AUGUST 11, 1952

35c PER COPY

BROAD CASTING TELECASTING

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TELECASTING

Begins on Page 55

Newsweekly of Radio and Jelevision

y e a r

NOW...

you too can profit by amortizing TV costs in N. Y.

Last week, WOR-tv opened another of its unique amortization opportunities for TV clients...another Warren Wade repeat-performance program presented live, five nights a week:

"TV DINNER DATE"

More than 1,668,000 New Yorkers (and suburbanites) now "attend" WOR-tv's "Broadway TV Theatre" in a typical week. This vast audience can now enjoy a *full* "night out"—starting with dinner entertainment before the theatre...6:30-7:30 p.m., Monday through Friday:

"TV DINNER DATE"

And now advertisers can enjoy *new* advantages of amortized TV costs on New York's pioneering station.

WOR-tv channel 9 for New York



WLS OPERATION GROCER best merchandising plan in its field



.... INCREASED CREAMETTES SALES 10% first eleven weeks

Manager for the Creamette Company. This is quite an accomplishment, particularly in view of the fact that six years continuous participation on FEATURE FOODS...the business-building WLS program that influences the buying habits of millions of housewives... already had more people buying Creamettes, and more stores selling Creamettes, than any other packaged macaroni in the Chicago area.

Mr. Meyer's letter speaks for itself.

"I am happy to report that Creamettes and Creamette brand Ready Cut Spaghetti have enjoyed an increase of 10% in sales during our participation in the first eleven week cycle of WLS's OPERATION GROCER in the Chicago market. This increase is in comparison with a like period last year. I should like to add that this merchandising plan is the best in its field here in Chicago. Thank you for your merchandising support and cooperation."

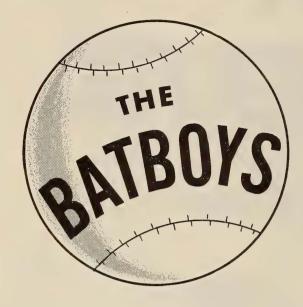
OPERATION GROCER embodies all the essentials for success ... radio advertising, newspaper advertising, point of purchase displays and display material ... complete in one result-getting package, at very nominal cost. Better see your John Blair man ... or contact us ... and get in on the hottest advertising-merchandising plan in the Chicago grocery field today.

STATIO

CLEAR CHANNEL HOME of the NATIONAL BARN DANCE

CHICAGO 7





Every Tuesday evening at 7:15, a panel of five juvenile baseball experts takes over on WDEL-TV. The result—a lively, provocative quarter-hour show on which local baseball celebrities are interviewed and the fine points of baseball are discussed.

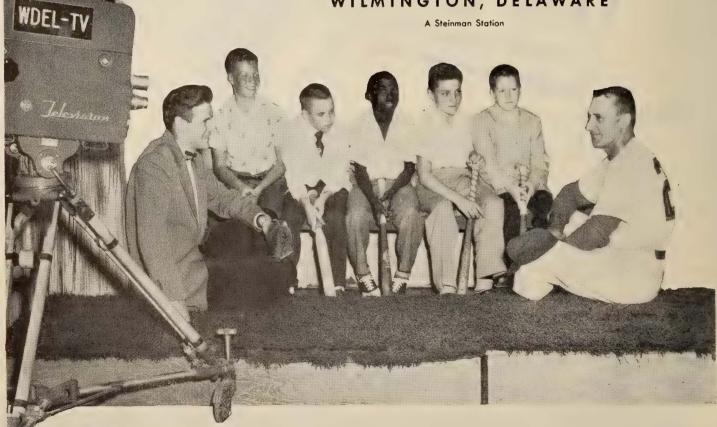
Started as a feature of the station's regular sports program, "The Batboys" were an overnight sensation and quickly earned a show of their own. The five boys, whose ages range from 10 to 13 years, are given a specific topic for discussion each week and a guest appears for an interview. Comments and questions are highly original, highly entertaining and delivered with all the authority of true experts.

"The Batboys" exemplifies the breadth and versatility of WDEL-TV's local programming plan—dedicated to serve, inform and entertain all age groups in its large viewing audience.

Juvenile Panel-George Frick, WDEL-TV Sports Editor: Bruce Kelleher, 12: F. Roi Schilling, 12: Ronald Scott, 13: Jay Gorrie, 13: Albert Cartwright, Jr., 10: Lee Riley, Manager of the Wilmington Blue Rocks.

W D E L - T V

WILMINGTON, DELAWARE



WDELTW

Represented by

ROBERT MEEKER ASSOCIATES New York · Chicago · San Francisco · Los Angeles



at deadline

CLOSED CIRCUIT

NBC HAS half-dozen prospects for sponsorship of NCAA football schedule [B•T, August 4]. NCAA has retained right to approve sponsor and presumably some of its members look askance upon cigarette and beer, but not to degree of exclusion. Automotive or oil are considered best bets to pick up tab, which will run \$2,633,050 gross.

WHILE NCAA schedule of 11 games is regarded as firm, some question has arisen concerning Thanksgiving Day contest between Pennsylvania and Cornell. Pennsylvania, consistently recalcitrant on telecasts, reportedly has raised possibility of anti-trust issue in view of pending litigation involving National Professional Football League, but is expected to fall in line once sponsor is arranged. This situation regarded as basis for premature label given exclusive copyrighted story published in B®T Aug. 4.

WITH IMMINENCE of FCC decision, probably by this fall, on ABC-United Paramount merger, other networks are viewing project with concern since it would represent first-scale advent of motion picture exhibitors in broadcast field. It wouldn't be surprising to see both NBC and CBS step up station relations activity to protect affiliations, notably in TV. This presumably would be preparedness device against possible raiding.

HALF-DOZEN advertisers are expected to order time on NBC-TV for sponsorship of new program, Parade of Champions, featuring foreign champions in boxing matches in New York studio at 11 p.m. Saturday nights. Contract contingent on two weeks time for clearance of stations. Program to be co-produced by NBC and Masterson-Reddy & Nelson, N. Y. Tentative starting date: Oct. 4. Each advertiser will sponsor bouts in one or more markets.

IS FCC getting itself into box on temporary processing procedure to "expedite" new TV stations to non-TV cities? Concurrent processing of Group A-2 (no service) and Group B (one or more services) will bring action on latter group down to multiple-station cities long before many non-TV cities throughout country even get near hope for action. Even Comrs. Robert Bartley and Frieda B. Hennock question practicality of system, particularly as hearing guide (see story and status of city priority list, page 57).

STILL UP for grab is paid presidency of Radio-Television Mfrs. Assn., which will be vacated Oct. 1 by Glen R. McDaniel, who returns to New York to re-enter law practice. Committee of three former ex-presidents hasn't decided on successor for \$50,000 Washington-headquartered post. Mr. McDaniel may be retained as special legal counsel, and headquarters operations will continue under direction of General Manager James D. Secrest.

JOSEPH KATZ Co., N. Y. and Baltimore, agency for Democratic national party, has sub-(Continued on page 6)

NBC REPORTED CLOSER TO L. A. PURCHASE

ALTHOUGH status of negotiations is closely guarded, NBC was reported Friday moving closer to acquiring either KFI or KMPC as its key Los Angeles station.

Joseph H. McConnell, NBC president, calling off his fishing trip to High Sierras arrived in Hollywood last week and with John K. West, Western Div. vice president, had closed door conferences with Earl C. Anthony, owner of KFI. Further discussions scheduled for this week before Mr. McConnell returns to New

of KFI. Further discussions scheduled for this week before Mr. McConnell returns to New York. NBC would like to buy its longtime affiliate, but Mr. Anthony has repeatedly refused to negotiate and has told his staff that KFI is not for sale.

Several years ago he set "scare-off" price of \$3 million on KFI. NBC is reportedly offering "around \$2½ million."

Network's second choice would be KMPC. Richards estate asking price is \$1¼ million, but compromise offer of \$1 million would be acceptable, it is said. Price, "outside the network," reported at \$800,000.

ABC SALES

ABC'S GROSS SALES for fiscal quarter ended June 30 totaled \$14,502,903 after discounts, returns, and allowances, New York Stock Exchange records showed Friday. Comparable figure for quarter ended June 30 year ago was \$14,869,465.

BUSINESS BRIEFLY

ANTI-FREEZE CAMPAIGN Prestone anti-freeze, through William Esty Co., N. Y., planning its annual seasonal spot campaign, using nine chain breaks weekly for six weeks. Starting dates vary.

SEASONAL SALT DRIVE
International Salt Co., N. Y., plans to start its seasonal television spot announcement campaign, for "damp proof" Red Cross and Sterling Salt Brands in September for 26 weeks. Advertiser also uses regular radio spot campaign. Agency, Scheideler, Beck & Werner, N. Y.

DOG FOOD PLANS Purina Dog Chow through Brown Bros. Production, St. Louis, lining up 13-week five-minute radio sportscast, five or six times weekly in about 75 markets.

INSTANT COFFEE
Instant Chase & Sanborn coffee, through Compton Adv., N. Y., placing two-week additional spot radio campaign in September.

BREAKFAST CEREAL SPOTS Post Cereals' "Cornfetti" on Aug. 25 is starting 9 and 13-week radio spot campaign in selected markets, through Young & Rubicam, N. Y.

Further Consolidation at NBC

CONSOLIDATION of NBC's radio and TV retwork departments for advertising, promotion, research and planning—part of NBC's re-integration of radio and TV operations (also see story, page 29) being announced today (Monday) by Ruddick C. Lawrence, director of promotion, planning and development.

Jacob A. Evans, formerly manager of radio advertising and promotion, was appointed director of advertising and promotion for both networks; Hugh M. Beville Jr., formerly director of economic studies, named director of research and planning; and Robert W. Mc-Fadyen, formerly manager of television sales planning and research, named director of development. Messrs. Evans, Beville, and Mc-Fadyen will report to Mr. Lawrence.

Reporting to Advertising and Promotion Director Evans: James Nelson, formerly manager of TV advertising and promotion, who was named advertising manager; John G. Fuller, formerly supervisor of television program sales development, now sales promotion manager; Fred Veit, formerly TV art director, now manager of art, promotion and graphics; and Gerald Pat Steele and Frank McMahon, named advertising and copy coordinators

Reporting to Advertising Manager Nelson: Clyde Clem, supervisor of radio audience promotion; John F. Hurlbut, supervisor of TV audience promotion, and Richard Blake, supervisor of on-air promotion.

Reporting to Sales Promotion Manager Fuller: John Porter, named supervisor of TV sales promotion; Robert Hitchens, supervisor of radio sales promotion; Edward Vane, appointed supervisor of program promotion, and

Enid Beaupre, sales librarian. Messrs. Porter and Hitchens will supervise staff of sales presentation writers.

Reporting to Art, Production and Graphics Manager Veit: Walter Van Bellen, art director; Edward Antonioli, named production supervisor; and Philip Hirsch, appointed graphics supervisor.

Reporting to Research and Planning Director Beville: Thomas Coffin, formerly supervisor of program research, who was named manager of research and to whom Jack Landis, supervisor of program research, and Ruth Lytle, statistical analyst, will report; James Cornell, formerly manager of radio research, who was named manager of audience measurement and to whom Richard Paige, appointed supervisor of ratings, Kenneth Greene, supervisor of circulation, and Miriam Hoffmeir, supervisor of program analysis, will report (organization under Mr. Paige consists of Robert Daubenspeck, assistant supervisor of ratings; Raymond Eichman, TV ratings analyst, and Billie Huber, radio ratings analyst); Barry Rumple, formerly plans specialist, who was named manager of plans and will supervise work of Mildred Schmidt, planning assistant, and Ethel Cardi, statistician; Allen Cooper, formerly rate specialist, who was appointed manager of markets and media and will supervise work of Whitney Rhodes, media analyst, and Pierre Marquis, market

Reporting to Development Director Mc-Fayden: Lewis Marcy, formerly supervisor of TV sales planning, now project manager.

for more AT DEADLINE turn page





at deadline

HEARINGS SCHEDULED TO START OCT. 1

FIRST HEARINGS on post-thaw TV applications scheduled to commence Oct. 1 in Washington D. C., FCC announced Friday (see early story page 57). Cases scheduled include those for Denver; Canton, Ohio; Portland, Ore., and Waterbury, Conn. (For competitive applications involved and channels sought, see city priority list beginning page 57).

Policy "for the time being" to use city priority list to determine order in which hearings will be held drew dissents from Comrs. Frieda B. Hennock and Robert T. Bartley. FCC said examiners have not yet been designated but single examiner will be assigned to hear all pending cases in particular city. In dissent, Comr. Bartley said:

The use of the temporary processing procedure as a guide for hearings will depart from the policy which the Commission established of making grants

first where the greatest need exists.

For example, Denver, having received three grants stands to end up with possibly six grants before we can schedule hearings looking toward a second grant for St. Louis, a city twice the size of Denver, and eight other single station cities larger than Denver.

I believe it would be more in line with our responsibilities if we employed our extremely limited resources on the basis of the facts existing at the time examiners become available.

ASK RULE AMENDMENT

WOAY OAK HILL, W. Va., petitioned FCC Friday to amend rules finalized by Sixth Report to make slight change in boundary line dividing Zone I (170-mile co-channel spacing) from Zone II (190 miles) in order that VHF Channel 4 can be allocated there as first facility. WOAY petition, noting population density is governing factor for choice between first two zones, is similar in part to earlier plea on zoning by WSAL Logansport, Ind. (see story, page 57).

OLD GOLD SPONSORS

P. LORILLARD CO. (Old Gold cigarettes) to sponsor half of WPIX (TV) New York's winter sport series from Madison Square Garden again this year, through Lennen & Mitchell, N. Y. Renewal of WPIX-Garden agreement and plans for telecasting 93-event spot programs from arena between Oct. 22 and April were announced Friday. Events to be carried nightly except Fridays, will include three telecasts of 65th annual National Horse Show, two of 77th annual Westminster Kennel Club dog show, 23 college basketball games, 28 professional basketball games, 37 professional hockey

TAYLOR TO RESIGN

GEN. TELFORD TAYLOR, ex-FCC general counsel, expected to resign soon as administrator of Small Defense Plants Administration. While Gen. Taylor could not be reached Friday, it was learned he believes he has completed original objective of getting federal agency established. At time he took post, he indicated it was not permanent. After World War II, Gen. Taylor was chief American prosecutor at Nuremberg trials.

In this Issue-

ADVANCE sales for fall on the four radio networks are 16.4% lower than they were a year ago at this time. This fact stares CBS Radio affiliates in the face as they meet this week in Chicago to discuss the network's rate adjustment proposals. Page 23.

B.T PUBLISHES a tabulation of the FCC's city priority list, showing who stands where. It's the up-to-the-minute and complete status report on processing. Page 57.

A MAJOR survey of radio sales effec-tiveness by NBC shows that listeners buy more of the products advertised on radio than non-listeners do. In some cases buying by listeners in television homes exceeds that in non-TV homes. NBC sums it up by saying that radio sells goods as well now as it did before TV-and at the lowest cost of any medium. Page 25.

A VIRTUALLY UNKNOWN country judge is giving the incumbent a hot time in the campaign for run-off elections for governor in Arkansas. It's all because the judge resorted to marathon use of radio. Page 27.

PROGRESSIVE Party is putting the heat on networks and stations to get equal time with Republicans and Democrats. Progressives threaten wholesale filing of complaints with FCC if broadcasters don't come around to their terms. Page 46.

A LANSING, Mich., furniture store today is three times as big as it was a year ago, and the only advertising medium it uses is radio. Page 30.

HERE'S the rundown on radio and television network gross sales in the first half of 1952. Page 28.

RADIO is the "last best hope" of carrying on the government's "campaign of truth" to overseas. Page 43.

TWO major political parties ask a question that more seasoned broadcast sponsors, especially those using TV, have been lately asking: Where's the money coming from to finance their huge air advertising campaigns? Page 34.

NARTB district meetings begin Aug. 18. Here's an outline of the schedule.

FCC grants UHF station in Mobile, Ala., and VHF in Honolulu. Page 57.

Upcoming

Aug. 12: NARTB's convention committee meets, NARTB Hatrs., Washington. Aug. 12: CBS Radio Affilates meeting,

Chicago.

Aug. 15: NARTB's "Register and Vote" Campaign begins.

Aug. 15: BAB Sales Clinic, Dallas.
Aug. 15-16 West Virginia Broadcasters
Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

(Other Upcoming, page 38)

Closed Circuit

(Continued from page 5)

mitted extensive spot radio campaign plan to party's national committee for approval.

IT'S NOT on production line yet but major equipment firm is developing radically different low-cost TV gear (transmitter not included) in effort to reduce community video station costs below six-figure category.

APPOINTMENT of successor to Ward Quaal as director of Clear Channel Broadcasting Service [B.T, July 21] probably will be deferred until end of year. Mr. Quaal, as assistant general manager of Crosley Broadcasting Corp., presumably will continue to keep weather-eye on CCBS operations pending appointment of successor.

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepto-Bismol), planning radio spot campaign to start Sept. 1 in about 125 to 150 markets. Benton & Bowles, N. Y., is agency handling 13-week schedule.

INTERFERENCE HAZARD IN 540 KC USE DENIED

OPENING of 540 kc channel to broadcast use, as proposed by FCC, will not lead to interference with auto-alarm transmissions, NARTB claimed in statement filed with FCC Friday. Statement replies to opposition filed by National Federation of American Shipping.

NARTB pointed out 529 kc channel is used in Europe, with no record of interference with auto-alarm signals. NARTB explained that advance in equipment design within last decade precludes danger of interference with distress signals.

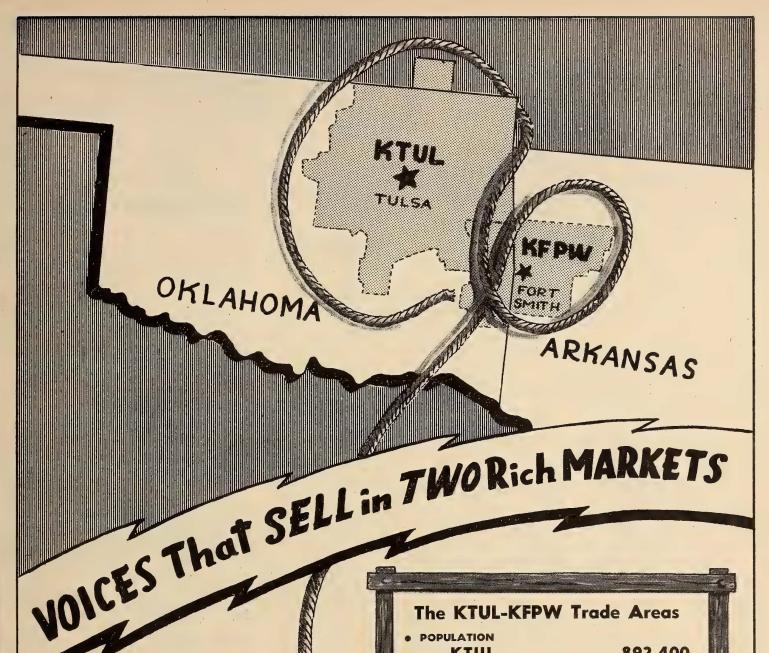
SAG-COLUMBIA ACCORD

SIGNING of new basic contract expected soon as Columbia Pictures Corp. and Screen Actors Guild agree in principle on formula covering actors in TV films. Pact will include film reuse payment clause for talent. Universal-International, also participating in talks, is expected to sign. Both firms producing TV films through subsidiaries-Screen Gems Inc. (Columbia) and United World Films Inc. (U-I). RKO Radio Pictures and Republic Pictures withdrew from negotiations, saying they planned no immediate TV production. Their action came after it became apparent James C. Petrillo, AFM president, would not modify union's 5% royalty formula on films for TV.

WISH APPOINTS TWO

GERALD S. COHEN, formerly of WDGY Minneapolis, named as sales promotion manager of WISN-AM-FM Milwaukee. Harry D. Peck, station manager, said he will be in charge of merchandising, promotion, publicity and research. Mr. Peck announced George A. De-Grace, former promotion manager, has been named director of new public service and education department. Moves are first step in expansion program looking toward TV operation. Recently Mr. Peck named Dick Shireman sales manager and Jack Raymond program director.

for more AT DEADLINE see page 94



- ONE OPERATION
- ONE NETWORK-CBS
- ONE REPRESENTATIVE (Avery-Knodel, Inc.)

POPULATION

. 199.700

o RETAIL SALES

KTUL \$687,420,000 KFPW \$131,334,000

NET EFFECTIVE BUYING INCOME

KTUL \$943,653,000 KFPW \$150,072,000

Radio

JOHN ESAU

AFFILIATED WITH KOMA, OKLAHOMA CITY



"The Prestige Station of the Carolinas

GREENSBORO, NORTH CAROLINA

• Tell your story over WBIG, where there are more listeners with more dollars to spend!

> During 1951 and the first quarter of 1952 more radio sets were shipped into North Carolina than any other southern state.* In 1951 WBIG's 16county market showed a 33,179 set increase.*

6 Greensboro, WBIG's home city, is the second in the nation with retail sales per household of \$6,959.**

Sources:

RTMA

** SRDA Consumer Markets 1951-1952

Represented by Hollingbery

5000 Watts

CBS **Affiliate**

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc. Executive, Editorial, Advertising and Circulation Offices:

870 National Press Bldg. Washington 4, D. C.

Telephone ME 1022

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Annual subscription for 52 weekly issues: \$7.00.

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

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

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

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.

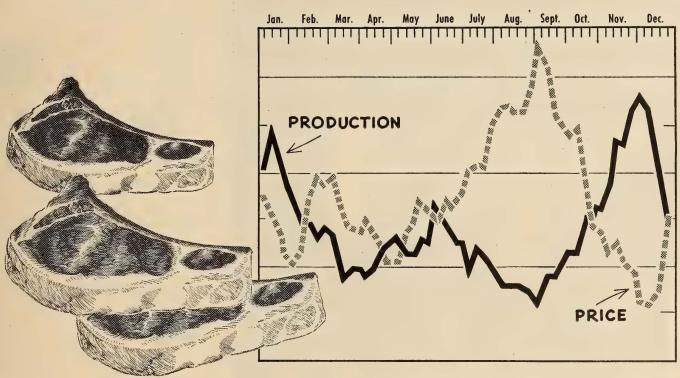
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title. Broadcastring *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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What law

sends pork prices up in summer ...down again in winter?



This chart shows the relationship between pork production and pork prices based on figures for 1947-49 (a typical period), which the government is now using as the index-base period.

The well known law of *supply and demand*. With pork, it works like this:

More than half the pigs are born in spring—also according to law, the *law of nature*. They spend a good six months growing to pork-chop size.

As a result, fewer pigs are ready for market during the summer months. And meat packers have to pay higher prices in order to get enough pork to fill customers' orders.

Then, along about the time the first leaves fall,

all these pigs begin to come to market. And the same thing happens as with any other perishable commodity (strawberries, eggs or oranges) when there is suddenly a lot more than there was.

The price just naturally goes down!

The chart above shows how the cycle goes. Less pork—higher prices through the summer followed by more pork, lower prices during the winter.

Remember, summertime is the time when a big new meat crop is "growing up" on America's farms and ranches.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U.S.

ANY ADVERTISER CAN

MOST ADVERTISERS SHOULD

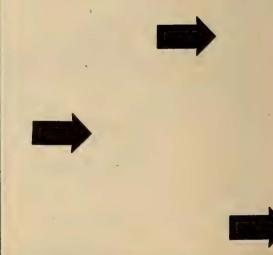
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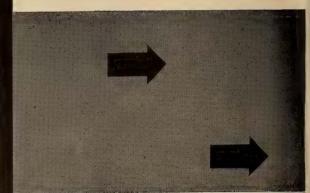
Spot Radio



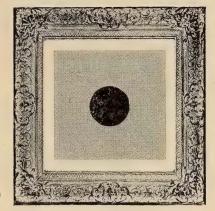
REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.





WHEN IS A DOT A STOPPER?



That round black dot is called a period—sometimes known as a full-stop. It is perhaps the commonest of a host of visual devices with a single purpose: to convert a sequence of printed words into an intelligible message.

When you talk to someone, you don't need visual devices. The warmth, emphasis, cadence of your voice carries your message with a clarity and conviction no printed page can match. That's just one reason for radio's *extra* selling power.

And it's so easy to convert the inert print of your advertising into vivid, living spot radio commercials. Your customers are ready to listen—over any or all of these great stations.

SPOT RADIO LIST

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

*Also represented as key stations of the

TEXAS QUALITY NETWORK

488 MADISON AVE. NEW YORK CITY 22

CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • DALLAS

SAN FRANCISCO





agency

OSEPH P. HARDIE, vice president in charge of sales, Bristol-Myers Co., N.Y., to Sullivan, Stauffer, Colwell & Bayles, N.Y., as vice president and account executive.

JOHN SCOTT (SCOTTY) KECK, radio-television director of Henri, Hurst & McDonald, Chicago, elected a vice president.

ROBERT B. SELBY, vice president and manager, Walter McCreery Inc., San Francisco, has purchased agency's interests in that city. Office will continue under name ROBERT B. SELBY & Assoc.

A. E. BOTTENFIELD elected a vice president of Waldie & Beiggs, Chicago.



on all accounts

N A PERIOD when politics clamor for attention over the airways, Ken Fleming, chief timebuyer at Leo Burnett Co. Chicago, occupies a preferred position by reason of natural talents and special training.

He started learning politics the easy way—from the top down—majoring in political science at Indiana U. There he came into intimate contact with the forces that make politicians tick, during

his tenure on the staff of the university's Institute of Politics, which was then under the direction of Dr. Roy V. Peel, now head of the U.S. Census Bureau.

This was real pioneering in research, a scientific effort to build patterns in the field of politics analogous to those used in marketing. As Mr. Fleming puts it: "We were analyzing voting trends and using about the same basics as those

employed in the study of marketing trends. We had in mind selling a politician or a political concept in the same way that Mr. Heinz sells a can of beans."

Perhaps without fully realizing it, young Mr. Fleming was setting accurate guide posts for his business career by becoming firmly grounded in the methods and principles of research.

Having acquired the research techniques and rubbed noses with the proletariat in some fancy offshoots of the academic grind, Ken Fleming decided it was time to line up the practical side of his life's work. He landed his first industry job as salesman in the

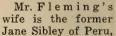
Represented Nationally

by KATZ

Chicago office of George P. Hollingbery Co., station representative, which he joined in February 1950.

His next move placed him in the offices of Leo Burnett Co., where he heads a staff of six timebuyers. In that capacity, he supervises for the agency's clients. Pluses in his favor, according to one of the agency executives, is his "youth, ability to think clearly and well-rounded development."

He is a member of a fast-moving outfit, fortified with knowledge of techniques, immediate awareness of what is currently going on in broadcasting, and ability to make the fine coordinations needed to best serve the clients' interests. The success of these methods is shown in the impressive growth of the agency's broadcast business, and the stature of its clients.



Ind. With their daughters, Cathy, 2½ and Sherry, 3 months, they live in suburban Oak Park, from which they make regular treks (business permitting) to Lake Cicott, Ind., a resort town where Mr. Fleming was born and his parents still live.

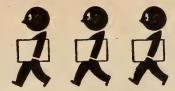
He attended school there and in Logansport, Ind., before enrolling at Indiana U., where he became a member of Delta Upsilon fraternity. His college work was interrupted by two calls to the colors, first as an enlisted man in the Army Signal Corps, and later on a reserve recall.



MR. FLEMING

BROADCASTING . Telecasting

Storer Broadcasting Company



R. C. PEITSCHER, vice president in charge of the Chicago office for MacDonald-Cook, South Bend, Ind., elected vice president in charge of marketing and research at Fulton, Morrissey & Co., Chicago.

JOE MOHL, advertising manager, Belvedere Sewing Machine Co., L. A., to Ross Roy Inc., Hollywood, as account executive.

E. ESTY STOWELL, CHARLES POOLER and WALTER CRAIG, vice presidents, Benton & Bowles Inc., N. Y. elected to board of directors.

W. P. BOOTH elected a vice president of Sullivan, Stauffer, Colwell & Bayles, N. Y.



DAVE E. LARSEN, merchandising executive, Bon Marche Department Store, Seattle, to Walter McCreery Inc., Beverly Hills, as account executive and director of new business department.

STORRS HAYNES, Dancer-Fitzgerald-Sample, N. Y., and BROOKS ELMS, Biow Co., same city, to McCann-Erickson, N. Y., as account supervisors in radio-TV department.

Mr. Booth

Bowron.

JIM BISHOP, president of Bishop & Assoc., L. A., named member of Municipal Traffic Commission by Mayor Fletcher

CARLTON W. HART, advertising manager of Procter & Gamble Co. of Canada Ltd., Toronto, to plans-merchandising staff, N. W. Ayer & Son, Phila. PETER GODFREY added to copy staff. CARL SCHMIDT Jr. returns to copy department after 16 months on active duty with Air Force. DANIEL S. TOMLINSON returns to media staff after service with Air Force. RALPH N. THAYER to agency's New York branch in radio-TV research bureau.

JOHN J. QUINN, production manager, Peldar & Ryan, N. Y., to Anderson & Cairns, same city, as head of production department.

MONROE H. SHAW, account executive and copywriter, Circulation Assoc., N.Y., to The McCarty Co., L. A., as account executive.

JACK KIRWAN, sales staff, WHAS-TV Louisville, to Bruce B. Brewer & Co., Kansas City, as radio-TV director.

HARRY WALSTRUM, program director, KECA Los Angeles, to Charles Ross Adv., Hollywood, as vicepresident.

ARTHUR A. PELTZ, Co-ordinated Adv., N. Y., appointed director of radio and television.

KENT RODENBERGER, Vaughan & Spencer, Chicago, to Hicks & Greist Inc., N. Y., as account executive assistant.



Mr Kirwan

H. P. KELLEY elected president of Russell T. Kelley Ltd., Hamilton, Ont., succeeding his father who died recently. H. E. DENNISON elected executive vice-president. Directors are R. C. GOR-DON, T. H. DEAR, H. G. SCAIFE, J. E. BRITTAIN, and MRS. N. M. ROBERTS.

DR. J. ROBERT MILLER, professor of marketing and advertising at Texas A & M, to Gardner Adv., St. Louis, as director of research.

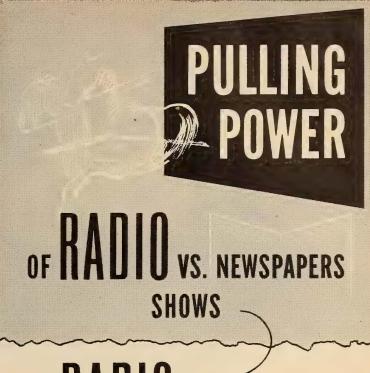
GEORGE KERN, media director of Benton & Bowles, N. Y., has resigned [CLOSED CIRCUIT, July 28]. He will announce future plans shortly.

MAHOOL Adv., Baltimore Md., relocates at 914 N. Charles St., effective Sept. 1.

CARGILL & Co., Richmond, Va., elected to membership in American Assn. of Adv. Agencies.

FRANK-GOLD AGENCY, L. A., has been formed to handle advertising and public relations at 1139 S. Beverly Dr. DON FRANK, advertisingpublicity director, United Jewish Welfare Fund, L. A., and MIKE GOLD, account executive, The Mayers Co., that city, are partners. Telephone is Crestview 6-4941.

BROADCASTING . Telecasting



All has distinct MARKET of its own

In 4 consecutive ARBI surveys of sales impact of radio versus newspaper advertising, it was proved that radio is necessary to cover the complete Rochester, N. Y. market.

Four Rochester radio stations participated* in each 2 or 3 day test. ARBI tests showed:

> RADIO outpulled newspapers in 3 out of 4 tests in dollar value of purchases.

> RADIO brought largest percent of shoppers who purchased merchandise in 3 out of 4 tests.

> RADIO produced the largest percentage of store traffic in 3 out of 4 tests.

> RADIO produced a large gain in business in all tests.

RADIO definitely proved it reaches an audience of its own-not duplicated by newspapers in the Rochester market.

Ask your nearest Hollingbery man for the details of this test; and also the complete factual story of WHAM's position as the No. 1 radio buy in the 16 county Rochester area.

* Stations participating in 4 joint ARBI surveys in Rochester, N. Y., were WHAM, WARC, WRNY, WVET

The STROMBERG-CARLSON Station

Rochester, N.Y.

Basic NBC - 50,000 watts clear channel - 1180 kc



GEORGE P. HOLLINGBERY COMPANY, National Representative



Years WWL Has Been Selling Soap to More Southerners Than Any Other Advertising Medium!

Look what your advertising dollar buys on WWL:

Coverage unsurpassed in the deep South—intensive coverage over 4 states. More coverage than any other medium South can offer—in an area rich with new industry, and still unquestionably radio dominated.

The lion's share of Southern listeners — built up over a period of 25 years through excellent programing, featuring nationally known CBS stars and outstanding personalities of the South. Verified by highest ratings.

A liberal bonus of advertising extras—store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, personal calls on jobbers and distributors. No other station South gives advertisers such all-out support.



LET WWL, the South's Greatest Salesman, SELL THE SOUTH FOR YOU!





NEW ORLEANS

50,000 WATTS

CBS RADIO AFFILIATE

CLEAR CHANNEL

A DEPARTMENT OF LOYOLA UNIVERSITY REPRESENTED NATIONALLY BY THE KATZ AGENCY

WIBC Indiana's First and Only 50,000 WATT STATION



WILBUR S. YOUNG
Superintendent of Public Instruction
State of Indiana

"WIBC has made a notable contribution to all Hoosiers in the field of public instruction"

• WIBC's outstanding coverage of educational activities, its marked emphasis on forum discussions of events vital to the people of Indiana, plus its leading news, religious and farm service coverage, have won the praise of many prominent Hoosiers like Mr. Young.

Thousands of letters every week testify that this high level of public service programming has also helped build the state's largest following of loyal and regular listeners.

WIBC, Inc.—30 West Washington Street ● Indianapolis 6, Indiana



JOHN BLAIR & CO., National Representatives

new business



Spot . . .

KELLOGG Co., Battle Creek, Mich., for full line of cereals, will spot the half-hour weekly feature Superman in 16 markets during Sept. and Oct. Additional cities will be added in Nov. and Dec. Schedule calls for entry into Chicago, Milwaukee and St. Louis Sept. 15; Binghamton, Buffalo, Rochester and Schenectady, Syracuse and Utica, Sept. 29; Minneapolis, Ames, Davenport, Rock Island and Omaha Oct. 13; Kansas City, Oklahoma City and Tulsa, Oct. 20. Client is accepting availabilities now and seeks premium Class A time periods. Agency: Leo Burnett, Chicago.

NATIONAL CIO, Washington, D. C., sponsoring quarter hour TV film series Issues of the Day, on WCPO-TV Cincinnati, WBKB (TV) Chicago, WHIO-TV Dayton, WFBM-TV Indianapolis, WDTV (TV) Pittsburgh and WMAL-TV Washington. WTCN-TV Minneapolis and WTVN (TV) Columbus will be added to markets carrying show Aug. 17 and Aug. 13, respectively. Agency: Henry J. Kaufman & Assoc., Washington.

Network . . .

KRAFT FOODS, Co., Chicago, renews *The Great Gildersleeve* on NBC from July 23 for 52 weeks, Wed., 7:30 p.m. CDT. Agency: Needham, Louis & Brorby, Chicago.

BENDIX HOME APPLIANCES, Div. of Avco Mfg. Corp., South Bend, Ind., renews alternate weekly sponsorship of *The Name's the Same* for 52 weeks starting Sept. 10 on ABC-TV, Wed., 7:30-8 p.m. EDT. Agency: Tatham-Laird Inc., Chicago.

B. F. GOODRICH Co. signs for alternate-week sponsorship of *George Burns and Gracie Allen Show* on CBS-TV, Thurs., 8-8:30 p.m. EST, effective Oct. 16. Goodrich will alternate with Carnation Co., which currently presents program every other week. Agency for Goodrich: BBDO, N. Y.

W. A. SHEAFFER PEN Co., Fort Madison, Iowa, has bought three half-hours on NBC-TV's Your Show of Shows. Time periods are 9 to 9:30 p.m. CT on Oct 4, Nov. 1 and Dec. 13, covering full video network. Agency: Russel M. Seeds, Chicago.

AMERICAN CHICLE Co. (Clorets) signs as third participating sponsor of CBS-TV's forthcoming Jackie Gleason Show effective Oct. 4, giving weekly hour-long program sold-out status. Series starts Sept. 20, Sat., 8-9 p.m. EDT. Other sponsors: Schick Inc., effective with first telecast, and Thos. Leeming & Co., effective Oct. 11. Agency for American Chicle: Dancer-Fitzgerald-Sample, N. Y.

KELLOGG Co., Battle Creek, dropping Space Cadet, ABC-TV, Mon.-Wed.-Fri., 6:30-45 p.m. EDT, and is buying first half-hour of Super Circus, Sun., 5-6 p.m. EDT. Starting date of Super Circus sponsorship not definitely set, but expected to be about mid-September. Mars Inc. sponsors 5:30-6 p.m. portion of show. Kellogg agency: Leo Burnett Co., Chicago.

Agency Appointments . . .

CREAM WIPT PRODUCTS Inc., Phila. (salad dressing), appoints Weightman Inc., that city.

LOS ANGELES NUT HOUSE (Tom Sawyer potato chips, peanut butter), appoints Davis & Co. that city.

GILBERT Mfg. Co., Long Island City, N. Y., appoints S. R. Leon Co., N. Y.

PECK & PECK, women's retail clothing chain, appoints C. J. LaRoche & Co., N. Y.

IMPERIAL KNIFE ASSOCIATED Co., N. Y., appoints Wilson, Haight & Welch, N. Y. Account executive is CHARLES B. H. PARKER.

OLD COLONY PAINT & CHEMICAL Co., L. A. (household paint), appoints West-Marquis Inc., that city. A. HAYS BUSCH is account executive.

CAMPBELL SOUP Co. Ltd., New Toronto, appoints Dancer-Fitzgerald-(Continued on page 47)





This 9 game, play-by-play package is the best football buy of 1952! Available for single or dual sponsorship. Telephone now for details!

September 27 . . Springfield at Harvard October 4 Columbia at Harvard

October 11.... Washington University of St. Louis at Harvard

October 18.... Colgate at Harvard

October 25.... Dartmouth at Harvard

November 1 . . . Davidson at Harvard

November 8 . . . Harvard at Princeton

November 15 . . Dartmouth at Cornell

November 22 . . Yale at Harvard

Exclusive radio coverage in New England (except for November 8) In New England, Harvard football broadcasts are required listening.. and here's the package that gives you everything required to turn these millions of football fans into customers!

The plan includes radio time on WBZ-WBZA (approximately 2½ hours each Saturday featuring the team that won Boston's top Pulse rating last season)... plus 15 minutes of color before each game.. plus a complete array of promotional aids: newspaper ads, window streamers, spot announcements, airplane tow banners, dealer letters and football schedules.

As we go to press, the package is still available. It is sure to be sold, and soon, to a single sponsor or to two noncompeting sponsors. It is sure to produce results, for it will reach WBZ's vast area, populated by more than 7 million people. Better get the full story now from WBZ or from any Free & Peters office!

BZ BOSTON
50,000 WATTS
NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV



Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer thesequestions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON



980 KC • 93.9 On FM
Represented by NBC Spot Sales



feature of the week

VER \$3½ million payroll dollars are expected to begin pouring into Tacoma, Wash., next year as the result of an intensive four-month radio campaign conducted by two KTAC Tacoma newsmen.

The campaign was the initial public service venture of KTAC's morning commentary program, For Your Information, launched last March by Murray Morgan and Jim Faber.

Messrs. Morgan and Faber, KTAC news editors, combine talents on For Your Information, and in addition have their own five-a-week news strips, Tacoma Beat and Tacoma Report, both devoted to local news.

The news veterans decided to tackle a project which for two decades had met with failure after failure. They decided to try to establish a modern fishing boat terminal in Tacoma's harbor to replace the outmoded and overcrowded boat haven.

Such a project had been urged for 20 years by the city's Chamber of Commerce and other organizations.

Several times weekly for four months, the pair wove facts and figures about the project into their news programs. In all, 47 programs were used.

They took a tape recorder on fishing boats and interviewed fishermen on deplorable conditions of the old boat haven. The fire chief was taken on a tour of the dock with the immediate result that new fire protection facilities were installed.

On one occasion, the newsmen hustled Tacoma's mayor off to Seattle where they had arranged to have Seattle's Port Head conduct a tour of that city's boat haven which reportedly is bringing in \$75 million a year to Seattle.

The campaign caught on slowly. Undaunted, Messrs. Morgan and Faber kept digging for facts and figures. They looked into the port's finances and found that there was ample cash, and that the new facility could be operated at no cost to the city.

Finally, they obtained a breakdown on how much the city's present fishing fleet brought in—\$1,750,000 for 45 boats. Their survey showed that at least twice as much as this amount could be gained if enlarged facilities were provided.

This last set of statistics was the clincher. One by one, other groups got behind the project. Tacoma's mayor appointed a committee to work on the project; the Chamber of Commerce revived its committee.

Last week their faithful industriousness bore fruit: The Port Commission announced that it would start work within 90 days on a \$200,000 boat haven—one which would almost triple present facilities and bring a yearly payroll estimated at \$3½ million.

All this, despite the fact that Tacoma's only newspaper has been strikebound since April 12!

Facts.. Figures.. Maps
COMPLETE REFERENCE
folder on
The
Golden
Triangle
RICH
RICH
RICH
RICH
RARKET
KAMD
CAMDEN, Ark.
TEXARKANA
Ark., Tex
Served by
THE ARKTEX
STATIONS

READY

Get the facts now on this great SOUTHWESTERN MARKET

min

KCMC Texarkana, Ark.-Tex.

KAMD Camden, Ark.

KWFC Hot Springs, Ark.

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

*From Sales Management

ONE ORDER
ONE CLEARANCE
ONE BILLING

(Sold Singly or in Groups)

For details write to:

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



strictly business

Y WEINTRAUB, 29-year-old vice president and sales manager of Motion Pictures for Television Inc., has not completely wiped away the stardust from his eyes though his career has lifted him from humble beginnings on New York's lower East Side to a plush Madison Ave. office and a swank Central Park South apartment.

"I've been so busy the past five years," Mr. Weintraub recounted, "that I often can't believe it's true. And I still get a thrill out of clinching a deal that may amount to just a few thousand dollars."

Five years ago Mr. Weintraub accepted his first job in the television field as a salesman with Film Highlights. In 1949, together with Joseph Harris; Mr. Harris'

(Continued on page 90)



Mr. WEINTRAUB
. . . selling is his forte



... Be on the Beeline

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

THE MOST LISTENERS More than any competitive combination of local stations... more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined.

(BMB State Area Report)

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

(BMB and Standard Rate & Data)

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

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

KFBK

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

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

Bakersfield (CBS) 1000 watts 1410 kc. KWG

Stockton (ABC) 250 watts 1230 kc. KMJ

Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

Fancy Fringes

EDITOR:

I appreciated your note in CLOSED CIRCUIT [July 28] relative to Jim Seiler's [of American Research Bureaul finding TV sets all over the place. Our current tabulations are revealing the same sort of thing and I think it is probably well that the industry realize the extent to which this sort of thing is happening.

The other day, for instance, I was checking a South Dakota ballot 200 miles northwest of Omaha and was amazed to see both Omaha TV stations listed on a fairly frequent basis. A note on the bottom of the ballot, however, stated "our antenna is 85 feet high—on top of the silo"!

Another thing we run into frequently in these fringe areas is that the respondent will list two or three TV stations for the same open mike



channel and then state something like: "I wish that some time ! could see the end of a show." Apparently these people tune in a channel and then just take whatever happens to come througheven when, half-way during the show, the picture will change to another program and another net-

Apparently this sort of thing has been going on for a longer time and to a wider extent than previous guesses have assumed. I am glad that Jim Seiler has had the coninto his findings.

Kenneth H. Baker President Standard Audit & Measurement Service Inc. New York.

In Unity, Weakness?

EDITOR:

I read with interest your article entitled, "Both Media Into One," in the July 21 issue of your publication. I have a very high regard for the judgment and ability of the people in RCA and NBC. I'm sure that, before the change was made back to an integrated operation, these men with their background and experience studied the matter with great care.

However, I too have studied the matter for a number of years. . . . I have a deep feeling that this move will hurt radio. I hope it doesn't. I am rather cold to any close working between program departments and sales departments as well as station relations in the operation of two networks-radio

. . . I feel that network and station operation should be completely separated and each should go out and fight for audience. clients and stations. . .

I might add that once there was a Red and a Blue network. Many people felt that they should not be operated by the same group. Finally a separation was agreed upon and history records that both networks moved forward in service and strength and financial stability after each was put on its own.

Edgar Kobak President WTWA Thomson, Ga.

[EDITOR'S NOTE: Mr. Kobak, now president of Advertising Research Foundation, chairman of the executive committee of Broadcast Advertising Bureau, and business consultant, in addition to being president of WWA, was executive vice president of the Blue network both before and after it was sold by NBC.]

Princeton Fumbled

. . In your July 28 issue you kindly referred to the picture we just completed for the American Telephone & Telegraph Co. and unfortunately our release was in error. The film, featuring Dr. Strieby, is not on television but rather on the subjects of coaxial cable and micro-wave installations. .

> Jack S. Barlass Executive Vice President Princeton Film Center New York

Line of March

EDITOR:

... BROADCASTING • TELECAST-ING continues to lead the evergrowing parade of trade publications in the radio and television fields. It's the one I read most carefully. .

Gerald L. Seaman Radio-TV Director Bert S. Gittins Adv. Milwaukee

Hart's Desire

EDITOR:

Radio and TV did a great job with the recent convention coverage, but their press departments fell flat on their antennas with their service to radio-TV editors, literally starved for news.

It may come as a shock to those press departments that we have dailies, not weeklies, west of the Hudson.

Had they realized that, we're (Continued on page 54)



An independent survey of radio listening habits in the Red River Valley was recently made by students at North Dakota Agricultural College. The Survey covered 3,969 farm families in 22 counties within about 90 miles of Fargo. In answer to the question, "To what radio station does your family listen most?" 78.6% of the families said WDAY, 4.4% Station "B", 2.3% Station "C", 2.1% Station "D", etc. WDAY was a 17-to-1 choice over the next sta-

tion . . . a 31/2-to-1 favorite over all competition combined!*

It's the same story in town. Year after year, WDAY makes a run-away of the Hooper race, consistently getting a 3-to-1 greater Share of the Fargo-Moorhead Audience than all other stations combined!

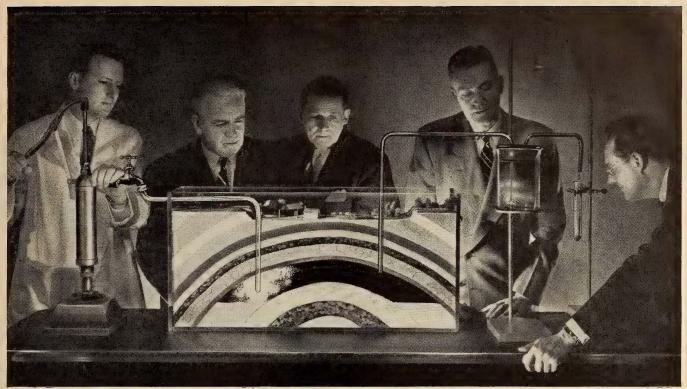
Truly, WDAY is a colossal radio buy in a stupendous farm market. Write direct, or ask Free & Peters for all the facts.

^{*} Competition includes local studios of the other three major networks.



• NBC • 970 KILOCYCLES •

FREE & PETERS, INC., Exclusive National Representatives



OIL SCIENTIST, using laboratory model, shows how water flooding revives oil fields which have lost natural "push." By pumping water into oil-bearing sands, trapped oil is forced toward outlet wells which bring it to the surface,

where it is separated from water. This technique, now used in 800 water flooding projects in the U. S., is producing millions of barrels of oil which once seemed beyond reach.

Water Flooding Puts New Life in Old Oil Wells

Remarkable Recovery Method Helps Boost U. S. Oil Supplies To Record High

An ingenious method of oil recovery, in which actual water transfusions are used to put new life into worn-out wells, will add extra millions of barrels to the nation's record oil supplies this year.

By pumping water deep underground into oil-bearing formations which have lost their natural pressure, oilmen now coax more oil out of the ground than nature alone would yield. This "water flooding" method is typical of the many special conservation devices developed by oil scientists of scores of companies in their efforts to squeeze every last barrel of oil from existing fields. In their vigorous struggle to outproduce their rivals U.S. oil companies use the latest scientific developments to set new production records year after year. Equally important, they have constantly improved the oil products America uses. For instance, 2 gallons of the high quality gasoline you buy today do the work that 3 gallons did in 1925. Yet today's gasoline is priced about the same as 25 years ago—only taxes are higher.

In peace or war, you benefit from the competition among America's privately-managed oil companies with the finest oil products at the world's lowest prices.

Oil Industry Information Committee, AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.



(Left)

BENTON, ILL. is scene of typical water flooding success. Two years ago oil production here had slowed to a trickle. Today, thanks to water flooding, "grasshopper" pumps like this are approaching an 8,000 barrel-a-day production rate—over 10 times the rate before water flooding was started.

(Right)

MILLIONTH BARREL of oil recovered by Benton water flooding is celebrated by field crew. In projects like this, U.S. oil companies are constantly finding new ways to bring you high quality oil products at world's lowest prices.





Like mustard goes with hot dogs

More-listeners-per-dollar and W-I-T-H go together just like mustard goes with hot dogs! It's a natural combination!

Baltimore retailers know all about this. That's why W-I-T-H carries the advertising of twice as many of them as any station in town!

These more-listeners-per-dollar that W-I-T-H delivers mean *low cost results!* That's what you want from radio, isn't it?

Let W-I-T-H produce for you too—at low, LOW cost! Your Forjoe man will give you the whole story.

IN BALTIMORE



TOM TINSLEY, PRESIDENT

REPRESENTED BY FORJOE AND COMPANY



FALL SLUMP CONFRONTS CBS RATE MEETING

Will Rates Be Cut? Decision in Chicago

TOMORROW (Tuesday) will be the day of decision for the CBS Radio network affiliates, whose deliberations will be spurred and perhaps influenced by an 18% lag in fall business signed by the network now in comparison with that on the books at this time last year.

Meeting at Chicago's Conrad Hilton Hotel, top executives of the CBS Radio outlets will receive a report from the committee they appointed early last month to meet with CBS officials in an attempt to find a satisfactory solution to the perplexing problem of radio network rates [B•T, July 7].

Guiding principle of that committee was the resolution, unanimously adopted by the 143 affiliate station executives attending the July meeting, urging CBS not only to "abandon and reject" any plans for further reductions in its radio network rates, but to rescind the rate cuts made a year ago, restoring evening rates to their former level and, in addition, increase daytime rates by not less than 20%.

Storer Report

It is anticipated the committee chairman, George Storer, Storer Broadcasting Co., will report the weekly meetings of his group with the CBS management have failed to convince the network officials of the soundness of the stations' position or alter their decision that the only way to attract more advertisers to CBS Radio is by offering better bargains. Mr. Storer, furthermore, is expected to tell the CBS affiliates that the network intends to pass along to them a share of the cost involved in continuing network service with a reduced scale of revenue.

The committee's labors have not been entirely in vain, however. In place of an overall slash of network rates by 50% or more which reportedly had been contemplated, the CBS management is now understood to be thinking in terms of a 25% decrease, and for nighttime only, with the change directly attributable to the determined stand of the affiliates.

Another accomplishment of the committee's efforts is said to be

Fall business signed so far by the four radio networks is 16.4 percent below the volume that had been sold at this time last year, and some sponsors are holding up their plans to see whether rates are coming down. These facts certainly won't be ignored when CBS Radio affiliates meet tomorrow to discuss the network's rate adjustment plans.

the willingness of CBS to explore the feasibility of making the reduction in terms of increased discounts, rather than as another direct cut in card rates. Still to be worked out in complete detail, this discount plan would involve a number of factors such as dollar volume, frequency of broadcast, and number of stations used.

CBS also is said to be giving serious attention to the petition of the affiliates for a boost in day-time rates. With its daytime hours -10 a.m. to 4:15 p.m.—entirely sold out [BOT, July 28], the situation here is quite different than that which obtains in the evening hours when TV competition is strongest. Although CBS has made no definite commitment on this point it is believed if the affiliates will agree to accept the network's decision to reduce nighttime costs to its advertisers, the network will go along with the stations in the matter of a daytime increase.

The CBS Radio affiliates, then, are confronted with the adamant position of the network that a reduction in nighttime charges, to be borne equally by the network and the affiliate stations, is essential to continuing the present quality of network service. If they agree to that, they are promised the reduction will be effected in a way that will not reduce base rates and so will not subject them to pressure for similar reductions

in their spot and local rates. Also, they are given hope of an increase in network daytime charges which might enable them to raise their daytime spot and local rates accordingly.

When they met in July, the affiliates minced no words in denouncing rate cutting as a means of stimulating sales. Their resolution and the arguments of their committee since that time have failed to change the network's determination that rates must be reduced. They must now either accept the CBS stand, tempted by the considerable concessions their committee has been able to secure, or -barring the unlikely miracle of a new plan, as yet unborn, that would win approval of both sides-give up their CBS affiliations and go it alone as independents.

That the station managers appreciate the seriousness of the decision with which they are faced is attested to by the fact that as of Wednesday evening, nearly a week in advance of the Chicago meeting, 120 of the 165 CBS Radio affiliates who receive payment from the network for carrying its commercial programs had notified the committee of their intention to be represented. With the bonus stations, who also were invited, CBS has some 200 radio affiliates.

CBS, on its part, is understood (Continued on page 24)

Want to know who's applied for TV and where, what's the present state of grants and applications, when the FCC intends to process applications in your town? Complete status report on processing and priorities begins on page 57.

Advance Sales Lag; Off 16% from 1951

CERTAINLY, the decision as to CBS Radio rates must be made shortly, if it is to have any effect on the network's fall business. A check of major advertisers in New York last week showed at least seven companies who are contemplating the use of network radio and TV during the coming fall-winter months but who have not arrived at definite decisions. It is a logical presumption that a desire on the part of these advertisers to learn what kind of a deal CBS will offer-and how the other networks will meet the CBS proposals-is at least a partial explanation for their delay in placing definite orders.

Orders Needed

And orders are what the radio networks need. As of last week the four national networks reported a total of 157 hours and 25 minutes of business on their books for fall, a drop of 16.4% from the 188 hours and 12 minutes of fall business reported in August 1951. CBS, with 59 hours and 35 minutes reported sold this year in comparison to 72 hours and 40 minutes sold at this time last year, shows a drop of 18.0%. NBC, with 47 hours this year against 59 hours a year ago, is down 20.7%. ABC is off 37.4% in advance fall sales, reporting 29 hours and five minutes this August against 46 hours and 25 minutes booked last year at this time. Mutual, with 21 hours and 45 minutes of fall business signed up to date, is 8.0% ahead of the 20 hours and seven minutes sold at this time a year ago.

Among the companies which have delayed decisions on their network plans for fall is Manhattan Soap Co. which, through Scheideler, Beck & Werner, New York, is contemplating both radio and television and most likely will underwrite a network show shortly.

Gulf Oil Co., which currently sponsors Counter Spy on NBC radio and We, the People on NBC-TV, is reconsidering both programs but will remain in network radio and TV. The programs, however,

(Continued on page 24)

Advance Sales Lag for Networks

(Continued from page 23)

may not be the same. Although there, again, the decision is still up in the air, it is known that Gulf will not renew its association with Life magazine on the We, the People program after the present cycle runs out. Young & Rubicam, New York, is the agency.

Vick Chemical Co., through Morse International, New York, currently is looking for a commentator to place in a five-minute news program on Mutual, scheduled to start late in September, Sundays, 4:55-5 p.m. This marks the first time Vick has bought a national network show in about four years. The firm will continue, however, with its tremendous spot radio coverage.

Bristol-Myers, New York, through Young & Rubicam, that city, currently is contemplating its radio and TV plans. Under consideration is one plan which will start in September: Sponsorship of regional shows, following the pattern set earlier this year by Borden Co. The network show would be in addition to the regional plan and will be decided upon by Aug. 25.

General Foods, for its Birdseye and Jell-O, also is considering a radio network show, possibly daytime with a top comedian, but nothing definite yet has been formulated.

Lever Brothers Co. and Libby, McNeill & Libby are two other major advertisers known to be contemplating radio network shows.

Wildroot Co., Buffalo, extending its campaign through the week, has signed for a five-minute news program across the board on Mutual (Mon. through Fri., 7:55-8 p.m.), and additonally is picking up half sponsorship of Mutual's 20 Questions (Sat., 8-8:30 p.m.) in lieu of its current half sponsorship of The Shadow, also on MBS (Sun., 5-5:30

p.m.). Wildroot agency is BBDO, New York.

While the total of network hours booked to date by CBS is below the total at this date a year ago, this does not mean necessarily a diminution in dollar volume, which depends on the number of stations used by the advertiser as well as the amount of network time. Such data are not vet available for fall but the Publishers Information Bureau reports for the first six months of this year [BoT, July 28 and story, page 28, this issue] show the CBS Radio network gross time sales to have fallen 24.4% below the level for the same period of 1951. For the same period NBC's radio network showed a decline of 19.4% in gross billings. These are comparable figures and directly reflect results of the 10% cuts in gross rates effected by both CBS and NBC in

Not comparable are the 11.6% increase in ABC's gross time sales and the 15.8% increase for MBS for the first half of this year compared with the first half of last. These networks did not change their base rates but effected their price reductions to advertisers through added discounts, the technique proposed for adoption by CBS this year.

Merge Sales Forces

TWO major companies with noncompetitive products, Daggett & Ramsdell, Newark (cosmetics), and Zonite Products Corp. (feminine hygiene and toothpaste products), have merged their sales forces. The combined sales force will sell products of both companies. Erwin, Wasey, New York, is agency for both accounts. Daggett & Ramsdell is a spot radio advertiser.



AUTHOR meets news service executive and broadcaster in displaying a copy of his latest book, Faith Is a Weapon. Author is Tom Morgan (c), foreign affairs expert and special events chief for WOV New York, who presents book to his former colleague, Seymour Berkson (I), general manager of International News Service. Ralph N. Weil, WOV executive vice president, is the broadcaster. Messrs. Morgan and Berkson had covered Europe as newsmen 15 years ago. Mr. Morgan gathered material for book while abroad on year-long assignment with WOV offices in Italy.

Will Rates Be Cut?

(Continued from page 23)

to have told the committee that while it has no intention of summarily dropping affiliates who refuse to accept whatever rate adjustments it may make, neither will it hold such adjustments in abeyance in an effort to secure 100% compliance from its radio affiliates.

Based on its experience with the recent change in the CBS Radio affiliation contract which gave the network the right to change the stations' network rates at will and without previous consultation with the individual stations, CBS is hopeful the great majority of its affiliates will agree to bow to its

judgment on rates. That contract revision, said to be necessary to enable CBS to "meet competition" in the event of a sudden rate cut by another network, was accepted by all but a very few of the networks, major affiliates. Holdouts were reported by CBS Radio officials as including WJR Detroit, WGAR Cleveland, WHAS Louisville and KIRO Seattle.

All four of those stations are represented on the affiliates committee which has been negotiating with the CBS management. They are: John F. Patt, WGAR and WJR; Victor A. Sholis, WHAS, and Saul Haas, KIRO. Other committee members are: Chairman Storer, William B. Quarton, WMT Cedar Rapids; John E. Fetzer, WKZO Kalamazoo; Hulbert Taft WKRC Cincinnati; Kenyon Brown, KWFT Wichita Falls, Tex.; Ray Herndon, KTRH Houston, and I. R. Lounsberry, WGR Buffalo, who also is chairman of the Columbia Affiliates Advisory Board.

Tomorrow's affiliate meeting will begin at 10 a.m. with a closed session at which the Storer committee will deliver its report. CBS President Frank Stanton, together with Adrian Murphy, president of the CBS Radio Network; Herbert V. Akerberg, CBS Radio station relations vice president, and Richard Salant, CBS vice president and general executive, who have represented the network in negotiations with the affiliates' committee, all will be in Chicago for consultation with the station group if called upon.

Taylor to Motorola

EDWARD R. TAYLOR has been elected a vice president of Motorola Inc., Chicago, with charge of sales and merchandising programs. He recently resigned as vice president in charge of markets for Hotpoint Inc., same city.

An Editorial

Where Do We Go From Here?

IN CHICAGO tomorrow (Tuesday) a momentous decision will be made. Will the CBS Radio affiliates (or a substantial majority of them) accede to a CBS Radio proposal which will have the practical result of reducing still further the cost of network time to the advertiser, thus drastically reducing the affiliates' "take" from the network?

The lines appear to be clearly drawn after four weeks of negotiations by a 10-man affiliates committee with CBS officials. The committee isn't unanimous. Nonetheless, a report will be made and the resultant action, according to the committee's own statement "will influence greatly your (the affiliates) further radio operations."

That is understatement. From what we are able to glean the result will seriously influence the status of all affiliates of all networks. It will influence the status of the independents too. It will change the overall economic structure of the medium. It will mean cutbacks in station personnel and programming. For months we've said that the orthodox

method of network operation is past. Both sides agree that changes are necessary. The affiliates, however they may vote under deadline pressure, generally feel that the networks haven't really sold network radio. They want to retain the *status quo* on nighttime rates, and increase daytime rates. The networks say this is sheer folly—and economic suicide.

It is clear that all of the CBS affiliates are not showing their hands now. There is being talked up the creation of a "quality network" of stations, to sell time cooperatively. This group—said to number more than 50—is exploring the prospect that if CBS invokes a cut, whether by the discount method or on the rate card, NBC will follow suit. NBC officials have candidly stated they are awaiting CBS's move, having withheld their own revised rate structure last year. Would there be NBC recruits in basic markets for such a "quality network" venture?

Such cooperative network plans have been proposed—but never adopted—some time in the

course of every major network-affiliate crisis in the past dozen years.

The proponents of the independent network project understandably are loath to get out in front. They contend, however, that there's plenty of statistical support for their plan. They point out that while network business hasn't been sold—even at the 10-15% discount invoked last year—national spot and local business is substantially up. They cite the network transition as to their owned-and-operated stations, which are stressing national spot and local, and are trending more and more toward the independent-station programming format.

What these station owners will do, of course, depends upon the outcome of the sessions in Chicago tomorrow. Plans reportedly are made for a meeting call—if the Chicago events indicate that course—not necessarily confined to affiliates of CBS.

Thus, more than one decision is destined to be reached in Chicago tomorrow. It's the first one that really counts.

RADIO SALES

Effectiveness Measured by NBC

IN WHAT was termed "the first attempt to measure radio's sales effectiveness in 12 years," NBC last Thursday released results of a survey showing that people who listened to commercial programs bought from 11 to 111% more of the advertised products than did non-listeners.

The findings were cited as evidence that radio not only sells goods but does so just as effectively as in pre-television days, and at the lowest cost of any advertising medium. In some cases radio's effectiveness was shown to be greater in TV homes than in those without TV.

The study was conducted in Davenport, Iowa (a TV market) and Fort Wayne, Ind. (non-TV market) and the total area covered was described as "remarkably similar" in TV penetration—45%—to that forecast for the entire nation by next Jan. 1.

Out of the field work, which involved the asking of a total of 1,234,000 questions in personal interviews in more than 11,000 homes in the two cities, came findings which NBC called radio's "E.S.P." defined as the ratio of (1) Purchases of radio-advertised products by listeners to the program, to (2) Purchases of these products by non-listeners.

Groups Carefully Matched

In the case of each program studied, NBC researchers said, listeners and non-listeners were divided into two groups which were matched carefully so as to be as nearly equal as possible in size of group and in age, sex, income, education, size of family, magazine and newspaper readership habits and TV ownership.

The "E.S.P.'s" of six NBC programs were reported as shown in the "Relative Difference" column of the table below, the "Relative Difference" representing the percentage by which listeners, product-purchases exceeded those of non-listeners.

Per Cent Buying Sponsored Brand

Per Cent Buying	Sponsor	ed Bra	nd	
	,	Matched		
		Non-	Relative	
	Listen-	Listen-	Differ-	
	ers	ers	ence	
Dr. Lyons, on STELLA DALIAS	. 4.1	2.5	+ 64%	
Dial Soap, on DIAL DAVE GARROWAY	. 19.3	12.0	+ 61%	
Schlitz Beer on HALLS OF IVY	. 6.3	5.1	+ 24%	
Tums, on HOLLYWOOD THEATRE	. 11.8	5.6	+111%	
Alka-Seltzer, on NEWS OF THE WORLD	. 21.5	17.9	+ 20%	
Pet Milk, on MARY LEE TAYLOR	. 21.7	16.7	+ 30%	

NBC officials said they did not plan to report overall averages for all the programs studied, or to list "vast numbers of examples." Those shown, they said, "represent neither the best nor the worst of those studied, but depict, as nearly as we can measure, the kind of results advertisers can obtain with

these typical radio advertising vehicles."

They noted that the examples represent "several of the most typical ways of using network radio"—daytime serial, news, daytime variety, evening comedy, and drama—and also show "the sort of results obtainable by advertisers in some of the most important categories."

NBC authorities cited tests in connection with the Mary Lee Taylor Show as showing the difference between sales of the sponsored brand (Pet Milk) and sales of a competing brand (Carnation, which, though nationally advertised, was not using network radio in the markets being studied). Results were described as follows:

"Among non-listeners to this program (Mary Lee Taylor) sales of Pet and Carnation were approximately the same—16.7% vs 17%. People unexposed to the Pet program are nearly equal in their

buying of the two brands.

"However, 21.7% of the listeners bought Pet, for a relative difference of plus 30%; while only 13.1% of these same listeners bought Carnation, for a relative difference of minus 23%. Pet went up. Carnation went down. Among non-listeners Pet was 2% behind Carnation. Among listeners, Pet is 66% ahead."

The study not only revealed that the number of purchasers is greater among listeners than non-listeners, but also that, in some cases, radio program's "E. S. P." was higher in TV homes than in non-TV home—"further proof of the elder broadcast medium's strength in today's competitive market."

In the case of the Tums program, for example, it was said that the "E. S. P." among TV-owning families reached 123%, compared to the 111% figure for both radio and TV homes. In the case of Firestone Tire & Rubber Co.'s

NATIONAL NIELSEN-RATINGS TOP RADIO PROGRAMS

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

EXTRA-WEEK
June 29-July 5, 1952
EVENING, ONCE-A-WEEK

urrent Rank		Rating Homes
1	You Bet Your Life (NBC)	5.5
2	Arthur Godfrey's Talent Scout	
	(CBS)	5.4
3	Lineup, The (CBS)	5.4
4 5	Romance (CBS)	5.3
5	Railroad Hour (NBC)	5.2
6 7	Broadway Is My Beat (CBS)	5.0
7	Great Gildersleeve (NBC)	5.0
8	Big Story (NBC)	4.7
9	Dr. Christian (CBS)	4.6
10	Mr. and Mrs. North (CBS)	4.5

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

Copyright 1952 by A. C. Nielsen Co.

Voice of Firestone radio program, which was reported to have an "E.S.P." of 11% for all homes, it also was found that:

"Gain in favorable attitude runs highest in TV homes of the sample where it reaches 16%. (The matching group was selected with great care to eliminate any influence from the TV version of this program.)

"Researchers also queried for attitudes toward a closely competing brand. Although Firestone's lead over this competition was only 5% among non-listeners, it jumped to 16% among Voice of Firestone listeners—a radio-created advantage of 3-to-1."

The survey also inquired into the amounts of time which people spend with various media. The average person, it was found, spends 4 hours 21 minutes a day with the four major ones, but with radio getting by far the most attention even though TV penetration was 45%:

Radio—124 minutes daily.
Television—83 minutes daily.
Newspapers—38 minutes daily.

Magazines-16 minutes daily.

Results of the survey were shown Thursday to radio and advertising trade newsmen at a con-

(Continued on page 30)

DEPT. STORE ADS Radio Share Could Be More—Cuff

RADIO'S share of advertising from department stores conceivably could be raised from the present figure of 3% to approximately 20% by an entirely different sales approach, Samuel H. Cuff, radio and TV consultant to the Allied Stores Corp., told more than 100 broadcasters

attending last Tuesday's session of a Broadcast Music Inc. summer seminar in Denver. The seminar ran from Monday to Saturday.

Outlining in detail the experiences of Allied's "laboratory" store in Pottsville, Pa., where a 20% expenditure in radio has proved successful [B•T, June 30, May 5], Mr. Cuff cautioned his listeners against the "sniping-atnewspapers" sales approach. He said department stores must still use newspapers as their main medium. But, he added, emphasis can be placed on the use of radio as a supplemental medium "to reach people where newspaper readership is weakest . . . to reach people with greater emphasis, as the Pottsville tests are showing."

The Pottsville experiment, Mr. Cuff asserted, proved "so successful, economical and practical" that local stations throughout the country will soon realize an increased percentage in department store revenue "if stores in their markets follow the lead of the Pottsville laboratory."

"The unusual feature of the Pottsville plan," Mr. Cuff explained, "is that it does not employ commercials in specific program segments, but prefers to accept the station's normal program log and leaves the responsibility of building and holding the audience to the station."

Expansion of the plan to other sections of the country has met with the approval of Allied executives and their affiliate stores, Mr.

Cuff said. Carl Haverlin, president of BMI, read excerpts from a letter by Russel A. Brown, vice president in charge of sales for the company, reporting that the company is "strongly urging our stores to seriously contemplate and put into effect a wider and more intensive use of radio as an advertising medium."

Seminar First in U.S.

The seminar was arranged by BMI through the cooperation of the Colorado Broadcasters Assn. and attracted broadcasters from 32 states and Canada. It was said to be the first of its kind ever held in the U. S.

In a talk on Monday, J. Leonard Reinsch, television consultant to the Democratic National Committee and managing director of WSB and WSB-TV Atlanta and other Cox stations, declared that radio is "a lot healthier than we think." He cited as evidence a recent survey comparing 1941 and 1951 "tune in" and total audience for several programs on WSB Atlanta.

"Our total circulation for those programs is higher today than in 1941," Mr. Reinsch asserted, "despite the additional competition of six more radio stations and three television stations."

The BMI seminar "faculty" was drawn from nine states and included, besides Mr. Reinsch and Mr. Cuff, the following speakers:

Murray Arnold, WIP Philadelphia; Sheldon Peterson, KLZ Denver; Wayne Sanders, KCNA Tucson, Ariz.; Gene Ackerley, KCOW Alliance, Neb.; George W. Allen, KNX Los Angeles; Robert J. Burton, BMI; Helen Cudworth, KFTM Fort Morgan, Col.; Robert Ellis, KGHF Pueblo, Col.; James Russell, KVOR Colorado Springs, Col.

Col.
Earl Glade Jr., KDSH Boise, Ida.
and president of the Idaho Broadcasters
Assn.; Jane Sterling, "Denver Post";
Earle C. Ferguson, KOA Denver; Ray
Perkins, KFEL Denver; Jack William,
KOY Phoenix; Frank Bishop and Brad
Roberts, KFEL-TV Denver.

Greeting the broadcasters at a luncheon on Monday were Daniel Feder, dean of academic administration at the U. of Denver, and Thomas Campbell, acting mayor of Denver and manager of parks.

Arrangements for the activities of wives and children guests were handled by Russell Porter, director of the U. of Denver's radio department; Mr. Haverlin, and Al Meyer, president of the Colorado Broadcasters Assn.

CBS NET RISES Reaches \$2.8 Million In First Half of '52

NET INCOME of CBS Inc. and its domestic subsidiaries for the first half of 1952 (after provision for federal income taxes) totaled \$2.851.415 as compared to \$2,471,317 for the same period of 1951, a consolidated income statement showed last week.

Gross income for the first 26 weeks of this year was placed at \$80,715,895 after deduction of discounts, commissions and returns, while the comparable figure for the first half of last year was \$55,129,-306. Net income before federal taxes was \$7,151,415 this year against \$6,346,317 last. It was pointed out the 1952 figures include the operations of Hytron Radio & Electronics Co. and CBS-

Columbia Inc., manufacturing properties acquired by CBS June 15, 1951.

The CBS board (also see story page 53) meanwhile last week declared a dividend of 40 cents per share on its Class A and Class B stock, payable Sept. 5 to stockholders of record at the close of business Aug. 22. The CBS statement follows:

Circ Manufac Cudina

COLUMBIA BROADCASTING SYSTEM INC. AND DOMESTIC SUBSIDIARIES

Consolidated Income Statement

		JIX MIOII	ins chung	
	June 28, 195	52 (26 Weeks)	June 30, 195	1 (26 Weeks)
Gross Income		\$105,594,498		\$77,836,266
returns		24,878,603		22,706,960
Deduct:		\$ 80,715,895		\$55,129,306
Operating expenses and cost				
of goods sold	\$58,036,906		\$36,948,890	
istrative expenses	14,386,093		11,044,286	
tization of leasehold improvements	1,217,382		875,598	•
		73,640,381		48,868,774
Miscellaneous income, less miscellaneous		\$ 7,075,514		\$ 6,260,532
deductions		75,901		85,785
Income before federal taxes on income Provision for federal taxes on income:		\$ 7,151,415		\$ 6,346,317
Income tax	\$ 4,270,000		\$ 3,845,000	
Excess profits tax	. 30,000	4	30,000	0.075.000
		4,300,000		3,875,000
Net Income for Period		\$ 2,851,415		\$ 2,471,317
Earnings per Share (Note 3)		\$1.22		\$1.44

- 1. The 1952 figures include the operations of the Hytron group (Hytron Radio & Electronics Co. and CBS-Columbia Inc.) which was acquired June 15, 1951.
- 2. The provision for federal taxes on income for the first six months of 1951 as originally reported was calculated in accordance with the 1950 Revenue Act which was in effect at that time; this provision has been adjusted in this report to reflect the changes resulting from the subsequent enactment of the 1951 Revenue Act which was applicable to the full year 1951.
- 3. The 1952 per share earnings are calculated upon the 2,337,896 shares outstanding as of June 28, 1952 and the 1951 per share earnings upon the 1,717,352 shares outstanding on June 15, 1951 prior to the issuance of 620,544 shares as of that date for the acquisition of the Hytron group.
- 4. The 1952 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

August 6, 1952

Samuel R. Dean, Treasurer

SEATTLE MERGER

Unites Northwest Agencies

SEATTLE office of Ruthrauff & Ryan merged with Strang & Prosser Adv. agency of Seattle on Aug. 6, according to a joint statement by F. G. Mullins, vice president and manager of R&R's Seattle branch, and Joseph Maguire, senior partner of Strang & Prosser.

The entire executive and creative staffs of both organizations will be retained, with R&R's offices in Northern Life Tower Bldg., Seattle, undergoing expansion to make room for the enlarged staff. Facilities will be made available to clients by both the national agency and the newly-merged local agency which has served the Pacific Northwest for 40 years.

CBS-Columbia Budget

CBS-COLUMBIA Inc., CBS' television receiver manufacturing subsidiary, will back its 1953 line of TV receivers with a \$1 million advertising budget to include radio and TV spot campaigns, according to Gerald Light, director of advertising and public relations for the firm. Ted Bates & Co., New York, is the agency.

FTC Cites 847 Ads

TOTAL of 847 radio and periodical advertisements were listed by the Federal Trade Commission during June as possibly false or misleading, with 452 referred to the Bureau of Antideceptive Practices, 206 to the Bureau of Industry Cooperation, and 189 to the General Counsel's Office.



Drawn for BROADCASTING . TELECASTING by Sid Hix

"And now let's ask our guest what dish would make his mouth water!"

AGENCY REBUFFED

Ware Squelches P. I. Bid

INTERESTED in mail order business?

William E. Ware, president of KSTL St. Louis, has just turned down a nursery account offered by a West Coast agency. His rejection was based on an unpleasant experience with a similar account which was placed through the same agency.

Here is Mr. Ware's reply to the agency:

"We have your letter of before us, asking for availabilities for

A few minutes of investigation in our files reveals a similar letter of June 5, 1951, requesting time for We furnished the time, received similar 41/2-minute transcriptions from your office, ran the programs as directed, all of which resulted in two obnoxious situations

"First, the station was never paid for its time. Second, the people who sent in their money never received the product. Those who sent in checks found them endorsed by your company, cashed, and still no merchandise.

"The situation got so bad that had to deliver the merchandise to hundreds of people for which they received no money. Apparently their dissatisfaction was conveyed to you, witness the fact you are no longer handling their account.

"We are here to take care of legitimate business, and when you clean up your past mess and are prepared to pay in advance for your time and guarantee delivery of merchandise, we will at that time be glad to quote you further availabilities."

MORE LOCAL RADIO

Foreseen by WBS

STATIONS this fall will aim for increased local business to offset losses from national sources in the opinion of World Broadcasting System, which last Wednesday reported its renewal and new subscriber business was not experiencing a drop-off this summer.

These points were made in a report by Robert W. Friedheim, general manager, who noted that the past four months have been the best in the company's history with an upsurge in new clients and a large list of renewals.

Mr. Friedheim stressed that 1% of new sales in recent months were to network-affiliated stations which apparently plan to meet local advertiser budgets with low-cost library-produced shows.

The report noted that increasing emphasis on local level sales this fall was further indicated by the fact that 41 new World subscribers are also using another library service, news and other local origination and network co-op offerings.

Schlitz Account

JOS. SCHLITZ Brewing Co., Milwaukee, which four months ago had named Lennen & Mitchell (soon to be Lennen & Newell), N. Y., to handle its radio and television advertising, announced last week the agency also will handle its newspaper, magazine, trade paper and outdoor advertising, effective in October. Thus, the agency will handle the entire account said to be about \$6 million. Philip W. Lennen, board chairman of the agency, will be the account administrator.

Nobody figured this country judge had even an outside chance in the preferential primary for governor. But he took to the air in an amazing campaign that included one broadcast lasting a solid 241/2 hours. The result

UPSET IN ARKANSAS WON BY 'TALKATHON'

By OLIVER R. SMITH*

RADIO'S POTENCY as a medium for political campaigning is being given a dramatic demonstration in the South. On the strength of the newly-developed radio "Talkathon" a little-known country judge staged a startling upset in the Democratic preferential primary for the governorship of Arkansas. With the same weapon he is making a strong bid to defeat Gov. Sid McMath in the runoff election Aug.

This would presumably win him the governor's chair. In Arkansas the Democratic nomination is tantamount to election.

The Talkathon is a trademarked question-and-answer radio show of a type largely unexploited until now by the politicians. It's a kind of audience-participation quiz show in which the people ask, instead of answer, the questions. The candidate for office is supposed to answer the questions, and if his answers please or impress enough of the people he presumably will get the prize he seeks.

The only previous application of the political Talkathon, in its now trade-marked format, was in Florida's Democratic primary for governor six months ago. There it was credited with carrying a complete newcomer through the preferential primary and to within 5% of the runoff ballot total polled by the incumbent. A somewhat similar technique, though on a smaller scale, was used by Gov. Thomas E. Dewey, of New York, in successfully seeking reelection in 1950. Mr. Dewey's question answering was done on both radio and television.

The surprise showing of the country judge in the Arkansas race was a political miracle in which a novice with only a shoestring campaign fund whipped a combination of veteran politicans. The striking element is his method. He takes his story to the people

*The author, a Ph.D., is chairman of the department of journalism and di-rector of radio journalism curriculum and research at Brigham Young U., Provo, Utah. This summer he is serv-ing radio news internship of Council on Radio-Television Journalism at KLRA Little Rock, Ark.

by radio. And that's where the new Talkathon comes in.

Eight weeks ago, when he announced his candidacy for nomination as governor, Francis Cherry was known by few people outside of northeast Arkansas where he had served two terms as district judge. Opposing him for the nomination were four well-known and experienced candidates: the incumbent who had been in office four years, the state's attorney general, a former attorney general, and a congressman. With that kind of competition few observers believed Judge Cherry could run ahead of last place, and virtually none believed he could reach the runoff as one of the two highest in the preferential balloting on

Flimsy Funds

Against his opponents' wellgeared and well-financed organizations candidate Cherry had little more than a toothpick for a lance. His campaign funds consisted chiefly of \$8,000 of his own money augmented by gifts from some personal friends. His rivals, by contrast, had bulging war-chests whose contents were demonstrated by a large volume of campaign advertising.

Taking cognizance of these facts, the state's largest newspaper termed the 43-year-old judge as "naive" in politics. Newsmen who covered his activities would say privately: "He's a sincere and honest man; it's too bad he hasn't the slightest chance of getting anywhere."

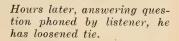
These impressions were confirmed by results of an opinion poll conducted by a usually-accurate market research agency. It showed that after four weeks of the campaign Judge Cherry stood far back in last place.

Then midway in the campaign the soft-spoken jurist unlimbered the new secret weapon of politics. He and his campaign manager, Leffel Gentry, signed agreements with Houck & Co., Miami advertising and public relations agency, for use of the radio campaign formula it was offering as Talkathon. As manager for the Arkansas operation the firm sent Reggie (Continued on page 44)

8 p.m. Wednesday

Freshly groomed, Judge Cherry starts his marathon performance.

The ordeal warms up, but his tie is still in press, his collar

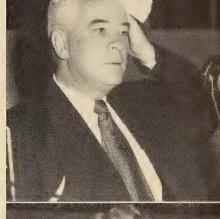


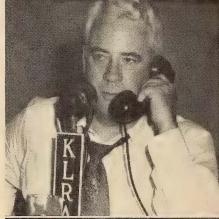
Strain is beginning to tell as he listens to question being repeated by announcer.

8:30 p.m. Thursday

Judge Cherry gnaws at piece of chicken as 24½ hour "Talkathon" ends.











NETWORK TIME SALES

Jan.-June Gross Shows 14.4% Rise

PROCTER & Gamble Co., in the first half of 1952, purchased \$15,446,889 worth of time, at gross rates, on the national radio and television networks, according to a BROADCASTING • TELECASTING compilation of network advertising data reported by Publishers Information Bureau.

General Foods Corp., runnerup to P & G, according to expenditures for radio and TV network time during the January-to-June 1952 period, spent \$7,912,806, at gross rates, for broadcast network time in that six-month span. Lever Bros. Co. ranked third, with purchases of \$6,283,781 worth of broadcast network time; Colgate-Palmolive-Peet Co. was fourth, with \$5,821,444, and R. J. Reynolds Tobacco Co. fifth, with \$5,462,256.

Next five largest users of the radio and TV networks, in descending order, for the six-month period, were: Liggett & Myers Tobacco Co., \$5,193,679; General Mills, \$4,661,929; American To-\$4,041,591; Sterling bacco Co., Drug, \$4,007,230; Miles Labs, \$3,-853,125.

Radio top network time buyers for the six-month period were: Procter & Gamble Co., \$8,456,639; Sterling Drug, \$3,650,582; Lever Bros. Co., \$3,604,891; General Foods Corp., \$3,575,652; Labs, \$3,523,845; General Mills, \$2,942,456; Liggett & Myers Tobacco Co., \$2,570,749; American Home Products, \$2,302,165; Philip Morris Co., \$2,238,848; Colgate-Palmolive-Peet Co., \$2,138,219.

TV network top time buyers in the January-to-June period were: Procter & Gamble Co. \$6,990,250; General Foods Corp.; \$4,337,154; Colgate-Palmolive-Peet Co., \$3,-683,225; R. J. Reynolds Tobacco Co., \$3,676,425; American Tobacco Co. \$2,766,870; Lever Bros. Co., \$2,678,890; Liggett & Myers Tobacco Co., \$2,622,930; P. Lorillard Co., \$2,011,327; General Motors

> (Continued on page 38) * * *

TABLE I

Top Ten Radio Network Advertisers for June 1952

1.	Procter & Gamble Co	\$1,375,029
2.	Lever Brothers Co	614,461
3.	Miles Labs	568,349
4.	General Foods Corp	539,078
5.	Sterling Drug	527,921
6.	General Mills	439,619
7.	Colgate-Palmolive-Peet Co	364,289
8.	Philip Morris Co	362,732
9.	American Home Products	335,046
10.	Liggett & Myers Tobacco Co	314,449

TABLE IV

Top Ten TV Network Advertisers for June 1952

1.	Procter & Gamble Co	\$1,037,980
	General Foods Corp	679,179
	Colgate-Palmolive-Peet Co	672,313
4.	American Tobacco Co	512,740
5.	R. J. Revnolds Tobacco Co	493,470
6.	Lever Brothers Co	487,375
7.	Liggett & Myers Tobacco Co	450,030
	P. Lorillard Co	309,516
	Gillette Co	307,879
10.	General Motors Corp	298,647
	70 7 7	

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TABLE II

Leading Radio Network Advertiser in Each Product Class During June 1952

Class	Advertiser	Purchases	Class	Advertiser	Purchases
Agriculture & Farming	Allis-Chalmers Mfg. Co.	\$31,052	Insurance	Prudential Insurance Co. o	
Apparel, Footwear & Access.	Cannon Mills Co.	9,440		America	126,977
Automotive, Auto. Access. & Equipment	General Motors	75,543	Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co	. 45,560
Beer, Wine & Liquor	Falstaff Brewing Corp.	83.525	Political	Michigan for Eisenhower	
Bldg. Materials, Equip. &	Johns-Manville Corp.	66,088		Committee	47.267
Fixtures			Publishing & Media	Time Inc.	58,142
Confectionery & Soft Drinks	William Wrigley Jr. Co.	129,920	Radios, TV Sets, Phonographs,	RCA	76,748
Consumer Services	Electric Co.'s Advertising	127,720	Musical Instruments & Access.		
	Program	78,859	Retail Stores & Direct by Mail	Dr. Hiss Shoe Stores	1,344
Drugs & Remedies	Miles Labs. Inc.	568.349	Smoking Materials	Philip Morris & Co. Ltd.	362,732
Food & Food Products	General Foods	532.673	Soaps, Cleansers & Polishes	Procter & Gamble Co.	977,651
Gasoline, Lubricants & Other	Standard Oil Co. of Indiana		Toiletries & Toilet Goods	Procter & Gamble Co.	327,944
Fuels	Transacta on Co. Or marana	,,,,,,	Transportation, Hotels & Resorts	Assn. of American Railroads	
Household Equip. & Supplies	Philco Corp.	131.738	& Agricultural Development		11010
Household Furnishings	Burton-Dixie Corp.	36,222	Miscellaneous	American Federation of Labo	98.342
Industrial Materials	E. I. duPont de Nemours & Co			The state of the s	70,042
	E. I. doi oill de Heilioois & el	. 50,770			

TABLE III

Gross Radio Network Time Sales by Product Groups for June and First Half of 1952 Compared to Same Period 1951

Product Group	June 1952	JanJune 1952	June 1951	JanJune 1951	Product Group June 1952	Jan-June 1952	June 1951	JanJune 1951
Agriculture & Farming Apparel, Footwear & Access,	\$48,483 18,622	\$373,416 146,812	\$43,114 9,060	\$349,507 491,497	Office Equip., Station ery & Writing Sup- plies	361,557		389,292
Automotive, Auto. Ac- cess. & Equipment	344,625	2,044,363	302,831	2,331,700	Political 81,154 Publishing & Media 68,774	420,250	16,355	166,643
Beer, Wine & Liquor Bldg. Materials, Equip- ment & Fixtures	168,286 66,088	1,310,634 483,673	279,497 102,678	1,763,790 708,437	Radios, TV Sets, Phono- 122,363 graphs, Musical In- struments & Access.	759,155	263,636	1,299,294
Confectionery & Soft Drinks	372,186	2,986,503	507,296	3,178,820	Retail Stores & Direct 1,344 by Mail	12,366	948	24,969
Consumer Services Drugs and Remedies	221,383 1,675,630	1,221,829 11,060,600	245,634 1,874,230	1,668,012 12,515,930	Smoking Materials 1,382,026 Soaps, Cleansers & 1,659,740			11,145,251 9,788,272
Food & Food Products Gasoline, Lubricants & Other Fuels	2,860,969 452,033	19,354,474 2,721,580	3,446,762 454,413	23,461,215 3,031,373	Polishes Toiletries & Toilet 1,936,433	11,916,477	2,501,035	14,693,349
Horticulture Household Equip. &	371,234	109,923 1,924,844	229,557	86,394 1,441,476	Goods Transportation, Hotels 77,378 & Resorts & Agricul-	483,923	83,199	660,545
Supplies Household Furnishings Industrial Materials	90,506 98,188	583,326 1,165,454	80,414 172,612	501,229 1.090,115	tural Development Miscellaneous 487,653	2,511,118	417,289	2,551,405
Insurance Jewelry, Optical Goods	287,312 45,560	1,758,912 527,048	279,035 82,622	1,585,612 611,105	TOTAL \$12,937,970	\$83,457,170	\$14,872,111	\$95,535,232
& Cameras					Source: Publishers Information	Bureau		

TABLE V

Leading TV Network Advertisers for Each Product Group During June 1952

Class	Advertiser	Gross Time Purchases	Class	Advertiser	Gross Time Purchases
	The state of the s		Class		
Apparel, Footwear & Access.	Celanese Corp. of America	\$ 45,350	Office Equip., Stationery &	Hall Brothers	95,775
Automotive, Auto. Access. &	Ford Motor Co.	264,980	Writing Supplies		
Equip.			Political	Michigan For Eisenhower	
Beer, Wine & Liquor	Pabst Brewing Co.	117,120		Committee	44,760
Confectionery & Soft Drinks	M & M Ltd.	57,550	mulativities o Marita	Curtis Publishing Co.	68,100
Drugs & Remedies	American Home Products	161,310	Publishing & Media		
Food & Food Products	General Foods Corp.	679,179	Radios, TV Sets, Phonographs,	RCA	141,536
Gasoline, Lubricants & Other	Texas Co.	90,450	Musical Inst. & Access.		
Fuels		,,,,,,	Retail Stores & Direct Mail	Drugstore Television	
Household Equipment	Westinghouse Electric Corp.	206.925	Keidii Sioles & Direct Muli	Productions	100,412
Household Furnishings	Armstrong Cork Co.	67,860		*	100,412
Industrial Materials	Revere Copper & Brass	85,725	Smoking Materials	American Tobacco Co.	
Insurance		83,723	Scaps, Cleansers & Polishes	Procter & Gamble Co.	851,500
morance	Mutual Benefit, Health &		Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	519,007
leading Out to the	Accident Association	26,880	- Caracana and Car		88,440
Jewelry, Optical Goods & Cameras	Speidel Corp.	74,265	Miscellaneous	Quaker Oat Co.	80,440

TABLE VI

Group TV Network Time Sales by Product Groups for June and First Six Months 1951-1952

			LES NO I.	roduct Gr	oupo ror oune and
	June 1952	JanJune 1952	June 1951	JanJune 1951	
Apparel, Footwear & Access.	\$114,605	\$1,814,024	\$138,980	\$1,338,026	Office Equip., Stationery & Writing Supplies
Automotive, Auto. Access. & Equip.	1,208,298	7,483,748	692,985	4,775,020	Publishing & Media
Beer, Wine & Liquor Building Materials	351,162	3,130,870 329,014	415,742	2,314,023 7,690	Radios, TV Sets, Phono- graphs, Musical Inst.
Confectionery & Soft Drinks	306,948	2,649,176	204,486	1,286,876	& Access. Retail Stores & Direct
Consumer Services		94,620	28.112	315,712	by Mail
Drugs & Remedies	449,776	2,700,681	304,985	1,178,220	Smoking Materials
Food & Food Products	2,380,086	17,211,238	1,984,434	11.897.230	Soaps, Cleansers &
Gasoline, Oil & Other Products	197,385	2,043,168	188,650	1,274,887	Polishes Toiletries & Toilet
Horticulture		12,370			Goods
Household Equip. & Supplies	818,084	5,234,095	495,899	3,463,458	Miscellaneous
Household Furnishings	126,551	1,218,654	284.995	1,938,259	TOTAL \$13
Industrial Materials	253,600	2,111,824	144,103	1,611,353	
Insurance	26,880	179,610	39,200	246,990	
Jewelry, Optical Goods & Cameras	219,103	1,114,898	116,645	1,112,851	Source Publishers Infor

rmation Bureau.

1,004,288

3,324,972 \$88,731,250 \$8,996,940 \$55,098,126

Jan.-June 1952

834,835

375,132 133,152 2,262,681

595,850

39,465

83,415

342.511

155,565

1,224,631 911,691

1,111,736

88,710

168,555

398,078

2.508,353

991,270

7,343,715 4,457,092

5,778,966

691,502

June 1952

95.775

100,412

111,995

2,338,690 12,753,292

NARTB MEETINGS

Open Aug. 18 at Cleveland

By J. FRANK BEATTY

ANNUAL NARTB district meetings begin Aug. 18 at Cleveland when District 7 (Ky., Ohio) broadcasters and telecasters assemble at the Hotel Statler in that city. Robert T. Mason, WMRN Marion, Ohio, is District 7 director.

The Cleveland opener starts a schedule of 17 regional sessions that-will wind up Oct. 21 at District 1 (New England) in Boston.

Second meeting next week is that of District 8 (Ind., Mich.), to be held Aug. 21-22 at the Grand Hotel, Mackinac Island, Mich. Stanley R. Pratt, WSOO Sioux City, Mich., is District 8 director.

Through the next three months the meeting schedule will roughly follow a Monday-Tuesday and Thursday-Friday pattern, with a Labor Day interruption.

Harold E. Fellows, NARTB president, will make his second tour around the district circuit since assuming the presidency in June 1951. He will lead a head-quarters crew that will include Richard P. Doherty, employe-employer relations director, and William T. Stubblefield, station relations director.

Other staff officers will be spotted at meetings throughout the schedule. Robert K. Richards, assistant to the president, and Ralph W. Hardy, government relations director, will divide the government affairs assignment. Mr. Richards is expected to take the first three meetings—Cleveland, Mackinac Island and then the District 11 (Minn., N. D., S. D.) meeting Aug. 25-26 at the Hotel Duluth, in Duluth. Mr. Hardy will pick up the assignment for the West Coast and Southwestern swing.

Board Members to Attend

For the first time, a member of the NARTB TV board will attend each meeting. William Fay, WHAM-AM-TV Rochester, N. Y., will be at the Cleveland opener. He will take part in a TV confession panel, a feature picked up from the annual convention held last spring in Chicago. This panel was one of the highlights of the Chicago convention, with aural broadcasters keenly interested in the problems facing TV stations and how the video outlets go about solving them.

The TV workshop sessions will be flanked by similar panels dealing with programming and news, though the meeting agenda varies among the districts in line with planning of district directors.

A new feature this year will be a packet of practical broadcast material which will be given all members who attend the meetings.

The material includes a presentation on ways of doing a good local news job; revised data on cost of constructing a TV station, based

on current prices and latest technical developments; manual on political broadcasts; government relations handbook covering importance of legislation, glossary of terms and the story of how a bill passes Congress; program idea booklet for FM stations; collection of data showing the dimensions of the radio and TV industries, in-cluding latest figures on number of receivers, listeners, radio homes, etc.; new bulletins analyzing cost factors in station operation; index to NARTB services and publications; reprint of key know-how sessions at the spring industry convention, and copies of several speeches delivered by President Fellows.

Director Mason will open the Cleveland convention at 9:30 next Monday. After opening remarks President Fellows will deliver a major address on industry problems and association activities. A news clinic scheduled at 11:15 a.m. will be moderated by Ken D. Given, WLBJ Bowling Green, Ky.

A speaker whose name has not been announced will address the Monday luncheon. Mr. Doherty will conduct a management session from 2-4 p.m., dealing with operating problems in a period of inflationary prices. He will present new figures covering operating costs at all types of stations, by size of city and region. The extensive job of compiling these statistics is nearing completion.

A program clinic will be held at 4 p.m., with F. E. Lackey, WHOP Hopkinsville, Ky., as moderator. As in the news clinic the panel will be staffed by station managers and floor discussion will be a feature.

State legislative reports will be given at 5 p.m. by John W. Betts, WFTM Maysville, Ky., for Kentucky, and Robert C. Fehlman, WHBC Canton, for Ohio. A cocktail party, with Cleveland agency officials as guests, will wind up the Monday schedule.

Business Meeting for Opener

A business session will open the Tuesday morning proceedings, including report of the resolutions committee. Taking part in the TV panel that follows will be Mr. Fay; Thad Brown, NARTB TV director; his assistant, Howard H. Bell, and Edward H. Bronson, NARTB director of TV code affairs. The TV session is regarded by President Fellows as one of

the top district meeting features. Included in the panel will be Allen L. Haid, WSPD-TV Toledo, and James Hanrahan, WEWS (TV) Cleveland.

Mr. Fellows' Tuesday luncheon subject will be, "I Can Get It for You Retail."

The main feature of the afternoon meeting will be a report on association membership activities by Mr. Stubblefield, with discussion to follow.

At the District 8 meeting Thursday-Friday of next week the agenda will follow roughly the same pattern, with addition of a dinner meeting on the opening night.

Kenneth L. Carter, WAAM (TV) Baltimore, will represent the NARTB TV Board at the Mackinac Island meeting, leading the TV confession session on the second morning.

An innovation at Mackinac Island will be a luncheon on the second day at which wives will be present. President Fellows is slated to talk on a co-ed topic—how to live with a broadcaster, or without him. Winding up the District 8 meeting will be a business discussion, including resolutions.

A large group of NARTB associate member representatives will make the district meeting circuit, including transcription program, library, TV film and other service and equipment companies.

NBC CHANGES Brooks Resigns; More Unification

FURTHER changes in executive personnel duties, continuing the reunification of NBC's radio-TV operations, were consummated by the network last week.

It also was learned that Edward D. Madden, NBC vice president and assistant to the president, has been given the additional responsibility of directing NBC public relations following the resignation of William F. Brooks, effective Oct. 1, as public relations vice president.

Earlier NBC announced another realignment involving the network's production and spot sales functions. It follows a pattern set by NBC the past two months, with merging of radio-TV station relations the most recent development [B•T, Aug. 4].

A key appointment in NBC's sales structure was that of William N. Davidson, named national sales manager of NBC's Radio Spot Sales Dept. Appointment of Mr. Davidson, formerly with Free & Peters, station representative firm, was announced by Thomas B. McFadden, director of national spot sales. He succeeds Bob Leder, recently named general sales manager of WNBC New York.

The network also pursued its reintegration program at the production department level, selecting top executives for its new Film Division and setting up reporting procedure for a unified radio-TV production department.

Mr. Brooks resigned to open his

own public relations office in New York and said NBC is one of three clients he already has lined up.

Mr. Madden, vice president in charge of NBC-TV sales and operations before he was named assistant to the president in the reintegration of NBC radio and TV operations a few weeks ago [B•T, July 21], will handle public relations in addition to his assignment as assistant to President Joseph H. McConnell.

The public relations functions relate not only to the public but also relations with NBC employes, clients, the FCC and government committees, talent, and owned-and-operated stations, and also include continuity acceptance.

Press Dept. Reassigned

NBC's Press Dept. under Vice President Sydney H. Eiges, which formerly was a part of the public relations department, was reassigned to report directly to Frank White, NBC vice president and general manager of the radio and television networks, when the radio-TV reunification was initiated. Mr. White was appointed to these posts last June [B•T, June 12]

Mr. Madden joined NBC Feb. 1, 1950, supervising television sales, film syndication, advertising, promotion and research. He planned, organized and administered the company's national expansion in

these fields. Later in 1950 he was elected a vice president and assumed additional responsibility for NBC operations—studios, theatres, staging services and technical operations.

Mr. Brooks has been with NBC since 1942, starting as director of news and special events and rising to vice president in 1946. He was named vice president in charge of public relations when that post was created in September 1950.

Before joining NBC, he was an executive with Associated Press for 14 years. He also had been associated, in 1941-42, with Forbes Magazine, first as managing editor and later as executive editor.

The reorganization program for the film division and production department involves a number of positions.

Leonard H. Hole, formerly TV network production manager, was named NBC director of production under Frederic W. Wile Jr., vice president in charge of radio and TV production.

In the film division headed by Vice President Robert W. Sarnoff, John B. Cron was named manager of television film sales and Stanton M. Osgood was appointed manager of television film production. Both will report to Mr. Sarnoff. Mr. Cron has been manager of NBC's film syndication

(Continued on page 93)

COATS IS WELL SUITED WITH RADIO

ADIO is not only the most successful medium for my business but it is the most successful I've ever heard about

That's the opinion of Tony Coats, co-proprietor of Coats Furniture Store in Lansing, Mich. Mr. Coats should know, for in a little more than a year he's expanded his furniture and appliance store three times and the only advertising medium that he uses is radio.

Here's his story:

Tony Coats had a dream. During his years at Shepherd Field in Texas as a flight officer during the last war, Tony dreamed of having his own business.

When Mr. Coats was honorably discharged in November 1945, he returned to Lansing, his home town, and took a job in a second hand furniture and antique store. In six months he became a full partner and manager of the store.

By 1948 he had formed a threeway partnership and was in business with two second hand stores and a parking lot.

Mr. Coats decided it was time to go into his own business—a complete furniture and appliance store—and in the winter of 1950-51 he began building a one story store on a lot east of East Lansing on U. S. Highway 16. A friend from school days, Dick Eedy, helped him.

One day as they were laboring on the building, Monte Meyer, a WILS Lansing salesman, drove by



BEFORE the microphone for Coats is WILS' Dave Froh.

ONY COATS and Dick Eedy were busily working on that onestory store out on Highway 16, when WILS' Monte Meyer drove by. He stopped. They chatted. And out of the conversation, they agreed on a spot saturation campaign for the store opening. That was two winters ago. A comparison of the store's record since with WILS' contract folder on Coats tells the story, an ever increasing use of radio time and a corresponding expansion of the store's sales.

and stopped. While Tony and Dick poured cement, Monte chatted with them and established a friendship.

Monte also talked about radio advertising—he pitched a saturation spot campaign for the store opening plus a weekly spot campaign for the long term.

Tony and Dick bought the radio package. So it was to the tune of a heavy radio spot campaign that Coats Furniture Store had its grand opening on March 10, 1951. The place was jammed even though the boys had 15,000 square feet of selling space.

Tony had contracted with Monte for a one 50-word spot a day for five days a week on a year's contract. Within three months, Coats Furniture added three 15-minute segments of WILS' afternoon disc jockey show Chub 1320 presided over by disc jockey Dave Froh.

One week after Dave started selling for Tony, the contract was upped again to five 15-minute shows a week. Within the next five months—or eight months after opening the store—Tony and Dick had upped their business 300% and built another 2,500 feet of selling space onto their store.

But Dave had just started, too. In October 1951, Tony and Monte got together and increased the contract to a 25-minute show a day in *Club 1320*, running 2:05 to 2:30 p.m.

All during the normally slow winter months of 1951-52 Coats Furniture was holding its high business level and Dave was selling for Coats Furniture on WILS.

Meanwhile Tony and Dick leased an additional warehouse and converted their former warehouse to provide more selling space. In March, April and May 1952, Dave still was selling and Tony and Dick still were expanding.

Again Monte and Tony got to-

gether to increase the budget outlay. Now on WILS, Coats Furniture is running the regular *Club 1320* strip across the board and *also* a 25-minute strip of the morning music show *First Call* from 7:35 to 8:00 a.m.

As this story was written, Tony told Monte than June 1952 should be his biggest month. Radio advertising is the only medium Coats Furniture has used and Tony is doing one of the largest volumes of furniture and appliance business in central Michigan with only five men—because he "sells it in the crate." All five men, including Tony and Dick, share in the gross business and also share in the excess over quotas.

Tony and Dick run a friendly,

personal contact business where they try to make a friend out of every customer. Dave Froh, with his friendly, personal, informal selling, is a perfect complement to the Coats' policy.

Part of the whole success is the mail Dave gets from his "fans" telling him about shopping at Coats. A typical letter follows:

Thought I'd drop you a line and let you know we were out to Coats last night and bought a beautiful living room suite. You're right when you said "they have such a huge selection of items, and what easy terms." I always thought (pardon my expression) you were just an 'ol blowhard, but I went out there after hearing so much out of you and found out how wonderful they are (the merchandise and sales people). Dick waited on us and I want to express my appreciation to a very nice firm, including WILS. . . .

How does WILS feel about all this?

"Naturally we think a great deal of Tony, not only for the business he has placed with us, but also because his success is so well known in Lansing that we have realized other important business from it." says Bill Pomeroy, WILS president.

Radio Sales Effectiveness Studied

(Continued from page 25)

ference led by John K. Herbert, NBC vice president in charge of radio and television sales, under whose direction the entire project is being executed.

The research activities were supervised by Hugh M. Beville Jr., NBC director of plans and research, and the network's Dr. Thomas E. Coffin, who, when he was chairman of Hofstra College's psychology department, originated the so-called "Hofstra technique which NBC used first in TV research and now, in the "E.S.P." study, has applied in radio. Robert Elder, widely known consultant, was a special adviser on the project, for which the interviews were conducted during March by W. R. Simmons & Assoc., independent research firm.

A 13-minute sound slide-film presentation featuring the voice of NBC star Meredith Willson was prepared by the network's advertising and promotion department under the supervision of Ruddick C. Lawrence and Jacob A. Evans in order to depict graphically the high points of the survey results and methods, and will be used in showings to agencies and advertisers. Art work for this slide-film was by Walter Van Bellen.

Additionally, a promotion booklet entitled "Measuring Radio's Sales Power" and a research booklet detailing techniques of the study have been prepared for distribution, and on-the-air promotion of the study—citing highlights and inviting businessmen to write in for copies—is being scheduled.

Messages emphasizing that "every type of program in the survey showed definitely more customers among its listeners" were scheduled for broadcast on two NBC programs yesterday (Sunday): Elmo Roper Show (3-3:15 p.m. EDT) and American Forum of the Air (10:30-11 p.m. EDT).

NARTB BY-LAWS

REVAMPED by-laws to improve NARTB's combined radio and TV structure was drafted by the NARTB By-Laws Committee at a Thursday-Friday meeting in Washington.

The new by-laws will be submitted to the NARTB Radio and TV Boards in November, then must receive membership approval before going into effect. Chairman of the By-Laws Committee is A. D. Willard Jr., WGAC Augusta, Ga. Other members at the meeting were Leonard Kapner, WCAE Pittsburgh; Robert D. Swezey, WDSU-TV New Orleans, and Kenneth L. Carter, WAAM (TV) Baltimore.

Changes Presented

Proposed changes in the by-laws were presented to the committee by Judge Justin Miller, NARTB board chairman and general coun-

Main difference centers around the powers of the overall NARTB Board of Directors and its two autonomous units-Radio and TV Boards. Sharp lines of authority have been lacking, with actual legality of some decisions of the boards remaining in doubt.

In many cases decisions have been reached by the Radio or TV directors which required approval of both, as well as approval of the combined board. The new by-laws are expected to clear up this confusion. At the same time, the new by-laws are designed to give the two types of station members the autonomy they desire, with the top board handling only top policy questions.

Drastic rewriting of the by-laws was effected in February 1951 when the then NAB board absorbed television stations into membership. The association's name was changed at that time to National Assn. of Radio & Television Broadcasters.

Provided for Chairman

Another change made at that time was to provide for a chairman of the board as well as a president, the latter to serve as operating head of the association.

In addition networks were given the privilege of active membership.

The 1951 revision of the by-laws was done in haste because of the problems involved in adding TV to the association. Since then many minor flaws have cropped up. Work of framing new by-laws was started some months ago by NARTB staff officials.

A major change in NARTB bylaws was made in 1939. Since that time dozens of minor changes have been approved by the membership of the association culminating in the 1951 version of the NARTB

Leonard's Lament

LEONARD ROSS, a student at Don Martin's radio school in Hollywood, is progressing nicely in his engineering studies. Three weeks ago he obtained his novice radio operator's license at the FCC's Los Angeles office. Last week he passed the third-class commercial ticket test. He expects soon to qualify for a first-class license which on the record will qualify him for a man-sized job at any station. Despite technical accomplishments, however, he may have to look around awhile. Leonard is 7.



Bernard Linden (1), of the FCC 11th district office and Leonard.

LICENSE RULES

FCC Simplifies on Renewals

TEXT of FCC order simplifying license procedures where renewals are involved-permitting licenses to remain in effect even though new license is not issued in time [BoT, Aug. 4]—was issued last week. Procedure provides that temporary extensions are necessary any longer, provided that an application for renewal is filed on time. New Section 1.384 of the Commission's Rules and Regulations reads as follows:

(a) When there is pending before the (a) When there is pending before the Commission at the time of expiration of license any proper and timely application for renewal of license with respect to any activity of a continuing nature, in accordance with the ing nature, in accordance with the provisions of Section 9 (b) of the Administrative Procedure Act, such license shall continue in effect without ministrative Procedure Act, such license shall continue in effect without further action by the Commission until such time as the Commission shall make a final determination with respect to the renewal application. No operation by any licensee under this Section shall be construed as a finding by the Commission that the operation will serve public interest, convenience, or necessity nor shall such operation in any way affect or limit the action of the Commission with respect to any pending application or proceeding. A licensee operating by virtue of this Section shall, after the date of expiration specified in the license, post in addition to the original license the acknowledgment received from the Commission that the renewal application has been accepted for filing or a signed copy of the application for renewal of license which has been submitted by the licensee or, in services other than broadcast and common carrier, a statement certifying that the licensee has mailed or filed a renewal application, specifying the date of mailing or filing.

(b) Where there is pending before the Commission at the time of expira-

cation, specifying the date of mailing or filing.

(b) Where there is pending before the Commission at the time of expiration of license any proper and timely application for renewal or extension, of the term of a license with respect to any activity not of a continuing nature, the Commission may in its discretion grant a temporary extension of such license, pending determination of such application. No such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, or necessity beyond the express terms of such temporary extension of license nor shall such temporary extension in any way affect or limit the action of the Commission with respect to any pending application or proceeding.

(c) Except where an instrument of authorization exteres and times and the exteres are to the exteres and times and the exterior of the commission of authorization.

(c) Except where an instrument of authorization clearly states on its face that it relates to an activity not of a continuing nature, or where the authorization is expressly denominated "temporary," or where the non-continuing nature is otherwise clearly apparent upon the face of the authorization, all licenses issued by the Commission shall be deemed to be related to an activity of a continuing nature.

U.S. CCIR GROUP

Plans Pre-Geneva Study

PROBLEMS of setting up improved worldwide standards of sound reproduction on disc and tape will be considered Thursday by U. S. Study Group No. 10 of the International Radio Consultative Committee (CCIR). The international study group convenes Aug. 25 in Geneva.

Neal McNaughten, chairman of both the U.S. and the international groups, will preside at the Thursday meeting, to be held at NARTB Washington headquarters. Highfrequency broadcast problems are included in work of the study group, in line with assignments made at Geneva a year ago. Sound recording questions will be taken up Wednesday at a meeting of Committee Z-57 of the American Standards Assn., also at NARTB headquarters.

RADIO RAID Harried Harry Pens Plea

RADIO is a powerful advertising medium-too powerful, sometimes -Hotel Bader, Spring Valley, N. Y., has discovered.

Located "in the heart of the Ramapa Mountains," Hotel Bader has been using broadcast time on WLIB New York with unexpected success, as described by Harry Bader, hotel manager, in this letter to Abe Lyman of WLIB:

The results obtained from our advertising on your program have been so fantastic as to be unbelievable.

For the month of July we were turning away people every day. For the month of August we can take no more reservations.

Under the circumstances we wish to cancel our August broadcasts. Every time you make an announcement we get calls for reservations and have to tell the people that we cannot take them. They get angry at both me and you for advertising when we have no more accommodations.

I assure you that I will make it up to you next year and I hope many years after that.

KTXC-KFST CASE

Walker Favors Renewal, CP

INITIAL decision favoring renewal of KTXC Big Spring, Tex., and setting aside revocation of a construction permit for KFST Ft. Stockton, Tex., was issued last week by FCC.

The case involved questions of partnership agreements (ownership and control) and new methods of financing which the licensee of both stations failed to report promptly to the Commission. As a result, FCC in March 1951 set the renewal application of KTXC for hearing and revoked the CP for KFST. The revocation was suspended and the two applications were consolidated for hearing before Chairman Paul A. Walker.

KTXC is licensed to Big State Broadcasting Corp., on 1400 kc with 100 w fulltime. KFST is assigned 860 kc, 250 w day. cipals in both stations are V. T. and E. W. Anderson and G. T. and Clyde E. Thomas. Leonard R. Lyon, the original licensee of KTXC, no longer has any interest in the two stations.

'Serious Questions' Raised

Chairman Walker held that the licensee did not show "good faith" in failing to disclose a number of partnership agreements to the Commission. Specifically, he noted that for several months prior to FCC approval of the assignment application, Mr. Lyon was not in complete control of construction and operation, though he was the licensee. Chairman Walker said "serious questions" had been raised as to the licensee's qualifications by failure to amend its application. But he continued:

In view of the comparatively short time the new owners have controlled the subject stations and the high regard in which they seem to be held in the community, as well as the need for broadcast service in Big Spring and Ft. Stockton, Tex., as shown by the record, we have resolved doubts in this case favorably to the licensee, and, in the public interest, have determined to give the licensee an additional chance to make the stations

KFST, which is not yet on the air, is authorized to Ft. Stockton Broadcasting Co.

Lewisohn Cancellation

NBC cancelled a special radio broadcast of the Rodgers and Hammerstein concert at Lewisohn Stadium in New York Aug. 2 after the American Federation of Radio Artists (AFL) declined to waive its minimum fee for choral singers scheduled on the program. An AFRA spokesman said the union employed a waiver occasionally in the cases of highly-paid singers appearing for charity or governmental agencies but pointed out this incident involved choral singers whose livelihood was at stake.



want to go places in Los Angeles? Radio is your ticket to saturation coverage of this decentralized city. Because 99% of all homes in metropolitan Los Angeles are radio homes.

Only radio (with nearly four times the set-ownership of TV) carries your sales message throughout the multiple suburbs of fast-growing Los Angeles, the nation's largest city in land area and third largest in sales.

And of all stations, KNX has remained far out front during the first half of 1952, winning 42.7% more quarter-hour firsts than all other Los Angeles radio stations combined.

And at night, when TV viewing is at its highest, KNX delivers more families than the average television station... at less than half the cost!*

You're bound for better-than-ever sales in Southern California when you use KNX. Call us or CBS Radio Spot Sales and we'll start you on your way today.

SOURCES: Sales Management, June 1952 • SRDS, June 1952 • Radio and TV Pulse of Los Angeles, Jan.-June 1952 • BMB, 1949

CBS Owned · 50,000 watts · Represented by CBS Radio Spot Sales
THE MOST LISTENED-TO STATION IN LOS ANGELES KNX

NGELES RADIO HOMES
NGELES RADIO

CAMPAIGN COSTS Parties Eye Time Outlays

PRE-ELECTION planning moved further afield last week as the two major political parties took a cold calculated look at the high cost of campaigning.

What they saw was not precisely encouraging. With the conventions out of the way and the campaigns actually underway, the two parties are confronted with the economics of paying for radio and video time.

But even so, they could be assured by the networks and stations that broadcasters would not wax rich on political time purchased between now and Election Eve. The networks sustained cumulative losses ranging between \$3 and \$5 million for coverage of the two nominating conventions, it will be recalled.

Actually, the major radio-TV networks will continue to spot some non-political or non-partisan speeches as free-time, public service broadcasts. The frankly political campaigns won't actually get underway until after Labor Day,

But top leaders of both parties, notably the Democratic Presidential nominee, Gov. Adlai Stevenson, have made no secret of the fact that they are "appalled" by the high cost of campaigning, including use of television.

The \$3 million limit on campaign expenditures is regarded not alone as unrealistic by today's HCL standards but also as academic. Each party will actually spend far in excess of that sum in radio-TV when contracts for time purchases by state and other local factions are taken into consideration. The Hatch Act applies specifically to the national committees, and does not cover these state committees or independent groups.

Local Time Included

Actually, the sum expended should reach its highest level for a Presidential election year. Senatorial, Congressional and gubernatorial candidates will buy time locally, exclusive of the network time committed for the Presidential and Vice Presidential slates. The latter will almost surely run close to \$2 million each for the GOP and Democratic National Committees. Both committees have lined up segments of radio-TV

With an eye on TV's high cost for live programs, including cable charges and time, plus any pre-exemptions that may be necessary, party officials are realizing anew that radio is far from "dead." Specially prepared films and transcriptions are planned by both parties at the national level, as well as by individual candidiates working through their respective campaign committees on Capitol Hill and party organizations in their constituent areas. The agencies-Joseph Katz Co. for the Democrats and Kudner for the GOP-

are looking into availabilities.

Radio's basic economy is only one factor. The medium also lends itself to statewide or other selective network hookups, enabling the Senatorial and gubernatorial candidate to directionalize his campaign. This was the method used by Sen. Robert Taft (R-Ohio) during the 1950 campaign. Sen. Taft also appeared frequently on television. Radio has been cited as a good regional bet by the Democratic and Republican National Commit-

There is still conjecture as to how much time either national committee will contract with the major TV network (neither has released a schedule) and how often the General and Governor will appear on television. The TV roles of the Democrats' Vice Presidential nominee (Sen.) John Sparkman (Ala.) and Republicans' (Sen.) Richard Nixon (Calif.) are undetermined.

Many TV Appearances

Neither Gen. Eisenhower nor Gov. Stevenson has appeared frequently before the cameras, although the GOP candidate is admittedly more widely known to the American people. Gov. Stevenson is being induced to schedule as many major TV appearances as posible in light of the fact that he is comparatively unknown to the voting public outside of Illinois. That decision will primarily be

Sen. Blair Moody (D-Mich.), a top administration leader and himself a staunch media supporter and ex-newspaperman, reported last Thursday that he had advocated such a course. He suggested to the Governor that he appear with Gen. Eisenhower on television to discuss campaign issues this fall in a series of one-hour debates. He quoted the Governor as "interested" but said he did not react "definitely."

Gov. Stevenson was queried at his Springfield, Ill., news conference Monday about his campaign plans in a question by Scotty Reston of the New York Times.

The governor said, "I have been appalled by what I have learned in the last few days about the cost of the use of television, and, for that matter, the cost of national campaigns, with which I was not entirely familiar

"I am frank to say without any embarrassment or self-consciousness that I think the Democratic national ticket is going to be at a disadvantage in this campaign with respect to total funds available. I am hopeful that the Democratic National Committee can raise sufficient funds to take advantage of that medium, and all other means of communication, adequately.

"I am fearful that we will by no means be able to match the Republican campaign dollar for dollar," he asserted.

Shortly after his nomination in Chicago, the Governor was asked to what extent he planned to use TV in his campaign. His answer: "To the extent that we can pay for

Another Monday question came from Don Whitehead of the AP, who asked him if he had any cost estimates regarding the campaign.

The Governor answered, "I think the best [estimate] I can make now is that you do not run these campaign on a basis of estimated cost. You run them to the full extent of all the money you get, and the illuminating feature is the funds

(Continued on page 40)

TRUMAN ASKS

Radio-TV to Urge Voting

RADIO and television along with other media "can do much to enlist interest" in bringing out voters next November, President Truman told his news conference Thursday.

NARTB, in cooperation with American Heritage Foundation and Advertising Council, is conducting a Register-and-Vote Campaign and has named state broadcasters committees for local promotion.

President Truman said more than 29 million adult Americans were not even registered to vote as of last January and recalled that only 51% of eligible voters went to the polls in 1948. He showed how 75% to 90% of voters cast ballots in foreign countries.

"The privilege of voting is one of the most treasured rights on earth, as those who live in totalitarian countries can testify, but we cannot have a big vote in this country without a big registration," the President said.

Harold E. Fellows, NARTB president, wired Mr. Truman Thursday that American broadcasters and telecasters already have launched their campaign. State broadcasters, associations throughout the nation "are joining enthusiastically in the campaign," Mr. Fellows wired the President.

"As in other undertakings of such scope and importance," Fellows added, "you will find the nation's great broadcasting media lending enthusiastic and generous support."

Heading the national campaign committee is John Patt, WGAR Cleveland. Other members are Roger W. Clipp, WFIL Philadelphia; Frank Fogerty, WOW-TV Omaha; Kenneth D. Given, WLBJ Bowling Green, Ky.; Paul W. Morency, WTIC Hartford, Conn., and Joseph Wilkins, KFBB Great Falls, Mont.

PARAMOUNT CASE

FUTURE of the Paramount casewhether it truly will be expedited or not-went back into the hands of the FCC last week when FCC Hearing Examiner Leo Resnick asked for clarification of two items in the Commission's order two weeks ago [AT DEADLINE, Aug. 4].

Mr. Resnick asked the Commission to rule on whether (1) the Scophony testimony should be continued, and (2) the hearings should be held open to take testimony on anti-trust cases subsequent to the cut-off date of Aug. 7, 1948.

Meanwhile, Mr. Resnick also scheduled resumption of the combination case for Aug. 12.

If the Commission answers his questions in the negative the session will be devoted solely to tying up loose ends in preparation for a

If the FCC answers the examiner's queries affirmatively, then the case will pick up where it left off when the hearings were halted in mid-July [BoT, July 14].

The case involves the merger of ABC and United Paramount Theatres Inc., the sale of WBKB (TV) Chicago to CBS and the renewal of the license of Paramount Pictures' KTLA (TV) Los Angeles among other issues.

In conferences Aug. 5 and 6 with attorneys, Mr. Resnick ruled:

- (1) The question of the credibility of witnesses, involved in testimony regarding anti-trust cases prior to 1948, was nullified by the Commission's order two weeks ago.
- (2) Although the Commission spoke only of licensees in its order two weeks ago, the deletion of anti-trust cases prior to three

years ago applied equally to those parties who technically were only

FCC Asked to Clarify

permittees or grantees. The examiner also called for proposed findings within 20 days on the question of whether Para-

mount Pictures controls Allen B. DuMont Labs. by virtue of 29% ownership of DuMont stock. The Commission's order-which denied pleas for a quick end to the case-also enunciated policy re-

garding consideration of past antitrust violations in license renewal cases. These were limited to events occurring not later than three years from the date of applications.

Exempted from the time limitation were anti-trust actions involving radio communications.

The Scophony details revolved

(Continued on page 36)



TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

NEW G-E DEVICE STEALS SHOW FOR CBS-TV



Photo courtesy of The New York Times

Startling Split-Screen Technique at Political Conventions Achieved With **G-E Electronic Wipe Montage**

Wedging an image of the booth commentator onto the same screen with panoramic convention shots was hailed as the technical hit of both conventions at Chicago.

Developed and manufactured by General Electric, the electronic wipe enables a TV supervisor to show two different scenes on one screen at the same time. Electronic control permits the operator to vary the size and accurately position either picture shown by simple hand manipulation.

Best for live commercials

The device can be used in conjunc-

tion with a slide projector to get a variety of superimposed patterns -heart or diamond shapes, for example. Possibilities for special effects with live commercials are unlimited. This G-E unit is the only commercial amplifier that makes possible for television all the pictorial effects previously available only to motion picture producers.

In quantity production

At Electronics Park, G-E television headquarters, new units are now in quantity production. Early orders from broadcasters are being filled directly from stock.

What They Say About New Device

Newspaper and magazine comment about the wipe montage has been enthusiastic. Samples:

NEWSWEEK: "... technical trick of the week was CBS-TV's insert in the lower right-hand corner of the screen which put both commentators and the floor scene on the screen at once . . .'

THE NEW YORK TIMES: "... best (technical innovation) was the new split-screen technique employed by the Columbia Broadcasting System . . . it was very effective . . . '

"... a most interesting technical development, the split-screen presentation is achieved by electronic rather than optical means . . .'

DAILY NEWS: "Several of the best touches of the TV coverage (included) the super-imposing of CBS-TV newsman Walter Cronkite's picture in the lower righthand corner of the larger picture..."

RADIO-TELEVISION DAILY: "Trade talking about the montage effects obtained by the pool TV producers at convention hall . . ."

Special Tube Application Behind Wedge-Wipe Effect

Taking full advantage of the characteristics of the standard 6BN6 tube, W. L. Hurford, General Electric engineer, designed his special effects circuits to utilize the electronic keying capabilities of the tube. The result is a versatile amplifier that performs many functions with little more equipment than was previously needed to deliver only a horizontal wipe.

Literature available

Station managers and engineers may obtain, at no charge, an explanatory article reprint plus Bulletin X54-124 on this TV montage amplifier and control panel by con-



tacting their nearest General Electric television representative or writing directly to General Electric Company, Section 282-11, Electronics Park, Syracuse, New York.

Now Available From Stock ... Costs Less Than \$2000

Through G-E offices in all principal cities, the electronic wipe montage, complete with control panel, may be obtained on an immediate delivery basis. Price of the unit is \$1880 complete. Call your General Electric television representative for immediate shipment from stock.

GENERAL (%)



Paramount Case

(Continued from page 34)

around the implications by FCC witnesses that Paramount Pictures attempted to stymie the development of the Skiatron system of TV. From 1941 to 1945, Paramount Pictures owned 25% of Scophony Corp. of America. General Equipment Corp. owned another 25% and the British parent company the remaining 50%. The combine was dissolved in 1946 by a consent decree following a government antitrust complaint.

When the present hearings were halted, cross-examination of Arthur Levey, president of Skiatron Corp. (successor to Scophony), was about

to begin.

The question at issue is whether the Scophony situation should be considered exempt from the threeyear-limitation on anti-trust matters.

Paramount Counsel Paul A. Porter, former FCC chairman, advised that it will take five to seven weeks to complete cross-examination and present rebuttal testimony on the Scophony aspect, Mr. Resnick told the Commission.

Although reports of anti-trust cases against Paramount Pictures (and, by association, United Paramount Theatres) already are in the record, FCC Counsel Frederick W. Ford apparently wants to develop them through testimony of witnesses.

To do so would require a month for preparation and "several months" to put the details into the record, it is understood.

Violations Since 1948

FCC's legal team was working on the theory that by highlighting past anti-trust difficulties of Paramount Pictures it could prove that such violations were habitual.

Now that the Commission has eliminated consideration of such activities more than three years old, the FCC lawyers feel it behooves them to introduce testimony regarding violations since 1948.

Among the 531 anti-trust cases in which Paramount Pictures has been involved between 1920 and 1951, some 234 were filed after September 1948.

In addition, there are such recent cases as the government's suit against (a) twelve motion picture producers and distributors for withholding 16mm prints of fea-ture pictures from TV and other non-theatrical exhibitors [B•T, Aug. 4, July 28], (b) Madison Square Garden and the International Boxing Club for withholding the sale of radio and TV rights [BOT, Mar. 24] and (c) National Screen Service Corp. for monopoly in production and distribution of trailers and other advertising products [BoT, May 12]. Also referred to was Milgrim vs. Loew's Inc., et al, for withholding motion picture rentals to drive-in theatres.

The 16mm case does not involve Paramount. However, Theatre Owners of America is named as coconspirator. UPT director Robert B. Wilby is a member of the TOA



ACCENT is on a milestone—the 25th anniversary of a man with a station—as congratulations go out to Harold L. (Hax) Hadden, film projection supervisor of WOR-TV New York. Above token of appreciation was given by J. R. Poppele (third from left), vice president in charge of engineering for WOR-AM-TV and MBS, and Charles Singer (pointing), assistant chief engineer, 30 and 25-year radio veterans themselves. Taking part in ceremonies, which included luncheon presentation of gold watch and pin, were these staff members (I to r): Newland Smith, George Riley, Mr. Poppele, John Ruddley, Mr. Hadden, James O'Connor, Mr. Singer and Eric Herud.

executive committee. Leonard Goldenson, president of UPT, is cochairman of the TOA finance committee and Robert A. O'Brien, UPT secretary-treasurer, is chairman of the TOA theatre-TV committee.

Defendant Madison Square Garden contains on its 16-man board three members of Paramount Pictures: Stanton Griffis, Edward Weisl and John Hertz.

Paramount Pictures is named as one of the defendants in the National Screen Service Corp. case.

Paramount Pictures also was named in the Milgrim case.

WBS Negotiations

WORLD Broadcasting System announced last week that it has signed Jack Shaindlin, film musical director, to conduct a series of especially-arranged transcriptions for the company. In another announcement, Herbert Gordon, World vice president in charge of production, said the company has completed arrangements with colleges and universities throughout the country to record their official songs for World's program service.

OICE CONTEST Community Activity To Open Aug. 15

SCHEDULE of community and national events marking the sixth annual Voice of Democracy Contest has been sent to schools and organizations taking part in the competition, one of the nation's major scholastic features. Over a million senior high school students wrote and voiced essays last year

The schedule announced by Robert K. Richards, NARTB assistant to the president and chairman of the national contest committee, opens with first meetings of community committees Aug. 15. These will be followed the next day by announcement of contest plans through radio, TV and newspapers.

The U. S. Office of Education, which endorses the competition, is directing the mailing of official announcements to school officials and students.

Oscar Elder, assistant director of the NARTB public affairs department in charge of contest operations, said NARTB will send five five-minute model transcribed speeches voiced by eminent Americans. These are designed for broadcast by stations during the week of Nov. 9-16, National Radio & Television Week, as a guide to those taking part in the competition. Students will be encouraged to listen to the speeches as a classroom assignment.

Actual scripts are to be prepared by students during the Nov. 17-21 period, with stations providing assistance. In-school and community eliminations will be held Nov. 24-28. Dec. 6 is deadline for delivery of community winner's transcriptions to state judging headquarters. State and territorial winners' transcriptions are to be in the hands of the national contest committee by Jan. 1. Four co-equal national winners will be announced Feb. 1. Winners will be guests of the cooperating contest sponsors Feb. 13-22 and will visit Washington and colonial Williamsburg, Va. Scholarship checks and radio-TV prizes will be awarded Feb. 18 in Washington.

Joint sponsors of the contest with NARTB are Radio-Television Mfrs. Assn., which supplies manufacturer-dealer cooperation, and U. S. Junior Chamber of Commerce, whose national and local units handle staging of elimination contests.

DEE ENGELBACH, for past two seasons producer-director of NBC Radio's The Big Show, is scheduled to produce a full-hour all-star radio program for benefit of Community Chest's Red Feather campaign. Line-up of performers and broadcast date and time of show will be announced later.

WU RACING WIRE

FCC's Litvin Hits Tariff

TARIFF regulation proposed by Western Union for the purpose of curbing illegal transmission of racing information is "unjust, unreasonable and discriminatory," FCC Hearing Examiner Fanney Litvin ruled in an initial decision handed down last Thursday.

The telegraph company offered the new tariff to restrict users of its racing wire to radio-TV stations, press associations and other qualified lessees. Examiner Litvin recommended that the Commission order WU to rescind the provision because it "abridges the right of free speech and free press of legitimate users" under the Fifth Amendment.

FCC has been studying race broadcasts with respect to possible use in illegal gambling. It has been interested in the rapidity with which race results are aired and the amount of detail given. The Commission last spring cited 16 stations for carrying horse racing programs and set their licenses for hearing [B•T, May 26, March 23].

Examiner Litvin claimed that the proposed regulation will not prevent WU facilities from being illegally used. As a case in point, she said:

It arbitrarily . . . withholds leased facility service for the transmission of . . . racing news from wired music services which may furnish programs of music with spot racing news for entertainment at public places, although permitting its service to be used by radio stations which likewise may broadcast musical programs with spot racing news which may be received in public places.

It was held that the proposed tariff thus sets up an arbitrary standard under which all persons not deemed within the eligible classes selected by WU would be refused service even though it might be used for legitimate purposes. Persons now eligible, Examiner Litvin found, would thus be adjudged ineligible under the regulation.

Publications and newspapers with second-class mailing privileges would be included as eligible lessees, along with broadcast stations and press associations.

WALSH APPOINTED

To 'Crusade' Post

APPOINTMENT of Richard B. Walsh as executive vice chairman of the "Crusade for Freedom" was announced Friday by Henry Ford II, national chairman of the organization.

Mr. Walsh resigned from the U. S. State Dept. to accept the position with "Crusade." He is a former New Haven, Conn., newspaperman, who also has served as director of public relations for Connecticut and as assistant vice president of Trans-World Airlines.

In his new post, Mr. Walsh will be a key figure in the "Crusade's" 1952 campaign to raise \$4 million between Nov. 11 and Dec. 15.

Recognized Radio And TV Appraisals

Blackburn-Hamilton Company has appraised hundreds of radio stations and a large number of TV properties. These appraisals have been made for a variety of purposes such as sales, tax problems, settlement of estates, insurance, financing, etc. In many cases a Blackburn-Hamilton Company appraisal has formed the basis for important testimony in court cases, tax hearings, etc., and other official proceedings.

Our complete in-the-field appraisal compiles and analyzes the data pertaining to the nine key appraisal factors listed in the adjoining column. This information is then compared with many other similar properties The Nine Key Appraisal Factors

1—Earnings

2-Investment

3—Technical

4-Market

5—Competition

6-Programming

7-Management

8—TV Factor

9-Potential

to arrive at a fair appraised price—the price at which we could sell the property at today's market.

You may or may not be interested in selling your radio or TV property, but in the face of changing conditions, the appraised value of your station is valuable information for insurance, tax, estate and other personal reasons.

All work is done on a completely confidential basis. Extensive experience and a national organization enable us to make complete and recognized appraisals in minimum time. Contact our nearest office for the cost and available time.

-NARTB DISTRICT MEETINGS-

A Blackburn-Hamilton Company representative will be present at each of the 17 NARTB District meetings this fall. Whether your interest is TV financing, an appraisal, buying or selling, be sure to contact us for a confidential discussion. Check the time and location most convenient for you from the following schedule and contact the nearest Blackburn-Hamilton Company office to set a get-together time.

Distric	t Date	Hotel & City	Distric	t Date	Hotel & City
7	AUG. 18-19	STATLER, CLEVELAND	10	SEPT. 22-23	ELMS, EXCELSIOR SPRINGS,
8	AUG. 21-22	GRAND, MACKINAC ISL., MICH.			MISSOURI
11	AUG. 25-26	DULUTH, DULUTH, MINN.	9	SEPT. 25-26	PLANKINTON, MILWAUKEE
17	AUG. 28-29	MULTNOMAH, PORTLAND, ORE.	4	OCT. 2-3	CAROLINA, PINEHURST, N. C.
15	SEPT. 4-5	MARK HOPKINS, SAN FRANCISCO	5	OCT. 6-7	BILTMORE, ATLANTA
16	SEPT. 8-9	DEL CORONADO, CORONADO,	6	OCT. 9-10	PEABODY, MEMPHIS, TENN.
		CALIFORNIA	3	OCT. 13-14	PENN HARRIS, HARRISBURG, PA.
14	SEPT. 11-12	COSMOPOLITAN, DENVER	2	OCT. 16-17	WESTCHESTER COUNTRY CLUB, RYE,
17	SEPT. 15-16	LASSEN, WICHITA, KANSAS			NEW YORK
13	SEPT. 18-19	TEXAS, FORT WORTH	1	OCT. 20-21	STATLER, BOSTON

Negotiations

Appraisals

Financing

BLACKBURN-HAMILTON COMPANY

Radio Station and Newspaper Brokers

WASHINGTON, D. C.

James W. Blackburn Washington Building Sterling 4341 CHICAGO

Ray V. Hamilton Tribune Tower Delaware 7-2755 SAN FRANCISCO

Lester M. Smith 235 Montgomery Street Exbrook 2-5672

STEEL PRIORITIES

Building Delay Faces Radio-TV

TEMPORARY crackdown on steel allocations this fall for new major radio-TV station construction and community TV projects clouded an otherwise favorable picture for building-minded broadcasters last week.

As an aftermath of the paralyzing steel strike—and as an interim measure primarily-the government set up a new priority system under which broadcasters may find it necessary to forestall planned, elaborate construction until early 1953.

The National Production Authority set up three priority categories to govern its allotment of steel for the fourth quarter beginning Oct. 1. The agency also loosened controls on aluminum and copper, enabling applicants to self-authorize

greater quantities.

Under the new priority system, radio-TV broadcasters fall in Category 3—lowest set aside—but near the top in that classification. Again, as in the past, considera-tions of "hardship" and "substan-tial unemployment" are to be adjudged factors of essentiality for start of new construction.

These are the prospects facing radio-TV broadcasters:

- Applications for new construction not yet begun will be screened and, "to the degree necessary" to meet defense needs, "shall be deferred until after Dec. 31, 1952."
- Applications which received steel for the first three quarters (to Oct. 1) will be able to meet fourth - quarter requirements -"within the limits of materials available."
- Applications for steel quotas previously approved for the fourth quarter may be deferred until early next year-again depending on necessity.

There was no immediate indication as to what or how many broadcasters would be affected by the deferment policy after Oct. 1. NPA has not released its allocations list for the final quarter. But prospective TV station owners and grantees probably would find themselves at a temporary impasse on steel for remodeling or erecting new studios or buldings.

Two community TV firms— Lycoming TV Co., Williamsport, Pa. and Vermont TV Inc., Barre, Vt. - face deferment on fourth quarter quotas for steel to use in their proposed TV master antenna systems. Vermont's had been approved and Lycoming was pending, according to NPA data.

In announcing its new policy, NPA stated the effect of the steel strike impels it to reject now any allotments for carbon, alloy or stainless steel to start new projects in the last quarter. Critically important industrial expansion projects must receive top priority, it explained.

Category I is that marked "necessary for defense," covering "critically or highly important" projects. Category II covers "industrial new starts to meet expansion goals." Category III includes all others, with criteria of hardship and unemployment.

It will be recalled that NBC obtained materials earlier this year for Burbank, Calif., studios on grounds it would suffer hardship in competition with other TV networks if refused and because of unemployment in the Hollywood

NPA stressed that the system was only an interim measure and that steel would become plentiful enough in time to discard these priorities. Additionally, officials pointed out that raising of selfauthorization limits on copper and aluminum would give applicants a freer hand on remodeling, alteration and other construction phases.

Broadcasters now may order 4,000 pounds of aluminum and 5,000 pounds of copper, plus the usual 25 tons of steel, from contractors without NPA approval.

In other developments last week:

- · NPA removed the ban on the decorative use of copper and aluminum for radio and TV receivers and phonograph combinations, as well as record-players. Manufacturers may divert their present quotas from functional to decorative or ornamental
- · Manufacturers of sound (wire, tape, disc) recorders reported they had no difficulty in obtaining materials, save nickel alloy. They asked NPA to help collect data on different type tubes needed for use in military products.
- · The Defense Production Administration pegged a new goal for an interim electronics expansion program -\$396 million in new production facilities and equipment or additions for the period Jan. 1, 1950, to Jan. 1,

FREEDOM AWARDS

To Include Radio TV

RADIO and television shows will again be eligible for awards in the 1952 Freedoms Foundation National Awards Program.

Kenneth D. Wells, president, Freedoms Foundation, announced that awards will be offered for network programs on the national level and for regional broadcasts or telecasts which help toward a better understanding "of the American Way of Life."

Awards are made in 15 categories including advertising campaigns, editorials, 16mm motion pictures, public addresses, radio and television programs.

Deadline for entering nominations in the 1952 program is Nov. Formal announcement of awards recipients will be made at Valley Forge, Pa., Feb. 22.

upcoming



Aug. 12: NARTB's convention committee meets, NARTB Hdqrs., Washtee me

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.

Television Aug. 17-24: Educational Television Workshop, Iowa State College, Ames,

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. 21-23: Georgia Assn. of Broad-casters, Gen. Oglethorpe Hotel, Sa-vannah.

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.

27: BAB Sales Clinic, Winston-

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, Cosmo-politan Hotel, Denver.

Sept. 11-13: Western Assn. of Broad-casters annual meeting, Banff Springs Hotel, Banff, Alta.

REMOTE CONTROL NARTB Urges Change

CHANGES in FCC requirements covering operators and remotecontrol operation will implement the Conelrad radio alert program, NARTB pointed out last week in commenting on the Commission's proposed amendments to its rules [BoT, June 9, 30; July 28; Aug. 4]. Aug. 4 was the last day for filing of comments.

Bernard Koteen, special counsel to NARTB's Committee on Operator Licensing, pointed out that shift of a station's frequency and power and change to an auxiliary or special Conelrad transmitter can be done easily by a restricted operator or can readily be effected by remote control.

Actually, he told the FCC, remote shifts are highly desirable, as against the slow tuning and retuning procedures involved in power and frequency shifts.

Pointing out the FCC has been alert to recognize development of the art for other radio services, the NARTB comment suggests this should now be done for broadcasting. Feasibility of more control of broadcast transmitters has been demonstrated in the United States and Canada, FCC was told, and such remote control is allowed in other radio services.

Network Time Sales

(Continued from page 28)

Corp. \$1,812,543; Gillette Co., \$1,-

755,513.

Overall January-to-June network time sales show a 14.4% increase over last year, with combined gross radio-TV network time sales aggregating \$172,188,420 for the first half of 1952, against \$150,-633,358 for the like period in 1951. Radio networks (see Table III) were down 12.6% for the period; TV networks (see Table VI) were up 61.2%.

Table III and VI also give the June-to-June comparisons for each type of network, showing a 13.0% loss for radio and a 32.5% gain for TV this June in comparison with the same month of last year. June also reflected the effects of warm weather, with radio network billings falling 7.6% below May and TV billings 9.4% down, and the combined broadcast media network time sales declining 8.5% from May to June.

Top ten radio network clients are listed in Table I, top ten TV clients in Table IV; leader in each class advertiser for radio networks is shown in Table II, TV network class leaders in Table V. Class-byclass expenditures are reported in Tables III (for radio) and VI (for TV), with comparisons between June 1951 and June 1952 and also between the first six months of these years.

DISCOUNT PLAN Offered by KCBS

DISCOUNT of 50% on "concentrated schedules" of station break and service announcements-24 or more within a two-day period-is being offered advertisers by CBSowned KCBS San Francisco.

Designed to attract local retailers primarily, but available also to regional and national advertisers, the plan is contained in Supplement A to KCBS' Rate Card No. 2. Vice President and General Manager Arthur Hull Haves explained it as follows in letters to advertisers and agencies:

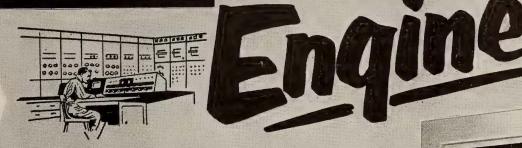
Details of Plan

"The plan is simple. It involves the use of 24 or more station break and/or service announcements within a two-day period. The advertiser may choose the day-portions he desires, i.e., evening (Class A), daytime (Class B), early-morning and late-night (Class C). Any one, or combinations of these day-portions, may be ordered. KCBS will then select the specific announcement times within each class ordered, choosing from all available time those which we know to have the largest audiences.

"There are no further requirements. The 50% discount is earned immediately and is not dependent on any other use of KCBS' facilities. . . ."

Network officials said KCBS is the only CBS-owned radio station offering this or any similar plan.

DESIGNED FOR THE



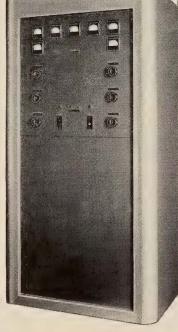
GATES BC-250GY is a big, roomy 250 watt broadcast transmitter that satisfies every engineer's requirements for component accessibility—easy servicing. In this "walk-in" transmitter any part can be reached in seconds!

This freedom from cramping means extra dependability, too, because bigger parts — rated conservatively — are used. Air circulation is free, with no pockets or areas of stagnant air.

The popularity of GATES' roomy, easy-to-service construction is apparent in the fact that, since World War II, more United States broadcasters have bought GATES Transmitters than any other make.



GATES GY-48 Broadcasting's only complete 250 watt radio transmitting plant, ready to connect to antenna and studios. Consists of transmitter, all monitors, limiting amplifier, switching panel, monitor speaker, joiner strip with call letter plate and all interconnecting cables. — Ready to operate 120 minutes after unpacking.



BC-250GY TRANSMITTER

Stands 78" high, 40" wide and 33" deep. Beautifully finished in hand-rubbed satin gray. Employs time proven 810 tubes in final power amplifier and Class B modulator. Eleven tubes and six tube types in entire transmitter. Operates from 230 volts single phase 1.6KW power consumption at 100% modulation. All transformers fully cased. Single or dual sets of tubes and crystals optional. Availability prompt.

CONELRAD

Broadcasters of all powers, participating in Conelrad, will be interested in the modest cost of the BC-250GY Transmitter - in many instances less costly than alterations of existing equipment to meet Conelrad requirements.



RADIO COMPANY . QUINCY ILLINOIS U.S.A.

manufacturing engineers

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

Campaign Costs Eyed by Parties

(Continued from page 34)

available rather than any budget in advance."

The Illinois Governor reportedly had planned to ask Gen. Eisenhower to agree on a ceiling for campaign expenditures. Whether he did was not known. But some observers felt this to be impractical in view of contributions by diverse groups. Gov. Stevenson said at the time that he understood the legal limitation to be \$3 million on the Democratic National Committee.

The Governor's expressed fear that the Democrats "will by no means be able to match the Republican campaign dollar for dollar" doubtless drew snickers in some GOP quarters where a comparable claim—and perhaps with better reason—has been made. The Republicans point to expenditures by labor and other groups in support of the administration party.

Moreover, the Democratic National Committee has going for it a Radio-TV Chest fund on which considerable progress already has been reported. The GOP had set up no such fund, according to latest reports.

It has always been difficult to obtain any figures on appropriations of local political groups in selected localities. Agencies handling these accounts will service campaigns of local candidates through groups cooperating with the national committees and their agencies.

With respect to local time purchases, a number of agencies have been identified with political or-

KWJJ'S 'ABE SNAKE' Mocks Party Conventions

FERTILE imagination of a KWJJ Portland, Ore., disc jockey resulted in the writing of a song, a parade in downtown Portland and the burlesqueing of the 1952 Presidential nominating conventions.

The disc jockey, Bob McAnulty, had had fun using the name "Abe Snake" for years and when a representative for Capitol Records heard it he suggested a song be written and recorded. The song was written under the name of "Abe Snake for President," with Stan Freburg playing the part of "Abe Snake." The larcenous but lovable "Snake" was described as the only Presidential candidate who favored "more money for the rich," and who boasted the only currency containing chlorophyll.

KWJJ passed out 5,000 "I Like Snake" buttons and a parade was held in Portland to push record sales. At the parade "Abe Snake" kissed greyhounds instead of babies and was "caught stealing towels and silver from his campaign head-quarters at the Congress Hotel." He posed as the candidate of the "extremely liberal" party and as "the best politician money can buy."

ganization accounts. As of last September, to take one example, M. M. Fisher Assoc., Chicago, reported the Central Democratic Committee of Cook County as a client. A citizens committee account was held by LeLand K. Howe Assoc., New York. There are others throughout the country.

Along with problems on revenue sources and extent of radio-TV activity, both parties are in the throes of reorganization prompted by the nominating conventions and new faces in both political folds. Many broadcasters are well represented in the top echelons [B•T, Aug. 4].

The Democrats are perhaps most likely to emerge with a new "face," occasioned by the setting up of national campaign headquarters in Springfield, Gov. Stevenson's site of operation. This factor, reflected in the Governor's decision to remain in the gubernatorial post through the pre-election drive, has posed an unusual situation that had not been clarified last week.

The most immediate question was this: What role will the Democratic National Committee play in campaign plans, particularly on radio-TV activity? And what sort of liaison will be set up with Wilson Wyatt, Gov. Stevenson's new campaign manager?

Conference May Clarify

Some light may be thrown on these queries after Gov. Stevenson confers with President Truman, cabinet officers and national committee officials this week. A new national committee chairman to succeed Frank McKinney, who reportedly has chosen not to retain his post, appeared indicated. A clearer sign of the radio-TV role President Truman will play also may be forthcoming.

It was believed that Mr. Wyatt would direct the campaign from Springfield but leave advertising, financial and other aspects in the hands of the committee. This was seen as a logical move inasmuch as the committee deals actively on the eastern seaboard with the Katz agency in Baltimore and New York and the networks in the latter city.

Under such an arrangement, radio-TV station clearances, programming and other matters would be cleared by the national committee, with Ken Fry, radio-TV director, handling mechanics. J. Leonard Reinsch, on leave from the Cox Radio-TV Properties, will continue as TV consultant.

Mr. Reinsch reportedly has been asked to stay on through the election campaign. What his specific duties would be during the campaign—and how much time he would spend in Washington and Springfield—were not delineated last week. Fuller clarification on this and the committee's role generally is expected this week after



AMERICAN LEGION citation goes to Lloyd E. Yoder (r), KNBC San Francisco general manager, from California State Commander John D. Home, for station's 14-week series, Communism—A Clinical Analysis, featuring interviews of area educational, religious, labor and legal authorities.

the Washington conferences.

GOP campaign aspects were threshed out by Gen. Eisenhower, Committee Chairman Arthur Summerfield and other top-level advisors at a three-day conference in Denver Aug. 1-3.

Budget factors, including the extent to which radio and television will be pressed into action, were discussed at Eisenhower headquarters. There still was no definite indication as to how much the GOP will spend at the national committee level for broadcast time, though it is shooting for an overall \$4.8 million budget.

Whistle-stop tours and addresses by the two top GOP candidates also were weighed. Mr. Summerfield is serving as campaign manager for the General. The Republicans late last week moved into new headquarters in the Washington Hotel in Washington.

Groups Acting on Own

Activity of subsidiary political groups in buying time on their own was exemplified last week by the Stevenson-Sparkman clubs of California. They bought time on ABC radio and television to rebroadcast Gov. Stevenson's convention acceptance speech. Rebroadcasts were carried Thursday on 334 ABC radio stations and Friday on over a score of ABC-TV outlets. The original address was delivered in the early morning hours of the Democratic National Convention July 26.

Status of these groups arose during the Denver discussions with Gen. Eisenhower. The National Citizens for Eisenhower organization was seeking a top level role alongside the national committee, and a say in purchase of radio and TV time.

Gen. Eisenhower and Gov. Stevenson have accepted major speaking engagements, though neither has divulged a date for opening their avowed political drives. Both will address the American Legion convention in New York a fortnight away—the General on Aug. 25 and the Governor

Aug. 27. Both are billed as non-political.

WSPR Springfield, Mass., acting on behalf of President Alan C. Tindal, has invited the Presidential candidates to appear on a half-hour, non-commercial public service interview program during the Eastern States Exposition Sept. 14-21. Both have been invited to attend the exposition. There was no word of acceptance by either nominee.

Meanwhile, Westinghouse Electric Corp., which underwrote CBS Radio and Television and DuMont TV convention coverage, opened the second phase of its campaign coverage. The 13-week series, Pick the Winner, features debates by top political speakers on leading issues and is aimed at getting out the vote.

Radio debates started on CBS Radio yesterday (Sunday) and will continue through Nov. 2, 4:30-5 p.m. EDT. TV schedule gets underway this Thursday on CBS-TV, 9-9:30 p.m. EDT. Dwight Cooke and Walter Cronkite will preside over the radio and TV sessions, respectively.

RADIO-PRESS JOIN

In N. Y. Defense Project

RADIO and newspapers in cities and counties in the U. S. and Canada along the vital Niagara frontier have entered into an international civil defense agreement, Lt. Gen. C. R. Huebner, New York State director of civil defense, announced Thursday.

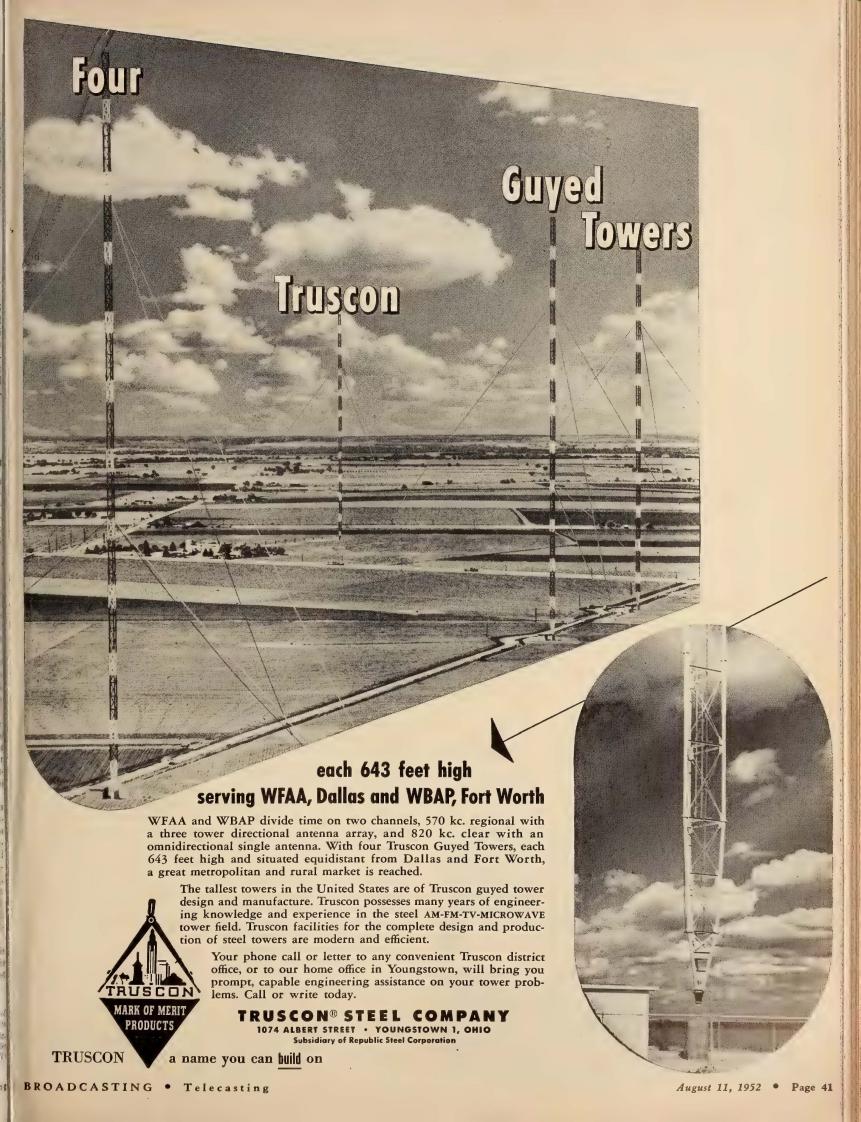
Owners of radio stations and newspapers in Lockport, Niagara Falls, North Tonawanda, N. Y., and Niagara Falls, Ontario, have signed a "contract" to last until Dec. 31, 1954, or the end of the emergency, pledging their complete plans and staffs to become working parts of the civil defense organization in Niagara Falls, N. Y., in time of attack, Gen. Huebner declared.

The radio stations include: WHLD-AM-FM Niagara Falls, WUSJ-AM-FM Lockport, and WJJL Niagara Falls. No Canadian radio station in the area is included in the operation at this time

Gen. Huebner said that in an emergency, the stations and newspapers will function as units to disseminate news and vital statistics from the control center and other installations for swift distribution to the general public, both in and outside of the stricken areas. During emergency periods radio and newspaper personnel will be made active civil defense workers, Gen. Huebner added.

Testing of various phases of the agreement will be made during the Niagara Falls international test exercises Aug. 22-23.

EASTERN division sales offices of Crosley Bestg. Corp. is moving to new quarters at International Bldg., 630 Fifth Ave., N. Y. Office handles sales for WLW and WLWT (TV) Cincinnati.



RADIO HOMES

Canada Has 94% Saturation

CANADIAN homes were 94% radio homes, as of Jan. 1, 1952, according to the 1952 survey of the Bureau of Broadcast Measurement, Toronto, which will release figures for all member stations later this month. This is an increase of 16% over 1941.

Greatest percentage is in Quebec province, where 96% of homes have one or more radio receivers. Ontario has 95% radio homes, the western provinces, 94%, the Atlantic Coast provinces, 91% and Newfoundland, 80%.

Total number of radio homes by the BBM survey is 3,454,000, compared to 2,000,712 in 1941. Greatest number of radio homes is in Ontario province, 1,220,000 radio homes of 1,282,000 households. Quebec province follows with 869,-000 radio homes of 905,000 households.

Other provinces, with household totals in brackets follow: Newfoundland 61,000 (76,000); Prince Edward Island 20,000 (22,000); Nova Scotia 148,000 (163,000); New Brunswick 112.000 (122,000); Manitoba 198,000 (214,000); Sasatchewan 226,000 (238,000); Alberta 252,000 (267,000); and British Columbia 348,00 (371,000).

These figures are slightly higher than those of the Dominion Bureau of Statistics, Ottawa, taken during the Canadian decennial census in June 1951, when every fifth home was polled for radio ownership data.

Hyde to Vacation

FCC Comr. Rosel H. Hyde starts his vacation Aug. 15 and joins about 30 other members of his family in honoring his 86-year-old father at his home in Downey, Ida. Comr. Hyde will address the Aug. 29 luncheon of Western Electronics Show and Convention in Long Beach, Calif. He also will participate in an Aug. 28 panel on "What the End of the TV Freeze Means to the West," with A. Earl Cullum Jr., consulting engineer; Fred Albertson, Dow, Lohnes & Albertson, Washington attorneys: J. W. Kingsbury, AT&T; H. L. Hoffman, president, Hoffman Radio Corp., and Otto Brandt, general manager, KING-TV Seattle.



AT SIGNING which added *The Ohio Story*, sponsored by Ohio Bell Telephone Co. on 20-station Ohio network, to WERE Cleveland's schedule on thriceweekly basis are (I to r) Richard M. Klaus, WERE general manager; Robert W. Dailey, account executive, McCann-Erickson; Larry L. Evert, assistant vice president of Ohio Bell, and John C. Heiskell, general advertising manager of Ohio Bell.

L-W PROGRAMS

Two Additions Announced

C. O. LANGLOIS, president, Lang-Worth Feature Programs Inc., last week announced the addition of two new shows, available to Lang-Worth subscribers. The new shows are *The Shep Fields Show*, to begin in the fall, and *The Henry Jerome Show*, to be added Aug. 22.

Mr. Langlois commented that "the impact of nighttime television has created an ever-increasing demand for musical programs across-the-board that accommodate commercial spots, and so fit naturally in the disc jockey pattern. To fulfill this need, we are now servicing all member stations with five distinct 'across-the-board' series of popular music programs."

Canada Site Shifted

WESTERN Assn. of Broadcasters has changed its annual meeting place from Jasper Park Lodge, Jasper, Alta., to Banff Springs Hotel, Banff, Alta., Sept. 11-13, due to fire which recently razed central lodge and public meeting rooms at Jasper Park Lodge.

....INCREASED CREAMETTES SALES 10% first eleven weeks (see inside front cover) CHICAGO 7 Glear Channel Home of the National Barn Dance

U. OF GA. PLAN

Aids Students, Stations

A "CO-OP" plan whereby journalism students may earn-and-learn by working for radio and TV stations, newspapers and advertising departments is to be put in operation this fall.

Dean John E. Drewry, of U. of Georgia's Henry W. Grady School of Journalism, commented that the plan would solve a personnel problem for the cooperating agency and would make it possible for the students to afford a university education who otherwise might not be able to do so.

An example of how the plan would work: Any interested radio or television station would select two students to attend the Grady School alternate quarters; while one was in class, the other would be working at the station.

The plan would involve no extra expense for the cooperating agency. Through these internships, better students are placed for additional practical experience during summer vacations. At present, it was added, 21 such students are working for Georgia newspapers, radio and TV stations. Dean Drewry noted:

We anticipate that through the 'coop' plan, many young people seeking a university education and employers with personnel problems will be aided, and that indirectly the standards of the profession will be raised.

NCCJ Campaign

TRANSCRIBED quarter-hour radio programs are being completed by the Hollywood coordinating committee on behalf of the National Conference of Christians & Jews campaign for 1952-53. Talent includes Eve Arden, star of CBS Radio -TV Our Miss Brooks; Audrey Totter, CBS Radio Meet Millie; Edward Arnold, ABC radio Mr. President; and Mercedes McCambridge, ABC radio Defense Attorney.

CANADA BILLINGS

Agencies at \$18.5 Million

RADIO billings through Canadian advertising agencies increased from \$15,382,223 in 1950 to \$18,590,883 in 1951, according to a report by the Dominion Bureau of Statistics.

The total advertising billings by Canadian agencies increased for radio from 16.1% to 17.3%, greatest percentage increase of any medium listed by the government's statistical service. Total billings for all media through agencies increased from \$95,566,600 in 1950 to \$107,461,752, in 1951.

The report shows that there were 83 Canadian advertising agencies reporting in 1951 as against 75 in 1950. Of these in 1951, there were 21 with billings under \$100,-000; of the total of \$945,190 for these agencies radio had 17.4% (12.7% in 1950). In the group \$100,000 to \$500,000 billings there were 23 agencies with total billings of \$6,211,200, and of this amount radio had 14.7% (11.4% in 1950). The group \$500,000-\$1,000,000, had 14 agencies with total billings of \$9.888,786 of which radio share was 15.3% (11.6% in 1950).

The group between \$1,000,000 and \$2,500,000 had 10 agencies with total billings of \$14,314,906 of which radio had 20.2% (20.1% in 1950). In the \$2,500,000 to \$5,000,000 group 11 agencies had billings of \$37,422,509 with radio having 19.3% (17.7% in 1950). In the over \$5,000,000 group there were four agencies with billings of \$38,679,-161 with radio having 15.1% share (15.1% in 1950).

CHICAGO SAFETY

Adpeople Conduct Drive

BIGGEST public service campaign for Chicago, a "crusade for traffic safety," is being carried out by leading agencies and adpeople there. The drive to reduce deaths and injuries in traffic accidents is sponsored by the Chicago Traffic Safety Board.

Radio and television spots and other advertising have been prepared by Needham, Louis & Brorby; McCann-Erickson; J. Walter Thompson Co.; Foote, Cone & Belding, and Leo Burnett. Among men working on the campaign are Wesley I. Nunn, advertising manager of Standard Oil of Indiana; Ray Weber of the advertising department of Swift & Co., and Gilbert J. McEwen, manager of the business development department at Harris Trust and Savings Bank.

Dana Clark

FUNERAL services were conducted in Los Angeles followed by interment at Holy Cross Cemetery, July 30, for Dana Clark, head of guest relations for ABC Hollywood. Mr. Clark died July 26 of cerebral hemorrhage. Surviving are his wife, Ann, and two daughters.

IIA 'TRUTH CAMPAIGN'

Radio Called 'Last Best Hope'

THE STATE Dept. is re-evaluating its whole international information program, with an eye on the relative importance of radio broadcasting to other media.

At the same time, Congress has set in motion machinery for a farreaching inquiry into the effectiveness of all foreign information operations, with the accent on need for a "psychological offensive" on behalf of democracy.

Under leadership of Dr. Wilson Compton, International Information Administrator, the State Dept. is looking at shortwave radio in a new light—"the last best hope" of carrying on the American "campaign of truth." Commercial radio also plays a vital role in the plan.

As a result, the department is evolving a two-pronged policy embodying these considerations: (1) appointment of a broadcast industry executive to head the Voice of America program [CLOSED CIRCUIT, Aug. 4]; (2) strengthening of its field services to decentralize some radio programming from International Broadcasting Services headquarters in New York.

Explicit in the latter proposal is the creation of program centers in various friendly countries and an arrangement whereby U. S. VOA package programs would be used on local stations.

State Dept. authorities also are hopeful American radio stations will participate more fully in domestic VOA activities, envisioning a more comprehensive report to the American people on U. S. overseas information activities.

Industry Assistance

The aid of commercial broadcasters who have explained VOA functions is freely acknowledged in State Dept. circles. Aside from individual stations, including Associated Broadcasters Inc. (KSFO San Francisco Calif.), industry executives have lent their aid and advice as members of the department's Radio Advisory Committee.

Newest member is Charles H. Crutchfield, general manager of WBT, WBTV (TV) Charlotte, N. C. His appointment was announced last Wednesday by Theodore C. Streibert, president of WOR-AM-TV New York and acting chairman of the advisory group. Mr. Crutchfield has been active the past year on State Dept. assignments involving the foreign information service in Greece, Rome, Paris and London.

Department officials are enthusiastic over the success of a recently-completed series of VOA programs aired locally and prepared under leadership of Wesley I. Dumm, KSFO president. In the light of Congressional fund cuts and general public unawareness of VOA problems, the program has been particularly valuable they say. Mr. Dumm has been actively sympa-

thetic to the department's domestic problems.

Additionally, Associated Broadcasters' shortwave outlet, KWID, is leased to the State Dept. for overseas use of its two transmitters.

The advisory unit is part of the U. S. Advisory Commission on Information (from which member Justin Miller, NARTB board chairman, is now on leave), and includes Charles R. Denny, NBC; John F. Patt, WGAR Cleveland, and Donley F. Fedderson, Northwestern U., among others.

Mr. Crutchfield consulted with radio technicians and officials in Greece, helping them reconstruct their broadcast industry. This country is expected to play an important part in the plan to relocate U. S. programming locally and strengthen relay operations of the Voice of America.

Significance of Decision

The decision of the State Dept.—and particularly Dr. Compton—to turn to industry for a top-level executive to administer the Voice is regarded as significant. Whether a selection would be made in the near future, however, was adjudged moot. The appointment—from a list of four or five possibilities—is hedged with obstacles.

Initially, it was doubted in some department quarters last week whether an industry executive might be prevailed upon to assume such a post in this curent lameduck period of politics. Secondly, the position would call for an annual salary of only \$10,800. The State Dept. has asked Congress to rectify this situation (the salary for Grade 15) but to no avail. It will renew its request early during the 83d Congress.

The industry executive would become assistant administrator for International Broadcasting Services, which functions under the International Information Administration. He would replace Foy Kehler, who is returning to foreign service.

There reportedly is some question as to what degree the new assistant administrator will be concerned with policy in that post.

IIA has been under realignment since last May when broadcasting services were split into (1) facilities operation and (2) research, development and building. A new tack was indicated by one IIA official: "Media shall be a means, not the end in itself, for spreading the 'truth campaign.'"

As a result, Dr. Compton called for transfer of "more of our radio programming overseas near to the populations which we are trying to reach" and "greater use of local radio networks in important countries."

Implicit in the realignment, which provides for use of respec-

tive media on the basis of the country's needs, is the use of local radio time. IIA officials deny that purchases of time are contemplated, but such a system was proposed for Japanese Broadcasting Corp. with plans for local on-the-spot programming of VOA.

One such program center has been set up in Munich; others are contemplated. Throughout the proposal runs the thought that foreign personnel are perhaps best suited to convince their own countrymen on democracy.

State Dept. authorities, faced with curtailment of the "ring network plan" for new transmitter stations overseas because of money cuts, are thus turning to local radio as well as to ocean-going U. S. Coast Guard Courier relay station to get America's story across to the Russian people. The ship sailed last month for a Mediterranean port (Rhodes) where it will relay VOA programs [B•T, July 21].

The department is keeping an alert eye on reaction of the Soviet Union to this new medium—particularly as may be manifested in any increased jamming or other retaliatory measures. Authorities privately, too, are looking to the day when international television networks may become a reality and eliminate much field activity in Europe.

While it is true the State Dept.

frowned on immediate erection of television stations in Europe over a year ago, it's known that the department is viewing with continued interest the blueprint being developed for global TV. The basis is a proposal by Sen. Karl Mundt (R-S.D.) on which some progress already has been made, notably in Japan [BoT, April 7]. Envisioned as a potential "Vision of America" by Brig. Gen. David Sarnoff, RCA board chairman and others, the plan implicitly presupposes acceptance by foreign countries of U.S. video standards-525 lines, 60 fields and 6 mc band.

Congress wants to look into any TV activity by the State Dept. too. It struck out language which would have placed video on a par with radio in 1953 budget appropriations apparently thus recognizing TV's future role.

Congress' plan to re-examine the international information program is based on a resolution (S. Res. 74) sponsored by Sens. William Benton (D-Conn.) and Alexander Wiley (R-Wis.).

While aimed largely at VOA operations, the resolution calls for the Senate Foreign Relations Committee or a selected subcommittee to look into all foreign information programs. It is more far-reaching than at first supposed, bridging not only operations of the State Dept. but the Defense Dept., Mutual Se-

(Continued on page 47)



Upset By 'Talkathon'

(Continued from page 27)

Martin, veteran of 15 years' radio and television management in Florida.

For Judge Cherry it was a case of putting all his eggs in one basket. He had concluded to concentrate his limited funds on radio time and so employed the Talkathon device to get his message across to the voters. In addition to making him known to the voters, there was also the hope that the radio appeal would help bring in more financial support and keep his campaign rolling.

His first Talkathon program was hurriedly arranged for July 2 in Little Rock. For a location, Mr. Martin found a vacant building which had previously housed a grocery store, and rushed around to line up the needed availabilities on AM stations. It was announced in advance spots and in the press that the candidate would answer any question phoned in by listeners at home or voiced by members of the studio audience.

The judge and his announcer took their places at the microphone table at 8 o'clock that evening, and the program remained on the air around the clock until 8:30 the following evening. Participating stations included all five in Little Rock — KARK KGHI KLRA KVLC and KXLR—and a score of others outside the Arkansas capital. The show was aired in segments so that listeners could follow it on one or more stations throughout the 241/2 hour period.

The endurance angle of the initial Talkathon as well as the novelty of the whole idea proved a successful audience-getter. Numbers of people at the grocery building were few at first, but grew as the evening went on and interested persons dropped in to watch the rugged-looking judge at work in front of the microphones.

Listener Response

Responses from listeners at home were more surprising. Apparently waiting to hear the judge tripped up by some question, they would follow the show on one station and another as it shifted in succeeding periods. And their calls with questions soon had six telephones busy up until 2 a.m., and three phones from then until traffic picked up again later in the morning. phones were manned by members of the judge's volunteer campaign group who recorded the questions along with the sex, occupation and name of the questioner, if given. The question slips were then handed to an announcer who fed them cold and unscreened to the candidate. Judge Cherry tossed back impromptu but thoughtful answers in an informal and conversational

The interest in terms of both live audience and radio audience size snowballed rapidly toward the end of the show, and reached a climax as the candidate ended the ordeal. Many calls came in from persons who had no questions to ask but wanted to praise the candidate for stating his position on issues frankly even when he risked losing votes by doing so.

In addition to putting across Judge Cherry's program to the Arkansas voters, the Talkathon also dove-tailed readily into his plan for seeking small donations from many people. At the outset of his candidacy the judge had said: "I would rather this campaign receive 50 cents each from a hundred thousand people than a single gift of \$50,000." Now the Talkathon began to make that wish materialize. A new campaign slogan was featured -"Dollars for Decency"- dramatizing both the reform platform on which the candidate was running and his appeal for small donations to finance the campaign.

During the remaining four weeks of the primary campaign Judge Cherry appeared on 10 additional Talkathons originating from various points throughout Arkansas. The general pattern for these was a 10- or 12-hour stint, starting about noon and running until about 10 p.m. Each was carried over a combination of outlets serving the region to which he was directing his appeal. Most of the time, his staff acknowledged, they did not know from one appearance to the next whether sufficient donations would come in to pay for the Talkathon planned next.

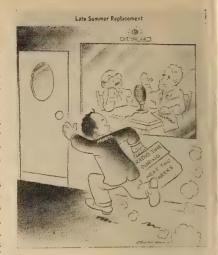
Money Rolls In

But the dollars started rolling in, beginning with that first Talkathon, and continued at a pace sufficient to buy time for the succeeding ones. In size the donations ranged from 10 cents to \$340. One group of supporters in eastern Arkansas counties collected \$5,000 in fifty-cent pieces and sent it to the judge in 32 quart fruit jars.

Time for the Talkathons was bought on a total of 40 AM stations—all of the 39 in Arkansas plus WGVM at Greenville, Miss., which was added to give needed coverage in the southeast corner of Arkansas.

Although the state has no television station the Cherry Talkathon was beamed to video viewers in the eastern half of Arkansas in one quarter-hour show over WMCT (TV) Memphis. The judge also appeared in two additional quarterhour telecasts of the fireside chat

The Talkathon series was wound up with a repeat presentation at Little Rock-this time for a 12hour period-and a special election-morning appeal from the judge's home town of Jonesboro, Ark. In it Judge Cherry went on the air from 6 to 9 a.m., urging housewives to hang up their aprons



From the Arkansas Gazette

and go with their husbands to the polls and vote.

After deducting duplications, the total number of persons reached by means of the 11 Talkathons was estimated by the Cherry staff at nearly 600,000, or about half of the state's adult population.

Approximately 13,000 questions were asked and answered in the Talkathon sessions. They covered topics ranging from the candidate's views on world trade to his attitude on alcoholic beverages. (He replied that he is a teetotaler, but not a prohibitionist.) Judge Cherry showed an ability to respond to them all with appropriate earnestness, good nature or ready wit.

In one of the Talkathons a young man called in to say he had donated \$2 to the campaign and wanted to know whether Judge Cherry was being supported by a certain local official. When the judge replied affirmatively and said he had a high opinion of the official mentioned, the donor called back to say he differed sharply with that opinion and asked to have his \$2 refunded. Judge Cherry told him on the air that the refund would be made "cheerfully." Immediately afterward calls began coming in from several dozen listeners who said they wanted to make a donation to replace the sum the judge was returning to his questioner.

While Judge Cherry and his staff were focusing their efforts on the radio Talkathons, the four veteran politicians who opposed him in the race appeared little concerned with the gimmick, as they called it. In fact, each one had some special campaign feature of his own. One of them made hops around the state in a hired helicopter, giving 330 tank-town speeches in 60 days. Another opened a spacious drive-in headquarters in the capital city, where visitors were invited to drive in to the building and were glad-handed by a staff of greeters. Two candidates hired hill-billy troupes and opera stars to attract attendance at major political rallies.

Judge Cherry's opponents did not neglect the use of radio and television in the conventional sense. Each of the four made several

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

ARE YOU A MR. Why Buy ?

SPOT RADIO?

Spot radio lets you hand-pick the station which will do the best selling job for you-market-by-market.

SOUTHWEST VIRGINIA?

Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

WDBJ?

WDBJ is a 28-year-old pioneer in this rich market - a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ's weekly coverage represents 110,590 families daytime, and 85,830 families at night. WDBJ's average share of audience in Roanoke is phenomenally high. Ask Free & Peters!



Established 1924 - CBS Since 1929 AM . 5000 WATTS . 960 KC

FM - 41,000 WATTS - 94.9 MC

ROANOKE VA

FREE & PETERS, INC. National Representatives



statewide radio talks and two used TV as well. In the next-to-last week of the primary campaign, radio took the spotlight through a special series of half-hour interviews with the candidates aired nightly over KLRA Little Rock. In a public service feature the candidates were given opportunities to state their views on a set of questions relating to the campaign.

Unlike Judge Cherry, his four opponents made extensive use of other media in campaigning: newspaper advertising, billboards, posters, pamphlets, bumper cards and lapel buttons. The volume of newspaper lineage bought by each of them was five or more times greater than Judge Cherry's, which was centered about announcing the schedules of his Talkathons.

Only Judge Cherry's "poor boy" campaign had no plush headquarters, no billboards, no full-page

Pros Indifferent

Throughout the primary campaign, the political professionals showed indifference toward the Cherry candidacy as well as the Talkathon specifically. Three of the candidates focused their attacks on alleged corruption in the state administration, and the incumbent struck back at each of these three. None had much to say about Judge Cherry.

When the ballot count started election night it was soon realized that the long shot the experts had overlooked was turning the form chart upside down.

In the final unofficial tabulations released Aug. 1, Gov. McMath finished in top place with 31% of the 324,000 votes cast, Judge Cherry was second with 28%, and the other three candidates had 19, 14

and 8%, respectively.

On the day after the primary, aides of the three eliminated candidates acknowledged that it was the Talkathon which had enabled Judge Cherry to pull the "sleeper" on them. This was the more ironic because two of them had been offered the chance to buy the formula and had turned it down. At the same time, Judge Cherry's remaining opponent gave tacit acknowledgment of the Talkathon's potency by launching a series of daily radio talks over a state network to try to "reach more people with my program."

Credit to Talkathon

Judge Cherry himself gave generous credit to the Talkathon, stating: "It's the best means of campaigning I've found yet." Implementing that belief he is intensifying his Talkathoning schedule with daily appearances scheduled in the two-week period of the runoff cam-

The manager of the judge's campaign echoed this esteem of the Talkathon, and added an opinion about its value for the voters as

well as the candidates.

"It was the key to our successful campaign because through the Talkathon we were able to let the people find out completely about Judge Cherry," said Mr. Gentry. "They found out not only how he stood on a program for the state, but also how he thought on national matters, moral issues and every conceivable question. They were able to get acquainted with his whole philosophy and to feel that they knew him as well as though they had met him and talked to him personally.

"I'm also convinced that the Talkathon is the greatest means yet discovered for enabling the people to screen a candidate. We'd have much better government if all candidates were required to present themselves to the public through such a medium, so that the people could find out more about the type of men running for

As promoter in charge of the Talkathon operations in the Arkansas campaigns, Mr. Martin put his finger on another significant element in its use. "The candidate

for whom it is used," he says, "should be able to think on his feet and ad-lib his answers smoothly. With an inept person it could be actually damaging instead of helpful to his candidacy."

If Judge Cherry, the country judge, can whip the seasoned Mc-Math in the runoff election Aug. 12, Talkathon will have compiled a significant success story. A lot of political observers, as well as the radio-television industry, will be watching to see if it happens.

Korean Interviews

RADIO Branch, Army Home Town News Center, Kansas City, Mo., last week announced that at the end of six months of operation it had tape-recorded 1,900 interviews with Army personnel in Korea. Of these 1,900 taped interviews, the Army said that it had received answers from U.S. radio stations indicating 80% usage.

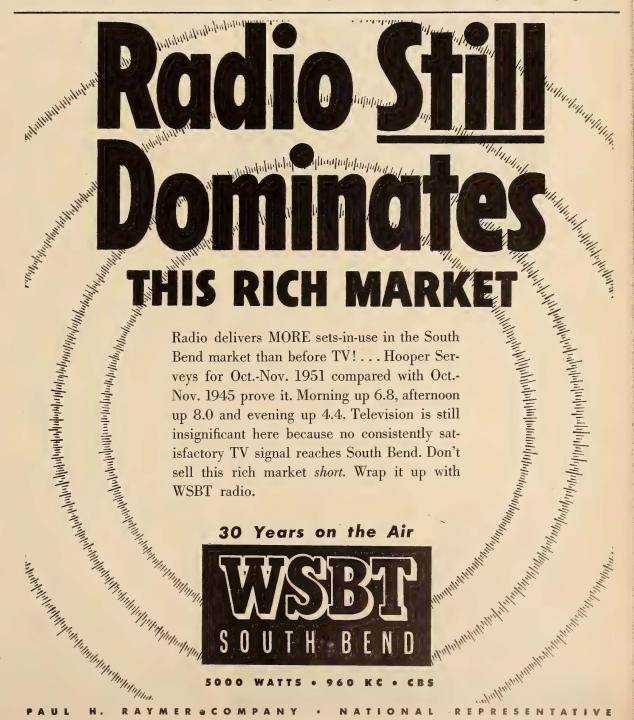
CHICAGO AFRA

Elects New Officers

HARRY ELDERS has been reelected president of the American Federation of Radio Artists Chicago chapter. Others include Norman Pierce, Arwin Schweig and John Gannon, vice presidents; Norman Gottschalk. treasurer, and Geraldine Kay and Mr. Schweig, members of the national board.

Local board members include the following: Actors; Jack Bivans, Cornelius Peeples, Jack Odell, Paul Barnes, Dean Almquist, Russ Reed, John Gannon, Marjorie Marlowe, Norm Gottschalk and Clair Baun. Singers; Ann Andrews, Katie Carnes, Bill Snary, Louise King and Mr. Schweig. Announcers; Jerry Kaufherr, Ed Scott, Carlton Kadell, Norman Barry, Norman Pierce, Jack Halloran and Jim Campbell. Sound Effects; Bob Cline.

Chicago delegates to the national convention are Raymond Jones, executive secretary of AFRA, Harry Elders, Norman Gottschalk, John Gannon, Carlton Kadell, Norm Pierce, Ed Scott, Ann Andrews, Arwin Schweig. Local board members include the fol-



Old (Plus 18) Fidgety Ann

ALTHOUGH a little taken aback, m.c. Bob Henderson of The KOIN Klock request program on KOIN Portland, Ore., played a request for the tune "Sylvia" received recently on a post card dated Oct. 26, 1934, by a writer who signed herself "Old Fidgety Ann." The nearly 18-year-old message was accompanied by a brief note on the front of the post card, apparently written by a postal clerk, which provided the explanation for the delay: "Found while remodeling the Rose City Park Postal Station."

PROGRESSIVES

60 Stations to Take DPs Aid 'Vote' Drive Hallinan Acceptance

THE Progressive Party reported last week that some 60 radio stations, out of 439 to which the party had addressed a demand for time, had agreed to carry transcriptions of an acceptance speech made on behalf of Vincent Hallinan, the party's candidate for President.

Mr. Hallinan was unable to make the speech himself when nominated at the party's Chicago convention July 4-6. He was then, and still is, serving a term in McNeill Island federal prison. Mr. Hallinan was convicted of contempt of court in connection with his defense of Harry Bridges.

In a letter dated July 30, C. B. Baldwin, secretary and campaign manager of the Progressive Party, demanded that stations which broadcast the acceptance speeches of Democratic and Republican Presidential and Vice Presidential

Spot Radio Perfect For **Short Selling Season**

"The local, regional or national advertiser can move in quickly and get results."

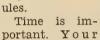
National Spot Radio was really taken apart in the July 11 issue of Printers' Ink (which was a sellout.) Several thousand reprints of our report (that covered what spot is, when to use it, and how advertisers are using it successfully today), are now in the hands of busy radio salesmen, time buyers and advertising executives in every state.

Ten specific ways to use national spot were reported. The last of these was: "To promote a product that has a short selling season." The idea is simple. You just buy all the spots available during a short selling season, up to the limit of your budget, and as a result you can reach the early riser, the busy housewife in the morning hours, the ones who loaf during the afternoon, and the male members of the family during the early or late evening hours.

A suggestion: Order right now for each member of your staff a copy of this important article, of which John R. Sheehan of Cunningham & Walsh said—"Every radio time buyer should read this-truly a masterpiece." It sells for 50¢. Next, start telling the story of your market and your station every week in Printers' Ink.

These two suggestions are based on what we know to be true right now. Hundreds of local, regional and national advertisers are going to release

during the next few months emergency schedules in addition to their regular schedules.





Bob Kenvon

own staff can't possibly reach all of your prospects. But in Printers' Ink you can reach more buyers of advertising than in any other publication. Of our new all-time high in circulation of 23,793, more than twothirds are buyers of advertising: agency officials, time buyers, advertising managers, sales managers, district managers, and the top level of management who give the final O. K. to a regular or emergency schedule.

Rearrange your own budget if necessary so that you can, each week, in 1/6 of a page, or a full page, tell in Printers' Ink why your station and market should be included on any emergency schedule now in the

Any of our offices are ready to assist you. Write, phone, or ask us to call.

The buyers of advertising you want as customers, thousands of them, are regular readers of Printers' Ink, the Voice of Authority.

> ROBERT E. KENYON, JR. Advertising Director

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

candidates also carry the acceptance speeches of the Progressive

Further, Mr. Baldwin advised the stations that in future when stations carried speeches "by or on behalf of candidates for the Republican or Democratic Party for the offices of President and/or Vice President, you will, under the regulations of the FCC and under the ruling in our favor of July 3, be expected to offer the same facilities and comparable time to the candidates of the Progressive Party."

The July 3 "FCC ruling" to which he referred was a letter written by the FCC to the party commenting on a Progressive complaint of June 13. In that letter the FCC said it had no power to insure that networks would cover the forthcoming Progressive convention, as had been requested by the party.

Refers to Sec. 315

The Commission did point out, however, that Section 315 of the Communications Act applied to acceptance speeches "by the candidates themselves" and that any licensee that carried one would be obliged to "make equal opportunities available to all other legally qualified candidates for that office.'

In its letter of July 30, sent to the 439 radio stations and 94 television stations the Progressive Party did not discriminate between candidates and people speaking on their behalf.

Mr. Baldwin, the Progressive secretary, said in a news release issued coincidentally with the dispatch of the letters to stations that there had been a "general refusal of stations to comply with the [FCC] order."

He said few had carried the acceptance speech broadcast by the wife of candidate Hallinan on his

Party's Planned Approach

Mr. Baldwin frankly outlined the tactics which the party intended to use in obtaining air time.

Phase One of the tactical plan, he said, was "forcing them to carry our candidates."

"Phase Two," he said, "is policing. Phase Three, action to revoke license, will follow, unless the public interest and the Commission's ruling are carried out.'

At the party's New York headquarters last week it was reported that NBC-TV which did not carry the acceptance speech by Mrs. Hallinan had agreed to telecast a special address to be made by Mr. Hallinan after his release from prison Aug. 17. ABC-TV and CBS-TV also were said to have agreed to carry this telecast in areas

WCCC Hartford is airing recordings of Ukrainian displaced persons as part of its "Get Out the Vote" campaign. The DPs, who had suffered at the hands of Communists, demanded strict anonymity. They would not come to the studio or identify themselves to WCCC officials. It took a trusted intermediary, and a portable tape recorder to obtain the announcements. The intermediary, himself a DP, was pledged to secrecy and had to write out English syllables phonetically in the Ukrainian alphabet for one DP who could not speak English. All the spots begin: "I cannot give you my name. If I did, my friends and relatives in the Ukraine would be shot."

where their outlets did not carry Mrs. Hallinan's speech.

In his letter to stations, Mr. Baldwin put the onus on them to tell whether they had carried the Progressive speeches and if not to offer time. He wrote:

We have been informed that your station broadcast the acceptance speeches of the Republican and Democratic candidates for President and Vice President. You will please, therefore, inform this office of the time and date on which you broadcast the acceptance speeches of the candidates of the Progressive Party. If you have not done so, this letter will serve as notice to you that you are required conform to the FCC ruling. you, therefore, inform us immediately of the date and time when you will comply by broadcasting the accept-ance speeches of the Progressive Party candidates for President and Vice President.

WJAG CELEBRATES

Marks 30th Anniversary

SPECIAL programming, along with live talent shows for direct audience participation, marked the 30th anniversary of WJAG Nor-folk, Neb., owned by the Norfolk Daily News.

Quiz shows during the celebration featured more than 300 prize giveaways, the introduction of Miss WJAG and congratulatory recordings by former station staff members. The public was invited to shows aired from the City Auditorium.

Among the special programs was a tribute by Bob Thomas, WJAG manager, to his father, the late Art Thomas, who also managed the station; to the late Rep. Karl Stefan (R-Neb.), who was an announcer there, and to Gene Huse, WJAG owner. Miss WJAG presented scrolls of appreciation to 12 Norfolk businessmen who have advertised on the station many years. Another feature was It Happened in 1922, events of the year in which the station took the

New Business

(Continued from page 16)

Sample, Toronto, for Franco-American products and Compton Adv., N. Y., for Campbell pork and beans.

CRAFTSMAN INSURANCE AGENCY, S. F. appoints Theodore H. Segall Adv., that city. TV is being used.

OWEN NURSERY, Bloomington, Ill., names MacFarland, Aveyard & Co., Chicago, for Bob Richard Enterprises Div. Plans call for spot radio-TV.

MEAD JOHNSON & Co., Evansville, Ind., names McCann-Erickson, Chicago, for pablum cereal. Radio is used. FRANK STULL is account executive.

HARTMAN CHEMICAL Co., L. A. (chorophyll foot lotion), appoints Yambert-Prochnow Inc., Beverly Hills. Radio is being used.

G. A. GOODRICH Co., Chicago (cake mix), appoints Buchanan & Co., that city. Fall spot radio-TV is being planned.

OGDEN WATER PURIFIER Co., L. A. (faucet attachments), appoints Ross Roy Inc., Hollywood. TV is being used.

CLUB DEL MAR, Santa Monica, Calif. (beach club), appoints Charles Ross Adv., Hollywood. TV is being used.

Adpeople . . .

KENNETH C. GUNTHER, sales promotion and direct advertising consultant to TWA, appointed director of advertising, Resort Airlines Inc., N. Y.

H. E. DAVIS assistant sales manager, Polaroid Corp., Cambridge, Mass., to special sales representative post in Southern Calif. He is succeeded by EUGENE C. ROBERTS, formerly with Standard Oil of Calif.

TED MATERNA appointed advertising and sales promotion manager, Artone Color Corp., N. Y. Firm will enter network radio in fall. TV will be used in localized market areas.

ROBERT STRONG, sales manager, Slick Airways, Dallas, transfers to Burbank, Calif., headquarters as advertising and public relations man-

EDWARD E. PALMER named sales manager, Freewax Corp., Tallahassee, Fla. (insecticidal wax).

CHARLES J. LICK, president, Los Angeles Brewing Co. (Eastside beer), elected honorary director for life by United States Brewers Foundation, with whom he served 16 years as director.

STEPHEN C. SCOTT, assistant to VICK KNIGHT, president of Hollywood agency bearing his name, to Hydro-Aire Inc., Burbank (aviation equipment), as advertising-public relations staff assistant.

IIA Truth Campaign

(Continued from page 43)

curity Agency and other depart-

Action is expected sometime after September when a subcommittee may be appointed. Hearings and overseas junkets by Congressional members are indicated-at least the State Dept. has been advised to that effect—and a report will be submitted this winter. Text of the resolution, introduced in February 1951 and favorably reported upon by the committee this past June, stressed the importance of U.S. psychological warfare and "international propagation of the democratic creed (as) an instrument of supreme national policy."

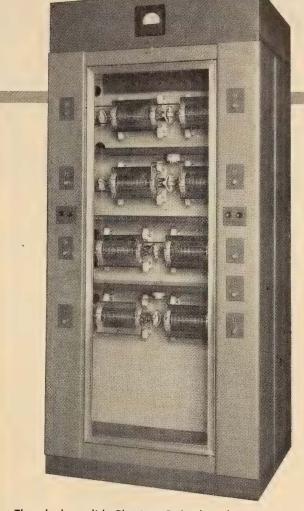
It calls for a study of means of assuring "maximum ultilization of radio broadcasting, by medium wave and short wave."

ILLEGAL OUTLET Had Used WCBS Frequency

SOUTHERN California's seven months enjoyments of jazz, minus commercials and illegally broadcast during the night and early morning hours, came to an abrupt halt last Monday (Aug. 4).

Philip E. Peterson, 28-year-old Long Beach radio parts employe, was arrested by FCC agent Robert J. Stratton for violating the Federal Communications Act. His radio station, identified as XERD Sonora, Mexico, was found to be a complete unit within a garage. It was closed and his collection of more than 2,000 records, many of them collectors' items, was confiscated.

The broadcaster, free on \$250 bail, explained his purpose was to broadcast to Mexico and that he was only testing the equipment pending the arrival of his Mexican The Perfect Companion Unit to your Continental Transmitter



The sleek, stylish Phasing Control and Power Division Unit shown above was designed and manufactured especially for Radio Station KWTO, Springfield, Mo. It is typical of Continental's high calibre engineering of electronics equipment geared to meet exact station requirements. Whatever the nature of the directional array involved, consult Continental for production of all types of antenna phasing equipment, custom-designed to meet your specific requirements.







4212 S. Buckner Blvd.

Dallas 10, Texas



WHAT A BEAUTIFUL MORNING FOR ADVERTISERS ON WCKY

Breakfast Time with Leo Underhill 7:00-9:00 AM is the morning show in Cincinnati that is giving advertisers a big sales lift at a low cost.

Good Ratings and Low Rates make this by far the lowest cost per 1000 early morning buy in Cincinnati.

JUST COMPARE . . .

Station	Power	Average Cost Per * 1000 Homes (1/4 hr. pgm.)
WCKY	50,000 Watts	\$2.76
Station A	5,000 Watts	\$6.95
Station B	5,000 Watts	\$3.60
Station C	250 Watts	\$4.25

WCKY IS THE BEST MORNING BUY IN CINCINNATI

* Calculated from May-June Pulse ratings. Radio Homes in 2.0 millivolt area, open ¼ hour rate.

hat A Beautiful Motning

FOR A BEAUTIFUL SALES RECORD IN CINCINNATI

You can buy Breakfast Time on a low, low budget and join this list of smart morning advertisers on WCKY:

Lipton Iced Tea Pennington Bread Cincinnati Street Railway Silver Star Blades Bayer Aspirin Colgate Toothpaste Seaboard Finance Albert's Clothing Store Rockwood Candy Life Savers Hull Dobbs Motors New York Central Railway Farr Brothers Appliances Allis Chalmers Kroger River Downs

BUY BREAKFAST TIME INVEST YOUR AD DOLLAR W C K Y's l y



OUR HOURS A DAY

SEVEN DAYS A WEEK

editorial



Sec. 315 Skiddoo

THOUGH it would be clearly within its rights to request broadcast opportunities for its candidates equal to those granted the Democratic and Republican nominees, the Progressive Party is abusing those rights and indeed resorting to unadorned blackmail in the tactics it has adopted.

It has sent a letter to stations accusing them of violating FCC rules in failing to carry an acceptance speech on behalf of the Progressive candidate for president. The letter neglects to mention the awkward circumstance that prevented the candidate from speaking for himself. At the time of his nomination as Progressive standard bearer, Vincent Hallinan was a resident of McNeill Island, a federal penitentiary off the Washington coast.

There is a serious question that a station must carry political broadcasts on behalf of any candidate. The law applies only to candidates themselves and has been so interpreted by the U.S. Circuit Court of Appeals.

Apparently this discrepancy was unnoticed by those networks and stations which reportedly have agreed now to carry either transcriptions of the acceptance speech made last July by Mr. Hallinan's wife, in the enforced absence of her husband, or a new speech to be delivered by Mr. Hallinan himself after he is sprung from the federal pokey Aug. 17.

We doubt that broadcasters must broadcast either the original speech made on behalf of the candidate or the delayed performance by the candidate himself. Neither of these addresses is comparable to the acceptance speeches of the Democratic and Republican candidates.

In defense of those who have yielded, however, it must be said that the tone of the Progressive Party's letter was of such unrestrained belligerency as to make almost anyone flinch, and further it quoted (out of context) an FCC letter seemingly assuring the Progressives that the FCC would kick off the air any station that didn't give the party anything it wanted.

So far, unfortunately, the FCC has done nothing to disavow the purposes ascribed to it by the Progressive Party. That, more unfortunately, is in keeping with the traditions of the FCC which seems to have taken a perverse joy in recent years in making politics an intolerable problem for broadcasters,

In this case the Commission could at least partly redeem itself by telling the Progressives to behave with more propriety and quote the Commission correctly. Continued silence from the FCC will only encourage more malicious methods of thuggery by a party which has already demonstrated a contemptuous disregard for ethics or law.

New Headache

IT IS NOT enough that broadcasters should be going into this political season with the legal encumbrances that have plagued them through the years. This time they have an additional, and as yet unclarified, stricture to observe.

Thrown into the final version of the McFarland Act was a section prohibiting broadcasters from charging political candidates more than "the charges made for comparable use of such stations for other purposes."

Immediately, of course, the question arises: What does "comparable" mean? In the absence of official interpretation, broadcasters will have

to follow their own best judgment in applying this rule.

The NARTB has issued some suggestions along this line which seem to be fine as far as they go. The NARTB has advised broadcasters to charge local rates for local candidates and national rates for national candidates.

We think the rule of comparability should be strictly applied. Each candidate who seeks to buy time to advertise his candidacy should be regarded exactly as a commercial sponsor who wants to advertise his product. If a station has a local rate, it should apply, with appropriate discounts for frequency, to candidates whose spheres of interest coincide with the marketing areas of merchants who are accorded that rate. If the station gets a national rate from commercial accounts whose marketing area is statewide, then candidates for state offices should be charged accordingly.

Further, candidates who preempt time already sold to a commercial sponsor ought to be charged the same prices that a commercial account preempting such time would be charged—the cost of the time preempted plus whatever rebates must be offered to the original sponsor whose time is preempted.

Bread-Boarditis

SOONER or later—preferably sooner—the FCC will be compelled to recognize the march of electronic progress by putting into effect its proposed rules to ease operator ticket regulations and permit remote control of transmitters.

Organized opposition to the Commission's proposed rule changes is reminiscent of the stubborn battles to forbid use of electrical machinery and concrete mixers in building construction. It is based on a fallacious jobeliminating premise in an era of acute technician shortage.

In the station bracket of 10 kw and under can be found the backbone of American broadcasting. In this same bracket there is a dearth of available first-class ticket holders available for work at wage levels for comparable technical help in thousands of communities. It is a serious shortage that harrasses managers compelled to staff transmitters under provisions of antiquated regulations.

These requirements were set up in an era of bread-board equipment—an era when a soldering iron and roll of wire were a station's best friend. They were adopted in an effort to keep equipment operating without frequent breakdowns.

Check the log of any small broadcast station, preferably several dozen stations, and the inevitable conclusion will be that a very few hours a week maintenance will be adequate. That's what chief engineers are for, and in case of rare mechanical crisis most stations summon outside technical service.

In the case of remote operation, technical progress has produced equipment that can be operated more efficiently by unattended means than by personal attention, as successfully demonstrated in Canada.

It's unpleasant to see featherbedding artificially stimulated. People are not being thrown out of work. No shortage of jobs is plaguing technicians. On the other hand, there are jobs for all. More jobs are in the offing—thousands and thousands of jobs—as TV starts its promised expansion. Video operation entails use of larger and more knowledgeable technical staffs because both audio and video are involved.

The facts must be faced—hard facts of broadcast life outside the glamour of big-city boundaries and 50 kw electronic palaces. Electronics is a burgeoning field. There will be more and better jobs—for those that have the initiative to keep abreast of developments.





SEN. ERNEST W. McFARLAND

T was the closing sessions of the 82nd Congress. Finally, after a year of inaction, the House was scheduled to take up the McFarland Bill (S 658) for revising the Communications Act of 1934, which the Senate already had passed. House leaders had scheduled the debate for a Tuesday.

Late the week preceding, the White House told its cohorts in the lower house to yank the bill. It had several provisions the President's aides didn't like—a newspaper anti-discrimination section, separation of FCC staff from commissioners proviso, and others.

So, off the House schedule it came.

It was then that the soft-spoken, junior Senator from Arizona, whose name the bill bore and who had shepherded it through three Senate passages, exploded.

No one knows the complete story, but the upshot was the rescheduling of the bill for the next week's calendar, its passage by the House, and finally the President's signature—putting into effect the first substantive changes in radio's basic law since the Radio Act of 1927

If there's one attribute Ernest William Mc-Farland has—it's doggedness.

That, and a reputation as a man whose word is his bond.

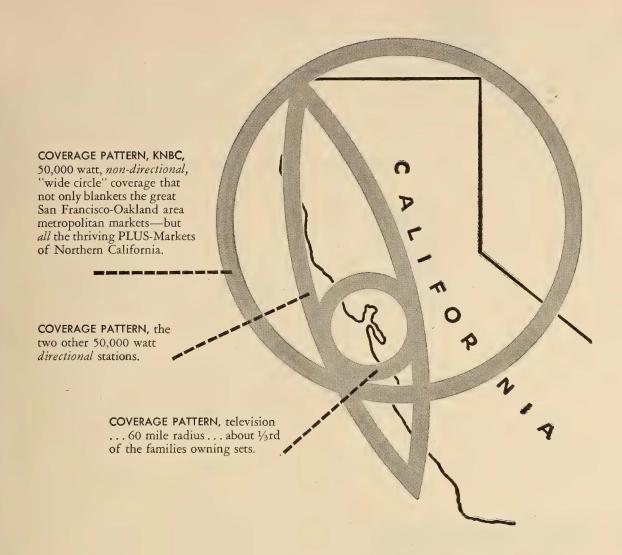
There's one other characteristic the stocky, white-haired one-time Arizona judge has. That is his ability to conciliate the diverse temperaments and views of the 95 other Senators who sit in the "greatest deliberative body in the world." It is this facet of his character that has made him a successful leader of the Democratic majority in the Senate.

The need for changes in the Communications Act became apparent as early as 1939. Radio's statutes (basically those of the Radio Act of 1927) were already 12 years old and the art of communications had zoomed forward in the interval—to the point where many of the provisions of the law were antiquated.

Sen. Burton K. Wheeler (D-Mont.) tried to do something about it in 1939. Rep. Morgan G. Sanders (D-Tex.) tried to do something about it in 1941. Sens. Wallace H. White Jr. and Wheeler tried to do something about it in 1943. Again in 1947 Sen. White and Rep. Charles A. Wolverton (R- N. J.) tried.

A man with less persistence would not even have tried to amend the Communications Act after the unsuccessful history of past attempts. But, Sen. McFarland is nothing if not pertinacious. In 1949 he got his bill through the Senate. It failed to get anywhere in the

(Continued on page 52)



In Northern California...

KNBC reaches more people, more often, than any other radio or TV station. This wide circle coverage plus program popularity make KNBC, San Francisco, Northern California's No. 1

Advertising Medium

50,000 WATTS • NON-DIRECTIONAL • 680 KC • REPRESENTED BY NBC SPOT SALES

front office



IRVIN G. ABELOFF, general manager, WLEE Richmond, Va., elected vice president.

RICHARD B. STARK, account executive, The Katz Agency, named account executive on sales staff, DuMont Television Network.

WILLIAM J. HUBBACH rejoins KOMO Seattle as account executive after two years service with Navy.



HAROLD FROELICH, K O T V (TV) Tulsa, to sales staff, The Katz Agency, Detroit. NORMAN R. PROUTY, sales manager, WFIL Philadelphia, transfers to agency's New York office.

MEL GOLDBERG, account executive WONE Dayton, Ohio, to WKPA New Kensington, Pa., as commercial manager.



Mr. Prouty

Mr. Froelich ROBERT DeSOUSA, sales manager, KNBH (TV) Hollywood, has resigned.

JOSEPH M. FLANIGAN, advertising sales staff, The New Yorker, to WQXR New York as account executive.

WESLEY ELLIS, announcing staff, KTBC Austin, Tex., and TOM BROWN, producer, WFAA Dallas, to sales staff, WRR Dallas.

AZIE ALPERN, consultant to Schepp-Reiner Co., N. Y., station representative, to same firm as general manager. NOAH JACOBS, New York representative of Shepard Engineering Co., to Schepp-Reiner as account executive.



National Representatives

(a) WEED & COMPANY

(b) THE WALKER COMPANY

RAHALL STATIONS

BILL O'DONNELL, sales staff, KXOK-FM St. Louis, transfers to AM outlet in same capacity.

KSJO San Jose Calif., appoints Adam J. Young Jr. Inc. as national representative.

Personals . . .

WAYNE W. CRIBB, general manager, KHMO Hannibal, Mo., recuperating from operation performed last month . . . JAMES D. SHOUSE, Crosley Bostg Corp. and Avoo Mfg. Corp. executive, named to personal staff of Gov. Lawrence Wetherby of Kentucky with honorary rank of colonel for "his contributions to his native state of Kentucky. . . ."

LT. COL. GEORGE O. GILLINGHAM, FCC director of information, goes on two weeks active duty Aug. 16 with Chemical Corps at Fort Meade, Md.

Our Respects To

(Continued from page 50)

House. Again in 1951, Sen. McFarland reintroduced the bill. Again the Senate passed it. But for 15 months it virtually stagnated in the House. Then, finally, the big push came and in June of this year it was ready for floor debate.

And then came the word from the Executive Mansion. For a while it looked as if the fate of S 658 was going to duplicate that of all the previous communications measures.

But, Sen. McFarland got his dander up. As majority leader he was not only able to buck the White House, he actually had enough influence to force it to back down.

Ernest William McFarland—"Mac" to his colleagues on Capitol Hill—is the son of pioneer parents who were among the early settlers of the Pottawatomie strip in Oklahoma. He was born in Earlsboro, Okla., in 1894, and attended the Earlsboro and Seminole County public schools. For a while he thought he was going to be a teacher and he attended the Oklahoma East Central State Teachers College at Ada. In 1917 he got an A.B. degree from the U. of Oklahoma.

Taught in Rural School

During this time he taught rural school in Seminole County. While studying for his A.B., he was law librarian at the university. In between times, he clerked in a grocery store and sold life insurance.

After a hitch in the Navy during World War I, the young McFarland went to Stanford U., where in 1921 he received his Master of Arts degree and also the right to sign "Jur. D." (Doctor of Laws) after his name. In 1950, Sen. McFarland was honored by his own state university with an honorary LL. D. (Doctor of Law and Letters).

After three years of law practice in Casa Grande, Ariz., the young barrister was named assistant attorney general for the state of Arizona.

After two years in that position, he was elected attorney for Pinal County, a position he held for six years until his election in 1935 as judge of the Superior Court of Pinal County. (He is still "The Judge" back home in Florence.)

To all who live in Arizona, the most important question in their livelihoods is—water. And the man who knows most about Arizona's water laws is—Sen. McFarland.

Without water for irrigation, flowering Arizona would return to the mesquite and sand of the desert.

As a young attorney, as assistant attorney general, as a county attorney and as a judge, Sen. Mc-Farland handled much water litigation. In fact, until he became county judge, he represented the San Carlos Irrigation and Drainage District of Arizona. And, as a judge he handled many such cases.

Colorado River Project

If there is one thing Sen. Mc-Farland would like to have, to cap his Washington career, it is the passage of legislation approving the diversion of Colorado River water to the great Central Valley of Arizona. Since 1949 he and his fellow-Arizonan, Democratic Sen. Carl Hayden, have pressed for, and gotten through the Senate twice, a bill which would authorize this. But, time after time, House passage has been stymied by the bitter opposition of California representatives.

When Sen. McFarland was elected to the Senate in 1940—he took Sen. Henry F. Ashurst's seat—he came under the influence of a fellow westerner, former Sen. Wheeler, who was chairman of the Senate Committee on Interstate & Foreign Commerce. This is the committee which oversees broadcasting and communications among other things.

Sen. Wheeler took the 46-yearold freshman Senator and made him a member of the subcommittee on communications, of which Wheeler himself was chairman.

Thus, right from the commencement of his Senatorial life Sen. Mc-Farland has been closely identified with communications.

In the 81st Congress, Sen. Mc-Farland was made chairman of the communications subcommittee of the Interstate & Foreign Commerce Committee. His good friend, fellowwesterner and fellow baseball rooter, Sen. Edwin C. Johnson (D-Col.), became chairman of the whole committee.

As chairman of the communications subcommittee, therefore, he came to know intimately the problems of broadcasters and the activities of the FCC. Small wonder then that his interest in radio law led him to foster the changes he literally had to bull through the Congress.

Sen. McFarland also is a member of the Senate Committee on Interior & Insular affairs.

Sen. McFarland is married to the former Edna Eveland. They have one daughter, Mrs. Jewell Lewis. When he's home, the Senator likes to get back to the soil—he owns a small cotton farm near Florence. He's a member of the American Legion, the Masons, Elks, Lions, Moose, Knights of Pythias and attends the Methodist Church.

Right now he's engaged in a tough battle for re-election. Victory-sniffing Republicans think they can gain great prestige by unseating the Senate majority leader. His opponent is Phoenix merchant Barry Goldwater.

High spot of his Senatorial career was his election as leader of the Democratic majority in the 82nd Congress. As majority leader it was his job to see that the 49 Democratic Senators toed the line, and to try and persuade some of the 46 Republicans to vote with the majority.

To be successful he must be trusted. How well he is trusted was described by Detroit newspaperman Blair Moody shortly after his appointment as Senator from Michigan to succeed the late Sen. Arthur Vandenberg.

Writing in the New York Times Magazine last year, Senator Moody described a conversation with Sen. McFarland on the floor of the Senate just before the vote on whether the hearings on the dismissal of General MacArthur were to be open or closed. Here is what he said:

I walked down the aisle to talk with the Majority Leader, Senator Ernest W. McFarland of Arizona—seated front row, center-aisle-left. One of the sharpest changes of opinion resulting from my move from gallery to floor was in my attitude toward McFarland. As a reporter I rated him quite a good fellow and a pretty fair choice for the leadership. From the floor he is tops on both counts. He knows how to handle men. . . I whispered in his ear, "Ernest, I hate to leave you on my first vote. But I don't see how I can vote for closed hearings. You know my newspaper background. Why don't we open them up?"

Here was a defection which might

Here was a defection which might reverse the result of the roll-call. Mc-Farland never batted an eye. He whispered, behind the back of his hand: "That's all right, Blair. I'll never ask you to vote against your convictions. . . ."

Even the opposition has words of high praise for Sen. McFarland. Here is what Minority Leader Sen. Styles Bridges (R-N.H.) said the closing day of the 82nd Congress:

I have found Ernest McFarland to be fair, courteous and impartial. He is a man whose word is as good as his bond. . . If it [majority leadership] should remain on the other side, I appreciate the excellent judgment of the Democrats in selecting Ernest McFarland as their leader.

And the page boys love him. In

a Washington Post article several Sundays ago, author Glenn D. Everett said that Sen. McFarland had acquired no nickname among the blue-suited pages who run errands for the Senators (they've nicknamed other senators "Baldy," "Potato Head," "Mumbles," etc.). McFarland is popular among the pages, the article said, "because he is always urging the Senate to get on with its business. There's no happier music to the ears of the Senate employes. They love him."

CBS INC. ELECTS Murphy, Van Volkenburg

ADRIAN MURPHY and J. L. Van Volkenburg, presidents of CBS Radio and CBS Television, respec-

Radio and CBS Television, respectively, were elected to the board of directors of the parent company, CBS

Inc., at the board's regular meeting last Wednesday.

The action, announced by CBS President Frank Stanton, brings the board's membership to 16. In addition to the new mem-



Mr. Van Volkenburg

bers, they are: Prescott S. Bush, Frederick L. Chapman, Bruce A. Coffin, Lloyd H. Coffin, David H. Cogan, Ralph F. Colin, James B. Conkling, J. A. W. Iglehart, Leon Levy, Edward R. Murrow, Samuel Paley, William S. Paley, Dorsey Richardson and Mr. Stanton. William S. Paley is board chairman.

Mr. Murphy, with CBS since 1936, has been president of CBS Radio since last March 11. Before that, he was president of the CBS Labs. Div. from the time it was established when the various CBS broadcasting and manufac-



Mr. Murphy

turing operations were set up as autonomous units in July 1951. He was executive director of television for CBS before the war and afterward was a key figure in CBS color TV affairs.

Mr. Van Volkenburg has been president of CBS Television since the division was created in the July 1951 reorganization. joined CBS in 1932 as sales manager of its KMOX St. Louis, and the following year was named president and general manager of the station. He transferred to the CBS Central Div. in Chicago in 1936, and to the New York headquarters in November 1945 as general sales manager of CBS Radio Sales. He subsequently served as director of CBS Television Operations, and vice president in charge of CBS Network Sales.

WAPI 'REPORTER'

Sen. Sparkman To Be Honored

WAPI Birmingham will give a dinner Aug. 21 for its favorite political reporter—Sen. John Sparkman (D-Ala.), Democratic Vice Presidential nominee. The station boasts it is the only radio outlet whose convention reporter wound up as a candidate.

Sen. Sparkman broadcast a daily 5:45-6 p.m. commentary on WAPI during the Democratic convention. WAPI in turn fed a 12-station Alabama hookup. Thad Holt, WAPI president, credited the Senator with many beats and exclusives, including "an excellent job of covering the Southern walkout and getting both factions on the air." The Senator also covered the 1948 Democratic convention for WAPI.

WAFM-TV, Mr. Holt said, teamed with WDSU-TV New Orleans and WMCT (TV) Memphis in a three-state Report to the South convention program, with Sen. Sparkman handling the Alabama portion of the feed.

Guests at the Aug. 21 dinner will include all who helped in the Chicago convention coverage. Ed Norton, WAPI board chairman, and Mr. Holt will be hosts, with Mayor Cooper Green, of Birmingham, as chairman of the arrangements committee. Proceedings will be broadcast and telecast. Sen. Richard M. Nixon (R-Calif.), Republican Vice Presidential candidate, has been offered the same radio-TV facilities.

POULTRY POLITICS

Stevenson on Chicken

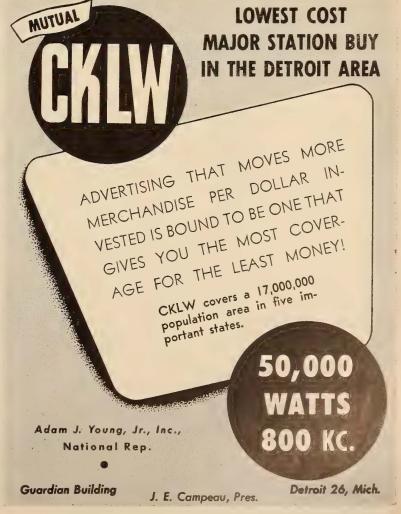
GEORGE BIGGAR, program executive at WLS Chicago who handles the station's famed National Barn Dance, has a letter he may save for his grandchildren. Written by Illinois' Gov. Adlai Stevenson, the letter tied in with a fried chicken promotion featured on Ralston-Purina's Party Line at the station.

The letter: "It's no secret to my friends that southern fried chicken is one of my very favorite dishes. Confidentially, my resistance is low also to chicken chop suey. In both these enthusiasms I know I have a lot of company. In fact, I'm sure that if I could count on the drumstick vote in the election this fall I would be sure of re-election."

The letter was written before the governor was nominated for the Presidency by the Democratic Party.

Mutual Renews Heatter

SIGNING of five-year extension of newscaster Gabriel Heatter's exclusive radio and TV contract with Mutual was announced last week by Executive Vice President William H. Fineshriber Jr. The renewal runs from Jan. 1, 1954, to Dec. 31, 1958. Mr. Heatter currently is heard twice a day on Mutual's weekday schedule.



air-casters



OBERT J. SULLIVAN, CBS Radio Spot Sales, named promotion manager, WOR New York.

CHARLES STAMPS appointed associate TV director, NBC Chicago. ERNEST SANTELL named TV production facilities assistant there.

CARL F. NEUMANN, farm service director and livestock market reporter KOMA Oklahoma City, to WLS Chicago as assistant farm program director.

LENNY SHERMAN, New York TV actor, assigned role in Warner Bros. feature film, "Back to Broadway."

LEONARD MOSBY, continuity director, WJHP Jacksonville, Fla., to WMBR-TV same city, as floor man-

BOB HAMILTON, disc m.c., KHON Honolulu, to KWKW Pasadena, Calif., in a similar capacity.

SHIRLEY HEINES appointed music director, WJPS Evansville, Ind., replacing DOROTHY McLEAN.

NADINE HILL, office manager, KCSB San Bernardino, to Hollywood office of KBIG Avalon.

BUNNY ROBERTS, Miami, Fla. disc jockey, to WOR New York for Tues. through Sun. disc show.

WILLARD F. HANSON, WPAC Patchogue, L. I., appointed farm director.

11th IN EFFECTIVE

BUYING INCOME

PER CAPITA

among Sales Management's

162 Metropolitan Areas

.

Distributors and merchants

here are pleased that the

Quad-City area has moved

3 steps ahead to 11th place

in the effective buying in-

come category. This great

depth of quality among

240,500 Quad-Citians is a

pretty good promise of suc-

cess for the advertiser who

has good merchandise to

sell and does it wisely

through the use of WHBF

-a Quad-City sales me-

dium for over 25 years.

Les Johnson, V.P. and Gen. Mgr.

CECIL L. RICHARDS to WBZ-AM-TV Boston as assistant promotion manager. JOSEPH P. CULLINANE appointed publicity director there.

PHIL ARNOLD, NBC-TV Hollywood comedian, assigned role in Warner Bros. feature film, 'Stop, You're Killing Me."

FRED MAY, WNDR Syracuse, to WPTR Albany, N. Y.

ALICE MALARKEY to KEX Portland, Ore., promotion department as assistant to CHARLES L. BURROW, promotion manager. GEORGE W. STATTON, WKYW Louisville, Ky., to announcing staff, KEX.

GEOGE FENNEMAN, announcer on NBC-TV You Bet Your Life, adds similar duties on NBC-TV Martin & Lewis Show.

STU WILSON, special events director, KBIG Avalon, Calif., assigned role in M-G-M feature film, "The Girl Who Had Everything."

JAY TROMPTER, free lance Chicago announcer, to WIND that city, as m.c. of Record Shop program.

JERRY BRADFORD to announcing staff, KPRK Livingston, Mont., after service in Navy.

LUCRETIA TUCKER to WMTR Morristown, N. J., as advertising copywriter.

LARRY FINLEY, disc m.c., KFWB Hollywood, named first honorary member of Hollywood Comedy Club.

HOLLY GRAHAM to WMCK McKeesport, Pa., for nighttime jazz disc jockey

PAUL KUPLER, sports assistant, Happy Felton's Knothole Gang, to WOR-TV New York as production assistant on sports remotes.

GOODRICH (TIGER) FLOWERS, New Orleans disc jockey and sports commentator, to announcing staff, WDSU New Orleans.

FORREST H. RESPESS, continuity director and announcer, WXLW Indianapolis, appointed radio-TV public information officer for Indiana Wing of Civil Ar Patrol.

EVERETT MITCHELL, NBC Chicago farm commentator and emcee on Na-tional Farm and Home Hour, and Clara Christensen were married July

DOUG CLARK, WASH-FM Washington announcer, and JEAN BECK-WITH, Enders Adv., that city, were married in June.

ROLLIN C. SMITH, announcer, WSTC Stamford, Conn., father of girl, Elise Evelyn, July 30.

HOWARD E. SWANSON, announcer, WDMJ Marquette, Mich., father of boy, Neil Garnet, July 26.

MARGARET MacDONALD, radio actress, and Mark Page, Hollywood painter and interior decorator, were married July 24.

VERNE PAULE, special events director, WJPS Evansville, Ind., father of boy, Stanley Edward, July 26.

News . . .

Mr. Weeks

NICK DIRIENZO to WMTR Morristown, N. J. news staff succeeding JOE SLAVIN, who resigned to enter public relations field.

JOSEPH WEEKS, news staff, CBS

New York, to WIBC Indianapolis, in same capacity.

ROY MAYPOLE, special events announcer-commentator, KTTV (TV) Hollywood, promoted to producer of special events.

PAT MICHAELS, radio news com-mentator and former war corre-spondent, to WDSU-AM-TV New

Orleans

PAULINE FREDERICK and TAYLOR GRANT, ABC news commentators, have received Award of Merit from National Safety Council for contributions to council's transcribed radio series, The Fight for Life.

Open Mike

(Continued from page 20)

sure they would not have sent us so much tub-thumping self-praise of their cleverness-which usually arrived three days late by mail.

They would have sent us real news...

Let us hope that when future events knock off the programs that the net press crews will remember that columnists need news to write columns.

Herschell Hart Radio-TV Editor Detroit News Detroit

Wrong Port for Storm

While leafing through BROAD-CASTING • TELECASTING [July 14], my eye lit on an item about my former boss, who was a delegate to the Democratic National Convention and nominated Sen. Fulbright.

However, I would like to correct your reporter on his identity. He is Storm Whaley, general manager of KUOA Siloam Springs, Ark., not KUOM as given in the item. . . .

> Harry Waterhouse Chief Copywriter WNAW North Adams, Mass.

What's in a Name?

I note with interest the comment in the [July 21] issue of BROAD-CASTING . TELECASTING in the "Open Mike" department wherein the suggestion is made that advertising be referred to as "airvertising" or "telvertising" rather than the conventional term of just plain "advertising."

To this I add my hearty approval. As a matter of fact, some 10 years ago, while serving as general manager of WGBR Goldsboro, N. C., we originated this phrase for use on all our promotional material [which] carried the tag-line, "WGBR airvertising gets results."...

Harry G. Bright Stations Relations Mgr. International Events Inc. Fayetteville, W. Va.

Blessings on Blatt's

EDITOR:

The Blatt's Department store story in the Aug. 4 issue was great stuff. . .

This is my order for 50 reprints of same. It is stuff like this that makes each issue of BROADCASTING • TELECASTING one of the greatest sales tools in broadcasting. . . .

Walt Dennis Commercial Manager WILS Lansing, Mich.

[EDITOR'S NOTE: Mr. Dennis speaks with authority when it comes to air advertising by department stores. He used to be radio-television director of Allied Stores Inc.]

Stronger Sex

EDITOR:

This bit of information might be of interest to you. As far as I could ascertain, I was the only woman reporter covering the conventions (both) with a Minitape Recorder strapped on my shoulder. There were lots of Minitapes, but they were all borne by masculine shoulders. . . .

Alice Roosevelt Longworth . and I had quite a chat, she talking into the little mike in my hand. When it was all over, she was amazed to find herself on the radio. She never speaks for the radio, so she said, but she thought I was carrying a newfangled hearing aid and she was just trying to be cooperative. . . .

> Drue Smith WAPO Chattanooga, Tenn.

Source Work

EDITOR .

One of my projects this summer has been a research paper on educational television. BROADCASTING
• TELECASTING was the most valuable source of both objectively reported news and editorial com-

> Bob Raiford U. of South Carolina Columbia, S. C.

Testimonial

You are to be congratulated for the splendid manner in which you cover TV. Keep up the good work.

Louis C. Simmel President Simmel-Meservey Inc. (Film producers & distributors) Beverly Hills, Calif.

