# BROADCASTING TELECASTING

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Switch to Spot

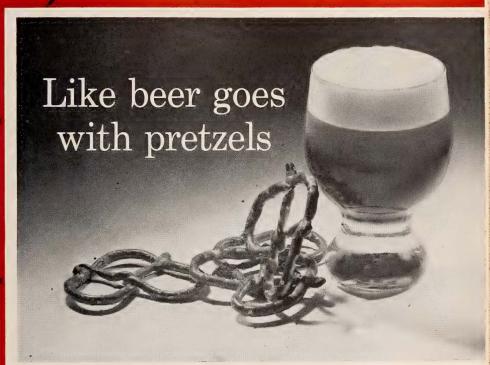
mper Study Affirms Radio's Bigness

PIB Reports April Networks Sales

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TELECASTING Begins on Page 71

The Newsweekly of Radio and Television year



That's how low-cost results go 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 RAITIMOR

W-I-T-H



TOM TINSLEY, PRESIDENT . REPRESENTED BY FORJOE AND COMPANY



in the way it combines

powerful radio, grocer-group newspaper, and point-of-purchase activity!

in the way it focuses all three

of these at a specific time, in behalf of your product!

n the way your product benefits

from this concentrated advertising-merchandising plan, week after week after week.

There's a complete brochure waiting with your name on it the minute you call or wire (don't wait to write). A WLS salesman or a John Blair man is ready to explain how easily and economically you can profit from the advertising-merchandising plan that was fully tested and proved all through the summer of 1951 - the advertising-merchandising plan that is now ready... and right for your grocery-sold product. Call today about

### "OPERATION GROCER"

originated by the radio station that gave you FEA-TURE FOODS-Dinner Bell Time-SCHOOL TIME -and the one and only NATIONAL BARN DANCE-

1230 WEST WASHINGTON BOULEVARD

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

# Some public answers to our mail:

- (I\* What advantages will I get from the use of NIELSEN COVERAGE SERVICE?
- A: NCS will give you extensive, up-to-date data on the geographic spread of your station area, the size of your audience, the depth of your coverage, frequency of listening, the characteristics of your listeners, area marketing information.
- Q: What data can I get on my competition?
- 4: Your competitive standing against other stations locally, and against stations coming in from "outside."
- (T: Can my total station audience be broken down by TV and non-TV homes?
- 4: Yes. Subscribers to the Comprehensive Report can have it broken down this way, area by area. Subscribers to the Basic Report will be able to classify their audiences as being in TV or non-TV counties.

- If the network with which I'm affiliated subscribes, although I don't, am I entitled to use NCS data for promotional purposes?
- a: No. Such use is not permissible.
- G: Since I operate only until sundown, my rate card includes evening rates. Must this be included in the calculation of NCS price?
- A: No. In such cases, price is based on your daytime rate only and there is a special minimum for such stations.
- **q:** What's the next step?
- 8: Send in your order now, qualify for the pre-publication discounts, and get the most thorough, accurate measurement of audiences at your command:

### NIELSEN COVERAGE SERVICE

A Service of A. C. Nielsen Company World's Largest Marketing Research Organization

500 Fifth Avenue, New York 36, N. Y.2101 Howard Street, Chicago 45, Ill.

# WGAIL

AM T V F M LANCASTER, PENNSYLVANIA

30

### years of public service

WGAL — one of the pioneer stations in the nation — grew rapidly into a community public service bulwark. After World War II, FM was added to its facilities. And, in 1949, WGAL brought the thrill of television to its viewers.

WGAL, in the future as in the past, is pledged to operate in the best interests of its listeners and viewers. It is pledged to present the best in entertainment; bring news and sports as they happen; place public service first and always.

WGAL, one of America's complete broadcasting services, will keep faith with its thirty years' heritage.

A Steinman Station
Clair McCollough, Pres.

Represented by

### **ROBERT MEEKER, Associates**

New York

Chiene

San Francisco

Los Angeles



# at deadline

### CLOSED CIRCUIT

HOW MUCH has ABC-United Paramount merger proceedings cost ABC radio and TV networks in potential business losses? Educated guess by one key official: \$10 million worth of business which would have gone networks' way if it had not been for uncertainty as to what ultimately would be decided.

WHO COMPLAINED to White House about McFarland Bill (S 658) to revamp FCC procedures? That's question stumping Chmn. Paul A. Walker. Last Thursday he asked FCC members individually and collectively about purported complaint which resulted in White House request to withdraw bill from calendar only to have it returned for consideration tomorrow (Tuesday). Answers were all negative (see story page 29).

ON RATE front, there's all sorts of speculation about what's upcoming. There's talk of radical revision of network operations. One suggestion is that networks discontinue regular service after 6 p.m., permitting affiliates to make own arrangements on lines and service after that hour (see story page 23).

ALTHOUGH FCC last week unanimously rescinded its "blacklisting" action wherein sevral important stations were placed on temporary renewal, FCC legal staff is still moping. Effort to have FCC approve statements, notably answering editorial (FCC Black Magic) in June 9 issue of B•T proved futile.

BING CROSBY, seeking means of diversifying his holdings (he now heads Bing Crosby Enterprises Inc.), has joined with Kenyon Brown, owner of KWFT Wichita Falls, in acquisition of 80% of Westex Boot Co., makers of fancy cowboy boots. It's understood Crosby-Brown combination contemplates TV station enterprises in West, with application for VHF Channel 8 at Montercy, Calif., already in works.

THAT INDEPENDENT theatre television interests intend going all out in applications for TV prior to July 1 filing deadline was indicated last week. It was ascertained that in one Washington law office alone, dozen such applications are being readied for filing.

SINDLINGER & Co., of Radox fame, has been commissioned by United Paramount Theatres Inc. (wholly apart from projected merger with ABC now awaiting FCC decision) to tackle most comprehensive survey of concentrated metropolitan area ever undertaken. Area is within Philadelphia involving one million people and is first of 40-market study to be made on overall listening, looking, motion picture, and reading habits. Study now in fifth week of 14-week project, already has resulted in preliminary conclusion that radio station advertising will do more to boost motion picture box office than any other medium. Conclusion is that judicious use of radio can increase motion picture patronage.

ADVANCE MEETING of CBS affiliates group which arranged July 1-2 conference with CBS on network crisis, meets today (Monday) in Detroit to discuss preliminary planning. Group

(Continued on page 6)

### P&G RENEWS SIX SHOWS ON NBC

PROCTER & GAMBLE Co. has renewed six NBC five-a-week daytime programs for another year, representing annual gross billings of \$5,649,332 and bringing amount of new and renewed sponsorships on NBC radio network since Jan. I of this year to annual gross billings total of \$24,361,290, John K. Herbert, NBC vice president in charge of radio network sales, announced Friday. Of total, \$5,067,701 represents new business and \$19,293,589 renewals, he said.

Programs renewed by P&G, all effective June 30, are: Welcome Travelers (10-10:30 a.m.) and Life Can Be Beautiful, Road of Life, Pepper Young's Family, Right To Happiness, Backstage Wife (3-4:15 p.m.), all broadcast Monday through Friday. With Young Dr. Malone and Brighter Day, which starts June 23 for this company (Mon.-Fri., 9:30-10 a.m.), P&G has eight programs on NBC radio, representing annual gross billings of \$7,326,000.

P&G renewals, on heels of company's new program purchases, are "heartening evidence of the ability of network radig to attract the wise advertiser," Mr. Herbert said. "We of the NBC radio network are happy that the nation's largest advertiser is leading the way in utilizing radio's mass-coverage-at-low-cost effectiveness."

### FCC REBROADCAST ORDER CHALLENGED BY CBS

FCC's "legalized larceny" order aimed at program property rights should be postponed to give networks and stations chance to be heard, CBS stated in brief filed with FCC late Friday. Order handed down last month [B•T, May 19] will increase FCC workload, it was stated (early story page 49).

CBS contends order, which makes stations justify refusal to permit rebroadcasts, amounts to legislation and contends Commission cannot issue rule that supersedes explicit Congressional language merely on ground broadcast business is different today than when law was passed.

Conflict with Federal Reports Act cited by CBS, which added that competitors are free to make indiscriminate and nuisance requests. Requesting party not required to fill out similar reports, CBS notes, asking FCC to omit any reference in rule that places license in jeopardy.

### TOM C. GOOCH DIES

TOM C. GOOCH, 72, chairman of board, KRLD-AM-FM-TV Dallas, and publisher of Dallas Times Herald, died at 6:45 a.m. Friday at his Dallas home after illness of 10 weeks.

Mr. Gooch spent half-century helping build Dallas and for over 30 years had waged fight in Southwest for better journalism. He had national reputation as vigorous, fair and progressive editor and publisher.

He was born in Bonham, Texas, Jan. 25, 1880, son of Harold and Mattie R. Gooch. His great grandmother, Mrs. Mabel Gilbert, was first white woman to arrive in Dallas soon after establishment of Republic of Texas. He was Episcopalian and 32d degree Mason. His wife, Mrs. Lula Flateau Gooch, survives.

### BUSINESS BRIEFLY

RAILWAY COMMENTARY © Chesapeake & Ohio Railway Co., Cleveland, through Robert Conahay & Assoc., N. Y., planning 15-minute commentary program to be placed locally in cities where railway runs, starting July 2 for 13 weeks. Program will be taped by agency in New York and sent to stations.

FILMS FOR SINGER → Singer Sewing Machine Co., N. Y., understood to be buying film program Four Stars to be used half-hour, alternate weeks. Price is said in neighborhood of \$20,000. Network and time not yet determined. Young & Rubicam, N. Y., is agency.

BABBITT BIDDING ♠ Number of agencies are bidding for \$3 million Babbitt & Co. (Bab-O) account, resigning from William H. Weintraub & Co., N. Y., effective July 1. Duane Jones & Co., as well as Harry B. Cohen Adv., are among those in running

SPOT FOR HOSIERY • Ring Clear hosiery, Boston, through Arnold & Co., that city, buying spot radio announcement campaigns in half-dozen major cities.

RADIO FOR STARCHES Hilton & Riggio, N. Y., has recommended spot radio in half-dozen markets for Hood Chemical Co.'s starches. Decision expected in fortnight.

ALLEN ON TV Lennen & Mitchell, N. Y., understood to be actively interested in placing new Fred Allen panel show on NBC-TV for its clients, Lehn & Fink.

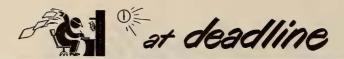
### RTDG CONTRACT

THREATENED STRIKE by New York local of Radio & Television Directors Guild (AFL) was averted when union membership meeting approved terms of 22-month contract with ABC, NBC, CBS, DuMont and Mutual covering radio and TV directors, associate directors and floor managers, union announced Friday. Union authorized its negotiating committee to finalize settlement "if satisfactory contracts can be concluded for free lance TV directors and for network staff personnel in Hollywood, Chicago, Cleveland and Pittsburgh," union reported.

New network contracts provide wage increases of 14% to 21%, with new minimums of \$90 for AM local director, \$115 for AM associate director, \$165 for AM network director, \$150 for TV local director, \$120 for TV associate directors and floor managers, \$175 for TV network directors, subject to WSB approval.

Pact also provides for eight-hour work day for associate TV directors and floor managers, two consecutive days off for AM local directors and both AM and TV network associate directors and floor managers, national guild shop, specific job definitions, military and maternity leaves, removal of "kick-back" clause for TV directors, improved credits for TV director, banning of per diem employment, penalty time provisions distinguished from overtime and improved lunch hour conditions, union said.

for more AT DEADLINE turn page



### NARTSR STANDARDIZES TV IDENTIFICATION

TO SPEED standardization of TV station identification requirements, NARTSR Thursday asked stations for rapid acceptance of four points agreed on by NARTSR TV committee and New York agency group and approved by NARTSR board. Points are:

"1. Trade name of ID segment-It was agreed that for purposes of standardization and definition of spot as specific segment of time these spots would be identified by agencies, as well as stations, as 10-seconds even though actual commercial and station ID portion totalled only 8-seconds.

"2. Position of station ID audio - It was agreed that position of audio portion of station identification would follow audio portion of

commercial.

"3. Position of station ID on screen: Agencies agreed to utilize three-quarters of screen area, leaving upper right quarter of screen area for station identification,

4. Timing: Actual timing would be:

11/2 seconds (36 frames)-Open

seconds—commercial audio seconds—Station identification audio 2

1/2 second (12 frames)—Close"

#### WWXL SOLD

PURCHASE of WWXL Peoria, Ill., for \$17,-050 was announced Friday by Hugh R. Norman, manager-owner of KSTT Davenport, Iowa, and Walter Kean, Riverside, Ill., consulting engineer. New owners made \$17,050 bid for property after bankruptcy court turned down \$11,000 bid made last April by Cecil W. Roberts, president of KREI Farmington, Mo. WWXL has been silent since early this year. It holds license for 1590 kc with 1 kw daytime. It is owned by Central Illinois Radio Corp.

#### FLYNN PROMOTED BY CBS

HENRY FLYNN, assistant sales manager, promoted to eastern sales manager of CBS Radio Spot Sales. With CBS since 1939, except for war service in Navy, Mr. Flynn has served as network salesman in Los Angeles, as manager of Los Angeles office of CBS Radio Sales, moved to New York in 1949 and has been assistant sales manager of CBS Radio Spot Sales since last October.

#### WFRO SEEKS CHANNEL

SECOND petition for rule making to add TV channel to town with no assigned channels under FCC Sixth Report [B.T, April 14], expected to be filed today (Monday). WFRO-AM-FM Fremont, Ohio, will request that UHF Channel 59 be assigned there. Originally, UHF Ch. 59 was assigned to Sandusky, Ohio, but under Sixth Report that city got Ch. 42 instead. First petition to allocate channel under provision of 15-mile rule came from Dr. Forbes Farms Inc. [B.T, June 9]. WFRO attorney is Abe L. Stein, Washington.

#### WVOP NOW MUTUAL

WVOP Vidalia, Ga., joined MBS, with affiliation effective June 15, General Manager Howard C. Gilreath announced Friday. Station, on 1450 kc with 250 w, was formerly affiliated with LBS until that network ceased operations.

### In this Issue-

What's the future of network radio? A special Broadcasting . Telecasting analysis shows how the present radio network crisis developed and how management hopes to pull the patients through. Page 23.

New radio survey in Louisville shows that despite great gains of television radio is bigger than ever. In past year radio set ownership has increased by .56 sets-per-family. People are listening to radio avidly in places TV can't

reach. Page 26.

Five court actions filed in challenge of FCC's Sixth Report and Order, lifting the television freeze. Though each of the suits attacks only those portions of the report pertaining to their own areas, some of the legal arguments advanced seem to have a bearing on allocations elsewhere. Page 73.

If it keeps on with its present system of selling, television may price itself out of the advertiser's reach. Maybe it ought to revise its techniques to sell time as magazines sell space. are thoughts of a leading advertiser, expressed to the Advertising Federation of America. Page 74. For other news of AFA convention see Page 30.

Five national advertisers drop fall television network programs and will reallocate the budgets to radio and television spot campaigns. Page 25.

NARTB radio and television boards plan vigorous campaign against growing trend toward censorship of broadcast-

ing. Page 28.

In this feverish political season, television is alternately blasted and blessed by politicians and political commentators. Both radio and TV will play bigger roles in this Presidential year than broadcasting ever played before. Page 29.

McFarland Bill to rewrite the Communications Act is yanked from the House calendar and then replaced, amid rumors that the FCC elements which oppose the measure had put pressure on the White House to stall off

a House vote. Page 29.

CBS asks FCC to sever the proposed merger of ABC and United Paramount Theatres from over-all Paramount hearing and approve CBS acquisition of WBKB (TV) Chicago, owned by United Paramount's Balaban & Katz. DuMont, however, opposes severance of the case from the Paramount hearing. Page 73.

Britain takes first step toward introduction of commercial television competition to the BBC monopoly, Page 44.

### Upcomina

June 16-18: National Assn. Radio Farm Directors, Raleigh Hotel, Washington. June 16-19: National Advertising Agency Network, Skytop Lodge, Skytop, Pa. June 19-20: North Carolina Assn. of Broadcasters, The Carolinian, Nags Head, N. C. (Other Upcomings page 97)

### Closed Circuit

(Continued on page 5)

of nine also will meet June 30 in New Yor with CBS Radio Affiliates Advisory Board pr paratory to two-day sessions. It's likely tha registration fee will be charged to conform with possible legal requirements, this being considered on advice of counsel.

EXPECT government to withhold plans to re lax controls on construction. Steel strike ha NPA officials worried, with some feeling that controls may have to be tightened temporarily not relaxed. Although withholding of sched uled easements will only affect general con struction, radio-TV project approvals last wee (see story on page 59) may be revised also

HIGH NETWORK brass has been trekking Washington during past fortnight because complications over FCC's interpretation Section 315, governing equal time for political candidates for public office. Fortnight ag CBS Acting President Joseph H. Ream con ferred in Washington over Taft-Kefauver pro test against Eisenhower appearances, demand ing equal time, and last week NBC Presiden Joseph H. McConnell was in town for sam purpose and during course of visit, saw Ser Taft, as well as FCC officials.

WISECRACK of week: When Joseph H. McConnell, NBC president, and F. M. Russell NBC Washington vice president, called upor Sen. Taft last Monday to discuss with him class of time to offset Eisenhower Kansas cov erage, Mr. Russell commented NBC could no guarantee to give him a Kansas rainstorn Quipped Taft: "We'll waive that."

### ADDITIONAL APPLICATIONS

EIGHT new and amended television statio applications filed Friday at FCC. One reques for channel change for existing station wa also filed (see early story page 75). TV appli cations since April 14 total 84. Submitted to FCC Friday were these requests:

KLZ Denver, Ch. 7, ERP 72.5 kw visual, antenn height above average terrain 928 ft., cost \$440,000. WHOO Orlando, Fla., Ch. 9, ERP 277 kw visua antenna height 484 ft., cost \$324,415.

Empire Coil Co., Tampa-St. Petersburg, Fla., UH Ch. 38, ERP 263 kw visual, antenna height 462 ft cost \$391,700. (Empire Coil Co. is licensee of WXEI (TV) Cleveland.)

TV). Cleveland.

WBOK New Orleans, UHF Ch. 26, ERP 75.2 kv visual, antenna height 419 ft., cost \$285,894.

WWL New Orleans, Ch. 4, ERP 100 kw visual, an tenna height 710 ft., cost \$345,529. 00 kw visual, an tenna height 710 ft., cost \$345,529. 00 kw visual, an tenna height 460 ft., cost \$346,400.

WNOW YOR, Pa., UHF Ch. 49, ERP 95.8 kw visual antenna height 473 ft., cost \$176,500.

WAIM Anderson, S. C., UHF Ch. 58, ERP 200 kv visual, antenna height 673 ft., cost \$401,444.

WCPO-TV Clincinnati, Ch. 9, ERP 316 kw visual antenna height 665 ft., cost of change \$206,68 (change from Ch. 7 with ERP 24 kw, required unde Sixth Report & Order, B-T. April 14).

Meanwhile, Oklahoma City Oklahoman and licensee of WKY-TV Oklahoma City, Okla. Friday announced intention to file for Ch. 1

### MAGAZINE ADS UP

for Wichita, Kan.

MAGAZINE advertising in May up 14.70 over last May-\$54,747,430 this May to \$47 728,383 for May of 1951, Magazine Advertising Bureau reported Friday. Cumulative January May dollar volume of magazine ads up 11.4 this year over last. MAB also reported Sun day newspaper supplement ad volume for firs five months of this year down 11.3% from same period of 1951.

for more AT DEADLINE see page 106



# WDAF WDAF-TV

Kansas City

The last word in design, construction and equipment . . . spacious, inviting studios, offices and control rooms . . . a fourto-one increase in physical capacity.

Behind these ultra-modern facilities stands the time-tested WDAF and WDAF-TV staffs, top-rated for successful, highcaliber programming.



WDAF \* WDAF TV KANSAS CITY, MO

THE MID-WESTERN STATIONS KEYED TO COMMUNITY SERVICE

Owned and Operated by The Kansas City Star Company

### 3 ways best in Indianapolis

# WIBC

## Indiana's First and ONLY 50,000 WATT STATION



▶ WIBC's 50,000 watt coverage offers you friendly contact with 1,077,356 radio families in Indianapolis and the surrounding 70 county area.



▶ WIBC consistently outpulls all other Indianapolis stations. More advertisers use WIBC exclusively than all other Indianapolis network stations combined. That's due to intelligent programming and high rated shows with loyal followers.



▶ WIBC's rates are on the same general level as other local stations, and definitely the lowest of any 50,000 watt station in this area.

Only on WIBC do you get these three big advantages. Call or see your John Blair representative. Buy today . . . sell tomorrow!



Wist (n. 180. - 30 West Washington Street - Indianapolis 6, Indiana John Blair & Company, National Representatives

### BROAD ASTING

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#### WASHINGTON HEADQUARTERS

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Abrams, Associate Editors; Fred Fitzgerald, Assistant
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Lawrence Christopher, Technical Editor. STAFF:
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ADVERTISING: S. J. PAUL, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

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

Annual subscription for 52 weekly issues \$7.00.

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

BrownessTree\* Magazine, was founded in 1931, by

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

\*Reg. U. S. Patent Office

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### 7,000 more people for dinner tonight!



Every night the U.S.A. sits down to dinner, there are 7,000 more people reaching for the meat platter. This is like adding a city about the size of Providence, Rhode Island, every month, or a state about the size of Indiana every year.

With an average population gain that large, every year's meat supply has to be larger than that for the year before—or everybody would have to be satisfied with a smaller serving. But nobody wants smaller portions. Nearly everybody wants more meat. That means we must grow more meat animals on America's farms and ranches. It means that the meat packing industry must be able to expand its plants and facilities in pace with the country's need for meat.

It means that production must be encouraged. The best way to do this is to let the economic laws of supply and demand operate freely.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago . Members throughout the U.S.

THE WORLD'S GREATEST SALESMEN WILL WORK FOR 400 FOR NOTHING!



RIGHT OR LEFT

RIGHT OR WRONG

THEY MAKE NEWS REALLY HOT

BUY NEWS IN THIS ELECTION YEAR!

# BUY NEWS IN THIS ELECTION YEAR ON ANY OF THESE GREAT STATIONS

Memo from

PETRY PROMOTION

TO: All Men - All Offices

FROM: Promotion

We are passing along the attached doodle by our Chicago Sales Manager not because it reflects his (or our!) political leanings but because it pretty well illustrates a terrifically timely and potent way of using Spot Radio.

EDWARD PETRY & CO., INC.

### SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA*	Dallas	NBC
WIAA	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC*	Houston	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KSTP	Minneapolis (	NBC
WSM	Nashville	NBC
WSMB	New Orleans	ABC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix	ABC
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
комо	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

\*Also represented as key stations of the

TEXAS QUALITY NETWORK

REPRESENTED NATIONALLY BY

### EDWARD PETRY & CO., INC.

488 MADISON AVE., NEW YORK 22, N.Y. MU 8-0200

CHICAGO + LOS ANGELES + DETROIT ST. LOUIS + SAN FRANCISCO + DALLAS



agency agency

WILLIAM J. GRIFFING and NORMAN H. STROUSE elected board of directors of J. Walter Thompson Co., N. Y. JAMES CLARKSON Jr., HERBERT G. DRAKE, HENRY C. L. JOHNSO EDMUND C. RICE, EDWARD N. ROBINSON and HENRY M. JACI SON, elected vice presidents.

EARL WENNERGREN appointed radio-TV director, MacGruder, Balwell, Kostka Inc., Denver.

ROLAND ISRAEL to Aitkin-Kynett Co., Phila., as account executive

WALTER M. SWERTFAGER, vice president, director and member plans board, Lennen & Mitchell, N. Y., named chairman of executi committee of Lennen & Newell, same city [F\*T, June 2].

SCHULTZ & ASSOC. Adv., Portland, changes to SCHULTZ & BAILT Co., headquartered at 1217 Southwest 19th St. THOMAS N. BAILE KPOJ Portland, purchased interest in agency which was owned by ERN SCHULTZ.

RUTH BURKE SAMMIS, copy director, American Home magazine, Grant Adv., N. Y. as publicity coordinator for Silex Co. account.



### on all accounts

MARTIN STONE, president of Kagran Corp., New York, is perhaps one of the most distinguished men in the industry, and one to whom distinctions have come with a frequency rivaled only by the awards to his original creation, Author Meets the Critics.

Mr. Stone, a young man in his mid-thirties, and a muscular six feet, two inches, was graduated from St. Stephens College, Columbia U., a Phi Beta Kappa and Sig Cum Laude. He

was an All-American soccer player in 1935.

Turning down the prospect of a Rhodes Scholarship, he matriculated at Yale Law School, where he captured scholarships his first three years. Upon graduating, he was selected to serve as law secretary to Chief Justice Irving Lehman of the New York Supreme Court.

It was while in Albany with Chief Justice Lehman that

Represented Nationally

by KATZ

he first conceived Author Meets the Critics. The program later moved to New York. Its creator mean-while moved to Washington in 1942 to become a legal aide to Secretary of State Edward R. Stettinius, working on the administration of lend lease. That year he enlisted in the Navy, where

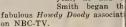
part of his assignment was to he on the legal aspects of Preside Roosevelt's speeches and messag

In 1946, upon his release frethe Navy, he returned to N York to become a partner in taken from of Cohen, Bingham Stone. Meanwhile, Author Methe Critics had moved to WQN New York, and by 1947 had come a network show (NBC).

It was at that time that It Stone took leave of absence from

his law firm of which has persist to the present day his radio and successes have a more of his time a energies.

Author was tak over by Gene Foods in a TV v. sion (Sunday, 8 p.i NBC - TV). Seve months later M Stone sold anott television progra Americana, to Fi stone Tire & Rubi Co. (NBC-TV). the end of the sayear, he and E Smith began th



By the following year, Notone's properties also included fulf Road Show on televisis Room 416 on radio, and Somethio Ought To Be Done, also on rating addition to his radio and Continued on page 95)

BROADCASTING . Telecasti

Mr. STONE

Storer Broadcasting Company

### beat



GUY S. WARREN Jr., account executive, D. P. Brother & Co., Detroit, elected vice president in charge of general creative groups.

KENNETH HARRIS, radio-TV staff, W. B. Doner Co., Chicago, to Earle Ludgin & Co., same city, in merchandising department.

EARL LINES, W. W. Garrison Co., Chicago, to Casler, Hempstead & Hanford, that city, as vice president-account executive.

JOHN L. LANGHEIM, Guenther, Brown & Berne, Cincinnati, promoted to assistant treasurer.

J. T. DANIELS and HARRY HILL announce formation of DANIELS & HILL Adv., Denver. Office is at 204 Enterprise Bldg.

AUDREY GILL, space and radio writer, Benton & Bowles, N. Y., to WNHC-AM-TV New Haven, Conn., as publicity director. She succeeds JOSEPH ROBINSON, appointed head of station's new merchandising division.

PAUL B. PHILLIPS, radio-TV director, Aitkin-Kynett Co., Phila., elected a director of board of governors of Television Assn., that city.

WALTER R. STONE, copy chief, Peterson & Kemper, N. Y., to copy staff, Morey, Humm & Johnstone, that city. OSMOND T. BAXTER, Remington Rand, to latter agency as copy and contact executive. FRED LIDA and CHANDLER MESSIMER to MH & J as production manager in Rockefeller Center office and sales promotion writer, respectively.

CLYDE D. CARDER, community relations staff, General Electric Co., and WILLIAM J. STEVENSON to public relations staff, Lewis & Gilman, Phila.

JAMES H. GILMOUR, director of personnel, Nestle Co., N. Y., to Dancer-Fitzgerald-Sample, that city, as assistant to president in charge of personnel and office management.

WILLIAM C. SCOTT named creative director of sales promotion, Mc-Cann-Erickson, Chicago.

MacMANUS, JOHN & ADAMS, L. A., moved to new headquarters at 6399 Wilshire Blvd. Telephone is Webster 3-9569.

WARD & WHEELOCK Co., Phila., elected to membership in American Assn. of Adv. Agencies.

CHARLES M. SWART, senior associate, Raymond Rich & Thomas Devine Assoc., N. Y., to public relations staff, Gray & Rogers, Phila.

RODERICK A. MITCHELL, program manager, WKRC-TV Cincinnati, to N. W. Ayer & Son, Chicago, in radio-TV department. FRANCIS H. WATERS JR., assistant to president of Assn. of National Advertisers, to Ayer public relations staff in New York. DIRK A. WATSON, rejoins Ayer in time-buying department, after tour of duty with Navy.

LEE RICH, print supervisor of publication media, appointed assistant media director of Procter & Gamble group for Benton & Bowles, N. Y.

GORDON AGNEW, radio-TV consultant to Ben Sackheim Inc., N. Y., joins staff as radio and television director.

JACK O'MARA, head of research-promotion, John I. Edwards & Assoc., Hollywood, father of boy, Thomas Waldron.

GRANT Adv. opens offices in Montreal in Dominion Square Bldg. CLAUDE GARNEAU appointed French director there.

ROGER KENNEDY, art director, Walter McCreery Inc., Beverly Hills, cited by Los Angeles Art Directors Club in annual contest for stimulating new techniques in graphic arts.

BROADCASTING . Telecasting



"The Prestige Station of the Carolinas"

### GREENSBORO, NORTH CAROLINA

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

#### SOURCES:

- \* BMB Study No. 2
- † N. C. Dept. of Motor Vehicles Va. Dept. of Highways
- \*\* Greensboro & High Point Police Depts.

  Member, High Point Fire Dept.

  Hege, Middleton & Neal

Represented by Hollingbery

5000 Watts C B S Affiliate





WINTER'S

TALE...

with a

year-round

moral

What is so rare as a blazing hearth in June? A radio network scoring gains during the past winter, that's what. And why do we tell you this tale now? These gains can affect your selling plans any time in the year, that's why.

All last winter (November-March, including latest Nielsen reports) an *increasing* share of the total radio audience was tuned to Mutual... an 8% larger share than in the same months a year ago. And Mutual has the largest gain in share of audience among all radio networks.

During these same heart-warming months, advertisers were steadily adding investments in Mutual time...15% more than a year ago. And Mutual has the largest gain in advertiser billings among all radio networks.

Naturally, it takes a full supply of seasoned advantages to keep these unique plusses going...advantages like the world's-largest-network pattern of the most stations in the most markets (nearly double anybody else's).

And because *all* these advantages are stacked and ready for immediate use, we welcome you to a chair beside the PLUS fireplace *now*—to plan for any kind of sales weather to come.

the MUTUAL network of 550 affiliates



and enjoy the scenery. WGST stays on the job in the busy Atlanta Market selling your merchandise to its big loyal audience. We've been here for 28 years and offer you complete know-how to gain additional sales and distribution in the key outlets. Backed by top net and local shows plus an aggressive merchandising plan we present you the key to Atlanta. Contact WGST or our national teps now—then RELAX.



### new business



### Spot . . .

THYOQUENT Co., Binghamton, N. Y. (skin solution), sponsoring spots and 10 and 15 minute programs in markets where company previously used TV. Contract is for 13 weeks. Agency: Fred C. Zusi, Clifton, N. J.

MOHAWK CARPET MILLS Inc., Amsterdam, N. Y., to sponsor national radio-TV spot campaign beginning in mid-September. One minute announcements and chain breaks will be used. Agency: Maxon Inc., N. Y.

PONTIAC DEALERS CLUB OF SOUTHERN CALIF., L.A., started intensive spot campaign on KMPC, KLAC and KFWB, all Hollywood, for 13 weeks from June 2. Agency: McManus, John & Adams, L. A.

WESTINGHOUSE Corp., L. A. (TV sets), started concentrated spot announcement campaign on KECA KFAC KFI that city, KLAC KNX KMPC KFWB KHJ Hollywood and KXLA Pasadena, for six weeks from June 9. Agency: Irwin Co. Inc., Beverly Hills.

### Network . . .

DEEPFREEZE APPLIANCE DIV., Motor Products Corp., Chicago, signs Gabriel Heatter, news commentator, on MBS Thurs., 7:30 p.m. EDT for 52 weeks effective June 26. Agency: Roche, Williams & Cleary, Chicago.

LURR PRODUCTS Corp., L. A. (insecticide), sponsoring *The Answer Man* on Don Lee-Mutual network and *Jack Owens Show* on CBS Radio Pacific Coast network effective today (Monday). Agency: Rand Adv., L.A.

SIMMONS Co., N. Y. (sofas, beds, mattresses), to sponsor It's News to Me, news panel show, on CBS-TV alternate Fridays effective Oct. 3. Agency: Young & Rubicam, N. Y.

HAZEL BISHOP Inc., N. Y. (lipstick), to sponsor portion of All Star Revue, NBC-TV Sat., 8-9 p.m. EDT for last three weeks of season effective fortnight ago. Agency: Raymond Spector Co., N. Y.

TEXAS Co., N. Y., renews sponsorship of *Texaco Star Theatre*, Sept. 16, for three out of every four weeks on NBC-TV in 63 cities, Tues., 8-9 p.m. Agency: Kudner Agency, N. Y.

MUTUAL BENEFIT HEALTH & ACCIDENT Assn. of Omaha extends sponsorship of On the Line With Bob Considine on NBC-TV 9:45 p.m. CT for 13 weeks from Oct. 28. Agency: Bozell & Jacobs, Chicago.

### Agency Appointments . . .

ZENITH RADIO Corp., Chicago, appoints Young & Rubicam, N. Y., for TV and radio products.

LADY'S CHOICE FOODS, L. A. (grocery products), names Milton Weinberg Adv. Co., that city. Campaign starting immediately for firm's powdered bleach using radio-TV.

 $AMBROSE\ \&\ Co.,\ Denver\ (Ambrose\ 7-11\ wine),\ names\ Bill\ Bonsib\ Adv.,\ that\ city.\ Radio-TV\ campaign\ starts\ this\ fall.$ 

SINGER SEWING MACHINE Co., appoints McCann-Erickson, Lima, Peru, to handle advertising in that country. Radio will be used.

JAYVEE BRAND Inc., Portland (mfrs. infant wear), names Don Dawson Co., that city.

MERRICK MEDICINE Co., Waco, Tex. (Percy medicine), names Street & Finney, N. Y.

JAMISON BEDDING Inc., Nashville, and HOLTHOUSE & HARTUP Inc., Waynesboro, Tenn. (tool handles), appoint Noble-Dury & Assoc., Nashville. Radio and TV will be used.

CHUN KING ORIENTAL AMERICAN FOODS, Duluth and HOUSE

(Continued on page 94)

BROADCASTING . Telecasting

# RADIO TELEVISION · PHILADELPHIA

### Scores Grand Slam in **Annual Radio and T. V. Awards**

### **Variety Showmanagement Award**

FOR ORIGINATION OF NETWORK TV SHOWS-"WCAU-TV's recent addition of its fifth and sixth network originations has virtually given the station exclusive property rights to CBS-TV's Sunday daytime schedule.'

### Ohio State Institute for Education by Radio

FOR "FREEDOM REVISITED"-"For a humble and sincere reiteration of principles of positive Americanism that can be utilized as a daily creed; and for the permanence of auto-impulsion on the individual that a thirty-minute radio program can make."

#### Ohio State Institute for Education by

Television For "Big Top"—"Honorable mention for wholesome entertainment for children at home and skill in capturing the flavor of the circus, a great American tradition."

#### General Federation of Women's Clubs

For "Big Top"-A poll of 11,000,000 members of the General Federation of Women's Clubs voted "Big Top" top honors in television programs for children.

### George Foster Peabody Award

FOR "WHAT IN THE WORLD"-"For the stimulating manner in which it brings noted scholars to the television screen for a delightfully entertaining and informal display of their learning -a superb blending of the academic and the entertaining."

#### Alfred I. du Pont Awards Foundation

FOR PUBLIC SERVICE RADIO AND TELEVISION PRO-GRAMMING-"To Stations WCAU and WCAU-TV, for outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and the communities served by it."

#### Freedom's Foundation Award

FOR "FREEDOM REVISITED" - "TO WCAU for its public service radio series representing six radio pilgrimages to the shrines of liberty in the Philadelphia area and reconstructing the epic history of the parts they played in the creation of a free America."

This is the third award from Freedom's Foundation in three years.

No other station in America

has EVER won all these important

awards in a single year

### **WCAU**

The Philadelphia Bulletin Stations • CBS affiliate Represented by CBS Radio Spot Sales and CBS Television Spot Sales

### "Operation Heat Wave"



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

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).

It's lower than COST: 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

5.000 Watts •

Represented by NBC Spot Sales



### feature of the week

ADIO and television teamed up with point-of-sale advertising in Southern California to produce an outstanding promotion in the brewing industry.

Covering a six-week period, Maier Brewing Co., Los Angeles, on behalf of Brew 102 beer, in a wrestler-popularity contest set up by John I. Edwards & Assoc., agency servicing the account, tallied 2,852,842 votes cast at the point-of-sale.

Inviting the public to vote for "King 102, America's Perfect Wrestler," the firm utilized about 15% of its regular weekly spot announcement schedules on KNX and KMPC Hollywood. Also used was part of the 15-minute "cushion" segment on 102 Theatre and dressing room interviews on Monday Night Wrestling, both on KTTV (TV) Hollywood. This tied in with the brewing company's long time sponsorship of telecast wres-

Twelve wrestlers, nominated by a committee of Los Angeles radio-TV and sports editors, vied for the They appeared on Brew 102 TV programs and electioneered for themselves by personal appearances. This radio-television promotion was backed up with 500 sevensheet posters in addition to mentions in the local trade papers.

Voting took place at more than 10,000 ballot-box display units installed at Brew 102 dealer stores during the campaign. Maier Brewing Co. found it necessary to triple its original printing order for ballots, according to Jack O'Mara,



Homage is paid to "King 102" (1) (grappler Lou Thesz) by (l to r) Ed (Strangler) Lewis, former wrestling champion and now Mr. Thesz' manager; Richard A. Moore, KTTV vice president and general manager; Mr. Edwards, and George M. Stout, president of Maier Brewing.

promotion director for the advertising agency.

The campaign was climaxed with coronation of Lou Thesz as "King 102" on the May 12 Monday Night Wrestling telecast.

Although disclosing no figures or percentages, 97% of the Brew 102 salesmen and distributors surveyed declared the promotion definitely helped them sell more beer during that period than they would nor-mally have merchandised. The radio-television campaign was described as "conclusive evidence of both media's selling powers."



# KLX

LEADS ALL OAKLAND-

SAN FRANCISCO

INDEPENDENT

Radio **Stations** 

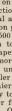
12

Hooper Periods!

Hooper Share of Audience, May through September, Oakland

TRIBUNE TOWER . DAKLAND, CALIFORNIA

Represented Nationally by BURN-SMITH., INC.





### strictly business



RALPH C. KELLEY

Walker Co., station representative firm, and manager of its midwest Mr. Kelley believes also that a rate adjustment similar to that made by stations and networks on time costs will take place with spot when new television stations span the country in the next few years. For now, however, he says the tra-

LTHOUGH television has

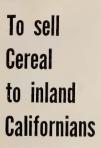
radio spot business, "there will always be a good demand for daytime spot," according to Ralph

A made inroads into nighttime

Clark Kelley, vice president of the

ditional summer hiatus "doesn't seem to be materializing." Midwest agencies are busily buying spot for fall, seasonal and special campaigns, he reports, in contrast

(Continued on page 62)



(and western Nevadans)

### ... Be on the Beeline

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

THE MOST LISTENERS More audience than the *eleven* other leading local stations needed to cover inland California and western Nevada.

(BMB State Area Report)

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

(BMB and Standard Rate & Data)

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

### McClatchy Broadcasting Company

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

KFBK

Sacramento (ABC) 50,000 watts 1530 kc. кон

Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc. MEDM

Bakersfield (CBS) 1000 watts 1410 kc. KWG

kton (ABC)

KMJ

Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

KOH

### Same Boat

EDITOR:

I just want to tell you how much I appreciate your interest in giving so much attention in the current issue [June 9] to the talk I made in Hartford.

It encourages us all to know of the importance you attach to this subject too. In my judgment we can't emphasize too often that we are all in it together whenever the freedom of expression is attacked from any source.

Eric Johnston
President
Motion Picture Assn.
of America Inc.
Washington, D. C.

[EDITOR'S NOTE: In his speech, Mr. Johnston pointed out how vigorously the motion picture industry was fighting censorship and asked that all media of information join in the fight.]

open mike



### Fudd & Friends

EDITOR:

Congratulations on your initiative in the Eustace T. Fudd promotion.

The whole radio industry should bless you for this one.

V. P. & Gen. Mgr. Radio-TV Div. The Hearst Corp. Baltimore

#### EDITOR:

Today I received the promotional copy of B•T built around a number of success stories. If possible I

would like to have 50 copies of this. Please bill me for them. . . .

Curtis O. Liles Pres. & Gen. Mgr. WMLS Sylacauga, Ala.

EDITOR:

YOUR LATEST REPRINT "RADIO IS NO DAMN GOOD" WONDERFUL. CAN WE HAVE 100 REPRINTS.

ODES E. ROBINSON PRES. WVMI BILOXI, MISS.

EDITOR:

ARE EXTRA COPIES OF

"BUSINESSES BUILT BY RA DIO" MAILING PIECES AVAIL ABLE? WE NEED 50.

JAMES H. FIRMIN GEN. MGR. WMOK METROPOLIS, ILL.

EDITOR:

. . . I could use 12 of these to very good advantage. . . .

Arthur J. Barry
Pres.

WEOK Poughkeepsie, N. Y

[EDITOR'S NOTE: The readers above are referring to a brochure reprinting. B-T stories of wide-awake merchant who, unlike the mythical and misan thropic grocer, Eustace T. Fund ("radio able businesses by the use of radio advertising. The brochure is available a the following rates: single copy, 35 copies, \$15; 7 copies, \$20; 100 copies, \$25. Plupostage.]

### Who's on First?

EDITOR:

I was extremely interested i WNAX's [Yankton, S. D.] pag [advertisement] in the May 2 issue of BROADCASTING . TELECAST ING. The copy described the firs radio broadcasting accepted by th Library of Congress, the WNA documentary on the Missouri flood I want to extend congratulation to WNAX on the thought, but think we will have to change th claim on the first broadcast to b deposited in the Congressions Library. On Sept. 11, 1946, KXOI deposited with the Library th program, "Taps for J. B.", a doct mentary of historic old Jefferso Barracks which was abandoned a an army post.

So we'll put in our claim as th first, but maybe someone ha beaten us.

Bruce Barrington News Director KXOK St. Louis

### Better to Give

EDITOR:

. . About a week ago I ar proached the branch manager of company for a prize of real qualit which I intended to use in a contes in our WFBR "Family Day." H said the company had decide against give-aways. This expresion made me think back to la year when WFBR plugged h product in every local program a rotating basis for a month a half. In addition to this h prize was pictured on the from page of a Baltimore weekly an identified-space you can't bu The question in my mind is wh gives what away? .

I think it's about time that radi did something to take the stigm of give-away off the necks of promotion people . . .

There are some real problems it his phase of radio showmanshi and in TV also, I guess. I'll sett for anything that will make man facturers realize that radio this worth something and that the aren't a lot of Santa Clauses where give away...

Bill Roche WFBR Baltimore

consistent

### PERFORMANCE

IN THE RIGH FLINT MARKET

For thirty years, WFDF has been doing a consistent selling job for hundreds of local and national advertisers. Through those thirty years, WFDF has grown in both size and effectiveness—it is the No. 1 radio station in the rich (\$315,840,000 retail sales last year) Flint market. Follow the lead of over 600 Flint merchants—SELL your product over Flint's FIRST station—WFDF.

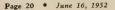


BASIC AMERICAN BROADCASTING COMPANY . 910 KILOCYCLES

OUR 31st YEAR!

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

REPRESENTED BY THE KATZ AGENCY





# RETAIL SALES to WOAI LISTENERS...

\$2,137,708,000\*

Folks in our nation's capital are pretty well known for spending money — Here in the Southwest, listeners to 50,000 watt clear channel WOAI spend more money for products over sales counters than do those people who live in Washington, D. C.

OUR POINT IS -

WOAI serves one of the nation's LEADING MARKETS

AND -

\*Copr. 1951 Sales Management Survey of Buying Power; further rereproduction not licensed. WOAI is its MOST POWERFUL advertising influence!

BUY WOAL

N B C T Q N Represented Nationally by
EDWARD PETRY & COMPANY, INC.

NEW YORK • CHICAGO • LOS ANGELES
ST. LOUIS • DALLAS • SAN FRANCISCO • DETROIT



# 30 Years of Growing Williams Wears of Growing

AM · FM · TV

WILMINGTON, DELAWARE

1952 marks for WDEL three decades of broadcast operation—thirty years of growing with the many vigorous, expanding communities in its listening and viewing area.

Established in 1922, WDEL was Delaware's first station. In 1947, it broadened its services to bring frequency modulation to its listeners. And three years ago, in 1949, it pioneered the State's first television station. Today, WDEL is Delaware's only three-way broadcast operation.

On the occasion of its thirtieth birthday, WDEL restates its past and future plans and philosophy of operation. These are to improve constantly its programming and technical facilities and to serve always the best interests of the people in its area — listeners, viewers and advertisers.



Represented by

ROBERT MEEKER ASSOCIATES

NEW YORK CHICAGO, LOS ANGELES SAN FRANCISCO

# BROADCASTING

### THE RADIO NETWORKS' CRISIS AND CURES

By EDWIN H. JAMES

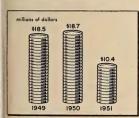
"CRISIS" is a word that no businessman likes to have applied to his business.

In its common connotation, "crisis" is an unpleasant word, full of anxiety, frequently of fear.

But the word has other meanings. To a doctor it represents a time of anxiousness, but not anxiety, a moment anticipated and prepared for. The doctor scientifically analyzes the reasons for the expected crisis and sets out a careful plan to survive it.

One big element in the U. S. radio business has been in a crisis for more than a year, without a doctor in attendance, or at least without a doctor who could prescribe and treat at will. By last week it had become apparent that the nationwide radio networks cannot survive the crisis without receiving competent and perhaps drastic medication soon.

An indication of the patients' condition may be shown thus:



In some ways, this graphic representation is deceptively favorable. The stacks of dollars above stand for total income (before federal income tax) of the nationwide radio networks and their 18 owned and operated stations. Take out the income that could properly be attributed to the owned and operated stations, and you have little or nothing left.

The truth is that by the most conservative accounts the networks

(Continued on page 64)

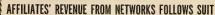
TV Allocations Attacked In Court; Five Appeals Filed

See Page 73

### TOTAL RADIO NETWORK TIME SALES TAKE A HEADER

Net time sales (before agency and other commissions) of the four nationwide radio networks rose after World War II to \$133.7 million peak in 1948. Then television came along. Last year radio network sales were down to \$116.6 million.\*

\* Source: FCC for all years save 1951 which is B.T estimate.



In general total revenue accruing to all affiliated stations from time sales by the major radio networks has followed the patterns of total network sales: \$50.3 million in 1946; \$49.3 million in 1947; \$52.8 million in 1948; \$48.3 million in 1949; \$45.1 million in 1950.\*

\* No figures available for 1951.

### FOR ALL STATIONS SPOT HOLDS OWN, LOCAL RISES

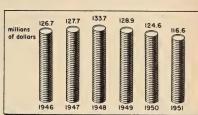
The revenues received by network affiliates from network, spot and local time sales have been changing in relationship. Network business provided 24.5% of all revenues received in these three categories in 1946, only 18.6% in 1950. The proportion of spot has risen slightly. Local now provides almost half—48.1%—of money taken in from these three kinds of sales.

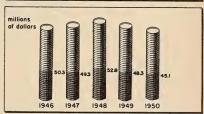
### BUT MORE STATIONS MEAN LESS REVENUE FOR EACH

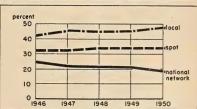
Since 1946, the number of major radio network affiliates included in FCC reports has increased from 791 to 1,130. More stations have been cutting up the pie into pieces of decreasing size. Chart at right shows total revenue for average affiliate from network, spot and local time sales and proportions obtained from each of the three categories.

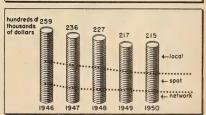
### AVERAGE AFFILIATE GROSSES LESS NOW THAN IN '46

Using 1946 as base year (100%), chart at right shows how increase in number of affiliates has meant decrease in revenue for each. For average affiliate, network revenue in 1950 was only 62.8% of the 1946 level; spot revenue was down to 85.8% of 1946; local down to 92.0%.











### **WEED RE-ALIGNS**

Radio and TV Separated

SEPARATION of the radio and television operations of Weed & Co., station representation firm, was announced last week following the establishment of Weed Television in new offices at 501 Madison Ave., New York, under the direction of Peter B. James.

Weed & Co. will handle radio representation, continuing under the managership of Jerry Lyons, while Weed Television concentrates on representation of TV stations. Joseph J. Weed, owner, will continue to maintain overall supervision of both radio and television divisions. Weed & Co.'s New York offices are at 350 Madison Ave.

The new Weed Television organization was described by Mr. Weed as a completely separate organization, fully staffed with sales, service, merchandising, research, and promotion personnel and designed to serve station clients in all phases of TV representation. Among its services, aside from regular sales activities, is assistance to clients in the preparation of FCC applications for new or changed television facilities.

Clients include WBKB (TV) Chicago, WATV (TV) Newark-New York, WJAR-TV Providence, and WOI-TV Ames, Iowa.

Mr. James, who has been manager of Weed & Co.'s television department since its founding in February 1948, meanwhile announced the appointment of two new account executives of Weed Television: Ray Stone, formerly assistant manager of the CBS-TV Network sales service department, and Joseph Miller, who has been associated with the RCA Victor Film Recording Div., Ross Television Reports, and American Film Producers.

For 10 years before World War II. Mr. James was divisional manager of the Kellogg (cereals) Sales Co. in northern New England.





Mr. James

Mr. Weed

### Grants WCAR Move

MOVE of the transmitter site of WCAR Pontiac, Mich., to Detroit was authorized by the FCC last week. The Commission authorized modification of a construction permit which it earlier granted to WCAR for change of studio location to Detroit and for change in operating assignment from 1 kw daytime on 1130 kc to 50 kw day, 10 kw night, on that frequency, using a directional antenna. Comr. E. M. Webster voted for hearing on the modification.



Drawn for BROADCASTING . TELECASTING by Sid Hix "Why, Jim! . . . can't you see the Continental is looking."

**Buys Additional Hours** On ABC Radio

GENERAL MILLS last week signed for 3% additional hours a week on ABC radio, which coincidentally is planning a major realignment of its afternoon program format with western music slated for the 2:35-4:30 p.m. period [BoT, May 26].

The contract with General Mills called for five half-hours a week (4-4:30 p.m. Mon.-Fri.) plus five quarter-hours (12:30-45 p.m., Mon-Fri.). Cal Tinney tentatively is slated for one of the across-theboard series, and a hillbilly musical group featuring Tennessee Ernie for the other, although exact details had not been worked out.

The 4-4:30 series is slated to start June 30 and will be carried on 274 stations; the 12:30-45 programs will begin on the same date on 165 stations, which will be increased to 172 on Sept. 1. Sale of the half-hours was handled through Dancer-Fitzgerald-Sample, Chicago, and the quarter-hours through Knox Reeves, Minneapolis.

The swing to hillbilly programming in the mid-afternoon block, occasioned in part by recent sponsor cancellations of serials in that segment, will install a sustaining western program with Tennessee Ernie as m.c. in the 2:35-4 p.m. period, after which the General Mills program-probably featuring Cal Tinney-will extend the block to 4:30.

The 12:30-45 p.m. General Mills program, to be broadcast over a substantially smaller number of scattered stations, also will add a rural flavor, according to present plans. The change in format for both the 12:30-45 and the 2:35-4:30 periods goes into effect June 30. when General Mills sponsorship of the additional period begins.

The amount of billings involved in the new General Mills purchase was not disclosed. Some of it represented funds formerly budgeted on Liberty Broadcasting System programs, before LBS ceased operations.

Charles T. Ayres, ABC vice

president for the radio network, meanwhile announced that Silver Eagle had been renewed for another 52 weeks, over the full radio network. The renewal was through Knox Reeves.

General Mills meanwhile renewed Whispering Streets on ABC radio (Mon-Fri., 10:25-45 a.m.) for 52 weeks, giving the network another strong boost (see story page 25). General Mills also sponsors two other ABC radio shows: Lone Ranger (Mon., Wed., and Fri., 7:30-8 p.m.) and Silver Eagle (Tues. and Thurs., 7:30-8 p.m.).

### COX ELECTED

Pres. of KGW Licensee H QUENTON COX has been

elected president of Pioneer Broadcasters Inc., operating KGW Portland, Ore.



Mr. Cox

ously had been assistant treasurer. Mr. Cox joined KGW in 1936. His promotion occurs as con-

He will continue

as general man-

ager of the sta-

tion. He previ-

trol of Pioneer Broadcasters Inc. passes from Mrs. Mitzi E. Newhouse to her son, S. I. Newhouse Jr., now in the Army. Mr. Newhouse, a vice president, will participate in management of KGW's TV project when he leaves the service. His brother, Donald, is also a vice president. Charles Goldman, New York attorney, joins the Pioneer board.

### SCRIPPS FI

Formed with Foss, Duschinsky

NEW telecommunications consulting firm, William J. Scripps Assoc., was formed last week with offices in Washington, New York and at Birmingham,



Mr. Scripps

Mich., a suburb of Detroit. Principals are Mr. Scripps, founder and operator of WWJ-AM-TV Detroit; William L. Foss, head of the engineering consulting firm bearing his name, and Walter Du-

schinsky, planning consultant who has been an adviser to The United

Serving both civil and military

interests in the United States and foreign countries. the firm announces it will provide a complete television service for prospective appli-cants, including market studies, architecture, engineering, pur-chase of equipment and legal activities.



Mr. Foss

Mr. Scripps said the consulting service will cover all phases of station planning and management, including programming. He plans to spend most of his time with the firm although he will retain his directorship in the Evening News Assn., operating WWJ and WWJ-TV. He has been in radio over three decades, starting voice broadcasts in August 1920, with call letters 8CS and 8MK, which soon became WWJ.

For some time Mr. Scripps has been active in the Crusade for Freedom movement, as co-chairman with Henry Ford II. Last year he directed the launching of propaganda balloons into Iron Curtain countries. He has submitted to the government a plan for a Friendship Balloon Lift, in which tangible items such as cigarettes would be flown behind the Iron Curtain.

### Joins Father's Firm

BEN C. FISHER, son of Ben S. Fisher, partner in the Washington radio law firm of Fisher, Wayland Duvall & Southmayd, has joined his father's office, it was announced last week. The younger Mr. Fisher is a graduate of Harvard Law School, 1951, where he was director of legal research for the Harvard Law Review. During the past year he has been clerk to Justice Learned Hand of the U. S Court of Appeals, New York. The younger Mr. Fisher received his B.A. in 1948 from the U. of Illi nois. He is a Phi Beta Kappa.

### NEW SWING TO SPOT In Radio, TV Budgets

By FLORENCE SMALL

IN A DRAMATIC departure in programming at least five national advertisers have almost simultaneously decided to drop their fall network television shows. They will channel their budgets into radio-TV spot campaigns exclusively. In addition, a sixth advertiser is withdrawing its television spot schedule and diverting its money to local radio this summer.

Those were the major findings of a Broadcasting • Telecasting spot check in a week which saw the following actions: (1) ABC captured two new radio advertisers and two in TV while recording two renewals in TV; (2) NBC-TV acquired two new shows and NBC one radio show; (3) CBS Radio came up with a new advertiser, and (4) MBS signed another in radio.

The dominating news was the diversion from network TV to spot. Several reasons were being advanced privately by agencies and advertisers for the development. In sum, the conclusions seemed to be that (1) the studied placing of campaigns on a regional basis prevented duplication which occurred when both a network and a spot schedule were used, and (2) the spot method reached a specific market with precisely the required impact. Elaborating on the latter, they said the high cost of network TV gave emphasis to the fact that spot coverage does not commit them to 39 weeks but can be used seasonably and generally can be increased or decreased quickly.

#### Reasons Advanced

Mennen & Co., New York, one of the spot devotees, has dropped sponsorship of Twenty Questions on DuMont TV and is expanding its early-morning radio program schedule. Mennen has been using 10 and 15-minute news shows in early morning time, 7-9 a.m., in about 60 markets on a 52-week contract basis. Effective July 1 the firm will expand the use of the 10 and 15-minute local news shows to at least 90 markets. Mennen was one of the first national advertisers to use early-morning radio schedules. Kenyon & Eckhardt, New York is the agency.

Another advertiser riding the new trend is Lambert Pharmacal Co. (Listerine), which drops its television program (Sammy Kaye on CBS-TV, Sat., 7-7:30 p.m.) to put the money into TV spots, starting in the fall. Agency is Lambert & Feasley, New York. Phillips Petroleum Co. (Phillips 66), Bartlesville, Okla., meanwhile drops its radio program (Rex Allen Show on 67 CBS Radio stations, Mon., 10:30-45 p.m.) to sponsor local TV programs in 17 markets. In addition the company is adding at least a dozen radio markets for quarter-hour programs as proper availabilities open. The present radio schedule includes 30 programs, half-hour once a week, and as many quarter-hour shows, across-theboard in markets across the coun-

Snow Crop Frozen Foods, New York, which has dropped sponsorship of All-Star Revue, Saturday on NBC-TV, will put its television money into radio and TV saturation spot campaigns. The firm is currently realigning its budget and expects to use six or eight-week penetration spot campaigns in markets across the country for all of its products. Maxon Inc., New York, is the agency.

General Foods (Jell-O), which sponsored a half-hour show, Mr. Bobbin, on NBC-TV last fall, will use part of its TV budget in a radio and TV spot campaign starting July 1 and running through the summer. In the fall, however, Jell-O is expected to return to a combination radio-TV network program if the proper personality show can be negotiated. Young & Rubicam, New York, is the agency.

Mohawk Carpets is another national advertiser turning to a saturation TV-radio spot campaign this fall. It will start in mid-September, employing one-minute announcements and chain breaks through Maxon Inc., New York (see New Business, page 18).

In possibly the most unusual move of all, Thyoquent (a skin solution), Binghamton, N. Y., which has used spot television for the past two years in 10 markets, is cancelling its TV schedule and putting a reduced budget into radio, using spots and 10 and 15-minute programs in exactly the same markets it previously reached in TV. Contracts start almost immediately and will run for 13 weeks (see NEW BUSINESS, page 18). Advertiser is clearly attempting to use radio to hold markets already gained from TV. Fred C. Zusi, Clifton, N. J. is the agency.

#### Packard Considering

On another front, Packard cars, which was one of the major advertisers using a half-hour show on a regional basis last season—Rebound—has not renewed the series but is currently considering both radio and television, and is looking into markets and costs. A decision is expected early in July. Maxon Inc. is the agency.

Business signed by the networks, meanwhile, included:

Sterling Drug Inc., effective July 7 will launch sponsorship of My True Story on ABC radio (Mon.-Fri., 10-10:25 a.m.). Agency: Dancer-Fitzgerald-Sample, New York.

New TV sponsors on ABC-TV are Frank H. Fleer Corp., Philadelphia, underwriting Pud's Prize Party (Sat., 11:30-45 a.m.) starting June 21, and American Chiele Co., which has acquired A Date With Judy (Thurs., 8-8:30 p.m.). The agency for Fleer is Lewis & Gilman, Philadelphia, and that for American Chiele, Dancer-Fitz-gerald-Sample, New York.

ABC-TV renewals include the Billy Graham Evangelistic Assn. for Hour of Decision (Sun., 10-10:15 p.m.) through Walter F. Bennett & Co., Chicago, and Canada Dry ginger ale for its portion of Super Circus (Sun., 5-6 p.m.) through J. M. Mathes Inc., New York. In addition General Mills signed for five quarter-hours and five half-hours per week on ABC Radio, effective June 30 (see story page 24).

New programs and sponsors on NBC include RCA Victor's sponsorship of the Meredith Willson Show (Sun, 8-8:30 p.m., NBC radio), which already is under way, and Curtain Call (Fri., 8-8:30 p.m., NBC-TV), which starts June 20, plus a half-hour version of Kukla, Fran & Ollie on NBC-TV on alternate Sunday evenings, starting this fall

Also on NBC, Pepsi-Cola acquired Tuesday and Thursday quarter-hour segments with Short Short Story (7:15-30 pm)

(7:15-30 p.m.).

NBC-TV also announced that R. J.

NBC-TV also announced that R. J.

Reynolds Tobacco Co.'s Camel News

Caravan will go coast-to-coast starting June 30 when KNBH (TV) Los

Angeles, KRON-TV San Francisco and

KDYL-TV Salt Lake City join 39 other

TV stations carrying the program.

See southwestern stations will carry

the show starting July 1, and KING
TV Seattle may be added July 7. Show
has been sponsored by Camel via Wil
liam Esty & Co. for the past four

years.

CBS Radio meanwhile signed Sonotone Corp., Elmsford, N. Y., (Kudner Agency) to underwrite a segment of the Arthur Godfrey morning show [B•T, June 9].

Mutual reported that the deep freeze appliance division of Motor Products Corp., North Chicago, Ill., had signed Gabriel Heatter to a 52-week contract for Thursday night newscasts (7:30 p.m.) starting June 26. Roche, Williams & Cleary, Chicago, is the agency (see New Business, page 18).

### RYAN WANTS VALUE

THE PROBLEM of the "free plug" and its vast potential for depriving radio and television of legitimate advertising revenue [B•T, June 9] was taken up last week by BAB President William B. Ryan, who recommended that broadcasters permit it only when there is "value received."

At the same time, in recognition of the magnitude of the question, BAB solicited the opinions of broadcasters "on all phases of this problem." (See editorial, page 56.)

The "free plug," which in its more unpalatable forms has aggravated members of the NBC Stations' Planning and Advisory Committee into demanding that NBC-TV take affirmative action [B\*T, May 5], is an on-the-air mention of the name of a company, product, service, or person not connected with the company sponsoring the program. In television, where the problem appears to be increasing, display of a brand name or a brand-name product can be an even more effective "plug" than aural mention of the name.

The president of radio's BAB suggested the following as probably the most enlightened policy for a broadcaster to follow with respect to acceptance or rejection of

planned plugs:

"When you give a plug, make sure it's given for value received by the station or network and that it's not a giveaway or plug to an otherwise qualified advertiser or to a promoter or client who is making money on your free time."

In other words: Get an equitable return for each plug, or don't

Mr. Ryan conceded that the "sneak plug" may be slipped in ad lib, with the broadcaster having no opportunity to eliminate it in advance. These plugs, it has been shown, result almost invariably in "gifts" to the persons who slip them in, whether the reward is offered in advance or not.

The BAB chief felt, however, that the big appeal of the reward to the writer, performer, producer, etc., lies not in its monetary value, but in "the idea of getting something for free." More than that, he said, the person "who could afford to buy" is probably the most vulnerable to the attraction of "for free" items. Mr. Ryan explained:

"A special greeting at the door by Pierre and a big dinner for the entire party . . a big, big box of sweets addressed to Mrs. Writer, Producer. Commentator or Come-

### For 'Free Plugs'

dian . . . a weekend at Broiling Sulphur Springs . . a delicious ready-to-eat, melt-in-your-mouth ham . . . a waterproof, drop-on-the-concrete-proof 21-jewel watch — these are the tools of the 'free plugger.'

"If we can inculcate a sense of values and ethics in the people who are tempted by these things, then we will have resolved most of the 'for-free' problems."

He added: "BAB would like to hear broadcasters' opinions on all phases of this problem."

It is a subject, Mr. Ryan asserted, on which BAB received frequent complaints.

Some queries, he reported, deal with a different sort of "plug"—the requests, for example of a great number of industries, individually, for radio stations' observance of a "national" day or week paying tribute to whatever industry is making the request.

Very often, he said, the industries making such requests emphasize pointedly that stations are obligated to do this sort of thing from a purely public service standfrom a purely public service standfrom. BAB's advice, when it's asked for, is for the station to schedule such a "day"—but to sell time in connection with it.

AST Oct I, BROADCASTING • TELECASTING published a survey which caused wide comment because it proved that more people were listening to the radio in Louisville, a city with two big and energetic television stations, than ever listened before TV came to town. Here's a second survey by the same researcher, Dr. Raymond A. Kemper, professor at the U. of Louisville and head of Raymond A. Kemper Assoc., market research firm. Between June 1951, when the first Kemper study was made, and March 1952, the time of his new one, television ownership in Louisville has increased from 37% to 57%. What has happened to radio in that interval?

Radio set ownership has increased by .56 sets-per-family.
 Portable sets now constitute 15.8% of all AM sets whereas a year ago the proportion of portables to others was only 4.8%.

 Non-portables added since the first survey have without exception been installed in places where television is not usually found—kitchens, bedrooms, etc.

 In a typical week, some 1,150,100 adult-hours are spent in listening to auto radios in Louisville.

It all adds up to the fact that though radio listening patterns are changing (the audience is moving out of the living room to other places that TV doesn't reach), radio is still big and apparently is getting bigger.

### By DR. RAYMOND A. KEMPER

LAST JUNE, when we first researched Louisville's 60-mile-market, we concluded: "More people are listening to radio over more sets in 'Louisville Market' homes and automobiles, than ever before." During March of this year, we went back to a majority of the households in the original cross-section to evaluate changes and trends in the market picture. And, again, we can reach but one conclusion: Louisville radio is BIG, and it seems to be getting even bigger, despite an amazing increase in TV-ownership throughout the market!

For example, when we projected the results obtained in March to the estimated population of 315,000 households in the 60-mile-market, we found....

- ♠ There are now approximately 897,750 AM sets (including, 620,550 non-portable receivers, 141,750 portable sets and 135,450 auto-radio sets) among an estimated 308,-000 radio-households in the market.
- Among these radio-families, there are approximately 1,139,600 people (317,250 are adult men, 415,800 adult women and 243,300 children between 5 and 18) potentially available as a listening audience, in their homes and/or in their radio-equipped cars.
- The 126,700 auto-radio families (some with more than one radio-equipped car and truck) make approximately 4,117,570 separate trips in their family-owned autos and trucks during a typical 7-day week. And, during the course of these trips (which average some 57.4 minutes, including 'parking') they contribute about 864,700 adult man-hours of listening to the total radio-listening in the market during a typical week.

• And, all of this is in the face of an increase in TV-ownership from 37% in June, to 55% in March.

There can be little doubt that though the patterns of radio listening are changing, radio, as an effective advertising medium, is solid. And, as the logic of the situation clearly indicates, radio can do nothing but become even more solid.

Here's why: Radio reaches into the hard-to-get-to places and, particularly during the summer months, customers cloister in those hard-to-get-to places. And, in these 'hard-to-get-to' places, radio picks up most of the marbles. The listener cannot lug his TV set with him on a family picnic, nor is he very likely to bring along newspapers or magazines to read. But he can bring along the 'portable'. And he can listen to his auto-radio as he drives along to the rustic retreat. So, if there is anything to this idea of a 'summer hiatus', it certainly doesn't apply to presentday radio. If anything, radio is even more vital in the summerassuming that broadcasters are programming something worth lis-

#### Search for Facts

Our March study was, in one sense, a re-test, designed to evaluate changes in the market. In June of 1951, we personally interviewed adult respondents in a 3,500-household sample representative of the 60-mile-market. In March, we went back to some 2,800 of the households in the original sample-with a mail-questionnaire, this timeand we came up with some very interesting data. This second study was one of a continuing series, and as in June, it was sponsored by WAVE (Louisville's NBC affiliate), not as a 'popularity contest', but as an honestly-designed effort to obtain valid and reliable facts.

First, we selected at random but

# NEW SURVEY SHOWS RADIO'S BIGNESS

within spatial and demographic proportions 2,800 households from the "Louisville . 60-Mile-Market" panel used in June, 1951. Each of the sample homes had been measured during the June survey. Mailquestionnaires were sent out-in 14 representatively proportioned 'mailings', between March 9 and March 22-to each household, and (following a series of seven 'followup' mailings to non-respondents) by April 6 some 1,044 usable questionnaires had been returned us, for a percentage of 37.3%. This relatively high return, no doubt, was due to the unique premium offered respondents.

For each questionnaire returned to us in a usable condition prior to a set time-limit, we offered to pay 25 cents to a medical charity of the respondent's own choice. The questionnaires were pre-coded to allow for the identification of respondent-households and of non-respondents. They were sent out via first class mail, in order that we might obtain some idea of how many panel members had changed their places of residence during the nine-month period.

### Comparable Samples

We were particularly gratified by another aspect of the 'return'. The original 2,800-household 'mail sample' had been carefully proportioned (spatially and by city-townfarm distribution) to represent the best available estimates of population parameters (e.g., 1951 Estimates, Consumer Markets). The sample of returned questionnaires (see Table I, page 92) was essentially similar to the original sample, in terms of spatial and city-townfarm distribution. On the basis of this similarity, coupled with the similarity between the two samples in respect to demographic data, we may reasonably assume that the cross-section is essentially representative of the 315,000-household population of the 60-mile-market.

When we compared the "average number of AM sets-per-family" statistics, for June (1951) and March (1952), we found:

There has been an overall increase of 0.56 sets-perfamily, during the interim period.

• Portable sets now constitute a larger portion of the total (15.8% of all AM sets), than they did in June (4.8% of all AM sets).

Newly added (non-portable) in-the-home receivers have been placed, without exception, in rooms and other places where televiewing is highly improbable . . . kitchens, bedrooms, utility rooms, barns, etc.

Where, in June of 1951 the 1,044 households had averaged 2.29 AM sets-per-family, they now average 2.85 AM sets-per-family.

#### 'Average Sets-Per-Family' in: June (1951) March (1952)

June (1751)	March (1952
1.73	1.97
0.11	0.45
0.45	0.43
rs 2.29	2.85
	1.73 0.11 0.45

And, portable sets have contributed a disproportionate share (0.34 sets-per-family) to this total 0.56 sets-per-family increase. Where in June 1951 portables made up only 4.8% of the AM sets owned by the sample households, they now constitute 15.8% of all AM sets in the cross-section (See chart II, next page.)

When we asked, as we had in June, where AM sets were placed in and about the home, we discovered that all newly-added (non-portable) in-the-home sets have been placed, without exception, in rooms and places that are virtually inaccessible to TV. (See chart I, next page.)

Just as in June, we continued our attempts, in this March study, to help design some new approach



Dr. KEMPER

### CHART I—RADIO SETS AND LISTENERS ARE MOVING AWAY FROM TV RECEIVER SITES

The number of sets in the home is growing, but the newly added sets are being placed in rooms where television is seldom if ever found. Note in chart at right how the percentage of sets in kitchens, children's bedrooms and "other" places such as utility rooms, work rooms, bathrooms, etc. has been rising. Meanwhile, the percentage of radios in living rooms, where most TV viewing takes place, has declined from 43.3% in June, 1951, to 37.6% in March, 1952.

Adult's Bedroom 10.1% Adult's Bedroom Children's 0 = 5.2% Children's 26.0% Bedroom 23.9% Bedroom Other 37.6% Dining Room 43.3% Kitchen 17.9% 20.3% Dining Room 4.5% 3.5% Living 0 ... Living 3.6% ● .... 419 Room Room 3 June 1951 March 1952 1.73 in-home-sets per family 1.97 in-home-sets per family

to the traditional research methodology, something by means of which we might obtain some equitable, valid and reliable measurement of radio's circulation.

For some time, we have been of the opinion that radio's reputation has been most hurt by its supposed friends, the 'program raters'. In a talk before District 7, NARTB (Nov. 9, 1951), we attempted to point-out the obvious fact that . . . "Ratings are rotten research". And, for two major reasons:

(1) Because of sampling limitations, or precision-of-measurement limitations, or both, none of the "program rating" methods in present use can possibly provide a true and reliable picture of radio's cir-culation. No "ratings" (except, perhaps, the infamous "diary" methods), in present use, include listening reports from non-urban areas, and, in most markets, it is in just these farm and rural nonfarm areas that TV has made its least serious inroads. Most "ratings" (again excepting "diaries") do not include listening involving secondary-sets (tertiary, quaternary, etc.) in-the-home but in places removed, barns, garages, utility rooms, etc. And, no rating system now in use can possibly include adequate and reliable measurement of listening that takes place in automobiles.

#### Radio Short-Changed

(2) And, secondly, because they place the broadcaster on a different and distinctly unfair 'medium measurement' basis, because they require the broadcaster to justify his circulation on one criterion, while his competition, the publishers and display people, are able to justify their circulation on a dissimilar and much less stringent basis, "program ratings" are the very determinants of radio's sickly reputation.

Just as we did in the June study,

we continued in this March study to design and (we hope) make more precise and usable a research methodology which may eventually lead to the really valid and reliable measurement of radio's true effectiveness as an advertising medium.

In June, as some of you will recall, we accomplished two things: (1) We measured radio's circulation on the basis of the same criterion used by the publishers and the display people (volume of 'unit circulation'), and we found that radio led the pack; (2) We measured newspapers and magazines on the basis of the same criterion now used to measure radio's circulation ("readership" of specific items), and, again, radio led the rest!

#### Double Standard Bad

Having—in our own opinion, at least—clearly indicated that the present "double standard" for media measurement is inequitable, and that it consistently and systematically acts to the detriment of the broadcaster, we were ready to look for some sound path out of the methodological morass in which radio research now finds itself.

- In addition to bringing our "radio set distribution and placement" data up to date, we attempted to accomplish two new measurements in this March study:
- (1) We obtained information about the number of people available (that is, "in the home, and awake") to radio, hour-by-hour throughout the broadcast day.
- (2) We attempted to obtain a valid and reasonably usable evaluation of the nature and extent of the auto-radio listening in the market.

To bring out the information for the first of these, we asked the following questions in series:

Including yourself, how many people are there in your regular household? (The respondent was required to classify the regular members of the household in these categories: adult men, adult women, children to 5 years, children between 5 and 9 years, children between 10 and 14 years and children between 15 and 18 years.)

The results obtained with this question, in terms of the "typical market household," are summarized as follows (figures in parentheses are projections of the statistics to an estimated population of 315,00 households in the 60-Mile Market):

There were 1.03 adult men per household (324,450); 1.35 adult women per household (425,250); 0.53 children to 5 years of age per family (166,950); 0.35 children 5-9 years per family (110,-250); 0.29 children 10-14 years per family (91,350), and 0.15 children 15-18 years per family (47,250).

Having determined the size and the composition of a sample household, we followed with this question:

In terms of what happened YESTERDAY, how many of these regular members of your household were IN THE HOME during each of the one-hour periods listed below?

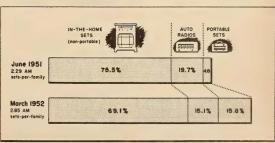
DIRECTIONS: If no one was at home during any particular period, write the word "none" across the row representing that period. If some member of the family was at home for all, or more than half, of a one-hour period, you should record it by writing-in the number of men, women and children in the spaces of the row representing that period. PLEASE record something FOR EACH OF THE ONE-HOUR PERIODS IN the list!

If any or all of the members of the family were asleep during any of the time-periods, please CIRCLE the number(s) in that interval that were asleep.

In Table II, page 92, we have indicated the "average number of household members, in the home and awake, per market family," hour-by-hour, for a "typical weekday," a "typical Saturday" and a "typical Sunday." The subsample mailings were spaced over a con-

(Continued on page 92)

### CHART II—PROPORTION OF PORTABLE SETS IS GROWING



There are more sets per family now than in June, 1951, and more of the sets are portables. Above chart shows how total sets-per-family have increased and how proportions of non-portable, portable and auto sets have changed.



ALL members of NARTB Radio Board attended Thursday meeting in Washington, many for their first sessions as directors. Present were (front row, I to r): Jack Todd, KAKE Wichita; Henry B. Clay, KWKH Shreveport, La.; Harold E. Fellows, NARTB president; Judge Justin Miller, NARTB board chairman; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; Leonard Kapner, WCAE Pittsburgh; E. K. Hartenbower, KCMO Kansas City; Harry W. Linder, KWLM Willmar, Minn.

Second row: Thad Holt, WAPI Birmingham; John H. DeWitt Jr., WSM Nashville; H Quenton Cox, KGW Portland, Ore.; Glenn Shaw, KLX Oakland; Robert T. Mason,

WMRN Marion, Ohio; Lee W. Jacobs, KBKR Baker, Ore.; Ben Strouse, WWDC-FM Washington.

Third row: Kenyon Brown, KWFT Wichita Falls, Tex.; Paul W. Morency, WTIC Hartford; A. D. Willard Jr., WGAC Augusta, Ga.; William H. Fineshriber Jr., MBS; Albert D. Johnson, KOY Phoenix, Ariz.; E. R. Vadeboncoeur, WSYR Syracuse; Hugh B. Terry, KLZ Denver.

Fourth row: Harold Essex, WSJS Winston-Salem, N. C.; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; William C. Grove, KFBC Cheyenne, Wyo.; Merrill Lindsay, WSOY Decatur, III.; William B. McGrath, WHDH Boston; C. E. Arney Jr., NARTB secretary-treasurer; Edgar Kobak, WTWA Thomson, Ga.

ket.

### CENSORSHIP FIGHT

month.

By J. FRANK BEATTY

NARTB will meet head-on all efforts of Congress and the FCC to censor programs, suppress the right to cover public events or destroy property rights.

The two NARTB directorates—Radio Board and Television Board—decided last week to fight such crippling proposals as bans on news coverage of House and Senate sessions or censorship of programs. They decided, too, to ask FCC to reverse its recent order putting stations and networks in regulatory irons if they don't allow program rebroadcasts by other stations (see rebroadcast story page 49).

The Radio Board held a long oneday session Thursday at the Mayflower Hotel, Washington, completing the business at one sitting though a two-day agenda had been scheduled. TV directors met Monday-Tuesday at The Homestead, Hot Springs, Va. (see separate story page 36).

Both boards lauded President Harold E. Fellows and the association staff for their opposition to the resolution (S. Res. 319) introduced in the Senate by Sen. Patrick A. McCarran (D-Nev.), proposing to amend Senate rules. The plan would prevent direct or delayed radio or television coverage of Senate floor or committee proceedings [Be\*T, May 26].

The boards heard a legislative report on the status of the Gathings resolution (H. Res. 278) calling for an investigation of radio and TV programming. Hearings were started in early June by a special House subcommittee [B\*T, June 9], under chairmanship of Rep. Oren Harris (D-Ark.). President Fellows and John E. Fetzer, owner-operator of the Fetzer radio-TV stations, are

scheduled to appear before the Harris subcommittee late this

Ralph W. Hardy, NARTB government relations director, told the Radio Board Thursday that more than 80 pieces of legislation affecting the broadcast field are pending in Congress. He said much of the legislation is of a restrictive nature and even enters the sphere of censorship.

The Radio Board adopted a resolution endorsing the Advertising Research Foundation plan to set up an industry yardstick of audience measurement. A research resolution had been sidetracked at the NARTB Chicago convention and referred to the board.

The original resolution had pointed to the need for accurate information on audience and station circulation in an increasingly

Voted by NARTB Board
the competitive advertising sales mar-

Earlier in the week the TV Board had tabled a proposal to allocate \$10,000 for a measurement study by ARF, cooperatively representing media, advertisers and agencies, pending receipt of a report from Edgar Kobak, WTWA Thomson, Ga., ARF president. Broadcast Advertising Bureau has granted ARF \$15,000 for the study.

A fiscal year budget totaling around \$567,000 was approved. This is about \$30,000 over the tentative budget approved on a three-month basis at the board's February meeting. The budget report was submitted by Harold Essex, WSJS Winston-Salem, N. C., chairman of the Finance Committee, which met Wednesday.

Application of 89 radio and 30 television stations under the com-

bination dues plan were approved. This plan provides discounts for commonly owned station if all are in membership. Enjoyment of retroactive discounts to last April 1 will be granted on applications received up to Aug. 31 deadline.

Michael R. Hanna, WHCU Ithaca, N. Y., reported on progress of the effort to obtain easing of the antiquated FCC transcription rule. He heads a committee that has been in touch with FCC. The group asks elimination of many of the transcription identifications in line with progress of the art.

William C. Grove, KFBC Cheyenne, Wyo, and Bernard Koteen, attorney, reported on the petition of the association for relaxed engineering rules governing radio operators and remotely controlled transmitters.

A problem of growing industry importance—multiplicity of meetings—will be studied by a special committee. Industry groups holding series of meetings all over the nation include NARTB, Broadcast Advertising Bureau, Broadcast Music Inc., Associated Press and others.

The committee is to propose ways of cutting down time and travel costs entailed in attendance at various types of broadcast industry meetings.

Richard P. Doherty, NARTB employe-employer relations director, reported on his activity as a delegate to the International Labor Organization conference held in Geneva recently.

The Radio Board voted to join, and contribute financially, to American Council on Education for Journalism, which accredits journalism curricula in college.

Ben Strouse, WWDC Washington, chairman of NARTB's FM Committee and an FM director, reported on the FM Promotion Plan conducted jointly with Radio-Television Mfrs. Assn. (see FM story page 59). Mr. Strouse reported on behalf of J. H. Smith Jr., NARTB FM Dept. director.

### INDUSTRY 'MORALS' REPLY Set June 25

SPOKESMEN for radio and TV broadcasters will face a congressional subcommittee June 25 and 26 to answer allegations that broadcast programs are "immoral" and offensive to the American public, it was announced last week.

Bulk of the testimony, to be presented to Rep. Oren Harris (D-Ark.) and other members of the House Interstate and Foreign Commerce subcommittee probing programs, will be given by NARTB officials. Also scheduled to appear will be CBS and NBC representatives.

NARTB witnesses scheduled are understood to include Harold E. Fellows, president; Thad Brown, TV director, and Ralph Hardy, government relations director. Leading off will be Michigan radio-TV station owner John E. Fetzer, chairman of the NARTB Television Code Review Board.

Also due to be heard, but not yet scheduled, are the FCC spokesmen. It is understood the Brewers' Foundation also has asked for a chance to appear.

In the three-day hearing two weeks ago, the Harris subcommittee heard a score of witnesses, the majority of whom decried beer and wine commercials and drinking scenes in programs on radio and TV [B\*T, June 9].

Other witnesses, including Rep. E. C. Gathings (D-Ark.) who sponsored the resolution authorizing the investigation, objected to what they called "indecent" and "horror" programs. Among objectors was Paul Harvey, ABC news commentator.

Opening sessions of the hearing heard Rep. Gathings use turn-ofthe-century phraseology to describe a dance act he witnessed on TV. The words he used were "hootchycootchy" and "shimmy."

Rep. Gathings is to be named this week as chairman of a select sub-committee to investigate "filthy" books and pictures. In his original resolution, the Arkansas lawmaker asked for a select committee to investigate the moral level of all media—books, pictures, radio and TV. At the insistence of the House

(Continued on page 52)

### **POLITICS ON RADIO-TV**

WHILE RADIO and television edged ahead with intricate plans for coverage of the national political conventions next month, the politicians last week evidenced—in one case by a challenge to the legality of commercial sponsorship—further mounting faith in the broadcast media as instruments to influence voters.

The Progressive Party, wanting more detailed coverage of its own convention, served notice late Thursday that it would take action charging "four major radio-TV networks" with discrimination and also challenging their right to sell their coverage to sponsors.

#### TV Will Sway Votes

There were other evidences of superlative political belief that sight-and-sound reporting, especially with television operating nation-wide, will sway votes this summer and fall as votes have not been swayed before (see editorial, page 56). For instance, there were:

- The prompt and vigorous demands of both Sens. Robert A. Taft (R-Ohio) and Estes Kefauver (D-Tenn.) for network time equivalent to that provided Gen. Dwight D. Eisenhower in his Abilene speech [B•T, June 9]—demands that paid off last week, at least in part, for both men.
- The demands by Eisenhower backers who, incensed by what they considered a Taft "steal" of delegates in Texas and other southern states, insisted that the proceeding of the Republican Convention Credentials Committee's session on delegate contests be opened to both radio and TV so that as many voters as possible might hear and see.
- The radio plan unveiled Thursday by Democratic Candidate W. Averell Harriman to expand his "personal" appearances through exclusive transcribed "interviews" in which he would answer, on tape, questions sent him, also on tape, by local station newsmen in some 100 cities to which the offer was extended.
- Vice President Alben W. Barkley's tribute to TV in a letter in which he told Nathan Lord, gen-



Berryman in Washington Evening Star

eral manager of WAVE-TV Louisville, that television will "play a larger part in the campaign this year than ever before. . . . Therefore, it is important that the Democratic Party be in a position to take advantage of this new means of publicity and information since many people would be governed by the appearance and manner of the candidates."

Democratic Candidate Kefauver's expressed view that television may eliminate decision-making in smoke-filled rooms: "By bringing the conventions into millions of homes it will help to bring politics out into the open. . . . Television will help produce open political decisions openly arrived at. In doing this it will merit the grateful thanks of all people."

The New York Times also lauded the value of television in politics. In its editorial, "TV as a Political Force". the Times said:

The TV audience is now nationwide for the first time in a national campaign, and the camera is also newly ubiquitous. Television will watch the political conventions in Chicago. It will examine the spelbinders. It makes a goldfish bowl out of every rostrum. It applies the litmus test to shenanigans, phonies and plain bores. It separates the men from the boys.

parates the men from the boys. . . . It is one thing for a candidate to

mount the platform and read a speech, which he himself may or may not have written. It is another thing for him to face a roomful of newspaper men and submit to informed critical questioning. In no respect has television made a greater contribution of public service, perhaps, than in putting a press conference on the air. The public is able at first-hand to measure the fortnightness, the courage or the evasiveness of a candidate. It watches while the subject speaks on topics he might prefer to avoid. It catches all the hesitations and the nuances.

The Progressive Party's "Legal Actions" were to be filed with FCC and Attorney General James McGranery and were to be announced at a news conference Friday afternoon, according to notices distributed to newsmen late Thursday.

Progressive Party Secretary and Campaign Manager C. B. Baldwin, who sent out the invitations to the Friday news conference, said the complaints would charge the networks with discrimination "in virtually blanking out the Progressive Party Convention in Chicago July 4, 5 and 6 while devoting up to 96 hours each to the two major parties." The GOP Convention gets under way in Chicago July 7 and the Democratic Convention opens there July 21.

In his invitation, Mr. Baldwin

also said "the right of the networks to solicit and contract for commercial sponsorship of political campaign coverage, involving such costs as \$1.5 million for convention coverage by one network alone, now subsidized by existing contracts with large commercial spon-

Pre-Convention Action Warms Up

these actions."

He said the news conference would be conducted by himself and David Rein, Washington attorney who, he reported, will handle the case before FCC and the Justice Dent

sors will be legally challenged in

#### Win Partial Victories

In the Taft-Kefauver joust with the networks via FCC in an effort to secure broadcast time similar to coverage of the Eisenhower Abilene speech, both candidates had won partial victories late last week. NBC radio, NBC-TV and CBS-TV offered Sen. Taft (who accepted) a 7-7:30 p.m. spot on Thursday, while both radio and television networks of NBC offered Sen. Kefauver an evening half-hour for July 1 and CBS Radio and CBS-TV on Thursday offered him a half hour at a time to be mutually worked out.

Following receipt of the offer

(Continued on page 68)

Derailment Is Thwarted

### McFARLAND BILL

FATE of the McFarland Bill the FCC "r (S 658) gyrated wildly last week when it was displaced on the House floor calendar on Tuesday ostensibly to permit debate on the \$2 bill from the Dillion military construction bill. Bill from the Corm bill the measure, heavily opposed by the FCC, would be rescheduled for all Commissions

Mysterious goings-on which saw the bill yanked from the House "program" in what is understood to have been White House pressure, so nettled sponsor Sen. Ernest W. McFarland (D-Ariz.) and other interested legislators that an offensive was immediately launched to ensure consideration of the measure before Congress adjourns—aimed for first week in July.

House action tomorrow (June 17).

Sen. McFarland, who is also Senate Majority Leader, conferred with Presidential Special Counsel Charles S. Murphy, House Majority Leader John W. McCormack (D-Mass.), House Majority Whip J. Percy Priest (D-Tenn.) and Rep. Oren Harris (D-Ark.), communications subcommittee chairman of the House Interstate & Foreign Commerce Committee, who is responsible for the bill on the floor.

Differences were "adjusted" and a pledge to reschedule the bill was given to the Arizona Senator.

What prompted the attempt to sidetrack the bill could not be learned at first hand. Consensus of Capitol Hill observers was that the FCC "reached" the White House with its objections. The White House, through Mr. Murphy, then is believed to have requested Rep. McCormack to withdraw the bill from the House schedule.

Major FCC objections were to the provisions (1) separating staff and Commissioners, (2) requiring that a 30-day notice be given before it could set an application for a hearing or grant it without a hearing, and (3) forbidding it to discriminate against newspaper applicants [B\*T, May 12, 5].

#### Protection Against Libel

Fact that it was revealed that "adjustments" will be made—presumably by amendments from the floor—seem to indicate that some of these provisions may be revised or eliminated altogether.

It was also learned that among other amendments expected to be offered by Congressmen is one designed to protect stations against the dangers of libel suits for remarks made over the air by candidates.

According to Section 315 of the Communications Act, stations are not permitted to censor speeches by political candidates—but there is no protection for the station against libel suits.

Pending in Congress is a bill (HR 7062) by Rep. Walt Horan (R-Wash.) which would safeguard broadcasters from libel uttered over their stations by political

candidates [B®T, March 17]. Also pending is a bill with similar provisions (HR 7756) by Rep. Pat Sutton (D-Tenn.). A bill (HR 7782), permitting stations to censor libelous and defamatory matter from candidates' speeches, was introduced last month by Rep. Joseph H. O'Hara (R-Minn.). On the Senate side, Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, which handles radio-TV matters, submitted a bill (S 2559) which would require that candidates post a bond to protect the station from libel actions.

Bound to be heard, it appears, will be angry Congressmen's complaints about rates charged them in political campaign years. The fact that most stations charge candidates national rates, instead of local charges, has aroused the ire of many legislators.

Efforts are being made to ascertain who was responsible for the privately-admitted "terrible mistake" in withdrawing the McFarland Bill from the House floor calendar. Proponents of the bill were struck by the action of the White House in interceding in the matter before the more normal procedure of expressing the President's displeasure by a veto. In the course of his check into the reasons for the displacement of his bill, Sen. McFarland reportedly

(Continued on page 69)

### AFA UPHOLDS

### Advertisers' Right to Defend

THE RIGHT of American industry to use advertising to defend tiself against "hostile acts or assertions" of government officials was upheld in a vigorously-worded resolution adopted by the 48th annual convention of the Advertising Federation of America last week in New York (also see story, page 74).

Another AFA resolution reaffirmed the organization's "approval and support of voluntary measures taken by media, agencies, trade associations and business leaders in maintaining the highest standadd of truth, helpfulness and conduct in all advertising functions and practices" and called on the AFA board to establish a committee to create "a pattern and plan" whereby the principles of good advertising "may be implemented and

#### 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 May 4-10, 1952 NIELSEN RATING\*

Current Rating Current Homes Program EVENING, ONCE-A-WEEK (Average For All Programs) (4.9) Lux Radio Theatre (CBS) 11.1 You Bet Your Life (NBC) Jack Benny (CBS) Charlie McCarthy Show (CBS) 9.3 Amos 'n' Andy (CBS) 9.2 Dragnet (NBC) 8.8 Big Story (NBC) 8.4 Fibber McGee & Molly (NBC) 8.3 Our Miss Brooks (CBS) Great Gildersleeve (NBC) EVENING, MULTI-WEEKLY (Average For All Programs) (3.1)One Man's Family (NBC) 5.0 Lone Ranger (ABC) News of the World (NBC) 46 4.2 WEEKDAY (Average For All Programs) Our Gal, Sunday (CBS) Romance of Helen Trent (CBS) 6.9 Arthur Godfrey (Liggett & Myers) 6.8 4 Big Sister (CBS) 6.5 5 Ma Perkins (CBS) 6.3 Pepper Young's Family (NBC) Arthur Godfrey (Nabisco) (CBS) 5.8 Right to Happiness (NBC) 5.8 Guiding Light (CBS) 57 10 Backstage Wife (NBC) 5.7 DAY, SUNDAY (Average For All (1.9) Programs) 1 Martin Kane, Private Eye (NBC) 3.8 Hollywood Star Playhouse (NBC) Shadow, The (MBS) 3.6 DAY, SATURDAY (Average For All Programs) (2.8) Stars Over Hollywood (CBS) 5.6 Theatre of Today (CBS) 5.3 continued !

Robert M. Gray, advertising and sales promotion manager of Esso Standard Oil Co., New York, and general chairman of the AFA convention, was elected AFA board chairman; Rita Eastman, public relations director of Van Sant, Dugdale & Co., Baltimore, was elected secretary, and Ben R. Donaldson, advertising and sales promotion director of Ford Motor Co., Dearborn, Mich., was re-elected treasurer by the AFA board of directors.

#### Elected to Board

The AFA membership, at a Tuesday business meeting, elected to the board of directors: Martin Lundy, national retail sales promotion and advertising manager, Sears, Roebuck & Co., Chicago; Frederic Schneller, vice president, D'Arcy Adv. Co., St. Louis, and Graham Patterson, publisher, Farm Journal and Pathfinder, Chicago, previously AFA board chairman.

Re-elected to the board were: Vernon Brooks, associate business wanager, New York World Telegram & Sun; Fairfax M. Cone, president, Foote, Cone & Belding, Chicago; Henry G. Little, executive vice president, Campbell-Ewald Co., Detroit; George S. Mc-Millan, vice president, Bristol-Myers Co., New York, and Ralph Smith, vice president, Sullivan, Stauffer, Colwell & Bayles, New York.

The Council on Advertising Clubs on Tuesday elected as chairman, Franklin R. Hawkins, Libby-Owens-Ford Glass Co., Toledo, and as vice chairmen: Dale Rogers, advertising manager, Mid-Continent Petroleum Corp., Tulsa, and James Spillan, Benjamin Eshleman Co., Philadelphia. Mrs. Mabel Obenchain, Midwest advertising and promotion manager, Famous Features Syndicate, Chicago, was elected chairman of the Council on Women's Advertising Clubs. By virtue of these offices, these four become AFA vice presidents.

#### AFA Resolution

The AFA resolution declared that "freedom of advertising is as necessary to the preservation of our democratic system as is freedom of all other avenues of information and education" and that "advertising of a factual nature, published in good faith and with proper identification by any American

business or industry desiring to present its case before the bar of public opinion, is vital to preserve our American heritage and the freedom of speech and press guaranteed under the Constitution." The resolution noted that "certain spokesmen of the federal government, including the President of the United States, have questioned the right of American business and industries to defend themselves against hostile acts or assertions of those in positions of power, through advertising or other established means of communication."

Calling this type of advertising "not only proper but necessary in the conduct of American business,' the AFA resolution protests "the criticism and implied denial of the rights of American business and industry to present facts and opinions to the public through adver-tising and other appropriate channels." It further urges "the vigorous support of all those engaged in the business of advertising including media, agencies and management, to defend the right stated herein; and in pursuance thereof, that each member of AFA and its member clubs petition their representatives in the U.S. Congress to use every remedy at their command to defeat any effort whatsoever to curtail or restrain the legitimate use of advertising by any American citizen, business or industry.

### CONOMICS OF CBS Alexander to Make Study

IN a move calculated to bolster long-range planning for its radio and television networks, CBS last week named Sidney S. Alexander,



chief of the general analysis section of President Truman's Materials Policy Commission, as its economic adviser, a new post. Mr. Alexander's first assignment, it was under-

Mr. Alexander stood, will be to make an economic study of what is generally regarded as CBS No. 1 priority problem—the network radio situation, which already has reached the point where another round of rate cuts by all networks is generally expected (also see story page 23).

He joined CBS last Wednesday, which leaves him relatively little time to make an exhaustive radio appraisal in advance of the July 2 "crisis conference" of top CBS Radio officials with representatives of stations affiliated with the CBS Radio Network [B®-T, June 2, 9].

This meeting, called by George B. Storer of Storer Broadcasting Co. and eight executives of other CBS Radio affiliates, will be preceded by a July 1 session in which the affiliates will meet privately, before the network executives are called in.

The sessions, to be held in New

York, were set up by the affiliates in consultation with network executives and their stated pupose is to consider "the current network radio situation," which to most observers means the imminence of further, perhaps substantial cuts in network rates, at least for night-time hours.

CBS Board Chairman William S. Paley, CBS President Frank Stanton and CBS Radio President Adrian Murphy have agreed to participate in the July 2 conference with the affiliates, more than 100 of whom have indicated they will be represented. Mr. Stanton is abbreviating a European vacation in order to be on hand.

#### No Specific Assignments

The formal announcement of Mr. Alexander's appointment as CBS economic adviser, issued by President Stanton, did not delineate specific assignments for him.

"Through the preparation of special economic studies," President Stanton said, "Mr. Alexander will serve to further strengthen CBS' long-range business planning program."

Spokesmen reported, however, that his job will be to make radio and television business studies similar to self-analyses which companies in other fields conduct regularly as an aid to sound planning for the future.

In his post with the President's Materials Policy Commission, Mr. Alexander has been working most recently with CBS Chairman Paley, who heads the Materials Policy Commission but who now, for all general purposes, is back at CBS on a fulltime basis. All that remains of his governmental assignment is completion and presentation of the Commission's report—which is expected to prove a newsworthy document — to the President.

Mr. Alexander joined the materials policy commission in April. Before that time he had served since 1949 with the International Monetary Fund, where he reached the post of acting chief of the research department's finance division.

Prior to his entrance into the government service, he was an assistant professor of economics at Harvard U. and a lecturerer on economic problems of Occupied Germany in the Staff Officers Training Program at Columbia U. In addition, he conducted several years of research on the financial structure of American corporations for the National Bureau of Economic Research.

During World War II, he headed economic research on Europe for the Office of Strategic Services, holding the rank of first lieutenant in the Army. He also has served as economic consultant to the Office of Secretary of Defense, the Rand Corp., the Economic Cooperation Administration, the State Dept, and the Treasury Dept.

Average Audience basis is used.

Grand Central Station (CBS)

(\*) Homes reached during all or any part

of the program, except for homes listening

only 1 to 5 minutes. For 5-minute programs,

Copyright 1952 by A. C. Nielsen Company

# 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 pub-

lic in general.

Many times in the past, your news as to the weather and complete road con-ditions has altered our course of high-way 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 re-ports 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. for one, am very grateful for having an lowa 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 co-operated 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. 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

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?

at 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.

listeners—confidence—friends.

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 that the cooperative way we hope that it about this program. We hope that it measured up to your professional

The children seemed to enjoy them-selves and we felt that they were re-markably 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

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,

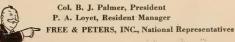
ERMA X. ANDERSON Des Moines, Iowa

opnotch 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

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. . . .



Des Moines . . . 50,000 Watts





### STERLING DEFENDS

STRONG DEFENSE of the FCC's television allocation plan was made last Friday by FCC Comr. George E. Sterling in an address to the Maryland-District of Columbia Radio & TV Broadcasters Assn.

Mr. Sterling struck out at critics of the FCC's Sixth Report and Order, saying that their motives were to get more VHF channels into big cities, at the expense of service to smaller communities.

"One of the basic duties of the Commission in establishing the television broadcasting service," he said, "was to make television service available to all the people. A recognition of this important duty was one of the prime considerations which impelled the Commission to establish a Table of Television Assignments rather than permit individual applicants to pick any channel they wished for use in any community."

In what was interpreted as a

rebuttal to statements of Comr. Robert Jones, who dissented from the majority decision on TV assignments, Comr. Sterling said:

"If we had permitted the assignment of stations on the hit and miss basis of fortuitous applications filed by persons interested solely in the coverage possibilities of their own particular community, we would undoubtedly not have met our obligation to make the best use of our spectrum."

He defended the mileage separations prescribed in the Sixth Report as intended "to insure that the outlying areas receive a high quality picture." To attain the same objective, he said, the FCC had provided for greater antenna heights and higher radiated powers which "are needed so that the stations may make effective use of the potential service that can be rendered by virtue of wide separations."

### FCC Allocation Plan

As to criticisms that mileage separations in the VHF assignments are too wide, Mr. Sterling said:

"As a matter of fact, unless we reduce separations substantially, the number of additional assignments that we would pick up by reduced separations would be few. And if we did take such action, we would be employing separations below those necessary to insure interference-free service. We would be right back in the ice age, flirting with another 'freeze'.

"The memory of some men is, indeed, short."

Despite other arguments advanced by critics, said Mr. Sterling, "when all the smoke clears away, the obvious reason why our critics are urging narrower separations is to get that additional VHF channel into the larger cities."

He said that the FCC recognized that economic facts of life dictated

that "television would start in the larger cities most able to support this new expensive medium of communication.

"It is only if the Commission chooses to disregard the interests of the smaller cities and those residing in outlying areas that it can at this time, on the basis of the engineering facts it now possesses, reduce the mileage separations in order to permit additional assignments in larger cities."

### WHOL RE-GRANT Move Proposed by FCC

PROPOSAL to re-grant WHOL Allentown the construction permit for a new station on 1230 kc with 250 w, fulltime in that city—made five years ago—was contained in an initial decision by FCC Hearing Examiner Elizabeth C. Smith last week.

Hearings were reopened when the U. S. Court of Appeals in 1949 remanded the case back to the FCC on the ground that its 1949 decision did not take into account the relative needs of Allentown and Easton, Pa., for new service and the relative abilities of the two applicants to serve the greater need.

The other applicant in the case is the Easton Publishing Co. (Easton Express) which operates WEEX (FM).

Miss Smith found that the record "clearly shows" a greater need for additional radio service in Allentown than in Easton. She also placed greater reliance on the WHOL record than that of the Easton applicant.

"The Ållentown applicant proposes a program service which is geared to the needs and interests of the community it would serve and includes many local programs not otherwise available to the community," Miss Smith ruled, "as well as the network programs of the Columbia Broadcasting System which, too, are not otherwise available to the city of Allentown and several other nearby cities which would receive service."

The examiner declared that she was unsure of Easton's program proposals, since the applicant was not certain whether it would affiliate with a network or not. She also complained of the "evasiveness" of some of the Easton witnesses. She mentioned that the Easton Express had not carried the program logs of WEST Easton, but did those of its own WEEX

Initial decision also revealed that WHOL, which began operating late in 1948, lost \$15,223.64 in 1948, \$22,012.86 in 1949, made a small profit of \$2,548 in 1950 and an estimated profit of \$90,000 in 1951.

Between the first grant and the new hearing, the ownership of WHOL changed hands. WHOL is now controlled by Victor C. Diehm and associates. Mr. Diehm is general manager and 25% owner of WAZL-AM-FM Hazleton, Pa.

### 

MANY of us who grew with the radio business, and who are now also engaged in TV, still have a warm spot in our hearts for the old boy, even though he did grow fat and sluggish in the immediate pre-TV era. After all, radio failings were common human failings—not too much work had to be done to produce a good living—and the fat built up in rolls.

But radio's physique is basically strong, and now that some of the fat has to be worked off in the battle for survival against this brash TV youngster, let's assess the prospects.

First off-radio will always be audio only, or it ceases to be radio. So how interesting can we make that audio? And here is where radio has been given a second chance that comes to few who have been victims of easy living. For now radio has the best chance of its life to develop as it began, as a service to its own community. Freed of network domination by nighttime commercials, and certainly in a more commanding position so far as the daily schedule is concerned, radio stations have the opportunity of developing tunein, by the broadcasts of more events that directly concern their own community - they have the opportunity of more local spot news broadcasts-they have the wonderful opportunity of again working with the people and things that make up their immediate sphere of activity.

If broadcasters can no longer get all of the people all of the time, they can attempt to get all of the people some of the



BLAYNE RICHARD BUTCHER. 49, has been in radio nearly half his life. A native of Blackwell, Okla., he entered radio in the late 1920's at WTAR Norfolk, Va. Up to 1927, he served at WLVA Lynchburg, Va., WGH Newport News, WBAP Fort Worth, WLW Cincinnati and WCAU Philadelphia. From 1934 to 1943, he was radio director at Lennen & Mitchell. He was radio-TV director at the Newell-Emmett Co. (now Cunningham & Walsh) from 1943 to 1950. During 1950-1951 Mr. Butcher was a producer at KTTV (TV) Los Angeles. Last year he joined Cecil & Presbrey.

time, and in these days of plenty of car and portable radios and multi-set homes, they will maintain a sizeable audience worthy of advertising attention. They can try to interest the eyeweary TV viewer, who is perhaps tired of being glued to his screen, and who might like some freedom of movement around the house, without sacrificing contact with what's going on in the world, or without sacrificing the possibility of escape through entertainment.

And to digress for a moment, why are radio stations, especially those with no TV affiliation, so backward about using a positive approach in competing for their audience? There's a welter of words about "promotion," a lot of conversation about the vast audience radio still has, but few direct pitches. Why doesn't radio bluntly say to its listeners-"Rest your eyes awhile-Have freedom of movement around the house-Use your imagination-Youngsters watching the kid shows? Tune in the kitchen or bedroom radio"-and other such phrases that play up the advantages of radio listening from the radio station's viewpoint. Foolish indeed would be the advertiser who didn't point up his legitimate claims . . . what is radio afraid of? This is a fight for survival, and no legitimate holds should be barred.

Radio should again go "grass roots" and cater to the basic interests of people. These interests are the same as they have always been. Interests in themselves, their neighbors, their community, and on up the scale to state, national and international affairs. In the first three categories radio once did, and again can do, an outstanding job—a job that probably will

(Continued on page 94)



Politics and out-of-home listening

### Extra values this summer for local RADIO news advertisers

The hottest election year in two decades means that news—the people's favorite Radio fare—will pull bigger audiences than ever this summer.

With 23,500,000 auto radios and 34,000,000 secondary and portables—people wherever they go will be listening to local Radio news.

For instance, did you know that:

"73% of all people with TV sets turn to the Radio for news?

Families with TV sets listen to their auto radios 7 times as much in the afternoon as those without TV?"

These and other pertinent facts about local Radio news are in the "NEWS IS IN THE SUMMER AIR" booklet available at your nearest NBC Spot Sales office.

### NBC Spot Sales

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

CHICAGO CLEVELAND WASHINGTON SAN FRANCISCO HOLLYWOOD DENVER ATLANTA CHARLOTTE

representing RADIO STATIONS:

WNBC New York WMAQ Chicago

KNBC San Francisco WTAM Cleveland

WC Washington
WGY Schenectady-

Albany-Troy

### MBS, WOR-AM-FM-TV Physical Setup Next WTUX RENEWED

WITH THEIR executive lineup for consolidated operations all set and in effect [BoT, June 9], officials of Mutual and WOR-AM-FM-TV New York last week were working on plans for early physical consolida-

Only moves definitely set late last week called for the Mutual program department-which under the combined operations plan is also the program department of WOR radio-to move from the 19th floor of 1440 Broadway to the 21st floor of the same building, with the combined Mutual-WOR radio and TV advertising, research and public relations department temporarily occupying the space thus vacated on the 19th floor. Both MBS and WOR are largely quartered in the 1440 Broadway building already.

#### Program Duplication Seen

In addition to the physical realignments, the consolidation is expected gradually to see greater duplication of programs by Mutual and WOR than has been the case in the past. Program operations were said to be high on the priority list for detailed study.

The consolidation plan has been expected since shortly after General Tire & Rubber Co. acquired control of the WOR stations-and with them, control of Mutualearly this year.

The new executive lineup, disclosed 10 days ago and effective immediately, was devised by top executives including General Tire's Thomas F. O'Neil, Mutual president and board chairman; Mutual Executive Vice President William H. Fineshriber Jr., who heads the combined Mutual-WOR radio operations, and J. Glen Taylor, longtime General Tire executive and now a vice president of its overall radio-TV properties, Thomas S. Lee Enterprises Inc. (including the Yankee and Don Lee networks as well as the WOR stations and about 58% of MBS stock).

Theodore C. Streibert, who has headed the WOR stations, is understood to be slated for special duties in the overall Lee Enterprises organization, with one of his first assignments expected to be a TV film syndication project. His new role has not been officially announced, however.

Authorities estimated that approximately 25 persons in the Mutual and WOR organizations are being released as a result of the consolidation.

#### The Top Realignment

The new executive lineup is as follows, aside from Mr. Fineshriber's responsibility for the combined radio operations of Mutual and WOR:

J. R. Poppele, WOR vice president in charge of engineering for radio and television, now is also in charge of Mutual engineering;







Mr. Fineshriber

Mr. Poppele

Mr. Johnson







Mr. Hult

Mr. Maddux

Mr. Schmid

Mr. Seebach









Mr. Marlow

E. M. Johnson, who has been Mu-

tual vice president in charge of

station relations and engineering,

is now vice president for station

relations only; Julius F. Seebach

Jr., WOR-AM-TV vice president in charge of programming, now is

in charge of programming for Mu-

tual and WOR radio; Harvey Mar-

low continues in charge of pro-

James E. Wallen, Mutual secre-

tary and treasurer, now has additional responsibility for account

and administrative operations of

WOR radio and TV; Robert A.

Schmid, MBS vice president for

advertising, public relations and

research, now is also in charge of

these functions for the WOR sta-tions; Adolf N. Hult continues as

Mutual vice president in charge of

sales; William Crawford continues

as sales manager for WOR radio.

while R. C. Maddux, who has been

WOR-AM-TV vice president in

charge of sales, will concentrate on

WOR-TV sales, assisted by Robert

Mayo, WOR-TV sales manager.

gramming for WOR-TV

Mr. Mayo

Mr. Wallen

Mr. Crawford

### U.S. TO PROTEST Korea VOA Shutoff

PROTEST by the U.S. State Dept. was planned Thursday after the South Korean government ordered all Voice of America broadcasts to that country shut off, apparently because they were critical of President Syngman Rhee's attempts to switch Presidential elections from the National Assembly to a popular vote, according to CBS reports.

State Dept. Press Officer Lincoln White said John J. Muccio, U.S. Ambassador to South Korea, is trying to get the broadcasts, which are made in the Korean language, reinstated. American press association news broadcasts also were forbidden by the South Korean government. Korean stations had relayed by longwave the shortwave signals from the U.S.

FOURTH Annual Frolics will be held by American Federation of Radio Artists, June 20, at Los Angeles Break-

WTUX Wilmington, Del., harassed three years by the FCC's anti-racing policy, last week was granted renewal of its license.

First of the list of stations cited for afternoon horse racing broadcasts, the Commission said it was applying to the renewal petition its policy of recognizing a station's changed attitude and discontinuance of programs "which appeared to aid in the violation of law.'

Renewal application of WTUX was first heard in May-June 1949 before an examiner, with a grant recommended. The general counsel of FCC excepted and asked for denial, with the FCC itself hearing the case Feb. 17, 1950. The routine continued until Oct. 11, 1950, when FCC denied the renewal.

This denial was based on the thesis that WTUX race results were designed to aid illegal betting and that it had neglected public affairs programming.

All stations were directed Jan. 16, 1951 to answer a questionnaire on racing programs, with a number set for hearing. Since that time some of the stations have been granted renewals where they discontinued programs which FCC felt might aid in violation of law [B•T, March 3, 10].

Request of Leonard H. Marks, attorney for WHIM Providence, R. I., for a ruling on certain types of racing programs was denied. Mr. Marks had asked [B.T, April 21] if broadcasting a feature race and a summary of results at the close of the day would be contrary to public interest. FCC turned down the petition with the observation that programming responsibility rests with the licensee.

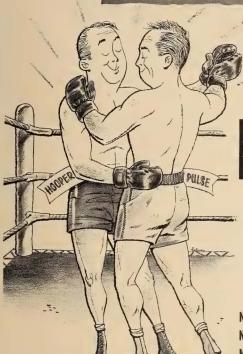
### **BOSTON AWRT CHAPTER** Organizational Meet June 20

NEW ENGLAND women broadcasters will meet in Boston's Hotel Statler June 20 for the purpose of organizing a local chapter of American Women in Radio & Television, it was announced last week. Highlight of the meeting will be a talk by Harold E. Fellows, president of NARTB, who will act as chief dinner speaker.

An all-day session is slated to include panel discussions, a business meeting and luncheon and dinner sessions. At the morning session will be a panel on "Today and Tomorrow in Radio and TV," moderated by Louise Morgan WNAC-AM-TV Boston, and Heloise Parker Broeg, WEEI. Panel will include Marjorie Mills, WBZ; Mildred Carlson, WBZ-AM-TV; Claire Crawford, WORL, and Jan Gilbert Harold Cabot & Co.

Luncheon meeting will be devoted principally to talks by Doris Corwith of NBC, AWRT national president, and Betty Stuart Smith J. Walter Thompson Co., New

# "No Contest"



Between the **Rating Services** in Houston!

Houston's First PULSE REPORT (April-May 1952) Confirms **HOOPERATINGS** through many years

# KPRC is FIRST

By APRIL-MAY **PULSE REPORT, TOO!** 

**KPRC** 

**Network Station B Network Station C Network Station D** 

Daytime 1/4 Hours 8:00 A.M. to 6:00 P.M. Monday through Friday

> 26 10

Nighttime ½ Hours Monday

through Sunday

40

22 4

18

April, 1952, Hooper RADIO AUDIENCE INDEX REPORT SHOWS

KPRC FIRST

31.6% above Network Station B 60% above Network Station C 85% above Network Station D IN TOTAL RATED TIME PERIODS

HOUSTON

NBC and TQN on the Gulf Coast JACK HARRIS. General Manager

Nationally represented by EDWARD PETRY and CO.



### REBROADCAST RULE NARTH Urged To Oppose NARTH DISTRICTS Meeting Schedule Approve

NARTB should attack FCC's policy decision interpreting rebroadcast provisions of the Communications Act. [B. T., May 19], in the opinion of the association's TV Board, which met Monday-Tuesday at Hot Springs, Va.

The board stated its opposition to the plan and recommended that the association take action. A similar proposal was adopted by the NARTB Radio Board at its Thursday meeting in Washington (see Radio Board story, page 28; see

FCC decision story, page 49).

The board tabled a proposal to allot \$10,000 to Advertising Research Foundation for a study of audience research techniques, pending receipt of a report on the project. Broadcast Advertising Bureau, it was stated, will help finance the ARF study with a \$15,000 grant. ARF is a cooperative research group conducting projects on behalf of advertisers, agencies and media. Edgar Kobak, WTWA Thomson, Ga., is ARF president.

The TV directors approved NARTB's efforts to protect telecasters' rights in government study of TV towers and air hazards. Continued action was urged.

#### Code Fees Continue

Present subscription fees for the NARTB Television Code will continue, it was stated. The fees are scaled downward as the number of subscribers increases, with discounts given NARTB TV members. Ninety stations and four TV networks subscribe to the code.

John E. Fetzer, owner-operator of the Fetzer radio and TV stations, reported as chairman of the NARTB Television Code Review Board on the board's activity and developments at its June 5-6 meeting [B.T, June 9].

A three-man TV Board committee will be named to study the whole problem of TV station dues, reporting back to the board in November on any proposed changes. At present TV stations pay the association half the highest quarter-hour or the five minute rate, whichever is lower, as their monthly association dues. AM stations are assessed a rising-scale fee based on their income, a completely different type of levy. Present TV dues will continue to next April.

At this stage in TV's develop-ment, the TV Board felt, the ratecard formula is best but it awaits results of the committee's studies.

The NARTB's combination dues plan was set in motion last winter. Under it, stations get a varying discount if all stations under a common owner belong to NARTB. The TV board voted to set Aug. 31 as the last day the discount can be obtained retroactive to last April 1, when the plan went into effect. Station groups applying for the discount after Aug. 31 will not get the retroactive feature, the discount starting at time the application is filed instead of from last April 1.

Henry W. Slavick, TV board

member from WMCT (TV) Memphis, informed the group all Scripps-Howard stations joining. This would add WNOX Knoxville, Tenn., and WCPO Cincinnati to the present list of Scripps-Howard members, which includes WCPO-TV Cincinnati, WEWS (TV) Cleveland; WMC (TV) and WMCT Memphis.

Of the 108 operating TV stations, 88 are NARTB TV members along with the four national TV networks.

The TV Board objected to an FCC requirement covering reports on station programming for a composite period, contending the period is too short. The board suggested the annual log reports should be compiled on a four-week basis to reflect a true picture of program service.

Many of the actions taken by the TV Board were subject to action taken by the Radio Board. In some cases a mail ballot may be needed where subjects require composite

All directors attended the Hot Springs meeting with the exception of Frank M. Russell, NBC. who was excused.

Meeting Schedule Approved APPROVAL was given the sched-

ule of 1952 NARTB district meetings at board meetings held last week. Sessions open Aug. 18 and wind up Oct. 21.

Basic agendas for the meetings are being developed by NARTB board members and district directors, with specific time to be allocated for TV discussions. The final schedule, just completed, follows (including hotels):

District 7 (Ky., Ohio)—Aug. 18-19, Statler, Cleveland. District 8 (Ind., Mich.)—Aug. 21-22, Grand, Macinac Island, Mich.

District 11 (Minn., N. D., S. D.)—Aug. 25-26, Duluth, Duluth, Minn. 20-26, Duluth, Duluth, Minn.
District 17 (Alaska, Ore., Wash.)—
Aug. 28-29, Multnomah, Portland, Ore.
District 15 (N. Calif., Hawaii, Nev.)—
Sept. 4-5, Mark Hopkins, San Francisco,
District 16 (Ariz., S. Calif.)—Sept.
8-9, Del Coronado, Coronado Beach,
Calif.

Canir.
District 14 (Col., Ida., Mont., N. M.,
Utah, S. D., Wyo.)—Sept. 11-13, Brown
Palace or Cosmopolitan, Denver.
District 12 (Kan., Okla.)—Sept. 15-16,
Lassen, Wichita.

Lassen, Wichita.

District 13 (Tex.)—Sept. 18-19, Texas,
Fort Worth.

District 10 (Iowa, Mo., Neb.)—Sept.
22-23, Elms, Excelsior Springs, Mo.

District 9 (III., Wis.)—Sept. 25-26, Plankinton, Milwaukee.
District 4 (D. C., N. C., S. C., Va.)—Oct. 2-3, Carolina, Pinehurst, N. C.

District 5 (Ala., Fla., Ga., P. R.) — ect. 6-7, Biltmore, Atlanta.

Oct. 5-1, Binnier, Atlanta.
District 6 (Ark., La., Miss., Tenn.)—
Oct. 9-10, Peabody, Memphis.
District 3 (Del., Md., Pa., W. Va.)—
Oct. 13-14, Penn Harris, Harrisburg, Pa.
District 2 (N. Y., N. J.)—Oct. 16-17,
Westchester, N. Y.

District 1 (Conn., Me., Mass., N. H., I., Vt.)—Oct. 20-21, Statler, Boston.

### ACLU COMPLAINT

REVERSING a previous vote, the FCC last week voted to dismiss the complaint of the American Civil Liberties Union against ABC, CBS, DuMont, NBC and stations WPIX (TV) New York and KOWL Santa Monica, Calif.

Commission's order specifically dismissed only that portion of the ACLU complaint which asked that the licenses of the networks' stations and the other two mentioned be put on temporary extension.

Order also renewed for regular one-year period the licenses of WNBT (TV) New York (NBC) and of WCBS-TV New York (CBS). Both these stations' licenses were due for renewal June 1-but Commission's failure to act on them two weeks ago extended them temporarily. Also involved were a number of remote and pickup licenses by the various networks.

DuMont stations are at present on temporary license due to that network's involvement in the Paramount case and, therefore, last week's FCC order made no memtion of them.

Neither did last week's order mention KOWL. That station's license does not expire until May 1,

Two weeks ago the Commission voted 3 to 2 not to take any action on those licenses up for renewal because of the ACLU complaint. FCC Chairman Paul A. Walker and Comrs. Frieda B. Hennock and E. M. Webster were the majority, Comrs. Rosel H. Hyde and Robert T. Bartley the minority. Comrs George E. Sterling and Robert F Jones were out of town.

Last week's vote was unanimous. with all Commissioners present.

It was understood that originally the FCC voted to renew the licenses involved notwithstanding the complaint, but upon the urging of General Counsel Benedict P. Cottone the decision not to renew was taken. [See editorial "Black Magic," B.T, June 9].

The ACLU complaint was filed with the FCC last April [B•T, April 14]. It charged that the networks and individual stations named were "blacklisting" certain performers because their names were listed in the anti-communist Red Channels. It asked that the FCC put on temporary license the stations involved, or if such licenses wer renewed that the Commission require the licensees to sign a pledge not to use a blacklist. It also asked that the Commission conduct an inquiry on whether blacklisting was being practiced by radio-TV stations.

Technically, the request for an inquiry still pends before the Commission. It is believed doubtful, however, that anything approaching a full-scale investigation will eventuate.

In replies to the ACLU complaint, the networks and stations denied that they were using a blacklist to keep performers off the air

### 1882 William Edmund Scripps 1952

WILLIAM E. SCRIPPS, 70, pioneer broadcaster and publisher, died early Thursday at his country estate near Lake Orion, Mich. Death was due to a heart condition induced by a year's respiratory illness.

A member of a prominent journalistic family, Mr. Scripps and his son, William J. Scripps, started



W. E. Scripps

WWJ Detroit in the summer of 1920 and WWJ-TV in 1947. The elder Mr. Scripps encouraged his son's radio activities in 1920 by providing ham transmitters at home and at the

Detroit News. Head of the News since 1926, Mr. Scripps had been with the newspaper founded by his father, the late James E. Scripps, nearly 56

In directing his radio and newspaper interests, Mr. Scripps preferred to take a behind-the-scenes role. He became interested in aviation as a sport and the News soon was pioneering delivery of newspapers by planes.

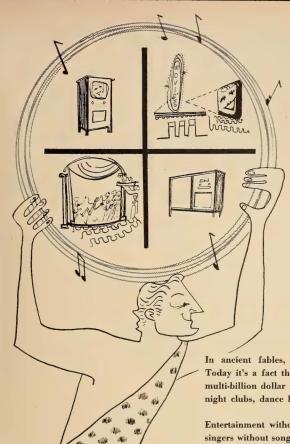
For some years he had spent much of his time at his well-known farm, Wildwood, which produced prize-winning cattle. The farm included a game refuge of 3,830 acres and he was active in reforestation. He had many charities and had given his private art collection to the city of Detroit as well as his home, which became Mt. St. Mary's Residence for Girls.

Mr. Scripps' father was a halfbrother of the late Edward W. Scripps, who had held a controlling interest in the Scripps-Howard w. Scripps also founded United Press and Newspaper Enterprise Assn.

Born in Detroit May 6, 1882, William E. Scripps attended Michigan Military Academy and joined the News in 1896. Besides serving as publisher of the News, he was president of Scripps Motor Co., manufacturing marine engines. In 1941 he was a member of the Seaway for Defense Committee, formed by civic and business leaders to get support for the Great Lakes-St. Lawrence Seaway project.

He was a member of the Associated Press, Detroit Board of Commerce, Detroit Athletic and Bloomfield Hills Country Clubs, and Country Club of Detroit.

Surviving are his widow, the former Nina Downey, whom he married in 1901; three children, William J., Robert W. and Mrs. Richard M. Spitzley, all of Detroit; 12 grandchildren and three greatgrandchildren





...the Atlas
of the
Entertainment World

In ancient fables, Atlas supported the world upon his shoulders. Today it's a fact that music supports the entertainment world . . . a multi-billion dollar industry . . . a world of radio, television, movies, night clubs, dance halls, concerts, musicals, etc.

Entertainment without music would be entertainment without profit, singers without songs, orchestra leaders without orchestras.

And where does this music come from? It comes from hundreds of composers and lyricists who can keep on writing these songs for the entertainment industry only because they receive royalties for the public performance for profit of their works.

That is where the American Society of Composers, Authors and Publishers enters the picture. By acting as a clearing house for the receipt and distribution of performance fees, ASCAP enables these writers to keep turning out the songs and melodies for the enjoyment of the American public. All of the thousands of songs composed by the Society's members are available to you under a single ASCAP license.

And that is what makes this license important to you. It helps make your business profitable by giving you ready access to the best in the music of America — the music people have requested, over and over again, through the years.

This is the first in a series of advertisements telling the story of ASCAP



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, NEW YORK

# APRIL NETWORK SALES

324 Advertisers Buy Radio

April bought \$13,943,887 worth of radio network time, averaging \$86,608 apiece, while 163 advertisers spent \$15,014,091 for TV network time, an average of \$92,111 each, according to a BROADCASTING · TELECASTING analysis of advertising expenditures for network time as reported by Publishers In-

formation Bureau.

Network television held a similar slight lead over network radio for the first four months of 1952. as it did in April. During the January-April period, 179 advertisers used time on the radio networks, spending in the four months a combined total of \$56,544,685, or an average of \$315,892. Meanwhile, TV networks boasted a total of 191 clients who bought \$60,686,549 worth of TV network time or an average of \$317,731. All dollar figures are calculated at the one-time rate, before volume or frequency discounts, and therefore somewhat in excess of actual out-of-pocket expenditures of advertisers.

Procter & Gamble Co., as usual, stands at the top of the sponsor list in both radio and TV network programs, measured by the amount of time purchased. It is perhaps significant that six companies appear on both lists of the top 10 sponsors (Table I for radio, Table IV for TV)-Colgate-Palmolive-Peet Co., General Foods, General Mills, Lever Bros, and Liggett & Myers, in addition to P & G. Leading advertiser in each product group of advertisers for each network medium is shown in Table II for radio and Table V for TV.

Decline of radio network billings over the past year and the concurrent rise in TV network time sales are detailed by product groups in Tables III and VI, respectively. Class by class, these two tables afford a clear overall picture of the changes in radio and TV sponsorship during the past year, with April of 1952 compared with the same month of 1951 and the first four months of each year compared.

#### TABLE I

Top Ten Radio Network Advertisers in April 1952

٦.	Procter & Gamble Co \$	.431.919
	Sterling Drug	601,887
3.	Miles Labs	597,239
4.	Lever Brothers Co	578,567
5.	General Foods Corp.	568,638
6.	General Mills	511,868
7.	Liggett & Myers Tobacco Co	474,489
8.	American Home Products Corp.	406,949
	Philip Morris & Co	384,562
10.	Colgate-Palmolive-Peet Co	378,127
	-	

### TABLE IV

Top Ten TV Network Advertisers

	in April 1952	
1.	Procter & Gamble Co\$	.277.450
	General Foods Corp.	
3.	Colgate-Palmolive-Peet Co.	626.219
4.	R. J. Reynolds Tobacco Co	594,785
5.	Lever Brothers Co	471,993
6.	Liggett & Myers Tobacco Co	461,125
7.	American Tobacco Co.	427,470
8.	P. Lorillard Co	365,429
9.	General Mills	305,014
	General Motors Corp	286,745

### TABLE II

Leading Radio Network Advertiser for Each Product Group During April 1952

Deading .	readio recessoria muser	tisei iui	Back Froduct Group Di	ning April 1992	
Class	Advertiser	ross Time Purchases	Class		oss Time Purchases
Agriculture & Farming Apparel, Footwear & Access.	Allis-Chalmers Mfg. Co. Cannon Mills	\$31,052 9,440	Industrial Materials Insurance	Prudential Insurance Co.	\$ 97,560
Automotive, Auto. Access. & Equip.	Goodyear Tire & Rubber Co		Jewelry, Optical Goods &	of America	132,173
Beer, Wine & Liquor Building Materials, Equip.	Falstaff Brewing Corp.	81,631	Office Equip., Stationery &	Longines-Wittnauer Watch Co.	
& Fixtures Confectionery & Soft Drinks	Johns-Manville Corp. Wm. Wrigley Jr. Co.	69,138 146,715	Writing Supplies Publishing & Media	Hall Brothers Co. Time Inc.	65,984
Consumer Services	Electric Companies Adver-		Radios, TV Sets, Phonographs	time inc.	54,370
	tising Program	63,055	& Musical Inst. & Access.	RCA	58,558
Drugs & Remedies	Miles Labs	597,239	Retail Stores & Direct Mail	Dr. Hiss Shoe Stores	2,688
Foods & Food Products Gasoline, Lubricants &	General Foods Corp.	562,379	Smoking Materials Soaps, Cleansers & Polishes	Liggett & Myers Tobacco Co. Procter & Gamble Co.	474,489
Other Fuels	Standard Oil Co. of Indiana	102.222	Toiletries & Toilet Goods	Procter & Gamble Co.	983,013 376,305
Horticulture	Ferry-Morse Seed Co.	22,068	Transportation, Hotels &	Trocici di Gambie Co.	370,303
Household Equip. & Supplies		138,139	Resorts	Assn. of American Railroads	61,902
Household Furnishings	Armstrong Cork Co.	33,136	Miscellaneous	American Federation of Labor	100,531

### TABLE III

Gross Radio Network Time Sales by Product Croung for April and January April 1959 C.

Gross rendro free	OIL III	ne Daies b	JITOUUC	t droups	Tor April and Janua	TA-Whili	, 1302 00	inpareu w	1th 1591
	April 1952	JanApril 1952	April 1951	JanApril 1951		April 1952	JanApril 1952	April 1951	JanApril 1951
Agriculture & Farming Apparel, Footwear &	\$60,514	\$255,498	\$60,196	\$252,886	Insurance Jewelry, Optical Goods	\$286,814	\$1,162,435	\$263,930	\$1,033,908
Access. Automotive, Auto. Acces	23,364	104,698	68,326	428,761	& Cameras Office Equip., Stationer	91,824	389,664	125,990	428,366
& Equip. Beer, Wine & Liquor	319,125 255,314	1,330,210 914,523	385,137 241,457	1,649,574	& Writing Supplies	65,984	279,077 704	70,968	300,882
Bldg. Materials, Equip. & Fixtures	90,104	320,724	124,070	468,391	Publishing & Media Radios, TV Sets,	68,263	265,933		135,943
Confectionery & Soft Drinks	523,089	2,168,610	571,769	2,116,569	Phonographs, etc. Retail Stores & Direct	108,977	527,668		
Consumer Services Drugs & Remedies	202,907 1,960,229	810,861 7,554,377	268,531 2,030,011	1,193,484 8,478,727	Mail Smoking Materials	2,688 1,596,250	8,334 6,589,460		
Food & Food Products Gasoline, Lubricants & Other Fuels	3,279,128	1,845,394	3,865,626	15,956,815	Soaps, Cleansers & Polishes	1,623,546	6,256,331	1,646,766	6,353,697
Horticulture Household Equip. &	24,376	62,995	24,084	66,231	Toiletries & Toilet Goods Transportation, Hotels	1,882,935	7,921,926	2,506,301	9,527,114
Supplies Household Furnishings	295,524 84,571	1,303,075 396,045	243,125 83,395	964,783 297,616	& Resorts Miscellaneous	61,902 398,951	344,643 1,615,716		
Industrial Materials	206,130	910,708	196,557	729,018					\$64.054.755
Same Date to the					Totals	13,743,001	950,544,003	\$10,721,900	\$04,034,755

Source: Publishers Information Bureau.

### TABLE V

Leading TV Network Advertiser for Each Product Group During April 1952

Class	Advertiser	Gross Time Purchases	Class	Advertiser	Gross Time
Apparel, Footwear & Access.	International Shoe Co.	\$80,940	Insurance	Mutual Benefit Health &	T Grandst
Automotive, Auto. Access.				Accident Assn.	\$33,000
& Equip.	General Motors Corp.	230,270	Jewelry, Optical Goods		
Beer, Wine & Liquor Building Materials, Equip.	Anheuser-Busch	152,200	& Cameras Office Equip., Stationery &	Longines-Wittnauer Watch	
& Fixtures	Johns-Manville Corp.	66,720	Writing Supplies	Hall Brothers Co.	98,830
Confectionery & Soft Drinks	Mars Inc.	151,395	Political	Democratic State Committee	
Consumer Services	Arthur Murray School of			of N. Y.	4,035
	Dancing	19,920	Publishing & Media	Curtis Publishing Co.	49,083
Drugs & Remedies	American Home Products C		Radios, TV Sets, Phono.,		
Foods & Food Products	General Foods Corp.	725,736	Musical Inst. & Access.	RCA	168,005
Gasoline, Lubricants &			Retail Stores & Direct Mail	Drugstore Television Pro-	
Other Fuels	Texas Co.	224,475		ductions	87,900
Horticulture	Jackson & Perkins Co.	1,905	Smoking Materials	R. J. Reynolds Tobacco Co.	594,785
Household Equip. & Supplies	General Electric Co.	186,800	Soaps, Cleansers & Polishes	Procter & Gamble Co.	897,510
Household Furnishings	Armstrong Cork Co.	111,300	Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	
Industrial Materials	Reynolds Metals Co.	120,945	Miscellaneous	Quaker Oats Co.	88,230

### TABLE VI

Gross TV Network Time Sales by Product Groups or April and January-April, 1952 Compared with 1951

	April 1952	JanApril 1952	April 1951	JanApril 1951		April 1952		April 1951	JanApri 1951
Apparel, Footwear					Insurance	33,300	126,490	31,180	176,430
& Acces.	\$327,308	\$1,431,370	\$266,604	\$972,351	Jewelry, Optical Go	ods			
Automotive, Automotive	ve				& Cameras	211,485	680,415	250,487	779.547
Supplies & Equip.	1,170,975	5,019,360	775.673	3,339,527	Office Equip., Statio				,-
Beer, Wine & Liquor	517,412	2,195,390	387,205	1,493,297	& Writing Suppli		665,740	26,010	76,050
Building Materials,	0177712	2,170,070	507,205	1,475,277	Political	4.035		20,010	, 0,000
Equip. & Fixtures	86,104	325,106	5.945	7.690	Publishing & Media	73,026		78,765	227,303
Confectionery & Soft	00,101	020,100	3,743	7,070	Radios, TV sets, Phon		200,007	,0,,00	221,000
Drinks	425,025	1,904,232	261,633	361,459	Musical Inst.	u.			
Consumer Services	19,920	84.660	59,415			339.325	1,597,190	460,309	1,787,712
				232,100	& Access.	339,323	1,597,190	400,309	1,/0/,/12
Drugs & Remedies	477,073	1,738,525	153,255	528,565	Retail Stores and				
		11,951,340	2,129,836	7,657,014	Direct Mail	87,900	385,250	126,820	689,831
Gasoline, Lubricants &					Smoking Materials	2,331,600	9,172,452	1,232,325	4,749,943
Other Fuels	364,305	1.520.283	212,915	823.345	Soaps, Cleansers &	2/001/000		11000010000	640,000,000
Horticulture	1,905	1,905	212/110	020,040	Polishes	1,545,813	6,456,436	867.898	2,513,501
Household Equip. &	1,700	1,700		******	Toiletries & Toilet	1,545,015	0,430,430	007,070	2,510,50
Supplies	820,941	3.588.770	588.368	2.411,712		2.274.617	8.317.556	958,948	3,747,87
					Goods				
Household Furnishings	267,223	869,768	347,863	1,322,679	Miscellaneous	159,188	735,130	144,560	507,328
Industrial Materials	354,807	1,586,497	297,465	1,166,725					
					TOTAL	\$15 014 091	\$60,686,549	59 633 479	\$36,071,987
Course Dublishow Info		-							

# wherever you go there's radio ...

### transmitted through **Truscon Steel Towers**

Truscon Steel Towers dot the landscape in America and foreign lands, performing dependably under the greatest extremes of geographical and meteorological conditions.

Typical example is the new 409 feet high Truscon Guyed Tower with RCA 4-section HD pylon 56 feet high, erected for WCOP-FM Broadcasting Station at Boston, Mass.

Lessons learned through experience, observation, and coordination with leading tower erectors during construction of hundreds of towers, are reflected in the design, detail, and safe and simple field assembly of all Truscon Steel Radio Towers.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance on your tower problems. Call or write today.

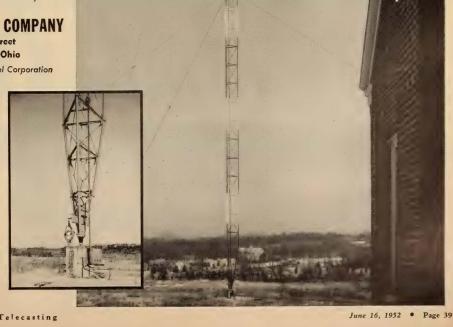
### TRUSCON® STEEL COMPANY

1074 Albert Street Youngstown 1, Ohio

Subsidiary of Republic Steel Corporation



TRUSCON...a name you can build on





# NOW...say goodbye to timing error problems!



"SCOTCH" Brand's sensational, NEW 7" plastic professional reel cuts timing error of tape recorded programs up to ONE HALF

If timing problems are the bug-a-boo of your job as a recording engineer, you are no exception. Recording engineers agree that nothing is as distressing as having a tape recorded program run over or under specified time, creating a scheduling problem. But why not relax and breathe easy? You can, you know, because "SCOTCH" Brand, first in sound recording tape, announces its new, exclusive 7" plastic professional reel.

### HAILED BY BROADCASTING & RECORDING INDUSTRY LEADERS

Every test on professional recording machines proved conclusively the superiority of "SCOTCH" Brand's exclusive, new 7" reel as contrasted to the standard 7" reel. In every instance the maximum deviation of the recorder speed has been reduced to one-half that experienced using the standard 7" reel.



### EXTRA ADVANTAGES OF THE NEW PLASTIC PROFESSIONAL 7" REEL



REDUCTION OF PITCH CHANGES — Pitch changes can be a source of trouble when making continuous long recordings on two machines. Because of the closer speed control made possible by the new plastic professional reel, pitch changes in musical selections are greatly reduced.

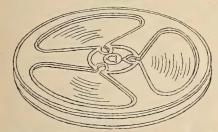
MINIMIZED MECHANICAL DISTORTION OF TAPE— On the new professional reel there is only one small threading slot. This minimizes the mechanical distortion of the layers of tape nearest the hub.

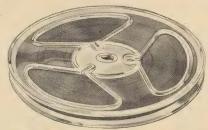
MORE UNIFORM WINDING — The new plastic professional reel does not attain as high a rotational speed as the standard 7" reel. This results in less vibration and smoother re-winding.

ORDER TODAY FROM YOUR ELECTRONIC PARTS DISTRIBUTOR

# **EXCLUSIVE DEVELOPMENT**

IN PROFESSIONAL 7" REELS





# **CH** Sound Recording Tape

"SCOTCH" Brand's new, professional reel has an exclusive, large-sized hub (23/4" in diameter as compared to the 13/4" diameter hub for the standard 7" reel). This gives "SCOTCH" Brand's new, professional reel the same ratio of outside diameter to hub diameter as that of the standard NAB metal reel.

While timing is also determined by mechanical considerations in recording machines, tape reels play an important part in this problem. With the standard 7" reel, as tape is spooled from the supply reel on to the take-up reel, tension is

constantly varying because of the changes in the effective reel diameters. This change in tension causes slight variations in speed; the tape running faster at the beginning of the reel, and slower at the end. The hub of "SCOTCH" Brand's new plastic professional reel is purposely made large to eliminate tension change while the tape is playing.

More than 1200 feet of "SCOTCH" Brand's exclusive dry lubricated Sound Recording Tape is readily stored on the new professional 7" reel.





Tape wound on the new 1200 foot reel has an output variation at 1000 cps less than plus or minus  $\frac{1}{4}$  db, and is less than plus or MANNE SANNERS OF THE SANNERS OF THE

The term "SCOTCH" and the plaid design are registered trademarks for Sound The term "SCOLCH" and the pland design are registered trademarks for sound Recording Tape made in U. S. A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "SCOTCH" Brand Pressure-sensitive Tapes, "Underseal" Ruberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk's Non-Silp Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 270 Park Avenue, New York 17, N.Y. In Canada: London, Ont., Can. WNAR Norristown, Pa., helped to send a blind bowling team to the National Blind Tournament in New York. The bowling team had wanted to participate in the tournament but needed \$150 in travel funds. WNAR conducted a weeklong campaign over the Allan Michaels Morning Show, getting more than \$200 in contributions.

### KGLO Raises Funds

THREE fund-raising campaigns by KGLO Mason City, Iowa, secured \$1,100 for flood relief, \$800 for a recreation area beautification project and \$1,600 for the local polio drive, according to Bud Suter, KGLO program and sports director.

### WESC Aids Child

WESC Greenville, S. C., through disc jockeys Fred Heckman and Jack Strong, appealed to listeners

# in public service . . .

for hospital funds for a five-yearold child in need of brain surgery. Listeners responded with \$135. This amount, added to \$100 donated by the local chapter of the American Red Cross, was enough to have the child admitted to Duke U. Hospital in Durham, N. C.

### Funds for Announcer

STAFFERS of CHUM Toronto, Ont., began a fund-raising drive which eventually reached \$941 to pay the medical expenses for Cam Langford, CJOY Guelph, Ont., announcer, who was paralyzed after auto accident injuries. Contributions came from listeners, radio and recording people, and the audiences at a performance of Treasure

Trail, a radio quiz and celebrities show.

### Red Cross Jamboree

RED CROSS drive by KYMA, Yuma, Ariz., saw \$14,000 goal there reached with Program Director Bob Vache acting as a "human" gauge in a four-hour climb up the 250-w station's antenna to measure progress of contributions. The KYMA drive featured a "Red Cross Jamboree."

### Radio Solves Robbery

WHEN a lone robber held up a bank in California, Mo., he was apprehended three hours afterward. A listener heard a description on the KWOS Jefferson City MFA Neighbors and notified law officials.

Leo J. ("Fitz") Fitzpatrick

I. R. ("Ike") Lounsberry



FOR THE 19th consecutive year, the two persons above have gone through this ceremony of signing a contract. Clothier Henry Holmes (1), president of H. G. Holmes & Sons, once again signs for KTUL Tulsa's News at Home, while R. P. (Bud) Akin, KTUL senior account executive, beams satisfaction. Mr. Holmes, the station's oldest continuous advertiser, was one of Mr. Akin's first sales clients, a pleasant relationship that has been lasting.

### WTMJ CHANGES

### Three Executives Affected

THREE changes in the executive staff of WTMJ-AM-TV Milwaukee have been announced by Walter J. Damm, vice president and general manager of the stations.

Russell G. Winnie becomes assistant general manager of radio succeeding L. W. Herzog. George Comte will be stations' manager succeeding Mr. Winnie. Mr. Herzog's post is to be research and development coordinator.

Mr. Winnie joined the Journal stations in 1928 and has been stations' manager since June 1945. Mr. Comte has been at WTMJ since 1935 and became an assistant to the manager in 1950. Mr. Herzog has been with the Journal interests since 1924. He became station manager of WTMJ in 1939 and in 1945 was named assistant general manager of radio.



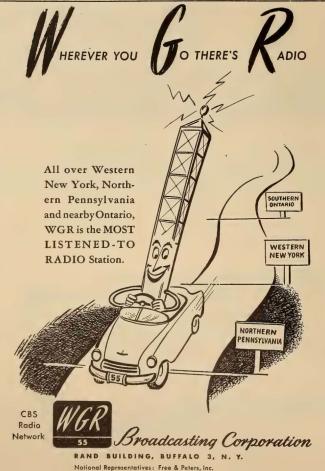


Mr. Winnie

Mr. Comt

### WLPO's New Plant

CONSOLIDATION of office and studio facilities under the same roof by WLPO La Salle, Ill., is scheduled to take place Wednesday without interruption in regular broadcast operations, according to Bill Holm, general manager. The station's new quarters are located at the transmitter site immediately south of La Salle-Peru.





HELICOPTER DROPS OIL EXPLORATION CREW into rough California terrain where geologists will study surface rock structures in their never-ending search for oil. Despite long chances involved, U. S. oilmen last year found twice as much new oil as nation used.

# Biggest Search in History Pays Off For U. S. Oil Consumers

Last year oilmen found two barrels of new oil in the United States for every barrel the nation used, in spite of the tremendous odds against finding new sources of oil. As a result, the nation's known underground oil supplies are now at an all-time high—over four times what they were thirty years ago.

These record discoveries are remarkable when you consider the risks oilmen take in their search for oil. The odds are 8 to 1 against bringing in a producing well in an area where oil has never been found before. Yet by drilling more wells in

1951 than ever before, oilmen discovered a record amount of new oil to assure your future needs.

It is no accident that year after year America's thousands of privately-managed oil businesses find more oil in the U. S. than America uses. The odds against finding new sources of oil are great, but the men who compete in the search for oil are willing to accept these odds as long as the chance to stay in business by earning a fair profit exists.

This is America's competitive system at work—and a good example of how it benefits you and the nation.



MINIATURE EARTHQUAKES like this were set off by the hundreds of thousands last year to chart underground rock formations, permitting exploration crews to pinpoint likely oil drilling locations. Even using latest scientific equipment, odds against finding new oil are great.



ENOUGH OIL FOR THE FUTURE? This chart gives the answer. America's known underground oil supplies are increasing steadily though U. S. uses more oil every year. Ample oil supplies help make oil products a real bargain. Today's high quality gasoline costs about same as gasoline did in 1925—only taxes are higher, Yet 2 gallons now do work 3 used to do.

Oil Industry Information Committee

AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.

# BBC'S POLICY

### First Step To Commercialism

FIRST STEP toward the introduction of commercial competition to the BBC monopoly in broadcasting in Great Britain was taken last Wednesday, when the House of Commons approved a Government White Paper on the future of broadcasting, including a proposal for privately-owned advertising-supported TV stations to operate alongside the BBC's non-commercial tax-supported stations. In radio, the BBC's exclusive broadcasting rights were extended for another 10 years.

Step was a long one, marking as it did the first time that any official sanction has been given in the United Kingdom to anything but the BBC's monopolistic public service type of radio and TV operation. While only television is mentioned in the measure, informed observers seem to be in agreement that once commercial television has been added to the broadcasting scene, the introduction of commercial radio can not lag far behind.

#### No Early Commercials

But it should not be assumed that the vote means that the British public will start getting commercial programs on their TV sets in the near future. The date when video commercials first go out into the English air is still some years away, estimates of just how many years varying from 3 to 10 or more. Estimates like the House of Commons vote are based primarily on the political views of the estimators.

Specifically, the government proposed and the House adopted the suggestion "that in the expanding field of television provision should be made to permit some element of competition [to the BBC] when the calls on capital resources at present needed for purposes of greater national importance make this feasible."

Freely translating "purposes of greater national importance" as "rearmament" makes it apparent that no private broadcasters are going to be licensed in England for some time to come. Furthermore, there is as yet no machinery for issuing commercial TV licenses there. The White Paper pointed

"As the policy governing the BBC charter and license is always considered by Parliament on the occasion of renewal, the government thinks that Parliament should have a similar opportunity of considering, before the licensing of the first station, the terms and conditions under which competitive television would operate.

"It would be necessary to introduce safeguards against possible abuses and a controlling body would be required for this purpose, for regulating the conduct of new stations, for exercising a general oversight of the programmes and for advising on appropriate matters." It has been commented that if in establishing a British counterpart of our FCC the above language should be retained, that final phrase "advising on appropriate matters" might well prove as plaguing to the English as the "public interest, convenience or necessity" of our communications act has in this country.

"The new stations would not be permitted to engage in political or religious broadcasting," the government.states. "Licenses for any new stations would be granted (and, if necessary, withdrawn) by the Postmaster General on the advice of this body, subject to reservation by the government of all rights in time of emergency."

### Technical Aspects

On the technical side, the White Paper points out that the private TV stations would have to use "higher frequencies." The introduction of competitive TV service would also require changes in the design of English TV receivers for multi-station reception and the production of adaptors for present sets, which can receive only the single channel now utilized for teleasting by the BBC TV stations.

Even when material is free for such non-defense uses as the erection of TV stations, commercial operators will not be at the head of the line, but must cue up behind the BBC. The Government White Paper states:

"For many years the BBC has been prevented by limitations on capital investment from developing television in certain areas and from introducing very high frequency sound broadcasting. The government considers that the BBC has a continuing obligation to provide adequate national broadcasting services throughout the United Kingdom and the fulfillment of this policy must clearly have first claim when labor and materials become available."

There are now four TV stations in the United Kingdom—three in England and one in Scotland—with a fifth, in Wales, scheduled to be added in August. BBC plans also call for the future erection of five lower powered video transmitters. At present, all stations broadcast the same programs, originated mostly in London.

#### Half-Million TV Sets

There are about 500,000 TV sets installed in the United Kingdom, which has some 12 million licensed radio sets. License fees of 2 pounds (\$5.60) a year on radio sets and of twice that sum on TV sets furnish the money with which the BBC operates.

At present all this revenue goes to the BBC; the government proposes that 15% be put into the nation's general finances, with the BBC operating on the remaining 85%, for the first three years of the new proposed 10-year charter. After the three-year period, opportunity would be provided to review this financial arrangement.

In the debate of the White Paper in the House of Lords, it was reported that the BBC's revenue from license fees runs at the rate of about \$32.2 million a year.

During the House of Lords debate, which was pushed vigorously by both proponents and opponents of sponsored programs, it was reported that public opinion polls in recent years have shown about 65% of the British public favor some competition to the BBC. Newspaper associations have opposed the introduction of advertising into TV. Somewhat more surprising is the report that English advertisers and advertising agencies are divided on the advisability of commercial TV, although the majority of each group favors the

The vote of the Incorporated Society of British Advertisers was 169 in favor to 122 against, while the Institute of Incorporated Practitioners in Advertising members voted 201 for commercial television and 181 against

### Youthful Applicants

TWO young men-who evidentally have heard that radio is a young man's game - filed for a new AM station for Oxford, Ohio, last week. The duo, Eugene Napier and Richard Plessinger, are 17 and 18 years old, respectively. They seek 1090 kc with 500 w daytime, and expect that the station will cost \$10,350 to build, \$23,000 a year to operate, and take in \$27,000 a year revenue. "The station will give the sponsor as much time as possible and still not make it hard on the listener." they state in their application. Mr. Napier is a student at the Stewart High School, Oxford, and Mr. Plessinger is a serviceman for McFarland Radio Service, also in Oxford.

## ANTI-TRUST CASE New Delay to September

HEARING on RCA's motion for withdrawal or modification of the government subpoena for RCA records in its anti-trust probe of the electronics manufacturing industry has been postponed to Sept. 2.

The hearing had been slated for last Thursday in the U. S. Court for the Southern District of New York, but was rescheduled for September, government authorities said, upon RCA request and approval of Justice Dept. officials in Washington.

Authorities said the action naturally delays RCA compliance with the subpoena but does not affect that of other manufacturers subpoenaed, which, it is generally accepted, includes virtually all major producers of AM, TV or FM transmitting equipment [B\*T. March 3, et seq.].

Except for RCA, it was reported. manufacturers who received subpoenas have complied "in whole or 
in part" with the Justice Dept. request. Attorneys are now engaged 
in the substantial task of sifting 
through the mass of corporate 
records, correspondence, reports. 
etc., which have been submitted.

In seeking modification or with drawal of its subpoena, RCA contends the demand for voluminous data—some dating back to 1934—is "too broad, unreasonable and oppressive." Further company claims are that a part of the subpoena relating to RCA licensing was adjudicated in a 1932 consent decree and that the courts ruled in 1942, when the Attorney General had attempted to re-open the case that it was closed.

ALAN REED, who portrays Pasqualon CBS Radio Life With Luigi, organized marathon broadcasts conducteby Los Angeles area disc m.c.'s, Ma; 26-June 7, sponsored by Irving Thalberg Lodge for benefit of Little Flowe: Home for Girls.



the most important figures in radio today are...



The Magazine of Building Radney McCay Morgan Photolog



Radio time today is bought on a basis of radio homes. The county-by-county breakdown of radio homes in America is the circulation figure for *all* radio. These figures for the 3,070 counties in the United States are the most basic statistical data.

Of all source and data books, the BROAD-CASTING Marketbook is the only place where the number of radio homes can be found. This information will be published exclusively in the 1952 BROADCASTING Marketbook.

The Radio Homes listing, along with other important data in the Marketbook, is the reason that time-buyers use it every day.

Therefore, the 1952 BROADCASTING Marketbook is a *strategic* advertising buy. Reserve space today.

THE 1952 MARKETBOOK will also include:

SPOT RATE FINDER Auto Registrations Retail Sales Farm Income Employment Taxable Payrolls State Maps Television Map And Other Features

# TEXAS STAR RULING

WHEN the FCC considers an application for a new station, it must balance the proposed gain in service by the applicant against the loss to be suffered by an existing licensee.

This is the most significant portion of the decision issued last Thursday by the U. S. Court of Appeals in Washington which remanded to the FCC its grant of a new station to Texas Star Broadcasting Co. (Roy Hofheinz). Decision was No. 10692, Democrat Printing Co. v. FCC and Texas Star Broadcasting Co.

The Court also held that the Commission may not deviate from its engineering standards in cases decided by examiners. The implication was that the FCC must rule itself when it wished to change a standard.

Case, begun in 1947, involved the grant of a new station to Texas

Star in Dallas on 740 kc with 10 kw LS, 5 kw N, DA.

Appealing the decision was day-timer KSEO Durant, Okla., on 750 ke with 250 w, which claimed that intereference to its service area must be considered by the Commission and that the burden of proof must be carried by the new applicant. It claimed that the new station (KACE) eliminated 41% of the population it was serving (164,-300 people).

Also involved in the FCC hearings on the Dallas applicant was KTRH Houston (740 kc, 50 kw, DA) which asked for a change in its directional pattern. Initial decision in 1949 proposed to grant KTRH but deny Texas Star. In 1950, however, the Commission reversed the examiner's proposal, granted Texas Star and denied KTRH. In June 1950, KSEO ap-

pealed the decision to a three-judge Court of Appeals.

Case was argued last fall before retired Judge Kimbrough Stone and Judges Wilbur K. Miller and David L. Bazelon. Judge Bazelon wrote the decision, in which Judge Miller concurred. The Court ruled:

If the requirements of the public interest are to be satisfied the Commission must consider not only the public benefit from the operation of the new station, but also any public loss which it might occasion. Only by such a balancing can the Commission reach a legally valid conclusion on the ultimate question of the public interest.

By refusing to base its decision upon a 'comparative consideration of KSEO and the Dallas proposal' the Commission effectively disregarded its Rule 3.24 [Showing Required for Broadcast Facilities] . . . the Com-

**Court Remands Grant** 

mission could not regard as irrelevant what Rule 3.24 and the public interest command—a determination as to the comparative merits of the two stations in the area of interference.

The Court also refused to accept the contention that the burden of proof regarding loss of service was the responsibility of KSEO. Texas Star in its FCC presentation attempted to show how KSEO programmed for the area in question, but the examiner rejected this evidence and was upheld in this respect by the full Commission.

The Court held that the Commission "deviated" from its own engineering standards in approving the grant of the new Dallas station, since the new station violated Par. 4, dealing with blanket areas.

Standards state that a transmitter shall be located so that not more than 1% of the metropolitan population to be served live within the blanket area—the area near the transmitter where radio receivers find it difficult to tune-in other signals due to the strength of the signal from the nearby transmitter.

### Commission's Standards

Commissions standards provide that other transmitter locations may be permitted if not more than 1% of the population comes within the 500 uv/m contour, if the applicant submits an affidavit, giving reasons why he cannot live up to the regular requirements, and if the applicant assumes full responsibility for adjusting the receivers of complaining listeners in the blanket area.

The Court pointed out that the Commission's grant to Texas Star violated even that exception, in that 1.3% of the population resided in the 500 uv/m contour and that Texas Star did not submit the affidavit called for.

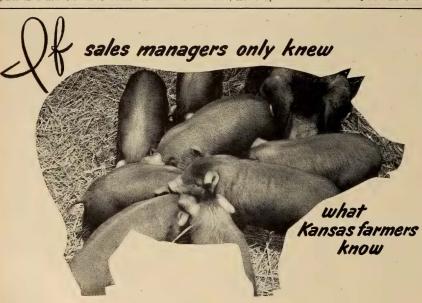
On another point raised by KSEO, the Court brought up the question of the financial effect or the operation of an existing station when a new grant is made which affects the former's operation.

KSEO claimed that there was no substantial evidence to support the Commission's findings that "the grant to Texas Star will not impair the ability of KSEO to continue to serve the Durant area."

The Court agreed to that. "KSEO may or may not be able to survive financially if its signal is blocked out by the proposed interference," it stated. "The evidence furnishes no basis for an answer."

Mr. Hofheinz owns in addition to the grant for KACE, 50-kw KSOX Harlingen (1530 kc, 10 kw at night) and 5-kw KTHT Houston (on 790 kc).

GOVERNMENT of India Information Services has announced that All-India Radio now operates 22 stations—more than double the number that were in operation before India achieved independence in 1947.



Every farmer knows the trick of introducing a new pig into a family like this. Unless it's done right, the newcomer is likely to go hungry.

There's an equally simple method of introducing a new product to the farm and small town families of Kansas. Tell them about it over WIBW! It's the station most listened to by the state's biggest-spending, most desirable market.\*

Because we're a welcome daily visitor in these homes, we'll get you SPEEDY SALES RESULTS
. . . just like we have for hundreds of other WIBW advertisers.

\* Kansas Radio Audience, 1951







# REBROADCAST RULE Opposition Developing

WIDESPREAD protests against FCC's new "legalized larceny" ruling on rebroadcast rights started to develop in the industry last week as legality of the decision was

challenged.

NARTB, NBC and CBS were preparing to ask reconsideration of the order [B\*T, May 19] as well as stay of execution prior to the July 1 effective date.

Indignation marked meetings of the two NARTB directorates— Radio Board and TV Board—last week. Both boards took up the FCC's order and adopted resolutions calling for quick action (see board stories, pages 28 and 36).

The NBC and CBS protests were about complete at the weekend, with prospect they would be filed early this week. Legal staffs of both networks gave priority to the matter.

Curiously, the most heated criticism of FCC's order—which puts a station on the Commission carpet if its fails to let another station rebroadcast a program—occurred within the government [CLOSED CIRCUIT, June 9].

This criticism developed within the Budget Bureau because FCC had failed to clear its decision with the bureau as required by the Federal Reports Act of 1942.

The Commission found itself on the spot at a Tuesday session of the Budget Bureau, part of an all-day discussion with the Broadcast Industry Committee of the Advisory Council on Federal Reports. The advisory council consists of business organizations which advise with the Budget Bureau in simplifying and improving questionnaire and reporting procedures of federal agencies.

Benedict Cottone, FCC general council, is understood to have told the broadcast advisory group the subject was not properly before the body, adding that the FCC didn't need the Budget Bureau's consent to issue the order.

After conferring with other FCC representatives, Mr. Cottone apologized for his observations, according to some of those who took part in the meeting.

The Budget Bureau, citing the Federal Reports Act, contended no agency shall collect information without its approval. The bureau does not question the FCC's power from a policy standpoint. However, it takes the position that if a Federal agency issues a rule calling for a report, and that report is disapproved by the bureau, the rule would then be invalid.

It was brought out Tuesday that the rebroadcast order had been informally discussed at the staff level by FCC and bureau personnel, but the final FCC rule had not been cleared.

The bureau now has the matter before it, looking into the procedure involved in network and station reports on refusal of permission for rebroadcast. It is holding discussions with FCC on the sub-

Industry concern over the FCC's rebroadcast order continued to mount last week as its impact on stations and networks was studied in detail. The rule specifies that if a station refuses to permit rebroadcast of a program it has carried, it must tell the FCC why it refused.

If the Commission figures the reasons aren't satisfactory, it might question the very qualifications of the licensee under the public service provisions of the Communications Act, it was pointed out.

A broadcaster suggested to the joint committee that a special enforcement problem would arise if a station would demand an ex-

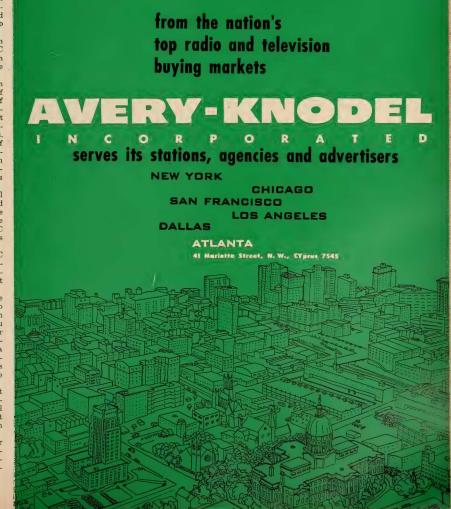
orbitant sum to another broadcaster seeking rebroadcast rights.

The all-day advisory discussions brought out many proposals to simplify FCC questionnaires and ease the burden of filling out all sorts of returns with detailed information. In renewal applications, for example, it was proposed that stations file a simple balance sheet instead of long forms. Use by FCC of an income form resembling income tax computations was suggested as a means of saving work.

In the case of forms covering broadcast properties that are relatively small units in large enterprises, it was proposed that FCC need not examine in great detail all the phases of the commonly controlled properties. Consolidation of annual and interim ownership renorts.

Attending the advisory sessions were Ben Strouse, WWDC Washington, chairman of the Broadcast Industry Committee; David Cohen and C. P. Modlin, economists of the Budget Bureau's Office of Statistical Standards; C. T. Lucy, WRVA Richmond; Richard C. Steele, WTAG Worcester, Mass.; E. K. Jett, WMAR-TV Baltimore; Ralph W. Hardy, NARTB, substituting for Secretary C. E. Arney Jr.: Richard P. Doherty and Charles H. Tower, NARTB, observers; Leon Brooks, Carl Burkland, Craig Lawrence, CBS; James E. Greeley, Paul B. Lynch, NBC; Mr. Cottone, Daniel Ohlbaum, Curtis B. Plummer, Robert Leahy, Hugo Reyer, H. H. Golden, James Sheridan, Eric Stewart, FCC.

UNITED NATIONS Radio has produced a special series titled Jungle in Retreat, story of three U. N. reporters in southeast Asia, starring screen actor Gene Kelly. Series will be carried by NBC radio June 21, 28 and July 5.





AMONG THOSE attending the West Virginia AP news clinic were (front row, I to r) H. B. Kenny, WCOM Parkersburg; Paul A. Myers, WWVA; Phil Vogel, WGKV Charleston; Frank J. Stearns, AP field representative, Washington, D. C.; Ned Skaff, WCHS; Nick Basso, WSAZ Huntington; Gilbert D. Brooks and Mr. Hays, WKNA; second row, Aud Archer, WCOM; A. G. Ferrise, WMMN Fairmont; Johnnie Villani, WBRW Welch; Mr. Saunders; Mr. Aspinwall; Mr. Rine, and John S. Phillips, WHTN Huntington; standing, Doug Martin, WCHS; Carl Lipps and Charlie Brotman, WRON Ronceverte; Bill Powell, WMMN; Mort Cohen and Bill Buckley, WCHS; Ellis Landreth, WBRW; Cebe Tweel, WPLH Huntington; Mr. Fullerton; Bill Austin, WPLH; Bert Shimp, WSAZ; Charles R. Lewis, AP sports editor, Charleston; Richard K. Boyd, AP correspondent, Huntington, and Flem Evans, WPLH.



WILLIAM D. NIETFELD (I), KCBS San Francisco news director, is congratulated on his election to the chairmanship of the California AP Radio Assn. by Les Mawhinney, KHJ news director, and retiring chairman.

### VOTING GUIDE Ad Council Catalog Mailed

HUNDREDS OF radio-television broadcasters are among the estimated 10,000 persons receiving The Advertising Council's new 28-page Register and Vote campaign guide, scheduled for mailing to advertisers, agencies, broadcasters and editors early last week.

Prepared by Leo Burnett Co., Chicago, the catalog of advertising and action materials designed to help get out the national political vote was displayed for the first time at the annual convention of the Advertising Federation of America in New York's Waldorf-Astoria Monday.

This material will be distributed to radio and TV stations through the council's regular allocation plan, with monthly supplemental material issued by the American Heritage Foundation and the NARTB.

Radio outlets will be supplied scripts and program ideas to urge citizens to vote, with special programs and tie-ins planned for both network commercial and sustaining shows.

TV stations will receive one-



NARTB public affairs director, urge support of get-out-the-vote campaign. Here Joe Cleary (2d I), incoming president of Pennsylvania-Delaware AP Broadcasters, is greeted by Ed Darlington, WCNR Bloomsburg, Pa., outgoing president. Joe Snyder (r) is AP Philadelphia bureau chief and association

minute and 20-second film spots, contributed by Five Star Productions, Hollywood. Main campaign themes are dramatized through live-action and art techniques, with emphasis of all announcements on the final "See you at the polls" message.

### Austrian Quiz

USING an American-type quiz show with participants donating their prizes, the U.S. Dept. of State's Red-White-Red network in Austria won over many Austrian, Hungarian and Czechoslovak Catholics in a drive to rebuild the war-damaged 800-year-old St. Stephan's Cathedral. Using two new 100 kw transmitters, one near the Czech border and the other near Hungary, RWR is preferred by 76% of the Austrians to the Russiancontrolled RAVAG, according to Paul A. Shinkman, public information officer.

## NARTB 'VOTE' DRIVE

Maine, Illinois Join

TWO more states, Illinois and Maine, have joined the NARTB "Register and Vote" campaign, conducted in conjunction with the American Heritage Foundation. Formation of four committees previously had been announced, with NARTB President Harold E. Fellows contacting all 38 state associations in connection with the drive. Goal of the campaign is a record election vote.

New state committees follow: ILLINOIS—William Holm, WLPO La-Salle, chairman; Charles Cook, WJPF Herrin; Oliver Keller, WTAX Spring-field; Harold Safford, WLS Chicago; Tom Gavin, WIRL Peoria. MAINE—Faust Couture, WCOU Weiston; Carleton Bruon, WTVL Water Carleton Bruon, WTVL Water Carleton Bruon, WTVL WGUY Bangor; Elden Shute, WLAM Lewiston; H. D. Glidden, WGAM Presque Isle. Lewiston; I Presque Isle.

POPULARITY poll conducted by TV Digest indicated that John Facenda, WIP Philadelphia, is the favorite local news commentator in that area.

### W. VA. AP CLINIC

State, Local News Lauded

STATE and local news termed the "most salable radio commodity" at an AP news clinic June 5 in the Daniel Boone Hotel, Charleston, W. Va. Don O. Hays, program director, WKNA Charleston, told some 40 broadcasters that it behooved them to exploit these programs.

Such news "builds not only audience, listener loyalty and advertiser acceptance, but also serves as an ideal vehicle for promotion and publicity," he said.

Ernie Saunders, WCHS Charleston sports director, in an analysis of sports coverage, said he felt that too much time was devoted to horseracing. More, he said, than stations in small cities want or will

Mr. Saunders also urged that the betting odds on all sports events be eliminated from wire copy.

John Aspinwall, AP radio news editor, described the association's New York radio operations, Max R. Fullerton, Baltimore bureau chief, led a discussion of the comparative use of AP copy among member stations. Mr. Fullerton said that it was a happy revelation to him that the day of the "rip and read" announcer has waned. William E. Rine, managing director, WWVA Wheeling, is president of the West Virginia AP Broadcasters Assn.

### WWJ 'LIVE' POLICY Urges Return to Spontaneity

INCREASED importance on the value of spontaneity in radio has become the policy at WWJ Detroit, Don DeGroot, manager, announced

In a statement to his staff, Mr. DeGroot said, "Radio has always served the public best as an 'on the spot' medium. Since taping or recording removes shows, interviews and special events an additional step from the spontaneity which is one of radio's greatest assets, and since 'live' programs get the advantage of word-of-mouth publicity from the participants, please make it a matter of policy in the future to schedule radio programs on a 'live' basis whenever possible.

"If it is impractical to keep the entire program 'live,' then at least the narrator, the announcer, or the voice that ties it together should be done 'live.' Your cooperation in this can help maintain the public consciousness of radio's matchless

immediacy."

### **WVLK Change**

FCC granted permission last week to WVLK Versailles, Ky., to change its main studio location to Lexing ton. WVLK will maintain a remote studio at Versailles, the Commission noted. Station is licensed to Blue Grass Broadcasting Co. and i assigned 1 kw fulltime on 590 kc directional. It is a Mutual affiliate

# NEW COLOR FILM SHOWS WONDERS OF MODERN COAL MINING-



Actual on-the-job scenes show-

- MARVELOUS AUTOMATIC MINING MACHINES AT WORK
- SAFETY MEASURES THAT PREVENT MINE ACCIDENTS
- HOW COAL CONTRIBUTES TO ELECTRIC POWER...
   STEEL... CHEMICALS... AND SYNTHETIC FUELS.

This new film shows what coal mining is actually like today. It contains some of the finest high-quality color sequences ever made of mechanized underground mining.

Now audiences can see the extensive measures that are taken to insure miners' safety . . . marvelous machines harnessed to produce coal at almost unbelievable speed . . . mining aboveground, where giant shovels high as eight-story buildings peel back the earth to expose the coal.

Modern coal "laundries" are shown that wash, size, grade and treat coal to do its many jobs. Exciting scenes show coal doing these jobs. There are scenes, too, of the chemical marvels that are possible because of coal, including views of a new synthetic fuels plant where coal is transformed into gasoline and oil.

**This 25-minute film** is 16 mm., in full color and sound. It is free of any advertising or propaganda, and is being hailed, for its high interest value and dramatic qualities, as one of the finest industrial films ever produced.

### HOW THE FILM CAN BE SEEN

"Powering America's Progress" is available for schools, colleges, scientific and technical societies, business and civic organizations, and other recognized groups. Prints can be obtained through the Bituminous Coal Institute and from the Graphic Services Section, U. S. Bureau of Mines, 4800 Forbes St., Pittsburgh 13, Pa. Copies of the film are also available for television.

For further information write to:

### BITUMINOUS COAL INSTITUTE

A Department of National Coal Association 320 Southern Building, Washington, D. C.

### Industry 'Morals' Reply

(Continued from page 28)

Interstate & Foreign Commerce Committee, which has jurisdiction over radio and TV, the probe into broadcast programs was handed to it.

In the first hearings, most witnesses and committee members agreed no censorship nor legislation was required. Only concrete proposals were: (1) that the investigation be continued indefinitely to give publicity to objections and (2) that a National Citizens' Advisory Board be established to perform a similar function.

General agreement also was voiced that the TV Code, which went into effect March 1, was a step in the right direction. There were some expressions of doubt that the broadcasters could police themselves.

Broadcasters should abandon any idea that the program probe is something to be casually brushed aside or laughed off, according to Rep. Arthur G. Klein (D-N. Y.), a member of the group.

"It is very important that the television and radio industry should not take this too lightly," Rep. Klein told BROADCASTING • TELE-CASTING Thursday.

### Rep. Klein's Views

Expressing personal antipathy to any form of official censorship, Rep. Klein emphasized his belief that if broadcasters fail to take a serious view of criticisms of some types of programs seen and heard on the air today "they may find themselves faced with a situation that we'd all like to avoid."

The subcommittee, he said, would like to know more about the NARTB code and its enforcement provisions, so it can decide whether the industry is capable and willing to police itself or whether some outside control is necessary to protect the public from objectionable fare broadcast into homes.

As an example of how serious could be the failure of the broadcasters to present a full and adequate answer to critics' charges,



OPEN HOUSE for persons born June 8, 1922, was held by WFBR Baltimore on its 30th anniversary the same day this year. At cake cutting are (1 to r) John E. Surrick, WFBR vice president and general manager; Mrs. Regina Conzelmann, one of 13 birthday guests; Robert S. Maslin Jr., on behalf of WFBR President Robert S. Maslin, unable to attend; J. H. L. Trautfelter, vice president and treasurer, and Bert Hanauer, program director.

Rep. Klein cited the appearance before the subcommittee of a number of representatives of groups opposed to advertising of alcoholic beverages on the air.

"The subcommittee had no intention to get into this subject," Rep. Klein said, "but we got literally thousands of letters asking that beer and wine advertising on radio and television be stopped." This public pressure could not be ignored and the subcommittee heard the complaints of the "dry" spokesmen, he said.

Spurred by a "large number" of complaints, particularly from "church groups," Rep. Thomas J. Lane (D-Mass.) closed the June 10 session of the lower house of Congress on the subject "Is TV Running Wild?"

Although admitting he is not a regular TV fan himself, Mr. Lane told BROADCASTING . TELECASTING he was dismayed at the "cheap stuff on TV" and its effect on children. He referred to crime and horror shows and programs that featured "burley" scenes.

In his House remarks, the Massachusetts Congressman warned that unless the industry cleaned itself up, Congress would have to impose controls.

He also seemed to be recom-

mending some form of "pay-as-you-see" TV. After alluding to surveys proving "that the people are willing to pay for good movies, plays, operas, prize fights and for better entertainment," he added:

"If the show is to go on and improve, there must be a combination of better taste and better financing." Excerpts from his speech follow:

The social impact of this new medium of communication is beginning to alarm the nation, because the televisers are not in a mood to discipline themselves.

Even atomic energy has to be con-trolled in one way or another, or it would destroy us physically.

So too much TV become subject to certain limitations before its unbridled power corrupts the taste, the intelligence, and the character of our youth.

The mass-production of murder, aggravated assaults, horrors, on TV has the effect of being a 'school for crime' to openmouthed youngsters.

And there are other sophisticated or 'cheesecake' programs which are too revealing for their tender years.

There are ways of entertaining children without keeping them in a state of morbid tension, but the brains of the new industry are working at the tabloid level and are failing to create suitable and satisfying shows for young America.

do not realize their greater responsibili-ties to the public in this very sensitive field. Surely they don't mean to spon-sor programs that will lose business.

### WALKER FETED

For VOD Contest Aid LUNCHEON honoring FCC Chairman Paul Walker was held at the Mayflower Hotel, Washington, D. C., Friday with Allen M. Woodall, president of WDAK Columbus, Ga., as host. The luncheon was held in recognition of Chairman Walker's participation in the Voice of Democracy contest.

Dwight Clark Jr. of Fort Collins, Col., one of the four 1951-52 national winners, was a guest. Mr. Clark is being conducted on a speaking tour around Georgia by Mr. Woodall. Robert Burnett, a 1950-51 winner, also was a guest. He is employed on Mr. Woodall's stations.

stations.

Among Washington guests were
Judge Bolitha Laws, Chief Judge, U. S.
Distriet Court for District of Columbia; Harold E. Fellows NARTB president; Judge Justin Miller, NARTB
board chairman and general counsel;
Rep. William S. Hill (R-Col.); Rep.
E. L. Forrester (D-Ga.); Leeman
Anderson, secretary to Sen. Richard
Russell (D-Ga.); Robert K. Richards,
NARTB assistant to the president and
public affairs director as well as natee; Ray Ringson, manager of WRDW
Augusta, Ga., one of Mr. Woodall's stations; Sol Taishoff and J. Frank Beatty,
BROADCASTING TELECASTING;
OSCAT Elder, NARTB assistant public
affairs director.

### **GERMAN PACT**

VOA, RIAS to Continue AGREEMENT signed Wednesday with Germany permits operation of two U.S. broadcasting stations in the Federal Republic-Voice of America in Munich and RIAS (Radio in American Sector) in Hoffor an indefinite period. Both stations have been powerful anti-Communist weapons, the VOA station beaming broadcasts in several languages, including Russian, behind the Iron Curtain, and RIAS airing East German news to East Germany.

The agreement, signed by Chancellor Konrad Adenauer and Samuel Reber, acting U. S. high commissioner, was to have been signed at the time of the Bonn peace contract, but high German officials demanded time for "further study."

### 'PRESS' RADIO POLL

WGAR Again Wins Cleveland Paper's Honors



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

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

TOP HONORS in the Cleveland Press' seventh annual local radio poll went to WGAR Cleveland for the sixth straight year, according to results announced Wednesday which gave WGAR 30½ points, WERE 17½, WHK 15½, WTAM 10, WDOK 7 and WJW 11/2. Win-

ners are:

Best program: Ohio Story (WTAM), Bill Gordon (WHK), Fairytale Theatre (WGAR), Best performer: Bill Gordon (WHK), Esther Mullin (WGAR), Bill Randle

Esther (WERE)

(WERE). (WORK), Bill Randle Women's program: Ladies' Day (WGAR), Maggie Wulft (WERE), Jane Stevens (WJR). Toddler Time (WERE), Toddler Time (WERE), Public service: City Club (WGAR), Ask City Hall (WGAR), Press Club (WHK).

Male vocalist: Reg Merridew (WGAR), Dick O'Heren (WHK), Ken Ward (WTAM).

Female vocalist: Gloria B (WDOK), Judy Dell (WDOK), Anthony (WDOK).

Instrumentalist: Henry Pildne (WGAR), Walter Trimmer (WERE) Tommy McCormick (WGAR).

Live music: Clevelandaires (WTA: Starlight Trio (WGAR), Say It W Music (WHK).

Record show: Bill Gordon (WHK) Bill Randle (WERE), Ten O'Clock Tunes (WGAR and WHK).

Disc jockey: Bill Gordon (WHK) (WGAR).

Sportscaster: Jim Dudley (WERE and WJW), Bob Neal (WERE), Jack Grane (WERE). Newscaster: Wayne Johnson (WERE im Martin (WGAR), Tom Fiel: WTAM).

Studio announcer: Tom Armstron WGAR), Tom Field (WTAM), Bo

(WGAR). Smiley (WGAR). Best commercial: Cleveland Electrica

Illuminating Co. (D'Arcy agency), Ohi Bell (McCann-Erickson), Clark Restau rant (no agency).



... at the time they are considering your market and how best to cover it?

All year 'round thousands of national advertisers consult CONSUMER MARKETS. Here is a busy traffic point where you can "meet more national advertisers." Here your Service-Ad can interpret the facts about your market; tell how your station serves your trading area.

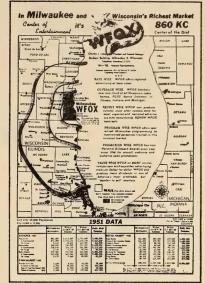
Look at it this way-nobody, except perhaps an occasional college professor, ever opens a copy of CONSUMER MARKETS just for the sake of assembling statistics. Nearly everybody who uses CM is interested in markets for a specific product; and has an interest in how best to cover each market.

Your Service-Ad next to the data on your market encounters: Sales Managers working up market plans · Advertising

Managers originating or revising campaigns · Account Executives drafting proposals or defending those they have already made . Research Directors making comparative market studies · Media men planning and preparing lists.

More than 450 separate media placed Service-Ads in the 1951-52 edition of CM to help their prospects make better use of the market facts it contains.

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



A Service-Ad like this takes advantage of an important fact-CONSUMER MARKETS is used continuously by men seeking market information . . . and always with the underlying purpose of finding the best way to reach the right people in the markets they select.

### how national advertisers use CM

Assistant Research Director, Large Advertising Agency: "I would say that the principal use we make of CONSUMER MARKETS is in connection with our test market work, of which we do a good deal. An important stage in these tests is the determination of typical towns in which the tests will be conducted; and also to define the areas that we would want to use or would consider using from a research point of view."

Account Executive, Large Advertising Agency: CONSUMER MARKETS is a terrific book. I was in the Media Department before I became an account executive, and I used it constantly. It combines all the information about a market, in capsule form, that I would normally have to go to several sources for. It is a wonderful handbook to have around."

Media Buyer, Medium-to-Large Advertising Agency: "I have found the maps in CONSUMER MARKETS extremely useful; it is the only source I know of where the maps are set up in so helpful a form."

Market Research Analyst, Medium Sized Advertising Agency: "Our clients expect us to spend their money where it does the most good, so we concentrate the advertising in those regions which have a good potential. We use CONSUMER MARKETS for the breakdown of markets for the retail sales potentials, and if the client asks us to justify our selection of regions, we refer him to the statistical information that CM gives us."



The comprehensive single source of authoritative market data

PUBLISHED BY STANDARD RATE & DATA SERVICE, INC. . WALTER E. BOTTHOF, PUBLISHER

1740 Ridge Avenue, Evanston, Illinois . New York . Chicago . Los Angeles



### THE OUT OF HOME

### THE FIGURES

- IN CINCINNATI, 39.1% OF ALL HOMES HAVE PE
- THIS <u>OUT OF HOME</u> LISTENING REPRESENTS 13

  DOMINATES THIS <u>OUT OF HOME</u> LISTENING WIT

  IN RATING IN 47 OF 48 QUARTER-HOURS 7 AM to

### THE FACTS

 MORE AND MORE ADVERTISERS ARE FINDING ENCE AT THE LOWEST COST PER THOUSAND IN THE OUT OF HOME AUDIENCE—A COMBINATION
 BUY IN CINCINNATI

WCKY's-ly

# Get The Big Plus

### EJDIENCE ON WCKY

PLNS LISTENING ONCE OR MORE A DAY OUT OF HOME.

OF THE TOTAL LISTENING, AND WCKY COMPLETELY OF THE TOP 10 SHOWS—AND IS FIRST OR SECOND M. M. (Jan. 1952 Out of Home Pulse)

T IN ADDITION TO RECEIVING THE IN HOME AUDI-

HAT MAKES WCKY THE BEST

### CALL COLLECT:

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

or

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



FOUR HOURS A DAY

SEVEN DAYS A WEEK

# editorial



### Plug-Uglies (The McCoys)

IT IS futile to try to estimate, within the limitations of a margin-of-error that does not approximate the size of the national debt, the value of radio and television advertising that is being, has been, and—unless firm corrective measures are taken—will be given away for absolutely nothing through the device known, rather innocuously, as the "free plug."

Broadcasters and broadcasting would be far better off, however, if all hands would pause for a few minutes to attempt to make such an estimate, despite the unlikelihood that anyone would reach a reasonably accurate dollar figure.

The menace of the free plug—that is, the free mention of a product or service on a program which is sponsored by some other advertiser, or, indeed, not sponsored by anyone—and the machinations behind it were examined in detail last week [B•T, June 9].

We do not quarrel with contentions that some plugs are "good"—i.e., that they "contribute something" to the program. Our prime complaint is against the type of plug which indiscriminately employs brand names in gags and stunts which never would have been used if the writer, performer, producer—or somebody—had not been offered a case of liquor or some other reward which is equivalently inexpensive, compared to the advertising value received, for getting the names mentioned on the air.

It is time for broadcasters to appraise the entire free-plug question and to take firm action—punitive action, if necessary—to put a stop to practices which give advertising time away for nothing and alienate audiences in the process. The problem is big enough to demand, too, the attention of an overall radio-television committee or organization. Radio's BAB already has shown an interest (see story, this issue). We commend it also to the NARTB.

### Machine Against TV

UNTIL THIS Presidential year, the elections have been decided, machine against machine. That has been so at the nominating conventions. It has carried through to the elections.

This year, it's crystal clear that it's machine against TV. The travail over TV time has exceeded even that which had been predicted. The Eisenhower forces obviously are pinning their hopes on the open-faced sincerity of their candidate. They want all the preliminaries of the GOP convention on the air, to offset the steam-roller power of the Taft organization.

On the other side of the political street, the Democrats, with no candidate yet in clear focus, are making quiet but detailed TV plans. They have drafted into their camp an old hand at air campaigning—J. Leonard Reinsch, and his consulting duties are exclusively TV.

In no other national campaign can we recall anything approaching the tugging and hauling over radio and TV time. Section 315 of the Communications Act, prescribing equal time for qualified candidates, is becoming better known to the electorate than Point Four. Crackpots and other irresponsible people seeking public office are being given open sesume to the microphones and cameras on equal footing with bona fide candidates, by simply citing Section 315 to the FCC.

The Kefauver lesson has been learned by the politicians. The appearance and the manner of a candidate, given access to the TV networks and 75 million people, may well offset the

power of the well-oiled political machines.

As for Section 315 relief, it looks like a forlorn hope until the campaign is over. It's a simple case of the political controversy being too controversial for the politicians in an election year. The broadcasters themselves actually did little to protect themselves. If, for example, they had charged the candidates for the lines and cables (not for the time) many of the irresponsible elements invoking Section 315, for free, would have just dried up.

The time to do the 315 job is in an offelection year, when things are quiescent.

We're not given to political soothsaying. But we'll venture the 1952 Presidential elections will be won and lost on the air.

### Murder at Midnight

UP ON Capitol Hill they're pondering a whodunit that wends its mysterious way from the FCC to the White House to the House floor.

Who killed the McFarland Bill (S-658), was the question? After many months of doing, this measure, which would take away from the FCC staff the authority it had usurped, finally hit the House calendar. It was to have been considered by the House last Thursday. On Tuesday, Majority Leader McCormack summarily announced that the bill would be replaced and that there would be no time this session to consider it.

Things began to happen. Senate Majority Leader McFarland, author of the measure which had passed the Senate four times, hit the war-path. It wasn't long before word seeped out that the White House had instructed Mr. McCormack to kill the McFarland Bill. And to the White House went Sen. McFarland, who for six years had shepherded his bill through the tortuous legislative processes, and against persistent sabotaging by FCC people.

What transpired between Wednesday and Thursday may never be pieced together. But enough happened to cause Mr. McCormack to announce on Thursday that it was all a mistake and that the McFarland Bill would be rescheduled for consideration this week. That there was White House intercession isn't refuted. And the participation of certain FCC people can't be, since it is the only agency, public or private, that has voiced objection.

Now the McFarland Bill, as revised by the House, is far from perfect. Broadcasters won't go along with its suspension and fine provisions -tantamount to the supreme penalty and as objectionable as revocation. Nor do the larger entities like the "double jeopardy" provision. There's opposition from the whole FCC to the provision that would isolate the Commissioners from the staff. The House proposal that would specify non-discrimination against newspapers, thereby implying that they should get preferential treatment over non-newspaper applicants certainly lacks unanimous endorsement. (It's better to provide there shall be no discrimination because of the nature of the applicant's business.) We have looked with trepidation upon the provision permitting "cease and desist" orders.

At all events, there was the tacit understanding that differences between Senate and House would be composed by the conferees. Everything was in order—until the White House, goaded by one or more individuals at the FCC—moved in.

It looks like there'll be legislation after all, thanks to persistence and courage of Sen. McFarland. We think FCC Chairman Walker should ascertain forthwith who went to White House Presidential special counsel Charles S. Murphy with the anti-McFarland Bill pitch. We doubt whether Mr. McFarland or Chairman Ed Johnson of the Senate Interstate Commerce Committee will allow this to become a closed incident without explanation.

# e our respects to:



CLEM JOHN RANDAU

A WIDELY-KNOWN radio and newspaper executive for over 30 years, Clem J. Randau is looking westward and reappraising his place in the broadcasting industry after taxing but rewarding service with the federal government.

This westward movement is spelled out in Mr. Randau's purchase, subject to FCC approval, of KXOB Stockton, Calif.; another step in a variegated career that has spanned radio, newspapers, oil interests, a press association and other pursuits.

This reappraisal is indicated by the fact that Mr. Randau is moving to Stockton and resuming radio interests after some 16 months with the Federal Civil Defense Administration. It may safely be reported that the native-born Iowan will not find himself embarked in strange waters despite his semi-retirement prior to government service.

Mr. Randau resigned his FCDA post last April 30. From January 1951 to May 1952 he survived the rigors of office with no noticeable scars, though the task peculiar to alerting America on civil defense is generally a thankless and unenviable one.

FCDA's success has been due in no small part to Mr. Randau's acceptance of myriad duties and responsibilities. Originally special assistant to Millard F. Caldwell Jr., agency administrator, and later executive director of FCDA, Mr. Randau functioned at top strata as chairman of its Policy Committee.

"My work with [FCDA] is the most challenging and toughest assignment I have ever tried," he has freely acknowledged.

While he retired from active business in 1947, Mr. Randau retained some newspaper and oil interests and still is director-minority stockholder in WNEW New York. He also was president-director of KFBI Wichita, Kan., in the late '40s.

As a result of the new transaction, he and his wife will own 55% of stock in KXOB, an MBS affiliate on 1280 kc with 1 kw. Mr. Randau, with other principals, bought the station from Lincoln Dellar for a reported \$200,000.

"Having learned the radio business at the top, I'm starting now to learn radio and TV in orderly fashion," Mr. Randau explains in reference to KXOB to which he plans to devote his time

A modest man in demeanor and disinclined to discuss his own achievements since he began learning the business topside, Mr. Randau has, nevertheless, certain accomplishments

(Continued on page 61)

# THE GEORGIA PURCHASE

only

a

combination

of

stations

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markets

THE

GEORGIA

TRIO

WAGA
5000w 590kc

WMAZ

SAVANNAH WTOC 5000w 1290kc

# the TRIO offers advertisers at one low cost:

• concentrated coverage • merchandising assistance • listener loyalty built by local programming • dealer loyalties . . . IN THREE MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK . CHICAGO . DETROIT . ATLANTA . DALLAS . KANSAS CITY . LOS ANGELES . SAN FRANCISCO

BROADCASTING • Telecasting

June 16, 1952 • Page 57



STANTON P. KETTLER (I), southern district vice president, Storer Broadcasting Co., presents an award to Jack Callaghan, who was named the 1951-1952 outstanding member of the U. of Miami radio and TV department. Presentation was made Memorial Day at a dinner, jointly staged by the department, Alpha Epsilon Rho honorary radio fraternity, and the Television Advisory Council. Mr. Kettler is retiring chairman of the Advisory

# PHILCO'S 'CHEF' Recipes Beamed by WRUL

WRUL BOSTON has just begun a novel feature as part of *Philco Rendezvous*, a weekly program beamed at Latin America.

The station selected a "Chef of the Month" to share a favorite recipe with listeners in the West Indies, Central and South America. The June selection was Chef Manuel Orta of New York's Hotel Pierre, Mr. Orta, a native of Spain, broadcast in both Spanish and Braglish. After the program, Philoo International Corp., the sponsor, offered a special recipe to listeners upon request. Programs originate in New York and are carried by leased wire to five transmitters at Boston.

WRUL is independently owned and operated by Walter S. Lemmon, president of World Wide Broadcasting Corp. Mr. Lemmon commented, "It occurred to me that a similar type of program might be of value to many of the managers of local radio stations who could use the idea for food and restaurant accounts in their own areas."

# KBIG AVALON

New Station Is on the Ai

KBIG AVALON, Santa Catalina Island, Calif., 10 kw on 740 kc, began operations June 1 with ceremonies and program previews.

In a day without commercials, mayors of 24 Southern California communities gave brief welcoming talks from Hollywood studios at 6540 Sunset Blvd. Many radio, TV and motion picture entertainers also added their greetings.

John H. Poole, licensee of experimental UHF station KM2XAZ Los Angeles, and former owner of KALI Pasadena, is owner-operator of KBIG. Cliff Gill is operations manager and Robert J. McAndrews, commercial manager.

The staff includes Stuart Wilson, production manager and director of special events; Alan Lisser, program director; Carl Bailey, disc jockey; Gene McGhee, John Haradon and Larry Berrill, announcers; H. Phillip Dexheimer, Joe Seideman, Carl Hill and Wayne Muller, salesmen; Gordon Calcote, Sam Margolin, William Dalton and Judson Edwards, engineers, and Phillis Nungester, traffic manager.

### HOLLYWOOD AD CLUB

Morgan Elected President

JAMES MORGAN, vice-president in charge of radio-TV, Raymond R. Morgan Co., last week was elected president of Hollywood Advertising Club. He succeeds Robert J. McAndrews, commercial manager, KBIG Avalon, Calif. Mr. Morgan served as club vice president during the past year.

dent during the past year.

Harlan Palmer, managing editor and assistant to the publisher, "Hollywood Citizen-News," and Donn B. Tatum, ABC Western Div. director of television, were named first and second vice presidents, respectively. Elected was Betton Faschall, vice president with the property of the past of the past

Hollywood agency, was hameu cubreasurer. New to the board of directors are Leon Wrey, sales manager, KHJ Hollywood; Robert C. Coleson, West Coast representative, Advertising Council Inc.; Mary Roche, sales representative, assistant manager-publicity director, National Safety Council, Los Angeles.

# front office



ONALD B. ABERT, former station manager, WTMJ Milwaukee, elected a vice president of The Journal Co., licensee of WTMJ-AM-TV.

IRVING F. TEETSELL, sales staff, Frederic W. Ziv Co., to sales staff, WCAU Philadelphia.

HERBERT S. STEWART, general manager, WICU (TV) Erie, Pa., elected vice president of The Dispatch Inc., licensee of WICU, WIKK Erie and The Erie Dispatch.

CHARLES A. HAMMARSTROM, former account executive, The Katz

Agency and Paul H. Raymer Co., station representative firms, to Keystone Broadcasting System, N. Y., in same capacity.



Hammarstrom

TOM SANSING appointed acting station manager at KDMS El Dorado, Ark., replacing C. H. SIDDENS who has resigned.

TOM COMPERE, attorney at NBC Chicago, has returned from active duty as lieutenant colonel in Army's Command and General Staff College, Fort Leavenworth.

WILLIAM H. SELDON to sales staff, WBAL-TV Baltimore. AL O'BRIEN, Baltimore advertising man, to WBAL's radio sales staff.

INDIE SALES Inc. appointed national representative by WELP Easley, S. C.  $\,$ 

PAN AMERICAN BROADCASTING Co., N. Y., appointed national representative by WNEL Santurce, Puerto Rico.

STEPHEN W. RYDER, station manager, and FRANCIS H. BRINKLEY,

managing director, WENE Binghamton-Endicott, N. Y., named assistant treasurer and treasurer, respectively, of Ottaway Stations Inc., licensee of WENE and WDOS Oneonta, N. Y.

EDWARD BOGHOSIAN, WNBH New Bedford, Mass. program manager and sales representative, to sales staff, WJAR-TV Providence, R. I.

Mr. Ryder

Mr. Brinkley RAY DEXTER, manager, KDRS
Paragould, Ark., to KNBY Newport,
Ark., in same capacity.

KEN WILLSON, sales manager, WMRC Greenville, S. C., to Tobacco Network, Raleigh, N. C., as general sales manager.

### Personals . . .

T. H. PATTERSON, manager, WRRF Washington, N. C., elected president of city's Lions Club. . . T. E. PAISLEY Jr., assistant to sales director, WFIL Philadelphia, father of girl, Melissa, May 28. . . BOB COVINGTON, assistant vice president, WBT and WBTV (TV) Charlotte, N. C., father of boy, May 26. . . . LEE GORE, account executive, WOAITV San Antonio, and Jane Seligmann Strauss were married June 6.

V. D. RAMSEUR, president, WAKE Greenville, S. C., elected president of city's Chamber of Commerce. . . . EDWARD LAMB, president, Edward Lamb Enterprises, to sponsor 1952-53 season of Junior Concerts by Toledo Orchestra. . . . CHARLES E. SALIK, president, KCBQ San Diego, presented plaque by city's Council of Churches on behalf of station's "outstanding community service."

CHARLES A. COMISKEY, former vice president in charge of sports for Liberty Broadcasting System, returns to Chicago and the White Sox baseball team as vice president.

ANNE NELSON, administrative assistant director of business affairs, CBS Radio, Hollywood, mother of girl, Gaye, June 9. She is wife of HARMON NELSON, assistant to vice president ROBERT WOLFE, Keynon & Eckhardt Inc., that city. . . . IRA HIRSCHMANN, president, WABF(FM) New York, was guest of Holland Music Festival Committee at annual cultural event at The Hague June 15.



Improve Your Selling!

### RADIO SALES TRAINING SCHOOL

Salt Lake City

will be held June 23-24-25

Give your salesmen this training—Better tools to work with—A Bonus for both salesman and station.

Write or wire for information and reservations
THE **Pred A. Palmer** CO.
WORTHINGTON, OHIO
Telephone Worthington 2-7346

# JOINT FM TEST

Drafted for Regional Use

JOINT campaign, developed in a series of experimental FM promotions, has been drafted by NARTB and Radio-Television Mfrs. Assn. for regional use. A score of areas are on the waiting list and will be selected if there is a community of interest in FM development and evidence that broadcasters and distributors want to cooperate.

The formula was developed in North Carolina, Wisconsin and District of Columbia. It was credited with selling over 9,000 FM sets. Currently a joint AM-FM promotion is under way in New York state (exclusive of Manhattan). The details will be included in a guide titled "How to Sell More Radio Sets With F-M-phasis."

Two key selling aids will be offered participating distributors at cost by RTMA: Industrywide FM display piece at \$1.70 each and self-mailer dealer brochure on FM Month at \$84 per thousand. Manufacturer - wholesaler strategy is guided by an RTMA subcommittee headed by David H. Grigsby, Zenith Radio Corp.

### No Longer Experimental

J. H. Smith Jr., NARTB FM director, said announcement of plans to extend the project marks the end of the experimental period and stamps the promotion formula as a "proven product." Mr. Smith supervised development of the plan. He added:

Conditions in each market now become the primary factor. There must be a sound sales reason for FM throughthere are involved and a uniform interest by the FM stations in that area interest by the FM stations in that area interest by the FM stations in that area interest in the area must be able to get either more program choices of greater hearability on an FM-equipped receiver. Broadcasters must be entused enough to work hand-in-hand announcements boosting FM. Distributors must really want to move FM sets. The geographic size of an ideal campaign area is entirely dependent on its FM cohesiveness. It is for these reasons that the two associations must now some that the two associations must now titative in selling the idea to their contemporaries.

James D. Secrest, RTMA general manager, who is liaison with NARTB in the promotions, said areas selected for the campaign can be assured of adequate distribution of FM-equipped receivers. He said scheduling will be determined by RTMA's committee so timing can be geared to production and can avoid conflicts with "selling seasons" in other appliance lines.

Areas that have requested campaigns are: Alabama, Tri-state Mississippi River area, New York City, Florida, Northern Illinois-Chicago, San Antonio, Philadelphia, Eastern Ohio, Boston, outstate Massachusetts, Pittsburgh, San Francisco Bay, Greater St. Louis, Indiana, Michigan, Georgia, Iowa, Kentucky, Cleveland and South Carolina. Future requests must emanate from NARTB members, although non-members can participate in the drives.



DETROIT GREETING is extended to Charles L. Shugert (second from left), Shell Oil Co. assistant advertising manager, on his visit there. Left to right: Gayle V. Grubb, managing director, WJBK-AM-TV; Mr. Shugert; "Miss Activated"; Tom Harker, Storer Broadcasting Co. national sales representative.

# NPA APPROVALS

Given 15 Radio-TV Projects

APPROVAL of 15 radio-TV construction projects amounting to more than \$12 million for the third quarter of 1952 was announced by the National Production Authority last week.

The total approvals for 830 construction projects amounted to more than \$1 billion. For 54 electronics and communication equipment projects, of which radio-TV is a part, total approvals amounted to \$96,656,178. Bulk of approvals in that category were for expansion of electronics manufacturing facilities.

Most of the 15 radio-TV projects were for TV expansion, although the list also included one community TV system—Vermont Television Inc., Barre, Vt.

Radio-TV Authorizations

Following is a list of radio-TV approvals followed by the total amount of the project:

Clark Associates Inc., Binghamton, N., ark, (WNBF-AM-FM-TV), new offices and studios, \$300,000; Columbia Broadcasting System Inc., Los Angeles, Calif. (KNXT (TV)), four TV studios, \$5,330,000; Allen B. DuMont Labs. Inc., New York (WABD (TV)), TV offices and studios, \$1,750,000; Empire Coil Co., Cleveland, Ohio (WXEL (TV)), TV tower, \$47,695; Storer Broadcasting Co., Detroit, Mich. (WMEL (TV)), TV tower and transmitter building, \$299,504; Havens & Martin, Richmond, Va. (WTVR (TV)), TV tower st \$165,000.

KTAR Broadcasting Co., Phoenix, Ariz. (KTAR), new quarters, \$400-000; National Broadcasting Co., New York, N. Y. (WNBT (TV)), wiring new equipment, \$8,500; National Broadcasting Co., Los Angeles, Calif. (KNBH (TV)), two studios, \$2,700,-000; Radio Broadcasting Inc., Hot Springs, Ark. (KTBS), construction of new station in Little Rock, Ark.

Southern Radio & Television Equipment Co., Miami, Fla. (WTVJ (TV)), TV antenna system, \$50,000; Vermont Television Inc., Barre, Vt., community television system, \$26,000; Wachusett Broadcasting Corp., Fitchburg, Mass. (WFGM), TV antenna system, \$118,-569; WHEC Inc., Rochester, N. Y. (WHEC), remodeling and new building, \$419,023; WWSW Inc., Pittsburgh, Pa. (WWSW-AM-FM), new radio tower, \$60,803.

### SMPTE Region Meet

THREE television-film topics are on the agenda of the Pacific Coast Section, Society of Motion Picture & Television Engineers, meeting at ABC Radio Center, Hollywood, tomorrow night (Tuesday). George Cain and Rudolph Vlasak are to discuss "The Teleprompter." Sid Solow is to speak on "Current Motion Picture and Television Practices in England and France." Frank J. Somers is to talk on "Video Effects."

# 'VOTE' CAMPAIGN KMBC, KFRM Set Example

OUTSTANDING example of how stations are helping get out the vote is being shown by KMBC and KFRM, both Midland Bests. Co. stations in Kansas City, Mo.

"We are spending nearly a thousand a day in air time," said Harold W. Storm, stations' promotion director, adding that there were "over 6,000 new registrants in Kansas City, Mo. yesterday [June 9] alone."

Drive was begun in mid-May under the banner, "Make the Heart of America Truly American." All live broadcasts are carrying a reminder to listeners to register. Station breaks have been designed to carry the slogan—"Be American

Degrif the singan— he American
—Register and Vote!" This same
slogan has been incorporated into
drop-in slugs of various sizes and
furnished in mat form to newspaper advertisers in Greater Kansas
City and the entire trade area.

In addition, stations are giving full cooperation to civic workers doing house-to-house campaigning, and to organizations engaged in similar efforts.

TAREN Corp., Hollywood, packaging quarter-hour radio and TV version Handy Andy Show, which features title character demonstrating use of everyday tools in making household articles and repairs.

### SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

# ARE YOU A MR. Why Buy?

Why Buy

### SPOT RADIO?

Spot radio lets you hand-pick the station which will do the best selling job for you—market-by-market.

Why

### **SOUTHWEST VIRGINIA?**

Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

Why Buy

### WDBJ?

WDBJ is a 28-year-old pioneer in this rich market—a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ's weekly coverage represents 110,590 families daytime, and 85,830 families at night. WDBJ's average share of audience in Roanoke is phenomenally high. Ask Free & Peters!



### CAB CLARIFIES

### Network Salute to Queen

SPECIAL anniversary tribute network broadcast last Monday on Queen Elizabeth's birthday was conceived by a group of private stations in Montreal and marks the first time in 15 years the Canadian Broadcasting Corp. has given permission for a coast-to-coast private station network in Canada, the Canadian Assn. of Broadcasters has emphasized.

CBC assumed the cost of lines only for those stations which normally receive its network services. Line, program and other costs for the special broadcast were to be assumed by the privately-owned stations involved who do not regularly receive these services, the CAB said. The broadcast also was scheduled in the U.S. on a 1,000station network by NBC, ABC and MBS, and in Britain by the BBC. CAB expressed thanks to CBC for assuming costs as indicated and to the artists and musicians unions for their cooperation in the broadcast.

### No Curtailing Curley

JAMES M. CURLEY, 77, former Massachusetts ernor, four times Boston mayor and former U.S. Congressman, who was pardoned by President Truman after serving a prison sentence on mail fraud charges, was scheduled to begin today (Monday) as a commentator on WBMS Boston. An announcement of Mr. Curley's three one-hour broadcasts weekly on politics and Irish independence, said, "It is specifically stipulated in the agreement that he is to be allowed to talk about anything he pleases, without censorship or hindrance for the station."

### Spend your summer vacation in beautiful Western Montana

and see for yourself

The Art Mosby Stations



MONTANA THE TREASURE STATE OF THE 48

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

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

# air-casters



R OBERT HITCHINS promoted to supervisor of sales promotion, NBC radio network, succeeding HAR-OLD W. SHEPARD now manager of sales development, advertising and promotion for NBC Spot Sales [B•T,

CHARLES E. McDANIEL to production staff, WHAS-TV Louisville.

JOE O'NEILL, musical director, KVOO Tulsa, Okla., appointed program director succeeding TOM DeVORE, now director of area development, new department created by KVOO.

Mr. McDaniel

BARBARA LYNCH appointed traffic manager, WCBT Roanoke Rapids, N. C., succeeding BARBARA TURNER BRADLEY who has resigned.

DR. ROY K. MARSHALL, educational director, WFIL-AM-TV Philadelphia, presented with honorary Doctor of Science degree at annual commencement of Philadelphia College of Pharmacy and Science.

JOHN S. STANLEY, parttime announcer, WDRC Hartford, Conn., joins station fulltime following graduation from Trinity College, Hartford.

CAPT. MAURICE DALLIMORE, account executive, D. J. Keymer & Co. Bombay, India, and formerly with Indian Army, to NBC-TV New York's advertising staff handling network sales space advertising.

RICHARD A. COBB, radio producer, WBZ Boston, received Master's degree at Staley College, Brookline, Mass.

LYNN GEORGE, WSVS Crewe, Va., to WPAZ Pottstown, Pa., as women's feature and Hollywood news broadcaster.

WALTER WHITE, author, newspaper columnist and executive secretary, National Assn. for Advancement of Colored People, adds duties of radio commentator with weekly program at WWDC Washington.

JACK KRUSCHEN, Hollywood radio actor, assigned role in Republic Pic-

### **CANADIAN RATINGS**

**Elliott-Haynes Reports** 

FOUR CANADIAN evening programs are listed among the first ten during May, according to the national rating report of Elliott-Haynes Ltd., Toronto. Leading the Canadian evening network shows were Charlie McCarthy with a rating of 29.1, Radio Theatre 28.3, Amos 'n' Andy 26.4, Our Miss Brooks 23.7, Twenty Questions 18.5, Take a Chance 18.2 (Canadian), Ford Theatre 17.8 (Canadian), Great Gildersleeve 17.7, Share the Wealth 16.3 (Canadian) and Treasure Trail 16 (Canadian).

Daytime leading five programs were Ma Perkins 16, Big Sister 15.8, Pepper Young's Family 14.4, Happy Gang (Canadian) 14.3, and Road of Life 14.2.

tures feature film, "Tropical Heat Wave."

A. WAYNE BAKER named promotion manager, KSL Salt Lake City.

NORMAN REED, program director, WWDC Washington, presented Com-missioners Traffic Advisory Board Award on behalf of station.

NICK NELSON, star of KTTV (TV) Hollywood Mr. Whistle, cited for "outstanding showmanship in the field of juvenile entertainment" by Hollywood Actors Council.

FRAN ALLISON, star of NBC-TV's Kukla, Fran & Ollie, was guest of honor at Coe College, Cedar Rapids, Iowa, her alma mater, at annual alumni

WILL JONES, photographer, WSYR Syracuse, graduated from School of Speech and Dramatic Art, Syracuse U. GUY EWING, WEOL Elyria, Ohio, to WGAR Cleveland, as summer replace-ment announcer. KATHY CONWAY. WHK Cleveland music librarian, to WGAR in same capacity replacing HELEN MAE KAMPS who transfers to traffic.

NORMAN NOWICKI, TV floor manager, WTMJ-TV Milwaukee, and ROBERT PETRIE, program director, WHBY Appleton, Wis., appointed producer-directors at WTMJ.





Mr. Nowicki

Mr. Petrie

RALPH EDWARDS, star of NBC radio Truth or Consequences and NBC-TV Ralph Edwards Show, named best groomed male personality in radio-TV by National Men's Fashion Pageant.

FRANK DANE, actor on NBC-TV's Hawkins Falls, father of a son June 3.

HELENE SATINOVER, continuity supervisor, WFIL-TV Philadelphia, and Dr. Bertram A. Ruttenberg will be married June 22.

JEFF WAUGH, continuity chief, WDVA Danville, Va., father of girl, Candice. BOB CLARKE, station's new promotion director, father of girl,

BY COLVIG, copy writer, ABC Hollywood sales promotion department, father of girl, Malinda, June 2.

### News . . .

RAY SNYDER, chief announcer, WWSW Pittsburgh, adds duties of news editor.

JACK BILLINGS to KUGN Eugene, Ore., news staff as AP correspondent after recent separation from U. S. Marine Corps.

CLIFTON UTLEY, NBC Chicago local and network commentator, elected to board of directors, South Side Crime Commission.

### KGAE OPENING

Oregon Outlet Begins

DEDICATION programs marked the first day on the air for KGAE Salem, Ore., on June 2. The new station is on 1430 kc with power of 1 kw day, according to W. Gordon Allen, director of operations who also operates KGAL Lebanon, Ore.

Other staff members are: Tom Kelly, business manager, formerly of WCDL Carbondale, Pa.; Byron Stevenson, news director, formerly of KERG Eugene, Ore.; Del Olney program director, formerly of KGAL; David B. Thompson, chief engineer, a veteran of 20 years at KOAC Corvallis, operated by the State Board of Higher Education and Oregon State College, and Pat Withers, traffic manager, from the U. of Oregon.

### Hollywood Ad Club Meet

TAPE recording for radio and television will be discussed by Boyd McKnight, field engineer for Minnesota Mining & Mfg. Co. and Harry L. Bryant, vice-president, Radio Recorders, at a Hollywood Ad Club meeting in the Hollywood Roosevelt Hotel today. Jack O'Mara, media director, John I. Edwards & Assoc., Hollywood agency, will preside.

### NBC PUBLIC SERVICE Messages Are Personalized

PUBLIC service messages prepared by the Advertising Council and aired on a number of programs weekly get special treatment once a day on the NBC radio network: People, personally af-fected by the organizations, tell by transcription of their experi-

Primarily responsible for illustrating "the human interest in terms of the people themselves," to use her own phrase, is Hilda Watson, assistant to NBC's Ed Stanley, who started the whole thing with an announcement for the Girl Scouts of America last March. Miss Watson decided to have a girl scout make the organization's appeal and ended up with a 55-second report from a blind child who told how, as a scout, she helped others learn she did not require extraordinary help by becoming the group's fastest walker.

Since then, public service messages have been delivered on Cancer by doctors, nurses and researchers; on the need for nurses' aids by hospital personnel; on forest fires by parachutists who fought blazes; school children who gave graphic explanations of the need for highway safety, and many other such personalized messages.

One transcribed message is included every Monday, Wednesday and Friday on the network's sustaining Merrill Mueller program; Tuesday and Thursday on the morning World News Roundup."

### Our Respects To

(Continued from page 56)

which are a matter of record. One involves his service with United Press, in the mid-'30s, which served as the springboard for UP's entrance in the radio field.

He also compiled an enviable record with Field Enterprises Inc., helping to put the Field radionewspaper properties on a more profitable basis in the past 10 years.

A cornhusker by birth (Jan. 7, 1895) and the son of Fred and Bertha (Eymann) Randau, youthful Clem, his brother Carl and mother moved to Wellington, Kan., about five years after his father's death. In 1906, they settled in Los Angeles.

As a youth, Mr. Randau toiled as carrier boy and, later, advertising clerk for the Los Angeles Express. He became an advertising salesman at 18, worked his way through high school and entered Stanford U. in 1914 on the strength of his savings.

In a throwback to those times, Mr. Randau recalls that the major universities and high schools played rugby instead of American-style football—by presidential decree at Stanford and California. When a knee injury curtailed his rugby activities, he dabbled in track and became proficient at tennis.

In the summer, young Mr. Randau sold Wear Ever cooking utensils house to house, "hashed" for his board, kept books for the University Press, acted as agent for the Pacific Navigation Co. and helped found the Stanford Illustrated Review, of which he was business manager.

In the summer of 1916, Clem and Carl Randau shelled out \$400 for a Ford to peddle Wear Ever. Their earnings came to about \$800 "but we were puzzled by the problem of supporting the Ford during the school year," Mr. Randau recalls. But it worked out: "We bet \$500 on Woodrow Wilson to beat Charles Evans Hughes for the Presidency. Our bets were scattered over the Stanford campus. Wilson squeaked by, so we were able to keep the Ford."

### Worked for 'Review'

As a Stanford junior, Clem Randau found life hectic, soliciting advertisements for the Review, and he admits his grades "dropped off seriously—but not quite to the flunking-out stage." That fall he helped organize the First Stanford Ambulance Unit, which went to France. A second was formed early in 1917 and Mr. Randau was set to leave with it when World War I broke.

Mr. Randau then enlisted in the Aviation Section of the U. S. Signal Corps (now the Air Force). After two months training at Cornell U. "ground school," he was sent to Foggia, Italy. He received his wings and commission about Christmas 1917. After being shunted around, 1st Lt. Randau was named officer-in-charge of flying at



BONE-RATTLING warning to motorists was anchored along U.S. Highway 81 by WNAX Yankton-Siou-City, S. D., as part of a three-day safety program. This reminder, and safety announcements on station breaks, plus an accurate count of highway mishaps in the area which was reported on each newscast, comprised the station's Memorial Day safety drive.

Field Seven, Issoudun—training field for the Third Aviation Flying Center.

Lt. Randau won a promotion to captain in the fall of 1918 and got himself assigned to the front with the 22d Squadron, Second Pursuit Group, First Army, AEF. Dissatisfied with his lack of service there, Capt. Randau dickered with the Bolivian Military Mission in Paris for a position of chief of its air service. He also applied for service with the Kosciusko Squadron.

But he by-passed these ventures and attended Sorbonne U. in Paris for four months. He also reunited with his brother Carl, who by then (spring of 1919) was covering the Peace Conference in Paris.

Returning to the U. S. that year, Mr. Randau wanted to re-enter Stanford to complete his senior year. After three days he quit—and joined UP as a reporter. (Stanford later gave him an A.B. by giving him credits in view of his military service and Paris courses.)

He pushed rapidly ahead as a reporter. He covered the 1920 Democratic National Convention in San Francisco, the Jack Dempsey "slacker" trial, and the famous Armistice Day murder trial at Centralia, Wash., among other newsworthy events.

After other Pacific Coast assignments, Mr. Randau was shifted in 1921 to UP's sales staff in New York where he left his mark of progress. During the next 20 years he became salesman, division manager, sales manager, general business manager and finally vice president—with considerable worldwide travel thrown in.

Under Mr. Randau's guiding hand, UP launched its radio client service—in the mid-30's—and beat out its competitor, Associated Press, by at least two years. Additionally, the service contributed to UP's eminence in the news serv-

ice field, Mr. Randau feels.

In 1942, Mr. Randau was appointed business manager of the Fields' Chicago Sun, then gasping for breath (and now breathing easier as the Sun-Times). He later became vice president of Field Enterprises Inc., which also owns WJJD and WFMF (FM) Chicago; KOIN-AM-FM Portland, Ore., and KJR Seattle, Wash. Also part of the Field empire are Pocket Books Inc., and a controlling interest in Simon & Schuster and World Book Encyclopedia Inc.

#### KFBI Interest

After Mr. Randau quit the Sun in November 1946, he bought interest in KFBI Wichita, of which he was president; Illinois-Wyoming (Oil) Co., which he also headed; Faresac Co.; and the New Milford (Conn.) Times, of which he still is co-publisher. He also has served on WNEW New York's board of directors the past five years, and is a director of the New Rochelle, N. Y., Coal and Lumber Co.

Though it generally was not known at the time, Mr. Randau's appointment to FCDA shortly after its formation in December 1950 resulted from a long distance telephone call from Washington. W. Stuart Symington, then chairman of the National Security Resources Board, prevailed upon the radio-newspaper executive to join the agency and help fight the home front battle.

"If, as all reports indicate, America is likely to be attacked by Russia, there is no more important work that anyone can do to help inspire Americans to prepare to meet and defeat such an attack," he remarked. As Policy Committee head, Mr. Randau watched FCDA mushroom in importance within two years and command the cooperation of radio, TV and other media toward a common objective despite the always present lack of federal funds. Some months ago, he and his wife took an extended business-social trip to Europe.

Mr. Randau married Beatrice M. Lyons, a former Boston Telegram reporter, on Jan. 30, 1926. They have two sons, John, 21, and Paul, 20, who attended Yale U. in recent years, and now at Stanford. John, who graduates this year was a Yale correspondent for UP, and is an aspiring journalist. Paul's inclinations lean toward becoming a doctor. Mrs. Randau has engaged in voluntary hospital work "and has so far resisted my urgings that she take up writing as a profession," he adds.

Mr. Randau has been a member of the American Legion, Sigma Chi, and Sigma Delta Chi professional journalism fraternity. He numbers among his clubs the Union League, the Tavern Club of Chicago, the Stanford Club of New York and the National Press Club of Washington—with membership at one time or another.

Some years ago Mr. Randau recumed piloting "strictly for pleasure, and only in small planes." His other current recreations, which presumably will not suffer for lack of suitable climate in California, are golf "and sedate tennis."



# 'HAMS' FIELD DAY 6.000 to Participate

MORE THAN 6,000 amateur radio operators will participate in a 24-hour demonstration of disaster communications facilities this Saturday and Sunday during the 16th annual field day sponsored by the American Radio Relay League.

To simulate actual emergency conditions, field day stations will be set up away from commercial electric power, according to F. E. Handy, league communications manager. He said each station in contact with other stations will transmit brief messages of the location and a signal report.

### Portland Radio Homes

STANDARD metropolitan area of Portland, Me., contained 33,985 radio homes, 98.3% of the 34,565 homes tabulated by the Census Bureau, according to figures just compiled by the bureau. The Maine radio-TV census count showed the state with a 96% radio saturation [B•T, June 9]. The Portland SMA TV count as of April 1950 was 330 sets, a 1% TV saturation. Portland's urbanized area had a 98.3% radio saturation, or 32,150 of 32,710 homes reporting. There were 300 of the 32,505 reporting homes with TV, a saturation of 0.9%. The Portland incorporated area had 22,375 radio homes out of 22,835 reporting. This area had TV in 195 of 22,665 homes.

### Adage Disproved

CONTRARY to popular opinion, lightning can strike twice in the same place, according to report from WCHS Charleston, W. Va. Bill Dixon, chief engineer, relates a bolt of lightning struck one of the WCHS towers last month causing \$600 damage and putting the station off the air for an hour. Thirteen hours later, same tower was struck again. Second time the station was unable to broadcast for 15 minutes but cost of the repair was negligible.

# allied arts



velopment of new 27 inch metal shell TV picture tube now being sampled to TV industry set manufacturers.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces manufacture of new portable picture monitor Model 102-C using 7 inch kinescope which presents TV picture of black and white or color signals in black and white at turn of a switch.

CLAROSTAT MFG. Co., Dover, N. H., announces production of TV ballast designed to be plugged in between TV set and electric receptacle for use in areas where line voltage tends to increase up to 140 volts. Units are available in Type TVA, 200-300 w and Type TVB, 300-375 w.

GENERAL ELECTRIC Co., Syracuse, N. Y., adds Model 21C-200, Model 21TA and Model 21T5 line of Black Daylite TV set. All new models feature 21 inch cylindrical picture tube.

Technical . . .

GINO RICCIARDELLIS, assistant chief engineer, WNBF Binghamton, N. Y., to WQAN Scranton, Pa., as chief engineer.

TED BOOTH, announcer-sportscaster, WJAX Jacksonville, Fla., to WJVB Jacksonville Beach, as engineer, replacing JACK WATSON, now announcer-engineer at WRHC Jacksonville.

WILLIAM H. VANDERSLICE added to engineering staff, WCBT Roanoke Rapids, N. C.

RODNEY D. CHIPP, director of engineering, DuMont Television Network, elected treasurer of Technical Societies Council of New York.

DEAN SHERIDAN, WALTER BROWN, JOHN CRISPE and EARL VIEAUX to engineering staff, NBC Chicago.

MIKE GEORGIANNI and NORM ROSS, engineers, WSYR Syracuse, graduated from School of Speech and Dramatic Art, Syracuse U.

RUSH SAWYERS, chief engineer, WDVA Danville, Va., father of boy, Michael.

JAMES ROLFE, chief engineer, WFIU (FM) Bloomington, Ind., father of boy, June 8.

HAROLD E. HODGEMAN, WFIL-TV Philadelphia newsreel cameraman, father of girl, Denise, May 24.

### New GE Tube Plant

GENERAL ELECTRIC Co. opened its new \$6 million electronic tube plant to the public last Thursday, following dedication ceremonies at the plant near Anniston, Ala. Principal speaker at the ceremonies was Dr. W. R. G. Baker, GE vice president and general manager of the company's Electronics Div., of which the Anniston Tube Works is a part. By next year, it was said, the plant will employ an estimated 2,000 persons, 85% of them women, in production of miniature glass receiving tubes for radio, TV and a variety of other communications and industrial equipment.

### Strictly Business

(Continued from page 18)

with the dog days of February and March.

Mr. Kelley, a young and energetic newcomer to the station representative field, has covered midwest agencies for The Walker Cosince last October. Selling some 50 AM stations, he works out of Chicago and in Detroit, Cincinnati, St. Louis and Cleveland.

He went to Walker from WAAF, the Drovers Journal station in Chicago, where he sold and serviced local accounts on the music-news independent, which concentrates its coverage on the metropolitan area. Previously, at WOKZ-AM-FM Alton, Ill., he was sales manager.

Mr. Kelley's first job after attending Loyola U. in Chicago was selling space for a trade publication. At school he majored in English and philosophy, and was feature editor of the college newspaper.

A native Chicagoan, he is unmarried and lives with his parents on the city's far north side. In the summer, he carries on his winter habits of listening to the radio and watching television, adding in Chicago's heat, mint juleps and golf.

A theorist as well as a pragmatist when it comes to radio and TV, Mr. Kelley works closely with his stations, advising them on agency buying trends which he foresees. A current trend is the desire on the part of almost every agency and client, "the biggest ones, too," to find out in advance what a station will do in the way of merchandising and promotion. Many times, he says, contracts are placed with this knowledge in mind.

### MAN BITES DOG

Editor Salutes Radio, TV

AN EDITORIAL in the Hardin County Enterprise, Elizabethtown, Ky., salutes radio and television in general, and WIEL Elizabethtown in particular, as a friend and welcome competitor.

The editorial observed that "There is not a sporting event, a political convention or any other event of major importance which cannot be more accurately reported and interpreted if all three media are represented rather than only one or two."

As for advertising, the newspaper commented, "Each one compliments the other. Actually, advertising begets advertising. The station has developed accounts... heretofore non-advertisers and many of these accounts, once being sold on the value of advertising, have become regular users of newspaper space."

Speaking of WIEL, the editorial said that, "The city, and the trade area, are fortunate that the station is owned, managed and operated by such a group of public spirited, high type men. We wish WIEL many more years of accomplishment—and of success."

president and S. R. HERKES advanced to vice president in charge of sales of Motorola-Chicago Co., Chicago, distributor of Motorola products. HAROLD SUGARMAN announces formation of Duex Film Studios Inc., 35 W. 53rd St., N. 7., to produce dubbed versions of foreign language feature

GILBERT THORNE elected

RAY C. ELLIS, vice president, Raytheon Mfg. Co., Waltham, Mass., appointed director of company's newly formed international division.

films in English.

PETER N. PRUSSING, sales manager for major appliances, Graybar Electric Co., L. A., to Whirlpool Corp., St. Joseph, Mich., as regional sales manager for southwest territory.

HENRY A. SCHOBER and C. G. Mc-PROUD have purchased Audio Engineering, monthly publication with offices at 342 Madison Ave., N. Y.

ROBERT M. GARRICK, publicitypromotion director, Factor-Breyer Inc., L. A., to Carson-Rub Assoc., that city, public relations firm, as director of West Coast office.

FILM MUSIC Co., N. Y. (filmed music library), opens Hollywood headquarters at 7764 Hollywood Blvd. with ROBERTA ADYE as manager.

JAY M. ALLEN and RICARDO MUNIZ appointed manager and superintendent of manufacturing, respectively, of Westinghouse Television-Radio Div., Sunbury, Pa.

### Equipment . . .

MINNESOTA MINING & MFG. Co., St. Paul, announces production of new spring-type connector that can't shake loose and requires no tools. Termed the Scotchlok, connector provides tight permanent splice for single or multi-strand wires up to gauge 10 in more than 300 different combinations.

TELEWAVE LABORATORIES Inc., Brooklyn, N. Y., announces production of Type R resistor for microwave applications. Unit is used for power measurements, resistive pick up loops, pads, impedance matching, attenuators in both wavequide and coax.

RCA, Camden, N. J., announces de-



# an AMPEX CONSOLE RECORDER

at \$995 Complete!

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

DUAL-SPEEDS

... 7 & 15 inches per second

PUSH BUTTON OPERATION

...on all five functions

BUILT-IN PREAMPLIFIER
... for microphone

PRECISION TIMING

... within 3.6 seconds per 30 minutes

FULL AUDIO RANGE

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

MINIMUM MAINTENANCE

... even on heavy-duty service

LOW NOISE LEVEL

... complete shielding eliminates pickup

- Model 402 Half-track Recording
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### ACCESSIBILITY ALL OVER

...even in operation

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

# NEW REMOTE CONTROL BOX

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



Series 400

CONSOLE

\$ 995 00

Fo.b. Redwood City

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AMPEX
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RECORDERS

• Standard of the Great Radio Shows

AMPEX ELECTRIC CORPORATION

Redwood City • California

Ask for Complete Specifications or Request a DEMONSTRATION

### Radio Networks' Crisis and Cures

(Continued from page 23)

as a group are at best breaking even and are probably losing money on radio network operations. When a business as well established as network radio loses money, or is on the verge of it, "crisis" is not too strong a word

The purpose of this article is to examine the nature of the crisis and what brought it on.

About 14 months ago, after CBS had announced a 10-15% reduction in radio network time rates and while other radio networks were preparing to cut their prices accordingly, a high official of a leading network told BROADCASTING • TELECASTING that not a single program had been sold by any major network on a clean, above-board basis and at card rates during the preceding six months.

So far as can be learned, about the same can be said for the interval since then. Though the 10-15% rate reductions last July may have brought some business into some radio networks without under-the-table concessions, by far the bulk of network radio contracts signed in the past 20 months have, in one way or another, involved "deals."

Actually, the "deal" originated earlier.

#### The Talent Wars

Toward the end of 1948 developed the now-historic wars for talent among the networks. Such former NBC stars as Jack Benny, Amos 'n Andy, Ozzie and Harriet and Red Skelton, and Bing Crosby from ABC, wound up under contact to the CBS Radio Network.

The theory of CBS at the time seemed to make sense, from the competitive, inter-network point of view: Hire a handful of the most popular entertainers to build up the network's ratings, and they would attract customers not only for themselves but for other shows in the program structure which was strengthened by their presence. Even if the high-priced talent under contract to the network could not itself be sold for as much as it was costing, the total returns from the general sales that were to be

enlarged would more than offset the losses on the principal talent.

The principle is not unknown in the retail trade. In a retailer's sense, Messrs, Benny, Skelton and the others were to be "loss leaders."

It must be remembered that CBS was not alone in adopting and pursuing this principle. Other networks did the same. Whether in self-defense against CBS "raiding" or for other reasons, ABC and NBC wrote substantial contracts of their own with some stars.

Quite possibly the radio networks would have been able to amortize the very large commitments to radio talent if television had not progressed as rapidly as it did. Though no one of high office at the network will officially admit it, CBS management in 1948 anticipated a much more halting rate of television advancement than actually took place. The time at which advertisers began investing heavily in network television and quit buying high-priced talent on network radio arrived sooner than the network policy-makers had guessed. The TV timetable estimates of other networks also must have been askew, else they would not have countered CBS bidding for talent with bidding of their

When the talent prices began to soften, a hole was opened in the

The early "deals" in network radio were mostly concessions in the prices of talent and production. But as television competition developed and a buyer's market grew up in network radio, the concessions inevitably were extended to cover time as well. Long before the four networks invoked the rate reductions of last July 1, both time and talent were being bartered in some instances at price levels far below the 10-15% that was officially knocked off network rates by the announced reductions.

At least two networks, it can now be reported, would have liked to cut the rates more drastically, but they believed that the 10-15% was the most they could get their affiliated stations to agree to without insurrection.

To many affiliates, the chaos in the network business was hardly comprehensible. Though their revenue from network time sales had been decreasing, their spot and local business had held up well.

As shown by the chart on page 23, the average major network affiliate had experienced a decline in general revenue from 1946, an easy money year before the radio station population began its postwar expansion, to 1950. But the decline was not alarming, at least in respect to spot and local business, and it was understood as being primarily caused by the increase in the number of stations.

From 1946 to 1950 the number of major network affiliates rose from 791 to 1,130. That meant that more of them were whacking up the pie. In the case of spot and local, the pie itself was getting bigger and hence the individual pieces, though divided among more stations, did not diminish as much as the pieces cut from the network pie which began to shrink after TV arrived.

### Network Spot Revenue

In 1950, the latest year for which such figures are available, the average network affiliate's revenue from spot time sales was 85.8% of average revenue from that source in 1946 and from local time sales, 92.0% of 1946 levels. Network revenue, for the average affiliate in 1950 was down to 62.8% of what it had been in 1946.

But averages can be deceptive. Though figures for such a grouping are not obtainable, it may be properly assumed that the general business levels of the 791 stations that were affiliated in 1946 probably held up better through 1950 than did those of the 339 that joined networks after 1946. Wellestablished stations generally do better than new ones, and, additionally, in the 1946 group of 791 were all the powerful outlets which customarily take in large business volume.

Obviously, however, even the most powerful and well-established network affiliates have suffered a decline in network revenue in the past two or three years.

It is not easy to explain this phenomenon to operators who have not encountered serious advertiser hesitancy in their personal selling to local sponsors or even in national spot sales through their representatives. Especially in the latter case, the station operator wonders why a national advertiser will quit network radio and at the same time buy spot radio time in the very television markets where he feels his network radio has gone to pot.

The networks have an answer to that quandary. An analysis of spot and network rates shows, they say, that on the average an advertiser can buy a one-minute announcement on a spot basis on a station for about one-sixth of the time cost of a half-hour network

show on that station. Hence he can buy three one-minute announcements (the maximum allowed in a half-hour network show) on a spot basis at half the cost of time alone for the half-hour network program on that station. Addition of program production costs to the network show make the discrepancy between buying three one-minute announcements by spot placement and by network programming even greater.

This argument would seem to lead inevitably to the conclusion that there is no economic reason for the continuation of networking. But the networks point out that spot time would not be worth a tinker's dam if it were not inserted in or between programs that attracted audiences.

And networks, the networks say, are the only instrumentalities that can provide quality programming in quantity.

How can networks continue to provide quality service if they go on losing money? Not even the networks have pat answers to that one.

It is known, however, that the two leaders that bill the biggest business feel that the first step must be to restore stability in network pricing.

One top executive of one of these networks told Broadcasting of Telecasting that the next rate cuts must be severe enough to "administer shock" to the industry. The reductions, in his view, must be at least down to the basement levels at which network business has lately been conducted and probably should be enough below those levels to utterly discourage further "deals."

#### Agrees in Principle

Though he put it more mildly, a policy-level executive of the other network agreed in principle.

He said that the cuts must be deep enough to get radio network business back on the rate card and further that the new rates should embrace such attractive discount structures as virtually to "compel" advertisers to stay on the air 52 weeks a year.

One of the economic curses afflicting network radio is the "summer hiatus." Come June and July, programs regularly scheduled through the rest of the year and many of their sponsors desert the air in swarms, leaving gaps that must be filled by network-created programming.

In the richer days of network radio, the summer hiatus was not as severe a problem as it is today. Indeed in some respects networks counted it an advantage for it provided an opportunity to test out new shows and new personalities.

Nowadays, however, the additional expense of filling summer schedules with replacements for the sponsored programs that have gone on vacation adds to an overhead that already is taxing in the extreme. Costly tryouts of summer shows are luxuries which network



radio cannot afford any longer.

Achieving year-around continuity in programming is one way of cutting down operational expenses. Other means of reducing overhead will also have to be found.

In the view of policy-makers at CBS and NBC, the strong medicine which must be administered to network radio comes in three doses. First must be the rate cuts to stabilize the pricing structure of the industry. Second must be a severe retrenching to reduce expenses. Third must be a build-up of business volume.

If this triple dosage effects its hoped-for cure, the patient will emerge somewhat more lean than it was before the crisis, but it will survive, the networks think. The fat talent costs will have been melted away. In place of the high-priced, star-studded, glamour programs there will be shows that are of more realistic cost in relation to today's audience size.

These doses add up to pretty strong medicine, but the networks believe that weaker stuff will only prolong a crisis which the radio network business cannot perpetually endure.

Are there other remedies which could be used successfully without cutting network rates? Many operators of affiliated stations, including a lot who are businessmen of proven judgment, believe there are.

In the view of these affiliates, networks should hold the line on rates, take economy measures wherever possible, and invigorate their sales efforts. In the long run, after the dizzying glamour of television has worn off, advertisers will be reconvinced that network radio still is a worthwhile buy.

An inherent element in this argument is that network radio was terribly underpriced at the time television competition developed. It is pointed out that even today, with radio audiences demonstrably reduced in television markets, radio still delivers more advertising impressions for the advertiser's money than other media.

Statistically, this argument is unanswerable. But the networks feel it does not take into consider-



JOS. WEED & CO.,

350 Madison Ave., New York,

Know About the

5000 WATT TRANSMITTER

Now in Use at

CHNS

HALIFAX NOVA SCOTIA

The Maritimes

BUSIEST

Commercial Station

ation all the realities in the case. Underpriced though it may have been up to 1949, network radio today does not offer the advertiser anything like the values it offered two to three years ago. Try though they may to persuade the advertiser that network radio in 1952, in relation to other media, still is priced favorably, the networks have been unable to distract the advertiser's attention from the fact that radio in 1952, in relation to pre-television radio, is costing infinitely more.

Moreover, the advertiser is unmoved by the argument that he got an almost unbelievable bargain when he bought network radio in its underpriced pre-television days and that the dwindling of the radio audience has meant only that radio network prices have been brought into more comparable association with those of other media.

The advertiser dismisses that argument with the explanation that if network radio were underpriced, it was not his fault but that of the network management. He bought radio, underpriced or not, in relation with purchases in other media. The decrease in the network radio audience (which means higher cost per listener reached) has thrown his media allocations out of pretelevision proportions.

All sides of these questions will be argued thoroughly in the next few weeks. The first big discussion on the radio network crisis will come July 1-2 when CBS Radio affiliates and CBS heads meet in New York (see story, page 30).

Whatever course the arguments take, the ultimate outcome seems reasonably clear.

Networks are going to reduce rates, whether affiliates like it or not. Present planning is to cut night rates by 40-50%, perhaps to increase morning rates by 12-18%, thus obtaining an over-all rate cut in the order of 25% or slightly more.

After cutting rates, they will then trim expenses and try to build radio programming that competes effectively with television but at what they regard as a realistic cost.

The hope must be held that those measures will not only keep the patient alive but restore its energy. If they fail, the radio network, as traditionally constructed and operated in the U. S., will disappear. What would replace it, no one of authority ventures to predict.

### SCOTUS REVERSES

Seattle Case Conviction

QUESTION whether to retry Ralph Casey, George La Clair and Edward Plesa, whose conviction of operating a radio transmitter illegally was reversed by the Supreme Court 6 to 3 last week, was being weighed by Federal officials in Seattle this week. Complaints that the men were illegally operating a radio transmitter enabling them to place bets with bookies after a race had been run but before bookmakers had received news of the results were the basis for the FCC investigation.

### CHICAGO ACTIVITY

On Convention Handling

REPUBLICAN Committee on National Political Convention Arrangements glanced only briefly at plans for broadcast coverage during a special meeting in Chicago last week. It also postponed its discussion on use of radio and television advertising in the Presidential campa'gn until after the nominee is selected.

Ed Ingle, Radio-Television Chairman for the Republican National Committee, said plans for convention coverage from Chicago's International Amphitheatre are completed, and that purchase of time will not be decided on specifically until after the convention closes.

He reportedly visited networks in New York after the Monday and Tuesday meetings in Chicago to outline in general terms what the National Committee may want in time and programming for the fall political campaign.

The 46-member Arrangements Committee toured the Amphitheatre Monday to check convention facilities for delegates, speakers and press-radio accommodations.

At the same time \$1 million worth of radio and television equipment arrived at ABC Chicago for convention use. All of the equipment, made up of portable field units, will be installed in the Amphitheatre and at the Conrad Hilton Hotel under supervision of Central Div. Chief Engineer E. C. Horstman.

## KTUR AND TAFT Turlock Time Available

SOME radio stations are not too proud to go after business. When Sen. Robert A. Taft (R-Ohio) complained to the FCC that he was rebuffed by radio and TV networks in asking for time equivalent to that given Gen. Dwight D. Eisenhower's Abilene speech [B®T, June 9], I-kw, independent KTUR Turlock, Calif., heard about it and immediately sent him the following wire:

"Why ask the FCC to give you broadcast facilities . . . when you can buy all the time you want on KTUR? KTUR . . . will be happy to sell you all the time you want at regular national rates. . . . Speak, by transcription, to all the home folks on their local independent stations. People know and trust their local independents. . . . "

KTUR News Editor McDowell Starkey initiated the action, backed by Station Manager H. A. McMillen. As of Wednesday the station had not received word from Taft headquarters.

CONDENSER Products Co., Chicago (electronic equipment), has been acquired by New Haven Watch & Clock Co. Combined companies are expected to have a total annual sales volume of \$10 million, according to Max A. Geller, president of the purchasing firm.



Be \*Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations where listener loyalty really pays off!



## ADIO'S TOP

Reach your listeners through these Independent Stations that give them what they want to hear—News . . . National & LOCAL Sports . . . music and other entertainment features.



(a)
(a)
(b)

500 W. NORRISTOWN, PA. HIO KC.

JOE RAHALL, PRESIDENT

National Representatives

(a) WEED & COMPANY

(b) THE WALKER COMPANY

RAHALL STATIONS

# LBS RIPPLES

### Reactivation Proposed By Dallas Committee

PROPOSAL to reconstitute Liberty Broadcasting System, which suspended operation May 15 [B•T, May 19], was made last week to ex-Liberty network affiliates by the Liberty Reorganization Committee, Box 27, Dallas.

Chairman of the committee, William A. Ware, said the committee wants to reactivate Liberty, with programming to resume between June 20 and July 1. Mr. Ware's letter said President Gordon McLendon of LBS, "will be freed of his many administrative duties in order that his great talents may be used consistently in improving the network's programming.

"A greatly improved 16 hours a day will be offered you—new shows, new talent including a topflight comedian, several of the former commentators plus new ones—programs as fine and as appealing as any network can offer and that you will be proud to air."

Going into finances, Mr. Ware said the network "must also be able to operate economically and at a profit. LBS was dependent on baseball for its principal income; the new network will not be. This does not mean that we will not carry baseball, for we will, but it does mean that we will build on a foundation of sponsored programs. Baseball and other sports, which we will continue to carry on a par with LBS, will be in addition.

"Now, let's examine the con-

tractual arrangements that will be necessary between your stations and the new corporation. The corporation will pay for your time at the same rates LBS was paying. With regard to the affiliation fee, it will remain approximately the same as before based on the cost of providing line and service to you."

Mr. Ware said LBS was forced to cease "because it did not have sufficient time available from its affiliates to meet its operating costs. In order to operate on a reasonably profitable basis, the new network will require from you, two hours per day at no charge to the network. In addition, on non-sport days, one hour and 15 minutes will be sold nationally, the other half by you. You will be paid your contract rate for this time sold nationally. We believe that upon careful analysis you will find this to be a fair arrangement.

"An escrow fund to safeguard your initial advance affiliation fees has been established with a bank in Dallas. In accordance with the provisions of the fund, it will not be available for use by the corporation until the day the switch is thrown delivering service to you."

# BABY ROBINS Mig Figi Aids Transfer

WHEN progress of construction at a bank displaced the nest home of a family of robins, Mig Figi, general manager, WAUX Waukesha, Wis., was instrumental in finding the baby robins a new home—and a new mother. The resulting story was carried on a national news wire service.

Since it would be necessary to move the nest, WAUX, the bank and the construction company offered a \$25 Defense Bond for the best idea. At first, Mr. Figi and a construction superintendent transferred the nest from inside the bank to a sheltered area on the roof. The mother and father robin could not be guided to their three babies. Another solution had to be found.

The construction superintendent remembered that another robin was nesting in a tree of his front lawn. Mr. Figi removed the fledgling robins from their home in the tree and replaced them with the bank babies. The displaced babies are older and can be cared for by humans. The foster mother robin settled on the nest with her new trio and the father robin soon began bringing worms.



SIGNING a joint contract between KULA and KPOA Honolulu and the Honolulu Stadium for broadcast coverage of all sports events played in the stadium are (I to r) seated, Jack Burnett, general manager, KULA; Fin Hollinger, station manager, KPOA; standing, Pump Searle, promotion manager, and Lew Tate, general manager for the stadium.

# milestones.

▶ WILLARD L. DOUGHERTY, assistant sales manager of WSRS Cleveland, was honored upon his 20th year in radio by staff members and friends at a party. Formerly with other Cleveland stations, Mr. Dougherty began in radio at WMBO Auburn, N. Y.

► KFQD Anchorage, key station of the Alaska Broadcasting System and CBS affiliate for central Alaska, has celebrated its 28th year of operation. A special anniversary program traced the growth of radio in Alaska. Charles Mohler is manager.

► ELBERT HALING, regional radio-press officer, U. S. Dept. of Commerce, Dallas, is currently enjoying his 32d year in the broad-cast and newspaper fields. Mr. Haling began his career in 1920 when, age 10, he operated 5HY, his own "ham" station.

► FIVE CHILDREN born on the same day WJMO Cleveland went on the air five years ago were given prizes on the station's anniversary, June 1, and spots throughout the day carried the children's voices wishing WJMO a happy birthday, according to Dave Baylor, general manager.

▶ WPRS-AM-FM Paris, Ill., honored its advertisers at a day-long open house May 23 marking its first anniversary. Each guest received a small birthday cake and heard taped interviews with local civic leaders and congratulations from Gov. Adlai Stevenson. During the noon hour, boys distributed dummy newspapers in the town square bearing the headline, "Extra! WPRS Birthday Today! Come Out and Visit the Studios!" AM

and FM outlets are programmed separately.

New England's first TV station celebrated its fourth anniversary last week. WBZ-TV Boston went on the air June 9, 1948. In the brief period since it began operation, the station claims many firsts, among them the first football game to be telecast in the region four years ago, and the initial use of the Zoomar-lens in the area in 1949.

### NIAA MEETING Set June 30 in Chicago

THE NATION'S industrial advertisers will meet in Chicago June 30 through July 2 to study the economic, social and advertising problems confronting them. The 30th annual convention of the National Industrial Advertisers Assn. will be held at the Palmer House.

Fairfax N. Cone, president of Foote, Cone & Belding, will outline "Current Public Relations Problems of Business." Other speakers and their subjects include Chester H. Lang, vice president, General Electric Co., "How Advertising Men Can Help Explain American Economic System to Workers and the Public," and H. I. Orwig, vice president, Buchen Co., "Discussion of Export Advertising."

Pre-conference registration and a supper party are scheduled for Sunday, June 29. Separate functions have been planned for women guests.



EVERETT MCKINNEY, INC.

## WSYR's Local Radio Sales II P 3 9 %

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 registers ringing.

### National Spot Advertisers

### TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed



WSYR-AM-FM-TV The Only Complete Broadcast Institution in Central New York



For Equipment above and beyond the usual standards

Continental Electronics

MANUFACTURING COMPANY

4212 5. BUCKNER BLVD.

DALLAS 10, TEXAS

PHONE EVergreen 1137



Wilkes-Barre's Powerful 5000 Watt Station

Offers Advertisers

# MORE LISTENERS

34.1 % Higher
Average 1/4 Hour
Rating \*
from 7 A.M. to 1 P.M.
Than Next Best Station

# MORE

\*Pulse: November 1951

Wilkes-Barre

Metropolitan Area (Pennsylvania's 3rd Largest Market)

PLUS

Bonus Coverage in 14 Surrounding Counties

# MORE FOR YOUR ADVERTISING DOLLAR!



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

AVERY KNODEL Inc., Nat'l. Rep.

\* New York \* Chicago \* Los Angeles

\* Atlanta \* San Francisco \* Dallas

### Politics on Radio-TV

(Continued from page 29)

from NBC, Sen. Kefauver said he would withdraw the complaint which he had filed with FCC against that network, and it was assumed he would do so in the case of the CBS networks in view of their subsequent offer. ABC spokesmen said they had heard no more about the matter after sending FCC copies of their letters rejecting the original requests of Sens. Taft and Kefauver.

Candidate Averell Harriman's offer of personal—albeit at long distance—radio interviews was outlined in a letter sent Thursday to stations in 100 cities which Mr. Harriman is not likely to visit.

"Put on tape 7½ IPS, any five questions you want Mr. Harriman to answer," the letter instructs. "On July 1 Mr. Harriman will go into a studio and answer your questions. The answers, on another roll of tape, will be sent to you along with your tape of questions. With a simple editing job you'll have an exclusive news feature."

Offer, exclusive to one station in each city, is the brainchild of Lou Frankel, Harriman campaign director of radio and TV, former manager of WFDR (FM) New York.

While the networks' legal experts were juggling candidates' demands and claims, plans for programming before, during and after the conventions were gradually shaping up. The scheduling of actual convention pickups was more difficult, owing to lack of finality about the times when convention sessions would get under way, plus the usual uncertainty as to which sessions were apt to prove most newsorthy.

### Probable Opening Times

Reports on probable opening times for the convention sessions ranged from 10 a.m. to 1 p.m. EDT for the daytime meetings and from 1 p.m. to 10 p.m. EDT for the night sessions. For the most part the networks—radio and TV—indicated they would carry the session openings, but how long they would continue in any specific case would depend to a great extent upon the news interest of the proceedings involved.

NBC-TV announced plans for 14 convention "prel u de" programs starting July 1 and scheduled as follows: July 1, 7-7:30 p.m. EDT; July 2, 8-9 p.m. and 10-10:30 p.m. EDT; July 3, 8:30-9 p.m. EDT; July 5, 4:30-5:30 p.m. and 10-10:30 p.m. EDT; July 6, 4-5 p.m. EDT; July 7 and 8, 10-11 a.m. and 7-7:30 p.m. EDT; July 9, 10-11 a.m. and 8-9 p.m. EDT, and July 10, 8:30-9 p.m. EDT, and July 10, 8:30-9 p.m. EDT. The July 6-10 shows in this series will be under Phileosponsorship as part of its underwriting of NBC radio and NBC-TV coverage of both Republican and Democratic Conventions.

NBC radio meanwhile has scheduled five special broadcasts preceding the Republican Convention: June 28, 8-8:30 p.m. EDT; July 1, 10:35-11 p.m. EDT; July 3, 10:35-11 p.m. EDT; July 5, 10-10:30 p.m. EDT, and July 6, 9:30-10 p.m. EDT. The first three of this series are being offered to NBC radio affiliates for local sales on a cooperative basis, as are two others scheduled immediately preceding the Democratic Convention: July 16, 10-10:30 p.m. EDT, and July 17, 10:35-11 p.m. EDT.

CBS Radio, while hopeful that more rigid convention pickup schedules will be possible this year than in the past, noted that no firm pians for convention-floor broadcasts can be made until after the convention leaders have set definite hours for getting sessions under way.

Looking toward the convention itself, the network already is carrying a Monday night political analysis program (11:15-30 p.m. EDT), and for the Sunday before the conventions get under way a "preview" show is planned (probably in the 4:30-5 p.m. spot). Between June 30 and July 4, You and the World (Mon.-Fri., 6:15-30 p.m. EDT) will present five convention newsmen and editors in rotation to explain convention procedures, terminology, and plans for CBS Radio coverage-which, as is the case also with CBS-TV coverage, is sponsored by Westinghouse.

# HEALTH AIDS FIRM Cited by FTC

COMPLAINT of false and misleading advertising has been filed by the Federal Trade Commission against National Health Aids Inc., Baltimore, Md., a large user of radio and TV, it was announced today (Monday).

The charge that NHA Complex, a vitamin-mineral preparation, has been advertised as a virtual cureall prompted the complaint, FTC stated. Company, including its president Charles D. Kasher and its advertising agency, Television Advertising Associates Inc., has 20 days to answer the complaint. Hearing is scheduled in Washington July 21 before FTC Hearing Examiner Frank Hier.

Except where such diseases or disorders are the result of mild vitamin and mineral deficiencies, NHA Complex is of no value, the FTC complaint alleged.

Singled out also in the complaint is the allegation said to have been made in NHA advertisements that "all persons in the United Statesconsume a diet which is deficient in vitamins and minerals and must use a dietary supplement to assure their bodies of the minimum daily requirements..."

Among the radio-TV programs cited in the FTC complaints, were the following: Who Ya Laffin' At, Let's Live a Little, Stop Fooling Yourself and Animal, Vegetable, Wingral

## ABC-UPT

Sass Testifies at FCC

CHICAGO theatre operator Arthur F. Sass was the only witness to testify during last week's session of the lengthy Paramount hearing at the FCC [B\*T, June 9].

The hearing is concerned with proposal for merger of ABC and United Paramount Theatres Inc., among other issues.

Mr. Sass, who testified under direct examination May 23, returned last Thursday and Friday for cross examination by Louis Phillips, Paramount Pictures Corp.'s New York attorney.

Mr. Sass was questioned about the advice he received from Barney Balaban after Lubliner & Trinz, a Balaban & Katz affiliate, received 25% interest in Mr. Sass's Alamo Theatre. The advice was part "payment" for L&T's interest in the theatre, Mr. Sass testified.

Last month Mr. Sass testified he was required to enter into the agreement with L&T in order to get films from Paramount Pictures Inc., which was then the parent company to B&K. At that time he also testified that B&K threatened to build a competing theatre nearby if he didn't "sell" B&K the 25% interest.

In his earlier testimony Mr. Sass indicated that the advice he received from Mr. Balaban appeared to be inconsistent with Mr. Balaban's practices in the operation of the B&K theatres. In last week's testimony, Mr. Sass said Mr. Balaban had advised against installing air conditioning was installed several years later, Mr. Sass claimed it was instrumental in raising attendance at the theatre.

Under cross examination, Mr. Sass testified he was not actually prevented from making improvements in his theatres but was merely discouraged from doing so by Mr. Balaban.

Last year Mr. Sass filed antitrust suits against five major motion picture companies totaling nearly \$2 million [B•T, May 26].

### KBKO STOCK SALE

Allen, Kelly to Buy

SALE of 70% interest in KBKO Portland, Ore., to W. Gordon Allen and Tom Kelly, operators of two Oregon stations, was announced last week. Sale is subject to FCC approval.

Price of controlling interest in the 1 kw daytime independent on 1290 kc was \$28,000 plus an employment agreement for the present owners, Harold Krieger and Gordon E. Bambrick.

Mr. Allen owns 60% interest in KGAL Lebanon, Ore., 33½% of KGAE Salem, Ore., 59% of KSGA Redmond, Ore. (CP with the FCC for a new AM station in Lewistown, Idaho. Mr. Kelly is associated with Mr. Allen in managerial operations of the Oregon stations. The KBKO sale was handled by Blackburn-Hamilton Co.

### McFarland Bill

(Continued from page 29)

asked FCC Chairman Paul A. Walker who was responsible. It is believed that the Senator will pursue this matter further unless he receives a satisfactory reply.

Although broadcasters are gen-erally backing the McFarland Bill, there are a number of provisions they do not like. Among these are the provisions giving the FCC authority to (1) issue cease and desist orders, and (2) impose temporary suspension and fines. Failure to eliminate the "double jeopardy" provisions of the present Communications Act also disappointed representatives of larger stations and networks. This section permits the FCC to revoke licenses if licensees or their parent companies are convicted of antitrust violations.

### WCBS' SALES CBS Radio Handles in N.Y.

CBS RADIO's Spot Sales department will handle New York sales for the networks WCBS New York, starting today (Monday), in addition to representing the station in all other markets, as it has in the

Carl Ward, general manager of WCBS, asserted that the sta-tion's local sales staff "has done an excellent job" with May billings, "up 29% over last year," but that "we have long felt the need for enlarged representation and service to New York advertisers." He

"Through the facilities and personnel of CBS Radio Spot Sales, the station will expand its coverage of New York agencies and advertisers. At the same time, it will reduce duplicate calls from two different sales staffs calling on the same agencies."

The change puts WCBS local sales operation on a parallel with WCBS-TV's, which already is handled by CBS TV Spot Sales.

Wendell B. Campbell, general sales manager of CBS Radio Spot Sales, reported meanwhile that five new account executives-including four transfers from the WCBS sales staff-are being added to the sales force in his New York office to handle sales for WCBS while maintaining the department's service to all of the 13 stations it represents.

The five are Don Miller, who has been sales manager of WCBS; Sam Maxwell, former eastern sales representative for CBS-owned WBBM Chicago; Kent Patterson, John Crandall, and Tom Gorman, all former WCBS account executives who will work exclusively on local and retail accounts for WCBS radio.

Two other members of the WCBS sales staff are being let go, it was understood.

# RICHARDS

### Named Asst. to NARTB Pres.; Public Affairs Expanded

ROBERT K. RICHARDS has been advanced to a new NARTB post, assistant to the president, by President Harold E. Fellows, in line with a program to expand the association's services.

Mr. Richards continues as director of public affairs, a post he has held since 1947. An administra-



plan provides for opening of a West Coast office in charge of a field representative of the Station Relations Dept., which

Public Affairs

The expansion

Mr. Richards

is headed by William T. Stubblefield.

Budget provisions for the program were approved last week by the Radio Board and TV Board, which held separate meetings (see main TV board story, this issue).

tive assistant will be added to the

Dept.

Since he joined NARTB, Mr. Richards has directed promotion activities of the association and developed the Voice of Democracy contest for high school students, one of the nation's outstanding scholastic competitions. He has taken an active part in policy decisions and has handled many NARTB contacts with associations and commercial enterprises. He is a member of the Advisory Council to the National Assn. of Radio News Directors and secretary to the Council on Radio-Television Journalism. Recently he was named to direct NARTB's participation in the "Register and Vote" campaign.

#### Served in Censorship

Mr. Richards was editorial director of BROADCASTING . TELE-CASTING before joining NARTB in 1947. During the war he served as assistant broadcasting censor under J. Harold Ryan, who headed this operation in the Office of Censorship. He is 39 years of age and a graduate of Ohio State U. After graduation he was employed at Campbell-Ewald Co., the Cincinnati Post and its affiliated WCPO, and Fort Industry Co., now Storer Broadcasting Co.

He is a member of Radio Pioneers Club and Sigma Delta Chi, honorary journalistic fraternity.

The new addition to the Public Affairs Dept. will report to Oscar Elder, assistant director.

In announcing expansion of the Station Relations Dept., with a West Coast office to be opened in San Francisco, President Fellows said two important objectives will be achieved. First, the department will be able to broaden its services to TV stations now belonging to NARTB. Second, the department will be able to broaden services to overall membership with addition of the San Francisco offices and at the same time continue recruiting new members.

The Radio Board, at its Thursday meeting, approved a resolution under which each of the 17 district directors will appoint district membership committees for their respective areas. These committees are to be in operation not later than July 15. They will work directly with the Station Relations Dept., seeking closer liaison between stations and the association.

Resolution for the membership project was introduced by H Quenton Cox, KGW Portland, Ore., chairman of the NARTB Membership Committee. Other members of the committee, which met Wednesday prior to the board session, are Henry B. Clay, KWKH Shreveport, La.; Thad Holt, WAPI Birmingham; E. K. Hartenbower, KCMO Kansas City; Jack Todd, KAKE Wichita; Stanley Pratt, WSOO Sault Ste. Marie, Mich.; Campbell Ar-noux, WTAR-TV Norfolk, Va., representing TV.

### BMI N.Y. CLINIC Agenda Set for June 23-24

WITH its early May whirlwind campaign of 42 field clinics in two weeks now history, BMI will wind up its spring clinic season June 23-24 with a two-day session in New York, 19th program clinic BMI has staged in its headquarters

Herbert V. Akerberg, CBS Radio and CBS TV vice president in charge of station relations, will act as chairman for the first day's meeting. The agenda includes talks by Ben Laird, president, WDUZ Green Bay, Wis.; J. Scott True, farm director, WFTM Maysville, Ky.; John M. Outler, general manager, WSB Atlanta; Harry Bannister, NBC vice president in charge of station relations; Dorothy Gordon, moderator, New York Times Youth Forum on WQXR New York; George J. Higgins, vice president, KMBC Kansas City.

Leonard Patricelli, program manager, WTIC Hartford, will be the second day clinic chairman and will present a special session of WTIC's Mind Your Manners program at the luncheon session. Speakers will include Norman Reed, program director, WWDC Washington; Clarence L. Menser, general manager, WJBS Deland, Fla.; Ted Cott, NBC vice president and general manager of WNBC-WNBT (TV) New York, and others.

Although the New York meeting will conclude BMI's program clinic activities until fall, the industry's music licensing organization in cooperation with Colorado broadcasters is conducting a one-week seminar at Denver U., Aug. 3-8.

NOTRE DAME football games will be carried next season by WCUE Akron, which has exclusive rights in that city.

### BMI

Cordially Invites You to attend its

> 19th PROGRAM

CLINIC IN NEW YORK

> MONDAY JUNE 23

> > and

TUESDAY JUNE 24

at the

Waldorf Astoria Hotel

This is one BMI Program Clinic vou won't want to miss! The subjects coming up for discussion have not been covered before.

Herbert V. Ackerberg will be your Clinic Chairman on Monday; Paul Morency is Tuesday's chairman; Harry Bannister, luncheon speaker.

Your panel speakers bring to the Clinic fresh, hardhitting facts and practical ideas.

Question and answer periods and the chance to have your specific problems discussed are added reasons for your presence.

### REGISTER NOW

No attendance fee, but advance application is requested. Write or call BMI Station Service Dept. today.

BROADCAST MUSIC, INC. 580 FIFTH AVENUE NEW YORK 36, N.Y.



CHARTER program sponsor sign-up with KBIG Avalon, Calif., new 10 kw station, includes (1 to r) Cliff Gill, KBIG ops. mgr.; Don Parmalee, acct. exec., Hixson & Jorgensen Inc., L. A., agency servicing account; Robert J. Mc



WEEKLY airing of I Was a Communist for the FBI is contracted for broadcast 52 weeks on WABB Mobile. Lto r: Dewey Long, WABB mgr.; E. J. Curran, v. p., Malbis Bakery, Mobile, sponsor; Carl Haug, WABB acct. exec., and W. J. Hearin Jr., v. p. and gen. mgr. Mobile Press Register, WABB owners.

SIGNING for weekly Bold Venture for WGH Newport News, Va., airing are (I to r) Edward E. Edgar, WGH coml. mgr.; John L. Gunn, acct. exec., John McLauchlin Adv., representing Mechancial Engineering, local appliance firm, and General Electric, sponsors; Clyde Meades, WGH sls. rep., and agency's John McLauchlin.



PRINCIPALS in signing for WJHP Jacksonville's Cousin Wilbur, Blondie Brooks & The Log Cabin Folks Show include (1 to r, standing) Robert Buck, asst. adv. mgr., Pet Milk Co., producer of Golden Key milk and the sponsor; "Blondie Brooks'; "Cousin Wilbur'; John Thorwald, radio and TV dir., John H. Perry stations; seated, O. F. Thomas, dist. sls. mgr., Pet Milk; Milford A. Reynolds, WJHP gen. mgr., and "Little Wilbur." Mr. Thorwald has resigned from Perry stations since picture was made [BeT, June 9].

ARRANGING for six-a-week half-hour program on WFAA-570 Dallas are (1 to r): Alex Keese, WFAA mgr.; Earl Hayes, Earl Hayes Chevrolet Co., Dallas; Joe Reichman, bandleader, and Reuben Bradford, who will alternate three days a week with Mr. Reichman, and M. O. Rike, v. p. & mgr., Bozell & Jacobs Inc., Dallas, handling account.



# book reviews . . . .

BROADCASTING: RADIO AND TELE-VISION by Henry L. Ewbank and Sherman P. Lawton. Harper & Bros., 49 E. 33d St., New York 16, N. Y.; 528 pp.; \$4.50.

THIS BOOK, written in "non-technical" language "primarily for college students and program staff members of radio and television stations," is in textbook style with reading lists, exercises and assignments after each chapter. Book includes a basic bibliography and glossary.

In four parts, the book first discusses broadcasting history and background, "in the public interest," mechanics, government and "non-government" controls.

Second part, on program planning, describes program types and audience building. The third, on preparing the program, gives samples of talks and interviews, conversations and discussions, documentary, actuality and dramatized discussions, adaptations, original plays, variety and audience participation shows, news and sports as well as programs for specific audiences, continuity, titles and commercial copy.

Fourth part instructs on direction of radio and TV programs, use of the voice, evaluation of programs and effects of listening.

Dr. Ewbank is chairman of the U. of Wisconsin Radio Committee, and of the State Radio Council, which operates WHA Madison and WLBL Auburndale, and is in charge of an eight-station FM network. Dr. Lawton is professor of radio and coordinator of broadcasting instruction at the U. of Oklahoma.

THE ASCAP Biographical Dictionary of Composers, Authors & Publishers, edited by Daniel I. McNamara. Thomas Y. Crowell Co., 423 Fourth Ave., New York 16, N. Y.; 636 pp.; \$5.

SECOND EDITION of this musical reference work devotes most of its pages to thumbnail biographies of the creators of popular songs who comprise ASCAP's membership. Appended lists of members by place of birth, date of birth and residence should prove time-saving to continuity writers preparing special musical salutes to dates, months or places. Another appendix lists publisher memother appendix lists of the list of

### VAB Meet Is Set

FCC Comr. Rosel H. Hyde and NARTB President Harold E. Fellows headline the list of speakers slated for the annual meeting of the Virginia Assn. of Broadcasters to be held June 26-27 at the Chamberlin Hotel, Fort Monroe, Va. Among other speakers are George C. Davis, Washington consulting engineer; Ben Strouse, manager, WWDC-AM-FM Washington, and Joseph L. Brechner, manager, WGAY, Silver Spring, Md.

bers. ASCAP's organization and operation are succinctly described in a preface by the book's editor, ASCAP's director of public relations.

ADVERTISING TERMINOLOGY by H. Victor Grohmann. Needham & Grohmann Inc., 30 Rockefeller Plaza, New York 20, N. Y.; 86 pp.; \$1.

PRIVATELY printed by Mr. Grohmann "as a service and token of gratitude to the field of advertising," this book defines 600 terms used in advertising in five divisions: art, general, media, production and radio and television, plus listings of initials and names of associations in advertising and proofreader's marks.

TELEVISION, THE MAGIC WINDOW, by Frank Denman. The MacMillan Co., 60 Fifth Ave., New York, N. Y.; 60 pp.;

TELEVISION is traced from its earliest beginnings in terms easily understood by any junior high school pupil in this book by Frank Denman, an advertising executive. It is an excellent book for children interested in the scientific aspects of how television operates. Perhaps its chief value to professional telecasters, is that it would be perfect gift for any uninitiated who wants to know, "What makes television run?"

### **Bavarian Set Output**

GRUNDIG-RADIOWERKE, German radio receiver manufacturer, last week at its plant at Fuerth, Bavaria, announced that it had produced a million radio receiving sets since the war. The company, which resumed production in 1946 with only 40 workers, now claims to be the largest and most modern manufacturer in Europe. It was reported also that the West Germany radio market should remain active because 30% of the West German population still is without radio sets, and some 6-7 million radio listeners have no FM receivers.

### Scrubber Harris

IN A BROADCAST, Jack Harris, announcer for Tello Test, Walter Schwimmer Productions' giveaway, on KGCU Mandan, N. D., offered to do the family laundry for the housewife identifying, porson "whose last the words were 'so little done, so much to do'." Woman who came up with the winning answer, which was "Cecil John Rhodes," was laundress for the State Training School in Mandan. Mr. Harris had a scrubbing day for the benefit of 300 inmates. His comment: "So little done, so much to