

AUGUST 4, 1952

35c PER COPY

BROADCASTING TELECASTING

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21ST
The Newsweekly
of Radio and
Television
year

That they may walk
...and smile
...again!



A final accounting has just been made of the WLS Christmas Neighbors Club for 1951. It discloses that WLS listeners contributed another \$32,825.90, making a total of \$348,921.04 contributed to this worthy cause by WLS listeners during the past seventeen years.

Every cent of this money has been used to buy much needed equipment for hundreds of hospitals and other such institutions . . . a total of 7,644 gifts such as Radios, Wheel Chairs, Inhalators, Orthopedic Walkers, etc. . . that tens of thousands of youngsters may be made well, strong and happy again.

WLS takes what it believes to be justifiable pride in this work . . . and the generosity of its listeners, which makes it possible. With the continuing loyal support of this vast WLS listening audience . . . the WLS Christmas Neighbors Club will continue to bring help, hope and happiness to additional tens of thousands each year.

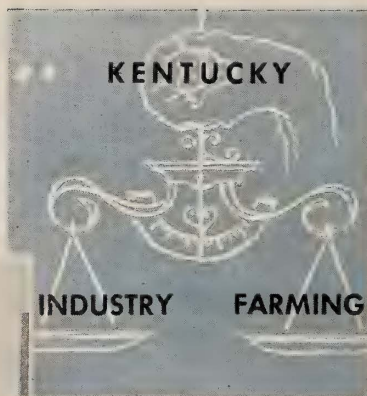


CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

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

Go where there's GROWTH...



Chemicals and Cattle

FROM atoms to anti-freeze... from carbide to chloroprene. Kentucky's Ohio River Valley with its unlimited power potential is rapidly becoming the chemical center of the entire Midwest! Growth figures are fabulous. A sampling of the giant chemical producers locating in Kentucky are: Pennsylvania Salt Mfg. Co. (a \$19 million plant at Calvert City), Allied Chemical Company (an \$11,750,000 expansion at Ashland), Mathieson Hydrocarbon Chemical Company (a \$20 million plant at Doe Run), and General Aniline Dye Company (\$2,500,000 plant at Brandenburg).

But there is more than a "Chemical" Kentucky! "Agricultural" Kentucky leads the entire Southeast in livestock production. The 1950 count showed a total of 4,059,000 head, valued at 340 million dollars. Livestock sales increased 266% in 1940-50... another 200% in 1951! Kentucky's huge gains in industry are matched by its growth in farm productivity.

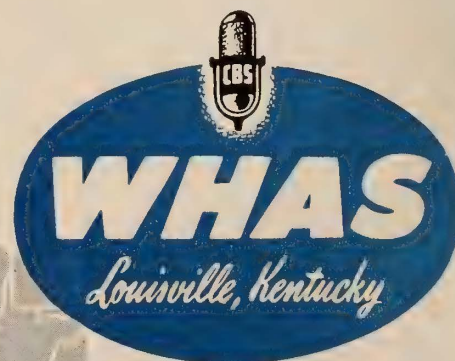
Go where there's GROWTH...

GO WHAS!

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

(Benson and Benson)

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties



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

Since August, 1950

BILL GORDON*

has sold more
goods and services
than any other
Cleveland radio or
television personality!



* Winner for the 2nd consecutive year . . . Cleveland Press Radio Poll

all aboard for safe sailing!



As a service to boating enthusiasts in the Lancaster area, WGAL-TV recently sent an announcer-camera crew to Long Level—on the Susquehanna in York County, Pennsylvania—for an interview with Commander Art Norris, Flotilla No. 52, United States Coast Guard Reserve, and Inspecting Officer Dan Flory. On the resulting telecast, WGAL-TV viewers saw Com-

mander Norris do a motor boat safety check. All equipment was inspected—including motor, lighting, horn, and life preservers. The examination was performed by the Coast Guard, and telecast by WGAL-TV, as a public service—to emphasize the factors involved in safe navigation. Programs such as this are presented regularly over WGAL-TV, in the public interest.

WGAL-TV

Lancaster, Pennsylvania

A Steinman Station
Clair R. McCollough, Pres.



Represented by

ROBERT MEEKER ASSOCIATES

New York

Chicago

San Francisco

Los Angeles



at deadline

CLOSED CIRCUIT

DETERMINED to explode contention of dissenting Comr. Robert F. Jones that its final TV plan isn't fixed, firm and final, FCC may be expected to change more of those "trouble areas" borderline assignments, so long as changes do no violence to minimum mileage separations. Way was opened last week with assignment of VHF channels to Lafayette, La., and Temple, Tex. Pittsburgh, with only two commercial VHF's (one assigned), is most vexatious problem and it's reasonably deduced that since Channel 4 is less than ½ mile short of minimum standards, way will be found to overcome technicality. Two court appeals are pending on Pittsburgh allocations.

WHITEHALL PHARMACAL Co., New York (Anacin), through John F. Murray, N. Y., preparing radio spot announcement campaign to start late in September. Firm used approximately 700 markets last year and is expected to use similar campaign this fall.

WITH RESIGNATION of Joseph H. Ream as executive vice president of CBS effective last Thursday [B•T, July 14], Daniel T. O'Shea, vice president and general executive of parent company, has moved into Mr. Ream's quarters. Richard S. Salant, former CBS attorney named vice president and general executive in wake of Mr. Ream's resignation, has moved into offices on 20th floor and has acquired Mr. Ream's secretary, Marjorie Throop. Mr. Ream, who resigned for personal reasons, continues as CBS consultant and has taken on several policy level projects.

WILSON WYATT, former Louisville mayor and counsel for *Courier Journal* and *Louisville Times* (WHAS-AM-TV), late Friday named personal campaign manager by Democratic Presidential Nominee Adlai E. Stevenson.

DESIRABILITY of appointing top broadcast figure to administer Voice of America program being given careful study in State Dept. Names of four or five industry figures have been submitted by Dr. Wilson Compton, International Information Administrator, to Secretary Acheson. Move was occasioned by imminent return of Foy Kohler, assistant administrator for VOA, to foreign service status. Only major drawback: Post commands Grade 15 (\$10,800) salary, which IIA authorities acknowledge is inadequate by industry standards.

FCC EXPECTED soon to announce appointments of additional examiners from staff to handle crush of hearings growing out of contested bids for TV assignments. Authorized by Congress to utilize earmarked appropriation of \$300,000 for seven or eight new examiner teams, to supplement present staff of seven, Commission has been probing qualifications of number of staff attorneys for promotions. Among them: William G. Butts, chief of Tariff and Rate Classification Branch of Telephone Div.; Robert J. Rawson, assistant chief, Hearing Div.; H. Gifford Irion, Aural Facilities

(Continued on page 6)

FIRST UHF STATION NETWORK AFFILIATION

WSBA-TV York, Pa., became first UHF station to be formally accepted as network affiliate today (Monday). Station, which expects to begin operations Nov. 1, has become 65th ABC-TV affiliate, Richard B. Rawls, ABC director of TV stations, announced. Operator is Susquehanna Bestg. Co., Louis Appel Jr., president, and Walter Rothensies, general manager. ERP 170 kw visual, 86 kw aural. Antenna height listed as 530 feet above average terrain.

B & B PROMOTIONS

E. ESTY STOWELL, vice president and account supervisor; Charles Pooler, vice president in charge of marketing, and Walter Craig, vice president in charge of radio and TV department, have been elected to board of directors of Benton & Bowles, New York.

Henry O. Pattison Jr., chairman of plans board, and Mr. Pooler were elected senior vice presidents of agency.

ILLINOIS PROTEST

PROTEST against ban on radio-TV coverage of municipal and state legislative hearings was voted by Illinois Broadcasters Assn. Friday at close of mid-year convention in Peoria (see earlier story on page 24). IBA also voted to endorse Commission's proposed change in operator rules to permit use of restricted operators and remote control of AM and FM stations operating omnidirectionally with 10 kw or less power. Next IBA meeting will be in Springfield, Ill., sometime in October, it was decided.

FCC Refuses ABC Plea, Softens Issues

FCC on Friday refused to buy ABC's poverty plea, wind up Paramount case and issue final decision on ABC-UPT merger before Sept. 1 (see earlier story on page 31). However, it agreed to soften anti-trust issues.

In memorandum opinion and order, FCC declared that its general policy on anti-trust violations for all licensees seeking renewal henceforth would be not to take into account such matters that occurred more than three years from date of filing of application.

Specifically exempted from this time limitation are anti-trust violations concerning radio communications.

As for Paramount case, Commission ordered hearings resumed, but with no consideration to be given anti-trust matters occurring three years or more before Aug. 7, 1951—date when case was first set for hearing.

Conference between Hearing Examiner Leo Resnick and attorneys in case was scheduled for Aug. 5.

Respecting ABC position that it was essential to future of network that final decision be issued before Sept. 1, Commission declared that usual procedure of having Examiner issue initial decision would be more expeditious than if it tried to decide case itself. For example, FCC said, best man to determine credibility

BUSINESS BRIEFLY

GE CAMPAIGN ● General Electric Co. (television receivers), through Maxon Inc., New York, planning to start radio spot campaign in all television markets, effective mid-October for eight weeks.

SCHEDULE FOR MILLER ● Miller Brewing Co., Milwaukee, which will use heavy TV spot schedule this fall with film program now being planned by *March of Time*, expected to buy NBC's *The First Nighter* this week. Agency, Mathisson & Assoc., Milwaukee.

AMERICAN FLYER TV ● A. C. Gilbert Co., New Haven (American Flyer toy trains), planning to use quarter-hour TV program in about 64 TV markets starting end of October to run through Christmas. Agency, Charles W. Hoyt Inc., N. Y.

COLD REMEDY RADIO ● Monticello Drug Co. (666 cold preparation), Jacksonville, Fla., through Charles W. Hoyt Inc., N. Y., currently preparing radio spot campaign to be launched Oct. 1. Number of markets and intensity will be worked out soon as agency has budget figures completed.

COLGATE NEGOTIATES ● Colgate-Palmolive-Peet Co., Jersey City, negotiating with NBC for combination radio-TV deal for its *Mr. & Mrs. North* program, with Wednesday, 10 p.m. time under consideration.

BAYUK LIKES HUSING ● Bayuk Cigars Inc., Philadelphia (Phillies cigars), scheduled

(Continued on page 90)

of some key witnesses, in question, is Examiner who has heard all testimony.

Commission's order also denied DuMont petition to sever its case from rest of parties. DuMont is party on question whether 29% ownership by Paramount Pictures constitutes control of DuMont by Paramount.

FCC also turned down earlier ABC-UPT petition asking that merger portions of case be severed from other issues.

Comr. Jones dissented from new anti-trust policy. Although he did not write dissent, understood he felt that no blanket time limitation should be set for consideration of anti-trust violations. He is said to feel that each case should be judged on its own merits.

Comrs. Frieda B. Hennock and George E. Sterling did not participate. Miss Hennock was out of town and Mr. Sterling was still vacationing.

Federal statute of limitations on beginning anti-trust suits against violators is three years—which is why Commission picked that term. It was pointed out that new policy applies only in license renewal cases; in comparative hearings no time limit is placed on such investigation.

for more AT DEADLINE turn page



at deadline

Closed Circuit

(Continued from page 5)

Div. of Broadcast Bureau. No dates set yet for hearings, pending appointment of new personnel.

FCC has no present plans to expedite four-year old multiple-ownership rules change proposal. Pending in proceeding is NBC petition to make TV station limit of five applicable only to VHF, permit additional UHF holdings (see story page 56).

DESPITE substantial broadcaster support for NARTB's proposal to ease operator requirements and permit remote operation of smaller stations (see story page 31), union groups intensifying crusading tactics to kill project. Besides Cincinnati local of IBEW which has been circularizing area with job-cut propaganda urging protests to FCC, Philadelphia area "ad hoc" committee has been set up by IBEW, IATSE, NABET and ACA to marshal local engineers into protest.

ADDITIONAL new station TV grants at El Paso, Tex., possible this week as three bids pend unopposed for open channels: KEPO seeking Channel 13; KTSM, Channel 9, and Claude H. Craig, Los Angeles auto dealer, doing business as Franklin Broadcasting Co., Channel 20. Grants might have been concurrent last week with issuance of permit to KROD on Channel 4, but processing not completed due to double channel change amendments of Franklin (see story page 55).

MEASURE of seriousness with which TV applicants take possible hitch in delivery of station equipment—as well as their high hopes for grant—are number who have ordered and received equipment. Latest is KUTA Salt Lake City, which recently received 500 w transmitter from Gates Radio Co. About 50 applicants believed to have most of all of basic equipment on hand.

WOR-MUTUAL NEWS STAFF REALIGNED

REALIGNMENT of news personnel at WOR-Mutual to be announced shortly to include Milton Burgh, Mutual news director, and Arthur Feldman, Mutual special events director, to add similar duties for WOR New York.

David Driscoll, now WOR news director, is to direct news and special events for WOR-TV exclusively.

DTN SWITCH

TWO programs currently seen on WABD (TV) New York, key outlet of DuMont TV Network, will be switched to network—eastern affiliates only—effective today (Monday). Shows are *Broadway Matinee*, which will be seen on network Mon., Wed., Fri., 1:15-1:30 p.m., and *The Ethel Thorsen Show*, Tues. and Thurs., 1:15-1:30 p.m.

NEW 'TIME' SERIES

WJZ-TV New York has obtained new *March of Time* TV series for exclusive New York showing starting first week in October. Twenty-six week half-hour series will be scheduled.

In this Issue—

NBC-TV acquires television rights to 11 of the 12 football games that the National Collegiate Athletic Assn. will permit on the air this season. The network is offering the package to sponsors for \$2,633,050. A B•T exclusive. *Page 23.*

WILL CBS Radio cut rates? Answer may come at showdown meeting of all CBS Radio affiliates Aug. 12, and there's speculation that enlarged discounts, not reduced rates, may be compromise. *Page 23.*

COSMETIC firms are prettifying the radio and television balance sheets. Six of them are buying broadcasting. *Page 25.*

RADIO outpulls newspapers in Advertising Research Bureau Inc. test at Syracuse. *Page 27.*

THINK that radio's not a basic advertising medium for department stores? Read how M. E. Blatt Co., an Atlantic City department store doing better than \$5 million a year business, turned from newspapers to radio and intends to stay that way. *Page 29.*

HOW importantly the Presidential candidates figure radio and television in their campaigns can be seen by the unusual number of radio-TV personalities associated with them. Here's the *Who's Who* of broadcasting authorities in the rival political camps. *Page 25.*

REUNIFICATION of NBC reaches the operating level. *Page 26.*

FCC approves three-way ownership switch in Minneapolis, sale of WTCN, merger of WTCN-TV and WCCO. Sale of KOTV (TV) Tulsa also okayed. *Page 30.*

NBC television affiliates push new formula for station compensation for network commercials. Plan will be presented to top network executives Aug. 27. *Page 55.*

MOST movie producers and distributors are keeping silent on the government's anti-trust suit to force release of 16mm film to TV. Maybe the reason is that, as said by some authorities, the producers actually welcome the suit to get them off the hook with stockholders and exhibitors. *Page 59.*

FCC grants two UHF stations in Fort Lauderdale, Fla., one VHF in El Paso. *Page 55.*

Upcoming

Aug. 4-7: Mid-South Audio Show, Peabody Hotel, Memphis, Tenn.

Aug. 6: Special RTMA committee meets on educational TV, RCA, Hqtrs., New York.

Aug. 12: NARTB's convention committee meets, NARTB Hqtrs., Washington.

Aug. 12: CBS affiliates meeting, Chicago.

(Other Upcomings, page 36)

SACRAMENTO PLEA FOR EARLY HEARING

PLEA for early commencement of comparative hearing on multiple TV bids pending for Channel 3 at Sacramento, Calif., was filed with FCC Friday by KCRA there. Competitive bids are those of KXOA and KROY, designated fortnight ago when Commission made initial post-thaw new station grants [B•T, July 14]. KCRA told FCC it is anxious to construct station and provide new TV service there, hence is "ready and willing to proceed with hearing."

Petition pointed out that Commission city priority list on processing indicates Sacramento is largest community in California and 11th largest in U.S. without TV service. Sacramento is number 11 on Group A-2 city priority list. FCC now has designated or notified total of 85 applications for comparative hearings (see story page 55).

KSTT ANSWERS WMT

TURN-ABOUT in VHF Channel 2 fight between WMT Cedar Rapids and KSTT Davenport, Iowa, came Friday as latter petitioned FCC to dismiss former's application as incomplete. KSTT further contended WMT charge that KSTT is not financially qualified to construct its proposed TV station has "no basis in fact" [B•T, July 28]. Charging error to WMT's allegations, KSTT told Commission that WMT's amended application failed to give estimates of first year operating cost and revenue and omitted statement showing yearly net income for past two years.

NEW TV APPLICATIONS BOOST REQUESTS TO 727

FCC received four UHF, two VHF applications for new TV stations Friday; one was amended application modifying earlier post-thaw request, rest were new. Total requests for new stations is now 727; of these, 440 are for VHF, 286 for UHF stations (also see TV APPLICATIONS, page 56). New applications were:

KCSJ Pueblo, Col., VHF Ch. 5, ERP 11.48 kw visual, 5.74 kw aural; antenna above average terrain 257 ft., above ground 355 ft. Estimated construction cost \$149,927, first year operating cost \$180,000, revenue \$175,000.

KXLF and KBOW Butte, Mont., VHF Ch. 4, ERP 1.622 kw visual, 0.811 kw aural; antenna above average terrain -688 ft., above ground +120 ft. Estimated construction cost \$104,800, first year operating cost \$115,750, revenue \$87,000.

WCTC New Brunswick, N. J., UHF Ch. 47, ERP 12.1 kw visual, 6.56 kw aural; antenna above average terrain 141 ft., above ground 231 ft. Estimated construction cost \$125,714, first year operating cost \$195,000, revenue \$235,000.

WEOK Poughkeepsie, N. Y., UHF Ch. 21, ERP 107 kw visual, 60.4 kw aural; antenna above average terrain 226 ft., above ground 397 ft. Estimated construction cost \$318,670, first year operating cost \$216,155, revenue \$205,712.

KGAF Gainesville, Tex., UHF Ch. 49, ERP 1.33 kw visual, 0.73 kw aural; antenna above average terrain 444 ft., above ground 393 ft. Estimated first year operating cost \$50,000, revenue \$80,000.

+ WISC Madison, Wis., UHF Ch. 27, ERP 103.8 kw visual, 51.9 kw aural; antenna above average terrain 498 ft., above ground 500 ft. Estimated construction cost \$250,230, first year operating cost \$240,000, revenue \$290,000. [Modification of amended application; for earlier application, see B•T, July 7.]

CHANGE BELMONT NAME

BOARD of Raytheon Mfg. Co., Waltham, Mass., has voted to change name of company's television manufacturing subsidiary, Belmont Radio Corp., Chicago, to Raytheon Television and Radio Corp.

WBAL Offers a Mighty Advertising-Merchandising Plan!

“Operation Chain Action”

Strike *twice* at your customer with WBAL'S unique OPERATION CHAIN-ACTION—at home with radio commercials, and at the point of sale. Food advertisers guaranteed powerful point of sale promotion in over 213 leading chain food stores coupled with the unequalled power of radio advertising for mass selling. Give your product's advertising that *needed, doubled-barrelled* impact with CHAIN-ACTION. Complete details on request.

50,000 WATTS

WBAL

NBC IN MARYLAND



NATIONALLY REPRESENTED BY
EDWARD PETRY & CO.

IT'S SNOWING IN COLUMBUS, GEORGIA!



Yes, Sir! There's enough snow on our TV screens to blanket an area almost as large as the coverage area of WRBL! The BIG difference is RECEPTION—satisfactory reception, that is. In Columbus, RADIO is more effective than ever before. WRBL and WRBL-FM completely blanket the Columbus Trading Area. Tops in Share-of-Audience . . . Morning, Afternoon, Evening. Number One in ratings . . . 115 out of 163 reported periods. 18.7% MORE COVERAGE than ANY OTHER Columbus advertising media. Nearing our 25th Anniversary, WRBL is FIRST . . . in POWER, in PROGRAMS, in PRESTIGE, in PROMOTION.

5 KW IN

1st STATION IN

GA.

COLUMBUS

ALA.

CALL HOLLINGBERY

COLUMBUS, GA.

WRBL

AND WRBL-FM 46.2 KW

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

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

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

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: \$7.00.

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

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

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

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

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

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

BROADCASTING • Telecasting



★ Cuts timing errors 50% ★ Reduces pitch changes ★ Splice-free

**It's the new "Scotch" brand dry-
lubricated magnetic tape on
the new 7" professional reel!**

NEW LARGE HUB on the 7" professional reel reduces tension change as tape is spooled off, resulting in a 50% reduction in timing errors. The new hub has a diameter of $2\frac{3}{4}$ " compared with the $1\frac{3}{4}$ " diameter of standard 7" reels. Thus it has approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10 $\frac{1}{2}$ " metal reel. Another feature of this new reel is the single small threading slot, which minimizes mechanical distortion of the layers of tape nearest the hub.

★ A new, improved tape for this new, improved reel!

- **"DRY LUBRICATING"** process gives you a tape that practically eliminates sticking, squealing and cupping . . . a completely dependable tape that turns in a flawless performance in almost any condition of heat or humidity!
- **100% SPLICE-FREE!** Tape supplied on the 7" professional reel is guaranteed to be completely free of splices.
- **GUARANTEED UNIFORMITY!** Output variation of tape wound on the new 1200-foot reel is guaranteed to be less than plus or minus $\frac{1}{4}$ db at 1000 cps within the reel, and less than plus or minus $\frac{1}{2}$ db from reel to reel.



See your distributor for a supply of 7" professional reels and new dry lubricated tape!



The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

WANNA BUY AN IDIOM?



In your disagreements about the pronunciation of a strange name or place in the news you probably fortified your argument by quoting a radio commentator as your authority.

If it seemed the caption above should have read, "Wanna buy a duck?" you again display the profound effect radio has on American culture, for it was *radio* that circulated Joe Penner's famous line. Ben Bernie's "Yowsah, Yowsah" . . . Charlie McCarthy's "I'll mow ya down" . . . Pepsi-Cola and Chiquita Banana jingles are part of American idiomatic speech and radio gets the credit.

Radio will continue to be the most influential and persuasive mass communication medium in the world *as long as people are able to hear while they work, rest and play.*

In Oklahoma City the best cost-per-thousand buy is KOMA, 50kw CBS Radio servant of the southwest.

KOMA

AFFILIATED WITH KTUL, TULSA

Avory-Knodel, INC.

RADIO STATION REPRESENTATIVES

50,000 WATTS • CBS RADIO

J. J. BERNARD Vice-President and General Manager



agency

NEAL NYLAND, vice president and account supervisor, Benton & Bowles, N. Y., to Campbell-Mithun, Chicago, as vice president-general manager.

FRED E. ADAMS elected executive vice president of G. M. Basford Co., N. Y.

EDWARD B. POPE appointed director of media, James Thomas Chirurg Co., Boston.



Mr. Pope

ALBERT A. SOMMER, vice president and manager, McCann-Erickson, Cleveland, appointed head of Chicago office.

RICHARD BEAN, director of media, Pedlar & Ryan, N. Y., to Dancer-Fitzgerald-Sample, same city, as director of all Procter & Gamble media.

HENRY BARLEY, account executive, McNeill & McCleery, Hollywood, to Ruthrauff & Ryan Inc., that city, in similar capacity. He succeeds **PEYTON CARROLL** who will head Los Angeles office of Hicks & Greist Inc., soon to be organized.



on all accounts

THE most fascinating engineering business I have come in contact with is the advertising business." That's the observation of John Hildreth Forshew III, manager of the Lakeland, Fla., office of the J. Walter Thompson Co.

Mr. Forshew was graduated from Lehigh U., Bethlehem, Pa., in 1931 with an industrial engineering degree.

But that is as close as he has come to the practice of engineering. Mr. Forshew has 15 years experience in marketing research, which has been his forte. He managed his own marketing research business in New York for eight years and headed the research department at Young & Rubicam for two years, holding a similar position at Industrial Surveys Co. (now Market Research Corp. of America) and moved to J. Walter Thompson as director of its consumer panel.

When the J. Walter Thompson Co. took over the Florida citrus account in August 1950, Jack Forshew moved to Lakeland to manage the advertising agency's branch office. Termed "World's Citrus Center," Lakeland is the headquarters for the Florida Citrus Commission,

state agency for citrus advertising. He works closely with the Commission's advertising manager, Ralph Henry, and the agency's important advertising committee.

Although the Citrus Commission account represents the expenditure of a quarter of a million dollars a year, the sum is pitifully low in relation to consumer dollars spent for citrus products each year. Consumers spend \$650 million for the product; yet California, Arizona, Texas and Florida combined spend less than \$10 million a year for citrus advertising.



Mr. FORSHEW

Mr. Forshew impresses those who meet him and work with him as a man with a single purpose. He has one thought uppermost in his mind—Florida citrus must get the most mileage for every advertising dollar. A sought-after speaker before Florida industry groups and civic clubs alike, he tells a fascinating story

of the state's citrus marketing picture and its advertising campaign's aims. Even statistics and a map stuck with pins become interesting. "Markets are people with money," he says.

Jack Forshew points out that research and marketing studies in

(Continued on page 20)

beat



PETER A. CAVALLO Jr., assistant manager of radio-TV department, J. Walter Thompson Co., Chicago, appointed director of department, replaced by **ROBERT M. GUILBERT**, administrative assistant in TV. **C. ROSS LITTIG** assumes duties of latter position.

PETER PIENING, art director, N. W. Ayer & Son, N. Y., to Abbott Kimball Co., N. Y., as art and design consultant.

VIRGINIA CAIN, KGW Portland, to Don Dawson Co., that city, as office manager.

ROBERT A. BAUMGAERTENER, account executive and copywriter, Jewell Adv., Oakland, to Richard Jorgensen Adv., San Jose, as copy chief.

JAMES J. BOOTH, director of advertising and merchandising, Tea Bureau, N. Y., to Rhoades & Davis, S. F., as group head of French Sardine Co. (Star-Kist Tuna) account.

RICHARD H. JACOBS, account executive, Gardner Adv., St. Louis, named account manager in drug group, Ross Roy Inc., Chicago.



Mr. Booth

BOB ABBOTT, advertising manager and assistant sales manager of Littlefuse Inc., to Burton Browne Adv., Chicago, as coordinator of firm's creative departments.

BRUCE DODGE, Kenyon & Eckhardt, N. Y., to Weiss & Geller, that city, as radio-TV head.

JAMES E. CLARK Jr. and **THOMAS P. MAHONEY**, art director and production manager, respectively, Cecil & Presbrey Inc., N. Y., elected vice presidents.

GETCHEL SEAKER, production and assistant advertising manager for Sears, Roebuck & Co., L. A., to Glasser-Gailey Inc., that city, as production manager and art director.

JAMES K. HEFFERNAN, associate of Milne-Heffernan Inc., Seattle, to Leonard Shane Agency, L. A., as copy chief.

JOHN NEWMAN, J. Walter Thompson Co., to copy department of Hewitt, Ogilvy, Benson & Mather, N. Y.

FRANK McMAHON, assistant media director, Erwin, Wasey & Co., L. A., shifts to assistant account executive. **RALPH STARKWEATHER Jr.**, advertising department, Roland J. Gaupel Co., that city (medical whse. firm), to agency as assistant in media.

A. FAUSTIN RAMSTHAL to Merchandising Advertisers Inc., Chicago. Mr. Ramsthal will be headquartered in West Bend, Wis.

HICKS & GRIEST ADV., N. Y., has announced opening of West Coast offices at 3460 Wilshire Blvd., L. A. **PAYTON CARROLL**, account executive, Ruthrauff & Ryan, Hollywood, to H&G as manager of the West Coast office.

MARVIN YOUNG, business manager and radio-TV director for Ruthrauff & Ryan Inc., Hollywood, will conduct two classes in TV writing at U. of Calif. Extension, that city, starting Sept. 22.

JEROME REESE Adv., Chicago, has moved to offices at 228 N. LaSalle St., Room 2246. Telephone CEntral 6-1546.

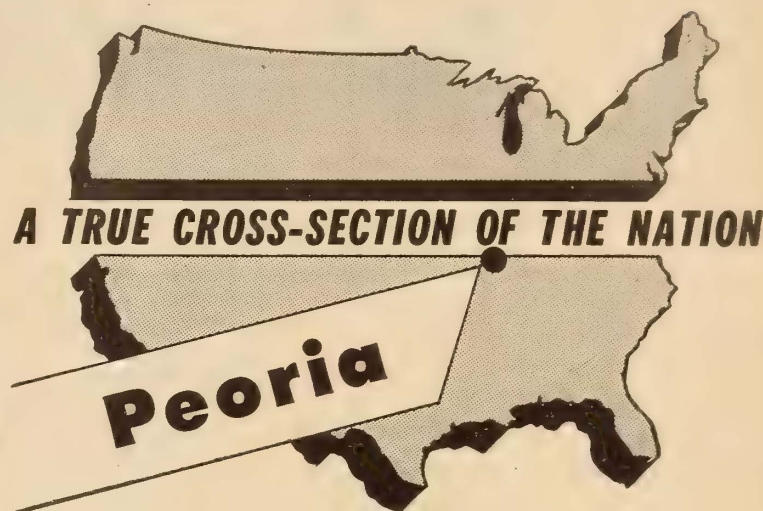
PEDLAR & RYAN, New York, has moved to Hotel Chatham, 48th St. & Vanderbilt Ave. Telephone Eldorado 5-5400. Agency will occupy these offices until it retires from business Oct. 1.

THOR L. HAUGE to Calkins & Holden, Carlock, McClinton & Smith, L. A., as art director.

HAROLD B. MERS to executive staff, AAAA, N. Y., as assistant to **RICHARD L. SCHEIDKER** in creative and relations activities.

BROADCASTING • Telecasting

Obviously OUTSTANDING...



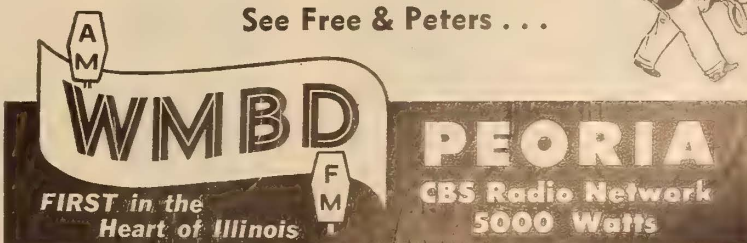
Rapidly-growing industry in Peoria attracts people from all parts of the U.S. The Peoriarea is a "melting pot" with closely integrated rural and urban features. That's why Peoria is the Midwest's **NUMBER ONE TEST MARKET** . . . one of the best in the country.

WMBD Dominates the Rich Peoriarea Market

One mass medium, WMBD, reaches and sells all the Peoriarea. WMBD's average 50%* share of audience guarantees the maximum number of listeners per dollar. To **SELL** the Heart of Illinois, **BUY WMBD**.

* C. E. Hooper Winter-Spring Report December '51-April '52

See Free & Peters . . .



And now the HPL is in Salt

MARCH 1, 1934: The Housewives' Protective League goes on the air for the first time, on one station (KNX, Los Angeles).

AUGUST 11, 1952: After 18 years of steady growth, The Housewives' Protective League starts on CBS Radio's 50,000-watt affiliate in Salt Lake City—KSL—the 13th great station to carry "the most sales-effective participating program in all broadcasting."

A TREMENDOUS MARKET! Now, KSL—the only 50,000-watt station between Denver and the Pacific Coast—carries the daily HPL programs throughout the huge Intermountain America market, a sales territory where 250,570 radio families spend a neat \$927,140,000 a year on all kinds of retail products.

A TERRIFIC COMBINATION! Now, with the addition of KSL, you can buy The Housewives' Protective League in 13 big markets,



Lake City...on KSL!

on the station with the biggest average audience in each market. Or you can buy any combination of these stations. All together, they cover 16,604,140 radio homes (39.4% of the nation's total), and \$61,415,477,000 worth of retail sales (40.6% of the nation's total).

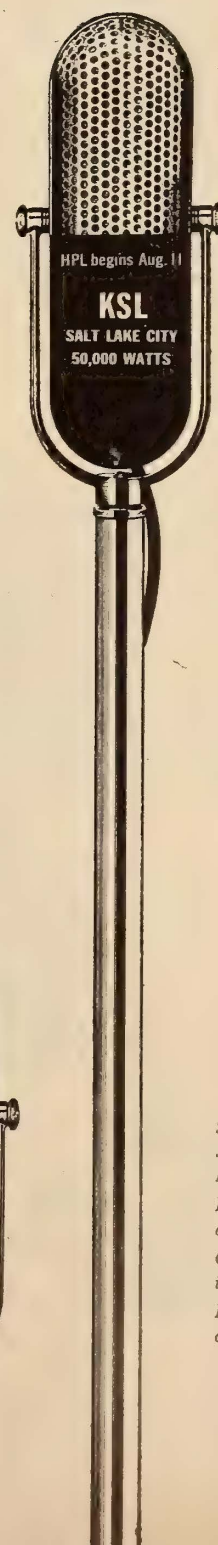
PROVED SELLING POWER! Take a tip from the 156 advertisers who have used the HPL in recent months. You'll find, as they have found, that "the program that sponsors the product" gets results everywhere it sells...every time.

For more information about the HPL, in any or all of these markets, call the stations, CBS Radio Spot Sales, or...

THE HOUSEWIVES' PROTECTIVE LEAGUE

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

The HPL is represented in all thirteen markets by CBS Radio Spot Sales



Sources:
Sales Management,
May 1952;
BMB, 50-100% daytime
audience area;
C. E. Hooper
in Salt Lake City;
Pulse in all
other markets

Here's Archer!



GENE ARCHER

WRC's Gene Archer, to be exact. With the individual music of the Cliff Quartette, plus Gene's own brilliant baritone style, "Here's Archer" is the only radio program in Washington regularly featuring live music.

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

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital, for Gene is known about town not only as a radio artist but as a featured star in theatres and supper clubs.

There's a lot of SELL in a \$22.50 participation on "Here's Archer" . . . contact the WRC Sales Department or NBC Spot Sales for the few remaining availabilities.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

980 KC • 93.9 on FM

Represented by NBC Spot Sales



feature of the week

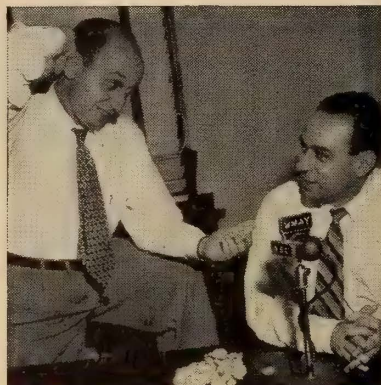
MEL KAMPE, promotion manager, WMAV Springfield, Ill., has a problem which weighs 12 tons.

In a carefree mood, Mr. Kampe attended a Springfield Manufacturers & Employers Assn.'s "Plae-Dae" picnic, blithely unaware of his impending woe.

To his utter dismay, Mr. Kampe won a prize of 12 tons of road rock, which had been contributed by a local stone quarry. Now what can a broadcaster do with 24,000 lbs. of road rock?

Mr. Kampe mulled possible solutions. He could always throw rocks at people. Perhaps he could donate it to some worthy prison so that convicts would be relieved of their problem of making little rocks out of big ones.

The WMAV executive's problem came to light in the *Illinois State Journal*. Associated Press picked it up. *Life* and *Time* wanted full details. WMAV originated a broadcast for the full Coast-to-Coast



Mr. Kampe (l) as he was interviewed over an NBC national hook-up by Syl Binkin, WMAV program director.

* * *

NBC network July 21 during the *World News Roundup*.

From here on in, Mr. Kampe will have an answer to the man who complains, "I feel like a ton of bricks has fallen on me."



strictly business



Mr. VOLLMER

. . . he's no newcomer

MENTION Falstaff Brewing Corp. history in advertising circles and reminiscences nostalgically turn back to the days of "near beer" and "The Falstaff Tenor" on KWK St. Louis in 1927.

Mention Falstaff and you conjure images of Dizzy Dean, MBS' *Game of the Day* and Falstaff's extensive radio sports coverage since 1941. And where there's base-

ball, wrestling and other such programs, there's beer—and Karl K. Vollmer.

Mr. Vollmer, who is vice president and marketing director of that corporation, is really no newcomer to Falstaff, despite his mere three years there. He is a veteran of nearly 20 years in the brewing business. He directs Falstaff's vast advertising and sales organization, which uses all-out radio in the summer in a number of communities.

A native of Davenport, Iowa, Mr. Vollmer "came home" to Falstaff in 1949 after serving as vice president of the Columbia Brewing Co., also St. Louis, from 1934 to 1947. After a tenure with Blanton Co., refiner of vegetable oils and margarines, Mr. Vollmer joined Falstaff which, in the interim, had absorbed Columbia Brewing.

Thus, indeed, Mr. Vollmer "came home"—this time, as director of market research for Falstaff. In 1940 he was named advertising director. When sales and advertising functions were merged in 1951, he assumed responsibility for both operations. Election to a vice presidency also came last year.

Under Mr. Vollmer's direction, Falstaff fanned out its message to the largest baseball network

(Continued on page 40)

Sales FOR SALE!

in America's 6th City

CURRENT AVAILABILITIES

on WFBR's prize collection of home-grown shows. All are subject to prior sale . . . none will be available for long. Timebuyers: how do these fit your fall schedules?

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!
1 STRIP ACROSS THE BOARD

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!
7 SPOTS

NELSON BAKER SHOW

1st in its time period!
1 STRIP ACROSS THE BOARD

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!
6 SPOTS

SHOPPIN' FUN

Top locally produced show in its period!
4 SPOTS

MORNING IN MARYLAND

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

For quick action, write, wire or phone your John Blair man or any account executive of

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

**deft
in
the
afternoon**



COLOSSUS OF THE CAROLINAS



Handsome, affable Jim Patterson, MC of WBT's afternoon-antic show, "By Jimminy", is deft with discs and cunning with commercials. Sponsor messages, introduced by any prologue from a storm at sea to a 10-second playlet (all Patterson voices), rate high attention—and an audience larger than the next *two* most popular Charlotte 4:30 P. M. programs. For serene selling to 3,000,000 Carolinians, investigate "By Jimminy"!

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

Fumble

EDITOR:

... An item ... in your "CLOSED CIRCUIT" column ... in the July 7 issue ... stated that Chevrolet was planning on a "large scale spot radio" campaign and that Chevrolet had "lost first place," etc. Just for the records, we would like to state that neither point is correct.

First, we would like to say that Chevrolet has used large scale spot radio over the years and quite likely will do so again in future advertising programs. However, at the present writing, there isn't any such activity planned—particularly in view of the present market. Even before the serious steel strike consequences, Chevrolet cars and trucks were in heavy demand by dealers, reflecting continued high level preference for Chevrolet products by the country's car buyers.

Secondly, Chevrolet sales leader-

open mike



ship, as official R. L. Polk registration figures will confirm, is substantially ahead of its nearest competitor—a position which Chevrolet cars and trucks have enjoyed every single year since post-war automotive production was resumed (as well as the pre-war years—passenger cars, 1936 through 1941 and trucks, 1938 through 1941) ...

Colin Campbell
Vice President
Campbell-Ewald Co.
Detroit

[EDITOR'S NOTE: The information on which the "Closed Circuit" was based came from a source which hitherto has been reliable. B.T. regrets that in this instance he and it were wrong.]

Mismanagement

EDITOR:

Your editorial, "Cause and Effect," BROADCASTING • TELECASTING July 28, is the first clear-headed analysis of the radio industry's aches and pains that I have heard.

Virtually every problem radio has today, rate deals, operator shortages, declining monthly gross, and all the rest of the so-called television-caused ills, are traceable not to the new medium solely, but to management of the old.

Successful management is more

than local civic functions, conventions, frequent hunting and fishing trips and letters of woe and grief to BROADCASTING • TELECASTING.

James P. Rodgers
Chief Engineer
WTUS Tuskegee, Ala.

* * *

Stop the Presses

EDITOR:

I've had a gripe on my chest for several years and it's about time I got it off.

There is no doubt that newspapers are radio's prime competition. Therefore, why does radio, especially the networks, insist on airing programs that laud and extoll newspapers? I am referring to those programs where Homer Beaglepuss, star reporter, leaps into the fray and saves the city hall from burning down with a few squirts from his trusty fountain pen—or when Lancelot Printerzink, hairless editor of the Daily Blatt, marches into the gangster's den, announces that "he is a newspaper man", and calmly keeps score as all the "bad men" drop dead.

Let's sell radio!

William R. Tedrick
Vice Pres. & Gen. Mgr.
WOKZ Alton, Ill.

* * *

Hooray from Houma

EDITOR:

We wish to congratulate NBC on their *Bob and Ray Show*, the answer to the P.I. problem. We think this is the first constructive step ever taken by a national network to combat this thorn in the broadcasters' side.

We hope that this program will elevate and educate the consuming public.

The Staff
KCIL Houma, La.

[EDITOR'S NOTE: In case anyone isn't familiar with the spoofing "mail order" items offered by NBC's zany pair, the handy burglar kit is a fairly typical example.]

* * *

Starry Eyed

EDITOR:

May I add my voice to that of the many other broadcasters of the United States who are deeply grateful for your splendid sale of radio's tremendous impact and the maintenance of our rates. I especially appreciated your editorials concerning the CBS affiliates meeting. One of the broadcasters on this committee was a boy I started with in radio 20 years ago. Our salary was something like \$18.00 a week. At that time, we were starry eyed with the future of this great medium. Frankly, we still are. He is the manager of a 50 kw station, and I am a station owner, but we believe radio will never lose its place as the greatest medium of mass communications.

John Cohan
Owner
KSBW Salinas, Calif.

take a tip from the wise old owl

Buy

WHOO

10,000 WATTS

ORLANDO, FLA.

T.V.

Edward LAMB ENTERPRISES

Edward Lamb Enterprises, Inc., Hotel Barclay, 111 E. 48th St., N. Y. C.

WICU-TV-Erie, Pa., Headley-Reed WTVN-TV-Columbus, O., Headley-Reed WTOD-Toledo, O., Headley-Reed
WIKK-Erie, Pa., H-R Co. WHOO-Orlando, Fla., Pearson Erie Dispatch-Erie, Pa., R-F

The top 10 daytime programs*
in the Pittsburgh area are all
aired on KDKA.

Of the first four of these pro-
grams, three are local shows
produced by KDKA.

*Nielsen Radio Index
Jan.-Feb. 1952

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

869,000 homes*

in the Pittsburgh area tune
to **KDKA** in the course of
an average week.

*Nielsen Radio Index
Jan.-Feb. 1952

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

Homes in the
Pittsburgh area spend
five million hours*
weekly listening to KDKA.

*Nielsen Radio Index
Jan.-Feb. 1952

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

869,000 homes*

in the Pittsburgh area
spend an average of over
six hours per week tuned
to KDKA.

*Nielsen Radio Index
Jan.-Feb. 1952

KDKA PITTSBURGH
50,000 WATTS
NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free & Peters except for WBZ-TV;
for WBZ-TV, NBC Spot Sales



Q What was Thomas Jefferson's attitude on beer and brewing?



A He brought brewers to this country because he wanted beer to become popular here.

Like many of our Founding Fathers, Thomas Jefferson, author of the Declaration of Independence, regarded beer as a beverage of moderation. Speaking of beer, Jefferson once wrote, "I wish to see this beverage become common." Toward this end, he brought brewers from Bohemia to teach Americans the art of brewing.

Jefferson's wish was fulfilled—for this beverage of moderation is now served in about two out of every three homes in America.

More about the economic, social and historical role of beer is presented in the book, "Beer and Brewing in America." For a free copy write to the United States Brewers Foundation, 21 East 40th Street, New York 16, N. Y.

United States Brewers Foundation

Chartered 1862



One of America's oldest continuous non-profit trade associations, representing over 85% of the country's malt-beverage production.

Spot . . .

MAINE SARDINE INDUSTRY, Augusta, Me., using one-minute spots three times weekly each morning in more than 50 radio markets in South starting early Aug. for ten months. Agency: Brooke, Smith, French & Dorrance, N. Y.

BALTIMORE TABERNACLE, Phila., adding number of stations for annual early fall campaign in about 100 radio markets. Agency: Walter F. Bennett, Phila.

BOHEMIAN DISTRIBUTING Co., L. A. (Bulldog beer), has started 18-week spot announcement campaign on KFSD KCBQ KGB KSON KSDO KFMB San Diego, KAFY KERN KERO KPMC Bakersfield, KDB KIST KTMS Santa Barbara, KVEN KVVC Ventura, KXO El Centro, KROP Brawley and XEMO Tijuana, Mex. Agency: Foote, Cone & Belding Inc., L. A.

JOHNSON & JOHNSON, New Brunswick, N. J. (toiletries), placing daytime minute breaks starting today (Monday) for six weeks. Agency: Young & Rubicam, N. Y.

WESTINGHOUSE Corp., L. A., starts concentrated spot announcement campaign on KECA KFAC that city, KLAC KNX KMPC KFWB Hollywood and KBIG Avalon, for four weeks from today (Monday). Agency: Irwin Co. Inc., Beverly Hills.

Network . . .

P. LORILLARD Co., N. Y. (Embassy cigarettes), will sponsor *The Web* Sun., 10-10:30 p.m., effective Sept. 28, on CBS-TV. Agency: Geyer, Newell & Ganger, N. Y.

PRUDENTIAL LIFE INSURANCE CO., N. Y., will sponsor 10-10:30 p.m. period of *Your Show of Shows* Sat. on NBC-TV, effective Sept. 6. Agency: Caulkins & Holden, Carlock, McClinton & Smith, N. Y.

Agency Appointments . . .

BONOIL PACKING Co., Brooklyn, N. Y. (package food distributor), appoints Dowd, Redfield & Johnstone Inc., N. Y., and parent company, John C. Dowd Inc., Boston. Test radio spot campaign in selected New England markets is being considered.

BOYS' APPAREL GUILD OF CALIF., L. A., and **RENAAR OF CALIF.**, that city (ties for sport shirts), appoint Abbott Kimball Co., that city.

BROOKLYN PAINT & VARNISH Mfg. Co., N. Y., names Anderson & Cairns, same city. Television campaign introducing firm's new Dreem interior paints planned in New York metropolitan area.

E. JORDAN BROOKES Co., L. A. (distributors non-ferrous metals), appoints Irwin Co. Inc., Beverly Hills.

AUTOMATIC PENCIL SHARPENER Co., Beverly Hills, appoints Julian R. Besel & Assoc., L. A.

SAFETY ZIPPER Corp. N. Y. (zipper slider), names Gibraltar Adv., N. Y.

Adpeople . . .

RALPH E. WHITING named general advertising manager of Armour & Co., Chicago, succeeding the late **DONALD B. HAUSE**. **KENNETH B. SKILLEN** replaces Mr. Whiting as advertising manager of Auxiliaries Div.

MURIEL SINCLAIR, advertising department, Lipman, Wolfe & Co., Portland, to White Stag Mfg. Co., that city (clothing), as advertising-promotion manager. She succeeds **BETTY LANCASTER**, who joins Agency Lithograph Co., that city, in similar capacity.

JACK AXELROD, assistant director of sales for Koret of Calif., S. F. (women's wear), to Rose Marie Reid Co., L. A. (swim suits), as assistant to vice president in charge of sales-advertising.

CHARLES CABANA, advertising manager, Pryne & Co., Pomono, Calif. (electric exhaust ventilators, lighting fixtures, wall heaters), adds duties of assistant sales manager.



HOUSTON'S FIRST PULSE REPORT

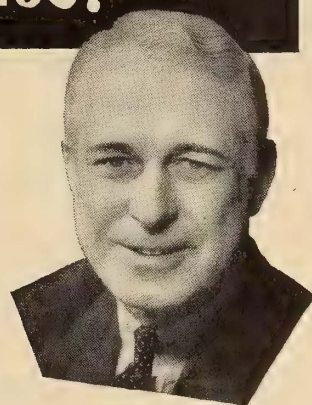
(APRIL - MAY 1952)

CONFIRMS HOOPERATINGS!

Daytime $\frac{1}{4}$ Hours
8:00 A.M. to 6:00 P.M.

Nighttime $\frac{1}{2}$ Hours
Monday through Sunday

	KPRC	26	40
Network Station B	10	22	
Network Station C	4	4	
Network Station D	0	18	



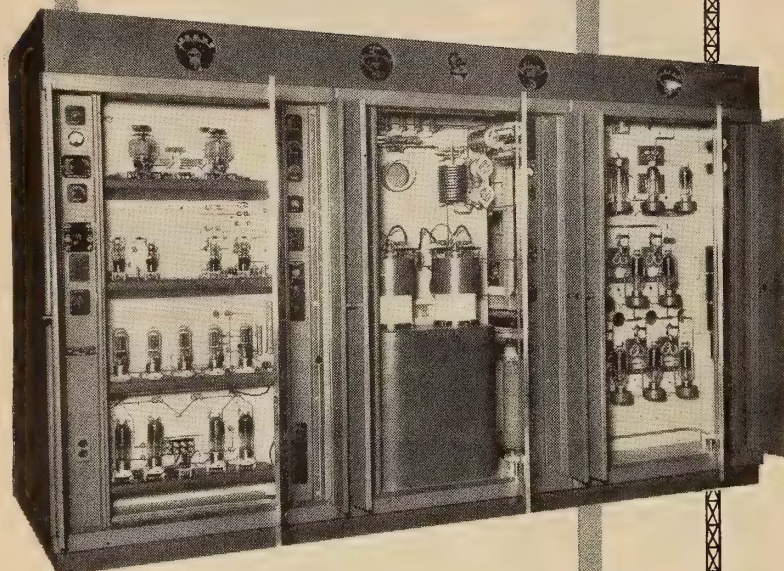
There's NO CONTEST between the rating services in Houston! Hooperatings through many years have been positively confirmed by Houston's First PULSE REPORT (April-May 1952) showing that now, as it has been for 27 years, KPRC is FIRST!

NBC and TQN on the Gulf Coast

JACK HARRIS, General Manager

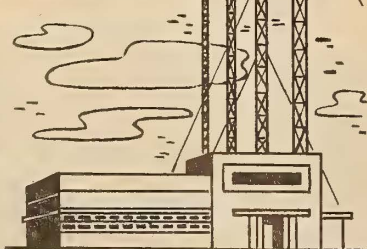
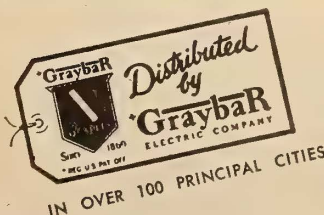
Nationally Represented by EDWARD PETRY & CO.

IDEALLY SUITED TO REGIONAL BROADCASTING



...the *Continental* Type 315 5000 Watt AM TRANSMITTER

Present day regional stations utilizing directional antenna systems find this modern transmitter ideally suited to their requirements. No features that would improve performance, reliability, and ease of installation have been omitted. Important refinements, such as extra equipment for matching transmitter output to highly selective load circuits, are included. Complete details furnished on request.



**Continental
Electronics**
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 10, Texas

On All Accounts

(Continued from page 10)

dicating the consumer is already "sold" on the account's product; the citrus advertising goal therefore is clear-cut: Increase consumption. Ninety-eight percent of U. S. families buy citrus one or more times a year, he notes. Per capita consumption of the entire U. S. citrus production stands at 1.52 ounces per day; therefore, he says that by raising the figure to just two ounces a day, citrus production would have to be increased 65 million boxes a year, or a total of twice the size of Florida's '50-'51 orange crop.

No Single Medium

The company refuses to limit itself to use of a single advertising medium. No one segment is happy about this, but none can deny that the advertising agency knows why it chooses each type for the particular job to be done. Jack Forsheaw admits they try to make the buys that will stretch the grower's dollar the furthest, that is, using all the media they can possibly afford.

As for radio and TV, he says both have shown excellent results in citrus advertising. In TV, participation shows usually are used because of their proportionately low cost and attentive audience. In radio, spot announcements are used at the most strategic times to reach the largest possible audience.

Mr. Forsheaw was born in Scranton, Pa., where he received his early education. After graduation from Lehigh he did a five-year stint with IBM. During World War II, he worked with the U. S. Air Force in Washington, D. C., setting up that service's statistical control program.

Has 'Real Hobby'

Although he has little leisure time for pursuits other than his job, Mr. Forsheaw finds the time to engage in more than one phase of his "real hobby—children's activities." He works with the Lakeland Model Airplane Flying Club. He's active in the Lakeland Optimist Club's projects—the new children's pram sailing fleet, Little League (baseball), and the Pop Warner Foundation midget football program. He was instrumental in bringing the latter's championship games to Lakeland last Christmas and having the Santa Claus Bowl Games carried on a nationwide radio and TV hookup. He's a member of the advertising committee of the Lakeland Chamber of Commerce and attends the Presbyterian Church.

He and the former Sherlie Jacobus were married in New York in 1935. They have two children: Diana, 14, and Frank, 11. The youngsters' current projects, said to involve an occasional assist from dad, are caring for a horse and a calf.



TWO executives of WHAS Louisville proudly preside over cake-cutting ceremonies that high-pointed the station's 30th anniversary [B • T, July 28]. Cutting cake is Program Director Sam Gifford (l) while Sales Director Neil Cline stands by.

milestones . . .

► CKCK Regina, Sask., marked up 30 years on the air July 27 and is one of the first Canadian outlets to reach the age. Station, started by the *Regina Leader-Post* as a 500 w outlet, now operates with 5 kw and is still under the same ownership.

* * *

► KFJI Klamath Falls, Ore., on July 19 began its 30th year of service. KFJI was originally licensed in 1923 as a 100 w station in Astoria, Ore. It moved to Klamath Falls in 1931. On April 29, 1950, the station increased its power to 5 kw daytime, 1 kw nighttime. Executives include W. D. Miller, president, and Dick Maguire, station manager.

* * *

► WSNY Schenectady, N. Y., observed its 10th birthday July 15 and acknowledged five national awards. The station also received congratulatory messages from industry and government leaders. For its anniversary the station prepared a folder featuring stars and programs heard on WSNY.

* * *

► OCT. 6 will bring a double anniversary for the *Railroad Hour*, sponsored by the Assn. of American Railroads Monday on NBC radio. The program will open its fifth year on that date and it will be the beginning of the fifth year for most of the *Railroad Hour* family.

* * *

► WHLI-AM-FM Hempstead, L. I., celebrated its fifth anniversary July 22, when station spokesmen claimed a greater daytime listening audience for WHLI than any other Long Island outlet, with doubling of ratings since 1948. Paul Godofsky is WHLI president and general manager.

* * *

► WSPD-TV Toledo observed its fourth anniversary July 21.

know-how

makes for can-do

in milwaukee!

Look what's happened so far.
In just a few months, WCAN (formerly
WMAW) has made the people in the nation's 13th
market really sit up and listen*. They've been able
to do it because WCAN is now owned and
operated by men who have spent their lives in
radio. They know what makes for top-flight
programming . . . they know what builds
audiences. Before buying time in this thriving
market . . . find out what WCAN can do to sell your
product faster and at less cost.

Alex Rosenman
general manager

1250 on the dial

ABC affiliated

WCAN

milwaukee's can-do station

*and we have the facts
and figures to prove it.

represented nationally by O. L. TAYLOR

“We prescribe KWKH”

Says T. A. WILLIAMS

Owner, Williams Physicians and Surgeons Supply Co.
and Williams Physicians and Surgeons Pharmacies

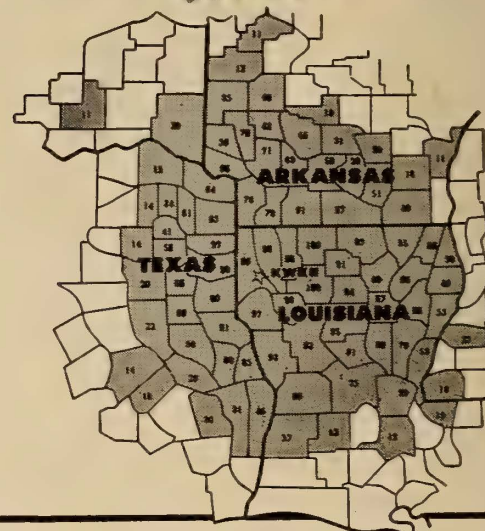
To meet competition from the modern, mass-merchandising drug store, a professional pharmacy needs more than “a good reputation”. Read what Mr. T. A. Williams recently wrote us about KWKH's big contribution to the success of his pharmacy operation.

“I personally want to thank KWKH for the large part they are playing in increasing our sales volume. Operating a strictly professional type of pharmacy in competition with many cut-price drug stores, we had a big job on our hands. We gave that job to KWKH knowing it to be most popular as well as the most powerful radio station in this area.

“Our advertising over KWKH has gone far in acquainting the general public with the advantages of having their prescriptions filled and obtaining their sickroom supplies at a professional store. It has very successfully increased our local retail volume as well as our mail order prescription business.

(Signed) T. A. Williams, F. A. C. A.”

50,000 Watts • CBS Radio •



KWKH DAYTIME BMB MAP

Study No. 2—Spring 1949

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

KWKH

A Shreveport Times Station

SHREVEPORT

The Branham Company
Representatives

Henry Clay, General Manager

Texas

LOUISIANA

Arkansas

NBC-TV GETS FOOTBALL

(COPYRIGHT 1952 BY
BROADCASTING PUB. INC.)

NBC has obtained exclusive television rights to 11 major football games which the National Collegiate Athletic Assn. will permit to be telecast and is offering them for either single or multiple sponsorship at a total price of \$2,633,050, BROADCASTING • TELECASTING learned last week.

The schedule will run successive Saturdays, Sept. 20—Nov. 22, plus Nov. 27, Thanksgiving.

The network, it was learned, has already approached a number of prospective sponsors. Of the total price being asked, \$1,135,750 is for time charges on the 63-station network which will carry the telecasts and \$1,497,300 for rights, pickup and cable charges, and for agency commissions.

Negotiations between NBC-TV and the individual colleges represented on the schedule have been in progress for several weeks, it was learned. Although reportedly no final and firm agreements as to prices have been reached, it was understood that the network expected to pay out about \$700,000 in rights to the various schools.

The schedule of games:

Sept. 20: Kansas vs. Texas Christian.

Sept. 27: Tennessee vs. Mississippi State or Ohio State vs. Indiana—whichever the sponsor chooses.

Oct. 4: Stanford vs. Michigan.

Oct. 11: U.C.L.A. vs. Rice.

Oct. 18: Ohio State vs. Washington State or Yale vs. Cornell—sponsor's choice.

Oct. 25: U.S.C. vs. California.

Nov. 1: Purdue vs. Michigan State or Boston U. vs. U. of Maryland—sponsor's choice.

Nov. 8: Notre Dame vs. Oklahoma.

Nov. 15: Georgia Tech vs. Alabama or Yale vs. Princeton—sponsor's choice.

Nov. 22: Illinois vs. Northwestern.

Nov. 27: Pennsylvania vs. Cornell.

Only one other major college game will be seen on TV this season, under the NCAA restrictions. That is the Army-Navy game to which Gillette Safety Razor Co. owns the television rights. As yet Gillette has not announced what facilities it will use.

Unlike the more rigidly restricted college television schedule of last year, no television markets will be blacked out of any of this

year's telecasts. Last year the NCAA required that television stations in the vicinity of the games be denied the telecasts.

Under the 1952 plan which was announced two months ago [B•T, June 9], the NCAA itself reserved the right to choose the entity, either a network, sponsor or group of sponsors, to which it would accord the cherished privilege and considerable expense of carrying the selected schedule. It was emphasized that this choice would not necessarily be made upon the highest bid.

The association also said it would insist that any sponsor of the games must be an "organization

of high standards." Whether this meant that NBC-TV, having become the NCAA's chosen instrument, would also have to obtain NCAA clearance of whatever sponsors it lined up could not be learned.

The NCAA will make an assessment on TV receipts obtained by the participating colleges, in order to finance the activities of its television committee. Last year 18 cents of every dollar was withheld for this purpose, but it was not believed the amount of the assessment would be that high this year.

So far as is known, the NCAA does not intend this year to embark on any survey program as costly as

the \$50,000 study conducted last year for it by the National Opinion Research Center on the effects of television on the football gate.

The NORC study of the 1951 season [B•T, May 12] concluded, in seeming contradiction, that though colleges whose football games had no football TV competition fared worse in 1951 attendance than those that did have TV competition, football telecasts "exercise a harmful effect on college football attendance."

Following the submission of the NORC study, the NCAA's television committee, headed by Robert A. Hall, of Yale, came out with its 1952 control plan.

CBS RATE SHOWDOWN Meet Set Aug. 12

THE SHOW-DOWN stage of CBS Radio-Affiliate negotiations on rate structure will be reached Aug. 12 at a mass meeting of 200 affiliates of that network—including bonus outlets—called for Chicago by the CBS Radio Affiliates Committee.

The meeting will hear a report from George Storer, president of Storer Broadcasting Co. and chairman of the committee, on the conversations with CBS officials at four lengthy meetings during the past month, which concluded with a 13-hour session last Tuesday in Chicago.

The committee will give to the full group its conclusions and recommendations. While details were lacking, the scope and importance of the session were set forth in this telegram sent to all affiliates:

You are requested to attend a meeting in Chicago at the Conrad Hilton Hotel at 10:00 a.m., Aug. 12 to hear a report from your committee appointed by CBS Affiliates on July 2 respecting this negotiation with CBS Radio during the past four weeks and to take appropriate action. We cannot urge too strongly your attendance because the course of action which you determine after hearing our report and recommendation will influence greatly your future radio operations. Please wire acceptance and request for room reservation to Storer Broadcasting Co., Room 704, 230 North Michigan Ave., Chicago.

CBS RADIO AFFILIATES COMM.
George Storer, Chairman

While there was unified silence on the part of both the committee and network, it was evident that the committee was not of one view and that some middle-ground recommendation would be made to the affiliates. The network's position heretofore has been that a steep cut in nighttime rates is essential to stabilize the business, while the majority of the affiliates had contended that this could only lead to less, rather than more, advertising revenue.

The inference was drawn that concessions were tentatively agreed upon on both sides, but that the determination was up to the affiliates themselves.

Discount Structure

Presumably, the recommendation will be for a more liberal discount structure, rather than decreased rates. There also will be a proposal for increased daytime rates, it's understood. Of the nine members of the CBS Affiliates Committee present, it was indicated that seven favored such an approach, while two abstained from voting.

Mr. Storer declined to reveal any details of the prolonged discussions or to report on the topics that were covered. He said only that his group had been empowered by the entire body of affiliates to conduct exploratory discussions with the top management of CBS and to return with a report of what had transpired and the committee's

recommendations for the future.

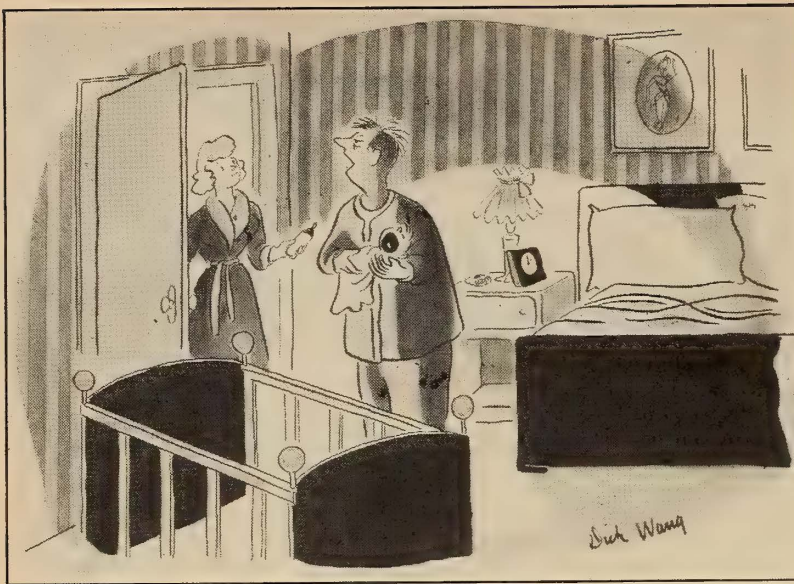
Some top industry figures are inclined to believe that the discussions went far beyond the question of network rates and into the primary considerations of the place and the value of CBS—or any other nationwide radio network—in the present day broadcasting and advertising picture.

Admitting that their reasoning is purely speculative, at least so far as it may relate to actual discussions between CBS executives and the affiliates committee, these observers point out that times have changed since the days of 1926 when network radio first came into being on a permanent basis. The creation of networks then was vital to the continued existence of broadcasting.

"We didn't get very far," was the comment of one committee member. Nothing was resolved, he said, "and about all we can do now is to make the best deal we can."

A palliative measure presumably suggested by another member of the affiliates committee was that CBS cancel talent fees on unsold portions of its network co-op shows. For example, for network co-ops which are one-third sold, he is understood to have proposed that CBS release the other two-thirds for local sale without talent fees, enabling the station

(Continued on page 34)



Drawn for BROADCASTING • TELECASTING by Dick Wang

"Nights like this make me wish we'd got the television set instead."

REALIGNMENT

Made in WMAL's Sales

APPOINTMENT of George L. Griesbauer as head of TV sales for WMAL-TV Washington and Harvey L. Glascock Jr. to the post of radio sales manager for WMAL-AM-FM was announced last Wednesday by Kenneth H. Berkeley, general manager.

Mr. Griesbauer has been sales manager of WMAL since March.



Mr. Glascock Mr. Griesbauer

He had formerly served as an account executive with WNBW (TV) Washington.

Mr. Glascock transfers to his new position from WOOK Washington where he was assistant to the president. He has had previous sales experience as an account executive with WINX Washington and WEAM Arlington, Va.

Meck Raises Budget

MECK Television Inc., the retail outlet operation of Scott Radio Labs., Chicago, has doubled its radio budget in eight markets and will use the medium extensively in Dallas, where it opened its first store last week. Spot schedules in Grand Rapids, Kalamazoo, Detroit, Toledo, Cincinnati, Washington, Louisville and New York are being expanded on most of the present 15 stations by addition of quarter-hour strip programming with a local disc jockey. Agency is Ross Roy, Chicago.

INSURANCE COMMITTEE

Appointed by NARTB

PROTECTION from libel suits, particularly significant in light of the forthcoming political campaign, is one of the vital jobs on the agenda of the newly appointed NARTB Insurance Committee.

Among other activities, the Committee is due to study industry-wide group life and disability insurance for employes and tower insurance.

An NARTB tower study, based on questionnaires sent to all stations earlier this year, has been completed and is being submitted to various insurance companies for their bids.

Heading Insurance Committee is Roger W. Clipp, WFIL Philadelphia. Members are: C. T. Lucy, WRVA Richmond; Edgar Kobak, WTTA Thomson, Ga.; Harold Essex, WSJS Winston-Salem, and one to be appointed.

ANA to Meet Sept. 29

ANNUAL meeting of Assn. of National Advertisers will be held in New York's Hotel Plaza from Sept. 29 through Oct. 1, ANA Chairman Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, announced Wednesday. He said the program committee will include Harry Deines, general advertising manager of Westinghouse Electric Corp., and William Smith, director of advertising for Thomas J. Lipton Inc., as co-chairmen.

MBS Offers Golf Co-op

MUTUAL coverage of two top golf tournaments — All-American and World Championship matches — at Chicago's Tam O'Shanter Country Club, Aug. 3 and 10, is being offered to stations for co-op sponsorship, according to Bert Hauser, MBS director of co-operative programs.

AUTO RADIOS

Top 27.5 Million,
Says BAB's Sweeney

NUMBER of radio-equipped automobiles in the U. S. has climbed from 7.5 million in 1946 to more than 27.5 million this year and in the face of this tremendous growth the broadcasting industry has underestimated its automobile audience by more than four million cars.

This was a major point stressed by Kevin B. Sweeney, vice president of Broadcast Advertising Bureau, as he outlined the results of the first national survey of radio's "Listeners on Wheels" before a meeting of the Illinois Broadcasters Assn. in Peoria on Thursday.

He urged broadcasters to collect automobile radio figures for their individual markets in order that advertisers may buy this audience. Mr. Sweeney said the radio audi-

ence dwarfs the combined circulations of the four largest magazines (15.5 million copies) and the total circulation of all U. S. morning daily newspapers (21,200,000 copies).

The survey, financed by BAB and conducted by The Pulse in more than 250 locations, is incorporated in a second edition of BAB's "Listeners on Wheels" series. The first edition, subtitled "Interim Report," was sent to BAB members, agencies and advertisers about a month ago [B•T, July 7]. The new report, entitled "First National Survey," will be distributed in about a week.

Mr. Sweeney hammered away at the point that broadcasters for the past three decades have underestimated the automobile audience. He cited an industry estimate of 23.5 million cars equipped with radio on Jan. 1, 1952. Results of the Pulse survey showed there were 27,424,500 passenger cars alone so equipped by April 1952, he said.

20 Million Increase

Reminding listeners that the number of radio-equipped automobiles has increased 20 million since 1946, Mr. Sweeney contended this new medium is deserving of at least \$125 million extra a year and of extensive cultivation by advertisers.

"More than one-third of all U. S. adults ride in radio-equipped automobiles every day," Mr. Sweeney declared. "That's worth at least \$125 million additional if advertisers are willing to spend \$200 million on the four magazines whose circulation doesn't come within 12 million units of the automobile audience alone."

Other points by Mr. Sweeney: 92.4% of all postwar model automobiles are radio-equipped. About 25% of all U. S. radios now are in automobiles. Radio listening in automobiles is very much higher during most hours than the highest home listening.

NEWS EQUALITY

Urged at IBA Meet

STRONG pressure to persuade the Illinois legislation to permit radio and TV coverage of state government hearings, on the same basis as pen and pencil reporters, was urged by the legislative committee of the Illinois Broadcasters Assn. at the association's mid-year meeting July 31-Aug. 1 at the Hotel Pierre Marquette in Peoria.

More than 40 members also heard the IBA TV committee report on its activities opposing the entrance of the U. of Illinois into TV station ownership. The committee urged that the organization continue its program as outlined and adopted last year [B•T, Aug. 13, 1951].

The committee reports were made by Merrill Lindsay, WSOY Decatur, for the TV committee, and by Oliver J. Keller, WTAX Springfield, for the legislative committee.

Call for a united front between state broadcasters' associations and NARTB was sounded by NARTB President Harold E. Fellows. Mr. Fellows said that broadcasters are a "shining target" for crippling legislation because they are in a licensed industry. He cited the Benton Bill in Congress and the Hawaiian tax case as examples of discriminatory legislation aimed at broadcasters.

The bill (S 1579) introduced in the 82nd Congress by Sen. William Benton (D-Conn.) would establish a National Citizens Advisory Committee. The Hawaiian tax situation arose when the territorial government included radio stations under a business gross sales levy. This was appealed by KPOA Honolulu. The lower courts upheld the right of the territorial government to impose the tax and an appeal is now pending before the U. S. Circuit Court of Appeals in California.

After a talk by Kevin Sweeney, vice president of Broadcast Advertising Bureau (see story above), a BAB sales clinic was held with Fred C. Mueller, WEEK Peoria, as chairman.

Small to WMIL

FRANKLIN H. SMALL, vice president and sales manager of WNDR Syracuse, has been appointed to a similar position at WMIL Milwaukee. A veteran of 32 years in radio, Mr. Small was at one time manager of the Professor Quiz network program. Prior to his association with WNDR, he was on the staff of WMGM New York.



Mr. Small

RADIO-TV NAMES

Flower in Presidential Candidates' Camps

AS THE political gladiators prepare to shift from stage to stump, their best foot forward in calculated pursuit of the American vote, radio-TV broadcasters and broadcasting are sure to cut across their path on the road leading from the Amphitheatre to the White House.

In informed quarters it has been estimated that as much as \$3 million will be expended by each party in television and radio time from Labor Day to Election Day.

Seldom in the history of a Presidential election year has the road been dotted with as many industry names so intimately associated with the gladiators as during the 1952 post-convention campaign.

Industry can preen itself on a veritable *Who's Who* of broadcast personalities, all slated to play varying roles from now to Election Eve—and thereafter.

Radio-TV cuts across the names of both the Democratic and Republican Presidential nominees—Adlai E. Stevenson and Gen. Dwight D. Eisenhower—down through a list of prominent personalities that bridge advertising agencies and other related pursuits.

J. Leonard Reinsch, Frank E. McKinney, Milton and Earl Eisenhower, Stanley Pratt, Sen. Fred A. Seaton (R-Neb.), Sigurd Larmon, —these are the more noted who are identified in some manner with the industry.

While some broadcasters are actually working closely with the two party candidates, others will cover their activities with fervor undiminished by the relentless pace of the national political conventions. And the ad agencies will work feverishly to prepare media blueprints portending heavy use of radio and television time.

What radio and, particularly, television managed to do in what-

ting the public's interest in national politics with unlimited network-station convention coverage may be infinitesimal compared to swinging the elections for either candidate.

The magnitude of the venture is such as to invite an observation that the manner in which candidates Stevenson and Eisenhower conduct themselves before microphones and cameras most likely

will assure a successful journey to the White House.

The pace with which both national committees will conduct their radio-TV campaigns had not crystallized last week. Both parties, however, were priming for organizational meetings which would set the pattern.

There were these developments:

● Stanley R. Pratt, president



AMONG key appointments to Gen. Dwight D. Eisenhower's campaign organization staff, announced in Washington last Wednesday, was that of Stanley R. Pratt (r), president and general manager, WSOO Sault Ste. Marie, Mich. Occasion was meeting of Republican campaign officials with GOP National Committee Chairman Arthur Summerfield. L to r are: Robert Humphreys, new Republican National Committee publicity chief; Mr. Summerfield, who also is Gen. Eisenhower's campaign manager; Wayne J. Hood, new executive director of committee; and Mr. Pratt, named personal representative of Mr. Summerfield, assigned to Gen. Eisenhower.

and general manager of WSOO Sault Ste. Marie, Mich., was named special representative for GOP Chairman Arthur Summerfield, assigned to Gen. Eisenhower.

● The Republican National Committee appointed Kudner Agency, New York, to handle its advertising activities for the election drive, and confirmed it had "lined up time" on the major radio-TV networks.

● Mr. Reinsch is slated to continue as TV consultant to the national Democratic committee through the November election.

● The Democratic committee met Thursday with representatives of the Joseph Katz Co. to confer on future media plans. They will meet again within 10 days to map strategy attuned to Gov. Stevenson's campaign concepts.

Mr. Pratt's appointment was announced by Chairman Summerfield last Wednesday. In his new capacity, Mr. Pratt will serve as administrative assistant responsible for maintaining liaison with Eisenhower headquarters. It was presumed that he would take leave of absence from WSOO during the next few months to fulfill his political responsibilities, with offices in Denver if the GOP decides to maintain a branch there.

Mr. Pratt was 1950 campaign director for the Michigan State Central Committee and was assistant to Mr. Summerfield in the 1948 campaign.

He also is District 8 director on
(Continued on page 38)

COSMETICS

THE FACE of radio and TV is getting a new lift as a result of increasing attention to it from leading cosmetics firms, BROADCASTING • TELECASTING learned last week.

At least six of the beautifying products concerns have enlisted the broadcast media to exploit their goods starting this fall. Network and spots both stand to gain from the expenditures.

Hazel Bishop lipstick, New York, in addition to recent network radio buys, currently is negotiating with NBC-TV for sponsorship of the half-hour TV show, *This Is Your Life*, with Ralph Edwards. The advertiser is said to be allocating approximately \$2.5 million over its present advertising budget to sponsor the show. The program would start in the fall on NBC-TV on Saturday with the exact time not yet set. The firm, in addition to promoting its indelible lipstick on the show, also will exploit its newest product, "Complexion Glow," a new type of face rouge. This is said to be the first time a rouge product will have been sponsored on TV.

Hazel Bishop starts today (Mon-

day) with sponsorship on NBC radio of both a daytime serial, *Lorenzo Jones*, Monday, Wednesday and Friday, 5:30-6 p.m., and *Inside News From Hollywood* with Jay Simms, Mon.-Fri., 2:55-3 p.m. The new TV show and the radio programs all are in addition to the firm's current sponsorship of *Cavalcade of Stars* on the DuMont TV Network. Raymond Spector, New York, is the agency.

National Spot Drive

Another cosmetics firm, which has settled on radio and TV to promote its products for the second successive year, is Shulton Toiletries Inc., New York (shave cream products), through Wesley Assoc., New York. The firm will start a national spot campaign Oct. 1 in 75 radio markets and 18 television markets with one-minute spots to run through the Christmas holidays. This year's campaign is an increase over last year's. The radio and TV station list currently is being lined up by the advertising agency.

Coty Inc., New York, which used only a local TV spot campaign during the summer, is planning an expanded radio-TV spots combina-

tion in four or five markets to start Oct. 1. Franklin Bruck, New York, is the agency.

Harriet Hubbard Ayer, New York, through Ellington Inc., same city, has had film commercials especially created for tests in three or four markets this fall. The firm probably will use television for holiday promoting if the test is successful.

Andrew Jergens Co., Cincinnati, onetime heavy radio advertiser when the firm sponsored Walter Winchell and a continuous sponsor of *Jergens Journal* on ABC radio until this year, has turned to television with a contract for the John Daly show, *It's News to Me*, on CBS-TV, Friday, 10-10:30 p.m. EST, starting Nov. 7. Robert W. Orr & Assoc., New York, services the account.

Warner-Hudnut, through Kenyon & Eckhardt, New York, a fortnight ago was the first of the cosmetics firms to turn to a fall radio and TV package when it underwrote sponsorship of the Edgar Bergen & Charlie McCarthy show on CBS Radio, Sunday, 8-8:30 p.m. EDT, with collateral rights to all Mr. Bergen's TV appearances.

CBS-TV Must Letter

IN A LETTER sent to all advertising agencies last week, Fred M. Thrower, vice president in charge of CBS-TV sales, stated that all advertisers sponsoring TV shows between 8 and 10:30 p.m. must increase their station list to 35 stations or forfeit the weekly discount on the station hourly basis.

It was estimated that approximately a half dozen current advertisers would thus have to increase their station list within six months—adding anywhere from one to 10 stations—in order to earn the weekly discount.

New orders for that time hereafter would have a 35-station hookup as a must to earn the discount.

NBC REALIGNMENT

Station Relations Merge

NBC's program of reuniting its radio and TV personnel into a consolidated operation—begun in June when Sylvester L. (Pat) Weaver Jr. was named vice president in charge of both radio and TV networks, with Frank White as vice president and general manager of both [B•T, June 12], and completed at the executive level a month later [B•T, July 21]—was extended to the operating personnel last week: A merger of radio and television staffs of the station relations department was effected.

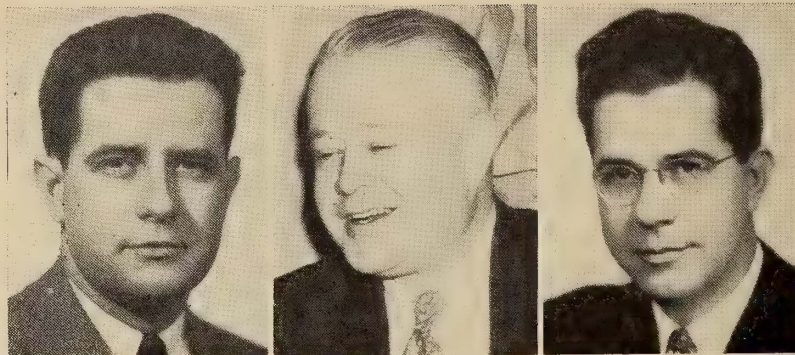
Revised set-up, announced by Harry Bannister, vice president in charge of station relations, gives Sheldon B. Hickox Jr., formerly director of TV station relations, the new title of director of station relations. He will report to Mr. Bannister.

Thomas E. Knode, formerly TV station relations contact representative, becomes manager of station relations, reporting to Mr. Hickox. Fred Shawn, formerly director of radio station relations, moves to an executive position in the radio and TV network production department.

Station contact representatives, all now serving both radio and TV affiliates of NBC in the newly integrated operation, will report to Mr. Knode. They are: Paul Hancock, Stephen A. Flynn, Donald Mercer, Ogden Knapp, Alan D. Courtney, William M. Kelley, Raymond O'Connell, Joseph Berhalter, Paul Rittenhouse.

Also reporting to Mr. Knode are: H. Pierre Hathaway, supervisor of radio station clearance; Hamish McIntosh, supervisor of TV station clearance; Donald E. Clancy, supervisor of affiliated contracts.

Similar integration is being worked out in other NBC departments, with announcements to be made as each section of the network completes its plans for the



Mr. KNODE

... manager of
station relations

Mr. HICKOX

... director of
station relations

Mr. SHAWN

... major executive
in production

reunification of radio and TV activities. Realignments—department by department—are now developing as follows:

● Sales department will continue its present executive set-up, with George H. Frey, vice president and director of TV network sales, and Walter Scott, national radio network sales manager, retaining their present titles and reporting to John K. Herbert, vice president in charge of sales for both radio and television. The department's salesmen, however, are no longer divided into radio and TV account executives, but each man is contacting buyers on behalf of both media.

● Program department: Thomas A. McAvity, currently director of talent and program procurement for NBC television, is expected to become second in command to Charles C. Barry, program vice president for both radio and television. Mr. McAvity's new title is not yet definite, but he will be in effect national program director for both media.

Under Mr. McAvity will be John Cleary, in charge of radio programming, and Carl M. Stanton, in charge of TV programming. Mr. Cleary is currently eastern radio program manager; Mr. Stanton is manager of TV commercial program planning. Mitchell Benson, now manager of NBC's radio contract administration office, will be put in charge of talent and program procurement for both radio and TV.

● Production department: Mr. Shawn moves into the unified radio-TV production department in a major capacity under Frederic W. Wile Jr., vice president in charge. Brig. Gen. Edward Lyman Munson, who joined NBC to head up its TV film activities and subsequently was director of TV network operations, has resigned.

● News department: Davidson Taylor, who has been general director of public affairs for radio and TV, is slated to head the combined radio-TV news, special

events, public affairs and sports staffs. Reporting to Mr. Taylor will be William R. McAndrew, currently director of public affairs for television, who will have charge of news and special events for both media; Edward Stanley, now manager of public affairs and education for radio, who will expand his field to include TV as well, and Tom Gallery, TV sports head, who will now be in charge of sports for both TV and radio. Henry Cassidy, who has been director of news, special events and public affairs for radio, will stay with NBC but his future status is undetermined. Mr. Cassidy is reportedly undecided as to whether he would prefer a foreign corresponding assignment or an executive post in New York.

● Advertising and promotion departments are remaining divided, with individual, separate departments for radio and for TV for the present, but it is expected that eventually these two will be combined as the overall integration of radio and television functions at

NBC progresses.

Controller's office of NBC has been unified to handle both radio and TV affairs. Charles J. Cresswell, formerly controller for the TV network and now head of the combined operation, has announced the following appointments:

William F. Sargent, former planning and control manager, becomes assistant controller, New York. Frank Dellett continues as controller for both radio and TV in Hollywood. He and Mr. Sargent both report to Mr. Cresswell.

Reporting to Mr. Sargent under the realignment are: Francis X. O'Shea, chief accountant; Edward Stegeman, programming business manager; John J. Haywood, formerly budget supervisor, now financial planning manager; A. W. Weidenmuller, former assistant controller for radio, now financial appraisal manager.

Henry T. Sjogren, formerly controller for the radio network, is now controller for NBC's O&O stations, both radio and TV [B•T, July 21].

CHICAGO RULING

May Set Liability Precedent

A CHICAGO Federal District court judge set what legal experts believe to be a precedent last week when he ruled a radio station was not responsible for a statement made by a guest on an unrehearsed program.

The decision, given Tuesday by Judge William J. Campbell, dismissed a \$2 million damage suit in which NBC was co-defendant. Brought by Al Wagner, promoter of outdoor amusement, the suit also cites fan dancer Sally Rand, against whom the case is still pending.

Miss Rand appeared on a WMAQ (NBC) Chicago program, *The Chez Show*, Dec. 3, 1950, and allegedly said, "Al Wagner owes me \$23,000, and I have a judgment against him." Mr. Wagner sued for damages, charging the statement was untrue and had damaged his reputation.

Mike Wallace and Buff Cobb, now TV stars in New York, emceed the program. Mr. Wallace immediately put in a disclaimer after Miss Rand's assertion. This was referred to in the Judge's decision with the comment that the remark was extemporaneous. The judge, however, cautioned stations to exercise due care, and not to be guilty of negligence.

Ailing Allen Causes Stir

FRED ALLEN, scheduled to start Sept. 30 on a radio-TV show for Old Gold cigarettes, suffered a combination virus and sun poisoning attack while on vacation. As a result of the illness the packager of the program, *Two for the Money*, Goodson-Todman, the agency, Lennen & Newell, N. Y., and NBC-TV are looking for a possible replacement for Mr. Allen should he be too ill to go on the air at that time.

BARRETT NAMED

As NBC Consultant

EDWARD BARRETT, former Assistant Secretary of State in charge of Voice of America and previously editor of *Newsweek*, who recently opened offices in New York as a private consultant, has been retained by NBC to assist the network in developing new approaches to broadcast news presentation.

"The project is highly experimental and at this time highly exploratory," Mr. Barrett told BROADCASTING • TELECASTING. "I am working closely with NBC's news and program executives in hope of finding something that may be applicable to news telecasts." He added that although the research is primarily in the field of television, radio would not be overlooked.

RIGGS QUILTS WCBS

Joins Birmingham Outlets

TOMMY RIGGS, creator and voice of "Betty Lou" and currently heard over WCBS New York in an afternoon series, Monday-Friday, 4:15-4:30 p.m. EDT, has been given an "executive post" in Voice of Alabama Inc., operator of WPAI WAFM (FM) and WAFM-TV Birmingham, CBS-AM-TV affiliates. Thad Holt, president of the Birmingham stations, said Friday Mr. Riggs' appointment becomes effective Aug. 18.

He will inaugurate a *Tommy Riggs and Betty Lou* musical program on WAPI five afternoon half-hours a week, and produce and star in a morning show, *Breakfast in Birmingham*, on WAFM-TV. Replacing him in the WCBS afternoon spot will be the *Emily Kimbrough Show*, starring author-lecturer Emily Kimbrough.

RADIO'S PULL FOR RETAILERS

Reiterated in Syracuse

RESULTS of a just-completed survey by Advertising Research Bureau Inc. showing how radio out-pulled newspaper advertising in both traffic and sales volume at four Syracuse, N. Y., stores were presented Thursday to 25 leading retailers in that city by William B. Ryan, president of Broadcast Advertising Bureau Inc.

Mr. Ryan's audience also comprised the sales staffs of WAGE WFBL WOLF WSYR Syracuse, stations which participated in the newspaper vs. radio test—a test which indicated radio created 41% of total traffic in the stores (compared to 29.5% for newspapers) and 46.5% of total sales volume (compared to 19.5% for newspapers).

Radio and newspapers combined accounted for 15% of total traffic, while casual customers comprised 14.5% of the store traffic.

The independent ARBI surveys were made at Deys and Edwards, top retail stores, on plastic slip-covers and orlon curtains and on Fluffiam (a soil conditioner), respectively; at Wilsons, a leading jewelry store, on luggage and silverware, and at Sears, Roebuck & Co.'s local outlet on tires.

Each store paid the same for both its radio and newspaper advertising, with Deys using 40 newspaper column inches and 33 radio announcements, and Edwards buying 50 newspaper inches and 27 radio announcements. Sears ran 65 newspaper inches and 34 radio announcements, while Wilsons used 123 newspaper inches and 76 radio announcements.

The tests took place on Monday-Tuesday-Wednesday, June 16-18, according to Mr. Ryan, who presented the survey results at the request of E. R. Vadeboncoeur, vice president of WSYR Syracuse.

Mr. Ryan told the retail execu-

tives the tests showed radio alone produced \$2.38 in sales to newspapers \$1. Other sales volume percentages indicated purchasers accounting for 26% of sales volume both "heard" and "saw" advertising in both media, while 8% of sales volume was attributed to purchasers who neither "heard" nor "saw."

Of those who responded to radio advertising, 78.5% made purchases, while those who responded to newspaper advertising comprised 65% of that group's purchasers, according to the survey.

Breakdown of traffic and total sales volume percentages, respectively, at the four stores:

RADIO ALONE			
	% of Traffic	% Dollar Value of Purchases	
Wilsons	38.6	45.7	
Edwards	48.1	44.0	
Deys	40.4	51.2	
Sears	36.4	44.9	
	Average 41	Average 46.5	
RADIO AND NEWSPAPER			
Wilsons	17.4	28.2	
Edwards	14.8	31.0	
Deys	14.0	25.1	
Sears	14.0	19.9	
	Average 15	Average 26	
NEWSPAPER ALONE			
Wilsons	31.8	18.3	
Edwards	24.1	20.7	
Deys	29.8	16.2	
Sears	31.8	22.7	
	Average 29.5	Average 19.5	
CASUAL CUSTOMERS			
Wilsons	12.2	7.8	
Edwards	13.0	4.3	
Deys	15.8	7.5	
Sears	17.8	12.2	
	Average 14.5	Average 8	

The other tables of individual stores indicate preliminary summaries of results, according to each store's total traffic, percentage of traffic, percentage of traffic purchasing merchandise, percentage of dollar value, percentage of traffic by medium, by day, and percentage of traffic by medium, by residence.

* * *

DEY BROTHERS

	Radio	Newspaper	Both	Other	Total
Traffic	23	17	8	9	57
% Traffic	40.4%	29.8%	14.0%	15.8%	100.0%
% Purchasing Merchandise *	73.9%	70.6%	100.0%	77.8%	77.2%
% Dollar Value of Purchases *	51.2%	16.2%	25.1%	7.5%	100.0%
Per Cent of Traffic by Medium, by Day					
	Radio	Newspaper	Both	Other	Total
Monday	30.3%	39.3%	15.2%	15.2%	100.0%
Tuesday	50.0	25.0	16.7	8.3	100.0%
Wednesday	58.4	8.3	8.3	25.0	100.0%
Per Cent of Traffic by Medium, by Residence					
	Radio	Newspaper	Both	Other	Total
In City	69.6%	70.6%	75.0%	88.9%	73.7%
Outside City	30.4	29.4	25.0	11.1	26.3
Total	100.0%	100 %	100.0%	100.0%	100.0%

SEARS, ROEBUCK & CO.

	Radio	Newspaper	Both	Other	Total
Traffic	39	34	15	19	107
% Traffic	36.4%	31.8%	14.0%	17.8%	100.0%
% Purchasing Merchandise *	87.2%	64.7%	86.7%	63.2%	75.7%
% Dollar Value of Purchases *	44.9%	22.7%	19.9%	12.5%	100.0%
Per Cent of Traffic by Medium, by Day					
	Radio	Newspaper	Both	Other	Total
Friday	27.6%	36.2%	17.2%	19.0%	100.0%
Saturday	46.9%	26.5%	10.2%	16.4%	100.0%
Per Cent of Traffic by Medium, by Residence					
	Radio	Newspaper	Both	Other	Total
In City	59.0%	70.6%	80.0%	73.7%	68.2%
Outside City	41.0%	29.4%	20.0%	26.3%	31.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

* These figures include all purchases in the survey area by customers interviewed.

WILSONS

	Radio	Newspaper	Both	Other	Total
Traffic	51	42	23	16	132
% Traffic	38.6%	31.8%	17.4%	12.2%	100.0%
% Purchasing Merchandise *	68.6%	40.5%	65.2%	56.3%	57.6%
% Dollar Value of Purchases *	45.7%	18.3%	23.2%	7.8%	100.0%
Per Cent of Traffic by Medium, by Day					
	Radio	Newspaper	Both	Other	Total
Monday	31.4%	41.4%	17.2%	10.0%	100.0%
Tuesday	42.3%	23.1%	23.1%	11.5%	100.0%
Wednesday	50.0%	19.4%	13.9%	16.7	100.0%
Per Cent of Traffic by Medium, by Residence					
	Radio	Newspaper	Both	Other	Total
In City	58.8%	76.2%	56.5%	75.0%	65.9%
Outside City	41.2	21.4	39.1	25.0	32.6
Unascertained		2.4	4.4		1.5
Total	100.0%	100.0%	100.0%	100.0%	100.0%

* * *

EDWARDS

	Radio	Newspaper	Both	Other	Total
Traffic	26	13	8	7	54
% Traffic	48.1%	24.1%	14.8%	13.0%	100.0%
% Purchasing Merchandise *	84.6%	84.6%	100.0%	57.1%	83.3%
% Dollar Value of Purchases *	44.0%	20.7%	31.0%	4.3%	100.0%
Per Cent of Traffic by Medium, by Day					
	Radio	Newspaper	Both	Other	Total
Thursday	45.0%	40.0%	10.0%	5.0%	100.0%
Friday	50.0	20.0	15.0	15.0	100.0%
Saturday	50.0	7.2	21.4	21.4	100.0%
Per Cent of Traffic by Medium, by Residence					
	Radio	Newspaper	Both	Other	Total
In City	61.5%	53.8%	25.0%	71.4%	55.6%
Outside City	38.5	46.2	75.0	28.6	44.4
Total	100.0%	100 %	100.0%	100.0%	100.0%

* These figures include all purchases made in the survey area by customers who were interviewed.

PROGRAM REPEATS *Daytime Re-Use Mulled by NBC*

CONSIDERATION is being given by NBC to the possibility of re-broadcasting its nighttime network programs on the following day—probably on stations other than those which are regularly affiliated with the network.

The suggestion was broached to NBC by Lou Poller, owner of WPWA Chester, Pa., who also is identified with the ownership of WARL Arlington, Va. and WCAN Milwaukee, all independents.

Charles C. Barry, vice president of NBC in charge of network programs, has advised Mr. Poller that NBC has "given this problem a great deal of thought and study." He added, however, that the network had been unsuccessful in finding a method which would prove equitable and economic.

He added:

Inherent Values Seen

"We are, however, keenly aware of some real inherent values in achieving it [rebroadcasts of programs] and we are continuing our efforts to work out a solution."

Mr. Poller three years ago outlined the advantages accruing to advertisers and to networks through the rebroadcast process. In an article published in the May 2, 1949 issue of BROADCASTING • TELECASTING, he said, in part, almost prophetically:

"A continuing loss in audience is

* certain to bring either cancellations of costly network programs, demands for reduced time charges or expanded audiences . . .

"Since the average network station is committed for specific programs during the daytime, we could, by rebroadcasting night programs during the daytime, recover a good percentage of the audience lost at night.

Performance Right Funds

"We realize that this procedure would call for compensation to the performers and the various unions for rebroadcast (one-time) rights. We are, therefore, suggesting that such performance right funds be used by the local radio stations in the hiring of staff musicians and performers.

" . . . We do not think that programming of this nature will affect present network audiences. In fact, many sets not even turned on during daytime hours could be enticed to form an even greater daytime audience. The audience reached by the local stations, now lost to networks and their clients, can be recovered in great part to national advertisers."

NETWORKS DIG DEEP

AS THE WEARY network news crews returned from Chicago to their home posts last week following the conclusion of the Democratic National Convention on Saturday afternoon, July 26, the network statisticians began tabulating the hours and dollars that had been spent on their radio and TV coverage of the political meetings of the two major parties.

Although their tabulations were far from complete at the week's end, there was no doubt that the networks had dug down into their own pockets for the convention coverage well beyond the sums they would receive from the advertisers sponsoring the convention broadcasts and telecasts. Estimates, all unofficial, varied from \$3 million to more than \$5 million as the aggregate red ink total for all networks, after all the calculations are completed.

The Democrats took a day longer than the Republicans to complete

the business of approving a platform and nominating their Presidential and Vice Presidential candidates, so more time was devoted by the networks to covering their meetings. By adept rescheduling the commercial cancellations for the Democratic sessions were kept to just about the same level as for the GOP.

Cancel Less for Democrats

CBS Radio devoted 47½ hours to covering the Republican convention, 55 hours to the Democratic convention, but cancelled only 13¾ hours of commercial time for the Democrats against 15½ hours for the Republicans. CBS Television used 68 hours in covering the GOP sessions and 71 hours for the Democrats, but again commercial cancellations for the latter sessions were lower, 11¾ hours to 13 for the GOP.

NBC radio devoted 50 hours to the Republicans, including 28½

Tabulations Start on Conventions' Costs

hours preempted from regular sponsors, and gave 58 hours to the Democrats, of which 36 were commercial cancellations. Figures for NBC's cancellations, however, include repeat broadcasts for the West and playbacks for standard time stations and so are not exactly comparable with the total time devoted to the conventions or with the CBS cancellation figures. NBC-TV gave the GOP 75 hours and the Democrats 77 hours, with 12¾ hours of commercial cancellation for each convention.

ABC Radio Coverage

ABC radio spent 70 hours in covering the Republican sessions, 75 hours in Democratic coverage, with the 12¾ hours of commercial cancellation largely confined to Mountain and Pacific Time Zones. ABC-TV also devoted 70 hours to the GOP and 75 hours to the Democratic conventions, with cancellation at 3¾ hours for the

formed and 4¼ for the latter.

Mutual's coverage of the Democratic convention reached 70 hours in comparison with 50 for the Republicans. Cancellations were 9¾ hours for the Democrats and 3 hours for the Republicans.

Cancellation figures for DuMont were not available, a spokesman said, pointing out the conventions were carried as a public service.

A number of top-rated radio-TV programs were affected by the cancellations, resulting in scattered complaints, particularly from indignant viewers in some areas. Networks, stations and the Democratic National Committees received protests.

The following breakdown shows the program, day, time and sponsor for each of the radio and television networks, with reference to cancellations, rescheduling and playbacks by time zones. A similar list was reported by the networks for the GOP meet [B•T, July 28].

Tabulations by Networks of Commercial Time Cancelled for Democratic Convention

ABC Radio Network Cancellations

(Mon., July 21 - Fri., July 25)

(Unless otherwise noted, all programs were cancelled on full network.)

Program	Day	Time	Sponsor
Break the Bank	Monday (cancelled in EST, CST, MST & PDT time zones); Thursday and Friday (same as Monday).	11:30 a.m.-12 p.m. EDT	Toni Co., Thursday; Bristol-Myers Co., Monday & Friday.
Bill Ring Show	Mon., Tues., Wed.—cancelled in MST & PDT zones; Thurs. & Fri.—cancelled on entire network.	12:15-12:30 p.m. EDT	General Mills
Henry J. Taylor News	Monday (cancelled in MST & PDT zones)	8-8:15 p.m. EDT	General Motors
John Daly & the News	Mon., Tues.—in MST zone; Thurs., Fri.—entire network.	10-10:15 p.m. EDT	Gulf Oil Co.
The Lone Ranger	Mon.-Wed.-Fri.—MST & PDT zones.	7:30-8 p.m. EDT	General Mills
It Happens Every Day	Tues. (daytime)—in MST & PDT zones; Thurs. (daytime & evening)—entire network.	2:30-2:35 p.m. EDT and 10:30-10:35 p.m. EDT	Toni Co.
Silver Eagle	Tues.—in MST & PDT zones, Thurs.—entire network.	7:30-8 p.m. EDT	General Mills
Christian Science Monitor Views the News	Tuesday	9:45-10 p.m. EDT	Christian Science Publishing Co.
Joe Emerson Hymn Time (carried on regional Southwest network only)	Wed., Thurs., Fri.	(not available)	General Mills
Cal Tinney	Wed.—in EDT & CDT zones; Thurs. & Fri.—entire network.	4-4:30 p.m. EDT	General Mills
Top Guy	Wednesday—cancelled on Mountain stations.	8:30-9 p.m. EDT	American Chicle Co. (Pyramid Plan participation)
Jack Berch Show	Thursday & Friday	12-12:15 p.m. EDT	Prudential Insurance Co.
My True Story	Thurs. & Fri.—Mountain and Pacific stations.	10-10:30 a.m. EDT	Sterling Drug Co.
Whispering Streets	Thurs. & Fri.—on Mountain & Pacific stations.	10:30-10:45 p.m. EDT	General Mills
Frankie Frisch	Thursday	5:55-6 p.m. EDT	Union Oil Co.
Defense Attorney	Thursday	8-8:30 p.m. EDT	American Chicle Co. (Pyramid Plan)
Original Amateur Hour	Thursday	9-9:30 p.m. EDT	P. Lorillard & Co.
Top Guy	Friday—EST, CST, MST & PDT zones.	8-8:30 p.m. EDT	American Chicle Co. (Pyramid Plan)
This Is Your FBI	Friday—on Mountain & Pacific stations.	8:30-9 p.m. EDT	Equitable Life Assurance Society of the U. S.

Since ABC radio was able to reschedule a good many of its regular network programs which interfered with coverage of Democratic National Convention, only a few were actually cancelled on the entire network. More programs were cancelled on only part of the network, as shown above.

CBS Radio Network Commercial Cancellations

Program	Day(s)	Time (N.Y.)	Sponsor
Romance of Helen Trent	Mon.	12:30-12:45 p.m.	Whitehall Pharmacal Co.
Our Gal Sunday	Mon. & Fri.	12:45-1:00 p.m.	Whitehall Pharmacal Co.
Big Sister	Mon. thru Fri.	1:00-1:15 p.m.	Procter & Gamble Co.
Ma Perkins	Mon. thru Fri.	1:15-1:30 p.m.	Procter & Gamble Co.
Young Dr. Malone	Mon. thru Fri.	1:30-1:45 p.m.	Procter & Gamble Co.
Guiding Light	Mon. thru Fri.	1:45-2:00 p.m.	Procter & Gamble Co.
Second Mrs. Burton	Mon. thru Fri.	2:00-2:15 p.m.	General Foods Corp.
Perry Mason	Mon. thru Fri.	2:15-2:30 p.m.	Procter & Gamble Co.
Walk a Mile	Mon.	10:00-10:30 p.m.	R. J. Reynolds Tobacco Co.
This Is Nora Drake	Tues., Thurs.	2:30-2:45 p.m.	Seeman Brothers
This Is Nora Drake	Wed., Fri.	2:30-2:45 p.m.	Toni Co.
Brighter Day	Tues. thru Fri.	2:45-3:00 p.m.	Procter & Gamble Co.
Louella Parsons	Tues.	9:30-9:35 p.m.	Colgate-Palmolive-Peet Co.
Hilltop House	Wed., Thurs., Fr.	3:00-3:15 p.m.	Miles Labs
House Party	Wed., Thurs., Fr.	3:15-3:30 p.m.	Pillsbury Mills
House Party	Wed., Thurs., Fr.	3:30-3:45 p.m.	Lever Brothers Co.
Carl Smith	Wed., Thurs., Fr.	3:45-3:50 p.m.	Kellogg Co.
It Happens Every Day	Wed., Thurs., Fr.	4:00-4:05 p.m.	Toni Co.
Curt Massey Time	Fri.	5:45-6:00 p.m.	Miles Labs
Robert Trout and the News	Mon.	10:30-10:35 p.m.	Ford Motor Co.
Robert Trout and the News	Tue., Wed.	10:00-10:05 p.m.	Ford Motor Co.
Robert Trout and the News	Thurs., Fri.	10:00-10:05 p.m.	General Foods Corp.

Mutual Broadcasting System Cancellations

(Tues. July 22 - Fri., July 25)

Program	Day	Time	Sponsor
Game of the Day	Tues., Wed., Thurs., & Fri.	Afternoon—time varies	Falstaff Brewing Corp. (sponsors 4½ innings daily, rest of game on co-op).
Paula Stone Show	Wed., Thurs., Fri.	2:30-45 p.m. EDT	Amana Refrigeration Corp. (Wed. & Fri.); Pequot Mills (Thurs.)
Rod & Gun Club of the Air	Thursday	9:30-10 p.m. EDT	Pal Blade Co.
Five Men Report	Friday	5:45-6 p.m. EDT	S. C. Johnson & Son

NBC Radio Network Commercial Cancellations

Program	Day(s)	Time (NY)	Sponsor
Bob and Ray	Mon.	12:30-12:45 p.m.	Colgate-Palmolive-Peet Co.
Bob and Ray	Mon. thru Fri.	(Playback for Standard Time stations) 1:15-1:30 p.m.	Colgate-Palmolive-Peet Co.
Strike it Rich	Mon. thru Fri.	(Repeat*) 1:30-2:00 p.m.	Colgate-Palmolive-Peet Co.
Double or Nothing	Mon. thru Fri.	(Repeat*) 2:00-2:30 p.m.	Campbell Soup Co.

(Continued on page 32)

An Atlantic City Experiment That Demonstrated Broadcasting's Power . . .

BLATT'S ONE YEAR IN RADIO

CONVERSION of the M. E. Blatt Co. of Atlantic City, southern New Jersey's largest department store, from printed media to radio advertising should be a source of proud satisfaction to broadcasters throughout the nation.

The Blatt Co. for more than 30 years had been following the outworn tradition that newspapers were not only best, but necessary for retailers.

Printer's ink had blurred Blatt's vision. Now, however, radio—with an intelligent assist from Atlantic City broadcasters — has cleared that vision. The Blatt Co. can see far ahead now and radio is included in its permanent plans.

The shift in advertising viewpoint did not come naturally for the Blatt Co. It was only after the local newspapers increased advertising rates to a point Blatt's considered excessive. Blatt's tried to reason. The newspapers wouldn't budget, despite the fact that Blatt's was their largest advertiser. So the radio experiment was born. That was July 1, 1951.

Today, a year later, Blatt's is sold on radio. Murray Klahr, Blatt's youthful advertising and promotion manager, comments, "At first we didn't know anything about radio. Now radio has proven itself. Regardless of whether or not we some day return to newspapers, radio is a part of our permanent advertising plans."

M. E. Blatt, president of the mammoth department store, echos

Mr. Klahr's admiration for radio as an advertising medium, although he admits that he approached radio with uncertainty.

"After all," Mr. Blatt says, "radio is a young medium—it hasn't been here as long as newspapers

have. We had to find out about radio. We didn't know how to use it for a while but we wanted to learn. We have learned that the

way for us to use radio is to use it heavily, to the degree of saturation. Now we know that it can produce results for us."

As for saturation, Mr. Blatt has had personal assurance: "I've had lots of friends tell me that, 'I can't turn on the radio without Blatt's yelling at me,'" he smiles.

Mr. Klahr feels that market saturation is desirable because it not only sells the product, but also implants the name of Blatt's in all listeners' minds.

The makeup of area listenership is another important factor why radio is justifying its continued use. Although there are only 66,000 permanent residents in Atlantic City, the coverage area embraces a listener potential of 236,000. In addition, there are an estimated 15 million area visitors to South Jersey's famed ocean beaches, and to Atlantic City's Convention Hall.

"These out-of-towners rarely buy a local newspaper," Mr. Klahr pointed out, "but they do switch on their radios, and we are able to reach them that way."

Blatt's advertisers on both Atlantic City stations, WFPG-AM-FM and WMID, and on WOND in nearby Pleasantville.

Mr. Klahr comments that Fred Weber, WFPG president, has been an ambassador of good will for radio insofar as Blatt's is concerned.

"When giveaway programs were the rage," Mr. Klahr recalls, "we

had frequent calls from radio men trying to sell us on the idea of sponsoring a giveaway show. Blatt's is a prestige store, and we didn't think that such a program was suited for us.

"Then, when Fred Weber brought the *MGM Theatre* to us, we decided to buy. That program was suited to our needs."

Blatt's currently sponsors the weekly hour BMI show, *Benny Goodman Music Festival*, eight five-minute daily newscasts, and a midnight-2 a.m. two-hour show six nights weekly from the ballroom of one of Atlantic City's leading hotels on WFPG.

In addition, Blatt's sponsors a minimum of 10 spots daily on WMID plus participation in a woman's program, and spots and newscasts on WOND. Spot announcement schedules are nearly doubled during Christmas, Easter, and during Blatt's fall and spring special sales.

DESPITE Blatt's dropping out of daily newspaper advertising, the firm has not forsaken printed media. Blatt's continues to advertise, as it did in its pre-radio period, in area weeklies. The company also publishes 70,000 copies of a tabloid about every 10 days. This tabloid, sent by direct mail, invites readers to listen to Blatt's radio programs. Radio receives other assists from Blatt's in point-of-sale promotion and special win-

dow displays calling attention to its radio programs.

In recalling Blatt's conversion to radio, Mr. Klahr could remember a time when the broadcast medium produced "only fair to mediocre" results. "That was before we learned how to use radio," he adds.

Key of Blatt's radio success, Mr. Klahr feels, is the "frequency and constancy" of its use. He adds also that all advertising copy is prepared at Blatt's with the help and guidance of Atlantic City broadcasters. He noted that "a lot depends on the announcer and the copy."

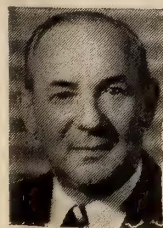
In cold appraisal, Mr. Klahr does not think that there is any item which can not be sold by radio, if the pitch is properly handled.

Mr. Klahr did not feel free to disclose statistics as to how Blatt's is doing under the stimulus of radio advertising compared to its years of reliance on newspapers. Nor would he pinpoint Blatt's sales volume.

"However, . . . we are in the \$5 million to \$10 million class, as far as sales volume is concerned. And the fact that radio is included in our permanent future plans bespeaks well of how we're faring with radio."

With amusement, Mr. Klahr recalls the reaction of some of the department store's buyers when Blatt's pulled out of newspapers. The buyers, too, were unconvinced about radio. To say that they were unconvinced it putting it mildly, Mr. Klahr said with a laugh, "Some of their remarks are unprintable." He notes:

"They would come to me and say, 'How can I possibly sell this without a picture?' They couldn't imagine not using newspapers. Now, however, even some of the die-hards come to me with an item and ask, 'How about putting this on the radio tomorrow?' They, too, have been converted."



Mr. Blatt



Mr. Klahr

TRANSFER WEEK

CBS' BID to broaden its holdings and thus strengthen its competitive TV station position in certain markets received fresh impetus last week with FCC approval of the merger of the network's owned-and-operated WCCO Minneapolis-St. Paul with WTCN-TV that city.

Under the complicated plan worked out by the network last March [B•T, March 10], CBS now holds 47%—and Mid Continent Radio-Television Inc., former owner of WTCN and WTCN-TV, 53%—in a newly created licensee firm known as Midwest Radio & Television Inc.

To consummate the deal, Mid Continent put up its WTCN-TV and \$212,000, and disposed of WTCN-AM-FM by selling it to a group headed by Robert Butler, former ambassador to Australia and Cuba, for \$325,000.

FCC last week also approved the WTCN sale and other transfers involving heavy sums of money. WTCN was sold to the Butler group trading as Minnesota Television Public Service Corp., which announced its own plans for the radio operation (see separate story this page).

FCC also approved \$1,629,000 sale of KOTV (TV) Tulsa, from George E. Cameron Jr. and John B. Hill to J. D. Wrather Jr., Mrs. Mazie Wrather and Helen M. Alvarez.

Other Transfers

Other transfers included KTOK Oklahoma City, Okla., which was sold to Wendell Mayes, C. C. Woodson, Charles B. Jordan and Gene L. Cagle for \$225,000 by O. L. Taylor Co.; KERO Bakersfield, Calif., sold for \$110,000 to Albert DeYoung, M. H. Stansbury and others; KREM Spokane from Cole E. Wylie to Louis Wasmer for \$255,000, and WOPI-AM-FM Bristol, Tenn., from C. J. Harkrader to W. A. Wilson for \$80,000.

Frances S. Richards' interest in WGAR Cleveland will be reduced from 65% to 40% following FCC approval of her relinquishment of control in the station. She will receive \$556,800 with which she will pay inheritance taxes, according to the application. (For details on these and other transfer grants, see FCC ROUNDUP, page 87.)

Midwest Radio & Television Inc.—the new firm embracing the WTCN-TV and WCCO properties—comprises William J. McNally, former board chairman of Mid Continent, as board chairman; Robert Ridder as president; and F. Van Konynenburg as executive vice president and general manager. CBS' 47% interest has been placed in voting trust, with Messrs. McNally and Ridder as voting trustees.

The old WTCN-TV shortly will be renamed WCCO-TV. It will continue to operate on Channel 4, the old WTCN-TV frequency, and serve as TV affiliate not only for

CBS Television Network, but for ABC and DuMont as well. The change of management will take place on a date to be announced momentarily.

By assuming minority interest in Midwest Radio & Television Inc. and thus shedding itself of full ownership of WCCO, CBS thus avoids the need to dispose of any radio outlet to comply with FCC rules regarding confinement of a single entity's AM holdings to ownership of seven stations. CBS now owns outright six AM stations and minority, non-voting interests in three others.

Another prong of CBS' move to widen its holdings was the acquisition of 45% interest in KQV Pittsburgh, which also is a TV

station applicant—a deal already effectuated without need for FCC consent [B•T, March 10].

In the instant merger case, it was pointed out, CBS's 47% stock interest in WCCO WTCN-TV is represented by voting trust certificates—not voted by CBS but by Messrs. McNally and Ridder.

According to the present plan, WCCO radio operation will continue to be housed in the same WCCO building at 625 Second Avenue South. No change in personnel or policy is contemplated under General Manager Gene Wilkey. The new WCCO-TV will continue to function at present WTCN-TV headquarters at 50 S. 9th St.

In announcing approval of the

WTCN SALE

SALE of Mid Continent Radio-Television Inc.'s WTCN Minneapolis-St. Paul to Minnesota Television Public Service Corp. for \$325,000 was approved by the FCC last week.

Minnesota Television Public Service Corp. is headed by Robert Butler, former ambassador to Australia and Cuba. The sale effectuates a split of radio-TV operations at WTCN as part of CBS' merger of its WCCO Minneapolis-St. Paul with WTCN-TV that city, which also drew FCC approval (see story above). Purchase was completed last spring [B•T, April 21].

Mr. Butler said that he, as president, and other officers of the corporation had formulated a policy looking toward a strong aggressive public service function. The licensee will assume active management on WTCN radio in the near future, operating from Minneapolis-St. Paul studios as an ABC affiliate. Mr. Butler's group also is applicant for a TV station in the Twin Cities.

Simultaneously, Mr. Butler announced the appointment of Edward G. Smith, director of radio network at ABC's Central Div. for the past 18 months, as general manager of WTCN. Other appointments also were revealed.

Under the complicated reshuffling of broadcasting properties inherent in the CBS-WCCO-WTCN-WTCN-TV case, Mr. Butler will own 65% of WTCN radio, which operates on 1230 kc with 5 kw day, 1 kw night. Mr. Butler is president of Builders Trust Co., St. Paul, and of Walter Butler Co., architectural, engineering and construction firm.

Associated with him are Alvin Gluek, a brewer; Robert Mitchell, an attorney; Quentin David, advertising man, and Carl Schuneman, department store executive. Other part owners are Harold Richter and Samuel Lipschultz. Mid Continent, which formerly owned the station, is owned 50% each by Northwest Publications and the Minnesota Tribune Co. WTCN was sold to enable Mid

Butler Names Smith As General Manager



Mr. Butler



Mr. Smith

Continent to comply with FCC's duopoly rule.

Mr. Smith has been active in radio since 1928 and was a resident of the Twin Cities for 13 years while director of radio-TV production for General Mills. He joined ABC's Central Div. early in 1951.

Mr. Butler also named Ken Light, WTCN account executive in the sales department, as sales manager. Judy Bryson, associated with the station for 16 years, becomes director of programs.

In announcing the sale, Mr. Butler said:

"Not only will we continue to bring entertainment to our listeners but also we intend to emphasize all facets of information of value to the general public; news, sports and special events, not only on a national scale, but with proper integration of those important functions at the local level."

If the application of the Butler group for a TV station is approved, WTCN radio will again be paired up with a television station, with the old WTCN-TV call letters but, of course, operating under a new corporation.

WTCN radio is expected to rent space from Mid Continent, the former licensee, at 50 S. 9th St., where station has been housed since July 1949.

sale, Mr. McNally stated:

"We believe that the new WCCO radio and WCCO television operations will be in a position to do a better service job than ever for the Twin Cities."

Aside from giving CBS a TV affiliate in the Twin Cities market, the merger brings about one of the nation's largest and more profitable combined radio-TV operations, it was explained. Mr. McNally noted that, outside of New York, Chicago and Los Angeles, there would be only about four such combined operations comparable to WCCO radio and TV—from a standpoint of facilities and volume of business carried.

Mr. Van Konynenburg, who was vice president and general manager of WTCN and WTCN-TV, stressed fine standards of service maintained by operations in the past. He will serve as overall general manager for the dual operation.

For CBS, the merger means that while the network still is behind ABC and NBC on outright ownership of TV stations—each owns five—it has picked up a TV affiliate in Minneapolis-St. Paul and entertains the prospect of obtaining an affiliate in Pittsburgh and a station in Chicago. CBS owns WCBS-TV New York and KNXT (TV) Los Angeles outright, and has a 45% share of WTOP-TV Washington in addition to the new WTCN-TV stock.

CBS Contract on WBKB

CBS has a contract to buy Balaaban & Katz's WBKB (TV) Chicago for \$6 million, with the sale hinging on FCC approval of the ABC-United Paramount Theatres merger.

As one of the two principals in CBS Minneapolis merger, Mid Continent is half-owned by Northwest Publications (the Ridder newspapers) and Minnesota Tribune Co., Mid Continent also owns 40% of WEMP-AM-FM Milwaukee, a TV applicant. The Ridder interests own WDSM Superior, Wis., and control KSDN Aberdeen, S. D. and KILQ Grand Forks, N. D. Ridder controls the St. Paul *Pioneer Press* and *Dispatch*.

In addition to the \$212,000 in cash it is putting up, Mid Continent, also will transfer to Midwest Radio-TV Inc. properties with book value of \$227,461 for which it will receive 530 shares (53%) of no par value voting stock. CBS transfers properties with book value of \$114,386, plus the \$188,000 in cash, for 470 shares (or 47%) of no par value voting stock.

Mid Continent listed assets of \$1,427,207.36 as of Jan. 31, while CBS Inc. showed total current assets of \$64,331,186 as of March 31. Original cost of WCCO was placed at \$480,625.49 and that of WTCN-TV at \$506,098.90.

Both WCCO and WTCN-AM

(Continued on page 34)

PARAMOUNT CASE

HOW SERIOUS are ABC's financial straits? The question was before the FCC last week as it renewed consideration of ABC, CBS, and United Paramount Theatres and Paramount Pictures' petitions to expedite the ABC-UPT merger and the overall Paramount hearing.

In particular, these petitions request FCC to delete the anti-trust issue in the multi-phased Paramount case and render a decision on the proposed ABC-UPT merger before Sept. 1 [B•T, July 28, 21, 14].

Indications were that not all the Commissioners were satisfied that ABC was in dire financial distress—to the extent that a quick decision was necessary.

One thought expressed by some Commissioners was that it might be possible to reopen the hearings to take further testimony regarding ABC's economic plight. With that information on the record, it was believed that the Commission could then move more firmly into disposition of the case.

Sterling Away

Present during sessions on the subject Thursday and Friday were all the Commissioners except George E. Sterling who is vacationing in his home state of Maine.

The Paramount case involves not only the merger of ABC and UPT, but the sale of WBKB (TV) Chicago to CBS for \$6 million, the renewal of the license of KTLA Los Angeles to Paramount Pictures, the transfer of ownership of WSMB New Orleans from Paramount Pictures Inc. (the pre-1949 consent decree company which produced motion pictures and owned theatres) to UPT, the theatre-owning successor to the parent Paramount company.

Also involved in the Paramount

action is the question of whether Paramount Pictures controls Allen B. DuMont Labs. Inc., by virtue of 29% stock ownership.

Hearings began Jan. 15 and continued until early last month. At that time, it was understood the Commission became alarmed at the possibility that ABC might not be able to weather further delay—particularly if it did not have assurance of merger approval before the 1952-53 fall-winter season arrived so that commercial commitments could be made.

At the behest of the Commission, the parties to the Paramount case petitioned for the deletion of the anti-trust issue. They also asked that the FCC call for proposed findings within 20 days and that

FCC Weighs Petitions

a final decision be issued thereafter.

This maneuver caused FCC Hearing Examiner Leo Resnick to postpone the hearing until the Commission acted on the petitions.

The petitions evoked vigorous opposition by FCC's Broadcast Bureau. In a sharply worded 35-page document, the Broadcast Bureau vehemently objected to expunging the anti-trust testimony from the record.

If the Commission wanted to take quick action, the Broadcast Bureau said, it might better act "administratively"—change its policy to consider anti-trust violations for all applicants, not just for this case.

DuMont network also objected,

Swimmer Switzer

BILL SWITZER of the WORZ Orlando news and special events staff, has been credited with saving a little girl from drowning. While swimming he saw the child in distress in the water, succeeded in getting her to shore, and then applied artificial respiration until she revived. The event was reported on a number of national broadcasts.

but they did so less emphatically.

Two weeks ago, the Commission spent two days on the subjects, listening mostly to a recital by General Counsel Benedict P. Cottone, Opinions and Review Chief Sylvia Kessler and her associate, Herbert Sharfman, of the legalities involved.

OPERATOR RULE

RADIO OPERATORS have been sent misleading and "scare" statements based upon an inability or unwillingness to understand the NARTB's proposal, NARTB President Harold E. Fellows declared last week in a statement to members, calling on them to support the FCC's proposed rule change which would permit remote operation of certain AM and FM stations as well as allow use of restricted operators at transmitters [B•T, July 28; June 30, 9].

Operators have been told that within one year or less there will be no jobs for them if the proposed rule revision is adopted, Mr. Fellows declared. This "misinformation" has been accepted by many operators, he said.

The NARTB proposal, which the FCC has adopted as the basis for its proposed rule changes, "is an effort to bring FCC requirements in line with the art of broadcasting . . . by recognizing the reliability and stability of equipment," Mr. Fellows pointed out.

"Broadcasters must show their interest and correct the misimpression created if they want the sound benefits sought by the NARTB," Mr. Fellows said. He called the attention of broadcasters to the fact that they have until through today (Monday) to support the proposals and until Aug. 24 to reply to comments.

A substantial number of broadcasters already are on record at FCC supporting the NARTB plan, but the number of protests from engineers and union groups is growing, FCC records show. Union groups in a number of areas have circularized their memberships to file comments with FCC and to write their Congressmen.

Typical of the broadcaster support for the proposal filed last week is the letter to FCC from J. T.

Snowden, general manager of WCPS Tarboro, N. C., who wrote:

It is our belief that the FCC should adopt the NARTB proposal concerning the use of restricted operators for AM and FM transmitters with power of 10 kw or less and with nondirectional service.

It seems very unfair to make a small, rural station compete with nearby high-powered, big city AM and TV stations for the services of a first-class engineer. It has been our experience that a "chief engineer" can handle all major repairs to present day equipment, and in most cases our other first-class operators work as restricted operators.

We employ three first-class operators, and if the FCC adopts the NARTB proposal, we intend to retain these men, since our transmitter and studios are three miles apart. However, there are many small combination stations in our area that will continue to give good radio service, and in a number of instances, even better service, after this rule is adopted. Many stations find the employment of three or more first-class men a burden, especially in small, rural markets where their business potential is very limited.

I urge the FCC to adopt this NARTB proposal as a progressive step in the field of commercial broadcasting.

Younts' Letter

From another North Carolina broadcaster, J. S. Younts, president-general manager of WEEB Southern Pines, FCC received support for the NARTB proposal. Mr. Younts wrote last week as follows:

It has been a difficult matter to obtain First-Class Radio-Telephone Operators to work in a small market such as ours. They seem to shy away from small towns and feel that greater opportunity exists for them in the crowded cities where there are multiple stations. Then, that too, has its benefits, because they are often assigned to perform studio or control board duty and their qualifications are least apt to be put to test.

Our experience with men fresh out of school has in most cases been very unfortunate. They seem to want to tinker around with all the minor equipment that requires little or no adjustment, but have been rather confused when it came to major repairs. During the course of sojourn of some of these men . . . we had in more than five cases to call in other station-owner engineers from thirty miles or more distant . . . to clear dead rats and such out of our transmitter.

We were at the end of our wits in May of 1952 . . . having just released one of our First-Class operators for

Fellows Urges Support

having failed to report to work for over a day with no advance warning: We had employed over the telephone another operator that actually left his last place of employ for our town and failed to appear after two days, although it was a six hour drive. We had a room waiting for him and a shift scheduled. We have never heard anything from him since the day he departed, to report here for work.

The temporary relaxation of requirements has enabled us to place our equipment in the best working order ever—because it gives our chief more time AFTER operating hours to do maintenance. Whereas, before, he cannot physically stand meter observation watches and then work half the night on the equipment after sign off. Our chief is well pleased with the restricted men that we have on duty and we are encouraging them to study for First-Class tickets. Our loss of time due to mechanical malfunctioning has been less with restricted men than it was ever before. They are conscientious, sincere, and don't think that they know everything.

Radio station operators have paid more and more for advanced technical developments. The manufacturers are building excellent equipment and we are paying for it. There was a time when automobiles were hard to drive and it was necessary for many people to hire liveried, expensive chauffeurs . . . then as automatic drives, and simplified operation were placed on automobiles . . . the people started to driving their own cars and then calling in a skilled mechanic when they broke down. I say, it is not a matter of necessarily economics, but a matter of necessity that we have restricted operators and pay the "specialist" on our staff more money for his services. The First-Class operators that are worrying about their jobs need have no fear if they are capable, abreast of the times, and are willing to work. They shouldn't look at us in blame for their position. Let them blame scientific advancement . . . that great force that has made our nation the greatest in the world. Radio marches forward with progress!!

The North Carolina Broadcasters Assn. is one of several that have notified FCC so far of their support for the proposed new rules. The others include the broadcasters' associations of Alabama, Tennessee, New Jersey, Maine and Nebraska.

President Fellows' statement, also distributed by NCBA among its members, is as follows:

Broadcasters must be alerted to the need to give fullest individual support
(Continued on page 36)



WINNERS of Standard Radio Transcription Services Inc. contest for "Salesmen and Copywriters Only" are this trio from WCAW Charleston, W. Va.: (l to r) Garland F. Wilkinson, president and general manager; Norma W. Kenworthy, women's director and copywriter, and Jack Zeillmann, promotion manager and sales director.

Tabulation of Cancellations for Demo Convention

(Continued from page 28)

Program	Day	Time	Sponsor
Brighter Day	Mon. thru Fri.	2:30- 2:45 p.m.	Procter & Gamble Co.
Young Dr. Malone	Mon. thru Fri.	(Repeat*) 2:45- 3:00 p.m.	Procter & Gamble Co.
Life Can Be Beautiful	Mon. thru Fri.	3:00- 3:15 p.m.	Procter & Gamble Co.
Road of Life	Mon. thru Fri.	3:15- 3:30 p.m.	Procter & Gamble Co.
Band of America	Mon.	9:30-10:00 p.m.	Cities Service Co.
Citizen Views the News	Mon., Tue.	10:30-10:35 p.m.	Time Inc.
One Man's Family	Mon. thru Fri.	11:00-11:15 p.m.	Miles Labs
News of the World	Mon. thru Fri.	(Repeat*) 11:15-11:30 p.m.	Miles Labs
Railroad Hour	Mon.	(Repeat*) 11:30-12:00 mid.	Assn. of American Railroads
Bell Telephone Hour	Mon.	(Repeat*) 12:00-12:30 a.m.	AT&T
Bell Telephone Hour	Mon.	(Repeat*) 10:00-10:30 p.m.	AT&T
Voice of Firestone	Mon.	(Playback for Standard Time stations) 9:30-10:00 p.m.	Firestone Tire & Rubber Co.
Dr. Paul	Tue. thru Fri.	(Playback for Standard Time stations) 1:45- 2:00 p.m.	Wesson Oil & Snowdrift
Dr. Paul	Tue.	(Playback for Standard Time stations) 2:45- 3:00 p.m.	Wesson Oil & Snowdrift
Truth or Consequences	Tue.	9:30-10:00 p.m.	Pet Milk Co.
Pepper Young's Family	Wed. thru Fri.	3:30- 3:45 p.m.	Procter & Gamble Co.
Right to Happiness	Wed. thru Fri.	3:45- 4:00 p.m.	Procter & Gamble Co.
Backstage Wife	Wed. thru Fri.	4:00- 4:15 p.m.	Procter & Gamble Co.
Stella Dallas	Wed. thru Fri.	4:15- 4:30 p.m.	Sterling Drug
Life Can Be Beautiful	Wed.	4:00- 4:15 p.m.	Procter & Gamble Co.
Road of Life	Wed.	(Playback for Standard Time stations) 4:15- 4:30 p.m.	Procter & Gamble Co.
What's My Line?	Wed.	(Playback for Standard Time stations) 10:00-10:30 p.m.	Philip Morris Co.
Great Gildersleeve	Wed.	(Repeat*) 11:30-12 mid.	Kraft Foods Co.
You Bet Your Life	Wed.	(Repeat*) 12:00-12:30 a.m.	DeSoto Motor Co.
Great Gildersleeve	Wed.	(Repeat*) 9:30-10:00 p.m.	Kraft Foods Co.
You Bet Your Life	Wed.	(Playback for Standard Time stations) 10:00-10:30 p.m.	DeSoto Motor Co.
Young Widder Brown	Thurs., Fri.	(Playback for Standard Time stations) 4:30- 4:45 p.m.	Sterling Drug
Woman in My House	Thurs., Fri.	4:45- 5:00 p.m.	Manhattan Soap Co.
Just Plain Bill	Thurs., Fri.	5:00- 5:15 p.m.	Whitehall Pharmacal Co.
Front Page Farrell	Thurs., Fri.	5:15- 5:30 p.m.	Whitehall Pharmacal Co.
Doctor's Wife	Thurs., Fri.	5:45- 6:00 p.m.	Ex-Lax Inc.
Welcome Travelers	Thurs., Fri.	6:00- 6:30 p.m.	Procter & Gamble Co.
Dr. Paul	Thurs., Fri.	(Repeat*) 6:30- 6:45 p.m.	Wesson Oil & Snowdrift
Three Star Extra	Thurs., Fri.	(Repeat*) 6:45- 7:00 p.m.	Sun Oil Co.
Dial Dave Garroway	Thurs., Fri.	(Repeat*) 6:45- 7:00 p.m.	Armour & Co.
Pure Oil News Time	Thurs., Fri.	(Repeat*) 7:00- 7:15 p.m.	Pure Oil Co.
News of the World	Thurs.	7:30- 7:45 p.m.	Miles Labs
One Man's Family	Thurs.	7:45- 8:00 p.m.	Miles Labs
Dragnet	Thurs.	9:00- 9:30 p.m.	Liggett & Myers Tobacco Co.
Counterspy	Thurs.	9:30-10:00 p.m.	Gulf Oil Corp.
Segment of Night Beat	Thurs.	10:00-10:15 p.m.	Pabst Sales Co.
Dragnet	Thurs.	12:00-12:30 a.m.	Liggett & Myers Tobacco Co.
Bob and Ray	Thurs., Fri.	(Repeat*) 12:30-12:45 p.m.	Colgate-Palmolive-Peet Co.
Dial Dave Garroway	Thurs., Fri.	(Playback for Standard Time stations) 12:45- 1:00 p.m.	Armour & Co.
Mario Lanza	Fri.	(Playback for Standard Time stations) 10:00-10:30 p.m.	Coca-Cola Co.
Bob and Ray	Fri.	(Repeat*) 12:00-12:15 a.m.	segment Pabst Sales Co.
Bob and Ray	Fri.	(Repeat*) 9:30- 9:45 p.m.	segment Pabst Sales Co.
Mario Lanza	Fri.	(Playback for Standard Time stations) 10:00-10:30 p.m.	Coca-Cola Co.
National Farm & Home Hour	Sat.	1:00- 1:30 p.m.	Allis-Chalmers Mfg. Co.
Mary Lee Taylor	Sat.	2:00- 2:30	Pet Milk Co.
National Farm & Home Hour	Sat.	(Repeat*) 2:30- 3:00	Allis-Chalmers Mfg. Co.

*Repeat usually but not always covers Mountain and Pacific Time Zones.

ABC-TV Network Cancellations (Wed., July 23 - Fri., July 25)

Program	Day	Time (NY)	Sponsor
Adventures of Ellery Queen	Wednesday	9:00- 9:30 p.m.	Bayuk Cigars
The Lone Ranger	Thursday	7:30- 8:00 p.m.	General Mills & American Bakeries (southeast)
A Date With Judy	Thursday	8:00- 8:30 p.m.	American Chiclé Co.
Chance of a Lifetime	Thursday	8:30- 9:00 p.m.	P. Lorillard & Co.
Space Cadet	Friday	6:30- 6:45 p.m.	Kellogg Co.
The Stu Erwin Show	Friday	7:30- 8:00 p.m.	General Mills
Tales of Tomorrow	Friday	9:30-10:00 p.m.	C. H. Masland & Son

CBS-TV Network Cancellations

Program	Day	Time	Sponsor
Love of Life	Fri.	12:15-12:30 p.m.	American Home Products Co.
Search for Tomorrow	Mon., Fri.	12:30-12:45 p.m.	Procter & Gamble Co.
Garry Moore	Tue., Thu.	1:30- 2:30 p.m.	General Electric Co.

Program	Day	Time	Sponsor
Guiding Light	Mon. thru Fri.	2:30- 2:45 p.m.	Procter & Gamble Co.
My Little Margie	Mon.	9:00- 9:30 p.m.	Philip Morris Co.
Who's There?	Mon.	9:30-10:00 p.m.	General Foods Corp.
Summer Theatre	Mon.	10:00-11:00 p.m.	Westinghouse Electric Co.
Chronoscope	Mon., Wed., Fri.	11:00-11:15 p.m.	Longines-Wittnauer Watch Co.
Crime Syndicated	Tues.	9:00- 9:30 p.m.	Schick Razor Co.
Suspense	Tues.	9:30-10:00 p.m.	Electric Auto-Lite Co.
Danger	Tues.	10:00-10:30 p.m.	Block Drug Co.
Strike it Rich	Wed.	9:00- 9:30 p.m.	Colgate-Palmolive-Peet Co.
The Hunter	Wed.	9:30-10:00 p.m.	R. J. Reynolds Tobacco Co.
Blue Ribbon Bouts	Wed.	10:00-10:45 p.m.	Pabst Sales Co.
Sports Spot	Wed.	10:45-11:00 p.m.	General Cigar Co.
CBS News	Thu.	7:30- 7:45 p.m.	American Cigarette & Cigar Co.
Music Hall	Thu.	7:45- 8:00 p.m.	Lever Brothers Co.
Big Town	Thu.	9:30-10:00 p.m.	Lever Brothers Co.
Racket Squad	Thu.	10:00-10:30 p.m.	Philip Morris Co.
I've Got a Secret	Thu.	10:30-11:00 p.m.	Toni Co.
Footlight Theatre	Fri.	9:30-10:00 p.m.	General Foods Corp.
Police Story	Fri.	10:00-10:30 p.m.	Pearson Pharmacal Co.

NBC-TV Network Cancellations

Program	Day	Time (N.Y.)	Sponsor
Big Payoff	Mon., Wed., Fri.	3:00- 3:30 p.m.	Colgate-Palmolive-Peet Co.
Lights Out	Mon.	9:00- 9:30 p.m.	Pearson Pharmacal Co.
Robert Montgomery	Mon.	9:30-10:30 p.m.	American Tobacco Co.
Matinee in New York	Tues. thru Fri.	4:00- 4:15 p.m.	Procter & Gamble Co.
Matinee in New York	Wed., Fri.	4:15- 4:30 p.m.	Andrew Jergens Co.
Matinee in New York	Fri.	4:45- 5:00 p.m.	Toni Co., Div. of Gillette
Boss Lady	Tues.	9:00- 9:30 p.m.	Procter & Gamble Co.
Circle Theatre	Tues.	9:30-10:00 p.m.	Armstrong Cork Co.
Original Amateur Hour	Tues.	10:00-10:45 p.m.	P. Lorillard Co.
Bob Considine	Tues.	10:45-11:00 p.m.	Mutual Benefit, Health & Accident Assn.
Kraft TV Theater	Wed.	9:00-10:00 p.m.	Kraft Foods Co.
Hawkins Falls	Thurs., Fri.	5:00- 5:15 p.m.	Lever Bros. Co.
Howdy Doody	Thurs., Fri.	5:30- 5:45 p.m.	Kellogg Co., Welch Grape Juice Co.
Best of Groucho	Thurs.	8:00- 8:30 p.m.	DeSoto-Plymouth Dealers
Gangbusters	Thurs.	9:00- 9:30 p.m.	Liggett & Myers Tobacco Co.
Mister Peepers	Thurs.	9:30-10:00 p.m.	Ford Motor Co.
Martin Kane	Thurs.	10:00-10:30 p.m.	U. S. Tobacco Co.
Ask Me Another	Thurs.	10:30-11:00 p.m.	Ethyl Corp.
Campbell Playhouse	Fri.	9:30-10:00 p.m.	Campbell Soup Co.
Summer Sports Reel	Fri.	10:00-10:30 p.m.	Gillette Safety Razor Co.
Greatest Fights	Fri.	10:30-10:45 p.m.	Chesebrough Mfg. Co.

GOP CONVENTION OUTDREW DEMO SESSIONS

According to Pulse TV Survey of New York Area

REPUBLICAN National Convention telecasts attracted more viewers in the New York metropolitan area than the Democratic convention did by more than a third, Dr. Sydney Roslow, director of Pulse, reported last week. Summarizing results of special door-to-door personal interview survey of 12,500 TV homes, during the two conventions, Dr. Roslow said that the GOP sessions had average ratings of 43.0 at night, 16.5 in the afternoon. The Democrats averaged 32.0 in the evening, 12.2 in the afternoon.

The Democrats were handicapped, Dr. Roslow commented, by three factors affecting the New York audience: The long heatwave which kept many people out of doors until late in the evening, greater baseball competition and the fact that the Republican convention came first.

Interest of the New York TV families in the conventions is shown, Dr. Roslow reported, by the 43.0 rating for the GOP evening sessions which topped peak winter ratings of any program televised in New York and by audiences for the New York stations covering the conventions well above their normal summer levels. Pulse survey for the week of June 27 showed a combined rating of 8.2 daytimes, 32.0 nighttimes, for the four stations—WJZ-TV, WCBS TV, WNBT (TV), WABD (TV)—which for the Republican convention the next week more than doubled the daytime viewers and increased the

nighttime audience by more than a third.

Women viewers outnumbered the men for both conventions and for the evening as well as the daytime hours, Pulse found, reporting the audience composition as follows:

	VIEWERS PER 100 SETS			
	DAY SESSIONS		NIGHT SESSIONS	
	Repub.	Demo.	Repub.	Demo.
Women	94	85	96	93
Men	39	47	89	84
Children	20	19	26	19
TOTAL:	153	151	211	196

Night by night Pulse ratings, covering the period from the start of the evening sessions until 11 p.m. and so missing some of the most dramatic parts of both conventions, ran as follows:

	Republican	Democratic
Mon.	43.8	36.8
Tues.	45.2	20.4 (a)
Wed.	44.0	29.4
Thurs.	44.0 (a)	34.0
Fri.	37.9 (b)	39.4 (a)

(a) Competed with night baseball.
(b) 7-9:30 p.m.

EXECUTIVES Radio-TV Services, Larchmont, N. Y., has issued a new edition of its semi-annual "Time Buyers Register." The publication, which identifies the specific buyer of radio and TV time for each account, is priced at \$15.00 per copy.



"WITH THE COMPLIMENTS OF WHO, MA'AM!"

Yes — that headline is misleading. Rather than giving premiums or prizes here at WHO, we are building tremendous good-will by helping various community organizations throughout Iowa to get some of the things they want. New dishes for the P.T.A. Uniforms for the High School Band. Christmas toys for various child-welfare groups. Etc., etc., etc.!

For instance, we quote from the Britt, Iowa *News-Tribune* of March 5, 1952:

"It is evidently worth something to fill WHO talent performers with a good duck dinner to get the best results in entertainment. Mrs. O. W. Friedow took the personnel of the WHO Talent Show to her country home and served them a fine duck dinner Thursday evening just before their appearance at the school auditorium in a show sponsored by the Congregational Workers Guild. At the auditorium, a stream of folks moved into the lobby and 'crashed' the doors as early comers. By 7:15 the main auditorium was filled and the bleachers offered the next-best 'roost', after which chairs were carried in to take care of the overflow. About 700 people were seated. The various songs and farces followed one after another without any intermission. The crowd was kept in an uproar of laughter for two hours. The Workers Guild was well pleased with both entertainment and receipts."

Just a local news item — but *full* of the stuff that makes loyal and friendly listeners for WHO — *responsive* listeners for WHO advertisers.

WHO shows are produced in Iowa communities under auspices of local *non-profit* organizations. This has been going on for *years*. WHO has helped hundreds of community groups to raise money for local needs, with the result that literally *tens of thousands* of families have become our personal friends.

Is it any wonder that WHO is listened-to regularly by 69.4% (daytime) of all radio families in Iowa? For the complete, amazing story, contact WHO or Free & Peters!

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Transfer Week

(Continued from page 30)

are major radio properties which have been in operation over 25 years. WCCO was started by the Washburn Crosby Co. as a 500 w outlet in 1925, with studios in the Oak Grove Hotel. Originally the Minneapolis Civic and Commerce Assn. and the St. Paul Civic Assn. shared ownership but dropped out in 1926.

WTCN was launched in 1925 as WRHM. It operates on 1280 kc with 5 kw day and 1 kw night. WTCN-TV operates on Channel 4 with effective radiated power of 17.9 kw visual and 9.2 kw aural, programming from 9 a.m. to 1 a.m. WCCO operates with 50 kw on 830 kc.

Approval of the KOTV (TV) Tulsa transfer application gives control of 85% of that station to J. D. Wrather Jr. and his mother, Mrs. Mazie Wrather, for \$1,629,000. Mr. Wrather is an independent oil operator and also has produced some motion pictures. He is married to motion picture actress Bonita Granville. He maintains business headquarters in Dallas, but his home is in West Los Angeles, Calif. Retaining her present 15% interest in the TV outlet is Helen M. Alvarez, who also is general manager of the station.

The KTOK Oklahoma City, Okla., transfer gives four Texas radio and newspaper men their first station in another state. Buying the 5 kw station on 1000 kc are Wendell Mayes, president and major stockholder in KBWD Brownwood, Tex., and KNOW Austin, and 25% owner of KFDA Amarillo; C. C. Woodson, 95% owner of Brownwood (Tex) *Bulletin* and other Texas and Florida newspapers; Charles B. Jordan, vice president and general manager of the Texas State Network and vice president of KABC San Antonio, KFJZ Fort Worth, KIRO McAllen and WACO Waco and 25% owner of KFDA, and Gene L. Cagle, 34% owner and president of Texas State Network and KABC, KFJZ, KRIO and WACO and 25% owner of KFDA.

SAG-FPA PARLEY

May Sign Pact This Week

SCREEN ACTORS GUILD and the Film Producers Assn. of New York Inc. had reached no agreement on a new contract by the end of the week after three negotiation sessions at the Algonquin Hotel. SAG Executive Secretary Florence Martson said another meeting has been scheduled for tomorrow (Tuesday).

Mrs. Martson emphasized that "no serious disagreement" exists between the association and the union and added that a contract similar to the one negotiated with Hollywood producers [B•T, July 14] may be signed by the end of this week. The contract will cover actors in theatrical and television films, Mrs. Martson said, and will apply to some 800 persons regularly employed in the New York area.



FINAL negotiations for full ownership of WAPO Chattanooga by Ramon G. Patterson (c) are completed with Ray V. Hamilton (l), partner, Blackburn-Hamilton, station brokerage firm, and Mr. Patterson's sister, Mrs. Louise P. Pursley. Mr. Patterson, heretofore half-owner, bought the remaining half-interest from Mrs. Pursley, reportedly for \$165,000. Mrs. Pursley owns WKAB Mobile, Ala.

540 KC CASE

FCC Receives Comments On Band Proposal

TWO endorsements and one warning were filed with the FCC by the July 28 deadline for comments on the proposal to add 540 kc to the standard broadcasting band [B•T, June 23].

Supporting the Commission's proposition to make 540 kc a Class II frequency, with power range from 250 w to 50 kw, were Midland Broadcasting Co. (KMBC Kansas City) and NARTB [CLOSED CIRCUIT, July 28].

Admonition that the Commission use care in assignments on 540 kc was made by the National Federation of American Shipping.

Midland "strongly endorses" the Commission's proposal, its comments filed last week said. It called attention to its long continued interest in the addition of 540 kc to the standard broadcast band, and stated it was prepared to file an application for the use of that frequency at the appropriate time "to provide a broadcast service to the extensive rural areas of Kansas and adjacent states."

Midland, which also operates KFRM on 550 kc daytime only with 5 kw directional at Concordia has pending an application for special service authority to operate on 540 kc there. KFRM now duplicates KMBC programs.

Two weeks ago, NARTB gave full support to the Commission's proposal.

Warning, sounded by the shipping federation, suggested that care be taken in the assignments of station, and the powers permitted to stations on 540 kc. It recommended that other precautions be taken as well because the frequency is close to 500 kc, international distress frequency.

Commission's proposal followed the assignment of 540 kc to the broadcast band at the 1947 Atlantic City treaty meeting, and the establishment of that frequency as a Canadian clear in the latest NARBA revision. The channel has been used with 50 kw by CBK

Watrous, Saskatchewan (Canada) since 1938. In 1948, Mexico notified NARBA countries that XEWA planned to use the frequency at San Luis Potosi with 150 kw, but it is not believed the station even began to reach that power.

The Commission's proposal noted that 540 kc is near the 500 kc international distress frequency, but observed that marine services have been on notice since 1947 that 540 kc was to be allocated to the broadcast band—now ranging from 550 kc to 1600 kc.

The Commission also pointed out that recommended standards for auto-alarms used on shipboard were made more rigid under the terms of the Safety of Life at Sea Convention, which becomes operative in November.

Auto-alarms are devices which sound a call when a signal is received on 500 kc.

License Procedure

TO SIMPLIFY paper work for itself and stations, FCC last week announced an administrative change in its temporary processing procedure by amending Sec. 1.384 of its rules. Henceforth, a station's license will continue in effect after its expiration date providing the licensee has pending before the Commission a timely application for renewal. The expired license would continue in effect until FCC took action on the renewal request. This change, in conformity with the Administrative Procedure Act, precludes the necessity of the Commission to issue frequent temporary extensions of license until renewal action is taken.

CBS Rate Showdown

(Continued from page 23)

to retain more revenue locally.

On Aug. 12 the committee will report to the full affiliates convention in closed session, without the presence of CBS executives, who will be asked to stand by for an appearance if the group desires it.

Members of the affiliates committee attending Tuesday's meeting were: Mr. Storer; Victor A. Sholis, WHAS Louisville; John Patt, Goodwill Stations; John E. Fetzer, WKZO Kalamazoo; I. R. Lounsberry, WGR Buffalo (also chairman of the Columbia Affiliates Advisory Committee); Kenyon Brown, KWFT Wichita Falls, Tex.; Saul Haas, KIRO Seattle; Ray Herndon, KRRH Houston; William B. Quarton, WMT Cedar Rapids. Hulbert Taft, WKRC Cincinnati, tenth member, is in Europe.

CBS was represented at the meeting by Frank Stanton, CBS president; Joseph H. Ream, executive vice president (who retired last Friday); Richard S. Salant, vice president and general executive; Adrian Murphy, president, CBS Radio network; Herbert V. Akerberg, CBS stations relations vice president.

NEW 45 RPM

RCA Victor Plans

NEW longer playing 45 rpm record will be issued soon, RCA Victor announced last week at the end of the National Assn. of Music Merchants convention in New York. Selections and prices of the extended playing records will be announced Aug. 15 at RCA Victor distributor and dealer meetings.

The new records will permit the playing of longer selections on each side of the 45 rpm discs and will reduce the number of records in album collections, it was said.

Paul A. Barkmeier, vice president in charge of RCA Victor's record department, said the new records are the same size as the present ones. They also use the same speed and turntable as at present, he said. They will play up to eight minutes per side, he explained. Present 45 rpm records play about 2½ minutes on the average, although some run to 7 minutes.

Columbia Records spokesman, whose company pioneered the long playing 33½ rpm record, said that if the public responds favorably to the new RCA Victor 45 rpm record, Columbia will bring out a similar record.

Diathermy Amendment

AN FCC amendment effective Aug. 4 deletes necessity of a completely shielded room or space for diathermy equipment, radiation of which interferes with radio and TV communication, and requires only sufficient shielding to limit radiation to a maximum of 15 microvolts per meter at distance of 1,000 ft. from equipment.




Like ham goes with eggs

Low-cost results and W-I-T-H go together just like ham and eggs. And how the local merchants do know it! *W-I-T-H* regularly carries the advertising of twice as many of them as any other station in town.

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

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

IN BALTIMORE

WITH 

TOM TINSLEY, PRESIDENT

• REPRESENTED BY FORJOE AND COMPANY

upcoming



FUNCTIONAL MUSIC

Legal Issue Pends
Despite Renewals

Operator Rule Support

(Continued from page 31)

ALTHOUGH FCC has renewed without comment the licenses of 17 functional music and transit radio stations, members of the Commission staff last week indicated this does not necessarily mean the FCC has reversed itself and decided the specialized FM services are properly a broadcasting function.

What the action may mean, one spokesman stated, is that FCC considers the legality question one of a broad general nature and hence should no longer continue under temporary license the several stations whose renewal bids were pending. Speculation was advanced that FCC still may call for a general rule-making hearing to resolve the functional music issues.

Stations Renewed

The functional music and transit radio stations renewed included:

KRKB-FM Los Angeles; WBNY-FM Buffalo; WFMF (FM) Chicago; WKJF (FM) Pittsburgh; WLDM (FM) Oak Park, Mich.; WLRD Miami Beach, Fla.; WMMW-FM Meriden, Conn.; WGHE (FM) New York; WNAV-FM Annapolis; WEAW (FM) Evanston, Ill.; KCMO-FM Kansas City; KXOK-FM St. Louis; WGTR (FM) Paxton, Mass.; WKRC-FM Cincinnati; WLYN-FM Lynn, Mass.; WTOA (FM) Trenton, N. J.; WWDC-FM Washington, D. C.

It was early last year that the

Commission declared the functional music operations of WFMF, WLRD., WACE-FM Chicopee, Mass., and KDFC (FM) Sausalito, Calif., violate the Communications Act, a fact denied by the stations and protested by a large number of such other outlets [B•T, April 16, March 12, Feb. 5, 1951]. Since that time, one of the four, WACE-FM, has ceased operation. KDFC, operating under its original construction permit, has a license application still pending before the Commission.

Two months ago, transit radio won out in the Supreme Court over the free speech issue [B•T, June 2], but Commission spokesmen explained this still does not settle whether or not transit radio is properly a broadcasting service within the meaning of the Commission rules or the Communications Act.

Possibilities Noted

On the other hand, it was pointed out that the renewal actions could be interpreted to mean the Commission has considered that the stations have been "operating in the public interest" and a renewal was in order. Such an interpretation could be extended to mean the functional music issue is dead, it was noted by one source, but the possibility of this was not widely supported.

Meanwhile, the Transit Riders Assn. Inc. of Washington, D. C., one of the community factions which pressed the WWDC-FM "captive audience" appeal to the court, announced last week it has retained radio attorney Carl L. Shipley of Washington as counsel to file a protest with FCC respecting the WWDC-FM renewal. A petition for reconsideration of the renewal is expected to be filed with the Commission within the next fortnight.

to FCC rule making proceedings on the NARTB request for authority to use restricted operators and to have remote control of transmitters for any part of AM and FM operations which are nondirectional with power of 10 kw or less.

Success in having these proposals adopted is of primary importance to many broadcasters. But success requires effort, particularly because of a development I want forcefully to bring to the attention of every broadcaster.

Radio operators have been sent misleading and "scare" statements based upon an inability or unwillingness to understand the NARTB's proposal. Operators have been told, among other things, within one year or less they will have no jobs if the NARTB's proposal is adopted by the FCC. Operators have been urged to write the Commission opposing the NARTB's proposal and also to write or wire their Senators or Congressmen about this.

Many operators have accepted this misinformation as fact. The FCC and some Senators and Congressmen have received strong letters from many operators, including some stations' chief engineers, attacking the NARTB's proposal.

Broadcasters must show their interest and correct the misimpression created if they want the sound benefits sought by the NARTB. Our proposal is not to eliminate any station's engineering staff. Our proposal is an effort to bring the FCC requirements in line with the art of broadcasting by getting the FCC to recognize the reliability and stability of equipment and adopt rules which will permit station management to meet their responsibility to serve their audiences' best interests. We think you should be free to employ a staff with the qualifications that will permit you to meet your obligation to offer the best possible program service, consistent with maintaining all present engineering standards. We want neither to make nor destroy job opportunities—we want only to make progress. We want that progress to include realistic operator requirements. We also want that progress through a recognition that transmitters for nondirectional use up to 10 kw can readily be operated by remote control.

Some broadcasters have written sound supporting statements to the FCC. All others who believe the Commission should adopt the rules the NARTB has proposed should do the same. Comments supporting the NARTB proposal are to be filed by August 4 with the FCC. You have until August 24 to file replies to what others have said. I think you should also be assured that your Senators and Congressmen are not misled by the misinformation being circulated.

Cadogan to BBC Post

SIR ALEXANDER CADOGAN last week was named new board chairman of British Broadcasting Corp., succeeding Lord Simon of Wythenshawe. Sir Alexander will take office in "the near future," effective date to be announced later. Lord Simon's future plans were not revealed. According to BBC spokesmen, one of Sir Alexander's first jobs will be to appoint a successor to Sir William Haley, present BBC director-general, who is resigning in September to become editor of the London Times.

RECORDING industry has cooperated with the Dept. of Defense in a program to recruit women for the armed services. Companies planned special release of song, "The Girls Are Marching," with disc jockeys and juke box operators asked to join in a promotion campaign. Among firms taking part are RCA Victor, Columbia, Mercury, MGM, and Decca. Royalties and profits are donated to Korean veterans hospitals.

- Aug. 4-7: Mid-South Audio Show, Peabody Hotel, Memphis, Tenn.
- Aug. 6: Special RTMA committee meets on educational TV, RCA Hdqs., New York.
- Aug. 12: NARTB's convention committee meets, NARTB Hdqs., Washington.
- Aug. 12: CBS Radio Affiliates meeting, Chicago.
- Aug. 15: NARTB's "Register and Vote" campaign begins.
- Aug. 15: BAB Sales Clinic, Dallas.
- Aug. 15-16: West Virginia Broadcasters Assn. meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
- Aug. 17-24: Educational Television Workshop, Iowa State College, Ames, Iowa.
- Aug. 18: BAB Sales Clinic, San Antonio.
- Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.
- Aug. 20: BAB Sales Clinic, Houston.
- Aug. 21-22: NARTB District 8, Grand Hotel, Mackinac Island, Mich.
- Aug. 22: BAB Sales Clinic, New Orleans.
- Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.
- Aug. 25: BAB Sales Clinic, Miami.
- Aug. 25-26: NARTB District 11, Hotel Duluth, Duluth, Minn.
- Aug. 27: BAB Sales Clinic, Winston-Salem.
- Aug. 27-29: Institute of Radio Engineers, West Coast show and convention, Long Beach, Calif.
- Aug. 28-29: NARTB District 17, Multnomah Hotel, Portland, Ore.
- Sept. 4-5: NARTB District 15, Hotel Mark Hopkins, San Francisco.
- Sept. 5: BAB Sales Clinic, Chicago.
- Sept. 8: BAB Sales Clinic, Cincinnati.
- Sept. 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.
- Sept. 10: BAB Sales Clinic, Louisville.
- Sept. 11-12: NARTB District 14, Cosmopolitan Hotel, Denver.
- Sept. 11-13: Western Assn. of Broadcasters annual meeting, Jasper, Alta.
- Sept. 12: BAB Sales Clinic, Nashville.
- Sept. 12-13: Advertising Federation of America District 7, Thomas Jefferson Hotel, Birmingham, Ala.
- Sept. 12-14: N. Y. State Chapter of American Women in Radio and TV annual meeting, Cornell U., Ithaca, N. Y.
- Sept. 15: BAB Sales Clinic, Little Rock.
- Sept. 15-16: NARTB District 12, Lassen Hotel, Wichita.
- Sept. 17: Texas Assn. of Broadcasters, semi-annual meeting, Fort Worth.
- Sept. 17: BAB Sales Clinic, Birmingham.
- Sept. 18-19: NARTB District 13, Hotel Texas, Ft. Worth.
- Sept. 19: BAB Sales Clinic, Atlanta.
- Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.
- Sept. 22-23: NARTB District 10, The Elms, Excelsior Springs, Mo.
- Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.
- Sept. 25-26: NARTB District 9, Hotel Plankinton, Milwaukee.
- Sept. 28-30: Adv. Fed. of America, 10th District meeting, Mayo Hotel, Tulsa.
- Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.
- Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.
- Oct. 2-3: NARTB District 4, Hotel Carolina, Pinehurst, N. C.
- Oct. 6-7: NARTB District 5, Hotel Biltmore, Atlanta.
- Oct. 6-10: Society of Motion Picture & Television Engineers, 72d semi-annual convention, Washington.
- Oct. 9-10: AAAA Central Council fall regional convention, Drake Hotel, Chicago.
- Oct. 9-10: NARTB District 6, Hotel Peabody, Memphis.
- Oct. 11-13: Women's Adv. Clubs annual Mid-West inter-city conference, Hotel Morton, Grand Rapids, Mich.
- Oct. 13-14: NARTB District 3, Hotel



IN LOBBY of new WCAU Radio-Television Center are (l to r) Charles Vanda, WCAU vice president in charge of TV; Alex Griffin, radio-TV director, Al Paul Lefton Co., and Donald W. Thornburgh, president-general manager, WCAU-AM-FM-TV Philadelphia. More than 200 advertising executives have visited the new center [B•T, July 28].



There's More than meets the eye!

PREMIUM PERFORMANCE — Guaranteed by advanced engineering research and design.

ASSURED DEPENDABILITY — Simplified circuitry and control system

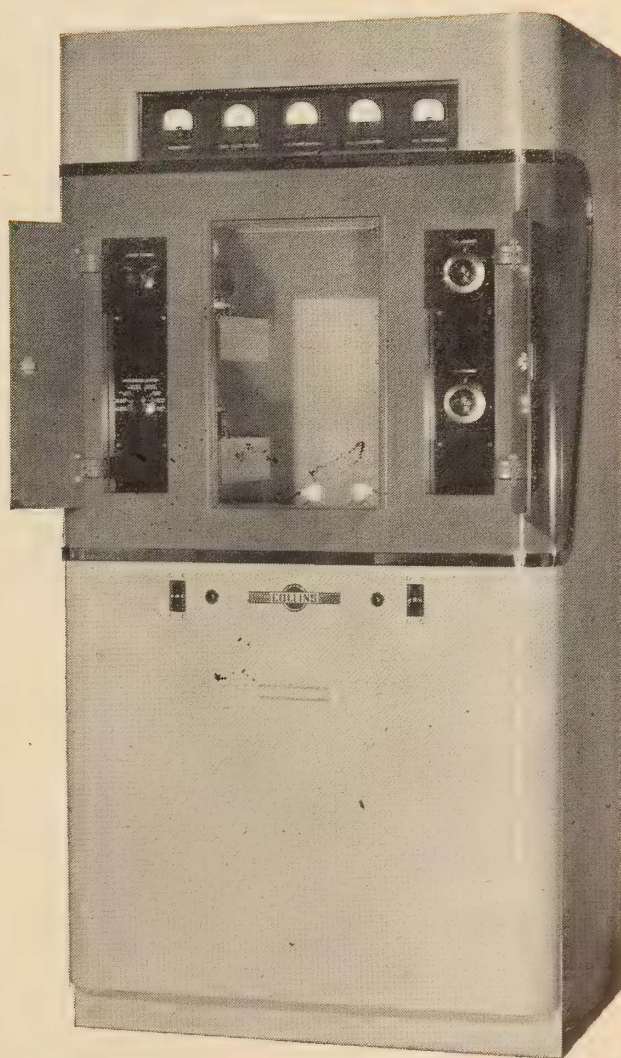
MAXIMUM ECONOMY — Lower initial, maintenance and operating cost

There's more than meets the eye in the Collins 20V one kw broadcast transmitter. Contained in its handsome two-toned grey cabinet are exclusive Collins engineered features that mean . . . **SUPERIOR** performance — **LOWER** initial cost — **MINIMUM** operating and maintenance costs — and **MAXIMUM** dependability.

The 20V is entirely contained in a *single* ruggedly constructed cabinet which occupies up to 75 per cent less space than ordinary one kw transmitters. Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components, and all terminals are quickly accessible from the rear. All tubes are visible at a glance.

Collins consistency in Engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment.

Collins can serve your broadcasting needs best. Write today for complete details and descriptive literature.



For quality in broadcasting equipment, it's . . .



COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18

1930 Carpenter Boulevard
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

Radio-TV Names in Candidates' Camps

(Continued from page 25)

the NARTB Radio Board. He was elected director for the 1952-53 term by NARTB earlier this year. He also was president of the Michigan Assn. of Broadcasters in 1950.

In addition to his management of WSOO, Mr. Pratt is president of the Northern Network, a regional hookup also comprising WMIQ Iron Mountain and WDMJ Marquette.

Appointment of Kudner Agency was announced by Robert Humphreys, new GOP committee publicity director, at the direction of Chairman Summerfield. It was announced that the agency "is already at work on the development of radio and television programs, and will handle all timebuying."

Handled Taft Campaign

It was noted that Kudner had handled "the highly successful 1950 campaign in Ohio of Sen. Taft, which resulted in his sweeping re-election by a majority of 431,000." The GOP National Committee had engaged BBDO for the 1948 Presidential campaign.

It also was learned authoritatively that Chairman McKinney has asked Mr. Reinsch, on leave from the Cox Radio-TV properties, to remain in his present post through the November elections. It was understood that the committee has requested former Gov. James Cox, president of cer-

tain newspaper-broadcast operations (Mr. Reinsch is managing director of the radio-TV properties), to approve an extension of Mr. Reinsch's tenure as special TV consultant.

Mr. Reinsch, former radio adviser to President Truman, would handle all television matters pertinent to the Stevenson-Sparkman campaign. He works directly with Ken Fry, radio-TV director of the national committee, and executives of the Katz agency. He received commendation for his handling of the Democratic National Convention which actually took on the nature if not the title of production manager.

Mr. McKinney, a stockholder in WISH Indianapolis and a principal in a TV application for that city, has been asked by Gov. Stevenson to stay on in his post "for the time being."

Radio-TV aspects of post-convention planning had not jelled last week in either political camp, pending organizational meetings of the Republicans in Denver and Democrats in Chicago.

The Democratic Party is on record as already having negotiated "hundreds of thousands of dollars" worth of major radio-TV network time [B•T, June 23]. Mr. McKinney has stressed the importance of radio-TV in the pre-election fight and said that over 25 hours of time had been purchased. It

was indicated, however, that this total would be increased with commitments still to be made.

Besides speeches by Gov. Stevenson and Sen. John Sparkman (D-Ala.), Democratic Vice Presidential candidate, President Truman is expected to make some whistle-stop talks on radio and TV. Gov. Stevenson, who announced he will campaign while retaining the governorship in Illinois, has promised he will run his own campaign.

Has Radio Interests

An eloquent speaker in his own right, the Governor has more than a passing interest in radio-TV broadcasting. He has one-quarter interest in the *Bloomington* (Ill.) *Pantagraph*, which owns WJBC-AM-FM there under license to Bloomington Broadcasting Corp.

Gov. Stevenson also has 2.5% interest in Sangamon Valley Television Corp. (WTAX-AM-FM), Springfield, Ill., which is a TV applicant for VHF Channel 2 there. Last week, however, he was reported to have decided to dispose of this interest as he felt it improper, as a Presidential candidate, to be associated with an applicant before the FCC. WTAX owns 32.5% of Sangamon. His Secretary of State in Illinois, Edward J. Barrett, holds 10% in a competing TV application.

On the GOP side, Gen. Eisenhower and his brothers also have been identified with radio. Dr. Milton S. Eisenhower, president of Penn State, was radio and later public information director for the Dept. of Agriculture during the Hoover Administration. Another brother, Earl, is a minority stockholder of WESA Charleroi, Pa. and WLIO East Liverpool, Ohio. He is an executive of West Penn Power Co.

Gen. Eisenhower, himself an effective radio-video speaker, has been identified with the broadcasting industry. He has been sought after in recent years as a speaker at numerous conventions, including NAB, and has lent his support to the Crusade for Freedom, with emphasis on increased radio activity overseas, and a stronger Voice of America information program. Additionally, his book, *Crusade in Europe*, was adapted for a television series.

Has Wide Support

The general has enjoyed campaign support from a number of personages, including Mr. Larmon of Young & Rubicam, and Sen. Seaton, associated with his family in ownership of KHAS Hastings, Neb., KMAN Manhattan, Kan., and KGGF Coffeyville, Kan. Sen. Seaton is special advisor to the GOP nominee.

There also was speculation as to whether Harry C. Butcher, Gen. Eisenhower's naval aide during World War II, would emerge on the general's organization staff. Mr. Butcher, former CBS vice president, is now owner of KIST

Santa Barbara, Calif.

Mr. Summerfield is riding herd as national committee chairman and campaign manager for Gen. Eisenhower. How much money will be spent for radio and television could not be determined late last week since Eisenhower officials were engaged in a three-day Denver conference. The organization was expected to talk budget and other factors.

The GOP is shooting for a \$4.8 million campaign chest covering Presidential, Vice Presidential and Congressional efforts. Once the budget is set, the GOP Finance Committee will give its okay.

Regardless of any decision, the national committee is expected to spend more than the \$700,000 allocated for radio-TV during the '48 campaign. Use of TV alone will skyrocket this figure.

"We have a major appreciation of the value of radio and television and will spend accordingly," Edward T. Ingle, GOP radio-TV director, told BROADCASTING • TELECASTING last week. He termed radio as "still basic" and said the committee would make good use of regional availabilities. There is quite a bit of open network time during September, particularly on radio, according to Mr. Ingle.

Committee May Buy

Some time purchases now lined up may be taken over by the National Citizens-for-Eisenhower organization, which would circumvent the Hatch Act limitation of \$3 million on campaign funds. By the same token, state, national and local organizations in the Democratic fold are expected to buy network time for certain candidates. The Democratic budget has been estimated as high as \$2 million for radio-TV.

TV appearances run approximately \$28,000 for a half-hour of so-called "open time" on a major video network, but could go higher—up to \$46,000 or even \$125,000—for each period if it were necessary to pre-empt a sponsored program. It is the Democrats' contention that they have realized appreciable savings along this line by negotiating early for time segments.

Meanwhile, both parties also were discussing sites for national committee headquarters. The GOP has leased space in the Hotel Washington, Washington, with a subsidiary branch in Chicago. The Democrats are planning to headquarter in Washington, too, reserving space in the Mayflower Hotel. It is possible that Gov. Stevenson might wish to maintain headquarters in Chicago, or at best a branch office. Both parties headquartered in New York in 1948.

Robert Humphreys, the new GOP publicity chief, replaces William Mylander, who resigned after the GOP convention. Mr. Humphreys formerly was publicity director of the GOP Congressional Committee, with responsibility for planning radio-TV aids to candidates and offering other help for their individual campaigns.



Sponsors wanting to reach women listeners want Fern Sharp. "Fern's Faithful" are a large part of Central Ohio's Billion-Dollar market. They help their favorite by using the products she plugs. Proof? Her '52 annual needlework contest drew entries from all over WBNS' 24-county area. In fact, twice as many as last year . . . each one with a hand-sewn garment! Stick with WBNS for sales.

ASK JOHN BLAIR

WBNS RADIO

POWER
WBNS — 5,000
WELD-FM — 53,000
COLUMBUS, OHIO

CBS RADIO OUTLET

CENTRAL OHIO'S ONLY



J. E. Greiner Company, Baltimore, are designing and consulting engineers and supervisors of construction for the Chesapeake Bay Bridge.

Steel Spans the Chesapeake

**New 4-mile Structure Connecting Mainland and Eastern Shore
is Link in North-South Express Highway**

One of the greatest structures ever built, the new Chesapeake Bay Bridge, marks the fulfillment of a dream cherished for many years. Its total length, including approaches, is $7\frac{3}{4}$ miles. It crosses at a point just above Annapolis, where the bay is four miles wide.

Vacationists will now drive quickly from their homes on the mainland to recreation spots on the Eastern Shore, while farmers and fishermen on the Del-Mar-Va peninsula will send their products across the span to markets in

Baltimore and Washington. In addition, the bridge is a master link in the new express route, bypassing all urban areas, from New York to Washington and the South.

Bethlehem Steel erected the steel cables for the 1600-foot-long suspension span, and fabricated and erected the steel superstructure. The 33,000 tons of steel for the superstructure

were produced mainly at our plants at Sparrows Point, Md., near Baltimore, and at Bethlehem, Pa. We fabricated the steel at the Pottstown, Rankin and Bethlehem works, as we have for many other great bridges, including the Golden Gate Bridge, at San Francisco, and the George Washington Bridge, which spans the Hudson River at New York City.

BETHLEHEM STEEL



Strictly Business

(Continued from page 14)

coveragewise ever assembled for one sponsoring. Most recent example is the *Game of the Day* series on 133 MBS outlets in 22 states with Al Halfer and Dizzy Dean. In addition, Mr. Dean, the old baseball hero, whom Falstaff claims to have discovered in 1941, teams up with Bub Blattner to handle St. Louis Browns' games on a 22-station network in and around that city.

This comprehensive use of radio time accounts for over 500 hours each year of MBS baseball broadcasts and has been an annual campaign for Falstaff with the exception of two years since 1941.

Mr. Vollmer also has maintained a watchful eye on Falstaff TV advertising activities which include wrestling, baseball and mystery programs in Dallas, Fort Worth, San Antonio, Houston, Oklahoma City, New Orleans, Omaha, Memphis, Tulsa and Rock Island, Ill. Supplementing TV buys are radio spot coverage throughout Falstaff's usual 22-station sales area.

Mr. Vollmer left his Davenport home as a youth to attend Cornell U. in 1925 and then entered Harvard U.'s Graduate School of Business Administration, graduating with a master's degree in 1927. He returned to Iowa and opened

a finance business. It closed when Davenport banks went on a prolonged and enforced "holiday" during the depression years. His next job was with the Drillers' Gas Co. of Wichita, of which he is still a director.

Then came his association with Columbia Brewing Co., the Blanton Co. and Falstaff ("Sing out for Falstaff").

Mr. Vollmer is a member of the St. Louis Advertising Club, the University Club of St. Louis, and Bellerive Country Club of Normandy, Mo. Among his fraternal memberships are those in Phi Delta Theta (which he joined at Cornell) and the Stapler's Club (at Harvard).

He married the former Jane Jones of Chanute, Kan. They have three daughters—Patricia, a graduate of Vassar College, and Mary and Jane, who are students at Mary Institute, St. Louis. Mr. Vollmer plays golf ("How can I call golf a hobby when I get to play once a year?") and likes photography.

CKEY Toronto has equipped its new special events truck with mobile portable power to allow on-the-spot coverage of events.

WSYR's Local Radio Sales UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE

570 KC

WSYR — AM-FM-TV — The Only Complete
Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives



HILLEY SANDERS, vice president for radio-TV, Dan B. Miner Co., Los Angeles, during Mexican vacation is flanked by a 121-pound sailfish (l) and a 77-pound sailfish, which is credited to her husband, Fred Leving, co-producer of ABC radio's *Cisco Kid*.



JOHN C. MULLINS, president, KPHO-AM-TV Phoenix, Ariz., exhibits results of a day of fishing near Oahu, Hawaii. Catch included a tuna and three mahimahi.

NEXT FM DRIVES

Set for Phila., Ala.

NEXT FM campaigns, sponsored by NARTB and RTMA, are scheduled for Philadelphia and the state of Alabama, it was announced last week.

Philadelphia's drive to "sell" the public on the worth of FM is planned for the month of October. The Alabama promotion will take place during November.

Thus far FM projects have been undertaken by the two organizations in North Carolina, Wisconsin, District of Columbia and upstate New York.

New FM campaigns will benefit from the experiences gained in the first four areas. NARTB reported. FM Director John Smith is preparing a detailed manual outlining (1) organization, (2) pre-campaign activities, (3) sample spots, programs and promotion, plus other special material.

MEDIA BUYING

Y & R Integrates Method

YOUNG & RUBICAM, New York, is the second major advertising agency in recent months to integrate its method of media buying so that one executive is responsible for all media on one account.

Previously, as in most agencies, the television and radio timebuying has been done by radio-TV experts and the print media space buying by print specialists.

Under the new plan at Y&R, an individual buyer will handle all media purchases for his assigned clients, including radio, TV, newspapers, magazines, etc. Each individual media buyer will be assigned several clients.

Benton & Bowles, New York, was the first advertising agency to install this method of streamlining media buying a few months ago.

Under the new plan at Young & Rubicam, the executive personnel under A. V. B. (Tony) Geoghegan, vice president and director, will comprise four associate directors: Frank Coulter, Thomas M. Hackett, W. E. Matthews and Henry L. Sparks.

The distribution of radio-TV accounts assigned to media buyers are as follows:

American Home Products to George G. Hoffman; Bigelow-Sanford to A. B. Pratt, with rugs and carpets handled by Lorraine Ruggiero and Glamourrugs and Manorcrest by Russell A. Young; Borden Co., G. Kirk Greiner; Bristol-Myers, Martin Murphy; Cluett-Peabody (Arrow shirts, etc.); George Hoffman; (Sanforized Div.), Lorraine Ruggiero; Duffey Mott, Russell A. Young; General Cigar Co., Vance Hicks.

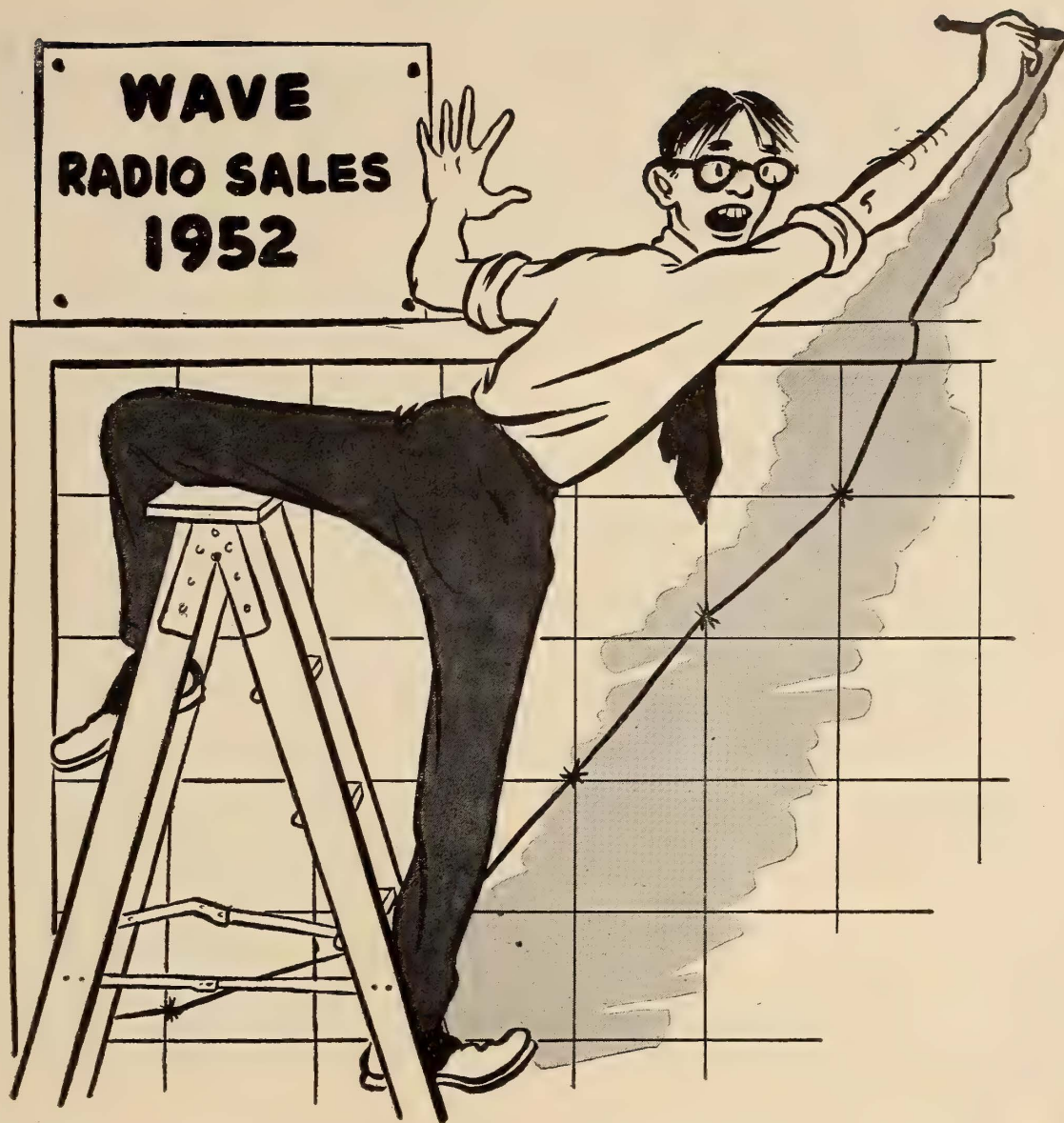
General Electric Co. (major appliance div.), Thomas Lynch, (small appliance div.), Vance Hicks; General Foods Co. (All Products Corp.), Joseph Lincoln, (Baker's coconut), Edwin J. Byrne, (Birds Eye Div.), Mr. Lincoln, (cereals), Martin Murphy, (Jell-O Products), William P. Dollard, (Minute products), A. B. Pratt, (Sanka Coffee), Lorraine Ruggiero; Goodyear Tire & Rubber Co., G. Kirk Greiner; Gulf Oil Co., Thomas Lynch.

International Silver Co., George Hoffman; Johnson & Johnson (baby products), John Flourney and (surgical dressings div.), Kirk Greiner; Lever Bros. Co. (Lipton Tea & Soup), William Dollard; Metropolitan Life Insurance Co., Frank Grady; Piel's Beer, Joseph Lincoln; Procter & Gamble (Cheer), Lloyd Harris; Florence Dart and William Mac Walker; Singer Sewing Machine Co., A. B. Pratt.

NARTB's Hardy Talks

RALPH W. HARDY, director of government relations for NARTB, spoke Friday at the banquet concluding the 11th annual NBC-Northwestern U. Summer Radio and TV Institute in Chicago. Judith Waller, NBC Chicago director of public affairs and education, and Donley Feddersen, chairman of the department of radio and television at N. U.'s speech school, who are co-chairmen of the institute, awarded 57 certificates to students completing the six-week course.

NATIONAL Safety Council has presented WHBC Canton, Ohio, with an award for outstanding public service in the interests of safety for 1951, and citation to Robert C. Fehman, manager.



**"Should I chop a hole
in the ceiling, boss?"**

WAVE'S national *radio* sales in the first five months of 1952 are up 41.68% over 1951—and 1951 itself was an excellent year for WAVE radio!

It's cause and effect, gentlemen. WAVE radio delivers an extremely high percentage of the 698,148 radio sets within 60 miles of Louisville—*can deliver 1,000 impressions for only 37¢!*

Get all the facts from Free & Peters!

**WAVE
LOUISVILLE**

5000 WATTS



NBC



Free & Peters, Inc., *Exclusive National Representatives*

WAVE STUDY

Points Up Local Baseball

SURVEY of nine stations carrying American Assn. baseball games, conducted by Program Director Jim Caldwell of WAVE Louisville, indicates radio audiences generally favor home town baseball, especially if the home team is winning.

Sponsors, too, like baseball, according to the study which reports seven stations quoted sponsors as saying baseball broadcasts had increased their business.

Breweries are among sponsors of games at seven stations, with exclusive sponsorship on five stations, the survey shows. Stations pay \$10,000 to \$32,500, or an average of \$17,000 annually for broadcast rights. Exclusive of Toledo and Charleston, W. Va., which on June 23 were involved in a franchise transfer, and which brought the number of association cities where games are broadcast to 100%, the average number of years that stations have carried games is 19.

Seven stations carry all games live and complete, with one delaying games on AM and one running only recapitulations on Sunday. Two carry home games only, with one of these carrying games only three days a week. Three stations use FM, with two of these carrying all games complete and one

Honors for Henry

INTERNATIONAL Olympic Committee last week awarded its Olympic diploma to radio TV newscaster Bill Henry for his official history of the Olympic games. Mr. Henry is the first American to be presented with the award which is given once every four years, NBC spokesmen said. Mr. Henry served as NBC-TV chief commentator at both Republican and Democratic National Conventions in Chicago.

carrying only the first game of doubleheaders.

Only telecasts: WFBM-TV Indianapolis carries most home Sunday games and WLWC (TV) Columbus carries eight or ten games a year. Other sponsors include a food canning firm, building and loan firm, auto dealer, auto accessory firm, radio-TV set distributor and gas and oil distributor.

book reviews . . .

HANDBOOK of Motion Picture Technique for Business Men. By Charles Curran. Times Square Productions Inc., 145 W. 45th St., New York 36. 53 pp. \$2.50.

THIS paper-bound booklet, purpose of which is to guide the business man in making TV commercials or persons who contemplate making training, educational, informational, explanatory or entertainment films, is written to "take some of the mystery and hocus-pocus out of motion picture production."

Dealing mainly with live-action, live-sound motion pictures, the book describes the three most-used methods of making films for the purpose defined, and advises when to use color. Costs, basic processes and techniques of film-making are described in some detail, followed by a "do's and don'ts" list and a glossary. A sample of a film specification form recommended by the American Television Society is reproduced and advertising and TV business journals are listed.

THE WORLD'S RADIO TUBES (VADE-MECUM), 9th Edition. P. H. Brans Ltd., Antwerp, Belgium; 416 pp.

THIS latest edition of the *Vade-Mecum*, printed in eight languages, lists every type and classification of receiving and transmitting tube manufactured in the world. Complete characteristics of each tube and base diagrams are included in the comprehensive directory. Tubes are tabulated in numerical and alphabetical order. For the first time, the *Vade-Mecum* is broken into two editions; the 10th edition, soon to be published, will contain listings on picture tube, photocell, klystron, etc.

JAPANESE RADIO

Three Commercial Outlets Now in Operation

EVEN the quiet, self-effacing Japanese are no longer immune to that long-standing American institution—the radio commercial.

And, fortunately for Japan—which launched commercial broadcasting for the first time in its history early last month—it has the advantage of American experience and know-how on call during this "swaddling clothes" period, Ed Hochhauser, sales manager for the Associated Program Service, told BROADCASTING • TELECASTING last week in an exclusive interview on Japan's commercial radio operations.

APS, Mr. Hochhauser said, has sold its library service to two of three commercial radio stations now in operation in Japan and has signed a contract with the third, with only credit clearance holding up delivery to JOQR Tokyo. The service to JOQR Tokyo and JOHR Hokkaido has been approved and the libraries are en route to Japan, with initial APS programs to start within a month, Mr. Hochhauser added.

Japan, for many years, had minor radio operations that were government controlled, Mr. Hochhauser explained. It was only after World War II that several Japanese businessmen toyed with the idea of commercial broadcasting. The time lag between conception and fruition lasted almost seven years, Mr. Hochhauser said, because the project involved the unsnarling of a lot of red tape, including clearance from the Japanese government and the occupation forces.

Even when Japan was unburdened from the occupation, the task of satisfying the various Japanese agencies was a fretful one, Mr. Hochhauser said. Last July, permission for commercial operation was granted to 16 stations and up to the present time, three have begun operations.

"The stations we have contracted with are JOQR in Tokyo, which is operated by the Society

of St. Paul in Japan for the Nippon Cultural Broadcasting Corp., and JOHR Hokkaido, operated by the Hokkaido Broadcasting Co.," Mr. Hochhauser remarked.

One of the thorny problems that APS faced in dealing with Japanese broadcasters, Mr. Hochhauser pointed out, was in the transfer of money, for which special permission had to be granted by both the U.S. and Japan.

To expedite business transactions APS has a full-time representative in Tokyo, Y. Tokara, who will also represent the firm in TV activities.

The library service is the same as the one sent to other stations in the U. S. and foreign countries, Mr. Hochhauser said. It includes musical transcriptions, such as *The Mindy Carson Show*, *The Vic Damone Show* and *Candlelight and Silver*; a large cabinet, two sets of index cards, catalogues, program scripts and the APS transcribed sales meeting series, produced by and featuring Maurice B. Mitchell, APS vice president and general manager.

"The program scripts will be translated into Japanese by the station," Mr. Hochhauser explained. "And we feel certain that by following the scripts, the Japanese will soon learn enough about radio production and programming that they will be able to develop programs on their own initiative."

Mr. Mitchell's sales messages will be particularly helpful because they will keep the Japanese right up to the minute on the latest sales techniques in the U. S., Mr. Hochhauser declared. He noted that the series includes tips on selling "everything from a single spot announcement to a complete program."

Mr. Mitchell himself chimed in with a parting shot that could be construed as a sales message to American broadcasters: "Things are happening in Japan and the funny thing about it is that American broadcasters are hardly aware of it."

FIRST
in ARKANSAS

KARK
5,000 w. dial 920
Little Rock

KARK
Arkansas' Preferred Station

- T. K. Barton, Vice-Pres. & General Manager
- Julian F. Haas, Commercial Manager
- National Representatives, Ed. Petry & Co.

KGW THE People's Choice IN PORTLAND, OREGON

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

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



You can get reprints of this advertisement, at no cost, by writing to this magazine.

Will you leave these to your children?

Men have died to leave you these 4 symbols of freedom:

A Holy Bible—symbol of your right to worship as you wish.

(First Amendment, U. S. Constitution)

A door key—your right to lock your door against illegal government force and prying.

(Fourth Amendment, U. S. Constitution)

A pencil—freedom to speak or write what you think, whether you agree with the government or not.

(First Amendment, U. S. Constitution)

And a free ballot—your right to choose the people who represent you in government—your protection against government tyranny.

(Article I, U. S. Constitution)

HALF the world is trying to destroy these symbols—and what they stand for.

Even in this country, there are people who attack our freedoms, by trying to give the government more and more control over American life.

“The government should take over the doctors,” they say, “and run the railroads, and the electric companies.” But what they *mean* is, “Let’s have socialized medicine, socialized railroads, socialized electricity.”

Even though socialism is one thing *most Americans don’t want!*

It is wise for us always to question and weigh all the forces that

influence our government. It’s up to us all whether we’ll leave our children freedom—or socialism.

.....

Socialized electric light and power is one of the first goals of the people who will want to push America down the hill to socialism. They’ve made headway, and are working for more. Each step they gain is a serious threat to *every* home and farm and business — and *everybody’s* freedom. That’s why this message is brought to you by America’s **ELECTRIC LIGHT AND POWER COMPANIES***.

*Names on request from this magazine

W. VA. SESSIONS

Agenda Set for Aug. 15-16

BUSINESS emphasis will be given the Aug. 15-16 meeting of the West Virginia Broadcasters Assn. at White Sulphur Springs in the Greenbrier.

CBS film, "More Than Meets the Eye," will be shown and speeches will be heard. Among the speakers are Elaine Sloat, Benton & Bowles; Elliott Lovel of Charleston, an advertising manager for a large West Virginia automobile dealer; James M. Caldwell, WAVE Louisville radio program director, and a BAB representative, as yet not named. Stephen Douglas, director of sales promotion and advertising, The Kroger Co., will be luncheon speaker.

John T. Gelder, WCHS Charleston, is association president; William E. Rine, WWVA Wheeling, is vice president and Alice Shein, WBTH Williamson, is secretary-treasurer.

Standard Football

KOA Denver will air all 10 of the U. of Colorado football games this fall, Charles C. Bevis Jr., KOA general manager, announced last week. Sponsor is Standard Oil Co. of Indiana for the sixth consecutive season. Starr Yelland, KOA sports announcer, will handle play-by-play. Bill Day, news and special events manager, will be in charge of production.

Mr. G. M. Philpott,
Checkerboard Veep,
Ralston-Purina Co.,
St. Louis, Mo.

Dere Phil:

Effen you here cash regusters bangin' away, hev rekorded a 21.5% increas in sales ouar a yere ago accordin' to the Federal Reserve Bank. All th' Pwina Chow buyers hereabouts must be gettin' th' usual profitabil results cause they got money to spend in town. In addition to hearin' Eddy Arnold every Fri nite we got a new show jist a head of Mr. Arnold which has th' W. Va. Commissioner of Agriculture and his staff thet makes a whole hour for your customers a'listenin' to WCHS with 5,000 at 580.

Yrs,
Algy

WCHS
Charleston, W. Va.

POLITICAL RATES

Hardy Advises Stations

RECOMMENDATION that broadcasters charge political candidates the local rate when they are running for local office, but the higher national rate, if they are running for state or national office has been made by NARTB Government Relations Director Ralph W. Hardy.

The interpretation of the McFarland Act, which forbids a radio or TV station from charging a political candidate more than the "comparable" commercial rate [B•T, June 23, et seq.] was made necessary by the flood of inquiries regarding the meaning of the provision.

Although the safest thing to do is to charge all candidates the retail rate, Mr. Hardy observed there would be justification for charging state and national candidates a higher rate. He warned, however, that station owners should be prepared to vindicate the higher charge should a complaint be made.

Mr. Hardy also called attention to the fact that the FCC would probably propose a rule covering this provision of the McFarland Act and that broadcasters would have a chance to comment on it.

The rate provision does not apply to spokesmen for a candidate, Mr. Hardy pointed out, nor does it apply to spot announcements—where it is not the voice of the candidate himself which is used.

RADIO LISTENING

High in TV Homes, CBS Says

TWO points are made in "Radio in TV-Land," a spiral-bound brochure released last week by CBS Radio:

"Radio is used more and more in television homes," demonstrated with Pulse data for 10 major TV cities showing increased radio sets-in-use figures for evening hours between October 1951 and April 1952.

"Television markets account for a substantial low-cost portion of the network radio audience," shown by comparing audiences and costs to a CBS evening mystery program for two different station line-ups, one including eight big TV cities, the other excluding them. This comparison showed that elimination of the TV markets costs the sponsor 18% of his audience but at a saving of only 8.7% in his time and talent cost, raising the cost-per-thousand homes reached from \$3.87 if the TV cities are included, to \$4.32 if they are not.

CLAYTON H. LANGE has been appointed manager of press information for the Sherwin-Williams Co. He directs the firm's national publicity in newspapers and in radio-TV.

NATIONAL NEILSEN-RATINGS

TOP RADIO PROGRAMS

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

NEILSEN-RATING*—Regular Week, June 15-21, 1952.

Current Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs) (3.8)		
1	You Bet Your Life (NBC)	8.1
2	Great Gildersleeve (NBC)	6.9
3	Lineup, The (CBS)	6.0
4	Philip Morris Playhouse (CBS)	5.8
5	This is Your F.B.I. (ABC)	5.7
6	Big Story (NBC)	5.6
7	Gene Autry Show (CBS)	5.6
8	Mr. Chameleon (CBS)	5.4
9	Broadway is My Beat (CBS)	5.4
10	Adv. of Ozzie & Harriet (ABC)	5.3

EVENING, MULTI-WEEKLY (Average For All Programs) (2.5)

1	News of the World (NBC)	4.8
2	One Man's Family (NBC)	4.6
3	Beulah (CBS)	3.7

WEEKDAY (Average For All Programs) (3.9)

1	Romance of Helen Trent (CBS)	7.6
2	Our Gal, Sunday (CBS)	7.5
3	Ma Perkins (CBS)	7.4
4	Wendy Warren and the News (CBS)	6.9
5	Big Sister (CBS)	6.9
6	Rosemary (CBS)	6.6
7	Guiding Light (CBS)	6.4
8	Arthur Godfrey (Liggett & Myers) (CBS)	6.2
9	Road of Life (NBC)	6.2
10	Aunt Jenny (CBS)	6.2

DAY, SUNDAY (Average For All Programs) (1.6)

1	Shadow, The (MBS)	2.7
2	Martin Kane, Private Eye (NBC)	2.6
3	Hollywood Star Playhouse (NBC)	2.4

DAY, SATURDAY (Average For All Programs) (3.3)

1	Theatre of Today (CBS)	6.2
2	Stars Over Hollywood (CBS)	5.8
3	Grand Central Station (CBS)	5.3

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

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ABA Meet Aug. 24-25

ARKANSAS Broadcasters Assn. has set Aug. 24-25 for its late summer meetings in Little Rock, with its third sales clinic to be held on the first day. Membership meeting speakers will include Lloyd George Venard, president of O. L. Taylor Co., and Rep. Oren Harris (D-Ark.), chairman of the House subcommittee investigating radio and TV. Some ABA members plan to attend the Eagle-Lions professional football game at Little Rock Aug. 23.

AFA MEETINGS

Fall Activities Announced

FALL activities of the Advertising Federation of America will include three district conventions and an inter-city conference, according to Robert M. Gray, Esso Standard Oil Co. advertising manager and AFA board chairman.

First meeting will be the Seventh (or Deep South) District annual sessions at the Hotel Thomas Jefferson, Birmingham, Sept. 12-13. On Sept. 28-30, the Tenth (or Southwest) District will convene at the Mayo Hotel, Tulsa. The third convention will be that of the Fifth District, composed of clubs in Indiana, Kentucky and Ohio, meeting at the Ft. Hayes Hotel in Columbus Oct. 20-21.

AFA announced that the annual mid-west inter-city conference of Women's Advertising Clubs will be held in the Hotel Morton, Grand Rapids, Mich., Oct. 11-13.

WQAM HOLIDAYS

WSB Approves Pay Plan

REQUEST by WQAM Miami, Fla., that certain of its employees be permitted to collect premium pay on holidays has been approved by the Wage Stabilization Board, according to a branch office.

WSB's Region V office reported approving a request of the station's licensee, Miami Broadcasting Co. involving 27 hourly-rated employees whose regular tour of duty falls on five recognized holidays. Company sought permission to pay time and a half to its personnel, which is not represented by a bargaining agent. Approval is retroactive to July 1, 1952.

Radio Post Exam

WRITTEN examination for radio promotion assistant in the Municipal Broadcasting System (WNYC New York) will be held Nov. 1 by the Municipal Civil Service Commission of New York City. The post pays \$4,204 a year, including a cost-of-living adjustment of \$250. Applications will be handled Sept. 9-24 at 96 Duane St., New York City.

GATES

QUINCY,
ILLINOIS

Your ONE SOURCE Supply for
ALL Broadcasting Equipment NEEDS

THESE OFFICES
TO SERVE YOU

QUINCY, ILL.

HOUSTON, TEXAS

WASHINGTON, D. C.

MONTREAL, QUE.

NEW YORK CITY

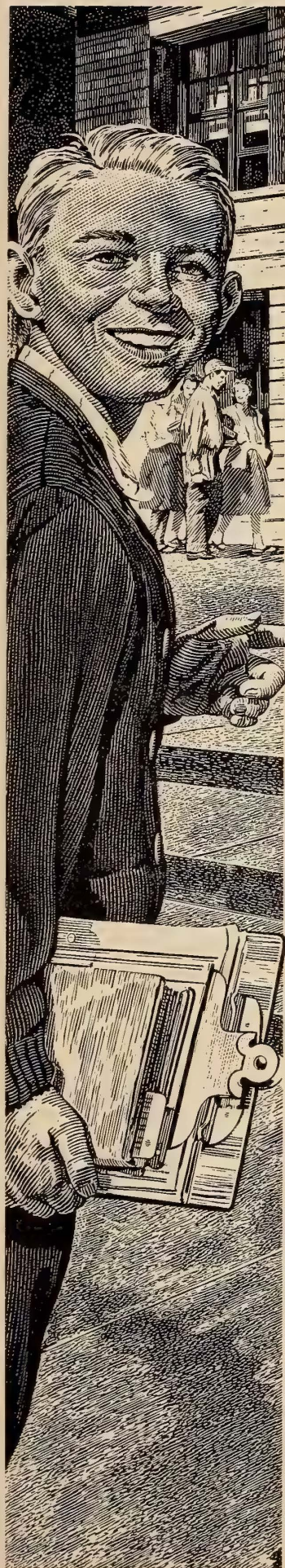
TEL. 8202

TEL. ATWOOD 8536

TEL. METROPOLITAN 0522

TEL. ATLANTIC 9441

TEL. MURRAY HILL 9-0200



"Willie wants to be President!"

"Of our Student Council, that is.

"That's him over there, passing out his campaign handbills like an alderman passing out cigars.

"Our school elections used to be pretty dull. You know, a couple of funny posters put up in the halls, and that was about it.

*"But our new Civics teacher, Mr. Leszczynski, has a theory that we'll learn a heck of a lot more about government and Americanism if we have less reading and more *doing*.*

"He started out last year by making two school Parties . . . conventions, platforms and all that. And, while we had a lot of fun with our elections, we learned a lot about government at the same time. We've even got a regular Congress . . . with teachers in our Senate and us pupils in our House of Representatives. All elected by us, too.

*"One of the things Mr. Leszczynski keeps drumming into us is the Bill of Rights of the Constitution. He's pretty hot on the subject of our Freedoms . . . religion, press, speech and the rest. He practically *begs* us to appreciate those Freedoms *every* day of our lives, not just on the Fourth of July and on Thanksgiving Day.*

"He's not so dumb, either. He must've figured we'd sort of take our lessons home and pass them along to our families. 'Cause since he came to our school, our Parent-Teacher's meetings have been standing-room-only.

"And last regular Election Day in town, more'n 80% of our parents voted. I know both of mine did . . . and so did my big brothers and sisters.

*"The funny part about it is . . . Mr. Leszczynski *wasn't even born an American!* But he never misses a chance to vote or take an active part in civic affairs. And he keeps reminding us he had to come to *this* country to find out what Freedom really means.*

*"To show you what us kids think about him . . . he's the *only* teacher we don't have a nickname for behind his back."*

REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio



Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . .

. . . an America whose people enjoy the many fine products of a modern Beverage Industry. And, through the Beverage Industry, Republic serves America. Many, many tons of its carbon, alloy, and, especially, stainless steels are formed into vats, tanks, mixers, bottling machines, vending machines, cans, shipping containers and dispensing equipment. Steel equipment like this makes it possible for Americans to enjoy their favorite tasty and refreshing beverages the year 'round.

* * *

[This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.]



11 DIFFERENT STATIONS

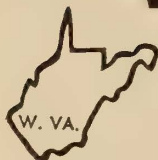
WSPD



TOLEDO

Toledo's most powerful radio station, WSPD is the voice of authority on the radios owned by 98% of Toledo's 300,000 retail buyers. Advertisers who want more than their share of the Toledo market, get on WSPD.

WWVA



WHEELING

Blanketing the industrial heart of America, WWVA brings big results. Four announcements from Wheeling's far-reaching, 50,000 watt station pulled 11,300 mail replies from 25 states. CBS in Wheeling, WWVA is a natural for better coverage and eye-opening sales results.

WGBS



MIAMI

The "spendingest" market in Florida is blanketed by WGBS, Miami's only 50,000 watt outlet. With popular CBS programming for a whopping city and retail trading area of over 427,000, this dominating voice is tops in sound selling.

WJBK



DETROIT

Tigers and Baseball and Detroit and WJBK all go round together. It's Detroit's popular sports, news, and music station where folks who like better entertainment set their dials. For a better buy, better try WJBK.

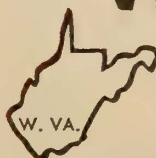
WSAI



CINCINNATI

Progressive Cincinnati buys by WSAI, basic ABC station. Broadcasting better programs on a full-time regional channel, WSAI fans out through a sound, substantial market where the business index climbs steadily up. Let WSAI put your product into this growing Ohio market.

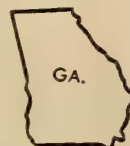
WMMN



FAIRMONT

The most powerful radio station in eastern West Virginia, WMMN sells families in a thriving industrial area as well as a fertile agricultural region. A natural for farm or urban products, WMMN will carry your sales message to the people who buy.

WAGA



ATLANTA

WAGA is a habit for Atlanta radio listeners. The CBS radio outlet, WAGA puts programs and products in the 83,750 radio homes in this million dollar market.

KEYL-TV

SAN ANTONIO



THREE networks, ONE station . . . KEYL-TV offers the high Hooper programs of CBS and ABC and DuMont to San Antonio's 119,380 buying households. The third largest city in the first largest state, San Antonio is the pick of wise advertisers who want their products carried home.

WJBK-TV

DETROIT



Most Detroiters keep their dials set to WJBK-TV because top TV shows are normal for this popular CBS and DuMont outlet. It's a best buy for advertisers with an eye on this rich 102 million dollar Detroit retail market.

WAGA-TV

ATLANTA



Booming retail sales in Atlanta make WAGA-TV a best buy for advertisers who want results. With retail sales increased over 6 times their 1940 total, WAGA-TV offers you a top sales opportunity in a fast growing market.

WSPD-TV

TOLEDO



Toledo's only television outlet, WSPD-TV covers the third largest of the eight major Ohio retail markets. Affiliated with all networks, this popular station is the effective way of reaching Toledo's 438,000,000 retail dollars.



Does your product need a climate that's hot . . . or cold? Should the market be urban or rural . . . large or small? Whichever it is there's a top-value STORER STATION to sell your product successfully! In broadcasting—and telecasting too—wide-awake programming and friendly service have built enthusiastic audiences. So put your product on STORER STATIONS . . . stations where wise buyers hear what wise sellers have to say.



STORER BROADCASTING COMPANY

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

NATIONAL SALES HEADQUARTERS:

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



The Listeners

FOR a long time this publication has been pointing out that in too many cases not reason but emotion governs the buying of radio time.

The sophisticated New York advertising man finds it difficult to extract his personal habits from his consideration of how to appropriate his budget. If he does not happen to be an avid radio listener, he is apt to feel that no one else is either.

A letter recently sent out by Edward F. Lethen Jr., director of sales extension for CBS Radio, contained some statistics that ought to make any advertising man stop to consider just how typical of the rest of the population he is. Mr. Lethen cited U. S. Census Bureau figures showing that 50 million Americans had not gone beyond the tenth grade.

Now the point of this, of course, is that many of the 50 million of that educational level do not read easily, do not find amusement in things that interest a sophisticate. They do, however, make money. As a group they constitute a rich market—which can be reached by radio as by no printed media.

There are about 100 million other people in the country who also listen to the radio, even if some sophisticates don't. The 1950 census, it is worth remembering, found 95.6% of all homes were radio equipped.

Altogether, the facts show that America is radio saturated. The advertiser who forgets this is losing a bet.

Pandora's Box

THE FCC, which in recent years has managed to avoid partisan politics, is veering that way as it begins its most important and vexatious task—allocation of television assignments.

That there would be maneuvering for those coveted grants was to be expected. A construction permit now in a good market is the equivalent of a million in the bank. Long ago it was apparent that politicians were eyeing TV as the new patronage bonanza, with the FCC as the dispenser.

But the initial manifestations of politics, strangely, are noted in the noncommercial educational grants, rather than commercial. A fortnight ago the FCC issued four construction permits for educational stations by a 3-2 split. Three Democrats—Chairman Walker and Comrs. Hennock and Bartley—voted for, and Vice Chairman Hyde and Comr. Jones, Republicans, against.

This was a vote strictly along party lines. The grants—three to the New York Board of Regents for Albany, Buffalo and Rochester, and the fourth to Kansas State College—were made on specious grounds. There were not even the minimum legal or financial showings. Commercial applicants, under similar circumstances, unceremoniously would have been tossed out on their ears. (Chances are the grants would have been voted down if Comr. Sterling, Republican, or Comr. Webster, Independent, had been at the meeting.)

This wasn't chicanery. It was politics. But it could lead to the worst sort of corruption of the licensing processes which even Chairman Walker might not now envisage. He and Comr. Hennock have been goading educators to grab up the 242 "reserved" assignments. Obviously, the staff was instructed to expedite the educational applications no matter how incomplete their presentations. This at the expense

of hundreds of qualified applicants for commercial authorizations who spent months in preparing applications and arranging financing to enable them to bring TV service to their communities.

What happens when these educational institutions find they can't make a go of noncommercial educational operation—a finding which to us is inevitable? The pitch obviously will be for "non-profit" operation. This would permit the sale of time, but the money would have to be plowed back into the institutions. So they would build new libraries, or stadia and complete with commercial stations which would get no "reserved" assignments.

We haven't seen anything yet on the political tugging and hauling directly ahead. But it's evident that the FCC's Democratic majority already has blundered badly on the educational grants. It is opening a Pandora's box for itself at the upcoming session of Congress.

Hollywood . . .

THE government's suit to force the indiscriminate release of 16mm movie feature films is of far greater importance to the motion picture industry than to television, though clearly television is intended as the principal beneficiary of the government action.

For television, it is not a life or death issue whether 16mm feature films which have been produced primarily for theatrical presentation are made available in quantity or not. For movie exhibitors, however, the question is vital. The exhibitors, already having lost some of their box-office volume to TV, are not anxious to imperil their position further by enabling TV to present, for no admission fee, the same attractions they charge for.

Speaking solely for the television business, we can't get too excited over this suit. Though undeniably feature films constitute an important "filler" in television programming, the future of television does not depend upon the enlargement of their supply.

Television's chief interest in film must be directed toward the creation of films made for television, and there is a big difference between that kind of film and the full-length feature productions made for theatrical use.

Government suit or no, in the long run the distribution of Hollywood theatrical film to television is bound to be decided by economics. The question that producers must settle for themselves is how to get the most return from their pictures, whether by releasing them to theatres, or to television, or to both.

. . . Or Madison Avenue?

WILLIAM LOWE, executive editor of *Look*, thinks television does need the movies, in fact needs them so desperately that eventually the motion picture industry will take over TV.

In a special article in last week's *Look*, Mr. Lowe reported: "... The motion picture industry must be expected over the long run to take the television business away from the radio industry which now controls it."

Whether Mr. Lowe will be proved right remains to be seen. There would seem, however, to be at least a small obstacle in the way of the transition he anticipates. Would it not violate the consent decree which separated movie production and exhibition companies?

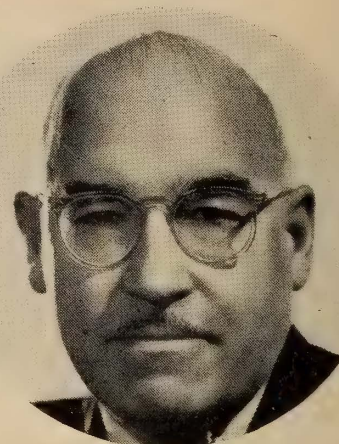
If it is illegal for a movie producer to operate a chain of theatres in which to exhibit his film, is it not also illegal for him to operate a television station?

In terms of audience reached, one TV station can equal a thousand theatres.

The road to Hollywood's usurpation of television does not seem entirely clear.



our respects to:



RAYMOND FREDERICK GUY

IF YOU'RE interested in how to deliver programs to people, the man to see is Raymond Frederick Guy. As manager of NBC's Department of Radio and Allocations Engineering he has planned and built transmitting facilities which daily reach areas containing over a billion people in Europe, our own hemisphere, and the Far East.

Others in NBC conceive and produce programs. It is the job of Raymond Guy and his associates to provide the coverage and insure that they are delivered crisp and clear to the ultimate consumer, be he in Brooklyn, Ankara, Marseilles, Santiago, Guatemala, or Melbourne. This involves the design, location, construction, and engineering of all NBC's transmitter plants for AM, FM, TV, short-wave broadcasting, studio transmitter links and auxiliaries.

Since the earliest days of broadcasting Mr. Guy has been in the thick of the creation and development of these services. He had a heavy hand in the development of shortwave broadcasting, through the period starting 27 years ago—when he built RCA's first station and long-distance characteristics were becoming known, beam antennas and multi-language patterns were adopted and the service grew and became commercial. The pattern culminated with the great expansion as an instrument of national defense in World War II.

Since 1927, when television was a laboratory child, he has participated in the creation of the world's first TV station (1928), the long period of field testing and experimentation, and since 1941 the planning and building of the great industry.

In the late 30's he directed RCA-NBC's elaborate field tests of FM and his published findings were of great value to the industry.

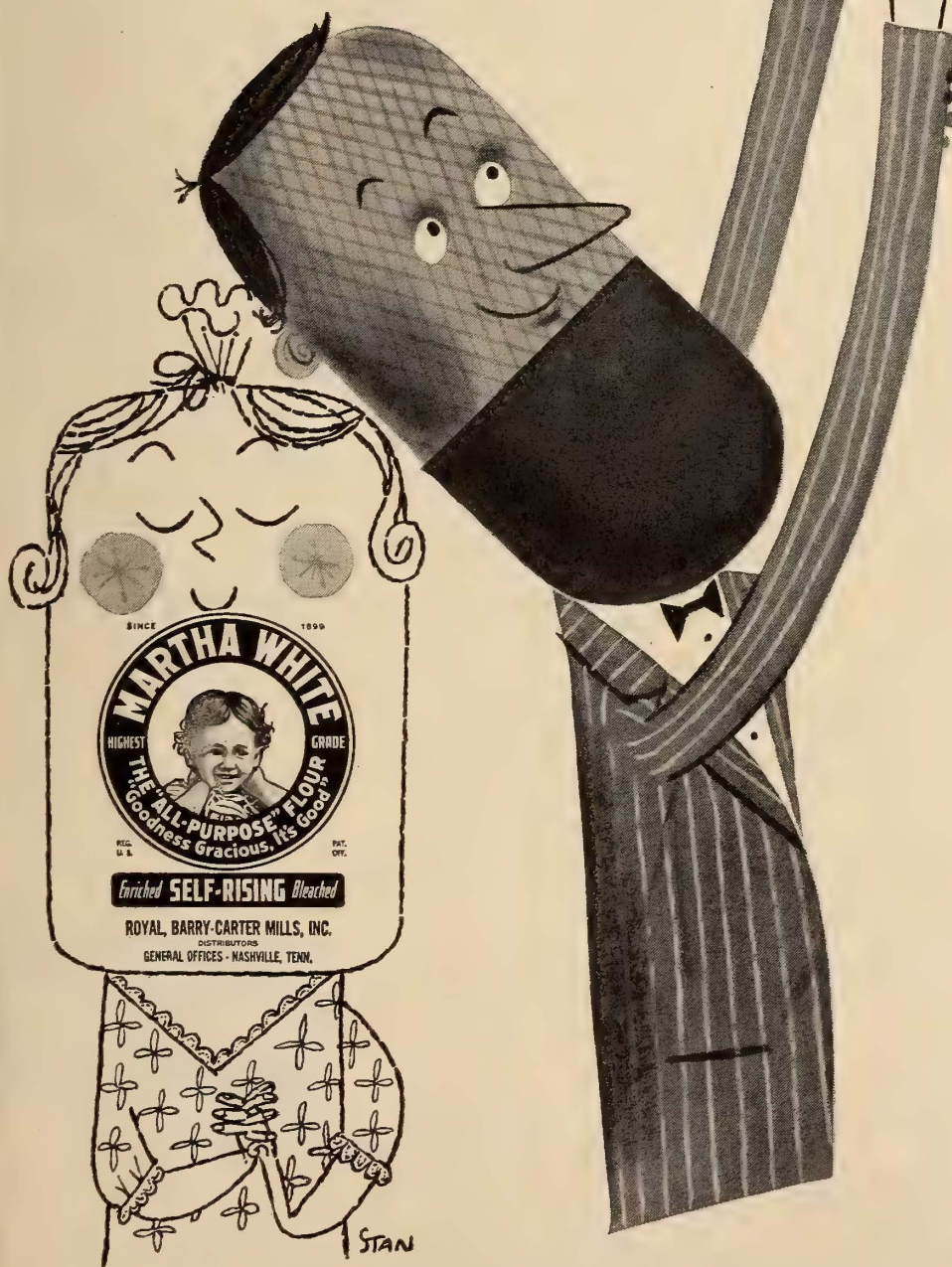
His latest monument has been the RCA-NBC UHF television field tests in Bridgeport, Conn., which have provided a pattern for the hundreds of UHF stations which will cover the country.

Mr. Guy has probably built more broadcasting plants than any other individual, the total for NBC alone being nearly 50. He has lost count of scores of others in which he was an active participant.

"UHF, with all its problems," he says, "was not half as tough as the short-wave operations which each station changes its direction of fire, its frequency, and its antennas at intervals daily, other changes are required seasonably, and still others to follow the 11-year

(Continued on page 51)

Beats all how fast
WSM makes them grow!



On September 3, 1951, Royal-Barry-Carter Mills, manufacturers of Martha White Flour, launched a new product, Martha White Coffee.

Since WSM and WSM folk music talent have played such a phenomenal role in the success of Martha White Flour, 95% of the radio budget (which was the lion's share of the total budget) was allocated to the Central South's boss salesmaker.

Wise decision? Well — Martha White Coffee — "a man's coffee" — already has distribution in four states, and the upward sales curve keeps getting steeper all the time.

If you have a new product you want started right, or an old one that needs building up, better see what folk music salesmanship WSM-style can do. Irving Waugh or any Petry Man can supply case histories that will make even a cost accountant look happy.

IRVING WAUGH Commercial Manager • EDWARD PETRY & CO. National Representative

WSM Nashville

Clear Channel

50,000 Watts

CANADA CENSUS

Radio Homes Top 3 Million

THERE WERE 3,146,530 radio homes in Canada out of a total of 3,407,605 households, according to figures just released by the Canadian government on the 1951 Canadian decennial census taken in June 1951. Last year was the first that Canadian census takers surveyed appliances in homes, sampling every fifth home.

It is believed that the Canadian broadcasting industry's Bureau of Broadcast Measurement, Toronto, will show when it is ready early in August a total of 3,440,000 radio homes in Canada as of Jan. 1, 1952.

The 1951 Canadian census data, broken down by provinces and cities of 30,000 population and up, shows most radio homes in Ontario (1,098,755) followed by Quebec province (803,315), British Columbia (307,965), Alberta (230,945), Saskatchewan (204,745), Manitoba (187,055), Nova Scotia (135,435), New Brunswick (101,315), Newfoundland (56,830) and Prince Edward Island (20,170).

Most urban radio homes are located in Montreal (238,705), Toronto (149,055), Vancouver (95,365), Winnipeg (62,345), Hamilton (52,645), Ottawa (46,560), Edmonton (41,210), Calgary (36,640), Quebec (34,210), and Windsor (30,000).

Key to a
\$6 Billion
Market

WRIL

560 kc.

The Philadelphia
Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

front office



S. S. WALKER elected president of Martinsville (Va.) Broadcasting Co. licensee of WMVA-AM-FM there, replacing WILLAM C. BARNES who died June 21.

DAVID TAFT, managing director, Radio Cincinnati Inc., elected a vice president.

JOHN PATRICK SMITH, national radio-TV sales manager, WCPO Cincinnati, promoted to assistant general manager in charge of sales, succeeded by GLENN CLARK MILLER, station director in charge of WCPO-AM. Mr. Miller has been replaced by EARL CORBETT, program director of AM outlet.

ROBERT C. LAY, program director, WACL Waycross, Ga., promoted to station manager.

GILL, KEEFE & PERNA, N. Y., appointed national representative for KWBE Beatrice, Neb.

NICK BOLTON, William G. Rambeau Co., N. Y., named head of company's Chicago office.

ROY W. HALL, assistant general manager and sales manager, WCCO Minneapolis, appointed account executive on CBS-TV sales staff, New York.

HERBERT E. EVANS resigns as vice president in charge of personnel, Farm Bureau Insurance Co., to devote full time to managing firm's subsidiary, Peoples Broadcasting Corp., licensee of WRFD Worthington, Ohio, and WOL Washington.

FREDERICK E. BAUMAN, sales staff, WAAF Chicago, to Chicago sales staff, WLWT (TV) Cincinnati.

JESS M. LAUGHLIN, Los Angeles manager, The Bolling Co., station representative, has resigned.

CHARLES BEINTKE to sales staff, WIL St. Louis.

MEL S. BURKA, sales staff, WTIP Charleston, W. Va., promoted to sales manager. BERNARD BURKA, station's program department, transfers to sales.

Personals . . .

WARD L. QUAAL, director, Clear Channel Bestg. Service, commissioned commodore in "Oklahoma Navy" in recognition of his direction of CCBS coverage of political conventions. Mr. Quaall joins Crosley Bestg. Corp., Cincinnati, Aug. 25 [B•T, July 21].

HENRY B. CLAY, executive vice president and general manager of KWKH Shreveport, La., elected commander of Louisiana department of American Legion.



Mr. Clay

DON FEDDERSON, executive vice-president and general manager, KLAC-AM-TV Hollywood, father of boy, Darr Jay, July 25.

WILLIAM DOTY EDOUARDE, manager of spot sales, NBC-TV Hollywood, father of boy, Dean, July 26.

HENRY A. CURTH, WSB-TV Atlanta, sales staff, appointed chairman of radio-TV committee for 1952 Community Chest drive there.

THOMAS M. CARRUTHERS, president-general manager, WINA Charlottesville, Va., to serve as director of department of public service of third annual Apple Harvest Festival Oct. 8-11.

LES JOHNSON, general manager-vice president. WHBF-AM-TV Rock Island, Ill., re-elected chairman of Metropolitan Airport Authority of Rock Island County.



WPDQ Jacksonville Merchandising Director Gordon Pierce (1) outlines plans with Lorimer Blich, grocery purchasing director of Winn & Lovett Grocery Co., for promotion as part of station's Food Parade program in which grocery firm's 17 supermarkets participate.

NON-WHITE COUNT

25% Live in 14 Cities

TWENTY-five percent of the nation's non-white population live in 14 cities, the Census Bureau reported last week.

The 14 cities have 3.7 million non-white inhabitants, out of the total of 15.8 million in the U. S. counted in the 1950 census, the Bureau said.

Largest non-white population is in New York, which has 775,529, or 9.8% of its population. Chicago is next with 509,437, or 14.1%; then Philadelphia, 378,968, 18.3%; Detroit, 303,721, or 16.4%; Washington, 284,031, or 35.4%; Baltimore, 226,053, or 23.8%; Los Angeles, 211,585, or 10.7%; New Orleans, 182,582, or 32%; St. Louis, 154,448, or 18%; Cleveland, 149,547, or 16.3%; Houston, 125,660, or 21.1%; Atlanta, 121,416 or 36.6%.

Jones Suit Arguments

ARGUMENTS on a motion to dismiss the \$3,150,000 slander suit against Duane Jones, president of Duane Jones & Co., will be heard tomorrow (Tuesday) in the U. S. District Court for the Southern District of New York. The suit was filed June 4 by nine of Mr. Jones' former employees. Most of them are now with Scheideler, Beck & Werner [B•T, July 14].

WDUZ

ABC NETWORK

GREEN BAY, WIS.



JOHNSTON CRACKERS
(KVP & D) RENEWS SPOT
CAMPAIGN FOR NINE-
TEENTH CONSECUTIVE 13-
WEEK PERIOD.

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.

Our Respects to

(Continued from page 48)

sunspot cycle. It was an engineer's nightmare, requiring a fine mixture of information and guesswork and, for each change, a week's isolation from the rest of the world, with paper, pencil and charts. Because of the vagaries of short waves, coverage never could be fully reliable."

Ray Guy is understandably proud of his uninterrupted record of more than 31 years in broadcasting dating from September 1921 when he joined WJZ in Newark, just licensed as the world's second broadcasting station. Even then he was already a radio veteran. A 1911 grade-school assignment to construct a wireless set at 12 led to an amateur license, increasingly big and noisy spark transmitters, a career in 1916 as a ship's radio operator with the Marconi Wireless Telegraph Company, the Shipowners Radio Service, The Independent Wireless Telegraph Co. and the U. S. Regular Army for the duration in the World War I AEF. From the Army he entered Pratt Institute, graduating in Electrical Engineering in 1921.

Early Days at WJZ

Then came WJZ where he displayed his versatility as announcer, engineer, talent scout and bedtime story-teller, piano mover and diplomat, as required, and was known on the air as "OGN." The transmitter was housed in a shack atop the Newark Westinghouse factory and involved at times sprinting down four flights of stairs and through the plant to the studio, one end of a woman's cloakroom, to introduce some distinguished guest, and then dashing back to the roof top transmitter. In those days a "distinguished guest" was anyone who would travel to Newark to go on the air without pay. From the rooftop, Mr. Guy also spun the records which made up most of WJZ's programming.

At WJZ Ray Guy participated in many radio "firsts," including establishment of the first "re-



TOUGH SALE is closed by E. G. Rinn (standing, r), KANA Anaconda, Mont., station manager, during classroom demonstration at the Radio Sales Training School that is conducted for the A. J. Mosby stations and held at KGVO Missoula, Mont. Taking part in the class are (l to r) Helen Ryan (seated), program director, KANA; John Luetjen, KGVO salesman; Mr. Mosby; Fred A. Palmer, radio consultant who conducted the school; Roy Vance, KGVO sales manager; Rynie Auch, KGVO salesman, and Mr. Rinn.

mote" studio in the old Waldorf-Astoria (where the Empire State Bldg. now stands) and the first mobile transmitters, used to cover boat races on the Harlem and Hudson Rivers. He also handled the New York end of the first trans-Atlantic broadcast — a program from 2LO London picked up at Belfast, Maine, and relayed to WJZ and thence on to WRC Washington. In the early days before NBC existed, he did laboratory and field work to create one of the world's first networks utilizing the lines of the Postal Telegraph and Western Union Co. to link stations from Schenectady to Washington.

By this time RCA had acquired WJZ from Westinghouse and had moved it to New York. Mr. Guy, feeling that station operation had become too routine, shortly thereafter got himself transferred to RCA's Research labs in charge of engineering the RCA stations. One of his first assignments was to build a 50 kw transmitter (real superpower in those days) for WJZ at Bound Brook, New Jersey. In 1926 his responsibilities were broadened to include supervision of all products developed and sold or used by RCA for broadcasting, from microphones to transmitters and towers.

To New Engineering Post

Three years later, when NBC's facilities engineering group was formed, Mr. Guy was made its head and has continued to direct the creation of the network's transmitting facilities ever since. This post has placed him in the forefront of all new technical developments in broadcasting, and his pioneer role in AM has continued into shortwave, FM and TV, both UHF and VHF.

During World War II, Mr. Guy augmented his NBC duties by serving as consultant to the Coordinator of Inter American Affairs, the Office of Strategic Services and the Office of War Information, including some cloak-and-dagger assignments in foreign countries. He was also a member

of the Radio Planning Board, government-industry group whose deliberations laid the groundwork for the postwar allocations of frequencies throughout the whole length of the radio spectrum. In recent years, Mr. Guy has participated in international radio conferences in Mexico, Cuba, Canada, and the U. S.

Always active in professional and trade organizations, Mr. Guy has long been a Fellow of the Institute of Radio Engineers. In 1950 the Institute's 30,000 members elected him president for that year, highest professional recognition his fellow engineers could award for his accomplishments. He also is a fellow of the Radio Club of America, national vice president of the Radio Pioneers, chairman of the Engineering Advisory Committee of NARTB, life member of the Veteran Wireless Operators Assn., member of the Radio Executives Club of New York and of the Society of Professional Engineers, and is written up in *Who's Who in America*. He is licensed to practice as a professional engineer in New York and New Jersey but doesn't intend to build any bridges. His by-line has appeared on scores of papers in the technical press, and he is the author of the article on network broadcasting in Nelson's Encyclopedia.

As to international TV, Mr. Guy is willing to stake his professional reputation that it will become a reality in the not too distant future. There seems to be no limit, he points out, to the distance that video images of good quality will be sent. Radio relay circuits could easily (from a technical standpoint) be created to carry TV pictures over the Bering Strait to Siberia and thence across Asia and Europe to the British Isles. It also is technically feasible, he declares, to cross the Atlantic via Newfoundland, Greenland and Iceland, although weather conditions present indescribable problems.

But, to Ray Guy's present thinking, another likely solution to the problem of global TV transmission will come through the tiny trans-

istor which may (and with true engineering caution he does not say "will") be employed in relay devices small enough for installation in submarine cable, yet efficient enough to pass wideband TV signals from one side of the Atlantic to the other.

Gray-eyed, jovial, balding Ray Guy stands 5' 11½" and tips the scales at 210. He was born in Hartford in 1898, votes Republican, occasionally attends the Methodist Church, finds relaxation on the golf course or in color portraiture. The Guys (she was Myrtle Bennett before their marriage in 1922) live in Englewood, N. J. Their daughter is Mrs. Betty Guy Hanson. Ray is tremendously proud of his noisy extrovert grandson, Bjorn.

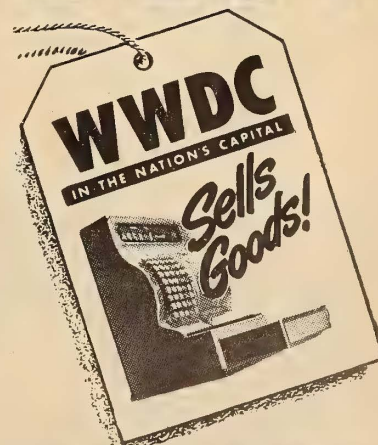
Mr. Guy has rightly been called the "Dean of Broadcast Engineers." He has the longest continuous experience of any living broadcast engineer and his length of time in the service is equalled by only two or three people who were at KDKA or with him at WJZ. He says he thinks he likes it well enough to make it permanent.

REC-ATS Merger

TENTATIVE by-laws for a new organization to be formed by merging Radio Executives Club of New York with American Television Society are being drafted. They should be ready for submission to the members of both groups soon, Julius F. Seebach Jr., ATS president, reported last week.

Washington's

BEST



BUY

Ask your John Blair man for the whole WWDC story

Roy Thompson

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

TESTIMONIALS

NBBB Offers Guideposts

NATIONAL Better Business Bureau last week published a few guideposts on testimonials in general, and included a note about dramatized radio or TV commercials of the testimonial type.

Generally, NBBB urged that testimonials be "genuine" and "sincere." It added, "Similarly, in dramatized radio or TV commercials using statements or purported statements by doctors or other professional persons, the material should be presented by members of the profession reciting actual experiences, or it should be made clear that the dramatizations are fictitious."

Fellows in Iowa

NARTB PRESIDENT Harold E. Fellows was scheduled to give his famous "Say a Prayer for Sam McGinty" speech before the luncheon meeting of the Iowa Broadcasters Assn. and the Des Moines Chamber of Commerce Aug. 1 in Des Moines. The speech is a call for union among broadcasters and an epitaph for those who walk alone [B•T, March 24]. The Iowa association held its annual meeting the same day.

... And Still Champion

NBC commentator H. V. Kaltenborn last week received proof people still listened to the radio after a full week of convention broadcasts. Before starting his vacation last Monday, Mr. Kaltenborn offered listeners copies of his Sunday afternoon summary (July 27, 3:45 p.m. EDT) of the Republican and Democratic meeting in Chicago. More than a thousand persons have phoned, wired or written, NBC said last Tuesday. While Mr. Kaltenborn vacations through Sept. 12, Richard Harkness will replace him on *Pure Oil Time* (NBC radio except WNBC New York, Mon.-Fri., 7-7:15 p.m. EDT).

air-casters



C. W. DOEBLER, promotion manager at KMOX St. Louis, to WBBM Chicago, in same capacity, replacing **R. DAVID KIMBLE** who resigned to join BAB. Mr. Doeblar will be succeeded at KMOX by **JACK CURREY**, assistant promotion manager at WBBM.

WARREN F. WARNER, program department manager, WKRC Cincinnati, to WTVN (TV) Columbus, Ohio, as program director.



Mr. Warner

WILLIAM D. CLICK, Cabell County agriculture agent, resigns to join WSAZ-AM-TV Huntington, as director of farm programs.

VINCENT PELLETIER, NBC radio announcer-actor, to narrate RKO feature film release, "Under the Red Sea."

WENDELL NILES, Hollywood radio announcer, assigned role in RKO feature film release, "The Difference."

MILDRED BAILEY moves daily *Mildred Bailey Show* from WCOP to WLAW, both Boston.

GENE LAW, production facilities department of KNBH (TV) Hollywood, promoted to stage manager.

PHIL FORREST, promotion manager, WABB Mobile, Ala., named chairman of Christmas activities for 1952 by U. S. Junior Chamber of Commerce.

THOMAS HERMAN, Hollywood radio-TV character actor, assigned role in Warner Bros. feature film, "Stop, You're Killing Me."

SEYMOUR KLATE, director of production facilities and art director, KTTV (TV) Hollywood, to KECA-TV Los Angeles as art director, succeeding **HERBERT O. PHILLIPS**, who resigned to head CBS New York art department.

LLOYD G. CHAPMAN resigns from sales promotion staff, KDKA Pittsburgh, Pa., to become sales promotion manager of General Paper Corp., that city.

JAMES W. EVANS, advertising and promotion department, General Electric Co., Bridgeport, to WNHC-TV New Haven, as director of advertising and publicity.

HUGO BIRMINGHAM, production department, WTMJ-TV Milwaukee, promoted to production supervisor.



Mr. Birmingham WICK to latter station in traffic and continuity, respectively.

JOHN FACENDA, staff announcer, WIP Philadelphia, has resigned to begin freelance work.

DICK HOLT, Northwest Broadcasting School graduate, to KCNO Alhambra, Calif. as announcer-operator. Other students and stations where they are now located are: **KEN BROOKS**, KYAK Yakima, Wash.; **JOHN NEUSCHWANDER**, KOOS Coos Bay, Ore.; **JIM RUFUS**, KXLQ Bozeman, Mont.; **JACK HAMILTON**, KWJJ Portland, Ore.; **DAVE RIGGS**, KNPT Newport, Ore.

ROBERT K. WILLIAMS, merchandising staff, WLW Cincinnati, appointed merchandising director succeeding the late **JACK ZINSELMAYER**.



Mr. Williams

JUNE WHITLEY, who portrayed Margaret Anderson on NBC radio *Father Knows Best*, assigned role in MGM feature film, "A Steak for Connie."

BILL WILLIAMS, announcer, WHOS-AM-FM Decatur, Ala., appointed program director.

CURT WHITCOMB, announcer, WLWX Carlisle, Pa., to WHGB Harrisburg, in same capacity.

BARBARA LEE, continuity writer, WHBF-TV Rock Island, Ill., and Frank P. Klauda will be married Aug. 23.

BILL LEYDEN, disc m.c., KFWB Hollywood, father of boy, Christopher Patrick, July 24.

JOHNNY WILHELM, vocalist, WHBF Rock Island, Ill., father of girl, Carol Marie.

ELBERT WALKER, program manager, Don Lee TV, Hollywood, and **NORMA WEBB**, former member of network's press department, were married July 19.

BOB HICKS, KLRA Little Rock, Ark., program director, father of boy, David Conrad, July 20.

SHIRLEY BEISTLE, script writer, WGAR Cleveland's *Fairy Tale Theatre*, mother of boy, Robert Shipley.

BARBARA WHITMYRE, music librarian, WSYR Syracuse, and **CHARLIE FEATHERSTONE**, TV director WSYR-TV, have announced their engagement.

BUNNY LEWBEL, featured on **DANNY THOMAS** segment of NBC-TV *Colgate Comedy Hour*, assigned role in Paramount Pictures feature film, "Road to Bali."

News . . .

A. E. POWLEY, news feature editor, Canadian Broadcasting Corp., Toronto, named supervisor of special events.

BOB DuPUIS, WWYO Pinesville, Va., promoted to assistant news director.

OPERATOR COURSE

Starts in N. C. Oct. 16

FOUR-month course to train radio-telephone operators, sponsored by the North Carolina Assn. of Broadcasters, will open Oct. 16, it was announced last week.

Students will undergo classroom and laboratory instruction in radio electricity, electrical mathematics and a study of FCC Rules and Regulations. Those who complete the course will have acquired sufficient technical information to qualify for a first class Radio Telephone Operators license.

The course is an outgrowth of a decision made more than a year ago by the NCAB. At that time, NCAB appointed a committee to work with the Extension Div. of North Carolina State College in order to develop a course which would train men and women for operator licenses.

Named to the committee were Robert Wallace, general manager-chief engineer, WOHS Shelby; Cecil Hoskins, general and promotion manager, WWNC Asheville, and Earle J. Gluck, president-general manager, WSOC Charlotte.

This committee, working with the Extension Div., has forged a plan for this course which will be operated in conjunction with the college's Gaston Technical Institute, Gastonia, N. C. Further information may be obtained from James I. Mason, director, Gaston Technical Institute, Box 975, Gastonia, N. C.

Point IV Interviews

BROADCASTERS in the San Francisco Bay area will be able to get first-hand reports on the operation of the United States' Point IV program from foreign delegates to the International Conference on Agricultural and Cooperative Credit. The conference opens Aug. 4 at the U. of California, Berkeley, and will continue for about six weeks. Interviews may be arranged through William F. Calkins, public relations officer, U. of California, Berkeley.

the cornerstone
of every
advertising
campaign
in New Haven
and New England

TV
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RADIO
NBC

represented by the Katz Agency