

BROADCASTING TELECASTING

IN THIS ISSUE:

Plugs Undersell
Radio and TV

Page 23

Quarterly Network
Business \$88 Millions

Page 25

Nielsen, SAMS
Revive Battle

Page 26

Wails Inquiry Hears
'Dry' Forces

Page 27

TELECASTING

Begins on Page 57

21ST
The Newsweekly
of Radio and
Television
year



WLS Spearheads Record Scrap Drive!

• Steel is vital... and vast quantities of scrap are required to produce the steel needed to keep America strong.

Having co-operated in many successful scrap drives during previous emergencies... WLS was invited to spearhead the recent Decatur and Macon County campaign, which was climaxed by the WLS National Barn Dance.

According to William Kelly, Director of the Chicago Office of the U. S. Department of Commerce, this drive "brought in more scrap than any similar campaign in history" ... enough to make 16,504,000 pounds of steel.

Further proof of the pulling power of WLS programs... whether promoting a regional scrap drive... or putting your products in a million more homes.



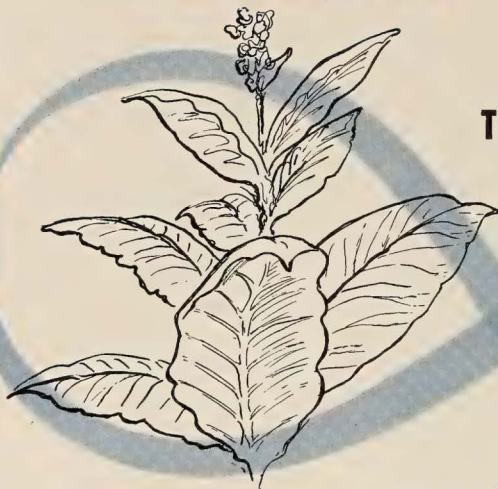
CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Go where there's GROWTH...

GO WHAS!



TOBACCO IS BIG BUSINESS

in Kentucky...

\$223,000,000

(\$43 million over 1950)

...but
LIVESTOCK RECEIPTS
are bigger...

UP 20% over 1950 to \$336,000,000!



GO WHAS!

Benson and Benson shows the Red River Ramblers*
have 50% more listeners than the programs on all other
Kentuckiana stations at the same time.

And when this talent group puts on the Old Kentucky
Barn Dance, they also have a 407.5% bigger audience than
that of the next highest rated program.

*7:15-7:30 AM, Monday through Friday,
available for participations.

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties



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



*how to make
radio
"JACK"
be nimble
...and quick!*

In Cleveland . . . Aeroways Flying School
bought spots on a WHK participation
show . . . to encourage new enrollments. TWO
spot announcements brought in FIFTEEN
leads that resulted in THIRTEEN flying contracts.

Aeroways Flying School did \$6,000.00
worth of NEW business for \$64.20 !

Jump to WHK for high-flying results !



WHK
CLEVELAND

*Represented by
Headley-Reed Company*

WDEL

WILMINGTON
DELAWARE

PULSE SURVEY

Recently completed, rates WDEL first in every one of the 48 rated quarter-hours

First in per family effective buying income—Wilmington, central city in its metropolitan county area—population group 100,000 to 500,000. Quality of Market Index is a sensational 154—54% above the U.S. average.

(Sales Management—1952 Survey of Buying Power)

WDEL because of its amazing listener loyalty and the assured sales-response in its broad, rich-market area deserves first place in your advertising plans.

Represented by



ROBERT MEEKER Associates

New York • Chicago • San Francisco • Los Angeles



at deadline

CLOSED CIRCUIT

YOU WON'T find it in FCC actions but NBC's TV key, WNBT New York and CBS' TV key, WCBW-TV, as well as WPIX New York and several miscellaneous outlets of ABC, are in anomalous position of operating without regular licenses. It's because of turmoil over complaint of Civil Liberties Union against alleged "blacklisting" of talent by these licensees and opinion of FCC counsel that if FCC didn't act prior to licensee expirations June 1, applicants automatically are extended. But before it got to that, FCC voted (1) to renew licenses and dismiss complaint; (2) to renew temporarily until Sept. 1; (3) not to renew and let automatic extension prevail; (4) not to grant regular renewal, thus permitting vote on (3) to stand. (See Editorial, page 50).

INDEPENDENT offer for KOA Denver has been made to NBC by Don Searle and Herbert Hollister, owners of KMMJ Grand Island, Neb., and KXXX Colby, Kan. Mr. Searle denied offer had connection with proposal made by Bob Hope and associates for station [CLOSED CIRCUIT, May 19].

INDICATIVE of constructive approach to July 1-2 session of affiliates with CBS on network crisis is preliminary informal meeting of "old timers" called by I. R. (Ike) Lounsbury, WGR Buffalo, chairman of network's Affiliates Advisory Board to meet June 30 in New York. Nine-man radio board will meet with nine-man sponsoring group which petitioned CBS for two-day conference to reach amicable understanding on network-affiliates problem. [B*TV, June 2; story this issue, page 25].

PAUL SEGAL, Washington counsel for WWSW Pittsburgh, expected this week to take to court first appeal of FCC's Sixth Report lifting TV freeze. He is to file complaint in U. S. Court of Appeals, Third Circuit, Philadelphia. Reportedly confined to specific situation rather than general principles of Sixth Report, appeal will concern FCC refusal to allocate Channel 4 to Braddock, Pa. (metropolitan Pittsburgh) because post office is 169.31 miles from transmitter of WLWC (TV) Columbus, Ohio, and rules call for 170-mile minimum separation. Petition to FCC on same point was filed last week by WLOA Braddock (see story, page 59).

PRACTITIONERS and broadcast licensees are beginning to wonder whether FCC lawyers are using hinder and delay tactics on request for declaratory ruling as to whether merging of AM applicants in same market for limited TV facilities would constitute violation of duopoly regulation. Petition was filed month ago [B*TV, May 5]. It's known there are dozens of radio broadcasters awaiting ruling preparatory to perfecting TV applications in advance of July 1 deadline. Commission word last week: Nothing in sight.

BLAST AT contravened FCC rebroadcast rule requiring stations which deny rebroadcast rights to explain reason to FCC, hat in hand, expected Tuesday at meeting of Committee on (Continued on page 6)

ABC ASKS SEVERANCE, EARLY MERGER RULING

ABC and United Paramount Theatres late Friday filed long-expected petition with FCC for severance from hearing and early disposition of proposed merger of network and UPT as well as grant of contingent sale of WBKB (TV) Chicago by Paramount's Balaban & Katz to CBS for \$6 million. In separate action earlier, Zenith Radio Corp., asked FCC to withhold action on WBKB sale, contending all applicants here should get equal chance to compete for Channel 2 (see story page 59). FCC proposes to switch WBKB from Channel 4 to Channel 2 under terms of Sixth Report lifting TV freeze.

ABC-UPT petition argues for early Commission ruling in order to bring stability to network field. ABC contends 75% of record in general Paramount and ABC-UPT merger hearing pertains to other issues while portion relating to merger has been fully entered (see story page 70). Petition notes hearing may continue indefinitely, thus delay needed action on merger.

Dr. Allen B. DuMont, president of Allen B. DuMont Labs., concluded testimony Thursday. This was last of evidence in hearing relative to proposed merger, ABC-UPT spokesmen observed Friday.

FIGHT COVERAGE HIGHEST

NBC-TV spokesmen Friday claimed network's coverage of Walcott-Charles bout preceding night received highest Trendex rating ever recorded for one-time attraction: 58.6, representing 37 million viewers.

Code Board Scans Score of Complaints

SCORE of complaints about TV programming, accumulated in last two months, acted on by NARTB Television Code Review Board, which concluded two-day Washington meeting late Friday. Findings and complaints kept secret, in accordance with terms of code.

Board announced its chairman, John E. Fetzer, president-owner of Fetzer radio and TV stations in Kalamazoo and Grand Rapids, Mich., would appear June 25 before House subcommittee investigating radio and TV programming (see story page 27). Board members met Friday morning with Rep. E. C. Gathings (D-Ark.), who introduced resolution that led to inquiry, and members of subcommittee.

At close of meeting, Mr. Fetzer said board noted with satisfaction progress made by networks and stations in conforming to code but saw need for further improvement. He felt his appearance before House probers would serve to discount fears that self-regulation will not work.

Self-regulation "is more desirable than these repeated investigations and threats of lawmaking," he said, adding that all complaints are being seriously studied.

Complaints reviewed by board dealt mainly with crime and mystery programming, over-commercialization, religious broadcasting and film productions. Parties involved will be notified of decisions reached. Board heard presentation by Dr. Theodore Elsner, president of National Religious Broadcasters Inc., who asked modification of code clause advising

BUSINESS BRIEFLY

PIEL SWITCH ● In surprise move last Friday, Piel Brothers, N. Y. (beer), \$1.6 million advertising account, named Young & Rubicam, N. Y., to handle its advertising, effective Sept. 2. Decision impelled Kenyon & Eckhardt executive to note that "during K & E's tenure, Piel's sales have grown faster than any other brewery in the country."

LEVER BUYS SPOT ● Lever Bros., N. Y. (Breeze), renewing campaign in five markets effective June 26 and also adding spot radio drive starting July 10 in 28 markets in Atlanta, Boston, Denver, Houston and New Orleans areas. Agency, BBDO, N. Y.

SEEK AVAILABILITIES ● Kenyon & Eckhardt, N. Y., looking for TV availabilities for probable campaign for Amazo instant dessert.

CRISCO EXPANDS ● Procter & Gamble, Cincinnati (Crisco), through Compton Adv., N. Y., considering radio spot campaign to start July 1 for 52 weeks in few selected markets, in addition to its present schedule.

VITAMINS USE RADIO ● VCA Labs, Newark, N. J., (vitamin products), through Duane Jones Co., N. Y., to enter daytime radio with 52-week sponsorship of Gabriel Heater on Mutual network (8:55-9 a.m., EDT, Monday through Friday), effective June 30.

AGENCY FOR ZIPPY ● Zippy Labs., Chi- (Continued on page 94)

against sale of time for religious programs. He termed section unfair and discriminatory. His appeal was taken under advisement.

Board examined several films and scripts involved in specific complaints. Attending two-day meeting were all five members, including Chairman Fetzer; Mrs. Scott Bullitt, KING-TV Seattle; Leonard Reinsch, WSB-TV Atlanta; Walter Damm, WTMJ-TV Milwaukee, and Ewell K. Jett, WMAR-TV Baltimore.

Mr. Fetzer's statement follows:

The Board of Review, meeting only a short time after the Code went into effect, notes with satisfaction the progress that has been made by networks and stations in aligning their operations with the program and commercial recommendations of the Code. At the same time, the Board recognizes the need for further improvement, knowing this to be a continuing problem.

When I appear before the Congressional committee, I believe there will be no difficulty in discounting the fears of some that self-regulation will not work in television programming. It is working right now—and certainly it is more desirable than these repeated investigations and threats of lawmaking.

As a Board, we are listening avidly and considerably to the opinions of the public, who comprise our audience and who, in the final analysis, we must satisfy if we are to stay in business. We take these opinions very seriously indeed—and intend to convey them, when circumstances justify such action, to those of our colleagues who can make proper adjustments in their operations.

for more AT DEADLINE turn page



LBS BANKRUPTCY HEARING IS ASKED

HEARING on petition for involuntary bankruptcy action against Liberty Broadcasting System, which suspended service fortnight ago [B•T, May 19], asked by Tennessee & Arkansas Broadcasting Co. in office of D. M. Oldham, Federal bankruptcy referee in Dallas (see McLendon Broadcasting System story page 85).

Schedule filed with referee indicated Liberty had assets of \$504,489.35. Liabilities listed at \$1,480,000. Major creditors were listed as AT&T, \$67,532; Brooklyn Dodgers, \$11,800; American Airlines, \$2,540, along with unlisted affiliate stations and others. Losses of Liberty owners listed as follows: H. R. Cullen and associates, \$600,000; B. R. McLendon, \$140,000. Messrs. Cullen and McLendon (father of LBS President Gordon McLendon), were co-chairmen of LBS board.

In Chicago, Thomas C. McConnell, of law firm of McConnell, Lutkin & Van Hook, Liberty attorneys, said taking of depositions in Liberty's suit against group of major league baseball clubs will be started Aug 18, followed by trial probably next spring.

McFARLAND BILL JUNE 12

HOUSE consideration of McFarland Bill revising Communications Act (S 658) was scheduled for June 12 floor action, it was reported Friday. Debate will be limited to usual three hours for routine bills. Amendments may be offered from floor. Among possible amendments that may be offered from floor is one concerning political broadcasts which would be aimed at taking broadcasters off hook of campaign speech libel dangers. Both Reps. Walt Horan (R-Wash.) and Joseph P. O'Hara (R-Minn.) have indicated their interest in that subject.

POLITICAL MEET DENIED

IN QUICK same-day action, FCC Friday denied request of CBS for informal meeting today (Monday) of all networks to clarify Commission policy with respect to political broadcasts—particularly equal time rule—in view of complaints on part of Presidential candidates (see early story page 27). CBS this week is expected to stress fairness of treatment in reply to complaints of candidates Kefauver and Taft. Network is expected to call attention to appearances already set on two of its TV shows for Sen. Taft.

WVWV AMENDS PETITION

WVWV Fairmont, W. Va., filed amended TV application late Friday afternoon, raising requests for television outlets filed last week to 25 (see early story page 60). Fairmont station seeks UHF Channel 35 with radiated power of 17.4 kw, antenna height 237 ft above average terrain. Cost estimated at \$100,580, with first year operating cost \$40,000 and revenue \$50,000. WVWV president and 96% owner is J. P. Beacom.

MUNTZ NET UP

MUNTZ TV Inc., Chicago set maker, last week reported net income of \$898,004 for year ending March 31. This equals 80 cents per share of common stock, compared with 74 cents previous year. President Earl Muntz said sales were \$32,923,661.

In this Issue—

Under-the-counter deals may be cutting the ground out from under the radio market, but here's an even worse menace to the stability of both radio and television. In a thoroughly researched special article, BROADCASTING • TELECASTING gives a full report of the "free plug" racket that is delivering millions of dollars worth of advertising to radio and television homes, at no return whatever to networks and stations. Page 23.

Professional dries and publicity-conscious Congressmen join up to howl about "immoral" radio and TV programs. One Congressman swears he saw a girl dance the "hootchie-cootchie," and what's worse she ended her performance with a "shimmy." After taking in such testimony for three mornings, the House committee adjourns the hearings to let pulses settle down. Page 27.

Spot radio costs the advertiser less today than it did 10 years ago, according to a new study by the National Assn. of Radio and Television Station Representatives. Page 23.

First quarter gross billings were \$42.6 million for radio networks, \$45.7 million for television networks. Page 25. FCC issues proposed changes in its transmitter operator rules. If the new rules were adopted, it would mean cost cutting for many AM and FM stations. Page 29.

Rival candidates declare an open season on radio and television networks. Sens. Taft and Kefauver demand time equal to that given Gen. Eisenhower. It's the beginning of what promises to grow into the most painful headache broadcasters have recently suffered. Page 27.

A. C. Nielsen and Standard Audit & Measurement Services are in a tiff over whose techniques for measuring station coverage are the better. Page 26. CBS Radio reports time sales, renewals and replacements worth \$1.4 million a year gross. Meanwhile, plans proceed for the July 1-2 meeting of CBS Radio affiliates, most of whom plan to attend. Page 25.

National Collegiate Athletic Assn. comes up with a new plan for controlled telecasting of football next fall. This plan isn't as restrictive as last year's because no areas will be blacked out, but it still will hamstring football telecasting. Page 59.

Westinghouse proposes revision in FCC's procedures to bring TV faster to communities without it or with only one-station service now. Page 59.

Upcoming

June 9-10: NARTB TV Board, The Homestead, Hot Springs, Va.

June 12-13: NARTB Radio Board, Washington.

June 13-14: Maryland-D. C. Radio-TV Broadcasters Assn., Hotel Stephen Decatur, Ocean City, Md.

(Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

Radio Broadcasting of Advisory Council on Federal Reports. This group functions with U. S. Budget Bureau on clearance of all paper work forms involving governmental agencies. Meanwhile petitions for reconsideration from NARTB and NBC and CBS are being readied.

ALTHOUGH IT'S not out in open, there is disagreement within FCC on new "examiner teams" to handle TV hearing load for which FCC seeks increased appropriations. Present roster of seven hearing examiners, it's understood, is opposed to increasing strength by 15 or 20 but favor new money to hire lab clerks to assist them in expediting work. FCC to date hasn't taken action. Senate Interstate & Foreign Commerce Committee recommended \$800,000 for 20 "examiner teams" and Senate has approved \$600,000 for about 15 teams. House has yet to act.

TALK OF formation of committee of station creditors of defunct Liberty Broadcasting System was heard last week coincident with reports of bankruptcy proceedings in Dallas and appointment of referee. Erstwhile LBS stations reported holding bag for considerable sums.

20TH CENTURY-FOX setting up off Culver City lot TV film production subsidiary. Look for MGM to do same before year's end. Both studios doing TV research and planning behind closed doors.

ONE NEW YORK employment firm handling broadcast personnel, following FCC notice proposing possible relaxation of operator requirement rules as asked by NARTB (see story page 29), notes four factors for radio engineer bottleneck: Engineers educated in a TV city go to over-paid set servicing field to get \$1.80 an hour instead of broadcast \$1.10; college level engineers are going into manufacturing (same for many technical school graduates); TV, needing 27 engineers to radio's on is taking big share; those left try radio, find pay low and home-town opportunities limited so they switch to other lines.

RESIGNATION of Sir William Haley as director general of British Broadcasting Corp. to become editor of *London Times* may expedite move toward commercializing of British radio and TV. Sir William, an implacable opponent of commercialization, has headed BBC since 1944. Question whether BBC shall continue as non-commercial monopoly comes before House of Commons this week with decision prior to expiration of present BBC charter June 30.

FILTERING back to U. S. is report on which makes BBC wild. Industrial film showing how toothpowder is made, purely sustaining wound up with close-up of container which brought trade name into focus. Result: Run on that product at British apothecaries. Then ensued terse order from BBC to avoid all trade package shots.

TV 'DISCOUNT' UP

LETTERS sent out by Fred M. Thrower, vice president in charge of CBS TV Network sale to advertisers and agencies announced: "Effective June 1, the new rate structure provides a maximum weekly discount of 15% compared to the former 10% maximum."

for more AT DEADLINE see page 94

Now, for the first time in Southern California, you can—

MAKE THE WHOLE SALE AT A WHOLESALE RATE!

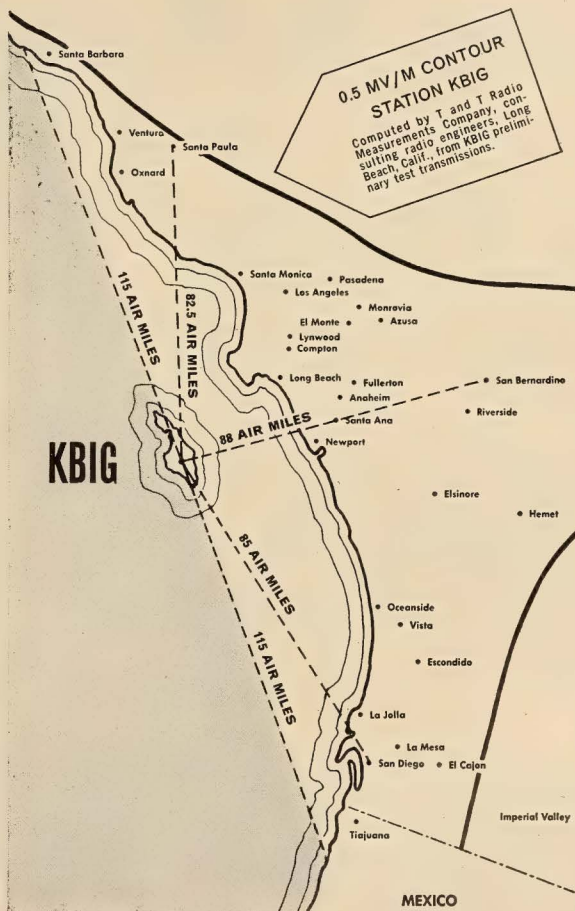
Do it with KBIG, now on the air reaching *all* of Southern California direct from Catalina!

KBIG is the convenient, efficient way to reach the *whole Southland*—one medium, one set of copy, one bill. Not just America's Third Market (Los Angeles), or America's 31st Market (San Diego), or America's 67th Market (San Bernardino-Riverside)—but *all* of them PLUS lots more in between. A total of nearly six million people, at a base hour KBIG rate of only \$118.

KBIG Does It Alone? Yes. KBIG's 10,000-watt signal focuses all its strength on its market and wastes none out to sea. Booming across salt water (finest known conductor of radio waves), KBIG covers Southern California's mainland from Santa Barbara to Mexico. KBIG helps you to make the Whole Sale, to *all* the Southland, at Wholesale Prices—as little as \$9 a spot!

Prove It To Yourself! Compare KBIG's base hour rate (\$118) or base minute rate (\$18) with any combination of newspapers, outdoor, television or radio you need to get this same coverage. You'll see why KBIG is the BIG Buy, the way to make the Whole Sale at the Wholesale Price.

Availabilities Will Never Be As Good As Now! Call Meeker or us—get the whole KBIG story—and place your schedule on



10,000 WATTS
740 KILOCYCLES

KBIG

STUDIOS IN AVALON
AND HOLLYWOOD

John Poole Broadcasting Company

GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

BUSINESS OFFICE: 6540 SUNSET BLVD., HOLLYWOOD 28, CALIF.

REPRESENTED BY ROBERT MEEKER ASSOCIATES, INC.

one low rate "corners" this

great West Virginia Market



Here's the lush potential in "Personality's" half-millivolt area alone!

TOTAL POPULATION	992,994
TOTAL FAMILIES	250,337
RETAIL SALES	\$543,571,000
FOOD SALES	\$111,735,000
GENERAL MERCHANDISE SALES	\$80,496,000
FURNITURE AND HOUSEHOLD GOODS SALES	\$29,969,000
EFFECTIVE BUYING INCOME	\$965,894,000

Source — U.S. Census and BMB Survey, 1950

POWER

Two power-packed stations to provide a double "knockout" punch... with FM for good measure.

PROGRAMMING

The best in ABC and CBS network radio, plus a local flavoring of programming and news.

PROMOTION

Publishing monthly audience-building consumer magazines to help promote your program and product.

EXPERIENCE

Operated jointly and staffed by competent, capable personnel who live... and love... radio.

it costs less when you use "Personality"

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

WKNA
WKNA-FM

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

the
personality
stations

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

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:

870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

IN-THIS BROADCASTING

Agency Beat	16
Aircasters	56
Allied Arts	80
Editorial	50
FCC Actions	86
FCC Roundup	91
Feature of Week	18
Film Report	76
Front Office	32
New Business	12
On All Accounts	16
Open Mike	90
Our Respects to	50
Programs, Promotion, Premiums	82
Strictly Business	18
Teletatus	66
Upcoming	38

TELECASTING Starts on page 57

WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Berlyn, Assignment Editor; Lawrence Christopher, Technical Editor. **STAFF:** Harold Hopkins, John H. Kearney, Patricia Kieley, John Osborn, Keith Trantow. **EDITORIAL ASSISTANTS:** Pat Nickens, Don Mortimer, Jean S. Henry, Hilda Toler; Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield R. Levi, Sales Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Ernest Ostro, Joan Sheehan; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, Manager; Doris J. Buschling, Ruth D. Ebert, Ernest Kanelopoulos, Elwood M. Slee, Edward McDonald.

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

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

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

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, HEmpstead 8181; David Clickman, West Coast Manager; Marjorie Ann Thomas. **TORONTO:** 417 Harbour Commission, EMpire 4-0775 James Montagnes.

Annual subscription for 52 weekly issues \$7.00.

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

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

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

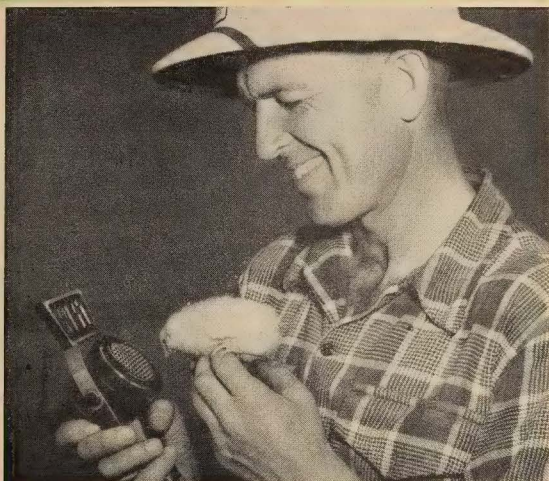
Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

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

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

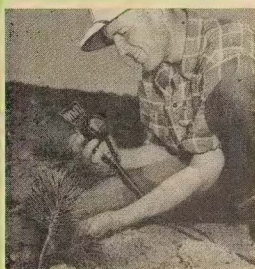
BROADCASTING • Telecastin



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



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



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



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

Announcing

THE REBIRTH OF A MAJOR MASS
TRANSIT RADIO . . . SOON TO TAKE
THE NATION'S LEADING ADVERTISING

■ THE UNITED STATES SUPREME COURT upheld the constitutionality of Transit Radio in a seven-to-one decision May 26, 1952, and in true American process granted new life to a powerful mass medium of information, entertainment and advertising.

■ Transit Radio is *not* new. It has been operating in Cincinnati, Ohio; St. Louis, Missouri; Washington, D. C.; Bradbury Heights, Maryland; Covington, Kentucky; Worcester, Massachusetts; Kansas City, Missouri; Tacoma, Washington; Des Moines, Iowa; Trenton, New Jersey; and Suburban Pittsburgh, Pennsylvania. In each of these markets transit riders' opinion of Transit Radio was exhaustively researched and found overwhelmingly favorable. Transit Radio has been tried and proved by advertisers in every acceptable consumer classification. It is now reborn by decision of the Supreme Court of the United States. It is destined to advertising greatness.

TRANSIT

U N I O N T R U S T B U I L D I N G

ADVERTISING MEDIUM ITS RIGHTFUL POSITION AMONG MEDIA.

TRANSIT RADIO ALONE OFFERS THESE SALES ADVANTAGES:

- A SELECTED AUDIENCE** People lead well regulated lives. Their riding habits are orderly, also. It is possible to select the factory worker, office worker, professional people, the entertainment bound, simply by scheduling your message at the proper time to reach the type of audience you want. A few announcements a day can saturate the market in a short time.
- A COUNTED AUDIENCE** Transit companies schedule vehicles to efficiently carry maximum loads at the shortest time intervals. An actual count of the number of riders on vehicles is reported by half-hour periods by the transit companies.
- A LOW COST AUDIENCE** With precise information on the number of riders you can reach, a selective audience with little waste coverage, Transit Radio's low rates mean low cost-per-thousand.
- AN AUDIENCE IN TRANSIT** On the way to earn . . . on the way to spend. Transit Radio is virtually a point-of-purchase advertising medium especially valuable to the retailer.
- A FLEXIBLE AUDIENCE** Alert to timely messages and in a position to respond almost immediately to sales messages.
- AN AUDIENCE FOR SERVICE** Transit audiences think of announcements as a service. Just as riders like to know the correct time, temperature, news and enjoy the pleasant programming, they, too, want to know what is for-sale? where? and how much?
- A PLUS HOME AUDIENCE** Transit Radio programming is good listening enjoyed by the great and growing FM audience in homes. There is good evidence of a huge FM home audience in Transit Radio markets . . . a PLUS for Transit Radio advertisers.

TRANSIT RADIO
*now available in these markets
(and coming soon in many others)*

Bradbury Heights, Md. WBUZ
(and suburbs of Washington, D. C.)

Cincinnati, Ohio WCTS
(and Covington, Ky.)

Des Moines, Ia. KCBC-FM

Kansas City, Mo. KCMO-FM

Pittsburgh, Pa. WKJF

St. Louis, Mo. KXOK-FM

Tacoma, Wash. KTNT

Trenton, N. J. WTOA

Washington, D. C. WWDC-FM

Worcester, Mass. WGTR-FM

See complete listings in Transit Radio
Section of Radio Rates & Data. Contact
stations, or Transit Radio, Inc.,
for details.

RADIO, INC.

CINCINNATI 2, OHIO DUNBAR 7775

PROMOTION IS

BIG BUSINESS AT WGY

Sponsors using WGY have the benefit of tremendous support for their sales messages through the station's many promotional activities—

AUDIENCE PROMOTION:

- WGY publishes *Mike and Camera* monthly and distributes it to an up-to-date mailing list containing over 20,000 subscribers.
- Over 900 hard-hitting promotional announcements are scheduled each month.
- Over 10,000 lines of advertising are placed in Albany and Schenectady newspapers each month.
- One minute movies of station artists are shown on WGY's sister station—WRGB.
- Motorists on area highways have their attention called to the station by seven 8' by 24' colorful scotchlit billboards.
- WGY artists are furnished with promotional postcards on which they answer their large volume of mail.
- The complete WGY program schedule is carried in 14 area dailies having a circulation of 332,934 and in three Sunday papers with a circulation of 217,797.
- Many remote broadcasts are conducted throughout the year, including several from N.Y.S. Fair and County Fairs in the area.

MERCHANDISING:

- Dealer letters and postcards are mailed on request to 1436 grocers and 299 druggists.

WGY IS A TOP PROMOTIONAL BUY! The extensive promotional activities insure a maximum audience for all sales messages broadcast by this pioneer station which serves 840,000 radio families in 53 counties in Eastern New York and Western New England.

new business



Spot . . .

GENESSEE BREWING Co., Rochester, N. Y., started radio spot campaign for Genessee beer June 2 for 26 weeks in various markets. Agency: Rogers & Porter Adv., Rochester.

WHITE LABORATORIES, Kenilworth, N. J. (Feen-a-Mint), to start six week campaign on WABD (TV) New York and WTTG (TV) Washington effective immediately. Agency: Doherty Clifford & Shenfield, N. Y.

GILLETTE Co. (Gillette and Toni products), Boston, to sponsor major leagues' all-star baseball game Tues., July 8, on more than 550 stations of Mutual radio network. Agency: Maxon Inc., Detroit.

GENERAL MILLS Inc., Minneapolis (formula feeds), started *The Johnnie Lee Wills Show* on 16 NBC western radio stations, Mon. through Fri., 7-7:15 a.m. PDT, for 52 weeks from June 2. Agency: Zimmer Keller & Calvert Inc., Detroit.

RELIABLE MORTGAGE Co., L. A., started 282 time signal announcements per week on KLAC and KGFI Hollywood and KFPD Los Angeles for 52 weeks from May 19 involving total approximate expenditure of \$55,000 per year. Agency: Walter McCreery Inc., Beverly Hills.

INSTITUTE OF RELIGIOUS SCIENCE, L. A., started *This Thing Called Life* on 46 Don Lee western radio stations, Sun., 8-8:15 a.m. PDT for 52 weeks from June 1. Agency: Raymond R. Morgan Co., Hollywood.

Network . . .

PET MILK Co., St. Louis (evaporated milk), starts *Truth or Consequences* on NBC radio, half-hour weekly, with June 17 as tentative starting date, as *Fibber McGee* and *Molly* summer replacement. Agency: Gardner Adv., that city.

GRIFFIN MFG. Co. (shoe polish), sponsoring *Nelson Churchill News* Mon. through Fri. 7:05-7:10 a.m. EDT on Yankee Network. Agency: Bermingham, Castleman & Pierce. N. Y.

AMERICAN CIGARETTE & CIGAR Co. (Pall Mall cigarettes), to sponsor Tuesday and Thursday segments of *Douglas Edwards and the News* on CBS-TV Mon. through Fri., 7:30-45 p.m. EDT, starting July 1 [B•T, May 19]. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

BEACON Co., Boston (floor wax), sponsoring last five programs of *The Goldbergs* before show goes off for summer on NBC-TV, Fri., 7:15-7:30 p.m. EDT. Agency: Allied Adv., Boston.

Agency Appointments . . .

SILEX Co., Hartford, Conn. (coffee makers), appoints Grant Adv., N. Y.

JUNE DAIRY PRODUCTS Co., N. Y., appoints Weiss & Geller, N. Y.

REDDI DISTRIBUTORS Inc., licensee for ready-to-drink Welch grapeade and Sunkist lemonade and orangeade, appoints Duane Jones & Co. N. Y., for metropolitan New York area. Radio and TV spots will be used.

GRAY MFG. Co. and **GREY RESEARCH AND DEVELOPMENT Co.** both Hartford, Conn., appoint French & Preston Inc., N. Y.

HARTMAN CHEMICAL Corp., L. A., for Hartman's foot lotion with chlorophyll, appoints Jimmy Fritz & Assoc., Hollywood, with initial budget of \$25,800 for Southern California. Radio-TV is being used.

Adpeople . . .

ROBERT BRENNER, director of advertising and merchandising, B. T. Babbitt Inc., appointed sales and advertising manager for grocery specialty sales in Igleheart Div., General Foods Corp., N. Y., succeeding MAX BAXTER who has resigned.

LYNN E. ROCHESTER, vice president in charge of advertising, Kellogg Co. of Canada, named director of company.

M. J. ROCHE, general advertising manager, Lever Div., Lever Bros. N. Y., named manager of newly organized advertising service division.

ROBERT S. PRICE, sales manager, B. F. Goodrich Co.'s plastics division, Chicago, named general manager of marketing and sales, replacing CLYDE O. DeLONG, now general manager of company's industrial and general products division.



WGY
A GENERAL ELECTRIC STATION

Represented by
NBC Spot Sales

BROADCASTING TELECASTING MARKETBOOK

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

NATIONAL PRESS BLDG
WASHINGTON 4 D C

SOL TAISSHOFF
Editor & Publisher

Mr. Broadcaster:
Decision! Transition! Impact! Penetration!

Those are the word-tools of the advertising crafts.
They are apt in time-buying. Every day is a day of decision.
And of transition.

Scan the headlines. It's the spot business that keeps the
national broadcast revenue in proper perspective.
That's where the 1952 BROADCASTING Marketbook comes in. It
is the fact book tailored expressly for the buyer of time.

The Marketbook is now in production. Its purpose is to make
SPOT time-buying easy. In no other issue is there published:

- . Radio homes by counties
- . Latest auto registrations
(Out of home listening)
- . Retail Sales . Population . Farm Income
- . and the Exclusive Copyrighted

SPOT RATE FINDER

The BROADCASTING Marketbook is the time-buyer's time-tested
work-tool. The station-advertiser gets year-round impact
from a single insertion because the 1952 Marketbook will be
within elbow-reach of every national and regional agency;
every advertiser outside the local sphere. Circulation:
17,000.

Deadline: July 20

Publication date: August 18
(timed for the peak time-buying season)

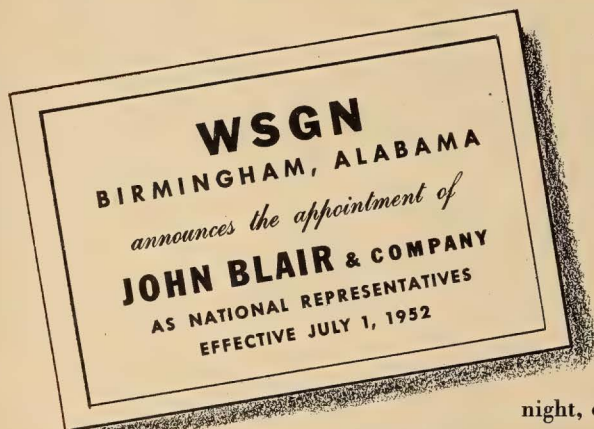
Sincerely,

Sol Taissoff
Sol Taissoff

Here is John Blair's newest

The view at the right, taken from the top of Red Mountain, is Birmingham—America's 27th market*. Yes, Birmingham in rich, responsive Jefferson County (population 572,100; retail sales \$508,896,000 for 1951)

is not only one of our great markets, but also one of the fastest-growing.



Station WSGN dominates Birmingham just the way its tower dominates this photo. (Affiliated with the Birmingham News, WSGN operates on 5,000 watts day, 1,000 watts night, on 610 KC.) The responsiveness of its

audience has left no doubt in the minds of both national and local advertisers that the profitable way to sell Birmingham is via WSGN.

*John Blair now represents top stations in 21 of America's 30 largest markets.



market



WHO MADE THE RULES?

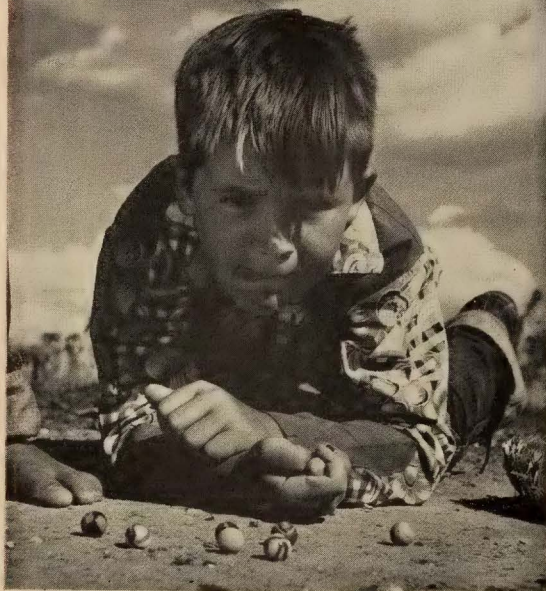


Photo by Bob Taylor — courtesy Ansco

Youngsters have been playing marbles for over one hundred years without printed rules.

The regulations are prescribed by tradition . . . the rewards determined by skill.

So it is with radio.

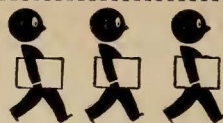
Since it's inception as an advertising media, self-imposed standards have guided program content. Skill has been rewarded by large audiences and concomitant success.

Tradition and skill are major ingredients of the powerful advertising force you command when you place your message on the only 50kw CBS outlet in Oklahoma . . . KOMA.

KOMA *Avery-Knodel, Inc.*
RADIO STATION REPRESENTATIVE

50,000 WATTS • CBS RADIO

J. J. BERNARD, Vice President and General Manager



agency

CURTIS BERRIEN, copy chief, Needham, Louis & Brorby, Chicago elected a vice president.

PETER FINNEY, Erwin, Wasey & Co., N. Y., to Harry B. Cohen Adv. same city, as vice president and account supervisor



Mr. Finney

FANNIE D. GLEESON, free lance writer, to Olan Adv., St. Louis, as copy writer-researcher, on radio-TV staff.

ROBERT H. CADDOO Jr., Lennen & Mitchell, N. Y., to research staff, Young & Rubicam, that city, as account supervisor.

WILFRED S. ROBERTS, radio-TV head, Pedlar & Ryan, N. Y., to TV department, Benton & Bowles same city.

DIRK A. WATSON rejoins timebuying staff of N. W. Ayer & Son, N. Y. after 15 months in Navy.

FLORENCE WARNER, CBS Radio publicity staff, to Hutchins Adv. N. Y., as director of publicity and public relations.



on all accounts

PHILOSOPHER, ex-radio man for the Navy, creator and executor of advertising ideas, strong believer in the future of radio and television, voice of romance to women listeners, and proprietor of his own agency, American Advertising, Seattle—that's Anthony F. Lease, who this week (June 5) celebrates his 32nd birthday.

Tony Lease is a man of ideas, and he believes in carrying them through. Early in 1950, he had the idea that there was room in the Pacific Northwest for an agency that would originate, create and follow through on good advertising ideas for its clients—and not even a broken neck stopped him. Just about the time he got American Advertising rolling, Mr. Lease was the victim of an apartment house explosion that left him in a cast from chin to waist for months. Nevertheless, he kept calling on his accounts, writing, producing and even voicing programs.

Today, with a growing list of accounts and plans for expansion of his agency to other northwest markets as soon as additional TV channels are granted, Mr. Lease reports that 80% of his clients' bud-

gets go to radio and television

Born in Pittsburgh, Mr. Lease attended Duquesne U. While studying, he worked in the merchandising department of Kaufman's department store. Starting in June 1942, he was in the Navy for four years, serving on a British carrier the *U.S.S. Franklin*, the *Wasp* and four other aircraft carriers.

Shore duty at Seattle in 1944 convinced him that the Pacific Northwest was the place to live and, upon his discharge, he resumed his studies at Seattle U. While on a part-time job with a Seattle jeweler, he developed an advertising campaign concentrating in radio, which brought an increase of 119% in business in two years.

When he opened American Advertising's doors in 1950, it was with a whole flock of persons theories: That advertising was the only field that could guarantee freedom

from the rut of boredom; that advertising can make dramatically real all of the things people enjoy; that successful commercial copy requires the flair of showmanship; that, above all, the agency's role is more than just to buy time on space, but to create and carry

(Continued on page 16)



Mr. LEASE

beat



Obviously OUTSTANDING...

RIK ISGRIG, Young & Rubicam, Chicago, to Earle Ludgin, same city, as account executive.

J. CLARKE, former national sales manager, General Electric Co.'s home laundry department, **MONICA GERAN**, promotion editor, *Glamour* magazine and **ROBERT PAVLOFF**, to N. W. Ayer & Son, Phila.

ARON ADLER, Olian Adv., Chicago, to Irving J. Rosenbloom, same city, as account executive.

MATTY BRESCIA, former publicity director, Liberty Broadcasting System, to Action Adv., Memphis, Tenn., as director of press and public relations.



Mr. Brescia

J. WILLIAM BORCHERT, Federal Adv., N. Y., to BBDO, that city, in media department.

THOMAS H. SHEEHAN, advertising manager, Rainier Breweries, Seattle, to Washington Transit Adv., Washington, D. C.

WAYNE CLARK, assistant to editor, *Good Housekeeping* magazine, to Argus Adv., L. A., as copy chief.

MAY & MCBRIDE ADV., Billings, Mont., changes name to **MAY ADV. AGENCY**.

WILLIAM E. WILSON, art director, Elgin Davis Adv., L. A., named vice-president. **ROBERT EWELL**, account executive, promoted to general sales manager.

LOU J. BOYCE, associate manager of media, Fuller & Smith & Ross, Cleveland, placed in charge of purchasing radio and TV time for firm's Cleveland office.

ERNEST FELIX, assistant treasurer, ABC Hollywood, and acting general manager of Western Division, to John I. Edwards & Assoc., Hollywood, as general manager.



Mr. Boyce

JACK WIEDMER, Ruthrauff & Ryan, St. Louis, to Olian Adv., that city, as account executive.

ROBERT THOMPSON, assistant art director, Young & Rubicam, N. Y., transfers to Hollywood office in same capacity.

DONALD F. SIMCOX, *Paint Industry* magazine, to J. Robert Mendte, Phila., as head of art department.

WALTER JOHNSON, Knox Reeves Adv., S. F., to Richard Jorgensen Adv., San Jose, as account executive.

GILBERT H. WILLIAMS appointed copy director at James Thomas Chirurg Co., Boston, succeeding **FLAVEL D. RAY** who resigns to open copy consultant business.



Mr. Williams

ROSS McKEE, Cecil & Presbrey, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, in executive capacity.

DONALD BALSAMO, sales staff, WIND Chicago, to Wright & Assoc., that city, as account executive.

J. M. MATHES Inc., N. Y., moves to 260 Madison Ave. Telephone is Lexington 2-7450.

ASSOCIATED Adv., L. A., moved to own building at 1017 N. La Cienega Blvd. **CHARLES PURNELL** is radio-TV director. Telephone is Crestview 1-7227.

RUTHRAUFF & RYAN, St. Louis, moves to Suite 2104, Railway Exchange Bldg. Telephone is Main 0127.

BROADCASTING • Telecasting



**77-Acre Peoriarea Farm
Sells at Auction for
\$46,000
...A New Record High!**

Over \$606 an acre! That's a lot of money for a tract of land ... but in central Illinois it's not just land ... it's **PRODUCTIVITY**. Peoria is completely surrounded by farm lands which, in 1950 produced over 300 million dollars in gross farm income.

WMBD Dominates the Rich Peoriarea Market

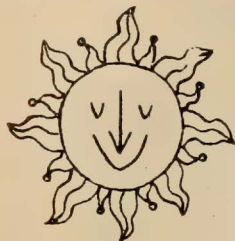
When you buy radio time you too are interested in **PRODUCTIVITY**. WMBD produces **TOP** sales results ... by consistently outstanding programming and by effectively blanketing all of the rich agricultural and industrial Peoriarea. You don't just buy **TIME** on WMBD ... you buy **SALES RESULTS!**

See Free & Peters ...



PEORIA
CBS Radio Network
5000 Watts

"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

KFOR Lincoln, Neb., launched a successful city-wide promotion campaign during "National Cotton Week" which made retailers and consumers alike "cotton conscious."

The station first submitted the campaign to the Lincoln promotion council for approval. Offering full support, the council distributed a special retail bulletin to all Lincoln merchants, inviting them to join in the plan.

Promotion was geared for action well in advance of National Cotton Week (May 11-17). Ken Greenwood, KFOR program director, and Lydia Nekuda, KFOR promotion director, carefully planned three activities: the dropping of cotton fiber balls from an airplane, a "teen-age "Cotton Ball," and a cotton-style show, featuring 43 live models.

Commenting on the success of the campaign, Miss Nekuda said, "Nearly every merchant in the city



RECORDS for the 'teen-age Cotton Ball are spun by Doyle Bladon, KFOR disc jockey.

cooperated in the project; it represented an all-out effort on the part of a radio station to provide all the merchants of the city with a big project into which they could coordinate their advertising, and finally, it made the city and area very conscious of KFOR as an advertising medium."



strictly business

TOM DeBOW's youthful appearance belies the fact that he is a pioneer in the field of radio advertising.

Mr. DeBow, advertising manager for Cities Service, has headed radio and press relations for that firm for the past 20 years. Network radio programs have been his chief concern.

Cities Service has sponsored radio broadcasts for a quarter-century. For all but the first five years, Mr. DeBow has guided and goaded sponsor, agency and production staff into the kind of program-

ming that can last 25 years on the air successfully.

"A good musical series is the one type of broadcast advertising you can stay with profitably for that length of time," Mr. DeBow says.

In this period, he has kept close watch on the radio show's contribution to Cities Service's growth and development as one of the Big Ten in the oil industry.

He has had many opportunities to check on the public relations job that radio has done and continues to do. It documents his belief that radio music shows have always been right for Cities Service.

While a concert-type program usually indicates an institutional approach for the sponsor without the constant pressure of having to produce sales, such is not the case with the air formula used by Cities Service.

Under Mr. DeBow's direction, Cities Service has incorporated a hard-hitting sales technique which has enabled the program always to carry its own weight in the company's ad budget and to serve as a spearhead for all the company's promotional campaigns.

Currently, Cities Service sponsors *Band of America*, heard Monday, 9:30-10 p.m. (EDT) on NBC.

Mr. DeBow was among the first client representatives to contact the individual network stations for

(Continued on page 79)



Mr. DeBOW

**30 YEARS
OF PUBLIC
SERVICE...**

On June 22 WISN, Milwaukee's Pioneer Radio Station, Will Have Given 30 Years of Public Service to the Community.

We Are Proud That Milwaukee Always Looks to WISN — First in Public Service — For the Finest in Local and Network (CBS) Radio.

That's Why WISN Means Radio's Best to All Milwaukee.

IN MILWAUKEE
THEY LIS'N TO

WISN 

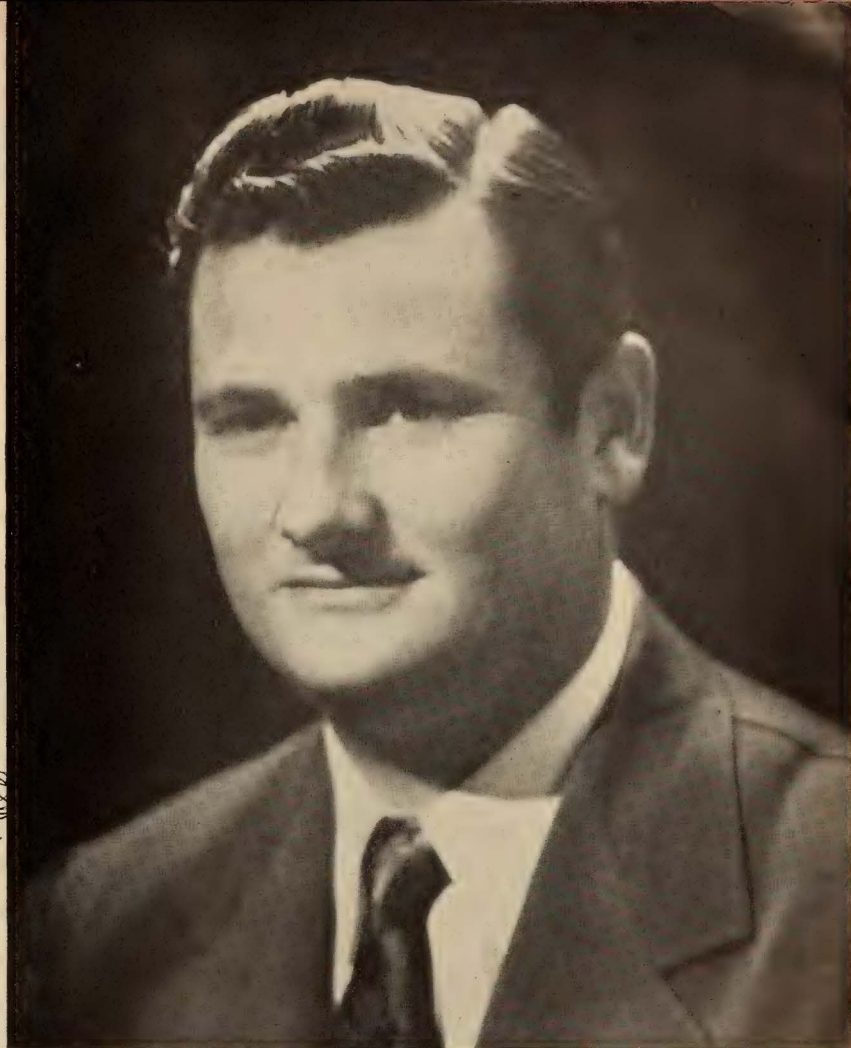
5000 WATTS

Represented by
KATZ Agency

**Carolina
Sales
with
a Boogie
Beat**



COLOSSUS OF THE CAROLINAS



Composer and recorder of "Guitar Boogie" which sold 2,500,000 records, WBT's Arthur Smith, with his Crackerjacks, won a snug niche in the Folk Music Archives of the Library of Congress. But Arthur's sponsors know him also as a canny, consistent, air salesman whose "Corner Store" program on WBT (4-4:30 PM, M-F) beats out a double sales rhythm. To step up the tempo of your Carolina sales, ask for Arthur.

WBT

CHARLOTTE, NORTH CAROLINA

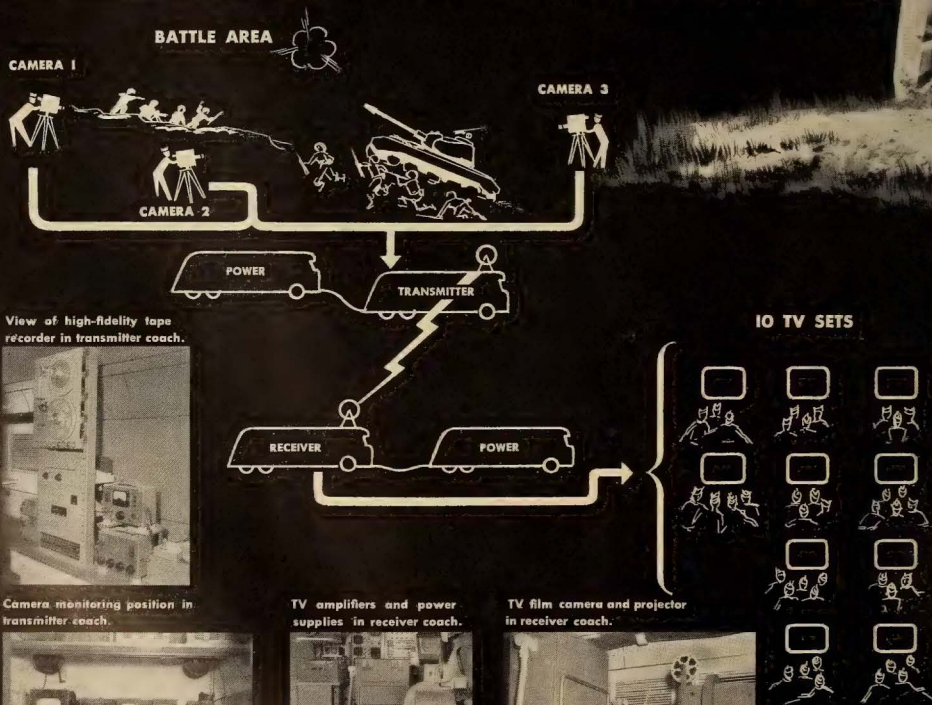
JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

Television on



COMPLETE SYSTEM



Wheels



— new "electronic eyes" for the Army

THIS fast-moving mobile television system recently delivered by RCA to the U.S. Army Signal Corps flashes eyewitness views of intricate field exercises to expert observers, maneuver umpires, or to Army classrooms.

Pioneering a new concept in military instructional techniques—a major advancement for on-the-spot coverage in military observation and communication—exploring the feasibility of TV for field instruction and tactical use are a few of the jobs assigned to this equipment.

This new mobile TV system is the most complete television station ever mounted on wheels. It consists of four 10-ton coach-trucks fitted with

custom-built bodies, each 31 feet long.

THE FIRST COACH contains the cameras and transmitter units . . . three complete TV field camera chains . . . microwave transmitter for video signals . . . 45-watt FM transmitter for sound signals . . . four microphone inputs . . . tape and disc recording equipment . . . complete TV monitoring and switching control equipment.

Transmitter power supply equipment, consisting of two powerful 15-KVA gas-driven generating units is housed in the SECOND COACH.

The receiver-display unit forms the THIRD COACH. This unit houses the FM and microwave receiving equipment . . . ten 16-inch TV picture monitors

. . . a 16mm TV projector and film camera . . . slide projector . . . and a large-screen TV projector.

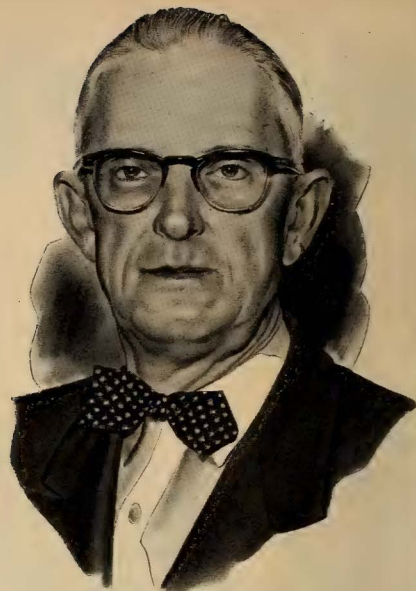
Housed in the FOURTH COACH is another 15-KVA generator power supply for the receiver-display unit. All coaches in the system are in communication with one another by means of an RCA 15-watt Carfone two-way radiotelephone.

This mobile television system, built for the U.S. Army Signal Corps, is another example of RCA applied engineering, manufacturing and service activities. RCA, through its extensive facilities, is constantly striving to provide our armed forces on land, sea and in the air with better military equipment.



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

“KWKH coverage is excellent”



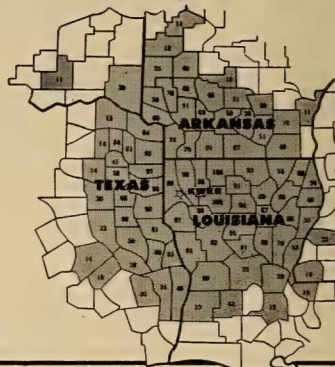
Says **JOHN B. WILLIAMS**
IMPORTANT LOUISIANA FOOD BROKER

John B. Williams is owner of a very successful food brokerage house in the Louisiana-Arkansas-Texas area. Among the products his firm represents are Crustene, Snowdrift and Wesson Oil. Here's what Mr. Williams recently wrote us:

“We are very much pleased with the results of the programs that you carry for the people we represent. It is our opinion that the coverage we get with your station is excellent.

It is a pleasure to work with your people. We have found that your staff has been very anxious at all times to cooperate with us in order to get maximum results. With this team work, I am sure we will continue to get the returns expected.

”
(Signed) John B. Williams



KWKH DAYTIME BMB MAP
Study No. 2—Spring 1949

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

KWKH

A Shreveport Times Station

SHREVEPORT

The Branham Company
Representatives

Texas

LOUISIANA

Arkansas

50,000 Watts • CBS Radio •

Henry Clay, General Manager

FREE PLUGS PROVE FOOL'S GOLD

Radio-TV Undersold

By RUFUS CRATER

MILLIONS of dollars worth of radio and television advertising is going into American homes each year at a cost, to the advertiser, as low as ten cents on the dollar.

This has nothing to do with under-the-counter rate deals. The networks and station don't get even the 10%. The "advertising" in question—and much of it is greatly in question among network and station operators, as well as the public—consists of "free plugs" for products of advertisers other than the sponsor.

Broadly defined, the radio-TV "plug" involves on-the-air mention or display of the name of a company, product, service or person in no way connected with the sponsor. It may be pre-arranged at the behest (and expense) of the beneficiary of the plug, or it may be unsolicited (although not often unrewarded).

The plug, which those who arrange it like to call by a more dignified name, such as "promotion and exploitation adjunct," or plain "publicity," and also sometimes known as "payola," takes many forms.

Most Unpalatable

The one which most often has been found unpalatable and has provoked the most protests involves belabored bandying of plug names in not-too-funny jokes, or for no reason that is apparent, and is the form which leading practitioners of the plug-placement art blame for a widespread notion that all plugs are evil. It is also the form which principally impelled NBC-TV affiliates, at a recent meeting of NBC's Stations Planning and Advisory Committee, to protest against certain plug practices which had crept into network shows, and to ask that something be done [B•T, May 5].

Publicists who place plugs in radio and TV—it is estimated that there are about a dozen firms in the U. S. engaged in this work on a regular basis, but the number is growing—generally make two main points about their work. First, they contend their work in radio and television is precisely parallel with publicity work in the newspaper and magazine fields;

second, there are good plugs and bad plugs, the distinction being found in the answer to the question: "Is it in good taste and does it contribute something to the program?"

Among the firms which deal or have dealt regularly in radio-TV publicity, it was said, are those of Bander-Globus & Assoc., Universal Adv. Agency, Walter Kline Assoc., Dick Fischel and Adolph Wenland & Assoc., all in Hollywood, and Steve Hannagan, David Alber, Sol Tepper and Boyne Zussman, in New York.

For Clients Since 1946

Adolph Wenland & Assoc. has been getting free radio plugs for clients' products since early 1946 and declares that with television, giveaways are on the increase, rather than on the decline.

Considered the country's No. 1 giveaway organization, the firm has some 60 national, regional and local clients. The majority of business is handled through mail and telephone. There is a certain amount of control on radio copy. But the purpose is to plug the product.

Dick Fischel & Assoc., Beverly Hills, established five years ago as a public relations and product

promotion concern, and Walter Kline Assoc., Los Angeles, in a similar type operation for many years, have extensive lists of national and regional clients.

Although both declined to list clients or reveal their method of operation, it is understood the pay-off for free radio-television plugs are through gifts to writers or those responsible for cooperation.

Bander-Globus & Assoc., in business since last November, also is a big-time giveaway operator. Insert plugs are supplied the commercial announcer, but those familiar with the product usually ad lib, Leonard Globus explained. Firm has 26 national, regional and local product clients. Among them are Pro Tools; Catalina Swim Suits; Dr. West Tooth Brush; McKesson & Robbins; Helbro's Watches; Tar Tan Sun Lotion; Grantly Sun Glasses, and Mattel Music Maker Toys.

Universal Adv. Agency, operating for the past six years as a product giveaway company and representing 20 national manufacturers, doesn't "go in for pay-off plugs," according to William R. Reid, president. He said Universal works directly with a sponsor or

its advertising agency, program packager or network.

The firm writes its own radio-TV copy which must be adhered to. Accounts include Westinghouse Electric Corp., Longines-Wittnauer Watch, Transworld Airlines, Portland Woolen Mills, Zippo Mfg. Co., Spiegel Mail Order House, Westgate Sun Harbor Corp. (canned tuna), Damarel-Allison Div. of Sunkist; Kyron Foundation; Stromberg-Carlson Co. and others.

The number of advertisers who are or have been engaged in publicizing their products via radio-TV plugs is sizable. Many of them also are regular sponsors. The roster also includes such names as Arthur Murray Dance School, Beacon Wax, Hamilton Watches, Kleenex, Knickerbocker Beer, Coca-Cola, Pepsi-Cola, Eversharp, Life-savers, Maybelline, Philip Morris, Parker Pens, Roma Wines, Robert Hall Clothes, S.O.S. Scouring Pads, St. Joseph's Aspirin, Studebaker, Van Camp's Pork and Beans, Doekskin Tissues, Benrus Watches, Max Factor Cosmetics, Wilson's Hams, Ry-Krisp and Schick Razors, among others.

The cost of a planted plug, it has been estimated, runs approximately 10% of what roughly equiv-

(Continued on page 72)

SPOT COSTS

Down Over Decade, Says NARTSR

COST of spot radio, whether figured on the basis of sets in use or on radio families, has come down substantially during the past decade, according to a study released Thursday by the National Assn. of Radio and TV Station Representatives.

Comparing 1951 with 1941, NARTSR reported spot radio cost-per-thousand-sets dropped 26% in the 10-year period and per-thousand-radio-families dropped 11.9%.

"Radio station costs like everything else have gone up in that period," NARTSR noted. "Union wages, program costs, musicians' salaries, materials, taxes, have climbed just as costs in all other businesses have. But spot radio has stayed relatively low because the audience has increased until 96% of all families have radios.

"And the increase in the number

of secondary sets, totaling 57 million in 1951, has been beyond the most optimistic estimates. In automobiles alone there are 23 million of those sets. So radio has become the dreamed of mass medium, the only mass medium."

Rates Rises Noted

Actual increases in rates for various media from 1941 to 1951, disregarding circulation changes, were cited by NARTSR as follows: Magazines, average cost of a black-and-white page in 44 magazines, up 54.5%; morning newspapers, average agate line rate, up 140%; evening newspapers, up 87.3%; Sunday newspapers, up 90.6%; spot radio, Class A time, one hour, was up 12.8%; half-hour, up 13.3%; quarter-hour, up 16.3%; one minute, up 36.1%.

Noting that "all these figures have an academic aspect,"

NARTSR stated that when circulation increases are taken into consideration, the cost of magazine black-and-white pages, per thousand, are up 18.7%. The milline rate of morning newspapers is up 21.2%; of evening newspapers, up 14.4%; of Sunday newspapers, up 22.7%. Spot radio cost based on sets in use concurrently declined 26% and spot radio cost based on radio families declined 11.9%.

These figures do not agree with those presented to the AAAA by Melvin Brorby of Needham, Louis & Brorby [B•T, April 7]. Mr. Brorby reported last year increases of 7% for magazines and newspapers, 16% for network radio and 22% for spot radio.

"The difference," NARTSR pointed out, "is that Mr. Brorby figured the increased cost per thousand of

(Continued on page 32)

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)
Regular Week April 20-26, 1952

NIELSEN RATING*

Current Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs) (5.5)		
1	Lux Radio Theatre (CBS)	12.1
2	Arthur Godfrey's Scouts (CBS)	10.3
3	You Bet Your Life (NBC)	10.0
4	Dragnet (NBC)	9.6
5	People Are Funny (CBS)	9.6
6	Amos 'n' Andy (CBS)	9.4
7	Suspense (CBS)	9.4
8	Jack Benny (CBS)	9.0
9	Charlie McCarthy Show (CBS)	8.9
10	Fibber McGee & Molly (NBC)	8.4

EVENING, MULTI-WEEKLY (Average For All Programs) (3.7)		
1	One Man's Family (NBC)	6.2
2	News of the World (NBC)	5.4
3	Beulah (CBS)	5.3

WEEKDAY (Average For All Programs) (4.4)		
1	Ma Perkins (CBS)	7.8
2	Our Gal, Sunday (CBS)	7.8
3	Romance of Helen Trent (CBS)	7.8
4	Big Sister (CBS)	7.5
5	Wendy Warren and the News (CBS)	7.4
6	Arthur Godfrey (Liggett & Myers) (CBS)	7.4
7	Aunt Jenny (CBS)	7.0
8	Guiding Light (CBS)	6.9
9	Perry Mason (CBS)	6.8
10	Second Mrs. Burton (CBS)	6.5

DAY, SUNDAY (Average For All Programs) (2.2)		
1	The Shadow (MBS)	4.5
2	Hollywood Star Playhouse (NBC)	3.4
3	Symphonette (CBS)	3.4

DAY, SATURDAY (Average For All Programs) (3.7)		
1	Grand Central Station (CBS)	5.3
2	Theatre of Today (CBS)	6.8
3	It Happens Every Day (CBS)	5.4

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

Copyright 1952 by A. C. Nielsen Co.

BENOIT NAMED

Heads Westinghouse Div.

WESTINGHOUSE Electric Corp. last week named Walter E. Benoit as manager of its Electronics Div. in Baltimore, to which he moved from manager-ship of the company's Air-Arm Div. at Friendship International Airport, between Baltimore and Washington, D. C.



Mr. Benoit

A former vice president and general manager of Westinghouse Radio Stations Inc., Mr. Benoit has been associated with Westinghouse since 1922, when he began as an accountant in the radio department of the Chicopee Falls, Mass., plant.

During Mr. Benoit's manager-ship of WRS Inc., the radio station group built WBZ-AM-FM-TV Boston, a modern radio and television center. During this time the headquarters of the organization, now headed by Joseph E. Baudino, were moved from KYW Philadelphia to its present location in the Commonwealth Bldg., Washington.

CHRISTAL FIRM

Will Represent WJR, WGAR

APPOINTMENT of the Henry I. Christal Co. as national sales representative for WJR Detroit and WGAR Cleveland, effective July 1, was announced last week by John F. Patt, president, Goodwill Stations.

"The plan of Mr. Christal and his associates to devote themselves 100% to the selling of radio broadcasting, and to limit their representation to a very small number of major market stations, sharing the highest ideals and service standards, particularly appealed to us," Mr. Patt said.

For the past 19 years, the stations have been represented by Edward Petry & Co. KMPC Los Angeles will continue to be represented by H-R Representatives Inc., Mr. Patt added.

All three of the Goodwill Stations will continue to maintain their own eastern office, which is under the direction of Gordon Gray, Goodwill vice president. This office is at 665 Fifth Ave., New York.

The Christal firm started operations last Jan. 1 under a policy of devoting its activity exclusively to radio. A former partner in Edward Petry & Co., Mr. Christal resigned from the firm last July [B•T, July 23, 1951] following a series of disagreements.

Among Christal stations are WDAF Kansas City and WHAS Louisville.

The Christal-Petry disagreements led to litigation, with the New York State Court of Appeals deciding that Mr. Petry, as majority stockholder of Edward Petry & Co., had the right to increase the number of directors despite a by-laws limitation of four [B•T, May 2, 1950].

BAB SPOT CLINIC

Features Ryan and Sweeney

SOME 40 sales executives and salesmen from ABC, CBS, NBC and Mutual-WOR New York are expected to attend a special clinic Tuesday devoted solely to radio spot advertising. It will be conducted by BAB in New York.

William B. Ryan and Kevin B. Sweeney, BAB president and vice president, respectively, are scheduled to lead discussions on ways to increase spot billing and to build the effectiveness of spot radio advertising. Theodore C. Streibert, WOR president, will preside as chairman. Future BAB plans to promote radio also will be explained.

Bankart Elected

HENRY R. (REG) BANKART, account executive of Compton Adv., N. Y., has been elected a vice president of the agency. He has been with the agency since December 1945.



Drawn for BROADCASTING • TELECASTING by Dick Wang

"Okay! Okay! Wait 'til the commercial!"

TRANSIT MEET

Follows SCOTUS Stand; Sales Growth Seen

EXPANSION of broadcast service to transit passengers on a national basis is contemplated by Transit Radio Inc., following a meeting of its board of directors last Tuesday, but the development will not be rushed.

Called into a Cincinnati session following the U. S. Supreme Court's

decision upholding its service [B•T, June 2], the Transit Radio board decided to proceed carefully, with possibility that broad expansion of the medium would start in late autumn.

After the board session, President R. C. Crisler said many inquiries have been received from stations desiring to affiliate with Transit Radio. In addition, a number of transit operating groups have shown new interest in the service.

After conducting its sales efforts on a moderate basis while litigation pending, Transit Radio's national headquarters prepared last week to set up national advertising representation facilities for all stations.

Local sales efforts were speeded up as advertisers showed renewed interest.

Mass Production Basis

Transit Radio has arranged for mass production of specialized receiving equipment by several manufacturing companies. Worn-out equipment will be replaced in the existing transit service areas. Some used equipment is already available for new installations.

C. L. Thomas, KKOK-FM St. Louis, a TR board member, said the organization "definitely sees a good future." He said all board members are interested in going forward and utilizing the know-how acquired in several years of operation. "We were convinced from the start that we had a sound public service and an effective new advertising medium," he said.

Ben Strouse, WWDC-FM Washington, TR vice president and board member, said the local service has no immediate plans to expand its Washington operation, now serving about 425 of 1,500 Capital Transit

★ Co. vehicles. The transit firm has indicated the service may be extended to all of its vehicles.

Mr. Strouse said the Cincinnati board meeting was "realistic, with many plans studied."

Attending the meeting, besides Messrs. Crisler, Thomas and Strouse, were Elzey Roberts Jr., KKOK-FM St. Louis; Hulbert Taft Jr., WKRC-FM Cincinnati, TR board chairman, and David Gamble, Cincinnati attorney.

A drive was started last week by National Citizens' Committee Against Forced Listening to collect signatures protesting transit programming. Bernard Tassler, managing editor of the *American Federationist*, official AFL monthly magazine, said:

"Although the Supreme Court did not find forced listening to be unconstitutional, it must be borne in mind that there are many evils which are vicious and wrong and cannot be justified, even though one cannot find a prohibition against them in the Constitution. In addition we are going ahead with the drafting of legislation which will put the quietus on this evil innovation."

Mosman Joins Cohen

JOHN E. MOSMAN has joined Harry B. Cohen Adv. Co., New York, in newly-created post of vice president in charge of radio and television. He was formerly with Biow Co., that city, in similar capacity. Jose di Donato, radio-TV director, and Larry Schwab Jr., TV producer-director, will continue in their present positions under Mr. Mosman's supervision in what is described as "a greatly expanded operation."

NETWORKS' TIME SALES

Over \$88 Millions for First Quarter

DURING the first quarter of 1952, a total of 175 advertisers purchased \$42,600,798 worth of time on the national radio networks, for an average three-month expenditure of \$243,433.13, per advertiser according to figures compiled by Publishers Information Bureau.

In the same period—January-March 1952—PIB found that the TV networks were used by 183 advertisers, who purchased a combined total of \$45,721,135 worth of TV network time, averaging \$249,396.91 per advertiser. All time cost figures, both radio and TV, are calculated at one-time rates, before volume or frequency discounts.

P&G Number One Client

Procter & Gamble Co. was the number one March client of both radio and TV networks, spending (at gross rates) \$1,372,834 for radio network time and \$1,212,465 for TV network time during the month. Lists of top ten users of each medium (Table I for Radio, Table II for TV) show six advertisers—P & G, Lever Brothers Co., General Foods Corp., General Mills, Liggett & Myers Tobacco Co. and Colgate-Palmolive-Peet Co.—common to both groups of leaders. Leading advertiser in each PIB product category is shown for radio networks in Table II and for TV networks in Table V (see page 70).

Time purchases by the various classes of advertisers are shown in Table III (for radio network clients) and Table VI (for TV network clients), with March and January-March 1952 compared for each medium with the month and year-to-date figures for 1951.

More Money for TV

These tables show that in March 1952 advertisers in 17 product classes spent more money for TV network time than for time on the radio networks, and this in spite of the limited scope of the TV net-

(Continued on page 70)

TABLE I

Top Radio Network Advertisers During March 1952

1. Procter & Gamble Co.	\$1,372,834
2. Sterling Drug	631,815
3. Lever Brothers Co.	628,285
4. General Foods Corp.	621,230
5. Miles Labs	567,179
6. General Mills	487,373
7. Liggett & Myers Tobacco Co.	463,374
8. American Home Products Corp.	401,073
9. Philip Morris & Co.	371,952
10. Colgate-Palmolive-Peet Co.	342,413

TABLE IV

Top TV Network Advertisers During March 1952

1. Procter & Gamble Co.	\$1,212,465
2. General Foods Corp.	777,390
3. R. J. Reynolds Tobacco Co.	648,755
4. Colgate-Palmolive-Peet Co.	624,971
5. American Tobacco Co.	450,640
6. Lever Brothers Co.	444,816
7. Liggett & Myers Tobacco Co.	407,690
8. Kellogg Co.	313,185
9. P. Lorillard Co.	310,764
10. General Mills	307,080

TABLE II
Top Radio Network Advertiser in Each Product Group in March 1952

Agriculture, Equip. & Access.	38,815	Insurance	Prudential Insurance Co. of America	125,902
Apparel, Footwear & Access.	17,557	Jewelry, Optical Goods, & Cameras	Longine-Wittnauer Watch Co.	114,780
Automotive, Automotive Access. & Equip.	87,460	Office Equip., Stationery, & Writing Supplies	Halle Brothers	65,984
Beer, Wine & Liquor	68,296	Political	Time Inc.	52,205
Building Materials, Equip. & Fixtures	65,976	Publishing & Media	R C A	73,197
Confectionery & Soft Drinks	160,547	Radios, TV Sets, Phonographs, etc.	Dr. Hiss Shoe Stores	3,360
Consumer Services	77,234	Retail & Direct Mail	Liggett & Myers Tobacco Co.	443,574
Drugs & Remedies	584,382	Smoking Materials	Procter & Gamble Co.	925,015
Food & Food Products	614,780	Soaps, Cleansers & Polishes	Procter & Gamble Co.	378,519
Gasoline, Lubricants, & Other Fuels	97,503	Toiletries & Toilet Goods	Assoc. of American Railroads	77,417
Household Equip. & Supplies	27,585	Transportation, Travel & Resorts	American Federation of Labor	97,607
Household Furnishings	131,814	Miscellaneous		
Industrial Materials	41,420			
	121,950			

TABLE III

Gross Radio Network Time Sales for March and First Quarter 1952, Compared to 1951, by Product Groups

	March 1952	Jan.-March 1952	March 1951	Jan.-March 1951		March 1952	Jan.-March 1952	March 1951	Jan.-March 1951
Agriculture, Equip. & Access.	\$74,958	\$194,984	\$74,575	\$192,690	Insurance	\$290,209	\$875,621	\$287,555	\$769,978
Apparel, Footwear & Access.	34,524	81,334	108,990	360,635	Jewelry, Optical Goods & Cameras	114,780	297,840	100,792	302,376
Automotive, Automotive Access. & Equip.	328,390	1,011,085	377,619	1,264,437	Office Equip., Stationery & Writing Supplies	63,783	197,670	8,176	127,655
Beer, Wine & Liquor	252,570	659,209	329,884	976,248	Political	65,984	213,093	88,458	229,914
Building Materials, Equip. & Fixtures	92,274	230,620	134,094	344,321	Radios, TV Sets, Phonographs, Musical Instruments, and Access.	704	704		
Confectionery & Soft Drinks	557,025	1,645,521	507,477	1,544,809	Retail Stores & Direct Mail	190,898	418,691	207,068	531,106
Consumer Services	207,759	607,954	342,502	906,953	Smoking Materials	3,360	5,646	3,152	5,264
Drugs & Remedies	1,935,406	5,594,148	2,127,293	6,448,716	Soaps, Cleansers & Polishes	1,631,607	4,993,210	1,957,952	5,499,520
Food & Food Products	3,305,369	9,925,948	4,176,012	12,091,189	Toiletries & Toilet Goods	1,558,409	4,632,785	1,659,186	4,706,931
Gasoline, Lubricants & Other Fuels	492,979	1,414,016	548,614	1,632,955	Transportation, Travel & Resorts	2,013,407	6,038,991	2,324,457	7,020,813
Household Equip. & Supplies	27,585	38,619	30,105	42,147	Miscellaneous	100,117	282,741	121,324	370,798
Household Furnishings	326,142	1,007,551	245,582	721,658		462,366	1,216,765	429,677	1,295,061
Industrial Materials	104,832	311,474	77,775	214,221	Totals	\$14,520,393	\$42,600,798	\$16,440,387	\$48,132,847
	285,170	704,578	172,068	532,461	Source: Publishers Information Bureau.				

TABLE VI

Gross TV Network Time Sales by Product Groups for March and First Quarter 1952, Compared to 1951

	March 1952	Jan.-March 1952	March 1951	Jan.-March 1951		March 1952	Jan.-March 1952	March 1951	Jan.-March 1951
Apparel, Footwear & Access.	\$397,182	\$1,104,062	\$304,819	\$705,747	Jewelry, Optical Goods & Cameras	\$168,523	\$468,930	\$216,285	\$529,060
Automotive, Automotive Access. & Equip.	1,357,854	3,848,385	886,670	2,563,854	Office Equip., Stationery & Writing Supplies	153,540	566,910	19,450	50,040
Beer, Wine & Liquor	573,120	1,677,978	398,107	1,106,092	Political	80,746	68,582		
Building Materials, Equip. & Fixtures	97,356	239,002	1,745	1,745	Publishing & Media	80,746	187,041	102,508	148,543
Confectionery & Soft Drinks	560,201	1,502,517	209,242	599,826	Radios, TV Sets, Phonographs, Musical Instruments & Access.	451,110	1,257,865	452,973	1,327,403
Consumer Services	24,900	64,740	54,865	172,685	Retail Stores & Direct Mail	86,400	297,350	161,065	563,010
Drugs & Remedies	460,442	1,275,089	159,015	375,310	Smoking Materials	2,271,439	6,840,852	1,254,441	3,480,940
Food & Food Products	3,091,284	8,941,096	2,003,865	5,503,998	Soaps, Cleansers & Polishes	1,663,612	4,910,623	706,383	1,645,603
Gasoline, Lubricants & Other Fuels	352,940	1,155,978	215,120	610,430	Toiletries & Toilet Goods	2,015,388	6,042,939	992,921	2,788,924
Household Equip. & Supplies	1,019,804	2,767,829	631,532	1,823,344	Miscellaneous	229,254	575,942	145,459	362,768
Household Furnishings	205,845	602,545	325,031	974,816	TOTALS	\$15,835,973	\$45,721,135	\$9,585,386	\$26,348,648
Industrial Materials	525,379	1,231,690	287,890	869,260	Source: Publishers Information Bureau.				
	27,240	93,190	56,000	145,250					

CBS RADIO SELLS

WHILE its affiliates proceeded with plans for a conference July 1-2 to assess the current radio network crisis [B.T., June 2], CBS Radio last week reported time sales, renewals and replacements representing, on an annual basis, gross billings approximating \$1,451,000.

The sales included purchase of five Arthur Godfrey quarter-hours per fortnight—Tuesdays and Thursdays one week, Tuesdays, Thursdays and Fridays the next, 10-10:15 a.m. EDT—by the Frigidaire Division of General Motors, starting Tuesday, and the purchase of *King Arthur Godfrey's Round Table* (Sun., 5-5:30 p.m. EDT) by Holland

Furnace Co., of Holland, Mich., for this summer. Holland's sponsorship starts July 13, when Kingan & Co. relinquishes sponsorship of the program for the summer, and extends to Oct. 12, when Kingan returns. Agency for Frigidaire is Foote, Cone & Belding, Chicago; for Holland: Roche, Williams & Cleary, also Chicago.

Toni Co., on behalf of its White Rain and Prom, meanwhile signed for a five-minute strip of *It Happens Every Day*, to be presented at 4-4:05 p.m. Mondays through Fridays starting June 16, in addition to its current Saturday version of the same program. Agency: Foote,

Cone & Belding, New York.

Pearson Pharmaceutical Co. (Ennds chlorophyll tablets and Eye-Gene drops), which will sponsor *Inner Sanctum* on CBS Radio starting June 22 (Sun., 9:30-10 p.m. EDT), also is planning a half-hour dramatic show from Hollywood this fall, exact time to be decided. Harry B. Cohen Adv., New York, is the agency.

Negotiations also were in progress looking toward General Foods' sponsorship of *Bob Trout* and the *News* at 10-10:05 p.m. EDT on Thursdays, Fridays and Sundays, (Continued on page 36)

\$1 1/2 Millions in Business

RESEARCH WRANGLE

Nielsen, SAMS Battle

'Ham' Relays SOS

RADIO RESEARCH last week returned to the old slug-fest days of the mid 1940's, when Hooper and the Cooperative Analysis of Broadcasting were battling for supremacy in the program audience measurement field.

This time the battle is in the field of station coverage, in which both Standard Audit & Measurement Services and A. C. Nielsen Co. currently are conducting nationwide surveys, each trying earnestly to win industry support for its method.

A. C. Nielsen, head of his research firm, opened the battle last Monday with a charge that the mail ballot system of collecting coverage data used by Broadcast Measurement Bureau in its two studies and currently by SAMS "shortchanges" radio to an alarming degree (see earlier story, page 81).

Baker Counter-Statement

On Thursday Dr. Kenneth H. Baker, SAMS president, countered with a statement that in 1944 and 1945 BMB considered the personal interview method (which the Nielsen organization is using in its survey) "and discarded it as being unsuitable as a measuring instrument for a national study of station coverage."

The Nielsen blast was released concurrently with distribution of a brochure giving details of the new "Nielsen Coverage Service," first sales move of the new service following an abortive attempt to achieve a merger with SAMS. NBC, with whom the NCS study was worked out, is to date its only subscriber, but Nielsen officials are optimistic about winning widespread station support as well. SAMS subscribers include CBS Radio and some 400 stations.

Noting that the mail ballot technique "involves very serious errors arising from the impossibility of compiling a mailing list that is a true sample of all U. S. homes and the substantial difference in listening habits between families that reply and those which fail to respond," Mr. Nielsen stated that "a third and equally serious error results from the memory loss among respondents."

Family Interviews

He asserted the new NCS project will avoid undervaluation of radio station coverage by use of "personal interviews covering the entire family" and by checking Audimeter reports against interviews in the same households "to measure any shortage that may remain (either for radio or for any specific type of station) so that appropriate adjustment factors may be applied."

Dr. Baker, in his reply, pointed out that the BMB committees which rejected the personal interview method as a proper tool to use in measuring station coverage throughout the land "were composed of representatives of both

the buyers and sellers of broadcast advertising. The decision was made after the examination of pertinent experimental and test data assembled and presented to the committees by BMB's director of research, John Churchill, now on the Nielsen executive staff.

"The decision was accepted by a large segment of the broadcasting industry and it generally was agreed that station audiences and station coverage would henceforth be estimated on the basis of returns to a mail ballot. It is hard, therefore, to believe that data from the personal interview will be accepted as 'a vastly improved replacement for BMB.'"

"The personal interview is treacherous at best," Dr. Baker declared, stating that when 500 interviewers are used as in the NCS survey "uniformity is next to impossible to attain." In addition, he stated that "memory loss can be just as great in the doorbell situation as it is in ballot-marking, unless the interviewer resorts to prompting and then, of course, the bars are down."

Baker Comments

Admitting that mail ballots do reflect gaps in the respondent's memory, Dr. Baker pointed out that occasional listening to a station shown by the Audimeter but forgotten by the respondent would not be accepted by the buyer as "circulation."

"In the case of the two BMB studies," he reported, "buyers and sellers alike have learned from experience where this type of data is useful and where it must be used

with care or be supplemented.

"The buyer is not helped, however, by being furnished data which result from 'doctoring' or 'treating' or 'correcting' what people said. It is hard to understand how the results of personal interviews can be combined with the returns from a mailed ballot, the mixture then seasoned with Audimeter findings and the whole concoction screened through the sieve of a biased program-roster." (About 10% of the NCS reports, those from the most remote areas, will be obtained by mail ballots.)

On Thursday morning Mr. Nielsen explained NCS to a meeting of some 80 station representatives in New York and that afternoon he repeated his explanation to the advertising press, augmenting the material in his brochure. Stations, either AM or TV, he said, are offered NCS on two different bases, a basic and a comprehensive service. The basic service includes reports on weekly audience—separately for day and night—for the total station area and for individual NCS areas, comprising individual counties or more than 10,000 population and groups of contiguous smaller counties; frequency of listening—six or seven times a week, three to five times a week, one or two times a week; number and per cent of radio homes and of TV homes in the station area; a map showing the station's coverage level in each NCS area; an NCS area report, and a sales promotion manual.

The comprehensive service includes the entire basic service plus

average daily audience and four week audience figures; audience characteristics of the station audience by economic level, sex, ownership and family size, a comparison with data for all homes in the station area; out-of-home radio listening or TV viewing. Special reports are also available.

Charges for the Nielsen Coverage Service are maximum hourly station rates, times 12 for radio times four for TV, less operating allowance of \$1,000. Discounts are allowed of 5-15% for prompt purchase, 15% for omission of comprehensive features, 10% for purchase of NCS No. 2 (to be made in either 1953 or 1954) and 5% for subscribers to other Nielsen services. Minimum station charge is \$750; maximum is \$20,000 for radio, \$15,000 for TV.

MUTUAL-WOR BLUEPRINT

Is Complete

EXECUTIVE blueprint for the "combined operations" of Mutual radio network and WOR-AM-FM-TV New York under their new General Tire & Rubber Co. ownership was completed Friday. It is to become effective immediately.

The realignment, anticipated since General Tire's acquisition of control of MBS and the WOR properties earlier this year, and generally regarded as forerunner of reorganization of Mutual operations along standard network lines, puts MBS Executive Vice President William H. Fineshriber Jr. in charge of the combined Mutual-WOR radio operations.

Theodore C. Streibert, president of the WOR stations, was not mentioned in the memorandum detailing the changes to Mutual and WOR personnel.

It was understood, however, that he will work directly with MBS President and Board Chairman Thomas F. O'Neil in Thomas S. Lee Enterprises Inc.—General Tire's overall broadcasting properties, including Don Lee and Yankee Networks along with the WOR

stations and about 58% stock interest in Mutual—with responsibility for special projects including the TV film syndication operation currently planned.

The combined operations plan was worked out by top-level executives including Mr. O'Neil, Executive Vice President Fineshriber, and J. Glen Taylor, veteran General Tire executive who was named a vice president of Thomas S. Lee Enterprises a few weeks ago [B*TV, May 26]. Mr. Taylor has been concentrating on the combination-coordination project.

The memorandum outlining the new Mutual-WOR executive roster was circulated to network and station personnel late Friday, showing assignments as follows:

Mr. Fineshriber to assume charge of Mutual-WOR radio operations.

J. R. Poppel, vice president in charge of engineering for WOR radio and television, will be in charge of engineering for Mutual as well as the WOR stations.

E. M. Johnson, MBS vice president in charge of station relations

and engineering, will continue as vice president in charge of station relations for the network.

Julius F. Seebach Jr., WOR-AM-TV vice president in charge of programming, will be in this position for Mutual and for WOR radio.

Harvey Marlow will continue in charge of programming for WOR TV.

James E. Wallen, secretary and treasurer of Mutual, also will handle account and administrative operations for WOR radio-TV.

Robert A. Schmid, Mutual vice president in charge of advertising public relations and research, also will be in charge of advertising research, and public relations for WOR-AM-TV.

Adolf N. Hult continues as vice president in charge of sales for Mutual.

William Crawford continues as sales manager of WOR radio.

R. C. Maddux WOR-AM-TV vice president in charge of sales, will concentrate on WOR-TV sales, assisted by Robert Mayo, WOR-TV sales manager.

'MORALS' INQUIRY

BACK into the English lexicon came two pre-World War I words—"hootchie-cootchie" and "shimmy"—as a subcommittee of the House Interstate & Foreign Commerce Committee opened its probe last week into "immoral" radio and TV programs.

The hearings, established by a resolution sponsored by Rep. E. C. Gathings (D-Ark.) [B.T., June 2, March 24, 3, Feb. 11], which were held three mornings, saw a parade of witnesses made up mostly of temperance leaders objecting to beer, wine and liquor advertising and drinking scenes.

The subcommittee, chaired by Rep. Oren Harris (D-Ark.), recessed last Thursday after completing the roster of congressional and civic witnesses. Only Rep. Gathings and Rep. Joseph R. Bryson (D-S.C.), adherent of "dry" forces, were Capitol Hill witnesses.

Industry Will Testify

Resumption of the hearings in another week or two is expected to see industry witnesses take the stand to rebut impressions left with the subcommittee that radio-TV programs are replete with licentiousness, horror, crime, drinking and vulgarity.

It is believed that NARTB officials will carry the ball for the industry. Whether representatives of networks or individual stations will appear was not apparent at the week's end. On Friday morning, the TV Code Compliance Committee was scheduled to meet with Rep. Harris and the subcommittee.

Following the industry, the FCC is expected to tell its side of the story. It has already complied with Rep. Harris' request by furnishing the subcommittee with a breakdown of program complaints.

Only specific proposals as to what Congress might do about the level of morality in radio and TV programs were:

(1) Continuation of hearings by the subcommittee to permit objections to be made to programs violating good taste—recommended

by Rep. Gathings.

(2) Establishment of a National Citizens Advisory Board to act as a "rallying point" for those concerned with program level. This was recommended by Lloyd Halvorson of the National Grange. This is similar to the proposal of Sen. William Benton (D-Conn.) whose bill (S 1579) is before the Senate Interstate & Foreign Commerce Committee.

All witnesses, as well as subcommittee members, shied away from any suggestion of censorship or legislation. There was some talk of giving the FCC more power to deal with so-called objectionable material on the air.

Only witness who cited specific shows in an original statement to the subcommittee was Elizabeth A. Smart of the National Women's Christian Temperance Union.

It was Rep. Gathings who set the tone of the hearings when he described one act of a *You Asked For It* program in which a young woman in a grass skirt did the "hootchie-cootchie" and ended it with a "shimmy" while bending backward with her hands on the floor behind her. In close proximity to her, Rep. Gathings said, was a young man "thinly clad."

In describing the incident, Mr. Gathings held up his hands and demurely wriggled his hips.

'Drys' Take Offensive as Hearings Begin

Rep. Gathings also alluded to improvements noticeable in TV programs since the TV Code became effective March 1. Neckties are higher, he said, calling attention to Dagmar's more modest exposure. But, he said, he did not think the industry could police itself in the long run. "Competition is keen and great financial stakes are involved," he said.

Other witnesses also expressed satisfaction with improvements in programs since the establishment of the industry's TV Code.

Mr. Gathings' prime objection, however, was to the number of crime shows on the air. He cited Thursday night, when three of the four TV outlets in Washington showed crime shows, while the fourth presented wrestling from Chicago. He also expressed a strong

dislike of horror shows. "Long, bony fingers come at you, with deep, mournful music," he intoned.

Impact of such a cumulation of violence, Mr. Gathings emphasized, was on children. He admitted the programs were seen at 10 p.m., but declared that many children and adolescents were still up at that hour.

Statement by Rep. Arthur G. Klein (D-N.Y.) that Mr. Gathings had an alternative to watching such programs: "Don't watch the damn thing at all—turn it off," drew from Mr. Gathings the observation that such a statement was like saying, "Don't buy a TV set."

"Radio and TV are essential to the American home, like the automobile," he said.

Rep. Bryson, although mainly concerned with alcoholic advertising on the air, cited his opposition to programs which depict a "lack of reverence and respect for marital bonds." Some programs, he said, tend to discredit marriage vows, and deal with domestic unhappiness, marriage breakups, even the exchanging of wives. He also expressed the opinion that European films on TV were bad for morals.

Root of programming evils is the concentration of the broadcasting industry in New York City,

(Continued on page 34)

Not All 'Immoral'

ALL was not negative at last week's hearings by the Harris Subcommittee on "immoral" radio and television programs. Favorite programs of subcommittee members and witnesses were named as: *Ed Sullivan*, *Ed Wynn*, *The Lone Ranger*, *Gangbusters*, *Treasury Men in Action*, *Fred Waring*, *Herb Shriner*.

CANDIDATES' COMPLAINTS FCC to Act

PROMPT action on the complaints of Sens. Robert A. Taft (R-Ohio) and Estes Kefauver (D-Tenn.) that radio-TV networks refused them time equivalent to that given Gen. Dwight D. Eisenhower was promised by the FCC last week. At week's end, the Commission was awaiting comments on the complaints from ABC, CBS and NBC.

Some observers thought the Commission might act this week.

Both Senators Taft and Kefauver held that radio-TV coverage of the General's Abilene speech and subsequent news conference was of a political nature and that they should have similar facilities afforded them in accordance with the mandate of Sec. 315 of the Communications Act. Section 315 provides that if licensees permit the use of their facilities to one candidate, they must provide equal time to all other candidates.

First refusal of time was made by CBS which denied requests for facilities equal to those allotted Gen. Eisenhower by answering that it considered the Abilene address "a news event and not a political speech" and therefore did not feel that the equal-time provision applied.

A similar CBS answer to Sen. Kefauver, who had requested 30 minutes of AM-TV time immediately following the General's talk,

prompted Gael Sullivan, Mr. Kefauver's campaign manager, to say, "It is inconceivable how anyone at CBS could be so politically naive as to assume that this is a fact." Mr. Sullivan denounced radio-TV coverage of the General's "first political speech" as "a product of high-priced hucksters . . . dreamed up for the sole purpose of monopolizing" broadcast time for one Republican candidate.

ABC, reportedly asked by Sen. Taft for broadcast time Friday, was understood to have given a negative answer on the grounds that "All we are doing for Gen. Eisenhower is what previously we have done for you and other candidates."

The network pointed out that it had given free AM-TV coverage to the Senator's talk in Detroit Oct. 15, prior to its adopting in January a policy of charging political candidates commercial fees, and noted that Gen. Eisenhower had not had "available to him comparable ABC radio and television time." The network also pointed out that it had not granted the General's request for television time, since it would have required line charges not incurred by its Detroit coverage of the Taft talk.

A request to ABC from Sen. Kefauver was understood to have

been answered similarly.

NBC denied time to Sen. Taft earlier in the week on the basis that the General's homecoming was of national interest and could be classified as deserving of legitimate news coverage, and spokesmen explained that NBC coverage of Gen. Eisenhower's activity was only in proportion to that offered other candidates while the General was still overseas. The network further explained that it did not consider Sen. Kefauver, a Democratic candidate, in direct competition with the General for the Republican nomination.

First Political Speech

WQXR New York, station of the *New York Times*, carried its first speech by a political candidate for the Presidential nomination when it broadcast the Abilene speech Wednesday, and acceded to Sen. Taft's request for equivalent air time. The station will broadcast a talk he is scheduled to give before the National Republican Club in New York from 1:30-2 p.m. EDT Thursday.

Radio-TV coverage by major networks and many local stations was almost constant as Gen. Eisenhower progressed through his Pentagon press conference Tuesday, his Abilene speech Wednesday

(Continued on page 36)



Herblock in The Washington Post

IN REVIEW

Program: Gen. Dwight D. Eisenhower's speech at Abilene, Kan., June 4, 7 p.m. EDT; live on ABC Radio, CBS-TV, NBC Radio and TV; delayed broadcast on CBS Radio.

DWIGHT D. EISENHOWER took his first excursion into politicking by television last week under circumstances so technically amateurish that they had a unique charm.

Insofar as appearances were concerned, his speech at Abilene could as well have been the unseasonably rainswept Fourth of July oration doggedly delivered by the local mayor to a drenched and dwindling crowd in any of thousands of small and medium-sized U.S. communities.

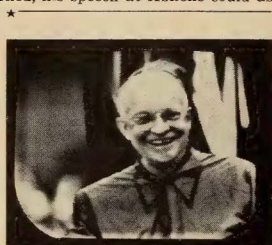
As Gen. Eisenhower spoke, Abilene townsfolk scuttled back and forth behind the platform, where the speaker could not see them but the television camera and several million in the audience could.

Applause was listless, for no assembly standing in mud with rain running down its necks can be expected to muster enthusiasm for anything but an end to its discomfort.

An unidentified but loutish functionary stood at the general's side, attempting periodically to pump up audience excitement by wildly clapping his hands.

As for the general, he had, within 24 hours, completed an astonishing transformation. The day before he had worn his immaculate, five-starred uniform to take leave of the Army. At Abilene on television he stood bare-headed in the rain, wearing a nondescript slicker. The poor quality of the rain-blurred picture seemed to have aged him overnight.

The appearances indeed were un-



preprocessing.

But despite the appearances, the substance of the man came through. Here again it was demonstrated that television shows a man for what he is, no matter what his surroundings.

For all his military background and its pomp and ceremony, Ike seems essentially an unassuming man. He seemed more than ever so at Abilene. He spoke clearly and with purpose. He read unflatteringly. The flat, midwestern voice was without theatrical effects but neither was it monotonous.

Against appalling odds, Ike was impressive. He should wear well on television.

RED CROSS MEET

CBC Plans World Airing

HUNDREDS of news and actuality programs will originate in 15 languages at the 18th International Red Cross conference at Toronto July 23 - Aug. 9. The Canadian Broadcasting Corp. plans to provide broadcasting facilities for networks and stations throughout the world.

W. John Dunlop, CBC supervisor of institutional broadcasts, will head the radio committee for the conference. Radio co-ordinator will be Richard H. Gluns.

Amateur Notice

WARNING was issued by FCC last week that amateurs seeking extra class ratings must submit sufficient evidence of their holding an amateur license prior to April 1917. This must be in the form of license documents, correspondence or sworn statement. Those who held such license prior to April 1917 and now hold a general class license are not required to take code test or written element in examination for the extra class rating, comparable to advance class, FCC officials explained.

BAB AD DRIVE

Mapped at N.Y. Meet

SPECIAL emphasis on radio coverage by stations and networks was called for in BAB's plans for a national advertising campaign to promote radio [B•T, June 2], developed during a meeting of the BAB advertising committee held in New York Thursday.

Radio advertising, it was noted, will be supplemented with newspaper ads in major cities and space in various trade magazines, according to the committee, named to work out themes and copy and to select media for the pro-radio drive. Under the chairmanship of Louis Hausman, administrative vice president of CBS Radio, the advertising committee is working on the campaign in conjunction with BAB's permanent promotion committee, headed by Donald W. Thornburgh, president of WCAU Philadelphia.

Members attending the Thursday session included Robert A. Schmid, MBS vice president; William McGrath, managing director of WHDH Boston; H. Preston Peters, president of Free & Peters; Winslow Leighton, president of WSNY Schenectady; Edgar Kobak, chairman of the BAB executive committee; William B. Ryan, BAB president, and Messrs. Hausman and Thornburgh.

'FREE' ADS

FTC Clearing Docket

FEDERAL TRADE Commission last week claimed it is "rapidly clearing" its docket of "many free goods' cases" since deciding that the word "free" should be banned from advertising claims such as in the Book-of-the-Month case.

FTC said 33 firms have notified it that they have "voluntarily discontinued use of the word . . . in advertising their products." Cases are being settled administratively through correspondence at a minimum of expense, the commission noted, asserting, "This cooperation from advertisers is encouraging. It means they are in accord with the commission's policy. . . . It also means that these cases will not have to be litigated and there will be . . . a saving of time and money."

There had been signs of confusion among agency, advertiser and station circles over the word's use in broadcast and published advertising claims [B•T, May 26].

Togio to L&N

A THIRD new executive, Adolph J. Togio, is to join the new Lennen & Newell agency, it was announced last week (see earlier story, page 80). Mr. Togio, who resigned as vice president of William Esty & Co., New York, is to become vice president, general manager and member of the board of L&N.

RTMA MEET

Sarnoff To Be Honored

FIRST Medal of Honor awarded by Radio-Television Mfrs. Assn. will be presented to Brig. Gen. David Sarnoff, board chairman of RCA, at the 28th annual RTMA convention June 23-26 at the Palmer House, Chicago.

The award goes to Gen. Sarnoff "for his outstanding contributions to the advancement of the radio-television industry."

Presentation will be made during the annual RTMA banquet June 26. The entertainment program will feature Rise Stevens, opera singer who will appear through courtesy of RCA and NBC.

Set, parts, tube and equipment manufacturers will meet in separate sessions during the four-day industry conference, according to James D. Secrest, RTMA general manager. Divisional membership meetings will be followed by election of officers and directors for the new fiscal year. Past officers and directors of RTMA will be honored at a June 25 dinner, with present officers and directors as hosts.

John T. Koehler, chairman of the Renegotiation Board, will speak at the June 25 luncheon on administration of renegotiation legislation as it affects radio and electronic manufacturers. The RTMA Government Relations Section has asked clarification of some problems of renegotiation.

The election involves 17 directors as well as chairman of the five divisions and executive committees. The board of directors on the final day will elect a chairman, five vice presidents, a treasurer and other association officers. RTMA President Glen McDaniel is not involved in the election process since he is serving a three-year term. Robert C. Sprague is current RTMA board chairman and will preside at the board meeting.

President McDaniel and Leslie F. Muter, RTMA treasurer and co-chairman of the convention committee, will make their reports to the membership at the closing luncheon. Co-chairman of the committee is Charles M. Hofman.

Alford Promoted

ROBERT H. ALFORD, attorney with the Renewal and Transfer Division of FCC's Broadcast Bureau, last week was appointed chief of the Transfer Branch of that division. He succeeds Walter Powell, who earlier had been promoted to division chief. Mr. Alford last week also was promoted from captain to major in the reserve of the Judge Advocate General Corps of the Army. From December 1950 until April this year he was on military leave from FCC to serve on active duty with the Army at Fort Meade, Md. A 1940 graduate of Harvard Law School, Mr. Alford joined the FCC as an attorney in 1945.

NBC SPOT SALES

Div. Structure Completed

REORGANIZATION of the advertising and promotion division of NBC's National Spot Sales Dept., in progress for the past several months, has been completed, Thomas B. McFadden, department director, announced Thursday.

Two separate advertising and promotion units, one each for radio and television, have been established under the new plan, with Harold W. Shepard, manager of sales development, advertising and promotion for NBC Spot Sales, to direct both units.

Seymour Vall, whose writing-research background includes service with two publishing houses, has joined NBC as manager of the spot radio advertising and promotion unit, while the corresponding position for television has been assigned to the department's Elliott Eakin. Robert T. Howard, formerly associated with WCAP Asbury Park, N. J., and WCHU Charlottesville, Va., will serve as spot radio research supervisor, and the department's Alan Ewald will handle spot TV research.

OPERATOR RULES

PROPOSALS for changes in FCC's transmitter operator requirements, which would eliminate the engineering headaches of a substantial proportion of the country's AM stations and many FM outlets, were issued by the Commission last week.

Requested in petitions filed earlier with the FCC by NARTB [B.T., May 12, Feb. 4], the proposals involve:

(1) Persons holding less than first class radiotelephone operator permits would be allowed to stand regular transmitter watches at AM and FM stations employing non-directional antennas and operating with power of 10 kw or less.

(2) Remote control of the transmitters of such stations would be allowed.

FCC did not specifically propose to make the operator requirement changes requested by NARTB, but the notice of proposed rule-making said the "Commission believes that the information contained in the petition . . . raises questions of sufficient importance as to warrant the institution at this time of rule making proceedings looking toward the possible adoption of amendments to the Commission's rules of the nature discussed in the petition."

If adopted, observers noted, the practical effect of the changes would be to ease the staff and operating cost problems of virtually all local channel stations, a substantial number of daytime-only outlets and many other AM and FM stations.

On First Class Operator

The changes would not permit stations to operate without any first class engineer, however, FCC officials pointed out. They only would relax the requirement for a first-class operator to personally attend a transmitter all the time it is operating, as is necessary now, and would permit remote control operation of certain transmitters.

Inviting comments by Aug. 4, FCC outlined a number of questions to which information pertaining to the proposals is desired. Two of the questions touched on fulfillment of emergency operation under the Conelrad plan (control of electronic radiation to prevent enemy planes from "homing" on broadcast signals).

In a separate action, the Commission waived provisions of its rules and granted special temporary authority to WTIP Charleston, W. Va., to operate its transmitter by remote control. At the same time, WGNC Gastonia, N. C., was granted special authority to operate its transmitter by "remote supervision," that is, by a restricted-permit operator who would be under the supervision of a first-class operator located at the transmitter of WGNC-FM, seven miles distant.

Both special authorizations are reported the first of their kind to

be permitted by the Commission with respect to commercial broadcast stations.

WTIP is a 250 w fulltime station on 1240 kc. WGNC is assigned 1450 kc with 250 w fulltime. Both outlets noted operating economies would be possible while WTIP particularly cited the "acute shortage of operating personnel."

In substance, NARTB's proposed amendments to the Commission's operator rules would authorize restricted operators to put a station on and off the air, keep the transmitter log, make external tuning adjustments, make such other minor adjustments as may be required as a result of primary power supply variations and failures and make replacement of only such defective parts as tubes, fuses and other components designed for simple plug-in replacement.

The changes would require each station to employ a first-class man to be responsible for and make all internal tuning adjustments, major repairs and overhauls and all other

technical installations or corrections not authorized to be done by a lower class operator.

NARTB originally had asked for the proposed changes to apply to stations of maximum power of 5 kw, but revised its request a fortnight ago to specify 10 kw.

For about a year FCC has permitted stations to operate with less than a first-class operator at the transmitter for up to 120 days under emergency conditions. These temporary authorizations are cleared by FCC field engineering offices.

During World War II the Commission similarly relaxed its transmitter operator requirements but this was terminated in 1946 when the number of engineers available returned to normal.

The Commission in 1948 proposed to revise its operator licensing requirements and held a hearing on the matter, but declined to take positive action on the grounds that insufficient evidence had been presented by broadcasters to support

FCC Solicits Comments

Sorry, No Regulation

FCC DOESN'T regulate the set repair business. The Commission put out a public notice to that effect last week after it learned in several instances that radio and TV home repair services have advertised such services or their service personnel as being "licensed by FCC." The Commission explained it is "not authorized by law and does not license persons to engage in the business of installing or repairing radio and television home receiving sets."

the revision. The proposed revisions at that time would have made operator licenses more nearly match the size of the station.

NARTB's petition explained the proposed changes would involve no degradation of the engineering standards of any station and will permit many stations, particularly those smaller stations in less densely-populated areas, to improve and expand their program service.

The petition pointed out the revision. (Continued on page 92)

MAINE RADIO HOMES 96% Density—Census

RADIO ownership in the state of Maine had reached 96% when the 1950 decennial Census was taken, with highest concentration of radio homes reported in the city of South Portland, 99.5%. In the Portland urban area 98% of homes had radios, according to Housing Census figures compiled by the U. S. Cen-

sus Bureau.

Because of lack of nearby TV service, the percentage of TV homes in April 1950 was low, amounting to 1.2%. Highest concentrations were found in the city of Sanford, 6.5%, and York County, 4.5%. At the time the census was taken, there were fewer than five million sets in the nation whereas ownership now runs over three

times that figure.

Urban radio concentration, 97.8% of homes, was compared to 96.2% of urban and rural nonfarm homes, 94.6% of the rural farm homes and 93.9% of rural nonfarm homes.

The statistics in this table are extracted from a final report of the 1950 Census of Housing, Series H-A, No. 19, for Maine, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 35¢ per copy.

Statistics on distribution of the population in Maine are presented in a final report of the 1950 Census of Population, Series P-A, No. 19, now available from the Superintendent of Documents at 15¢ a copy.

Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in Maine are presented in a final report of the 1950 Census of Population, Series P-B, No. 19, available from the Superintendent of Documents, at 35¢ a copy. Descriptions of Standard Metropolitan Areas are presented in this report.

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

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

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—MAINE

Area	Total Population	Total occupied dwelling units	Number reporting	RADIO			TELEVISION		
				With Radio			With TV		
				Number	Percent	1940 Radio Homes	Number reporting	Number	Percent
The State	913,774	254,443	251,510	241,470	96.0	184,348	250,105	2,965	1.2
Urban and rural nonfarm	791,946	223,630	220,830	212,460	96.2	154,101	219,610	2,730	1.2
Urban	472,000	133,950	132,520	129,550	97.8	80,245	131,795	1,620	1.2
Rural nonfarm	319,946	89,680	88,310	82,910	93.9	73,856	87,815	1,110	1.3
Rural farm	121,828	30,813	30,680	29,010	94.6	30,495	30,495	235	0.8
Urban Places—									
Auburn	23,134	6,889	6,750	6,600	97.8	5,025	6,750	95	1.4
Augusta	20,913	5,886	5,730	5,405	97.7	4,010	5,545	50	0.9
Bangor	31,558	8,482	8,375	8,245	98.4	6,923	8,320	65	0.8
Bath	10,644	3,188	3,055	2,930	95.9	2,514	3,055	15	0.5
Biddeford	20,636	5,822	5,830	5,730	98.3	4,349	5,830	110	1.9
Lewiston	40,474	11,372	11,350	11,170	98.4	8,568	11,350	120	1.1
Portland	77,634	23,108	22,835	22,375	98.0	18,096	22,665	195	0.1
Saco	10,324	2,943	2,840	2,790	98.2	2,055	2,840	75	2.6
Sanford (uninc.)	20,094	5,331	5,330	5,245	98.0	3,760	5,330	215	6.9
South Portland	21,866	5,937	5,930	5,900	99.5	3,951	5,905	70	1.2
Waterville	18,287	5,053	5,050	4,965	98.3	3,712	5,030	45	0.9
Westbrook	12,284	3,506	3,455	3,390	98.1	2,708	3,440	30	0.9
Counties									
Androscoggin	83,594	23,691	23,575	23,015	97.6	17,657	23,570	255	1.1
Aroostook	96,039	22,524	22,380	21,240	94.9	14,031	21,810	140	0.6
Cumberland	169,201	48,437	47,950	46,900	97.8	34,977	47,995	445	0.9
Franklin	18,017	5,420	5,355	5,115	95.5	4,156	5,340	30	0.5
Hancock	32,105	9,940	9,785	9,190	93.9	7,501	9,760	75	0.8
Kennebec	83,881	22,950	22,740	22,010	96.8	16,464	22,730	200	0.9
Knox	28,121	8,837	8,735	8,270	94.7	6,704	8,730	60	0.7
Lincoln	18,004	5,467	5,390	5,020	93.1	3,859	5,345	50	0.9
Oxford	44,221	12,027	11,920	11,215	94.1	9,047	11,680	65	0.6
Pennobscot	108,198	28,336	27,860	26,915	96.6	21,146	27,725	200	0.7
Piscataquis	18,017	5,420	5,355	5,115	95.5	4,156	5,340	30	0.5
Sagadahoc	20,911	6,159	6,040	5,735	95.0	4,558	6,050	25	0.4
Somerset	39,785	11,359	11,120	10,670	92.4	8,279	11,090	60	0.5
Waldo	21,687	6,311	6,220	5,875	94.5	4,547	6,220	30	0.5
Washington	35,187	10,395	10,355	9,685	93.5	7,816	10,350	80	0.8
York	93,541	26,766	26,355	25,735	97.6	19,340	26,305	1,195	4.5

Standard Metropolitan Area figures not available for 1940.

* Not available or not comparable.

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

NARTB BOARDS

Radio, TV Units Set Meetings This Week

NARTB'S two boards of directors—Radio Board and Television Board—will hold separate meetings this week to take up financial, membership and related problems.

The Television Board meets Monday (today) and Tuesday at The Homestead, Hot Springs, Va. This board last met during the NARTB convention in Chicago March 31-April 2.

The Radio Board meets Thursday-Friday at NARTB headquarters in Washington, first meeting since the two boards met jointly at Bandera, Tex., in mid-February.

Appointment of two board committees was announced last week by President Harold E. Fellows. They will handle arrangements for the 1953 NARTB convention in Los Angeles and problems dealing with association by-laws.

Clair R. McCollough, WGAL Lancaster, Pa., was appointed chairman of the special convention committee. Size of this committee has been expanded to include both board members and broadcasters not now on the board. The group will meet June 24 at the Palmer House, Chicago, to start work on arrangements for the 1953 meeting.

Serving with Chairman McCollough are Hugh Terry, KLZ Denver; Albert D. Johnson, KOY Phoenix; Calvin J. Smith, KFAC Los Angeles; Howard Lane, Marshall Field stations; Henry W. Slavick, WMC Memphis; Jack Harris, KPRC Houston. Mr. Lane is a past chairman of the convention committee.

By-Laws Committee

The by-laws committee, comprising board members, again is headed by A. D. Willard Jr., WGAC Augusta, Ga. Leonard Kapner, WCAE Pittsburgh, was re-appointed. New members are Merrill Lindsay, WSOY Decatur, Ill.; Robert D. Swezey, WDSU New Orleans; Kenneth Carter, WAAM (TV) Baltimore.

NARTB's Radio Board will cope with TV's inroads on listening and the sagging trend in network AM rates. The association's AM Committee at a May 22 meeting [B•T, May 26] adopted a resolution calling for one of the most fundamental research jobs in recent radio history. Richard Allerton, NARTB director of research, will conduct a study of radio station operations to find out why some stations are successful and others are not. Preliminary studies show radio is priced too low in most markets, according to Mr. Allerton.

Paul W. Morency, chairman of the All-Radio Affiliates Committee, will report on work of that group, including an Advertising Research Foundation study of audience measurement services. This study is designed to show the value of each type of measurement service, with weaknesses and limitations delineated. Edgar Kobak, WTWA Thomson, Ga., an NARTB radio director, is president of ARF, which is supported by agencies,

*
advertisers and media.

Both radio and TV groups are scheduled to consider the question of NARTB membership and study results of the new combination dues plan under which discounts are given for stations under common ownership. Both boards will review progress of the "Register and Vote" campaign sponsored jointly with American Heritage Foundation.

Financial problems will be taken up by the boards. The TV Div. of NARTB operates with an autonomous budget aside from the basic \$65,000 payment made to the association for overhead. Both radio and TV budgets, approved in February for the fiscal year which started April 1, are on a three-month basis.

A report on the operation of the Television Code will be made to the TV Board by the Television Code Review Board headed by John E. Fetzer, WKZO-TV Kalamazoo. The code body met last Thursday and Friday in Washington (see story page 5).

Both radio and TV directors will be given legislative reviews summing up current Washington developments (see radio-TV probe story page 27).

The radio group will hear reports on work of special committees handling the effort to secure amendment of FCC rules covering transcription identification and relaxing of rules covering first-class operators and remote operation of transmitters (see remote story page 29).

SUN GLASS SPOTS

Station Free Time Asked

PACKET of "spot announcements" for free broadcast has been received by stations from the public information department of Sun Glass Institute, 511 Fifth Ave., New York.

"As a public service the Sun Glass Institute has put together the following brief spot announcements with particular reference to motorists," stations are advised.

Obviously pleased with its public service approach, the Institute adds, "You will be performing a public service by bringing these facts to the attention of thousands who may be gambling with their safety."

It's especially timely to carry the announcement, according to the Institute, "with warm sunny weather upon us." Without being obviously commercial about it, the Institute warns, "Scientists and eye specialists have been warning the public to use care in safeguarding their eyes from too much sun."



Mr. McCOLLOUGH
... chairman of special
convention committee

RACING NEWS

Radio-TV Not in WU Order

TRANSMISSION of racing news to radio and TV stations will not be affected under provisions of Western Union's proposed tariff revision, which was described last week in a day-and-a-half hearing before FCC Hearing Examiner Fanney N. Litvin.

FCC itself, however, has been studying race broadcasts with respect to their possible use in illegal gambling and has designated for hearing the licenses of 16 stations [B•T, May 26, March 3].

Western Union told the Commission it seeks to further restrict the people it may serve with racing wires to prevent illegal use of the legitimate news information. The new tariff would permit the leasing of such facilities only to radio and TV stations, to press associations and to publications and newspapers having second-class mailing privileges.

In the past, Western Union explained, it has been possible for a certain subscriber to qualify as a "news service" and to order "drops" in pool rooms and other unidentified locations. In such cases, Western Union would not know how the information was being employed, it maintained.

"While transmission over leased wire facilities is by the subscriber and not the telegraph company," Western Union's Walter Semingsen told FCC, "Western Union does not undertake to censor the information transmitted. However, under the existing tariff . . . all lessees must agree that facilities will not be used for any illegal purpose. The company promptly discontinues service if it receives notice from a recognized law enforcement agency that the service is being used contrary to law."

FCC has not been concerned with race information broadcasts as such, but only with respect to the rapidity with which race results are aired and the amount of detail given, i.e., betting odds, track conditions, scratches, and jockey changes.

ANTI-CENSORSHIP

Johnston Urges Media Unity

ERIC JOHNSTON, president, Motion Picture Assn. of America, last week called for all media to present a united front against encroachments of censorship.

The MPAA president warned that when one medium is threatened by censorship, all are threatened.

Mr. Johnston spoke Wednesday before some 130 newspaper editors and motion picture representatives at the *Hartford Times'* Motion Picture Industry Symposium, held at the Times Tower atop Talcott Mt. near Hartford. The *Hartford Times* is licensee of WHTT Hartford. Mr. Johnston said:

The screen has been fighting for freedom of expression. Just recently we won a magnificent, though not yet complete, victory in the Supreme Court of the U. S. The Court said that the motion picture is entitled to the free speech and free press guaranties of the Constitution.

In line with this principle, the Supreme Court has cut away some of the shackles of motion picture censorship. We shall keep on fighting until the last knot is slashed, and the screen, as a matter of constitutional right, enjoys the same liberties and freedoms as the press.

Leveling a criticism at newspapers in general, Mr. Johnston reminded his audience that, "Sometimes, I want to tell you, we have felt pretty lonely in our fight for freedom. We haven't always had an awful lot of help. Sometimes, even we have found that the press—with its championship belt tight around its middle—has been indifferent to what has happened to the screen."

"I'm confident, though," he added, "that day is just about over. I think the press realizes that when one medium of expression is attacked, it's a knockout punch to them all."

Driving home this point, the MPAA president declared, "It's a knockout punch to us all whenever a state censors a motion picture."

"It's a knockout punch to us all whenever government seeks to censor radio or television."

"It's a knockout punch to us all when a medium of the press—magazines and books—must answer to a congressional inquisition."

"If any one of us sits back and allows these serious threats to freedom of expression to go unchallenged," Mr. Johnston warned, "all of us will be the victims—and the whole structure of our basic liberties will be endangered."

"We should all put on our gloves and get into this fight," he declared.

FTC Cites Firm

HYMAN KATZ and Louis Ginsberg, trading as Penn Upholstering Co., Baltimore, are charged in a Federal Trade Commission complaint with misrepresenting the quality and value of their upholstery work and the materials they use. Firm is said to have falsely represented its work in radio and TV commercials as well as in other media. Hearing was set for Washington, July 10.

More Samples from the WHO Mailbag

Gentlemen:

I want to express my thanks and appreciation for the last several years of public service that you have given to the general public and also to motoring public in general.

Many times in the past, your news as to the weather and complete road conditions has altered our course of highway travel. My only hope is that in the near future, other states might follow in your path to help in so complete a safety measure. Regular weather reports given out by most stations are not enough to be of much help when over the road truck traffic is depending on positive conditions. You will probably never hear of it, but your station has saved the Trucking Industry many thousands of dollars by its road conditions report.

I, for one, was delayed in a nearby state for two days because of icy highways. Before starting I had tried to contact local police and newspapers for weather conditions and with little success. The report was, colder. I could not reach WHO as we were too far away. If I could have reached your station, I could have altered my route and would not have had any additional mileage. I also made a trip into the snow area of South Dakota last winter on the strength of your station's weather report.

There are more motorists who depend on WHO for their news and road conditions than from any other source. I, for one, am very grateful for having an Iowa station that is interested in the safety of its motoring public.

J. E. McCULLOUGH
McCullough Transfer Co.
Mt. Pleasant, Iowa

Dear Mr. Woods:

Your courtesy in making it possible for some movie scenes to be taken in the WHO studio was greatly appreciated. It was a joy to work with you and members of your staff who cooperated so fine in making arrangements for this filming as well as participating in it.

When the first contact was made with you it was not our intention to spend so much time in your studio. However, it did mean a great deal to the folks from the International Film Foundation as well as for the other participants to be able to take the other sequence of the class also in the studio.

Thanks so much for your help and if we may ever be of assistance to you do not hesitate to call on the Extension Service.

Sincerely yours,
LOUISE M. ROSENFELD
Assistant Director

Cooperative Extension Work
State of Iowa

Gentlemen:

I wish to extend to you the thanks of our community for your announcements for our school and also for the Lions Club. It is a wonderful service. Your coverage is nearly 100% here.

We heard you say how many announcements you made in those few days. Would you mind sending me that number?

Thanks so much.

Yours,

L. R. WELKER
Pres., Murray School Board,
and also Lions Club Member
Murray, Iowa

Dear Sir:

Thank you very much for your wonderful cooperation in scheduling our spot announcements.

It is only through such a program that we can hope to compile the statistics necessary to carry on our work—to find the cause and cure of multiple sclerosis.

Your valued assistance in helping us achieve our aim is sincerely appreciated.

Cordially,

CORNELIUS H. TRAEGER, M.D.
Medical Director
National Multiple Sclerosis Society
New York, N.Y.

Dear Mr. Woods:

We want to thank WHO for the fine cooperation in presenting the Quiz Kids program on Saturday, March 11. We have heard many excellent comments about this program. We hope that it measured up to your professional standards.

The children seemed to enjoy themselves and we felt that they were remarkably poised. All the WHO personnel with whom we worked were most cooperative.

Thank you again for the opportunity that you gave us to show our interest in handicapped children and to demonstrate their ability.

Yours sincerely,
MRS. DOROTHY PHILLIPS
Executive Director
Society for Crippled Children
and Adults, Inc.
Des Moines, Iowa

Gentlemen:

I greatly appreciate your broadcasting the program "The New Frontier." Such programs should be an important factor in the effort to eliminate prejudice. I hope that they may continue.

Yours sincerely,
ERMA X. ANDERSON
Des Moines, Iowa

7opnotch time buyers have told us their work sometimes makes them too "statistical"—sometimes makes them forget that what they're really trying to buy is listeners—confidence—*friends*.

Out here at WHO, we've created millions of friends who know we have earned their confidence. Our mailbags prove it. So do our advertisers' sales records, month after month and year after year. . . .

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives



For Posterity

A RADIO transcription was among memorabilia of 1952 to be included in a sealed metal box placed in the cornerstone of the new \$275,000 administration building at the Port of Seattle's Fishermen's Terminal. Transcription so honored was of an interview by W. B. Heil, KOMO Seattle's *The Old Boat Puller*. *The Old Boat Puller* is aired six days weekly and directed at Puget Sound area commercial fishermen.

Spot Costs Down

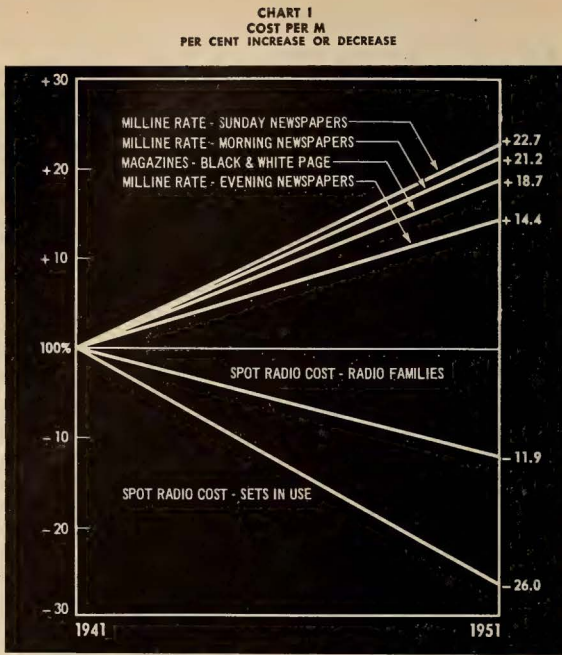
(Continued from page 23)

magazines and the increased milline rates of newspapers on the basis of circulation without considering readership, but when he came to figure radio costs he introduced a new element—listenership—the parallel to which he did not apply to the print media."

NARTSR commented that while "print media are bought on circulation, with minor after-measurement," broadcast media are purchased on "the circulation equivalent of radio sets and radio homes, plus audience measurement for each quarter-hour, each program, announcement, station break. The measurement beyond circulation in broadcasting is there, even though it is universally admitted that the ratings underestimate the real listening audience."

Secondary set listening, out-of-home listening, portable sets, auto sets, store sets, etc., not covered adequately by ratings, are all pluses for spot radio, NARTSR noted.

The increase in spot radio time sales from \$45.7 million in 1941 to \$134 million in 1951 enabled station operators to absorb increased operating costs instead of passing all of them along in increased rates, giving advertisers using this medium the benefit of lower unit costs produced by the increased volume



Source: Magazines—Magazine Advertising Bureau
Newspapers—Editor and Publisher Year Book 1951
Radio—Statistical Tabulating Company compilation of matched sample 93 stations' rates.
BROADCASTING • TELECASTING Magazine estimate of radio sets and families.

of spot business, NARTSR pointed out.

The data in the accompanying charts and tables should make the advertiser "quite happy," NARTSR concluded. "His advertising messages in all media cost less than the per cent increase in significant economic fields, so the advertiser is able to buy his advertising in any one of these three major media at a price that represents in two of them only a fraction of the general increase in commodity and other prices, and in the third (spot radio) at an actual decrease."

NFL Suit Delay Seen

THE NATIONAL Football League trial, scheduled for June 16 in Federal Court at Philadelphia, may be postponed a week. The league is charged with violating the Sherman Anti-Trust act by curtailing telecasts and broadcasts of its games. U. S. District Court Judge Allan K. Grim indicated at a pre-trial conference with attorneys that the trial date might be delayed because of a civil suit now in its third week in his court.

BAN RESOLUTION

Senate Action Unlikely

ASSURANCES that the resolution banning radio microphones and TV cameras from open Senate committee hearings [B•T, May 26] would not be pressed in the Rules Committee was given last week by Sen. Carl Hayden (D-Ariz.).

In a conference with NARTB Government Relations Director Ralph Hardy, the chairman of the Senate Rules Committee said he doubted whether anything could be done on the resolution since adjournment was only a month away.

He expressed the belief that a more favorable time for consideration of the resolution might be in the next Congress next year. At that time, he said, if the Rules Committee decided to give the ban serious consideration, the industry would have full and fair hearing.

The resolution has been referred to the Subcommittee on Rules. Members are Sens. Hayden, A. S. Mike Monroney (D-Wyo.) and Margaret Chase Smith (R-Me.).

Sen. McCarran's resolution would ban radio, TV, electrical recording instruments and still photographers from Senate public hearings. It would accomplish this by adding a new rule to the Senate standing rules, providing that no Senate committee could permit radio, TV, recordings or photographs to be made in the room in which the committee meetings were taking place.

RWG STRIKE

May Be at Convention Time

RADIO WRITERS Guild, which has been waiting since its network contracts expired Oct. 1 to settle news writers' grievances, may wait a few weeks longer to call its strike at a time when the networks would be hardest hit: During national political conventions in July, when news writers will be at a premium.

The union, which had voted to strike some weeks ago and had received strike approval from its parent, Authors' League of America, reported last week that a strategy meeting—between its strategy and strike committees—was to be held late in the week. This follows the return of Ira Marion, eastern region vice president, from Hollywood conferences with west coast and central RWG unit representatives. Mr. Marion reported only that his union was trying to arrange "a tight time schedule" before walking out.

Federal mediation, which has continued in spite of the union's vote to strike against NBC, CBS and ABC, has not made much progress in seeking commercial fees for network staff newswriters. Union argues that its members deserve increases, not only because other unions have been granted them, but because more and more staffers are working on new radio documentaries which combine narration and tape recorded segments.

TABLE I

SPOT RADIO

	1941	1951	% Change
Class A, Announcement Rate	\$16.27	\$22.14	+ 36.1(1)
Radio Sets in Use	56,000,000	103,250,000(2)	+ 84.3
Number of Radio Families	29,700,000	45,850,000(2)	+ 54.4
Auto sets in use (2)	8,500,000	20,000,000(2)	+115.2
Estimated sales radio sets 1952		9,000,000	

The 93 stations in the sample were selected by power and location in direct proportion to the total number of stations in the United States. However, more network affiliates are used in compilation proportionately than non-network affiliates.

(1)—Rate increases other Class A time segments; One Hour 12.8%;

Half Hour 13.3%; Quarter Hour 16.3%.

(2)—BROADCASTING Yearbook.

(3)—Included in Total Sets in Use.

TABLE III

NEWSPAPERS

	Total Adgte Line Rate	Number of Papers	Milline Rate	
1941				
Morning	\$38,134	377	\$2.31	
Evening	50,939	1,480	3.55	
Sunday	69,284	510	2.07	
1951				
Morning	\$2,799	319	2.80	21.2%
Evening	167,452	1,454	4.06	14.4%
Sunday	129,827	543	2.54	22.7%

Source: Editor and Publisher Yearbook 1951.

TABLE II

MAGAZINES

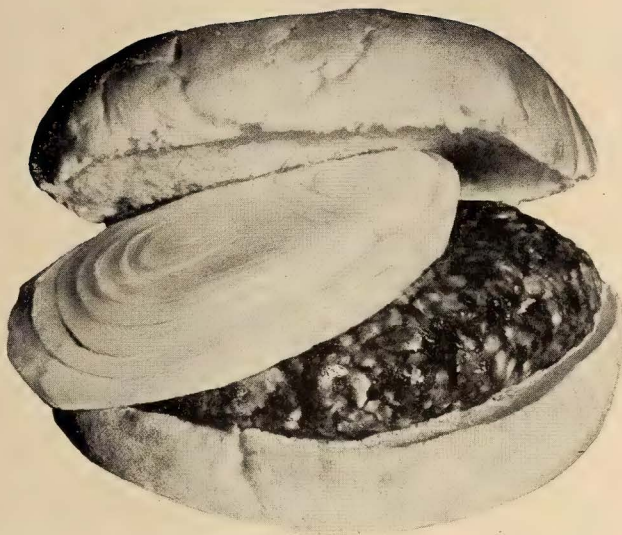
	No. of Magazines	Circulation	Combined Black and White Page Rate	Cost Per Thousand
1941	45	61,623,500	\$154,469	2.51
1951	44	79,658,600	237,324	2.98
				18.7%

Source: Magazine Advertising Bureau.

TABLE IV

Economic Factors Affecting Cost Per Thousand For Advertising Media

	July 1941	July 1951	Per Cent Increase
Wholesale Price Index (1926 = 100)			
All Commodities	86.8	179.5	102.
Foods	84.7	186.0	119.6
Consumers Price Index—All Items	105.3	185.5	76.2
	January 1941	January 1951	
Total Families	35,462,000	44,167,000	24.5
Average Disposable Income Per Family	\$2,566	\$4,995	94.6



Like onions go with hamburgers

That's how profitable advertising goes with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H* regularly carries the advertising of twice as many of them as any other station in town.

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE

WITH



TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

First or Second in

38

Quarter Hours
Between 6 a.m. and 7 p.m.

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-grown"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952
Pulse Report

WFBR
ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

'Morals' Inquiry Hears 'Drys'

(Continued from page 27)

ABC radio commentator Paul Harvey told the subcommittee. The low level of radio and TV programs is due to the fact that performers, particularly comedians, reflect the "bawdy night life" environment of Broadway and "Manhattan studio audiences," he charged.

As to newscasts, he referred to an "independent" 1944 survey of 38 radio commentators showing that only five could be considered of right wing persuasion and that only one newscast originated west of the Hudson or Potomac Rivers. He declined to discuss individual commentators, but referred to them as "night club and Greenwich Village commentators."

Mr. Harvey, who is on the ABC radio network five days a week (1-1:15 p.m.) and on Sunday nights (10-10:15 p.m.) originating in Chicago, cited *The Thin Man* series which, he said, made him blush even in front of his wife.

"The subtleties and varying degrees of purple humor," Mr. Harvey said, "are rarely sufficient in single cases to inspire a housewife in Colorado to object."

Defends Home Town

Mr. Harvey's references to the pernicious influence of New York roused Rep. Klein to a spirited defense of his native city. Most New Yorkers, he said, were as provincial, as residents of other areas, and were not steeped in corruption and sex as intimated by Mr. Harvey. Most studio audiences are filled with people from out of town, he said. When Rep. J. Edgar Chenoweth (R-Col.) remarked that New York could not be considered part of America, he drew a heated rejoinder from Rep. Klein.

Strongest objection to beer and wine advertising was presented by Miss Smart. She documented her statement with a review of one afternoon and evening of viewing of WNBW (TV), the NBC station in Washington.

Excerpts of her comments on what she saw follow:

It started out with a rather good play at 4 p.m. . . . but the background of the story is an alleged murder . . . brings in question of mercy deaths. Then at 5:15 the "Gabby Hayes Show," a western—and most westerns deal with scenes of violence . . . followed "Howdy Doody" . . . and then "The Range Busters"—more shooting and more violence. At 6:50 there was an ad for Gunther's Dry Beer . . . "We're having a party—how about you? Yes, you can enjoy glass, after glass, after glass." Note the suggestion to drink to excess . . . "Kukia, Fran & Ollie" followed shortly. Then some very low necklines on the "Willis Conover Show," dropped almost off the shoulders. Dinah Shore and a plunging neckline. At 8:15 a repetition of "Go, Get Gunther." Some cigarette ads. Groucho Marx, in "You Bet Your Life," questioning a young woman who says she's a "skip chaser" (meaning a person who pursues delinquent debtors). He remarks, "A stripper-teaser. That's fine. I'm tired of this namby-pamby stuff." At 8:30, "Treasure Men in Action" chasing and unearthing a still. At 9 o'clock some more police action uncovering a jewel robbery. Later on "Private Eye" and kidnapping. Then "Finger Intrigue," a thriller chase . . . by Ballantine's. "If you're at your favorite tavern, order up. If you're at home get a bottle out of the refrigerator." The hero, the foreign correspondent, drinks the beer to encourage the audience to do likewise.

Among other programs at which

Miss Smart pointed the finger of distaste were Pick Temple's *Cowboy Playhouse*, on WTOP-TV Washington; *Ken Murray Show* on CBS-TV (sponsored by Anheuser-Busch); *Halls of Ivy* on NBC radio (sponsored by Schlitz).

Appearing in behalf of dry forces in addition to Miss Smart, were: Dr. J. Raymond Schmidt, International Order of Good Templars and National Civic League; C. S. Longacre, National Temperance Society; Lloyd Halvorson, National Grange; Bishop Wilbur E. Hammaker, Methodist Church.

In essence, testimony of the "dry" witnesses was reminiscent of the hearings on the Johnson-Case bill held by the Senate Interstate and Foreign Commerce Committee earlier this year [B.T., Feb. 11, 4]. That bill, which would have barred liquor ads from the airwaves, was killed by a 7 to 6 committee vote. Most of the witnesses had appeared before the Senate committee in favor of the bill.

Scheduled as a witness was George Lewis, director of the National Assn. of Gagwriters, but he was not present when called. In a news release about his scheduled appearance, NAG said it was campaigning to raise the standards of humor in the U. S., declared that the probe "will focus attention on the decline of comedians and the need for training grounds for new ones."

Active in questioning of witnesses were Reps. Klein, who seemingly defended the general level of radio-TV programs; Chenoweth, who kept inquiring for details of what witnesses described as objectionable material, and Joseph P. O'Hara (R-Minn.), who questioned whether Congress could constitutionally censor programs. Other members of the seven-man subcommittee are Reps. Homer Thornberry (D-Tex.), Harnard D. Denny Jr. (R-Pa.) and F. Ertel Carlyle (D-N. C.). Mr. Carlyle was absent during last week's sessions.

Reference to the Milton Berle skit of several weeks ago where school children's oath of allegiance to the flag was alleged to have been burlesqued was characterized by Rep. Denny as "destroying the sacredness of American institutions."

In answer to an avowal of irritation by Rep. O'Hara at a large amount of advertising on the air, Rep. Gathings answered that he never felt irritated because he realized that a sponsor was necessary to bring the program into his living room. In fact, he said, he "appreciated" the fact that the sponsor was bringing his favorite programs into his living room.

Rep. Harris appeared perturbed at newspaper reports which implied a burlesque aura to the hearings. He also warned the broadcasting industry to take the hearings seriously.



MRS. JAY D. WHITAM, chairman, Nassau County Chapter Canteen Service, American Red Cross, supervises while George Ball, public affairs director, WHLI-AM-FM Hempstead, L. I., and Paul Godofsky, WHLI president-general manager, mix cake batter. WHLI presented the cake June 5, the chapter's 35th anniversary. In addition, June 5 was WHLI "Blood-For-Korea" Day. More than 14 hours of air-time were to be devoted by WHLI Monday to the blood campaign.

ALBERT D. LASKER Pioneer Agency Owner Dies

ALBERT D. LASKER, 72, retired head and principal owner of the former Lord & Thomas agency (now Foote, Cone & Belding), and co-founder with his wife of the Albert and Mary Lasker Foundation for Educational Medical Research, died in New York May 30 of cancer.

Mr. Lasker was born May 1, 1880, in Freiburg, Germany, of American parents touring Europe at the time.

In 1898 he went to work for Lord & Thomas at \$10 a week. Twelve years later he owned the agency. The period from his first employment to his retirement saw the firm's annual billings rise from \$800,000 to \$50 million.

Mr. Lasker retired in 1942 when he dissolved the firm and turned the business over to his subsidiaries, who continued it under the name of Foote, Cone & Belding.

The Lasker Foundation was established in 1943. One of its primary concerns has been cancer research.

Mr. Lasker was married three times. His first wife, Florence Flora Warner, died in 1936. Two years later he married actress Doris Kenyon Sills Hopkins. They were divorced in 1939. His third marriage in 1940 was to Mrs. Mary Woodard Reinhardt, who survives. Other survivors include three children by his first marriage.

Jack Parker Resigns

JACK PARKER, vice president and general manager of Saginaw Broadcasting Co., licensee of WSAM Saginaw, Mich., has resigned, according to Milton Greenbaum, president. Mr. Parker plans to enter the agency field.

Confidence

When a station is so programmed that the listener is assured of high type, diverting and diversified programming, suitable for the listening of every age and interest, the listener acquires confidence in, and respect for the station.

This confidence is carried over into a confidence in the products and services advertised on the station.

That this confidence rings cash registers is verified by the advertisers on WREC. Won't you ask them?

And, remember, — WREC costs 10.1% less than in 1946, and has the highest Hooper rating in Memphis.

WREC

AFFILIATED WITH CBS, 600 KC, 5000 WATTS

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

CBS Radio Sells \$1½ Millions

(Continued from page 25)

probably starting the first week in July, through Foote, Cone & Belding, New York, while Sonotone Corp. was said to be negotiating for a daytime show (perhaps in the *Arthur Godfrey Time* segments open and not taken by Frigidaire). Quaker Oats was reported scheduling a 3:50-4 p.m. EDT show Mondays, Wednesdays and Fridays, commencing in the fall with the exact program to be selected in the meantime, and Chesebrough Mfg. Co. was negotiating for renewal of its *Dr. Christian* show (Wed., 8:30-9 p.m. EDT) for the 16th year.

In the meantime sponsors of the CBS Radio affiliates meeting scheduled in New York July 1-2 reported that in the first week after invitations went out more than half the stations—or approximately 100—

had indicated they would participate. With three weeks yet to go before the meeting, they appeared confident that virtually the entire roster of CBS Radio affiliates would be on hand. Officials of about half a dozen stations have indicated they cannot be on hand, owing to other commitments.

The meeting was called to discuss "the current network radio situation," with the dark prospect of another round of network rate reductions expected to draw the limelight. The affiliates will meet privately the first day and then be joined by top CBS and CBS Radio officials on the second. The meeting plan was worked out by affiliates in consultations with network executives, who view the sessions as a constructive method of approaching

an admittedly difficult problem.

At least in part, the meeting is an outgrowth of a session of the All-Radio Affiliates Committee held a fortnight ago, when it was said that members would confer individually with executives of their respective networks with regard to the general network situation. When plans for the CBS Radio affiliates meeting were evolved later, AC Chairman Paul W. Morency, WTIC Hartford, reported that he was "glad to see any activity which will study objectively the problems which now confront radio," and added that "I certainly hope that some concrete answers come out of the proposed meeting."

NATIONAL Assn. of Gagwriters has auditioned-taped two comedy shows, *Comedians' Roundtable* and *Gagwriters Exchange*. Format for latter is being offered to local stations tied in with NAG local activities.

Candidates' Complaints

(Continued from page 27)

and his Kansas news conference Thursday, with television providing, in most instances, immediate reports while radio followed up with later and sometimes excerpted rebroadcasts, spotted among the networks' regular programs. Some networks, such as NBC which sent Bob Considine and Frank Bourgholtzer, assigned reporters and commentators to travel with the General.

Television newsreel services also kept pace with the Presidential candidate. Telenews Productions had footage flown from Abilene to Kansas City where members of the New York production staff, moved especially for the occasion, completed processing to effect immediate delivery of their films. By splicing pieces of kinescope film together, NBC-TV News Department was able to lead off the *Camel News Caravan* in New York with a report of the Abilene speech 15 minutes after the talk.

Meanwhile, the FCC was pondering CBS' reply to its letter two weeks ago which informed the network it should provide GOP Presidential Candidate William R. Schneider equal time with all other candidates [AT DEADLINE, June 2].

CBS declared in its reply, released last week, that the Commission's decision "would curtail drastically the ability of radio and television broadcasters to inform the electorate concerning the issues of the campaign. The decision would make it impossible to carry such programs as CBS Radio's *Candidates and Issues* and *Presidential Profiles* and CBS Television's *Presidential Timber* series.

CBS concluded by requesting a hearing before the full Commission.

Complained In April

Mr. Schneider had complained to the Commission in April that CBS was not affording him equal time to that given other Presidential candidates. On April 30, the FCC asked CBS for details and on May 14, CBS replied.

One of the points of issue is the fact that although Mr. Schneider entered the preferential primaries in Oregon and New Hampshire, CBS rejected his request for time on the ground, among others, that it owned no stations in those states. The FCC in its May 28 letter stated that that made no difference; Mr. Schneider had the right to equal time.

Another point apparently made by CBS was that Mr. Schneider's chances for nomination were pretty meager. To this the FCC said:

"... neither the statute [Sec. 315 of the Communications Act] nor the Commission's Rules permit compliance with the statutory requirement dependent upon any subjective determination by the station or stations involved with respect to a candidate's practical chances of nomination or election."

**17 OUT OF 18
PREFER WDAY, FARGO!**



According to an independent survey made by students at North Dakota Agricultural College, 17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station. 3,969 farm families in the rich Red River Valley were asked, "To what radio station does your family listen most?" 78.6% said WDAY, with the next station getting only 4.4%!

Fargo-Moorhead Hoopers credit WDAY with

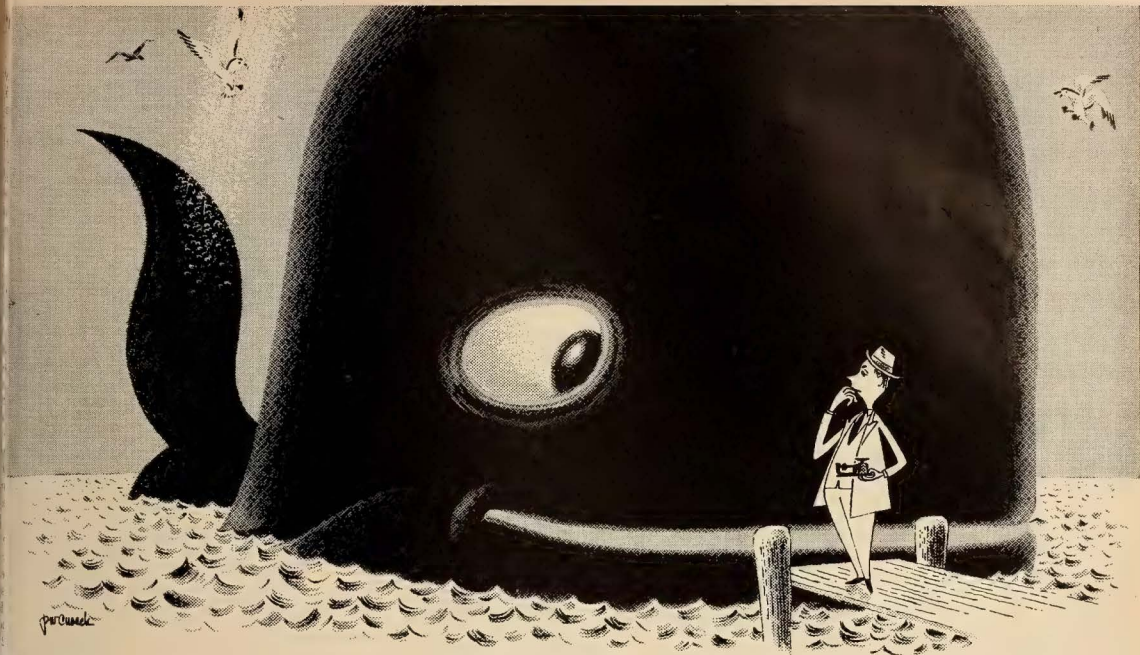
much the same overwhelming popularity "in town". Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater Share of Audience than all other Fargo-Moorhead stations combined!

WDAY is one of America's great radio buys, serving one of America's great farm markets. Write direct or ask Free & Peters for the facts!



WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives



You can't weigh a whale with a postage scale

You can't accurately measure the size of radio and TV station audiences, either, unless you use a technique fitted to the job at hand, gauging *all* of its dimensions.

Under today's conditions, the research method must be unquestionably equal to the task of measuring the value of a station property. That's the case with **NIELSEN COVERAGE SERVICE**.

In its method, tailored (via field testing) to the needs of both buyer and seller, NCS doesn't just meet past research standards. It sets new ones. It insures accurate measurement of the major dimensions of radio and TV, blanketing the country

with *personal interviews*, supplemented by data from the time-proven **AUDIMETER**.*

In its reports, NCS will disclose the complete story on the *size of daily, weekly, monthly audiences . . . homes reached per minute . . . out-of-home listening and viewing . . . set ownership . . . family characteristics*. And NCS will provide the first nationwide TV station coverage survey ever made.

For the most thorough, accurate measurement of station audiences at your command, **NIELSEN COVERAGE SERVICE** is the single answer. Details and price schedules? Special early discounts expire June 15. Contact our nearest office.

*Trademark, A. C. Nielsen Company

NIELSEN COVERAGE SERVICE

A Service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Ill.
Hollycourt 5-4400

500 Fifth Avenue, New York 36, N. Y.
PEnnsylvania 6-2850

CLEVELAND WSRS

"The Family Station"

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

WSRS

WILL BE AT THE
REPUBLICAN
AND
DEMOCRATIC
CONVENTIONS
FULL TIME
COVERAGE
DIRECT FROM
CHICAGO
OVER OUR OWN
EXCLUSIVE
FACILITIES

WSRS

LOCAL NEWS
EVERY SIXTY
MINUTES ON
THE HALF HOUR
'ROUND THE
CLOCK

On the air
24 hours daily

"The Family Station"

WSRS
CLEVELAND
NAT'L REP. FOR JOE & CO.

upcoming



June 9-10: NARTB TV Board, The Homestead, Hot Springs, Va.
June 12-13: NARTB Radio Board, NARTB Hdqrs., Washington.
June 13-14: Maryland-D. C. Radio-TV Broadcasters Assn. spring meeting, Hotel Stephen Decatur, Ocean City, Md.
June 16: BAB Sales Clinic, Philadelphia.
June 16-17: American Marketing Assn., conference, Netherland Plaza Hotel, Cincinnati.
June 16-18: National Assn. Radio Farm Directors, spring meeting, Raleigh Hotel, Washington.
June 16-19: National Advertising Agency Network, annual management conference, Skytop Lodge, Skytop, 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, Nags 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 23-26: RTMA annual convention, Palmer House, Chicago.
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.
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.
Oct. 12-15: AAAA, Pacific Council an-

nual convention, Arrowhead Springs Hotel, San Bernardino, Calif.
Oct. 20-23: Financial Public Relations Assn., annual convention, Coronado, Calif.
Oct. 27-29: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 9-16: National Radio & Television Week.
Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.
Dec. 27-29: American Marketing Assn., Conference, Palmer House, Chicago.

CASH TO HEAD

WLW Sales Department

NORMAN CASH has been named as general sales manager of WLW Cincinnati, Harry Mason Smith, vice president of Crosley Broadcasting Corp. sales operation, announced Thursday.

Mr. Cash, former WLW assistant sales manager, joined Crosley from NBC, where he was head of NBC's AM Station Relations Div.

Mr. Smith said the new appointment is a step further in separating the Crosley AM and TV sales operation, of which he is in over-all charge. Dave Partridge continues as manager of the Crosley TV sales department.

WCFL CHANGES

McGeehan Named Sales Mgr.

MARTIN MCGEEHAN, former Midwest manager of Liberty Broadcasting System, Chicago, joins WCFL, Chicago Federation of Labor station, as sales manager and manager of the station's White Sox baseball network.

Arthur F. Harre, station manager, also has appointed Edward Wiebe as sales promotion manager. He is former partner in Dickson & Wiebe Agency, same city. Fred Herendeen, former account executive at George Hartman Agency, has joined the station as public relations director. New members of the sales staff are Tom Haviland, who headed a Studebaker sales organization, and George Draw, former space salesman.

LEVER CHANGES

Bloomquist, Others Affected

FOUR promotions in Lever Div. (soaps, detergents, and shortening), Lever Bros. Co., N. Y., and an advancement in the company-wide organization were announced last week.

G. Walter Laborie, general promotion manager, becomes sales manager of Lever Div.; J. Harvey Howells, advertising manager of the Jelke Div., was named to same post for Lever; John A. Blum, formerly assistant to the president, becomes merchandise manager, and William H. Harr, budget manager in finance division, was appointed marketing service manager.

Howard Bloomquist, advertising brand manager, was appointed general manager of the promotion division for the overall Lever organization.

WELDON & CARR

Three More Join

THREE more engineers last week joined Weldon & Carr, consulting radio and TV engineers, in Washington, D. C.



Mr. Gilbert

Named last Monday as associate director of Weldon & Carr is John D. Gilbert, who on May 31 left his position as manager of CBS technical operations, chief engineer of WCBS-AM-FM.

New York and of the CBS international stations at Brentwood, L. I., and Wayne, N. J.

After attending the U. of Minnesota, Mr. Gilbert joined CBS in 1929 and in 1938 was appointed a supervisor in the technical operations division. In World War II he was an officer and project engineer in the Navy Dept. Bureau of Ships, Washington, returning to CBS after the war to become assistant manager of technical operations in 1947 and manager in 1951.

Others Joining

Joining Weldon & Carr as antenna laboratory division chief engineer is David F. Bowman, who attended the U. of Cincinnati and received his B.E.E. degree from Ohio State U. in 1942.



Mr. Bowman

During World War II Mr. Bowman worked at Hazeltine Electronics Corp. laboratories in development of antennas, R. F. components and special test equipment for the government I.F.F. program. In 1946 he joined Airborne Instruments Lab. Inc., and from 1947 assisted in supervising the antenna research and development section.

Heading up the Weldon & Carr TV group will be John H. McMahon, formerly chief engineer of KSTP-AM-FM-TV St. Paul, Minn. He will join the firm June 15.



Mr. McMahon

A U. of Minnesota graduate with a B.E.E. degree, he started his career at KSTP in 1939. During World War II he was a project engineer on government war contracts with Airborne Instruments Lab., returning afterward to KSTP as assistant chief engineer and becoming chief engineer in 1948.

Homer A. Ray Jr., formerly of Gautney & Ray, Washington, joined Weldon & Carr May 19 [B.T. May 26].

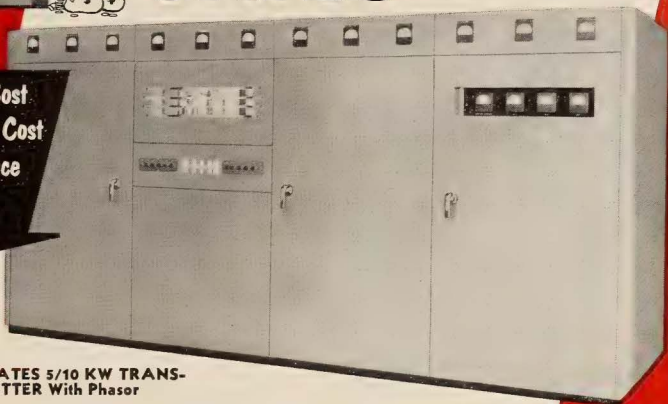
SLASH COSTS... INCREASE PROFITS!



GATES

**5KW and 10KW
AM TRANSMITTERS**

✓ Lower Initial Cost
✓ Lower Operating Cost
✓ Proven Performance
**MORE BONUS
FEATURES**



GATES 5/10 KW TRANSMITTER With Phasor

Here's good news, indeed, for performance conscious broadcasters who want quality equipment and who appreciate the many bonus advantages this better engineered broadcast transmitter offers.

Check These Features

1. Popular new 3X2500F3 tubes used both as power amplifiers and modulators. As modulators, these low impedance tubes provide lower distortion—higher broadcast fidelity. They operate at lower plate voltage, provide greater safety factor and better circuit constants.
2. More effective and efficient cooling system employs a single 44 H. P. blower motor instead of usual three 13 H. P.
3. Separate meters provided for every important circuit. No multimetering employed.
4. Sixty-second or less accessibility to any part regardless of location.
5. No saving at sacrifice of quality. All transformers fully cased, abundance of circuit protection, including ten over-undervoltage relays and five magnetic circuit breakers plus average two cycle frequency stability.
6. Handsome appearance — modern design, easy accessibility.
7. Lower primary power consumption (15 1/4 KW at average modulation). One broadcaster reported actual savings of \$100.00 monthly in power bill after replacing older 5 KW with new GATES BC-5B.

SPECIFICATIONS

- 5 R. F. stages with 3X2500F3 power amplifiers.
- 4 audio stages with pair 3X2500F3 Class B modulators.
- Inverse feedback employed but will meet full F. C. C. requirements when omitted.
- Response 30—10,000 cycles 1.5 Db. Noise consistently way below 60 Db. at 100% modulation.
- Average distortion 2 1/4% or less at 50 and 7500 cycles.
- Power consumption at average modulation only 15.5 KW at 5 KW or 23 KW at 10 KW, carrier power.

Join GATES equipped broadcasters everywhere who are slashing initial and operating costs, increasing quality of broadcasts and building profits. Write today for descriptive literature and engineering data on these modern GATES 5/10 KW Transmitters. See for yourself why there is no wiser nor more profitable investment in broadcast transmitters than in GATES.

GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

READY NOW!

Facts... Figures... Maps
COMPLETE REFERENCE
 folder on

The Golden Triangle

KCMC
 (AM-FM)

TEXARKANA
 Ark., Tex.

KWFC
 HOT SPRINGS
 Ark.

A RICH Growing MARKET

KAMD
 CAMDEN, Ark.

Served by

THE ARKTEX STATIONS

KCMC Texarkana, Ark.-Tex.
 (AM-FM)

KAMD Camden, Ark.

KWFC Hot Springs, Ark.

Get the facts now
 on this great
SOUTHWESTERN MARKET

Here are 571,000 people with 160,200 radio homes and an effective buying income of over \$420 millions* Industrial, farm, oil, resort, manufacturing, lumber, military ordinance—a big market you should reach!

*From Sales Management

**ONE ORDER
 ONE CLEARANCE
 ONE BILLING**
 (Sold Singly or in Groups)

For details write to:

FRANK O. MYERS, Gen. Mgr.
THE ARKTEX STATIONS
 Gazette Bldg., Texarkana, Ark.-Tex.

ARF BY-LAWS

Kobak Forecasts Changes

EDGAR KOBAK, president of the reconstituted Advertising Research Foundation, reported last week that recommendations will be advanced "fairly soon for certain important changes" in the ARF by-laws, including expansion of the board of directors.

Pointing out that media members are now eligible as ARF subscribers along with agencies and advertisers, as a result of the recent realignment, Mr. Kobak asserted:

"We find that with the steadily mounting interest of media in the foundation, we must enlarge media representation on the board to take care of the various important segments in the media field. At the same time it will be necessary to add directors from our advertiser and agency subscribers."

The foundation now has 136 subscribers—59 agencies, 48 advertisers, 27 media concerns, and the two founder subscribers: Assn. of National Advertisers and American Assn. of Advertising Agencies.

One of the early projects in prospect for ARF is an evaluation of the various radio and television rating services and their respective techniques in an attempt to clarify long-standing confusion in this field. BAB has earmarked \$15,000 as radio's contribution toward the \$25,000 which ARF has estimated such a study would cost, and it is expected that the television division of NARTB will be asked to put up the rest [B•T, June 2, May 26].

Expansion Plans

Plans for enlargement of ARF board were reported by Mr. Kobak in the first issue of a "News Letter" for subscribers. He also reported that "right now we're working on the task of enlarging committees and strengthening them, and we'd welcome volunteers for committee work."

Additionally, he disclosed a proposed "statement of policy" which defined ARF's objectives as being "to further scientific practices and promote greater effectiveness in advertising and marketing through objective and impartial research." Five ARF facilities for attainment of the goals were listed as follows:

"(1) Supervision of the conduct of research studies that are of general interest to subscribers; (2) review and appraisal of media research reports for the exclusive benefit of subscribers; (3) general advisory opinions and consultation, on a confidential basis, to media to assist them prior to their making media studies; (4) supervision in complete detail and impartial validation of media studies, as ARF has been doing for 15 years; (5) other functions which will further scientific practices in advertising and marketing by fostering research."

FARM DIRECTORS

Plan Washington Meeting

FIFTH annual radio farm directors' meeting will be held June 16-17 at the Dept. of Agriculture headquarters auditorium in Washington, with farm organizations and the National Assn. of Radio Farm Directors cooperating.

The opening day's meeting will include a discussion session with Secretary of Agriculture Charles F. Brannan. A feature titled "Filling the Fifth Plate" will be supervised by Gus Geissler, administrator, Production & Marketing Administration; Byron Shaw, administrator, Agricultural Research Administration, and O. V. Wells, chief, Bureau of Agricultural Economics.

Monday afternoon's agenda features a meeting with members of Senate and House Agriculture Committees.

Progress report on Point Four developments will be made Tuesday by Stanley Andrews, administrator, Technical Cooperation Administration, Dept. of State. Maynard Speece, of the Radio & Television Service, Dept. of Agriculture, will conduct a TV session, to be followed by a discussion on informational services.

NARTB VOTE DRIVE

State Committees Named

COMMITTEES to cooperate with NARTB's Register and Vote campaign have been named by four of 38 state broadcasters associations, according to NARTB President Harold E. Fellows. The national drive is being sponsored jointly by NARTB and American Heritage Foundation.

Committee members follow:

ARKANSAS—Storm Whaley, KUOA Sileam Springs, chairman; Ted Woods, KOSE Osceola; Melvin Spann, WWAK Stuttgart; James F. Walker, KPFW Fort Smith, and J. M. Moore, KVCB Arkadelphia.

INDIANA—O. E. Richardson, WASK Lafayette, chairman; Dan Park, WIRE Indianapolis; Dee Coe, WWCW Gary; Ed Thoms, WKMG Fort Wayne, and Joe Higgins, WTHI Terre Haute.

NEW JERSEY—Paul Alger, WSNJ Bridgeton, chairman; Fred Weber, WFFG Atlantic City; Fred Bernstein, WTIM Trenton; Harry Goodwin, WNEP Newark; Bob Williams, WCTC New Brunswick, and Gordon Giffen, WKDN Camden.

UTAH—S. John Schile, KUTA Salt Lake City, chairman; Lennox Murdoch, KSL-TV Salt Lake City; George Hatch, KLO Ogden; Reed Bullen, KGNU Logan; Wade Ebeling, KUBH Brigham City; Art Higbee, KSUB Cedar City; Frank Peacock, KSCV Richfield; Lee Walker, KJAM Vernal; Jack Richards, KOAL Price, and Arch Madison, KOVO Provo.

a winner
on any
ticket...



Want to be the party in power?

Take a tip from the last two elections—on trade paper effectiveness, that is.

A leading 50 kw station asked 800 advertisers and agencies: "Which publication would you use if you were in our place trying to reach you?"

A landslide for **BROADCASTING • TELECASTING**—by 392%

Fact Finders Associates of New York, in the first personal interview survey of the radio-TV trade press, asked: "What trade journal brings radio station advertising most effectively to your attention?"

A resounding first for **BROADCASTING • TELECASTING**—by 445%

Whatever your platform for trade paper values—coverage, readership, loyalty, influence, effectiveness—you'll be the party in power on the BROADCASTING ticket.





WJW

CLEVELAND'S *Chief* STATION
presents

THE HOTTEST SELLING QUARTET

IN CLEVELAND RADIO



From left to right:

SOUPY HINES

"THE SOUPY HINES SHOW"

JACK CLIFTON

"CLIFTON'S HOUSE PARTY"

ALAN FREED

"KING OF THE MOON DOG HOUSE PROGRAM"

JANE STEVENS

"THE WOMAN'S PAGE"

For further details, call, write Hal Waddell, Sales Manager

5000 WATTS

WJW BUILDING

BASIC ABC

CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

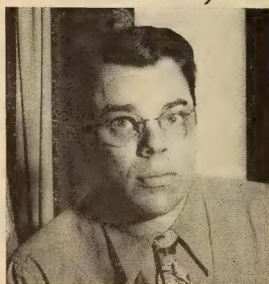


KILLINGSWORTH-UNION AVENUE DISTRICT

where more than 50,000 Portlanders
shop regularly.

FURNITURE DEALER

Bob Calef reports, "Aggressive merchandising, loyal friendships among retailers and proven ability to sell makes KGW tops."



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



BANKER W. B. Gard, manager, Union branch, U. S. National, states, "The voice that sells in the Portland area is KGW. Truly the 'choice' in our area."



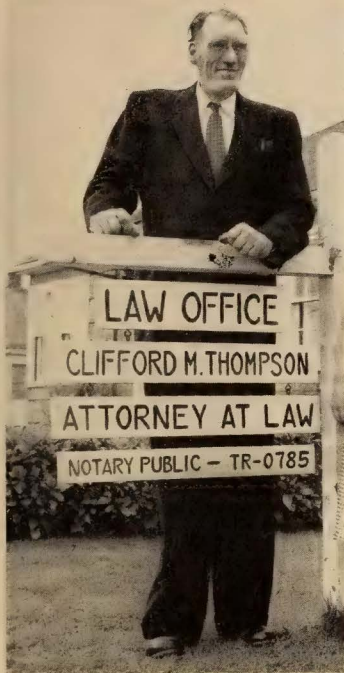
THE People's Choice IN PORTLAND OREGON

Now, more than ever before, the rich, ever-growing Columbian Empire offers a top market for your product and KGW offers the way to greater sales for you through its proven public acceptance and proven merchandising plan. You want to buy where they're listening and KGW offers the largest audience of any Portland station. An area of nearly 12,000 square miles you can cover with this one station! Get this power that produces for your product now.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

BROADCASTING • Telecasting

OUTSTANDING CHOICE OF THE RADIO AUDIENCE: KGW!



GIANT Clifford Thompson, eight-foot-four, relates, "KGW is the giant of Northwest radio and produces head and shoulders above anyone else."



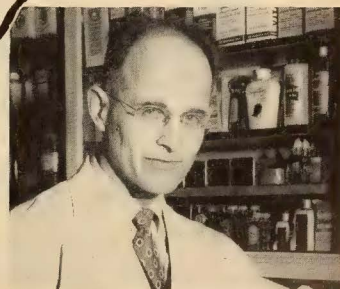
HOUSEWIFE Mrs. Alice Brown avers, "We're always 'sure' of the products advertised on KGW. It is the community leader that brings us the best."



GROCER H. C. Hamnett says, "KGW's merchandising plan is the best to hit our area in Northwest radio history. Sales boom for KGW-advertised products."

Killingsworth...

Another Portland area solidly
"sold" on KGW!

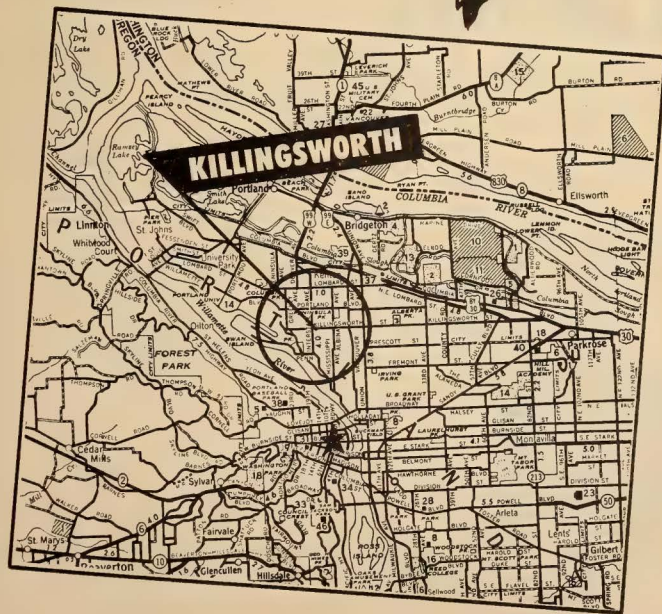


DRUGGIST Don Sloop declares, "KGW is first with news, music and all-around entertainment that makes it the favorite with us. The west's best!"



CAREER GIRL

Arden Stohr, airline hostess, says, "You're flying high with KGW, the station that appeals to everyone and is everyone's choice."



FCC BUDGET

FATE of the \$6,708,460 FCC budget for fiscal 1953 rested this week with a joint Senate-House conference committee, following full Senate approval last week of an additional \$600,000 for TV application processing.

House last March approved \$6,108,460 for FCC operations in the fiscal year beginning July 1, 1952, although the President had asked for \$8,075,000. Senate Appropriations Committee recommended an additional \$600,000 to take care of an expected heavy workload on TV applications after a spirited plea for more funds for this purpose by Sens. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, and Homer E. Capehart (R-Ind.), also a member of the Commerce Committee [B•T, June 2, May 26].

Addition of \$600,000 to the FCC's appropriation was estimated by Sen. Johnson to permit the hiring

TV Money Rests With Conference Committee

of 15 additional examiner teams by the FCC. An examiner team comprises the examiner, trial attorney, engineer and accountant plus stenographic and clerical help.

In testimony before the Senate Subcommittee on Independent Offices appropriations last April, FCC Vice Chairman Rosel H. Hyde warned that even if the Commission received additional funds to hire 20 examiner teams, "we would still not be current in the handling of television applications at the end of 1953." He also estimated that it would take about three months to fill any new positions. Other FCC officials have warned that personnel procurement for government

officials was a difficult job, and that it takes about a year before new personnel are experienced enough to entrust with hearing cases.

Date for the joint Senate-House conference has not been set. Senate conferees named were: Democrats—Sens. Burnet R. Maybank (S. C.), Joseph C. O'Mahoney (Wyo.), Kenneth McKellar (Tenn.), Lister Hill (Ala.), Brien McMahon (Conn.), a member of the Commerce Committee; Republicans—Sens. Leverett Saltonstall (Mass.), Styles Bridges (N. H.), Homer Ferguson (Mich.). House conferees named were: Democrats—Reps. Clarence Cannon (Mo.), Albert Thomas (Tex.), Albert Gore (Tenn.), George W. Andrews (Ala.), Sidney R. Yates (Ill.). Republicans—Reps. John Taber (N. Y.), John Phillips (Calif.), Frederic R. Coudert Jr. (N. Y.), Norris Cotton (N. H.).

Included in the Senate approval of the Appropriations Committee's

recommendations was the suggestion that the FCC charge fees for processing and licensing of TV stations so that the "cost of processing the application through the hearing and the granting of the license should in some measure be reimbursed to the Government by the beneficiaries of such licenses."

The FCC was called upon to investigate such a system of charges and to report its findings.

In the 1952 Independent Offices Appropriation Act, such a recommendation also had been made for all government regulatory agencies. The FCC submitted a report to Congress stating that it did not consider the establishment of fees feasible, nor did it believe sufficient revenues would accrue to make a fee system worthwhile.

AFA CONVENTION

Underway in New York

AT LEAST 1,000 advertisers were expected to attend the Advertising Federation of America convention starting in New York's Waldorf-Astoria Hotel yesterday (Sunday), spokesmen reported last week, indicating that advance registration has been "exceptionally good."

Although the four-day meeting is dedicated to "better advertising—more efficient advertising people," delegates are slated to hear an inventory of television's future, to be delivered by leading agency and broadcasting executives Wednesday morning. Prime topic will be "What the Television Thaw Means" with explanations from the point of view of the network, the agency, the advertiser and the producer. Other speeches Wednesday morning will include an explanation of UHF by Raymond Guy, manager of radio and allocations engineering for NBC.

Irving H. Herriott Jr.

FUNERAL services were conducted in Chicago last Monday for Irving Howard Herriott Jr., 40, district sales manager of Zenith Radio Corp. and son of the company's general counsel. Mr. Herriott died May 29 in Washington on a business trip. He joined Zenith in 1937. Surviving are his wife, Marjorie, a son and a daughter.

HAWAIIAN TOUR

Listeners Invited by WIBW

AN AIRPLANE tour to the Hawaiian Islands open to radio listeners is included in autumn plans of WIBW Topeka, Kan. The tour is to be conducted by Wes Seyler, WIBW farm service director.

Mr. Seyler said that the primary purpose of the tour is to study agriculture and livestock in Hawaii but there will be time to take advantage of the Hawaiian climate. A more leisurely trip is being planned via ocean liner.

Price per person will be based on actual cost, Mr. Seyler said. Reservations may be made for both men and women, subject to prior claims and space limitations.

Radio Still Dominates THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Surveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air



5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

1ST in Sports



★ BIG LEAGUE BASEBALL

Exhibition Games
Regular Games
World Series
All-Star

★ BIG-TIME FOOTBALL

National Collegiate Games
Southwest Conference Games
Professional Games
Army-Navy
Trinity University
East-West
Blue-Gray
Gator Bowl
All-Star
State High School Championships

★ AUTO RACES

Indianapolis Speedway Races
Pan-American Speedway Races

★ PRIZE FIGHTS

Pabst Blue Ribbon Fights

★ HORSE RACING

More big time sports than all other
San Antonio stations combined!

KMAC

MUTUAL ON 630

SAN ANTONIO

★ HOWARD W. DAVIS, Owner

25
YEARS
OF
SERVICE

★ Represented nationally by the GEORGE P. HOLLINGBERY Co.

On All Accounts

(Continued from page 16)

through with production a campaign that will sell the client's products or services.

In its two and a half years, American Advertising has taken new accounts, put them on radio alone, and made them successful. Mr. Lease particularly cites E. Masin furniture, which formerly had used classified ads exclusively, and the Veloz & Yolanda dance studios. The Seattle studio became the top Veloz & Yolanda money-maker on the Pacific Coast in the one year it was Mr. Lease's account, and new studios have since been opened in Tacoma, Bremerton and Portland, all as accounts of American Advertising.

Tony Lease's role as charmer of lonely women results from another account, the Sinus Institute. He created and now voices *Mr. Jet*, a "Lonesome-Gal" type of show for women. Aired Mondays through Fridays at 7:30-7:45 p.m. on KXA Seattle, *Mr. Jet* offers semi-classical music with intimate commentary, to sell sinusitis treatments.

Another successful promotion of American Advertising is *Tune Trail*, aired daily from noon to 2:30 p.m. on KRSC Seattle. The musical quiz show has six participating sponsors.

The agency's ultimate TV objective is to develop a complete production department. Mr. Lease himself serves on direction, production, script and ideas, and currently has two assistants in the agency. He is looking for "triple-threat men" for his staff, to develop, create and sell ideas in television production.

Advertising-wise, Mr. Lease believes in the value of saturation. He seeks to build a personality for the advertiser, then hammer it home with consistency. "You can spend \$1,000 in one week, and be forgotten in two," he says.

Although as "Mr. Jet," he has captured many feminine hearts, Anthony Lease in private life is happily married to the former Theo Thill. They have one son, Thill Anthony Lease, born last May 5. Mr. Lease is a member of the Washington State Press Club, and avers his hobby is philosophy.

GRID COVERAGE

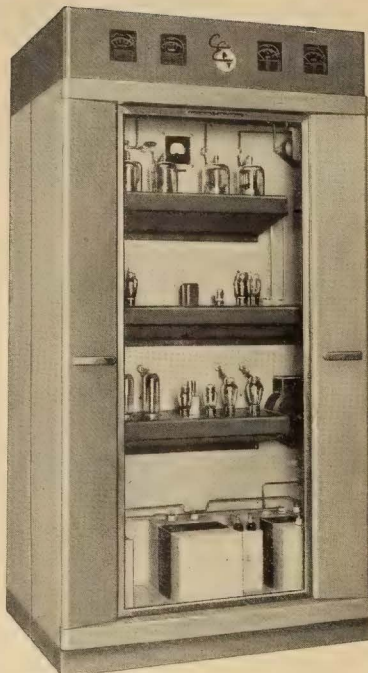
WMAL Gets Md. Exclusive

EXCLUSIVE radio coverage of the complete 1952 U. of Maryland football schedule by WMAL Washington, was announced last week by Kenneth H. Berkeley, general manager, WMAL-AM-FM-TV.

Jim Gibbons, a local sportscaster, will handle the play-by-play. Maryland opponents include Missouri U., Auburn, Clemson U., Georgia U., the Naval Academy, Louisiana State U., Boston U., Mississippi, and Alabama U. Last season, an undefeated Maryland team trounced Tennessee in the Sugar Bowl game on New Year's Day.

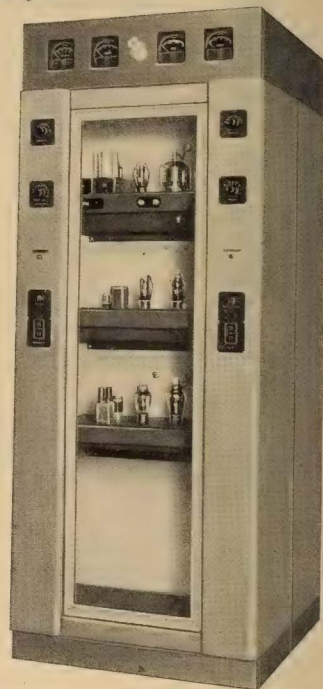
CONTINENTAL AM TRANSMITTERS

Via Graybar



Type 314-2 1000 watt Continental transmitter — Unique pressurized cabinet design guides cool, filtered air to all components. Variac transformer smooths out power and voltage variations. Unit cuts back easily to 500 watts.

Type 312 250 watt Continental transmitter — Low-level modulation of linear RF power amplifier provides superior performance. Unit has 14 metering positions.



new **Graybar-distributed units embody these important transmitter features**

1. Simplified circuit design — inexpensive tube complement
2. Easy adjustment — fewer tuning controls
3. Unified Transview cabinet — frameless all-aluminum construction
4. Ready accessibility to all components
5. Electric door locks with pressure latches — provide maximum safety
6. Electronic time delay — automatic filament voltage regulation
7. New Continental Type 30XT Crystal Oscillators
8. Low drive, high-gain amplifier tubes — require no neutralization
9. Vacuum tank capacitors — oversized components

Your near-by Graybar Broadcast Equipment Representative will be glad to give you complete details on either of these new Continental transmitters.

Discuss your other AM, FM, or TV requirements with him, too. You'll find him well-qualified to assist you in every phase of station construction or expansion . . . and modernizations of transmitter and studio facilities. *Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.* 259-16

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

via
Graybar

IN OVER ONE HUNDRED PRINCIPAL CITIES

BROADCASTING • Telecasting

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 19 cities:

- ATLANTA**
E. W. Stone, Cypress 1751
- BOSTON**
J. P. Lynch, Kenmore 6-4567
- CHICAGO**
E. H. Taylor, Canal 6-4100
- CINCINNATI**
W. H. Hansher, Main 0600
- CLEVELAND**
A. C. Schwager, Cherry 1-1360
- DALLAS**
C. C. Ross, Randolph 6454
- DETROIT**
P. L. Gundy, Temple 1-5500
- HOUSTON**
R. T. Asbury, Atwood 4571
- JACKSONVILLE**
W. C. Winfree, Jacksonville 6-7611
- KANSAS CITY, MO.**
R. B. Uhrig, Baltimore 1644
- LOS ANGELES**
R. B. Thompson, Angelus 3-7283
- MINNEAPOLIS**
C. W. Greer, Geneva 1621
- NEW YORK**
J. J. Connolly, Exeter 2-2000
- PHILADELPHIA**
J. W. Crockett, Walnut 2-5405
- PITTSBURGH**
R. F. Grossett, Allegheny 1-4100
- RICHMOND**
E. C. Toms, Richmond 7-3491
- SAN FRANCISCO**
K. G. Morrison, Market 1-5131
- SEATTLE**
D. I. Craig, Mutual 0123
- ST. LOUIS**
J. P. Lenkerd, Newstead 4700

Broadcasting's Best—Amplifiers • Antennas • Attenuators • Cabinets • Consoles • Loudspeakers and Accessories • Microphones, Stands, and Accessories • Speech Input Equipment • Test Equipment • Towers (Vertical Radiators) • Tower Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

... manufactured by—Altec Lansing • Ampex • Blaw-Knox • Bryant • Cannon • Communication Products • Continental Electronics • Crouse-Hinds • Davern • Fairchild • Federal • General Cable • General Electric • General Radio • Hubbell • Hugh Lyons • Karp Metal • Macchetti • Meleton • National Electric Products • Presto • Standard Electronics • Triangle • Webster Electric • Western Electric • Weston • Whitney Blake



AT LITTLE ROCK spring meeting of Region 6, National Assn. of Radio Farm Directors, are (l to r): Seated—John MacDonald, WSM Nashville; George Roesser, KTRH Houston; Jack Jackson, KCMO Kansas City, Mo.; standing—Jack Timmons, KTBS Shreveport, new vice chairman; George Shannon, WWL New Orleans, new chairman; Lloyd Evans, KWTO Springfield, Mo.; John Holmes, KLA Little Rock; Don Wells, Armand S. Weill Co., Buffalo, N. Y.; Jack Creel, KFYO Lubbock, Tex.; Harold Dedrick and Sandy Sanders, WKY Oklahoma City.

REC-ATS MERGER

Fusion Methods Studied

SPECIAL committees of Radio Executives Club of New York and American Television Society agreed last Tuesday to work out details necessary to effect a merger.

The committees were appointed respectively by I. E. (Chick) Showerman, president of REC, and Julius F. Seebach Jr., president of ATS. The committees said that after careful study they hope to effect the merger within two weeks and "upon terms and conditions satisfactory to both."

ATS committee appointed two weeks previously to act on the merger includes Don McClure, account executive with McCann-Erickson, chairman; Caroline Burke, NBC-TV producer; Jay Bonafede, executive vice president of RKO-Pathé; Glenn Gundell, vice president in charge of advertising, National Dairy Products, and David Hale Halpern, vice president of Owen & Chappell Inc., and past president of ATS.

Members of REC committee are: William S. Hedges, NBC vice president; Robert Saudet, director of TV-Radio Workshop of the Ford Foundation; Warren Jennings, ABC; Elizabeth Black, Joseph Katz Co.; Lewis H. Avery, Avery-Knodel Inc.; John Brooke, Free & Peters, and Norah K. Donovan, attorney and chairman of REC by-laws committee.

Acting as ex-officio members of both committees are Presidents Showerman and Seebach, and Claude Barrere, secretary of REC and ATS.

Crosby Expansion

ENTRY into library transcription activity is to be made by Bing Crosby Enterprises, Culver City, Calif., with the firm's musical and technical radio staff. Some of Mr. Crosby's past CBS Radio programs will be augmented by new material recorded by him to make up a library in addition to the projected *Musical Americana*, a series on jazz performers. The music library service will be available to stations on a lease basis.

NEW Capehart-Farnsworth radio-TV line will be presented at the annual distributor convention in Chicago's Conrad Hilton Hotel Aug. 4-5.

NEW LAW FIRM

Formed By Hand and Myse

FRANK B. HAND Jr. and Daryal A. Myse, both formerly with FCC, announced last week that they have formed a new law firm which will specialize in radio and television matters before the FCC.

In addition to his experience as a practicing attorney before FCC, Mr. Myse has a number of years' experience as a practicing engineer. He was graduated from the Engineering College of the U. of Wisconsin in 1933, and is a registered professional engineer in Wisconsin, Maryland and the District of Columbia. He was admitted to the D. C. bar in 1946. Mr. Hand was admitted to the D. C. bar in 1938. He also has served with the Interstate Commerce Commission. The new firm will be located in the offices of Mr. Hand in Washington's Transportation Bldg.

SHOUSE SPEAKS

To Wilmington Graduates

NO EFFORT to achieve international understanding is wasted, James D. Shouse told 108 graduates of Wilmington (Ohio) College at the 78th annual commencement exercises June 2.

Mr. Shouse is chairman of the board of Crosley Broadcasting Corp., and vice president-director of Avco Mfg. Corp. Crosley Corp. owns WLW WLWT (TV) WLWA (FM) Cincinnati, WINS New York, WLWB (FM) WLWD (TV) Dayton and WLWC (TV) WLWF (FM) Columbus.

Speaking in defense of the United Nations, Mr. Shouse agreed that the UN is not yet wholly effective but asked the graduates what they would suggest in its place.

The alternative to the UN, he said, is anarchy in which all nations engage in an arms race which would end in all nations being swallowed by an imperial state.

DICHTER DICTUM

Products Have Personality

WHAT determines peoples' purchases, according to Dr. Ernest Dichter, psychological consultant, is "one very simple yet gigantic satisfaction—security."

"The search for ideas in selling and advertising therefore is really nothing but a search for a language of communication," Dr. Dichter, president, Institute for Research in Mass Motivations, told a New York luncheon meeting of the American Marketing Assn. He advised that there are three major ways in which the public can be made aware of the "personality" of a product, the factor which promises security: Through empathy, individual style and the effort to be considerate.

The principle of empathy, Dr. Dichter said, is based on the necessity of understanding the language in which people think and talk about a product in terms of their own lives. When advertisers do this, they will realize that a particular personality is associated with their product, which should be enforced—or in negative cases, explained—through advertising.

Sometimes advertisers contradict the public's idea of their product, he noted. One study indicated that consumers, contrary to the then-current advertising of Pepsi-Cola, thought of the drink as "very juvenile, aggressive, shirt-sleeved and a joyful kind of beverage," although ad campaigns has presented it as a dignified, sophisticated drink. "Since this personality . . . had very many nice and positive aspects," the company decided to change their advertising to agree with it, thereby implementing their sales, he said.

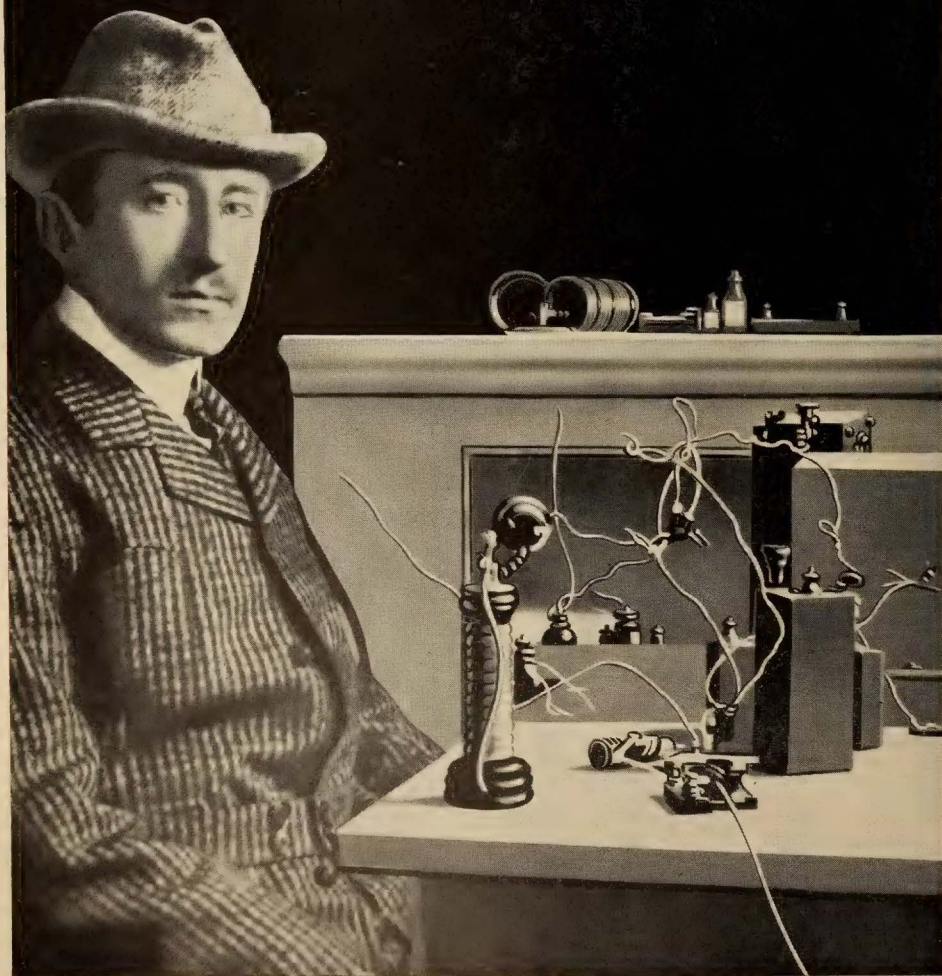
The second way to appeal to the consumer, he suggested, is through the public desire for "individual style," or preference, need or brand. "People are convinced that someone who has a style of his own is more believable," he said, citing Arthur Godfrey's TV success as "a perfect example."

The CBS-TV performer is thought of as doing exactly what he feels like doing—"something all of us dream about, but that few of us normally achieve" the psychologist said. "If he can be so spontaneous and free that he even goes to the extent of kidding his sponsor," Dr. Dichter said, "then anything he says must be believable and truly his own opinion."

The speaker's third principle is that people do not react to the spoken word and illustration but rather to the intention or effort that has gone into it. An advertiser trying to show consideration will attract greater attention than the one who says, "Buy my product because my product is better," he advised.

The sooner the advertiser learns to accept the public in the public's own terms, the sooner he will establish forceful sales contact with the consumer, Dr. Dichter said.

Marconi



... *a name to remember*

On March 27, 1899, Marconi astounded a group of friends by sending signals with his system of wireless telegraphy for a distance of 30 miles. News traveled slowly in 1899 and it was many weeks before Marconi's feat was known to the entire world. It is doubtful, even in his wildest dreams, if Marconi could have envisioned the vast use we make of his principles of wireless telegraphy in radio broadcasting today.

Just 25 years ago, the STORER BROADCASTING COMPANY was born in Toledo, Ohio. Its major precept was—and is—that broadcasting in the public interest would be its number one responsibility. During the past quarter century all STORER BROADCASTING stations in the eight markets where they are located have adhered to that principle. For this reason the people who live in those eight markets listen to and believe in STORER BROADCASTING stations. Our number one responsibility has become our greatest asset. That is why advertisers who want results use STORER BROADCASTING COMPANY stations—the stations listeners believe in.



STORER BROADCASTING COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WAGA, Atlanta, Ga.
WGBS, Miami, Fla. • WJBK, Detroit, Mich. • WSAI, Cincinnati, O.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga. • KEYL-TV, San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:

488 Madison Ave., New York 22, Eldorado 5-2455 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498



One for All; All for One

THE ATMOSPHERE surrounding the calling of the forthcoming meeting of CBS Radio affiliates and executives of the network is one that encourages hope for eventual solution of radio network business problems.

Not the kind of witless hope that depends for realization upon the passing of a miracle nor the even sillier hope that an unsatisfactory situation can rectify itself while all parties to the situation ignore it.

The hope which arises from this occasion is a firmer one.

Quite obviously, the nine operators of CBS Radio affiliates who called the meeting did so with the very realistic awareness that radio network business affairs have reached a state of disorder which cannot be corrected by wishful thinking or any cure short of painstaking diagnosis and patient therapy.

This attitude of realism is at odds with the excitability that has characterized the thinking and behavior of some affiliates in the past. It implies that station management and network management, who not always have worked harmoniously together nor with one-another's interests in mind, may now discard old suspicions and jointly seek a solution.

The network crisis of today goes to the very heart of the American radio system. Ten years and more ago when the Independent Radio Network Affiliates was formed to work out problems common to the entire field (AFM contracts, for example), a slogan was coined: "The affiliates are the networks, and the networks are the affiliates."

In those days, networks and their affiliates achieved a unanimity of purpose when confronted by the music crisis.

They should strive for no less unanimity today, for the business crisis now confronting network radio is every bit as severe a threat to radio as was the music difficulty of 1940-41.

It is to be hoped that the July 1-2 conference of CBS Radio affiliates and network executives will bear out the intentions of its sponsors and that the infirmities afflicting network radio will be examined frankly and in detail. Out of such a conference could come the stabilization of U. S. radio.

Sun Spots (Sic)

LATEST SEASONAL attempt to hook a free radio ride comes from the Sun Glass Institute, of New York City.

Stations are being broadsided with a fat brochure of 24 ready-written "spots." An explanatory memo to program directors tells of the "health giving benefits" of the sun, then quickly switches to a note of warning. "Scientists and eye specialists," it says, "have been warning the public to use care in safeguarding the eyes from too much sun."

Here the institute takes the program manager into partnership and offers him an opportunity to do something about this danger. "You will be performing a public service," the memo continues, "by bringing these facts to the attention of thousands who may be gambling with their safety." Typical "spots" follow.

Many station managers "filed" the "opportunity" in the waste basket. At least one sent his rate card to the Sun Glass Institute.

One thing was universal—the burn. But it was from the institute, not from the sun.

FCC Black Magic

FOR a classic portrayal of the Biblical quotation about the left hand not knowing what the right hand doeth, we cite the FCC as Exhibit A.

The FCC is crying poverty. It needs manpower to handle the TV "workload." An important personage—Chairman Edwin C. Johnson—gets his Interstate Commerce Committee to plead for \$800,000 more to give the FCC that manpower. The Senate meets it two-thirds of the way by approving \$600,000.

Even before Congress had acted, the FCC yields to the mouthings of its lawyers and places on temporary license the stations of several networks because of a wild-swinging, publicity-seeking complaint of the American Civil Liberties Union alleging "blacklisting."

Here, on the one hand, the FCC bemoans its dire financial straits. And on the other, it invents a workload in an area which is none of its business. This artificially stimulated FCC "business" follows the pattern of the lamented Richards' Stations hearings; the current ABC-United Paramount proceedings, bringing in extraneous issues that can't conceivably have a bearing on the proposed merger; the abortive "rebroadcast rule" which places the FCC stamp of approval on program piracy, and the still-warm letter to CBS wherein the FCC holds that GOP Presidential aspirant William R. Schneider of St. Louis is entitled to equal opportunities with other Presidential candidates (wherein it introduces the vicious practice of regulating licensees in advance of the fact).

How do these actions come about? The blacklisting case is a shining example. Last April, ACLU called upon the FCC to conduct a general investigation of "blacklisting" stemming from the publication of *Red Channels*. Came widespread publicity, what with the citing of such entities as NBC, CBS, ABC, DuMont, WPIX (TV) New York and KOWL Santa Monica as alleged blacklisters. Renewals of several were due June 1.

At its meeting Wednesday, May 28, the Broadcast Bureau recommended, and the Commission approved, regular renewals and dismissal of the ACLU complaints. At the next day's session, General Counsel Ben Cottone (who had provoked the rebroadcast rule and who made the Richards case a *cause celebre*) asked for reconsideration and deployed legalistic abracadabra about the Administrative Procedure Act requiring investigation and written opinion. Comr. E. M. Webster felt there was something to this procedure business. Comr. Frieda B. Hennock struck a blow for her ACLU misguided liberals and seconded reconsideration. Chairman Paul A. Walker wilted. There was more legalistic interplay.

So temporary licenses ensued. The vote was 3-2, with Vice Chairman Rosel H. Hyde and the FCC's newest member, Robert T. Bartley, opposing the action as improper use of the licensing function extending beyond the intention of the statute. Comrs. Robert F. Jones and George E. Sterling were away.

It is this sort of mischief that the FCC lawyers have been inciting. It's the phony-liberal precept of trying to dispel all alleged social sins by using the licensing power. It's the kind of activity that has infused the FBI with the notion that the FCC is made up of a gang of left-wing (or worse) sympathizers.

On the blacklisting issue, if there are those who feel they are libeled, they have recourse to the courts, not the FCC.

And pity Chairman Johnson and his committee, who stuck their necks out to get an economy-minded Congress to give the FCC more money, only to have the same FCC create a new WPA legalistic leaf-raking project that is make-work and make-trouble.



our respects to:



D. L. (TONY) PROVOST

THE celebrated "Topper" novels created by the late Thorne Smith may owe certain facets of their hero's character to a man with whom the novelist once roomed in Greenwich Village. He is D. L. (Tony) Provost.

Topper was pictured as a good-natured businessman, successful, but with a turn for getting into out-of-the-ordinary situations. That shoe fits Tony Provost.

But where Topper was meek and easy-going, Tony Provost dons sprinting shoes for a much faster and aggressive whirl in the business world. Today he is vice president and general manager of Hearst Corp.'s Radio and Television Div., and, perforce, one of the broadcasting industry's most active and aggressive figures.

In direct supervision of WBAL (50 kw) and WBAL-TV Baltimore, both NBC affiliates, Mr. Provost also heads WISN-AM-FM Milwaukee (5 kw). He is a member of the board of directors of KING Seattle, Wash., partly-owned by the Hearst Corp.

With these widely-spread properties demanding his business talents, Mr. Provost has established a policy for overall operation which combines sound business administration with strong public affairs programming.

His 20 years of experience in broadcasting stood him in good stead in his present position when he succeeded the late Tom A. Brooks.

During his work as an independent program producer from 1931 to 1939, he had a hand in pugilist Max Baer's dramatic career. He handled the rights to a three-week radio dramatic show, sponsored by the B. F. Goodrich Co., and starring the prizefighter before his fight with Primo Carnera, and the next year prior to the Braddock fight, a half-hour Baer dramatic show sponsored by Gillette Safety Razor Co. It has not been revealed whether Mr. Provost was responsible for the publicity gap during this time of having the fighter "shot" by a sound effects man in a New Jersey hotel lobby with blank cartridges, an act which made national headlines.

Mr. Provost served as sales manager for Empire Broadcasting Co. from 1939 to 1942 and from 1942 to 1945 was assistant manager of WEAF New York.

His decision to stick with the broadcasting industry became pronounced when a side venture back-fired during this period. With a partner, Mr. Provost tried to introduce an oil-nut crushing machine into Mexico, but the Mexican government objected that the machine was unfair to labor. When a representa-

(Continued on page 54)

"Wherever You GO ... there's RADIO!"

CKLW is proud to have played a part in the United Detroit Radio Committee's campaign which won top honors for group radio promotion in 1951. CKLW conceived the slogan, first gave it air time, and joined with other Detroit Stations to emphasize the great value of radio in the Detroit market.



MUTUAL **CKLW** MUTUAL

50,000 WATTS • 800 On Your Dial

Guardian Building • Detroit 26

front office



JOHN THORWALD, radio-TV director, WJHP Jacksonville, WTMC Ocala, WDLP Panama City and WCOA Pensacola, all Fla., has resigned. Future plans have not been announced.

DICK DAWSON, account executive, DuMont Television Network, to Paul H. Raymer Co., N. Y., station representative firm, in same capacity.



Mr. Dawson

ALFRED E. ANSCOMBE, sales promotion director, WKBW Buffalo, promoted to local sales manager.

C. C. CLOUGH, account executive, Fennell Adv. Hollywood, to KWKW Pasadena, in similar capacity.

JERRY WINTERS named sales manager, WVOW Logan, W. Va.

PAUL SIMPKINS, staff announcer, WJDX Jackson, Miss., to WGLO Centerville, Miss., as station manager.

QUENTIN C. STURN, accounting staff, WIND Chicago, transfers to sales.

HARRY SIMMONS, salesman, Paul H. Raymer Co., Chicago, to NBC Radio Spot Sales, same city, in same capacity.

STUART HEPBURN, recently discharged from the Navy, to WNAV Annapolis, Md., on sales and announcing staffs.

JOHN ROSSITER, general manager, WTVN (TV) Columbus, Ohio, elected vice president of Picture Waves Inc. in addition to present duties.

MIKE SHAPIRO to sales staff of WFAA-TV Dallas.

HAROLD GREGSON, station manager, KNBY Newport, Ark., returns to KNEA Jonesboro, Ark., as commercial manager.

WILLIAM GIDEON and **LAWRENCE H. ROGERS** appointed to board of directors of WSAZ Huntington, W. Va.



Mr. Rossiter

BRYAN J. BUSH, former commercial manager, WDOD Chattanooga, Tenn., **WALTER H. STAMPER Jr.** and **WILLIAM O. JONES**, salesmen there, to WAPO that city, in same capacities.

Advertisement

"Save up to \$16 a month on food bills."

Using radio, TV, small ads, and the package itself, Sterling Salt tells housewives how the trick is done.

On pages 44 and 45 of the May 9 issue of Printers' Ink, James K. Gearhart, advertising and merchandising manager, International Salt Company, "Gives credit for sales boost to high information value of ads."

If you missed this story drop me a line and I'll send it on to you.

It's important on two counts. First, you can use it to build several solicitations for new accounts, local, regional or even some national advertiser. Second, it was probably read by the largest single group of buyers of advertising in this country. Of our total circulation, 23,309, more than two-thirds are advertising managers, sales managers, agency executives, and the top executives who "give the nod" to schedules.

With the article you will see a typical radio script, three small space ads, and the complete story of how "Sterling Salt is now helping tens of thousands of housewives to save up to \$1.93 on a dinner for four, and up to \$16.00 a month on their food bills."

At the present time, 34 Radio Stations are releasing daily Sterling weather reports five times a week. With these reports, commercials are rotated to feature Sterling Table Salt,

Blusalt for the farm, Sterling Industrial Salt, and Sterling Auger Action Salt for ice control.

Articles like this often provoke this question: "Why does Printers' Ink come up with so many factual, down-to-earth, profit-making stories?"

For 63 years, our subscribers have told us what they want. They are the buyers of advertising. To hold their interest and renew their subscriptions year after year, we know that stories like the Sterling Salt report are what they seek.

Two suggestions: Read the Sterling story, then contact some local or regional food advertiser and tell him how he can use your station to expand his business. Another suggestion: Start telling the Buyers of Advertising weekly in Printers' Ink about your own station and market.

We are ready to help you whether you decide to use 1/6 of a page or a full page on a regular schedule.

When shall we have our first talk?

ROBERT E. KENYON, JR.
Advertising Director



Bob Kenyon

Personals . . .

SYDNEY H. EIGES, NBC vice president in charge of press and information, elected president of New York professional chapter of Sigma Delta Chi, honorary journalism fraternity.

GEORGE HINDERSON, director of sales, WLWC (TV) Columbus, elected to board of directors of city's Manufacturers Representatives Assn. . . . **GLAD HALL JONES**, KRKD Los Angeles account executive, to head second annual advertising workshop series for teachers at Fairfax High School, same city, June 14-25. . . . **JOHN McDERMOTT**, sales staff, KMBC and KFRM Kansas City, Mo., elected president of Junior Chamber of Commerce. . . .

ROBERT J. McANDREWS, commercial manager, KBIG Avalon, Calif., was m.c. at sixth annual *Hucksterado* dinner dance of Hollywood Ad Club, June 6.

KEN SPICER, business manager, WBT-AM-FM and WBTB (TV) Charlotte, N. C., elected president of city's National Office Management Assn. . . . **BENEDICT GIMBEL**, president-general manager, WIP Philadelphia, to receive honorary degree of Doctor of Humane Letters from Lincoln U. . . . **ANDY A. McDERMOTT**, manager of Radio & Television Sales Inc., Toronto, elected second vice-president of Advertising and Sales Club there. . . . **LEE HODGE**, sales staff, WKTY La Crosse, Wis., appointed general manager of city's annual summer civic opera. **RALPH V. STEELE**, sales staff, WKTY, named "man of the year" by County Reserve Officers Assn. . . . **AL WEEKS**, account executive, KLO Ogden, Utah, elected president of city's Advertising and Sales Club. . . .

AM IN TV HOMES

Probed by Advertiser

RADIO sets require less attention than TV sets. That's what most respondents said in a survey by Advertiser's Tele-Scope on "What is your opinion as to why people continue to listen to the radio even though they own television?" Women in 755 TV homes in the New York metropolitan area were queried. Answers and percentages follow:

Radio requires less attention	26.8%
TV tiresome—bad for eyes	8.9%
Many have favorite radio programs	7.8%
Radio has its own values	6.2%
Radio provides music	5.2%
Many radio programs better than TV	4.5%
Same TV programs are poor	3.6%
Habit	2.5%
Miscellaneous reasons	5.4%
Don't know	31.9%

More French-Language

EXPANSION OF Canadian Broadcasting Corp. French programs was decided on at the CBC board of governors meeting in May at Quebec City. French-language stations as far west as Edmonton are to receive wire-line network service from Montreal and Quebec this summer. There are a number of independently-owned French-language stations now in operation in northern Ontario and western Canada, which will be included in this expansion. It also was decided to build a French-language CBC station in New Brunswick province, although location, frequency and costs have not yet been determined. The New Brunswick station will carry the French-language programs exclusively.

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

YOU MIGHT STRIKE OUT 20 BATTERS IN ONE GAME*—

BUT . . .

YOU NEED THE FETZER STATIONS TO WIN IN WESTERN MICHIGAN!



If you're pitching for the rich Western Michigan market, WKZO-WJEF and WKZO-TV give you three strikes on any other media in this area.

RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids (a CBS combination) deliver about 57% more city listeners than the next-best two-station choice in these two cities, yet cost 20% less than the next combination. In addition to their home-town superiority, WKZO-WJEF have tremendous rural circulation too. The 1949 BMB Report shows that WKZO-WJEF have greatly increased their unduplicated audiences over 1946—up 52.9% at night . . . 46.7% in the daytime! In the Grand Rapids area alone, this represents an unduplicated day-and-night coverage of 60,000 homes!

* Maury McDermott of the Louisville Colonels tied this American Association record in a 1949 game with St. Paul.

TELEVISION

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. A new 28-county Videodex Diary Study, employing the BMB method, offers smashing proof that WKZO-TV delivers 91.9% more Western Michigan and Northern Indiana homes than TV Station "B"!

Write direct or ask Avery-Knodel for all the Fetzer facts, today!

WJEF

top 4 IN GRAND RAPIDS
AND KENT COUNTY

(CBS RADIO)

WKZO-TV

top 4 IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO

top 4 IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Our Respects To

(Continued from page 50)

"Put your ideas..."



on
RCA VICTOR
Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants... receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact an RCA Victor Custom Record office today:

630 Fifth Avenue
Dept. B-60, NEW YORK 20
Judson 2-5011

445 North Lake Shore Drive
Dept. B-60, CHICAGO 11
Whitehall 4-3215

1016 North Sycamore Avenue
Dept. B-60, HOLLYWOOD 38
HLLside 5171

Write now for our fact-filled
Custom Record Brochure!

**custom
record
sales**

RADIO CORPORATION
OF AMERICA

RCA VICTOR DIVISION

tive for the machine was murdered by peons, the project was abandoned in a hurry.

Mr. Provost, whose first name is DeLancey, but who has become known throughout the broadcasting industry by his initials, D.L.—or his nickname Tony—, was born June 28, 1903, at Winsted, Conn., and attended Gilbert Preparatory School.

Awarded a bachelor's degree at William & Mary College, Williamsburg, Va., he entered the advertising business, but was forced out of work during the depression. He entered radio via a recording concern.

As program manager for WNBC New York from 1945 to 1949, Mr. Provost saw the station receive more national awards than at any time in its history. Specializing in children's shows and public affairs programming, he gave many current radio and TV favorites their first big break. Tex and Jinx were introduced by Mr. Provost and he also brought Bob Smith from Buffalo to New York as a morning entertainer and star in children's programs, where Mr. Smith first brought forth his *Howdy Doodly* show.

Moving to Baltimore as business manager for WBAL-AM-TV in 1949, he took over his present job in 1951. Since then the properties have expanded steadily with development of merchandising and photographic departments, an increased news staff and intensive concentration on educational programming.

Expands Classroom TV

WBAL-TV already had been among the first stations in the country to inaugurate TV programs for public school classrooms. Under Mr. Provost the educational programming was expanded to embrace the university level, and now makes available Class A time each week for a series participated in by every major college and university in Maryland. Additional choice time is devoted to a weekly medical show presented by U. of Maryland doctors.

The WBAL radio and TV outlets present 51 public service programs weekly.

Mr. Provost also has expanded actual programming time, insisting that WBAL-TV be the first station on the air every day and the last at night, the station starting at 7 a.m. with the Garroway show and ending with live news and sports programming at 12:15 a.m. WBAL-TV programmed its own 9-10 a.m. variety show long before the NBC *Today* program, reportedly receiving the highest rating for early-morning TV in 10 major cities covered by ARB.

Six months ago WBAL went on the air for 24 hours a day. An outstanding feature show on the all night broadcast is conducted by

Archdale J. Jones, an Englishman, who helps track down missing persons.

Some indication of why business records show WBAL-TV at its peak booking level and WBAL listing its strongest billing in recent years, may be gathered in Mr. Provost's standing advice to his various staffs:

"We can no longer be purveyors of entertainment from an ivory tower. The people have grown up with our media and are no longer awed by technical magic. Today radio and television stations, like newspapers, must be a part of their communities. That means we must go to the people with our cameras, our tape recorders and our microphones. We must enter their schools and their churches, participate in their fund-raising campaigns and record the progress of their vital civic and legislative issues.

Showmanship Factor

"... It must not be forgotten, however, that we are also in show business. All the public service in the world will fall on deaf ears unless we employ the tricks of our trade to make it dramatic and vital to the public. . . ."

Although Mr. Provost must travel a lot of necessity, he relaxes when he can at his home in a valley north of Baltimore. He is married to the former Seraphine Baumgartner.

His hobbies are his dogs, gardening and sometimes a hand of poker.

SCAAA ELECTION

Jorgensen Named President

KAI JORGENSEN, executive vice president and chairman of the board, Hixson & Jorgensen Inc., Los Angeles agency, has been elected president of Southern California Advertising Agencies Assn. He succeeds Willard G. Gregory, president, Willard G. Gregory Co. who continues as board member.

Mr. Jorgensen

Elected first and second vice presidents, respectively, were Earl L. Taggart, partner of Taggart & Young Adv., and Robert F. Millar, president, Stellar, Millar & Lester Inc. Forrest Dolan, vice president, The Mayers Co., was named secretary-treasurer.

Pulse Expands Service

PULSE Inc.'s addition of 18 radio and ten video markets to its service area surveys marks the firm's greatest fourth month expansion in history, Dr. Sidney Roslow, Pulse head, said May 24. He said Pulse now covers 67 radio markets including 18 million families, or 42% of the U. S. total, and 38 TV markets containing 85% of all TV sets. New markets, as released by Pulse, include Houston, San Antonio, Toledo, Providence, Milwaukee, Tulsa, San Diego, Miami, Pittsburgh, Baltimore and Richmond.



NO ARGUMENT HERE...

WBNS has more listeners than all local stations combined!

All the neighbors listen in when WBNS is on the air. And you can't argue with these facts: WBNS has the top 20 rated programs... a combination of top CBS shows and local favorites. WBNS reaches a Billion-Dollar audience of almost 1 1/4 million, both urban and rural. WBNS is the neighbor other local stations try to keep up with.

ASK JOHN BLAIR

WBNS RADIO
PLUS WELD-FM

CENTRAL OHIO'S ONLY

POWER
WBNS — 5,000
WELD-FM — 53,000
COLUMBUS, OHIO

CBS RADIO OUTLET

BROADCASTING • Telecasting



Can America escape socialism?

Some nations couldn't. And there are people in this country who are trying to push America down the same one-way street.

They don't speak out for socialism openly—they know most Americans don't want it. Instead, they give persuasive reasons for the *steps that lead to socialism*.

There's one clue that will help you recognize this hidden socialism. It's the old line: "*Let the federal government do it—or run it—or take it over—or own and operate it.*" When you hear that, look out.

For the more things the federal government runs, the closer we are to socialism—whether we want it or not—and the fewer rights and freedoms we have left for ourselves.

America can escape socialism—here's how you can help: Recognize the steps that lead to it. Help your friends and neighbors see the danger. And use your ballot wisely!

WHERE DOES SOCIALISM START? One of socialism's first aims is to have the federal government take over electricity, and thus get the whip hand over every business, farm and family. In America, socialized electricity has spread steadily—and the pressure is on for much more. That's why America's business-managed, tax-paying **ELECTRIC LIGHT AND POWER COMPANIES*** publish this warning to all Americans.

*Names on request from this magazine



• "MEET CORLISS ARCHER"—Sundays—ABC—9:15 P.M., Eastern Time.

KHMO LABOR CASE

'Cease and Desist' Asked

TRIAL EXAMINER Stephen S. Bean, National Labor Relations Board, last week recommended that KHMO Hannibal, Mo., "cease and desist" from discouraging membership in any labor organization of its employees or in any other manner interfere with or coerce employees in their self-organizational rights.

Mr. Bean was acting on charges filed by IBEW, Local 1272, AFL. Complaint was issued March 5. Hearing was held at Hannibal March 24-26. Mr. Bean last week also recommended dismissal of several other charges of discrimination by KHMO.

World in Canada

ALL-CANADA Radio Facilities Ltd., Toronto, has obtained Canadian distribution rights of World Broadcasting System Inc., New York. R. F. Tait, of All-Canada, will handle the World Program Service library for Canadian stations. Plans are under way for expansion of the service to include Canadian artists and programs specially designed for Canadian broadcasting to cover local holidays and other features.

air-casters



JERRY CARR, news director, WHLI Hempstead, L. I., adds duties of program director.

STEPHEN W. ISON Jr. appointed acting program director, WVOW Logan, W. Va. **HUGH DeMOSS** and **JACK MILLAN** to station's announcing staff.

TOM HANLON, sportscaster, KNX Hollywood, to narrate auto racing sequences in Monogram Pictures feature film, "Army Bound."

ROBERT LOEBER, promotion staff, ABC Chicago, to advertising and promotion department, WMAQ and WMBQ same city, replacing **GRANT RECKSIECK** who has resigned.

BILLIE O'DAY, WIOD Miami, Fla. women's commentator, honored with certificate of appreciation at annual meeting of Dade County Federation of Women's Clubs for service to community.

STUART SNYDER, free lance writer and producer, KRDO Colorado Springs, to production staff, WHAS Louisville, Ky.

GEORGE WANN, promotion director, KOIN Portland, elected to board of directors of Oregon Prison Assn.

JOHN ARCESI, star of KNX Hollywood *John Arcesi Sings*, signed to exclusive three-year contract by General Amusement Corp.

ROY GREEN, operator, CHNO Sudbury, to CHUM Toronto, as announcer-operator.

JAMES PETERSEN, professor of radio and TV, Ball State College, Muncie, Ind., to special broadcast service staff, WLW and WLWT (TV) Cincinnati.

JEAN HERSHOLT, star of CBS Radio *Dr. Christian*, named "the doctor we'd most like to work with" by American Nurses Assn.

LOU SHABOTT, formerly of WCEC-WFMA (FM) Rocky Mount, N. C., to WJWL Georgetown, Del., as announcer.

PETER H. WINN, director of sports and special events, WHMP Northampton, Mass., to Amherst College there on public relations staff.

MIKE ROSS, Hollywood TV actor, assigned role in Paramount Pictures feature film, "Pleasure Island."

CARL W. HERZMAN, KLZ Denver farm program director, presented award for service as advisor to Colorado Jr. Cattleman Assn. at group's 85th annual convention.

JULIA PRESSON to continuity staff, WPTF Raleigh, N. C. **BILL JACKSON**, WCOG Greensboro, to WPTF announcing staff.

EL JONES, CKWS Kingston, named a director of Advertising and Sales Club there.

BARNEY PHILLIPS, actor in NBC-TV *Dragnet*, assigned role in United Artists feature film release, "The Glass Wall."

DON MCGILL, music producer, CBM Montreal, named program director of CBM.

CARMEN PHELPS, Pitluk Adv., to WOAI-TV San Antonio, for daily show, *Menu Matinee*.

WESTON J. HARRIS to WTTG (TV) Washington to handle publicity and promotion.

ED SIMMONS and **NORMAN LEAR**, writers of Martin & Lewis NBC radio-TV shows, signed to write comics' future motion pictures to be released through Paramount Pictures.

DIZZY DEAN, sportscaster for Falstaff Brewing Corp., honored May 25 at Dizzy Dean Day ceremonies in Sportsman's Park, St. Louis.

EMMA BARBERIO joins Hollywood headquarters, KBIG Avalon, Calif., as bookkeeper. **STU WILSON**, production manager, KBIG, adds duties of m.c. on KNXT (TV) Hollywood *The Files of Jeffrey Jones*.

SYD KENNEDY, manager of CBH Halifax, appointed program director of Maritimes Region of Canadian Broadcasting Corp., with headquarters at Halifax.

EVELYN CLARK DEGGENDORFER, assistant promotion manager, KCBS San Francisco, appointed promotion manager succeeding **HOWARD LUCK GOSSAGE**. **PETE TURDICI**, head apprentice, KCBS, promoted to record librarian replacing **DAVE McELHATTON**, new summer relief announcer. **BOB FAIRBANKS** succeeds Mr. Turdici. **JEAN POTTEET** and **BEVERLY BECKER** to KCBS program staff.

FREEMAN LUSK, moderator, KLAC-TV Hollywood *Freedom Forum*, father of boy, May 25.

WILLIAM BALLARD, writer for *Kids and Co.* on DuMont Television Network, and **Joe DiMaggio Show on NBC-TV, father of boy, William, May 14. Paternal grandmother is **REGGIE SCHUEBEL**, partner of Wyatt & Schuebel, N. Y.**

News . . .

AUSTIN BOYLE, *Chicago Daily News*, to ABC Chicago press staff.

ADOLPH J. SCHNEIDER, director of NBC-TV news and special events, presented 1952 citation for alumnus achievement by U. of Omaha.

Thesaurus Abroad

FOREIGN radio outlets airing 11 RCA *Thesaurus* program series on May 29 included Radio Ceylon, Barbados Redifusion Service (B.W.I.), DZRH Manila, Radio Jamaica, ZFY Georgetown (British Guiana), Redifusion Singapore and Radio Trinidad. Advertisers are: Independent Insurance Co., Air France, Dunlap Rubber & Tyre, Da Costa & Co., Esso Products, Robert Thom, Caribbean Theatres, Altra Cod Liver Oil, State Express Cigarettes, Listerine Products, R. M. Jones, Marcelo Rubber Shoes, Soap & Edible Products Co., B & J Machado Tobacco, General Foods, Bardowell's Dept. Store, Honigs Products, C. G. Plummer, Grace Kenedy Soap, Chin Yee & Co., Michelin Tyres & Tubes, Bandbox Shampoo and Hagemeyer Trading Co.

JAYCEES' DAY

Take Over WASK Schedule

OLD CLICHE, "banker's hours," didn't mean a thing to Jaycees of Lafayette, Ind., fortnight ago as 40 businessmen took over the town, lock-stock and barrel—including the microphones of WASK there.

From 6 a.m. sign-on until post-midnight sign-off, it was Junior Chamber of Commerce day at the station as Jaycees and their "guest stars" handled microphone chores. Occasion was a special promotion aimed at boosting "Greater Lafayette Day." Plan was conceived by O. E. Richardson, WASK owner, and Robert Sharer, Jaycee board member.

Feature of day's activities was reading of each other's commercials by competitive business rivals. A bank president and manufacturer opened the broadcast day with news, markets and records. Jaycees also announced a local semi-pro baseball game. Participating in broadcast activities were bankers, insurance men, salesmen, lawyers, merchants, industrial officials and a Marine sergeant.

WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE

570 KC

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

REACHES
93,217
RADIO
FAMILIES

WEEK

POUGHKEEPSIE

REPRESENTED BY
EVERETT McKINNEY, INC.