dropped by Liggett & Myers (Fatima cigarettes), New York [B®T, May 5], together with Stork Club program. McCannick Stork S

Erickson, New York, is the agency for Pepsodent, while Cunningham & Walsh, New York, is agency for Fatima.

American Cigarette & Cigar Co. (Pall Mall cigarettes), will sponsor Doug Edwards and the News, CBS-TV Tuesday and Thursday, 7:30-7:45 p.m. EDT, effective in late May [BoT, May 12]. This marks an increase in its radio-TV budget for Pall Mall. Cigarette firm also sponsors Big Story on NBC radio and NBC-TV in addition to radio and TV spot campaigns. The news program, twice weekly, had been dropped recently by Columbia Records. Sullivan. Staffer, Colwell & Bayles. New York, is agency for Pall Mall.

Kellogg Interested

The 7-7:15 p.m. EDT period on NBC-TV currently is being offered to advertising agencies, with Kellogg Co. understood to be actively interested in this earlyevening time. Kukla, Fran and Ollie, now in that time slot, may be slated for change to a half-hour. once a week format at another time. The 15-minute strip following The Goldbergs, 7:15-7:30 p.m. EDT is also being offered to advertisers for next fall, with or without the program. Bidding for the time is understood to be active. On the other hand the present advertisers on The Goldbergs may renew in the same time with the same show.

On CBS Radio, when Liggett & Myers (Chesterfield cigarettes) notified that network that it would drop one quarter-hour of its half-

hour participation in the early morning Arthur Godfrey strip, each advertiser moved forward one quarter-hour thus leaving the first 15 minutes of the program open for a new advertiser whose signing is said to be imminent.

In addition, the program, which is now telecast one quarter-hour (with Lever picking up the radio-TV time), will be extended in simulcast form to one hour in the fall. As a result of the simulcast decision, at least one advertiser—Realemun Co., which sponsors the 10-10:15 a.m. EDT radio segment on alternate days with Toni Co.—has been forced to abandon the program because it was understood the firm's budget could not stand the addition of TV.

The relinquished time has been sold to Owens & Corning Glass Co. starting early in September. Toni Co. has not decided yet whether it too will continue sponsorship, in view of the increased costs for TV. This marks one of the unusual cases where radio has been used to sell television.

Effective early in September, the Godfrey line-up of sponsors will be as follows (all time EDT):

Owens Corning Glass alternating the 10:15-30 a.m. period with Toni (or replacement); Lever Bros., 10:30-45 a.m.; Pillsbury Mills, 10:45-11 a.m., and National Biscuit Co., 11-11:15 a.m., with Chesterfield retaining the last quarter hour, 11:15-30 a.m. on radio alone.

This new sequence of Godfrey sponsors presents yet another prob-

(Continued on page 92)



Drawn for Broadcasting . Telecasting by Sid Hix "Pick a card. . . . any card."

PROETZ AWARDS

Presented in St. Louis

PRIZES in radio and TV categories of the 1952 Erma Proetz Awards were presented last week at a banquet at St. Louis' Hotel Statler.

The awards are given annually by The Women's Adv. Club of St. Louis for creative work by women.

Top honor in radio was won by Phyllis Edmonds, vice president, Home Federal Savings & Loan Assn., Tulsa, Okla.

A newly-established television award was won by Bonnie Dewes, D'Arcy Adv., for work on the Laclede Gas Co. show on KSD-TV St. Louis

Inscribed plaque and \$100 went to each first-prize winner. In all, 14 advertising women were honored.

Stuart Symington, former chairman of National Security Resources Board and Reconstruction Finance Corp., spoke on "Truth Through Advertising."

NBC AFFILIATES

OPTIMISM over radio's future prospects sparked a two-day NBC Western Div. affiliates meeting at Beverly Hills, Calif., which ended last Tuesday with more than 50 station men and women representing 28 affiliates in the western states and Alaska attending.

The affiliates met in conjunction with a network series of promotion, press and merchandising sessions on radio. Station managers attending reported increased local business and greater listening audiences-even in areas where there is TV competition.

A network survey introduced indicated more people spend more time listening to radio than with TV, newspapers and magazines combined.

Thomas C. McCray, NBC Western Div. director of radio network operations in Hollywood, presided at the promotion-press-merchandising sessions with Richard O. Dunning, president of KHQ Spokane and West Coast representative on NBC's Stations Planning and Advisory Committee, conducted the closed meetings.

Common Problems Studied

Summer and fall programming and common station and network problems occupied the two-day meetings.

Speakers included:

Speakers included:

John K. West, NBC Western Div.

vice president; John A. Evans, manager of advertising and promotion;

Fred N. Dodge, director of merchandisence promotion; John Thompson, manager of news and special events,

KNBC San Francisco; Helen Murray

Hall, western network promotion manager; Leslie Raddatz, Western Div.

press manager; Jane Sandner and M. G.

O'Dell, Hollywood and San Francisco

network merchandising supervisors. network merchandising supervisors respectively. Walter O'Keefe, star o NBC radio show, "Double or Nothing," supervisors. entertained at Tuesday luncheon.

Those attending sessions included.

Thomas Sharp and John Merino, KFSD San Diego; Charles Hamilton, Albert Price, Ron Manders, Mort Cook, Pat Kelly, Winifred Scott and Claude rat Kelly, Winifred Scott and Claude Mills, KPI Los Angeles; Harry Butcher, KIST Santa Barbara; Paul Bartlett and Gene Devoung, KERO Bakersfield; William Sanford, KMJ Fresno; Lloyd E Yoder, John Thompson, Dean Moxley and M. G. O'Dell, KNBC San Francisco; Gene Kelly, Gerald Hansen and Irma Davis, KCRA Sacramento, Hugh Kees, KOH Renc; Jennings Pierce, KNED Medford; H. Q. Cox and Showalter Lynch, KWG Portland; William Warren, Ray Baker and F. J.

Showaiter Lynch, KWG Portiand, Wil-liam Warren, Ray Baker and F. J. Brott, KOMO Seattle; Carl Haymond and James Murphy, KIT Yakima; Richard Dunning, KHQ Spokane; Rich-ard Lewis, E. W. Harvey and Robert Pollard, KTAR Phoenix; Ray Smucker Pollard, KTAR Phoenix; Ray Smucker and Roy Jorgenson, KYUM Yuma; R. B. Williams, KOVA Tucson; Henry Fletcher, KSEI Pocatello; Florence Gardner, KTFI Twin Falls; Walter E. Wagstaff, KIDO Boise; E. B. Craney, KXLF Butte; Ed Vocum, KGHL Billings; S. B. Fox, George Provel, Holly Moyer and Del Lecson, KDYL Salt Lake City.

Lake City.

Charles Bevis Jr., Cy Penley and William Day, KOA Denver; Roy Chapman, KTSM El Paso; William Paine, KGU Honolulu; S. W. McCready, C. H. Fisher and C. O. Fisher, KUGN Eugene; Gilbert Wellington, KFAR Fairbanks-KENI Anchorage, Alaska; David McKay, KORK Las Vegas.

RADIO 'READJUSTING' Says CBS Sales' Karol

CONTINUING study of the basic pricing structure may lead to either upward or downward revisions of CBS Radio's rates-or to no changes at all—Sales Vice President John J. Karol declared last week.

But, he asserted in a speech to the Minneapolis Advertising Club on Wednesday, advertisers are now approaching radio realistically again rather than emotionally, with the result that radio stands to come out of its current "readperiod a stronger justment" medium.

Mr. Karol said radio is "undergoing a relatively calm period of readjustment," through a type of "outer turmoil and inner readjustment" which "has come into focus many times in the 22 years that I have been in radio.

"Every time," he said, "radio has emerged stronger. This is happening again."

Alluding to the sensitive subject of rates, Mr. Karol said:

"For many years, radio has been underpriced. At the time, it didn't seem to matter much. Sustaining time periods were infrequent; net profits were good. Radio is still delivering more people at lower costs than any other medium, but it has been undergoing pressures from within and without to be still more efficient.

"This resulted in 'deals'-a type of business operation that CBS Radio withstood for a long time. In an effort to eliminate this dangerous and demoralizing bargain basement practice, we initiated a flat rate reduction last summer

"From that time on, we have never stopped analyzing our audience delivery against our cost. It is and will be a continuing practice. As this process continues, we may find that the basic pricing structure requires further change. If we do, we shall make the change-up or down.

"And whether changes are made or not, our thinking will always be within the framework of the creation of a rate structure that is equitable-one that will offer the same prices to all clients and no special prices to any client.

"When this type of business relationship between network and client and agency again is the generally accepted standard of our industry, network radio will be a stronger medium than ever before. It will have the complete respect it has enjoyed in the past and it will hold the same unparalleled position among media that it has enjoyed in the past."

'Realistic Appraisal'

Where radio was getting an "emotional" judgment last year, Mr. Karol said, today it is benefitting from "a more basic and realistic appraisal of advertising practices." He noted that CBS He noted that CBS Radio's fall schedule "is already more than 80% as far along as last year's schedule was on Sept. 1," [BoT, May 5], and that "our salesmen's reports show 40% more advertiser interest than at this time last year."

He told his audience that "The size of radio is so much with us that it's easy to forget. And the size of radio is so great that it's difficult to comprehend." It encompasses, he pointed out, 105 million sets with listening both inside and outside the home. Although he voiced "great respect" for the A. C. Nielsen Co.'s rating organiza-tion, he insisted that "Nielsen "Nielsen penalizes radio in general by measuring only about one-third of secondary sets."

Even so, he continued, "on the basis of what Nielsen does report, the average CBS Radio Network program in 1952 reached over four million persons in the average Monday-Friday daytime broadcast and approximately 81/2 million in the average nighttime broadcast."

On a cumulative basis, he added, a five-a-week daytime program reaching four million persons in a single broadcast is able to reach nine million different persons in a week, or more than 15 million in a month.

Mr. Karol scored "fabulously" high TV ratings as "one thing that throws us off balance in comparing radio and television.

"What we are apt to forget," he said, "is that these Nielsen ratings are percentages—percentages of the whole of radio and only the station coverage area of television.'

Accordingly, he noted, a 32 rating for a TV show can represent 3.8 million homes while a 15 rating on a radio show equals 61/2 million.

"No long-term comparison with television is possible," he conceded. "However, the current costper-thousand people of radio is about 40% of the cost of television. In other words, radio is about 21/2 times more efficient than television on a cost basis.

"To reduce these facts to the lowest common denominator, network radio delivers 91/2 advertising messages for a penny. It costs at least three cents to deliver one message on a 'penny' postcard. Television and magazines deliver a little more than three messages per penny, newspapers 21/2-all compared with radio's 9½ messages per penny."

Connor to OPS

THOMAS F. CONNOR, programming and congressional liaison specialist for the State Dept.'s Voice of America, has been appointed special assistant to the director of the Office of Price Stabilization, it was announced last Wednesday.

'MORALS' PROBE

Course Unset; Crosser 'Cool' Gathings' Plans

IN WHAT direction will Capitol Hill's investigation of radio-TV programs go?

Only the chairman of the House Interstate and Foreign Commerce Committee can answer that question, spokesmen for the committee acknowledged last week.

Rep. Robert Crosser (D-Ohio), chairman of the group authorized to conduct the probe, was scheduled to return to Washington from Cleveland last Saturday.

Meanwhile, newsmen who had contacted Mr. Crosser in Cleveland found he had no comment to make. But the United Press reported. "Informed sources said Crosser is

cool to the whole idea."

The investigation was voted by the House last Monday, Action came on a resolution (H Res 278) offered by Rep. E. C. Gathings (D-Ark.) [B•T, May 12, 5]. A little more than two dozen congressmen were on the floor when the resolution came up. Vote was by voice.

Later that afternoon, the House also approved Rep. Gathings' resolution to investigate comic books. pocket-sized books and other such material. In both instances-radio and television as well as the printed medum-"immoral and offensive material" would be ferreted

Inquiry To Subcommittee

While Rep. Crosser has not disclosed his plans for the probe, it was understood the inquiry would be turned over to a subcommittee. Since Rep. Lindley Beckworth (D-Tex.), who was originally slated for the chairmanship of the subcommittee, is campaigning for the Senate, it is expected the assignment will go to Rep. Oren Harris (D-Ark.). Rep. Harris has acted as the committee's communications leader in the past few months.

Following House passage of the Gathings resolution, radio-TV industry spokesmen bristled in de-

NARTB President Harold E. Fellows said the probe could produce "censorship of the most obvious and deplorable sort." He said it "seems to be contrary to the language and intent of the Constitution.

NBC and MBS spokesmen pointed out that the industry has its own decency code policed by NARTB.

NBC said:

NBC said:

NBC's programs have always maintained the highest standards of good taste and decency in their content.

NBC's prom its very inception voluntarily assumed the obligation of establishing high standards. It was the first network to adopt its own code of standards and practices for radio and again for step of the code of the NARTE and certainly will continue to maintain the highest possible standards in its radio and television programming.

At Mutual, Executive Vice President William H. Fineshriber Jr. said:

Mutual maintains a very competent

group of continuity acceptance personnel who are responsible for administering our own code of standards and practices, designed to keep our production of the production of t

Although Mr. Fellows denounced the probe, he also said:

... we welcome the opportunity of receiving the observations of legislators, as similarly we welcome the observations of clergymen, teachers, educators, citizens' organizations and all others. If this is the intent of the Gathings proposal—to encourage industry in strenthening its own purpose and plan of self-regulation, the public interest

In addition to seeking out "immoral or offensive" matter, the resolution calls on the committee to determine the extent that radio TV programs "place improper emphasis

upon crime, violence and corruption.

Ren Joseph R. Bryson (D-S. C.). who has been a perennial sponsor of bills to outlaw all alcoholic beverage advertising from interstate commerce, noted that he had joined with the late Sen. Arthur Capper in supporting a joint Senate-House bill to do the same thing.

The House committee has not held hearings on his "dry" bill, he

asserted.

asserted.

continuously this, of course is not dealing with the same subject but no one can deny that the subject in the resolution introduced and now pending before us is of a related nature.

Anyone who listens to the radio and witnesses exhibitions on the radio and witnesses exhibitions on the radio and the same subject in the fact that the untrained, unsuspecting youth of the land is being corrupted, wilffully and maliciously by those who would break into the nursery rhymes and tion not only of words of mouth, but yexhibitions of delicate fingers, beautiful ladies elegantly dressed, telling not only how interesting it is to drink youth how to pour that hellish fluid which has caused so much sickness and suffering and death.

Rep. Fred L. Crawford (R-Mich.)

Rep. Fred L. Crawford (R-Mich.)

REP. E. C. GATHINGS (D-Ark.), author of the resolution which has set up a House probe of radio-TV programs told BROADCASTING • TELECASTING last week: "I will have nothing to do with the investigation proper. However, I expect to appear before the committee as a witness and present information such as surveys made and program logs of some stations." Rallying of the "drys" in the House behind his resolution, he said, was not of his doing. Anti-beer, wine and liquor advertising "is not an issue with me." he said

cited "fraud and deceit and the untruthfulness of the ads (in magazines] . . . The [advertising] industry is getting entirely too bold for its own good or for the good of the people . .

Rep. Edward H. Rees (R-Kans.), who has supported Rep. Gathings

(Continued on page 72)

97.3% of Homes Own Radios

all occupied households in New Hampshire when the 1950 census was taken, or a total of 149,035 having reception, according to the state breakdown just compiled by the U. S. Census Bureau.

Highest radio concentration in the state was found in the city of Berlin, 98.7%. Among counties the leader was Strafford, with 97.9% saturation. Manchester, the largest city, had 98.1% radio ownership. New Hampshire is fourth in the series of state radio-TV census breakdowns to be completed. Others will be compiled during the year, with completion of the series scheduled in late autumn.

In breaking down TV ownership as of April, 1950, the bureau found that 9.3% of homes in the state had television receivers at that time. Total national TV set ownership when the census figures were collected amounted to less than a third of current TV-ownership.

RADIO AND TELEVISION-1950 U. S. CENSUS OF HOUSING-NEW HAMPSHIRE

				RADIO	TELEVISION						
Area	5		D	Wit	h Rac	lio	m	With	TV		
	Population Population Total occupied dwelling units		Number	Number	Percent	1940 Radio Homes	Number	Number	Percent		
The State	533,242	155,203	153,190	149,035	97.3	116,809	152,805	14,195	9.3		
Urban and rural nonfarm Urban	* 306,806	142,049 89,216	139,990 88,380	136,280 86,735	97.3 98.1	68,636	139,625 88,120	13,250 9,575	9.5 10.9		
Rural nonfarm	179,266	52,833	51,610	49,545	96.0	35,236	51,505	3,675	7.1		
Rural farm	47,170	13,154	13,200	12,755	96.6	12,937	13,180	945	7.2		
Manchester Standa Metrop'n Area Manchester	88,370	26,060	26,090	25,605	98.1	*	26,040	3,865	14.8		
Urbanized Area	84,918	25,294	25,305	24,825	98.1	*	25,255	3,755	14.9		
Urban Places of 1				4,560	98.7	4.063	4,615	25	0:5		
Berlin Claremont Concord	16,615 12,811 27,988	4,623 3,904 7,645	4,620 3,735 7,625	3,670 7,515	98.3 98.6	3,035 6,336	3,715 7,590	50 335	1.3		
Dover Keene	15,874 15,638	4,595 4,724	4,490 4,655	4,415 4,545	98.3 97.6	3,709 3,403	4,470 4,645	510 115	11.4 2.5		
Laconia Manchester	14,745 82,732 34,669	4,312 24,703 10,137	4,235 24,705 10,060	4,155 24,230 9.865	98.1 98.1 98.1	3,292 18,923 7,963	4,230 24,655 9,980	3,595 2,610	1.3 14.6 26.2		
Nashua Portsmouth Rochester	18,830 13,776	5,685 4,177	5,685	5,585 4,025	98.2 97.9	3,689 3,036	5,655 4,105	555 445	9.8		
Counties: Belknap	26,632	7.954	7,790	7.570	97.2	5.858	7.790	155	2.0		
Carroll Cheshire	15,868 38,811	4,950	4,845	4,625 10,950	95.5 96.5	3,657 8,321	4,835 11,330	65 430	1.3		
Coos Grafton	35,932 47,923	10,024 13,533	13,280	9,620 12,765	97.0 96.1	8,343 10,318	9,895 13,265	50 90	0.5		
Hillsborough Merrimack	156,987 63,022 70,059	46,273 17,728 20,899	17,585	44,950 17,145 20,120	97.8 97.5 97.4	35,174 14,028 14,468	45,815 17,530 20,585	7,780 '800 3,265	17.0 4.6 15.9		
Rockingham Strafford Sullivan	51,567 26,441	14,421 7,87	14,205	13,905 7,385	97.9 97.0	10,584	14,180 7,580	1,470 90	10.4		

* Not available or not comparable.

SOURCE: Bureau of the Census, Department of Commerce, Washington 25, D. C.

The statistics in this table are extracted from a final re-port of the 1950 Census of Housing, Series H-A, No. 29, for New Hampshire, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 25¢ per copy.

Statistics on distribution of the population in New Hampshire are presented in a final report of the 1950 Census of Population, Series P-A, No. 29, now available from the Superintendent of Documents at 15¢ a copy. Descriptions and maps "urbanized areas" are presented in this report.

Statistics on characteristics of the population in New Hampshire are presented in a final report of the 1950 Census of Population, Series P-B, No. 29, available from the Superintendent of Documents, at 30¢ a copy. Descriptions of Standard Metropolitan Areas are presented in this report.

A Standard Metropolitan Area is generally described as a county or group of con-tiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

duPONT AWARDS

Harsch, WCAU, WEEI Receive Top Honors

COMMENTATOR Joseph C. Harsch, WCAU-AM-TV Philadelphia and WEEI Boston were honored Saturday night as winners of the annual Alfred I. duPont Foundation Awards in radio, television and allied sciences.

The winners were cited for "outstanding and meritorious service to the American people" during 1951 at the Foundation's presentation banquet in Washington's Mayflower Hotel.

Awards were presented by Dr. Francis P. Gaines, awards committee chairman and president of Washington & Lee U., administrator of the awards.

Other commentators and stations were commended by the committee. Howard K. Smith, CBS, London; Edward R. Murrow, CBS, and the NBC program, Three-Star Extra, received special mention.

In the large station classification, special commendations went to WAAM (TV) Baltimore; WBBM Chicago; WLW Cincinnati, and WHAS-AM-TV Louisville.

Honored in the small station category were WHCU Ithaca; KFBI Wichita and KUOM Minne-

Harsch in Europe Now

Mr. Harsch, now in Europe covering activities of Gen. Eisenhower, was unable to accept his award personally. He sent a tape recording from Paris acknowledging the honor and expressing appreciation.

His award was accepted by Mrs. Harsch and Herbert E. Evans, general manager, Peoples Broadcasting Corp., to whom Mr. Harsch is currently under contract.

The former Washington correspondent for the Christian Science Monitor, whose commentaries during 1951 were aired via LBS, on May 11 began a transcribed weekly series of commentaries from Europe for WOL Washington and WRFD Worthington, Ohio.

Mr. Harsch was cited for his "consistently excellent and accurate gathering and reporting of news by radio." The citation also called attention to his "expert, informed and reliable interpretation of news and opinion."

WCAU-AM-TV, winners in the large station category, were lauded



Mr. HARSCH

INDIVIDUAL WINNER:

STATION WINNERS:

WCAU-AM-TV Philadelphia

COMMENDED:

Howard K. Smith, CBS,

Edward R. Murrow, CBS

WAAM (TV) Baltimore

WHAS-AM-TV Louisville

for "encouraging, fostering, pro-

moting and developing ideals of

freedom and for loyal and devoted

Three Star Extra, NBC

WBBM Chicago

WHCU Ithaca

KFBI Wichita

KUOM Minneapolis

WLW Cincinnati

Joseph C. Harsch,

Commentator

WEEI Boston

London



Mr. THORNBURGH



Mr. STRUTHERS

eral manager is Harold E. Fellows, now NARTB president.

The three top winners received a plaque and cash awards of \$1,000 each. Under new provisions of the duPont Foundation, winners may apply their cash awards toward individual scholarships for American youth to further advanced study in the broadcast media.

A panel of five judges reviewed 1951 activities and decided winners. They were, in addition to Dr. Gaines, Mrs. Jessie duPont, who established the awards in 1942 as memorial to her late scientist husband; Ben McKelway, editor, Washington Star (WMAL-AM-FM-TV; Dr. Hadley Cantril,

psychology pro-fessor and director, Office of Public Opinion Research, Princeton U., and Mrs. Hiram Cole Houghton, president, General Federation of Women's Clubs.

Last fall, Prof. Prof. Riegel

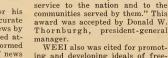
O. W. Riegel, director, Lee Memorial Journalism Foundation, Washington & Lee U., was named curator of the foundation to supervise the awards and the administration of the scholarships thus created.

Roger W. Clipp, general man-

ager of WFIL-AM-FM-TV Philadelphia, presented a check for \$1,000 to establish the first scholarship under the new educational objectives of the duPont Awards Foundation, WFIL-TV was a du-Pont winner last year.

At Banquet Saturday

Among those expected to attend the banquet were Adrian Murphy, president, CBS Radio; Frank M. Russell, vice president, NBC; Justin Miller, NARTB board chairman and general counsel; Paul A. Walker, FCC Chairman; Sol Taishoff, editor and publisher, BROAD-CASTING . TELECASTING: Chris J. Witting, director, DuMont Television Network; Charles Vanda, vice president in charge of television, WCAU; Oliver Gramling, assistant general manager, Associated Press; C. Edmonds Allen, director of special services, United Press Assns.; H. A. Lowe, Variety; W. H. Goodman, of the Florida National Bank; Richard W. Slocum, general manager, the Philadelphia Bulletin (WCAU-AM-FM-TV); William H. Fineshriber Jr., executive vice president, MBS; John W. Pacey, director of public affairs, ABC; J. L. Van Volkenburg, president, CBS Television; Charles O. Voigt Jr., information secretary, Alfred I. duPont Awards Foundation, and M. H. Aylesworth, broadcasting



ing and developing ideals of freedom. This award was accepted by Harvey J. Struthers, WEEI general manager. Former WEEI gen-

PANEL OF FIVE WHO JUDGED ANNUAL duPONT FOUNDATION AWARDS:



Mrs. duPONT



Mrs. HOUGHTON



Dr. GAINES



Dr. CANTRIL



Mr. McKELWAY

BROADCASTING . Telecasting

HOOPER REPLY

'No Revisions Necessary'

Hooner Inc. last Friday released a detailed answer to the John Rlair & Co. study attacking the question employed in the coincidental method of audience measurement in radio-TV cities (story page 23), in which he asserted that "it is not apparent to us that our firm needs to revise any of its procedures."

He also said he had told President Richard D. Buckley of the Blair firm early last week that Plair might be subject to litigation if it released its study, because it "carries material protected by copyright which is used without Hooper's permission." Liability, he said could extend to any publication carrying the report or a story on it. But "despite the practical possibility of recalling the report. John Blair & Co. proceeded with its release," the Hooper announcement asserted

The Blair report claimed that the coincidental method's practice of asking about both radio and TV audience in the same question had the result of "grossly" underestimating radio audiences. It proposed that a radio-only question be used.

Mr. Hooper asserted, however, that "any radio station, agency, advertisers or network desiring an audience measurement by us based on asking about 'radio listening only' . . . (1) has been able to obtain it from us, (2) is still able to obtain it from us anywhere at any time !

Must Use Care

But he said "that is not because we have had any reason to believe the 'radio-TV' question . . . to be wrong. Both can be used to produce the same, the correct, answer, but only if interviewers are trained and supervised with extreme care.

He contended that the public has not separated radio and TV in its mind as well as members of the industry have; that "the separation is confined to the suffix letters 'TV' (Example: WDSU-TV) added to call letters which always have, and still mean, the call letters of a radio station (Example: WDSU)."

Mr. Hooper continued in his statement, part of which the announcement said had been released earlier to a publication "under pressure of time and before Mr. Hooper had an opportunity to investigate his legal rights on the subject," as follows:

"In one survey, the details of which we will show to qualified individuals, 100% of the credits given by the public to a radio station should have been given to its TV brother. In that instance the radio station could not, and the TV station with companion call letters could, be heard in the county surveyed. When, in a re-survey, we made the proper clarification to the public by asking for both 'radio and TV,' a complete correction took

"In a city, or area, where half

the broadcast audience is looking at television it takes expert inter-viewing to ignore TV in the question and still get valid results on radio "

The Hooner firm's "motives in asking the question on both 'radio and TV'" in radio-TV areas he said. are "laudable" in that "(1) it contributes to accuracy in TV cast audience measurement half." areas, (2) it cuts the cost of broad-

Further, he declared:

"Given the choice, radio station owners in TV areas, including those without TV stations, have preferred that we ask the radio-TV question. By getting information on both the AM and TV audience they say, 'We know what we are up against.' It has given them needed help in budgeting and scheduling their radio programs to know the periods of peak TV audiences in their oitios

Mr. Hooper said that his use of the radio-TV question, rather than radio only, was not introduced simultaneously in all cities, but rather was introduced "when and where TV audiences began to show up in answer to our 'radio listening only' question."

And, he continued, "nothing abnormal happened to the audience

TV Figure Grows

record when the substitution took

place. Typically the TV audience

reported during that first month after the change was a fractional new cent of the total tune in Not

infrequently the radio audience re-

ported for that month showed high-

er radio sets-in-use than the month

before or the same month the year

before when we had used [the ra-

dio-onlyl question. . .

"During ensuing months this TV figure was seen to grow from month to month: Fast in 'live' TV program markets, slowly in non-interconnected cities, reflecting the pur-chase of new TV sets and the quantity and quality of TV programs offered "

Mr. Hooper maintained that "much of this three-to-four year old record is in the hands of twoscore advertising agencies and adtisers" and said "it and more may be observed in our offices by qualified persons on request '

He said "it will satisfy observ-(Continued on page 36)

Does Hooper Undersell Radio?

(Continued from page 23)

in mornings for November 1951 as compared to January 1948.

The study next compared Hooper and A. C. Nielsen Co. sets-in-use figures for 21 identical cities during the same periods (April 1947 and April 1951). For 1947, the Hooper figures were 22.4% below Nielsen's in the case of evening listening, and 26.4% below Nielsen's for daytime listening. In 1951 the difference between the two services was approximately the same with respect to evening listening (Hooper's was 24% lower), while for daytime the than Nielsen's.

The Blair investigation then looked at average sets-in-use figures provided by Pulse, Nielsen, and Hooper, as shown in chart 3-A "Pulse - Hooper - Nielsen entitled Sets - in - Use Comparison April 1951." [See chart, page 23.] The right side of that chart shows how the results of each service ranks in comparison to the average for all three-Pulse is 20.8% above the average, Nielsen is 6.6% above, and Hooper is 27.4% below.

(Fact that Pulse figures are higher than the two others was "to be expected," the presentation said, "since Pulse is a measurement of total audience, while the Hooper and Nielsen figures are averageaudience measurements.")

A comparison of Hooper and Pulse studies in Los Angeles showed "a high degree of correlation" in their measurement of TV sets, but a "marked and significant" difference with respect to radio sets, it was pointed out. Hooper's radio figures here were 34% below those of Pulse. It was noted that the Hooper method combines the radio and television question, while the Pulse technique involves separate radio and television interviews.

Similarly, in Los Angeles, there was found "a high degree of correlation, repeated on each of the seven nights [of the week,] between Pulse and Hooper television setsin-use," but "wide disparity between the two series of radio setsin-use figures."

"Because the same interviewing

was used by each service for both their radio and television reports.' the Blair study asserts, "the radio figures should show roughly the same correlation, or lack of it, that the TV figures show, and vice versa.

Quite obviously, they do not."

Averaging Pulse, Nielsen, and Hooper radio sets-in-use figures in Los Angeles for a "typical" Sunday, 6-11 p.m., the study found "Pulse 24.8% above the average, Nielsen almost exactly on it-0.5% over-but Hooper 30.8% below the level of the combination." On the other hand, when the television sets-in-use figures of Pulse, Hooper, Tele-que, and Videodex were averaged. Pulse and Hooper proved to be "fractionally above the 100% average, Tele-que about 3% above the average and Videodex about 5% below.

Relationships 'Close'

Pulse-Hooper comparisons of TV sets-in-use in Columbus showed that "with minor exceptions, the relationships between the two are again very close," while in another Columbus study, it was said, "Pulse credits radio with more listening in TV homes than Hooper finds in all homes."

This series of studies, Blair spokesmen said, led to the launching of a "controlled experiment." Trendex was named to conduct interviews in New Orleans, Columbus and Los Angeles during the same weeks and days that interviewing was being done by Hooper. They used the same methods-"except that Trendex asked a radio-only question and Hooper asked the combined radio-television question."

The results were shown in Blair's presentation as follows:

Columbus, daytime and evening combined - Trendex figures on radio sets-in-use ran 22% higher than Hooper's ("odds are 1.7 million to 1 . . . that this difference is significant" statistically).

Los Angeles, daytime and evening combined-Trendex radio setsin-use figures were 16% higher than Hooper's ("odds are 7,000 to . . difference is significant").

New Orleans, daytime and eve-

ning combined-Trendex radio setsin-use figures were 6.1% higher than Hooper's ("odds are 27 to 1 . . . that this difference is significant").

It was noted that "statisticians recognize the fact of significance whenever the odds exceed 20 to 1."

The combined Columbus-New Orleans-Los Angeles radio sets-inuse totals of Hooper as compared to those of Trendex are shown in accompanying charts-one for daytime, one for evening, and one combing daytime and evening. In daytime, Trendex sets-in-use figures are placed 26.1% higher than those of Hooper; evening, Trendex 13% higher; daytime and evening combined, Trendex 15.2% higher,

'Grossly Underestimated'

"Our controlled experiment has proved," the presentation contends. that "the inclusion of radio and television in the same question by the telephone coincidental method grossly underestimates the radio audience," and that "therefore, the conclusion cannot be escaped: To estimate more accurately the true dimensions of the vast radio audience, this type of audience measurement should employ a question concerning only radio listening."

The presentation quotes a letter from Robert Ferber, research assistant professor, U. of Illinois' Bureau of Economic and Business Research, as saving in part:

"Since the data collection procedure used by Trendex was apparently identical to that used by Hooper with the exception of question wording, the latter is clearly indicated to be the source of the difference. I might note that this result, though striking, conforms with our present knowledge regarding the effect of question wording on survey results. A question concerning two district items tends to elicit less recognition on either, or both, of them than would be the case if the items were incorporated in separate questions."

RADIO POWER Proven in Tacoma Press Strike O'HARA'S BILL

DO CITIES dry up and blow away when newspapers go on strike?

Definitely not, judging by business conditions in Tacoma, Wash., during the period the northwestern community's only newspaper, Tacoma News Tribune, could not publish because of a pressman's strike [B.T, April 28].

A study of the Tacoma scene by the Sales Committee of the Washington State Assn. of Broadcasters, of which Joe Chytil, KAPA Raymond, Wash., is chairman, showed: Bank clearings are up in

Tacoma. Merchants who were consistent and wise purchasers of radio before the newspaper strike have had no deviation from normal operations.

 Radio has found it difficult to accommodate large department stores that stampeded to radio for heavy spot schedules after the strike began, only to find regular and consistent radio users there first with the heavier schedules.

The department store that didn't know how to use radio and had no department setup for radio is feeling effects of the strike far more than normal radio advertisers.

Bank clearings for weeks preceding the strike follow: March 17-21, \$75,762,000; March 24-28, \$66,003,-000; April 7-11 (Easter week),

Given Library of Congress

HOUR-LONG radio documentary, described by the Librarian of Congress as the first of its kind in the library's history, was presented by Robert Tincher, WNAX Yankton, S. D., general manager, at ceremonies in Washington, D. C., last Wednesday.

The tape recording is a running account of news interviews and coverage of the recent Missouri River flood that WNAX broadcast as part of a series on top regional news events.

Mr. Tincher said he presented the documentary as an illustration of what part radio can and does play in fully covering a special event. The station broadcast a similar documentary at the time of last February's big blizzard that left farm people stranded and cut-off from belongings and cattle.

Dr. Luther H. Evans, Librarian of Congress, accepted the recording. Among those attending the ceremonies were Sen. Karl E. Mundt (R-S. D.), NARTB President Harold E. Fellows and Director Robert K. Richards of association's Public Affairs Dept.

The "Operation Flood" documentary was billed a week in advance of actual broadcast, Mr. Tincher explained, thus arousing high audience reaction to the recap. Same procedure, he added, was applied with WNAX's coverage of the bliz-

The Tribune stopped publication April 12, when the strike started. Bank clearings for the week of April 14-18 rose to \$76,981,000. For the week of April 21-25 they were \$71,299,000.

The report of the Washington broadcast association included these comments by Tacoma businessmen:

Large downtown store operator, a heavy newspaper advertiser who took ten spots a day during the strike-"I am quite amazed at the results we are getting. Considering all general business conditions,

I am satisfied with my business. Chain store operator-"My feeling is that business isn't as bad in Tacoma as some are making it out to be."

Leading jewelry store operator-"After two weeks of the strike, my business is not down. I am up 8% over the same period last year.

Advertising representative of leading food chain store-"Business is considered normal for this time of year. We are not feeling the effects of the newspaper strike. After increasing our radio schedule, we find it sufficient to maintain store traffic."

Earl Weiss, director of largest music festival ever held at Pacific Lutheran College-"More than half of all season ticket buyers said they heard of them through Tacoma radio."

The state association listed these comments from "Tacoma generally":

Frank Walters, owner of city's largest funeral home-"Radio stations putting on the obituary notices have been a great public service. City florists tell me they have used these broadcasts to keep up to date on the location and time of funerals."

Tacoma citizen-"I appreciate the way radio pitched in. Although I consider this the normal service the listener gets, I noted that extra newscasts were added just to make sure the listener did get the news when he could hear it.'

Transit company official - "Our riders are down, but so far we cannot reach any conclusion other than this is due to a lot of reasons, such as emploment generally down, less people at Fort Lewis, and certainly television has cut down the night traffic. I couldn't hazard a guess as to the actual shopper traffic to the downtown dis-

Mayor John Anderson of Tacoma -"We of the city administration can't thank Tacoma radio stations enough for their usual good job of backing community promotions and keeping our city well informed."

Fred Sandstrom, Tacoma Chamber of Commerce-"I believe the way Tacoma radio publicized and brought out a large crowd for the celebration of the arrival of the naval ship Falgeout (while the strike was on) is a typical example of Tacoma radio performance.'

Two civic events made out nicely despite the strike. The Lakewood ice show had a full house opening night and good attendance thereafter. The Shrine circus made good use of radio with "good attend-

HANNA HONORED By Editors, Publishers

SURPRISE tribute to a radio man was to be paid at Ithaca, N. Y., last Saturday by more than 100 newspaper editors and publishers of some 40 small community newspapers, when Michael R. general manager of WHCU Ithaca, Cornell U. CBS affiliate, was honored for his Sunday half-hour Radio Edition of the Weekly Press program.

Mr. Hanna began the program in 1946, digesting editorial com-ment by the area's weekly newspapers. The program in 1949 became a feature on the 13-station Rural FM Network with a membership of 110 newspapers. program received a special Peabody Award.

WHCU has notified cooperating editors that the program leaves the air this month for an indefinite period, pending reorganization.

Mr. Hanna was to be awarded a special citation at the dinner at which he was guest of Cornell Vice President John E. Burton.

REP. JOSEPH P. O'HARA (R-Minn.) served notice last week he will offer his bill (HR 7782) that would give the broadcaster the right to censor a political candidate's talk, as an amendment to S 658 when the FCC-remodeling bill reaches the floor.

May Be Added to \$ 658

Rep. O'Hara introduced his antilibel proposal a fortnight ago [B•T, May 12]. His plans were given during debate on political campaign expenditures last Monday (see story, page 93).

His remarks follow:

". . . Soon the Committee on Interstate & Foreign Commerce, which has been granted a rule upon a bill [McFarland bill] which amends the Communications Act, will bring that bill to the floor.

"I call the attention of the House to the fact that under the law which now exists a radio broadcaster has no nower of censorship as to any statement a political candidate himself may make upon the radio during a political campaign. In other words, it offers the facilities, and there is no censorship on the part of the broadcaster over the kind of statements, no matter how defamatory or how libelous they may be, that the candidate may make. They have no power or control over his statements.

Cites Horan Bill

"Our colleague from Washington [Rep. Walt Horan (R-Wash.)] has introduced a bill which absolves the broadcaster from libility in such a situation. Personally, I think I have a better approach to it, and I have introduced a bill. which I hope to offer as an amendment when [the McFarland bill] . . . comes before us, which does not give the broadcaster any censorship over partisan or political matters but does give him the right to control the defamatory statements, to eliminate them, or to deny the candidate, unless he does eliminate that language, the use of his broadcasting facilities.

"The present situation to which I refer is analogous to your handing a loaded shotgun to some reckless individual and then saying you have no responsibility because you have given him the shotgun and loaded it and said, 'Go ahead and

pull the trigger.'

"That is the situation the candidates for public office are in under the present conditions. . . . The broadcasters are themselves in a bad situation because they are subject to suit. . . .

"I do think we should clear up the hiatus that exists and put the responsibility on the broadcaster at the same time giving him the power of censorship, the power to eliminate defamatory matter from the candidate's statement over the radio, but we should place some responsibility upon the broadcaster to see that those defamatory statements are not made in political campaigns over radio or television.'



Attending Library of Congress presentation made by WNAX are (l to r) - Mr. Fellows, Mr. Tincher, Dr. Evans and Sen. Mundt.



HIGGINS TO MCA Leaves CBS Radio Post

HUGH M. P. HIGGINS, market research counsel for CBS Radio, has left that post to join Music Corp. of America as head of its TV Syndication Div.'s new Promotion-Publicity - Research Department, and as salesman.

The division is headed by David Sutton, former CBS-TV vice presi-

dent in charge of sales.

Mr. Higgins joined CBS Radio last fall after serving as director of BAB from September 1950. For two years prior to that time he was part owner, vice president and general manager of WMOA Marietta, Ohio, and before that he was assistant director of the NAB Broadcast Advertising Dept. from 1945-48. Before World War II, during which he served in the Army Air Force, he was with NBC in Washington.

FOOD RETAILERS' BUDGET To Spend Over \$300 Million

FOOD retailers will spend over \$300 million in advertising this year—more than the top 35 national advertisers combined—the Super Market Institute was told at its 15th annual convention in Cleveland last Monday. This prediction was voiced by Max Buck, advertising and sales manager, Kings Super Markets, East Orange, N. J.

Citing the tremendous success achieved by super markets through advertising, Mr. Buck said the \$300 million outlay would make the food retailer a larger advertiser than the following combined companies: Procter & Gamble, General Foods, Colgate-Palmolive-Peet, General Electric, General Motors, Lever Brothers, General Mills, American Tobacco, Liggett & Myers, R. J. Reynolds, Sterling Drug, Campbell's Soup, Ford Motor Co. and Pillsbury Mills. All are heavy radio-TV users.

Mr. Buck suggested use of more newsworthy and "emotional" copy to attain better results and urged the super market industry to unite in a better advertising campaign to drive home to the consumer the benefits of that industry.

RADIO MEMORIES FROM TEXAS

Harold Hough Recalls WBAP's Beginning

"IN the winter of 1921, Amon Carter allotted us \$250 to go into the broadcasting business with a warning not to come back when that was gone," recalls Harold V. Hough, director of the Fort Worth Star-Telegram broadcast operation, WBAP-AM-FM-TV.

Mr. Hough, who was the station's earliest personality as *The Hired Hand*, was reminiscing on the occasion of the WBA P's 30th anniversary [B•T, May 5].

The media veteran's stories of early radio were recounted in the Fort Worth Star-Telegram.

Chuckling over WBAP's humble beginning, Mr. Hough relates that, "At any rate, we started May 2, 1922, with 10 watts; now we have 50,000. We also have call letters, frequencies, pictures, studios, personalities, temperaments and tayes."

WBAP's anniversary was observed quietly and without fanfare. "We considered getting up an anniversary program and patting ourselves on the back last Friday, but the staff voted to do something for our audiences—so we bought the radio rights to the sensational new show, I Was A Communist for the FBI," Mr. Hough explains.

Discounting his role as a radio personality, Mr. Hough admits that "In the beginning of radio, I used to hang around the mike some. But radio soon grew up and it was

N.Y. Pioneers Elect

DOROTHY GORDON, moderator of the New York Times Youth Forum on WQXR New York, was elected president of the New York chapter of radio Pioneers at a diner meeting Wednesday. Patrick Henry Barnes, WOR New York, was named first vice president; Frank G. Silvernail, BBDO, second vice president, and Charles Butterfield, AP radio editor, third vice president. Charles A. Wall, BMI, was re-elected treasurer, and Bruce Robertson, BROADCASTING • TELECASTING, was re-elected secretary.





Once The Hired Hand, radio pioneer Hough admires four-footed

Texas beauty.

time to begin selling soap.

"This was a slick job, requiring smooth gab, so the boys with lace on their tonsils moved in and crowded me off the air.

"However, I've had a lot of fun with the game in the last 30 years and expect to have more during the next 30."

PRESS, RADIO PROTEST Bolivian Suppression

INTER-AMERICAN Assn. of Radio Broadcasters joined with the Inter-American Press Assn. last week in condemning suppression of the daily newspaper La Razon in La Paz, Bolivia.

In a joint statement they said they consider that "an act of aggression against the free and independent press and radio of the western hemisphere has taken place in Bolivia where the government has denied the right to publish freely to the . . . La Razon."

An IAPA committee said investigation showed that "the government of Victor Paz Estensoro has through intimidation and coercion prevented . . La Razon from publishing since April 14" and that "the government, up to this date, has indicated no intention of permitting the newspaper to publish" or of restraining governmental "partisans from attacking the newspaper plant should it attempt to publish . . . "

REC-ATS Merger

BUSINESS meeting of the Radio Executives Club in New York last Thursday lacked a quorum, with the result that the group was unable to vote on the proposal to merge with American Television Society. It was agreed after much argument, however, that President I. E. (Chick) Showerman should appoint one committee to revise the by-laws of REC and submit a new name for the organization, and another committee to meet with ATS representatives to discuss the method of fusion.

RADIO PROMOTION

NARTB Discs Readied

SECOND of NARTB's transcribed radio promotion broadcasts will be released this week as one of the "Radio on the Record" series. It features Edward R. Murrow, CBS news analyst, in a quarter-hour discussion of the effectiveness of radio news.

Opposite Mr. Murrow on the disc are the voices of two Cabinet members, Secretary of the Treasury John W. Snyder and Secretary of Agriculture Charles F. Brannan, who discuss what radio means to them. Other voices are those of Maj. Gen. Floyd L. Parks, chief, Information Division, U. S. Army; Herschel Newsom, master of the National Grange, and Dan Tracy, IBEW president.

The promotion transcriptions are produced for NARTB by Drex Hines, with recordings distributed through Columbia Transcriptions

The series is designed to tell the national audience about radio's effectiveness as a medium of news, education, entertainment and public interest programming.

CONVENTIONS NBC to School Reporters

TEN newsmen will be handpicked by NBC and Northwestern U. for a special course in political convention reporting and each man will be an accredited representative of the network for the conventions in Chicago this summer.

The clinic, offered on a graduate level, will feature lectures by authorities in the broadcast news and political fields, including Ken Fry, radio-TV director, Democratic National Committee; Edward T. Ingle, who holds the same job for the Republican Committee; James Reston, political staff writer, The New York Times; Francis McCall, NBC-TV news and special events director, and Charles Cleveland, political reporter for the Chicago Daily News.

Eight of the ten have been chosen. They are:

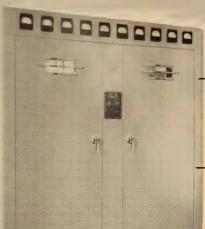
chosen. They are:

Michael Radock, professor of journalism and director of public relations,
Kent State U., Kent, Ohio; Burton
Marvin, dean, William Allen White
School of Journalism, U. of Kansas;
kane, Sidney Kobre, professor of journalism, Florida State U.; Milo Ryan,
journalism professor, U. of Washington;
O. J. Buc, Journalism professor, U. of
Montana; J. Douglas Perry, chalman,
delphia, and William Swindler, director,
School of Journalism, U. of Nebraska.

To Double Budget

NORTH STAR Aircoach, New York, purchaser of the Flying Irishmen Air Reservations Agency, New York, plans to retain the latter's agency, Cavanaugh - Shore, New York, for all local radio advertising. Current billings in 12 markets are expected to be expanded in a few weeks when the advertising budget is to be doubled.







the GATES

BC-IF

1000 watt transmitter

Why not ask | shore who own one?

A scant two years ago, GATES announced its new air conditioned 1000 watt Broadcast Transmitter, the BC-1F.

Then, as now, it was described as a large, heavily built, rugged and full fledged transmitter — as fine as a broadcast transmitter can be made.

The enthusiastic acceptance with which the BC-1F has been greeted is unquestioned verification of quality, since only quality of the highest order could build such an impressive "owner list" as that below!

KOSY

KCNO

KWCR

KDI M

WTRW

WCPA

KDAS

WOKE

WRIID

CECI

XEAS

WIIM

KGMC

KMMO

WBOK

WAKN

WCMY

WALK

WEYE

CFRA

KWOC

OWNERS OF GATES BC-1F BROADCAST TRANSMITTERS*:

WGEM Quincy, Illinois WKRS Waukegan, Illinois Sarasota, Florida WKXY Coldwater, Michigan Kingstree, South Carolina Corning, New York Wytheville, Virginia WIVE WDKE WCBA KERG Eugene, Oregon Decatur, Illinois Taunton, Massachusetts Lewistown, Pennsylvania Coatesville, Pennsylvania WDZ WPFF WKVA WCO Beaumont, Texas KTRM CKYL Verdun, Quebec, Canada Enid, Oklahoma KGWA WNAH Nashville, Tennessee Swainsboro, Georgia McAlester, Oklahoma KNFD

Caruthersville, Missouri Manhattan, Kansas KCRV WKAP KMAN KGAL CISO Sorel, Quebec, Canada WRIC KTOE Mankato, Minnesota WRAY WFVG Fuguay Springs, N. C. KILO KPBM Carlsbad, New Mexico Smithfield, North Carolina WFHG WMPN KBOP Gaylord, Michigan Oswego, New York Lenoir City, Tennessee Pullman, Washington WATC WCTT WOPT WLIL WESM KBKH WCEN KTYL Mesa, Arizona WLYC WKCT Bowling Green, Kentucky WORD WTOB Winston-Salem, N. C. WJPR WPAZ WIAM Williamston, N. C. KILLP WFUL WLEA WRAG Durango, Colorado KPOC Pocahontas, Arkansas Mayaguez, Puerto Rico WTIL Red Lion, Pennsylvania WAIN WWSW Pittsburgh, Pennsylvania KOKX Keokuk, Iowa **CKPB**

Allentown, Pennsylvania Lebanon, Oregon Richlands, Virginia Princeton, Indiana Grand Forks, North Dakota Bristol, Virginia Pleasanton, Texas Corbin, Kentucky Mason City, Iowa Huntington, L. Island, N. Y. Mt. Pleasant, Michigan Williamsport, Pa. Spartanburg, S. C. Greenville, Mississippi Pottstown, Pennsylvania Fulton, Kentucky Hornell, New York Carrollton, Alabama Columbia, Kentucky Matewan, West Virginia Victoriaville, Quebec, Can. Texarkana, Arkansas
Alturas, California
Searcy, Arkansas
Detroit Lakes, Minnesota
Two Rivers, Wisconsin
Clearfield, Pennsylvania
Malvern, Arkansas
Oak Ridge, Tennessee
Trenton, New Jersey
Timmins, Ontario, Canada
Nuevo Laredo, Mexico
Taylorville, Illinois
Englewood, Denver, Colo.
Marshall, Missouri
New Orleans, Louisiana
Aiken, South Carolina
Ottawa, Illinois
Patchogue, L. I., N. Y.
Sanford, North Carolina
Ottawa, Ontario, Canada
Poplar Bluff, Mo.

*Above list excludes all export sales other than Canada. Any domestic omissions are unintentional. Substantial military purchases of this model can not be listed for obvious reasons Purchases after December 30. 1951, not shown.



GATES RADIO COMPANY . QUINCY, ILLINOIS, U.S.A.

manufacturing engineers

2700 Polk Avenue, Houston, Texas. ● . Warner Building, Washington, D. C. ● . International Division, 13 E. 40th St., New York City

Canadian Marconi Company, Montreal, Quebec

ANTI-TRUST PROBE

GRAND JURY investigation into the conduct of the electronics manufacturing business, probing for possible anti-trust violations, started in the U.S. Court for the Southern District of New York last Monday when the first company records were submitted, per subpoena.

Major block to a full study, at this date, is understood to be the motion by RCA-singled out as a subject of particular interest— which sought to "quash or modify" the original subpoena [B•T, April 14]. Since success of the RCA motion would change and limit the federal investigation considerably, it was assumed last week that basic questions would not be considered and witnesses would not be called to testify until after a ruling on the RCA motion, scheduled for hearing June 12.

Records only of electronics manufacturers were to be produced at the opening session Monday. A few unnamed manufacturers among those subpoenaed-virtually all major producers of AM-FM-TV transmitters and receivers-needed more time to collect the extensive records asked for and sought time extensions which, following usual procedure, were granted.

Operating Methods

Modus operandi of anti-trust suits usually starts with Justice Dept. consideration of public records and hearings of individual complaints. If preliminary research indicates possible illegal practices, the department institutes a full investigation, conducted through the grand jury.

Since this phase is emphasized as only a study, all meetings are conducted behind closed doors to avoid harmful publicity or unnecessary exposure of subpoenaed witnesses and documents. It was this stage that the electronics investigation entered last week.

If the grand jury decrees that formal action may be necessary, then charges may be filed publicly and actual court proceedings begin.



NBC played host to representatives of 30 Midwest network-affiliated stations at promotion-press-merchandising sessions in Chicago fortnight ago [BOT, May 12]. Among NBC executives was Harry C. Kopf (I), Central Division vice president. Mr. Kopf chats with (I to r) Alex Kesse, WFAA Dallas; Jack Zinselmeier, WLW Cincinnati and Fred N. Dodge, NBC merchandising director. Session was second in network series of meetings on various facets of radio operation.

'PURE SCIENCE' PROGRESS

U. S. Must Lead, Dr. C. B. Jolliffe Warns

THE U. S. must take the lead in developing fundamental knowledge-the advancement of science"-because "our continuing safety and progress depend upon it," Dr. Charles B. Jolliffe, RCA vice president and technical director, said in an address before the National Conference on Airborne Electronics at Dayton last Tuesday.

He noted that Europeans, especially Germans and Britons, have been historic leaders in this field while greatest U. S. accomplishments have been in engineering, but said the time has come when "Americans should be the 'Pioneers of Science' of the future. . . . Russia, we may be sure, is not neglecting this all-important field. . . .

"Discoveries of supreme importance to such sciences as physics, chemistry, and biology will come from studies of the atom." he declared. "In fact, mankind is on the verge of an era in which new scientific knowledge can provide the basis for substantial advances in human health and happiness."

Dr. Jolliffe said the development of the transistor, tiny germanium device capable of performing many functions of the electron tube, will

"of itself help materially in the advance of fundamental knowledge.

"With greater development of transistors, smaller, lighter, more rugged and more efficient electronics controls will be developed for airplanes and missiles. It may even make new weapons possible. New, better and smaller control equipment may well result in new types of planes.

"Here, indeed, is an outstanding example of how an advance in the fundamental knowledge of one field can be of inestimable value in another," Dr. Jolliffe said.

N.Y. AD CLUB

McMillan Re-elected

GEORGE S. McMILLAN, vice president of Bristol-Myers Product Div., was re-elected president of the Advertising Club of New York Tuesday.

Other officers include Stanley Resor, president of J. Walter Thompson Co., who was named vice president, and James A. Brewer, chairman of the Brewer-Cantelmo Co. board, treasurer.

SHOW MUST GO ON

McNeill and his ABC Breakfast Club troupe on tour through five eastern cities when the group arrived in Baltimore. Flash fire on stage of the Hippodrome Theatre where the network show was to originate almost completely destroyed broadcast equipment and dimmed hope of ever going on the air with only a few hours to remedy the damage that had been done.

WFBR, ABC's affiliate in that city, came to the rescue with engineering and musical assistance which made it possible for Mr. Mc-Neill's show to go on the air on schedule from the Town Theatre, substitute originating point.

SCOTT PETITION

ATHEIST Robert H. Scott renewed his petition to the FCC last week asking that ABC stations' licenses be revoked because the network would not give him time to reply to what he considered an attack on his anti-deity cause [BoT, March 17, 10].

In a letter to the Commission, Mr. Scott rebutted an ABC communication of last month which informed the FCC it had no intention of answering Mr. Scott's charges.

Mr. Scott had charged that ABC networked a Canadian Broadcasting Corp. play last November which was "an outright attack upon atheism as a point of view and upon atheists as a class." The play was entitled Blasphemy, and was a radio adaptation of an Ellery Queen Magazine story, "The Trial of John Nobody," by H. A. V. Carr. Mr. Scott said that ABC refused to give him time to answer what he termed the anti-atheism propaganda expressed in the broad-

cast.

ABC's letter on the subject last month to the Commission stated: "We did not furnish a statement [to the Commission] specifically directed to the petition because we believe . . . that an analysis of the script which we sent you on Feb. 21, 1952, would substantiate our statement that the program was a dramatic fictional presentation designed solely for entertainment and that it did not constitute an attack on atheism.

"We have examined Mr. Scott's complaint and find nothing that would lead us to change our view as to the character of the program presented."

Mr. Scott was the protagonist in the FCC's famed "Scott Decision," enunciated in 1946. That decision held that station licensees must present all sides of a controversial subject, even though one attitude may be strongly distasteful to the licensees and their listeners. The Commission, however, also added that not every controversy is of general interest and licensees must exercise their judgment.



The Art Mosby Stations

&KGVO · KANA

MONTANA THE TREASURE STATE OF THE 48

Between Glacier and Yellowstone Parks in the Heart of the Dude Ranch Country

Reps: GILL, KEEFE & PERNA, N.Y., Chi., La. & SF.





PROOF of SELLING POWER IN TWO MAJOR MARKETS!

- ★ KTUL, Tulsa—and KFPW, Fort Smith, Arkansas, have MORE LOCAL PROGRAM SPONSORS than ALL OTHER NETWORK STATIONS COMBINED in these two market centers of the Southwest.
- ★ Local acceptance is the "GRASS ROOTS" TEST of a radio station's SELLING POWER.
- ★ Tap the rich trade areas of Northeastern Oklahoma and Western Arkansas with ONE OPERATION—ONE NETWORK, CBS Radio—ONE REPRESENTATIVE—(Avery-Knodel, Inc.)



JOHN ESAU Vice President General Manager



Affiliated with KOMA, Oklahoma City

Hooper Reply

(Continued from page 29)

ers that the trends are the product of two very real things: Owning TV and watching it." He asserted that "Ward Dorrell of the Blair firm was completely conversant with this record when in our employ." Further, he said, "I have recently turned over to him several volumes of original data on the subject to refresh his memory and bring him up to date."

He struck out at Pulse Inc. data in the Blair report saying that "Pulse would have you believe that radio sets-in-use reached a new high in Los Angeles last summer" even though "Los Angeles families, with seven TV stations to choose among, increased their ownership of TV sets 239% (from 335,000 to 830,000) and from 26% to an estimated ownership level of 65% of the families."

Mr. Hooper said that with reference to other reported findings of the Blair study, "I have but one comment. They raise a question. I welcome it. But the answer should not have been attempted by any but disinterested parties."

He suggested the reconstituted Advertising Research Foundation as a proper agency for impartial handling of the question. If ARF should indicate "need for the complete separation of radio and TV reporting," he said, "our course will remain unchanged except that the choice between the two ques-

tions will disappear and costs will increase"

Mr. Hooper felt that "such an analysis will uncover the source of a Trendex error, because I sincerely believe that there is an error." (Note: Trendex handled the "controlled" study of the issue for the Blair organization.)

"In fact," Mr. Hooper said, "if the city-by-city, period-by-period results for the three cities [studied by Trendex for Blair] had been released by the Blair firm, the source of one error might be apparent now, namely:

"In all three of these cities the call letters of more than half of the TV stations are identical with radio stations serving the same city except for the suffix. Television credits are, therefore, most likely to be given erroneously to radio (with the 'radio listening only' question in use) where the TV share of audience is biggest."

Must Show Hooper Higher

He expressed confidence "that the city-by-city, period-by-period figures, which are in the possession of Biair, must show Hooper to be higher during some periods, particularly in New Orleans—[One of the cities surveyed, along with Los Angeles and Columbus] — where the overall percentage difference [between Trendex and Hooper] is 6.1% and where a minimum of radio-TV confusion would, therefore, be created by the 'radio listening only' question. Furthermore, there is but one TV station in New Orleans. . . .

"If Hooper is the same or higher, during a significant number of time periods, the reason for the Trendex average being higher lies somewhere outside the differences" between the radio-only question and the combination radio-TV question.

Additionally, he said, much of the difference between Trendex and Hooper results might result from "Trendex reporting actual "listening" not to a radio but to television," in cases where there is no watching of the TV picture. Thus, he said, the AM affiliate might get

Rebroadcast Rights

(Continued from page 24)

munications Act. The Commission implied that an international treaty might take care of that question.

In referring to the fact that consent to rebroadcast may be of little value, since the consenting station might not own property and other rights to the program, the Commission said that clarification of this impasse would be required through Congressional action.

Sec. 325(a) states in part: "... nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station."

credit which actually is due the TV station, if the interrogator does not require distinction between radio and TV.

"Much daytime TV programming," he said, "and not a little of TV daytime commercial treatment, is already slanted to appeal to the 'audio only' daytime TV audience."

He charged that "if these errors are established it will not lead to the conclusion, drawn by the Blair Release, that 'radio listening as reported by the coincidental method has been grossly under-estimated,' but rather that some poorly executed or poorly conceived research has been done which creates that impression."

upcoming



May 19-20: BMI television clinic, New York.

May 19-22: Electronics Parts Show, Conrad Hilton Hotel, Chicago.

May 22-23: Florida Assn. of Broadcasters, annual meeting, Royal York Hotel, Miami Beach, Fla.

May 22-23: BMI television clinic, Chicago.

May 23-24: Indiana Broadcasters Assn. meeting Athletic Club, Indianapolis. May 26-27: BMI television clinic, Hollywood, Calif.

TALENT MERGER

'University Study' Set for N.Y. Talks

SUGGESTIONS for or against merger of entertainment unions are to be discussed in New York today (Monday) by member unions of the Associated Actors and Artistes of America (AFL), it was indicated late last week as results of a university study on stage-radio-TV performers and their labor organization were

Research on each union's organization and jurisdiction, interviews of officials and members and study of previous attempts to establish a single-card organization for all entertainers have been conducted during the past few months by labor relations experts at Cornell U. and the U. of California at Los Angeles. These experts volunteered their services—for the first such analysis made in this particular field—when total merger again became a real consideration last winter.

being distributed to union officials.

Heretofore described as a "blueprint" for merger, the university plan is actually a series of "openended proposals," according to Prof. Robert L. Aronson of the New York State School of Industrial and Labor Relations at Cornell. The proposals were understood to include various possible alternatives to a total merger and could, he said, be modified as more complete information becomes available. Asked if he were satisfied that the proposals are the result of all currently available information, Prof. Aronson said he had no comment.

Officials of the union involved

—all of which are AAAA members —plus representatives of the two universities, are scheduled to meet in New York's Hotel Astor at 2 p.m. today for their first discussion of the proposals.

Whereas all unions agree that a total merger would be welcomed by their individual members, establishing that unity without sacrificing the control of individual units is the major political problem. A partial merger of one or two AAAA groups is considered by excluded unions even a more serious threat to their status.

It was not known last week when the proposals would be public. It was assumed again that since each organization is to consider total merger and vote on it in time for effective action to be taken by July 1, the study could not remain private for long.

Unless total merger is effected by July 1, Television Authority and American Federation of Radio Artistes will unite into an all-broadcasting union, to be called the American Federation of Television and Radio Artists. Constitution for the merger has been drawn up and ratified by membership of both groups.



Heoples
Choice
Portland, oregon

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Washington's.

BEST



BUY

Ask your John Blair man for the whole WWDC story



The thousands of broadcasters who have attended the second swing of Program Clinics, just concluded, have praised their solid contributions to programming. • The impact and inspiration of the splendid teams of industry speakers were especially increased this year by the stimulating discussions of attendees during the bull sessions. • BMI takes this opportunity to acknowledge the industry's obligation to all speakers and participants and to cordially invite all broadcasters to attend one of the forthcoming TV Clinics.

Nowth TV CLINIC TIME

WITH THREE ALL-INCLUSIVE 2-DAY ROUND TABLE DISCUSSION MEETINGS

NEW YORK

May 19-20 Waldorf-Astoria

CHICAGO

May 22-23 Palmer House

HOLLYWOOD

May 26-27 Beverly Wilshire Hotel



N.Y. AD AWARDS Art Directors Club Opens Exhibition

THIRTEEN awards for advertising associated with the broadcasting industry were designated last week when the Art Directors Club of New York announced winners in its annual exhibition of advertising and editorial art.

For the first time this year, a special category was set aside for television commercials, with the medal won by United Productions of America whose art director, Ray Lind, and artist, Abe Liss, turned out a commercial for Benton & Bowles' Brewing Corp. of America account.

Largest single winner among advertisers was CBS, whose combined awards totaled nine: Three for CBS Radio advertisements and six for CBS Television ads.

Speaker at the awards luncheon, held at the Waldorf-Astoria Tuesday, the day that the exhibition opened at the Grand Central Galleries, was Marion Harper Jr., president of McCann-Erickson, who warned that "a period of 'hard-sell advertising' is ahead."

Winners of the Art Directors 31st annual competition were chosen from more than 8,500 proofs, with selection and analysis handled through committees of top avertising directors and final votes by the entire membership. A total of 12 club medals and the Kerwin H. Fulton Medal were awarded winners in various categories and an additional 30 certificates of distinctive merit were given.

Broadcasting winners were:

be..R-

For design of complete unit TV commercials on flim, with live technique:
Fairbanks, producer; Barbara DeMaray
and Pyrmen Smith, art directors; Les
White, photographer; Young & Rubicam, agency; and Bigelow-Sanford
Carpet Co., advertiser.

Carpet Co., advertiser.

For TV commercials on film, full animation: Medal to United Productions of America and merit award to the Commercial of the Commercial of the Commercial Commercia

advertiser.

For TV commercials, limited action:
Merit award to Transfilm, producer;
Ray Lind, art director; Jack Zander,
artist; Benton & Bowles, agency; Post
Raisin Bran Div., General Foods, advertiser. Second merit award to
Edward Carini, artist; William R. Duffy,
art director; McCann-Erickson and
General Electric.

For TV commercials, miscellaneous techniques: Merit award to George Olden, CBS-TV graphic arts director, for promotional design on the Big Top program.

No winners were named for live TV commercials.

CBS Radio Network advertisements won three honors:

ments won three honors:

Club medals were voted to Lou
Dorfsman, director of the art division
of CBS Radio Sales Promotion and Advertising Dept. for his Red Skelton advertising Dept. for his Red Skelton advances warhol for his drawing on
CBS Radio's Nation's Nightmare documentary series.

Distinctive merit award went to
riving Miller, director of art service
for CBS-owned radio stations, for design of booklets and direct mail ads

CBS Television advertisements

Be *Radio-Wise! Get extra power be-hind your sales mes-

sage through "Per-

sonality Selling" on

Rahall Stations . .

took five honors, in addition to Mr. Olden's TV commercial award:

Olden's TV commercial award:

William Golden, creative director of CBS-TV advertising and sales promotion of the control of th

CONVENTION BOOK Planned by CBS, 'Time'

CBS Radio and Television networks, in cooperation with Time magazine, have produced a special guide to this summer's national political conventions, to be offered voters free as a public service.

The 24-page booklet is being written and published by the editorial staff of Time and offered to the public through the facilities of CBS Radio and Television networks. Described as a non-partisan pamphlet, the guide covers the history, highlights and high-jinks of past political conventions and gives procedures and regulations for this year's sessions.

CBS Radio Network inaugurated spot announcements offering the guide on May 8 and the CBS Television Network started similar announcements, coupled with visual material, last week. Special kits for use by affiliated stations also were to be mailed last week.

To Use Radio, TV

MOST comprehensive advertising campaign to date in behalf of El Producto cigars—including radio this summer and TV in the fallwas announced last week by Sol Bornstein, president of G. H. P. Cigar Co. Summer radio and fall plans are being formulated and will be announced in the near future, according to Elkin Kaufman, executive vice president of William H. Weintraub & Co., New York, agency for the cigar com-

PIONEERS CITED

Sylvania Awards Given

SOME 23 pioneers of the radio industry-all of whom have served for at least 20 years and a few of whom are radio veterans of 32 years-were presented Broadcasting Pioneers Awards at a luncheon given in New York's Waldorf-Astoria by the Sylvania Electric Products Corp. Wednesday.

Dr. Lee deForrest, inventor of many electronics devices which have helped build the industry, was guest of honor at the luncheon, held by Sylvania to celebrate the production of its billionth radio tube.

Broadcasting veterans whose length of service was acknowledged included such radio personalities as Jack Benny, Burns and Allen, Amos 'n' Andy, Kate Smith, H. V. Kaltenborn, Ben Grauer, John Gambling, Patt Barnes, Lanny Ross, Lowell Thomas, Gertrude Berg, Paul Whiteman, Arthur Godfrey, Jessica Dragonette, Thomas H. Cowan and Sigmund Spaeth.

Zenith Names Wright

JOSEPH S. WRIGHT has been named assistant



for Zenith Radio Corp., Chicago, Irving Herriott, Zenith general counsel, announced last week. An attorney for the Federal Trade Commission since 1936, Mr. Wright

general counsel

Mr. Wright

since 1947 has been the FTC's assistant general counsel and chief of its compliance division.

Morris Joins Equity

NEWBOLD MORRIS, recently discharged as special assistant to the Attorney General to help clean up corruption in government, has been appointed special assistant to Clarence Derwent, president of Actors' Equity and Chorus Equity Assns. His main assignment will be to help effect a merger between various branches of Associated Actors and Artists of America.

17th Summer

RADIO-TELEVISION WORKSHOP

Six Weeks-June 30 to August 8, 1952

Advanced radio and TV training in the world communications capital. TV studio work in cooperation with station WPIX

ROBERT J. LANDRY, Director

Full time program, with or without University credit, All instruction by active directors, producers, actors, and executives from the industry. Registration limited, Fee: \$175

For full information send for Bulletin RB

DIVISION OF GENERAL EDUCATION

NEW YORK UNIVERSITY

One Washington Square, New York 3, N. Y. SPring 7-2000, Ext. 788





National Representatives

JOE RAHALL, PRESIDENT

(a) WEED & COMPANY

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RAHALL STATIONS



Spotlighting another engineering triumph by Continental

...the new 314-2 1 KW AM
TRANSMITTER*

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

For Equipment above and beyond the usual standards

vertical members and partitions to serve as panels

on which the transmitter components are mounted.

This arrangement lends itself ideally to the

Transmitters, providing greater visibility and accessibility

of all tubes and parts. Unified, frameless construction permits

Availability dependent upon defense requirements.





Electronics

MANUFACTURING

The smart, two-toned

gray cabinet features the Transview glass door styling used in larger CONTINENTAL

forced air ventilation system used.

COMPANY

4212 S. Buckner Blvd.

Dallas 10, Texas

Phone EVergreen 1137

D.C. AD CLUB

Elects Sanders President

CLAYTON R. SANDERS, advertising manager of Peoples' Drug Stores Inc., heavy regional radio timebuyer, was elected president of the Advertising Club of Washington, D. C., at a luncheon meeting last Tuesday. A vice president of ACW the past year, he succeeds Tom Griffin, advertising director, Washington Daily News.

Other officers elected were: William E. Coyle, Washington Evening Star, first vice president; Stuart Armstrong, National Radio Institute, second vice president; Stanley Bell, WRC Washington, treasurer; Ward Guthrie, Guthrie Lithograph Co., secretary.

Board of directors elected were: Ben Strouse, WWDC - AM - FM Washington; William Sigmund, Henry J. Kaufman & Assoc.; Mary Pitsch, Ad Print Screen Co.; Arnold Fine, Washington Daily News, and James Rotto, advertising manager, the Hecht Co.

NEWS SECURITY

MACHINERY was readied last week in the Senate for an inquiry into

The order, which was issued by the White House last September, set

up classification of information on the same order as the military. It applied to civilian agencies, how-

President Truman's controversial information security order.

ever, as well as to the military. The impending probe grew out of a resolution introduced by Sen. Blaire Moody (D-Mich.), a former Washington-Detroit newspaperman

and radio commentator. The resolution (S Res 309) calls for a "full and complete study and investigation" into:

(1) "Policies and procedures in the executive agencies with respect to the dissemination of information,

(2) "Free and unobstructed flow news regarding government action, and government policy from its source to the public."

The inquiry would attempt to determine:

(1) "Whether any censorship is depriving the public of information to which it is entitled. . . .

(2) "Application of Executive Order 10290, dated Sept. 24, 1951. the so-called 'President's SeSenate May Probe Truman Order

curity Order,' and its effect on the dissemination of public informa-

(3) "Functions of government information officers, and (4) what methods can best be used to protect the nation's actual military secrets without keeping any information from the American people for any other reason.'

When President Truman's order was issued, it was received with skepticism and opposition both by the radio and the press.

The resolution has been assigned to a subcommittee of the Senate's Permanent Investigating Committee, an arm of the Senate Committee on Government Operations.

Sen. Moody is slated to serve on the subcommittee along with Sens. A. S. Mike Monroney (D-Okla), a former newsman, and Andrew F. Schoeppel (R-Kans.). Two other members, not yet selected, will serve on the group.

Under the resolution, an advisory council of five to seven Washington newsmen-who are "reporting the news by newspaper, periodical, radio, television, or other media of public information-" would be appointed to advise the Senate unit.

The subcommittee would be authorized to recommend legislation necessary to assure the public free access to information on federal activities while protecting the nation's military secrets.

RADIO receiver sales dropped in

Canada during last quarter of

1952 to 93,197 sets valued at

\$9,982,334, as compared to 164,714

sets valued at \$13,970,696 in the

same period in 1951, according to

Radio-Television Mfrs. Assn. of

Canada. Inventories at end of March 1952 were 164,193 sets as

compared to 143,221 sets at the

same time in 1951.

Canadian Set Sales

Walk, Don't Run

A WSPD Toledo announcer is rueing his rashness in running to the teletype and yanking off enough news to fill the closing minutes of a newscast. Here's what he found himself reading over the mike: "Smith says the best way to describe government language is to call it 'bafflegab.' And what is 'baffle-gab'? Smith defines it as 'Multiloquence . . . characterized by consummate interfusion or periphrasis . . . inscrutability . . . incognizability . . . and other familiar manifestations of abstruse expatiation . . . commonly utilized for promulgations ... implementing procrustean determinations by govern-mental bodies."

JONES PROMOTED KRMG Also Names Lane

APPOINTMENT of Robert Jones Jr. as vice president and general manager and promotion of Frank S. Lane from commercial to



by

He has been Mr. Jones station manager since 1949, and succeeds C. B.

Akers, who has resigned to join WEEK Peoria, Ill. Before coming to KRMG three years ago, when it went 50 kw daytime, 25 kw night, Mr. Jones was station relations manager for ABC Central Division, and later general manager of WIRL Peoria, Ill. Previously he was associated with NBC in New York.

Mr. Lane joined KRMG as commercial manager in 1949. Previously he had been active in management of WDEF and WDOD Chattanooga and WSPB Sarasota,

Listen to what \$250,000,000 says about the BROADCASTING MARKETBOOK

N. W. AYER—Thomas McDermott: "Your 1951 Marketbook surpassed your excellent 1950 Marketbook."

MORSE INTERNATIONAL-Chet Slay-

"The Marketbook is indispensable in my

COMPTON ADVERTISING-Frank Kemp: "A most valuable tool. Convenient and time saving."

FOOTE CONE & BELDING-Lillian Selb: "The new BROADCASTING Marketbook is not a gold mine, it's pure uranium, and the Spot Rate Finder is terrific." LEVER BROS .- Stanley Pulver:

A masterfully-designed one volume refer-nce source for blueprinting network ence source for blueprinting network spot and television campaigns quickly and intelligently; the greatest possible help when it is necessary to—'get this out fast.'" S S C & B-Frank Mineham:

"We find BROADCASTING's Marketbook very helpful when we need data on radio markets.

HARRY COHEN ADV .- Mary Dunlavey: 'The BROADCASTING Marketbook is one of our important timebuying yardsticks."

B.B.D.&O .- Frank Silvernail:

'It's the timebuyers' Encyclopedia. He has all the market answers from Andalusia to Zanesville '

BIOW COMPANY-Terrence Clyne:

'We find the BROADCASTING Marketbook invaluable for buying Bulova's radio and television time."

BENTON & BOWLES-Mary McKenna: 'It's a very useful tool and has a convenient assemblage of data."

What YOU should say?

"Sure, reserve my space today and put my ad near



DEADLINE: JULY 10 FOR 1952 MARKETBOOK

BROADEASTING TELECASTING MARKETBOOK



Your sales message is pin-pointed in Youngstown when you use WBBW - the new ABC affiliate.

WBBW serves a half million listeners in Ohio's third richest market. Here's pinpoint selling heard in the homes of pros-pective buyers — not on a distant hillside.

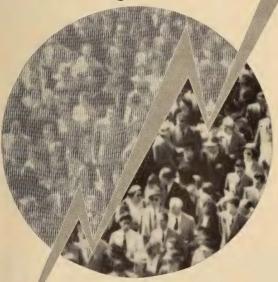
WBBW serves you best in Youngstown with its . . . ABC

CONCENTRATED COVERAGE AND NO WASTE CIRCULATION REP. FORJOE & CO. INC.



my own listings.

Special to Time Buyers: Don't let Summer Static cut your radio audience



REMEMBER, this summer -

Far More people will listen to FM stations to avoid summer static

Far More people will listen to FM for baseball broadcasts

Far More people will listen to local news and events broadcast only on FM

So, in making your time schedules, don't overlook FM

ZENITH RADIO CORPORATION, Chicago 39, Illinois

Include FM and get complete coverage all summer long

In many places in the country, your toughest competition is static. The folks you're trying to sell simply can't hear your commercial... because "radio climate" garbles the AM signal and shatters it with static. That's why more and more advertisers are insisting on FM, too—and getting their message across with all the sell and sense left in.

Reg. U.S. Pat. Off.



AM, FM CAMPAIGN Opened by NARTB-RTMA

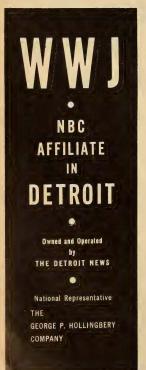
FOURTH of the series of joint radio promotion campaigns conducted by NARTB and Radio-Television Mfrs. Assn., based on distributor-dealer-station cooperation, opens today (Monday) in New York State (New York City excluded).

Emphasis will be spread over both AM and FM in the New York campaign, first in which AM has been included. Past campaigns, confined to FM, were conducted in North Carolina, Wisconsin and District of Columbia.

Several hundred dealers and salesmen attended a meeting held Wednesday in Syracuse, according to John H. Smith Jr., NARTB FM director who is coordinating the campaigns. Clinics have been held in Buffalo, Utica and other areas preparatory to opening of the drive.

State broadcaster chairman of the New York promotion is H. S. Brown, of Rural Radio Network. Robert Child of RRN is vice chairman. The campaign will run to June 19. In areas where FM offers special programming service, the emphasis will be placed on that medium. In other areas, the campaign will carry a "Radio Month" theme, although FM will be stressed in set-selling material.

Belmont Radio Corp. joined other set manufacturers in the New York promotion on behalf of its new Raytheon FM set.





ATTENDING 30th anniversary celebration of WCAO Baltimore [B*T, May 12] are (I to r) Earl H. Gammons, CBS Washington vice president; Joseph Katz, president, Joseph Katz Co.; L. Waters Milbourne, president, WCAO-AM-FM; Ed De Gray, CBS station relations, and Sen. John M. Butler (R-Md.).

AM SPEEDUP

Objections to FCC Plan Received

FIRST objections to the FCC's proposal to set up two processing lines for AM applications—to give priority to those providing first service in communities not now receiving signals [B•T, May 12, April 28, 21]—were filed at deadline for comments last week. Deadline for responses to comments is May 22.

Those opposing the Commission's plan objected on the ground that giving precedence to applications for non-AM cities is discriminating against applicants on file for lengthy periods.

That is the position of Consulting Engineer A. Earl Cullum Jr. of Dallas, Tex. He suggests that the AM processing line could be speeded up by making public the Commission's processing forms, tabulations of limitations and other data so that consulting engineers could submit the required information with the applications. This would enable the FCC's staff to check the data submitted rather than to prepare it in detail.

Mr. Cullum calls attention to the average five applications per month, advancement of the present AM processing line. At the same time, he says, an average of 10 applications per month have been submitted. Average time new applications have been on file is thus about 12 months, he points out.

Unfairness to those applicants whose applications have been on file for many months is cited by Mr. Cullum. He points to the substantial sums of money expended by applicants due to the delays, claims it would work an undue hardship if their applications were placed even farther back on the processing line than at present.

Among other objectors are E. H. Pate, Twin Cities Adv., Kansas City; WBEL Beloit, Wis.; KSJV Sanger, Calif., and KDNT Denton, Tex.

WBEL declares that the rights of 170,500 people who would benefit by its improved service would be forfeited under the new rule. KSJV wants the new procedure to provide the same priority for daytime stations wanting to go fulltime as for new stations.

Mr. Pate is the potential purchaser of KPRS Olathe, Kan. KPRS is scheduled to be moved to Kansas City and is now off the

Plan Received
al to set up two processing lines

air, awaiting FCC approval. He dissents from the plan on the ground that it makes no distinction between cities having primary service and those not so situated. He also claims the proposal makes no provision for hardship cases.

Patuxent Radio Inc., Lexington Park, Md., filed a counter to the recommendation of Bingham, Collins, Porter & Kistler that proposed Line I processing (for cities with no service) be arranged so that all applications for the same city be considered at the same time [B•T, May 12]. This would, the Washington law firm points out, ensure that action on a prior application would not put other applications for the same city in the slow-moving Line II.

The Maryland applicant claims that the suggestion to be fair would require that applicants for adjacent communities be considered at the same time as all those for one city. This might get out of hand and thus undercut the very purpose for which the FCC proposed its plan—to speed up processing, it claimed.

Strong support for the Commis-

sion's proposal—with the added recommendation that the priority for applicants for cities without AM stations be extended to hearings, initial decisions, oral arguments and final decisions—was filed by Delta Broadcasters Inc., Thibodaux, La.

Applicant for Thibodaux filed in April 1948, its comments point out. Hearings started in December 1949 and were completed in February 1950 in conjunction with the application of KCIL Houma, La., to change from 1490 kc and 250 w to 630 kc and 1 kw, the same wavelength Delta applied for. Due to amendments and rehearings, the official date of the close of its hearing was March 1952. Thus, four years after it filed, Delta is still awaiting the hearing examiner's initial decision, it points out.

279 Day Interim

In a study made for Delta by its attorneys, Cohn & Marks, the average time between the close of a hearing and the issuance of an initial decision was found to be 279 days, and between initial decision and scheduled oral argument, 252 days—or 531 days between close of hearing and oral argument. Since it usually takes four to six months after oral argument for the Commission to come out with its final decision, the study concludes that it takes a minimum of two years between the end of the hearing and final decision.

SENATORS NETWORK WWDC to Feed 12 Stations

FORMATION of a Washington Senators Baseball Network by 12 stations in four states has been announced.

All games are to be fed to the network by WWDC. Under the arrangement, network stations air all Washington Senator day games. Network stations in addition to WWDC include WINC and WRFL (FM) Winchester, WHAP Hopewell, WFVA Fredericksburg, WANT Richmond WNNT Warsaw, WCHV Charlottesville, all Va.; WARK Hagerstown, WTBO Cumberland and WASL Annapolis, Md.; WEPM Martinsburg, W. Va., and WARD Johnstown, Pa.



WRITERS' TALKS

Strike Held 'Unavoidable'

UNSUCCESSFUL negotiations between NBC, CBS and ABC radio networks and Federal Mediator J. R. Mandelbaum have convinced the Radio Writers Guild that a strike by news and continuity writers is "unavoidable," union spokesmen said last week.

Strike committee was scheduled to meet late last week, it was noted, with spokesmen adding, "We are not trying to find a means to avoid the strike . . . we're past that stage."

Vote of eastern members on strike assessments resulted in goahead by some 200 writers, with a similar report expected from the West Coast unit shortly. A picket committee has been set up with Murry Karmiller as chairman.

Guild last week was further irked at "partiality" shown by networks to some labor groups while writers' rights were side-stepped. Initially seeking contract on a national scale and night differential for newswriters, RWG dropped those de-

PULSE RATINGS

Mar.-Apr., Jan.-Feb. Radio

TOP 10 network radio programs, comparing March-April ratings to those of January-February, for evening, Monday-Friday daytime, and Saturday and Sunday daytime, respectively, for first seven days of each month, were reported last week by Pulse Inc., as follows:

Evenin

		Program Average Rating	
	Mar. Apr.	Jan. Feb.	
Jack Benny (CBS)	11.3	11.8	
Lux Radio Theatre (CBS)	9.8	9.9	
Bergen-McCarthy (CBS)	9.4	9.7	
Amos 'n' Andy (CBS)	8.9	8.9	
Bob Hope (NBC)	7.6	7.6	
Fibber McGee & Molly (NBC) 7.4	7.3	
You Bet Your Life (NBC)	7.4	7.6	
Bob Hawk (CBS)	7.3		
Bing Crosby (CBS)	7.2		
Dragnet (NBC)	7.1	7.5	
Godfrey's Talent Scouts (CB	S) 7.1	7.5	

Monday-Friday Daytime

	Program Average Rating	
	Mar. Apr.	Jan. Feb.
Arthur Godfrey (CBS)	9.3	9.3
Ma Perkins (CBS)	7.9	7:7
Big Sister (CBS)	7.8	7.6
Helen Trent (CBS)	7.8	7.9
Our Gal Sunday (CBS)	7.7	7.8
Wendy Warren (CBS)	7.5	7.6
Aunt Jenny (CBS)	7.4	7.5
Grand Slam (CBS)	7.2	7.3
The Guiding Light (CBS)	7.2	7.1
Young Dr. Malone (CBS)	7.2	7.1
Saturday & Sunday	Daytime	

Program Average Rating

	Rating	
	Mar. Apr.	Jan. Feb.
Grand Central Station (CBS)	5.4	5.3
Theatre of Today (CBS)	5.2	5.5
Stars Over Hollywood (CBS)	5.1	5.2
The Shadow (MBS)	5.0	5.2
True Detective Mysteries (MBS)	4.9	5.1
City Hospital (CBS)	4.8	4.9
Give & Take (CBS)	4.4	4.6
Martin Kane (NBC)	4.3	4.4
Let's Pretend (CBS)	4.2	4.5
Hollywood Star Playhouse		
(NBC)	3.9	

Weighted program average ratings for 19 regular Pulse radio markets.

mands in negotiations. Spokesmen said it was "interesting" that a 10% night differential had been offered engineers at CBS a week ago and that possibility of a national contract was to be discussed by all three networks with the Radio and Television Directors Guild.

Network refusal to discuss national contract for radio writers was cause, the union said, for loss of several shops in Chicago and Hollywood where NBC and ABC writers, disgruntled with lengthy RWG negotiations, shifted to National Assn. of Broadcast Engineers and Technicians. CBS writers in both cities, still RWG affiliates, have promised coordination of strikes in their cities with action in New York even though the union is not now striking for a national contract.

Newswriters for all three networks in New York seek a commercial pool in which extra pay resulting from sponsored newsprograms will be divided among writers on all news programs. Satisfactory formula has been worked out and is ready for presentation to the companies, guild spokesmen

Besides salary increases, continuity writers seek retention of the literary rights to their television material.

May Appointed

DR. MARK A. MAY, Yale U., has been appointed chairman of the State Dept.'s U. S. Advisory Commission on Information, succeeding Erwin D. Canham, Christian Science Monitor, who continues as a commission member. Dr. May has been a member since the commission was set up and also heads its Film Advisory Committee.

MEDIA COMPETITION

Papers Face Big Fight

NEWSPAPERS face "tougher competition" from other advertising media this year than they've ever confronted before, director Harold S. Barnes of the American Newspaper Publishers Assn.'s bureau of advertising declared last week in the bureau's annual report. But he expressed the view that they can stay on top.

He said preliminary estimates placed total newspaper advertising revenue in 1951 at \$2,226,000,000, or one-third of the total for all media, and that final official figures showed national advertisers invested \$513 million in newspaper space during the past year. It was, he said, the third straight year in which newspapers surpassed all other media.

from the nation's top radio and television buying markets

AVERY-KNODEL

serves its stations, agencies and advertisers

NEW YORK

CHICAGO

ATLANTA

SAN FRANCISCO

DALLAS

LOS ARGELES





JOHN BLAIR & CO., Representatives

'OVER 45' DAYTIMER

KPOL Takes Air in July

KEYING programming to the "above 45 years of age" bracket, KPOL Los Angeles, 5 kw daytime station on 1540 kc, expects to start operating in late July, according to Hugh R. Murchison, president of Coast Radio Broadcasting Co., owner.

With a 38-acre site atop 790 ft-high Ascot Hill having been cleared, construction has started on the transmitter-studio building at 5000 Carter Drive to house operations. Gates transmitter equipment and a 204-ft. non-directional vertical radiator built by Modesto (Calif.) Welding & Tank Works have been delivered. Completed structure with equipment will represent an investment of more than \$100,000.

Tower Crash

SAVAGE 125 mile-an-hour wind which caused extensive damage in the Piedmont section of the Carolinas, destroyed WMRC Greenville's FM tower last week. Tower, which overlooks the city from the top of Paris Mountain, just missed the apartment of George Tate, chief engineer at the station, when it crashed to the ground. Shortly before the storm, FM operations for WMRC had been moved to the AM tower. Air operation was not affected by the storm.



FIRST big radio test for Maytag Sales Co. emerges in negotiations for Al Henderson show on WTAM Cleveland L to r: Jesse Fitch, Maytag owner; Roger Albright, asst. acct. exec.; Mr. Henderson; Ted Sliwa, WTAM, and Herbert Dawson, Maytag adv. mgr.



FIFTH annual pact for three daily news shows on WBBC Flint, Mich., is inked by Hamady Bros. Food Markets. L to r: W. Eldon Garner, WBBC gen. mgr.; Robert Hamady, film's sec.-treas.; R alph Brockaway, Hamady adv. mgr. ABOUT \$20,000 of business goes to Wake Up Hawaii on Inter-island Network of MBS with Theo. H. Davies & Co. buying 1,340 announcements, Signing is Harold D. Weidig of Davies. Fin Hollinger, network mgr.,



FIRST direct radio use is assured for Ballou, Johnson & Nichols Co., appliance distributor, with purchase of *I Was a Communist for the FBI* on WEAN Providence, R. I. Signing contract (second from r) is Albert M. Nichols, firm pres. Attending are (I to r) Warren Pearce, gen. mgr. of BJ&N; Noel C. Breault, WEAN sls. mgr.; Mr. Nichols; Mowry Lowe, WEAN gen. mgr.

NIGHTLY hour-long record show, Request Granted, was bought on WOL Washington by Phillip's Television, Radio and Appliance Stores. Signing (seated) are Phil and Mike Filderman, pres. and v.p., Phillips; (I to r, standing): Ed Charles, WOL sls. rep.; Milt Grant, disc jockey, and Al I. Miller, partner, Cohen & Miller Adv., Washington.



SOUTHWEST VIRGINIA'S Pioneer RADIO STATION What Station. please *HOOPER RADIO AUDIENCE INDEX, Dec. 1951-Jan. 1952 SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA WDBI RADIO SETS IN USE 0.3 13.1 27.6 59.0 23.3 Monday thru Friday 8:00 AM-12:00 Noon 0.2 11.1 19.5 69.2 Monday thru Friday 12:00 Noon - 6:00 PM 21.5 0.6 17.0 10.5 71.9 35.3 Monday thru Friday 6:00 PM - 8:00 PM 3.4 18.6 14.1 64.0 Sunday thru Saturday 8:00 PM - 10:00 PM 38.2

Get the entire story from FREE & PETERS

Established 1924 CBS Since 1929 AM : 5000 WATTS : 960 KC FM : 41,000 WATTS : 94.9 MC R O A N O K E V A

ed and Operated by the TIMES WORLD CORPORATION
FREE & PETERS, INC. National Representatives

*C. E. HOOPER, Inc.

how "consumer markets"

can help you sell more national advertising

1952-1953 edition, to be issued in September, closes July 1st, 1952.



this is the place your prospects look when they want facts about your market.

The facts about your market are in CONSUMER MARKETS. Every day, all year 'round, they help busy men make important market and media decisions—

Advertising managers with campaigns to make out, or revise.

Account executives drafting original proposals...or defending recommendations.

Research directors making comparative market studies.

Media directors with lists to plan and prepare.

Sales managers with market development plans to work out.

The data in Consumer market stell what your market is. Population. Retail sales. Income.

To connect these facts with your station, you can take space next to your market data to talk coverage... to show how your station serves the trading area, why it does a job in its market.

CONSUMER MARKETS users call these advertisements
Service-Ads, when they serve the ultimate aim of the users
—which is to pick the stations that best cover the people who
can buy their products.

Your market story is already in CONSUMER MARKETS. Isn't that the natural place for your coverage story, too? More than 450 station managers and publishers placed Service-Ads in the 1951-52 edition.



consumer markets

The comprehensive single source of authoritative market data Published by Standard Rate a Data Service, Inc. Walter E. BOTHOF, PUBLISHER 1740 Ridge Avenue, Evanston, Illinois New York · Chicago · Los Angeles

Here's how advertisers USE it.

Owner of Advertising Agency Service: "We always start with CONSUMER MARKETS; and most of our work is analyzing markets and organizing marketing plans which, to us, means detailing management of sales, sales promotion and distribution."

Research Manager: "A great deal of information packed into one place, ready to use, and a good map right there to go with it."

Assistant Director of Research: "We are constantly developing new yardsticks of measuring sales and performance and advertising performance. CONSUMER MARKETS helps in what we call market diagnosis."

Agency Vice President: "A magnificent collection of data to gladden the heart of any researcher interested in gathering market facts.
Your data and maps most helpful."

Assistant Research Director: "We tend to go first to the data book that has the more comprehensive data, and we find that CONSUMER MARKETS does, in fact, supply the most complete data."

an important fact — CONSUMER MARKETS is used almost continuously by men seeking market information . . . but it is never used without an underlying purpose—the purpose of finding the best way to reach the right people in the markets selected.

Your Service-Ad can serve the CONSUMER MARKETS user by helping him see how your audience represents the people he wants in your locality. This is truly point-of-purchase advertising.

NPA LIST READIED

INKLING on how radio-TV broadcasters will fare on materials for new construction and alteration projects after July 1 may be forthcoming next week.

The National Production Authority is preparing a list of grants based on new applications for scarce metals since its six-months compilation last month. At that time, it was indicated that some broadcasters already in the midst of building would receive quotas for the third quarter, while bids for others were still pending [B.T, April 21].

Meanwhile, the government has announced it will partly thaw the freeze on entertainment - amusement construction after July 1 and further relax restrictions on commercial building. Radio-TV broadcasting falls within the industrial category.

In announcing these actions, Henry H. Fowler, NPA administrator who June 1 also assumes the reins of the Defense Production Administration [B•T, May 12], stated relaxations were in order "because the needs of the defense construction program will be substantially reduced during the last half of the year." Easing of controls is "subject to change," however, NPA emphasized.

At the same time NPA issued

allocation quotas for \$337 million worth of commercial, religious, entertainment and municipal projects, with materials to be delivered in third or subsequent quarters. The grants cover applications processed by NPA's Construction Controls Division and thus no radio-TV projects were included.

The forthcoming industrial list is expected to show grants for new broadcast projects as well as actions taken on applications still pending, with building requests covering past or future quarters.

As of mid-April, applications were still pending in the Industrial Expansion Division for the following radio-TV broadcasters:

NBC New York and Hollywood, ree radio-TV studios projects, \$67,000, \$85,000, \$90,000.

WHUM Reading, Pa., experimental station applicant, \$125,000.

WJBK - TV Detroit, television studios, \$299,504.

In addition, applications were pending for Lycoming TV Co., Southern Radio - TV Co., and Havens-Martin-community TV antenna system firms.

WERE-FM Ups Power

WERE-FM Cleveland claims it became the city's most powerful FM station May 9 when it boosted power to 20 kw. The station's FM tower is 630 ft. above average ter-

NATIONAL ADVERTISERS GO LOCAL WITH WINS!

When national advertisers want to get their selling message right down where consumers live and buy in the metropolitan New York market, they use local radio.

That means WINS to a blue list which includes:

- Anacin
- Ballantine
- Bayer Aspirin
- Bell-Ans
- Bromo-Seltzer
- Carolina Rice
- Crosley TV & Radio
- · Fry's Candy Bar
- Kirkman's Soap

- Ladies' Home Journal
- Manischewitz Wine
- Metropolitan Life Ins. Co.
- Pepto-Mangan
- Phillips Milk of Magnesia
- Rem
- TWA
- 20th Century-Fox
- Union Pacific

You can reach this market economically while it's listening, relaxed. Just buy . . . 1010 WINS . . . it sells!

1010 WINS

Day and Night . . . New York

CROSLEY BROADCASTING CORPORATION

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Tele-phone and Non-Telephone Homes) Regular Week April 6-12, 1952

NIELSEN RATING*

	Curren
	Rating
Current	Home
Rank Program	%
EVENING, ONCE-A-WEEK (Avera	ge For
All Programs)	(6.3)
1 Jack Benny (CBS)	14.3
	14.1
2 Lux Radio Theatre (CBS) 3 Charlie McCarthy Show (Cl 4 Amos 'n' Andy (CBS) 5 You Bet Your Life (NBC) 6 Arthur Godfrey's Scouts (Cl 7 Dragnet (NBC) People Are Funny (CBS)	
4 Amos 'n' Andy (CBS)	11.6
5 You Bet Your Life (NBC)	10.7
6 Arthur Godfrey's Scouts (CI	
7 Dragnet (NBC)	9.6
/ Dragner (NBC)	
	9.3
9 Our Miss Brooks (CBS)	9.:
10 Fibber McGee & Molly (NBC	9.1
EVENING, MULTI-WEEKLY (Avera	E
All Programs	ge ror
	(3.9
1 One Man's Family (NBC)	0.,
2 Lone Ranger (ABC)	6.
3 News of the World (NBC)	6.
WEEKDAY (Average For All Prog	rams) (4.5
1 Arthur Godfrey (Liggett & A	
(CBS)	7.9
CD3)	

(CBS)
Romance of Helen Trent (CBS)
Wendy Warren & the News (CBS)
Our Gal, Sunday (CBS)
Pepper Young's Family (NBC)
Perry Mason (CBS)
Big Sister (CBS)
Me Parkins (CBS)
Guiding Light (CBS)
Aunt Jenny (CBS)

DAY, SUNDAY (Average For All Pro-

Shadow, The (MBS) Hollywood Star Playhouse (NBC) Martin Kane, Private Eye (NBC) DAY, SATURDAY (Average For All Pro-

grams)
Theatre of Today (CBS)
Grand Central Station (CBS) Give & Take (CBS)

4.8

(*) Homes reached during all or any part of the programs, except for homes listening only 1 to 5 minutes. For 5-minute programs, Aver-age Audience basis is used.

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JDA Chairmen Named

ASSOCIATE chairmen in the Joint Defense Appeal's national \$5 million campaign to combat bigotry and safeguard human rights, conducted on behalf of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, according to Franklin Bruck, JDA chairman and president of the Franklin Bruck Adv. Corp., are: Frank Commanday of Commanday-Roth; Samuel Dalsimer of Cecil & Presbrey; Henry Jaffe of the Jaffe & Jaffe, law firm, and Sol Leon of William Morris Agency. All firms are in New York.

CAMPBELL RENEWS

Signs CBS, NBC Programs

CBS Radio's Network Sales Vice President John J. Karol last week cited Campbell Soup Co.'s renewal of the three-a-week Club 15 on CBS Radio, part of the sponsor's fall expansion in broadcast advertising [BoT, May 12], as new evidence of advertiser acceptance of radio as a "top" sales medium.

Pointing out Campbell's move came in the wake of the Procter & Gamble renewal of the three quarter-hour segments from 6:45 to 7:30 p.m. Monday-through-Friday on CBS Radio for 52 weeks, also starting next fall [B.T, April 7], Mr. Karol said:

"These two significant renewals by major national advertisers offer continuing proof that sponsors still consider radio the top selling medium-the medium that guarantees top circulation at the lowest cost-per-thousand."

The Club 15 musical series has been sponsored by Campbell on CBS Radio since June 30, 1947, it was pointed out, and is heard Monday, Wednesday and Friday 7:30-7:45 p.m.

Other Plans

Campbell also announced it is renewing the half-hour Double or Nothing on NBC Radio five days weekly (10:30-11 a.m.), continuing the half-hour Aldrich Family weekly on NBC-TV (Fri., 9:30-10 p.m.), and will add three halfhours of daytime television weekly through sponsorship of a TV version of Double or Nothing on CBS-(2-2:30 p.m., three days a week).

Campbell said renewals of Club 15 and Double or Nothing in radio are "evidence of our conviction that radio continues as a potent and profitable purchase"-that radio "certainly reaches many markets and many homes we cannot touch on television."

Decision to move into daytime TV, the spokesman said, was made because Campbell is "impressed" with the growth and development of TV as a daytime medium.

Ward Wheelock Co., Philadelphia, is agency for Campbell.



SEATTLE AWAR

SEATTLE Advertising and Sales Club fifth annual awards for radio and television advertising were honomot

Awards, made on the basis of selling merchandise or promoting community service, were as follows.

Radio Awards

Radio Awards

Best commercial announcement copy:
First prize—KRSC Seattle ("Value
Week") on behalf of several food accounts. Honorable mention—Alaska
Steamship Co. and the agency, FrederEsst commercial program: First prize
—Columbia Brewery ("Heidelberg Harmonaires") and its agency, How J. Ryam
& Son. Honorable mention—Lang &
Co. ("Gold Shield Coffee Cup") and
Pacific National Adv.
Co. ("Gold Shield Coffee Cup") and
Pacific National Adv.
Topy promoting
public relations and/or community
service: First prize—Junior Safety Patrol, Seattle Safety Council and KoMO
Seattle, for series of transcriptions last
September.
Best program or programs promoting
public service and/or community servico. ("Youth Views the News") and the
agency. MacWilkins, Cole & Weher.
Honorable mention—Frederick & Nelson, Seattle department store for its
daily "Concert Hour."

Television Awards

Commercial on film or slides, one minute or less: Bardahl Mfg. Co. and its agency, wallace Mackay Co. Commercial filmed program, five minutes or more: National Bank of Commerce and MacWilkins, Coie & Weber. Commercial live program, five minutes or more: Peoples National Bank and Frederick E. Baker & Assoc.

Winner of the newly-created Roy S. Marshall Memorial Award for the most effective integrated advertising campaign was Fisher Flouring Mills Co. and the Pacific National Adv. Agency. Award was accepted by Earle G. Lawrence, sales manager, Fisher's packaged products division, and William H. Horsley, PNAA president.

Trevor Evans, awards committee chairman, said the Fisher campaign utilized six media. Radio received about 40% of the total budget.

Honorable mention for the integrated-campaign award went to Weyerhaeuser Timber Co. and Mac-Wilkins, Cole & Weber.

Mayor William F. Devin observed that success in administering a city in the best interests of all the people is not possible without the kind of public understanding and support which advertising men know how to create.

IBA MEET SET

For Indianapolis May 23-24

INDIANA Broadcasters Assn. will meet at the Athletic Club in Indianapolis May 23-24 with guest speakers including Jim Luce, J. Walter Thompson Co., New York; FCC Comr. E. M. Webster and Joseph M. Kittner, assistant chief, Broadcast Bureau of the FCC.

A sales panel of Indiana broadcasters also will attend, according to President Dan Park, commercial manager of WIRE Indianapolis. The group will see the Indianapolis Speedway trials for the 500 mile

Strictly Business

(Continued from page 16)

vision sales boomed throughout the nation.

This success as an advertising manager came as a pleasant surprise to Mr. Henry. He still felt that he was basically an engineer.

Even as a boy, in his native Danville, Ill., he toyed with radio. In high school, he qualified as a "ham" operator and became thoroughly familiar with the inner workings of electronic equipment of that day.

His informal engineering helped him to obtain his first job-with the Dayfan Electric Co., radio manufacturer in the 1920's at Dayton.

Subsequently, he joined the radio manufacturing division of General Motors. Later, he joined Croslev Radio and Stewart-Warner. Then he moved to the Belmont Radio Corp., a subsidiary of the Raytheon Manufacturing Co., as executive assistant to Mr. Dunn. In this capacity, he kept things moving through engineer to production.

Then came the telephone call which interrupted Mr. Henry's va-

Returns to Engineering

After the advertising department began functioning smoothly, Mr. Henry told company officials that he was ready to return to engineering. He was drafted as military contracts administrator, then later promoted to his present position of product manager for Belmont.

In his present capacity, Mr. Henry is in full charge of forward planning for all Raytheon television and radio products. His work includes the coordination of design. engineering and production to make all merchandise available to the

Belmont sales department on schedule

Mr. Henry is a past president of Hinsdale Countryside, the suburb Velle, and three children, Jimmie, 14; Clifford, 10, and Lynne, 7.

Civic activities consume much of his leisure time. He is currently president of the district school board. Also, he likes to garden. And, as he expressed it, "Each year seems to bring a different hobby.

BAB Strength Up

BAB has shown an increase of 36 radio stations in the past month, for a total membership of 608 outlets, President William B. Ryan announced last week. Talking at a sales clinic in Omaha, he said the annual BAB budget now is \$595,000, a rise of \$32,-000 during the past 30 days.



National Representatives: Free & Peters, Inc.

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



In the "Musical Mystery Melody" contest in Cincinnati, an advertiser (name on request) used four stations. Here are the results:

Station	Leads	Expenditure	Cost Per Lead
WCKY	15,312	\$6,459	0.42
Sta. B	10,708	10,100	0.94
Sta. C	4,900	4,400	0.90
Sta. D	3,976	2,000	0.50

WCKY pulled 43½% of all mail received —almost as much as the other three stations combined.

WCKY cost per inquiry was almost one-half that of the average of the other three stations.

Here's proof that in Cincinnati,

WCKY

gives you the best results, and at the lowest cost per thousand.

et's Face Facts!

To get results at lowest cost, you have to have:

- AUDIENCE (Block Programs of News and Music Plus Personalities)
- COVERAGE (50,000 Watts—A Bonus Coverage)
- LOW RATES (As Low As Any In Cincinnati)
- LISTENERS LOYALTY (WCKY Listeners Buy Your Products)

You Get Them All On WCKY

Make your next campaign in Cincinnati a success-

Buy WCKY

Invest your ad dollars WCKY'sly

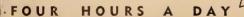
CALL COLLECT:

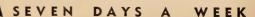
Tom Welstead Eastern Sales Manager 53 E. 51st St., New York City Phone: Eldorado 5-1127 TWX: NY 1-1688

or

C. H. "Top" Topmiller WCKY Cincinnati Phone: Cherry 6565 TWX: Ci, 281







editorial



Hooperuckus

JOHN BLAIR & Co. has done an important service to radio and its customers in conducting the study of how the coincidental interview technique has deflated radio sets-inuefigures, as reported elsewhere in this issue.

The study proves that for the past 3½ years the buyers of the coincidental service have been neglecting to investigate the fundamental nature of the thing they were buying. Apparently no one, before Blair, really wondered whether the questions upon which the coincidental service is based were the right questions.

Unless the Blair study is wrong, and it is difficult to see how such a thorough job could be, the questions that Hooper has been asking were wrong. How many shows were rejected, dropped or cancelled in those 3½ years because

of deflated sets-in-use figures?

However definitive this piece of Blair research, it only goes to show how very much more of the same kind of diligent investigation is needed if the radio measurement muddle is to be straightened out. Here, it seems to us, is the chief value of the Blair study. By so thoroughly exploring and exploding one theory that had been accepted as gospel, it suggests that maybe other theories are equally incorrect.

Are other research services above question? A part of the Blair study compared Hooper and Nielsen sets-in-use, finding that Hooper averages had fallen proportionately below Nielsen averages since the introduction of the combined radio-television question in the Hooper surveys. There is evidence that the true situation is even worse than the one turned up by Blair, for research experts have questioned whether Nielsen is adequately measuring listening to secondary radio sets.

Though the Nielsen figures are confidential, agency research men who know them say that the Nielsen sample of Audimeters attached to secondary sets is way below what it should be. If that is so, the probability exists that the Hooper deflation is more severe than shown by Blair because the Nielsen figures with which it is compared are also deflated.

We hope the example set by Blair will be followed by others and that intelligent reappraisal of radio research will be forthcoming, by independent effort or through the Advertising Research Foundation or, pre-

ferably, both.

Blue-Nosers Anonymous

THOUGH its author may not have intended it to take that direction, there is every indication that the Congressional investigation of "offensive" radio and television presentations may be turned into another prohibitionist campaign for alcoholic beverage advertising restrictions.

In the debate last week that preceded the House's adoption of the Gathings resolution, the most vehement advocates of the investigation were drys. One, Rep. Joseph R. Bryson (D-S. C.), was co-sponsor with the late Sen. Arthur Capper of a joint House-Senate bill to ban advertising of alcoholic beverages. That bill died, but Congressman Bryson lingers on. His remarks of last week are worth quoting:

Anyone who listens to the radio and witnesses the exhibitions on television cannot but be impressed with the fact that the untrained under the control of th

introduction not only of words of mouth, but by exhibitions of beautiful indies elegantly dressed (celling not only only into the drink intoxicating liquors, but teaching the youth how to pour that hellish fluid which has caused so much sickness and suffering and death . . . I propose to continue to cooperate . . in delving into this important subject.

These are the remarks of a dedicated man and it must gloomily be added that he has equally dedicated company.

As reported months ago in this journal, the prohibitionists have set out to get some kind of anti-alcohol legislation passed in the 82d Congress. Their first effort, the Johnson-Case bill to prohibit hard liquor advertising on radio and television, was killed in the Senate Interstate and Foreign Commerce Committee, but only by the cliff-hanger margin of one vote.

The House investigation authorized last week is intended to determine whether new legislation is needed in the radio-TV field. We shall be surprised if the dry lobby and its Congressional errand runners don't attempt laws that would not only ban liquor advertising on the air but also limit references to drinking.

If anyone thinks we're too alarmed about this, he is reminded that the Johnson-Case bill almost got through committee and undoubtedly would have if the anti-dry forces had not, at the last moment, got off their seats and put together a convincing argument against it.

The time to begin preparing arguments against the prohibitionists' campaign in the House radio-TV investigation is now. Lastminute efforts may not be as successful there as they were in the Senate.

We Vote O'Hara

FOR THE first time truly sensible legislation has been introduced to relieve the broadcaster of the be-damned-if-he-does and be-damned-if-he-doesn't dilemma now confronting him in programming political speeches.

The amendment to Sec. 315 of the Communications Act introduced a fortnight ago by Rep. Joseph H. O'Hara (R.Minn.) would give the broadcaster a power he does not now enjoy to censor from political speeches defamatory, obscene "or other material which may subject [the broadcaster] to any civil or criminal action in any local, state or federal court."

The superiority of this approach to that of Rep. Walt Horan (R-Wash.) is obvious. The Horan bill would continue the present absolute prohibition against censorship of political speeches by broadcasters, would expand the provisions of Sec. 315 to include not only qualified candidates but also spokesmen authorized to appear on their behalf and would immunize broadcasters against court actions ensuing from defamatory or obscene speeches.

The Horan bill, however well intentioned, is obtuse, awkward and, in the opinion of some able attorneys, unconstitutional. The argument against its constitutionality hinges on the question of whether a federal law can abrogate the rights of citizens to sue in protection of their reputations in local or state courts.

Unfortunately, the NARTB has endorsed the Horan bill as the best then available. On the advice of the NARTB, many broadcasters have written letters to their Congressmen in support of it. It could be said, and probably will be, that to switch support from the Horan bill to the O'Hara bill at this point would delay the legislative relief broadcasters are seeking.

Though delay may be entailed, we believe the wiser course is to throw the industry's support behind Rep. O'Hara's measure. It would be better to get his eminently practical amendment into the law, even though not until after the 1952 elections, than to push through the Horan bill, with its impractical and possibly unconstitutional elements.





ADNA HAROLD KARNS

F VERSATILITY is a necessary quality for executive success, Adna Harold Karns is destined to become the J. P. Morgan of broadcasting.

In addition to being vice president and general manager of three radio stations, WING Dayton, WCOL Columbus and WIZE Springfield, all Ohio, Mr. Karns paints in oils, shoots golf in the low 80s, presides as vice president of the Ohio Assn. of Radio and Television Broadcasters, participates energetically in a variety of community affairs and civic clubs, and can claim experience in such random skills as ceramics manufacture and American Indian dancing.

One of the few (unavoidable) strikes against him, he believes, is his first name, purloined from a Methodist bishop who lived next door. He's a charter member of a club which was never organized, the My Name Is Adna (Dammit) Club. Since Feb. 25, 1913, when he was born in Dayton, he's only learned of five other men with the same first name.

The name has brought humor, as well as pathos, to his life. His wife, the former Florence Dykstra, used to sign her name as F. G. Dykstra when managing WING. When she, Adna and other company officials attended conventions, "Mr. F. G. Dykstra" was invariably co-registered by mistake with another while "Miss Edna Karns" had a single room.

He's operated in and around Dayton most of his life, with stops in and between New York and Montana. He joined WING in 1943 as announcer and six weeks later moved to WIZE as production manager. In less than a year he was promoted to program director and manager. In 1948 he was named general manager of WING and WIZE.

Last January, Mr. Karns became vice president and general manager of the two stations, plus the newly-acquired WCOL Columbus. He also is executive vice president of Transcription Sales Inc., which syndicates 360 quarterhours of Singing Sam as well as the Golden Gate Quartet and Emil Cote's Wing of Song.

Mr. Karns sees radio progressing from adolescence into manhood at the prodding of television. TV, he says, "is bringing more honesty to radio." The initial problems of radio are to adopt an industry-wide standardized rating service and to base time rates solely on performance.

"We need a complete re-evaluation of the job radio can do. Radio can and always will fill a need and we should see that this need is very well defined," he contends.

To enable the audience for his three stations
(Continued on page 55)

BROADCASTING . Telecasting



NBC's MEN IN THE NEWS: Chaplin

"The average politician has to carry water on both heads..."

To his off-record comment, W. W. Chaplin might have added that a good newsman should be an ambidextrous phrenologist.

In his thirty years in news, Bill Chaplin has personally experienced enough history to fill considerably more than the three books he's written. He has covered: the Ethiopian war, the fall of France, the Russian resistance, the Invasion, the surrender at Rheims, the Bikini test. He traveled with Dewey

in 1948 and has covered five Democratic and Republican Conventions.

Now, Chaplin is right in the middle of the biggest story of the year — the presidential campaign. So far he has reported the primaries from New Hampshire to Illinois. During the conventions, Bill Chaplin and over 100 other NBC men of news will be putting together the story of politics' greatest show.

Why is NBC's News Center supreme in radio and television? Chaplin is one good reason... Harkness, Henle,

Utley, Fleming are others. NBC News Center's larger staff consistently broadcasts more hours of news, more special events on both radio and television than other networks. And day-to-day NBC news programs are highest rated in both radio and television. The fact is . . . most people hear the news first and hear more of it from NBC

NBC radio and television a service of Radio Corporation of Americal

front office

Mr. Cooper



WALTER B. DAVISON, director of West Coast operations, Lang-Worth Feature Programs, named manager, NBC Radio Spot Sales, Hollywood. WILLIAM DOTY EDOUARDE, until now manager, NBC Radio and TV Spot Sales, will now devote attention exclusively to television.

ALBERT T. FISHER, sales promotion manager, WTRF-AM-FM Wheeling, W. Va., promoted to sales manager.

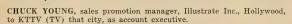
KENNETH M. COOPER, sales manager, WORC Worcester, Mass.,

elected vice president and named general manager.

DOYLE SEELEY, program director, KRUL Corvallis,

Ore., promoted to sales manager. CHARLES R. KINNEY, formerly with WVKO Columbus and WTVN (TV) that city, to WIKK Erie, Pa., as general manager.

CHARLES H. PHILIPS Jr., former WNBT (TV) New York director of sales and assistant to general manager, to WNBK (TV) Cleveland, as director of



ROBERT L. SWATS Jr., former Chicago office manager, Radio Adv. Co., to sales staff, NBC Chicago.

ALICE DAVIS joins sales staff, WNBW (TV) Washington, replacing LOIS BOYD who transfers to TV sales traffic.

WALT DENNIS, former radio-TV director for Allied Stores Corp., appointed commercial manager of WILS Lansing, Mich.

CHARLES F. JOHNSON joins WOOD-AM-TV Grand Rapids sales staff after release from Marine Corps.

GERALD T. OWENS, national sales manager of Eversharp-Schick, shaving instrument division, named assistant to ABE PLOUGH, president of Plough Inc., Nashville, licensee of WMPS there.

BILL RHODES joins sales staff, KQV Pittsburgh.

HOWARD BRIGHT, program director, WSAL Logansport, Ind., to sales staff as account executive.

EDGAR L. BILL, former president of WMBD Peoria, Ill., and MERLE V. WATSON, former sales manager there, now affiliated in executive capacities with Insecticide Paint Co., Peoria.

JAMES C. HIRSCH, former senior account executive in charge of sales development, WNBT(TV) New York, to WRC Washington as sales manager.

JIM SMITH, account executive, WSAP Portsmouth, Va., to sales staff, WCAV Norfolk.

Personals . . .

HOWARD L. CHERNOFF, general manager, KFMB-AM-TV San Diego, elected vice president of city's Better Business Bureau... VIN COLLIE, sales representative and sports announcer, WERI Westerly, R. I., elected president of newly formed Junior Chamber of Commerce... JOHN F. PATT, president, WGAR Cleveland, appointed to newly formed committee on freedom of information for northern Ohio... C. L. THOMAS, general manager, KXOK St. Louis, becomes member of Rotary Club representing radio... CHARLES HAMILTON, supervisor of salesprograms and director of public service, KFI Los Angeles, named radio chairman for Los Angeles Chamber of Commerce locally sponsored World Trade Week, from May 18-25...CLYDE SPITZNER, local commercial manager, WIP Philadelphia, elected president of Susquehanna U. Alumni Club of eastern Pennsylvania and Delaware... ART FAIRCLOTH, salesman, WNBW (TV) Washington, father of girl, Anne Marie.

CHARLES H. CRUTCHFIELD, general manager, WBT and WBTV (TV) Charlotte, N. C., was principal speaker fortnight ago at final 1952 convention meeting of state's Junior Chamber of Commerce at Myrtle Beach. . . JAMES MURRAY, manager, KQV Pittsburgh, named chairman of Camp Achievement fund raising campaign and radio-TV chairman of Salvation Army drive in that city. . . . J. B. CONLEY, manager, KEX Portland, Ore., presented award on behalf of station by Portland Sorosis Club for KEX's work in field of children's programs. . . CARL HILL, account executive, KBIG Avalon, Calif., headquartered in Long Beach, and Janet Macdonald were married May 3. . . .

LESLIE C. JOHNSON, general manager, WHBF-AM-TV Rock Island, Ill., is chairman of citizens committee studying city manager form of government for Rock Island. . JOHN L. SINN, president, World Broadcasting System, N. Y., awarded plaque from Veterans of Foreign Wars for World's Forward America, one of six shows cited for public service. . . . DON DAHLMAN, WLWT (TV) Cincinnati salesman, father of girl, Patricia.

CANADIAN RATINGS

Mr. Dennis

U. S. Shows Dominate Top 10

FOUR CANADIAN evening network programs again made the April list of the ten most popular programs, according to the national rating report of Elliott-Haynes Ltd., Toronto. Charlie McCarthy was first with rating of 30.9, followed by Radio Theatre 29.3, Amos 'n' Andy 27.5, Our Miss Brooks 26.2, Ford Theatre (Canadian) 20.5, Great Gildersleeve 19.8,

Treasure Trail (Canadian) 19.1, Wayne & Shuster (Canadian) 18.3, Your Host (Canadian) 18.2 and Suspense 17.8.

Daytime five most popular network programs were Big Sister 18.2, Ma Perkins 17.6, Happy Gang (Canadian) 17.4, Pepper Young's Family 16.5, and Road of Life 15.9. Five most popular French-language evening shows were Un Homme et Son Peche 43.4, Radio Carabin 36.4, Metropole 30.5, Jouez Double 24.3, and Theatre Ford 23.9. Five most popular daytime shows were Jeunesse Doree 28.2, Rue Principale 27.8, Francine Louvain 26, Les Joyeux Troubadours 24.4, and Je Vous Ai Tant Aime 23.



++++++ FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM · NEW YORK 18, N.Y. +++++++

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA

In RETAIL SALES
GREENVILLE \$167,610,000

Columbia 146,483,000

Charleston 135,000,000

Sales Management 1952

MAKE IT YOURS WITH
WFBC 5000 WATTS
The News-Piedmant Station, Greenville, S. C.

NBC affiliate for the Greenville-Anderson-Spartanburg Markets Represented by Avery-Knodel



Famed Tabernacle Choir takes to tape

for rebroadcasts over KSL-Salt Lake City

Because of the immense popularity of the weekly Tabernacle Choir broadcasts, Station KSL has inaugurated a recorded Sunday evening rebroadcast for local listeners. The Choir's performances are now captured on "Scotch" Sound Recording Tape in all their brilliance and power, from the soaring notes of solo voices to the rumbling basses of the magnificent Tabernacle organ.

"Scotch" Sound Recording Tape was selected for this exacting recording job on the basis of many points of superiority: Lower noise level than any other tape • Greater output sensitivity than any other tape · Better reel-to-reel uniformity than any other tape · Erases cleaner than any other tape . No curling or cupping-always lies flat on head . Lubricated for longer tape life.



tonal grandeur seldom equaled by choral groups.



RICHARD L. EVANS has acted as commentator on Choir broadcasts since shortly after their inception in 1929, helps set the impressive tone of the programs.



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

CBS STAFF SPLIT

Divides Labor, Personnel

CREATION of separate labor and personnel relations departments for CBS and three of its operating units was announced last week by CBS Vice President Lawrence W. Lowman, who ascribed the move to the pressure of general company expansion.

William C. Fitts Jr., an assistant general attorney for CBS Inc., was named director of labor relations for CBS Inc., CBS-TV, CBS Radio and CBS Labs.

Robert E. Kalaidjian continues as director of personnel relations for these units but will concentrate mainly on administration of overall company personnel practices and policies, at the same time continuing to participate in formulation of labor policies.

Both of the new departments will report to Mr. Lowman. Heretofore, a single labor and personnel relations department has served the four units.

Mr. Fitts' Responsibilities

Mr. Fitts, who will be responsible for union negotiations, grievances and contract interpretations, has been with CBS for the past 20 months, handling all labor Law problems. He formerly was associated with the law firm of Fly, Fitts & Shuebruk for five years, and, before that, was a member of Cates, Smith, Long & Fitts, and also had served as a general counsel for the Tennessee Valley Authority.

Mr. Kalaidjian joined CBS in November 1939, as a member of the research department, after a brief association with Newell-Emmett Co. He served in the Navy from September 1941 to January 1946, when he returned to CBS as assistant employment manager. He was named employment manager in July 1946, and director of personnel relations in July 1950.

air-casters



TAMES DUFFY named promotion manager at ABC Chicago replacing DEAN LINGER, who has resigned to join KNX Los Angeles in same capacity.

JAMES J. ANDERSON, former political science and marketing professor at Cornell U., to Crosley Broadcasting Corp., Cincinnati, as research director replacing DONALD L. MILLER who resigns to join Burke Marketing Research Inc., Cincinnati,





Mr. Anderson

Mr. Miller

FRENCH FERGUSON, assistant art director, WOALTV San Antonio, appointed floor manager succeeding LEO TRUMBLE who has resigned. XAVIER VASQUEZ joins station as assistant art director.

RUTH LYONS, hostess of WLWT (TV) Cincinnati's 50 Club, presented citation by JOHN LESTER, syndicated radio-TV critic, as "television's most refreshing new personality."

ALLEN R. COOPER, director of market and media planning, Hewitt, Ogilvy, Benson & Mather, N. Y., to NBC there as rate specialist.

CARLTON E. MORSE, creator-producer-author, NBC radio-TV One Man's Family, with program stars, J. ANTHONY SMYTHE, BERNICE BERWIN and PAGE GILMAN, cited by National Volunteers of America for "focusing attention on wholesome American family life and maintaining highest standards."

WERI Westerly, R. I., elected second vice president, city's Junior Chamber of Commerce.

DONALD A. BERG appointed program director at KRUL Corvallis, Ore.

IRA G. McCORMACK Jr., announcer, WSAL Logansport, Ind., promoted to program director. SUE BURRIS, station's women's director, named traffic manager.

OWEN SIMON, continuity director, KQV Pittsburgh, appointed publicity director.

BRUCE MAYER, emcee of Ladies Day, WJBK-TV Detroit, received achievement award from League of Catholic Women for efforts to promote their activities.

NORMAN HOPPS, assistant in advertising-promotion department, KNBH (TV) Hollywood, named floor manager.

GLENN ELLIOTT, WPEO Peoria, Ill., to WANE Fort Wayne, Ind., as program director.

CHARLES HUTAFF, associate director of films, radio and television, Fuler & Smith & Ross, Cleveland, to WTAM and WNBK (TV) that city, as advertising, merchandising and sales promotion director. CLEMENT G. SCERBACK, advertising and promotion manager for WTAM, transfers to WNBK in same capacity. ALBERT M. HENDERSON will handle press and publicity for both stations and EUGENE R. MYERS promoted to merchandising manager for both outlets.

WILLARD SCOTT and ED WALKER, radio-TV students, American U., Washington, D. C., to WOL there for summer disc show, Going AWOL.

FREDDIE BARTHOLOMEW, associate director, WPIX (TV) New York, promoted to director.

JUDITH WALLER, director of public affairs and education at NBC Chicago vacationing in California.

DON WILSON, announcer, CBS Radio Jack Benny Show, assigned role in 20th Century-Fox feature film, Niagara.

FRANK SCHIROS joins KPIX (TV) San Francisco as promotion manager replacing KAY MULVIHILL who has resigned.

AL HELLENTHAL, show manager, KNXT (TV) Hollywood, to address Wilshire Kiwanis club, today (Monday) in Los Angeles, on "Television Production," subject of his new book soon to be published.

WALLY O'HARA, WEEI Boston announcer, to deliver commencement address at Bishop-Lee School of Radio and Theatre May 29.

DON JOHN ROSS, morning man and conductor of Friendly Philosopher show, WJTN - AM - FM Jamestown, N. Y., appointed speech instructor for American Banking Assn.

CAROL COOK, traffic department, KMPC Hollywood, to KBIG Avalon, Calif. as record librarian. LARRY BERRILL, disc m.c., WIND Chicago, CARL BAILEY, disc m.c., EUG Glendale, Calif., GENE McGEREE, production staff, CBS-TV Hollywood and JOHN HARADON, announcer, KWJJ Portland, join KBIG as staff announceral.

JOHN PALUMBO, purchasing agent, CBS Hollywood, father of girl, Nancy Ann, May 6.

ROS TWOHEY, Millie Flagle on NBC-TV's Hawkins Falls, mother of boy, Mark, April 28. JACKIE DORN, production assistant

at NBC-TV Chicago, and Boris Yakovleff, commercial motion picture producer, were married April 26.

JOHN GAUNT, director, NBC-TV Red Skelton Show, father of girl, Francia Carmen, May 12.

HAL STARK, announcer, WBBM Chicago, and JOAN BARTLING, actress, were married May 5.

WILLIAM SMALL, continuity writer, WLS Chicago, father of girl, Tamar, May 7.

WALTER BROWN, vocalist, WLW and WLWT (TV) Cincinnati's Mid-western Hayride, father of girl, Christine Ann.

News . . .

JOHN BOSMAN, chief newscaster, WINS New York, named station's news director.

RICHARD W. JOHN, newscaster-public service director, KTSA San Antonio, Tex., to news staff, WKY Oklahoma City.

ROGER KRUPP, former network announcer-newscaster, to WDGY Minneapolis-St. Paul, as news editor.

GREGORY JENSEN to KSTP-AM-FM-TV Minneapolis-St. Paul, as news-writer.

GENE STARN, newsman, WKBN Youngstown, Ohio, promoted to news editor.





Detective PLUS, the master sleuth,
Has pockets full of clues.
He also has a sponsor-booth
Equipped for you to use!

More mystery shows, and better ones,
We broadcast all week through.
The cost is light, response weighs tons —
These finger-prints fit <u>you!</u>

- the difference is MUTUAL!

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Mister PLUS

Our Respects To

(Continued from page 50)

to listen effortlessly but still keep up with the world. Mr. Karns has launched an intensive news and music block program schedule on WING, with plans for news feeds and roundups among all three outlets. He has six men covering local news on the Dayton staff alone.

Mr. Karns attended Antioch College, a cooperative school in Yellow Springs Ohio, where students work and study alternately. In his first two years he worked in fields unrelated to his majors, English literature and dramatics.

During his third year, however, he served as student assistant in the art and aesthetic division, conducting laboratory sessions in art, ceramics and American Indian dancing

Primarily interested in drama. he received permission from school officials to omit the regulation fifth year and enroll at the Yale Drama School, which normally did not accept students without a degree. He later received his B.A. from Antioch

Putting classroom and personal theorizing to the test, Adna Karns donned espadrilles and tee shirt after graduation at age 17 to open the Yellow Springs Summer Theatre. He made money every year during the seven years he labored as producer, director and business manager in the old town opera house. His success was occasioned by, in addition to high-quality plays, a liberal public relations policy which insisted on a clean theatre, courteous ushers and weekly visits (with free tickets) for nearby residents who could have been highly vocal in their complaints about the noisy sound effects.

He skipped intermittently to New York, where one season he produced experimental plays at the Provincetown Playhouse in the Village. His group of 18, including a cook, folded up their collective tent after a frigid Christmas Day when the boiler broke down and they had to burn orange crates picked up in the streets.

Mr. Karns also spent a year teaching drama, English and radio at the U. of Montana. His "missionary work" the first day centered on 39 students in elementary acting, only three of whom had ever seen a stage play. He's still a part of faculty history, as his class requirements for the beginning thespians were so rugged that 24 of the 39 dropped before the second session.

Mr. Karns took up painting a vear ago as a challenge to his wife. who has a master's degree in fine arts and has painted professionally for several years. When she was away one evening, he started dabbling in her paints and had finished a picture, a circus abstract, by the time she returned. His paintings are impressionistic or abstract, complementing Mrs. Karns' more realistic approach.

Mrs. Karns, who retired from radio after their marriage in 1948. does a lot of portraits and is also a sculptor. They also share an enthusiasm for golf.

Both are interested in many community affairs. Mr. Karns. a member of the taxation committee of the Ohio Assn. of Radio & Television Broadcasters, on May 1 was elected vice president of OARTB.
Also, he is a member of the Dayton Sales Executives, the Advertising and the Agonis Clubs, and a member of the board of directors. Dayton Better Business Bureau

Pittsburgh Club Elects

PITTSBURGH Radio & Television Club has elected Joe Jenkins of Ketchum, MacLeod & Grove as president. Other officers named: first vice president and program chairman, Harold Lund, general manager of WDTV (TV) Pittsburgh; second vice president, Bill Coffman of Cabbot & Coffman Inc. Adv.; third vice president, C. A. Wingerson of Danforth Co.; secretary, Mary Lou Tardio, of Cavanaugh-Morris Co.; treasurer, Bill Kelley of WDTV (TV); directors, Don Ioset, vice president, manager, and commercial and program manager, WPIT; Jake Hoffman, Bell Telephone Co.; T. J. MacWilliams, Smith, Taylor & Jenkins; Ray Scott, Ketchum, MacLeod & Grove.



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It's the only one with a built-in synchronous drive for ALL 3 SPEEDS!





cally non-existent.



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quality turntables. Bulletin PB10 contains complete data on Fairchild's new, wide-range line of playback equipment. Write for your copy. RCHILD RECORDING!

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RNEST LEWIS HALL, executive vice president, Pilot Radio Corp., Emerson Radio & Phonograph Corp., N. Y., as assistant to President BENJAMIN ABRAMS.

C. V. BRADFORD, RCA Victor home instrument sales staff in New England territory, promoted to manager of company's East Central region with offices in Cleveland.

GEORGE G. SCOTT, assistant sales manager of Federal Telephone & Radio Corp., and CHARLES E. BELL, director of TV, WBTV (TV) Charlotte, N. C., to Television Transmitter Div., Allen B. DuMont Labs, as regional sales representatives. WILLIAM C. COTHRON joins firm as sales engineer.

HENRY MARKS appointed assistant general manager of Jerrold Electronics Corp., Phila.

NORMAN C. OWEN, sales manager of distributor division, Webster-Chicago Corp., Chicago, appointed company's general sales manager.

W. A. HILLHOUSE, TV director, Alexander Film Co., Colorado Springs, appointed sales promotion manager succeeded by EARL D. AUSTIN, formerly special TV representative.

JOHN Q. CANNON, assistant secretary of RCA, elect-



ROME G. ARNOLD Jr., vice president, Industrial Surveys Co., Chicago, named national sales su-pervisor in com-pany's New York headquarters.

ed secretary of cor-

poration [AT DEAD-LINE, May 12].

Mr. Cannon

CLIFF LANDIS SALES Co., Jackson Heights, N. Y., named sales representative for Cathode Ray Tube Div., Allen B. DuMont Labs in New York metropolitan area.

ILSE LOWELL, program director, WNBZ Saranac Lake, N. Y., to Buddy Basch Assoc., N. Y., public relations firm, as assistant to Mr. Basch.

NED E. WILLIAMS, editor of Down Beat magazine, to Jewell Radio & Television Productions as promotion director.

FOLEY & GORDON, N. Y., radio-TV producer and management firm, has changed name to George F. Foley Inc.

L. S. THOMASON, general manager of Retailers Television Film Service, N. Y., to Screen Gems Inc., that city, TV film producer and distributor, on sales staff in charge of commercial contacts for Screen Gems TV and for Screen Gems division of United Productions of America.

KENILWORTH H. MATHUS, for-merly of *Printers' Ink*, to Alfred Politz Research Inc., N. Y., on threemonth assignment to assist in preparation of reports and presentation to

EMERSON LEE TAYLOR, Cleveland attorney, and JIMMY LEEPER, showman and TV personality, form Tay-Per Productions Inc., 50 W. Broad St., Columbus, to write and produce package TV shows and handle talent manJOSEPH J. KEARNEY appointed district manager of East Central region of RCA Victor headquartered in Cleveland. A. K. MALLARD and Cleveland. A. K. MALLARD and TED MARTIN Jr. promoted to dis-trict managers of Southwest and Northeast territories respectively. Mr. Mallard will be stationed in Dallas and Mr. Martin in Boston. New territory managers appointed by RCA include: LESTER ANGEL, St. RCA include: Louis; J. T. HOULIHAND, Chicago; R. K. JOSLIN, Dallas; W. LESSING, Los Angeles, and G. E. REILING, Cincinnati.

JOHN H. GANZENHUBER, vice-president. Standard

Electronics Corp., N. Y., named manager of government contracts department, Hoffman Labs., L A.

SIDNEY GUBER, sales manager for Charles Michelson, radio package firm, to Sesac Inc., performance licensing organization, as

Mr. Ganzenhuber station relations representative.

NEWARK ELECTRIC Co., Chicago, has moved to new headquarters at 223 W. Madison St.



ALLEN B. DuMONT Labs' Television Transmitter Div., Clifton, N. J., announces production of new 17" TV studio monitor featuring brighter, sharper picture reproduction. Video band width is 10 mc for accurate monitoring of high resolution signals without overshoot or smear.

CALIFONE Corp., Hollywood, announces new extended range line of Califone universal transcription players and sound systems with variable reluctance "triple play" cartridge and specially designed preamplifier. New models are 12MU-P2 and 12MUV-P2.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces new all band direct reading spectrum analyzer covering frequency range from 10 me to 21,000 mc. Four tuning units control frequency range. Features in clude continuous uni-dial tuning over entire range with 5 kc resolution at all frequencies.

COLUMBIA RECORDS Inc., N. Y., has introduced three speed record-playing attachment priced at \$12.75 and claimed to be first low-cost tri-speed player marketed by major manufac

CAPEHART - FARNSWORTH Corp., Fort Wayne Inc., announces manufacture of TV console with 20" tube. Model, termed Potomac, is mahogany and has rectangular picture tube.

WITTE & BURDEN, Detroit, announce production of Model 300-B Diamond "Utiliscope" consisting of camera, small power unit and monitor of viewing unit for use in industrial television. Unit features clear pictures, continuous operation, simplic ity of design, wide observation angle and simple control.

RADIO CITY PRODUCTS Co., N. Y announces manufacture of midgetscope, Model 533M, featuring all controls on front panel below screen cathode ray tube tilted at best angle for viewing, shielded C R T with protective bezel and graph screen and able to be used in either horizontal or vertical position.

Technical . . .

MARVIN YOUNG, WKIC Hazard, Kv. to engineering staff, WCSI Columbus.

THOMAS J. MAGUIRE to WNBW (TV) Washington's engineering staff for vacation relief duties.

JAMES KETTERINGTON joins engineering staff, WHBF Rock Island, TED KUDELKO, sound effects man,

WBBM Chicago, father of girl, May 5. RAY OLSON, announcer-engineer, WSAL Logansport, Ind., father of girl, Linda Louise.

Pontiac Names Irving

CHARLES IRVING, producer-director of CBS-TV's Search for Tomorrow, has taken leave to serve as consultant to Pontiac Div. of General Motors in its 1953 promotion campaign. His association with Pontiac will be on an independent basis and has no connection with the company's advertising agency.

What Has TV Done to RADIO in Syracuse?

In spite of the fact that Syracuse is a two-TV-station city—even though 71% of the homes in the Syracuse area have TV sets—two separate surveys* show that radio is very much alive and kicking.

3.07 Hours a Day

is the average daily radio-listening time in TV homes in Syracuse. These same homes watch TV an average of 4.52 hours a day. Non-TV homes listen to radio 4.4 hours a day. TV has not replaced radio in Syracuse—merely supplements it as a source of entertainment and



*Write, wire, phone or Ask Headley-Reed for your FREE Copy of the Surveys