

BROADCASTING TELECASTING

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TELECASTING

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What's HOT in Chicago?

WBBM, Chicago's top-rated,
most-sponsored station,
where last year 88.3% of
all local sponsors—and
85.3% of all sponsors,
local and national spot—
stayed on the job
all summer long!

WBBM 50,000 watts • CBS Owned
Chicago's Showmanship Station
Represented by CBS Radio Spot Sales

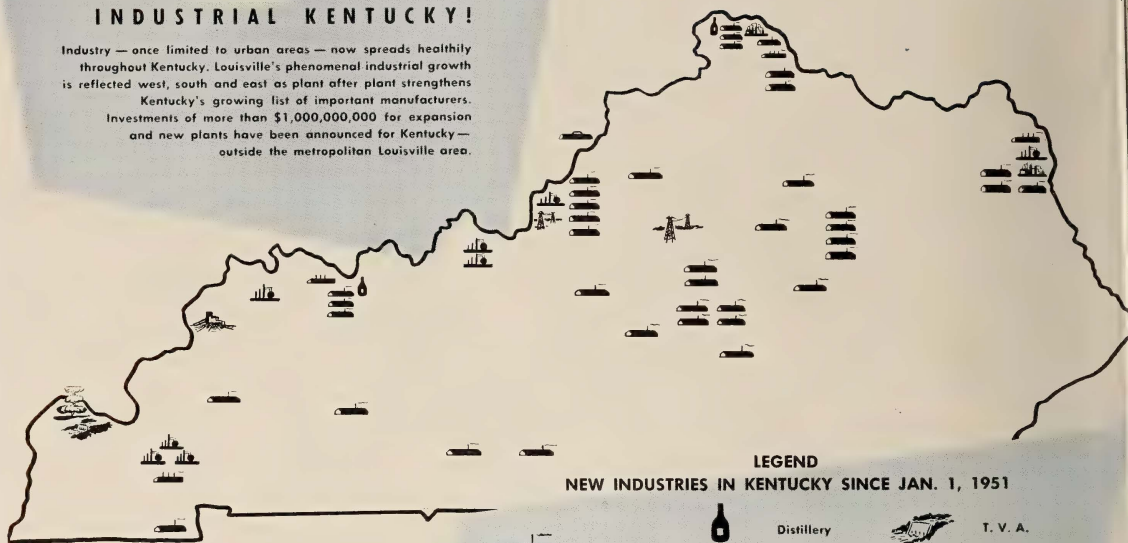
21ST
The Newsweekly
of Radio and
Television.
year

Go where there's GROWTH... *GO WHAS!*

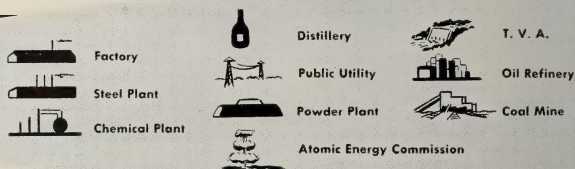
A NEW 'RURAL' MARKET... INDUSTRIAL KENTUCKY!

Industry — once limited to urban areas — now spreads healthily throughout Kentucky. Louisville's phenomenal industrial growth is reflected west, south and east as plant after plant strengthens.

Kentucky's growing list of important manufacturers. Investments of more than \$1,000,000,000 for expansion and new plants have been announced for Kentucky — outside the metropolitan Louisville area.



LEGEND NEW INDUSTRIES IN KENTUCKY SINCE JAN. 1, 1951



GO WHAS!

No other station, or group of stations in this market can match the audience delivered by WHAS . . . seven days a week; morning, afternoon and night!

As in Farm and News programs, WHAS-produced Sports shows have greater listenership than programs presented at the same time by all other Kentuckiana stations combined. WHAS Sports shows have an average share of audience 150% greater than that of the next highest rated station. (*Benson and Benson*)

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

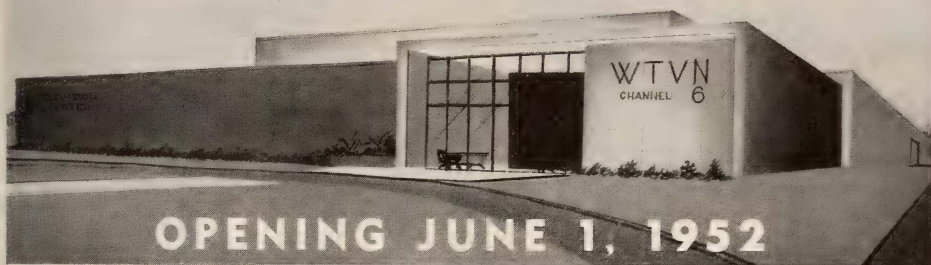


ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

THE UNBEATABLE COMBINATION IN TV TODAY

The most modern TV station facilities in the country backed by three years of practical know-how.

COLUMBUS' TELEVISION CENTER



OPENING JUNE 1, 1952

**MORE
MORE
MORE
MORE
MORE**

**POWER
COVERAGE
FACILITIES
STAFF
SELL!**

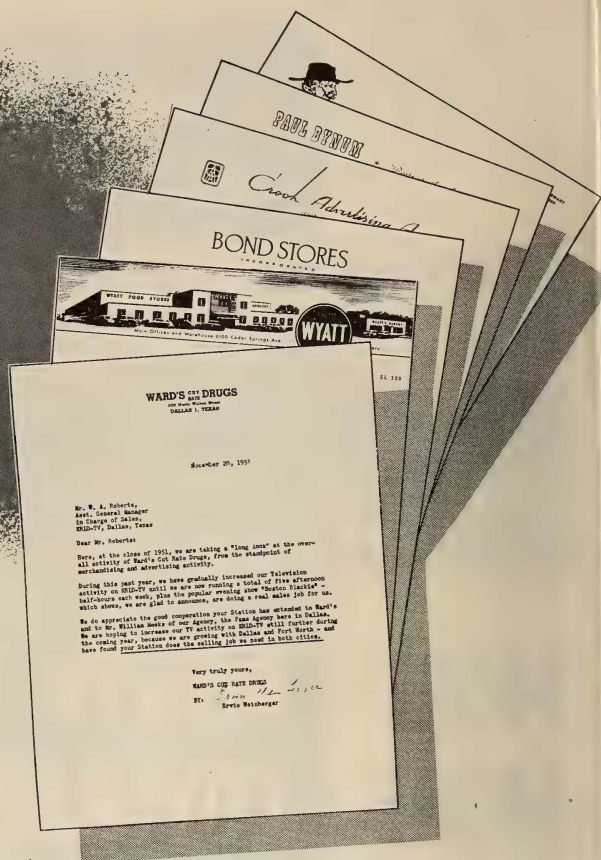
WTVN
COLUMBUS, OHIO
CHANNEL 6

**SPONSORS ARE SOLD ON WTVN
BECAUSE WTVN
SELLS**

When you buy WTVN it means rapid-fire sales. The ultimate in programming and production facilities engineered to your needs. Here's one TV station designed to sell more products to people quicker and cheaper than ever.

. . . AN EDWARD LAMB ENTERPRISE . . .

HOME FOLKS STILL KNOW BEST!



KRLD-TV Served More Local and Regional Advertisers during January, February and March, 1952, than the two other TV stations in Dallas and Fort Worth combined.

Source: Rorabaugh Reports

KRLD-TV is Texas' most powerful TV station and the exclusive outlet for the nationally famous and highest rated CBS Television Network programs, for both Dallas and Fort Worth.

KRLD-TV offers advertisers the largest slice of the total sales target in the Southwest's largest metropolitan market.

The Branham Company, Exclusive Representative

EXCLUSIVE OUTLET FOR CBS-TV

John W. Runyon, President
Clyde W. Rembert, Managing Director

This is why

KRLD-TV
CHANNEL 4, DALLAS

is your best buy

PROGRAMS IN DALLAS and FT. WORTH



at deadline

CLOSED CIRCUIT

TV ASPIRANTS who are holding up their applications on theory that it's advantageous not to show their hand until July 1 filing date are deluding themselves, according to informed Commission sources. It's custom of FCC to allow applications to "mature" for at least 30 days, irrespective of possibility that application might be granted without hearing under channel-by-channel procedure. Hence, authorities recommend immediate filing so that there can be ample public notice of pendency. If you doubt this, ask your nearest Commissioner.

STILL CLOSELY guarded secret is status of Bob Hope-Lehmann Bros. negotiations purportedly looking toward acquisition of radio-TV properties. Newest report is that amount involved is in neighborhood of \$15 million. It's known that one prominent western broadcaster has been contacted in regard to management participation in project.

TALK PERSISTS that NBC would still like to acquire KMPC Los Angeles from Richards family as its key outlet. Barrier appears to be agreement on price in neighborhood of \$1 million (as against in excess of \$2 million asked few years ago). Possibility that sequel to such transaction would be sale by NBC of KOA Denver also is broached, with name of Eddie Lasker, independent motion picture producer on RKO lot and son of A. D. Lasker, of Lord & Thomas fame, mentioned as avidly interested. KOA also mentioned as possible key station for Hope-Lehmann Bros. if NBC acquires KMPC and must sell one of its O&O properties.

KEEN DESIRE of NBC-TV to obtain more Kellogg Co. business indicated by trip last week of Niles Trammell, NBC board chairman, to Battle Creek, Mich., Kellogg headquarters. Mr. Trammell reportedly was hoping to sell 7-7:15 p.m. Monday-Friday to Kellogg for *Space Cadet* now on ABC-TV. If sale comes about, NBC-TV will move *Kukla, Fran & Ollie*, now in that period, to new evening time.

ABSENCE LAST week from FCC regular meetings of Comm. Robert F. Jones may have been factor in failure of FCC to reconsider its new inflammatory rebroadcast rule which makes it mandatory for stations denying rebroadcast privileges to notify FCC within ten days of refusal under penalty of being cited for failure to serve public interests [B•T, May 19]. Action on original rule was taken without presence of Lawyer-Commissioners Rosel H. Hyde or Jones, both of whom are believed to have strong feeling about propriety and legality of Commission's interpretation.

TROUBLE can be expected from another quarter, too, on provocative rebroadcast rule. FCC action violates procedure whereby all new government forms must have approval of U. S. Bureau of Budget. For years there has been in existence Committee on Radio Broadcasting of Advisory Council on Federal Reports, which functions with Budget Bureau

(Continued on page 6)

J. GLEN TAYLOR LEE ENTERPRISES V. P.

CONFIRMING previously published reports [CLOSED CIRCUIT, May 19], announcement was made Friday of election of J. Glen Taylor as vice president of Thomas S. Lee Enterprises. He will serve as general executive in coordination of company's radio and television operations, formal announcement said.

Meanwhile, despite widely current reports, no other changes in Thomas S. Lee-Mutual-WOR organization have been effected. Expected that consolidation of certain activities on customary network-key station basis will be effected under direction of President Thomas F. O'Neill during next few weeks.

Thomas S. Lee Enterprises Inc., shortly expected to become General Teleradio Inc., is subsidiary of General Tire & Rubber Co., and parent corporation of WOR and WOR-TV, Yankee and Don Lee networks and holds majority (approximately 58%) of Mutual, heretofore cooperative network.

Mr. Taylor, prior to his present appointment, was for 12 years executive of General Tire. His last assignment was as director of government operations in Washington. His offices will be located at Mutual headquarters, 1440 Broadway.

RADIO TIME CHARGES MILLION LESS THAN TV

GROSS RADIO network time charges in April 1952 were nearly \$2 million below network radio billings for April 1951 and more than \$1 million under gross television network time charges for April 1952, according to Publishers Information Bureau. Here's breakdown:

	NETWORK RADIO			
	April 1952	April 1951	Jan.-April 1952	Jan.-April 1951
ABC	\$ 3,244,146	\$ 2,980,183	\$13,079,310	\$11,673,661
CBS	4,943,400	6,487,717	20,047,381	26,213,646
MBS	1,677,748	1,539,801	6,803,956	6,137,399
NBC	4,078,393	4,897,882	16,614,038	19,931,091
Total:	\$13,943,687	\$15,905,583	\$56,544,685	\$63,975,197

	NETWORK TELEVISION			
	April 1952	April 1951	Jan.-April 1952	Jan.-April 1951
ABC	\$ 1,686,583	\$1,432,319	\$ 7,920,563	\$ 5,555,359
CBS	5,641,831	2,906,891	21,462,640	11,102,297
DuMont	738,926	574,025	2,963,381	1,673,442
NBC	6,946,751	4,758,309	28,339,965	17,548,954
Total:	\$15,014,091	\$9,671,544	\$60,686,549	\$36,086,052

AUBREY SELLS MBS SHOW

JIM AUBREY, board chairman of Aubrey, Finlay, Marley & Hodgson Agency, Chicago, sold alternate weeks of *True Detective* mysteries on Mutual (Sundays, 4:30-5 p.m. CST) to Motorola, which is not one of his accounts. His client, Williamson Candy (for Oh Henry), sponsors show bi-weekly after dropping half of schedule. Although Motorola business placed through Ruthrauff & Ryan, Aubrey's agency will get commission on estimated \$150,000 order on complete MBS lineup of 550 stations.

NBC WHITE HOUSE CHANGE

NBC has assigned Ray Scherer, of its Washington news staff, to serve as White House correspondent in absence of Frank Bourgholtzer. After vacation, Mr. Bourgholtzer will be assigned to cover Gen. Eisenhower starting with his arrival in U. S. June 2.

BUSINESS BRIEFLY

TODAY SPONSORS ● Bauer & Black Div. of Kendall Co., Chicago (surgical dressings), through Leo Burnett Co., same city, to sponsor 7:15 a.m. Tuesday and 7:20 a.m. Thursday segments of NBC-TV's *Today*, effective June 17. Standard Brands Inc., New York (Chase & Sanborn Coffee), through Compton Adv., same city, undertook 8:20 a.m. Tuesday and 8:45 a.m. Thursday sections as of May 13.

BLOCK DRUG SPOT ● Block Drug Co. (Polident), buying radio spot campaign in 20 major markets starting June 1 for 26 weeks. In addition, Block Drug for its Amm-i-dent Chlorophyl Toothpaste looking for half-hour TV show for this summer. Agency, Cecil & Presbrey, N. Y.

FRISCH FOR UNION OIL ● Union Oil Co. of California will sponsor new series of sports commentaries by Frankie Frisch, former baseball star, on ABC Radio, 5:55-6 p.m. EDT, Monday-Friday, beginning today (Monday). Agency, Foote, Cone & Belding, Los Angeles.

\$104,000 TV CONTRACT ● B. C. Remedy Co., Durham, N. C., through N. W. Ayer & Son, Philadelphia, signs \$104,000 contract for 52-week spot campaign on WABD (TV) New York starting today (Monday).

MILES MOVE ● Miles California Co., Los Angeles (Alka-Seltzer), moves *Alka-Seltzer Newspaper of the Air* from KNBH (TV) to KHJ-TV Hollywood, two nightly quarter-hours, Mon.-Fri. starting July 1. 52 weeks TV contract involved \$130,000. Firm continues twice-daily newscasts on 45 Don Lee West Coast radio stations. Agency, Geoffrey Wade Adv., Hollywood.

BEST FOODS GETS DISCOUNT ● Best Foods Inc., New York, through Benton & Bowles, same city, first taker of 45% discount—offered on minimum of 12 daytime announcements per week—as part of new WCBS-TV New York rate card [B•T, May 19]. Two or three daily spots, Monday through Saturday, to start for Best Foods June 9.

PEQUOT ON MBS ● One of first adver-

(Continued on page 114)

P&G SIGNS RED SKELTON; NEW TV TIME SLATED

NBC emerged from season-long battle with CBS for Red Skelton with one-year radio-TV contract starting in fall. Procter & Gamble Co. has bought 7-7:30 p.m. Sundays on NBC-TV, moving from present 10-10:30 p.m. spot which it will retain for another program.

Radio and TV shows to be produced by Russel M. Seeds Co. Participating in negotiations were Freeman Keyes, Seeds president; Bo Roos, comedian's manager, and John West, NBC Western Division vice president. Comedian reportedly held out for complete filming of TV program. New TV series starts Sept. 27. Radio program not yet sold.

for more AT DEADLINE turn page



at deadline

Closed Circuit

(Continued from page 5)

and FCC. Present chairman is Ben Strouse WWDG Washington, who succeeded Wayne Coy when latter assumed chairmanship of FCC.

WITH JULY 1 date approaching when colored margarine can be sold in state of New York, margarine companies are battling it out for availabilities in radio and TV spot campaigns, starting late June and running through month of July. Best Foods' Nucoa margarine through Benton & Bowles, Standard Brands' Blue Bonnet margarine through Ted Bates & Co., and Jelke Good Luck margarine through Hewitt, Ogilvy, Benson & Mather are among contenders for availabilities.

TIP-OFF that McCarran resolution to bar radio-TV and recordings in Senate may not get very far in Rules Committee: Resolution (S Res 106) by Sen. Alexander Wiley (R-Wis.) has been on shelf for nearly year despite efforts by Sen. Margaret Chase Smith (R-Me.) to shake it loose [B•T, Feb. 25]. Wiley resolution calls for study of entire radio-TV coverage problem in Congressional committee hearings. Rules committee also reports crowded docket. No chance for McCarran measure unless there's "unusual" interest or demand, it's said (story, page 27).

PITTSBURGH IS up in arms over bleak TV outlook following hard-slugging speech last Tuesday of Comr. Robert F. Jones before combined session of Radio and Television Club and Advertising Club (see story page 79). After Comr. Jones had commented that, according to FCC majority's present processing plan, it would be at least five years before Pittsburgh got its second TV station, all three newspapers took up campaign with result that Mayor David L. Lawrence made dates in Washington this week to see such personages as House Speaker Sam Rayburn and FCC Comr. Frieda B. Hennock.

FURTHER INDICATION of prairie fire propensities of TV allocations in isolated areas seen in developments at Madison, Wisconsin. Citizens committee has informed opposing mixed allocation wherein one VHF and three UHF assignments are made. Request that VHF commercial assignment be dropped so that entire market can have UHF exclusively has been rejected by FCC. Campaign is to get all commercial UHF in market so listeners won't be harassed with necessity for converters or dual type sets.

DESPITE optimistic reports that House will consider and approve revised McFarland Bill (S 658), there's evidence that FCC staff members are continuing to "sabotage" measure in House. House leadership, however, is determined to have bill approved and sent to conference with Senate. House version of measure departs radically in several respects from Senate bill, designed to update FCC operations and afford greater degree of protection of licensees against overt actions.

CHANCES for passage of Senate's anti-air hazard bill (S 3129) slim. Measure introduced early in May passed half-way mark in second session of 82d Congress; and there's little support for it. Also, aside from its overtones on tall TV towers, bill contains many controversial sections, particularly wide powers which would be delegated to Commerce Secretary.

for more AT DEADLINE see page 114

LIBERTY COAST HOOKUP TO EXPAND EASTWARD

NEW Liberty Radio Network on West Coast will begin operation June 2 with six hours of programming and daily afternoon baseball recreation. Gordon McLendon, LBS president said Friday (early story page 26). Feeder station, he said, expected to be KMPC Los Angeles.

Hookup will be expanded to 16 hours and national affiliations in October, he said. Three McLendon-owned stations in Texas expected to join as network expands eastward.

Mr. McLendon said he will mail 6,000 letters this week to stations and "loyal fans" asking them to petition Congress for Justice Dept. action in Liberty's conspiracy case against major league clubs. He received wire Friday from Rep. Patrick Hillings (R-Calif.), member of House Judiciary subcommittee, asking for outline of charges that Justice Dept. has been delinquent in prosecuting "baseball conspiracy".

CLARIFY TV HEARINGS

CONFUSION concerning effective date of FCC's order of April 14, which removed from hearing those TV applications in hearing when TV freeze was imposed, was clarified by Commission Friday in statement explaining effective date is June 2, same as effective date of Sixth Report lifting TV freeze [B•T, April 14]. FCC dismissed as not necessary petitions of WFOX WISN and WEMP Milwaukee which asked modification of order to clarify date. Similar petition was filed earlier in week by Edwin Pauley's Television California, San Francisco applicant.

WHITE QUARTER HOUR

WALTER WHITE, executive director of National Assn. for Advancement of Colored People, has signed with WLIB New York for weekly quarter hour show, sponsored in New York area by Vim Stores. Beginning June 2, 8 p.m. on WLIB, show will feature interviews with national and international leaders. It is syndicated for distribution in other cities with large Negro populations.

KTRE, KDAL FILE

NEW TV BID filed Friday at FCC by KTRE Lufkin, Tex., seeking VHF Channel 9 with 11.3 kw radiated visual power and estimated construction cost of \$223,160. Amended application filed by KDAL Duluth, Minn., for VHF Channel 3 with 25 kw visual power. Estimated cost, \$291,500.

KALA SITKA REVOKED

REVOCATION of license of KALA Sitka, Alaska, was ordered by FCC Friday on grounds station stopped broadcasting Dec. 2, 1950, without authorization. Licensed to Baranof Enterprises Inc., KALA is assigned 250 w on 1400 kc. If request for hearing is filed by June 30, revocation will be suspended pending outcome of proceeding.

HAMILBURG IN TV

BRIG. GEN. Ira Hamilburg, Massachusetts racing commissioner, spearheading organization and financing of new Hollywood TV production company to be headed by Leo Reisman, orchestra leader. Irvin Gwirtz, music consultant, to be associated with operation.

In this Issue—

The seething controversy over rate-cutting enters still another phase. Straws in the wind, as the all-radio Affiliates Committee huddled in New York, point to a situation similar to the spring of 1951 when CBS Radio announced a rate reduction and others followed suit. *Page 23.*

In Chicago, John H. Platt, of Kraft Foods, cautioned broadcast executives at a luncheon that TV's star dust is settling kind of low and it was time for the industry to do something about it. Special concern to him, is a purported trend toward network control of programs and talent. *Page 23.*

A House subcommittee is on the verge of a "morals" probe of both radio and television programs. The group starts planning its next move soon. *Page 29.*

Other threats to radio-TV rear on Capitol Hill. Chairman Pat McCarran of the Senate Judiciary Committee introduces a resolution to put a stopper on radio-TV coverage of Senate committee meetings. But industry spokesmen ask to be heard. *Page 27.*

Broadcasters with TV in mind find FCC's list of priority cities in television application processing of immediate interest. (Page 79). For browsing there is the feature, "Antenna Location," by Malcolm I. Ruddock, New York attorney instrumental in the Empire State Bldg. joint antenna project. (Page 82). For practical study there is a roundup of BMI TV clinics in New York and Chicago. (Page 80).

In the so-called new community, radio is the friendly neighbor. A new approach to radio's wide penetration is noted by Westinghouse Radio Stations' W. B. McGill. *Page 24.*

Retail store traffic is finding an effective conveyor via radio. It's the theme of Advertising Research Bureau Inc.'s studies reported by B•T. *Page 26.*

Stations which are ex-Liberty Broadcasting System affiliates are exploring regional groupings, now that Liberty has suspended operations. *Page 26.*

Rights to radio-TV pour green stuff where the majors need it the most, in the till. A House subcommittee reports on the big leagues. *Page 25.*

Four broadcasters are holding honors following the annual presentation of the Sloan Awards. *Page 29.*

In the political broadcast arena, NARTB announces it supports the Horan bill and none other. *Page 27.*

Twelve Senators wade into the problem of a forthcoming glut in FCC processing of TV applications. They come up with a proposal for more examiner teams. *Page 88.*

Upcoming

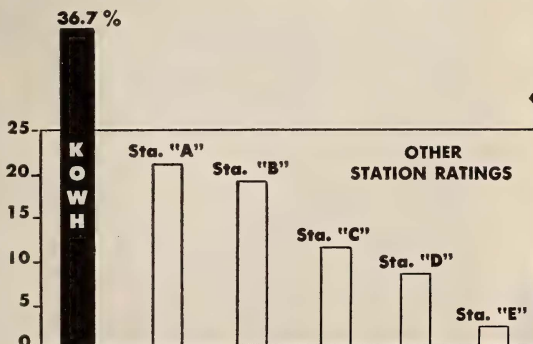
May 26-27: BMI TV Clinic, Hollywood.
May 27-29: National Sales Executives, Hotel Fairmont, San Francisco.
June 2: BAB Sales Clinic, Portland, Me.
(Other Upcomings page 52)

All It Took was a Slingshot...



... For David to topple the mighty Philistine warrior-giant Goliath. History, never easy on giants, has a way of repeating itself.

All it took independent KOWH to conquer the big Omaha market was programming—the kind that gets invited into Omaha homes. Hooper has chronicled the extent of the victory. The chart below shows the Omaha-Council Bluffs share-of-audience for 8 A.M.-6 P.M., Monday through Saturday, October, 1951, through March, 1952.



Represented Nationally By
The Bolling Co.

Kowh

OMAHA

"America's Most Listened-To Independent Station"

- *Largest total audience of any Omaha station, 8 A. M. to 6 P. M., Monday through Saturday! (Hooper, Oct., 1952, thru March, 1952.)*
- *Largest share of audience, in any individual time period, of any independent station in all America! (Oct., 1951, thru Febr., 1952.)*

more New Englanders
listen to

WPRO

than any other
Rhode Island station

The PULSE of PROVIDENCE

March-April, 1952

- WPRO's average weekday morning, weekday afternoon, and evening (Sun. thru Sat.) share of audience is 30% greater than the second-place station.
- WPRO wins more quarter-hour "firsts" weekdays and evenings than all other Providence stations combined.
- WPRO's average quarter-hour rating (6.8) from 8 a.m. to 6 p.m. weekdays is 41.7% greater than the second-place station. WPRO has ratings higher than 5.0 in 140 out of 200 quarter hours.
- WPRO has all 10 of Providence's TOP TEN, five-a-week daytime programs . . . 7 of Providence's TOP TEN evening programs.

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

listeners are customers! customers are buyers!



REPRESENTED BY RAYMER

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

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

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

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

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

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

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

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

*Reg. U. S. Patent Office

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BROADCASTING • Telecasting

Nothing like it
in the industry!

PORTABLE AMPLIFIER

35 POUNDS OF STUDIO QUALITY —ON REMOTES!

YOU can use this sturdy, one-package AC-battery amplifier in the studio as well as on remotes. Four built-in pre-amps and master mixer provide added flexibility in both operations. Hiss, hum, and microphonics are practically eliminated.

● Your G-E Broadcast Man has more information on this and other items in the complete General Electric AM-FM-TV line. Call him or write us for Bulletin ECB-1: *General Electric Co., Electronics Park, Syracuse, N. Y.*

GENERAL  ELECTRIC

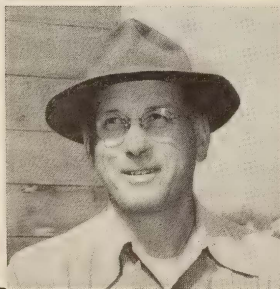




SHOPPING AND RESIDENTIAL DISTRICT

of Beaverton. Tremendous growth has brought Beaverton to the fore as a leading community in the KGW service area.

MAYOR A. H. Rossi, 46 years old, a Beaverton resident, says, "It's the pioneer station in our area and delivers the best in radio to its vast audience. We all vote for our favorite, KGW."



PRINCIPAL

I. R. Metzler of Beaverton Union high school says, "We all know the high educational service KGW delivers to us. It is our favorite and the best in the Northwest."



*Celebrating Our 31st Year of
Leadership and Community Service*

THE People's Choice ^{*} IN PORTLAND OREGON

You cannot adequately cover the nation's northwest corner without KGWonderful! Listener loyalty you cannot duplicate anywhere available for your product in the ever-growing Oregon-Southwest Washington area. Examine the picture captions for proof why KGW has been "The People's Choice" in the Portland area for more than 30 years! The pioneer station at that highly desirable six-two-oh on the dial, the KGW Radio Theater. Act now to reap the reward of the best procurable radio advertising available in the booming Northwest!

KGW

PORTLAND, OREGON



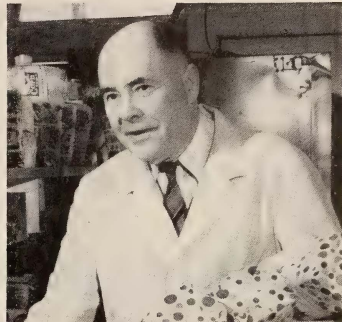
BEAVERTON'S VOICE TELLS THE CHOICE: KGW!



BANKER Jay Gibson, president of Beaverton's First Security Bank, relates, "KGW is a solid investment in the future. For our money it's the top station in the Northwest."



HOUSEWIFE Mrs. P. E. Pintarich, and her son Dick, who shop in Beaverton, states, "KGW is the finest station for all-around entertainment and features. The Housewife's helper for shopping tips is KGW."

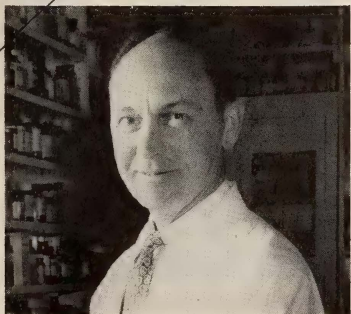
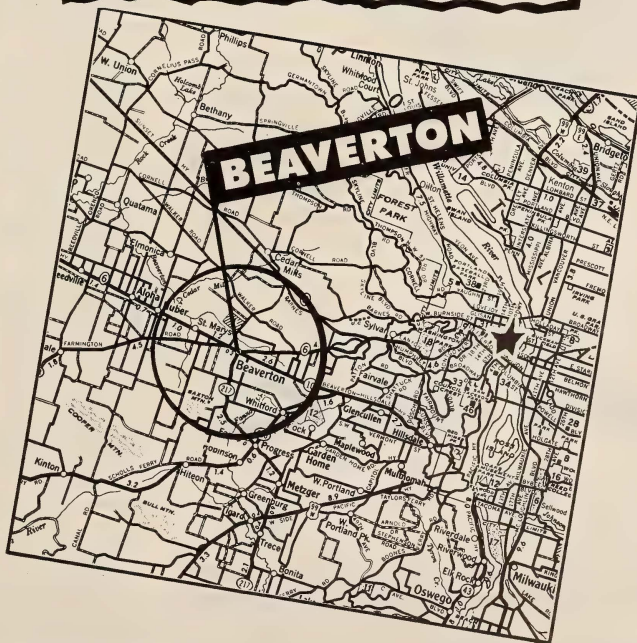


GROCER H. C. Miller of Miller's Food Market, reports, "KGW advertised national and local brand products are definite favorites with shoppers here. Results count and KGW certainly delivers results."



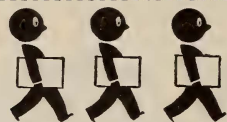
STUDENTS Vanda Benson and Jo Allene Krueger of Beaverton Union high school declare, "KGW is truly our favorite. Clear concise programming and a direct approach to the communities it serves make it tops in our area."

Beaverton One of Portland's fastest growing neighbors, serving a retail trade area of more than 60,000 persons. KGW's the one in Beaverton!



DRUGGIST Roy Mourer, Dean of Rexall Drugs, reports, "Of course KGW is the favorite in the Portland area. It knows the people and the people know KGW."

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.



agency

WESLEY A. GILMAN elected president of Lewis & Gilman Inc., N. Y. replacing PAUL L. LEWIS, now chairman of the board.

BILL BRANGHAM, copy writer, Erwin, Wasey & Co., L. A., to Warwick & Legler Inc., that city, as copy chief.

WILLIAM L. RUSSELL, Ellington & Co., N. Y., to Fletcher D. Richards, same city, as copy writer in radio-TV department.

THOMAS H. TOMLIN, production manager, Elwood J. Robinson & Co., L. A., to J. Walter Thompson Co., that city, as production and traffic manager.



Mr. Lewis



Mr. Gilman

DONALD W. KRAUSE, former advertising and public relations manager of Chicago National Bank, to Edwin Bird Wilson, N. Y., as account executive.



on all accounts

RADIO is responsible for a lot of its own troubles, and one reason is "it has gotten big time and lost the common touch." The radio specialist who charges this is Will B. Presba, president of Presba, Fellers & Presba agency in Chicago. Radio, he firmly believes, is the master medium in getting audience response when it is used properly, but it is not used effectively often enough.

One proper usage, he reports, has been proved to him "time and time again"—sponsorship of radio personalities who know people and how to reach them, who use simplicity and who can arouse listener loyalty. Dollar for dollar, this kind of programming becomes a client's best radio buy, says Mr. Presba, who has been "partial" to broadcast personalities for a long time.

In association with his father and Ed Fellers, he used "Smiling Ed" McConnell exclusively for Mantle Lamp Co. (Aladdin lamps) on radio for 14 years. Despite his conviction about the success of personal pitches, each new evidence of listener response astonished him. "Smiling Ed" brought in 90,000 offers of trade-ins on new lamps after a one-time mention. Another time, after the agency agreed to forget about "Smiling Ed's" salary for a week and

instead pay him 25 cents for each letter about "Why I want to buy an Aladdin lamp," Presba, Fellers & Presba paid out \$18,000. That kind of salary set up died on the spot.

For 16 years the agency has bought a lot of spot and participations, using well-liked, friendly local personalities. Its management organized local barn dances for clients on WHO Des Moines, WLW Cincinnati and WSM Nashville, and Aladdin lamps was the first commercial sponsor of the WLS National Barn Dance in Chicago. Flex-O-Glass, another account, has used the National Barn Dance consistently since 1935.

Bill Presba attributes his fondness for and knowledge of radio to two of the industry's pioneers, Ed Fellers and Lloyd Thomas. From the former, he learned it pays off to use spot with hand-picked stations as a direct contact policy fosters understanding of the character of the station, its personnel and its audience. "And all of this benefits the client," he says.

He learned other radio fundamentals, starting with the transmitter, from Mr. Thomas at WROK Rockford, Ill. Bill Presba started there as a salesman in 1934 after being trained as a lawyer. Son of a long-time manufacturing and ad-

(Continued on page 105)



Mr. PRESBA

Memphis'
greatest
outdoor
medium*

*70,000
Automobile
Radios

Here is one of the
greatest "plus" factors ever
offered through advertising—the
tremendous factor of automobile radio.

In metropolitan Memphis alone, there are more
than 70,000 automobile radios. And, of course, this does
not include the many additional thousands owned and used
by families throughout the entire mid-south listening area.

You pay nothing additional for this "plus" audience. It's some-
thing to think about, isn't it?

WMC

M E M P H I S

NBC—5,000 WATTS—790 K. C.

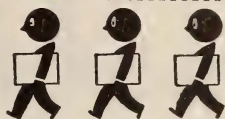
National representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

beat



HARRY E. WHOLLEY, Ted Bates & Co., N. Y., to Kenyon & Eckhardt, same city, as account executive.

JACK BUCHOLTZ, William Warren, Jackson & Delaney, N. Y., to Kenneth Rader Co., that city, as radio-TV director.

HARRY SCHNEIDERMAN, E. H. Brown Adv., Chicago, opens Harry Schneiderman Inc., same city. **FRANK J. O'CONNELL**, **MURREY SCHNEIDERMAN** and **JOHN MORGAN** join Mr. Schneiderman as account executives. **JOHN P. KELLY** is agency's art director.

CHARLES F. GAUSS, copy staff, Ridgway Co., to Oakleigh R. French & Assoc., St. Louis, as copy writer. **WILLIAM R. HAID** joins agency as production manager.

GEORGE M. FINLEY, director of plans and research, *American Weekly*, N. Y., to William H. Weintraub & Co., that city, as executive in marketing department.

HELENE SALMON, executive assistant and copy writer, Degner & Assoc., L. A., to Phil D. McHugh Co., that city, in similar capacity.

HAROLD E. FLINT, vice president, O'Lavin, Flint & Assoc., Fargo, N. D., formerly Barney Lavin Inc., elected executive vice president and general manager. **RICHARD C. ROSENTHAL**, account executive, elected vice president. **LEE HOLAND** and **CARL HIGGINS** elected assistant treasurer and assistant secretary, respectively.



Mr. Flint

C. N. VAN AUKEN, print media staff, Biow Co., N. Y., appointed assistant to **JOHN C. ROME** on Philip Morris account.



Mr. Rosenthal

GEORGE W. McMURPHEY, head of George W. McMurphey Adv., Portland, adds duties of account executive with Edward S. Kellogg Co., L. A., on agency's Portland accounts.

JEAN ROBBINS, former associate editor, *Magazine Management*, N. Y., to Lee Ramsdell & Co., Phila., as copy director in consumer accounts division.

WILLIAM L. RUSSELL to Fletcher D. Richards Inc., N. Y., as copy writer on radio-TV staff.

SAM EWING AGENCY relocates at 995 Market St., S. F.

RICHARD T. O'REILLY, plans-merchandising staff, N. W. Ayer & Son, Phila., to agency's New York office. **ROBERT F. KURTZ** and **HORACE D. NALLE** rejoin Philadelphia staff after service in Korea.

CHARLES McCANN returns to Ruthrauff & Ryan, Chicago, as research director after two years as captain in Air Force Reserve.

ERNEST A. HOLMES, executive research, Warwick & Legler, and Kudner Agency, N. Y., to Marschalk & Pratt, that city, as manager of market research.

KATE RUBIN, Advance Pattern Co., N. Y., to Grey Adv., same city, as copy writer.

HOWARD B. SHAW, account executive, Cramer-Krasselt Co., Milwaukee, elected president of city's alumni chapter of Alpha Delta Sigma, national advertising fraternity.

JOHN P. WILEY, sales staff, WCAU-TV Philadelphia, to Albert Frank-Guenther Law, that city.

LESTER EARLE Inc., Chicago, moves to new offices at 840 N. Michigan Ave.

LAWRENCE E. DuPONT, former program director, WFAA-TV Dallas, to Rogers & Smith, that city, as radio-TV director.

LESTER L. JACOBS, account executive, Buchen Co., Chicago, has opened own agency, Lester L. Jacobs Inc., 228 N. LaSalle St. there.

BROADCASTING • Telecasting

YOU GET THAT PERSONALITY TOUCH...

FRANK AND JACKSON SHOW
Frank Harden and Jackson Weaver run a daily double madcap combination
2:00 to 3:45 P. M.
Monday thru Friday



YOU'RE HEARING THINGS
Bill Malone and Joe Campbell make mystery sounds for their audience to identify.
11:15 to 11:30 A. M.
Monday thru Friday

...with **WMAL's varied spot participation programs** because your product is identified with popular WMAL personalities who deliver your sales-getting message to their legion of loyal fans. Let WMAL's **PERSONALITY TOUCH** "touch off" **GREATER SALES for YOU!**

Call or Wire
The KATZ AGENCY, Inc.
Or WMAL Sales

WMAL AM-FM

THE EVENING STAR STATION IN WASHINGTON, D. C.

IT Happened ONE NIGHT!



• There's an old saying that everything happens at night ... especially in New Orleans! We'll qualify that somewhat, and say that anything can happen at night ... especially on WDSU-TV.

• Take, for instance, the Sunday night that a local department store featured \$1.29 children's pajamas in a one minute commercial. Nothing unusual, you say? Well, we beg to differ—because something certainly did happen that night!

• Next morning, the store was flooded with calls ... and by evening the pajamas were completely sold out. Within three days—1200 of these pajamas had been purchased by economy-wise TV viewers.

• Remember ... lots does happen at night (and in daytime, too) on WDSU-TV. So don't lose sleep—we can solve your sales problem anytime in the "Billion Dollar New Orleans Market"!

• Write, Wire
or Phone
BLAIR-TV!



new business



Spot . . .

COLGATE-PALMOLIVE-PEET Co., N. Y., will use radio-TV spots beginning in June in national markets for "free offer" campaign for Palmolive after-shave lotion. Announcements also planned for broadcast on firm's regularly sponsored programs. Agency: Ted Bates & Co., N. Y.

PEPSI COLA Co., N. Y., placing 18 week schedule of station break announcements on four metropolitan New York radio stations effective today (Monday). Agency: Biow Co., N. Y.

FISHER FLOURING MILLS Co., Seattle, to sponsor newscast featuring Knox Manning, daily 7:45 a.m. PDT on NBC Pacific Coast Network starting June 2. Agency: Pacific National Adv., Seattle.

ARMOUR & Co., Chicago, for Dial deodorant soap, begins TV spot schedule June 9 which will continue indefinitely in 11 markets. Daytime only is being bought. Agency: Foote, Cone & Belding, same city.

LEVOLOR LORENTZEN Inc., N. Y. (components for custom made venetian blinds), using TV promotion in Nashville, Dallas and New York. Program will be extended this fall. Agency: Reiss Adv., N. Y.

M. J. MERKIN PAINT Co., N. Y., using radio advertising in New York and New England markets introducing Velvet Flow interior paint. Agency: Reiss Adv., N. Y.

E. J. BRACH & Sons, Chicago (candy manufacturer), will expand regular fall AM spot campaign into about 20 cities starting in Sept. Agency: Arthur Meyerhoff, Chicago.

Network . . .

HELENE CURTIS INDUSTRIES (permanents), Chicago, to sponsor Tuesday and Thursday segments of Johnny Olsen's *Rumpus Room*, weekday series seen on DuMont Network. **PREMIERE FOODS** continues as backer of Monday, Wednesday and Friday telecasts. Agency: Russel M. Seeds Co., Chicago.

CURTIS PUBLISHING Co. adds WTCN-TV Minneapolis and WHIO (TV) Dayton to 15 stations carrying *Keep Posted* on DuMont Network, 8:30-9 p.m. Tuesdays. Agency: BBDO, N. Y.

Agency Appointments . . .

LASSITER Corp., Phila. (packaging materials for foods and textiles), names Lavenson Bureau, that city.

ST. REGIS PAPER Co., N. Y., names J. M. Hickerson, same city.

COLGATE-PALMOLIVE-PEET Co., Jersey City, appoints Street & Finney, N. Y., to handle Florient aerosol air deodorant. **WILLIAM G. JOHNSON** is account executive.

FINDERS MFG. Co., Chicago (Hollywood broilers), appoints Kuttner & Kuttner, same city. Radio-TV spots will be used later in specific markets. **CHESTER KUTTNER** is account executive.

FINNEY & SON, Phila. (monument makers), appoints Robert S. Kampmann Jr., that city.

RIPON KNITTING WORKS, Ripon, Wis., appoints Buchen Co., Chicago.

Adpeople . . .

STANLEY G. MORTIMER Jr., account executive, BBDO, N. Y., to Pan American World Airways, that city, as advertising manager, effective June 1.

GLEN PRESTON BURNS appointed advertising and sales promotion manager of W. H. Brady Co., Chippewa Falls, Wis., industrial products manufacturer.

HARRY E. PETERSEN, advertising manager, Citizens National Trust & Savings Bank, L. A., named national director, National Industrial Advertisers Assn.

MARGARET EGAN, former advertising manager of Marshall Field, Chicago, to John Wanamaker, Phila., in same capacity.

Sell

AMERICA'S **30th**

METROPOLITAN POPULATION AREA

with

WFMJ

the

NBC

5000

WATT STATION

**SERVING GREATER
YOUNGSTOWN, OHIO**

HEADLEY-REED Co., National Representatives

Quiet Please

EDITOR:

... I recognize the necessity for advertising to maintain and develop free listening, but it does seem that the advertising could be less afflicted with advertising announcers who adopt the manner and style of circus-barkers, with their untrue and raucous "hurry, hurry, hurry" spiels. . . .

I recognize the desirability, perhaps the necessity, of "cut-backs," "breaks," "fade-outs" and the like in radio programs; but the alleged and pretended music used to effect these tricks-of-the-trade is scarcely recognizable as music. . . .

Here's hoping that BROADCASTING • TELECASTING can see its way clear to make suggestions to the radio industry for improving its production and services. . . .

Harry S. Barger
Washington, D. C.

open mike



The Lee Side

EDITOR:

I am concerned by certain inaccuracies in the announcement on page 61 of BROADCASTING • TELECASTING May 19 of the filing by Lee Broadcasting Inc. (not Lee Broadcasting Co.) of an application for a television station.

This item states applicant is licensee for WTAD-AM-FM Quincy, Ill., 60% owned by Lee Radio Inc. which in turn is licensee of KGLO-AM-FM Mason City, Iowa. With the exception of the correct corporate name, the above is accurate.

Then it is stated "Lee Radio Inc.

is owned by Lee Newspapers which publishes" . . . and then are listed the nine newspaper properties which comprise what is known as the *Lee Group of Newspapers*. Actually there is no such thing as Lee Newspapers—that is, no corporate identity. Each of the nine publications is owned by a separate independent corporation. Certainly there are a number of common officers and considerable common stockholding between the various independent companies.

So far as Lee Radio Inc. itself is concerned, it is capitalized at \$300,000, 3,000 shares of par value \$100 stock. Of this stock 329 shares are owned by men or

women, mostly employees, who own no stock in any Lee Group newspaper, while 1,341 shares are owned by stockholders who own stock in only one Lee Group newspaper, with the single exception of 50 shares of stock owned by our largest single stockholder in a second Lee Group paper—this particular paper being the *Kewanee Star-Courier* which has no relationship with any radio enterprise.

Besides myself there is only one other man who holds a position either as an executive officer or member of the board of the two radio companies who has any connection whatsoever with any newspaper in the Lee newspaper group.

To put it briefly, the only significant connection between Lee Radio Inc. and Lee Broadcasting Inc. on the one hand and the *Lee Group of Newspapers* on the other, is my mutual interest in both radio and newspaper properties—but to emphasize the independent character of the association, may I add that there is one newspaper in the Lee group in which I am not a stockholder, member of the board of directors or an officer.

In addition, I should point out that my stockholdings in the various properties in the Lee newspaper group with which I am connected are very minor. The percentage of the total stock held by me in the various properties ranges from 8% in the Journal Printing Co., Muscatine, Iowa, down to 0.533% of the La Crosse Tribune Co. of La Crosse, Wis.

Lee P. Loomis
President
Lee Radio Inc.
Mason City, Iowa
* * *

Fan Mail

EDITOR:

Boyl!

Your editorial "Legalized Larceny!" [B•T, May 19].

Just one more instance of BROADCASTING really being on the ball.

Edwin K. Wheeler
General Manager
WWJ-AM-FM-TV
Detroit
* * *

Apology

EDITOR:

In the April 28 issue of BROADCASTING • TELECASTING, Bill Loader, promotion manager of WHAS-TV Louisville, writes that the American Civil Liberties Union erroneously identified WHAS-TV as one of the stations carrying a kinescope of a January 1950 *Toast of the Town* program. The identification was made in our complaint to the FCC charging radio-TV blacklisting.

Mr. Loader is correct. . . . The fact, as Mr. Loader points out, is that WHAS-TV did not go on the air until March 27, 1950. . . .

The error was not deliberate, and we have informed the FCC of the correct identification. . . .

Alan Reitman
Assistant Director
American Civil Liberties
Union
New York

LISTENERS.... GET THE

HERE at KLRA we think we have come up with a different type disc jockey show—"Merry-Go-Round". Bob Hicks, who emcees the show, has built a great listening audience with a couple of little "gimmicks" that pay off for advertisers.

Bob has a mystery tune, or a mystery singer, or poses a question about some popular star of radio. His listeners have to call him with the answer. First correct one wins merchandise prizes. When "Merry-Go-Round" hits the air, the phones start buzzing. 18 to 24 calls daily (all that can be handled), usually bring the answer. And for out-of-town listeners there is a weekly question to be answered by mail. 200 to 250 pieces of mail weekly to this one program is not unusual.

Such interest really pays off for advertisers. For success stories about "Merry-Go-Round", and for availabilities, call any O. L. Taylor office, or write us direct.



BOB HICKS

"Brass Ring"



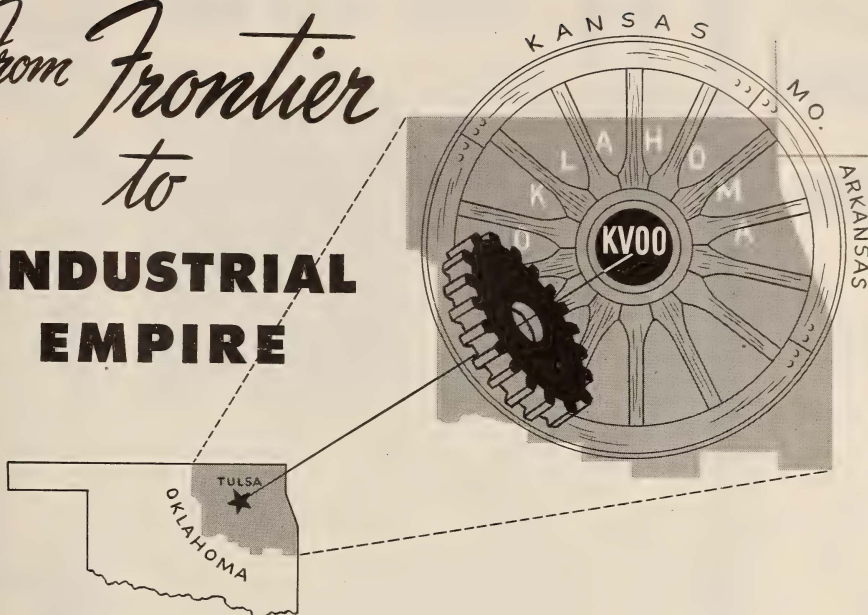
ADVERTISERS GET THE "Gold Ring" in the CASH REGISTER

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC • CBS RADIO

KLRA
LITTLE ROCK

*From Frontier
to*

INDUSTRIAL EMPIRE



OKLAHOMA'S NO. 1 MARKET, WITH TREMENDOUS WATER, POWER, FUEL AND MINERAL RESOURCES, CREATES A NEW INDUSTRIAL EMPIRE.

Another run* is being made in Oklahoma—the run of industry into the booming Tulsa Market Area in northeastern Oklahoma. New industrial plants—making paper liners, glass products, shipping containers, garments, and tires—have been established recently in the rich concentrated Tulsa Market 30 county area. And more are on the way to take advantage of the abundance of industrial water, fuel, power and natural resources of the area. This area, comprising only about a third of the state's land area, already has nearly half

of the manufacturing establishments of the state; over 50 percent of the factory workers; and nearly 60 percent of the annual wages paid to factory workers in Oklahoma. It also has 48 percent of the state's bank deposits and over 43 percent of retail sales. Tulsa, the hub of this market area, is the Oil Capital of the World, having more oil producing, refining and marketing companies maintaining home offices there than does any other city in the world. This insures a consistent high level of income. Tulsa is the center of a rich agricultural region of diversified interests.

*The famous land run into Oklahoma was staged in 1889.

ONLY KVOO BLANKETS THIS RICH MARKET, PLUS BONUS COUNTIES IN MISSOURI, ARKANSAS, AND KANSAS.

KVOO has served this No. 1 Market in Oklahoma for 26 years—longer than has any other radio station, and enjoys a dominant position in every segment of the broadcast day throughout the area. Each of the 30 counties in the Tulsa Market Area is within the KVOO 50 to 100% BMB daytime area and 29 of the counties are in the 50 to 100% nighttime BMB area. In addition, there are plus bonus counties in Missouri, Arkansas and Kansas, and in the other sections of Oklahoma in the 50 to 100% KVOO—BMB area.

KVOO's Farm Department programs are a "buy-word" in the Tulsa Market Area. You'll be interested in the department's 24-page Tenth Anniversary Brochure. Write for your free copy.

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.

NBC AFFILIATE

Here's Archer!



GENE ARCHER

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


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

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

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

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

FIRST in WASHINGTON

WRC 

5,000 Watts • 980 KC

Represented by NBC Spot Sales



feature of the week

FISHING and hunting shows on TV give promise of a lucrative market in sports programming, judging from the responses to a 15-minute fishing show film, *Goin' Places With Gadabout Gaddis*, initiated on WBZ-TV Boston last fall.

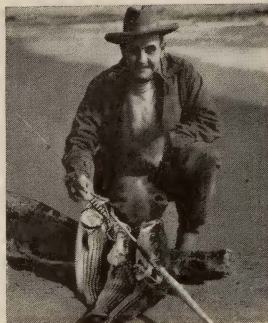
The film, made by Beacon Television Features and sponsored for 26 weeks by the Pontiac Dealers of Greater Boston, whipped up the enthusiasm of the 29 dealers in a few weeks after they found themselves swamped with personal calls for road maps offered free on a commercial.

Within 13 weeks, more than 25,000 *Gadabout Gaddis* fans had called at Pontiac showrooms for the maps, which had been gathering dust until then.

Fishing, considered a "participant" sport instead of a spectator sport, may be exploited on TV as a spectator sport, according to Leonard Sanderson, president, and Barbara Keane, treasurer, of Beacon Television Features.

The syndicated film feature, aired Thursday at 6:45 p.m., received a February Pulse rating of 9.5. Mr. Sanderson said, with an enthusiastic mail response. A mail survey indicated averages of 2.04 male viewers per set, 1.41 women and 1.61 children, for an average of 5.06 viewers per TV home, at a cost of \$1.67 per thousand viewers, he said.

Breslau Bros., a furniture and household appliance chain, con-



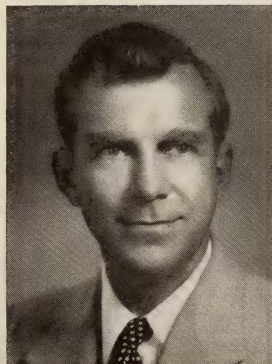
Gadabout Gaddis, star of the TV syndicated film fishing series, shows catch in scene from one of his adventures.

tracted for the series for 13 weeks over WRGB (TV) Schenectady, N. Y., with the Dodge dealers of that area sponsoring an additional 13 weeks after the first series ran out in March and a flood of letters and signed petitions requested the show's continuance. Evinrude Motors in Milwaukee has signed for the series on WTMJ-TV Milwaukee and the Old Stone Bank has contracted for it on WJAR-TV Providence, R. I.

In Boston, the Pontiac dealers, (Continued on page 48)



strictly business



JAMES H. COBB

THE fine art of keeping not only abreast but often ahead of developments which affect

the future of Delta Air Lines enhances the reputation of James H. Cobb Jr., Delta's director of public relations and advertising, for ingenuity and alertness.

Running down hearsay that Atlanta was to get a new television station, WLTV (TV), Mr. Cobb contacted the man he also heard was to be assistant general manager, and before the station knew what its call letters were to be, Mr. Cobb was waving a reservation calling for 9 p.m. TV spots every day in the week for the air line.

Or take the time radio first met the Cobb influence, when Delta booked a chain break announcement immediately preceding a national news roundup program. Since the 15-minute program at that time had no sponsor and unable to afford sponsorship himself, Mr. Cobb persuaded the same network newscaster to record the spots

(Continued on page 60)

"It's Coverage That Counts!"



You can't get a good Hooper or Conlan rating with a "Bikini" coverage. No siree, you've got to get old-fashioned "head-to-heels" coverage . . . and believe us that's what you get when you buy WBRE in this Wyoming Valley Pennsylvania market of nearly 500,000 population.



ANOTHER 'FIRST' FOR WNAX-570



Robert R. Tincher, general manager, radio station WNAX (Yankton-Sioux City) presents Dr. Luther Evans, Librarian of Congress, with the first complete radio documentary to be accepted for our national archives.

THE FIRST RADIO BROADCAST ever to be accepted by the U.S. Library of Congress was the hour-long WNAX documentary on the Missouri river flood — "OPERATION FLOOD."

First in reportorial excellence, first in public service, first in live entertainment, WNAX is the dominant force in a 267-county major market in Minnesota, the Dakotas, Nebraska and Iowa.

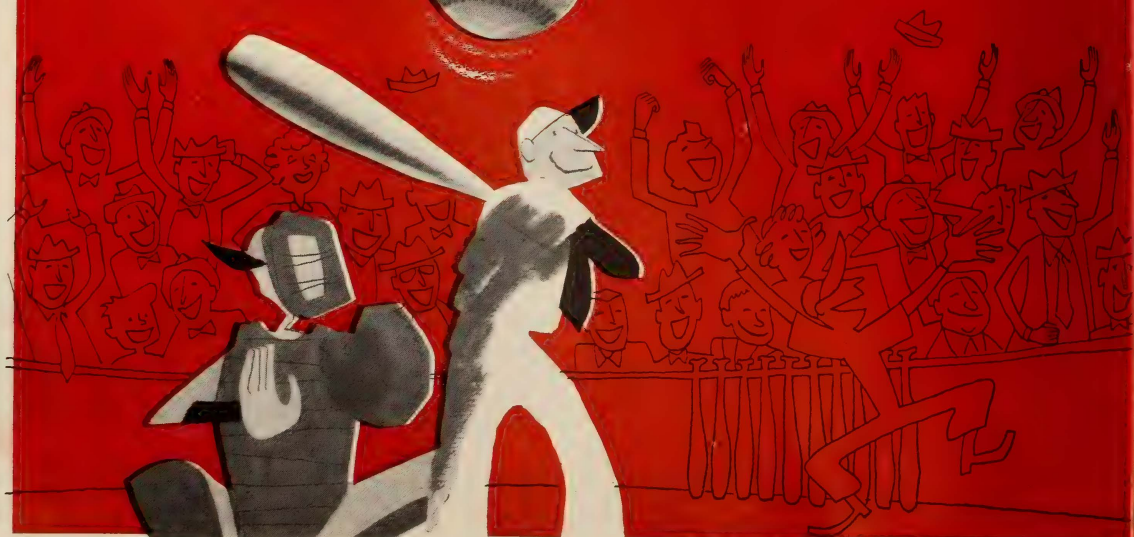
WNAX-570

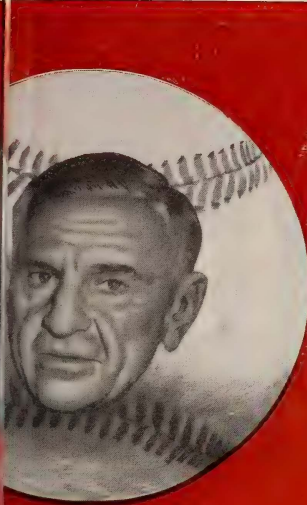
YANKTON - SIOUX CITY

A Cowles Station

"DOUBLE PLAY" The HIT of the season!

26 quarter-hour shows
now available
-- most markets
only five bucks a show





Durocher and Day

SCORE WITH SPONSORS by giving them baseball's best known nationally publicized husband and wife team, Leo "Lippy" Durocher and his charming wife, Laraine Day, in the just released "DOUBLE PLAY"...26 quarter-hour open end shows...shows that feature all-time greats in baseball as guest stars...STARS like BOB FELLER, JOE DI MAGGIO, RALPH KINER, CHARLIE DRESSEN, CASEY STENGLE, BOB LEMON, ROGERS HORNSBY and many, many more.

This brand new show can be exclusively yours in your market if you **ACT NOW**. Get on the ball and rush your order by phone or wire to the office nearest you.

If your prospect wants to listen *before* he buys, bat five bucks our way and we'll ship an audition disc — the five to be applied on account when he

signs up. *And your sponsor will buy because Durocher and Day plus baseball's best known personalities add up to a home run in any advertiser's ball game.*

Don't be left on base. Grandstand seats are priced right for sponsorship — most markets at \$5 and \$10 — a few from \$15 to \$40. NONE HIGHER.



140 N. La Brea, Hollywood
WEbster 8-9181

360 N. Michigan, Chicago
CEntrol 6-0041

444 Madison, New York City
PLaza 3-4620

Transcription Services, Inc.

PRODUCERS OF *The Sponsor-Tailored*  *Service*

So much for so little

At low, *low* rates, WITH in Baltimore delivers advertisers a tremendous, responsive audience. You get more listeners-per-dollar from WITH than from any other radio or TV station in town. That's why WITH constantly produces *low cost results*.

No wonder WITH is so popular with the local folks! Their advertising must get quick, profitable sales or it just doesn't run. *And WITH regularly carries the advertising of more than twice as many retail merchants in Baltimore as any other station in town!* Get WITH on your schedule. Your Forjoe man will give you the whole story.

IN BALTIMORE

W-I-T-H



TOM TINSLEY, PRESIDENT

• REPRESENTED BY FORJOE & COMPANY



BROADCASTING

SECOND RATE CUT CRISIS

Affiliates Gird for Network Fight

By EDWIN H. JAMES

THE ALL-RADIO Affiliates Committee met last week under circumstances that were every bit as unpromising as those prevailing 13 months ago when the committee was created in a desperate effort to shore up network rates against the threat of cave-in.

Last week the committeemen must have felt they were back where they came in. Emerging from a two-day session in New York, they had the look of men who had seen the restraining timbers giving way a second time and the first trickle of muck oozing through them. "It is," said one, "only a matter of time."

There was more than passing comparison between the situation last week and the situation of April 1951, when the committee was formed at a mass meeting of network affiliates in Chicago.

Last year, CBS Radio had announced a rate cut and other networks were expected to (and did) follow suit.

Last week, though no one—not even key affiliates—had been advised of radio network intentions, there were indications that again CBS Radio was about to take a plunge. If that were to happen, the others would unquestionably meet the competition.

Little Recourse

What can the Affiliates Committee do to prevent another collapse of network rates? The answer: Very little. If the committee had any chance of holding off the reductions of a year ago, it has a much weaker chance now. The reason is that in the interval CBS Radio has managed to rewrite a large majority of its affiliation contracts.

Except for perhaps a dozen key affiliates, CBS Radio stations now have contracts that allow the network to change rates at will without consultation with the stations. It is doubtful that these dozen could throw up a roadblock big enough to stop a rate cut if the network decided it was time to make one. Let CBS Radio cut its rates, and the other networks would probably have little trouble bringing their affiliates to accept reductions to match. To hold out would mean presenting CBS Radio with all the business it could cram

on its air.

However gloomy the network radio future looked, the Affiliates Committee seemed assured as to the destiny of radio in general. For most members, local and spot business was at least holding its own and in many cases increasing. Both the Affiliates Committee and the AM committee of the NARTB which met the next day in New York made ambitious plans for important research projects which had the common aim of improving radio's position among all media.

● At the Affiliates Committee meeting, a major topic of discussion was the proposed study of existing audience measurement services to be undertaken by the Advertising Research Foundation if it can get the necessary funds.

This study, wanted by a majority of the agency subscribers on ARF, would attempt a thorough evaluation of existing rating services to find their weaknesses and define their limitations. Its purpose would be to correct the now widespread misuse of ratings and further to match one service against another in an effort to show what each can and cannot do.

Whether this ARF study can be

undertaken will be decided this week. Edgar Kobak, president of the ARF, will present the proposal to the Finance Committee of Broadcast Advertising Bureau, of which he is chairman, today (Monday). Mr. Kobak explained the plan last week to the Affiliates Committee, of which he also is a member.

He said last week that the cost of the special "research into research" would be "around \$25,000." He hoped that BAB would put up the money.

● Meeting Thursday in New York, the AM Committee of NARTB adopted a resolution calling for one of the most fundamental research jobs in recent radio history.

Allerton Heads Study

Under this plan, Richard Allerton, NARTB director of research, will conduct a painstaking study into a large sample of radio station operations. His aim is to find out what makes some stations successful and others not.

Out of Mr. Allerton's work, it is hoped, will come the first definitive guide to good radio station management. He will examine

all phases of radio operation, including rates. In the latter connection, he said preliminary studies indicate that radio is priced too low in most markets.

Another by-product of this study, it is expected, will be such complete financial information on station costs as to dissipate the belief widely held in some advertising quarters that unlike other media radio is cheap to run.

In this regard, the remark made a year ago by a top advertising executive of a major advertiser (who was also a member of the Assn. of National Advertisers' Radio-Television Committee) was recalled. He said he could understand how rate increases could be justified by newspapers and magazines because their costs had risen. But as for radio, he said, "Why, the air is free."

Following its two-day meeting, the Affiliates Committee last Thursday issued a carefully-worded statement which said, in a restrained way, what the members had been saying during the meetings.

"Affiliates of each network," said the statement, "expressed grave

(Continued on page 34)

PLATT RAPS TV

Hits 'Name' Mania, Smuttiness

JOHN Q. PUBLIC and Uncle Sam are getting impatient with the television industry, and TV's time to get its house in order is running out. This was one of the charges made against the industry by John H. Platt, vice president in charge of advertising and public relations for Kraft Foods, Chicago, when he spoke Wednesday at a joint luncheon meeting of the Chicago Television Council and Radio Management Club.

Mr. Platt, who outlined his company's successful use of the *Kraft Television Theatre* on NBC for five years, said television has "had several more years of grace than it might reasonably expect," and that it has also "about used up its luck."

He called for higher standards of programming, a halt to the business of programming and talent being in the hands of a few by default, and for clear thinking by men in control of program con-

tent. Reminding his audience "no man is an island unto himself," Mr. Platt said that every poor show "slips a little shine off the successful ones."

After using television through the period when it was "glamorous," Mr. Platt said the star dust has been removed and he recognizes it as "just another advertising medium, but a powerful one to be sure."

Too many shows, in his opinion, are "burlesque spectacles for the tavern trade," Crudity and a lack of showmanship would decline, he said, if agency and client representatives would watch television and see what they would choose for their own families' viewing. If this happened, there would be "a lot less competition to book big names, especially comedians who have to drop their trousers and tell smutty stories to get an audience."

Mr. Platt was especially concerned with the trend of program and talent control to the networks

and away from independent packagers and advertising agencies, which together form the only block which can "provide a spur to competition, a break to runaway prices and a stimulant to entertainment."

Television has "a god-like ability to let people see something that is happening thousands of miles away," and yet the two leading networks participate in "a sorry spectacle of attempting to control as many big names as possible," few of whom have devoted audiences. This talent war, Mr. Platt said, "is ineffective and ill-conceived, and we want no part of it."

Networks "are competing to a ridiculous degree, and this imperils the entire future of television. We are perfectly willing to pay our own bills, but we don't want to be charged for dead weight in the \$40 million per year talent business."

The industry has "failed to recognize television for what it is . . .

(Continued on page 38)

RADIO'S CLAIM

McGill Cites Role In New Community

W. B. MCGILL, who prepares the business paper advertising of Westinghouse Radio Stations Inc., is ready to back up his claims for radio's potency as an advertising medium.

As director of the WRS advertising and promotion, he explained in a May 20 letter to Lawrence Roehsler, research director of the newspaper representative firm, Moloney, Regan & Schmitt, why an advertisement in the current Westinghouse series contained this statement:

"In many new communities, radio is the only medium that reaches anything like a real majority of the homes."

The statement inspired this observation by Mr. Roehsler, "I have not been aware of any situations of this kind and will very much appreciate you giving me a list of these communities, together with any figures you might have regarding penetration of various advertising media."

Mr. McGill accepted the challenge.

"We at Westinghouse Radio Stations appreciate your interest in our business-paper advertising and your specific inquiry re a statement carried in one of the series, now current, on the subject of community relations," he replied. "In any brand-new community, it takes time to build up distribution of newspapers and magazines. On the other hand, 96% of all new homes become radio homes as soon as the occupants move in."

Radio Figure Stable

Radio ownership stays practically standard at over 90%, he continued, observing that in Philadelphia the most widely distributed newspaper reaches only two-thirds of the families in the "city zone." That was termed an over-all average, and more than likely below the two-thirds figure in brand-new communities.

"I'm sure you readily grasp the broad aspects of the implied theme," Mr. McGill wrote, listing them as follows: "The persuasiveness of the human voice; the accessibility of around 96%, a significant majority, of the homes; and when a new housing development springs up and occupants move in, sometimes, as in my own case when I moved to Washington (and I think this prompted the statement you quote) how the new apartment building with accommodations for 200 families was full before they got the cement floor laid and the carpet down in the lobby . . . and each family brought along its radios (plural is correct) and plugged them in along with the toaster, clock, stand lamps, etc. It is later on that they get around to selecting and obtaining other additional sources of news and entertainment on a regular basis.

"However, radio is already there—in 96%, a majority of the homes—and when people leave their homes to go somewhere by automobile, a majority of them take their radio along, figuratively,

by having a set installed in their car.

"A few months ago, in Philadelphia, we hired a research concern to station checkers on the Delaware River Bridge over a weekend. They counted the cars and 69% plus were fitted with car-radio antennas. Happy people! They whistle while they work . . . they listen while they drive.

"Although auto listening may not run a great percent of total listening, nevertheless it helps to provide those over-all ARB figures on time spent with major media which come out: Radio, 108 minutes; TV, 43 minutes; newspapers, 34 minutes; magazines, 18. Let's see—43 plus 34 plus 18 equals 95, and I guess 108 is a majority there, too.

"Majority" can mean many things; for instance, if one wants to reach a majority of the 48 states with one 'local' medium he could do it with radio."

After citing a number of examples of radio's pulling power, Mr. McGill concluded: "We're proud to have, in radio, a medium that can turn in such instantaneously effective and human worthwhile results. . . . I will close with a more than casual nod to the nation's advertisers who, through their round-the-clock use of radio, make such things possible."

Canada Audience Report

A NEW share-of-audience report is being released quarterly by Elliott-Haynes Ltd., Toronto, showing over-all audience indices for each station by time intervals in five major Canadian markets, Montreal-English, Montreal-French, Toronto, Winnipeg and Vancouver. First survey, released in mid-May, covers the first three months of 1952.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—including Telephone and Non-Telephone Homes)

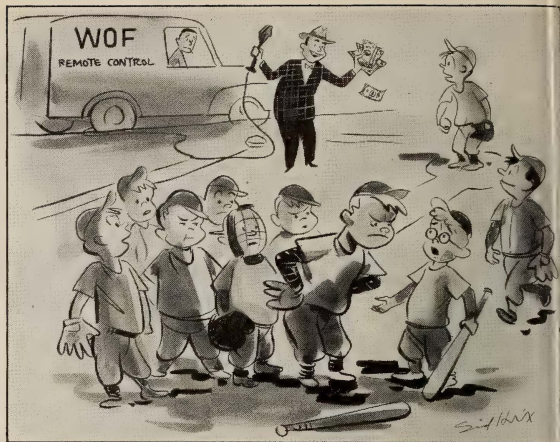
Extra-Week April 13-19, 1952

EVENING, ONCE-A-WEEK NIELSEN-RATING*

Current Rank		Current Rating Homes %
1	Lux Radio Theatre (CBS)	11.9
2	People Are Funny (CBS)	10.6
3	Amos 'n' Andy (CBS)	10.6
4	Jack Benny (CBS)	10.3
5	Charlie McCarthy Show (CBS)	9.7
6	Peter Blue Ribbon Bouts (CBS)	9.0
7	Arthur Godfrey's Talent Scouts (CBS)	8.9
8	Mr. Keen, Tracer of Lost Persons (NBC)	8.8
9	You Bet Your Life (NBC)	8.7
10	Fibber McGee and Molly (NBC)	8.4

(* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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DRAWN FOR BROADCASTING • TELECASTING BY Sid Hix
". . . Let's think it over, fellows. After all the majors are being sued for \$12,000,000."

TONI AD MANAGER To Take Agency Post

DON NATHANSON, advertising manager and director of public relations for the Toni Co., Chicago, will soon join Weiss & Geller, Chicago agency, as an account executive.

Mr. Nathanson has been with Toni five years and has been associated with it since Toni was founded by Niesen and Irving Harris. He will take with him the Prom Home Permanent account, which spends \$2 million yearly in advertising.

Prom, a home permanent wave, has been handled by Foote, Cone & Belding, Chicago, which supervises the bulk of the Toni business, although Tatham-Laird in the same city handles some product advertising.

One reason given for the transfer from FC&B is the intense competition between the two home waves. Toni is the No. 1 best seller, while Prom is reportedly competing with Procter & Gamble's Lilt for second place. Both radio and TV will probably be used for Prom at Weiss & Geller, whose major broadcast account now is Wine Corp. of America (Mogen David).

Toni is owned by the Gillette Safety Razor Co. One company representative said there may be no replacement for Mr. Nathanson as the firm has a brand plan in which each product has its own advertising manager. Mr. Nathanson was co-founder and partner in the D. S. Manson agency, Minneapolis, where he also published "Radio Showmanship."

Rand Agency Named

IDEAL Film Corp., N. Y. (roll film), names Rand Advertising agency to direct its national campaign, effective immediately. Radio and TV will be used with final budget and placement scheduled to be announced later.

DORRANCE & CO.

Promotion Firm Founded

ESTABLISHMENT of Dorrance & Co., new promotion firm, was announced last week by Dick Dorrance, who simultaneously resigned

from MBS as director of public relations and press information.

The new organization, 32 E. 39th St., New York 16, will specialize in promotion planning and writing, with emphasis on services to the radio, TV and ad agency fields.

It begins business with six clients, largest of which is the Socony-Vacuum Oil Co., said Mr. Dorrance.

Mr. Dorrance has been active in all phases of promotion work for the past 15 years. In 1946, he was co-founder of O'Brien & Dorrance, which served clients in promotion projects for nearly five years. In early 1951, Mr. Dorrance left and spent two months in Europe before joining MBS that May.

Prior to the beginning of O'Brien & Dorrance in 1946, he had been director of promotion for the eight CBS-owned stations, and for the CBS Radio Spot Sales.

During World War II, Mr. Dorrance served with the Radio Bureau of the Office of War Information. He wrote newsletters of the Broadcasters' Victory Council.

From 1940 to 1942, he was promotion director and later general manager of FM Broadcasters Inc. Before that, he worked in press-special events at WOR New York.

Included in the services which Dorrance & Co. will offer are sales and audience promotion campaigns, direct mail, trade paper advertisements, newsletters, sales letters, presentations and film scripts.

MAJORS' RADIO, TV GATE

Told on Hill

TV Money Limited

ONLY four teams of the major leagues' 16 failed to net more money from radio-television rights than from the highly remunerative ballpark concessions in 1950.

This remarkable fact appears in a voluminous report on baseball released by the House Monopoly Subcommittee last week.

In the four teams which did not gain more money from radio-TV than from concessions, the differences between the two money-makers were slight.

Some baseball quarters had been claiming that broadcasting and telecasting of games eats into attendance. Herewith are figures for 1950, showing income from attendance at games both home and away, exhibition, radio-TV and concessions for every team in each league:

As the charts show, the Philadelphia Athletics, which have not been in the front-running in the American League for years, received an income of \$184,575 from radio-TV alone. This amount is about three times the money it received from ballpark concessions and two-thirds the amount it got from attendance at away games, and more than half the income it earned from attendance in its own ballpark.

Combining both income from radio-TV rights and concessions, the major leagues totaled a substantial income that compares favorably with the total revenue from attendance.

Nats' Broadcast Fees Typical

The Washington Senators in the American League, for example, with \$127,848 in radio-TV rights and \$103,219 from concessions earned more than half the income from attendance in its own ballpark. Its radio-TV and concessions brought it roughly 40% of its revenue in 1950.

Were radio-TV income taken away from all the clubs in both leagues in 1950, the result would have pared profits considerably and in cases where losses were suffered by clubs, the minus column would have been greater.

Here is a comparison of figures presented:

American League: The Boston Red Sox that year lost more than \$100,000, its revenue from radio-TV alone was twice that figure; Chicago White Sox made more than \$65,000, its radio-TV revenue was three times the amount; Cleveland Indians made more than \$450,000, its radio-TV rights netted half the amount; the Detroit Tigers were \$112,638 to the good, radio-TV revenue topped that total by more than \$70,000; the New York Yankees, the leagues' money-maker netted \$497,000, radio-TV rights for 1950 were \$416,250; the Athletics lost a whopping \$315,920, radio-TV was more than \$180,000; St. Louis Browns netted \$42,957,

INCOME AMERICAN LEAGUE, 1950

	Boston	Chicago	Cleveland	Detroit	New York	Philadelphia	St. Louis	Washington
Games at home	\$1,451,662	\$732,628	\$1,454,962	\$1,870,654	\$2,526,085	\$312,012	\$271,256	\$615,207
Games away	423,542	246,385	306,321	408,179	451,958	264,823	230,612	224,030
Exhibition games	73,134	45,663	7,272	29,466	115,015	49,116	39,877	26,341
Radio and television	204,453	185,964	256,024	194,453	416,250	184,575	87,421	127,848
Concessions (net)	174,079	172,486	140,522	256,763	441,561	36,773	41,810	103,219

INCOME NATIONAL LEAGUE, 1950

	Boston	Brooklyn	Chicago	Cincinnati	New York	Philadelphia	Pittsburgh	St. Louis
Games at home	\$1,001,573	\$1,381,326	\$1,090,674	\$613,575	\$1,021,400	\$1,374,902	\$1,393,716	\$1,223,105
Games away	231,263	395,452	170,299	187,790	244,952	263,863	186,106	282,214
Exhibition games	63,343	122,475	60,109	39,329	66,844	57,115	54,618	59,790
Radio and television	214,740	339,809	189,718	156,355	252,306	191,303	181,884	182,365
Concessions (net)	160,572	215,984	293,657	109,465	226,374	120,201	150,028	292,801

its radio-TV revenue was about twice that amount, and the Senators squeaked by with \$5,177 (but \$38,000 in dividends) while radio-TV revenue was \$127,848.

National League: The Boston Braves lost more than \$300,000, radio-TV rights were \$214,740; the Brooklyn Dodgers were in the loss column by \$8,587 (but paid \$99,750 in dividends), its radio-TV revenue stood at \$339,809; Chicago Cubs lost \$133,124, radio-TV revenue was \$189,718; the Cincinnati Reds paid \$14,270 in dividends but lost \$64,873, radio-TV rights were \$156,355; the New York Giants' loss was over \$264,000 but dividends were \$23,502, radio-TV rights managed them \$252,306; the Philadelphia Phillies in the profit column by \$309,579, radio-TV rights hit \$191,-

303; Pittsburgh Pirates profited \$138,220, radio-TV revenue was \$181,884, and the St. Louis Cardinals netting \$263,202, radio-TV brought in \$182,365.

All figures of net income or loss shown above is after taxes. The radio-TV figures are revenue before taxes. Nevertheless, the comparisons point up the extent to which radio-TV are buttressing revenue columns of every major league club.

As the House subcommittee put it in its report:

Revenue coming directly from paid admissions to exhibition and championship games comprised 74.1% of major-league income in 1950. Concession purchases by these fans accounted for another 9.2%. And radio and television receipts, which largely depend on a club's popularity with the

fans, brought another 10.5% of the gross operating income. The remaining 6.2% was derived from park rentals, park advertising, and other miscellaneous sources.

STORER STOCK

Registration Asked at SEC

STORER BROADCASTING Co., which became the new corporate name of Fort Industry Co. on May 2 [B•T, May 12], has filed a statement with the Securities Exchange Commission seeking registration of 215,000 shares of its \$1 par common stock, of which all but 15,000 shares are outstanding.

George B. Storer, president, told BROADCASTING •



Mr. Storer

TELECASTING last week that no underwriter's agreement had been signed and that there has been no decision as to when or whether the stock would be placed on the market.

He pointed out that the SEC filing was essential preparatory to issuance of the stock and that "accelerated consideration," which might run 20 to 30 days, had been requested. Assuming the plan is found in order, Mr. Storer asserted a decision then can be made as to how Storer Broadcasting Co. will proceed.

Two underwriters—Reynolds &

Cox and Oscar E. Dooly & Co.—would purchase the stock from three stockholders, with 170,000 shares designated for resale to the public.

Selling stockholders are Mr. Storer, owning 656,500 shares (59%); J. Harold Ryan, Toledo, director—vice president—treasurer, 120,500 shares (10.87%) and his wife, Frances S. Ryan, 152,500 shares (13.75%). They are selling 75,600, 47,200 and 47,200 shares respectively to the underwriters.

In addition they are selling another 10,000 shares (4,400, 2,800 and 2,800 shares respectively) to certain employees. Mr. and Mrs. Ryan also have reserved another 20,000 shares which are covered by options granted by two of the selling stockholders to the two underwriting firms, with terms of the sale to be decided later.

Finally, 15,000 shares have been reserved for issuance to a group of key company officers upon the exercise of options.

With sale of their portions, the three above stockholders will then own common stock as follows: Mr. Storer, 576,500 shares; Mr. Ryan, 70,500 shares; Mrs. Ryan, 102,500 shares. Mr. Storer retains approx-

imately 52% stock control, through direct ownership, plus family trust stock which he established and votes during his lifetime amounting to an additional 137,500 shares.

When the firm was reorganized earlier this month, the former Class A common stock, no par value, was changed to \$1 par and 1,700,000 shares of new common stock were authorized and each outstanding share of Class A common was changed into five shares of the new common. The former Class B common was eliminated. The 5% cumulative preferred \$100 par stock was changed to 5% cumulative preferred, \$30 par, with each share changed into 3 1/3 shares of the new preferred.

If all shares are sold as proposed, according to the registration statement, the Storer family (including his brother-in-law and sister, Mr. and Mrs. Ryan, and two trusts set up by Mr. Storer) will own 79.1% of outstanding common stock.

Book value of stock (1,106,000 shares plus 3,000 in treasury) as of May 2, 1952 was \$3,472,937, or \$3.14 per share, it was stated. The company refinanced loans this

(Continued on page 38)

ADVERTISING Research Bureau Inc. studies of radio and newspaper effectiveness in inducing retail store traffic were defended by Kevin Sweeney, vice president of Broadcast Advertising Bureau, and attacked by Howard S. Barnes, director of the Bureau of Advertising of the American Newspaper Publishers Assn., last Thursday.

The representatives of the rival media squared off at a luncheon meeting of the American Marketing Assn. in New York.

Mr. Sweeney said that "there is no common tongue except one in which we can converse about the respective effectiveness of these media. The common tongue is sales results. The ARBI reports attempt to use this common denominator—what happens at the cash register to measure media and media's use."

Background Given

He then went on to explain the method of ARBI and its history.

"On the basis of the 50 ARBI studies BAB published," he said, "representing 45 different stores in 25 different cities—and more than 7,000 completed interviews—BAB (not ARBI)—arrived at some tentative conclusions about retailers advertising. These are:

- (1) When an item is advertised by a retailer, he is liable to do four times the business he would normally do on that item.
- (2) Newspapers do an effective job for retailers—but it seems only part of the job. There is a market that reads and buys.
- (3) There is also a market that listens and buys—a market that is as large or larger than the market reached by the newspaper—a market that responds best to advertising they listen to.
- (4) There appears to be a relatively

small duplication between these two markets.

(5) The picture of merchandise created in the human mind by words is as good a picture—if not a better one—than that created by a printed picture.

(6) No amount of type or advertising will sell lousy merchandise or badly priced merchandise.

Mr. Sweeney said BAB is interested in furthering more research that gets to the kernel of the matter . . . how much sales for how many advertising dollars.

Mr. Barnes told the group that "the main issue . . . is not research; the main issue is not the relative effectiveness of radio and newspapers. The basic issue is *advertising*."

Mr. Barnes suggested five points that researchers might ask about the ARBI tests:

- (1) Secure from ARBI a representative group of the original reports for detailed study;
- (2) Ascertain whether the 70% to 95% of the people who

WBS APPOINTS

All-Canada Radio Firm

WORLD Broadcasting System has appointed All-Canada Radio Facilities Ltd., as programming and distribution associates for WBS Sales and Program Services in Canada, effective June 1.

In addition to owning and operating several stations, All-Canada Radio represents "many" Canadian stations, spokesmen said, and is described as the largest single supplier of radio program material in Canada. Firm has represented Frederic W. Ziv Features in Canada for several years. Negotiations were made by Robert W. Friedman, WBS general manager, and Stuart McKay, All-Canada assistant general manager.



SOUTHERN CALIFORNIA Broadcasters Assn.'s new officers, elected May 8 at Hollywood meeting, are (l to r): Austin E. Joscelyn, director of operations, CBS Hollywood, SCBA board member and outgoing president; Robert O. Reynolds, vice president-general manager, KMPG Hollywood, SCBA board member; Thelma Kirchner, general manager, KGfJ Hollywood, SCBA secretary-treasurer; Robert J. McAndrews, commercial manager, KBIG Avalon, SCBA board member; and Calvin J. Smith, president-general manager, KFAC Los Angeles, SCBA president.

showed interest in the featured merchandise who were actually interviewed were typical of the entire group; (2) Why was it important to ask a person when he saw or heard the advertising; (3) Why was the layman asked: "In your opinion, do you think the store gets better results from newspaper advertising or from radio advertising?" (4) Why not submit a group of the original reports to the Advertising Research Foundation and let impartial organization pass on the soundness of the method and the validity of the results?

He did not concede that in the 50 tests published by BAB "radio seems to have sold more of the

featured merchandise in a majority of cases."

"But to me," Mr. Barnes explained, "that is not the most important point. The important point is that these tests seem to have had little influence on the subsequent use of newspapers by the participating retailers."

"I don't believe the ARBI studies prove a thing," he stated. "The retailer's basic concern is not the number of people who inquire about a featured item because of radio, or newspapers . . . his basic concern is *total* traffic and total sales. And total profits."

LBS SUCCESSORS

Several Regionals Planned

SEVERAL moves toward formation of regional networks developed last week on the heels of Liberty Broadcasting System's suspension [B•T, May 19].

Liberty's principals—Barton LBS board, and his son Gordon, LBS president—announced last week they were setting up West Coast and Texas-based regional hookups. They hinted, too, at the possibility of starting another nationwide operation eventually.

Peoples Broadcasting Corp., operating WOL Washington and WRFD Worthington, Ohio, announced Thursday that a group of mid-Atlantic and Southeastern stations interested in formation of a cooperative regional network would meet in Washington June 5-6.

Tom Carr, former Liberty station relations vice president in the Southeast, was contacting about a hundred stations in that area with the idea of setting up a regional hookup. This project involved possible Washington program origination at WOL, which had supplied a large volume of programming to LBS.

The projected West Coast operation of Liberty's principals was outlined Wednesday at a closed meeting held in Hollywood Roosevelt Hotel, with 50 representatives of 26 West Coast stations attending.

New name of the western organization will be Liberty Radio Network. It will be incorporated in California, with offices at 6253 Hollywood Blvd., former LBS West Coast headquarters. Gordon McLendon told the group he would move his headquarters from Dallas to Los Angeles.

Benton Paschall, former LBS West Coast vice president, will be executive vice president of LRN. He told the group that Liberty's Pacific Coast hookup is slated for operation by early June. Forty stations in California, Washington and Oregon have definitely committed themselves as affiliates, he said, although contracts have not yet been signed.

LBS had 52 affiliates in the three West Coast states and Arizona. Mr. Paschall explained, predicting all will be part of the new system. The elder McLendon attended the Hollywood session.

Full schedule of mid-afternoon

R. McLendon, co-chairman of the

public domain recreations of baseball games would be included in the daily schedule, along with newscasts and commentaries. Monthly cost of a baseball network using Class A lines, plus salaries, would be around \$30,000, according to the Liberty officials.

Operation of a Texas-Louisiana hookup with KLBS Houston or KLIF Dallas as key station was in the works last week, with possibility service would start in 30 days. KELP El Paso would be linked with the group since it, like KLBS and KLIF, is owned by the McLendons. Also proposed as affiliates are KNOE Monroe, La., and WNOE New Orleans, owned by Gordon McLendon's father-in-law, James A. Noe.

In announcing that Peoples Broadcasting Corp. would meet with mid-Atlantic and Southeastern stations June 5-6 to discuss formation of a regional, Herbert E. Evans, Peoples general manager said:

"We found in our preliminary discussions there are scores of stations Liberty was serving that want news and special events directly from Washington, the news capital of the world. Peoples is moving forward on this idea and will make every attempt to put it into practice."

Response of stations contacted last week was "most encouraging," Mr. Evans added. Many of the stations are former LBS affiliates but he said the June 5-6 meeting in the WOL studios is in no sense restricted to such affiliates. Type of program service desired, costs and financial arrangements will be considered, he said, explaining the new service is designed "to give them what they want."

WOL and WRFD are carrying a series of broadcasts from Europe by Joseph C. Harsch, commentator who has just received the DuPont award [B•T, May 12]. Covering Gen. Eisenhower in Europe, Mr. Harsch is sending his programs to WOL via British Broadcasting Corp. shortwave facilities.

MCCARRAN RESOLUTION

Hearing Asked

RADIO-TV industry, beset by a congressional program probe and a House ban, was threatened with a new setback when a resolution was introduced last week designed to close Senate hearing rooms to news microphones and cameras.

The industry immediately demanded to be heard on the resolution authored by Sen. Pat A. McCarran (D-Nev.).

A ban on the media at House committee hearings was invoked late in February by Speaker Sam Rayburn (D-Tex.) [B•T, March 3].

While the industry protested the Rayburn ban, it was unable to testify officially since the Speaker "interpreted" the rules of the House. But in the Senate, the McCarran Resolution (S Res 319) is legislation and presumably a hearing will be held.

Executive sessions—commonly referred to as "closed door" hearings or meetings—have never been open to the public nor to news media. However, all open hearings permit the public and newsmen.

Sen. McCarran's measure, referred to the Senate Rules and Administration Committee, would bar radio, TV, electrical transcription for airing, and even still photographs, from Senate committee public hearings.

Would Add New Rule

It would add a new rule to the standing rules of the Senate. It provides that "no standing, special or select committee (or any subcommittee thereof) shall require or permit:

"(a) any photograph to be taken in any room during the conduct therein of any hearing before such committee;

"(b) any photograph of any person present to testify before such committee to be taken in such room at any other time without the consent of such persons;

"(c) any witness testifying before such committee to communicate his testimony, or a picture of him testifying, to any other place through the transmission by wire or radio of any writing, sign, signal, picture or sound;

"(d) any recording of the testimony given by any such witness to be made by mechanical or electrical means except by persons duly designated by such committee to prepare for its use as true and correct record of the hearing in which such testimony is given; or

"(e) any part of any recording of such testimony prepared by mechanical or electrical means to be used in any program transmitted by any radio or television station."

Sen. McCarran told the Senate his resolution was aimed at putting

into effect an American Bar Assn. recommendation of February on the broadcasting and telecasting of legislative and judicial proceedings.

He said he was studying the matter of barring radio and TV from judicial proceedings through legislation.

All that the resolution would need to become effective immediately is passage by the Senate.

Sen. Estes Kefauver (D-Tenn.), whose presidential nomination aspirations can be traced to his TV appearance as a crime buster, opposed the measure. "There should be the widest possible dissemination of committee hearings by radio, TV, newsreels and photos so long as it does not discommode the witnesses or interfere with orderly procedure."

Sen. Fred A. Seaton (R-Neb.), owner of KHAS Hastings and KMAN Manhattan, Neb., and

KGGF Coffeyville, Kan., thought the proposal was "going too far."

Oregon's Sen. Wayne L. Morse (R) believed it "would have the effect of leading us further down the road toward star chamber proceedings in Senate investigations."

Sen. McCarran was asked by newsmen if his decision to introduce the measure was influenced by showing of a still picture of the Senator on Drew Pearson's TV news show the day before. He said no but said he saw the picture which depicted him in an angry mood.

The Senator said the measure only followed through on his position of barring the media from his committee hearings.

NARTB petitioned the Senate Rules group for a full hearing on the resolution. President Harold E. Fellows said in a letter to Chairman Carl Hayden (D-Ariz.):

The radio and television industry is

unalterably opposed to the McCarran resolution, believing it to be a clear invasion of the rights of public media. We believe its adoption as a standing rule of the Senate would deprive the public—and the Senate as well—of a great service essential to maintaining our democratic processes.

Mr. Fellows asked "a full public hearing on the issues at stake and for the opportunity to appear in such a proceeding, to the end that the position of the industry in opposition to this resolution may be made clear to your body."

Jim Bormann, WCCO Minneapolis, president, National Assn. of Radio News Directors, said Cassius Keller, NBC Washington, chairman, NARND government liaison committee, and Theodore Koop, CBS Washington, a member of the association's board of directors, would be available to testify.

Mr. Bormann said the resolution "would have the effect of excluding the use of modern instruments of reporting. . . ."

In a letter to Sen. McCarran, Mr. Bormann noted the microphone and the camera "reproduce the event itself" and do not "provide simply a 'version' of what happens." They

(Continued on page 36)

LIBEL LIABILITY NARTB Backs Horan Approach

regarding all other program material, and assume full legal responsibility for all decisions made under that right (the status of the press);

(2) Lacking clear right of censorship over political material, secure freedom from liability (in local, state and federal courts) for statements made by candidates who use broadcasting facilities under Sec. 315.

NARTB noted that the O'Hara Bill is directed toward the first formula while the Horan legislation adheres to the second approach.

NARTB found discrepancies and confusion in the O'Hara Bill which its author is currently ironing out. NARTB noted that "Mr. [Joseph P.] O'Hara said that he was of the opinion that the members of the Congress would be reluctant to give up some protection in the law against censorship of their program content by the broadcasters." NARTB said, "The FCC by previous utterances and declarations would seem to support this reservation as well," it continued.

Therefore, NARTB said, the question comes down to "practical relief for the broadcasters in this present election year."

Fundamental thesis of the Horan Bill, according to NARTB, is:

Broadcasters are now told by the FCC that they have no power to delete defamatory material from candidates' presentations, therefore it is unfair to continue to hold the broadcasters liable in the courts.

Because of broadcaster response to the Horan Bill, "Congress is now fully conscious of the present impossible situation in which the industry finds itself with respect to political broadcasting," NARTB noted.

The association said it was aware of the constitutional question—whether Congress can deprive the states of the power to adjudicate libel action—but the Horan Bill, in its opinion, would give evidence of

congressional intent that the government now fills the field of communications to such an extent as to bar the states completely.

Meanwhile it was learned that Rep. O'Hara (R-Minn.) is preparing to introduce a new bill.

The measure will revise his HR 7782 which was offered in the House a few weeks ago as a "country lawyer" approach to the problem of political broadcast liability.

Rep. O'Hara told BROADCASTING • TELECASTING he expects to offer his new bill as an amendment to the McFarland Bill (S 658), a procedure he had promised for the original [B•T, May 19].

According to the Congressman, the new language contemplated in the bill will strengthen the broadcaster's position. The legislation would attempt to give the broadcaster the discretion and authority in deleting libelous material from a candidate's talk.

Changes in the measure will affect what the broadcaster can censor. Language is to be made more specific. Rather than "place no obligation" on the broadcaster to broadcast certain material, the new measure will state that the broadcaster would have the power to censor "defamatory or obscene material" which would not subject him to any civil or criminal action in any local, state or federal court.

Additionally, a section of the original bill that would have prohibited the broadcaster from exercising power of "political or partisan censorship" is to be eliminated. But it will be made clear that apart from the censorship powers as defined above, the broadcaster shall not be able to censor other parts of a candidate's speech.

UPT MERGER

FCC Hears Levey Testimony

Hollywood Touch

TESTIMONY purporting to show that high-pressure tactics were used by Paramount Pictures in its dealings with at least one motion picture theatre operator, and that efforts were made by Paramount Television Productions and General Precision Equipment to thwart the development of Scophony Corp. of America, highlighted last week's hearing before FCC on the proposed merger of United Paramount Theatres and ABC.

Also revealed were the plans of Skiatron Corp. (successor to SCA) to market a home TV receiver which will throw a "very bright" 3 x 4 ft. picture on a screen or wall. It will not use a cathode ray tube and will "work well" when color is again transmitted.

Arthur Levey, president of Skiatron, told about these and other developments on which his company is now working. He also told about the difficulties in which his former company (SCA) found itself [B*T, May 19].

Determine Patent Values

Mr. Levey testified that in May 1944 SCA found itself in a "very precarious" financial position. The SCA board of directors requested accounting firm of Barrow, Wade & Guthrie to examine the situation and to make a recommendation, he said. The purpose was to have the books of the company reflect the correct valuation of the SCA assets—which were mainly various electronic patents and the Skiatron dark-trace TV tube. It was felt that for tax purposes the value of the patents had to be determined.

Mr. Levey said a copy of the proposed patent valuations and the worth of SCA's equipment was sent to Paul Raibourn, president of Television Productions Inc. (wholly-owned Paramount subsidiary) and Earle C. Hines, president of General Precision Equipment. TPI and GPE controlled all of SCA's Class B stock, and Messrs. Raibourn and Hines were both SCA directors (at least one Class B director had to be present at SCA board meetings to make a quorum).

But after receiving the information, Mr. Levey asserted, neither Mr. Raibourn nor Mr. Hines commented on it.

Mr. Levey testified that in June 1944 he made a note to himself that said, "Regret Hines and Raibourn deliberately being uncooperative—must be up to something."

Shortly later, Barrow, Wade & Guthrie had completed their studies of SCA, Mr. Levey said. In a memorandum to SCA, attached to their recommendations, the auditors said the report had been prepared without the benefit of the views of Messrs. Raibourn or Lee Morey (SCA counsel). The accountants reported these men did not wish to discuss the subject with them, the witness said.

(Earlier in the hearing, Mr. Rai-

bourn testified that Mr. Levey tried to keep the financial details of SCA a secret.)

Still later, Mr. Levey testified, James Lawrence Fly, former FCC Chairman, was retained as counsel for the SCA Class A stockholders in an effort to prevent the Class B directors from forcing SCA to accept a loan from them.

What SCA wanted to do, Mr. Levey said, was to make money for itself through its own patents and developments. But because of TPI and GPE's "squatters rights" to the patents—through control of the Class B stock—and because SCA couldn't borrow money until it first asked the Class B stockholders for the loan—Mr. Levey said he was afraid the two companies would keep forcing loans on SCA and finally declare the firm bankrupt.

In May 1945, the Justice Dept. advised SCA that it was interested in the company and wanted all official documents, patents, minutes of board meetings, correspondence and resolutions, Mr. Levey told FCC.

On July 5, 1945, he said Mr. Hines resigned as a member of the board of directors and three weeks later, on July 23, Mr. Raibourn resigned.

Results of Hines' Resignation

This action, Mr. Levey testified, prevented the company from functioning properly. There could not be a board of directors' meeting without at least one Class B director present, he said.

On Dec. 18, 1945, anti-trust action was instituted and by January 1949 the case was settled, Mr. Levey said.

The settlement contained these provisions, the witness stated, among others:

(1) TPI and GPE would waive their exclusivity of licenses so that non-exclusive licenses could be granted to anyone.

(2) TPI and GPE were to return and cancel their notes for

loans to the company for \$15,000.

Earlier, in July 1949, Scophony Ltd. (the English parent company) had divested itself of any interest in the American firm, he said.

The Skiatron Corp. was organized in 1948, he said, and following the conclusion of the anti-trust case, it took over the business and patents of SCA in 1949.

Before testifying on the financial position of SCA and the history of the anti-trust action, Mr. Levey disclosed that SCA had received several offers from various companies which wanted to be licensed to use some of the SCA patents.

The offers were rejected by the Class B directors, however, Mr. Levey asserted.

Deal Possibility Cited

One of the possible deals would have been with Allen B. DuMont Labs. It would have been a cross-licensing agreement between the two firms, Mr. Levey said. The witness contended Mr. Raibourn stated he did not think such an agreement ought to be concluded.

Previous to this time, Mr. Levey said he had talked with Dr. Allen B. DuMont several times. But after Mr. Raibourn's opinion in the matter was voiced, Mr. Levey said he was never again able to get in touch with Dr. DuMont.

Mr. Levey testified that also in 1944 Bell & Howell, through its vice president in charge of engineering, Lewis A. McNabb, approached SCA and offered to improve and manufacture the Scophony supersonic projector. Bell & Howell was prepared to spend \$200,000 to design and tool up, Mr. Levey said.

The witness said that at the SCA board meeting following this offer, Messrs. Raibourn and Hines held the proposition was not acceptable and devised a counter-proposal. They allegedly said Mr. Levey should advise Mr. McNabb that they would be willing to come to terms if Bell & Howell would agree to provide SCA with all the bene-

LISTENERS chuckled when a bulletin was aired by WGVA Geneva, N. Y., in the middle of a network program May 14. Station interrupted a quiz show to report a robbery of the First National Bank of Ovid, N. Y. Bulletin was aired just as two contestants on the show were about to bid for a bonanza. A second bulletin was aired later. The program? ABC's *Break the Bank*, of course. Police are still searching for the gunmen who did just that.

fits of Bell & Howell's improvements—without SCA having to pay the usual royalties. This was unacceptable to Bell & Howell, Mr. Levey said.

Later Bell & Howell wanted to borrow a receiver, but Messrs. Raibourn and Hines refused to allow the receiver to be loaned out, the witness charged.

Other offers came from General Electric and the Navy. Mr. Levey held the GE offer was not accepted by SCA because of Mr. Raibourn's "obstructionist tactics."

Arrangements were eventually completed with the Navy and it paid SCA \$25,000 for certain patent rights, Mr. Levey said.

Mr. Levey concluded his testimony with a summary of the progress Skiatron has made since the 1949 "reorganization."

He said the company is working on an ultra-sonic TV receiver that will require no moving parts, using a so-called diffraction grating.

Other developments of Skiatron include experimentation with theatre TV and a test in New York of Skiatron's system of subscription TV, similar to Zenith's Phonovision tests in Chicago.

Mr. Levey will return for cross-examination in two or three weeks.

Following Mr. Levey on the stand was Charles Walders another public witness subpoenaed by the FCC. Mr. Walders is a Miami theatre owner.

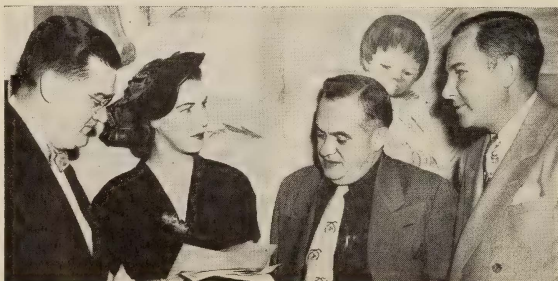
He testified that he was forced to make a profit-sharing arrangement with Paramount Pictures in 1937 in order to get Paramount motion pictures for his theatre.

At first, he said, Paramount got 50% of his theatre's profits, but in 1942 this was raised to 66% of the profits. In 1947 the "agreement" was terminated, he said.

Mr. Walders testified Paramount leased his Trivoli Theatre, but broke its lease. The theatre was left in "deplorable" condition, he charged.

He also testified on typical licensing agreements with Paramount.

Following Mr. Walders last Friday was to have been Arthur F. Sass, Chicago theatre operator. Following Mr. Sass will be theatre operators Donald B. Leverett and Ralph Goldberg [B*T, May 19, 12].



AMONG leading participants at the Radio and Television Institute at the Henry W. Grady School of Journalism were (l to r) Ford Bond, announcer-producer; Martha Rountree, TV producer and personality; Charter Hesp, radio-TV director, information office, Atomic Energy Commission, and Lee B. Wailes, executive vice president, Storer Broadcasting Co. Institute was sponsored by Georgia Assn. of Broadcasters and U. of Georgia [B*T, May 12].



Mr. Watters

Dr. Burks

Mr. Wagstaff

Mr. Moye (l) and Mr. Sloan

Mr. Hardin

Mrs. Bullitt

Mr. Lamb

SLOAN AWARDS

Four Broadcasters Win

FOUR leaders in safety education and broadcasting, adjudged as having made major contributions to promoting highway safety during 1951, were among the seven recipients of the Alfred P. Sloan Highway Safety Awards, presented during ceremonies held in New York's Waldorf-Astoria Hotel Tuesday night.

Fourth annual presentation of the mounted bronze plaques, designed by the late Hans Schuler, were presented by Alfred P. Sloan Jr., founder and president of the foundation which gives the awards annually to radio and television stations, networks and advertisers who work to make highways safer.

Broadcasting winners were:

Vena S. Hardin, president of WBUD Trenton, N. J., which was named winner of the local sustaining classification for a campaign launched July 5, 1951 and continuing through Labor Day. A staff member gave virtually all his time to the project, speaking before civic groups, arranging air interviews and drawing up a descriptive letter, requested from other stations and automobile clubs which sought to adopt similar campaigns.

Mrs. Bullitt Is Winner

Mrs. A. Scott Bullitt, president of KING Seattle, winner among regional stations carrying sustaining programs. KING's winning *Traffic Jamboree* program is an hour-long safety reminder to motorists on their way home from work, enforced by special announcements recorded in hospital rooms, police courts and traffic scenes. The station broadcasts a total of 606 hours devoted to safety during the year.

M. C. Watters, general manager WCPO-TV Cincinnati and vice president of Scripps-Howard Radio Inc. Station was winner in TV sustaining category for contributing 373 special safety programs, 14,370 spot announcements and 604 regular program mentions to automotive safety campaigns.

Harry D. Lamb, director of WTDS-FM Toledo, which is operated by the public schools there. WTDS-FM won the non-commercial award for incorporating safety

in an entertaining way on programs designed for both primary and higher level schools and for providing handbooks for teachers heading the classes.

Other winners were:

Harold J. Moye, president of Granite Chevrolet Co., Quincy, Mass., which sponsored *Safety is Everybody's Business* on WJDA Quincy.

Dr. H. G. Burks Jr., executive vice president of Esso Standard Oil Co., New York. His company was national and regional commercial winner for giving over to the subject of safety one of every seven commercials on the 52 stations carrying *The Esso Reporter* newscast during 1951.

James B. Wagstaff, vice president in charge of sales for the DeSoto Division, Chrysler Corp., Detroit, winners of the TV network commercial award. National Safety Council slogans were featured by the company on 49 of 52 *You Bet Your Life* telecasts during the year.

The awards program was to be telecast on NBC-TV Sunday afternoon as part of the Sloan Foundation's *American Inventory* series. The program will also include a musical variety show, "Safety in Numbers," written expressly for first presentation at the Sloan awards dinner.

WDFD CELEBRATES

30 Years on Air Waves

WDFD Flint, Mich., yesterday (Sunday) was to observe its 30th anniversary with a special dramatic program and a history of the station's development, including messages from Gov. G. Mennen Williams, General Manager Ivan L. Wiles of the Buick Div. of General Motors, Mayor Paul Lovegrove of Flint and others, according to Lester W. Lindow, WDFD general manager.

Other Sunday events were to include *The Blues Chasers*, daily variety program, featuring Billy Geyer, a veteran of almost 30 years at WDFD, and Chief Announcer Bud Haggart. WDFD licensee is the Trebit Corp. Ten of the 42 employees have 15 years' service and four have 20 years. It was one of the first stations to broadcast election returns, local news and sports events, including the Dempsey-Firpo fight in 1923. WDFD was recipient last Tuesday of a public service programming award from the Freedom Foundation of Valley Forge, Pa., for 1951.

GATHINGS STUDY House Group Named On 'Morals' Probe

CAPITOL HILL's lull on the pending radio and television program probe dissolved last week with announcement that a subcommittee has been formed [B•T, May 5 et seq.].

Subcommittee members are all drawn from the House Interstate & Foreign Commerce Committee. They are Reps. Oren Harris (D-Ark.), who will serve as chairman; Democratic Reps. Arthur G. Klein (N. Y.), F. Ertel Carlyle (N. C.) and Homer Thornberry (Tex.); Republican Reps. Joseph P. O'Hara (Minn.), J. Edgar Chenoweth (Col.) and Harnard D. Denny Jr. (Pa.).

Up to the week's end, reported aims of the subcommittee were pegged as speculation by commerce committee spokesmen. Until a meeting of the group is held, it is doubtful whether any sure line of action will be set.

Announcement of the subcommittee's formation was made by the commerce committee's Chairman Robert Crosser (D-Ohio). Rep. Harris, designated as head of the subcommittee, would not divulge any plans, other than to point out that the group had been named.

Rep. Crosser said the subcommittee would discuss the resolution, sponsored by Rep. E. C. Gathings (D-Ark.), at an "early date." It was noted that the subcommittee would use commerce staff facilities rather than hire outside men. This was underscored, it was learned, to discourage a flood of applicants to be "investigators."

As the House group moved closer toward the study and inquiry to determine "the extent to which radio and television programs . . . contain immoral or otherwise offensive matter or place improper emphasis upon crime, violence, and corruption," opposition held sway in non-industry circles.

Jack Gould, *New York Times* radio-TV columnist, said:

Whatever the sins of the broadcasters—and there are some that are inexcusable—they are of scant consequence in comparison to the spectre of a group of politicians arrogating unto themselves the authority to decide what should or should not be put on the air. For the House to explore the business and legal aspects of radio and TV is one thing but to judge broadcasting's moral conduct is censorship pure and simple. Even if many viewers may think Rep. Gathings is right in regard to crime shows, they must still recognize the wholly unwise principle of government attempting its own solution. Today the House is interested

in crime shows; tomorrow it may be interested in ideas.

The Nation magazine concluded after a discussion of the resolution, "These latest investigations are certain to be used further to restrict freedom of thought and expression rather than to improve the undoubtedly low moral standard of our mass-entertainment media."

In a CBS Radio broadcast last Monday, news commentator Edward R. Murrow, noted of the investigation, "When Congress attempts to legislate on matters of taste, improper emphasis, what is offensive and undesirable, then it is only another short step to increasing controls over what the individual may say, and how he may act."

McCARTHY CLAIMS

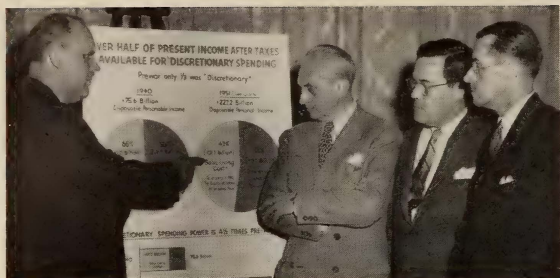
Commies in Radio-Press

SEN. JOSEPH R. McCARTHY (R-Wis.) said in a May 18 radio interview that he believes "we have a vast number of Communists in press and radio." The Senator was interviewed by Paul Martin, moderator of the Gannett News Service's Washington-originated *Your Capital Memo*.

Sen. McCarthy brought up the radio and press while answering questions about names he has been called. He said it was "nothing new or unusual" about the number of "dirty" names as a result of his campaign to "expose" Communists in government.

"Whenever anyone injures Communists as distinguished from Communism," the Senator said, "he promptly receives attention from all the left-wing bleeding hearts of press and radio."

He said "Louie Budenz, who was the editor of the *Daily Worker*, who is in a position to know, said that as editor of the *Daily Worker* he had 400 Communists in press and radio throughout the country. He has given the names of those 400 Communists to the Justice Dept."



PHILADELPHIA American Assn. of Advertising Agencies chapter meeting there May 19 saw these area AAAA officials getting demonstration from Arno Johnson (l), vice president and research director of J. Walter Thompson Co. Others (l to r): Wesley Ecoff, Ecoff & James Inc. Adv., chairman of Philadelphia chapter; Al Morgan, Richard A. Foley Adv., chairman of Atlanta Council; Earl A. Buckley, Buckley Organization Adv., Atlantic Council gov.

WGNY PURCHASE

Bingham to Head New Firm

SALE of WGNY Newburgh, N. Y., Wednesday for \$75,000 to a group of the station's employees was announced last week by Edward A. Chappell, vice president of Speidel Newspapers Inc. and treasurer of WGNY Broadcasting Co. Inc., licensee of WGNY.

George W. Bingham, general manager of WGNY under the former licensees, will be president of the new licensee firm, to be known as the Orange County Broadcasting Corp. The transaction is subject to FCC approval.

Mr. Bingham said some of the officials and stockholders in the purchasing group also are members of the Duchess County Broadcasting Corp., which bought WKIP Poughkeepsie, N. Y. earlier this year [B•T, March 3] from the Poughkeepsie Newspapers Inc. Radio Div., which also had been an affiliate of Speidel Newspapers. He did not disclose distribution of stock in the new firm.

New officers, all stockholders, besides Mr. Bingham, are: vice president, Joseph W. Rake, who was WGNY commercial manager; secretary-treasurer, Mabel Shroyer Meurer, who was WGNY office manager; chief engineer, Marvin S. Seimes, who held the same position both at WGNY and WKIP under the former ownership; program director, John J. Kuhn; member of sales department, Campbell Thompson. Messrs. Bingham, Seimes and Mr. Kuhn and Mabel Shroyer Meurer also are president, vice president for engineering, vice president for programs and secretary-treasurer, respectively, of the WKIP licensee firm.

Mr. Bingham said an application will be made immediately to the FCC for approval of assignment of license and sale of physical assets of the WGNY property.

WGNY first went on the air in 1933. It operates on 1220 kc daytime. Main offices are at 161 Broadway, Newburgh, with the transmitter on the Coshecton Turnpike. Speidel Newspapers recently sold KDON Santa Cruz, Calif., and KWRN Reno, Nev.

RCA VICTOR CLASS

78 End Training Course

SEVENTY-EIGHT broadcasters last Friday concluded an intensive series of classes and laboratory demonstrations at the RCA Victor plant in Camden, N. J. It was the second largest class attendance registered since the training programs were begun by RCA in 1948.

Nearly 700 engineers from the United States and several foreign countries have received training in basic theory, design, operation and maintenance of TV broadcast equipment in this series.

1892 John D. Ewing 1952

JOHN DUNBRACK EWING, 60, widely known radio station owner and newspaper publisher, died May 17 following a heart attack suffered in his private plane while flying to Shreveport, La.

Mr. Ewing was en route from his summer home at Pass Christian, Miss. The plane landed at Ruston, Miss., and his body was removed 60 miles westward to Shreveport.



Mr. Ewing

Nationally known in the radio industry, Mr. Ewing was president of the International Broadcasting Corp., owner-operator of KWKH Shreveport and KTHS Hot Springs, Ark., soon to be moved to Little Rock [B•T, Dec. 31, 1951].

In addition, he was editor-publisher of the *Shreveport Times* and president of the Monroe (La.) News-Star-World Publishing Co., which publishes the *Monroe News-Star* and *Morning World*.

Born in New Orleans, Mr. Ewing grew up in a newspaper family. He received a Bachelor of Science degree in 1913 from Virginia Military Institute, where he captained the basketball team.

During World War I, he served

CAPEHART PLAN

Senate Group Vote To Keep Formula

PROMPT Senate action was promised by administration leaders last week on legislation which would retain the controversial Capehart cost allowance formula and authority for reinstatement of Regulation V credit curbs until March 1953.

An amended bill to extend the current Defense Production Act beyond June 30 moved closer to reality as the Senate Banking & Currency Committee voted to report its recommendations to the floor early this week.

Sen. Ernest W. McFarland (D-Ariz.), majority leader, said he hopes for quick passage of the proposed bill, providing for an eight-month extension of wages and prices. Others predicted, however, that a flood of amendments would be offered during floor debate, tentatively set for this week.

Meanwhile, retention of standby authority for the Federal Reserve Board to crack down on credit controls if the occasion demands was urged by FRB Chairman William McChesney Martin Jr. in the wake of the Senate committee's action. The board suspended curbs on installment purchases of radio-TV sets, household appliances, furniture and automobiles earlier this month [B•T, May 12]. (Also see story, page 110.)

Retention of the allowance formula, permitting manufacturers and processors to compute additional costs for advertising, selling,

administration and research and add them to ceiling prices, would give them further opportunity to apply for these benefits on the basis of costs accrued before July 26, 1951. The cutoff date would remain the same.

The Senate Banking Committee's decision to retain the cost allowance formula fathered by Sen. Homer E. Capehart (R-Ind.) was made by "almost unanimous" voice vote, according to spokesmen. Regulation V was retained in absence of specific committee action.

Thus, Sen. Capehart emerged victorious with his cost allowance provision, but was defeated in his previous proposal for abolition of credit curb authority.

A capsule summary of other actions taken by the Senate Banking Committee:

- Voted to extend wage-price controls for nine months—until next March 1—as proposed by Sen. Capehart.

- Retained exemption from price control of rates charged by radio-TV broadcasting and other media.

- Voted 7-3 to overhaul the Wage Stabilization Board, with substitution of an all-public panel to function in an advisory capacity, sans any authority to recommend wage dispute settlements. Members would be subject to Senate confirmation.

- Voted to extend authority for allocation of critical materials by the Defense Production Administration and National Production Authority for one year—until June 30, 1953.

- Voted to require OPS to raise ceiling prices to levels prescribed by state minimum price laws.

The House Banking Committee still is holding hearings on the Defense Production Act. But Chairman Brent Spence (D-Ky.) told President Truman he is confident Congress would extend controls for another year to June 30, 1953.

As proposed by Sen. Paul Douglas (D-Ill.) and approved by the Senate Banking Committee, the Capehart amendment would be clarified to apply solely to manufacturers and processors.

Pittsburgh Premiere

TEN radio stations in Pittsburgh's Allegheny County area have accepted invitations from Republic Pictures to cover the "global" premiere of its new picture, "I Dream of Jeanie." Two other stations were invited. Each station will have separate booths for commentators in the Fulton Theatre lobby, with interviews of civic leaders to be taped and played back the following day. Plan of WDTV (TV) Pittsburgh to telecast stage proceedings was rejected by theatre manager John Walsh, according to Republic Pictures, when he learned deal was to include local sponsor announcements.

MBS-IGA PLAN

Grocery Market Test

SECOND grocery marketing test plan, to be held June 23 to July 5, was announced in New York Thursday for MBS by Hal Coulter, director of advertising and promotion.

Some 350 stations may participate in the campaign through announcements for local and national advertisers, special morning quarter-hour programs—still to be contracted—and through 150 network announcements keyed to the merchandising test.

Based on a previous five-month plan which started last June, the plan is being undertaken in cooperation with the Independent Grocers Alliance through its super markets and cooperating wholesalers in 31 states and is keyed to the slogan, "Look, Mom—It's a Picnic." First week of the exploitation will use the phrase in a figurative sense for tie-in sales, and second week will stress literal interpretation to build sales of picnic foods.

The IGA organization is supplying all its major markets with some 11,000 window posters, stack cards and shelf takers, all starting with "Your Mutual station says. . . ." Independent stores in non-IGA markets also are being invited by MBS outlets to join the promotion, to bring total participation to some 5,000 stores. The campaign will be reinforced by makers of MBS-advertised grocery store products, such as S. C. Johnson & Son, Craft Foods, and P. Lorillard Co., with announcements on their programs.

First Test Results

Results of the first test indicated that an extensive campaign is impractical, unimaginative, and, for the network, too costly, Mr. Coulter said. It is impossible to maintain high-interest among grocery store operators throughout a full year, he explained, indicating that the more practical alternative is for an advertising medium to adapt itself to marketing patterns as they exist rather than to create its own.

"There is also an ethical difference between simply 'giving away time' and using radio's own facilities to promote one of radio's own promotions," he emphasized, adding that MBS stations, because of their home town locations, lend themselves particularly well to such point - of - sale marketing schemes.

Philip Leshem

PHILIP LESHEM, 29, radio and television timebuyer at Grey Adv., New York, died May 16 in Florida, while on leave of absence. Mr. Leshem had been with the agency for three and a half years and prior to that was with Compton Adv. in similar capacity. Surviving is his wife, Toby.

Tearsheets for Radio

By Gene F. Seehafer

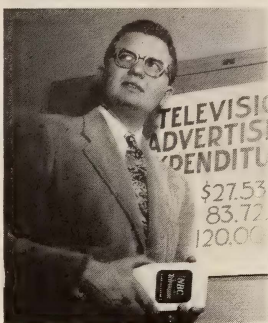
DICK D. is a newspaper advertising salesman. Each day you can see him making service calls with his small leather briefcase, which includes newspaper advertising tearsheets.

This tangible evidence of newspaper advertising also has its counterpart in radio advertising. A copy of the radio commercial in the hands of the retail advertiser is just as much a tearsheet as the proof sheet of the newspaper advertisement.

The alert radio station can go a step further. Instead of just delivering or mailing a copy of the commercial to the retail advertiser, why not send the original copy? A carbon copy will suffice for the announcer's use.

When several copies are needed by the retail advertiser for various departments, again the carbon copy comes into play as the copywriter types the commercial. Five to seven legible copies can be produced this way, at negligible cost when compared to hectographing or mimeographing, although the latter may have to be employed in special instances where many copies of a commercial are needed.

Radio commercials may be distributed to department heads and posted where employees can read them. Even better, special radio station bulletin boards (with station call letters and "As Advertised On" showing clearly) can be erected at strategic points within the advertiser's store and current radio advertising messages posted for benefit of sales staff and customers alike. Since most people have never seen a radio commercial, the novelty value



draws attention.

To merchandise with radio "tearsheets," the retail advertiser must plan his radio advertising well in advance. Items to be radio-advertised should be selected at least one week ahead of time so necessary writing and delivery of commercials to the store can be done in time for full and complete merchandising coordination.

The radio "tearsheet" gimmick may be the wedge the salesman needs to pry the retail advertiser from his perennial habit of selecting items at the last minute.

Before distributing commercials as tearsheets, the radio station will do well to check the appearance of its copy paper. Since commercials no longer are merely intra-station, the data printed on the head of the copy sheet should be considered a special radio station advertising opportunity, reflecting a touch of the glamorous and the modern.

Thus, the need for call letters in large letters, the station fre-

GENE F. SEEHAFFER, new manager of research and sales promotion at CBS Chicago [B*7, April 21], formerly was assistant professor of advertising at the U. of Minnesota. He holds degrees from Wisconsin and Northwestern, is co-author of *Successful Radio & Television Advertising* with Jack W. Laemmle. Latter wrote "Inviting Action in Radio Copy" [B*7, March 31]. Mr. Seehafer operated a radio station counseling service, including a radio advertising "Ideal Exchange," and was a member of the Minneapolis Chamber of Commerce Speakers Bureau and Minneapolis Advertising Club. He is a member of Alpha Delta Sigma, national advertising fraternity. The author also has worked for several midwestern radio stations and the Wisconsin Network. He spent his 1950 university leave with the market analysis department of General Mills Inc. and as executive secretary of the Wisconsin Rapids Chamber of Commerce.

quency, and the network affiliation showing up clearly with blanks for the usual data such as the name of the advertiser, the product being advertised, length of commercial, date and time on the air and the name of the program, if a program commercial. Contrasting colored ink is especially effective.

Tearsheets can also be employed by the TV station. Copies of TV commercials can be distributed to sales persons or posted on special TV bulletin boards, on counters next to the TV-advertised item, near elevators, escalators and at other points where consumers and sales people congregate.

SMITH QUILTS ABC

No Plans Announced

EDWARD G. SMITH last week resigned as director of ABC's Radio Network at the Central Div. Mr. Smith, who announced no plans, joined ABC Chicago in January 1950 as program sales manager for radio and television. In July of last year, when network radio and TV operations were split, Mr. Smith was designated Central Div. Network director.

Before joining ABC he was associated with General Mills 12 years as director of radio, television and film production. Before that, he worked at WGN Chicago as a director and was general manager of WOOD Grand Rapids, Mich. During his last three years with General Mills, he spent most of his time on television for Betty Crocker.

ZONITE CLAIMS

FTC Issues 'Cease' Order

"FALSE" advertising is cited in a cease-and-desist order directed by the Federal Trade Commission against Zonite Products Corp., New York, and its advertising agency, Erwin, Wasey & Co., same city.

The order charges misrepresentations in published and broadcast continuities for Forhan's Toothpaste, and cites the agency for participating in the preparation and dissemination of the advertisements. Neither the complaint nor the order, announced last Thursday by FTC, specify the type of radio advertising.

The product, according to commission findings, "contains nothing the application of which is of therapeutic value in the prevention or cure of any disease or disorder of the teeth or gums," and "its

sole value is as a cleaning agent." The respondents also were requested to cease certain other representations.

SALARY INCREASE

Granted to SAG by WSB

BASIC minimum salary increase for film actors recently negotiated by Screen Actors Guild with major movie producers was approved May 14 by the Wage Stabilization Board. Day player minimum will rise from \$55 to \$70 weekly. Freelance actors will receive \$250 weekly, an increase of \$75. Wage boosts are retroactive to Jan. 1.

Fringe benefits such as travel time charges and wardrobe and makeup tests pay require separate action by WSB. SAG's new contract with the Society of Independent Motion Picture Producers Assn. is also pending WSB approval.

MEDIA STUDY

KOA Cites Radio Edge

IN Colorado and Wyoming, where no television exists, radio ownership has reached 99% of all homes, and 80% of all homes own two or more sets in working order.

These and other facts were turned up in a new diary study made for NBC's KOA Denver by Research Services Inc., Denver. The study, the second in two years, was released last Thursday in New York.

In Colorado and Wyoming, radio gets more attention by far than other media. Radio listening averages 2 hours, 26 minutes per person per day; newspaper reading gets 36 minutes per day, and magazine reading 25 minutes per day.

Total time spent listening to the radio per day in those two states has increased by 17%, from 202,500,000 minutes per day in 1950, when the first KOA diary study was made, to 235,936,000 minutes in 1952. This vast increase is due to increases in individual listening and to population growth.

In the same period, newspaper reading has declined by .6%.

A new NBC Radio Spot Sales presentation based on the study points out that KOA reaches more people at lower cost than any combination of newspapers in the area or any combination of other radio stations.

milestones...

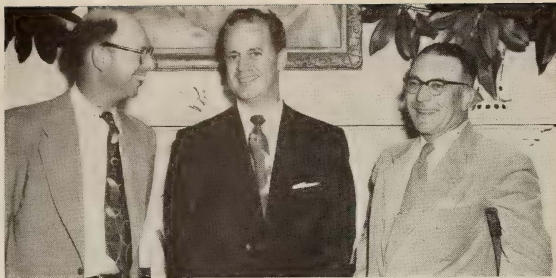
► FRANK W. MILLER Sr., president of Headley-Reed Co., station representation firm, was honored on his 40th anniversary in the representation field May 2 at a surprise party by executives and staffs of Headley-Reed and of Kelly Smith Co., newspaper representatives. The group included James E. Mullins, general manager of Kelly Smith, and Frank W. Miller Jr., secretary and treasurer of the radio and TV station representative organization.

* * *

► GLENN D. GILLET, veteran radio-TV engineering consultant, Washington, D. C., is celebrating his 30th year in radio. He began his career with AT&T, helping put WBAY New York, the city's first radio station, on the air. He developed the contour method of representing field strength distribution from broadcasting stations, the method used today. Mr. Gillett did work for the Navy and Air Force during World War II and served as an electronic consultant for ECA.

* * *

► IN celebration of CBS-WHAS Anniversary Week, WHAS Louisville May 15 aired a broadcast marking 20 years' affiliation with CBS Radio. Titled *These Twenty Years*, program related close association between network and station and WHAS broadcast originations.



G. RICHARD SHAFFO (c), general manager of WIS Columbia, S. C., celebrating 20 years with the station, his birthday and his 25th wedding anniversary, is congratulated by Joseph P. Davenport (l), transmitting plant supervisor, and Leo Downs, sales representative, both WIS veterans of more than 20 years.

UNION TALENT

POSSIBILITY of merging the five branches of America by July 1, after which Television Authority may merge with American Federation of Radio Artists, seemed somewhat shaken last week after most unions as "day and night sessions" on the first draft of a merger proposal. It was submitted by labor relations experts from two universities.

Discussed by East Coast unions Monday and Tuesday at New York's Hotel Astor, the 42-page proposal was considered an outline, with further amplification and rearrangement to result from AAAA members' reactions to it. The plan was to be discussed in Chicago Thursday and on the West Coast today (Monday), after which it was to be rearranged and resubmitted.

Unions affected by the merger—Actors Equity and Chorus Equity Assns., American Guild of Musical Artists, American Guild of Variety Artists, AFRA and TVA—were thus withholding comments until the final proposal is drafted. Since union heads still would have to resolve their stands before submitting it to membership referendum, a procedure that normally consumes a month's time, it seemed unlikely last week that the merger could be completed by July 1. As a spokesman for one group said, "Any possibility of the unilateral deadline set by the TVA is probably out of the window . . . it's impractical to expect that it be kept."

Reactions Varied

TVA, invited to meet with AFRA, passed a resolution at its December convention asserting it would form an all-broadcasting organization if total merger is not completely and finally approved by all branches by July 1. Constitution has been prepared for the new AFRA organization and approved by both organizations, but requires approval of the AAAA board and two weeks notice to all branches. Document has not yet been submitted for approval.

Reactions to the blueprint ranged from "very good chance for merger now" to a dubious, "you just can't predict; sometimes when these

AAAA Units Weight Merger Proposal

branches of Associated Actors and Artists may merge with Television Authority may have what one spokesman described

★ things seem most certain, they still fall through." All AAAA branches seemed busy last week, however, studying the first document to see what it contains that they want and what it lacks.

Blueprint calls for a national union of all entertainers, divided geographically into eastern, central and western divisions, and governed by a 200-member national executive board. The national board would meet at least every two years, and its geographic sections would be required to meet at least four times per year. The national body would be headed by president, five vice presidents, a treasurer and a recording secretary, all elected from board membership.

Goals of Merger

Two goals of the final merger would be to establish a strong central organization while preserving representation for the varied interests of the varied membership and to provide greater centralization than is usual in labor organizations. It was understood that one problem, at least, would be to assure such specialists as opera choruses adequate representation throughout the many channels from base to top of the proposed organization.

Another problem was understood to loom in merger of assets, totalling at \$1,270,000 for all five branches, of which a reported 56% belongs to Actors Equity. Plan suggests that half of each treasury be allotted to the new organization, with the remainder to be placed in trust for one year, at which time the new locals will receive old locals' funds in proportion to the number of old locals' members contained in the new unit. A bright note, money-wise, was the prediction that total merger would pare a substantial amount from the \$1 million spent by all branches for

TITLE BOUT

Rights to NBC-Gillette

TELEVISION and radio rights to the heavyweight championship bout between Jersey Joe Walcott and Ezzard Charles in Philadelphia June 5 were sold to NBC and Gillette Co., according to a Wednesday announcement.

Price of the contract—with announcement delayed several days to settle each fighter's take—was reported as \$175,000, although neither NBC nor Gillette's New York agency, Maxon Inc., would confirm or deny the amount. The bout was to be carried throughout the nation except for a blackout area for 75 miles around Philadelphia.

Exclusive television coverage of the Sugar Ray Robinson-Joe Maxim fight for the light-heavyweight championship will be carried by Theatre Network Television, according to an announcement made Tuesday by Nathan L. Halpern, TNT president, and James D. Norris, International Boxing Club president.

A network of 40-50 theatres will carry the match June 23 from New York's Yankee Stadium, and TNT spokesmen indicated that additional theatres may be added, "if the telephone companies clear facilities." It was not known last week whether coverage would extend as far as the West Coast.

ACLU REQUEST

Refused by FCC

REINSTATEMENT of the 1941 FCC "Mayflower Decision" forbidding stations to editorialize, requested by the American Civil Liberties Union last March [B•T, March 10], was turned down last week by the Commission.

In a letter to Patrick Murphy Malin, ACLU executive director, FCC took note of its 1949 ruling which set aside the Mayflower edict and went in part:

... The Commission's Report (Editorializing by Broadcast Licensees) was adopted after a full hearing at which testimony was received . . . which . . . thoroughly canvassed the difficult question involved.

ACLU's petition contended attempts by stations to editorialize has proven confusing and unworkable.

operating expenses annually.

Members of the national board would be nominated by talent categories: 44%, actors; 31%, dancers; 20%, singers; 7%, announcers; 5%, specialty acts; and 3%, concert-opera performers. Of the total 200 members, 90 would be from the eastern division, 40 from the mid-west and 70 from the West Coast. The national group would be required to contain at least 10 members from each entertainment field, and one representative for every 100 members in each local.

Initiation fee was put at \$50 for members earning less than \$3,000 per annum, with dues to be \$20—payable in advance—plus 1% of income between \$2,000 and \$30,000 annually.

YOU CAN KNOW *Everything* ABOUT YOUR AUDIENCE IN IOWA!



Probably the first axiom in advertising is that to do an optimum job, you must know exactly to *whom* you are talking, at what *time*, under what *circumstances*.

Many advertisers have told us that the only precise data they have on most newspapers and magazines is "rates and circulation"—and that this doesn't provide the information needed for smart selling. For fourteen years, the annual Iowa Radio Audience Survey has presented a complete, accurate and detailed picture of the radio audience in Iowa. Using these Surveys, you know exactly *who* is listening to the radio at any time of day or night—men, women, children—urban, small town and farm—their economic and educational status—their preferences for various types of program materials—and dozens of other facts to help you plan your strategy.

The 1951 Iowa Radio Audience Survey is now available. It is the result of personal interviews with 9,180 families—all scientifically selected from Iowa cities, towns, villages and farms to present a true picture of the radio audience in Iowa. It is a *must* for anyone who wants to get the ultimate value from his advertising dollars, in Iowa. Write direct for your copy, or ask Free & Peters.

WHIO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



NARTB MEMBER-STAFF group paid informal call on FCC Commissioner Rosel H. Hyde last Monday during meeting of special committee on transcription rules. L to r: Comr. Hyde; Michael R. Hanna, WHCU Ithaca,

committee chairman; William Fay, WHAM Rochester; Walter Compton, WTTG (TV) Washington; Thad Brown, NARTB TV director; Ralph W. Hardy, NARTB government relations director.

Rate Cut Crisis

(Continued from page 23)

concern over the current competitive network sales and rate situation, which is at such variance with the great resurgence of radio in terms of audience and the buying of business at both local and national spot levels."

The statement added that "no joint action is contemplated, but individual committee members indicated they would consult with their respective networks."

The avoidance of "joint action" was deliberate. As a committee, there are few actions this group can take without running afoul of the anti-trust laws. This has been a perpetual handicap suffered by the Affiliates Committee. As usual at its sessions, Edgar Barton, a New York attorney, attended last week's meetings to counsel on actions that might violate anti-trust.

Though there was no official explanation of what the individual members intended to take up when consulting with their respective networks, it was learned that in the case of those members who are CBS Radio affiliates and who have not yet signed the new contracts ceding total power to the network to adjust rates they would continue to reject the contract revisions.

Hold Rate Line

In the case of members affiliated with other networks, they would resist any similar efforts toward contract revision that might be made in future by their networks.

In all cases, the affiliates intended to urge the networks to hold the line on rates. Though opinion varied somewhat as to details, in general the affiliates were agreed that if nighttime rates were lowered, daytime rates ought to be raised.

One member of the committee pointed out to BROADCASTING • TELECASTING that many stations operated on profit margins that were not large enough to withstand substantial decreases in income from their networks.

If a decrease in network rates were imposed on top of the continuing decrease in network business volume, he would not be surprised to see some network stations

turn independent, he said.

None of the Affiliates Committee members has received any direct notification from any network as to possible rate changes, it was said. But they said they had it on good authority that the "threat of change is imminent."

During its meeting, the Affiliates Committee also heard discussions of current research activities from A. C. Nielsen, president of A. C. Nielsen Co.; Kenneth H. Baker, president of Standard Audit & Measurement Service, and C. E. Hooper, president of C. E. Hooper Inc.

Mr. Kobak described to the committee the ambitious research evaluation project which the Advertising Research Foundation has voted to undertake, providing the financing can be found.

He pointed out that ARF would stand the overhead expense for supervising the study but that roughly \$25,000 would be needed to carry out the work. As will be the case with most ARF-supervised undertakings, the medium involved will have to stand the cost, if the work is to be done.

As president of ARF, he will urge the sponsorship of the project upon BAB, which Mr. Kobak described as the logical sources of funds. As chairman of BAB, he will be in a position to cast one vote in favor of the proposal he will make as president of ARF. Whether other members of the BAB Finance Committee will vote the same way could not be learned last week.

The type of job contemplated is not unlike that recommended a year ago by the special test survey committee which was originally formed at the urging of Stanley Breyer, of KJBS San Francisco. That committee estimated the job would cost \$140,000.

Mr. Kobak said last week, however, since some of the overhead would be absorbed by ARF and because ways had been found to cut down drastically on the expense without impairing the quality of the study, the sum needed from BAB would be only about \$25,000.

The research project which Mr.

Allerton will undertake for NARTB was called for in the following resolution adopted at the NARTB's AM Committee meeting:

"Resolved that the NARTB survey the economics of AM radio to determine and ultimately publish the basic facts on American radio from an operational and financial viewpoint, including but not limited to the changing relationship of income to the cost of operation."

The resolution placed virtually no limitations on the scope of the study.

Mr. Allerton said he would personally conduct a pilot study in an as yet unannounced market. After completing that and deciding what kind of conclusions can be reached, he will start the main task. He said he would have to hire one research expert to assist him when the project gets under way.

MORENCY STAYS

As Affiliates' Chairman

PAUL W. (Fritz) MORENCY, WTIC Hartford, last week agreed to retain the chairmanship of the All-Radio Affiliates Committee until the next meeting of the full membership at the NARTB convention next year. Last April, at the expiration of his first year of service, he agreed to reappointment with the stipulation he could withdraw within a few months.

At last week's meeting of the 13-man committee Kenyon Brown, president of KWFT Wichita Falls, Texas, and Robert D. Swezey, vice president of WDSU-AM-TV New Orleans, were elected vice chairmen.

Leonard Kapner, president of WCAE Pittsburgh, resigned from the committee because of the pressure of business. Leslie C. Johnson, vice president and general manager, WHBF-AM-FM-TV Rock Island, Ill., was elected to replace Mr. Kapner.

KATE SMITH and Ted Collins were presented gold key awards during NBC-TV *Kate Smith Hour* fortnight ago by Gilbert W. Chapman, Yale & Towne Mfg. Co. president, for singer's "unselfish support of humanitarianism and patriotic causes" and announcer's "cracker barrel" discussion of important events.

RECORD RULE

FCC Asked to Revise

FORMAL request by NARTB for rewriting of regulations governing recorded radio and TV programs is to be made at the FCC in the near future.

Present rules, requiring cumbersome announcements to identify electrical transcriptions, tape, kinescope and similar delayed broadcasts, are considered obsolete in view of the progress in recording techniques and the advance in program procedure.

The project developed at the NARTB board meeting last February when Michael R. Hanna, WHCU Ithaca, N. Y., proposed that FCC's rules were in need of revision. The board approved the idea [B•T, Feb. 18].

Details of NARTB's position were discussed last Monday by a special committee headed by Mr. Hanna. Meeting at NARTB headquarters, the committee included William Fay, WHAM Rochester, and Walter Compton, WTTG (TV) Washington. Committee members paid an informal call on FCC Commissioner Rosel Hyde.

STATIONLESS TOWN

FCC Favors in Okla. Case

A SMALL town without a broadcast station should get its own outlet before another larger town gets a second station. That is the basis for FCC's initial decision last week which would grant J. D. Allen 1250 kc with 500 w daytime for Anadarko, Okla., while denying the competitive bid of Lawton-Ft. Sill Broadcasting Co. for 1250 kc with 1 kw daytime and 500 w night at Lawton, Okla. Comrs. E. M. Webster, Robert F. Jones and Robert Bartley did not participate in the initial ruling.

Mr. Allen has an insurance and real estate business in Chickasha, Okla., but he plans to sell his interests there and move to Anadarko if the initial decision is made final.

Lawton-Ft. Sill Broadcasting is owned by Byrne Ross and family. Mr. Ross is licensee of KLPR Oklahoma City.

RADIO FARM TEAM

Sent Abroad by MSA

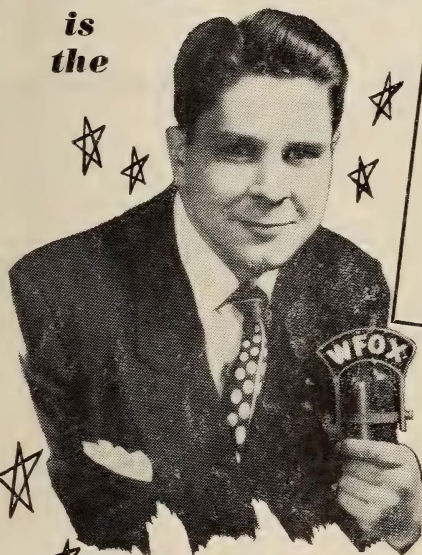
MUTUAL Security Agency has selected four radio farm directors for a six-week tour of European and Middle Eastern countries to teach local farm editors how agricultural information is spread in the United States.

In a schedule calling for departure from Washington last Thursday, they were: Sam Schneider, KVOO Tulsa, president of the National Assn. of Radio Farm Directors; Larry Haeg, WCCO Minneapolis, past NARFD president; C. W. Jackson, KCMO Kansas City, and Claude Mahoney, WTOP Washington.

“**SEE**” **FOR**
YOURSELF

*Paul
Bartell*

is
the



news release

SEE

MAGAZINE
10 East 40th Street
New York 16, N. Y.
Murray Hill 9-3780
Night and Weekend Edition
Herald-Bergen, N. J.

For release Thursday, May 1, 1952 - 6:00 PM EST

**'SUPER-SALESMAN' PAUL BARTELL
ACCLAIMED BY 'SEE' MAGAZINE**

New York, May 1 -- Station WFOX's popular disc jockey, Paul Bartell, was named one of America's top disc jockeys, in an article in the current issue of SEE Magazine, just released.

By reason of his "outstanding personality, plus the astuteness of his showmanship," Mr. Bartell has reached the top in a field of more than 4,000 disc jockeys in the United States, the article declared. His talent and enthusiasm have inspired a high degree of loyalty among his listeners, and have made Mr. Bartell "a moulder of public opinion, and a super-salesman" in the city of Milwaukee.

"The disc jockey caters to advertisers unable to meet the prohibitive production costs -- and hence selling price -- of network programs." At the same time, the best platter-spinners are a potent selling force. "The same people hear the same messages day after day, and hence are apt to be influenced by what they hear."

Disc jockeys are most influential in the recording and music publishing fields. "Removal of disc jockey patronage" the magazine states, "spells finish for a tune." Local spinners, by reason of their influence and popularity, are often recruited to aid charity drives, make stage appearances, and conduct newspaper columns.

"Selecting the country's outstanding disc jockeys, from among 4,000 men and women, is a difficult job," the SEE article concludes. Paul Bartell's selection was based on his influence, sponsorship, and audience acceptance.

Only....

**MILWAUKEE DISC JOCKEY
TO WIN THIS HONOR**

★ • STARS • SHOWMANSHIP • MUSIC
— on the —

FOX CLUB DIAL
860

Monday Thru Saturday
1:00 — 5:15 P. M.

C. J. LANPHIER, PRESIDENT



REPRESENTED BY GEORGE W. CLARK, INC.

announcing the
establishment of . . .

DORRANCE

A N D C O M P A N Y

an organization offering a full range of
promotional planning and creative services
for many types of businesses—but
particularly competent by experience to
serve the broadcasting, telecasting and
advertising agency fields.

Any project from a year's campaign to
a single sales letter is within the
interest and reasonable fee scale of
this organization.

The company is a new one, but the talents
it represents have for years aided
hundreds of large and small clients in
the solution of their promotion problems.

Your inquiry will incur no obligation.

DORRANCE

A N D C O M P A N Y

32 East 39th Street, New York 16, N. Y.

sales and audience promotion—direct mail of all types
trade publication advertisements—newsletters
presentations—sales letters—industrial film scripts
market books—sales manuals—house organs
merchandising material—dealer broadsides—slidefilms
employee booklets—and all enterprises requiring
creative thinking and clear expression of ideas

McCarran Resolution

(Continued from page 27)

open the way to "a new era of honest and realistic reporting," he said, asserting "the resolution which you sponsor . . . suggests you may believe it is not possible to conduct an orderly hearing and permit sound and picture coverage at the same time."

Extensive comment was contained in CBS Radio news commentator Edward R. Murrow's commentary last Monday.

Mr. Murrow said the combination of President Truman's security order, the Gathings resolution, the House ban and the contemplated Senate ban, "represent both a threat of censorship and a denial of the right of television and of radio to employ the tools of their trade, the microphone and the camera, to disseminate information."

He also said, in part:

So far as the opinion of the lawyers of the American Bar Assn. is concerned, I would suggest that their opinion on this subject carries, or should carry precisely as much weight as a group of doctors, plumbers, or steelworkers. In the absence of any specific law, their credentials on the matter of news and information are as good but no better than those of any other organized group in the community.

Remember, this ban against cameras and microphones in House Committee hearings, and the proposed one against Senate hearings, applies to open, public meetings. I don't care whether it's McCarthy attacking, Owen Lattimore defending, Acheson explaining foreign policy, Lovett defending a Defense appropriation—I would rather hear the relevant excerpts of their testimony in their own voices, than to read it or hear it after it has filtered through the minds of reporters and editors, whether in newspapers or on radio. (No politician or witness has yet claimed that his own voice misquoted him.)

Whenever the government of the day, or the opposition, desire to advocate or urge legislation or action upon the country, they request and receive radio and television time, (although there is nothing in the law requiring the networks to provide that time). But when broadcasters desire to show Congressional committees in action, the freeze is on, so far as the House is concerned, and the McCarran Bill will do the same thing for public hearings by Senate committees. If the McCarran Bill is passed, and is not fought through to the Supreme Court, the radio and television companies will be negligent—derelict in their duty, both to themselves and those who depend upon them for information.

It is, I believe, in the national interest, necessary for us to turn over a substantial amount of what we earn to the government. But it is not necessary, and it is not safe, to turn over to the government, increased control over what we may read, see and hear. What is required is more information more widely spread, regarding what our government is doing; and that is the thing that is in danger.

'Forum' Praised

THEODORE GRANK's *American Forum of the Air*, radio's veteran forum program now also on television, was commended on its silver jubilee in the Senate last week by Sens. Herbert Lehman (D-N. Y.) and William Benton (D-Conn.).

WINS New York reports largest movie spot campaign date with signing of Whitestone Bridge drive-in theatre, Bronx, and Sunrise drive-in, Valley Stream, N. Y. for participation Mon., Wed. and Fri. in *The Martin Starr Show*. Contract runs 18 weeks.

REBROADCAST RULE

Networks Non-Committal

RADIO networks were not taking a stand last week on the FCC policy change in its rebroadcast rule, but were hoping individual stations would make their opinions known with sufficient strength in Washington to effect a further clarification in the ruling [B•T, May 19].

A spokesman for one network voiced a common attitude when he said he felt the onus of complaint lay with the stations themselves. He noted as one regrettable part of the ruling that "the emphasis is all in the wrong direction." Although he underlined that he was not seeking to add obligations to anybody, it seemed more logical, he suggested, that the station refused rebroadcast rights should explain just why it should be granted those rights, rather than to force the originating station to account for its every refusal.

Legal experts at most networks were keeping in touch with their station relations departments to find how affiliates' reactions add up.

LINK RADIO CORP.

Files for Bankruptcy

LINK Radio Corp., New York equipment manufacturers, filed a petition for bankruptcy in New York courts Monday, listing debts of \$2,701,999.45 and assets of \$2,773,942.39.

Included in assets were \$763,000 due on open accounts, \$400,000 in unliquidated claims and \$1,410,000 stock in trade. Filed under Chapter XI of the bankruptcy laws, the petition seeks to pay secured creditors the \$624,170 they claim, secured by holdings evaluated at \$430,366, and to repay unsecured creditors 25% annually during the next four years.

CLEAN-UP DRIVE

Laundry Assn. Uses Radio

LAUNDRIES in Canton, Ohio, spurred by Robert C. Fehلمان of WHBC-AM-FM there, are using radio to fight their "biggest competitor—the home washer in the basement." Forming the Professional Laundries of Canton, they sponsor an across-the-board news feature, according to John H. Smith Jr., NARTB FM director.

Commercials bid for more shirt, blanket, flat-work, rug and dry-cleaning business from the housewife. They emphasize that clothes never touch metal in their machines, shirt collars and cuffs do not wear out because of laundering, and electric blankets can be laundered.

The "quit-fighting-each-other" policy is working out successfully. WHBC sends bulletins to laundries and data to help drivers in making calls. Bundle stuffers and bill inserts are used.



Birds of a Feather

That WREC reaches the highest type listener, economically and educationally, *IN MASS*, is evident from a casual examination of the programming of WREC, and the Hooper Rating—which averages the highest in Memphis.

A further examination of the names of advertisers on WREC shows both in spot and, of course, network, sponsors of the highest calibre, firms of stability, reputation and prestige.

The old saying that "Birds of a Feather Flock Together" is quite evidently true with WREC and its advertisers. Listeners know it. Jobbers know it, and so do retailers.

Your message on WREC carries prestige from the start.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS, 600 KC, 5000 WATTS

Storer Stock

(Continued from page 25)

month, totaling \$1,540,184, with loans now amounting to a total of \$3 million, according to the statement. The company has paid cash dividends on its common stock in each of the 20 years since 1932, it was added, and cash as well as stock dividends are contemplated in the future. Election of Thomas F. Staley, senior partner of Reynolds & Co., to serve on the SBC board is contemplated. He would replace John B. Poole, SBC counsel, who would resign his directorship, the statement indicates.

SBC is described as the largest independent standard radio broadcasting as well as largest TV system under single ownership in the United States.

Storer properties consist of WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-AM-FM-TV Atlanta; KEYL (TV) San Antonio; WVVU-AM-FM Wheeling, W. Va.; WGBS-AM-FM Miami; WSAI-AM-FM Cincinnati, and WMMN Fairmont, W. Va., along with subsidiary corporations. TV applications are on file for Miami, Wheeling, Minneapolis and Cincinnati.

The SEC statement apportions the 15,000 shares to be offered key officers (at \$10.625 a share subject to Salary Stabilization Board regulations) as follows: Lee B. Wailes, executive vice president and director, 2,000 shares; Stanton P. Kettler, district vice president and director, 1,500; William E. Rine, vice president and director, 1,500; Allen L. Haid, vice president, 1,000; J. Robert Kerns, vice president, 1,000; Gayle V. Grubb, vice president, 1,000; George B. Storer Jr., vice president of KEYL (TV) San Antonio and an SBC director, 1,000; Glen W. (Tom) Harker, vice president, 1,000; Harry A. Steensen, assistant treasurer and comptroller, 1,000; Miller H. Babcock, manager WGBS, 500; Glenn C. Jackson, manager WAGA, 500; Leon C. McAskill, publisher, *Florida Sun*, 500; A. Garen Ferrise, manager WMMN, 500; Paul J. Miller, assistant manager, WVVU, 500; Bertha C. Prestler, assistant secretary, 500; Glenn C. Boundy, chief engineer, 500; John E. McCoy, staff attorney, 500.

Revenue Breakdown

The SEC statement shows that national spot accounted for 41% of gross broadcast revenue in 1951 and local accounted for 41%, leaving 18% for network. TV revenues came from these sources: Spot, 40%; local, 38%; network, 22%.

Gross earnings (operating revenues) have risen steadily from \$1,345,530 in 1942 to \$6,657,114 in 1950 and \$9,560,086 in 1951. First-quarter earnings were \$2,665,741 in 1952, compared to \$2,130,119 for the same period a year ago. Net profits in recent years have ranged from \$539,620 in 1949 to \$1,391,935



MANAGERS of Oklahoma Network stations met May 9 in Oklahoma City to forge a unified merchandising plan for advertisers. Participants included (back row, l to r) Brown Morris, secretary-treasurer, Oklahoma Network, station manager, KADA Ada and KWSH Tri-City, Okla.; Bill Hoover, network president, vice president-general manager, KADA and KWSH; Roy Judge, KWSH commercial and business manager; Pat Murphy, KWSH station manager; John Reisen, station manager, KVSO Ardmore; (front row) Guy Farnsworth, station manager, KCRC Enid; Allan Page, network vice president and station manager, KSWO Lawton; Lloyd George Venard, president, the O. L. Taylor Co.; Wally Weber, station manager, KBIX Muskogee, and Jim Watson, station manager, KTMK McAlester.

in 1951 and \$376,570 in the first quarter of 1952.

Gross revenues from standard broadcasting have continued upward during the period of TV's arrival and expansion, amounting to \$3,748,337 in 1947; \$3,872,495 in 1948; \$4,172,037 in 1949; \$4,632,963 in 1950 and \$4,743,596 in 1951.

TV gross revenues started with \$31,539 in 1948 and rose to \$557,011 in 1949; \$2,024,151 in 1950 and \$4,816,490 in 1951.

The SEC statement lists aggregate 1951 remuneration of Mr. Storer, president and director, at \$75,025; Mr. Ryan, \$40,024; Mr. Wailes, \$42,669; Richard E. Jones, who resigned last January as northern district vice president, \$46,403.

Bonus and incentive compensation arrangements were described, the latter amounting to \$109,526 last year. A profit-sharing trust plan was adopted last March for employees of at least three years' service, with 15% of net profits before taxes over \$2 million contributed to the fund. Under such a formula, 173 employees would have received \$208,329 in 1951, or equal to 15% of the gross payroll.

Holdings of preferred stock were listed as follows: Mr. Storer, 29,598 shares (59.197%); Detroit Trust Co., trustee, % George B. Storer, 4,508% shares (9.02%) and 1,690% shares (3.381%); Mr. Ryan, 5,432 shares (10.87%); Frances S. Ryan, 6,875% shares (13.75%). All directors and officers now hold 36,530% shares of preferred (73.06%).

SBC is owner of 42.58% of stock in Standard Tube Co.

LOS ANGELES County Fair will be covered by KTTV (TV) Hollywood Sept. 12-28 with three daily telecasts plus emanation of many of station's programs from fair grounds. Host will be Roy Maypole, KTTV special events reporter.

Platt Raps TV

(Continued from page 23)

one calling for an entirely new form. They've tried to graft TV onto sports, radio, newspapers and movies, and TV has become the dumping ground for all the ancient films gathering dust in Hollywood."

Too many business people, he said, think of the public "as being a slightly moronic group," forgetting the thousands of people who don't live in New York and Hollywood.

"We must quit underrating the public attitudes, intelligence and good taste, and realize the people are screaming to high heaven about low-grade entertainment, too much trash and too many sponsors." Public acceptance creates an audience for the sales message, and a lack of acceptance "leaves the TV set sulking in the corner."

Commercials, as well as entertainment, must reflect showmanship and good taste, Mr. Platt said. Citing spots used on the *Kraft Theatre*, he said his company avoids "fireworks and high pressure, cute little cartoons and pretty announcers with a cleft in the chin and a twinkle in the eye." They stress believability, sincerity, conviction, a desire to serve and a helpful, instructive demonstration, he said.

Television, after experiments in New York, as far back as 1947 enabled the company "to make a complete and positive judgment as to the pull of the medium," Mr. Platt said.

ADMEN'S COMPETITION

60 Entries Are Judged

JUDGING of more than 60 radio and TV spot announcement and program entries in the 20th annual competition conducted by the National Advertising Agency Network was completed last Tuesday in Washington, D. C. Winners will be announced June 19 at its annual convention at Skytop, Pa.

Judges included: Joseph Brechner, general manager, WGAY Silver Spring, Md., and the following of Washington—John S. Hayes, president, WTOP-AM-FM-TV; Gene Juster, WRC-AM-FM-TV; Charles L. Kelly, program director, WMAL-AM-FM-TV; Robert K. Richards, director of public affairs, NARTB; Win Levi, assistant advertising manager, BROADCASTING • TELECASTING. Judging was at Henry J. Kaufman & Assoc. office, under William F. Sigmund.

* * *

CAPAC SUIT HALTED

Pends Ottawa Ruling

ACTION started in the courts of Ontario and Quebec by 10 stations in each province against the Composers, Authors & Publishers Assn. of Canada (CAPAC) because of proposed copyright fees, has been stopped. The halt pends new action taken by both CAPAC and Canadian Assn. of Broadcasters in the Exchequer Court of Canada at Ottawa to determine the legality of the Canadian Copyright Appeal Board's ruling allowing CAPAC to examine the books of broadcasting stations to determine gross revenue on which to base fees [B•T, April 21, 7].

This stay in action in the Supreme Courts of Ontario and Quebec was taken suddenly on May 15 following action of CAPAC in calling CKMO Vancouver, before the courts of British Columbia for using CAPAC music.

The entire court action in Ontario and Quebec was instigated on the Canadian Copyright Appeal Board's ruling allowing CAPAC officials access to the books of independent broadcasting stations to determine gross revenue on which fees of 1% were based for 1952. Meanwhile, it is understood an arrangement has been made whereby Canadian independent stations will pay CAPAC on 1951 fee formula and hold in reserve necessary money in case the courts uphold Copyright Appeal Board ruling.



Mr. Richards Mr. Kelly Mr. Brechner Mr. Juster Mr. Hayes

BROADCASTING • Telecasting



Niles Trammell, NBC Chairman of the Board, extends *double* congratulations to Earl C. Reineke, Founder-President and General Manager of WDAY for the station's 30th Anniversary, and for its record of top Hooperatings through the years. The following pages prove that the congratulations are really in order!



**"YESSIR,
THIS IS WDAY'S
30TH ANNIVERSARY!"**



"LISTEN TO THESE HERE WORDS FROM WASHINGTON!"



Dear Mr. Reineke:

WDAY represents the true spirit of the community it serves. WDAY was a pioneer station in radio. It has grown with the community. It has served the people. This station represents the finest principles of freedom of thought and freedom of expression. I wish to commend WDAY, its officials and its staff, for the splendid programs directed towards serving the great agricultural economy of the Dakotas, Minnesota, and Canada. Farmers and farm families have had a richer life and a more wholesome experience because of the educational and entertainment features of WDAY. The news reports, the programs relating to public affairs coming from the microphones of WDAY have brought enlightenment and education to the people.

May I express my personal thanks for the many courtesies that have been extended me by WDAY. Here is a radio station that exemplifies good citizenship in a community of good citizens.

Sincerely,
HUBERT H. HUMPHREY

U. S. Senate

Dear Earl:

About thirty years ago, I first listened to WDAY. I have many fond memories of pleasant hours in those early days of radio. It was quite apparent WDAY would become a leader among broadcasting stations.

You deserve the thanks of farmers, laborers, businessmen, and all segments of the public, for your outstanding contribution. When other means of communication are out of commission because of storms, your broadcasts to worried and anxious families have brought comfort and relief. Your news and sports coverage has always been of the highest quality. At the present time, you are on the threshold, of further extending your activities through the medium of television.

Your past has been full of accomplishment. The future of both radio and television holds bright promise. Radio station WDAY is filling a vital need of the public in this modern world.

Sincerely yours,
MILTON R. YOUNG

U. S. Senate



Dear Mr. Reineke:

I am very happy to congratulate you the staff of WDAY on its thirtieth anniversary. WDAY has been of invaluable assistance to every segment of society. Your fine programs, your sponsorship of progressive ideas and your adherence to the highest principles of public service have helped consumers, farmers, labor, business and industry and the

general public in the territory you serve so well. I am sure WDAY will continue to grow and to prosper, reflecting the ever forward progress of the great Northern Upper Midwest country of which you are so vital a part.

Sincerely yours,
HAROLD C. HAGEN

House of Representatives

Dear Mr. Reineke:

Thirty years of service by any institution serving the public, as WDAY has done, is deserving of recognition.

Always you and your associates have kept foremost in the list of your objectives, in news coverage, in entertainment features, in public information, and in advertising, the interests of your listening public. You have served a great area of North Dakota and Minnesota exceedingly well and your public service has entitled you to the success you have earned.

U. S. Senate

Sincerely yours,
EDWARD J. THYE

Dear Mr. Reineke:

It is indeed a pleasure to extend congratulations to you on the 30th Anniversary of Radio Station WDAY. It was the first station we listened to regularly with our battery-powered early receiving set on the farm down near Litchville. You have enjoyed many years of faithful and alert service to the radio needs of the farmers, the housewives and the businessmen of your

coverage area. Since coming to Washington, I have been very

appreciative of the WDAY Washington Reports, and the keen interest that you have taken in getting and transmitting to the people the political thinking of all of the members of Congress from the community which your station serves. You can be proud of the accomplishments of WDAY. I am happy to extend my congratulations to you and to the entire staff.

Sincerely,
FRED G. AANDAH

House of Representatives

Dear Mr. Reineke:

Please permit me to be among the many who are congratulating you and the splendid public service radio station you founded.

WDAY has many friends and listeners in South Dakota. We are all intimately acquainted with the many different ways your splendid station provides us with news, market reports, weather forecasts, and other programs which increase our information and help to entertain our lives.

Indicative of the way in which you keep abreast of the times is the "WDAY Tour" which you are now sponsoring and which I recently had the pleasure of meeting here in Washington. I congratulate you also on the fact that you are one of the first stations in the Northwest to be actively moving forward in the installation of TV facilities. . .

U. S. Senate

Cordially yours,
KARL E. MUNDT

Dear Mr. Reineke:

It scarcely seems like 30 years since I first heard WDAY at my farm home near Casselton. WDAY was the first station I ever heard. I want to congratulate you on this 30th anniversary and commend you as one of the foremost pioneers in the broadcasting industry. The fair way you have handled news, political and otherwise, is a credit to the industry. The

public service you daily render to farmers and city dwellers alike is far beyond the call of duty. We are happy to learn your pioneering organization plans to extend its services into the television field. I am certain you will go forward with great strides in this great new added service to the people in your area.

Sincerely,
WILLIAM LANGER

U. S. Senate





NOW LISTEN TO THESE WORDS FROM LOCAL ADVERTISERS!

Dear Mr. Reineke:

CONGRATULATIONS TO WDAY ON YOUR 30TH ANNIVERSARY.

In the years past, our father found it a pleasure as well as profitable to use your service. At all times the friendly consideration and advice have been



ARTHUR WIMMER



ANDREW WIMMER

welcome and gratefully received. Our aim is to follow in Dad's footsteps. With him, we hope to continue as your friends and wish WDAY all the best in the years to follow.
WIMMER'S JEWELRY

Dear Earl:

Three generations of Neimas have found WDAY to be the Number 1 outlet, radiowise, for the selling of our merchandise through the years. Since the very early days of your tremendous effort to create and mold WDAY, we have continued our established policy of never deviating from keeping our name before the public through concentrated advertising on your station. This plan is not available for alteration in any way.

Your foresight, initiative and planning has created a monument to our concept of democracy . . . freedom! Your unbiased and impartial handling and managing of WDAY is a feather in the hat of democracy!

ROYAL JEWELERS



J. G. NEIMA

Dear Mr. Reineke:

I think that I was one of WDAY's first advertisers and I know that our store has been, possibly, the most continuous advertiser since you started broadcasting.

I remember very well, right after you started, that somehow or other I was asked to put over an announcement regarding our store, and I remember going up to a couple of little rooms across the street from where our Black Building is at the present time, and sitting behind some velvet curtains and giving a talk, as I remember, about our store. I cannot remember the details, but I do remember being up there.

Later on we put on a serial, and I doubt whether there were very many serials put on for the length of time that this one was. The serial was written by Miss Carol Trace who had charge of our advertising for many years, and Mrs. Williams and Mr. Art McNair were the characters, Nancy and Phil and their home life, and it made a tremendous hit with people in the early years and we had it for something like twelve years, six times each week.

We wish to give a personal salute to Mr. Earl Reineke on the way he pioneered and developed WDAY into the tremendous thing it is today, serving the entire Northwest.

THE STORE WITHOUT A NAME

Dear Mr. Reineke:

It is with a sense of deep pleasure that we extend to you our congratulations for your thirty years of service to this area, when on May 22, 1952, you mark your Pearl Anniversary.

We feel even a closer kinship than this with you because in just a few short months we also will be celebrating our thirtieth anniversary. Many years ago we decided that one of the most effective ways to reach a large group of



G. M. BLACK

people with our message was by radio and at that time we entered into what has proved to be a very enjoyable and profitable relationship with your station. We began sponsoring the "Meet Your Neighbor" program and we have kept that program these many years. We believe the fact that we are one of your oldest advertisers and that we have continued with the same program since the beginning describes better than words the success of our institutional program over WDAY. As an aside, I believe Gate City Building and Loan Association is, in a sense, a pioneer too, as I believe that we were one of the very first associations in the country to start radio advertising of this type and continuing with it for so many years.

GATE CITY BUILDING AND LOAN ASSOCIATION

Dear Earl:

As one of WDAY's oldest advertisers, we feel that we are in a position to comment on our years with you.

As you know, Earl, our father began advertising with WDAY in the early days of WDAY's growth



MALCOLM M. SIEGEL



JEROME B. SIEGEL

and expansion. We, his sons, are continuing his policy of getting the most for our advertising dollar by running a full and consistent schedule on your station—and will continue to do so.

Your thorough appreciation of our problems as an advertiser has made our advertising years with you pleasant and profitable.



H. A. THOMPSON



WDAY IS PUBLIC

**WDAY DRIVE BUILDS
HOME FOR BAIRD FAMILY**

**Camp Ruc
WDAY Rec**

**WDAY APPEAL RAISES \$2,000
FOR ORPHANS' SHOPPING TOUR**

**Area Orphans Thrilled by
Gifts from WDAY Christmas Club**

**GOVERNOR YOUNGDAHL
SALUTES WDAY ON SILENT
GUEST DRIVE**

**Nort
Radi**

TOPS IN SERVICE, TOO!

No radio station in the U. S. devotes itself more whole-heartedly to Public Service than does WDAY. Our Public Service activities are far too numerous to describe in detail, here—but each of the “headlines” below carries with it a

story which would warm your heart, and which would at least partially explain the high esteem in which the entire Red River Valley holds us. If you are interested in getting the *details*, drop us a line!

**Our Series on
Gives Wide Acclaim**

**NDAY “PARADE OF PENNIES”
PACKAGES REACH EUROPE**

**INDIAN RELIEF FUND
ON WDAY GOES OVER THE TOP**

**West Hospitals Receive
from WDAY Polio Fund**

**WDAY-DIRECTED SEARCH LOCATES
MISSING BATTLE LAKE BOY**



NOW LISTEN TO THESE WORDS FROM LONG-TIME LISTENERS!

WDAY's first regular listener, James H. Dunlevy of Fargo, is still an avid WDAY fan.

Dunlevy, former superintendent of the light and water plant at Hillsboro, N. D., picked up WDAY's first broadcast on a homemade radio set at Hillsboro, May 22, 1922. The broadcast was beamed from a 50-watt transmitter located in the Cass County courthouse cupola in Fargo, under the direction of E. C. Reineke, WDAY's president and co-founder.

Reineke met Dunlevy personally in Hillsboro in April, 1922. Reineke, Lawrence Hamm and Kenneth Hance of Fargo were experimenting with radio and were about to transmit their first broadcast. Dunlevy had experimented with wireless for years and was taking an interest in the development of radio. Reineke asked Dunlevy to listen at noon on May 22 for the transmission and the Hillsboro man picked up the broadcast about 2:00 p.m. The first broadcast of WDAY was musical, according to Dunlevy; a phonograph recording of one of the popular songhits of the day, "Three O'Clock in the Morning."

"From then on," recounts Dunlevy, "I picked up WDAY quite well. I built a super-hetrodyne receiver about ten feet long and rigged a loudspeaker outside my house. Folks gathered for a block in either direction to listen to the programs. Mr. Reineke broadcast programs just for me and sometimes I put the loudspeaker in public places such as the church or theatre and they would be jammed with folks listening to the radio."

Asked what he now thinks of radio, as WDAY's first regular listener, Dunlevy replied:

"The progress in just 30 years is amazing both technically and in programs. It's been a wonderful thirty years for progress and I guess we're just getting started."



JAMES H. DUNLEVY

Dear Mr. Reineke:

It is with genuine pleasure that I congratulate you and WDAY on your 30th anniversary. We purchased a Crosley radio in 1923, and we owned a crystal set with ear phones prior to that, so I am sure we celebrated your first anniversary if not your birth.

You have been a real member of our family through these thirty years, bringing to us valuable information on markets and weather, providing us with splendid entertainment as well.

At the present time there are six radios in our home and at least one is in constant use. We are now looking forward to your inauguration of Television and expect to be one of your first viewers.

ROY JOHNSON

WANDAROF FARM, Casselton, N. Dak.

Gentlemen:

I heard WDAY when they started to broadcast. I lived in Sykeston, N. D., and had the first and only receiving set in town. It was homemade with

a three dial affair and ear phones. I heard WDAY say they would send to the person listening who lived the farthest away a set of head phones. I lived 13 miles west of the farthest town to report at that time. In a few days I got the headphones. I have been a steady listener since then.

W. M. COVELL

Carrington, N. D.

Gentlemen:

I started listening to your station when I was pretty young. Back in the fall of 1921 I got my first radio, a homemade, one tube set with ear phones. Of the earliest WDAY programs I remember a sort of chit-chat program by Earl Reineke and another fellow called "The Bug." In all this time, WDAY is still my favorite station.

GEORGE RICE

Mayville, N. D.

Gentlemen:

For over twenty years I have been a faithful listener to WDAY.

It has been fun and very interesting to see it grow—and progress—and right now I think it's one of the best radio stations in the whole world.

We depend on WDAY for market and weather reports, storm and school announcements, people snowbound, and where they are, and of course, the latest news.

We can turn to WDAY at any time for clean entertainment. The whole staff is so friendly and they all make one feel like "coming home" when we visit the station.

May God bless you all.

MRS. O. C. ANDERSON

Barnesville, Minnesota

"WE DONE RAISED UP A FINE SET OF DEPARTMENT HEADS!"



WDAY is a home-town phenomenon. Far from being a flimsy, souped-up organization of outside mercenaries who are even now on their way to their next jobs, every department head has been with WDAY for ten years or more. Actually, the average is 16 years!

This proves a lot of things. First that they love their jobs and the community they live in. Second, vice-versa. Third, that there's

hardly any "unusual" problem you can throw at them—whatever it is, they can do it again quicker and better than they've done it before.

Also—in all their years, they've certainly discovered what it takes to build and hold an audience in the Red River Valley. Read the following page and see for yourself!



TOM BARNES
Sales Manager
12 YEARS



KEN KENNEDY
Program Director
19 YEARS



SOPHIE HANCOCK
Office Manager
27 YEARS



JACK DUNN
Station Manager
20 YEARS



JULIUS HETLAND
Technical Adviser
28 YEARS



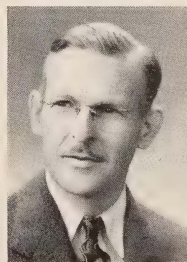
ROY PEDERSEN
Promotion Manager
12 YEARS



GLENN FLINT
News Director
10 YEARS



ERNIE BREVIK
Farm & Public Service
10 YEARS



JULINE SAVOLD
Chief Engineer
17 YEARS



FRANK SCOTT
Musical Director
10 YEARS

"NO OTHER STATION IN THE WORLD CAN EQUAL THESE RECORDS!"



HOOPER

In 1950 WDAY was the *top* Hooperated radio station in the entire country!

In 1951 WDAY was the *top* Hooperated radio station on NBC!

And in 1952 . . . FOR THE THIRD YEAR IN A ROW, WDAY is the *top* Hooperated radio station on NBC*!

(* January-February Report—latest available as we go to press.)

**RURAL
PREFERENCES**

An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this:

WDAY

**WAS A 17-TO-1 FAVORITE OVER THE NEXT STATION!
WAS A 3½-TO-1 FAVORITE OVER ALL OTHER
STATIONS COMBINED!**

MAIL PULL

In 1951, WDAY was swamped with 145,659 letters and postcards from its listeners!

This is the equivalent of a letter or card from over 70% of the 211,550 families who listen regularly to WDAY!

This is an average of slightly over 399 letters per day—including Sundays and Holidays!

AAAA COUNCILS

New Officers Named

NEW officers and governors of the six sectional councils of the American Assn. of Advertising Agencies were announced by the AAAA in New York last week. They are:

New York Council

Chairman, Marion Harper Jr., McCann-Erickson; vice chairman, Edwin Cox, Kenyon & Eckhardt; secretary-treasurer, H. Victor Grohmann, Needham & Grohmann. Other governors: Arnold Deutsch, Deutsch & Shea; Henry Legler, Warwick & Legler; Edward Noakes, Cecil & Presbrey; Jack D. Tarcher, J. D. Tarcher & Co.

New England Council

Chairman, J. Paul Hoag, Hoag & Provandie, Boston; vice chairman, Harold I. Reingold, Reingold Co., Boston; secretary-treasurer, W. L. Shepardson, James Thomas Chirurg Co., Boston. Other governors: Sture H. Nelson, William B. Remington Inc., Springfield; George C. Wiswell, Chambers & Wiswell, Boston.

Atlantic Council

Chairman, A. E. Morgan, Richard A. Foley Adv., Philadelphia; vice chairman, Robert Daiger, VanSant, Dugdale & Co., Baltimore; secretary-treasurer, George B. Barnard, Aitkin-Kynett Co., Philadelphia. Other governors: Earle A. Buckley, Buckley Organization, Philadelphia; Dan W. Lindsey Jr., Lindsey & Co., Richmond; M. Belmont Ver Standig, M. Belmont Ver Standig, Washington.

Michigan Council

Chairman, Elliott E. Potter, Young & Rubicam; vice chairman, George Richardson, J. Walter Thompson Co.; secretary-treasurer, Blount Slade, Brooke, Smith, French & Dorrance. Other governors: Albert D. Conkey, Wolfe-Jickling-Conkey; J. S. Howell, D. P. Brother & Co. All are of Detroit.

Central Council

Chairman, John M. Willem, Leo Burnett Co., Chicago; vice chairman, Harold H. Webster, Foote, Cone & Belding, Chicago; secretary-treasurer, Arthur F. Marquette, Sherman & Marquette, Chicago. Other governors: S. L. Abrams, Ohio Adv. (ex-officio representing Cleveland chapter); Bruce B. Brewer, Bruce B. Brewer & Co., Kansas City; Wilson W. Crook, Crook Adv., Dallas (ex-officio representing southwest chapter); A. H. Fensholt, Fensholt Co., Chicago; Hal R. Keeling, Keeling & Co., Indianapolis; E. J. Krommacker, Arthur R. Mogge Inc., St. Louis (ex-officio representing St. Louis chapter); J. K. Laird Jr., Tatham-Laird, Chicago; A. R. McGinnis, Klau-Van Pietersom-Dunlap Assoc., Milwaukee; George C. Reeves, J. Walter Thompson Co., Chicago; Carl A. Salstrand, Ball & Davidson, Denver (ex-officio representing Pittsburgh chapter); Hugo Wagensell, Hugo Wagensell & Assoc. (ex-officio representing Dayton chapter); Harold C. Walker, Harold C. Walker Adv., Minneapolis (ex-officio representing Twin City chapter).

Pacific Council

Chairman, Carl K. Tester, Philip J. Meany Co., Los Angeles; vice chairman, Charles R. Devine, Devine &



WTMJ-AM-TV Milwaukee was host May 1 to civic leaders at a luncheon marking its 30th anniversary of radio service. Guests included (l to r) J. D. Ferguson, president and editor, The Journal Co., WTMJ licensee; L. W. Herzog, assistant general manager of radio; Gov. Walter J. Kohler Jr., of Wisconsin; R. G. Winnie, stations manager; Walter J. Damm, vice president and general manager of radio, The Journal Co.; Irwin Maier, vice president and publisher, The Journal Co.; Mayor Frank P. Zeidler, of Milwaukee; Lawrence J. Timmerman, chairman, Milwaukee County Board of Supervisors, and D. B. Abert, business manager, The Milwaukee Journal.

NEWS SOURCES

Senate Staff Weighs Issue

CAN a newsmen keep confidential his source of news, even though he may be asked by a congressional committee to divulge that source?

Most newsmen would say, "Yes, he can." However, the staff of the Senate Subcommittee on Privileges and Elections, after study of the question and preparation of a lengthy brief, holds, "No, he can not."

The brief was presented to the Senate May 16 by Sen. Guy Gillette (D-Iowa). It cites juridical opinion and concludes:

It is clear that a congressional committee possesses the power to compel a newspaperman to divulge the identity of an informant from whom he has received information relating to matters pending before the committee. The fact that the information was given to the newspaperman in confidence has no legal relevance. The refusal of the newspaperman to divulge the identity of his informant to the committee constitutes contempt under 2 U. S. C. 192. Whether the newspaperman should or should not be cited for contempt is, of course, a matter of discretion, exercisable in the first instance by the committee, and ultimately by the Senate.

The subcommittee staff's opinion and citations can be found in the May 16 *Congressional Record* in the proceedings of the Senate for that date.

L. A. Adv. Workshop

SECOND annual Advertising Workshop series will be presented July 14-25 by the Adv. Assn. of the West, Los Angeles Adv. Women, Adv. Club of L. A. and the Hollywood Ad Club in cooperation with L. A. Board of Education. Designed for teachers in grammar and high schools, course consists of lectures and field trips, Mon. through Fri., 9-12 noon, at Fairfax High School. A similar course will be conducted at the U. of Redlands, Redlands, Calif., with two groups making the same field trips.

HEALTH FOOD ADS

Termed False by FTC

INITIAL findings which charge that two individuals used radio, television and other media to disseminate false advertisements were handed down by a government trial examiner May 18.

The charges involve William G. Barnard Jr. and William G. Barnard Sr., trading as the Natural Foods Institute of Olmstead Falls, Ohio. The findings become the decision of the Federal Trade Commission within 30 days of May 18 unless appealed or docketed for review.

The two respondents, who capitalized on TV's appeal to demonstrate their products in key video markets, had previously filed a consent answer, admitting material allegations and waiving any hearings.

Examiner James A. Purcell challenged certain advertising claims relating to the therapeutic properties of food and drug preparations sold by the respondents. FTC issued its original complaint last March, citing over a dozen products.

The ad claims appeared in radio and TV broadcasts and in other media, including newspapers, magazines, circulars and catalogs. The bulk of the complaint was directed, however, at TV transcripts entitled "Home Miracles of 1950." The Barnards personally appeared on the programs, giving demonstrations "transmitted from various cities . . . throughout the United States."

In its reply, the respondents admitted all material allegations of fact to be true; waived "any and all hearings" as to the facts alleged in the complaint, and the findings and conclusions set forth; and consented to issuance of the decision. However, they reserved the right to file objections, to content of the forthcoming cease-and-desist order.

The TV broadcasts consisted of demonstrations on the use of Vita-Mix, a juice extractor, and lectures on the value of various juices thus to be extracted.

Other products for which ad claims were challenged were Chic tablets, Garlic capsules, Papan tablets, Macu Brand Papaya, Soy Milk Powder, Peppermint Tea, Alfalfa Tea, Dr. Gaynor's Yogurt Culture, Red Bee Juice, Dehydrated Powdered vegetables, Brown Rice, Celery Juice, NFI Vibrator and Oster Stim-U-Lax Junior.

Mr. Purcell also cited as "misleading and deceptive" use of the word "Institute" in the trade name, and questioned representations that certain merchandise can be obtained "free or as a gift or gratuity." These also appeared in TV broadcasts and other media. The commission has become increasingly critical of the use of the word "free" (see separate story).

NBC radio *Kay Mulvey's Hollywood Family Album*, weekly quarter-hour program, emphasizes human side of Hollywood with Miss Mulvey taping unrehearsed interviews in different stars' homes.



A little Economics goes a long way

Our business is selling Radio, not talking economics, but . . . a little economics helps to get the best results from the Canadian market.

Canada is among the six most productive nations in the world. She produces more than 80% of the world's nickel, great quantities of other ores—including uranium—as well as oil, pulp and paper, and asbestos.

A go-ahead nation of 14 million people—larger in area than the U.S. by 25%—Canada is the United States' best customer abroad. And Canada pays CASH!

Your problem is how to reach this fast-growing, lucrative market.

Radio is the answer . . . for radio is in 94% of all Canadian homes.

Canada's population is spread over a huge semi-urban and rural area. Only 38% of the population lives in cities of over 30,000. So Radio—which goes *everywhere*—is the most economical, practical medium. With its 112 independent stations strategically located from coast to coast, Radio reaches every worthwhile market in Canada.

It's Canada's most popular entertainer and most effective salesman, for "In Canada you sell 'em when you tell 'em!"

*A message from the 103 member stations of the
Canadian Association of Broadcasters
whose voices are invited into over 3 million homes every day.*

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.,
Ottawa.

37 Bloor St. West,
Toronto.

RADIO-TV CIVIC COVERAGE

NARND Surveys Station News Practices

LEGISLATIVE event most frequently broadcast by radio and television stations is a city council meeting, with proceedings put on tape and edited.

This was reported last week in a survey conducted among 23 stations in 14 states by the National Assn. of Radio News Directors. Long interested in legislative proceedings and their availability to broadcast newsmen, NARND asked members to report on their access to local, county and state government.

Sixteen newsmen said their stations carry delayed broadcasts of city council sessions, while two reported live originations and one said he handled it both ways. Ten stations broadcast delayed shows with city council committee meetings or hearings and with state legislative committee meetings or hearings, while only one station in each group reported carrying live broadcasts.

State legislative sessions are reported live by two stations, with tape by six, while five newsmen air municipal court events on a delayed basis. Five also use taped broadcasts of county court proceedings, with only one news editor saying he carried them live.

Twelve newsmen broadcast other public functions after they are recorded, while five broadcast them on a live basis. These include state public utilities commission hear-

ings, Senate Crime Committee (live), political and industrial conventions (live), preliminary immigration hearings, gubernatorial inauguration (live) and administrative statements and proclamations.

Stations represented in the survey including 18 AM-only, 4 AM-TV and one TV-only, were from the following states—Virginia, 2; Texas, 1; Iowa, 2; Florida, 1; Maryland, 1; Ohio, 2; Missouri, 1; Colorado, 2; West Virginia, 1; Minnesota, 2; North Carolina, 1; Indiana, 4; Kansas, 1, and Wisconsin, 1.

A station newsman from Indiana said, "We have been refused twice to take a tape recorder into circuit court," but radio men could cover sessions by taking notes. In Iowa, a man said, the supreme court several years ago made a recommendation which "has had the force of a formal ruling," banning live broadcast of any court hearing. As one aspect of its ruling, the state supreme court left the broad inference that radio was to be considered, in its actual broadcasts on the spot, as a medium of entertainment and so not suitable in a courtroom."

NEWSPRINT HIKE

May Jar Ad Budgets

CRITICISM erupted in Congress and government price stabilization circles last week when two Canadian firms announced a raise in newsprint prices \$10 per ton June 15, for a total of \$126 per ton. Sen. Blair Moody (D-Mich.) called it "outrageous" and Sen. Herbert R. O'Connor (D-Md.) said his Senate Judiciary Subcommittee on Monopoly will check "possible anti-trust infringement."

Price Stabilizer Ellis Arnall and others say the boost will affect local and county U. S. newspapers seriously. Some see curtailed printed advertising, with possible repercussions on U. S. media budgets. About 80% of U. S. newsprint comes from Canada.

TCA Talks Available

RADIO and television interviews will be made available by Walter G. Stoneman of the Dept. of State's Technical Cooperation Administration (Point 4), together with foreign observers, during TCA's presentations in the next few weeks focusing attention on the growth of the western United States. His itinerary will be: May 27-28, Spokane Hotel, Spokane, Wash.; May 29-June 1, Cascadian Hotel, Wenatchee, Wash.; June 1-7, Chinook Hotel, Yakima, Wash.; June 7-9, Pasco, Wash.; June 9, Gorge Hotel, Hood River, Ore.; June 10-11, New Heathman Hotel, Portland, Ore., and June 15-22, Cosmopolitan Hotel, Denver, Col.

Feature of Week

(Continued from page 18)

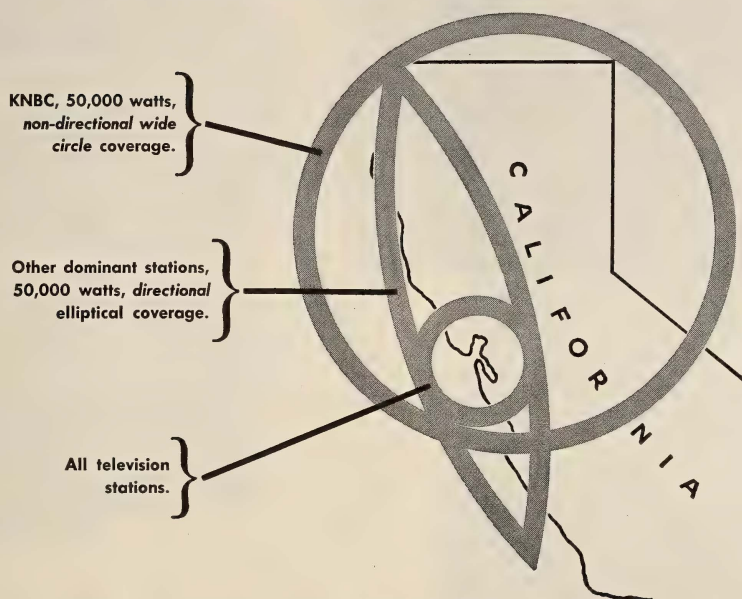
noting the trend, distributed 40 by 60-inch posters featuring the show to hundreds of sporting goods stores and Pontiac showrooms, and bought 110 line ads twice weekly for six weeks in all Boston newspapers. They held a sports night dinner, inviting sports writers, dealers and outdoor enthusiasts and gave away fishing equipment. Giant postcards were mailed to sportsmen and fishermen in the state.

Star of the show, R. Vernon Gaddis, who was with WRGB before the war, talking the fisherman's language and using a background of fishing exploits, takes his fans on film adventures from Maine to Florida, highlighting pointers on different kinds of fishing and how-to-do-it tips.

Mr. Sanderson points to U. S. Dept. of Commerce statistics showing fishing and hunting enthusiasts spent more than \$5 billion in 1950 on their favorite sports, with the combined gate of all baseball, basketball, football, boxing and hockey only \$400 million.

He said letters and petitions signed by men, women and children requesting continuance of such programs sometimes border on reverence and stress the video family appeal of the sport, many calling it "our own show on TV."

Picture of broadcast coverage in Northern California



**In Northern California, KNBC reaches more people
...more often...than any other radio ^{OR TV} station**

Fix Northern California's coverage picture in your mind:

Television, a small 60-mile radius, with only about $\frac{1}{3}$ of the families in the area owning sets.

Radio, two 50,000 watts *directional* stations, with coverage over a limited elliptical area, and —

— KNBC, 50,000 watts *non-directional*, giving a *wide circle* of coverage that includes not only the San Francisco-Oakland Metropolitan Market, but all the thriving PLUS Markets of Northern California.

RECENT RADIO AUDIENCE RATINGS:—

	<i>Total Rated Time Periods</i>
Station A	13.8
Station B	18.9
KNBC	23.4

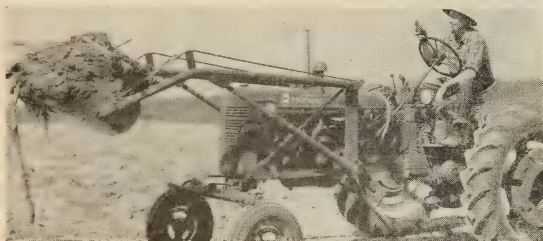
Wide circle coverage plus program popularity make —

KNBC San Francisco

Northern California's No. 1 Advertising Medium
50,000 Watts, Non-Directional — 680 KC
Represented by NBC Spot Sales



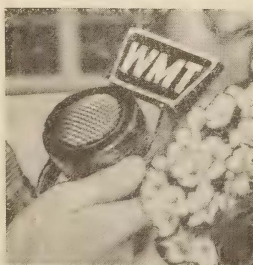
THE ONE ON THE RIGHT is Chuck Worcester, WMT's Farm Service Director. The young corn-burner performing before the mike is one of a brood of cheep artists who crow over Chuck's good husbandry. Chuck owns and operates a farm as a WMT service project. It's the point of origin for many informative WMT broadcasts about conservation and crop production. Chicks and Iowa farmers like corn—the 1951 crop was worth \$778,437,000.



ALL EQUIPMENT USED ON CHUCK'S FARM—supplies, fertilizers, gasoline, oil, etc.—is made or distributed by WMT advertisers. Farm broadcast time represents over 9% of WMT's total weekly program schedule—3½ hours of farm information, 1½ of weather and market data, 8 of music and features.



YOU ALMOST HEAR THINGS GROW in Iowa. Of all the Grade A land in the U.S., 25% is in Iowa. One of Chuck's projects is a test of 12 different fertilizer applications to check production.



CEDAR RAPIDS is our home address — worth remembering when you want to reach 338,480 families who listen each week to WMT's farm (and CBS) programming. Or see our reps, The Katz Agency.

AGENCY FORMED

As Lennen & Newell

IN a surprise move last week, Philip P. Lennen, co-founder of Lennen & Mitchell, and N. H. Newell, executive vice president of Geyer, Newell & Ganger, announced the formation of a new agency to be known as Lennen & Newell Inc., New York.

Mr. Newell resigned from GN&G effective June 2 and will become president of the new firm. Ray Vir Den, president of Lennen & Mitchell, had tendered his resignation some time ago and it has now become effective. Mr. Vir Den has had a number of offers and is expected to announce his plans in the near future. Mr. Lennen will become chairman of the new company's board of directors. He has been chairman of L&M since the death of Mr. Mitchell in 1932. In addition, he will devote his efforts toward the creative work of the agency.

Mr. Newell stated that the present Lennen & Mitchell personnel will serve as a nucleus for the new and larger agency, but that all department facilities and personnel will be augmented and increased to meet requirements of a large scale expansion program.

The move by Mr. Newell leaves only one of the three original partners of Geyer, Newell & Ganger, B. B. Geyer, chairman of the board and president. Mr. Geyer has not yet revealed what changes in GN&G's name or corporation will take place now that Mr. Newell has resigned. Robert M. Ganger had resigned last year to join P. Lorillard & Co. and is now president of that firm. The cigarette company is one of Lennen & Mitchell's largest clients. Mr. Ganger and Mr. Newell are long time friends.

Both Lennen & Mitchell and Geyer, Newell & Ganger have been practically equal in billing, with L&M's about \$19 million and GN&G with about \$20 million.

It was understood that Mr. Newell will probably bring along a few of the GN&G accounts. Among those might be Embassy cigarettes (made by P. Lorillard & Co.), and possibly Continental Oil Co. Other accounts the agency handles are Nash-Kelvinator Corp., Zippo Mfg. Co., and United Aircraft Corp.

Lennen & Mitchell, aside from P. Lorillard & Co. account, handles Tide Water Oil Co., Calvert Distillers, Carstairs, Colgate-Palmolive-Peet for Lustre Creme, and Schlitz Brewing Corp.

Ad Men Win Prizes

TWO advertising industry members among winners of the Dr. Christian script contest were Richard Cook, of Foster & Kleiser Outdoor Adv. Co., San Francisco, who shared a \$500 award with a co-author, and Norman J. Traynor, copy writer for Brooke, Smith, French & Dorrance, Detroit, who won a \$350 prize.



GORDON GRAY (l), president of Piedmont Publishing Co., licensee of WSJS Winston-Salem, N. C., receives a 15-year service button from Harold Essex, vice president and chairman of Piedmont's management board and WSJS general manager.

KGNC OBSERVES

30th Year on Air

KGNC Amarillo, Tex., is celebrating its 30th anniversary with the *Amarillo Daily News*, affiliated newspaper, carrying a history of the station's three decades.

Now operating with 10 kw on 710 kc, the station started as a homemade bread-board, outfit in the bicycle shop of J. Lawrence Martin, a ham hobbyist. With the call letters WDAG, the station was licensed May 16, 1922, as Amarillo's first outlet. A short time later another station, KGRS, was started. The two were merged as KGNC June 5, 1935, under ownership of Globe News Publishing Co., with O. L. (Ted) Taylor managing the operation.

In observing its anniversary, KGNC recalled the first concert broadcast May 19, 1922, three days after the license was granted. The *Amarillo Daily News* announced that "before the station had been broadcasting 10 minutes, four parties telephoned that they were receiving the numbers being sent."

Among its achievements, KGNC recalls a broadcast from a bombing plane in 1930, described by military officials as the most successful two-way experiment that had been conducted.

Tom Kritzer, KGNC general manager, assumed his post in 1950, succeeding Aubrey Jackson.

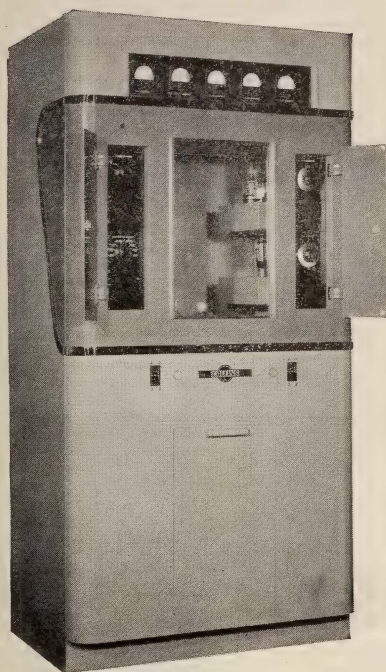
HOMER RAY SHIFTS

Joins Weldon & Carr

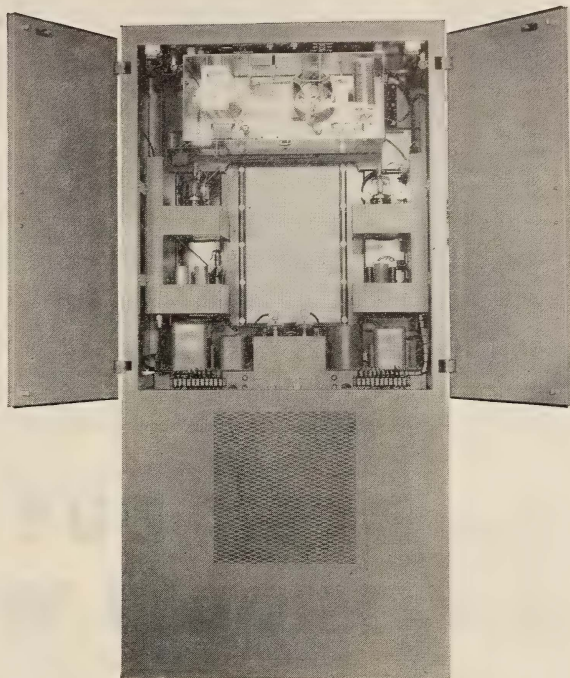
HOMER RAY, formerly a partner with George E. Gautney in the consulting engineering firm, Gautney & Ray, Washington, D. C., has joined the firm of Weldon & Carr, same city, it was announced last week.

Mr. Gautney, whose firm is located in the Warner Bldg., said that his organization will continue under the name, George E. Gautney, consulting engineer. Weldon & Carr is located at 1605 Connecticut Ave. N.W., Washington.

You'll have both...quality and economy



Note that all tubes are visible through the front window, and all controls and meters are located on the front. The sleek new 300J leaves nothing to be desired in convenience of operation.



Back view with doors open and rear plate removed from output network shield. Note easy accessibility of tubes, components, and terminals. The power supply is easy to reach by removing the lower plate containing the air intake screen.

THE Collins 300J 250 watt AM transmitter presents you with the latest and longest step in advanced design. The smart styling of its full size, two-tone grey cabinet reflects the up-to-the-minute engineering within.

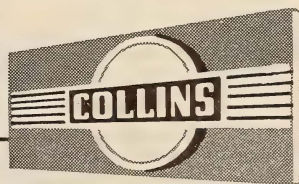
Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through use of the recently developed high gain, long lived 4-125A tetrodes. Employment of these efficient tubes also permits the use of low drain receiver-type tubes in the driver

stages. Only 16 tubes, of but 7 types, are employed in the entire transmitter!

Your chief engineer will be delighted with this new transmitter. Ease of operation and servicing has been brought to a new high, and Collins standards of excellence in components and workmanship insure reliability throughout a long life.

The 300J is now available in *limited quantities*. Write or wire your nearest Collins office today.

FOR BROADCAST QUALITY, IT'S . . .



COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11. W. 42nd St.
NEW YORK 18

2700 W. Olive Ave.
BURBANK

1930 Carpenter Blvd.
DALLAS 2

Dogwood Road, Fountain City
KNOXVILLE

SCAAA MEET

Merchandise Tie-Ins Help Radio Ads, Agencies Hear

BUSINESS firms frequently fail to get full value from advertising because they don't provide merchandising and promotion support to score an effective point-of-purchase reminder to customers already pre-sold through radio.

Leon W. Forsyth, merchandising manager of KNX-Columbia Pacific Network, Hollywood, made this point to agency executives and their clients at the Southern California Advertising Agencies Assn. meeting last Monday at a panel discussion on "How Best to Merchandise Radio Advertised Products."

Other panel members included Larry Buskett, KLAC Hollywood sales manager; Tom Frandsen, KMPC Hollywood sales manager, and Arnold Benum, Riverside manager, KITO San Bernardino.

Many advertisers neglect "sales insurance" to back up advertising, Mr. Forsyth said. He said this

merchandising and promotion support generally costs less than 2 1/2% of the advertiser's radio budget.

He also charged advertisers with not fully acquainting their sales forces with advertising support offered, citing Leslie Salt Co. as an example of successful radio merchandising. Since taking over Saturday sponsorship of *Meet the Missus* varieties on 18 CBS Pacific and Mountain stations in September 1951, the firm has backed its on-the-air selling force with dealers meetings, sales kits, letters to dealers and salesmen from program m.c. Harry Koplan, point of sale material including 20 by 13-inch display pieces, cross plugs in other

advertising media and premium tie-ins.

He said Leslie Salt gains high sponsor identification with the radio audience through "Miss Leslie," program hostess and also the voice on the program's singing commercials. Studio displays and product samples are also used.

Pay-off is a report from the sponsor that sales are "up very substantially" over the previous year, Mr. Forsyth said.

Mr. Buskett took his cue from KLAC Big Five program format, playing transcriptions from the station's five name disc m.c.s to illustrate tie-ins of merchandising material and radio commercials.

Showing a facsimile of KLAC's *Platter Pulse* panel displayed at Wallichs Music City, he said two of the ten top tunes of the day as revealed by store sales are introduced daily by each m.c. during individual programs. KLAC benefits by the score board merchandising and Music City enhances effective-

ness of its commercial time, he said.

Thrifty Drug Stores merchandises its \$75,000 KLAC budget with disc m.c. photos in store windows throughout Southern California and each week the firm names a "special" after one of the Big Five disc m.c.s. All the m.c.s plug the "special" during that week, he said.

Mr. Frandsen urged advertisers to let sales forces in on advertising plans.

He reminded agency executives and clients that the lowest priced, most persuasive advertising medium is radio, but that in the last analysis the point of sales tells the success or failure of any campaign.

Mr. Benum said KITO: (1) informs all local dealers by letter or personal calls of an upcoming campaign; (2) urges dealers to stock and display merchandise and tie-in at point of purchase; (3) prepares signs for display at point of sale, at studio street level, on trucks and at other available points; (4) uses promotion spot announcements and newspaper ads to plug both program and product.

Your BASIC BUY in the MIDDLE WEST

WGN reaches 260,100 more homes per week in the daytime—302,750 more homes in the nighttime than the second station.*

Your advertising dollar buys more on WGN—more coverage, more homes reached.

REMEMBER...radio sells more to more people for less—and in the Middle West your basic buy is WGN.

*1949 BMB

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

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



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

WRIGLEY BUYS

36 CBS Radio Segments

WILLIAM WRIGLEY Jr. Co., Chicago has purchased a large block of CBS Radio Network summer shows for the third consecutive year. This year's schedule of 36 half-hours involving six different shows begins June 3 and continues through Aug. 25. Estimated cost is \$300,000, and business was placed through the Arthur Meyerhoff agency, also Chicago.

Plans last week called for only Spearmint gum to be advertised. Shows involved in the package sale are: *The Line-Up* (June 3, 10, 17, 24; July 1, 15, 29; Aug. 5); *Meet Millie* with Audrey Totter (July 6, 13, 20, 27; Aug. 3, 10); *Romance* (July 14, 28, Aug. 4, 11, 18, 25); *Yours Truly, Johnny Dollar* with Edmond O'Brien (July 2, 16, 30, Aug. 6, 13, 20); *Mr. Cham-leon* (July 3, 17, 31, Aug. 7, 14, 21); *Broadway's My Beat* (July 5, 12, 19, 26).

upcoming

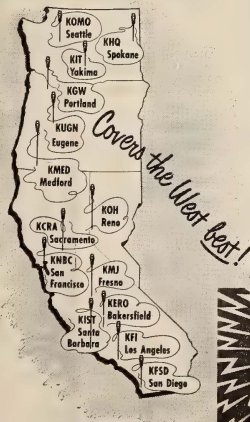


May 26-27: BMI television clinic, Hollywood, Calif.
May 27-29: National Sales Executives Inc., 17th annual convention, Hotel Fairmont, San Francisco.
June 2: BAB Sales Clinic, Portland, Me.
June 4: BAB Sales Clinic, Boston.
June 5: BAB Sales Clinic, Providence.
June 6: BAB Sales Clinic, Hartford.
June 6: NARTB TV Code Review Board, NARTB hdqrs., Washington.
June 8-11: Adv. Federation of America 48th Annual Convention and Exhibit, Waldorf-Astoria Hotel, New York.
June 9-10: NARTB TV Board, The Homestead, Hot Springs, Va.

BROADCASTING • Telecasting



Top coverage . . . to cook up Western sales for you!



Yes, it's a recipe for top coverage that's always successful:

INGREDIENTS

Combination of NBC stations in the Far West
Outstanding NBC programs over these stations

Mix these two potent ingredients, and you get the No. 1 audience—top coverage of your prospects—whatever you're selling!

83.5% of all radio homes in Washington, Oregon and California listen regularly to NBC Pacific Coast Network.

No other network delivers such sales impact!

Radio homes in this fast-growing, fast-buying area have increased 53% in the past decade. More people now listen to radio in the Far West than ever before.

Choice network time is available on NBC Pacific Coast Network, the No. 1 network in the Far West. Consult your nearest NBC Sales Office for details.



**WESTERN NETWORK
NATIONAL BROADCASTING COMPANY**

A Division of Radio Corporation of America

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

COMPARATIVE NETWORK SHOWSHEET

	SUNDAY			MONDAY			TUESDAY			WEDNESDAY
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS
6:00 PM	Co-op. George Sokolsky	Pearson Pharm My Friend Irma (192)	Bobby Benson	Texas Rangers Joel McCrea (MM)	Not in Service Mon-Tri 6-7 p.m.	Metro. Life Ins. Allan Jackson (15)	Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (15)
6:15	Monday Headlines S	"	"	"	"	"	"	Bill Stern's Sports Review (MM)	"	"
6:30	Here Comes the Band S	C-P-P Dental & Shave Creams Our Mix & Break (194)	Nick Carter (6:35-7)	The Chase S	No Service	"	"	No Network Service	"	No Service
6:45	"	"	State Farm G. Brown (6:35-7)	"	"	"	"	Sun Oil Co. 3-Star Extra (18)	"	"
7:00	Musical Etchings S	TBA	Affairs of Peter Salem	Best Plays S	Co-op Headline Edition	P&G Ivory Lowell Thomas (18)	Co-op Fulton Lewis Jr. (349)	Co-op Headline Edition	"	"
7:15	"	"	"	"	Co-op Elmer Davis	P&G Tidy Jack Smith Show (141) R	No Network Service	Co-op Elmer Davis	"	"
7:30	The Great Adventure S	Resall Ames' Andy (192)	Howard Cable & His Concert Band	"	General Mills Leno Ranger (153)	Campbell Soup Club 15 (153)	Gabriel Heatter	General Mills Leno Ranger (153)	"	"
7:45	"	"	"	"	(See footnote)	Am. Oil-Hamm. Ed. R. Morrow (188)	"	Am. Oil-Hamm. Ed. R. Morrow (188)	"	"
8:00	Stop the Music S	TBA	Great Day Show	RCA, Meredith Willson, Music Room (189)	General Motors Henry Taylor (159)	Chas. Antell & National Health Aids	Newsstand Theatre S	American Chicle Popee Are Funny (183)	"	"
8:15	"	"	"	"	World Wide Flashes S	Woman of the Year	"	The Black Museum	"	"
8:30	Stop the Music +P	Philip Morris Play on Bay (183)	Enchanted Hour	U. S. Steel Theatre Guild in the Air (177)	The Big Hand S	Lover-Lipson Godfrey Talent Scouts (167) R	Firestone Voice of Firestone (142)	C-P-P Shamrock & Shave Cream Mr. & Mrs. North (187) R	Barrie Craig Confidential Investigator	The Top Guy +P
8:45	Lorillard Stop the Music (187)	"	"	"	"	"	"	"	"	"
9:00	Carter Prods. Drew Pearson (175)	Screen Guild Theatre	Opera Concert	"	Paul Whiteman Teen Club S	Lever-Lux Lux Radio Theatre (189)	Bell Telephone Telephone Hour (176) R	Wm Wrigley Life with Luigi (188)	Liggett & Myers Chatterfield Bos Hope (176)	Co-op Mr. President (off 8-11)
9:15	Electric Cos. Meet Corliss Archer (267)	"	"	"	"	"	"	"	"	"
9:30	"	Meet Millie	Sterling John J. Anthony Hour	The 564 Question S	"	"	"	"	"	"
9:45	The Three Suns S	"	"	"	"	"	"	"	"	"
10:00	Burton Disne Corp., Paul Harvey (115)	(10-10-05) Bob Trout	This Is Free Europe	Meet the Press	Gulf Oil John Daily News (179)	R. J. Reynolds Bob Hawk Show (179)	TBA	Gulf Oil John Daily News (179)	"	"
10:15	Gloria Parker Show S	(10-05-30) The People Act S	"	"	Dream Harbor S	"	"	"	"	"
10:30	William Tusher Show S	Longines-Wittnauer Chatterbox (159)	Little Symphonies	American Forum of the Air	Time For Defense S	Robert Q. Wavericks	Dance Orchestra	Robert Q's Wavericks (10-35-11)	"	"
10:45	Vocalionland U.S.A. S	"	"	"	"	"	"	"	"	"
11:00	News S	News	News	News from NBC	Three Dons	News	News from NBC	News	News from NBC	Three Dons
11:15 PM	Thoughts In Passing S	Thinking Out Loud (11-15-25)	Music	Glenn Uley	Sports Report S	Dance Orchestra	U.N. Highlights	Sports Report S	Dance Orchestra	Dance Orchestra

DAY

	SUNDAY			MONDAY - FRIDAY			SATURDAY			WEDNESDAY
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS
9:00 AM	Millen Gross Opera/Phum S	Trinity Choir	Elder Michael Happiness Hour	General Foods Breakfast Club (246)	Co-op News	Rebt. Harleigh	No Network Service	Co-op News	1:30 PM	National Vespers S
9:15	"	News S	"	Swift & Co. Breakfast Club (250) R	No Service	"	"	"	1:45	"
9:30	Prophecy, Inc. Voice of Prophecy (95)	E. Power Biggs	Christian Rel. Church Back to God	Cornell of Books	"	Chas. Antell & National Health Aids	"	Chas. Antell & National Health Aids	2:00	Marines In Review S
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)	Philips Corp. Breakfast Club (246)	"	"	Ferry-Marze Garden Gals (193) R	2:15	"
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Palpat S	Sterling Drug My True Story (212)	Toni Bagelman Arthur Godfrey (186) R	Co-op Cecil Brown (93)	St. Louis Melodics	2:30	Sammy Kaye's Sunday Serenade
10:15	"	"	"	"	"	Godfrey R	"	Amer. Pratham Gales Drake (193)	2:45	"
10:30	Negro College Choirs S	"	Voice of Prophecy (227)	Dr. Peale Art of Living S	General Mills Whispering Streets (224)	Lever Bros. Arthur Godfrey (185) R	Co-op Take a Number	Quiz Kids	3:00	This Week Around the World S
10:45	"	"	"	News Highlights S	News Highlights S	Philips Corp. Arthur Godfrey (193) R	"	Helen Hall	3:15	"
11:00	Five Arts Quartet S	Salt Lake City Tabernacle	William. F. H. Smith	Starline Starch Time (55) Spl.	Lever Bros. Lone Journey (257)	National Bureau Arthur Godfrey (193) R	Sterling Drug Ladies Fair 11-11-25	C-P-P Strike It Rich (171)	3:30	R. Billy Graham Hour of Decision (229)
11:15	"	"	"	American Pratham Corp. Health Quiz	When a Girl Marries S	Liggett & Myers Arthur Godfrey (190)	"	"	3:45	"
11:30	The Christian In Action S	Invitation to Learning S	Northwestern U. Review S	U.N. Is My Best S	Bristol-Myers (MWF) (252)	Contest. Baking Queen for a Day	Lorillard-Kraft Queen for a Day	Eddie Fisher Show S	4:00	Osval Best, Co. Old-Fashioned Revival Rev. (242)
11:45	"	"	"	TBA	(TuTh) (257) Break the Bank	P&G Ivory Snow Rosemary (141)	"	"	4:15	"
12:00 N	News S	People's Platform	College Choirs	Viewpoint USA	Prudential The Jack Berch Show (256)	General Foods Wendy Warrens Time	Miles Labs Curt Massy Time	No Network Service	4:30	"
12:15 PM	Brunch Time S	"	"	Chan's Fiesta	"	Lever Bros. Aunt Jeany (144)	Johnson & Son News (12-11-12-25)	The Kate Smith Show (MM)	4:45	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S	Not in Service	Whitehall Helen Trent (176)	Headline News	American Farmer S	5:00	San Francisco Sketch Book S
12:45	"	Bill Costello News	Dawn Bible Frank & Ernest	"	"	Whitehall Our Girl Sunday (170)	Faith In Our Time	No Network Service	5:15	"
1:00	Churches of Christ Herald of Truth (108)	String Serenades	Vanderzant & The News	Critic at Large	Co-op Paul Harvey	P&G Ivory, Spic & Span, Big Sister (150)	Co-op Cedric Foster	Now Hour S	5:30	Goodyear Greatest Story (230)
1:15	"	"	American Pratham Corp. Health Quiz	Mike 95	Co-op Ted Malone	P&G Oxyd Ma Perkins (157)	Bob Poole Show	"	5:45 PM	"

TIME



BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

"Our Country's Strength is Created..."



REESE H. TAYLOR

President, Union Oil Company of California

"Our country's strength is created by the responsibility and solidarity of individual citizens in a self-chosen government and economy. It can—and must—be perpetuated against all who seek to undermine it. The men and women who invest regularly in United States Defense Bonds are contributing to our national integrity and to the traditions of personal independence so characteristic of a free people."

Every pay day, 6,500,000 employed men and women . . . "are contributing to our national integrity and to the tradition of personal independence . . ." by the systematic purchase of United States Defense Bonds.

How important is this contribution to national economy and personal security? Let's look at a few figures.

- the cumulative purchases of 6,500,000 Payroll Savers add up to \$130,000,000 per month.
- the number of individual E Bonds sold in 1951 totaled 68,069,000 pieces—8% more than in 1950.
- purchases of \$25 and \$50 E Bonds—the denominations popular with Payroll Savers—were greater than the sales of \$500 and \$1,000 E Bonds.

- monthly redemptions of unmatured E Bonds during each of 9 months (April to December, 1951) were less than 1% of the amounts outstanding.

- the cash value of Series E Bonds held by individuals on December 31, 1951, amounted to \$34,727,000,000—\$4.8 billions more than the cash value of Series E's outstanding in August, 1945.

That Americans have built personal security and a reservoir of purchasing power exceeding \$34.7 billions is due in no small measure to the patriotism and foresight of men like Mr. Taylor and other leaders of industry who have made the Payroll Savings Plan available to their employees.

For help with your Payroll Savings Plan, phone, wire or write to Savings Bond Division, U.S. Treasury Department, Suite 700, Washington Building, Washington, D. C.

The U.S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

BROADCASTING
The Newsweek of Radio and Television
TELECASTING



NLRB ACTIONS

Cover Five Stations

FIVE stations figured last week in actions taken by the National Labor Relations Board involving a final decision, a recommended order based on intermediate findings and oral argument.

The stations are KWKH Shreveport, La. (International Broadcasting Corp.), KHMO Hannibal, Mo. (Courier Post Publishing Co.), WGH Newport News, Va. (Hampshire Roads Broadcasting Corp.), WNOR (Norfolk Broadcasting Corp.) and WTAR (Norfolk Radio Corp.), both Norfolk, Va.

Preliminary report of a trial examiner charging KWKH with certain unfair labor practices was affirmed and made final decision of the board last Tuesday. Similar findings were leveled against KHMO in an intermediate report. The three Virginia stations were involved in a hearing Thursday on a question relating to composition of bargaining units.

In the Shreveport case, KWKH had contended the union, International Brotherhood of Electrical Workers (AFL), did not have a majority representation among its five announcers and two control room operators. IBEW claimed such a majority.

The station then requested an NLRB hearing, held in Washington, D. C., April 8. KWKH claimed it was deprived of due process of law on two counts: (1) It did not have adequate opportunity to file an answer attacking definitiveness of the complaint, and (2) it was handicapped in preparing defense by NLRB denial of a request for 10- or 15-day continuation of case.

Concedes Doubt Possible

While the board affirmed the examiner's findings that the station discharged two announcers, Paul Crawford and Vendex Marshall, without just cause, and ordered KWKH to bargain with IBEW, it acknowledged there was room for speculation that the employer had doubted the union's majority in good faith.

The board said it took the action, "even though a majority [Chairman Paul M. Herzog, and members Abe Murdock and Ivar Peterson] does not find that the respondent's refusal to recognize the union . . . violated . . . the act . . ." The board added: "It was [his] duty to refrain from disturbing the status quo by coercive conduct pending the resolution of the representation question . . ."

In charging the union lost its majority through the employer's action, the board cited a ruling by the Court of Appeals for the Fifth Circuit on a non-broadcast case.

In the KHMO case, Examiner Stephen Bean charged that the station discriminatorily discharged an announcer, Robert Hewitt, "thereby discouraging membership" in Local 1272 of IBEW (AFL). He recommended the em-

ployee be reinstated. Mr. Bean absolved KHMO of other alleged unfair labor practices cited in the union's complaint.

Oral arguments were requested by American Federation of Radio Artists (AFR) to contest composition of units designated by NLRB at WGH and WNOR. Board had ordered elections at WNOR among announcers, announcer-engineers and continuity employees, and at WGH among announcing and programming personnel [B•T, April 14]. No action had been taken previously in the WTAR case on the same issue.

AFRA seeks a unit limited to announcers and announcer-engineers—those who actually appear before the microphone—and would exclude continuity, traffic, production, sales and promotion personnel where each are involved at the particular station.

In directing elections, the board in two of the three cases based its unit designations on the "small size of the (stations) . . . and integrated nature of . . . broadcasting operations."

McFARLAND BILL

Debate Schedule Indefinite

DATE for House debate on the McFarland bill (S 658) still is a question mark. House leadership has been aiming at Tuesday or Wednesday of this week as the days when they would consider calling up the bill [B•T, May 12].

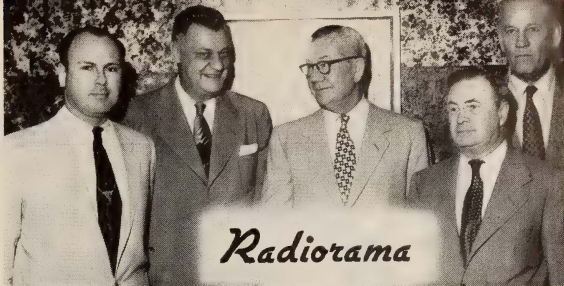
However, there have been no assurances just when the bill will reach the floor. Some sources predict the week of June 11 because of the Memorial Day holidays interrupting House business.

The McFarland bill would touch up the Communications Act which has been operative since 1934. It would streamline a good many of FCC's functions. The House version contains some controversial sections in comparison to the Senate-passed bill.

The McFarland measure also faces possible amendments from the House floor, one of these on political broadcasts (see separate story), another on charging fees for AM-TV station licenses. Latter proposal hinges on action by Rep. Alvin E. O'Konski (R-Wis.). It is also expected that there may be some questioning on the floor regarding the House Interstate and Foreign Commerce Committee's added section on anti-newspaper discrimination.

Herman Kasser

HERMAN KASSER, 72, manager of the Seaboard Adv. Co., Philadelphia, died May 17. He was a member of the Panonia Beneficial Assn. and Brith Achim Beneficial Assn. Surviving are his wife, two sons and two daughters.



Radiatorama

ATTENDING luncheon in Downtown Club of Dallas, Tex., are (l to r) Amon Carter Jr., pres., Fort Worth Star-Telegram (WBAP); Henry G. Little, exec. v. p., Campbell-Ewald Co., honored guest; E. M. Dealey, pres., Dallas Morning News (WFAA), luncheon host; John W. Runyon, pres., KRDL Dallas, and Bert N. Honea, v. p., gen. mgr., Star-Telegram.



PRELIMINARY-testing KBIG Avalon, Calif., signals are (l to r) James Vandavear, John I. Edwards and Jack O'Mara, of John I. Edwards & Assoc.; Robert J. McAndrews, KBIG com. mgr.; John H. Poole, sta. owner, and Don Pontius, San Francisco mgr., Robert Meeker Assoc.

KRSC Seattle and food accounts are awarded first place by Advertising & Sales Club of Seattle at banquet where Bill Simpson (2d l), KRSC sls. mgr., receives certificate from Trevor Evans (3d l), banquet chairman. Harold Ridalls (l), KRSC mgr., and Elroy McCaw (r), KRSC pres., received honorable mention for public service.



AT WFBR Baltimore broadcast of Muntz-TV new showroom and office-warehouse opening are (l to r) Hal W. Brown, Muntz-TV v. p.; Don Adams, WFBR nat. sls. mgr.; Bob St. Clair, Muntz-TV Baltimore mgr., and John E. Surrick, WFBR v. p.-gen. mgr.

LESLIE H. PEARD (l), mgr., WBAL Baltimore, and Arnold Wilkes, WBAL dir. of pub. affairs and education, admire plaque presented by NBC acknowledging WBAL's 25-year NBC affiliation.

SETTLING details for KNX Los Angeles buy of I Was a Communist in the FBI, a Frederic W. Ziv Co. production, are Dana Andrews (seated), program star, and (standing, l to r) Tommy Greenhow, Ziv producer, and CBS Radio Pacific executives, Leon Forsyth, merchandising mgr.; Sherill Taylor, sls. prom. mgr., and Edwin W. Buckalew, asst. gen. mgr. for sls.





From where I sit by Joe Marsh

How Nervy Can a "Tenant" Get?

"Harry the Hermit" dropped in to see Judge Cunningham the other day and immediately started complaining about that dilapidated house he lives in over near Greenwood Lake.

"Who's my landlord?" Harry wanted to know. "Whoever you pay rent to," says the Judge. "Don't pay any rent," says Harry. "Moved into that house about twelve years ago and nobody ever came to collect."

"Well," says the Judge, looking mystified, "what do you have to complain about?" "Plenty," replies Harry. "The rain's been pouring in my living room and if someone doesn't fix that roof, I'm moving out!"

Now Harry was only having a little joke, but from where I sit I've seen people act just about as nervy as this sometimes—seriously. Like those who enjoy all the rights Americans have worked for, and yet would take away some of those freedoms from others—for example, our right to enjoy a friendly glass of beer occasionally. I say these "leaks of intolerance" have no place in the "home of liberty."

Joe Marsh

Copyright, 1952, United States Brewers Foundation

Advertisement

IBEW CONTRACTS

Set at 12 L. A. Outlets

NEW contracts negotiated by IBEW Local 45 give engineers and technicians of 12 Los Angeles area independent AM and FM stations weekly wage increases varying from 5 to 9%, effective May 1.

Besides KRKD KLAC KFVD KGFJ KFWB KFAC KFMV (FM) Lcs Angeles, stations include KGER KFOX Long Beach and KWKW KALI KXLA Pasadena.

Along with other improved working conditions, a 20% mileage increase for engineers on outside assignments also was negotiated. Stations further agreed to encourage use of Local 45's "hiring pool" in employing new technicians.

Affecting advertising agencies and included for first time is a new clause written into contracts which specifies that all remote pickups not made by station employees will be controlled by the union similar to AFM's "casual" setup for musicians.

IBEW last week filed an NLRB petition of certification as collective bargaining representative for six engineers and technicians of KGIL San Fernando, currently represented by NABET (CIO).

LIQUOR ADS

Rank Fourth, WSWA Hears

LIQUOR is now the fourth most heavily advertised product in the nation with distillers spending \$100 million a year in advertising, Dan Goldstein, director of advertising and merchandising for Schenley Distributors Inc., told the ninth annual convention of the Wine and Spirits Wholesalers of America last Monday in Los Angeles.

Mr. Goldstein said pre-selling of name brands by distillers through national and local advertising is vital to profitable retail operation in "today's high cost of doing business." David Bunim, vice president of Schenley Industries Inc., told delegates Tuesday that the beverage field faces return to a "buyers' market" of "confiscatory liquor taxes."

KBS 'BONANZA'

'Small Towns Are Rich Vein'

KEYSTONE Broadcasting System, network of 504 small-town stations, last week claimed there is a "bonanza" awaiting advertisers in communities outside major market areas.

KBS pointed out that the 1948 Census of Business reports that more than a third of the nation's business is transacted outside major metropolitan areas.

As for TV's effect on KBS listening, officials explained that 411 KBS stations are in counties "wholly outside the claimed coverage of TV stations. In fact," officials added, "the swiftest and steepest rise in KBS billings coincided with the emergence of television as a major medium."

WLS 'No Worry' Tour

ALMOST 300 Midwesterners have made reservations—with \$50 deposits—for the WLS Chicago "no-worry" tour to Alaska in August. Response was tabulated within two weeks after six announcements on the station's popular *Dinnerbell Time*. Originally scheduled as a one-trip promotion for 200 persons, it has been expanded with addition of another all-expense tour, with costs of \$500 to \$600.

NARBA ACTION

Urged by Sen. Case

SENATE has been urged to take up consideration of the North American Regional Broadcast Agreement that pends before the Senate Foreign Relations Committee.

The call came from Sen. Francis Case (R-S. D.) on the Senate floor May 15 when FCC Vice Chairman Rosel H. Hyde was confirmed for another term on the Commission [B•T, May 19]. Sen. Case was acting minority leader.

Noting Comr. Hyde's activity toward negotiating NARBA, Sen. Case asked Senate Majority Leader Ernest W. McFarland (D-Ariz.) whether confirmation of Comr. Hyde would have any effect on the agreement. Sen. McFarland said the agreement now was the responsibility of the Senate and not connected with confirmation.

Sen. Case called attention to "the importance of having some action on the agreement. . . I believe a proper tribute to his [Comr. Hyde's] work would be to bring up for consideration by the Senate the agreement Mr. Hyde worked so hard to negotiate."

NBC HONORS KDYL

Upon Station's 30th Year

KDYL Salt Lake City was saluted in a half-hour NBC program, *Salt Lake City—1920*, upon the station's 30th anniversary and its completion of 20 years as an affiliate of NBC. KDYL operates on 1320 kc with 5 kw power.

After the network salute, the station followed with *A Cavalcade of Progress*, recapturing the sounds and excitement of the past 30 years through recordings of memorable events in KDYL's broadcasting history.

Francis H. Marling

FUNERAL services were held May 21 in Glencoe, a Chicago suburb, for Francis H. Marling, 59, advertising manager of the Pure Oil Co. Mr. Marling, who worked at Pure Oil more than 20 years, died May 18 in his Glencoe home. He was a graduate of Princeton U. Surviving are his wife, Nancy, and four daughters.



How to write a million orders!

Remember when they introduced "the pen that could write under water?"

It was more than just a stunt. For when the ball-point pen first appeared in the stores, its acceptance was so sudden—the demand for the new pens so tremendous — that its manufacturer faced a serious problem.

He had to deliver more than a million pens—to every part of the country—in a matter of days!

What did he do? He turned to the world's fastest shipping method. He delivered his pens via Air Express!

Air Express helped create a million-dollar business almost overnight!

For expanding markets, creating good will, there's no substitute for the speed of Air Express. You can profit from its regular use, because:

IT'S FASTEST — Air Express gets *top priority* of all commercial shipping services—gives the fastest, most complete door-to-door pickup and delivery service in all cities and principal towns at *no extra cost*.

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

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

Call your local agent of Air Express Division, Railway Express Agency.



AIR EXPRESS
GETS THERE FIRST

for Delta, the similar voice making it appear the airline was sponsoring the program.

From the late Henry Ford, whom Mr. Cobb met as a cub reporter, he borrowed this philosophy: "Learn as much as you can about everything you can; it will all be useful some day." A sign on Mr. Cobb's desk indicates another outlook upon life: "Why make it difficult . . . with a little more effort you can make it impossible."

When James Heys Cobb Jr. joined Delta as director of publicity in 1941, the pieces of a seeming patchwork of interests began to interlock.

Young Jimmy Cobb began his career taking art lessons, but soon turned to writing as editor of his school papers. His first business venture came at ten in a direct mail

program to automobile owners whose cars needed repainting. His job was to copy down license numbers of cars needing paint jobs, for which he got a dollar for each repeat customer.

Gaining proficiency in photography, he joined the staff of a Savannah, Ga., newspaper as combination reporter-photographer upon graduation in 1933 from the U. of Georgia. He stayed three years, did a stint with the AP in Miami and returned to Savannah to become executive secretary to the mayor, who had requested Delta to seek a route to the city.

The application was approved and when Delta made its pre-augural flight through Savannah, Mr. Cobb went along to represent the mayor, who disliked flying. Here he met C. E. Woolman, presi-

dent and general manager of Delta, and other Delta officials who were so impressed with Mr. Cobb's work in securing newspaper and radio publicity concerning the flight that they invited him to take charge of a new Delta department—publicity.

A short interval as an ensign in Navy intelligence prevented immediate acceptance of the Delta offer, but when Mr. Cobb received a physical discharge from the Navy, he joined the air line in August, 1941, as director of publicity and later of advertising.

His largest campaign was the introduction of Delta's DC-6 fleet in 1948, calling for a gigantic promotional and advertising campaign lasting several weeks. All types of media were used, including a special publicity flight from the West Coast for newspaper and radio men, and complimentary flights over each DC-6 city for local businessmen, radio and press people.

Mr. Cobb's main interest outside Delta is his old ranch-style year-around home on Niskey Lake, 20 minutes driving time from Delta's headquarters at the Municipal Airport in Atlanta. After living on the seacoast the whole Cobb family is "web-footed" anyway, he says, and here gets a chance to swim and fish. Here, also, Mr. Cobb can follow his other hobbies of carpentry and design.

Married to the former Neota Barber of Savannah, Mr. Cobb is father of James H. III, 11, and William Allen, 6. He is a member of Delta Tau Delta social fraternity, Sigma Delta Chi journalism fraternity and the Public Relations Society of America.

NBC SHIFTS

Staff Changes Announced

HAROLD W. SHEPARD, heretofore supervisor of sales promotion for NBC radio, has been appointed manager of sales development, advertising and promotion for NBC spot sales, in a series of network personnel shifts announced last week.

H. Norman Neubert, spot sales promotion manager since July, will resume his former duties as merchandising manager of network owned stations.

William A. J. Lauten, trade news editor for the press department, has been promoted to serve as radio manager.

Mr. Shepard joined NBC in March 1950 as a radio sales promotion writer and was named supervisor of network radio sales promotion in June 1951.

Mr. Neubert entered the network as merchandising manager of owned and operated stations also in March 1950 after having been associated with R. H. Macy & Co. public relations manager and divisional advertising manager.

Mr. Lauten will report directly to Frank Young, department director, in his new assignment. He joined NBC in January 1949. Ernest Otto, staff writer, will serve as an assistant to Mr. Lauten as well as to Allen H. Kalmus, TV manager.

SECURITY RULE

Set for Senate Inquiry

ORGANIZATION of a Senate investigation into President Truman's controversial security order was begun last week [B•T, May 19].

Sen. Blair Moody (D-Mich.), who introduced the resolution authorizing the inquiry, was named chairman of an investigating subcommittee appointed a fortnight ago. Sens. John L. McClellan (D-Ark.) and Richard M. Nixon (R-Calif.) were named last week to fill out the subcommittee which also includes Sens. A. S. Mike Monroney (D-Okla.) and Andrew F. Schoepel (R-Kan.).

An advisory council of five to seven Washington newsmen, of radio-TV, the press or periodicals, also will be appointed to assist the subcommittee in its inquiry.

MATERIALS

Four Metals De-Controlled

FURTHER easing of controls on scarce materials, most of them used in radio-TV equipment production and construction, was indicated by the government last week.

The National Production Authority freed four metals—bismuth, cadmium, lead and antimony—from controls and eased restrictions on a fifth, zinc. Increased supplies of cobalt, nickel, copper and aluminum also were in prospect.

Letter from a man who believes in what he sells

Roger W. Clipp, General Manager, WFIL tells why, how and where he advertises

It's always nice to hear from someone who believes in what he sells—and backs it up with the long green. The letter we received recently from Roger W. Clipp, General Manager of WFIL, Philadelphia, is a sample of what we mean.

He believes in advertising, radio and his station, WFIL.

So he advertises to sell advertising and radio and WFIL.

The letter below, with but 204 words gives you his views on why, how and where a Radio station should be promoted to those who buy advertising. Here is what he says:

"We are most enthusiastic about the reception accorded our trade advertising series in Printers' Ink.

"When we began our current schedule of double spread advertisements almost a year ago, we were anxious to produce a campaign utilizing real selling facts about our market, about radio and about WFIL. We have a profound belief in the role of radio as advertising's most economical mass circulation medium and specifically in WFIL's effective coverage of the nation's third market. That belief translated into black and white is our trade campaign.

"Naturally, we want our story to reach those who are in a position to take action in buying advertising time—not only

those advertisers with a going interest in radio, but, beyond them, other advertisers and their agencies who someday will be interested in selling by radio in WFIL-adelphia. Printers' Ink gives us that coverage.

"Through Printers' Ink we're reaching not only today's advertisers but tomorrow's time buyers as well. We know that WFIL will sell, but we realize that first we have to sell WFIL. We believe that a good sound sales story on the station and its market will accomplish that objective.

"Printers' Ink is getting our message across where we want it understood."

Suggestion: If you've got messages for advertisers and agencies, consistent advertising in Printers' Ink is a good way to deliver them. Our mass circulation of 23,309 paid subscribers gives you maximum coverage of the advertising, management, sales and agencies executives who buy a large part of today's radio time.

When may we give you more details?

ROBERT E. KENYON, JR.
Advertising Director



Bob Kenyon

KOB ANSWERS

Petition on 770 kc Status

"SUMMARY return" of KOB Albuquerque, N. M., from its present 770 kc assignment (special service authorization) to 1030 kc, as proposed in an FCC petition filed by ABC [B•T, May 19], was opposed last week by the Albuquerque station. ABC had contended FCC should not approve transfer of KOB-AM-TV from T. M. Pepperday to Time Inc. and former FCC Chairman Wayne Coy without clearing up KOB's status on 770 kc.

KOB's reply to ABC, filed by Ralph L. Walker, of Pierson & Ball, contended the appropriate relief is for FCC to deny the ABC petition, act on the transfer application, and then proceed to a decision on the channel and frequency matter.

It was contended by KOB that summary transfer to its 1130 kc assignment could not be legally taken by FCC without consent of WBZ Boston, occupying the unduplicated channel.

Eisenhower Coverage

MBS has completed plans for three-day coverage of Gen. Eisenhower's return to his home in Abilene, Kan. [B•T, May 12]. Highlight of the Abilene ceremonies, to be broadcast June 3-5, will be the general's speech June 4.

Printers' Ink • 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

CEMENT INDUSTRY FINDS NEW USE FOR COAL BY-PRODUCT.

New uses for coal by-products seem endless. Recently, engineers discovered that when coal flyash is added to Portland cement the concrete's strength is greatly increased. Coal serves the cement industry in another way, too—as the basic fuel used to generate the intense heat that fuses limestone and clay into cement. And for this purpose the cement industry now uses more than 8 million tons of coal a year. The industry has expanded to the extent that its coal consumption is almost double what it was prior to World War II.

ENGINEER PREDICTS COAL PRODUCTION RATE WILL INCREASE FIVEFOLD.

In a speech recently made at Massachusetts Institute of Technology, a prominent engineering executive painted this possible picture of the coal industry of the future: Coal will be mined by ingenious machines and transported by pipeline to plants where it will be continuously processed into tars and coal char. Production rates will be five times higher than those common today to meet the increased demands of coal's regular customers as well as the tremendous requirements of the synthetic fuels industry. One striking thing about this prediction is that almost every facility the engineer described is either already being actually used by the coal industry or is operating experimentally.

BIG GAIN IS MADE IN EFFICIENCY OF COAL UTILIZATION.

Year by year, American industry has been putting coal to work more efficiently. The electric utilities, for example, have increased their efficiency of coal utilization more than six times since the beginning of the century. Last year the utilities burned about 102 million tons of bituminous coal to do a job that would have required 630 million tons at the 1899 level of efficiency. Even in the span of a single year, 1950 to 1951, utilization efficiency increased 4.2%, saving the utilities more than four million tons of coal.

PULP AND PAPER MILLS NOW USE LOTS OF COAL.

A recent engineering survey shows that the pulp and paper industry—which has had phenomenal growth, especially in the South—is becoming a major consumer of coal. Upwards of 15 million tons of coal is utilized annually. This is a remarkable tonnage in view of the fact that pulp and paper mills are big users of their own by-product fuels: black liquor and bark. Of the fuels purchased by this industry, the survey revealed, coal accounts for about 56%; oil and natural gas, 22% each.

BITUMINOUS COAL INSTITUTE

A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

Now!

You get RESULTS beyond the expected

FOR LOCAL
AND REGIONAL
SPONSORSHIP
ON FILM . . .

Proudly Presented and Produced by

ZIV-TV

*the greatest name
television program*

OTHER GREAT ZIV SHOWS

- BOSTON BLACKIE • YOUR TV THEATRE
- THE CISCO KID • STORY THEATRE
- YESTERDAY'S NEWSREEL
- EASY ACES
- SPORTS ALBUM • FEATURES
- WESTERNS • CARTOONS



when you telecast...

The half-hour dramas with the shock SOCK endings!

"THE Unexpected"

THE SELLINGEST TV PROGRAM OF THE YEAR!

Now selling for TV's top sponsors like:

- RHEINGOLD BEER.....WNBT, New York
- SEALY MATTRESS CO.....WEWS, Cleveland
- WIEDEMANN BEER.....WKRC, Cincinnati
- STRIETMANN BISCUIT CO.....WTAR, Norfolk

AND MANY MORE!



Virginia Grey



Louis Jean Heydt



Rochelle Hudson



Craig Stevens



Marjorie Reynolds



Jeanne Cagney

Every story a success story for sponsors!

Top Hollywood actors, brilliant original scripts by Peabody Award winners, Lawrence and Lee... exciting background music and flawless production... all combine to create entertainment at its highest pitch... entertainment that is ready to write a success story for you!

Let us show you remarkably high ratings in market after market!

EVERY WEEK: A NEW STORY WITH A BRILLIANT NEW CAST!

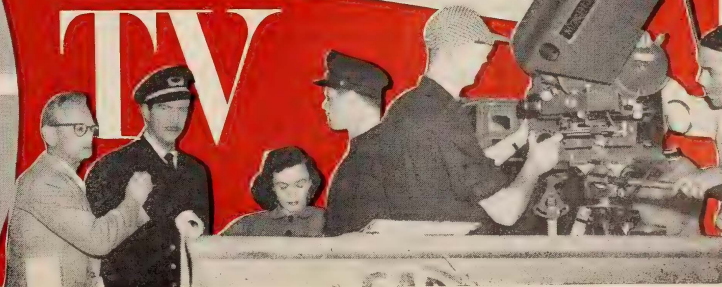
ZTV

ZIV TELEVISION PROGRAMS, INC.

1329 MADISON ROAD
CINCINNATI 6, OHIO

NEW YORK

HOLLYWOOD





TV Cum Laude

EVEN Comr. Hennock and the day-dreaming educators whose cause she has been advancing to who-knows-what eventual political advantage ought to realize by now that no more than a handful of the 242 TV channels reserved for educators will be occupied by them.

Operation of full-scale television stations simply costs too much for schools.

We suggest, however, that there is a way for education to make good use of TV. Being practical, this proposal may not appeal immediately to day-dreamers, but it could get a lot of schools into television, whereas the FCC's absurd plan can't.

If a school wants to use TV for teaching students, it can do it better by a closed circuit system on the campus than by the infinitely more expensive method of broadcasting. Closed circuit systems might well be within the means of many educational institutions. Nearly all campuses now have their "gaspipe" radio stations.

Well, how about programming to the off-campus TV audience? There's an answer to that too. Although we would be silly to represent this as a wholesale commitment, we venture that most commercial telecasters would agree to running a line or a micro-wave relay into the studios of schools that had closed circuit TV. They also would agree to broadcast a reasonable amount of educational programming originating at schools, providing, of course, the programming was good. Already there have been several arrangements between schools and commercial broadcasters and both sides seem happy with them.

We think this plan makes sense. It would cost everybody less money and result in getting more education into TV than ever will be possible under the FCC's system. It also would enable the FCC to take those 242 channels off ice.

McCarran at Bat

HOWEVER mischievous his purpose, Sen. Pat McCarran may have performed a useful service for radio, television and the U. S. public in introducing a resolution to exclude broadcasting from Senate hearings.

First, the introduction of such unremittably restrictive legislation may stir broadcasters from the denorable anarchy with which they have received Speaker Rayburn's ban against radio and TV in the House. The petition of the NARTB filed at midweek suggests that in this case, unlike that in the House, broadcasters may take a strong position. Surely the prospect of being legislated out of the Senate ought to arouse any news medium.

Second, Sen. McCarran's action may have opened the way for a hearing at which a thorough discussion of radio's and television's places in the news gathering family could be had. The more discussion of this subject the better. If a hearing is held and all sides given adequate time, we cannot help but feel much confusion would be cleared up.

It's not surprising that Sen. Estes Kefauver, whose televised crime committee hearings first brought him into the national picture, has come out strongly against the proposed ban.

In our view, the confusion exists principally because those opposed to broadcasting refuse to recognize that the thing worrying them is

not broadcasting at all but rather the frank, unedited exposure of congressional committee conduct. It would be well to get this straight, and there would seem to be no better way than through a hearing on the McCarran Resolution.

With his usual logic, Edward R. Murrow summed up the situation on the "freedom front" last Monday over CBS. He cited (1) President Truman's executive order of last September which makes every government department and agency its own censor; (2) Speaker Rayburn's ban; (3) the voice vote, with only 31 House members present, which authorized an inquiry into radio and TV programming (Gathings Resolution), and, finally (4) the McCarran Resolution.

"In combination," said Mr. Murrow, "they represent both a threat to censorship and a denial of the right of television and of radio to employ the tools of their trade—the mike and camera—to disseminate information."

It should be evident that these actions are not mere coincidences. They constitute a trend. It isn't enough for a scattering of professional newsmen in broadcasting to protest. This calls for the vigorous participation of management. To do otherwise would be gross negligence.

These thrusts must be resisted. We see in the Gathings Resolution sinister implications that could further restrict freedom of expression and thought. The McCarran Resolution embodies a menace which must be counter-attacked by management. Else it will be a confession that management does not believe radio and TV really are news media.

Football Bossism

THE collegiate football industry, hell-bent to prevent the taxpayers from having what they want, has just won another "victory." It has snuffed out the Atlantic Refining Co.'s sponsorship of football broadcasts of a score of eastern colleges, terminating 16 years of pleasant and profitable association in radio.

It was a force play. NCAA has served notice that it will repeat the 1951 monopoly-blackout tactics this year.

Since it isn't an eleemosynary institution, Atlantic Refining had no alternative. It is turning from Saturday radio to Sunday television; from college to professional games. Thus blocked from telecasting college games, Atlantic did the obvious and dropped college football altogether because it no longer is able "to back up its radio coverage with television coverage, gaining audience in the new medium to balance audience losses in radio."

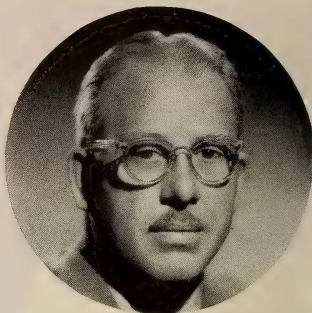
NCAA already is under Dept. of Justice scrutiny because of last year's blackouts. It has more than cursory knowledge of the government's conspiracy suit against the National Professional Football League for a much milder form of "monopoly."

And to compound its arrogance, NCAA has loosed an unscientific and notably inaccurate survey which obviously distorts the effect of its TV-blackout on football gate receipts.

This latest "victory" was preceded last year by another coup, wherein some of the leading colleges lost Atlantic Refining sponsorship because of NCAA's effort to sweep back the electronic tide. These colleges had benefited by receiving substantial fees for broadcast rights, with which to build new stadia and libraries. They profited by stimulation of interest in their teams.

Atlantic was the bellwether in breaking through the resistance of some of the old-line colleges on broadcasts of sporting events. It was the first, also, to back college football telecasts, with ten years in the video field.

Inevitably, we think, there will come the retribution. NCAA would be well advised to study up on anti-trust litigation.



KENNETH KENNARD HACKATHORN

"I DIDN'T know a kilowatt from a doughnut," says Kenneth Hackathorn, general manager, WHK Cleveland, in recalling his first days in radio.

Fortunately for Mr. Hackathorn, his initial job in radio required salesmanship experience, not technical knowledge, and he was a veteran salesman.

Mr. Hackathorn had come up through the ranks in the classified ad department of the *Cleveland Plain Dealer*, owner of WHK and the old WCLE Cleveland.

In January 1938, the newspaper asked Mr. Hackathorn to accept the position of sales manager for both stations. He adapted himself quickly and the stations grew. In July 1944, he was named vice president and general manager of WHK.

This meant much to Mr. Hackathorn, not only because it crowned a successful business career but also because Cleveland is his native city.

Mr. Hackathorn was born in that Ohio city June 7, 1900. He was christened Kenneth Kennard Hackathorn, a name that was to become synonymous with Cleveland radio.

His early schooling was in Lakewood, Ohio. While in high school there, he was building an athletic career until a knee injury forced him from scholastic competition. He earned a B. A. degree at Cornell U., class of 1923.

Although he had learned the theory of business administration at Cornell, Mr. Hackathorn's business experience dated back to boyhood.

At age 10, he worked with a farmer selling produce door-to-door from a horse and wagon. During school vacations, he sailed on the Great Lakes, and served in a checkerboard of other miscellaneous jobs.

After college, his first step up the ladder was in the auditing department of the White Sewing Machine Co. Soon thereafter, with a partner, he opened up a store handling White Sewing Machines and other appliances.

In 1925, Mr. Hackathorn joined the classified ad department of the *Plain Dealer*. As his know-how gained momentum, he was promoted successively to assistant classified manager in 1935, and classified manager in 1936. Then in 1938 he switched to radio.

With the aid of a good sales department and an efficient secretary, Mr. Hackathorn managed to survive his first few months in the seemingly confusing radio world. After that,

(Continued on page 67)



In Houston . . . the South's First Market!

27 YEARS . . . CONSISTENTLY FIRST IN THE

Golden Gulf Coast Area . . . KPRC Has The

SELLING POWER YOU WANT! Buy KPRC For

RESULTS THAT COUNT!



A-4-51

950 KILOCYCLES • 5000 WATTS

NBC and TQN on the Gulf Coast

JACK HARRIS, General Manager

Represented Nationally by

EDWARD PETRY & CO.



First or Second in

38

Quarter Hours
Between 6 a.m. and 7 p.m.*

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-grown"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a far margin!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952
Pulse Report

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

MILITARY FUNDS Radio-TV Activity May Be Curtailed

RADIO-TV activity in the Pentagon faces a drastic curtailment if Congress sustains threatened cuts in funds for the military's public information operations.

Defense Dept. authorities are concerned over action already taken by the House and now under study by a Senate Appropriations subcommittee headed by Chairman Joseph C. O'Mahoney (D-Wyo.).

If the upper chamber sustains the House recommendations, the department's Office of Public Information faces a 75% slash in funds and personnel, with adverse effects certain to be reflected in the production of its informational or "prestige" radio-TV network programs.

Pentagon authorities are prepared to request permission of Sen. O'Mahoney to testify against the cut in expenditures—from \$1,250,000 sought in the budget to the \$312,000 which would be allowed by the House.

Military personnel procurement officials face the same problem in recruiting before the subcommittee, in respect to fiscal '52 and '53 monies. Congressional criticism has been leveled at paid advertising campaigns and public information specialists.

Symbolic of these economy moves was the revelation last week that the Air Force is dropping its *Air Force Hour* on MBS after four consecutive years of broadcasts. While AF authorities claim the show is going off for the summer and may be resumed this fall, they concede that reduction in OPI personnel was a major factor. The program bowed out May 11.

On the Defense Dept. OPI front, Charles Dillon, chief of the Radio-TV Branch, told BROADCASTING • TELECASTING that the 75% slash, if authorized by Congress, "would have the effect of cutting OPI operations to virtually nothing." He said every effort would be made, however, to retain the programs because of their informational value in the current cold war. Military authorities and networks are desirous of keeping the broadcasts.

ANTUNER DISPUTE

Settled Out of Court

DISPUTE between Thomas S. Lee Enterprises, owner of WOR-AM-TV New York, and Antuner Co., Stamford, Conn., and its agency, Cavanaugh-Shore & Co., New York, was settled out of court fortnight ago.

Lee Enterprises had filed suit in Superior Court of New York to collect \$8,638.02 allegedly due from the agency and Antuner for time charges and money allegedly refunded by stations to Antuner customers [B•T, April 28]. Cavanaugh-Shore also was sued for \$4,105.90 allegedly due for commercial announcements. Mid-week comparison of agency-station records and payments indicated the total debt was \$6,084.21, payment of which closed the issue.

★ too, as public service features, he added.

Mr. Dillon's branch did lose one program last week, though for another reason—the suspension of the Liberty network. There is a possibility that excerpts of *Defense Report*, a 15-minute documentary, may be incorporated into the *Armed Forces Review* on MBS.

These and other Defense Dept. OPI shows—*Time for Defense* on ABC and *Pentagon-Washington* on DuMont TV Network—could face serious personnel and production difficulties in the event funds are depleted on Capitol Hill.

This predicament at the Defense Dept. level has been taking shape since early this year when it was revealed that the Pentagon shows were being reappraised in terms of their dollars-and-cents value [B•T, Feb. 11]. Since then, congressional attacks on the number of OPI specialists have mounted.

The Air Force has hinted that curtailment was possible in its radio-TV programs last March, though this feeling stemmed directly from a directive of Air Force Secretary Thomas Finletter. It called for a 65% cut in person-

nel by May 1 [B•T, March 31].

Another Air Force program, *Serenade in Blue*, could be affected over the long run, although the service reportedly has a sufficient backlog of transcribed broadcasts to span the summer months.

The recruiting dilemma is reflected in pending fiscal '53 funds, sharply pared by the House, for radio, TV and other media advertising and fiscal '52 expenditures (\$2.1 million) still frozen by Congressional mandate. Total of \$1,050,000 for advertising is under legislative scrutiny for the coming year [B•T, May 19, April 14].

TRUMAN STAFF

Fritchey To Be Named

APPOINTMENT of Clayton B. Fritchey, public information director for the Dept. of Defense, as special assistant to President Truman was expected to be announced momentarily, according to published reports last week.

Mr. Fritchey was to announce his resignation from the Defense Dept. information post which he has held since November 1950. He is expected to serve in a special information or news capacity on the White House staff.

Report of the appointment tied into earlier speculation that Mr. Fritchey, a former newspaperman, would be named to the Democratic National Committee as public relations consultant [CLOSED CIRCUIT, April 14].

ARE YOU A STICKLER FOR COVERAGE?

Smart local advertisers know that WINS, with tremendous power day and night, reaches *lots* of listeners. They know it offers lowest cost per thousand listeners most every period of the day.*

"Spots," shows on WINS have a reputation for *selling*—extra pulling power. Ask any of our local advertisers—among them:

- The Bank for Savings
- Barney's
- Ben Tucker Furs
- Crawford Clothes
- Friendly Frost Stores
- La Basso Bakery
- Loew's Theatres
- National Shoes
- New York Telephone Co.
- Pioneer Food Stores
- Sterling Tobacco
- Torino Foods

You can sell *more* for *less* money in the Metropolitan New York market if you'll buy... 1010 WINS... it *sells*!

1010 WINS

50,000 watts
Day and Night . . . New York

*Pulse (February, 1952)

CROSBY BROADCASTING CORPORATION

Our Respects to

(Continued from page 64)

he stood very solidly on his own.

WHK at that time did not have a merchandising department. Within a year, he had an aggressive merchandise department operating, and had instituted other sound business methods.

Looking ahead, Mr. Hackathorn comments, "The future of the station is best expressed by a recent opening of new and larger office and studio facilities which, I believe, expresses the utmost faith in the future of radio.

"Obviously," he adds, "our new location took into consideration the possibility and hope of securing a television license. WHK has withstood the first onslaughts of television and our local business is showing good improvement over 1950 and 1951."

Since entering the radio field, Mr. Hackathorn has consistently felt that radio offered the strongest means of mass appeal and could be used by anyone as an advertising medium to move merchandise and sell services.

He looks upon the senior broadcast medium as "a greater force in building the community, the home and the nation. Radio has become an integral part of our national economy and has helped to mold a way of life that can only be found in a country such as ours.

"WHK, like other stations throughout the country, will continue to play a leading part in the educational, cultural and economic life of every community."

A glance at Mr. Hackathorn's outside activities will convince anyone that he is doing his active best to make the station more a part of the community.

Mr. Hackathorn is active in the Cleveland Chamber of Commerce program committee and the Cleveland Advertising Club. He is director and secretary of the Hermit Club, past president of the Cleveland Executives' Club, a member of the Heights Rotary Club of Greater Cleveland, director of the Junior Achievement and is past president of the Cornell Club of Cleveland.

His staunchest supporter and confidante is the former Bernice Helen Albough, whom he married Nov. 22, 1924.

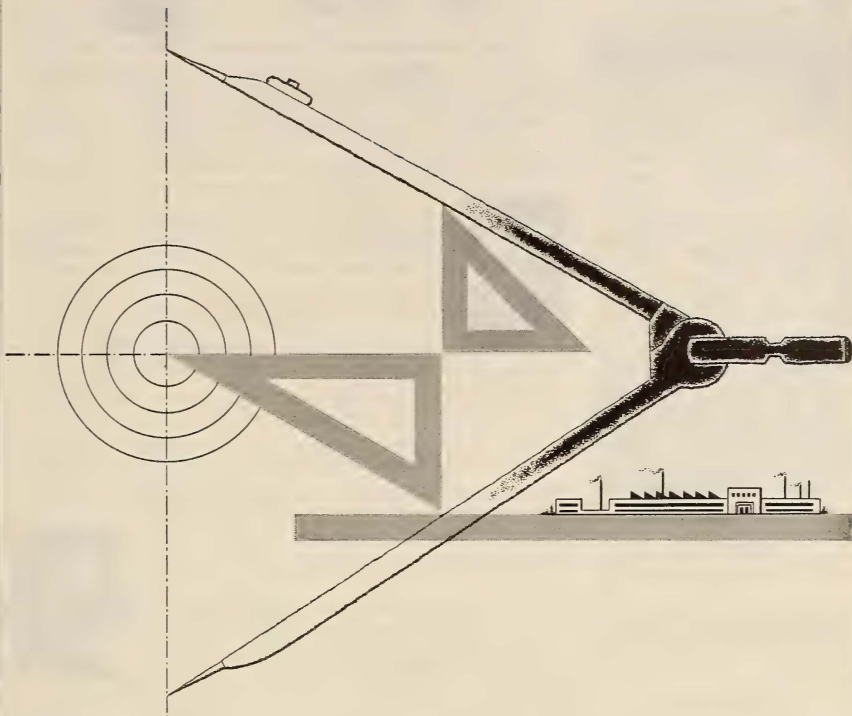
When a few leisure hours appear unexpectedly in his crowded day, Mr. Hackathorn finds relaxation in golf and in playing cards.

His future plans look toward solidifying WHK's position as one of the top stations in the north-eastern Ohio market. He hopes that he eventually will be instrumental in building a TV station to a leading position in the same market.

AFA Old Timers

ADVERTISING Federation of America will hold a dinner for men and women who have been in advertising 25 years or more during its 48th annual convention at New York's Waldorf-Astoria, June 8-11.

BROADCASTING • Telecasting



GOOD COMMUNITY RELATIONS

start when a new plant is still
in the blueprint stage. *Radio can help!*

Never before has American industry expanded at such a pace! And every time a new plant arises, new problems in community relations arise with it.

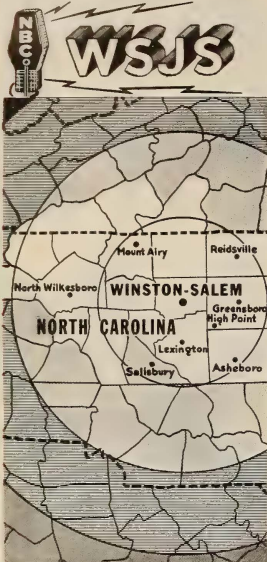
To solve these problems, many growing companies use radio... effectively, economically and regularly. Radio programs prepare a community for the arrival of a new industrial neighbor. Radio programs *explain* a new plant's policies and purposes. Radio programs *attract* employees... both from areas close to the plant and from outlying territories that other media simply don't reach.

If you're locating a new plant, don't overlook

the help that radio offers. And if you're building in any one of these six industrial centers... Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, or Portland, Oregon... get in touch with the Westinghouse station that serves your area. There you'll find wide experience in using radio to help industry make friends with its neighbors.



WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for
WBZ-TV: for WBZ-TV, NBC Spot Sales



Only **ONE** Station
DOMINATES

This Rich
Growing
15-County
Market

with

RETAIL SALES
of

\$580,950,000*

* Sales Management, 1952 Survey of Buying Power.

WSJS
The Journal-Sentinel Station
AM 7M
WINSTON-SALEM
NBC Affiliate

front office



RUSSELL E. OFFHAUS, former assistant manager, WMYR New Orleans, to WMFS Chattanooga, as general manager.

V. MONTERO-DIAZ elected executive vice president of WORA Mayaguez, WPRP Ponce and *El Dia*, Ponce daily newspaper.

SAMUEL N. NEMER, sales manager, WLOL Minneapolis-St. Paul, to WDGY there in same capacity.



Mr. Nemer

WALTER STOUSE, engineering staff, WMFJ Daytona Beach, Fla., appointed assistant station manager.

JUANITA HALL, formerly of Radio Reps., Chicago, to John E. Pearson Co., station representative firm, same city, as member of sales staff.

JAMES BURGESS, former national sales representative, Columbus (Ohio) *Citizen*, appointed sales executive for WLWC (TV) Columbus.

BERT DEMERS, sales manager, KRKL Kirkland, Wash., to KOMO Seattle, as account executive.

ALAN B. JOHNSTONE, sales manager, KGO San Francisco, to KCBS that city, in same capacity.

EDWIN METCALFE, account executive, KTTV (TV) Hollywood, to KECA-TV Los Angeles, as sales service manager.



Mr. Burgess

ROBERT E. KNOLL, manager of Lancaster, Pa., branch of Onita Specialty Co., to sales staff of WLAN that city.

WINSTON L. CLARK rejoins WORZ Orlando, Fla., as sales manager.



Mr. Clark

WALTER TOLLESON and BARNEY HANSEN to newly opened San Francisco office of KEAR San Mateo, Calif., as account executives.

WILLIAM L. WEIL appointed general manager of WTHH Port Huron, Mich., assisted by ALICE M. ANDERSON. GAYLORD FORBES named station's sales manager.

HENRY I. CHRISTAL Co., N. Y., appointed national representative by WTMJ Milwaukee.

DAVID A. HARRIS, Ruthrauff & Ryan, N. Y., to sales staff of George W. Clark Inc., radio station representative, same city.

Personals . . .

JAMES D. SHOUSE, chairman of the board, Crosley Broadcasting Corp., will deliver commencement address June 2 at Wilmington (Ohio) College. . . . KLAUS LANDSBERG, vice president, Paramount Television Productions Inc. and general manager, KTLA (TV) Hollywood, nominated for entry in November edition of *Who's Who in Los Angeles County*. . . . BILL WHITLEY, director of public affairs, CBS Pacific Network, recuperating in Hollywood Presbyterian Hospital from injuries sustained in automobile accident. . . . GENE HILL, vice president-general manager, WORZ Orlando, Fla., father of boy, Eugene, May 14. WILLIAM MURRELL Jr., station's secretary-treasurer, father of boy, May 16. MRS. HILL is daughter of MR. and MRS. WILLIAM MURRELL, executive vice president and president of the station, respectively.

WILLIAM H. SYLK, president, WPEN Philadelphia, was honored with dinner May 24 for 15 years of leadership in community and Zionist movement. . . . RUSSELL BAER, manager of CHEX Peterborough, Ont., elected president of Peterborough Sales and Advertising Club.

EUGENE BANNVART

Adman Dies in New York

EUGENE J. K. BANNVART, 57, vice president of Cecil & Presbrey Inc., New York, died May 18 in New York Hospital after a brief illness.

Mr. Bannvart entered advertising as advertising manager of McCormick & Co., Baltimore. Following a term as manager of Cecil & Presbrey's Baltimore office, Mr. Bannvart went to Russia. He returned to this country in 1936 and was made a vice president of Blackett, Sample & Hummert Adv. in Chicago. He became a vice president of the Biow Co. in New York in 1943. Rejoining Cecil & Presbrey in 1949, he was appointed vice president. He leaves his wife, Mrs. Helen K. Bannvart.

Astin Named for NBS

DR. ALLEN V. ASTIN, widely known in electronics, was nominated Tuesday by President Truman to be director of the National Bureau of Standards. He has been acting director since resignation last October of Dr. E. U. Condon, who became research director for Corning Glass Corp. Dr. Astin joined the bureau in 1932. He worked in radio telemetering and was a key figure in development of the proximity radar fuse which detonates a missile at a desired distance from an object.



Angling for New Markets?

If you're fishing for new markets, past result stories point to KFJR as a likely spot. The station with the nation's largest area coverage, KFJR doesn't depend on "fish stories"—offers the national advertiser hard-hitting facts which bear out KFJR's coverage and selling claims in this rich, rural market.

KFJR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

GUILD WRITES Network News Sponsors

LETTERS were being mailed to some 70 sponsors of NBC, CBS and ABC radio newscasts by the Radio Writers Guild to explain the reasons for its strike, pending against the three networks to establish commercial fees for staff newswriters, Ira Marion, Eastern regional vice president, said last week.

Similar messages were sent the previous week to sponsors of national presidential convention coverage this summer, he added. The strike is approved by RWG membership as well as the council of its parent, Authors League of America.

Baseball on KEX-FM

BROADCASTS of Pacific Coast League Portland Beavers baseball games have been inaugurated by KEX-FM Portland, Westinghouse station, as service to FM listeners. Station also has granted rebroadcast rights to some 10 AM Northwest outlets comprising a baseball network on sponsored basis. KEX-FM coverage is sustaining. KEX-FM is duplicating KEX from 3 p.m. to game time, at 8:30 p.m. PDT.

RACING INQUIRY

TWO stations—WLAP Lexington, Ky., and KLAC-TV Los Angeles—last week asked the FCC to reconsider its Feb. 25 action designating them for hearing because of programs carrying information on horse races [B•T, March 8].

The Commission set 16 station licenses for hearing in February to bring the entire question of racing news to a head. Its action followed study of questionnaires in which stations described the extent to which they carry racing news. The FCC took the position that some track programs giving odds, scratches, track conditions, prices paid, etc., tend to promote gambling.

WLAP told the FCC it had discontinued a program called *Sports Parlay* in 1950 after more than a decade. The program was a 1-5 p.m. Saturday feature during the summer racing months. Last March 12 it discontinued *Sports Review*, a daily 15-minute broadcast at 5:30 p.m.

The station pointed out it has never broadcast horse racing information during substantial segments of afternoon broadcast time "on a regular basis, so as to cause program imbalance inconsistent with operation in the public interest and has never broadcast information pertaining to horse racing, or any

WLAP, KLAC-TV Petition FCC

other sporting event, in a manner making it particularly susceptible of use as an aid to illegal gambling."

Program content of *Sports Parlay*, it was added, contained information of all sports, interspersed with popular music and "purposely deleted some information regarding races broadcast on *Sports Parlay* which might conceivably have been helpful to bookmaking operations."

WLAP said it desires to continue broadcasting the daily feature race during the Keeneland Race Course meetings, ten days each in spring and fall. The track is non-profit and owned by those interested in breeding, training and racing, it was stated, and conducted on highest ethical standards. It also would broadcast news coverage of important races such as the Kentucky Derby.

Petition asking removal from the hearing docket and grant of license renewal, filed by Paul A. O'Bryan, of Dow, Lohnes & Albertson, Washington, said sponsors were of a normal type.

KLAC-TV told the FCC it had discontinued all regular daily telecasts of horse racing information last Feb. 28. During the entire time it carried racing information on a regular basis, the station states, it telecast only the mutuels paid and the results of the races, not including entries, scratches, probable jockeys, winning jockeys, jockey changes, weights, weather, time, pre-race odds and similar details.

KLAC-TV's Present Schedule

When the FCC set KLAC-TV for hearing, according to the station, it was telecasting results only three times each weekday, generally a half-hour to two hours after the races were run. It is not currently telecasting racing data "except for incidental references in news and sports news programs to feature races such as the Kentucky Derby."

The racing information was carried during a general variety program covering several hours. KLAC-TV told the FCC, with normal and usually acceptable sponsors. Public interest in the sport is high in Southern California, with attendance surpassing all other spectator sports combined, according to KLAC-TV, which adds that it has built up a large sports following. Racing information did not exceed nine to 25 minutes on weekdays, Monday through Friday.

KLAC-TV pointed to the WANN Annapolis, Md., and WJZ-TV New York renewals as precedents for its petition to be removed from the hearing docket. John P. Hearne, Hollywood attorney, filed the petition, with Krieger & Jorgensen also listed as counsel.

another big extra value for K-NUZ advertisers!



K-NUZ plugged your product to 107,000 people at the Houston Annual Home Show, March 30-April 6!

Currently advertised products on Houston's leading independent station—featured in an impressive booth display with glittering signs, helium filled balloons and a revolving display of K-NUZ's top disc jockey personalities—attracted the attention of Home Show visitors... thousands of regular K-NUZ listeners.

K-NUZ was Houston's only radio station giving its advertisers this big plus value!



MAKE YOUR ADVERTISING DOLLARS MULTIPLY INTO SALES DOLLARS—BUY K-NUZ FOR MERCHANDISING PLUS VALUES!

Call FORJOE, National Representative or DAVE MORRIS, General Manager at
Keystone 2581
TWX-HO 414

ONE ANNOUNCEMENT --

TWO OUT-OF-TOWN CUSTOMERS

\$2,450 in Sales

BETTENDORF
AND
DAVENPORT
IN IOWA

ROCK ISLAND
MOLINE
AND EAST MOLINE
IN ILLINOIS



Davenport's Burkeholder Custom Kitchens has had schedule of advertising on WOC for 2½ years. Store owner J. K. Burkeholder knows this schedule builds sales volume. Has many specific instances proving this fact.

For example, in January '52, a Clinton, Iowa, man driving near Davenport on his way to Burlington, heard a Burkeholder announcement. Stopped in Davenport store; told them to get in touch with his wife about remodeling their kitchen.

Within week, Burkeholder had a \$1,350 order from this Clinton family. But more, Clinton man's brother contacted Burkeholder; purchased a \$1,100 custom-built steel kitchen. Result of one WOC announcement—\$2,450 in sales. Said the Clinton man: "Credit WOC with this sale, for until I heard the announcement, I didn't know about the Burkeholder firm."

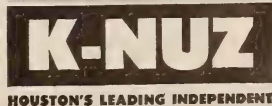
Proof that when you want sales volume in the Quint-Cities—nation's 71st retail market—you want WOC. Contact us direct, or your nearest F & P man.

Free & Peters, Inc.
Exclusive National Representatives

Davenport, Iowa

Basic NBC Affiliate
5000 W. — 1420 KC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager





RADIO and TV Naval Reserve public relations officers on one-day cruise aboard training carrier, USS Cabot, during sixth volunteer public relations seminar by Navy Office of Information, in Pensacola-Key West area April 13-26, represented stations in four states and Hawaii. They are (l to r): Lt. Cmdr. John E. Reilly, WMEX Boston;

Lt. Cole J. Keyes, WGN-TV Chicago; Lt. William J. Willis Jr. and Lt. Cmdr. Walter R. Bishop, public relations manager, both WRVA Richmond; Lt. Cmdr. C. J. Woodhouse, commercial manager, WDNC Durham, N.C.; Lt. Cmdr. John Tansey, WRVA, and Lt. E. F. Donnell, general manager, KGMB Honolulu.

VOA BUDGET FIGHT To Resume This Week

RESTORATION of fund cuts in the Voice of America and other U. S. international information activities to the full budget request of \$133 million will be sought by the State Dept. on Capitol Hill this week.

While no date had been set, it was understood that a Senate Appropriations subcommittee probably would hold hearings on the 1953 budget sometime this week. Chairman is Sen. Pat McCarran (D-Nev.).

Top officials of the International

Information Administration—presumably Dr. Wilson Compton, administrator—and the State Dept.'s International Broadcasting Service—Foy Kohler, IBS chief, and George Herrick, facilities director—are expected to testify on the need for restoring monies cut by the House earlier this spring.

The lower chamber specified no actual operating figure for short-wave broadcast operations, but levied substantial cuts in the information program which would bear heavily on VOA's budget. It pared the program from \$133 million to \$85 million.

At stake, as State Dept. officials

prepare to present their case, are expenditures for two overseas radio bases to be completed later this year and for two new transmitter-equipped ships.

The House knocked out \$36.7 million for the seven station projects. A sum of \$27 million voted by the House Appropriations Committee for radio broadcasting also would be cut substantially if the overall reduction is signed into law. VOA received \$19.8 million in regular appropriations during the fiscal year ending June 30.

KGU 30TH BIRTHDAY

Plans for TV Soon

KGU HONOLULU celebrated its 30th birthday with an announcement by Lorrin P. Thurston, president and general manager of the Advertiser Publishing Co., licensee of the station and publisher of *The Honolulu Advertiser*, that KGU expects to install Hawaii's first television station.

Mr. Thurston said the new TV station is expected to be on the air, "if all goes well," by February 1953 in a broadcast observing the station's birthday. *The Advertiser's* May 11 issue carried a panorama of KGU's 30 years of service during which such greats as President Roosevelt, Amelia Earhart and Guglielmo Marconi have spoken into its microphone.

WEAS PROTESTS

Newspaper Log Omissions

NEW FUEL was added to the Atlanta newspaper-radio dispute last week as WEAS Decatur, Ga., reported it has protested to FCC the failure of the Atlanta *Journal and Constitution* to carry the program logs of seven of ten radio stations serving the area, including WEAS.

The E. D. Rivers Jr. station charges the action of the newspapers, which prior to their merger under Atlanta Newspapers Inc. had carried free listings of all radio and TV stations there, "directly results from" Mr. Rivers' protest of Atlanta Newspapers' sale of WSB-TV Atlanta (Channel 8, WLTV(TV) to Broadcasting Inc. [BET, Aug. 27, 1951].

WEAS contends the papers now carry only the listings of WAGA (CBS), WGST (ABC), WSB (NBC), WSB-TV, WLTV (TV) and WAGA-TV, all Atlanta, while omitting the logs of WEAS and WGLS Decatur, WTJH East Point and WERD, WBGE, WQXI and WATL, all Atlanta. WEAS asserts further that the papers carry news items concerning programs on only the three radio stations whose program logs are carried.

WEAS, stating "hundreds of complaints" have been received from listeners respecting omission of the WEAS program log in the two papers, informed FCC it was unsuccessful on three occasions in efforts to have its log restored to listing. WEAS asks FCC to take "such action as is necessary to bring about a change in the policy of Atlanta Newspapers Inc."

Quered by BROADCASTING • TELECASTING, J. Leonard Reinsch, managing director of the Cox stations, and a director of Atlanta Newspapers, Inc., said:

"It is unfortunate at a time when the Commission is overworked, that there should be filed a letter containing information so careless in fact."

SWITCH to 45 rpm. system of recorded music effective June 4 has been announced at WNEW New York. Heavy spot campaign will precede conversion, according to station reports.

THE BARNES SURVEY

sells
THE DIFFICULT CLIENT

■ Now there is an answer for the client who asks "WHO listens?" One high priced merchandise client using the Barnes survey showed that his radio program was reaching 64% of all of his potential customers! Yet his over all rating was low.

■ YOU MAKE THE SURVEY YOURSELF. The local retailer has trust in you and in many cases has never heard of national survey organizations. We analyze your results and send you a certificate properly notarized.

■ The BARNES SURVEY kit includes complete instructions, sample letters for the mail portion of the survey, sample telephone conversations for the telephone portion, analysis sheets and recommendations for increasing audiences.

■ Recommended for discriminating clients and stations who want to improve their business.

■ Immediate shipment on receipt of check or money order. \$25.00 for cities under 125,000 population. \$37.50 for cities over 125,000 population.

WADE BARNES COMPANY

1917 Westheimer, Houston 6, Texas
Phone: KEystone 6681

WE HAVE THE CUSTOMERS

and we now have

HIL F. BEST

as National Representative

to tell you about it.

CALL YOUR NEAREST BEST OFFICE

WHTC

HOLLAND, MICHIGAN
The Tulip City

EQUAL TIME RULE

Non-Comm. FM Reminded

NON-COMMERCIAL, educational FM stations must treat political candidates in the same manner commercial broadcast stations are required to, according to an FCC report and order a fortnight ago. The order amended the FM rules to include a new section providing that if any non-commercial, educational FM station permits a legally qualified candidate to use its facility, it must provide the same and equivalent time to all other legally qualified candidates and may not censor their scripts.

Order was originally proposed in 1950 when it was discovered that this provision had been omitted from the FCC's non-commercial, educational FM rules. Later that year, Westinghouse Radio Stations Inc. petitioned the Commission to enlarge the provision to include supporters of candidates as well as candidates themselves. This followed a ruling by the U. S. District Court stating that Sec. 315 of the Communications Act (which deals with political broadcasts) also included supporters. This view was reversed by the U. S. Court of Appeals, which held that Sec. 315 applied to candidates only and not to supporters. Since the courts decided that supporters are not covered under Sec. 315, the Commission dismissed the Westinghouse petition.

'COURIER' SHAKEDOWN CRUISE

Ship Called a Valuable VOA Weapon

SHAKEDOWN cruise of the State Dept.'s floating transmitter has proved the "vagabond" *Courier* to be the "most versatile and one of the most effective weapons thus far developed to promote the "Campaign of Truth."

This is the conviction expressed in a preliminary report of an 18-day test in the Panama Canal Zone circulated in the State Dept. last week. The ship is now at Hoboken, N. J., preparatory to start of actual operation.

"The tests . . . establish beyond any question of doubt the practicality of the project. . . . They reveal that the *Courier* is a technically perfected broadcasting vehicle for bringing to the front door of any target area, the full strength of our message," the report states.

During the 18-day trial run, three transmitters were used to broadcast programs daily for six hours continuously. Prior to reaching the Canal Zone, the Coast Guard ship visited Venezuela, Colombia and Panama City. Later it stopped in Vera Cruz, Mexico.

To avoid interference with other stations, the ship operated its mediumwave transmitter at one-third of its 150 kw power, fanning out 800 miles from the zone, with

satisfactory results. Shortwave transmission with two 35 kw transmitters "was generally satisfactory throughout the entire target area," it was reported. VOA shared the 1510 kc frequency with WLAC Nashville during part of the tests.

While signals were aimed at Latin American countries, monitors reported signals in New York, London, Tangier, Munich, Spain, Scotland, Sweden and New Zealand.

Purpose of the Latin American trial was to combat Soviet propaganda and to win allies among the Caribbean audience. The State Dept. reported that it has received hundreds of letters from various countries reporting on satisfactory reception of transmissions.

"In addition to providing satisfactory coverage for its mission, the transmissions of the *Courier* have provided valuable radio propagation data not previously available," the report said.

Congress has withheld consent from funds to build other seagoing transmitters, pending results of the vessel's first venture on the high seas.

RADIO-TV SESSION

To Convene at Stanford

TENTH summer session of the Stanford Radio-TV Institute will begin June 19 in cooperation with KNBC and KPIX (TV) San Francisco, according to an announcement made by Prof. Stanley T. Doner, director of the institute. Staff members from the two stations will serve as instructors in addition to regular Stanford faculty members from the speech and drama department.

Instructors from KNBC include: Lloyd E. Yoder, general manager; George Greaves, assistant general manager and program director; John H. Thompson, manager of news and public affairs, and Walter Tolleson, assistant sales manager for NBC Western Div. KPIX staff personnel who will participate are Philip G. Lasky, vice president-general manager; Richard C. D. Bell, assistant to the president, and George Mathieson, production manager.

Courses will be offered in all phases of radio and television. A TV workshop is included in the curriculum. Program from the workshop will be telecast by KPIX.

Enrollment in the institute, scheduled to run eight weeks, is limited to 75 students. Anyone who has completed two years of college work or its equivalent may apply. Classes will meet alternately in the San Francisco studios of KPIX and KNBC and on the university campus.

HISTORY of development of radio and particularly growth of WORC Worcester, Mass., will be recorded in murals being painted by Ben Blake for station's new studios.

WSAZ

HUNTINGTON, W. VA.

SERVING 3 STATES

NOW
AVAILABLE

for the
First Time
in Two Years!

A
WOMAN'S
PARTICIPATION
SHOW—

THE WOMEN'S
930 CLUB
CALENDAR

1:30-1:45 P.M.
MONDAY-FRIDAY

57% Share
of Audience*
10.4 Hooper*

(*Hooper-Jan-Mar. '51)

CONTACT:

The Branham Co.

5000 WATTS DAY
1000 WATTS NIGHT
930 KC



RADIO STATION

WSAZ

WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE

570 KC

WSYR—AM-FM-TV—The Only Complete
Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

BROADCASTING • Telecasting

John T. Flynn

Five Quarter Hours
Weekly

NOW
TRANSCRIBED



... An audience-building, prestige program that will attract both LISTENERS and SPONSORS to your station, featuring one of the nation's leading authorities on economic subjects and world events.

... A vital commentary on the news by the author of many best-selling books with circulation reaching into the millions.

... Also, *Americans, Speak Up!*—another top-flight production which recently won its second FREEDOMS FOUNDATION award—is available one quarter hour weekly.

In production more than three years, and currently carried by more than three hundred stations across the nation, both programs are now offered exclusively in each market on a no-cost basis for sustaining programming—nominal talent fees when commercial.

GET THE BEAT ON YOUR COMPETITOR BY BEING THE FIRST IN YOUR CITY TO TAKE ADVANTAGE OF THIS OPPORTUNITY TO SCHEDULE THESE TIMELY PROGRAMS.

Stations now scheduling will be fully protected.

For full particulars, wire or telephone:
R. K. Scott, Sales Director
America's Future, Inc.
205 East 42nd Street,
New York 17, N. Y.
MUrray Hill 4-6023

air-casters



RICHARD SOMMERVILLE promoted to program director, WTHH Port Huron, Mich.

BILL WRIGHT joins WIP Philadelphia announcing staff.

ROBERT C. LIVINGSTON, executive producer, KHJ-TV Hollywood, to KNBH (TV) that city as director.

BOB DOLL, WCSI Columbus, Ind., appointed station promotion director.

PACE WOODS, director of audience promotion, ABC Hollywood, to KNBH (TV) that city promotion-advertising department. He succeeds **NORMAN HOPPS** who transfers to station's production department.

SAM GIFFORD, KRDO Colorado Springs, to WHAS Louisville, on production staff.



Mr. Gifford

RICHARD W. CLARK joins announcing staff, WFIL Philadelphia.

JACKSON WILLES, circulation department, Curtis Publishing Co., Phila., to advertising department,

WFIL that city.

BOB VAN CAMPS, WSB-AM-TV Atlanta, signed by Atlanta Pops Orchestra to narrate forthcoming summer concert series.

JOHN VICTOR NOWAK, free lance announcer, to WABY Albany, N. Y., as announcer-producer of weekly *Polish Bells Polka Party Show*.

LILLIAN KLAKE named woman's program director, WLBY Ladysmith, Wis., succeeding **AGNES FOSTER**, who has retired.

ANNE HOLLAND, assistant to the director of public affairs, WBAL-AM-TV Baltimore, named "Woman of the Year" by city's Women's Advertising Club.

STAN RICHARDS, WBET Brockton, Mass., to WORL Boston as disc jockey, replacing **BILL RYAN**, who now serves in NBC newsroom, New York.

PAUL SPEEGLE, San Francisco drama critic, appointed assistant program director for Radio Free Asia.

HOMER MARTZ, director of agriculture, KDKA Pittsburgh, elected to board of directors of city's District Dairy Council.

DOM MANESS, WMIT Charlotte program director, to WPTF Raleigh, as continuity supervisor.

WENDELL D. PALMER, continuity manager, WTMJ-AM-FM Milwaukee, elected vice president of city's alumni chapter of Alpha Delta Sigma, national advertising fraternity.

CLARK MANNING, announcer at KFQD Anchorage, Alaska, to WIBM Jackson, Mich.

LEW LOWRY to KGO San Francisco as disc jockey.

KAY STEWART, WIP Philadelphia program assistant, has resigned.

ART TACKER joins WCRB Waltham, Mass., as disc jockey.

CURLEY RAASCH, announcer, WOKW Sturgeon Bay, Wis., to WRGO Richland Center, Wis., as program director.

PETE MATTHEWS, staff announcer, WSAZ-AM-TV Huntington, W. Va., to WOWO Fort Wayne, Ind., in same capacity.

BERI MOORE, staff announcer and copy writer, WMOX Meridian, Miss., appointed program director at WABB Mobile, Ala.

MARION GANGE appointed production manager at WHIO-TV Dayton.

BY COLVIG, continuity acceptance editor, KECA Los Angeles, transfers to ABC there, as promotion department copy writer.

GEORGE WOOD appointed program director, KXLW St. Louis.

GEORGE LOGAN, disc jockey, WKRO Cairo, Ill., and **DWIGHT LOOK GORDON**, WINN Louisville disc jockey, to KXLW St. Louis in same capacities.

LOIS HASZILLO, Universal Recordsers Inc., joins Hollywood headquarters staff, KBIG Avalon, Calif.

PAUL WEST, director of Housewives' Protective League on KIRO Seattle, to KCBS San Francisco, in same capacity.

TOM McCANN, staff announcer, KJR Seattle, to KOMO that city, in same capacity. **PAUL S. MORRIS**, announcer-engineer, KING-TV Seattle, to KOMO as producer.

JAMES ORGILL, continuity director, WGAR Cleveland, named director of radio and TV films for Community Chests and Councils of America and United Defense Fund.

MIKE SILVER, announcer, WRAL-AM-FM Raleigh, N. C., to WGTW Wilson, N. C., in same capacity.

SABBY LEWIS, orchestra leader, joins WHEE Boston for daily disc jockey show.

PHIL ELLIS, announcer, WPTF Raleigh, father of girl, Karen, May 2. **JOE REAVES**, station's farm director, father of boy, John.

News . . .

BILL NIETFIELD, KCBS San Francisco news director, named to advisory committee on publicity for American Assn. for United Nations Inc. in northern California.

GRANT HOLCOMB, newscaster, KNXT (TV) and CBS Radio, Hollywood, named director of news and public affairs KNXT (TV) and CBS-TV that city.



Mr. Holcomb

DON WAYNE, production manager, WHIO-TV Dayton, promoted to director of news and special events.

JOHN DENMAN, WJR Detroit newscaster, resigns to direct public relations for Rep. Charles E. Potter's (R-Mich.) campaign for U. S. Senate.

ACTOR TAX AID

Average Wage Basis Urged

REVISION of income tax laws so that talent may average earnings over a period of years will be proposed to Congress by a special Hollywood committee of attorneys and tax experts.

Headed by Jerry Geisler, president Beverly Hills Bar Assn., committee has named Gabriel Hoffenberg, movie tax expert as chairman. Other members include Lon A. Brooks, past president Beverly Hills Bar Assn.; Ann Rosenthal, counsel for William Morris Agency; Meyer M. Willner, counsel for Friars Club.

Mr. Hoffenberg pointed out that an actor may earn \$30,000 one year and only \$3,000 the next. Under present laws he keeps very little of that money, whereas if allowed to average income over both years, he would retain more.

Proposed revision will be placed before Congress when it reconvenes next January.

N.Y. AWRT ELECTS

MacDonald Named President

NEW officers of New York Chapter, American Women in Radio & Television, elected Monday at chapter's annual dinner meeting in New York's Hotel Warwick, include:

Duncan MacDonald, women's director of DuMont TV Network, president; **Dorothy Kemble**, MBS, first vice president; **Barbara Welles**, WOR New York commentator, second vice president; **Helen Whyte**, British Information Services, secretary, and **Alma Graef**, MBS, treasurer.

NEWS on KMBC-KFRM is TOPS...

... because KMBC-KFRM stays on 'top' of the NEWS!



And there is no greater value today than radio news!

KMBC-KFRM news programs are the most-listened-to newscasts in the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFRM News Department.

Here is a tremendous sales potential in one of the nation's richest markets... the great Kansas City Primary trade area.

Call KMBC-KFRM or ask your nearest Free & Peters' colonel for complete details on the mighty voice of the KMBC-KFRM Team and for newscast availabilities.

KMBC
of Kansas City
KFRM
for Rural Kansas

... 6th oldest CBS Affiliate ...

PRODUCTION GROUP

ODM Forms on Equipment

ADVISORY Committee on Production Equipment has been formed within the Office of Defense Mobilization, Dr. John R. Steelman, acting Defense Chief, announced May 16. The group was set up on recommendation of President Truman to review federal policy and make concrete suggestions for improvement to Dr. Steelman.

Heading the committee is Harold Vance, board chairman and president of Studebaker Corp. Other members include Clay Bedford, president of Chase Aircraft; Manly Fleischmann, current Defense Production Administrator, who resigns June 1; and Gen. K. B. Wolfe, former chief of Air Force procurement. Purpose of group is to weigh availability of production equipment to meet defense needs, and maintenance of capacity to produce mobilization and standby equipment.



JAMES BORMANN (c), news and public affairs director, WCCO Minneapolis, receives the Minneapolis Junior Chamber of Commerce award "for distinguished public and community service" from Jack Dodd (l), chamber president, and Jim Mickelson (r), public relations committee chairman of the civic group.

UN WEEK

Early Promotion Started

HELP of radio and television as well as of other advertising media was sought by the American Assn. for the United Nations in New York Wednesday for a promotion campaign for United Nations Week this fall.

The celebration, keyed to opening sessions of the General Assembly, will be held in late October with one day of the week designated as United Nations Day, Executive Director Clark M. Eichelberger explained. Media representatives at the Wednesday luncheon endorsed early planning.

WINS on Conventions

WINS New York, station of the Crosley Broadcasting Corp., will furnish direct coverage of both Republican and Democratic national conventions in Chicago this July, according to Harry C. Folts, general manager, who said Thursday the station thus becomes the only independent in New York—and one of the few in the country—to carry on-scene broadcasts. The station plans three hours of direct coverage per day, to be scheduled when convention agendas are announced.



Class... Consistency... Condition

Like a fine thoroughbred, the WBNS radio audience has "the look of eagles" to sponsors. This billion-dollar market is in a class by itself! *Consistent* Central-Ohio listeners stay tuned to WBNS for the twenty top-rated programs. *Conditioned* to react favorably to well-placed advertising, WBNS listeners increase your odds for better results.

WBNS RADIO
PLUS WELD-FM

CENTRAL OHIO'S ONLY

ASK JOHN BLAIR

POWER
WBNS — 5,000
WELD-FM — 53,000
COLUMBUS, OHIO

CBS OUTLET

IIA REALIGNS

Radio, Press Affected

REALIGNMENT of the structure of the government's International Information Administration, headed by Dr. Wilson Compton, was under way in the State Dept. last week. The reorganization involves sections of IIA's International Broadcasting Service, under which the Voice of America operates, and divisions of IIA relating to the various overseas media.

Replacement is being sought for the post of IBS chief now being held by Foy D. Kohler, who is destined for an overseas diplomatic field post sometime this summer. The plan is to bring a prominent broadcast industry official to the position, with responsibility for implementing policy on shortwave broadcasting operations.

Internal realignment calls for a split in functions now under George Herrick, IBS facilities chief. Mr. Herrick will concentrate on research, development and building. James Thompson, formerly associate chief, now heads up the Facilities Operation Division.

Inherent in the reorganization is the objective to place more emphasis on regional and local radio programming in the field.

The State Dept. also is reorganizing its media divisions under IIA. Joseph Strick, special assistant to Dr. Compton on press and public relations, shifts over to its International Press & Publications Service as assistant administrator to Charles Arnot, division chief. He will handle press and public relations and work with the State Dept.'s press advisory committee under Ben Hibbs, member of the U. S. Advisory Commission on Information. No successor has been chosen for Mr. Strick.

BINAURAL

Featured at Parts Show

THE FIRST binaural or "two-eared" transmission of music on a commercial station took place in Chicago Thursday night as WGN-AM and WGNB (FM) broadcast a 55-minute show.

In cooperation with the Jensen Mfg. Co., Magnecord Inc. and Radio Craftsmen, the stations demonstrated three - dimension sound, which gives depth to music. The stations picked up the program live through two microphones, one feeding the AM circuit and the other using the FM band simultaneously.

The audience at home, in order to get the binaural effect, needed one AM set and one FM set in opposite corners of the room. The transmission thus gave them the binaural or two-eared effect, with each ear getting an impression.

Demonstration, seen by 350 persons in the Conrad Hilton Hotel, was a feature of the annual Radio Parts Show and the Audio Fair, the former taking place Monday through Thursday and the latter Friday and Saturday.

571,000

People with

\$420,267,000

Effective buying power*

LIVE and SPEND

in the
**GOLDEN
TRIANGLE**



THE
**ARKTEX
STATIONS**

KCMC (AM-FM) TEXARKANA, Ark., Tex.
Oil, agriculture, manufacturing, the world's largest Army Ordnance installation produced \$145 millions in retail sales to 223,200 people in 1950. They listen to KCMC.

KWFH HOT SPRINGS, Ark.
Over a half million visitors come annually to this world famous resort—a bonus market besides the 138,400 resident population. \$91,822,000 retail sales in 1950.

KAMD CAMDEN, Ark.
209,400 people in this industrial and agricultural area spend over \$130 millions annually retail. Sell your product over their home station.

One Order
One Clearance
One Billing

FOR THE FULL
DETAILS WRITE

Sold Singly
or in Groups

FRANK O. MYERS, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark., Tex.

FINAL TELEVISION ALLOCATIONS REPORT

**EXTRA COPIES
AVAILABLE
NOW
AT \$3.00
EACH**

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

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870 NATIONAL PRESS BLDG.
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Please send copies of
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Report at \$3.00 each.

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NAME

COMPANY

STREET

CITY ZONE STATE

allied arts



EDWARD KANTROWITZ, assistant director of sales, named acting manager of advertising department, Emerson Radio & Phonograph Corp., N. Y. **ALBERT LEON**, assistant sales promotion manager, promoted to acting manager of that department and **ARNOLD HENDERSON**, assistant distribution manager in company's southwest territory, named assistant national sales manager.

MAX I. ALIMANSKY, manager of engineering, Distribution Transformer Dept., General Electric Co., Pittsfield, Mass., appointed to state's board of registration of professional engineers and land surveyors by Governor Paul A. Dever.

GERALD LIGHT, advertising manager, Emerson Radio & Phonograph Corp., N. Y., named director of advertising and sales promotion for CBS-Columbia Inc., N. Y.



Mr. Light

DAVID R. WILLIAMS resigns as account executive, United Television Programs, effective June 1. Future plans will be announced shortly.

SEYFFER & Co., Zurich, Switzerland, named general product representative for Allen B. DuMont Labs.

DAVEN Co., Newark, N. J., has published six page brochure containing material on precision wire wound, hermetically sealed and miniature resistors.

R. A. TROMAN appointed assistant sales manager of tower department, Blaw-Knox Co., Pittsburgh.

STANDARD RADIO TRANSCRIPTIONS Inc., signs KYUM Yuma and KSUE Susanville, Calif., as new subscribers to Standard Program Library with renewals by KTRB Modesto, Calif., and KWB Globe, Ariz.

ARNOLD C. NYGREN elected president of Shawmut Engineering Co., Boston, following discharge from Navy as commander with Bureau of Aeronautics, Electronics Production Branch, in charge of radio and radar procurement for Naval aviation.

MONROE L. MENDELSON, manager of Gould, Gleiss & Benn Inc., Houston (marketing consultants), to Chicago office as account executive.

WILLIAM T. POWELL, executive vice president, Emsco Derrick & Equipment Co., Houston and L. A. (AM-FM-TV towers), elected president effective July 1, succeeding **HUGH H. GLENN**, now chairman of board of directors.

ALBERT SAUNDERS named district manager and **C. PAT WALDER** western district manager of Alliance Mfg. Co.

FREDERICK C. BROOKS, formerly with *March of Time* and *Time* magazine, named sales head for Roger Wade Productions, N. Y., producer specializing in TV commercials, slide films and full length commercial motion pictures.

DON DAVIS, Jaffe Agency, N. Y., transfers to Beverly Hills office as head of TV department. He succeeds **PAUL RADIN**, former vice-president in charge of radio-TV, who assumes similar duties with Ted Ashley Assoc. (talent agency-program packages), in newly opened West Coast office, that city.

WILLIAM M. LINZ appointed sales representative for Ward Products Corp., headquartered in Chicago.

NEWELL CORWIN, general foreman of tube works, General Electric Co., Schenectady, to company's Scranton, Pa., plant in similar capacity.

PHILIP BEACH, advertising director, Hoffman Radio Corp., L. A., has resigned.

CHARLES CASTLE named sales manager of Distributor Div., Webster-Chicago Corp., Chicago.

CHARLES DWYER, service manager, succeeds Mr. Castle as assistant sales manager of division.

MAX LERNER, formerly with ABC legal staff, to Sesac Inc., N. Y., as house counsel.

THOMAS F. JOYCE, partner in Raymond Rosen & Co., elected president of that household specialty appliance firm as well as president of Philadelphia Appliance Service Corp., L. P. CLARK, vice president of Raymond Rosen Engineering Products Inc., elected president.



Mr. Joyce

EDWARD R. TAYLOR, Hotpoint Inc., to Motorola Inc., as assistant to **PAUL V. GALVIN**, president. He will coordinate sales and merchandising activities of radio-TV division.

Equipment . . .

RCA TUBE DEPT., Camden, N. J., announces availability of two new tubes: forced-air-cooled "1 KW" power tetrode (RCA-6181) for UHF TV transmitters and miniature oscillator triode (RCA-6AF4) for station selectors in UHF home TV receivers.

MINNESOTA MINING & MFG. Co., St. Paul, announces production of 7 inch plastic reel termed No. 111-AP for professional magnetic recording which reduces or eliminates errors in program timing.

DAVEN Co., Newark, N. J., announces availability of transmission measuring set, type 10B, providing greater accuracy in measurement of transmission characteristics of audio systems and their components. Unit is direct reading instrument that eliminates intricate calculations.

GENERAL CONTROL Co., Boston, announces development of Promatic electronic timer capable of controlling timed operations between 60 milliseconds and 60 seconds.

SOUND SERVICES Inc., Hollywood, introducing new dual magnetic channel which records sound continuously for any length of time, as each machine overlaps other. Unit operates on AC or DC.

E. F. JOHNSON Co., Waseca, Minn., announces production of new line of nylon insulated tip jacks with breakdown rating of 11,000 volts. Nominal capacity to 1/8" panel is 2.0 mmf. Silver plated contacts, either phosphor bronze or beryllium copper, are supplied.

COMPUTER RESEARCH Corp., Hawthorne, Calif., announces development of new model MC, 100 kc Ferro-Resonant Flip Flop as replacement for vacuum tube in certain counting, amplifying and control applications. Unit features durability, economy of power, low heat dissipation of saturable reactor, greater production uniformity and lower input power.

RADIO CITY PRODUCTS Co., N. Y., announces manufacture of radio-TV tube tester and V. T. voltmeter Model 808, combination unit containing all features of Model 323 dynotomium free point tube tester plus a cathode ray tube tester, reactivator, vacuum tube voltmeter and ohmmeter.

Technical . . .

GORDON CALCOTE, KLEE Houston, joins KBIG Avalon, Calif., as transmitter engineer.

C. F. ROTHROCK Jr., field engineer, Link Radio Corp., to John H. Poole Broadcasting Co. as UHF TV development supervisor of KM2XAZ Los Angeles.

OPERATION on a 24 hour basis was launched last week by WPAT Paterson, N. J., with emphasis on music and news. Two five-minute news broadcasts will be aired each hour.

GATES

QUINCY,
ILLINOIS

**Your ONE SOURCE Supply for
ALL Broadcasting Equipment NEEDS**

**THESE OFFICES
TO SERVE YOU**

QUINCY, ILL.
HOUSTON, TEXAS
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