

# BROADCASTING TELECASTING

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21<sup>ST</sup>  
The Newsweekly  
of Radio and  
Television.  
year

## "TONIGHT'S NEWSREEL" on WOR-tv, channel 9

delivers an average of 442,900  
commercial impressions per week...  
for only 85¢ for 1,000 viewers  
per minute of commercial.\*

\*Based on May, 1952 Telepulse Ratings

**Channel 9 — New York's lowest cost tv station — offers  
advertisers a unique buy, "Tonight's Newsreel."**

**The only continuous newsreel on New York television,  
this show delivers...**

### **New York's late-evening news audience**

Newsreel goes on at approximately 11:00 P.M. following Main  
Event on Sports.

### **Audience turnover**

It runs over and over, exactly like a newsreel theatre...  
delivering a new audience with each run.

### **Commercial impact**

"Tonight's Newsreel" delivers 442,900 commercial impressions  
per week.

### **Low cost**

Single sponsorship costs only 85¢ per 1,000 viewers per minute  
of commercial... or 12 viewers per penny!

**WOR-tv channel 9**

**1440 Broadway, N.Y.**



## Bulova DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG  
WCOD  
WTVR

For more than 20 years, the Bulova Time Signal (on radio and now TV too) has helped regulate America's daily activity. Behind this vital service is the genius of a man who coupled American skill and technology to build, in a handful of years, the world's foremost watch firm. Bulova knows his business well.

Havens & Martin, Inc. Stations (serving the rich Virginia markets centering around Richmond) know broadcast advertising. Together they comprise Richmond's one and only complete broadcast institution. Advertisers know the value of telling their story via the First Stations of Virginia



FIRST STATIONS OF VIRGINIA

**WMBG AM WCOD FM WTVR TV**

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



# Salesmaker for the Nation's Smokers

For twelve years Prince Albert's Grand Ole Opry via NBC has played a dominant role in keeping the tidy red pocket tin out in front as the favorite tobacco for smokers of pipes and "makin's" cigarettes.

Prince Albert's Grand Ole Opry originates at WSM, employs WSM talent exclusively, is an integral part of that 26 year old, four hour long Grand Ole Opry which has, virtually single handedly shifted the musical center of gravity to Nashville... Music City, USA!

**WSM** Nashville 650

CLEAR CHANNEL — 50,000 WATTS

IRVING WAUGH, Commercial Manager

EDWARD PETRY, National Representative



# KNOT HOLE GANG



A Steinman Station  
Clair R. McCollough, Pres.

On the evening of May 7, more than 1250 youngsters—some of whom are pictured above—were in the stands at Lancaster's Stumpf Field for the first "Knot Hole Gang" night. As guests of WGAL and WGAL-TV, they were watching the Lancaster Red Roses, of the Inter-State League, play ball. These youthful baseball fans are entitled to attend fifteen admission-free games during the 1952 season.

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Represented by

**ROBERT MEEKER Associates** New York Chicago San Francisco Los Angeles





# at deadline

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WILL HIGH television costs prevent development of television networking on pattern similar to radio networking? At least one important TV network thinks so and is making serious plans for network operation wholly different from that which has obtained in radio. What may evolve is structure not unlike that of magazines, with network providing full programming service and selling sponsorship on participating basis throughout. Most sponsors would not buy full full programs but only commercial announcements to be fitted into program schedule, as magazine advertisers buy run-of-the-book pages or smaller space.

LUTH JONES, print supervisor at Benton & Bowles, N. Y., and Jean Lawlor, timebuyer, are resigned. Fred Apt will take over Miss Jones' duties while Don Quinn is resigning

(Continued on page 6)

## ADVERTISING COUNCIL APPOINTMENTS MADE

NILES TRAMMELL, NBC board chairman, named chairman of Radio and Television Committee of Advertising Council for 1952-53, Howard J. Morgens, Procter & Gamble advertising vice president and council chairman, is announcing today (Monday). Wesley I. Nunn, advertising manager of Standard Oil Co. (Indiana), appointed vice chairman of committee.

Other appointments: Philip L. Graham, publisher, *Washington Post* (WTOP-AM-TV Washington), and Lee H. Bristol, president Bristol-Myers Co., to be chairman and vice chairman, respectively, of council's executive committee; Fairfax M. Cone, president, Foote, Cone & Belding, and Samuel C. Gale, vice president and director of advertising and public services of General Mills, to be chairman and vice chairman of planning committee; Edgar Kobak, owner of WTTA Thomson, Ga., and Harold B. Thomas, to be chairman and vice chairman of promotion committee.

William R. Baker Jr., president, Benton & Bowles, and Howard M. Chapin, marketing manager Birds Eye Div. of General Foods, chairman and vice chairman of campaigns review committee; Charles G. Mortimer Jr., General Foods Executive vice president, and Henry G. Little, Campbell-Ewald Co. executive vice president, chairman and vice chairman of nominating committee; Leo Burnett, president Leo Burnett Co., and Theodore L. Bates, partner in Ted Bates & Co., chairman and vice chairman of sponsorship committee; James W. Young, senior consultant, J. Walter Thompson Co. and radio-TV consultant to Ford Foundation, and Chester J. LaRoche, president C. J. LaRoche & Co., chairman and vice chairman of round-table committee; Stuart Peabody, assistant vice president, Borden Co., and Albert E. Winger, board chairman, Crowell-Collier Pub. Co., chairman and vice chairman of government relations committee.

## ZINK, SOLOMAN PROMOTED

ALBERT G. ZINK and Henry M. Solomon have been appointed to new managerial positions in General Electric broadcasting stations Dept., R. W. Welpott, manager of stations operations, announced Thursday.

Mr. Zink, supervisor of programs for WRGB (TV) Schenectady since 1947, has been named manager of programs for all stations: WGY and WGFM (FM) Schenectady, as well as WRGB. Mr. Solomon, administrative assistant to WGY-WRGB stations manager since 1947, has been promoted to manager of finance.

## RADIO PULLS BEST

WROL KNOXVILLE, Tenn., claimed Thursday to have proved radio's pulling power all over again. Newspaper ads, circulars inserted in grocery bags, movie trailers and WROL announcements were used by refrigerator manufacturer and a grocery chain to publicize their three-day cooking school. Results were that 6,000 women attended overflow classes, with 69.2% reporting they had heard about school by radio—WROL.

## BUSINESS BRIEFLY

PET MILK CO. BUYS EDWARDS ● Pet Milk Co., St. Louis, to sponsor *Truth or Consequences*, featuring Ralph Edwards, as summer replacement for *Fibber McGee and Molly* on NBC Radio, starting June 17 (Tues., 9:30-10 p.m. EDT). Agency, Gardner Adv. Co., St. Louis.

BIDS FOR KUKLA ● Four or five advertisers are understood to be bidding for sponsorship of *Kukla, Fran & Ollie* in its new time slot next fall, half-hour weekly (Sunday, 6:30-7 p.m.) on NBC-TV. Network also about to sign new sponsor for its *Dragnet* (Thursday, 9-9:30 p.m.).

SUMMER REPLACEMENT ● Block Drug Co. (Amm-i-dent) will sponsor *Blind Date* as summer replacement for first half-hour of *Your Show of Shows*, effective June 7 (NBC-TV, Sat., 9-9:30 p.m.). Agency, Cecil & Presbrey.

AMANA ON MUTUAL ● Amana Refrigeration Co. (food freezers and refrigerators), Amana, Iowa, through Maury, Lee & Marshall, N. Y., to sponsor Mon.-Wed.-Fri. *Paula Stone Show* on Mutual network, effective June 9. Program to be heard 2:30-2:45 p.m. EDT in eastern areas, other times in other zones.

FURNACE FIRM ON RADIO ● Holland Furnace Co., Holland, Mich., enters network radio July 13 with *King Arthur's Roundtable* with Arthur Godfrey on 148 CBS stations for

(Continued on page 94)

## McLENDON GIVES NAME TO NEW NETWORK

GORDON McLENDON, president of suspended LBS, late Thursday announced formation of McLendon Broadcasting System. New network, composed of 26 stations, will begin operation June 7, Mr. McLendon said. Although none of stations have signed contract, Mr. McLendon said he had verbal agreements with all. Los Angeles feeder station expected to be announced early this week. Network incorporated in Los Angeles.

At first, programming will be limited to three hours of re-created baseball and half-hour of news and commentary, reported Mr. McLendon, adding that he planned to expand programming to 12 hours by Oct. 1.

Mr. McLendon is president of new network; Ben Paschall, former LBS West Coast vice president, is vice president of new firm.

Plans are afoot, Mr. McLendon revealed, to join with another new network now forming in Southwest. LBS suspended operations May 15 [B•T, May 19]. Formation of several regional networks was being considered [B•T, May 26].

## RUSSELL NAMES JOHNSON

SEN. EDWIN C. JOHNSON (D-Col.), chairman of Interstate & Foreign Commerce Committee, named by Sen. Richard B. Russell (D-Ga.) to manage his campaign for Democratic Presidential nomination.

for more AT DEADLINE turn page





(Continued from page 5)

from Pedlar & Ryan to join Benton & Bowtimebuying staff.

EFFECT of decision of U. S. District Judge Herbert Christenberry last week in New Orleans, holding *Times-Picayune* Publishing was in violation of anti-trust act by requiring advertisers to buy space in combination morning and afternoon papers, expected to bring mild business windfall to radio. Combination rates are used by more than morning and afternoon newspapers under joint ownership. If decision is sustained, this will release money heretofore spent in forced tie advertising to other media, and with radio a TV in position to reap most of harvest, both national and local.

CBS BOARD Chairman William S. Paley will wind up his government assignment as chairman of President's Materials Policy Commission on or about June 23 and will return full time to his CBS duties. He's now in final draft of report to President Truman and devoting about one day per week to his Washington task which began January, 1951. He already booked to participate in radio network problems at CBS affiliates conference called for July 1-2 (see story page 23).

PETRO Assoc. of Wyoming considering five minute radio news programs in numerous markets for one-week test, to promote investment in 48-acre oil leases in Wyoming. If successful, radio will be used indefinitely. Listener will be asked to invest money in lease; if vested land strikes oil, investor profits. H. Lifton Assoc., N. Y., is agency.

FRANK K. WHITE, former MBS president who joins NBC June 10 in executive capacity slated for election to NBC vice presidency at next upcoming meeting of NBC board. His assignment not indicated but could be over trouble-shooting, with first mission, as announced, coordination of TV film syndication operations.

CHEERFUL hopes expressed by some two score mid-Atlantic stations interested in new Washington-keyed program wire proposed by Peoples Broadcasting Co. stations (WOL Washington, WRFD Worthington, Ohio). Station meet in Washington Thursday-Friday to discuss regional project growing out of Liberty suspension.

R. MORRIS PIERCE, on leave as president of WDOK Cleveland, is completing round-the-world trip of all Voice of America construction projects embodied in so-called "Ring-Plan." He returns within fortnight to prepare his final report, after which he will resume his association with WDOK.

### TIME REQUESTS

OFFICIALS of three radio-TV networks will meet independently Thursday afternoon to consider requests from Presidential campaigners Estes Kefauver and Robert Taft for new work time comparable to that scheduled for Gen. Dwight D. Eisenhower's Abilene, Kan. speech Wednesday. Answers were not expected until this week, but it was generally assumed negative replies would be given, probably on basis that General's welcome is of national interest and his speech of military importance. Only network unflustered was DuMont which late Thursday, had not scheduled Abilene event.

for more AT DEADLINE see page 94

## EVANSVILLE COULD HAVE MORE TV, SAYS JONES

EVANSVILLE (Ind.) could have three VHF TV channels instead of one as allocated by FCC if channels were spaced 155 miles apart rather than 250, FCC Commr. Robert F. Jones said last week. Commr. Jones spoke at Evansville Sales Executive Club dinner meeting.

Reiterating his lone dissent on allocations plan [E•T, May 26], Commr. Jones argued again for closer spacing. He charged FCC "has approached television with its experience in radio and is, therefore, driving with a rear-view mirror."

## TRIBUNE STAFFERS HELP ABC COVER CONVENTIONS

NEWS EXPERTS from *New York Herald Tribune* to participate in ABC Radio-TV reportorial and analytical coverage of both national political conventions, Thomas Velotta, ABC vice president, announced Thursday. Leading editorial personnel of *New York* publication assigned to ABC radio and television work—to be sponsored by Admiral Corp.—include Frank Kelley, national editor; Bert Andrews, head of Washington bureau and his assistant Jack Steele; David McConnell and Don Irwin, both of the paper's Washington office; John O'Reilly, humorist and feature writer; Robert J. Donovan, White House correspondent; Judith Crist, feature writer; Murray Snyder, legislative correspondent, and Richard L. Tobin, radio and television director. ABC also to assign its own top newsmen and commentators, to be headed by John Daly.

## EFFECT OF COURT RULING IN AGENCY CASE EXPLAINED

NEIL P. CULLOM, counsel for defendants in case of Duane Jones Co. against nine of its former officers and Frank J. Burke and Manhattan Soap Co. (early story, page 24), said Thursday:

"The appellate division yesterday sustained the sufficiency of the complaint in the above case. The court wrote no opinion. The effect of this decision is simply as a matter of form the complaint's sufficiency has been upheld. The court expressed no opinions as to any principle of law or issues of fact, as asserted by the attorney for Mr. Jones, and there is a vast difference between what a plaintiff may allege in a pleading and proof in a trial."

## RCA VICTOR ON WIND

RCA Victor Distributing Corp., Chicago, one of 50 distributors to use factory co-op funds for local radio this summer, has purchased half-hour Sunday night show on WIND Chicago for 13 weeks from June 8. Spots will be used also in campaign to plug leading popular records. Al Paul Lefton Co. Inc., New York is agency.

## TV TUBE SALES DROP

SALES of TV picture tubes to set makers in April totaled 270,781 tubes valued at \$6,074,540 compared to 370,206 units valued at \$8,582,538 in March and 278,955 units valued at \$6,869,181 in April year ago, according to Radio-Television Mfrs. Assn. Sales of receiving tubes in April totaled 26,247,258 units compared to 35,883,627 tubes in same 1951 month.

## In this Issue—

CBS Radio affiliates will meet with top CBS executives July 1-2 in New York to figure out what is to be done about network radio. The meeting is called by nine prominent affiliates, but CBS management agrees to attend. The nine sponsors of the conference urge all affiliates to be there, for the situation in radio network business "offers cause for great concern." Page 23.

Broadcast Advertising Bureau's executive committee approves \$600,000 budget for the bureau for the next 10 months. Included is a \$15,000 appropriation to help pay for the Advertising Research Foundation's important study into radio measurement services. Page 27.

Transit Radio Inc., whose operations are declared constitutional by the U. S. Supreme Court, plans ambitious expansion. Officers and directors will meet tomorrow to figure out how to expand nationally. Page 25.

House investigators will begin to look into radio-television morals tomorrow. Chairman Harris of the investigating committee wants to keep the probe "within bounds," though he doesn't make clear what those bounds are. Lead-off witness will be Rep. Gathings who introduced the resolution calling for the investigation. Page 28.

Soap companies are in a lather buying broadcasting time. Here's a roundup of new radio and television purchases by such big spenders as Procter & Gamble, Lever Bros. and Colgate-Palmolive-Peet. Page 25.

Senate Appropriations Committee okays bigger budget for FCC to finance processing of TV applications and hasten development of television. If the appropriation goes through, the Commission can gain 15 examiner teams. Page 61.

New tax bill introduced in the House promises radio broadcasters who also operate other businesses a chance for some relief in excess profits taxes. Page 23.

FCC's Sixth Report (the TV thaw) is challenged by KVOL-AM-FM Lafayette, La., which petitions FCC for rehearing or reconsideration of final assignments to Lafayette. Page 62.

Radio and television paid \$23 million to American Federation of Musicians members in 1950, according to a new AFM report. Page 30.

## Upcoming

June 3-5: Public hearing, House Commerce subcommittee investigation of "immoral" radio and TV programs, 10 a.m., Room 1334, New House Office Bldg., Washington.

June 5-6: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 5-6: NARTB TV Code Review Board, Washington.

June 8-11: Adv. Federation of America, Waldorf-Astoria, New York.

(Other Upcomings page 38)

# All It Took was a Snowball...

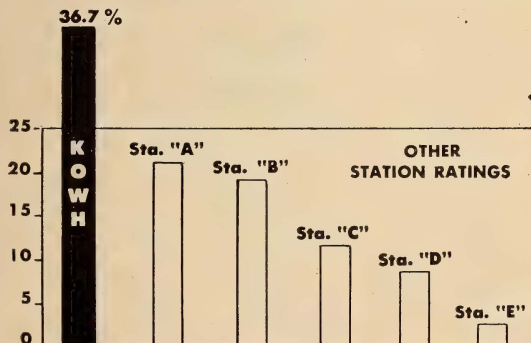


... Thrown by a colonial urchin, to spark a chain reaction that terminated with the "shot heard 'round the world" on Boston Commons.

History records, too, another eventful snowballing — the growth of radio KOWH to a position of dominance in the Omaha, Council Bluffs area. Hooper tells the story... evident in the chart below of the KOWH share-of-audience averaged for 8 A.M. - 6 P.M., Monday through Saturday, October, 1951, through March, 1952.

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

Represented Nationally By  
*The Bolling Co.*



# Kowh

OMAHA

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





## "Go North, young man, go North!"

Wise men are heading North today—to the land of the aurora borealis, to prosperity, to Canada. For Canada is the United States' best customer abroad.

Yes, Canada buys 20% of everything made in the United States that's sold abroad—and pays CASH, too! As a new market for you, Canada is unsurpassed.

Geographically, Canada is your next door neighbour.

Industrially, she leads the world in numerous things. For instance, Canada is the world's largest producer of—

Nickel  
Radium  
Platinum  
Asbestos  
and  
Newsprint . . .

56% of the world's newsprint was produced by Canada in 1949.

It's these natural resources that have helped to make the Canadian dollar worth 1% more than the U. S. dollar—a hard fact in support of the statement that Canada is a profitable market for you.

But—how to reach it?

Radio is the answer. It's easy enough to reach the densely populated centers. But that leaves 41.5% of Canada's total retail sales market untouched: an area that accounted for \$3,622,465,000 in retail sales in 1949. In this rural market Radio can give you a better sales performance than any other medium—plus high performance in the "High Density" areas.

For 94% of ALL Canadian homes have a radio!

And

"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.

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### WASHINGTON HEADQUARTERS

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

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

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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.

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\*Reg. U. S. Patent Office

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BROADCASTING • Telecasting



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Havens & Martin, Inc. Stations (serving the rich Virginia markets centering around Richmond) know broadcast advertising. Together they comprise Richmond's one and only complete broadcast institution. Advertisers know the value of telling their story via the First Stations of Virginia



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HOW THAT Supreme Court has ruled transit radio is constitutional, way is clear for FCC action on issues stemming from specialized uses of FM, such as Functional Music, Muzak, forecasting and other "beep" services. Commission sentiment apparently favors specialized uses but indications are formal hearing will be held to establish record, particularly because of divergent viewpoint. Another factor, not originally in FM proceedings, is that of subscription television (Phonevision, Skionon, Telemeter). Arguing for hearing on FM services is question of whether station and sponsor identification rules are complied with and whether special rules would have to be written to accommodate such services.

IS MEANS of stabilizing radio network industry, top executives of at least one network believe new rate structures should not only bring base rates down substantially but also include discount patterns so attractive as to compel sponsors to stay on air 52 weeks a year. Summer hiatus tradition which now creates operational problems for networks and adds to overhead would thus be avoided.

WILL HIGH television costs prevent development of television networking on pattern similar to radio networking? At least one important TV network thinks so and is making serious plans for network operation wholly different from that which has obtained in radio. What may evolve is structure not unlike that of magazines, with network providing full programming service and selling sponsorship on participating basis throughout. Most sponsors would not buy full fall programs but only commercial announcements to be fitted into program schedule, as magazine advertisers buy run-of-the-book pages or smaller space.

LUTH JONES, print supervisor at Benton & Bowles, N. Y., and Jean Lawlor, timebuyer, have resigned. Fred Apt will take over Miss Jones' duties while Don Quinn is resigning.

(Continued on page 6)

## ADVERTISING COUNCIL APPOINTMENTS MADE

NILES TRAMMELL, NBC board chairman, named chairman of Radio and Television Committee of Advertising Council for 1952-53, Howard J. Morgens, Procter & Gamble advertising vice president and council chairman, is announcing today (Monday). Wesley I. Nunn, advertising manager of Standard Oil Co. (Indiana), appointed vice chairman of committee.

Other appointments: Philip L. Graham, publisher, *Washington Post* (WTOP-AM-TV Washington), and Lee H. Bristol, president Bristol-Myers Co., to be chairman and vice chairman, respectively, of council's executive committee; Fairfax M. Cone, president, Foote, Cone & Belding, and Samuel C. Gale, vice president and director of advertising and public services of General Mills, to be chairman and vice chairman of planning committee; Edgar Kobak, owner of WTTA Thomson, Ga., and Harold B. Thomas, to be chairman and vice chairman of promotion committee.

William R. Baker Jr., president, Benton & Bowles, and Howard M. Chapin, marketing manager Birds Eye Div. of General Foods, chairman and vice chairman of campaigns review committee; Charles G. Mortimer Jr., General Foods Executive vice president, and Henry G. Little, Campbell-Ewald Co. executive vice president, chairman and vice chairman of nominating committee; Leo Burnett, president Leo Burnett Co., and Theodore L. Bates, partner in Ted Bates & Co., chairman and vice chairman of sponsorship committee; James W. Young, senior consultant, J. Walter Thompson Co. and radio-TV consultant to Ford Foundation, and Chester J. LaRoche, president C. J. LaRoche & Co., chairman and vice chairman of round-table committee; Stuart Peabody, assistant vice president, Borden Co., and Albert E. Winger, board chairman, Crowell-Collier Pub. Co., chairman and vice chairman of government relations committee.

## ZINK, SOLOMAN PROMOTED

ALBERT G. ZINK and Henry M. Solomon have been appointed to new managerial positions in General Electric broadcasting stations Dept., R. W. Welpott, manager of stations operations, announced Thursday.

Mr. Zink, supervisor of programs for WRGB (TV) Schenectady since 1947, has been named manager of programs for all stations: WGY and WGFM (FM) Schenectady, as well as WRGB. Mr. Solomon, administrative assistant to WGY-WRGB stations manager since 1947, has been promoted to manager of finance.

## RADIO PULLS BEST

WROL KNOXVILLE, Tenn., claimed Thursday to have proved radio's pulling power all over again. Newspaper ads, circulars inserted in grocery bags, movie trailers and WROL announcements were used by refrigerator manufacturer and a grocery chain to publicize their three-day cooking school. Results were that 6,000 women attended overflow classes, with 69.2% reporting they had heard about school by radio—WROL.

## BUSINESS BRIEFLY

PET MILK CO. BUYS EDWARDS ● Pet Milk Co., St. Louis, to sponsor *Truth or Consequences*, featuring Ralph Edwards, as summer replacement for *Fibber McGee and Molly* on NBC Radio, starting June 17 (Tues., 9:30-10 p.m. EDT). Agency, Gardner Adv. Co., St. Louis.

BIDS FOR KUKLA ● Four or five advertisers are understood to be bidding for sponsorship of *Kukla, Fran & Ollie* in its new time slot next fall, half-hour weekly (Sunday, 6:30-7 p.m.) on NBC-TV. Network also about to sign new sponsor for its *Dragnet* (Thursday, 9-9:30 p.m.).

SUMMER REPLACEMENT ● Block Drug Co. (Amm-indent) will sponsor *Blind Date* as summer replacement for first half-hour of *Your Show of Shows*, effective June 7 (NBC-TV, Sat., 9-9:30 p.m.). Agency, Cecil & Presbrey.

AMANA ON MUTUAL ● Amana Refrigeration Co. (food freezers and refrigerators), Amana, Iowa, through Maury, Lee & Marshall, N. Y., to sponsor Mon.-Wed.-Fri. *Paula Stone Show* on Mutual network, effective June 9. Program to be heard 2:30-2:45 p.m. EDT in eastern areas, other times in other zones.

FURNACE FIRM ON RADIO ● Holland Furnace Co., Holland, Mich., enters network radio July 13 with *King Arthur's Roundtable* with Arthur Godfrey on 148 CBS stations for

(Continued on page 94)

## McLENDON GIVES NAME TO NEW NETWORK

GORDON McLENDON, president of suspended LBS, late Thursday announced formation of McLendon Broadcasting System. New network, composed of 26 stations, will begin operation June 7, Mr. McLendon said. Although none of stations have signed contract, Mr. McLendon said he had verbal agreements with all. Los Angeles feeder station expected to be announced early this week. Network incorporated in Los Angeles.

At first, programming will be limited to three hours of re-created baseball and half-hour of news and commentary, reported Mr. McLendon, adding that he planned to expand programming to 12 hours by Oct. 1.

Mr. McLendon is president of new network; Ben Paschall, former LBS West Coast vice president, is vice president of new firm.

Plans are afoot, Mr. McLendon revealed, to join with another new network now forming in Southwest. LBS suspended operations May 15 [B•T, May 19]. Formation of several regional networks was being considered [B•T, May 26].

## RUSSELL NAMES JOHNSON

SEN. EDWIN C. JOHNSON (D-Col.), chairman of Interstate & Foreign Commerce Committee, named by Sen. Richard B. Russell (D-Ga.) to manage his campaign for Democratic Presidential nomination.

for more AT DEADLINE turn page





(Continued from page 5)

### EVANSVILLE COULD HAVE MORE TV, SAYS JONES

EVANSVILLE (Ind.) could have three VHF TV channels instead of one as allocated by FCC if channels were spaced 155 miles apart rather than 250, FCC Commr. Robert F. Jones said last week. Commr. Jones spoke at Evansville Sales Executive Club dinner meeting.

Reiterating his lone dissent on allocations plan [B•T, May 26], Commr. Jones argued again for closer spacing. He charged FCC "has approached television with its experience in radio and is, therefore, driving with a rear-view mirror."

### TRIBUNE STAFFERS HELP ABC COVER CONVENTIONS

NEWS EXPERTS from *New York Herald Tribune* to participate in ABC Radio-TV reportorial and analytical coverage of both national political conventions, Thomas Velotta, ABC vice president, announced Thursday. Leading editorial personnel of *New York* publication assigned to ABC radio and television work—to be sponsored by Admiral Corp.—include Frank Kelley, national editor; Bert Andrews, head of Washington bureau and his assistant Jack Steele; David McConnell and Don Irwin, both of the paper's Washington office; John O'Reilly, humorist and feature writer; Robert J. Donovan, White House correspondent; Judith Crist, feature writer; Murray Snyder, legislative correspondent, and Richard L. Tobin, radio and television director. ABC also to assign its own top newsmen and commentators, to be headed by John Daly.

### EFFECT OF COURT RULING IN AGENCY CASE EXPLAINED

NEIL P. CULLOM, counsel for defendants in case of Duane Jones Co. against nine of its former officers and Frank J. Burke and Manhattan Soap Co. (early story, page 24), said Thursday:

"The appellate division yesterday sustained the sufficiency of the complaint in the above case. The court wrote no opinion. The effect of this decision is simply as a matter of form the complaint's sufficiency has been upheld. The court expressed no opinions as to any principle of law or issues of fact, as asserted by the attorney for Mr. Jones, and there is a vast difference between what a plaintiff may allege in a pleading and proof in a trial."

### RCA VICTOR ON WIND

RCA Victor Distributing Corp., Chicago, one of 50 distributors to use factory co-op funds for local radio this summer, has purchased half-hour Sunday night show on WIND Chicago for 13 weeks from June 8. Spots will be used also in campaign to plug leading popular records. Al Paul Lefton Co. Inc., New York is agency.

### TV TUBE SALES DROP

SALES of TV picture tubes to set makers in April totaled 270,781 tubes valued at \$6,074,540 compared to 370,206 units valued at \$8,582,538 in March and 278,955 units valued at \$6,869,181 in April year ago, according to Radio-Television Mfrs. Assn. Sales of receiving tubes in April totaled 26,247,258 units compared to 35,883,627 tubes in same 1951 month.

## In this Issue—

CBS Radio affiliates will meet with top CBS executives July 1-2 in New York to figure out what is to be done about network radio. The meeting is called by nine prominent affiliates, but CBS management agrees to attend. The nine sponsors of the conference urge all affiliates to be there, for the situation in radio network business "offers cause for great concern." Page 23.

Broadcast Advertising Bureau's executive committee approves \$600,000 budget for the bureau for the next 10 months. Included is a \$15,000 appropriation to help pay for the Advertising Research Foundation's important study into radio measurement services. Page 27.

Transit Radio Inc., whose operations are declared constitutional by the U. S. Supreme Court, plans ambitious expansion. Officers and directors will meet tomorrow to figure out how to expand nationally. Page 25.

House investigators will begin to look into radio-television morals tomorrow. Chairman Harris of the investigating committee wants to keep the probe "within bounds," though he doesn't make clear what those bounds are. Lead-off witness will be Rep. Gathings who introduced the resolution calling for the investigation. Page 28.

Soap companies are in a lather buying broadcasting time. Here's a roundup of new radio and television purchases by such big spenders as Procter & Gamble, Lever Bros. and Colgate-Palmolive-Peet. Page 25.

Senate Appropriations Committee okays bigger budget for FCC to finance processing of TV applications and hasten development of television. If the appropriation goes through, the Commission can gain 15 examiner teams. Page 61.

New tax bill introduced in the House promises radio broadcasters who also operate other businesses a chance for some relief in excess profits taxes. Page 23.

FCC's Sixth Report (the TV thaw) is challenged by KVOL-AM-FM Lafayette, La., which petitions FCC for rehearing or reconsideration of final assignments to Lafayette. Page 62.

Radio and television paid \$23 million to American Federation of Musicians members in 1950, according to a new AFM report. Page 30.

## Upcoming

June 3-5: Public hearing, House Commerce subcommittee investigation of "immoral" radio and TV programs, 10 a.m., Room 1334, New House Office Bldg., Washington.

June 5-6: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 5-6: NARTB TV Code Review Board, Washington.

June 8-11: Adv. Federation of America, Waldorf-Astoria, New York.

(Other Upcomings page 38)

from Pedlar & Ryan to join Benton & Bowles timebuying staff.

EFFECT of decision of U. S. District Judge Herbert Christenberry last week in New Orleans, holding *Times-Picayune* Publishing was in violation of anti-trust act by requiring advertisers to buy space in combination morning and afternoon papers, expected to bring mild business windfall to radio. Combination rates are used by more than morning and afternoon newspapers under joint ownership. If decision is sustained, this will release money heretofore spent in forced tie advertising to other media, and with radio a TV in position to reap most of harvest, both national and local.

CBS BOARD Chairman William S. Paley will wind up his government assignment as chairman of President's Materials Policy Commission on or about June 23 and will return full time to his CBS duties. He's now in first draft of report to President Truman and devoting about one day per week to his Washington task which began January, 1951. He already booked to participate in radio network problems at CBS affiliates conference called for July 1-2 (see story page 23).

PETRO Assoc. of Wyoming considering five minute radio news programs in numerous markets for one-week test, to promote investment in 48-acre oil leases in Wyoming. If successful, radio will be used indefinitely. Listener will be asked to invest money in lease; if leased land strikes oil, investor profits. H. Liffon Assoc., N. Y., is agency.

FRANK K. WHITE, former MBS president who joins NBC June 10 in executive capacity slated for election to NBC vice presidency at next upcoming meeting of NBC board. His assignment not indicated but could be over trouble-shooting, with first mission, as announced, coordination of TV film syndication operations.

CHEERFUL hopes expressed by some two score mid-Atlantic stations interested in new Washington-keyed program wire proposed by Peoples Broadcasting Co. stations (WOL Washington, WRFD Worthington, Ohio). Station meet in Washington Thursday-Friday to discuss regional project growing out of Liberty suspension.

R. MORRIS PIERCE, on leave as president of WDOK Cleveland, is completing round-the-world trip of all Voice of America construction projects embodied in so-called "Ring-Plan." He returns within fortnight to prepare his final report, after which he will resume association with WDOK.

## TIME REQUESTS

OFFICIALS of three radio-TV networks will meet independently Thursday afternoon to consider requests from Presidential campaigners Estes Kefauver and Robert Taft for new work time comparable to that scheduled for Gen. Dwight D. Eisenhower's Abilene, Kan. speech Wednesday. Answers were not expected until this week, but it was generally assumed negative replies would be given, probably on basis that General's welcome is of national interest and his speech of military importance. Only network unfluffed was DuMont which late Thursday, had not scheduled Abilene event.

for more AT DEADLINE see page 94



# All It Took was a Snowball...

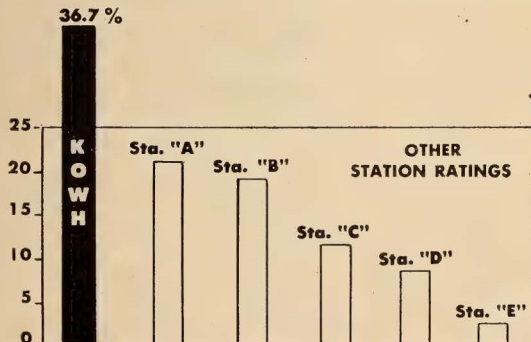


... Thrown by a colonial urchin, to spark a chain reaction that terminated with the "shot heard 'round the world" on Boston Commons.

History records, too, another eventful snowballing — the growth of radio KOWH to a position of dominance in the Omaha, Council Bluffs area. Hooper tells the story ... evident in the chart below of the KOWH share-of-audience averaged for 8 A.M. - 6 P.M., Monday through Saturday, October, 1951, through March, 1952.

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

Represented Nationally By  
*The Bolling Co.*



# Kowh

## OMAHA

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



## "Go North, young man, go North!"

Wise men are heading North today—to the land of the aurora borealis, to prosperity, to Canada. For Canada is the United States' best customer abroad.

Yes, Canada buys 20% of everything made in the United States that's sold abroad—and pays CASH, too! As a new market for you, Canada is unsurpassed.

Geographically, Canada is your next door neighbour.

Industrially, she leads the world in numerous things. For instance, Canada is the world's largest producer of—

Nickel  
Radium  
Platinum  
Asbestos  
and  
Newsprint . . .

56% of the world's newsprint was produced by Canada in 1949.

It's these natural resources that have helped to make the Canadian dollar worth 1% more than the U. S. dollar—a hard fact in support of the statement that Canada is a profitable market for you.

But—how to reach it?

Radio is the answer. It's easy enough to reach the densely populated centers. But that leaves 41.5% of Canada's total retail sales market untouched: an area that accounted for \$3,622,465,000 in retail sales in 1949. In this rural market Radio can give you a better sales performance than any other medium—plus high performance in the "High Density" areas.

For 94% of ALL Canadian homes have a radio!

And

"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.

## BROADCASTING TELECASTING

### THE NEWSWEEKLY OF RADIO AND TELEVISION

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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



ASSOCIATION OF AMERICAN RAILROADS  
TRANSPORTATION BUILDING  
WASHINGTON 6, D. C.

WILLIAM T. FARICY  
PRESIDENT

May 31, 1952

To the PRESS and RADIO:

Subject: ONE WAY TO HAVE BETTER ROADS

Everybody wants good roads -- and having them means protecting the roads we have, as well as improving them.

That's why everybody has an interest in the results of a series of road tests conducted for eleven state highway departments on a paved highway in Maryland which is typical of many thousands of miles in the United States.

These tests demonstrated scientifically that there is a basic and inescapable relationship between the strength of a roadway and the weight of the vehicles which it can carry without costly damage and deterioration.

In fact, as the weight of the heavier vehicles increases, the amount of damage done increases in far greater than direct proportion. In the Maryland tests, an increase in single axle weights from 18,000 pounds to 22,400 pounds caused more than six times as much cracking in pavement laid, in both cases, on subsoil of the same character. And raising tandem axle weights from 32,000 pounds to 44,800 pounds on the two axles caused more than twelve times as much cracking in pavement laid on soil of the same kind in both cases.

This is one reason why highway engineers are so concerned that highways and bridges be protected from abuse and overloading, which means heavy damage and added costs. These costs must be borne by general taxpayers and by all motorists who use the highways.

Fortunately, the steel highways of the railroads are built to take the heavy loads of the nation's commerce, and their maintenance and repair do not cost the taxpayer a single penny.

Sincerely yours,

*William T. Faricy*

# SELL THE HEART OF THE NORTHWEST OVER **KFYR** BISMARCK, TH

"Unique" is merely a statement of fact in any description of KFYR Bismarck. It has a greater coverage area than any other station in the country, regardless of power—encompassing 1,000,000 people in North and South Dakota and sections of Montana, Wyoming and Nebraska, and 850,000 in Canada. It serves many cities exclusively and completely dominates a large group of others. In fact, there is no other outlet of such power and advantageous wave length within its entire coverage area.

KFYR is the favorite station among the majority of listeners in this huge segment of the Northwest—a top rank borne out by every independent survey. KFYR features splendid network, spot and local programming, but it is actually far more than just a medium of entertainment. Since there are relatively few daily newspapers in the area, KFYR is in a unique service position as the immediate source of news, weather reports, farm news and other vital information.

As a radio buy, KFYR becomes still more important in light of the purchasing power of its audience. Since the war, North Dakota has reached an all-time high in agricultural production, with industry and mining keeping pace. Just one example of this market's prosperity is the \$53,000,000 spent each year on groceries alone.

John Blair & Company, exclusive representatives of KFYR for 13 years, has filed one example after another of how KFYR has translated the loyalty and spending power of its listeners into success stories for advertisers. For actual case histories on products in your field—all produced *at low cost* over KFYR—call your John Blair man today!



KFYR's Master Control Room which, like all of this station's facilities, represents the newest in scientific planning.



Commercial Manager **BOB MacLEOD** consults with Program Director **CAL CULVER**. The intricate program board in background, which shows details of four weeks' programs, slides electrically between their offices.

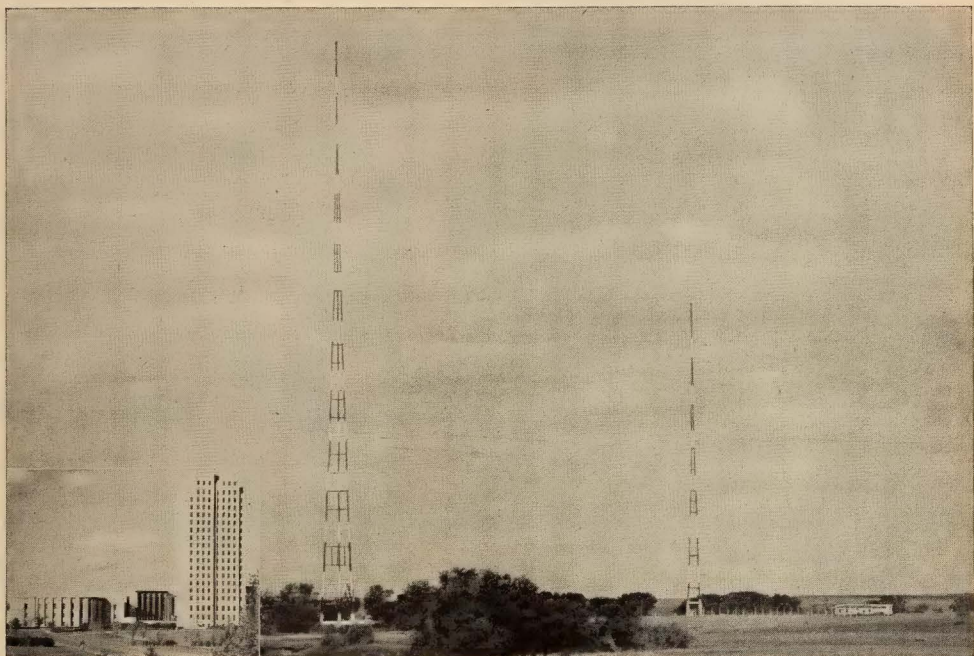


KFYR's unique Studio A is considered one of the finest small auditorium studios in the nation. Expandable stage can accommodate a cast of over a hundred.



# INVEST THE JOHN BLAIR WAY

## HOME RADIO STATION OF TWO STATES



KFYR transmitting plant 15 miles east of Bismarck. Higher tower is the highest narrow-base, self-supporting tower in the world. North Dakota's skyscraper capitol building at Bismarck, photographed to the same scale, shows the tremendous size of the main tower.

**JOHN  
BLAIR  
& COMPANY**

REPRESENTING LEADING RADIO STATIONS

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



F. E. FITZSIMONDS, Station Manager of KFYR.



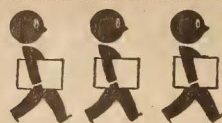


## TWO TOP CBS RADIO STATIONS TWO BIG SOUTHWEST MARKETS ONE LOW COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

**JOHN BLAIR & CO.**



agency

**J**OHAN L. McQUIGG, vice president-manager, Geyer, Newell & Ganger, Detroit, to Lennen & Newell [B•T, May 26] as vice president in charge of Detroit office and member of board of directors.

**JOHN T. McHUGH, CHARLES M. HARRISON and HARRY KULLEN** elected vice presidents of Joseph Katz Co., Baltimore. **EDGAR KASAN, ROLAND BRAVE, STANLEY BLUMBERG and GRAYDON WALKER** named to plans board. **ROBERT G. SWAN**, radio-TV head, promoted to vice president and director of radio-TV.

**EDWARD MacDONALD**, Hearst Adv. Service, N. Y., to research department, Young & Rubicam, that city, as head of media research.

**FLORENCE KATZ**, Leland K. Howe Assoc., to Emil Mogul Co., N. Y., as assistant radio-TV timebuyer. **MORT WYNER**, *Television Magazine* to agency's executive staff and **HAROLD MALK** appointed junior account executive.

**A. J. CASON**, Sears, Roebuck & Co., Chicago, to Kenneth B. Butler & Assoc., Mendota, Ill., as copy writer and account executive.

**DONALD H. JILSON**, technical copy writer, Leeds & Northup Co., Phila. to Richard A. Foley Adv., that city.



on all accounts

"THERE are no generalizations in the advertising business," says Maurice Belmont Ver Standig, president of Washington's M. Belmont Ver Standig agency.

"Any advertising man who tries to pass along broad statements as to how to handle a new client is just talking," Mr. Ver Standig declared.

"You just don't know how best to handle a new client's advertising until after you've made a lot of tests. We assume nothing," he stated.

"A rule we adhere to, something we try to insist on is that 5% of the total advertising budget of a client be spent on research—continuing research," Mr. Ver Standig added. "I can say that all of the 30 accounts that we have now abide by that rule."

Mr. Ver Standig said that annual advertising budgets of his agency's clients total \$1,140,000 of which an estimated \$320,000 is spent in broadcast media. Several direct mail accounts are numbered among his clients.

"What I mean when I say that we do not assume anything," explained Mr. Ver Standig, "is that we simply don't know which medium would be best for our client's prod-

uct until we do a lot of testing. Even when a particular campaign worked well for a similar product, we still don't assume that it will sell best for our client's product."

"Starting from scratch, we try to find out what would be best for our client before deciding on any approach—and that's why we have that 5% rule."

While Mr. Ver Standig does not feel that the past is necessarily the prologue of the future, he does not ignore methods which have proved successful. Far from it.

Within arm's reach of his desk he has a 10,000-card file containing "abstracts" of success stories. These are studied as guideposts.

But, he emphasized, successful campaigns of the past are only guideposts, and "we still don't know until we've tested the market what the best approach would be."

Mr. Ver Standig said also that his agency follows through with marketing and salesmanship clinics. We want to make sure that a customer is treated right once he is attracted by our advertising, he explained. His agency is now com-

(Continued on page 56)



MR. VER STANDIG



# beat



**ROBERT E. MATTHES**, radio-TV director, Bozell & Jacobs, Minneapolis, to Wright & Assoc., Chicago, as radio-TV writer and producer.

**ROBERT LONG**, TV-film staff, Schwimmer & Scott, Chicago, to Buchen Co., that city, as radio-TV director.

**MARY BREWSTER BRADY**, Dancer-Fitzgerald-Sample, N. Y., to copy staff, Doherty, Clifford & Shenfield, same city.

**HAROLD BREITNER**, copy writer, Hicks & Greist Inc., N. Y., promoted to account executive.

**MAJ. JIM PATTERSON**, USAF, TV copy writer, J. Walter Thompson Co., L. A., named executive producer, Video Production Squadron, Burbank, Calif.

**BERGLIETTE BOE**, formerly manager of radio department, Roy S. Durstine Inc. and assistant radio director, MacFarland, Aveyard & Co., Chicago, to radio department of Needham, Louis & Brorby, that city.

**ROBERT L. GARRISON**, **DONALD P. DAVIS**, **VIC CANEVER** and **JACK F. WORTH**, to creative and copy staff, D. P. Brother & Co., Detroit.

**JAMES S. LITTLE**, former office manager, Charles Dallas Reach Co., N. Y., to Al Paul Lefton, Phila., in executive capacity.

**EMMETT C. McGAUGHEY**, executive vice president, Erwin, Wasey & Co., L. A., named a city police commissioner.

**KENNETH C. RING** named executive vice president at William Hart Adler Inc., Chicago.

**WES ECOFF**, Ecoff & James Inc., Phila., elected chairman of city's chapter of American Assn. of Adv. Agencies. Other officers are **EARLE A. BUCKLEY**, The Buckley Organization, vice chairman; **SIDNEY THAYER**, Aitkin-Kynett Co., third secretary-treasurer, and **GEORGE BARNARD**, Aitkin-Kynett, and **J. M. KORN**, J. M. Korn & Co., governors.

**DAVID W. ARCHIBALD**, research and sales analysis staff, Gray & Rogers, Phila., promoted to assistant research director. **VINCENT BENEDICT** promoted from associate art director to head of art department.

**RICHARD SCHOCK**, Richard A. Foley Adv., Phila., to copy staff, Geare-Marston, that city.

**SCHRAM Co.**, Chicago, has moved to larger offices in State-Madison Bldg., 22 W. Madison St.

**IRVING GOULD** rejoins Lavenson Bureau, Phila., as art director.

**PAUL MATHISON**, H. M. Gross Adv., Chicago, to Phil Gordon agency, that city, as art director.

**CHARLES L. DUBISSON**, Congoleum-Nairn, to Hicks & Greist, N. Y., as account executive.

**DAVID S. NORTH** to press department, Ted Bates & Co., N. Y.

**JOHN FALKNER ARNDT & Co.**, Phila., moves to own building at 160 N. 15th St., that city.

**ROBERT W. MAERCKLEIN Adv.**, Milwaukee, and **CARL NELSON Inc.**, have merged under name Maercklein-Nelson Adv., Milwaukee.

**DONALD F. SIMCOX**, director of Contemporary Art Assn., to J. Robert Mendte Inc., Phila., as creative head of art department.

**H. I. ORWIG**, vice president, Buchen Co., Chicago, will discuss export advertising at National Industrial Adv. Assn. meeting in Chicago, June 30-July 2.

**CORNWELL JACKSON**, vice-president, J. Walter Thompson Co., L. A., and **MRS. JACKSON (GAIL PATRICK)**, associate producer, *Perry Mason* TV film series for Bing Crosby Enterprises, vacationing in Honolulu.

**BROADCASTING • Telecasting**



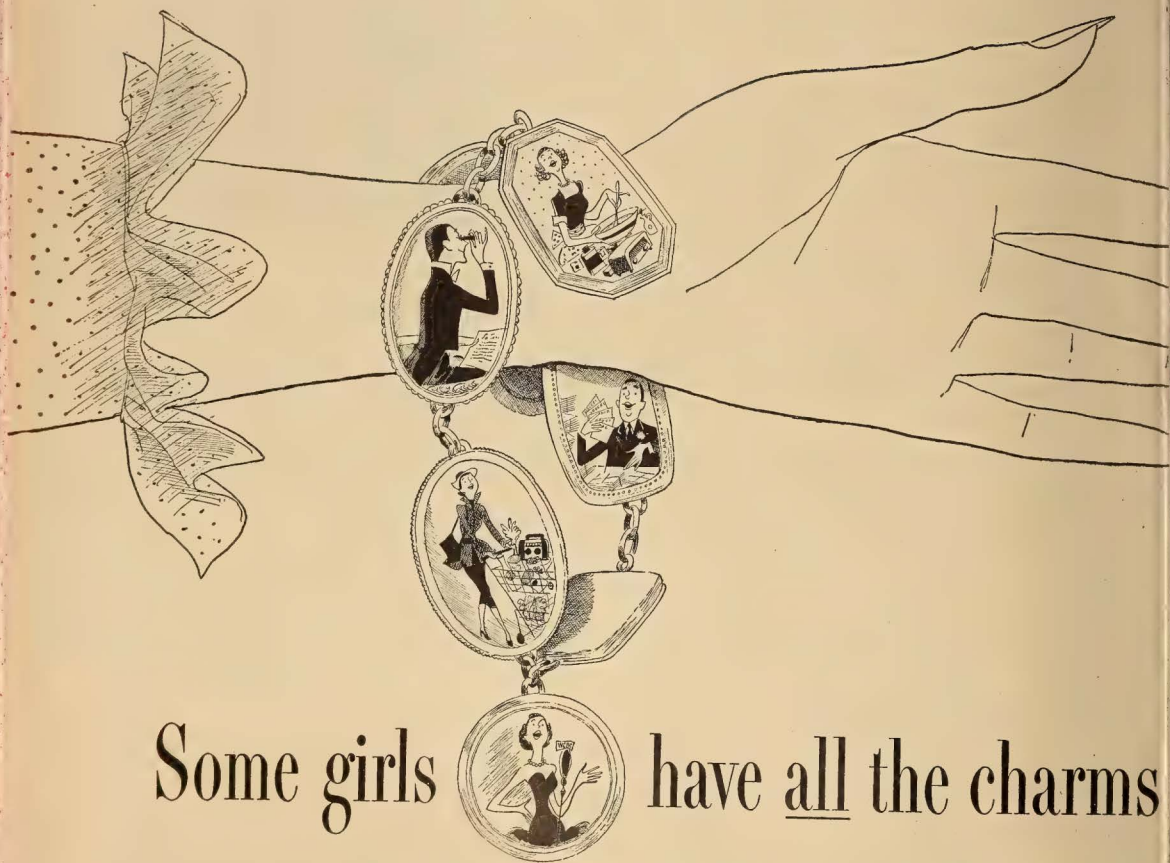
## Into their homes (and into their hearts) for over 20 years!

Sally Work has been broadcasting for WBEN Buffalo ever since the station opened. And her phenomenal success can be summed up in one word: confidence. Sally goes into Buffalo homes and into the hearts of housewives with her friendly, informal afternoon show. And sales-wise, Sally has what we call "cushioned drive". She's honest, down-to-earth, convincing but never overbearing. It's the kind of personal selling that appeals to women. And the list of Sally's success stories prove it. Red Heart Dog Food, Nescafe, Borden's Starlac, Gerber's Baby Foods... these and scores of other products were first introduced to Buffalo women by Sally Work. So if you want a sincere selling job done on your product, Sal's your gal. 150 word participations are available Monday thru Friday. Check with Petry for details.

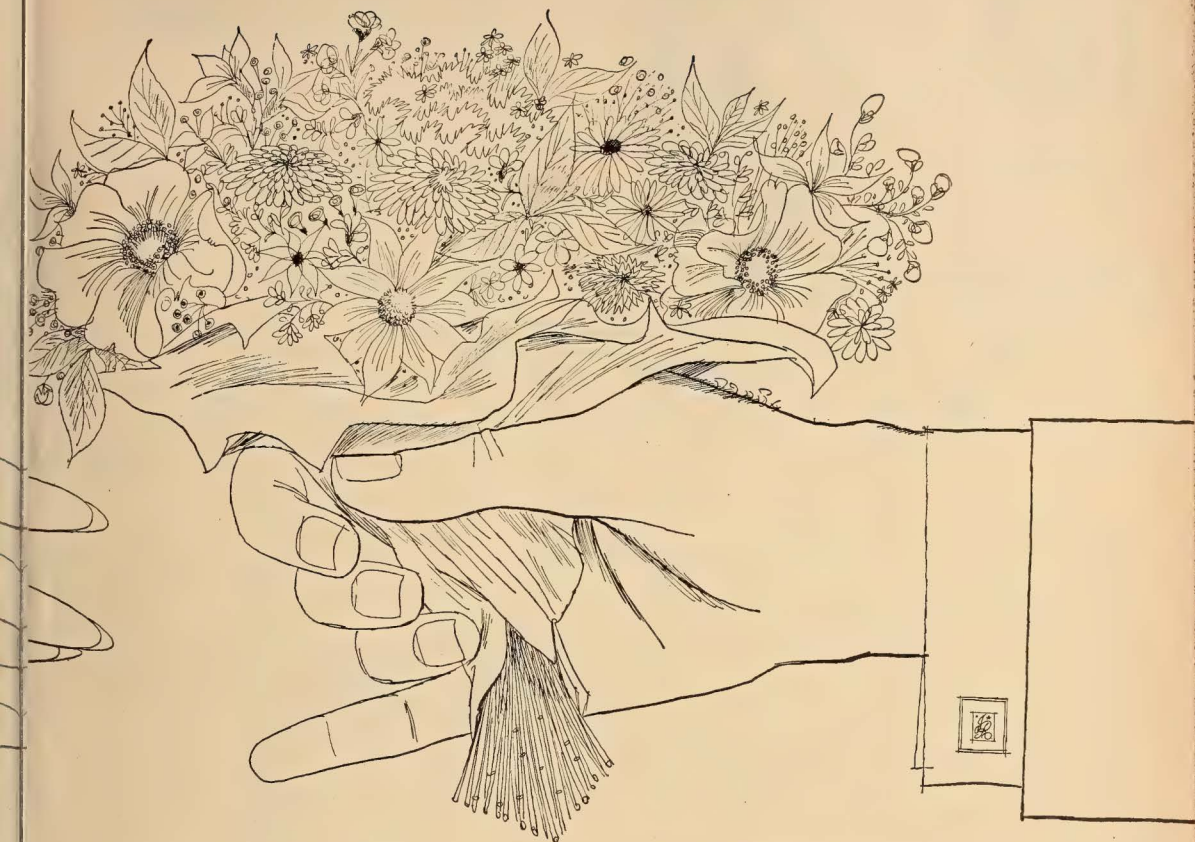
**Sally Work 1:30-2 P.M. Mon. thru Fri.**

# WBEN

**NBC BASIC — BUFFALO**







You've got to hand it to Joan Edwards. She's been a charmer ever since she first trod the boards as a young protégée of her famous Uncle Gus. Nowadays, she's getting new bouquets for showmanship—and salesmanship—on her new song-and-story show on WCBS, Monday through Friday mornings at 9:30.

- **She charms critics.** Billboard says, "It's as tho' the chanter, having fed her family, sent her hubby off to work and the kids to school, has called in the gals to chat and play records. And she does it all very pleasantly and capably."

**She charms listeners.** According to her first Pulse,\* Joan's bright-as-sunlight personality and friendly program attracted more listeners than

any other New York network station participation program. In fact, every morning housewives in more than 150,000 homes accept her warm invitation to "Come on over to my house."

**She charms advertisers.** Variety says: "She delivers her plugs with a cozy touch." But just hear those "plugs" and you'll realize they're socked across with all the skill of a star born and bred in big-time show business. (Participations were 50% sold out before her first program!)

**Want to charm customers?** Call us and sign up now for a low-cost participation on WCBS' Joan Edwards Show.

CBS Owned • New York  
Represented by CBS Radio Spot Sales

**WCBS**

AT THE  
**TOP**

IN

COLUMBUS, GA.



new business



### Spot . . .

**G**ENERAL FOODS, N. Y. (Instant Maxwell House coffee), placing saturation spot radio campaign in limited number of markets using as many as 50 spots weekly June 16-27. Agency: Benton & Bowles, N. Y.

**GILLETTE Co.**, N. Y., to sponsor radio-TV coverage of Belmont stakes races next Saturday over NBC networks, 4:30-5 p.m. EDT. Agency: Maxon Inc., N. Y.

**PLANTERS NUT AND CHOCOLATE Co.**, Wilkes-Barre, Pa., renews *Lucky U Ranch* on 25 ABC Pacific radio stations, 12:30-1 p.m. PDT Mon. through Fri. from May 19 for 13 weeks. Agency: Raymond R. Morgan Co., Hollywood.

**SIGNAL OIL Co.**, L. A., (petroleum products), renewed *The Whistler* on 21 CBS Pacific and Mountain radio stations, for 10th year, Sun., 7:30-8 p.m. PDT for 52 weeks from June 1. Agency: Barton A. Stebbins Adv., that city.

**ARMOUR & Co.**, Chicago, renews *Gene Autry Show* for 26 weeks on KSD-TV St. Louis and WBAP-TV Ft. Worth, Tex. Company also signs for 26 weeks of same CBS-TV film sales package. Agency: Foote, Cone & Belding, Chicago.

### Network . . .

**ALUMINUM Co. of America**, Pittsburgh, to sponsor *It's News to Me* with John Daly on CBS-TV for nine weeks effective July 6 as summer replacement for Edward R. Murrow's *See It Now*. Agency: Fuller & Smith & Ross, Cleveland.

**UNION OIL Co.**, L. A. (Royal Triton motor oil), began *Royal Triton Baseball Roundup* on May 26 on 319 ABC radio stations including outlets in Alaska and Hawaii. Program is aired 5:55-6 p.m. EDT Mon. through Fri. for 18 weeks. Agency: Foote, Cone & Belding, L. A.

**REXALL DRUG Co.**, L. A., started sponsorship of *Doris Day Show*, 7:30-8 p.m. EDT Sun., CBS Radio, effective yesterday (Sunday) as summer replacement for *Amos 'n' Andy*. Agency: BBDO, L. A.

**GENERAL MILLS Inc.**, Minneapolis (Wheaties, Gold Medal flour), renews *Trouble With Father* on ABC-TV, Fri., 7:30-8 p.m. EDT for 52 weeks from June 6. Agency: Dancer-Fitzgerald-Sample, Hollywood.

**CAT'S PAW RUBBER Co.**, Baltimore (heels and soles), to sponsor alternate Sunday telecasts of *Quiz Kids*, 4-4:30 p.m. EDT, CBS-TV Network, effective Sept. 14. Agency: S. A. Levyne & Co., Baltimore.

### Agency Appointments . . .

**WISSAHICHON YARN Co.**, Jenkintown, Pa., appoints Lee Ramsdell & Co., Phila., for Wyco wool and nylon hand knitting yarn. **GERALD F. SELINGER** is account executive.

**LURR PRODUCTS Corp.** (Lurr insecticide), names Rand Adv., N. Y. Radio and television will be used.

**CLARK-HOPKINS EQUIPMENT Corp.**, EDMAR COMMUNICATIONS Co. and L. GOLDSTEIN'S SONS Inc., appoint Advertising Assoc., Phila.

**FREEZERATOR Inc.** appoints Fien & Schwerin, Phila., for radio, TV and newspaper campaign in that city and Washington, D. C.

### Adpeople . . .

**HOWARD GORMAN**, associate advertising manager, Gaines (dog food) Div., General Foods Corp., N. Y., promoted to sales and advertising manager succeeding **DONALD S. HARRIS** now on special assignment. **C. D. EWART**, Gaines advertising assistant, named assistant to Mr. Gorman with **V. B. WARD Jr.** replacing Mr. Ewart.

**REX BUDD**, advertising manager, Campbell Soup Co., to receive Dr. Herbert W. Hess-Dr. J. Russell Doubman award of Merchandising Assn. at annual dinner at Houston Hall, Phila.

**JAMES J. NICHOLS**, currently with U. S. Navy, returns to Certified Grocers of Calif., L. A., as advertising manager, after discharge.

Top Hooper, top coverage, top merchandising support means WRBL leads ALL media in delivering the booming Columbus market. In 1951 Columbus showed a 10% POPULATION INCREASE; 10.5% RETAIL SALES INCREASE; 16.5% INCREASE in Effective Buying Income. WRBL delivers 18.7% MORE COVERAGE than all other media in the Columbus 26 county trading area. For complete coverage at the lowest cost per thousand contact WRBL or Hollingbery.

**5 KW IN COLUMBUS, GA.**

1st STATION IN  
2nd MARKET OF  
GA.

ALA. COLUMBUS

**CALL HOLLINGBERY AND WRBL-FM 46.2 kw**

**WRBL**



THE JOURNAL COMPANY

*announces the appointment of*

THE HENRY I. CRISTAL CO., New York, Chicago,

*as national sales representative*

*for radio station*

**WTMJ**

THE MILWAUKEE JOURNAL STATION



*Effective June 1, 1952*

## 'Remarkable Statement'

EDITOR:

Usually, when perusing your interesting magazine, at expense of management, I presume that your information is documented. Can this be true of the remarkable statement in recent CLOSED CIRCUIT that "cameramen and other unionized personnel" are responsible for "bosom shots" and "off-color gags" ... ?

V. J. Hultman  
Engineering NBC  
Hollywood, Calif.

[EDITOR'S NOTE: Point was made during Code writing session. Pointers identify trade secret. Sorry.]

## 'Just Unique'

EDITOR:

I guess we're just unique.  
At any rate your editorial, "Legalized Larceny," [B•T, May 19] makes the startling statement that

# open mike



"There's hardly an independent in the country that wouldn't go major network if it could." Gentlemen, here is one independent where all of us would just as soon take strychnine as go major network ...

First ... our listeners would desert us by the thousands if we swapped our friendly, informal, living local programs for the highly emotional soap operas, whodunits and other trash that makes up such a large percentage of network fare ...

Economically it would be sheer lunacy to swap time for which we are being paid 100 cents on the dollar to a network which would

pay us at most about 30 cents ...

And should I mention rates? Ours have been raised three times in three years and there is not a single under-the-table deal in the house. ...

L. O. Fitzgibbons  
Owner-Manager  
WHEEL Beloit, Wis.

## Standard Equipment

EDITOR:

I have been in Europe for approximately eight months now and did not realize in six years of station management just how important your publication is to the in-

dustry. It is as standard a piece of equipment in a station as a remote amplifier, a master program schedule, or continuity paper. Twice a month now for eight months I begin to think, "I must look at BROADCASTING and see what's happening in the industry," but, alas! No BROADCASTING. Your prompt attention to this order will be greatly appreciated from the former manager of WTAW, KTLW, KHIT, KIOX, and former staff man of WOAI-WOAL-TV.

W. R. Pierre  
Hdq. Trust  
APO 209  
c/o PM, New York

## Salik's Rebuttal

EDITOR:

In the always stimulating OPEN MIKE section of your issue for May 12, I read with particular interest the letter from Howard W. Davis, General Manager of KMAC-KISS (FM) in San Antonio, Tex. My friend, Howard, took exception to our double-spread in the April 21 BROADCASTING • TELECASTING in which we claimed KCBQ is "first in audience in the nation's fastest-growing major market." Specifically Howard stated that the San Antonio "metropolitan area" had grown faster in the past ten years than the San Diego "metropolitan area."

I hate to do this—particularly to my former home-town of San Antonio—but, facts are facts even in Texas.

The preliminary U. S. Census for 1950 lists the following figures for the Standard Metropolitan Areas (as defined by the Bureau of the Budget) for our two cities:

	1940	1950	% of Increase
San Antonio	338,176	496,090	46.7
San Diego	289,348	545,967	85.2

The J. Walter Thompson Advertising Agency used identical figures in their excellent booklet, *The Cream of Your Market*, again deriving their information from the U. S. Census of 1950. They divide the nation's top 162 markets as follows:

- A—8 markets over 2,000,000
- B—35 markets from 450,000 to 2,000,000
- C—72 markets from 150,000 to 450,000
- D—47 markets from 150,000

Again, in their booklet, the percentage of increase is 85.2% for San Diego as compared to 46.7% for San Antonio. Incidentally, their breakdown also shows that San Diego has grown faster in the past ten years than has any market in the A group, any market in the B group (which includes both San Diego and San Antonio), any market in the C group, and amazingly any market in the D group except one.

I think the figures Howard used were correct for "City Markets" rather than for the Standard Metropolitan as defined by the Bureau of the Budget. (San Diego County in our case, Bexar County for San Antonio). I'm sure that Howard would agree with me that one of radio's many advantages is that our medium, unlike others, does not

(Continued on page 58)

# WLOF NEWS INCREASES AUDIENCE 250%

When the Hooper Study of January-February, 1951 revealed that a network woman commentator on WLOF at 12:00 til 12:15 Noon, Monday thru Friday, had a Hooper Rating of 2.0; and a Share-of-Audience of 10.9, it was yanked from the air. The replacement was WLOF's own Production of "Front Page News" as reported by Paul Marlowe. These concise, hard-hitting, news broadcasts keyed to the interests of Orlando and all of Central Florida built an amazing following in a few short months. The October-November, 1951 Hooper Report discloses that Paul Marlowe's FRONT PAGE NEWS has a Hooper Rating of 7.0. This is a 250% INCREASE IN AUDIENCE. This WLOF News program has a 23.5 Share-of-Audience, representing a 115% Increase in Share-of-Audience. AND IT'S STILL BUILDING! Radio Sets-in-Use jumped from a 15.7 in January-February up to a 29.8 in October-November, 1951. RADIO'S IMPACT IS GROWING in ORLANDO, FLORIDA.

FOR SPOT AVAILABILITIES CONTACT:

PAUL H. RAYMER COMPANY, INC.

# WLOF

"FLORIDA'S SWEET MUSIC STATION"

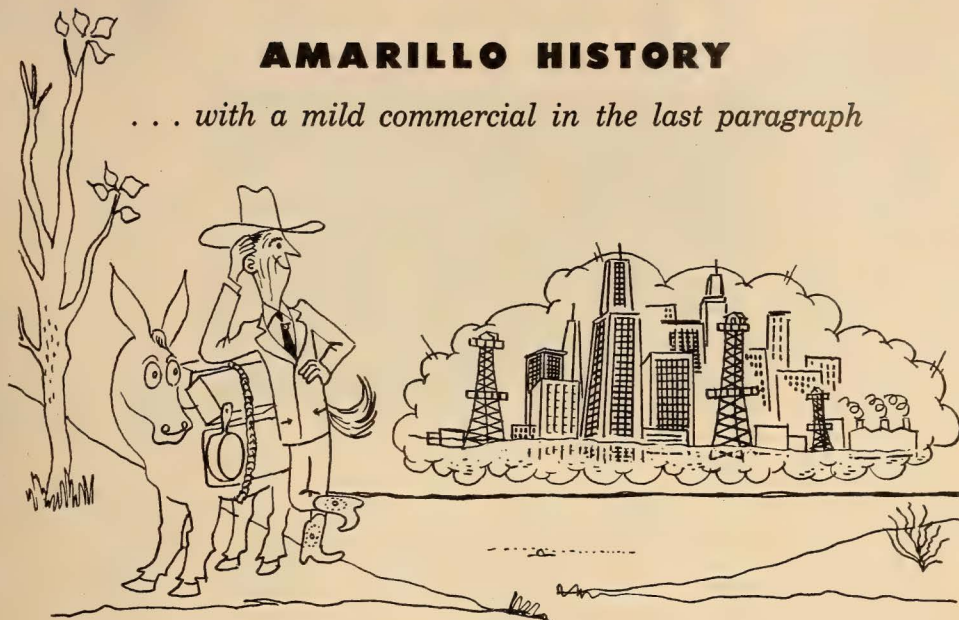
5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA



# AMARILLO HISTORY

*... with a mild commercial in the last paragraph*



**A**MARILLO has a short past. It was born with a cocklebur under its civic tail back in 1887, during the days when a branding iron was a sacred instrument and the first railroad was coming through. The way one story goes, a man name of Sanborn offered the cowboys of the LX Ranch a town lot apiece if they'd vote for his town (then known as Oneida) in a contest which developed over the location of the county seat. Since the LX hands constituted a legal, or shooting, majority, justice triumphed. "Amarillo" derived from the yellow flowers that, along with cattle, decorated the surrounding prairie.

Highly productive Texas soil caused agriculture to flourish. Early farmers raised giant-size vegetables. Wheat liked the Panhandle. Cotton was planted after the accidental discovery that cottonseeds, in which an early shipment of eggs was packed, would

grow. Highways and railroads crossed at Amarillo. Oil, natural gas and helium were discovered. Airlines came zooming in.

Wholesale and shopping center for an 83-county, 2-million-person area, Amarillo is close to the stuff an advertiser looks for when he wants business. KGNC, which completed its 30th year of broadcasting last month, is almost half as old as Amarillo. The only NBC station in a diamond pointed by Denver, Albuquerque, Dallas, and Oklahoma City, KGNC offers its listeners regional and national programming on its 10,000 watt signal . . . and its advertisers the chance to meet Panhandle hospitality and loyalty.

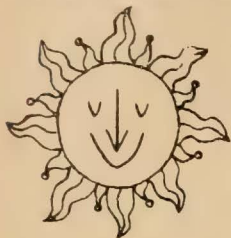


710 KC

• 10,000 WATTS •

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

## "Operation Heat Wave"



The hottest thing in town these days, outside of Washington's famous summer weather, is WRC's "OPERATION HEAT WAVE." For the first time, WRC is affording its advertisers a chance to make the heat pay off. . . .

If you're selling a seasonal product that moves best when the sun is hottest, here's your chance to buy radio spots in Washington on those "fair and warmer" days only—and save and save in the bargain.

**WHEN:** From May 25 through September 25.

**WHAT:** 20-second station breaks.

**WHO:** Seasonal hot weather products only, such as fans, bathing suits and sun tan lotion. (Products subject to WRC acceptance).

**COST:** It's lower than you think!

For complete details on how to stretch your radio dollars in the Washington market during the summer months, contact the New York office of NBC Spot Sales or the WRC Sales Department.

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



L to r: Mr. Dixon; W. L. Snyder, Drug Products Div., Procter & Gamble, and L. S. Lavezzi, Mgr., Kress store.

**I**N AN unusual feat, Prell Shampoo last week filmed a television commercial featuring the Prell comparison test as it was conducted in a busy store—Kress on Fifth Avenue in New York—before the public.

The commercial is the first in a series of TV films to be staged at well-known locations throughout the country.

Announcer Bob Dixon, with the aid of four models, conducted the questioning by stopping customers at random and asking:

"Which side of this girl's hair

looks more radiant?"

Each girl's hair was parted down the middle—one half shampooed with the new Prell and the other half with another leading brand. A camera was focused on the group to catch shoppers' answers. The film is that actually used in the TV commercial. Of the 12 women solicited, recorded and filmed, 11 liked the Prell side and the 12th was indifferent.

Don Weill, account executive of Benton & Bowles, agency for Prell, was the guiding idea-man behind the TV venture.



## strictly business

**L**IFTING of the TV freeze will mean greatly increased use of film programs, according to Aaron Beckwith, sales director of United Television Programs, distributor of TV films, who has already watched his sales volume quadruple itself in the past year.

Some of his reasons: More stations will mean greater competition and local managers will seek improved programming; stations unable to receive network service will turn from costly local live shows to less expensive film; national advertisers are even now turning from network to national spot advertising on film to stretch their already taut TV budgets.

An amiable man with a friendly voice, Mr. Beckwith contends that his best salesman, responsible for 75% of each sale, is the product itself. His company handles such programs as *Big Town*, now produced on film for simultaneous distribution by Lever Bros. and non-



Mr. BECKWITH

competing advertisers in other cities; all Bing Crosby Enterprises' TV output; Durocher and Day

(Continued on page 55)

CLEVELAND  
**WSRS**

"The Family Station"

CLEVELAND'S  
ONLY  
NEWS STATION  
ON THE AIR  
24 Hours daily  
around the clock

**WSRS**

● "The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

**WSRS**

LOCAL NEWS  
EVERY SIXTY  
MINUTES ON  
THE HALF HOUR  
AROUND THE  
CLOCK

On the air  
24 hours daily

"The Family Station"

**WSRS**

CLEVELAND  
NAT'L REP. FOR JOE & CO.

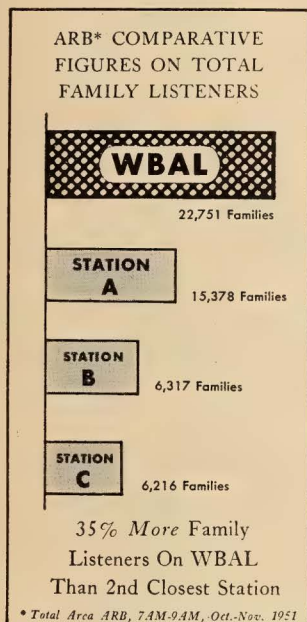
BROADCASTING • Telecasting



# "High Man On the ARB Poll"

## THE AL ROSS SHOW

6:00 to 9:30 A.M. Monday Thru Saturday



The chart at the left tells the story. Survey after survey shows Al Ross way out front in all morning programs. American Research Bureau proves the Al Ross show gives you at least 35% more Families.

And there's a good reason why Al is so popular. He has a way with him . . . a different style of announcing songs . . . a different way of giving with the commercials.

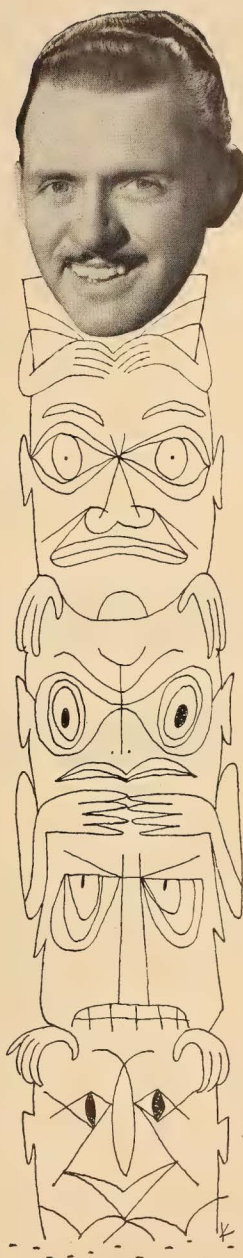
And here's another reason why the "big pay off" is on WBAL BALTIMORE . . . the station with the big 50,000 watt power—WBAL, the NBC affiliate.

Let Us Tell You Why The "AL ROSS SHOW" Has the  
Lowest-Cost-Per-Thousand in Baltimore in the Morning!

# WBAL

50,000 WATTS • NBC IN MARYLAND

Nationally Represented by EDWARD PETRY & CO.



**NORTH CAROLINA is  
the South's No. 1 STATE**

# *North Carolina's Number ONE SALESMAN*

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

**WPTF**  
also  
WPTF  
FM

**50,000 WATTS • 680 KC.**

**NBC AFFILIATE FOR RALEIGH-DURHAM  
AND EASTERN NORTH CAROLINA**



**FREE & PETERS, NATIONAL REPRESENTATIVE**

**R. H. MASON, GENERAL MANAGER  
GUS YOUNGSTADT, SALES MANAGER**



# CBS RADIO RATE TALKS

## Affiliates Call Meet With Network

By EDWIN H. JAMES

A GROUP of prominent CBS Radio affiliates last week arranged for and invited other stations of the network to a two-day conference on the current radio network crisis. Top CBS executives have agreed to participate.

Copies of a telegram signed by the group were sent out Wednesday night to all CBS Radio affiliates and the meeting set July 1-2 in New York's Ambassador Hotel.

William S. Paley, chairman of the board of CBS; Frank Stanton, president; Adrian Murphy, president of CBS Radio, and other high CBS executives will be present. Mr. Stanton is cutting short a European vacation to attend the meeting.

Those signing the telegram were Kenyon Brown, KWFT Wichita Falls, Tex.; Victor Sholis, WHAS Louisville; William Quanton, WMT Cedar Rapids; John E. Fetzer, WKZO Kalamazoo; Saul Haas, KIRO Seattle; John F. Patt, WGAR Cleveland and WJR Detroit; Ray Herndon, KTRH Houston; Hubert Taft, WKRC Cincinnati, and George B. Storer, WGBS Miami, WAGA Atlanta, WMMN Fairmont, W. Va., and WWVA Wheeling, W. Va.

### Realistic Discussion

Sponsors of the conference said they wanted made clear that it was intended as a realistic discussion of the deteriorating situation in radio network operations. It was not called in a spirit of antagonism, they emphasized.

In the telegram, however, they said the state of radio network business "offers cause of great concern."

Although the telegram was no more specific than that in regard to the cause of the meeting, it was plain to all that the sponsors of the conference were worried by the prospects of another round of network radio rate reductions.

By last week it had become an open secret that CBS Radio was seriously considering a substantial reduction in nighttime rates. All that remained to be settled was the question of how much to cut them. The question of when to invoke the reductions had been pretty well decided: As soon as the CBS top executives agreed upon the amount of the cut.

BROADCASTING • TELECASTING

learned last week that CBS management had made up its mind it could not go into the fall season without a rate cut deep enough to set prices below the depressed levels at which network business lately had been conducted in under-the-table deals.

Only by falling back to a fixed price level of this order can radio network business be stabilized, these CBS executives believe. And their opinion coincides with that held by the management of NBC, it is known.

Having twice been thwarted by affiliate opposition when it tried to take the lead in imposing rate adjustments, NBC has adopted the strategy of awaiting a CBS Radio cut before, as it cannot fail to do, following with its own.

It was in recognition of this anticipated sequence that the idea for a meeting of CBS Radio affiliates first arose. Although wholly independent of the All-Radio Affiliates Committee, the action last week of the CBS affiliates group

was a logical outgrowth of an Affiliates Committee meeting a fortnight ago [B•T, May 26].

At that meeting, the Affiliates Committee expressed "grave concern" over the general radio network situation, but refrained from any joint action. There is little activity the Affiliates Committee can undertake as a group because of the danger of running afoul of anti-trust laws.

### Decided To Confer

The Affiliates Committee did say, however, that its members had decided individually to confer with their respective networks on the difficult questions facing radio network business.

Of the signatories to last week's telegram to CBS Radio affiliates, three are members of the All-Radio Affiliates Committee, Messrs. Brown, Storer and Patt. One other, Mr. Sholis, was present as a guest at the Affiliates Committee meeting a fortnight ago, however.

Although it was not called at their suggestion, CBS executives

were said to be favorably disposed toward the July 1-2 meeting.

It is known some high CBS officials feel the time has come to present CBS Radio affiliates with a comprehensive situation report detailing the radio network's difficult position in the face of what amounts to a buyers' strike against network radio at present prices.

This position may not be easy to explain, since many if not most CBS Radio affiliates—including those in television markets—are said to be doing well in both local and national spot sales.

These affiliates find it hard to believe national advertisers are willing to buy spot radio but not network radio. They find it especially hard to understand when the advertisers are buying heavily in radio spot in television markets and, on some stations, at spot rates which prevailed before the network radio rate cuts of a year ago and which have not dipped a cent since.

In the opinion of some CBS Radio

(Continued on page 36)

# RADIO TAX RELIEF

## Offered in Miller Bill

A SIMPLE dollar-and-cents objective to benefit a number of radio station operators, weary-eyed from puzzling over high rates in the Excess Profits Tax Act, underlies a rather complex bill introduced in the House last week.

The bill was authored by Rep. William E. Miller (R-N.Y.) and was referred to the tax-writing House Ways and Means Committee.

Its significance is clear-cut for it would:

Give the radio licensee, who also operated some other type of business or businesses in the years 1947-1949, an opportunity to separate his radio earnings from his other business ventures for a break-down for tax purposes.

Where this could be profitable for the broadcaster in the category described can be readily seen. For if the broadcaster lost money in getting his radio property on an even keel, revenue-wise, his so-called base period—1947-1949—would be adjusted accordingly.

Thus, the broadcaster could apply his losses at a rate to be determined by an (radio) industry

rate of return to his other business income to obtain his average base period income.

A section of the bill would provide that relief would be retroactive to the period starting with July 1, 1950.

As is the unwritten effect of the Excess Profits Tax, the business which can show a higher base period can later show a less lop-sided earnings sheet in the subsequent years.

### Exemptions Granted

The bill specifically excludes from its provisions those AM broadcasters who also operated TV prior to Jan. 1, 1951.

The Excess Profits Tax Act already contains a relief section for TV broadcasters, who were in business early, but who lost money.

The TV formula generally permits radio owners who operated television to apply their earnings to an individual rate of return or an industry rate, whichever is the more favorable.

It was learned that Rep. Miller introduced his bill upon request. According to sources in the House,

the legislation was spurred by "some seven newspapers who own radio properties."

This source disclosed that the newspaper owners were ones who had purchased their way into radio early in the post-war era by acquiring FM stations only. It was claimed that these owners lost money in operating these stations until they later "acquired AM properties."

However, it must be noted that the relief would be afforded to not only the newspaper owner of a radio property but also any other licensee who has other business interests.

A tricky law for the layman, the Excess Profits Tax provisions can penalize such business owners because losses generally written off on a losing proposition to a profitable enterprise makes the latter base period much lower. In turn, when the losing operation becomes profitable, the overall jump in profits becomes gray percentage-wise for the government.

A similar situation formerly existed in the TV broadcaster's situation.

(Continued on page 38)



## ZUZULO NAMED

As MBS Press Chief

FRANCIS X. ZUZULO, press information manager for Mutual, last



Mr. Zuzulo

week was promoted to director of press information, with responsibilities including supervision of the network's publicity offices in Chicago, Washington and Hollywood as well as New York, and operation of the

Mr. Zuzulo's regular services to affiliates and editors throughout the nation. The appointment was announced Tuesday by Vice President Robert A. Schmid. It followed the resignation of Dick Dorrance, who is establishing the promotion firm of Dorrance & Co., New York [B•T, May 26].

Mr. Zuzulo has served the Mutual press department in a number of capacities since joining the network in August 1944. He was business news editor before being named manager of the press division.

Before joining Mutual, he served with the United Press in Kansas City and New York, and with MacFadden Publications. During the war he served overseas as an army captain for three years prior to medical discharge for wounds in June 1944. He is a graduate of the U. of Missouri School of Journalism.

## MBS Signs Motorola

MOTOROLA Inc., Chicago (radio and TV sets), will sponsor *True Detective Mysteries* on alternate Sundays over MBS, 5:30-6 p.m. EDT, beginning July 13. The company will alternate sponsorship with Williamson Candy Co. (Oh Henry candy), which has signed a recent renewal contract. Agency for both sponsors: Aubrey, Finlay, Marley & Hodgson Inc., Chicago.

## Johnny-on-the-Spots

GENERAL Manager Lawrence A. Reilly of WTXL West Springfield, Mass., is guffawing over an item which appeared in the *Springfield Sunday Republican* about the Memorial Super Market's two-hour special sale which moved nearly 20,000 items of canned goods and packages at a flat 10% reduction in price, and which the newspaper reported "had no advance advertising." Joker is, according to Mr. Reilly, that the grocery market bought spot announcements starting in mid-afternoon telling of the sale, with the result that more than 500 housewives flocked to the sale, pulled by radio alone.



Drawn for BROADCASTING • TELECASTING by Sid Hix  
"They voted seven-to-one in favor of transit radio."

## ABC ADDS SEVEN

Affiliates Total 330

SIGNING of seven new affiliates by ABC bringing the total to 330, was announced last week by William Wylie, ABC radio stations director.

The group includes three California stations owned by the Broadcasting Corp. of America: KYOR Blythe (1450 kc, 250 w), managed by Lyle Schuman; KROP Brawley (1300 kc, 1 kw day and 500 w night), managed by John Chandler, and KREO Indio (1400 kc, 250 w), managed by James Tracewell.

KOWB Laramie, Wyo. (1340 kc, 250 w), owned by Snowy Range Broadcasting Co. and under the management of Lynn Smith, also is joining the ABC network, while the following commenced affiliation yesterday (Sunday):

KANE New Iberia, La. (1240 kc, 250 w), owned by New Iberia Broadcasting Co. and managed by Dierrell Hamm; WGYV Greenville, Ala. (1400 kc, 250 w), owned by Greenville Broadcasting Corp. with W. J. Miller Jr. as manager; and WKSR Pulaski, Tenn. (730 kc, 150 w day), owned by Richland Broadcasting Co. and managed by Virgil Trimm.

## ROBERTS TO ABC

As Central Radio Head

DON ROBERTS, vice president in charge of new business for Sullivan, Stauffer, Colwell & Bayles, New York, has been appointed director of ABC radio's Central Div., effective yesterday (Sunday), succeeding Edward G. Smith, resigned [B•T, May 26].

Prior to association with SSC&B, Mr. Roberts was western sales manager for CBS' Chicago office, and before that served five years as radio account executive with NBC in New York.

## DON LEE SIGNS

General Mills to Show

GENERAL Mills Inc., Minneapolis (Sperry Div.), will start *Breakfast News* with Sam Hayes on 45 Don Lee Pacific Coast radio stations, 7:45-55 a.m. (PDT) Monday through Saturday, for 52 weeks beginning today (Monday).

The firm formerly broadcast a program on NBC radio for 13 years. The agency is Dancer-Fitzgerald-McDougal, San Francisco.

Each of the stations will follow the program with five-minute local news broadcasts. First contract to be signed is with Norris-Thermador Corp., Los Angeles (bathbubs, sinks, electric ranges), starting 7:55 Local on KHJ Hollywood for 13 weeks beginning today (Monday). The agency is West-Marquis Inc., that city.

## KLAUS MOVED UP

To WERE Cleveland Head

CLEVELAND Broadcasting Inc. board of directors last Tuesday announced the appointment of



Mr. Klaus

Richard M. Klaus as general manager of WERE Cleveland. Mr. Klaus joined the WERE sales staff in February 1950 as assistant sales manager. He also was with WHBC Canton, Ohio, and WJW Cleveland, before coming to WERE. A graduate of the U. of Michigan, he served five years in Navy Communications during World War II and was discharged as lieutenant commander.

Mr. Klaus recently became the father of a son, Robert Alan.

## JONES SUIT

Appellate Affirms Sufficiency

THE APPELLATE division of the New York State Supreme Court has unanimously affirmed the decision of the Supreme Court upholding the sufficiency of the complaint filed by Duane Jones Co. against nine of its former officers and directors, and Frank J. Burke and Manhattan Soap Co.

The complaint alleged a conspiracy on the part of the defendants to force Duane Jones, chairman of the company, to sacrifice his stock in the company, under threat that the nine officers and directors would take the clients and personnel, turn the key in the door and shut up the business. When Mr. Jones refused to sell his stock, the defendants, it is alleged, proceeded to carry out their threats.

The Duane Jones complaint, whose sufficiency was sustained twice by the Supreme Court before being taken to the appellate division, seeks recovery of \$3,500,000 from the defendants; an accounting of profits and the impressment of a trust in favor of Duane Jones Co. upon the stock of Scheideler, Beck & Werner Inc., which was formed by some of the defendants to take over the Duane Jones business.

The defendants have been given ten days to answer and the trial is expected to be held early in fall.

## O'NEIL ELECTED

To Ad Council Board

ELECTION of Thomas F. O'Neil, president and board chairman of Mutual, to succeed former MBS president Frank White on the board of directors of the Advertising Council was announced Friday by chairman Howard J. Morgens, Procter & Gamble vice president in charge of advertising.

Mr. O'Neil, whose MBS presidency became effective June 1, is a vice president and director of General Tire & Rubber Co. He entered the radio industry in December 1947 as vice president and director of the Yankee Network. In the following February, he became a member of the Mutual Network's board of directors, to be elected chairman three years later. He is also president of Thomas S. Lee Enterprises, owned 90% by General Tire and 10% by Macy's and consisting of the Don Lee Network, the Yankee Network and WOR-AM-FM-TV New York. Lee Enterprises also owns 59% of Mutual.

## Fineshriber Named

APPOINTMENT of William H. Fineshriber Jr. as MBS member of the NARTB Radio Board was announced last week by NARTB President Harold E. Fellows. Mr. Fineshriber is executive vice president and a director of MBS. He replaces Frank White as MBS member of the association board. Mr. White having resigned as MBS president to join NBC.



# TR PLANS EXPANSION

## SCOTUS Victory Paves Way

TRANSIT RADIO Inc., FM-sired and newest of the national media, is working on plans to spring out of its litigation limbo into full stature with other major advertising industries.

Armed with a 7-1 U. S. Supreme Court decision, officers and directors of Transit Radio have scheduled a Tuesday morning meeting in Cincinnati to lay plans for the delayed expansion into a nationwide operation, according to Hubert Taft Jr., board chairman. Mr. Taft is president of WKRC Cincinnati.

Key figures with Mr. Taft are R. C. Crisler, TR president; Ben Strouse, of WWDC Washington, vice president; Tom O'Neil of General Tire radio properties, and W. M. O'Neil, WJW Cleveland; Chet Thomas, KXOK St. Louis. E. K. Hartenbower, KCMO Kansas City, was expected to attend along with several others interested in transit.

### Plans In The Offing

While nothing will be decided prior to the meeting, Transit Radio's backers envision sales offices in New York and Chicago. Present headquarters are in Union Trust Bldg., Cincinnati. At one time Transit Radio was represented nationally by H-R Representatives Inc.

Once enjoying a take of \$20,000 a month from national advertisers using the service supplied bus companies via FM stations, Transit has operated for well over a year with a total of about 3,600 radio-equipped vehicles compared to a peak of 4,600. At present about 18 national advertisers are buying transit, the litigation having caused many others to drop out.

Shortly after the Supreme Court's decision was announced last Monday, sporadic inquiries started coming from national sponsors showing renewed interest.

One of the main jobs facing Transit Radio Tuesday will be formation of a sales organization. Up to a few months ago H-R Representatives Inc. had serviced Transit Radio.

Then there will such problems as new capital and new station-transit tieups to expand the medium from a dozen cities to a nationwide operation.

Threats of continued organized effort to block transit programming were heard last week. Among those taking this position were Paul M. Segal, attorney, of Segal, Smith & Hennessey, who argued the anti-transit radio case in the Supreme Court, and the National Citizens Committee Against Forced Listening.

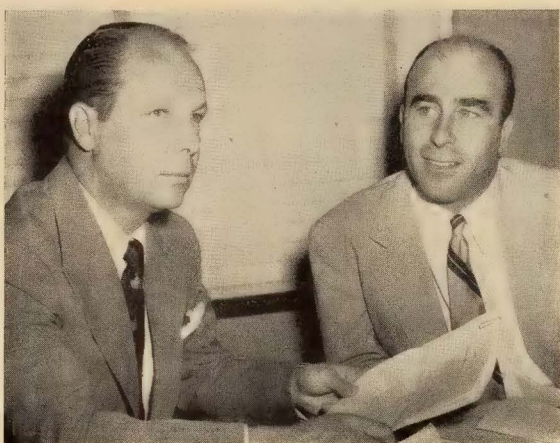
Mr. Segal said, "Murder, arson and the torture of little white mice are all wicked. But none of them violates the Constitution of the United States. The Supreme Court has now held that regardless of whether transit radio is good or bad, it just doesn't happen to

be unconstitutional. This does not mean that transit radio will be permitted to go forward. The constitutional attack was just one attempt."

The case was argued in Supreme Court last March 3 [B•T, March

10]. Appearing on behalf of Washington Transit Radio Inc., Public Utilities Commission (District of Columbia) and Capital Transit Co. was Attorney W. Theodore Pierson, of Pierson & Ball.

Originally the U. S. Court of



MOST interesting thing they've read in years, Ben Strouse (r), WWDC Washington, and W. Theodore Pierson, radio attorney, agree as they peruse the transit radio decision.

Appeals for the District of Columbia had held that transit broadcasts deprived objecting riders of their liberty without due process of law [B•T, June 18, 11, 1951]. The highest court did not accept this ruling, holding that the D. C. Public Utilities Commission was within its rights in permitting radio programming for buses operated in the nation's capital.

If TR goes ahead with a rapid expansion program it will encounter some delay in providing equipment for buses and trolleys. TR has a supply of antennas in stock but no receivers. It is believed receivers could be obtained without difficulty, once an actual demand appears.

The status of transit radio at the FCC, along with other types of special FM services, is somewhat cloudy. The Commission had raised the question of legality of the "beep" signal used for switching talk programming. Four functional music outlets were cited [B•T, May 31, 1951]. They have asked FCC to hold a general rule-making hearing so the issues might be clarified on an industrywide basis. Fate of storecasting also

(Continued on page 92)

## SOAP ACCOUNTS Expand Fall Radio-TV Shows

By FLORENCE SMALL

THE SOAP companies, whose ranks include the largest single advertiser in radio and television, will be more active this fall in television and radio than ever before in their history. That was the finding of a BROADCASTING • TELECASTING spot check made last week.

As prime mover in this expansion, Procter & Gamble, Cincinnati, which last year spent nearly \$25.75 million for network radio-TV time alone, has added a television version of *Welcome Travelers* daytime strip on NBC-TV, augmenting its recent early morning radio purchase (9:30-10 a.m. on NBC), plus a new half-hour on NBC-TV (Sunday, 7-7:30 p.m.), into which the *Red Skelton Show* will be moved from its present 10-10:30 p.m. Sunday time [B•T, May 26].

Latter time period will be retained by P&G and a new film show called *The Doctor* will be starting in August for the firm's Camay soap. In addition, P&G will place a TV version of its *Guiding Light* (CBS Radio daytime strip) in its 2:30-4:5 p.m. period on CBS-TV succeeding *First One Hundred Years*. The firm's 16 other radio programs as well as its TV shows, such as *Those Two* (NBC-TV strip) and *Beulah* (ABC-TV, weekly hour-hour), are slated to continue for next fall.

Colgate-Palmolive-Peet, which will be spending about \$26 million in time and talent in radio and television, last week bought, in addition to its already impressive list of radio and TV shows, a TV film version of *Mr. and Mrs. North*. Company is planning to place the half-hour program, once a week, on a spot basis across the country instead of using a network. Sherman & Marquette, New York, is the agency.

### 'Biggest In History'

The present radio-TV lineup is "the biggest in the company's history and the most effective," Les Harris, director of radio-TV for Colgate-Palmolive-Peet, told BROADCASTING • TELECASTING.

The firm is expected to renew its sponsorship of *Colgate Comedy Hour* Sundays on NBC-TV and will definitely continue with its *The Big Payoff* (NBC-TV), *Strike It Rich* (five times weekly strip on CBS-TV), plus a nighttime half-hour (also CBS-TV).

In radio, Colgate-Palmolive-Peet last week renewed the five-minute Louella Parsons strip for another quarter on CBS Radio. In addition, the firm will continue with its radio schedule of *Mr. and Mrs. North* on CBS Radio, *Our Miss Brooks* on CBS Radio, *Bob and Ray* on NBC and *Strike It Rich* on NBC.

Lever Brothers, New York, whose overall radio-TV budget is estimated slightly higher than that of C-P-P, has added 7:45-8 p.m. Tuesdays and Thursdays (on CBS-TV) for its Chlorodont toothpaste but will drop the radio version of *Big Town* on CBS Radio (Wednesdays, 8-8:30 p.m.), although the TV budget for *Big Town* expanded by switching from live to film.

The newest buy for Chlorodont will start with a program produced by J. Walter Thompson Co., New York, featuring a top vocalist weekly, with the most effective personality to be picked out of the summer group for a permanent fall show.

Lever Brothers, instead of taking a 13-week hiatus for its *Lux Radio Theatre*, will remain off for only eight weeks, meanwhile substituting two CBS Radio house shows, *Broadway Is My Beat* and *Romance* (Mondays, 8-9 p.m.) during the five summer weeks. In the fall, the Lever radio lineup will include, aside from *Lux Radio Theatre* (CBS Radio), *Aunt Jenny* (CBS Radio), *House Party* (CBS Radio) and a simulcast of part of the Arthur Godfrey morning show (CBS Radio and TV). In television, Lever will continue to sponsor *Lux Video Theatre* (CBS-TV), *Big Town* (CBS-TV) and *Hawkins Falls* (strip on NBC-TV).



WALTER C. EVANS, 53, for three decades one of the leading figures in the electronics industry, died shortly after 4 a.m. Wednesday in Johns Hopkins Hospital, Baltimore.

Distinguished persons from all branches of electronics and manufacturing were to join Westinghouse Electric Corp. and Westinghouse Radio Stations Inc. executives and high government officials at funeral services to be held at 11 a.m. today (Monday) in Ticker's funeral home, North and Pennsylvania, Baltimore.

Burial was to be at 1:30 p.m. today at Arlington National Cemetery, with full military honors.

Since last April, when Mr. Evans' health limited his business activity, he had remained at his home in the Eastport section of Annapolis, Md. He had relinquished active duties in three Westinghouse Electric Corp. industrial divisions but continued as vice president of the parent concern and president of the radio-TV station organization.

Last Monday his illness became critical. He was taken to Johns Hopkins Hospital, Baltimore, but began to sink rapidly.

For many years Mr. Evans lived in the Annapolis area, having never lost his love for the water and his interest in boats. Until this spring he lived in a home built on a barge anchored at the shore line, moving into a house ashore just a month ago.

#### Industry Pays Homage

As word of his critical illness and then his death spread last week tributes and messages of sympathy came from all over the nation.

In the Westinghouse organization he was known as an active, brilliant and exacting executive. Many electronic developments bear signs of his engineering and administrative genius. He remained "fiercely loyal to people with whom he worked," according to fellow executives.

Walter Evans, like many in the Westinghouse organization, rose to high executive stature from the engineering ranks. As a boy of 15 he attracted wide attention in the Chicago area by making a sending and receiving radio unit that induced a newspaper to publish an entire radio supplement. Not interested in his father's railroad supply business, he kept putting with radio gear and became a Great Lakes ship radio operator at 16.

During World War I he served in the Navy, becoming an instructor at the Naval Radio School at Harvard. Later he served as radio operator aboard a sub chaser.

After the war he resumed college education at U. of Illinois where he was a roommate and fraternity brother (Chi Psi) of E. R. Borroff, now general sales manager of Westinghouse Radio Sta-



tions. At one point the young radio man interrupted his electrical engineering studies to ship out as operator on an oil tanker.

After his studies at U. of Illinois he served as operator for Marconi Co., RCA and United Fruit Co., supervising the first radio telephone installation on an American merchant ship for the last-named line.

He was operator on the ill-fated steamer *Eastland* but was transferred to another ship just a week before it sank with loss of hundreds of lives.

Joining the new KYW Chicago in 1921, he helped engineer one of the earliest midwestern stations carrying regular broadcast service. In 1922 he was appointed chief engineer and four years later was named KYW general manager.

#### In Charge of WRS

By 1932 Mr. Evans had been placed in complete charge of all Westinghouse radio stations. The following year, his duties were expanded to include all Westinghouse radio manufacturing activities as well as broadcasting, with responsibility for development, manufacture and sales of radio broadcasting and communications equipment.

He was elected a director of Westinghouse Radio Stations in 1936, rising to a vice presidency in 1939 and assuming the presidency in 1947.

With election to vice presidency of the parent corporation in 1942, he was in charge of the X-Ray and Electronics Divs. in Baltimore. One of his feats was to increase production 120 times to produce over \$400 million worth of radar and allied electronic gear for the military.

The wartime achievements brought him Certificates of Appreciation from both the Army and Navy for "his contributions in connection with the development and production of radio and radar equipment during World War II." He organized the Westinghouse Television & Radio Division in 1945, directing this radio-TV receiver

operation during its formative years.

Mr. Evans was named chairman of the International Broadcasting Committee of the Defense Communications Board in 1941. In the previous decade, he had taken leaves from Westinghouse at government request to serve as industry technical adviser to the State Dept. at the Madrid and Cairo international telecommunication conferences.

He was a Fellow of the Institute of Radio Engineers; director of Broadcast Music Inc.; director of Radio-Television Mfrs. Assn., and member of Army Ordnance Assn., American Society of Naval Engineers, Chi Psi, and Tau Beta Pi honorary engineering fraternity.

Surviving are Mrs. Evans, the former Lee Huddleston; a son, Chuck; a daughter, Mrs. Barbara Jean Bixbee, and a grandchild, son of Mrs. Bixbee. His two children are by his first marriage to the former Jean Burtis, who survives.

## MOFFET QUILTS FOSS

### Joins Russell P. May Firm

JOHN A. MOFFET, 37, has left the post of vice president with William L. Foss Inc., Washington, to become an associate in the firm, Russell P. May, Radio Consulting Engineers, Washington.

Mr. Moffet had been with the Foss firm since November 1945

when he was discharged from active duty with the Air Force. During War II, he served first with the Army Signal Corps, finally as an Air Force captain in the European theatre. Mr. Moffet was graduated from Swarthmore College in 1937, receiving an engineering degree with honors. With Mrs. Moffet and their two children, he lives in Arlington, Va.



CHARLES H. CRUTCHFIELD (1), vice president and general manager, WBT-AM-FM and of WBT-TV (TV) Charlotte, joined B. H. Peace Jr., president, WBT-AM-FM Greenville, S. C., in sampling WFBC's 19th anniversary cake, May 20. Mr. Crutchfield was program director when the station first went on the air.

## FRITCHEY NAMED

### As Truman Assistant

CLAYTON B. FRITCHEY, Dept. of Defense public information chief, was appointed last Tuesday as a ministrative assistant to the President with an annual salary of \$15,000 [B•T, May 26]. He will assume his new responsibilities sometime this week.

The White House announcement did not specify the nature of Mr. Fritchey's duties, but it was presumed he would devote himself to responsibilities of a political nature. Nor did Joseph Short, White House radio-press secretary, elaborate on the announcement.

Mr. Fritchey thus joins a White House contingent of administrative assistants comprising David Bell, Donald Dawson, David Lloyd and David Stowe. Table of operation calls for six such posts, although they rarely have all been filled any one time.

Mr. Fritchey has been OPI director for the Defense Dept. since November 1950 and previously was editor of the *New Orleans Item* (no radio-TV affiliation). He also was with the *Baltimore Post* and the *Cleveland Press* during the '30s. He succeeded Osgood Roberts in the defense information post. His successor in the Pentagon was not announced.

During Mr. Fritchey's tenure in the Defense Dept., military OP activities were a target of scathing Congressional criticism. This was manifested in the form of charges by Rep. Edward F. Hebert (D-La.) probing "waste" in the Pentagon and House action slashing OP funds from \$1,250,000 to \$312,000. Mr. Fritchey received an annual salary of \$14,800 while OPI director.

## SARNOFF LAUDED

### As 'Father of Year'

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, has been selected as the "Father of the Year" by the National Fatherhood Day Committee, composed of prominent citizens of every state, it was announced last Tuesday.

Also included in the 1952 listing of prominent parents were H. V. Kaltenborn, selected as radio father and Sam Levenson, named television father for 1952. Laraine Day and Leo Durocher were chosen as husband-and-wife team of the year.

Father of three sons, Gen. Sarnoff was commended for having "boldly, unselfishly, and patriotically toiled as champion of 'freedom to listen' and 'freedom to look' in radio and television as a human right everywhere in the world."

The Father's Day Committee was organized in 1936 with headquarters in New York to encourage observance of the day throughout the United States, according to Alvin Austin, director, who said the group is financed only by contributions.



# BAB BUDGETS

## For Radio Promotion, ARF Study

## Asks LBS Figures

MEETING in the shadow of seemingly imminent network radio rate cuts, BAB officials approved last week a \$600,000 budget for the radio promotion bureau during the next ten months. Budget provides for (1) a pro-radio advertising campaign, and (2) puts up radio's part toward an Advertising Research Foundation study of the audience measurement muddle [B\* T, May 26].

A total of \$15,000 was authorized toward the \$25,000 which ARF has estimated the long-wanted evaluation of radio-television rating services will cost. The appropriation is subject to BAB approval of ARF's final plans for the study. ARF is expected to seek the rest of the \$25,000—TV's share—from the television division of NARTB.

Edgar Kobak, president of ARF and chairman of the BAB executive committee, estimated that ARF—which is composed of advertiser, agency and media members—can get the study under way within about 30 days after the money is available. How long it will take to complete the study is an unanswered question. Mr. Kobak thought it might take as much as six months.

### Rating Service Study

The study of rating services—which ranks high in the desires of advertisers and agencies as well as broadcasters—would be calculated to measure the various radio and TV research techniques against each other, determine their respective strong points and limitations, and, insofar as possible, correct the current misuse of ratings. It is a problem pointed up repeatedly over the past two years.

For a national advertising campaign, designed to impress radio's values upon the public and both present and prospective advertisers, the BAB executive and financial committees set aside \$50,000. This paid campaign is to be coupled with on-the-air and other promotion efforts by stations individually and tied in with BAB's other activities at both the local and the national levels.

Louis Hausman, CBS Radio administrative vice president, was named to pick a committee. This group, in collaboration with BAB authorities, will prepare and place the radio-promotion advertisements, starting around July 15. Major newspapers and trade publications in various fields will be used.

Charles C. Caley of WMED Peoria, BAB's new board chairman, reiterated that he had no knowledge of any network's intentions with respect to radio rates. But he conceded that another round of network cuts—which have seemed increasingly in prospect in recent weeks—would make it "doubly hard" for BAB to succeed in its ill-radio promotion campaign.

He denied, however, that there

was any rate-move significance in the selection of Mr. Hausman of CBS Radio, which has run foremost in speculation about future rate reductions, to head BAB's pro-radio advertising committee. Mr. Hausman, he pointed out, has been an active member of the BAB promotion committee for more than a year.

No agency has been selected to handle BAB's advertising. Nor is it a certainty that one will be. But Mr. Caley thought it likely that one would be designated.

On the subject of rates, and efforts to prevent cuts, Mr. Caley said he felt BAB is taking "positive action" through its plans to advance acceptance of radio's stature as a sales medium.

### Radio's Value

He said it was not now contemplated that radio's cost-per-thousand advantage over other media would be exploited, in the forthcoming advertising campaign, over other advantages of using radio as a sales tool. Indeed, he said, it is BAB's hope that radio's values—and ultimately its cost per thousand—may eventually be raised.

Mr. Caley pointed out that when it commenced operation in the spring of 1951, BAB had a budget of \$157,000. After steady increases last year and this—with stations still being added at the rate of one a day—he said the membership fund as of June 1 would be \$601,000, with 622 member stations, four networks, and several representation organizations and associate members.

By next Jan. 1, he said, it is

expected that BAB will have 750 member stations and at least a \$700,000 budget "to sell radio as the greatest mass medium in America."

Mr. Caley paid tribute to Mr. Kobak, first board chairman, for "helping us get off the ground" as an effective operating bureau.

### Details of Expansion

He also pointed out that the BAB staff will be expanded from 21 persons to approximately 30 by July 1, with opening of a Chicago office and increases in the New York sales staff. Appointment of a head of the Chicago office is expected by around June 15, he reported.

Committeemen and other participants in the Monday sessions included Messrs. Caley and Kobak; BAB President William B. Ryan, Vice President Kevin B. Sweeney and Local Promotion Director Jack Hardesty; William Quorton, WMT Cedar Rapids; H. Preston Peters, of Free & Peters; President Adrian Murphy and Vice President Hausman; CBS Radio, William R. Fineshriber Jr., executive vice president of Mutual; Joseph E. Baudino, Westinghouse Radio Stations (participating as an alternate for the late WRS President Walter Evans); Allen M. Woodall, WBAK Columbus, Ga.; Kenyon Brown, KWTT Wichita Falls; Gordon Gray, Goodwill Stations (alternate for President John F. Patt, chairman of the BAB finance committee).

## U. S. Steel Renews

UNITED STATES Steel Corp., Pittsburgh, through BBDO, has renewed sponsorship of *Theatre Guild on the Air* on NBC Radio Network for 39 weeks starting in September.

## 'MORE THAN MEETS THE EYE'

### CBS Radio to Unveil Promotion Film

A NEW film, designed to convey the meaning of its title, "More Than Meets the Eye," by presenting its message primarily via the sound track rather than by picture-matter, has been produced for CBS Radio as part of the network's promotion of AM broadcasting.

Scheduled to be shown to an invited audience in Hollywood today (Monday) and in New York next week, the film "is part of a long-term program to present radio's values graphically in a changing world of entertainment—to give sponsors, showmen, and audiences a fresh appreciation of its power and effectiveness," according to Adrian Murphy, CBS Radio president, who was to announce the film project today.

The business documentary, a 15-minute color film, uses animated semi-abstract art of the screen, with its meaning conveyed through sound effects, music composed by Vladimir Selinsky, and the narration of Robert Trout, CBS Radio

news commentator. Purpose of the film is to demonstrate the meaning of sounds and to indicate their translation into network broadcasting.

Mr. Murphy was scheduled to unveil the production at a special West Coast showing in Hollywood's Ciro's restaurant today for some 400 radio and movie artists, advertisers, agency executives, and newsmen. Executive groups in the advertising industry are to see the film at the Museum of Modern Art in New York, June 9-11, and other special showings will be arranged in key markets throughout the country.

The film was produced for CBS Radio Network by United Productions of America, producers of the Academy-Award winning "Gerald McBoing Boing" short subject, in Burbank, Calif. Gordon Auchincloss directed the sound track, which was prepared by CBS Radio in New York before the animations were started on the West Coast.

REP. PATRICK HILLINGS (R-Calif.) last week confirmed that he has asked Gordon McLendon, Liberty Broadcasting System's president, for his present figures to support his charges that the Justice Dept. has been delinquent in prosecuting "baseball conspiracy" [B\* T, May 26]. Rep. Hillings is active in a House subcommittee that will probe the Justice Dept. He also has expressed interest in getting major league baseball for the West Coast.

## BAB SERVICES

### New Retail Aids Listed

FIVE-POINT expansion of the retail services of BAB, designed to "equip the radio station salesman to sell and service retailers as well as any media salesman," was announced last Wednesday by BAB President William B. Ryan.

The new services were listed as:

(1) A monthly Sales Opportunities Calendar offering a retail sales idea for each day of the month. First calendar already has been distributed; they will go out 60 days in advance of the period for which sales ideas are suggested.

(2) Data on seasonal fluctuations in retail sales and advertising, to be distributed to BAB members under a contract signed last week with the George Neustadt Statistical Organization, whose data will be used. This will provide month-by-month sales curves on some 91 products handled by department stores, specialty shops, appliance dealers, and hardware stores.

(3) Compilation of product sales by months and by geographical sections, developed from Federal Reserve figures to show trends for departments in specialty shops and department stores as a supplement to the Neustadt service.

(4) A budget planning sheet for retailers, slated to appear this summer and designed to help retailers and stations plan monthly promotion programs systematically according to anticipated sales.

(5) A how-to-do-it book on radio advertising, intended for the local advertiser and scheduled for release by late fall.

Mr. Ryan said local business currently represents 42% of radio's total billings and "is becoming more and more important each month." He said "BAB will attempt this year to equip radio salesmen to plan retail advertising better and to widen the knowledge of retailers about radio through a greatly expanded program of retail sales helps."

He said that "lack of familiarity with radio prevents the local advertiser from achieving all the benefits of radio advertising."



# HOUSE PROGRAM PROBE

## Unveils Plans; Hearings Begin

By DAVE BERLYN

THE WIDELY publicized House investigation of so-called "immoral or offensive" radio and television programs got off to a quick start last week with hope expressed by its chairman that the reins will be kept tight.

Otherwise, House Interstate and Foreign Commerce Subcommittee Chairman Oren Harris (D-Ark.) warned that the probe could easily get out of bounds.

Chairman Harris expressed this view in a BROADCASTING • TELECASTING interview following a formal announcement of hearing plans of the subcommittee last Wednesday.

Public hearings begin tomorrow (Tuesday) at 10 a.m. in Room 1334 in the New House Office Bldg. in Washington.

Lead-off witness will be Rep. E. C. Gathings (D-Ark.), author of House Resolution 278 that set up the organization and objectives of the subcommittee probe. Other Congressmen "who desire to present their views" will be heard next.

Order of appearance of additional parties who have interest in

the investigation are "representatives of civic groups and organizations," FCC and other federal agencies who may wish to testify, and "at the proper time, individual broadcasters and representatives of the broadcasting industry."

According to the formal announcement, "the subcommittee will undertake to study programming techniques, including the question of responsibility for and control over the content of the radio and television programs on the part of broadcasting licensees."

The announcement came after a closed door meeting of the seven-man committee. (For names and sketches of the full subcommittee see articles below.)

Rep. Harris outlined his views in even more concrete terms when questioned on the subcommittee's blueprint.

He said the subcommittee had decided to arrive at a certain "standard" in its investigation and that it was determined to "stay within bounds." The group, he said, wanted to concentrate on "specific instances and complaints" on programming.

The resolution, itself, is quite general. In its formal announcement, the subcommittee said the probe would be conducted within the terms of the resolution and cited that part which states the subcommittee shall:

... Determine the extent to which the radio and television programs currently available to the people of the U. S. contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption.

FCC will be asked to make available to the group "any complaints which the Commission may have in its possession in regard to radio and television programs," the subcommittee said.

A call for "witnesses who desire to appear" was issued, urging such persons "to make their wishes known promptly to the clerk of the House Interstate and Foreign Commerce Committee, Elton J. Layton. . ."

Rep. Harris, asked whether the subcommittee will consider beer and/or wine advertising on radio or television in its study, answered that it would "if the advertising is part of the program." He also said so-called "drinking scenes" possibly would be considered if they are part of a program's content. He did not elaborate.

He said the subcommittee planned later to go into "canned programs" or "filmed programs." The group, he said, would question those "responsible" for the production of films.

Rep. Harris disclosed that radio-TV industry representatives would be asked in what manner "pro-

grams are established," what is the "conduct" of the broadcasting media's programming and "what code of ethics or standards" the industry follows.

The subcommittee at the present time does not plan to hold hearings in cities other than Washington, D. C., Rep. Harris said. No consideration has been given to Hollywood, New York or Chicago, as it had been reported in some publications.

Rep. Harris' views coincided with those he gave in an informal interview two weeks ago on ABC's *News of Tomorrow* when he asserted that if Congress had not decided to investigate, FCC would have been forced to do it [B • T, May 26]. As he did again last Wednesday, Rep. Harris had expressed concern that the probe stay within the confines of the Gathings Resolution. He had pointed to the danger of government censorship.

As the House swung into its plans to apply the investigator's magnifying glass to the radio-TV industry, renewed sparks of indignation flew in New York where Max Gilford, special counsel, National Society of TV Producers urged that East Coast TV film producers adopt and enforce their own production codes. He also pleaded for the producers to make their case known in Washington (see story, page 66).

## BENTON COMMENT

### Attacks House Probe

SEN. WILLIAM BENTON (D-Conn.), the lawmaker who would set up a review board to study radio and TV programming, gave out a special release last week on the House probe of programming.

The House investigation, he asserted, "is the wrong way to go about improving radio and TV programs." He continued:

It will be easy for the committee to show that TV is overloaded with crime programs. That's already been documented in various studies. But what's the next step? Should Congress pass a law forcing a censorship code on all programming? I hope and believe we won't find many members of Congress in favor of that—or many members of the Supreme Court.

The real problem is to encourage good programming in every legitimate way. That is an immensely complicated problem. It involves, among other things, the economics of broadcasting. The operation of educational stations could be one forward step. Closer cooperation between commercial stations and educational institutions would be a great forward step.

A system of subscription broadcasting which opens the opportunity to provide programs for countless minorities who today do not enjoy the advantages of broadcasting, would in my opinion be still another forward step and in my judgment the greatest of all.

These opportunities deserve continuous study by the best brains in the country. That is why I have proposed the establishment of a National Citizens Advisory Board on Radio and Television. These opportunities warrant the attention of the Congress and the FCC.

## SEVEN MEN WHO MAKE UP PROGRAM STUDY UNIT

### CHAIRMAN OREN HARRIS (D-ARK.)

LEGAL-trained Chairman Harris hurtled into communications prominence on Capitol Hill in the past few months. He assumed this role when the McFarland bill (S 658), only major communications legislation in Congress, cleared through the Crosser Committee. Rep. Harris was given the task of filing a report on the bill and appearing before



Rep. Harris

the House Rules Committee. Decision of Rep. Lindley Beekworth (D-Tex.) to campaign for the Senate assured Mr. Harris the post of chairman of the radio-TV investigating subcommittee. Rep. Harris won his court spurs as a prosecuting attorney in Union County, Ark. He has been a lawyer since 1930. Ten years later, he was elected to the House where he has had uninterrupted service. He was born Dec. 20, 1903, in Hempstead County, Ark. A fellow Arkansas Democrat, Rep. E. C. Gathings, sponsored the resolution which set up the subcommittee. He is listed as a Baptist in the *Congressional Directory*.

### REP. ARTHUR G. KLEIN (D-N. Y.)

AUTHOR of legislation in the House to permit radio and TV to cover House proceedings as well as committee hearings, Rep. Klein now finds himself second ranking Democrat investigating the media's "morality" in programming. Born in Gotham, Aug. 8, 1904, Rep. Klein received his bachelor of laws from New York U. Law School in 1926 and passed



Rep. Klein

the state bar a year later. Government experience was gained from 1935 to 1941 as a staff attorney of the Securities and Exchange Commission. He is a senior member of Klein, Wikler & Gottlieb, New York; has been in the House since 1941.

### REP. F. ERTLE CARLYLE (D-N. C.)

A MEMBER of the House since 1948, Rep. Carlyle is from the law field. He was elected solicitor of the Ninth Judicial District of North Carolina in 1938, a post he filled until his election to Congress. He was born in Lumberton, N. C., on April 7, 1897, was graduated from

the U. of North Carolina, served in the U. S. Navy in World War I and started his law practice in 1921. He is former chairman of the Robeson County Democratic Executive Committee, and has held posts in the American Legion. *Congressional Directory* lists him as a Baptist.



Rep. Carlyle

### REP. HOMER THORNBERRY (D-TEX.)

A CITY government product, Rep. Thornberry has been a member of the House since November 1948. He was born in Austin, Tex., on Jan. 9, 1909. Receiving his B.B.A. and LL.B. degree from the U. of Texas, he was admitted to the bar in 1936. He was a member of the Texas House, 1937-1941, district attorney of the 53d judicial district of Texas 1941-42, and volunteered for serv-



Rep. Thornberry

(Continued on page 32)



# WCAU CENTER

## 300 Attend Opening Of \$3 Million Plant

GRAND OPENING OF WCAU-AM-FM-TV Philadelphia's new radio and television center, built at an estimated cost of \$3,000,000, took place last Tuesday with 300 leaders of the broadcasting industry and civic and allied fields attending ceremonies highlighted by addresses from major figures of the radio-TV trade.

Present for the opening of the ultra-modern WCAU center were outstanding members of the trade press, advertising agency executives, sponsors and civic, business, educational and religious leaders. Featured speakers were Vice Chairman Rosel H. Hyde of the FCC; Maj. Robert McLean, president of man of WCAU and president of the man of WCAU and president of the Associated Press; Justin Miller, chairman of NARTB; William S. Paley, chairman of the board of CBS, and Donald W. Thornburgh, president and general manager of the WCAU stations.

WCAU, licensed in 1921, is a subsidiary of the *Philadelphia Bulletin*, and operates with 50 kw on 1210 kc. Its FM outlet was licensed in 1941 and its TV outlet in 1948. It is an original CBS affiliate.

### Miller Address

Judge Miller told the dedication audience the opening was significant in "many ways."

"It is significant not only as showing the history of broadcasting through the history of this station . . . from the time when WCAU was a 250-watter back in 1922, a 50,000-watter in 1932, a television station in 1948, and now dedicating this last word in television facilities. But it is also significant in showing the potential of television, and the happy relationship of television, newspapers and radio.

"I hope," said Judge Miller, "that the representatives of the Federal Communications Commission who are here will feel happy in the decision that Commission made several years ago in permitting the joint cooperation of newspapers and broadcasting." He described as "well expressed" WCAU's new motto, "Speaking for Freedom."

CBS Chairman Paley, himself a native of Philadelphia, told listeners that "Philadelphians have cause

to be very proud of this structure. And so has everyone in broadcasting, for—more than anything it represents past accomplishments which deserve the highest praise and a faith in the future which gives encouragement and incentive to us all."

Mr. Paley called the WCAU center "the finest thing of its kind in the country."

"We at CBS are very proud of the happy association we have had with WCAU for the past 25 years," he said. He praised past and present figures dominant in WCAU's history, including Leon Levy and his brother, I. D. Levy, "who managed WCAU's destinies for many years"; Robert and William McLean of the *Evening Bulletin*, and Richard Slocum, *Bulletin* general manager, together with WCAU President Thornburgh.

Mr. Thornburgh, in his speech of welcome, summed up the popularity of WCAU radio and TV programs and enumerated seven awards received by WCAU for 1951, adding, "We are proud of the fact that no other station in the United States has ever succeeded in winning all of these important awards in any one year."

He said 1950 and 1951 represented WCAU's two best years in radio sales volume, and that WCAU-TV led all other TV stations in the "last four Rorabaugh quarterly reports" in total advertising accounts. He praised Charles Vanda, vice president in charge of TV, for programs "well accepted locally" and for the station's origination of as many as six programs a week on CBS-TV. "Only Hollywood and New York originate more," he said.

The 1951 awards to WCAU radio and television programs for 1951 were:

George Foster Peabody award for *What in the World*, TV program broadcast in conjunction with the U. of Pennsylvania.

The Alfred I. DuPont award and

★



Congratulations go to WCAU President Thornburgh (l) from (l to r) CBS Board Chairman Paley, President Robert McLean and General Manager Slocum of the Philadelphia Bulletin.

\$1,000 for best large station public service programs—in radio and television. Ohio State's American Exhibition for Educational Radio and Television Programs—radio certificate for *Freedom Revisited*, historical series of radio.

Ohio State's American Exhibition for television for best children's entertainment program, *Big Top*, circus program originated at Camden convention hall. Variety award for station originating best television programs for network. Freedom Foundation award for radio program, *Freedom Revisited*, for the third successive year.

National Federation of Woman's clubs for best children's entertainment in TV, *Big Top*.

Mr. Thornburgh also had praise for John C. Leitch, vice president and director of engineering, for performing "herculean" engineering tasks.

"The culmination of our efforts came in the transfer to the new center last week when television was moved on Sunday night between midnight and 8 a.m., and radio the following Friday night instantaneously, both without loss of a program and without a facility failure of any sort.

"Our new motto, 'Speaking for Freedom,' expresses our hope that we can disseminate this service from the birthplace of freedom in the truly American way," he said.

FCC Comr. George Sterling and Benedict P. Cottone, FCC general counsel, were among those present at the WCAU dedication.

## 'What Radio Needs . . .'

CBS BOARD Chairman William S. Paley told the audience at dedication of WCAU's new radio and TV center last Tuesday that before entering radio he was in the cigar business in Philadelphia in 1927 when a WCAU salesman sold him a "bill of goods," including "a 24-piece orchestra, a choral group, a male singer, girl singer, emcee, guest artist, plus the time period—one hour per week—all for \$50," for sponsorship. Mr. Paley said he knew so little about radio it took him a long time to understand why La Palma cigar distributors in such places as Denver, Salt Lake City and Seattle weren't able to hear the program from WCAU. "About a year and a half later the world lost a pretty good cigar maker and gained a very frightened broadcasting man," he said.

## RWG STRIKE

### Network Move Planned

RADIO Writers Guild National Executive Committee was to meet over the weekend in Los Angeles to coordinate plans for a strike against the NBC, CBS and ABC radio networks and to consider reorganization, scheduled for discussion by the Authors League of America in New York, June 13-15.

Strike discussions will center on coordinating the New York, Chicago and Hollywood locals, according to Eastern Regional Vice President Ira Marion who left Thursday to confer with Milton Merlin, RWG president; Larry Marks, West Coast vice president, and Tom Koch, midwest vice president. Reorganization of RWG pivots on television jurisdiction, subject of dispute between the union and its parent ALA last December, at which time the ALA announced that it would convene with radio and screen writers units and other interested parties to iron the problem out.

## KING HEADS KWBW

### New Building Planned

NEW general manager of KWBW Hutchinson, Kan., is Harold E. King, Mrs. Bess Wyse, president, announced last week. Mr. King will have complete direction of station personnel and policies, she said.

Formerly manager of WTTH Port Huron, Mich., Mr. King has managed stations over several years in Kentucky, Oklahoma and Michigan. Beginning in radio in his home state, Florida, he received early experience at such stations as WMBR Jacksonville and WORZ Orlando. An NBC affiliate, KWBW plans to erect a large new radio center building in Hutchinson.



Mr. King



Greetings from the FCC are extended to WCAU President Thornburgh (second from left) at WCAU center dedication. Left to right, FCC Comr. Sterling, Mr. Thornburgh, FCC Vice Chairman Hyde and FCC General Counsel Cottone.



# MUSICIANS

## AFM Lists '50 AM-TV Employment

EMPLOYMENT survey of radio and television, made by the American Federation of Musicians, indicated that \$23,058,317 was paid AM-TV musicians during 1950, of which less than \$3 million was spent by television.

Survey is part of the report from James C. Petrillo, AFM president, to be presented union members when they hold their 55th annual convention in Santa Barbara, Calif., starting June 9. It indicates that many stations used their staff musicians for both AM and TV performances, so that "it was impossible to determine just how much of this money was allocated to television."

Television report, based on the figures of 60 AFM locals which had jurisdiction over the 107 TV stations in operation during 1950, indicated that many TV stations had little or no employment for local musicians; the major portion of the work was focused in three markets. New York musicians were paid \$1,598,217; Los Angeles, \$493,119; Chicago, \$290,270, and all other 57 locals, \$395,553, to make the total \$2,777,159. An additional \$94,989 was reported as paid to musicians making films exclusively for TV.

The total of \$20,186,168 reported for radio employment covered both staff and commercial work in the United States, Canada, Hawaii and Puerto Rico, with staff employment in the United States accounting for almost \$13 million.

### Breakdown Listed

Breakdown of staff employment in the United States was as follows: 1,929 men worked for 50-52 weeks on 305 stations to gross \$10,073,272; 31 men worked from 40-49 weeks on six stations to gross \$79,825; 36 men worked from 30-39 weeks on nine stations to gross \$54,799; 216 men worked less than 30 weeks on 60 stations to receive \$2,572,916; miscellaneous employment—such as extra conductors, musicians, copyists, overtime wages, etc.—amounted to \$2,572,916. It was noted that 57 of the 437 stations which employ AFM musicians do so on a single engagement basis only.

Staff employment in Canada totalled \$897,652 and in Hawaii, \$4,390.

Commercial employment—paid for by sponsors or advertising agencies and separate from station staff work—totalled \$4,733,574 for the four major radio networks during 1950. This total was for the employment of 124 leaders and 2,519 men who worked on 194 sponsored programs for an aggregate of 12,700 broadcasts.

Breakdown of commercial broadcasting employment by city was as follows:

New York—82 sponsored programs, broadcast 7,086 times, cost \$1,670,531 for musicians' salaries; Los Angeles

—85 sponsored programs, broadcast 4,664 times, cost \$2,625,458; Chicago—16 sponsored programs broadcast 484 times cost \$36,728; San Francisco—one sponsored program broadcast 18 times cost \$45,593; Nashville—three programs broadcast 156 times cost \$35,464. Traveling bands, playing on seven programs broadcast 292 times, earned \$319,800 in salaries.

"A more exact picture" of commercial broadcasting, the report said, is indicated by the figures that 2,519 musicians, conducted by at least 124 leaders, sponsored by 194 agencies or companies, played for a total of 12,700 commercial broadcasts.

Commercial fees in Canada totalled \$722,258; in Hawaii, \$1,250, and in Puerto Rico, \$7,050.

Although AFM is generally acknowledged as one of the most

powerful unions and one which offers fullest protection to its members, President Petrillo still has a major problem in finding employment for members who do not live in major cities. Of the 585 locals which reported on staff radio employment, 351 said there was none, and television employment, as previously stated, was practically limited to three production centers.

But in spite of the centralization of broadcasting employment, it was evident from the survey that this is the major income course for musicians. Theatre work in vaudeville, Broadway shows, operas and burlesque totalled \$6.5 million; phonograph recordings paid about \$2.5 million; electrical transcriptions gave another \$2 million; and symphony employment provided

limited by the concert season, with complete operating costs—including non-musical expenses—for 31 major orchestras estimated at \$11 million.

Report also announced that traveling orchestras, playing for transcontinental commercial radio programs, would receive a 15% increase effective Sept. 1, with a \$43.70 minimum for a 30-minute program.

Mr. Petrillo also proposed amendments to include television in the union by-laws, most notably articles 7 and 23 where "and/or television" is to be inserted with most references to "radio."

The four-day AFM convention is expected to attract some 1,100 delegates from about 700 locals in the United States and Canada, with sessions to be highlighted by the president's report, a talk by California's Gov. Earl Warren, and entertainment by the Bob Hope radio troupe and the Les Brown orchestra.

## HILL COVERAGE

A SEMI-AUTHORITATIVE indicator as to the extent of radio and TV coverage of congressional committee proceedings is available on Capitol Hill.

Media coverage has been assuming greater importance, following a ban clamped on House committee sessions last February by Speaker Sam Rayburn (D-Tex.). A fortnight ago, Sen. Pat McCarran (D-Nev.) proposed that the Senate do likewise [B\*E, May 26].

Rep. Rayburn's decision barred newsreels as well as broadcast media. Sen. McCarran's resolution would prohibit still photographs in addition to these media.

Now, the Senate committees themselves determine whether their hearings will be open to newsreels, radio and TV. Resolutions pend in the House to amend the rules and thus set up similar procedure as exists in the Senate. An author of one of these measures is George Meader (R-Mich.).

When the Congressman made his proposal in the wake of Mr. Rayburn's ban, Rep. Meader promised to have prepared a report on congressional committee coverage.

That report has been received by the Congressman from the Library of Congress. Compilation was headed by W. C. Gilbert, acting director of the Legislative Reference Service.

Summary of those findings follows:

**House Armed Services Committee**—TV and newsreels permitted on 12 days of hearings on the probe of the B-36 bomber program (81st Congress).

**House Banking and Currency Committee**—Use of television and newsreels restricted.

**House Foreign Affairs Committee**—Policy not to permit radio, newsreel or television cameras during hearings. There may have been

some exceptions to this rule.

**House Interstate and Foreign Commerce Committee**—Televised hearings of investigation of air crashes at Newark Airport during February 1952.

**House Judiciary Committee**—Use of TV restricted.

**House Un-American Activities Committee**—Hiss-Chambers hearings were telecast on 21 hearing days (1948). Motion-picture industry investigations in Los Angeles telecast five hearing days in 1951. "Restrictions have been placed on the use of television and newsreel cameras. The present policy is that television and newsreel cameras are restricted during committee hearings. This decision was made in order to insure proper decorum."

### Studying GI Bill

**House Select Committee**, studying GI bill of rights program—Two hearings (December 1950) in Dallas, three in Harrisburg, Pa., (1951), two in Philadelphia (1951), one in Memphis (1951) and one in Nashville (1951), covered by newsreels. A Murfreesboro, Tenn., hearing August 1951 broadcast. Two hearings held in December 1951 covered by newsreels and recorded. Some newsreel films shown on TV.

**House Select Committee**, probing Katyn Forest Massacre—Plans to telecast Chicago hearings March 13 and 14, 1952, rescinded after Mr. Rayburn's announcement. Four hearing days, the month before, covered by newsreels.

**Senate Appropriations Committee**—Respective subcommittees have discretion on use of TV and newsreel cameras. Some filming made on armed services appropriation bill when government agency heads appeared in February 1952.

**Senate Armed Services Commit-**

**tee**—Universal military training hearings March 30 to April 2, 1952 telecast. Twelve hearing days on sending ground forces to Europe telecast in early 1951.

**Senate Banking and Currency Committee**—Three hearing days in summer of 1950 devoted to Defense Production Act telecast as were two hearing days on same act in March 1952. Though no records were kept, there have been other instances of television and newsreel cameras used.

**Senate District of Columbia Committee**—Crime investigations on TV telecast on 11 hearing days in 1952. [There were broadcasts and recordings]. Witness could request TV restriction.

**Senate Expenditures Committee's Subcommittee on Investigations**—On loyalty program in government, newsreel cameras covered at least seven hearing days in 1948. Subcommittee must authorize radio, TV and newsreels of witness testifying.

**Senate Foreign Relations Committee**—Thirty-one hearing days of State Dept. employ loyalty probe telecast and covered by newsreel cameras in 1950. Twelve hearings telecast and filmed in 1951 on sending troops to Europe. On Mutual Security Act, 11 days of hearings on TV and filmed in 1951. Same coverage on three days of hearings on St. Lawrence seaway. No restrictions on TV in this committee.

**Senate Interstate and Foreign Commerce Committee**—Portions of hearings on gambling information legislation filmed (April 17 through May 4, 1950).

**Senate Judiciary Committee**—On control of subversive activities four hearing days of May 1948 were on newsreels but restrictions placed on TV or newsreels during 1952 probe of Institute of Pacific Relations. (Continued on page 93)



# Yankee Ingenuity and Radio...

## ... Combine for McWhirr's Broadcast Success



**R**ADIO has produced "real results" for R. A. McWhirr Co., Fall River, Mass., department store, says Richard M. Thompson, president and treasurer.

Mr. Thompson's statement is backed by a record of radio use that probably is unprecedented in broadcasting annals.

For McWhirr has used the same program on the same station, WSAR Fall River, for 25 years. The same m.c. has presided over the program for 21 of those years.

The department store, one of the largest and most successful in its area, this year celebrated its 75th anniversary.

Twenty-five years ago, the store decided to try radio advertising for two reasons: First, the management felt that as a progressive city Fall River should have a radio station and it wanted to lend support. Second, the store knew advertising on radio would supplement its printed ads and lend a progressive touch to the entire advertising program.

It decided to use 12:30 to 1 p.m., Monday through Saturday, on WSAR, with format including popular music on records and informal comment. The commercials were included, just as informally, in the comment. Title was, and still is, *Musical Parade and Shopping News*.

At first, WSAR personnel handled the program but the store used its department heads to tell about merchandise in their departments that they felt would interest listeners.

In this capacity, Eddie Burke first appeared. As manager of the store's automotive department he was asked by the management to deliver a one-minute commercial. He was, he says now, "scared to death." He approached the microphone with fear and trembling and blurted out something about a hand-jack.

But that first announcement

**R**ADIO has helped make the 75-year-old R. A. McWhirr Co. a Fall River, Mass., institution. Not only is this department store one of the most successful in New England, it has set somewhat of a record for longevity. It has used the same program on the same station, WSAR Fall River, for 25 years and the same m. c. for 21 years. Success stories are numerous. For example, station management recalls a Christmas shipment of electric trains. Announcement went on the show which closed at 1 p. m., and the last train was sold less than an hour later. Through its half-hour program, "Musical Parade and Shopping News," the store uses radio to popularize its personal shopping service—now one of its most successful departments.

proved effective and Mr. Burke was called on several times in the next few months. Mike fright soon vanished and he began enjoying the chore. Four months after his first appearance Eddie Burke took over the program.

In 1931, WSAR was a single room. Mr. Burke had no helper and the choice of records for the daily show was limited. To complete the popular music show and avoid daily repetition he dipped into semi-classics and ballads. But variety was the format then, just as it is today.

McWhirr always has made good use of the program and certain items are featured on it exclusively from time to time. Success stories are numerous. Station management recalls one was a Christmas shipment of electric trains. Announcement went on the show that closed at 1 p.m. and the last train was sold before 2 p.m. the same afternoon.

The store used the radio to popularize its personal shopping service—now one of its most successful departments. Mr. Burke keeps his commercials informal

and easy, seldom using prepared copy.

Merchandise sold by the store is not the only thing popularized by the program. Many hit tunes that have swept the country received their first "airing"—at least for the New England area—over *Musical Parade*.

The "Beer Barrel Polka" was one such tune. Eddie heard it for the first time in a New York recording house as played by a foreign orchestra and was so impressed he persuaded the firm to let him have a copy. The record started a clamor for polkas in the city that is still going on and he includes one in each day's program.

Eddie Burke's "coming of age" over WSAR was celebrated by both the station and department store. The 21st anniversary broadcast brought floods of mail, some from adults who remembered hearing his program as children.

This daily repetition of the program at the same time year after year is credited by the McWhirr Co. with much of its success.

In a letter to WSAR, Mr. Thomp-

son pointed out:

... For a while in the beginning the results of radio advertising were not positive but we were satisfied that it had definite institutional value.

However, as time went on it soon became apparent that the daily repetition of our program was producing real results and today we believe there is no doubt but that our noon hour program with its familiar theme song is a "Fall River institution."

For most of the 25 years we have had a member of our own organization prepare the program and do the broadcasting, not that WSAR could not have done it expertly and well, but to give it a personal touch.

We are thoroughly convinced that radio broadcasting to be most effective should be continuous and that the station doing the broadcasting must pursue a policy that creates the confidence in its listeners that the managers of the station are responsible and accurate.

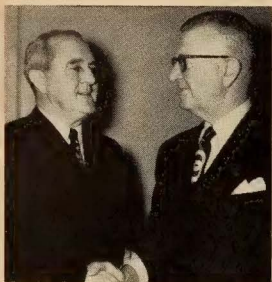
At the eventful moment in the history of our company we wish to thank WSAR for its cooperation and the fine service it has given to one of its oldest patrons.

Mr. Burke, as Mr. Thompson points out in his letter, is still an employee of the McWhirr Co. He long since has been relieved of his responsibilities as head of the automotive department and his principal duties are preparation and management of the program. At other times, he serves as a floorman at the department store, where he keeps a close personal contact with friends made for the store and himself during 21 years on the air.

### Availabilities Sought

RADIO and television were so successful in a one-month media test for Rayco Mfg. Co., manufacturers of auto seat covers, in New York and five other markets, that the firm is currently seeking time availabilities for a radio and TV campaign in 34 top major markets. Company has used *Front Page Detective* on the DuMont TV Network (Fri., 9:30-10 p.m.) and a radio spot schedule on WHDH Boston. Emil Mogul Co., New York, is the agency.





DOUBLE congratulations go to Earl C. Reineke (r), founder-president and general manager of WDAY Fargo, N. D., from Niles Trammell, NBC board chairman, for WDAY's 30th year on the air and for its record of top Hooperings on NBC for 1950, 1951 and 1952.

## MEDIA FREEDOM

### Admen Must Fight—Fellows

ADVERTISERS must join with the nation's free media to block attempts to set up government controls over freedom of speech, Harold E. Fellows, NARTE president, told the Massena, N. Y., Chamber of Commerce last Monday.

"Are you, as advertisers, to be told what programs you can or cannot buy to promote the sale of your goods and services?" he asked. "Or are you to be told what you can or cannot say? Opposition to such proposals is not a selfish fight for the interest of our industry alone. It goes to the very basic freedoms of every citizen in America."

Mr. Fellows told the business men they "belong with us in this fight," through associations and through influence brought to bear personally on their Congressmen and Senators. He told advertisers they would be "investing not only in your own economic improvement, but in your freedom to seek such improvement."

In an address Tuesday to the Watertown, N. Y., Kiwanis Club, Mr. Fellows said "judgment, program tastes, preferences and economic decisions affecting broadcasting, under our American system, belong to the people—all of the people, and not to the government."

He issued a warning against those who would "place governmental halts on the inestimable power of radio and television."

Mr. Fellows said there are convincing arguments in favor of "boards of experts to decide for Mr. and Mrs. John Q. Public what they should and should not see and hear. In stating this, let me quickly add that I do not accept the counter theory that there should be a haven of security from justifiable criticism toward those of us who have programming responsibilities that reach into the very hearthstones of the country.

"Quite the contrary, it is my firm

## WDAY CEREMONIES

Mark Start of 31st Year

WDAY Fargo, N. D., entered its 31st year last week following a weeklong 30th anniversary celebration climaxed by a WDAY managed and sponsored band festival in which 45 high school bands from three states participated.

An estimated 20,000 persons watched a two-mile two-hour parade, ending with a massed band concert under floodlights at the football stadium. Lt. Col. William F. Santelmann, director of the Marine Corps Band, directed the 45-band concert, which is to become an annual event.

Walter O'Keefe, comedy quizmaster of NBC's *Double or Nothing*, played to a packed house during the anniversary. The comedian directed the grand finale of the Phillips 66 *Talent Parade* broadcast.

Founder, president and general manager of WDAY is Earl C. Reineke. Other officers include Jack Dunn, station manager; Tom Barnes, sales manager; Ken Kennedy, program director, and Roy C. Pedersen, sales promotion manager.

conviction that any whose stewardships over broadcast frequencies reflect continuing mediocrity and downright shabbiness are wantonly wasting their greatest economic resources—the support and confidence of the public."

## CONVENTIONS

THIRTY-SIX hours of special pre-convention programming are planned by the NBC networks, William R. McAndrew, director of NBC convention coverage, announced last week.

The public service programs, intended as a climax to NBC reports on primary elections and as a prelude to the actual conventions, will include profile reports of leading candidates, explanations of convention mechanics, and reviews of the party meetings in Philadelphia four years ago. The network plans a total of 60 hours of radio and television broadcasts during the conventions themselves, to be sponsored by the Philco Corp.

NBC installation of \$1.5 million worth of equipment in the International Amphitheatre, site of both Republican and Democratic conventions, is to be completed by July 3, four days before Republican delegates begin their meetings, Mr. McAndrew said. Democrats will convene July 21.

The network has obtained Polaroid land cameras, which deliver developed pictures within one minute, as a supplement to live and film TV coverage and has hired a complete photo laboratory to process the thousands of feet of motion picture films expected to be shot daily. A teletype communications system will link all NBC stations directly with the network's convention headquarters, where the director's office is also being

## Seven Who Make Up Program Study Group

(Continued from page 28)

ice in the armed forces in World War II. He returned to law practice in Austin, was a member of its City Council from 1946 to 1948 and served as mayor pro tem in 1947-48.

### REP. JOSEPH P. O'HARA (R-MINN.)

TOP GOP member on the subcommittee, Rep. O'Hara is a veteran Congressman having served in the House more than 10 years. Of late, he has been in the news for his sponsorship of a bill to give the broadcaster the right to censor political candidates' talks on the airwaves. He has also expressed interest in the McFarland bill (S 658). As are the other six members of the subcommittee, Rep. O'Hara is of the legal profession. He was born in Tipton, Iowa, on Jan. 23, 1895, and received his legal education at Inns of Court in London and at Notre Dame U. where he was given his LL.B. degree. He served in World War I for 27 months. As a lawyer, Rep. O'Hara specialized in trial work and was



Rep. O'Hara

county attorney at McLeod County in Minnesota before elected to Congress.

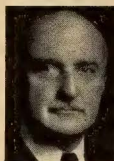
### REP. J. EDGAR CHENOWETH (R-COL.)

REP. CHENOWETH has served eight years in the House, terms concurrent except for two years of the 81st Congress when he had been defeated for re-election. A former county judge for the Third Judicial District of Colorado, Rep. Chenoweth was chairman of the state's Republican Central Committee until nominated for Congress. He began his law practice in 1926 in Trinidad, Col., where he was born on Aug. 17, 1897. He was graduated from the U. of Colorado, worked for a railroad, an oil company and a supply house, while studying law in his spare time. He was an assistant district attorney before becoming a judge. He is listed as a Baptist in the *Congressional Directory*.



### REP. HARMAR D. DENNY JR. (R-PA.)

BORN in Allegheny, Pa., on July 2, 1886, the great-grandson of a member of the House, Rep. Denny, after obtaining his law degree from the U. of Pittsburgh Law School, and serving in both World War I and II, is a so-called "freshman" member of the House. He is serving his first term. A bomber pilot in the First World War, Rep. Denny was in the



Rep. Denny

Air Corps in the Second World War, and is a commissioned lieutenant colonel in the Air Force (retired). He is a member of Session, First Presbyterian Church of Pittsburgh. Early in his career, he was an attorney-at-law and investment counselor. He was chairman of the Advisory Committee of Denny Properties.

## NBC Plans Programs; CBS Names Directors

\* equipped with radio and TV monitors to allow for checks on what other networks are broadcasting at a given moment.

CBS-TV network meanwhile announced that a total of five directors have been assigned, probably for the first time ever, to a single television job: convention coverage, to be sponsored on CBS-TV by Westinghouse Electric Corp.

"It'll take teamwork unprecedented in the history of television, smoother coordination than any show ever put on the air," Sig Mickelson, director of news and public affairs, said.

Instead of the usual four or five cameras assigned to a major TV program, the CBS-TV convention crew will work with a total of 17—often operating simultaneously. Four of the five directors will supervise groups of cameras, selecting the best scenes for transmission to the master control room where final selection of the one scene to be transmitted to the audience will be made by Don Hewitt, CBS-TV news veteran. Mr. Hewitt's current assignments include *See it Now*, *Douglas Edwards and the News* and *Presidential Timber*.

Franklin Schaffner, currently al-

ternating director of *Studio One*, will be assigned to cover eight of the cameras, those which will be operated as a pool by the various networks alternately. News directors Ted Marvel and Vince Walters had been designated as directors for six other cameras to be located in special CBS-TV studios, three each in the amphitheatre building and the CBS-TV headquarters in the Conrad Hilton Hotel. Byron Paul will direct the remaining three cameras.





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So take a tip from these smart advertisers. Put WITH on *your* schedule. WITH can produce low-cost results for *you*, too! Get the whole story from your Forjoe man today!

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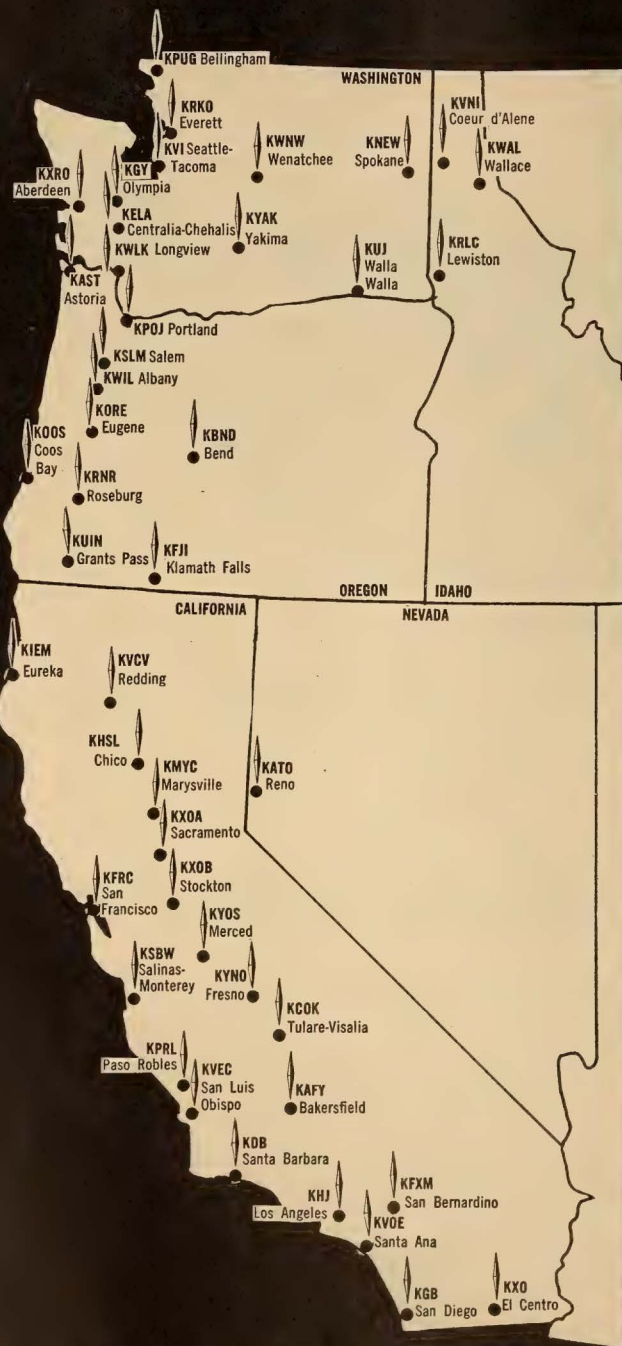
# WITH



TOM TINSLEY, PRESIDENT

•

REPRESENTED BY FORJOE AND COMPANY



# 40 regionally- on DON LEE ..



Norman Boggs  
V.P. in charge of Sales  
Don Lee Broadcasting  
System

Says Mr. Boggs . . .

"We find AP News is a solid source for network sales and satisfied clients. For example, one of our current news sponsors has renewed his network contract for sixteen consecutive years . . . another for eleven years . . . a third for nine years! Sponsors know that AP newscasts on the Don Lee Network reach large and

Hundreds of the country's finest stations announce with pride **"THIS STATION IS A MEMBER"**



y-sponsored AP Newscasts per week

the Nation's Greatest Regional Network!

loyal audiences throughout the vast Pacific Coast market. The Don Lee Network audience — both daytime and evening — is vastly larger today than it was a few years ago and we credit today's vital interest in news as contributing in no small measure to this increase. On the Pacific Coast we go all out for AP News' selling influence."



**Associated Press** . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily.

For audience penetration with dynamic sales impact . . . networks and sponsors alike choose AP news. AP news returns the advertising dollar-investment many times over by building peak listenership on a solid basis of accuracy, speed and thoroughness. Today's vital interest in news plus listeners' confidence in AP form an unbeatable sales combination.

For full information on how you can increase your sales with AP news . . . WRITE

**RADIO DIVISION  
THE ASSOCIATED PRESS**

50 Rockefeller Plaza, New York 20, N. Y.

BE OF THE ASSOCIATED PRESS."



# CONELRAD PLAN

Discussed With N. Y. Radiomen

TO EXTEND the effectiveness of the Conelrad air raid alert plan for radio, the U. S. is working with representatives of Canada and Cuba and also expects to come to an agreement with Mexico in the near future, FCC Comr. George E. Sterling told New York area broadcasters Wednesday.

At the same meeting, one of a series of regional sessions being held to discuss the Conelrad plan with broadcasters, Audio-Visual Director Jesse Butcher of the Federal Civil Defense Administration reported that meetings will be set up within a few weeks with all segments of the industry to discuss the handling of programming during Conelrad operations in an

## CBS Radio Talks

(Continued from page 23)

affiliates, including some of those who signed last week's telegram, another radio network rate cut cannot be expected to solve anything and may succeed only in leading eventually to yet another cut, as would seem to have been the case with the reductions of last year.

"Where do you stop?" one prominent affiliate asked last week. "I don't think anybody has the answer."

This broadcaster also said the under-the-table business practice was present on the station level. He said he had refused to make concessions or deals below card rates, although competing stations in his community had done so.

He admitted that by sticking to his card he had "undoubtedly lost some business" but that overall he had kept far more than he lost. He saw no reason why this same practice could not be followed on a network basis.

Text of the telegram sent to all CBS Radio affiliates by the nine broadcasters follows:

The undersigned feel that the current network radio situation offers cause for grave concern. As affiliates of the leading radio network we believe that a meeting to acquaint all CBS affiliates with the current situation is desirable. Accordingly we have scheduled a meeting at the Ambassador Hotel, July first and second.

Please be prepared to devote at least two days of your time to this problem. We have invited CBS officials to be present during the second day of the meeting and have been informed by Herbert Akerberg [vice president in charge of station relations, CBS Radio] that a representative group, including Chairman of the CBS, William S. Paley, Frank Stanton and Adrian Murphy will attend.

In order to secure room reservations for you at the Ambassador or elsewhere if desired, must have your acceptance immediately. We urge your attendance in your own best interests and we request you wire acceptance in care of George B. Storer, Storer Broadcasting Co., 488 Madison Ave., New York City.

air emergency.

"There is devolved on FCDA the responsibility of programming during Conelrad operations," Mr. Butcher declared. "Now that most of the technical problems have been determined by the various government agencies involved, very shortly we shall consult with the broadcasting industry, NARTB, networks, local stations, and others identified with the medium" in order to get "their counsel and suggestions along with our people on just what this programming should be."

Comr. Sterling reported that the more than 1,200 radio stations currently enlisted in the plan have spent approximately \$1.5 million on it. Both he and Mr. Butcher lauded the cooperation of broadcasters, Comr. Sterling asserting that without it "the plan would have been a dismal failure." Mr. Butcher re-emphasized that in event of air attack upon the U. S., "radio will be the major medium of communication in instantaneously and continually bringing information and instruction to the people of the nation."

## Prevents 'Homing'

The Conelrad plan (technically, the control of electro-magnetic radiations) is designed to provide a means of emergency communication while at the same time keeping enemy planes from "homing" to targets on stations' signals. It provides that, upon signal from the air division commander, stations will switch frequency to either 640 or 1240 kc. They will operate in local "clusters," with the stations within each cluster alternating operations systematically, so that only one is broadcasting at a given time.

Comr. Sterling described the last nation-wide Conelrad test, conducted April 26, as "successful," providing good navigation deception and ground coverage but still leaving room for improvement [B•T, April 28].

Referring to negotiations with adjacent nations, he pointed out that "no plan of operation could be successful [in time of attack] without the participation of our neighboring countries," and added: "An exchange of notes has been made with Canada and Cuba and our staff is working in collaboration with their government representatives concerned. We expect to work out an agreement with Mexico shortly."

To those concerned about enemy use of non-broadcast sources of electro-magnetic radiation for target-finding, Comr. Sterling gave assurances that "counter-measures are being provided against all methods of electronic navigation."

He also said it was expected that the Conelrad plan—developed under FCC guidance at Air Force request—will be given final ap-

proval of the Secretary of Defense and the National Security Resources Board "within a few days." It already has been approved by the Air Defense Command and the Dept. of the Air Force.

The New York meeting, attended by some 75 radio and civil defense representatives, was preceded by a similar one in Philadelphia and was followed by a session in Boston Friday. A meeting for Maine broadcasters is slated today (Monday) at Portland. Comr. Sterling,

## 'BLACKLISTING'

KOWL Santa Monica, Calif., told FCC last week it stood on solid ground in cancelling the program contract of Rev. Clayton Russell in October 1950 because of his alleged associations with Communists. The station made its contention in a reply to the "blacklisting" complaint of the American Civil Liberties Union which also had cited WPX (TV) New York and NBC, ABC, DuMont and CBS [B•T, April 14].

Arthur H. Croghan, KOWL president and manager, informed FCC:

We will not permit Communists or persons who are sympathetically identified with Communists or Communist organizations to use the facilities of Station KOWL and we shall do everything in our power to prevent any Communist utterances over the station.

We believe this to be good Americanism and we do not believe that the Commission or any other agency of our government will rule otherwise.

If we were wrong it will, of course, be up to us to determine whether we want to subvert our ideals or discontinue the broadcasting business.

ACLU's petition requested the Commission to conduct a general investigation into blacklisting in radio and television, as charged in a newly published book by ACLU board member Merle Miller titled *The Judges and the Judged*. The organization requested the Commission to consider adopting rules to ban the practice.

ACLU specifically asked FCC not to renew the licenses of the defendants until they take an oath against discrimination because of actual or alleged associations or beliefs, past or present, and agree to insert a similar no-blacklist clause in contracts dealing with programs prepared by advertisers or agencies.

ACLU contended the blacklisting practice stemmed from listing of names in the anti-communist publications *Red Channels* and *Counter-attack*.

Filed by the Washington law office of Eliot C. Lovett, KOWL's reply explained that Rev. Russell's contract, made in May 1949, contained a provision which reserved to KOWL the right to reject or cancel "any and all contracts with Advertiser, or refuse to broadcast any part of or all of any programs which do not, in the opinion of the Broadcaster, maintain a quality and character creditable alike to the Broadcaster and Advertiser. . . ." This provision is contained in all

a native of Maine, noted that broadcasters of that state have not yet enlisted in Conelrad and expressed hope that as many as possible would be on hand to discuss the importance of the plan and its mechanics.

FCC personnel accompanying him at the meetings included Ralph Renton, who is serving as national supervisor for Conelrad's development, and Prose Walker, zone supervisor.

Comr. Sterling reported that FCC has a Conelrad coordination engineer in each air division—a total of 11—and a zone supervisor in each of the three air defense force areas.

## KOWL Files Reply To ACLU

KOWL Santa Monica, Calif., told FCC last week it stood on solid ground in cancelling the program contract of Rev. Clayton Russell in October 1950 because of his alleged associations with Communists. The station made its contention in a reply to the "blacklisting" complaint of the American Civil Liberties Union which also had cited WPX (TV) New York and NBC, ABC, DuMont and CBS [B•T, April 14].

★ KOWL contracts, the reply noted.

The reply explained that in a newspaper story concerning the termination of the contract, a station employee was quoted to the effect that Rev. Russell's program was stopped because his name was found "in several lists of persons supposed to be friendly with Communism" but "we have watched his speeches closely and he has never uttered a word that could be objected to and we do not think he is a Communist."

KOWL explained that because of this quotation, it was sued for libel by Rev. Russell in May 1951 but the case was dismissed and never refiled. The suit for \$100,000 damages, KOWL said, was "predicted upon the erroneous supposition that KOWL is a common carrier."

In his conclusion, however, Mr. Croghan told the Commission:

If we had had any knowledge of Rev. Russell's Communist associations when he approached us for time on KOWL we would certainly have refused to sell to him. Not until the late summer of 1950 did we become suspicious. Paul R. Snider, our Program Director, reported that he listened to several of Rev. Russell's Sunday programs when he was in the control room; that Rev. Russell made no attempt to preach but endeavored primarily to arouse Negroes to action. Shortly after Paul Robeson had been cited by a Congressional Committee for un-American activities, Rev. Russell devoted his program time to extolling the virtues of Robeson, stating that he represented the colored people and that if he were persecuted all Negroes would be persecuted.

When a rally was held in Los Angeles for Paul Robeson Rev. Russell appeared on the platform and it is common knowledge that he was active in making Robeson's appearance possible. Of course, Paul Robeson is an acknowledged Communist.

Then I found Rev. Russell's name in "Red Channels." Thereupon I checked three different sources, one of which was the Sheriff's office of Los Angeles County, which had a large file on Rev. Russell that clearly showed that he was closely identified with Communist organizations. Another source, namely, Senator Jack B. Tenney, of the California Legislature, had a file that also showed that Rev. Russell consistently followed the Communist Party Line. (See the Senate Committee's report for 1948, pp. 183, 215, 252, and 375.) Similar information was disclosed in the files of "Alert," which is a weekly report published in Los Angeles on Communism.



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But with H-R Representatives, you can HIRE it.

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Even though you can't BUY experience, you can HIRE it and it pays dividends.



## Radio Tax Relief

(Continued from page 23)

tion. If he lost money in days of pioneering in the new field, he was more than likely the money-maker starting in 1950. The differences between 1950 and 1951 to the base period of 1947-1949 in earnings were great enough to make a comparative difference in the amount of money he would have had to pay Uncle Sam.

Subsequently, a relief provision was written into the Excess Profits Law in the 82d Congress. It was hailed as a victory for the industry [B\* T, Oct. 15, 1951]. By the same token, the Miller bill could prove a variable windfall for the licensee who owns radio along with other businesses.

The bill was introduced with nary a murmur last Monday. Just how much chance the bill would have this session of Congress was doubtful. Lawmakers are not willing to change the tax law this year. In any event, Rep. Miller could be expected to re-introduce the measure early next year.

It adds a subsection (e) to Sec. 459 (which contains the TV relief section) of the Internal Revenue Code. It reads as follows:

### "(e) RADIO BROADCASTING COMPANIES.—

"(1) In the case of a taxpayer, engaged in the business of radio broadcasting throughout a period beginning during, but not prior to, the 36-month period ending on the last day of its base period, and ending with the close of the taxable year, and not engaged in the business of television broadcasting prior to January 1, 1951, the taxpayer's average base period net income computed under this subsection shall be computed as follows:

"(A) If the taxpayer was engaged during its base period in any business or businesses other than radio broadcasting, by computing the average base period net income under section 435 (d) for such other business or businesses (determined without regard to income deductions, losses, or other items attributable to the radio broadcasting business).

"(B) By multiplying such part of its total assets (as defined in section 442 (f)), for the last day of its base period as was attributable to the radio broadcasting business by the base period rate of return determined under section 447 (c) for the industry classification which includes radio broadcasting. The amount so computed shall be reduced by an amount equal to such portion of the total interest paid or incurred by the taxpayer for the period of 12 months following the close of its base period, as is attributable to its radio broadcasting business.

"(C) By adding the amount computed under subparagraph (B) to the amount, if any, computed under subparagraph (A).

### "(2) RULES FOR APPLICATION OF SUBSECTION.—

"(A) For the purpose of section 435 (a) (1) (B), an average base period net income determined under this subsection shall be considered an average base period net income determined under section 435 (d); but in computing the base period capital addition under section 435 (f), the computations under such section shall be



NEWLY-ELECTED officers of the Indiana Radio Newsmen at their meeting May 23 coincident with Indiana Broadcasters Assn. sessions, at WIRE Indianapolis are (l to r) Phil Haines, WTRC Elkhart, 1st vice president; Ruth Dunagin, WFUI Bloomington, treasurer and editor of the IRN Bulletin; Howard Stevens, WBOW Terre Haute, president, and Spencer Danes, WKEV Richmond, secretary.

adjusted, under regulations prescribed by the Secretary, so as to exclude therefrom items attributable to the radio broadcasting business.

"(B) If any part of the total assets referred to in paragraph (1) (B) were acquired, directly or indirectly, through the use of assets attributable at any time during the base period to a business of the taxpayer other than radio broadcasting, the amount determined under paragraph 2 (A) shall be properly adjusted by eliminating from the excess profits net income (computed for the purpose of paragraph 2 (A)) for each month prior to such acquisition, such portion thereof as is attributable to the assets used, directly or indirectly, for such acquisition. For the purpose of this subparagraph, the excess profits net income for any month shall be attributed to such assets on the basis of the ratio, as of the beginning of the day of the acquisition, of such assets to total assets (as defined in section 442 (f)) determined without regard to assets attributable to the radio broadcasting business.

"(C) The Secretary shall by regulations prescribe rules for the application of this subsection, including rules for the computation of the taxpayer's net capital addition or reduction.

### "(3) APPLICATION OF PART II.—

"The Secretary shall prescribe regulations for the application of part II for the purpose of this subsection in the case of an acquiring corporation or a component corporation in a transaction described in section 461 (a) which occurred prior to the close of the base period of the acquiring corporation and the respective component corporations."

### SEC. 2. TECHNICAL AMENDMENT.—

Subsection (e) of section 459 is hereby designated as subsection (f).

SEC. 3. EFFECTIVE DATE.—The amendments made by this Act shall be applicable with respect to taxable years ending after June 30, 1950.

## WIVI Starts

WIVI Christiansted, St. Croix, Virgin Islands, began operations at 6:30 a.m. May 15. WIVI has appointed Pan American Broadcasting Co. as its exclusive international representative. Operating with 250 w in 1310 kc, station is under supervision of General Manager Edward M. Vickers, who also serves as technical supervisor.

## WSB LIMITS

Opined by NARTB's Doherty

WAGE Stabilization Board should devote its functions only to employ relations "which bear upon the inflationary picture, and its regulations and decisions should require prior approval of the nation's Economic Stabilizer.

These opinions were offered to the House Education and Labor Committee in Washington last Wednesday by Richard P. Doherty, industry member of the WSB and NARTB Employee-Employer Relations director. The committee held hearings on a resolution (H Res 532) authorizing a probe of WSB policies as an outgrowth of the steel wage dispute.

"A further pressure of rising labor costs has the grave potential danger of generating a very real recession in business activity," Mr. Doherty warned, in reviewing board practices. He charged that WSB had been evaluated without regard to the "real and far-reaching impact . . . upon collective bargaining procedures of the nation," of which, he said, the board is the "architect."

Mr. Doherty personally felt that wage stabilization should be assigned to "the deep freezer," or, failing that, be subject to scrutiny of a congressional "watchdog" committee. In any event, it should be deprived of "autonomous rights to act in the area of national stabilization designed for the good of all the people. . . ."

As an example, Mr. Doherty noted that WSB rules and regulations are universally accepted by unions and workers as "indicating minimum available floors." Union security does not fall within the board's bailiwick, he added.

Wages of radio-TV and other industries are subject to board jurisdiction under current economic controls legislation.

- July 23: BAB Sales Clinic, Milwaukee.
- July 25: BAB Sales Clinic, Minneapolis.
- July 28: BAB Sales Clinic, Denver.
- July 30: BAB Sales Clinic, Salt Lake City.
- Aug. 15: BAB Sales Clinic, Dallas.
- Aug. 18: BAB Sales Clinic, San Antonio.
- Aug. 20: BAB Sales Clinic, Houston.
- Aug. 22: BAB Sales Clinic, New Orleans.
- Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.
- Aug. 25: BAB Sales Clinic, Miami.
- Aug. 27: BAB Sales Clinic, Winston-Salem.
- Sept. 8: BAB Sales Clinic, Cincinnati.
- Sept. 10: BAB Sales Clinic, Louisville.
- Sept. 12: BAB Sales Clinic, Nashville.
- Sept. 15: BAB Sales Clinic, Little Rock.
- Sept. 17: BAB Sales Clinic, Birmingham.
- Sept. 19: BAB Sales Clinic, Atlanta.
- Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.
- Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.
- Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

## upcoming

- June 2: BAB Sales Clinic, Portland, Me.
- June 3-5: Public hearings on House Commerce subcommittee investigation of "immoral" radio and television programs, 10 a.m., Room 1334, New House Office Bldg., Washington.
- June 4: BAB Sales Clinic, Boston.
- June 5: BAB Sales Clinic, Providence.
- June 5-6: Kentucky Broadcasters Assn. semi-annual meeting, Seelbach Hotel, Louisville.
- June 5-6: NARTB TV Code Review Board, NARTB hdqrs., Washington.
- June 6: BAB Sales Clinic, Hartford.
- June 8-11: Adv. Federation of America 46th Annual Convention and Exhibit, Waldorf-Astoria Hotel, New York.
- June 9-10: NARTB TV Board, The Homestead, Hot Springs, Va.
- June 12-13: NARTB Radio Board, NARTB hdqrs., Washington.
- June 15: BAB Sales Clinic, Philadelphia.
- June 16-17: American Marketing Assn. conference, Netherland Plaza Hotel, Cincinnati.
- June 16-17: National Assn. Radio Farm Directors, spring meeting, Raleigh Hotel, Washington.
- June 16-19: National Advertising Agency Network, annual management conference, Skypot Lodge, Skypot, Pa.
- June 18: BAB Sales Clinic, Baltimore.
- June 18-20: FTC hearing on proposed radio-TV trade practice rules, Federal rules, Federal Trade Commission Bldg., 6th & Pennsylvania Ave., N. W., Washington.
- June 19: BAB Sales Clinic, Washington.
- June 19-20: North Carolina Assn. of Broadcasters convention, Nag's Head, N. C.
- June 20: BAB Sales Clinic, Richmond, Va.
- June 20-21: Communications Institute, Bowling Green State U., Bowling Green, Ohio.
- June 22-26: Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.
- June 29-July 2: National Industrial Advertisers Assn., annual conference, Palmer House, Chicago.
- June 30: BAB Sales Clinic, Syracuse.
- July 1: BAB Sales Clinic, Buffalo.
- July 1: FCC to commence TV application processing.
- July 3: BAB Sales Clinic, Pittsburgh.
- July 7: Republican National Convention, International Amphitheatre, Chicago.
- July 14: BAB Sales Clinic, Detroit.
- July 16: BAB Sales Clinic, Cleveland.
- July 18: BAB Sales Clinic, Indianapolis.
- July 21: BAB Sales Clinic, Chicago.
- July 21: Democratic National Convention, International Amphitheatre, Chicago.



# NOW... Filament-to-Grid Shorts *Eliminated!*

## Federal's F-892

*FIRST* with the new, proved design

### Double Helical Filament

- Does away with **BOWING!**
- Greatly increases tube **LIFE!**

ANOTHER important Federal "First" is the new Double Helical Filament—for Federal's re-designed F-892!

The design has been completely checked and subjected to numerous filament cycling tests equivalent to two years' operation in normal broadcast equipment.

One tube filament was cycled 1500 times—1000 times with the starting current *twice* rated, and 500 times with the starting current *four* times rated—*without movement or distortion!*

Wound through 360° for mechanical stability and carrying opposing electrical fields which provide improved electrical stability, the F-892's Double Helical Filament definitely eliminates *bowing*—one of the primary causes of filament-to-grid shorts. For proof, all F-892's now in the field are still in service!

For full information on Federal's sturdier, longer-life, more dependable F-892, write to Vacuum Tube Division, Dept. K-568.

**"Federal always has made better tubes"**

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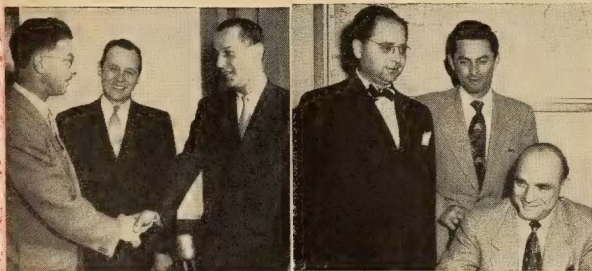


*On the dotted line . .*

BARTON A. STEBBINS (seated) of Los Angeles agency bearing his name, renews Signal Oil Co. sponsorship of *The Whistler* on 21 CBS Pacific and Mountain stations. Standing (l to r): H. K. Carpenter, network acct. exec.; William Shaw, CPN mgr.; Edwin W. Buckalew, CPN asst. gen. mgr. for sls.

SMILING after sponsorship renewal are (l to r) Ralph M. Barker, star of WCOP Boston's *The Old Salt*; Ed Shea, media dir., James Thomas Chirug Co., Rudy Bruce, adv. mgr., New England Coke Co.

MORRY AXELROD, mdse. dir., Thrifty Drug Stores, signs for \$75,000 spot campaign on KLAC Hollywood. Standing (l to r): Don Breyer, exec. v. p., Factor-Breyer, L. A., and Larry Buckkett, KLAC sls. mgr.



W. A. AVERY (seated) of W. T. Grant Co., signs for KXYZ Houston's *Bill Roberts' Town Crier of the Air*. Standing (l to r): Bill Roberts, prog. star; Ted Hills, KXYZ mgr., Fred Presley, Grant adv. mgr.

LLOYD FRIEND, exec. dir., Mid-South Milk Producers Assn., arranges for *Dugout Dope* and baseball scorecast over WHBQ Memphis. Frank Willis, WHBQ acct. exec., witnesses signing.



COMPLETING Cleveland transfer of *Ohio Story* to WGAR are (seated, l to r) Nelson Olmstead, prog. narrator, and L. L. Evert, asst. to v. p., Ohio Bell Telephone Co., sponsor; standing (l to r): Mannie Eisner, WGAR sls. rep.; Bob Dailey, McCann-Erickson acct. exec., and John B. Garfield, WGAR sls. mgr.



## 'SEIZURE POWER' McCarran Moves to Test Truman Claim

A CONGRESSIONAL move to test President Truman's contention that he has "inherent power" to seize private property—both disclaimed and reiterated since mid-April by the Chief Executive—was gathering steam on Capitol Hill last week.

It was plain that, while the Supreme Court had not yet announced its decision in the steel seizure case, some members of both the Senate and House were disturbed over the far-reaching implications of Mr. Truman's statements.

The basic underlying issue since the seizure threat was first raised by Mr. Truman at his April 17 news conference is whether the President may, under certain circumstances, seize radio-TV, press and other private property under the Constitution.

To crystallize the controversy, Sen. Pat McCarran (D-Nev.), chairman of the powerful Senate Judiciary Committee, last Monday introduced a resolution (S J Res 158) which would specifically prohibit such seizure by Constitutional amendment.

### Extent of Proposal

The McCarran proposal, which was referred to his own committee, would amend the Constitution to provide that "the executive power of the United States shall not be construed to extend at any time to any taking of private property other than in a manner prescribed by law."

Committee authorities acknowledged that this would embrace all "private property" including radio, television and press industries of communications not falling within the realm of public utilities.

Sen. McCarran, in stating his proposal, explained:

The purpose . . . is to eliminate not only all doubt, it doubt there be, but also all argument over the question of whether the President has any right, inherent or otherwise, to seize an industry, or any other private property, when he has not been authorized to do so by a law passed by the Congress.

Sen. McCarran said no question could arise as to inherent powers if his amendment were adopted by two-thirds of the Senate and House and ratified by the legislatures of three-fourths of the states. He said he is hopeful for committee action in "the near future" and that he would strive for Senate consideration "at the earliest possible date."

The Nevada Democrat explained there is need beyond the present steel case for a "desirable safeguard at any time, for it can never be foretold whether some future President might not be or become despotically inclined, power mad, careless of individual liberties, contemptuous of the Constitution, excessively military minded or otherwise inclined to the usurpation of power."

In the immediate instance, it would be "clearly necessary" if the Supreme Court rules in favor of the steel industry seizure, he added. Government could seize industries

in labor disputes only if Congress gave power by law.

Sen. McCarran felt his resolution would not bind the President's exercise of powers in a given emergency but would prohibit him from seizing industry *per se*—"at any time"—without statutory authority.

The question of seizure is perhaps less academic for newspaper publishers as quasi-public institutions than for radio-TV station owners licensed within the structure of the Communications Act. But again, fear has been raised that the President could seize stations short of a war-type emergency—viz., in a labor dispute or under other conditions.

The question with respect to radio-press seizure initially was raised last April by Col. J. Hale Steinman, co-publisher of the Steinman newspapers (which own radio-TV properties). Mr. Truman said that under certain circumstances the President must act in the best interest of the country. On April 24, he denounced as so much hooey any idea as to whether he could seize stations and newspapers. But again, at his May 22 news conference, he said he felt he had inherent power of seizure over industry.

### Provisions for Seizure Cited

Radio and TV stations under Sec. 606 (c) of the Act are subject to seizure upon Presidential proclamation "that there exists war or threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States."

The Communications Act was revised last October and implemented with an Executive Order in December. Seizure is spelled in the provision to authorize "use or control" of any station by a government agency.

What is not generally known is that a disclaimer of inherent powers was attached to the Emergency War Powers Act as first extended last April to June 1 and again last week to June 15. Sense of the original rider is that nothing in the act shall be construed as providing authorization for seizure of private property—strictly aside from the Constitutional question.

Both the Senate and House Judiciary Committees rejected more definitive initial proposals along that line and sent the legislation (S J Res 156) to the White House to meet the June 1 expiration deadline. Intent to consider this proviso in a Constitutional light is promised before the Act is extended again beyond June 15.



# Speaking of Brand New!



"300"  
BROADCAST

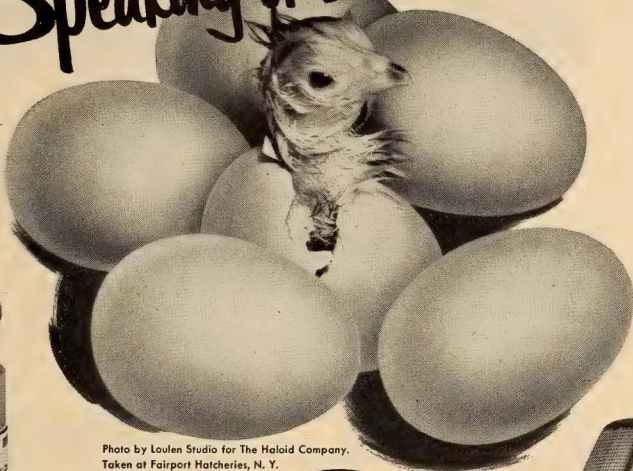


Photo by Loulen Studio for The Haloid Company.  
Taken at Fairport Hatcheries, N. Y.

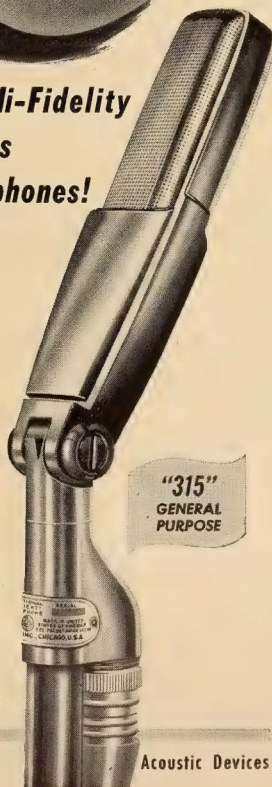
## Here Are the NEW **SHURE** Hi-Fidelity Slender "300" Series Bi-Directional Gradient Microphones!

Here are the finest of all the "slender" microphones yet produced. They combine the best features of conventional velocity microphones with an advanced acoustic design. Here, indeed, are high-fidelity microphones which deserve superlative descriptions because of their outstanding performance and remarkable ruggedness.

The "300" Series are multi-impedance velocity microphones of such a high order that they belong in a class by themselves! They provide a Bi-Directional pickup pattern—permitting greater performer freedom (performers can stand at a 73% greater distance from the microphone!). The "300" and "315" will pick up voice and music from front and back—yet discriminate against unwanted noises from the sides. They reduce reverberation and pick-up of distracting random noises by 66%!

The Model "300" is a miniature high-fidelity Gradient<sup>1</sup> Microphone with exceptionally smooth peak-free response—40 to 15,000 c.p.s.—specially designed to meet the exacting requirements of TV and radio broadcasting. Its Bi-Directional Polar pattern is effective over a broad frequency range.

Model "315" General Purpose is similar in size, design and technical features to the Model "300," and is finished in a rich, soft chrome. It is ideal for those numerous public address applications where its streamlined design and striking beauty lend dignity and prestige to any setting in which it is used. Its Bi-Directional pickup pattern is extensive over a broad frequency range (50 to 12,000 c.p.s.). It permits the sound system to be operated at a level almost 6 db higher than is possible with non-directional (omni-directional) microphones!



"315"  
GENERAL  
PURPOSE

IMPEDANCE TABLE	OUTPUT LEVEL
L—35-50 ohms	58.7 db below 1 Milliwatt per 10 microbar signal
M—150-250 ohms	59.5 db below 1 Milliwatt per 10 microbar signal
H—High	57.0 db below 1 volt per microbar

MODEL	CABLE	CODE	LIST PRICE
"300"	20 ft.	RUDOW	\$125.00
"315"	20 ft.	RUDOX	\$ 75.00

*Shure Patents Pending*

**SHURE BROTHERS, Inc.**  
225 West Huron Street, Chicago 10, Illinois

☆ Manufacturers of Microphones and  
• Cable Address: SHUREMICRO

Acoustic Devices

# And now the HPL is in

**June 2: CBS Radio's big 50,000-watt affiliate in Charlotte, WBT, becomes the twelfth station to broadcast locally the most sales-effective participating program in all broadcasting—The Housewives' Protective League.**

Starting today, WBT (which has a greater audience in Charlotte than all other stations combined and virtually no competition from other Charlotte stations throughout the rest of its 62-county-unit area) carries the daily HPL programs throughout a sales territory where 562,860 well-to-do radio families live and listen...and where last year retail sales added up to a whopping \$1,712,165,000!

Now, with the addition of WBT, you can buy The Housewives' Protective League on twelve big stations (each of which has the largest average audience in its area), or on any one or any combination of these stations. All together, they cover 16,351,650 radio homes (38.8% of the nation's total), and \$60,480,583,000 worth of retail sales (40% of the nation's total).

Ironclad proof of the HPL's ability to sell *your* product lies in the partial list of advertisers (right) who have used the HPL in recent months. Their success is the reason the HPL is known far and wide as *"the program that sponsors the product—the most sales-effective participating program in all broadcasting."*

For information about the HPL, call the stations, their national representatives or...

## **THE HOUSEWIVES' PROTECTIVE LEAGUE**

485 Madison Ave., N.Y. (Plaza 5-2000) — Columbia Square, Los Angeles (Hollywood 9-1212)



# the Carolinas ...on WBT!

## The HPL Markets:

<b>BOSTON</b> 5,000-watt WEEI	<b>PHILADELPHIA</b> 50,000-watt WCAU
<b>CHARLOTTE</b> 50,000-watt WBT	<b>RICHMOND</b> 50,000-watt WRVA
<b>CHICAGO</b> 50,000-watt WBBM*	<b>ST. LOUIS</b> 50,000-watt KMOX
<b>LOS ANGELES</b> 50,000-watt KNX	<b>SAN FRANCISCO</b> 50,000-watt KCBS
<b>MINNEAPOLIS</b> 50,000-watt WCCO	<b>SEATTLE</b> 50,000-watt KIRO
<b>NEW YORK</b> 50,000-watt WCBS	<b>WASHINGTON</b> 50,000-watt WTOP

All stations are represented by CBS Radio Spot Sales except KIRO, which is represented by Free & Peters Inc. \*The Paul Gibson Show

## AMONG THE ADVERTISERS WHO HAVE USED THE HPL IN RECENT MONTHS:

Admiracion Shampoo	Krey Packing Co.
Allstate Insurance Co.	La Choy
Allied Molasses Co., Inc.	La France
All Sweet Margarine	Ladies' Home Journal
American Chic Co.	Lava Soap
American Safety Razor Corp.	Libby, McNeill & Libby
American Security & Trust Co.	Lion Brand Paints
Asbeston Ironing Board Covers	Life Soap
Avco Manufacturing Corp.	Look Magazine
B in B Mushrooms	Lyon Van & Storage Co.
B & M Baked Beans	Marcel Paper Mills, Inc.
Bamby Bread	Frank Mann Potato Chips
Birds Eye	McCrory's Stores, Inc.
Blue Coal	Metropolitan Federal Savings
Bon Ami	Metropolitan Poultry Co.
Bondgards Creamery	Milani Foods Salad Dressings
The Borden Company	Minot
Bosco	National Biscuit Co.
Boston Globe	Nestea
Brick's Social Club Mince Meat	Nucoa
Briggs & Co. Frankfurters	O-Cel-O Sponges
Brisk	Olson Rug Co.
Capitol Frito Co. Corn Chips	Ottenberg's Bakers
Centennial Flour	Pal Orangeade
Cheer	Pepsi-Cola
College Inn Food Products Co.	Pequot Mills
Country Squire Turkeys	Peter Paul, Inc.
Dennison's Chili and Catsup	Pevely Dairy Products
Diet Delight	Philadelphia Dairy Products
Dining Car Coffee	Pioneer Laundry
Dodge Division, Chrysler Corp.	Plymouth Rock Gelatine
Doehla Greeting Cards, Inc.	Rayex
Doeskin Tissues	Realemon
Downyflake Waffles	Red Devil Soot Remover
Drano	Reddi-Wip
Dromedary Mixes	Rockingham Poultry Co.
Early California Olives	Sandwick's Candies
Economy Cup Coffee	Sanitary Rug Co.
Embassy Dairy	Scribbans-Kemp Biscuits
Empire Crafts Silver Plan	Sears Roebuck & Co.
Fels & Company	Seaside Lima Beans
First Federal Savings & Loan	Seven-Up
Fleischmann's Yeast	F. H. Snow Canning Co., Inc.
Florida Citrus	So Good Potato Chip Co.
Ford Motor Co.	Sofskin Creme
Frantilla Ice Cream	Spandy
G. Washington Coffee	Stokely-Van Camp, Inc.
Galbraith's Lumber	Sunkist Lemons
Gaymont Lab. Yogurt	Sure-Jel
General Electric Co., Lamps	Swans Down Flour
Gibbs & Company	Sweetheart Soap
Gill's Hotel Special Coffee	Swift & Company
I. J. Grass Noodle Co., Inc.	Teddy's Sea Food
Griffin Shoe Polish	Tide
H-O Oats	Tip-Top Bread
Habitant Soup Co.	Tip Top Orange Juice
Handi Food Products Co.	Toucans Juices
Hellmann's Mayonnaise	Trend Detergent
Henacres Poultry Farm	U. S. School of Music
Hillman Minx	Universal Trading
Hills Bros. Coffee	Children's Records
Hires Root Beer	Vess Beverages
Holiday Brands Soluble Coffee	Washington Flour
Holiday Magazine	Washington State Apple
Home-Style Frozen Waffles	Advertising Commission
Hood Rubber Company	Washington State
Hood's Milk Co.	Fruit Commission
Hot Shoppes	Western Beet
Hoyt Brothers Pie Mixes	Sugar Producers
International Harvester Co.	Whirlpool Washers
Iodent Tooth Paste	White Star Tuna
Interwoven Stocking Co.	Whiting's Milk
Jelke's Good Luck Margarine	Wilbert's Wax
Jerman Brothers, Inc.	Wilkins Coffee
Herb Jones Scouring Cloth	Wilson's Evaporated Milk
Joy Hosiery Mills	Windex
Juice Industries	* Woodward & Lothrop
Ken-L-Products Dog Food	Youngtown Kitchens
Kenu	Yuban Coffee
Kiplinger Letter	Zenith Hearing Aids



## DEFENSE ORDERS

### Rep. Brown Hits Policy

CURRENT military procurement policy of channeling defense contracts to key industries on the basis of local employment needs rather than lowest bids drew Congressional censure May 22.

Rep. Paul Brown (D-Ga.) served notice that members of the southern bloc in Congress would wreck economic controls legislation if necessary to forestall the practice in the apparel industry. Other industries were not mentioned, but the practice has been followed in electronics and elsewhere by military authorities since former Defense Mobilizer Charles E. Wilson first announced it last year.

Congressman Brown and others protested on grounds southern industries would suffer because of the procurement policy.

Advertisement

## Printers' Ink Puts "Spotlight" on Spots

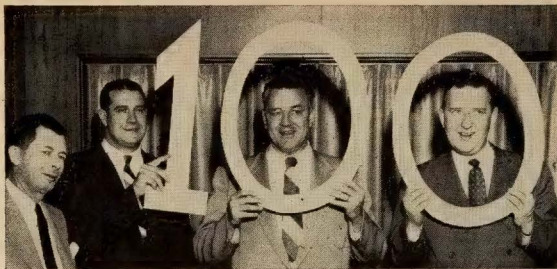
Our June 27th issue will carry a major editorial report, telling why "Spots" are so productive -- and how to use them.

Now, because Spot Radio is commanding increased attention by advertisers and agencies, AND is being used by thousands of local advertisers, our editors traveled far and wide interviewing advertisers throughout the country to obtain the material used.

Actual case histories that show how Spot Radio is now helping to sell coffee, tractor brakes, shirts, beer, varnish, sewing lessons, fly killers, beans and a host of other products and services, are included in this up to the minute report.

Some of the "Spot" features of this article give you the facts on—The Growth of National Spot Radio Volume, Why National Advertisers are using Spot Radio, Different Types of National Spot Radio, How Spot Radio Fits Into the Complete Advertising Program, and Sales and Advertising Programs That Spot Solves Best.

This is an issue that should carry the story of your market and your station, because of our total audience of 23,309 readers, more than two-thirds are buy-



WCCO Minneapolis-St. Paul aired its 100th remote broadcast from Lewisville, Minn., 115 miles from its studios. Show, *Our Own Bob*, originated in Our Own Hardware store. Happy to have overcome engineering headaches of the long remote are (l to r) Steve P. Duffy, president-general manager, Our Own Hardware Co.; Phil Lewis, WCCO assistant sales manager; Bob DeHaven, star of show, and Art Lund, radio-TV vice president, Campbell-Mithun Adv.

ers of advertising—Sales managers, regional managers, advertising managers, and top management who give the final O.K. to agency executives who buy literally thousands of Spot Radio Programs in all parts of the country.



Bob Kenyon

Closing date for this issue is June 17, so please wire, write or phone us your reservation today.

	Rates	Width	Depth
Two-page spread	\$1,040	15"	10"
Full page	520	7	10
Two-thirds page	365	4 1/2	10
One-half page	275	4 1/2	7 1/2
One-third page	185	2 1/4	10
One-sixth page	95	2 1/4	4 1/2

(Standard Colors: \$125 per color extra)

Contract advertisers receive the benefit of frequency discounts, of course.

The dates again: Closing date—June 17; publication date—June 27.

ROBERT E. KENYON, JR.  
Advertising, Director

## CBC APPROVALS

### Board of Governors Issues

FOURTEEN Canadian stations were recommended for stock transfers and two to be licensed for emergency transmitters. Actions were taken at the May meeting of the Canadian Broadcasting Corp. board of governors held at Quebec City, May 16. Emergency transmitters were recommended for CHLP Montreal, 250 w, and CJON St. John's, Newfoundland, 100 w. Transfer of the license of CHUB Nanaimo, was necessitated with control changing from George Randall to Standard Broadcasting Co. Ltd., in which the Vancouver Sun has some interest.

CJNT Quebec, changed hands from Goodwill Broadcasters of Quebec Inc., to H. Bouffard, J. M. Desseureault and Jean-Paul St. Laurent, all of Quebec, holding equal shares. CKXL Calgary, changed hands, with Fred Shaw, formerly of CFAC Calgary, and C. E. Chesher, Calgary, obtaining majority control.

Other stations whose applications for share transfers were recommended included CKOM Saskatoon, CHNC New Carlisle, CKLN Nelson, CKOK Pemberton, CJOB Winnipeg, CFAR Flin Flon, CJBR Rimouski, CKNB Campbellton, CKRS Jonquiere, CKBW Bridgewater, and CJLS Yarmouth.

## FTC RULES TALK

### Appliance Groups to Meet

REPRESENTATIVES of major radio-TV appliance trade groups are expected to attend a three-day conference June 18-20 tentatively set by the Federal Trade Commission for discussion of trade practice rules proposed by the special All-Industry Committee [B\*T, May 12].

Among organizations expected to send representatives are the National Electronics Distributors Assn., National Television Dealers Assn., National Assn. of Cathode Ray Tube Mfrs., and National Appliance & Radio Dealers Assn. Officials of Radio-Television Mfrs. Assn. and individual firms also will attend.

The commission has set aside three days, rather than one, with the hope industry segments can agree on radio-TV trade practice rules drafted by the committee. Paul Butz, FTC Trade Practice Bureau chairman, will preside.

FTC then will prepare a final draft and set a hearing at which any group may appeal the final rules. FTC authorities held out the possibility rules may be adopted by this fall or early 1953. The rules would extend radio practices to television, with certain modifications.

## Brightman Named

SAMUEL C. BRIGHTMAN, former newspaper correspondent and radio newsmen, has been named publicity director for the Democratic National Committee. Appointment of Mr. Brightman, who has been serving as acting publicity director since the resignation of Charles Van Devander last month, was announced last Tuesday by National Chairman Frank E. McKinney. Mr. Brightman formerly was Washington correspondent for the Louisville Courier-Journal (WHAS-AM-TV) and also was on the news staff of KSD St. Louis, the St. Louis Star-Times and the Cincinnati Post.

## Inaugural Plans Begin

FIRST marks of organization for arrangements committee on Capitol Hill for inauguration of the U. S. President-elect next January are under way. House Speaker Sam Rayburn (D-Tex.) has appointed himself, Majority Leader John McCormack (D-Mass.) and Joseph Martin (R-Mass.), the minority leader, as the House members to serve jointly with three Senators already appointed by Vice President Alben Barkley. The Senators are Carl Hayden (D-Ariz.), probable chairman, Majority Leader Ernest W. McFarland (D-Ariz.) and Styles Bridges (R-N. H.), the minority leader. Work on stands and temporary seating arrangements should be under way by fall.

## WSNY BACK PAT

### Given for Safety Work

CONGRATULATIONS have gone to WSNY Schenectady, N. Y., from the city's mayor, city manager and President Bob Hanna of the Schenectady Chamber of Commerce, upon the station's receipt of a public interest award from the National Safety Council for "exceptional service to safety" [B\*T, April 28].

According to Winslow Leighton, WSNY president and general manager, its *Van de Car & the News* program was largely responsible for the award. The station ran an appreciation ad in the local city newspaper May 5, noting also its awards in *Billboard* magazine's competition. Mr. Hanna is broadcasting manager for GE's WGY WGFH (FM) and WRGB (TV) Schenectady.

**Printers' Ink** • 205 East 42nd Street, New York 17, N. Y.  
Chicago • Pasadena • Atlanta • Boston • London

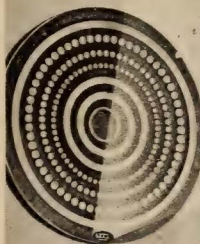


This is the Hallmark of the Ideal Insulation

SINCE 1919

**MYCALEX**  
THE INSULATOR

TRADE MARK REG. U. S. PAT. OFF.



## FOR ALL FREQUENCIES

Mycalex, the ideal insulation, offers low loss and high dielectric strength. It is impervious to oil or water, free from carbonization, withstands high temperature and humidity. Mycalex remains dimensionally stable permanently and possesses excellent mechanical characteristics. In its present high state of development, Mycalex combines every important insulating advantage—including economy. Mycalex is available in sheets and rods, can be injection or compression molded to close tolerance, is readily machineable, can be tapped, drilled, threaded and ground.



### INJECTION MOLDED GRADES

#### MYCALEX 410

Mycalex 410 is approved fully as Grade L-4B under National Military Establishment Specification JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L."

Power Factor, 1 megacycle	0.0015
Dielectric Constant, 1 megacycle	9.2
Loss Factor, 1 megacycle	0.014
Dielectric Strength, volts/mil	400
Volume Resistivity, ohm-cm	$1 \times 10^{15}$
Max. Safe Operating Temp., °C	350
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

#### MYCALEX 410X

Mycalex 410X can be injection molded, with or without metal inserts, to extremely close tolerances.

Power Factor, 1 megacycle	0.012
Dielectric Constant, 1 megacycle	6.9
Loss factor, 1 megacycle	0.084
Dielectric Strength, volts/mil	400
Volume Resistivity, ohm-cm	$5 \times 10^{14}$
Max. Safe Operating Temp., °C	350
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

### MACHINEABLE GRADES

#### MYCALEX 400

Mycalex 400 is approved fully as Grade L-4A under National Military Establishment Specification JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L."

Power Factor, 1 megacycle	0.0018
Dielectric Constant, 1 megacycle	7.4
Loss Factor, 1 megacycle	0.013
Dielectric Strength, volts/mil	500
Volume Resistivity, ohm-cm	$2 \times 10^{15}$
Arc Resistance, seconds	300
Max. Safe Operating Temp., °C	370
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

#### MYCALEX K-10

Mycalex K-10 conforms fully to Grade HICSH4 under National Military Establishment Specification JAN-1-12.

Dielectric Constant, 1 megacycle	10.6
Q Factor, 1 megacycle	300
Loss Factor, 1 megacycle	0.034
Dielectric Strength, volts/mil	(0.10 in. thickness) 270
Fractional Decrease of Capacitance with Temperature Change	0.0056
Fractional Increase of Capacitance with Temperature Change	0.0076

### LOW LOSS MINIATURE TUBE SOCKETS



WRITE TODAY ON YOUR LETTERHEAD FOR ILLUSTRATED LITERATURE, OR SEND BLUEPRINTS FOR ESTIMATES—NO OBLIGATION

**ECONOMICAL**—Comparative in cost to ordinary phenolic sockets, but far superior electrically. Dimensional accuracy unexcelled.

**AVAILABLE IN TWO GRADES**—Mycalex 410 fully approved as Grade L-4B under N.M.E.S. JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L." Mycalex 410X offers lower cost with insulating properties exceeding those of general purpose phenolics. Both Mycalex 410 and 410X Tube Sockets are supplied in 7 pin, 9 pin and subminiature. All are precision molded for highest accuracy.

## MYCALEX CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFTON, N. J.

#### MYCALEX K

embraces an entire series of capacitor dielectrics, each with specific characteristics. These can be supplied on special order in sheets  $14 \times 18$ " in area and from  $\frac{1}{16}$ " to  $1\frac{1}{2}$ " in thickness, also available in rods. MYCALEX K can be machined to close tolerance or molded.



# BBB REPORT

## Notes Set Inquiries

ADVERTISING, merchandising and servicing of television sets continued to be the largest problem for the Better Business Bureaus during 1951, an annual report has indicated.

Of 80,548 communications to the bureaus about television, 53% were complaints, with the greatest number occurring early in the year, President Victor H. Nyborg reported. Nearly half the inquiries and complaints received by the collective bureaus during the year pertained to merchandising, he said, and 12% of these referred to TV sets, a percentage matched only by construction inquiries. Radio and music were the subject of 2% of the merchandise communications.

In terms of services rendered by the bureaus, television rose from seventh place in 1950 to third place in 1951 with some 80,548 consumers contacting the bureaus with questions. In this category, television was superseded—by numbers of calls but not necessarily number of complaints—by home construction and solicitations.

Most common TV complaint was that long delays were suffered by consumers in waiting for their sets to be serviced, which servicemen attributed to unavailability of replacement parts and tubes. The Better Business Bureaus appointed a service committee which, meeting with a counterpart from the Radio-Television Mfrs. Assn., evolved procedures for handling consumer complaints on a national level. Both groups also agreed to sponsor an educational booklet, explaining factors in purchasing and servicing a TV set, which will be distributed by RTMA and the Better Business Bureaus upon publication this year.

Progress was also reported for the bureaus' "Truth in Advertising" campaigns, under which almost 8,000 advertisements of the millions scanned required corrective

## Advertiser Tie-in

A WASHINGTON, D. C., appliance dealer is using a radio station to promote the sale of TV sets—and programs on a television station in the same city. The arrangement involved a tieup among Phillips radio-television store, WTOP-TV and WWDC Washington, as well as the agency, Cohen & Miller. Phillips, which sponsors half of Washington Senator baseball broadcasts on WWDC, uses commercials mentioning WTOP-TV shows to push its TV sets. TV stars and day and time of program are cited twice per game. Unusual tie-in is natural for Arch McDonald, WWDC baseballcaster, who also is WTOP sports director.



**NEWCASTER** Henry Blanc (l) of *Today's News* on KPOJ Portland, Ore., greets **Gerrit Vander Ende**, president of Pacific First Federal Savings & Loan Assn., Tacoma, Wash., eighth largest such association in the country, which has purchased Mr. Blanc's noontime program for a special network in cities where the association has branches, including KPOJ, KPUG Bellingham, Wash., KJR Seattle, KTAC Tacoma and KORE Eugene, Ore. **Ed Henry (r)**, KPOJ account executive, made arrangements through The Condon Co. Inc., Tacoma, the association's advertising agency.

action. Of those, 207 were referred to law enforcement bodies for further action, with the ultimate result that questionable ads decreased by about 8%. Mr. Nyborg said that legitimate advertisers did a better job of maintaining accuracy throughout the year, that consumers became more critical, and that media continued to cooperate in building higher advertising standards.

Publicity and education campaigns of the bureaus used a total of 2,492 radio spot announcements, 575 radio programs and 111 television shows last year, it was noted.

## FOUR JOIN AYER

Three in N. Y.; One Phila.

FOUR personnel changes in three departments of N. W. Ayer & Son, New York and Philadelphia, were announced by the agency last week.

J. J. Clarke, sales manager, Home Laundry Equipment Div. of General Electric Co., joins the plans-merchandising department in Philadelphia today (Monday); William F. Roseboom, former vice president of public relations firm of Davies, Emery & Roseboom, joins the public relations department in New York; Monica Geran, promotion editor of *Glamour* magazine, also moves into the New York public relations department today (Monday), and Robert Pavloff, director of Temple U. alumni fund and editor of *Alumni Review*, joins the copy department in Philadelphia, also Monday.

## New WICH Building

WICH Norwich, Conn., is now operating from a new two-story concrete block structure near its transmitter on the outskirts of the city. John Deme, WICH general manager, announced the new sign-on time of 5:30 a.m. and that William E. Kelly, city's newly-appointed superintendent of recreation, has been signed to handle the 6-7:45 a.m. duties.

# ADV. WRITEOFFS

## HST Hits Media Campaigns

PRESIDENT Truman last Tuesday opened a new breach in the controversy over alleged practices whereby private companies use institutional advertising and write it off as deductible business expenses.

While the Chief Executive leveled his guns at electric power concerns, the attack recalls the move by Sen. Hubert Humphrey (D-Minn.), avowed administration supporter, to curb through government so-called "political" advertising as a deductible tax expense. This purpose also would be accomplished by raising newspaper ad rates to discourage "extravagant" advertising [*B\*T*, April 21, 14, 7].

Mr. Truman, addressing the Electric Consumers Conference in Washington, D. C. last Tuesday, charged that private concerns were embarked on a "vicious campaign" to discredit public power projects as socialism—through radio and printed media. He said he might seek a probe to see whether the campaign violates the Federal Corrupt Practices Act.

They "are spending millions and millions of dollars on this campaign. They are sponsoring nationwide radio programs which cost many thousands of dollars every week. They are running full-page ads in the big magazines, month after month," the President said. Target of Mr. Truman's fire was the Kansas City Power & Light Co.

Mr. Truman also noted that a large advertising agency "actually boasted" that its technique was so successful that its "propaganda" was posted by church ministers.

## KOMO Binaural

HAILED as "sensationally successful" was KOMO-AM-FM Seattle's May 18 broadcast to the public of binaural transmission over its AM and FM facilities on *Voices of the Northwest*, sponsored by the Seattle First National Bank and featuring the 41-member Adelphean concert choir of the College of Puget Sound, Tacoma. The airing was under direction of Stanton Bennett, chief development engineer for KOMO. Binaural broadcast also took place over WGN and WGNB (FM) Chicago May 22 at the annual Radio Parts Show and the Audio Fair [*B\*T*, May 26].

along with other public figures.

► **KATL** Houston marked its fifth birthday on May 21. King H. Robinson, vice president-general manager, in an interview in the *Houston Press*, traced the station's increase from 1 kw to 5 kw and expansion of staff personnel from 19 to 31.

► **WBEN**-TV Buffalo was four years old May 14. No special observance was planned. During its first few weeks of operation the station was on the air 14 hours weekly and now is on more than 14 hours daily.

## milestones...

► **WBOW** Terre Haute, Ind., is planning special programs to celebrate its 25th anniversary June 15. Many former KBOW personalities are to be featured through taped messages. WBOW also is conducting a "memory" contest, asking listeners to write a letter on the theme, "What I remember best about WBOW."

► **EIGHTIETH** anniversary is being celebrated by Albert Frank-Guenther Law Inc., New York, advertising agency, with trade distribution of brochure, "Eighty Years of Advertising." Firm recalls its start as two-man financial and transportation agency and expansion to all fields with annual billings of about \$10 million. Over 160 people now staff headquarters office in New York and branches in Boston, Chicago, Philadelphia, Washington and San Francisco.

► **RONALD DAWSON**, radio-TV actor-writer, on June 3 observes his 25th anniversary in radio.

► **GUSTAV A. BOSLER**, NBC New York veteran employee who retires at the end of June and who was head of the network's model shop most of his 25 years with NBC, was honored at a surprise party May 23 by 200 fellow employees and friends and was presented with a 25-year NBC plaque. He has spent more than 40 years in communications.

► **PROGRAM**, *Meet the Press* (NBC radio, Sunday, 10-10:30 p.m.; NBC-TV, Sunday, 7:30-8 p.m.), will celebrate its seventh anniversary June 2. Martha Rountree and Lawrence E. Spivak, owners of the package, will mark the occasion by a "political supper" in Washington on that date to which various Presidential candidates have been invited



# more help for busy media buyers

**Publishers and station operators show increasing awareness  
of media buyers' problems**

You who use Standard Rate and CONSUMER MARKETS as tools of your trade are thoroughly familiar with the standard listings of media statistics and market data.

But do you realize the extent to which publishers and station operators supplement the standardized data with additional media information—in the form of Service-Ads?

They are realistically aware of your need for information about things that make each station or publication different from its contemporaries—information that you cannot expect to find in the standard listings.

They know, too, that you don't always have the time you need to call in all of the media under consideration to get answers to all the questions that arise in the course of selection.

So, last year, approximately 1,050 publications, radio and TV stations used space in SRDS publications. They supplemented the information in their listings in Standard Rate (or their markets' listings in CONSUMER MARKETS) with Service-Ads that reminded buyers of the important differences about their media values that they've been registering through their promotion and their

representatives' contacts. Thus they keep wanted information instantly available—on the spot—to help the busy media buyer buy.

**s r d s**

**STANDARD RATE & DATA SERVICE, INC.**

Walter E. Botthof, Publisher

the national authority serving the media-buying function

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

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



## NOTE: To Station Managers

Service-Ads have become such a valuable part of SRDS publications that we want all advertising executives to know more about them. That's the story behind the advertisement reproduced here; appearing currently in *Advertising Agency and Printers' Ink*.

The information found in the SRDS monthly books and CONSUMER MARKETS is often the **LAST WORD** about your station and your market... the last word seen by agency men when they're under pressure; building a list or defending a list.

To help you make it the **last word** in effectiveness,

SRDS has interviewed research and media men, account executives, time buyers, advertising managers. An analysis of their viewpoints, practices and needs is available in the "Spot Radio Promotion Handbook" (at cost: \$1.00). Then, to help you convert these viewpoints into Service-Ads that will really "sell by helping buyers buy," we have condensed this information into another handy booklet, "Copy Organizer for Service-Ads in Radio Rates & Data." Available at cost, \$1.00.

*Walter E. Botthof*

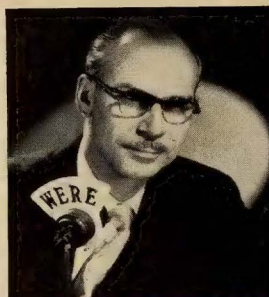
WALTER E. BOTTHOF, Publisher



# WERE NEWS TO NO



**ROBERT WASS** News Director...Special Events...fifteen years experience makes his news job *the most-listened-to* in Cleveland... 15 years (radio news)



**WAYNE JOHNSON**

Newscaster... "voice of the news" in Cleveland... 6 years (radio news)

**17 Newscasts every day**  
**Press & International News**  
**Mobile Unit • Telephone**

## National Convention Coverage for Northeast

**THE O. L. TAYLOR COMPANY • National**

**THE MUSIC • NEWS • SPORTS STATION FOR GREATER CLEVELAND**



# SERVICE IS VITAL NORTHEASTERN OHIO



**JERRY BOWMAN**

Newscaster ...  
re-write man 15 years  
(radio news)



**BOB WEST**

Reporter ... Feature  
Writer charge of  
night news

• All news re-written & processed • Associated  
News Service • Police-Fire Dept. Radio  
'Beeper' system for on-the-air interviews.

Northern Ohio Localized by the WERE News Staff.

Representatives

D... 5000 WATTS • 1300 KC

# WERE

VITAL TO NORTHEASTERN OHIO





## Walter Evans

WHEN WALTER EVANS passed on last Wednesday, radio lost an unsung hero. In the trade he was known and respected as the directing head of the Westinghouse stations—a blue ribbon list of well-operated outlets. But he left management—and the limelight—to his managers. He was content to remain in the background.

Among his friends and co-workers, Walter Evans was regarded as a modest, efficient, but very human boss. The prestige and the stature of the stations and the electronic plants he operated placed him in the top policy echelon of Westinghouse.

Like many others in radio, Walter Evans came up through the engineering ranks—first as a ship wireless operator, and then into station engineering. For two decades he directed Westinghouse radio operations. But what wasn't generally known is that he also operated the vast X-Ray and Electronic divisions, organized the radio and television manufacturing divisions, and, just two years ago established the Air-Arm division. He also found time to serve his government on special assignments and missions in telecommunications, here and abroad.

The whole story of Walter Evans' contributions to telecommunications may never be told. As to radio, the record shows he left it better than he found it.

## Transit Green Light

THE FAVORABLE Supreme Court ruling on transit radio ought to assure a profitable future for this specialized broadcasting service.

Considering the extraordinary handicap of having the very constitutionality of their operation questioned, the transit broadcasters have, from all reports, done extremely well. It would seem clear that transit has established itself, against most discomfiting opposition, as an effective advertising medium.

It remains now only for the transit broadcasters to straighten out the public relations problems confronting them. Though the Supreme Court's decision affirms the legality of transit-casting, it does not dispel the condition that brought the case about.

Transit-casting was victimized by such catch-phrases as "captive audience." Such surveys as have been made indicate that objectors are a small minority of transit passengers.

All credit to those who carried the transit case to the highest tribunal after the stiff rebuff of the lower court. They can now move ahead on plans which were shelved because of the litigation and the hard fight against the medium by many powerful newspapers.

The sweeping 7-1 decision opens a new radio vista. It sanctions the birth of a new advertising medium. It affords the opportunity to a substantial number of FM broadcasters to earn a return on their investments.

But the court opinion merely affirms the constitutional right to broadcast music, news and commercials on public vehicles. The job of the transit-caster now is one of prudent management and operation. That means prudent programming. As always, the public is the final arbiter.

## Dollars When They Count

WHEN a Senate committee petitions another Senate committee for funds for a government agency in an election year when the accent is on excruciating economy in government—that's news.

It happened a fortnight ago. Sen. Edwin C. Johnson's Interstate & Foreign Commerce Committee unanimously petitioned Sen. Burnet R. Maybank's subcommittee on Independent Offices Appropriations to give the FCC another \$800,000 to hire people to expedite the licensing of new television stations. Last Wednesday, the Senate Appropriations Committee approved \$600,000 more, specifically for TV. This is probably without precedent. It underscores again the high interest in Congress to get a nationwide television show on the road.

Even with 18 or 20 additional examiner teams, the outlook isn't too bright for prompt authorization of any substantial number of TV stations in desirable markets. That's because contests are indicated, notably for the VHF assignments, in virtually all major cities. Contests take months, sometime years.

There are those who feel the additional funds sought won't really expedite FCC action. They point to the past, when the FCC has been surfeited with appropriations. And that record discloses that the FCC procedures have slowed down inexorably, year after year. More staff lawyers meant more intermural discord, more paper-work and more delays.

That does not have to be. The revised McFarland Bill now pending in the House has, as its primary purpose, tightening up of FCC procedures. The Commission would be required to report to Congress on the status of cases not in hearing but pending after three months, and cases in hearing pending after six months. This measure already has passed the Senate. In revised form, it has been reported favorably by the House Interstate Commerce Committee and House passage is likely, despite continued sabotaging efforts by members of the FCC staff.

There's more involved in the resumption of TV licensing than service to communities which demand it, although that's reason enough. There's talk of an impending downward spiral in business. Some lines, notably consumer goods, are soft. Farm commodities are in a gradual decline. There are portents of a recession. Television's emergence could provide an anchor to windward against an impending economic storm. Sen. Johnson talks in terms of \$3 billion as an "ultra-conservative" estimate of the business that would be stimulated in two years, if the FCC has the manpower to proceed full-tilt. Applicants, he states, will invest \$250 million. Ten million people will invest more than \$2 billion in sets. Thousands will be employed by manufacturers, wholesalers and retailers, totally aside from the vast expenditures for advertising.

Here another agency of government could pitch in. The Department of Commerce has the main function of stimulating and helping business. Could not some of its manpower and resources be geared toward expediting television's economic development? In the depression of the early '30's, radio proved just about the only depression-proof industry.

The first test is to see the FCC get additional funds for examiner teams. It then can have no valid excuse founded on shortage of manpower or funds. While all signs point to favorable action it still behooves applicants to let their delegations—in Senate and House alike—know of their avid interest.



## our respects to:



EDWARD HOLLAND BRONSON

THOUGH all's relatively quiet around NARTB's TV department, where they're grooming the three-month-old Television Code for a career of activity, if not controversy, nobody's being fooled by the peaceful way most of the nation's civic, cultural and religious groups have reacted to the industry's manual of program and advertising behavior.

They know what's coming, and they'll be ready with what at the moment might be described as a semi-secret weapon—Ed Bronson, newly named NARTB director of television code affairs and a practical telecaster.

In a decade-and-a-half of radio, TV and government activity, Ed Bronson has been in some rough spots. One of the rougher incidents occurred during the war when he was at the Office of Censorship with responsibility for foreign-language programs originating domestically.

Everybody wanted to be a censor in those days, including the FCC and the Office of War Information. The competition got into proceedings of the special congressional committee investigating the FCC. With a clear Executive Order to back him up, Ed Bronson carefully observed testimony of the two competing agencies. He patiently listened and he patiently waited.

When the colloquy reached the usual double-talk and gobbledygook stage, Mr. Bronson couldn't stand it any longer and summed it up with this classic: "I'm getting weary of these excursions into the dialectics of the periphery." That stumped even the double-talkers, and Office of Censorship went about its job with powers intact.

This was a typical Bronson approach to a tricky situation. Often when the going gets tough he turns on a wry sense of humor. When trouble engulfs him, he takes a philosophical approach and sets out to see what can be done about the mess.

Mr. Bronson's main job at NARTB will be to serve as liaison executive on code matters with general public and interested organizations. That's his formal directive, a little double-talky in itself. Put into active terms, it means the finger is pointing at him as trouble-shooter to see that the code clicks.

He brings to the job a substantial reservoir of qualifications, having, among other things, directed a television station right from the cement-pouring stage; served, as noted, in a censorship capacity; managed a radio station, and finally, created a successful town-meeting

(Continued on page 53)



*"Something burning is  
falling through the sky..."*

That something was a hit German plane. The time was D-Day, 1944. Speaking from a warship in the heat of the battle, George Hicks was making his masterful recordings of the greatest military action in history.

First to broadcast from a dirigible and from a submarine, Hicks is uniquely a broadcast reporter. He joined NBC in 1928, a year after network radio began.

From an eclipse of the sun seen in the Pacific to the funeral of George VI, George Hicks's dispassionate reporting has brought America to the scene of many of the historic events of our time.

Now in this vital election year Hicks and 100 other NBC men of news are assigned to cover the conventions and the elections as they've never been covered before.

The NBC News Center is pre-eminent in the field because of men like Hicks, Dreier, Warner, Godwin . . . because of its thousand-man news-gathering force . . . because regularly on radio and television, NBC broadcasts more hours of news than any other network.

Virtually everyone in America hears the news first on radio and television. They hear it while it *is* news. And the fact that the highest rated news shows on radio and television are NBC's means most people hear the news first and hear more of it from NBC.

### NBC radio and television

a service of Radio Corporation of America



Photograph by RALPH STRINER



## WORLD RELEASE

### Firm Notes New Material

WORLD BROADCASTING SYSTEM Inc., New York, transcription library firm, last week announced that "one of the largest releases of new material in the history of World sales and program services" had been sent to 900 WBS subscribers as a special service to augment the firm's commercial program series.

Robert W. Friedheim, WBS general manager, explained that the releases include special programming material for company's new package, *County Fair*, starring Judy Canova, which will be released for broadcasting June 15, as well as material for established features such as *A Chapel by the Side of the Road* with Raymond Massey, *Freedom Is Our Business* featuring Robert Montgomery, the Dick Haymes show, the Three Suns and Lyn Murray shows. Sixteen different artist groups are represented including orchestras, singers, choral groups and instrumentalists.

As an additional aid to local radio sales, World Sales & Program Service has also released "World Sell Sounds," a sound effects feature designed to boost sales by "increasing the impact of commercials now on the air." Package presents material for time and weather lead-ins as well as special lead-ins for patriotic appeals, election and sports programs.



**When** judging the St. Louis Market, keep the evidence in mind!

You'll find KWK's LOW—low cost per thousand radio homes delivered makes...

**KWK** the radio buy in St. Louis!

Your Katz man has the entire St. Louis case in brief—with evidence based on Pulse reports.

Globe-Democrat Tower Bldg.  
Saint Louis



Representative  
The KATZ AGENCY

## front office



**WILLIAM P. DIX Jr.**, assistant sales manager, WCBS New York, to WTAM Cleveland, as sales manager.

**ALFRED A. BROWN**, former sales manager of WWSC Glens Falls, N. Y., to sales staff, William G. Rambeau Co., N. Y., station representative firm.

**FRANK CONWELL**, general manager, KCIL Houma-Thibodaux, La., to WKRG Mobile, Ala., as administrative assistant to **KENNETH R. GIDDENS**, president.

**HAL HUDSON**, TV manager, and **BEN FEINER Jr.**, executive TV producer, both CBS Hollywood, named to handle TV department management and production activities, respectively, while **HARRY ACKERMAN**, vice president in charge of network programs, CBS-TV that city, vacations in Europe.

**WILLIAM L. SNYDER**, Forjoe & Co., Chicago, station representative, to Gill, Keefe & Perna, same city, as member of sales staff succeeding **HOWARD M. KEEFE**, who has resigned.

**GEORGE W. CLARK Inc.**, Chicago, named by KOWL Santa Monica, as station representative in mid-western and eastern areas.

**BYRON K. HARRIS**, former traffic manager, WCPO-TV Cincinnati, to sales staff, WLWT (TV) that city.

**JOSE E. CHAPA** appointed general manager of KLVL Pasadena, Tex.

**WALKER REPRESENTATION Co.**, N. Y., appointed station representative by WEAT Lake Worth, Fla.

**SANFORD I. WOLFF**, Chicago radio attorney and partner in Riskind & Wolff, moves June 1 to Suite 506, 134 N. LaSalle St. Telephone is Financial 6-0787.

**SEARS & AYER**, N. Y., appointed national representative by WRAC Racine, Wis.

**MARVIN ELLIN**, producer, *Marvin Ellin's Block Party*, to permanent staff of WMAR-TV Baltimore in sales capacity.

## Personals . . .

**DANIEL W. KOPS**, vice president-general manager, WAVZ New Haven, Conn., honored as "outstanding young man of Connecticut" at annual Junior Chamber of Commerce dinner May 24. . . **W. J. WILLIS**, salesman, WKY-TV Oklahoma City, presented with distinguished service award by Oklahoma City Advertising Club.

**HAROLD SODERLUND**, commercial manager, KFAB Omaha, elected president of Omaha Advertising Club. . . **THELMA KIRCHNER**, general manager, KGFJ Hollywood, vacationing in Honolulu.

**JOSEPH L. TINNEY**, vice president, WCAU-AM-TV Philadelphia, elected president of city's Poor Richard Club of Advertising Men. . . **GERALD VERNON**, ABC-TV Chicago sales manager, vacationing in New England.

## 'Dr. Gallup' Bought

SIX additional markets have signed for George F. Foley's *Dr. Gallup*, syndicated pre-election radio series, it has been announced. They are: WWJ Detroit, WHK Cleveland, WGAN Portland, Me., WGUY Bangor, Me., KNX Los Angeles and KMOX St. Louis. A total of 122 stations now carry the political interview series. Station purchasers who announced sponsors last week were WEEI Boston, to Transducer Co., division of American Machine and Foundry Corp.; KPRC Houston, to Simpson-Gillman Pontiac Co.; WBSA York, Pa., to Carl Beasley Ford Co. and WGAN to N. T. Fox Lumber Co. and Utilities Distributor Co.

## NEW WJBK UNIT

### Peter Storer Is Director

ESTABLISHMENT of a sales promotion and merchandising department at WJBK-AM-TV Detroit, with Peter Storer as its head, was announced last week by Gayle V. Grubb, vice president and managing director of the stations.



Mr. Storer

Mr. Grubb said that "although WJBK has always cooperated with its advertisers in merchandising and promotion, the station feels the time has arrived to institute a more aggressive plan of dealer and distributor tie-ins." He said Mr. Storer was named manager of the new department because of "the outstanding success he achieved in the field of public service."

Mr. Storer will handle all of the WJBK-AM-TV merchandising activities, including tie-ins with voluntary and regional chains, point-of-sale displays, special promotions, and other devices to acquaint consumers with merchandise advertised on the WJBK stations.

A son of President George B. Storer of Storer Broadcasting Co., which owns the stations, the new WJBK merchandising and promotion manager became affiliated with the Storer organization in 1946, following graduation from the U. of Miami. He started with the company's WGBS Miami as control engineer, moving last September to WJBK as public service director. Under his direction, a number of educational broadcasts were arranged with Detroit and Wayne universities, and a broadcast series on the Detroit schools is currently in preparation in conjunction with *Life* magazine.

ECKO PRODUCTS Co., Chicago, last week reported net sales for first quarter of 1952 of \$9,680,337 contrasted with \$10,492,769 for the same period last year. Net profit this year was \$690,424 or 7% per share on common stock.

## now 5,000 WATTS

**PRIMARY ONLY**

813,896 Population  
218,870 Homes  
210,538 Radio Homes  
\$763,631,000 Total Sales

## LANSING, MICHIGAN

**SEE RAMBEAU** - New York, Chicago, Los Angeles  
IMPACT RADIO SALES, Detroit



## Our Respects To

(Continued from page 50)

program that has an outstanding 14-year record.

When he arrived in Washington last week, Mr. Bronson was giving up the direction of WBNS-TV in his native Columbus, Ohio, a position he had held since 1949. His departure for the NARTB's code operation moved the *Ohio State Journal* to call him "one of the best equipped men in the nation for the job." The *Journal* should know, because like WBNS-TV it is one of the Preston Wolfe radio-TV-newspaper properties.

Possibly the *Journal* was recalling some of the early journalistic feats of Ed Bronson, reporter. Around Columbus they still talk of a famous escapade at Ohio State U., before the vogue of bra and panty purloining. Reporter Bronson, long holder of an Ohio State degree, was assigned to cover a campus incident that involved such sporty tactics as egg-throwing and cab dumping.

A cop—one cop—arrived on the scene and alertly grabbed the first youth he saw. That, of course, was Reporter Bronson. Foiled, the officer called for help. A second cop arrived, but the duo couldn't swerve the persistent newsmen from the path of duty. A third, a fourth, a fifth and finally a sixth officer joined the fray. The six-man army subdued their prey and hauled him off to jail as a rioter.

The law won the battle, but not the war. A few minutes later the intrepid reporter was back at the campus on a business-as-usual basis.

Ed Bronson obviously doesn't stop easily when he is on a mission. The new TV code assignment, however, is likely to put him in the middle of some of the fanciest crises he has ever met. At this point, according to an old crony, he is likely to halt all oratory with an observation of this sort, "Hold everything. Let's get down to the core of this thing and see if we can't work out a way of living together."

He has a deep conviction that the

principles of the TV code are right, and believes it will work if goodwill and common sense are applied to its enforcement.

Ed Bronson was born in Columbus May 27, 1910, son of Hiram Bronson, long active in Ohio politics. The elder Bronson wrote the Ohio primary law back in 1906, a monument in political history. The family's political bent was maintained in a journalistic way when the son covered Ohio politics for Columbus papers.

At Ohio State U., the younger Bronson interrupted his career for a year to work as a blacksmith on a construction gang in West Virginia and California. Back in school, he became cub reporter on a local journal and finally news editor of the *Ohio State Lantern*, campus daily.

After college, he continued his reporting, moving into radio at WCOL Columbus in 1936. At WCOL, he served as continuity director and subsequently assistant general manager. With the outbreak of war, he became assistant to J. Harold Ryan of Storer Broadcasting Co., and then to John E. Fetzer, who succeeded Mr. Ryan as assistant director of censorship.

With end of the war, Mr. Bronson joined WJEF Grand Rapids, Mich., as station manager for Mr. Fetzer, the station's owner and now chairman of the NARTB Television Code Review Board. Anxious to enter TV, Mr. Bronson left WJEF in 1949 to aid in planning WBNS-TV, becoming station director when the station went on the air.

WBNS-TV, along with WBNS and WELD-FM, still carries the *Columbus Town Meeting* series started by Mr. Bronson 14 years ago at WCOL. It has been called one of the industry's leading public service programs at the local level and is incorporated under Ohio laws.

Mr. Bronson married Ann Fulton, a former Ohio newspaper-woman and pianist. Son Ted, 15, plays a trumpet and Mary Ann, 6, is following her mother's pianistic bent. Daddy Bronson likes golf and chess, and now loses frequent chess matches to Ted, an apt pupil.

## 'SELL' CHICAGO

### New Group's Purpose

CHICAGO UNLIMITED, a non-profit corporation, has been organized by a group of industry people for "sale" of Chicago as a production center to agencies, clients and networks, and for local and national promotion.

The group, which expects to sell at least \$25,000 in stock its first year, includes John Weigel, announcer; Norman Lindquist, Atlas Films; James Jewell, Alan Fishburn and Stu Dawson, producers; Ray Jones, AFRA-TVA; Dan Collins, Chicago Federated Adv. Club; Geoffrey Bennett, RCA Victor; James Kellock, Wilding Pictures; Archie Levington, music publisher.

A-428A preamplifier shown full size

**ALTEC**  
miniature

speech amplifiers

The new plug-in preamplifiers, line amplifiers, monitor amplifiers and power supplies used in the Altec 250A Console are now available for general speech input requirements in broadcast, recording and quality public address systems. These amazing new units are the smallest ever built for this purpose and will exceed all broadcast requirements. Each unit is of open chassis design for easy servicing and is supplied with a cover tray that can be permanently mounted in a rack or cabinet. Part of this tray is the receptacle to which all connections are made. The unit itself slides into the tray and automatically centers its plug with the receptacle, making all connections. On the handle end of the amplifier chassis are push buttons for checking the space current of individual tubes even while the unit is in operation. The frequency response of the A-428A preamplifier and the A-429A line and monitor amplifier is within one decibel from 20-20,000 cycles.

**DIMENSIONS:**  
A-428A, 1 1/2" x 4 1/4" x 9"  
A-429A, P-522A, P-523A, 2 3/8" x 4 1/4" x 9"

**ALTEC**  
LANSING CORPORATION

9356 Santa Monica Blvd., Beverly Hills, Calif.  
161 Sixth Avenue, New York 13, New York

ALL connections PLUG-IN!

**CHNS**

The Shortest Route  
To Results in  
This Area Is Via

**HALIFAX NOVA SCOTIA**

Maritime Busiest Station

Contact  
**JOS. WEED & CO.**  
350 Madison Ave., New York

**5000 WATTS  
NOW!**

**BROADCASTING • Telecasting**



## STUDENTS HONORED

By American U. Guild

TROPHIES were awarded to three radio-TV students last week at the fourth annual dinner of the American U. Radio-Television Guild at the National Press Club Auditorium, Washington. It was the first time the guild has made awards. Receiving citations were Harry Cullins, outstanding director of the year; Alice Peterson, outstanding actor-actress; Lionel Monagos, outstanding in leadership.

Principal speaker at the dinner was Caroline Burke, NBC producer. Among persons attending were Sen. Edwin C. Johnson (D-Col.), chairman, Senate Interstate & Foreign Commerce Committee; Thad Brown, NARTB director of TV; Evelyn Freyman, executive secretary of AFRA; Dr. Franklin Dunham, U. S. Office of Education; FCC Chairman Paul Walker; Frank Folsom, RCA president.

## Communications Jobs

CALL has been sounded by the Army Signal Corps for civilian instructors with various communications skills to man jobs at the Signal Corps Training Center at Camp Gordon. Salaries range from \$3,795 to \$5,060. Applications for civil service positions are obtainable at local post offices. Interested persons are asked to contact U. S. Civil Service Commission, Board of Examiners, Camp Gordon, Ga.

*The* **WHLI** *Long Island Story*

In **WHLI's** rich,

booming Nassau County

Food Sales-----\$246,215,000

Automotive Sales-\$134,850,000

More people listen to **WHLI** in the major Long Island market than to any other station

Data: Sales Management 1952 Survey of Buying Power; Conlan, February, 1952, Hempstead, L. I.

**WHLI** AM 1100 FM 98.3  
HEMPSTEAD LONG ISLAND, N.Y.  
PAUL GODOFKY, PRES.  
the voice of long island  
REPRESENTED BY RAMBEAU

## air-casters



**PETER O. MOON**, vice president-business manager, Functional Music Inc., Chicago, to WJJD that city, as program director.

**GENE EDWARDS**, announcer, WLIL Lenoir City, Tenn., to WIEL Elizabethtown, Ky., in same capacity.

**HOWARD KEEGAN**, former manager of WCFL Chicago, to NBC that city, as producer.

**STAN BURN**, announcer, WPAT Paterson, N. J., to announcing staff of WINS New York.

**CHARLES ROBINSON**, playwright, to CBS Television Network June 9 as producer-director-writer.

**BILL GUY**, formerly with WBAP-TV Ft. Worth, to WFMV-TV Greensboro, N. C.

**DAVID WAITE**, announcer, KOIN Portland, to WFOR Hattiesburg, Miss., as program director. **EARLE GARRETT**, WJRB Brookhaven, Miss., to WFOR as announcer.

**STU WAYNE**, WPN Philadelphia, to WDAS that city, as disc jockey.

**CARL TIBBETTS** to announcing staff, WSB-TV Atlanta.

**DON BADGER** to promotion staff of KMTV (TV) Omaha.

**BETTY BASKETTE**, receptionist, KLRA Little Rock, Ark., transfers to promotion staff replaced by **BETSY LASTER**.

**HANS CONRIED**, who portrays Professor Kropotkin on CBS Radio *My Friend Irma*, assigned role in feature film, *Big Jim McLain*.

**BEN OMAN**, news and special events director, WJOY Burlington, Vt., to WORD Spartanburg, S. C., as announcer.

**DON WINTHER**, disc jockey, WTTM Trenton, N. J., appointed staff announcer.

**DICK LANE**, actor-m.c.-announcer, KTLA (TV) Hollywood, awarded Statuette of Achievement by Los Angeles County Board of Supervisors for his civic contributions.

**JERRY RAKER**, page boy, WPIX (TV) New York, named associate director.

**ED WILSON**, disc jockey, KWK St. Louis, presented with award for "outstanding service to the Psychiatric Aid Society" in that city.

**JIM TODD**, staff announcer, KHJ-TV Hollywood, to KFI Los Angeles, in similar capacity.

**FRANK FLAGLER**, WHDL Olean, N. Y., to WJPL Niagara Falls, as disc m.c. **GEORGE WALTON**, continuity director, KFOR Colorado Springs, Col., to WJWL as program director.

**COLEY COWAN**, announcer, WSAZ Huntington, W. Va., named production manager. **C. BOSWORTH JOHNSON**, WAJR Morgantown, W. Va., to WSAZ as announcer.

**DICK WOOLLEN**, ABC Chicago program manager, to KTTV (TV) Los Angeles, to work on development of new program ideas.

**MARK SCOTT**, sportscaster, KFWB Hollywood, assigned role in Universal-international feature film, *Willie and Joe Back at the Front*.

**EDWARD F. DEVENNEY**, **ARNOLD H. KATINSKY** and **LORIN ZISSMAN** to WIP Philadelphia on publicity, writing and special events staffs, respectively.

**KATE SMITH**, NBC radio-TV star, awarded "personality of the year" plaque at 22d annual Jamboree of Advertising Club of Washington D. C., fortnight ago.

**BILL TAYLOR**, m. c. of *Bill Taylor's Sunrise Serenade*, WOR New York, presented award for "commendable public service" by Veterans of Foreign Wars.

**HARRY BABBITT**, star of CBS Radio *Pacific Network Second Cup of Coffee Club*, recuperating from surgery following recent back injury.

**BEULAH DONOHUE**, *Woman's World* commentator, WTMJ-TV Milwaukee, received "professional woman of the year" award from city's Quoto Club, for contributions to community.

**FRANK CARTER**, WPN Philadelphia announcer, father of girl, Andrea, May 17.

**PATRICK MCGUIRK**, writer-producer, KCBS San Francisco, father of girl, Michele.

**JIMMY WIDENERS**, member NBC radio *Round-Up Time*, father of boy, James Paul, May 9.

**FRANK ROWLAND**, WHIO Dayton announcer, father of girl, Katherine.

**ROBERT E. LEE**, co-writer, NBC radio *Railroad Hour* and *Ziv TV Programs*! *The Unexpected* film series, father of boy, Jonathan Barlow, May 12. Mother is **JANET WALDO**, star of ABC radio *Meet Corliss Archer*.

## News . . .

**RALPH RENICK**, WTVJ (TV) Miami news director, appointed chairman of TV news committee of National Assn. of Radio News Directors.

**TED BENDER**, formerly with WOR New York, to WMAV Springfield, Ill., on news and special events staff.

**WILLIAM D. NIETTFELD**, KCBS San Francisco director of news, elected chairman of California Associated

Press Radio Assn., replacing **LES MAWHINNEY**, news director, KHJ Los Angeles. **DICK JOY**, KFAC Los Angeles news chief, is vice chairman.

**JACK GRIFFIN**, news editor, KWK St. Louis, elected to membership in Sigma Delta Chi, national journalistic society.

**AUSTIN SCHNEIDER** to WNAW Yankton-Sioux City, S. D., as news-caster.

**ANTHONY MARANO**, sports director, WCTC New Brunswick, N. J., named director of news and sports to succeed **JOSEPH DEMBO**, now on news staff. **NBC New York. ROLAND KELLY**, sales representative WCTC, assigned to station's news staff.

**JIM SCHLOSSER**, news writer, WTMJ-AM-TV Milwaukee, father of boy, Daniel Scott, May 17.

**BRUCE MacFARLANE**, WGN Chicago news commentator, father of boy, David Bruce, May 16.

**DICK WRIGHT**, KHQ Spokane news-writer, father of girl, Patricia Ann, May 6.

## NBC SIGNS HOPE

For Conventions Patter

BOB HOPE will do a daily five-minute light and humorous commentary on NBC radio-TV during the national political conventions at Chicago, according to the terms of an agreement worked out with NBC President Joseph McConnell by James Saphier, radio-TV agent for Mr. Hope. Neither party revealed financial arrangements, but the programs are to be offered for sponsorship.

Roger Price, New York night club and TV humorist, has been signed through Frank Cooper, Hollywood talent agent, for a similar series of broadcasts from Chicago on NBC radio-TV. Admiral Corp. will sponsor the series.

## Don Lee Coverage

NOW available for sponsorship by western regional advertisers are Democratic and Republican national conventions broadcast over Don Lee Network, it was announced last week. Western regional outlet for MBS coverage, Don Lee will set up a five-days-a-week plan to be offered.

## SERVICE

Twenty-five years of faithful service to American agriculture makes WIBW the most-listened-to station in Kansas and adjoining states.

**WIBW** The Voice of Kansas in TOPEKA



## Strictly Business

(Continued from page 20)

sports feature; *Old American Barn Dance*; reruns of *Fireside Theatre* now called *Royal Playhouse*; *Movie Quick Quiz*, and *Hollywood Off Beat* with Melvyn Douglas.

Mr. Beckwith, who gives no middle name, was born March 29, 1914 in Rochester, N. Y., but considers his home town Buffalo, where his family moved shortly thereafter. He attended public grade and high schools there and worked as assistant advertising manager of the Rudolph Bros. jewelry chain in Syracuse for a year before starting at Syracuse U. in 1931.

Like many students in the depression era, Mr. Beckwith found he had to work his way through college. He spent his mornings in class and his afternoons working in advertising with the jewelry firm, and then went home to put on his tux and play with a dance band until 2-3 a.m.

"I kept my textbooks on the band stand," he recalls. In his extra time, he was a professor assistant, checking papers for \$17 per month.

By the time he got his B.S. in business administration four years later, Mr. Beckwith had also won a top prize in a national intercollegiate advertising contest as well as membership in Alpha Delta Sigma, honorary advertising fraternity. His evaluation today of working through college is that it isn't as valuable in some cases as people think. "It's just too rough," he explains.

### Syracuse Radio Graduate

Mr. Beckwith's college minor was radio and he is pointed out today as one of the first students of the Syracuse U. School of Radio where, he reports, he decided that broadcasting was the field for him. He introduced the jewelry firm to radio spot advertising and, in 1937, went into radio himself by joining the sales staff of WSYR Syracuse. After learning the full story behind the mike, he transferred to WAGE Syracuse in 1942 as assistant sales manager, commercial manager and program director, and established so notable a business reputation for himself that in 1951 he was invited to join UTP, sister company of Standard Radio Transcription Services.

He describes his station sales record today as the result of "idea stuff . . . I didn't try just to sell, I tried to create." He found that even a small station could have a big list of national advertisers if they were offered, for example, personalities, promotion and know-how.

As sales director, he has organized a national sales force, working out of UTP's three offices in New York, Chicago and Los Angeles, and expects to be busy the next few months visiting TV stations and applicants to get new program ideas for his company to distribute.

He is married to the former Mildred Brown of Scranton, Pa.,

whom he met in college, and they are the parents of a son, Kent, 12, and a daughter, Ellen, 7. The scores of his favorite sport, golf, go up or down, he reports, depending on FCC decisions.

## WSVS Elects Officers

OFFICERS and directors were elected for 1952-53 during the sixth annual stockholders meeting of Southern Virginia Broadcasting Corp. (WSVS-AM-FM Crewe, Va.) in Richmond, Va. The board of directors elected the following officers: C. S. Willis, president; J. P. Quisenberry, Jr., vice president; W. L. Willis Jr., second vice president; C. E. Wilson, secretary, and E. M. Schaubach, treasurer. New board includes these officers as well as O. B. Schaubach and C. E. Miller.

## WFAA BIRTHDAY

Open House Scheduled

LISTENERS will be invited to inspect the facilities of WFAA Dallas June 23-29 when the station observes its 30th anniversary, according to Alex Keese, manager.

Mr. Keese said WFAA, owned by the Dallas Morning News, expects to spend several thousand dollars on exhibit spaces and remodeling and refurbishing for its week-long open house in a direct audience promotion slant, instead of holding special ceremonies.

The audience will be invited to participate in prize-drawings of sponsor's products and in a candid camera contest open to amateur photographers. The station's stars will be on hand to meet the public.

Mr. Keese said visitors will enter the station over the covered and decorated walk-way 10 stories above Jackson street and will see displays of the various technical

devices used in the pioneer days of radio, following the growth of WFAA from a tent-enclosed studio area in the former Dallas News building to the 50 kw NBC, ABC and Texas Quality Network affiliate it is today.

All broadcasts will be open to the public with special stage performances scheduled each half-hour day and night. Favors will be distributed by WFAA stars.

## WACE Airls Korea Tape

WACE Springfield, Mass., claims a "first" for a broadcast to have been made May 25 of a 45-minute tape-recording of an Air Force jet pilot's plane being shot down in Korea 100 miles behind enemy lines. The tape includes sound of the explosion when the plane was hit, two-way communications with the pilot, who attempted to land his burning plane before finally bailing out and studio tie-in show with the rescued pilot.

# THE BRANHAM COMPANY

representing

offices

CHICAGO

NEW YORK

DETROIT

DALLAS

ATLANTA

CHARLOTTE

ST. LOUIS

MEMPHIS

SAN FRANCISCO

LOS ANGELES

## RADIO

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

## TELEVISION

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

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

WABB  
KTHS  
KFMB  
KFWB  
WGBA  
WNEX  
WTPS  
KWKH  
WTBO  
WRBC  
KOB  
WCPO  
WDEF  
WTIS  
WNOX  
WMC  
KFDA  
KRIC  
KWBU  
KAND  
KRLD  
KMO  
KIT  
WCHS  
WBLK  
WSAZ  
WPAR



# ZIV CHANGES

PROMOTION of Stanley C. Florsheim to sales manager of the Frederic W. Ziv Co., radio transcription organization, and the addition of four district account executives are being announced today (Monday) by Alvin E. Unger, Ziv vice president in charge of sales.

Mr. Unger said the company is undergoing a steady expansion which reflects a brightened local radio sales picture throughout the country.

New Ziv account executives are James R. Appel, in Delaware and eastern Pennsylvania; Sidney H. Price, in Syracuse and Ithaca; Earl R. Wooten, Arkansas and markets in northern Louisiana; and Edward L. Schultz in Northern Wisconsin and the northern peninsula of Michigan.

Mr. Florsheim, who joined Ziv in 1948 as an account executive and became eastern sales manager a year later, will make his headquarters in the company's Cincinnati office. Before joining Ziv he was director of advertising and sales promotion for the Adam Hat Stores, and also had served as director of cooperative programs and then merchandising director for ABC for four years. He previously had been an account executive with the Dan B. Miner agency



Mr. Florsheim

## Florsheim Promoted To Be Sales Manager

in Los Angeles, and for 10 years was in the transcription business in Chicago in addition to spending seven years as a salesman for the W. A. Sheaffer Pen Co.

Mr. Appel was manager of the General Office Supply Co. in Lancaster, Pa., before joining the Ziv firm. He is former commercial manager of WGAL Lancaster, and also has served as manager of an office equipment and typewriter supply house, and before 1940 was department collector for the U. S. Internal Revenue Dept.

Mr. Price has been with Cramer-Tobias-Meyer, syndicated advertising services, for more than five years, and formerly operated his own photographic business in New York.

Mr. Wooten joins Ziv from the National Republic Lettergram program service, Washington, and formerly was with Chance-Vought Aircraft Co., Dallas. He also has operated his own retail and furniture and appliance store in Wichita, and is a former sales representative of KFBI Wichita. He will report to division manager Elmer Bieser.

Mr. Schultz has operated his own distributorships for Beltone and Telex hearing aids and formerly was with the Prudential Insurance Co. of Kankakee, Ill., and with the Chicago Herald & American. He will report to division manager William Nevin.

## On All Accounts

(Continued from page 12)

piling a salesmanship manual for a client.

Then each year, new tests are made so that planning may be kept current, Mr. Ver Standig said.

In addition to his advertising agency, this 37-year-old executive operates a researching organization. Letters in his files show that many top agencies use his research unit to come up with "fresh" ideas for their own clients.

As proof of the value of this constant testing, Mr. Ver Standig will point out that in the eight years that his agency has been in existence, there has been only a 1% loss of clients.

Mr. Ver Standig explained that he came to realize the value of testing and research when, beginning in the early 1930's, he bought and resold several small newspapers. "I would buy small papers with the idea of building them up, then reselling them," he explained. "I had to be careful where I invested money, so I did a lot of research beforehand."

### Born in Massachusetts

Most of the newspapers with which Mr. Ver Standig dealt were in his native Massachusetts. Born in Boston, March 17, 1915, he attended Boston Latin high school, then was a special student at Harvard U. and Boston U.

He remained in newspaper work until 1942 when he began selling time for WWDC Washington. Then, in 1944, he founded his agency. At that time, his only employee was a parttime secretary, and he had only desk space in another organization's offices.

Today, the agency employs 10 persons in two floors. Mr. Ver Standig can draw much satisfaction from reviewing the past eight years. In 1950, he won the Silver Anvil Award of the American Public Relations Assn. and in 1951, one of the top awards of the Direct Mail Advertising Assn.

He is a member of the board of governors of both the Atlantic and Chesapeake Councils, American Assn. of Advertising Agencies, a

fellow of the American Institute of Management, and belongs to the Advertising Club of Washington.

In 1940, he married the former Helen Van Stodde, who worked in the classified ad department of the *Washington Daily News*. They have two children, John David, 5, and Joan Hope, 4. The Ver Standigs share their home with 14 animals, including dogs, ducks, a parrot and even a monkey!

He finds most of his relaxation in reading—his library numbers some 3000 volumes.

Most of the larger advertising agencies he considers just mass production centers. "We will never be a production line," he declared. "Testing built this agency. And we shall continue to operate that way—we prefer to know where we're going."

## SEC ELECTIONS

### Lipscomb Named President

CHARLES T. LIPSCOMB JR., president of Pepsodent Div., Lever Bros., has been re-elected president of the Sales Executives Club of New York for 1952-1953.

Other officers elected at club's annual meeting last week were:

Joseph L. Wood, assistant treasurer of Johns-Manville Corp., first vice president. Borden Co., second vice president. Peter F. Pullan, district sales manager, Carolina Absorbent Cotton Co., secretary, and James Werblow, Polygraphic Co. of America Inc., treasurer.

New members of the board of directors are as follows:

Fen K. Doscher, vice president of Lily-Tulip Cup Corp.; M. D. Finehout, special representative for Whitaker Paper Co.; Dr. Paul H. Nystrom, president, Limited Price Variety Stores Assn.; Charles R. Speers, vice president of American Airlines Inc.; Zenn Kaufman, merchandising director, Philip Morris & Co. Ltd.; Leo Nejski, president of Nejski & Co.; James C. Olson, partner, Booz, Allen & Hamilton; Philip Salisbury, general manager and editor of *Sales Management* magazine, and Al N. Seares, vice president of Remington Rand Inc.

GREEN GIANT CO., Le Sueur, Minn., reports a net profit of \$1,724,928 for the year ending March 31. This equals 3.9% of the gross sales, an all-time high of \$44,730,059. Dividend payments, at 80 cents per share, totaled \$437,741.

They know at home

# MORE \$\$ VOLUME

IN LOCAL BUSINESS  
THAN ANY OTHER STATION  
IN TOPEKA!

WREN offers you

- top ratings
- wide coverage
- lowest cost per listener

# WREN



5000  
WATTS

ABC  
TOPEKA

Represented Nationally  
by Weed & Co.

## COLUMBIA FESTIVAL KHQ Plans Wide Coverage

KHQ Spokane has planned extensive coverage of the Columbia Basin Water Festival, May 22 through June 1.

Special programs include those by Glenn Lorang, farm director, who will air a show from a different Columbia River basin town during each of the 11 days. A special 10-minute documentary on the development of the Columbia Basin is being prepared by Mr. Lorang for the *National Farm & Home Hour*, May 31.

KHQ news department, head by Tal Tripp, news director, will write and produce a special feature entitled, *The New Pioneers*. Mr. Tripp estimated that KHQ newsmen have traveled more than 2,000 miles, taping interviews with early homesteaders, new settlers and other pioneers.

*The New Pioneers* will cover early days of the settling of the Columbia Basin, the construction of the Grand Coulee Dam, building of the network of irrigation canals and finally, the arrival of the water on the land this spring.

WEST central regional offices of RCA Victor have been consolidated in one building. New address is 340 Dierks Bldg., Kansas City, Mo.

# GATES

QUINCY,  
ILLINOIS

Your ONE SOURCE Supply for  
ALL Broadcasting Equipment NEEDS

THESE OFFICES  
TO SERVE YOU

QUINCY, ILL.

HOUSTON, TEXAS

WASHINGTON, D. C.

MONTREAL, QUE.

NEW YORK CITY

TEL. 8202

TEL. ATWOOD 8536

TEL. METROPOLITAN 0522

TEL. ATLANTIC 9441

TEL. MURRAY HILL 9-0200



## FTC STAFF FULL

Truman Names Carretta

PROSPECT that the Federal Trade Commission would be "at full strength" for the first time since January to tackle a heavy workload of cases during the summer appeared bright last week with action at the White House level.

President Truman nominated Albert A. Carretta, a Washington, D. C., lawyer and university instructor, to be a member of the commission for an unexpired term ending Sept. 26, 1954. The nomination is subject to Senate confirmation after expected approval by the Senate Interstate & Foreign Commerce Committee.

Mr. Carretta, a native of New York, is an instructor at the Georgetown U. School of Foreign Service. A lawyer by profession, he formerly was with the Securities & Exchange Commission, Office of Price Administration and the Navy Dept. He is a member of the Washington and Virginia bar associations.

Mr. Truman ended speculation on the FTC vacancy after urgent requests from the commission itself, which has been concerned over the prospect of the summer backlog and lack of funds.

FTC Chairman James Mead, former U. S. Senator from New York and attorney, and Comr. Stephen Spingarn made the request in a personal call on the Chief Executive early last month. Mr. Truman also was asked to request additional funds for FTC on behalf of its anti-merger work.

The commission has been functioning with four members since the death of Comr. William A. Ayres last January.

Part of the workload involves, indirectly, the commission's anti-deceptive practices activities touching on misleading radio, and other advertising representations. Monitoring of television continuities has been virtually non-existent, FTC has conceded.

President Truman thus appointed a Democrat to succeed Comr. Ayres, a former Kansas Congressman who was serving his third term at FTC when he died.

## allied arts



**DONALD G. FINK**, editor of *Electronics* magazine, appointed a director of research operation at Philco Corp., effective June 1.

**BARNARD M. DOVER**, CBS-Columbia's project engineering department, named project engineer.

**VIRGIL B. DAY** appointed manager of employe and plant community relations at Receiver Dept., General Electric Co., headquartered in Syracuse.

**T. M. DOUGLAS** and **S. J. POWERS** appointed vice president and director vice president, respectively, Federal Telephone & Radio Corp., Clifton-Passaic, N. J.

**HAROLD SUGARMAN**, formerly of Universal, United Artists and Paramount international departments, announces opening of Dux Film Studios Inc., N. Y., to produce dubbed versions of foreign language feature films in English.

**WARD L. QUAAAL**, director of Clear Channel Broadcasting Service, will address National Conference of Farm Bureau Editors at annual meeting June 2 in Atlantic City, on "Getting Your Story to the Public by Radio and Television."

### Equipment . . .

**GENERAL ELECTRIC Co.**, Syracuse, N. Y., announces production of new three-station UHF television translator for company's VHF receivers. Unit is designed for mounting inside TV cabinet without disturbing action of receiver to tune in present 12 VHF channels.

**SYLVANIA ELECTRIC PRODUCTS, Inc.**, Emporium, Pa., announces manufacture of new tube type 6AN4 de-

signed for economical, high efficiency television tuner service. Unit permits use of one set of tubes and circuits for all TV services.

**TELEVISION UTILITIES Corp.**, New Hyde Park, L. I., announces production of two "Private Eye" picture monitors designed for utility monitoring in studio and field operations. Monitor sizes range from 8 to 16 inches.

**RCA VICTOR's** tube dept., Harrison, N. J., announces availability of double-tier, four-section rack designed to consolidate major TV test instruments in single test location. Rack is available to radio service dealers and servicemen through RCA test equipment distributors.

**WORKSHOP Assoc.**, Needham Heights, Mass., announces completion of new antenna pattern measuring range on site of Natick laboratory. Range will be used for measuring antenna radiation patterns over distance of 1,200 ft. and consists of transmitting tower and receiver where measuring is done.

### Technical . . .

**PETER F. GALLAGHER**, WFIL-TV Philadelphia, to engineering staff, WCAU-TV that city.

## HITS PRICE PROPOSAL

Arnall Cites Dangers

PROTEST against a Congressional proposal to require the Office of Price Stabilization to raise ceiling prices to levels prescribed by laws in various states has been voiced by Price Chief Ellis Arnall.

Mr. Arnall advised the Senate Banking & Currency Committee and Chairman Burnet Maybank (D-S. C.) that its proposed amendment to the Defense Production Act "would raise ceiling prices substantially and unnecessarily." He added that the action would result in "very serious consequences" to the nation's economy, and that OPS does not generally override state statutes at present.

Legislation to restore "fair trade" retail price-fixing laws in 45 states, invalidated by the Supreme Court last year, has been passed by the House and now pending in the Senate. It would revive state laws intended to bar price-cutting on name-brand goods. Under those laws, a price agreement between one manufacturer and retailer was binding on all retailers in the state even if they had not signed the agreement.

NEW broadcast schedule has been announced for WMBI-AM-FM Chicago, Moody Bible Institute stations. AM outlet will broadcast 6 a.m. to 8 p.m.; FM from 6 a.m. to 9:30 p.m.

## WEATHER WARNINGS

Bureau Asks Follow-Up

WHILE paying tribute to radio and TV as savers of life and property, I. R. Tannehill, U. S. Weather Bureau, has asked that broadcasters "please present weather warnings verbatim without embellishment."

Mr. Tannehill, chief, Div. of Synoptic Reports and Forecasts, commented that "It would be difficult to estimate the savings in life and property that broadcast of warnings makes possible."

At the same time, Mr. Tannehill urged broadcasters to follow through when storm danger has passed particular communities. "Each release to radio and press from Weather Bureau offices strives to present the weather warning in as definite terms as is possible considering the weather conditions prevailing at the time."

"More and more attention is being given by local Weather Bureau offices to the second point, that of follow-up with 'all clear' notices when danger has passed. In this way the Bureau, with the help of the many radio and television outlets, hopes to improve its services to the public."

## PERFECT TRACKING



..without tone arm resonance

● That's what you get with the versatile Gray Transcription Arms. Take your pick: There's the new specially designed-viscous damped -Gray 108-B Arm for all speed, all size records. There's the Gray 106-B Arm assuring fidelity of tone for every speed record. Both use GE or Pickering Cartridges.

● For highest tonal quality and new record reproduction from old records, use Gray Equalizers—preferred by leading broadcast stations.

● Remember — for professional broadcast equipment, Gray shows the way. Write for bulletins describing the above equipment.

## GRAY RESEARCH

AND DEVELOPMENT CO., INC., 598 HILLIARD ST., MANCHESTER, CONN.  
Division of THE GRAY MANUFACTURING COMPANY—  
Originators of the Gray Telephone Pay Station and the Gray Autograph



**Roy Thompson**  
WITH 28 years . . .  
RADIO experience  
and . . .  
TRADE know how, oper-  
ates . . .  
ALTOONA's most com-  
munity-conscious  
station . . .  
and from community  
service comes community  
interest in your product.  
Represented by Robert Mesker Associates  
— ABC —



# PULSE METHOD

**Claimed 90.5% Accurate**

PULSE Inc. reported last week that the first of a series of tests of its aided-recall roster method of measuring radio audiences showed it was 90.5% correct and that it "very likely" was even better than that.

Pulse said it conducted the experiment in the metropolitan New York area in February, comparing "(1) what actually took place in the home with (2) results obtained when listening in the same home was checked later via the aided-recall technique." The findings, Pulse said, show its technique to be "highly reliable."

Interviewers visited homes between noon and 1 p.m., asking no questions about radio listening but, instead, asserting that they were conducting a survey to learn the make and model of various home appliances. Dial settings of radios in use thus were checked without the knowledge of the persons in the home. Then, following regular Pulse procedure, other interviewers revisited the sets-in-use homes between 4 and 5 p.m. to check on noon-to-1 p.m. listening.

When the memory responses obtained between 4-5 p.m. were checked against the dial settings observed during the noon-1 p.m. visits, Pulse said that "in 90.5%

of the cases, the aided-recall technique produced results identical with those reported earlier by the observational method." The comparisons, involved 370 homes in which a radio was on at the time of the noon-1 p.m. visit.

Pulse said that for two reasons "it is very likely that the proportion of correct aided-recall responses was even higher than 90.5%."

For example, it was explained, the accuracy of dial observations is limited by several factors, particularly the "bunching" of many New York independent stations in the same general area on the dial and the fact that, especially in older sets, "dial settings may bear no relationship to the frequency as commonly known." In homes where the radios were tuned to network stations the number of correct responses increased to 93.9%, Pulse said.

Additionally, the report asserted, the aided-recall technique reports "listening" whereas the observational method shows "tuning"—"there is no guarantee that, because the set was turned on between 12 noon and 1 p.m., the individual at home was actively listening."

Pulse said this test was the first of a number of experiments that "are planned and will be periodically reported to deal with the several other factors involved in audience measurement."

# McHALE QUIT Democrats Name Rawlings

RESIGNATION of Frank McHale as chairman of the Credentials Subcommittee of the Democratic National Committee and appointment of Calvin Rawlings of Utah national committeeman, to the post, have been announced by Chairman Frank E. McKinney.

Mr. McHale is a minority stockholder in Universal Broadcasting Co. (WISH Indianapolis, Ind.), holding 3% interest, according to FCC records last October. He recently was replaced as national committeeman by the Indiana Democratic State Central Committee, and resigned the subcommittee chairmanship because his term expires at the end of the Democratic National Convention. Mr. McKinney also is a minority stockholder and officer of Universal, of which he formerly was president.

# Open Mike

(Continued from page 18)

lose its effectiveness at the city limits, but covers and sells the entire marketable area.

Howard mentioned that the 1950 figures for thriving San Antonio did not include the military. Likewise, our 1950 figures did not include our Naval personnel in this, the largest Naval port of the United States (Norfolk stations please copy). Just to top it all off—the United States has just made a special census in San Diego and found our city population has increased 28% since the 1950 census!

I have fond memories of San Antonio, but the fact is—only KCBQ can truthfully say "the most-listened-to station in the nation's fastest growing major market."

Charles E. Salik  
President

KCBQ, San Diego, Calif.

# U. OF DENVER

**Sets National BMI Clinic**

FIRST national BMI program clinic will highlight the sixth annual radio clinic on the U. of Denver campus in a series of radio-television events scheduled to last from June 23 to Aug. 22 as part of the university radio department's summer session program. Attendance of 100 is expected according to R. Russell Porter, UD radio department director.

Events include a television workshop, June 23-July 23 to be conducted by Noel Jordan and the annual radio clinic, July 24-Aug. 22, sponsored by Colorado Broadcasters Assn. which embraces: Broadcast Advertising Bureau clinic, July 29; television commercials workshop, July 24-26, conducted by Mr. Jordan; a three-day seminar on radio sales, July 30-Aug. 1, conducted by Maurice Mitchell, vice president and general manager of Associated Program Service.

# PROMOTION STUNT

**Brings Revolver in Ribs**

HAZARDS of radio promotion were demonstrated when Larry Miller, control operator, WCSC-AM-FM Charleston, S. C., found himself facing a .38 calibre revolver.

Mr. Miller donned a dark cloak and a slouch hat and slinked



Mr. Miller in promotion costume.

through Charleston streets to promote WCSC's presentation of *I Was a Communist for the FBI*, a FredERIC W. Ziv Co. production.

Mr. Miller entered a market, approached the cashier and asked to see the manager. Mr. Miller didn't know the store had been robbed three times in the past year. The cashier drew out a .38 calibre revolver and looked too serious for Mr. Miller's comfort. He quickly identified himself and decided that from now on he will stick to the intricacies of the control room.

NEW show on KPRC San Francisco, *Faces and Places*, gives detailed account of personalities and places in the news.

# GREENWICH PLEA

**Asks FCC AM Action**

APPEAL for separate FCC action on its AM application at Greenwich, Conn., has been filed by Greenwich Broadcasting Corp., operating WGCH (FM) since Dec. 6, 1948. The company applied for AM and FM jointly but the AM application was held up because of a conflict with a Norwalk applicant who soon withdrew.

The petitioner says its AM case has been lying around the FCC all this time, having been consolidated with World Wide Broadcasting Corp. cases (WRUL WRUS WRUW WRUX WRUA Scituate, Mass.), apparently because Walter S. Lemmon is an officer and principal stockholder in World Wide and Greenwich. Having lost \$50,000 on FM while waiting for an AM grant, Greenwich asks that its AM petition be separated from the World Wide cases. Eliot C. Lovett, Washington counsel, filed the petition for Greenwich.

**REACHES  
93,217  
RADIO  
FAMILIES**

**WEEK  
POUGHKEEPSIE**

REPRESENTED BY  
**EVERETT McKINNEY, INC.**

# TOP RATINGS AGAIN ... In Latest Pulse Surveys!



## KMTV Continues to Lead In Omaha Area

KMTV is again top TV station in the rich 130,000 set Omaha area. Latest Pulse figures (week of April 13, 1952) show that KMTV leads in 68 out of 100 nighttime (6-11 pm) quarter-hours—Monday thru Friday. This is BETTER than 2 to 1.

The survey shows that 4 of the top 5 multi-weekly programs telecast in the Omaha area are viewed over KMTV. Pulse also reveals that of the 5 leading once-a-week programs, 4 are carried by KMTV.

For the best in TV coverage of the rich Omaha area, contact Katz Agency or KMTV today.



## KMA Dominates Vast Rural Midwest Area

Pulse figures released in January, 1952 for 23 rural Iowa, Nebraska and Missouri counties show KMA is the Most-Listened-To-Station during 234 quarter-hour periods through the week. This is more than all other radio stations heard in this area combined.

KMA's 1/2 millivolt area contains immense buying power. Total estimated retail sales for 1950 were \$2,819,660,000 (Consumer Markets). 1950 census reports that total population in this area, which includes parts of Iowa, Nebraska, Missouri and Kansas, is 2,779,531. Farm population totals 732,500.

To get more concentrated coverage of this prosperous rural market, contact Avery Knodel or KMA today.

KMTV

CBS  
DUMONT  
ABC

OMAHA 2, NEBRASKA  
CHANNEL 3

Represented by KATZ AGENCY

KMA

5000 WATTS  
960KC

SHENANDOAH, IOWA

Represented by  
AVERY-KNODEL, INC.

**MAY BROADCASTING COMPANY**