# BROADCASTING TELECASTING

IN THIS ISSUE:

BC Rate Trimming Matches CBS Page 23

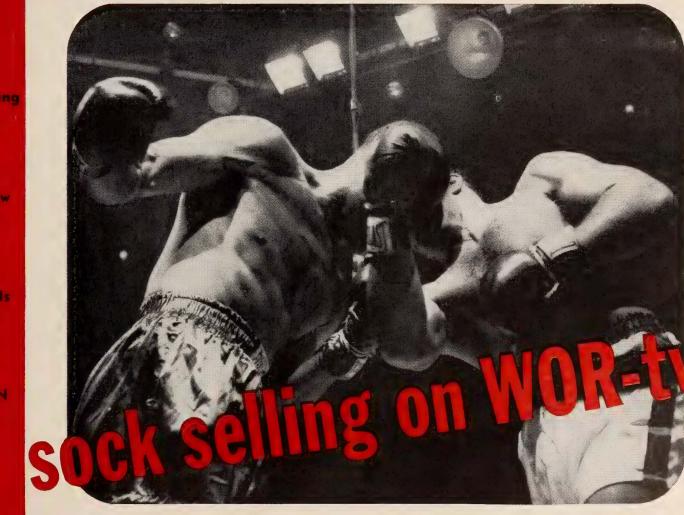
tadio Homes Now 98%—Nielsen Page 25

BS Radio Details
Fall Promotion
Page 27

lart II of WHAN
lowa Study
Page 25

TELECASTING
Begins on Page 63

The Newsweekly
of Radio and
television
y e a r



In three weeks, the 1952-53 boxing season starts on New York's

Number 1 sports station, WOR-TV.

Boxing on channel 9 packs a sales wallop, delivering...

- \* the largest local sports audiences
- \* action-packed bouts, promoted by

  Joe McKenna and the Monahan Brothers

- ★ blow-by-blow and color by

  Stan Lomax and Dick Nesbitt
- \* mass selling at one of the lowest costs-per-thousand on New York TV



serving more than 3,000,000

TV homes in the world's biggest market

# 17 YEARS OF PROGRESS



in the **FALL RIVER NEW BEDFORD MARKET** 

Delivers the Most Coverage Four stations are in the combined market. WSAR is the only 5,000 watt station. All others are 250 watts or less.

Delivers the Highest Ratings WSAR is the only station of the four which delivers large audiences in each city of the combined market.

3 Delivers Lowest Cost Per M Listeners

Factual proof that you pay less and get more listeners on WSAR than any other Fall River-New Bedford Station.



For Full Information About WSAR in the 49 Largest U.S. Market Contact Headley-Reed Company.

WSAR

Fall River-New Bedford 5000 Watts • ABC Affiliated



Represented Nationally by Headley - Reed Company



# What's in a name?

Fourteen-year-old Cynthia Mae Snyder of York, Pennsylvania, recently discovered just how important a name can be. In a contest to choose a new name for York's County Home, Cynthia won a fifty-dollar prize. Her prize-winning suggestion: "Pleasant Acres." A sign bearing the new name was contributed to the County Home by Mrs. Lowell Landis, also of York.

When Cynthia appeared at the York County Court House to receive her prize from York County Commissioners Jennings B. Hartman, Walter L. Trout, and E. J. Fitzgerald, a WGAL-TV cameraman recorded the occasion for the television audience. WGAL-TV consistently demonstrates the thoroughness of its varied news coverage by bringing its viewers newsworthy happenings of interest to the area.

# WGAL-TV

LANCASTER, PENNSYLVANIA

A Steinman Station Clair R. McCollough, Pres.

Represented by

# ROBERT MEEKER ASSOCIATES

New York

Chicago

San Francisco

Los Angeles



# "at deadline

# CLOSED CIRCUIT

THOUGHT BEING given in official quarters' to eventual sharing of presently reserved non-commercial educational channels, following pattern of early days of radio. Channels could be split, it's felt, so that commercial licensees could use half-time with balance licensed for non-commercial educational. But this is seen as possibility some months hence—after opportunity has been given for picking up of educational reservations.

FIRST exhaustive analysis of radio management and rate practices soon to start under NARTB auspices, with professional management firm retained for field work. Identity of selected stations not to be divulged.

WHEN WILL FCC give green light to licensed TV stations to use maximum permissible powers? There's strong sentiment to lift lid by Nov. 1, permitting stations on VHF Channels 2-6 to go to maximum 100 kw ERP and on Channels 7-13 to 316 kw. In UHF, maximum authorized ERP is one megawatt (1 million watts) but there's no immediate prospect of generating that energy. In its temporary processing procedure, FCC said it will issue announcement on power boost policy "at earliest practicable date."

THAT 14% cut in network compensation that stations will take under NBC's new plan (story page 23), according to insiders, was not set purely in effort to go CBS Radio one better. CBS Radio's cut to affiliates, while put at 15% actually nets down to about 13.9% when next February's daytime rate rise for present advertisers becomes effective, NBC slide-rulers figured. So NBC rounded its figure to straight 14%.

KENYON & ECKHARDT, New York, understood to be about to get new account effective Oct. 1 with billing of somewhere between three and six million.

REVERE Copper & Brass may turn to alternating week sponsorship of NBC-TV Meet the Press when present contract expires. There's concern in some company quarters over show's cost. Gross time charges were \$772,890 for 52 telecasts last year and \$523,575 for first half of 1952—before discounts—according to PIB data.

LOOK for FCC to take wraps off Conelrad, permanent broadcast alert system, in next fortnight. Both Defense Dept. and National Security Resources Board have approved it. When announced, FCC will prescribe rules and regulations and take other action to remove plan from present interim phase. Federal Civil Defense Admn. is readying Conelrad program format for use by stations.

HERE's GOP prescription for radio-TV advertising program of Eisenhower-Nixon campaign: lots of time on NBC radio-TV; some on CBS Radio and Television; directionalized

(Continued on page 6)

# PETRILLO BANS VOICE RECORDINGS

JAMES PETRILLO, president of American Federation of Musicians, Thursday took his long-awaited step on cracking down on disc jockey practice of using recorded voices of band leaders on programs. He served notice on booking agents licensed by Federation that all members and band leaders are barred from recording their voices on personal appearance transcriptions. Mr. Petrillo said voices of leaders on disc jockey programs create illusion they are in studio and taking part in broadcast and added that only disc jockey, and not live musician, benefits financially by practice.

# REGISTER-VOTE GROUPS GET GOVERNORS' AID

CHAIRMEN of NARTB state Register & Vote Committees obtaining cooperation of governors in all states in campaign to get citizens to take part in November election, according to John F. Patt, WGAR Cleveland, national NARTB chairman.

Special registration week, Sept. 16-23, designated by Gov. Theodore McKeldin, of Maryland, for that state. John E. Surrick, WFBR Baltimore, is state chairman. California has just completed similar week, set aside by Gov. Earl Warren. Lloyd E. Yoder, KNBC San Francisco, is state chairman.

#### NEW SALES, RENEWALS AMOUNT OF \$4,160,000

TWO NEW SALES and six renewals amounting to \$4,160,000 in gross billings for NBC radio were announced Friday by John K. Herbert, NBC sales vice president.

New business: Miller Brewing Co., Milwaukee, The First Nighter, 10:35-11 p.m. EST, for 52 weeks starting Oct. 7, through Mathisson & Assoc., Milwaukee, and R. J. Reynolds Tobacco Co., Winston-Salem (N. C.) Camel Scoreboard 5:30-5:45 p.m. EST for nine weeks starting Oct. 4 through William Esty Co. Inc., N. Y.

Renewals: De Soto Motor Corp., Detroit, You Bet Your Life, Wednesday, 9-9:30 p.m. EST, starting Oct. 1, through BBDO, New York; R. J. Reynolds Tobacco Co., Grand Ole Opry, Saturday 9:30-10 p.m. EDT, through William Esty Co.; Liggett & Myers Tobacco Co., New York, Dragnet, Sunday, 9:30-10 p.m. EDT, effective Sept. 14, through Cunningham & Walsh, New York; Assn. of American Railroads, Washington, The Railroad Hour, Monday, 8-8:30 p.m. EST, starting Sept. 29, through Benton & Bowles, New York; Gulf Oil Co., Pittsburgh, Counterspy, Sunday, 5:30-6:00 p.m. EST, effective Oct. 5 through Young & Rubicam, New York, and Faultless Starch Co., Kansas City, Faultless Starch Time, Sunday 11-11:15 a.m. EST, beginning Oct. 5 through Bruce Brewer & Co., Kansas City.

#### RCA DIVIDEND

RCA announces dividend of 87½ cents per share on outstanding shares of \$3.50 cumulative first preferred stock for period from July 1 to Sept. 30, 1952, payable to holders of record at close of business on Sept. 15.

# BUSINESS BRIEFLY

DUZ SPOTS • Procter & Gamble Co. (Duz) through Compton Adv., N. Y., buying day-time minute announcements in South and Southeast radio markets starting Oct. 1.

NESTLE BUYING Nestle Co., White Plains, N. Y. (Nescafe), buying radio spots in three states, starting Sept. 8, to run through end of year. Sherman & Marquette, N. Y., is agency.

BEST IN WISCONSIN 

Best Foods, New York, buying radio spot campaign in Wisconsin only, starting Sept. 8 for 13 weeks to promote its mayonnaise. Benton & Bowles, N. Y., is agency.

PEN PROMOTION • W. A. Sheaffer Pen Co., Fort Madison, Iowa, will promote its new Snorkel pen with three pre-Christmas shots on NBC-TV's Show of Shows. Half-hour segments will be sponsored Oct. 4, Nov. 1 and Dec. 13. Agency: Russel M. Seeds, Chicago.

OAKITE PLACING Oakite Products, New York, through its agency Calkins & Holden, Carlock, McClinton & Smith, same city, placing radio spots on women's participation shows, starting end of September for 13 weeks in few selected markets.

COLUMBIA RECORDS • Fall advertising of Columbia Records will include radio plus series in magazines, designed to familiarize potential customers with top Columbia artists

(Continued on page 98)

# NBC WORKS OVER LANGUAGE OF CONTRACTS

NBC officials late Friday were still at work on language of affiliation contract amendments embodying proposed new rate-and-discount structure (early story page 23). They hoped to complete work in time to get amendments, with covering letters, into mails during weekend. Text of resolution in which affiliates at Chicago meeting approved new plan is as follows:

Subject to individual negotiations, it is the sense of the NBC affiliates here assembled that the NBC proposal re adjustments of discounts to network advertisers is unavoidable at this time. and—

time, and—
The affiliates feel that their sharing in the decreased revenues resulting is equitable.

#### OFFICIAL FILMS CONTRACT

OFFICIAL FILMS Inc. announced Thursday signing of \$10 million contract involving three filmed television programs and one radio program. Shows include: My Hero, starring Robert Cummings, to be sponsored by Dunhill cigarettes over NBC-TV (also radio version over NBC); Terry and the Pirates, Canada Dry Ginger Ale on spot network and Four Star Playhouse, Singer Sewing Machine Co., CBS-TV.

for more AT DEADLINE turn page





# at deadline

# NARTH GROUP TO STUDY ALL-MEMBER INSURANCE

NEW committee to investigate plans for joint NARTB member station insurance rates named Friday by President Harold E. Fellows. Roger W. Clipp, WFIL Philadelphia, named chairman. Other members are Gilmore N. Nunn, WLAP Lexington, Ky.; Edgar Kobak, WTWA Thomson, Ga.; Harold Essex, WSJS Winston-Salem, N. C.; Calvin T. Lucy, WRVA Richmond, Va.

Staff studies by NARTB covering tower, libel and other forms of insurance will be reviewed by committee, which is charged with developing plans for board consideration. Substantial savings in premium payments for member stations indicated by underwriters' proposals.

### WGN GIVES EQUAL TIME

NOT only has WGN Chicago given time to Wisconsin attorney Leonard F. Schmitt to reply to Col. Robert R. McCormick's endorsement of Sen. Joseph R. McCarthy in Aug. 23 talk (see story on page 46), but it has also set aside five minutes for Edward J. Finan, another contender for Wisconsin GOP sena-torial nomination. Expected also to ask for time to reply are following Democrats who oppose Republicans endorsed by Col. McCormick in same Aug. 23 talk: W. Stuart Symington, running against Sen. James P. Kem (Mo.); Michael V. DiSalle, opposing Sen. John W. Bricker (Ohio); Rep. Henry M. Jackson, opposing Sen. Harry P. Cain (Wash.); Gov. Henry F. Schricker, running against Sen. William E. Jenner (Ind.). All are to ask for time under revised FCC Mayflower ruling that broadcaster may editorialize but must also give oppositive time to present its case.

#### WESTINGHOUSE PETITION

WESTINGHOUSE Radio Stations Inc., applicant for VHF Channel 8 at Portland, Ore., where it operates KEX, petitioned FCC Friday to enlarge issues in competitive hearing on that channel to allow comparative consideration of (1) various areas which Grade A and B contours of respective applicants' stations will cover and (2) type of technical service that will be rendered by respective applicants within such contours, assuming areas to be covered are substantially identical. Petition recalled issues were unsettled at prehearing conference and examiner suggested problem be put to Commission [B•T, Sept. 1].

#### FCC DENIES ACLU PLEA

REQUEST for revocation of FCC's renewal of licenses of ABC, CBS, NBC stations and WPIX (TV) New York by American Civil Liberties Union was denied by Commission Friday. ACLU asked for clarification of renewal action last June [B•T, June 16] and for rehearing on its original petition charging use of blacklist by networks and station [B•T, April 14]. Commission said nothing in new petition justified change in its grant of license renewals. Commission still has not acted on call for investigation on use of blacklist by networks and stations.

# In this Issue-

NBC will adopt new radio discount plan to match CBS Radio's reduced prices, if it can get enough acceptances from stations, which must take a straight 14% cut in revenue from network. Target date is Sept. 29. Page 23.

NIELSEN Coverage Service Survey finds that America is nearing saturation by radio. There are sets in 98% of the nation's homes. Page 25.

FORD Foundation grants \$5 million to finance educational television. Part of it is earmarked to help build non-commercial stations, with between \$100,000 and \$150,000 of Ford money tagged for each. Page 36.

IN a special article, a practicing telecaster gives future TV operators some tips on managing stations in markets of medium size. Page 68.

TALL TV towers are here to stay despite feared menace to aircraft. The working committee of representatives of government, air interests and broadcasters has concluded that tall towers are necessary. Committee recommends only slight changes in present specifications on painting and lighting. Page 27.

RCA argues to quash provisions of federal grand jury subpoena that is considered preliminary to anti-trust investigation in electronics industry. *Page 28*.

ONE-FOURTH of the TV audience in Iowa is annoyed by TV commercials. Most objections are aimed at tobacco and beer commercials. Page 25.

ABC officially announces appointment of Edward Petry & Co. and John Blair & Co. as national sales representatives for its owned and operated stations. Page 26.

SIX more TV stations (all UHF) granted. Total grants since thaw: 49. Page 65.

SUMMARIES of TV grants and applications for the week begin on Page 66.

# **Upcoming**

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 8-9: NARTB District 16 meeting, Del Coronado Hotel, Coronado Beach, Calif.

Sept. 10 BAB Sales Clinic, Louisville.

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

(Other Upcomings, page 36)

# **Closed Circuit**

(Continued from page 5)

use of ABC-NBC-MBS radio outlets, utilization of regional networks; flood of local spot,

KASTOR, FARRELL, CHESLEY & CLIFFORD, N. Y., will be appointed agency for Vitamin Corp of America (Rybutol). Account was resigned by Duane Jones, New York, last month. VCA will sponsor quarter hour sports roundtable immediately preceding and following each World Series game broadcast on Mutual.

DEGREE of interest in FCC action on ABC-United Paramount merger being manifested in deluge of inquiries at FCC from members of Congress in behalf of broadcaster-constituents. Almost invariably, it's learned, inquiries are prompted by stations affiliated with ABC, which bemoan plight of ABC in lining up fall business because of merger pendency.

EVIDENTLY bent upon balancing its books on radio vs. TV, Fortune will run next month feature length article on WNEW New York as phenomenon among radio independents. Following by nine months piece it did on WTMJ-TV, showing rather fabulous figures. WNEW piece will reveal that station grosses in neighborhood of \$3,000,000 with net of \$900,000 before taxes. Another national magazine also doing profile on WNEW, probably to run in October too.

WITH Paul Dobin's resignation as chief of Broadcast Bureau's Rules and Standards Division (see story on page 66), there's speculation on successor. Believed in line is Arthur Scheiner, assistant chief, who back-stopped Dobin in getting out complex and voluminous "Sixth Report and Order" setting up TV allocations and rules. Scheiner is 1940 graduate of Columbia U. Law School, joined FCC after five years in Army.

JUST ABOUT busiest operation in Washington these days is Motion Picture Assn. of America, preparing case for theater TV, scheduled to get under way before FCC on Oct. 20 after half-dozen postponements. Heading up staff is Edward Cooper, MPAA's TV specialist and former communications expert of Senate.

IN CASE you wondered how long it takes non-commercial educational applicant to get its CP after filing . . . U of Houston and Houston Independent School District, which jointly filed for VHF Ch. \*8, had their application accepted for filing on Aug. 13. They got their CP on Aug. 20.

#### TEMPORARIES ISSUED

FCC announced late Friday that special temporary authorization has been granted WKRC-TV Cincinnati and WSAZ-TV Huntington to operate on new channels allocated when Commission adopted Sixth Report & Order [B•T, April 14]. WKRC-TV moved from Channel 11 to Channel 12, keeps present ERP of 24.5 kw visual, 12.3 kw aural with antenna 610 ft. above average terrain. WSAZ-TV, originally on Channel 5 but now on Channel 3, granted STA which specifies ERP of 84 kw visual in maximum direction and 16.8 kw visual in minimum direction. WSB-TV Atlanta, which has been on CP since 1948, was granted license for its Channel 2 operation with ERP of 50 kw visual.

for more AT DEADLINE see page 98



# UGetThe

Audience On

# DES MOINES RAD

Latest Hoopers show it again (or look at any for the past 5 years). KRNT (CBS Radio) delivers the BIG audience day and night in Des Moines. Morning—KRNT, 42.9% (that's 101.4% greater than No. 2 station). Afternoon—KRNT, 45.5% (that's 96.9% greater than No. 2 station). Evening—KRNT, 33.8% (that's 39.7% greater than No. 2 station). Proof again—KRNT is the BIG-time buy. You're right when you buy that very highly Hooperated, sales results premeditated, CBS affiliated, station in Des Moines. Katz represents the Register and Tribune station.

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



The Honorable Alex M. Clark Mayor of Indianapolis

# "Indianapolis is proud of WIBC and its unmatched record of public service to the people of Indiana"

• WIBC has won the praise of many prominent Hoosiers like Mayor Clark for its frequent contributions to the community. Hoosiers appreciate WIBC's leading coverage of news, educational, religious, and farm affairs, and its marked emphasis on public forums. Other efforts such as the WIBC Civil Defense Manual, published recently in cooperation with national and local authorities, have also received widespread commendation.

Thousands of letters every week testify that WIBC's civic-mindedness has helped build up the state's largest following of loyal and regular listeners.

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



JOHN BLAIR & CO., National Representatives

# BROAD ASTING

#### THE NEWSWEEKLY OF RADIO AND TELEVISION

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#### IN THIS BROADCASTING

Agency Beat						 	12
Aircasters							57
Allied Arts			102020			 	84
Editorial							
FCC Actions						 	90
FCC Roundup						 	96
Feature of Week						 	18
Film Report							
Front Office							
New Business		222			0 200	 0 200	14
On All Accounts					1200	 	12
Open Mike				2 404012 0			20
Our Respects to							52
Programs, Promot	ion.	Pr	emi	iums		 	61
Strictly Business							18
Telestatus							
Upcoming		11121121				 	36

TELECASTING Starts on page 63

#### WASHINGTON HEADQUARTERS

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JAMES, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Berlyn, Assignment Editor; Lawrence Christopher, Technical Editor. STAFF; Harold Hopkins, John H. Kearney, Patricia Kielty, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Pat Nickens, Blanche M. Seward, Wanda Speights; Gladys L. Hall, Secretary to the Publisher.

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

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

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

#### SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: \$7.00.

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

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

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

ADDRESS CHANGE: Please 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.

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\*Reg. U. S. Patent Office

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BROADCASTING • Telecasting

# LO! the first Meat Packer



When an Indian brave got sick, the medicine man used a fancy buffalo-horn headdress to scare out the evil spirit.

Today, your physician uses insulin, cortisone, epinephrine and other "wonder drugs" that are considerably more effective, but come from the same source—meat animals.

This, and other examples in the cartoon above, shows that our first citizens depended on meat animals in many ways—just as we do today.

But there's a big, important difference (aside

from modern efficiency and the fact that today's packers have to pay for their raw materials). The Indian tribe had to follow its meat supply from one hunting ground to another.

Now, more than 4,000 meat packing companies, serving as assembly points for livestock and distribution centers for meat, allow us to stay put, and let the meat come to us.

Meat packers not only provide meat where we want it—how we want it—when we want it, but they do so at the lowest service cost of almost any food.

#### AMERICAN MEAT INSTITUTE

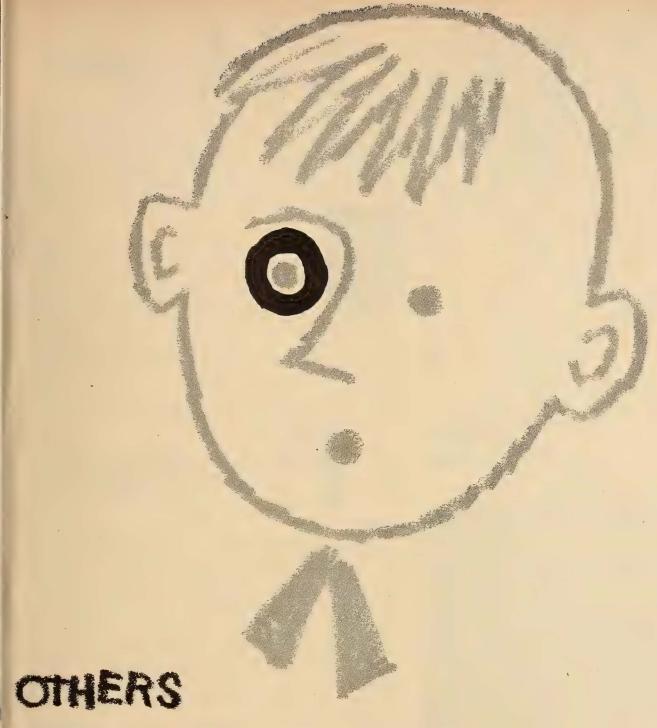
Headquarters, Chicago

Members throughout the U.S.



# SOME SPOTS ARE BETTER THAN

For the best spot, at the right time, at



... but there is no need to guess where they are.

Agencies and advertisers are getting the habit of coming to NBC Spot Sales first for the last word on radio and television spot advertising problems.

When you want up-to-the-minute research information, market data, copy clearance rulings, and TV film and slide specifications - call NBC Spot Sales. And even if you're not a client don't hesitate, pick up your phone and get the NBC Spot Sales service habit.

right place



# SPOT SALES

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

Chicago Cleveland Washington San Francisco Los Angeles Denver Charlotte\* Atlanta\*

 $*Bomar\ Lowrance\ Associates$ 

representing RADIO STATIONS:



WMAQ KNBC MATW KOA WRC WNBC

Chicago San Francisco ClevelandDenver Washington New York

#### representing TELEVISION STATIONS:



KNBH WPTZ WBZ-TV WNBK

Philadelphia Boston

WNBW WRGB

Cleveland Washington Schenectady-

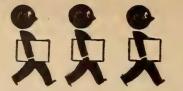
WNBT

Albany-Troy

New York



Represented Nationally by KATZ



# agency

EORGE J. ZACHERY, Geyer, Newell & Ganger, N. Y., and FRANCIS C. BARTON, vice president at Federal Adv., to Lennen & Mitchell, N. Y., as head of radio-TV production and business manager, respectively. ANTHONY LaSALA, production and traffic staff, Geyer, Newell &

Ganger, elected vice president and assistant to general

Mr. LaSala

JOHN C. MOORE, partner of Aubrey, Moore & Wallace Inc., Chicago, to Western Adv. Inc., L. A., as vicepresident and account executive.

EDMUND M. PITTS, account executive, Dana Jones Co., L. A., to Anderson-McConnell Adv., that city, in similar capacity.

PETER J. SMITH, WDTV (TV) Pittsburgh program director, to Fuller & Smith & Ross, N. Y., as assistant production supervisor in charge of daytime radio and TV.



# on all accounts

TORMAN AND IRVING PIN-CUS, package producers of Ellery Queen, Mr. I. Magination and Authors League Theatre, came to radio and television with roots planted firmly in the legitimate theatre. For a generation their family owned and operated the celebrated Longacre, Imperial and Alvin Theatres in New York.

Norman's first job after graduating from Columbia U. was managing the Alvin where, under his

management, the theatre became known as the House of Hits. He was responsible for booking such classics as "Music in the Air," "I'd Rather Be Right," "Anything Goes," "Something for the Boys" and "Lady in the Dark."

Irving began his career as Howard Lindsay's assistant in "Anything Goes." He became stage manager of "Red Hot and Blue," and then with brother Norman produced his first play, "The

Good," by Chester Erskine. With Joshua Logan, he co-authored the Rogers-and-Hart musical, "Higher and Higher," which later became a Frank Sinatra screen vehicle. He also was co-author, with Frank

Gabrielson, of "The More the Merrier," which was directed by Otto Preminger and produced by the Pincus brothers. This later was made into a movie starring Jean Arthur and Joel McCrea.

The Army interrupted Irving's career in 1942. He spent three years in the Air Corps.

In 1945, after the war, he returned to civilian life and a job as general manager for Billy Rose's "Seven Lively Arts." He also



IRVING PINCUS



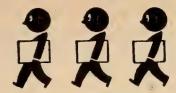
NORMAN PINCUS

started to write for radio. He was co-author of "Father, Dear Father," an original story which was sold to the Ford radio hour and

(Continued on page 42)

Storer Broadcasting Company

# beat



HIL GRANT, advertising manager, Blue Moon Foods, N. Y., to copy aff, VanSant, Dugdale & Co., Baltimore.

/ILLIAM E. BELLMAN, formerly announcer and producer of Canadian cstg. Corp., Vancouver, to James Lovick Co. Ltd., that city, as manager & radio department.

OUGLAS R. YOUNG has acquired sole interest in Taggart & Young dv., L. A., following retirement from ad agency field of EARL L. AGGART. Name will remain the same.

NDERSON-McCONNELL Adv., ENYART Adv., and BRUCE L. ALT-IAN Adv., L. A. join Southern California Adv. Agencies Assn.

OBERT F. DEGEN, account and merchandising executive, Ted Bates Co., N. Y., will teach course in "Marketing of Drugs and Cosmetics" t New York U. School of Commerce, Accounts and Finance, starting ept. 22.

ACK CONWAY, program department of Canadian Bestg. Corp., Toronto, William Gent Co., Ltd., Toronto as radio and television director.

OBERT F. ERTELL returns from service with Army to join Casler, empstead & Hanford, Chicago.

OBERT L. KORNHAUSER, Corday & Gross Co., Cleveland, to Lang, isher & Stashower, same city, as account executive.

REDERIC A. KUMMER, chief copy and plans director, VanSant, Dugale & Co., Baltimore, to Ross Roy Inc., Detroit as advertising copy apervisor.

OHN C. STROUSE, Kenyon & Eckhardt, N. Y., to Cunningham & Walsh ic., that city.

AMES IRVING Jr., E. I. du Pont de Nemours & Co., to John Falkner rndt & Co., N. Y., as account executive.

ARVIN S. REESE, new products editor, Tooling & Production magane, Cleveland, to copy staff, Fred Wittner Adv., same city.

AWRENCE F. CROWLEY, copywriter, Henri, Hurst & McDonald, hicago, to Russel M. Seeds, same city.



SEPH BAUDINO (I), vice president-general manager, Westinghouse Radio Itions, and W. C. Swartley (r), station manager, WBZ-AM-TV Boston and BZA Springfield, present Harold Randol (2nd from I), WBZA chief engineer, th a 30-year service pin, and C. S. Young (3d from I), assistant to the Ition manager, with a 35-year service pin at a luncheon in their honor at Boston's Algonquin Club.



# TO MOVE A PRODUCT AT LOW COST



This master radio persuader provides the urge to buy and makes sales zoom. His low cost per thousand listener impression sales boosts have made business grow for sponsors on CLOCKWISE and FOR WOMEN ONLY.



Offer of a free weekend in New York City and real entertainment lured 40,000 to attend this audience participation quiz show last year. Conversion of his audience to buyers and boosters of the products he sells comes natural to Ross Weller.

Ask us about WHAM's high Pulse, low cost per thousand coverage of the rich 16-county primary market where most of the people listen 99.3% of the time to WHAM.

The STROMBERG-CARLSON Station

Rochester, N.Y.

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

one low rate "corners" this

# great West Virginia Market



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

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

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

POWER	Two power-packed stations to provide a double "knockout" punch with FM for good measure.
* 4	
PROGRAMMING	The best in ABC and CBS network radio, plus a local flavoring of programming and news.
PROMOTION	Publishing monthly audience-building consumer magazines to help promote your program and product.
	A CONTRACTOR OF THE PROPERTY O
EXPERIENCE	Operated jointly and staffed by competent, capable personnel who liveand loveradio.

it costs less when you use "Personality"



the personality stations

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

# new business



### Spot . . .

RAULTLESS STARCH Co., Kansas City, renews Faultless Starch Time on 53 NBC stations from Oct. 5 for 52 weeks. Quarter-hour show originates Sundays at WLW Cincinnati. Agency: Bruce B. Brewer Co., Kansas City.

LESLIE SALT Co., S. F., renews Meet the Missus Varieties on 19 CBS Pacific radio stations, Sat., 11:30 a.m.-12 noon, PDT, for 52 weeks from Sept. 20. Agency: Long Adv. Service, that city.

BOHEMIAN DISTRIBUTING Co., L. A. (Bulldog beer), started test spot announcement campaign on KENO KLAS KORK and KRAM Las Vegas for three weeks from Aug. 28. Agency: Foote, Cone & Belding Inc., L. A.

S. C. JOHNSON & Son Ltd., Brantford (floor wax), has started twice daily spot announcement campaign for five weeks on 45 Canadian stations. Agency: Needham, Louis & Brorby of Canada Ltd., Toronto.

MARLENES Ltd., Toronto (Nil-O-Nal hair shampoos), has started quarter-hour weekly programs on 60 Canadian stations. Agency O'Neil, Larson & McMahon, Toronto.

### Network . . .

ARTONE COLOR Corp., N. Y. (Fabricolor), to sponsor segments of ABC radio's Top of the World and Postmark USA effective second week in September. This marks firm's first use of radio. Business is placed direct.

CHEMICALS Inc., Oakland (Vano liquid starch & Vano cleaner), starts five minutes of Bob Garred's newscasts, Mon. through Fri., 7:30-7:40 a.m., PDT, and Chet Huntley's news analyses, Mon. through Fri., 5:30-5:45 p.m., PDT, on 36 ABC Western radio stations, for 13 weeks from today (Monday). Agency: Sidney Garfield & Assoc., S. F.

AMERICAN TOBACCO CO., N. Y. (Lucky Strike cigarettes), starts Biff Baker, U. S. A., filmed by Revue Productions, on CBS-TV, Thurs. half-hour, from Nov. 6. Agency: BBDO, N. Y.

COLGATE-PALMOLIVE-PEET Co., N. Y. (Colgate Chorophyll tooth paste, Colgate brushless lather shave cream, Veto spray & cream deodorant), starts Mr. and Mrs. North, filmed by Federal Television Corp. on CBS-TV, Fri., 10-10:30 p.m. EST for 39 weeks from Oct. 3. Agency Sherman & Marquette Inc., that city.

### Agency Appointments . . .

GENERAL MILLS, Minneapolis, names N. W. Ayer & Son, Phil., to handle institutional advertising.

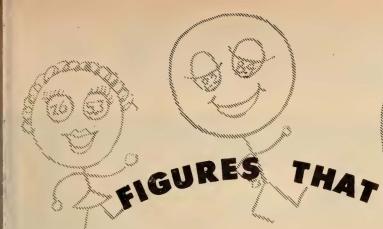
HALLICRAFTERS CANADA Ltd., Toronto, appoints E. W. Reynolds Ltd., Toronto.

# Adpeople . . .

HENRY C. BOTSFORD, assistant advertising manager of Buick Motor Div., General Motors Corp., named supervisor of advertising department of sales section of General Motors, succeeding DOLPH H. ODELL retired.

JACK WATSON, account executive, Phil D. McHugh Co., L. A., to American Concrete Reinforced Pipe Co., Southgate, as advertising manager.

SHIRLEY McWILLIAMS, sales division, Rose Marie Reid Inc., L. A. (women's bathing suits), promoted to sales promotion manager. PAUL HABERFELD, head of design department, Jantzen Knitting Mills Portland, to Reid firm as executive assistant to the president.







#### HOOPER BROADCAST AUDIENCE INDEX

STATION	MORNING	AFTERNOON
WBOK	7.6	5.3
STATION A	3.8	4.4
STATION B	1.1	1.4
STATION C	3.6	3.2
STATION D	1.9	0.9
STATION E	1.7	3.2
STATION F	2.8	3.0

### hooper says it ...

Nationally accepted HOOPER Rating service says WBOK is the No. 1 Independent.

### o'connor proves it ...

O'Connor, well known survey organization, proved that WBOK, New Orleans, is the No. 1 Independent.

	ONNOR RADIO
FI21	ENING SURVEY
HOLL	MORNING A STERNIO

STATION	MORNING	AFTERNOON
WECK	8.2	8.4



# IS FIRST

# AMONG ALL INDEPENDENTS

# PROGRAMMING THAT GETS RESULTS



#### "OKEY DOKEY"

A frantic disc jockey that knows his race and jive music so well that he is the No. 1 disc jockey in New Orleans.



#### "HONEYBOY" HARDY

His spiritual programs appeal to the Negro women. Largest mail pull of any disc jockey in New Orleans.



#### "GRAN'PAPPY" DAVIS

A two voiced country character that has a wide following in the nearby rural areas.



### ED "CORNPONE" BISHOP

A live youngster that has a modern grasp of folk music that has gained him a tremendous following.



### ED PRENDERGAST

"Man About Town" show by Ed is the sauciest, most exciting and unusual show on the air. He captures those who want good pop music.

Not only first in Audience . . . but first in national advertising . . . first in local advertising. WBOK has consistently been tops for advertisers for results . . . tops for listeners in the money saving, valuefull offers on the station.

# RATINGS OR RESULTS WBOK HAS BOTH.

Ask the distributors, ask the food jobbers, ask the local retailer... all will answer together that WBOK gets more sales... more results at lower costs.

SUCCESS STORY #1. The largest furniture store in the city says, "I get more results per dollar invested from WBOK than any other media I use."

SUCCESS STORY #3. A national food account says, "Your cooperation and merchandising program is the best that we have received anywhere on the promotion of this product."

SUCCESS STORY #2. A large automobile dealer says, "I sold 10 new Studebaker Cars in 5 days. . . . This amazing result has never been equalled for advertising dollars invested."

SUCCESS STORY #4. A national drug account says, "We have surveyed this market and have found that more Negro listeners prefer WBOK than any other station in this area."



Forjoe and Company, Representatives

# TWO GREAT RADIO STATIONS

# In The Midwest's

Detroit, effective immediately.

# AMERICAN BROADCASTING COMPANY is pleased to announce the appointment of JOHN BLAIR & COMPANY, INC. as exclusive national representatives for its owned radio stations, WENR, Chicago, and WXYZ,





The personality station of Detroit, WXYZ features top-grade local programming with established stars, well-known to the local audience, and the best in musical entertainment and service. To the audience, this formula means smooth and pleasant listening, reflected in WXYZ's outstanding audience position. To the advertiser, it means sales, with a responsive audience and the implied personal endorsement of well-known local talent.

ABC's Chicago Flagship, WENR's 50,000 watts on clear-channel 890 kc. spreads its powerful voice over a four-state area with a potential audience of nearly 5,000,000 radio families. WENR, along with WLS which shares this same frequency, taps this vast sales potential with established local programming geared for a mass audience.



offices of JOHN BLAIR & CO., Inc.

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

REPRESENTING LEADING RADIO STATIONS

# TWO GREAT TV STATIONS

# Two Greatest Markets

AMERICAN BROADCASTING COMPANY is pleased to announce the appointment of Blair- TV, Inc.,

as exclusive national representatives, for its owned television stations, WENR-TV, Chicago, and WXYZ-TV, Detroit, effective immediately.

One of America's pioneer television stations, an originator of the "Chicago School" of television programming, WENR-TV provides a fund of programming know-how and experience almost unmatched by any other television station. The result for advertisers—audience attraction and sales power which means that merchandise moves—and fast.



Detroit's "prestige" station, WXYZ-TV has, through top management and the best in technical facilities, provided Detroit with one of the country's outstanding television operations. And advertisers find that "prestige" pays off in an outstanding sales record.



BLAIR-TV, Inc . . . with offices in . . .

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



# Here's archer!



GENE ARCHER

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

Participation in this choice time period (1:45 - 2:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots, including Cuticura, Sunbeam Bread, Johnson & Johnson, Maxwell House amply supports Gene's selling story.

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

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

IN THE NATION'S CAPITAL YOUR BEST BUY IS

# FIRST in WASHINGTON



5,000 Watts • 980 KC
Represented by NBC Spot Sales



# feature of the week



GROUPED around Mr. Seigel as he signs the long-term contract are (l to r) Messrs. Slater, Hoffer and Edwards, and Ruby Grenier, Skydel's advertising director.

THANKS to WICC Bridgeport, Conn., another name has been added to the growing list of department stores which have learned of radio's worth through experience.

Skydel's in Bridgeport had a knotty problem it felt newspapers could not solve. The store had a "Big Fella Shop," which caters to extra-large sizes. Problem was how to increase traffic in this department, which had reached saturation in Bridgeport. Custo-

mers from neighboring communities were sought.

Ben Seigel, vice president at Skydel's, brought the problem to WICC. Manning Slater, WICC vice president in charge of sales, was contacted to suggest a solution. Mr. Slater conferred with Stan Edwards, WICC account executive, and Jay Hoffer, WICC sales promotion director.

Specially-tailored dramatic tran-

(Continued on page 54)



# strictly business

............

Simplicity, the key to good broadcast selling, is the most difficult approach to achieve, and also the most effective. Complexity just adds problems. This is a bit of the broadcast philosophy espoused by William Raleigh Wyatt, 30-year-old vice president in charge of the midwest division for Forjoe & Co., station representative firm.

Mr. Wyatt, who was reared in an advertising household and is now doing "exactly what I've always wanted to," stresses the creative side of radio sales, "which is more than merely selling time." Facts are primary, but the business is loaded with issues which cannot be resolved to blacks and whites. He believes the grays are preponderant, and include knowing what people like, how to hit them with

(Continued on page 57)



Mr. WYATT
... Simplicity is the key



...go the KWK way
if you want the
direct route to
radio advertising
results.

That Low-Low
cost per thousand
makes KWK
THE radio buy
in St. Louis.

Globe-Democrat Tower Bldg. Saint Louis



Representative
The KATZ AGENCY



(and western Nevadans)

# ... Be on the Beeline

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

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

(BMB State Area Report)

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

(BMB and Standard Rate & Data)

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

# McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative
Affiliated with Inland California's 3 Leading Papers

THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK

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

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

KOH

#### **Posies**

#### EDITOR:

Many thanks for the . . . article [Strictly Business, B•T, July 14] which has brought me many interesting letters from friends and strangers alike . . .

I find your publication very informative as well as newsy. . . .

John W. Haley Advertising Manager Narragansett Brewing Co. Providence, R. I.

#### EDITOR:

... I think I should mention the day-to-day mileage we get from the magazine each week in the office. For our money it's one of the best news sources around, and I assure you we all give it more than a cursory reading . . .

Roger W. Clipp General Manager WFIL Philadelphia

# open mike



EDITOR:

I don't know who writes your editorials, but I, as a former newspaperman, want to hand a few orchids, roses and other beautiful bouquets of flowers to them for their very clear, clean-cut and timely editorials that appear from time to time. Of course, the magazine as a whole is good. . . .

N. L. Royster Commercial Manager WGBR-AM-FM Goldsboro, N. C.

#### EDITOR:

... All of us guys in this business have known for a long time that you fellows do a remarkable job . . .

Gene L. Cagle President Texas State Network Fort Worth

### Erie Story, Part II

#### EDITOR:

Rep. Capper Publications, Inc. . Ben Ludy, Gen. Mgr. . WIBW . KCKN

I never like to say that I have been misquoted, especially when your publication was good enough to write an article about the effective merchandising undertaken by our three operations in Erie, Pa.—the *Erie Dispatch*, television station WICU and radio station WIKK.

In view of the "squawks" of my newspaper competitor which appear in your "Open Mike" columns [B•T, Aug. 25], I believe it would be only fair to suggest that in one or two respects your good reporter did misinterpret certain matters. He misstated the year in which I purchased the Erie Dispatch by two

Between 1945 and 1947, under my ownership, we did increase the circulation on the Sunday issue by over 10,000 and on the daily by over 5,000 copies. Verification of these figures can be obtained from the Audit Bureau of Circulation.

I would like to correct one other statement which might be misinterpreted by your readers. We do not have a joint rate card for the three media in Erie, Pa. But we are glad to sell time and/or space on any one of our operations to any person, including our competitors.

I deeply appreciate the attention you have given our effort to publicize the merchandising assistance rendered by the *Erie Dispatch*, TV station WICU and radio station WIKK.

Edward Lamb,
President, Edward Lamb
Enterprises Inc.
New York

### Roundups & Cleanups

EDITOR:

Perhaps some of the readers might be interested in our cure for "summer listening." Rodeos via radio is our answer.

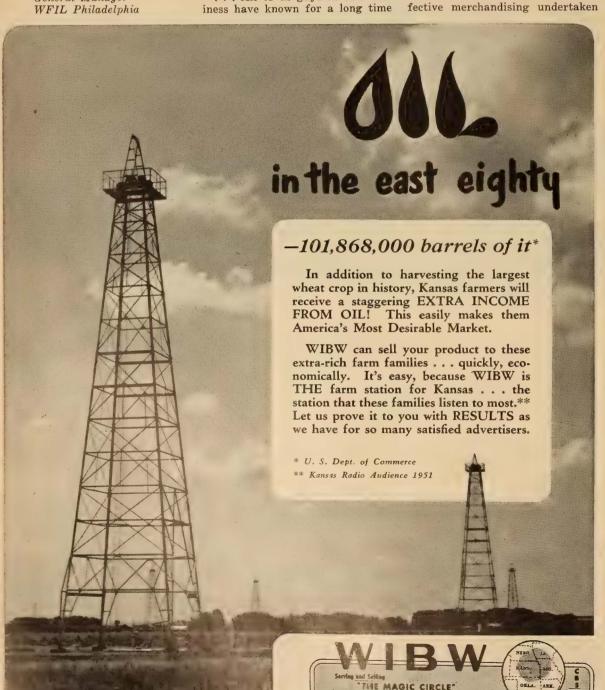
We've just finished promotion and broadcast of two rodeos, the last being our own Elks' Rodeo, and this is the third year we've promoted and aired it—the largest opening day as well as total attendance they've ever had with an over-all increase of around 30% attendance.

The other rodeo is the one at Burwell, "Nebraska's Big Rodeo," with similar results, though this was the first year it has been aired as far as we know. They liked the way we've been doing the Elks' Rodeo so wanted theirs broadcast too. They, too, had their largest opening day and their fourth day they had to put the spectators on the grass.

Can't help but feel "we dood it" since we note rodeos in other parts of the state are having a hard time making it pay.

We use announcers who have themselves been rodeo contestants and are mike broke, from our staff. . . .

> Bud Crawford President KCNI Broken Bow, Neb.



# customers for every penny! Transit radio delivers buying listeners at less than \$1 per thousand!

You know exactly what you get when you buy TRANSIT RADIO — America's booming new advertising medium. TRANSIT RADIO delivers your advertising message to a paid circulation audience—by actual fare count—at less than \$1 per thousand! In addition, you get a bonus of thousands of home listeners to WWDC-FM! Get the unique story of TRANSIT RADIO from your Forjoe man.

# Transit Radio also available on these other good stations:

KXOK - FM — St. Louis

KCMO - FM — Kansas City

WKRC - FM — Cincinnati

WGTR - FM — Worcester

WKJF — Pittsburgh

KCBO - FM — Des Moines

WTOA — Trenton KTNT — Tacoma
WBUZ — Bradbury Heights, Md.

# WWDCM

# WASHINGTON, D. C.

and all other Transit Radio stations represented by Forjoe & Co.



# Like lemon goes with iced tea

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

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

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

IN BALTIMORE



TOM TINSLEY, PRESIDENT

REPRESENTED BY FORJOE AND COMPANY

# BRORDCASTING

# **NBC TRIMS RATES**

By RUFUS CRATER

NBC revealed last week its plan to regain competitive standing alongside CBS Radio's adjusted rate-and-discount structure [B•T, Sept. 1, Aug. 18, 25], and appeared



TWO of the leaders of the affiliates at the meeting exchange viewpoints at the end of the Wednesday morning session: Walter Damm of WTMJ Milwaukee (I), who also is chairman of the NBC-TV Affiliates Assn., and P. A. Sugg, WKY Oklahoma City, who presided over the affiliates as chairman of NBC's radio Station Planning and Advisory Committee.

assured of its acceptance after two days of conferences on it with affiliates.

Tabbed to become effective Sept. 29, coincident with the ending of daylight saving time, the NBC radio plan's overall result will be closely comparable to CBS Radio's, with one major deviation that shows NBC not only is following its rival's lead in adjusting time charges but is "going after" the rival competitively.

Principal features of the plan are:

● A cut of about 23 to 30% in evening time depending on type and volume of the purchase, and costs, to be achieved—as in the case of CBS Radio's "average" 25% reduction—via revised discounts.

• Affiliates take a straight 14% cut in compensation from the network.

Daytime rates to be raised 11.11% in order to restore, as CBS Radio did, the 10% rate cut of July 1951. Through revised discounts, however, the actual cost to advertisers will be kept to an average 4% increase for morning time (compared to 5.5% for Monday through Friday day periods in the case of CBS Radio) and will be unchanged for afternoon time.

• In the only basic departure from the effect of CBS Radio's plan, NBC is expanding its "contiguous rate" system in an effort to attract the purchase of day and evening time in combination.

The new discount structure for evening time, with gross rates unchanged, calls for the following:

(1) A 10% annual rebate for 52 consecutive weeks of broadcasting (formerly it was  $12\frac{1}{2}\%$ ).

(2) Weekly dollar volume discounts ranging from 32% to 42% (formerly they were 5% on weekly gross billings between \$7,200 and \$16,200).

(3) An overall annual dollar volume discount of 47.75% in lieu of annual rebate and weekly discounts. Accounts amounting to an annual minimum of \$1 million to \$1.3 million will be eligible for this choice, it was estimated. In the past the discount has amounted to 22½% and eligibility has started at \$1,350,000 gross annual billings.

NBC officials, explaining the plan, said the 42% maximum weekly dollar volume discounts would go only to advertisers buying at least \$50,000 worth of time per week. To get the additional 10% annual rebate, making a total of 52% off, they also would have to be on the air 52 consecutive weeks.

The new daytime rates—affording current advertisers the customary six months' protection—will be 11.11% higher than at present and will be subject to the following

schedule of discounts:

(1) Annual rebate of 10% for 52 consecutive weeks of broadcasting.

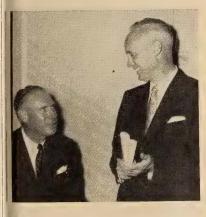
Matches CBS Radio

(2) Weekly dollar volume discounts ranging from 5 to 27.5%. These discounts are adjusted down-

(Continued on page 24)



EARNEST discussion of the plan by which NBC expects to get competitive with CBS Radio's new system of rates and discounts here holds the attention of (I to r) Sheldon Hickox, station relations director; Charles R. Denny, vice president, and Frank White, vice president and general manager.



TWO of NBC's top money men, Sales, Vice President John Herbert (I), and Financial Vice President Joseph V. Heffernan, hold a corridor conference between sessions with NBC affiliates in Chicago. Mr. Herbert presented network's fall sales plans.



MAN in the middle in job of "selling" NBC radio affiliates on the network's new rate discount structure is Harry Bannister, NBC station relations vice president, flanked by Board Chairman Niles Trammell (r) and President Joseph H. McConnell.



TWO members of the three-man committee designated to translate the NBC rate and discounts plan from legalistic to simple terms, for distribution to affiliates via letter, are Richard Mason (1), of WPTF Raleigh, and Harold Essex, WSJS Winston-Salem. Third committeeman was Robert Swezey, WDSU New Orleans.



STATION and network viewpoints are exchanged here by (I to r) George Norton of WAVE Louisville; Hugh M. Beville, NBC director of research and planning, and Richard Dunning of KHQ Spokane.

### NBC Trims Rates-Matches CBS Radio

(Continued from page 23)

ward by 10 percentage points for morning time periods, producing a differential between net time costs for morning as compared to afternoon. The difference between the 11.11% rise in daytime rates and the 4% average increase in actual costs for morning time will be absorbed via new discounts. In similar fashion all of the 11.11% increase in afternoon rates will be absorbed.

The plan received a thorough going-over in a series of network-affiliates meetings in Chicago's Palmer House Wednesday and Thursday. Though network authorities did not ask for a vote, Walter Damm of WTMJ Milwaukee presented a resolution of acceptance which was adopted by what NBC officials said was unanimous vote.

Another resolution approving the

new "contiguous rate" plan was said to have been adopted with "a few" abstentions and one dissenting vote. The dissent was understood to have come from KOB Albuquerque, owned by *Time* magazine and former FCC Chairman Wayne Coy. Mr. Coy himself, was not present at the meeting but J. I. Meyerson, KOB manager, cast the negative vote.

Terms of the new plan were spelled out in an affiliation-contract amendment slated to go out to affiliates individually over the weekend. NBC is asking that the amendments be signed and returned by Sept. 15. President Joseph H. McConnell said "the effective date of this new rate structure will be announced officially as soon as we have received the station acceptances necessary to put it into

effect." It was understood the target date was Sept. 29.

The only alternative for the stations seemed clear—a straight cut in rates, presumably amounting to at least 25% to match CBS Radio's revised structure. But to cut rates without approval of the affiliates would require that they be given 90-day notice—a fact which, network officials emphasized, would severely handicap NBC in its fall selling.

Actually, affiliates seemed to hold no real doubts that "substantially all" affiliates would accept the new plan. Some estimated that acceptances would come from enough stations to represent at least 90% of the network's dollar-volume rate card.

Harold Hough, of WBAP Fort Worth, designated to brief newsmen after Wednesday's session between NBC officials and "primary" affiliates, reported that none of the approximately 45 station executives on hand showed signs of "discord" or lack of accord on the plan. A number of big stations, however, were absent. These included WSM

Nashville; WOAI San Antonio, and WDAF Kansas City.

On this basis he said he was confident that Thursday's meeting of all affiliates would be similarly harmonious and that virtually all would formally accept the changes. The Thursday session, which drew approximately 125 station officials, also was described afterward as amicable.

NBC President McConnell issued this statement upon completion of the meetings at mid-afternoon Thursday:

"Under our plan, the NBC radio network will be fully competitive in the present market. Over and above this, the new discount structure offers real inducements to our current advertisers to expand their schedules on NBC. It is also designed to bring new business to our network and to promote the most efficient use of the medium for the benefit of advertisers, the network, and its affiliated stations.

"We have placed principal emphasis on weekly dollar volume dis-

(Continued on page 34)



THIS LINEUP includes (I to r) George Burbach, KSD St. Louis; Ralph Evans, WHO Des Moines and WOC Davenport; Edwin K. Wheeler, WWJ Detroit; Robert D. Swezey, WDSU New Orleans, and Gustav B. Margraf, NBC vice president and general attorney.

# Buckling Down to Business

BROADCASTERS can now buckle down to business.

The NBC revised radio rate structure is now "official." It meets the competition of CBS' rate-and-discount realignment of last month. What is important is that it does not go appreciably beyond.

Other networks will conform as a matter of prudent business. And the sleight-of-hand, off-rate-card dealings should terminate for good. The rate-card should no longer be the first offer, but rather the first and last.

There were no surface recriminations at the Chicago NBC sessions. Affiliates and network alike were confronted with the cold realities. They were met head-on. There was no looking back at what might have been if radio had sold itself for what it's worth.

And there was the recognition that the network, essential and desirable as it is, no longer constitutes the major sources of revenue for the station. National spot and local are the

major bread-winners, not only for the affiliates, but for the network owned-and-operated outlets too.

The realignments are not without their compensations. The unofficial and unannounced buyers' strike against the networks wasn't directed wholly against station-network rates. It was the cost of talent that had opened the Pandora's Box. Today top talent is available at rates that approach sanity. Performers know that they won't be bought if they aren't heard. More and more of the better ones are being heard these days via recordings. They are being sold through spot, rather than networks.

Both networks and affiliates are wiser after the rate nightmares of the past two years. Both know that radio is underpriced. And they know it has been under-sold at the network level—because of the greater emphasis placed upon television. It is significant that of the four major radio networks, only Mutual has shown increases in over-all billings. It is the only network which isn't selling TV out of the same shop.

AN EDITORIAL

With the hoped-for stabilization of network rates there are two logical sequels. One is the project of Ted Storz, of KOWH Omaha, to guarantee station rate cards. This has been picked up avidly at the current NARTB district meetings. And no time should be lost in getting it off the ground.

The second is harder selling and better programming in all facets of radio. The Zivs and the Worlds and the Langworths, as well as independent producers, have made prodigious strides. Broadcast Advertising Bureau is under way with its campaign to reach buyers of advertising everywhere.

These past events prove that the advertisers have been smart buyers—smarter than the sellers. The bartering and bickering will end when the buyer knows that his competitor isn't getting it for less. The time to sell that truism is now.

BROADCASTING . Telecasting

THAT every U. S. home is a radio home is fast becoming the literal truth. Figures released last week by A. C. Nielsen Co., based on the nationwide Nielsen Coverage Service Survey made during the spring, reveal that the country now contains 43,866,120 radio homes, 98% of all homes in the nation.

The new figure represents an increase of nearly two million radio homes over the 40,970,000 total reported by the 1950 census, when radio saturation stood at 95.6% of all homes in the land.

Nine individual states, as shown in the adjacent state-by-state list, approach the absolute saturation point, with percentages of 99 or greater. Iowa leads all other states with 99.5%. Five other midwestern farm states—Kansas, Nebraska, South Dakota, Wisconsin and Minnesota—are also among the nine 99-plusers, as well as Idaho, Maine and Oregon.

As a group, the southern states show the largest increase in radio home saturation since 1950, with Mississippi up 9 percentage points, Louisiana and Alabama up 8 each and South Carolina almost 10 points ahead of 1950. The Nielsen report points out that these increases may stem from both the increased prosperity throughout the South and from the new rural electrification in the region during the two-year period.

The state radio home figures and the county figures soon to be available are the first result of what

# **AGENCY MERGER**

GEYER, Newell & Ganger and W. Earl Bothwell Inc. have joined forces and will operate under the

name of Geyer, Newell & Ganger.
B. B. Geyer will continue as president and Alden H. Kenyon, president and chairman of Bothwell, will serve as chairman of the executive committee of GN&G.

Geyer, Newell & Ganger, which recently lost two lucrative accounts, Embassy cigarettes and Conoco [B•T, Aug. 29], still has an approximate \$15 million dollars worth of billing, with Nash-Kelvinator its largest user of radio-TV

W. Earl Bothwell, orginally a Pittsburgh agency, moved to New York in 1949. Its largest account is American Home Foods.

Officers of Geyer, Newell & Ganger have been moving in the past two years. Early in 1950, Robert M. Ganger, vice president and a partner, resigned to join P. Lorillard Co. as executive vice president. H. W. Newell, another partner, left the agency in May of this year to join Lennen & Mitchell, which name will be changed to Lennen & Newell, effective Oct. 1. Latter agency handles P. Lorillard Co. B. B. Geyer, president, has stayed with GN&G.

1952 RADIO HOMES STATE TOTALS (Copyright 1952 by A. C. Nielsen Co.)

	1952 Families (Sales Mgmt.)	1952 Radio Families (NCS)	1952 Pct. Radio Fam. (NCS)	1950 Pct. Radio Fam. (Census)		1952 Families (Sales Mgmt.)	1952 Radio Families (NCS)	1952 Pct. Radio Fam. (NCS)	1950 Pct. Radio Fam. (Census)
Alabama	815,900	792,920	97.2	89.2	Nevada	53,600	51,470	96.0	93.4
Arizona	226,100	210,780	93.2	89.4	New Hampshire		158,240	98.3	97.3
Arkansas	538,900	516,370	95.8	89.5	New Jersey	1,432,500	1,414,610	98.8	98.3
California	3,576,900	3,489,680	97.6	97.0	New Mexico	187,200	173,160	92.5	85.9
Colorado	409,700	401,780	98.1	95.8	New York	4,491,300	4,435,240	98.8	98.3
Connecticut	595,800	586,810	98.5	98.5	North Carolina	1,036,200	1,009,500	97.4	92.0
Delaware	94,400	91,500	96.9	96.2	North Dakota	165,200	162,830	98.6	96.9
D. C.	235,000	231,010	98.3	97.5	Ohio	2,411,500	2,374,500	98.5	97.4
Florida	880,300	855,040	97.1	92.0	Oklahoma	680,600	665,620	97.8	94.0
Georgia	935,200	904,750	96.7	90.5	Oregon	510,400	506,790	99.3	97.0
Idaho	176,600	175,080	99.1	96.5	Pennsylvania	3,019,400	2,977,320	98.6	97.6
Illinois	2,686,000	2,645,760	98.5	97.5	Rhode Island	234,300	230,830	98.5	98.5
Indiana	1,218,100	1,196,050	98.2	96.4	South Carolina	538,700	527,800	98.0	88.3
lowa	825,600	821,440	99.5	97.6	South Dakota	186,200	185,100	99.4	96.1
Kansas	607,000	601,440	99.1	96.3	Tennessee	906,400	884,350	97.6	93.1
Kentucky	805,500	781,160	97.0	92.1	Texas	2,292,700	2,244,510	97.9	92.7
Louisiana	754,700	737,350	97.7	89.7	Utah	198,900	196,740	98.9	97.4
Maine	262,500	260,950	99.4	96.0	Vermont	107,100	105,830	98.8	96.8
Maryland	671,300	648,050	96.5	96.4	Virginia	891,500	861,890	96.7	92.2
Massachusetts	1,355,300	1,333,120	98.4	98.6	Washington	781,500	772,680	98.9	97.4
Michigan	1,876,500	1,842,050	98.2	97.9	West Virginia	536,200	529,950	98.8	94.0
Minnesota	875,400	866,930	99.0	97.4	Wisconsin	1,004,900			
Mississippi	571,400	533,830	93.4	84.5			997,090	99.2	97.8
Missouri	1,240,800	1,209,900	97.5	95.2	Wyoming	87,900	85,430	97.2	95.1
Montana	181,900	177,250	97.4	95.5					
Nebraska	407,300	403,640	99.1	96.7	TOTAL U. S.	44,739,300	43,866,120	98.0	95.6

the Nielsen organization believes to be the most comprehensive single research job ever undertaken by a private organization. The Nielsen Coverage Service Survey covered 100,000 representative homes throughout the country, using a probability area sampling technique.

# DR. WHAN'S STUDY Cites TV Ad Acceptance

THREE-FOURTHS of Iowa TV viewers have no objection to video commercial announcements, according to the "1952 Iowa Radio-Television Audience Survey" conducted for WHO Des Moines by Dr. Forest L. Whan. Second half of the survey was completed last week [summary of first half, B•T, Aug. 25].

With Iowans in TV homes still spending 55.5% of total daily listening time tuned to radio, the Whan study went into the reaction of televiewers when they see commercial announcements.

"Does any of the advertising on television annoy or irritate you?" Iowa TV homes were asked. The 25.5% who found annoyance or irritation in some TV advertising mentioned cigarette-tobacco advertising at the top of the list (17.9%). Almost as many (17.4%) mentioned the amount of TV advertising, with 14.5% citing beer or other alcoholic beverage advertising. At that point the criticism fell off sharply with 8% mentioning "all or most of the advertising"; 7.1% repetitions; 6.7% interruption of programs; 4.7% "too long"; 2.7% soap advertising.

#### Listening Choices

Going into program types preferred by radio listeners, the Whan study shows a falling popularity of news broadcasts for both men and women, compared to the postwar peak of 1951 when newscasts were at a high point. Featured comedians are holding their own, with sports broadcasts drawing more listener attention.

Popular music, on the other hand, is off for the year, particularly in the case of male listeners. Audience participation programs are barely holding their own but market reports are up slightly in popularity among both men and women. Talks on farming, too, are drawing more interest while oldtime music is off somewhat.

Complete radio dramas have shown a steady increase in popularity in recent years, the Iowa study shows, with serials down somewhat from their peak popularity in 1949.

Men listed their "best liked" types of radio programs in this order: News 79.1%; featured comedians 63.2%; sports 52.5%; popular music 42.3%; audience participation 39.6%; market reports 31.7%; complete drama 31.3%; old-time music 27.3%; talks on farming 21.1%; talks, com-

### Honor Pittsburghers

SYDNEY EIGES, NBC vice president in charge of press relations, and Walter Framer, package program producer, will be among the speakers today (Monday) at dinner in Webster Hall, Pittsburgh, honoring Pittsburghers who succeeded in broadcasting. Dinner, given in connection with the Television & Radio Exposition opening in Pittsburgh the next day, will feature the Kukla, Fran & Ollie troupe as entertainers and the group will also appear twice daily at the exposition.

ment 20.9%; religious music or devotionals 19.5%; variety 18.7%; band music 14.2%; serial drama 11.1%; classical music 11.1%; homemaking programs 4.3%.

Women listed their selections as follows: News 73.4%; featured comedians 57.5%; audience participation 49.9%; popular music 47.9%; complete drama 41.9%; sports 31.8%; religious music or devotionals 28.8%; serial drama 25.3%; variety programs 22%; old-time music 20.8%; homemaking programs 18.9%; market reports 17%; classical music 15.9%; talks, comment 15.7%; band music 12.5%; talks on farming 11.3%.

# RADIO PITCH Re-emphasized by Fellows

RADIO has never been stronger and will remain so, NARTB President Harold E. Fellows told members of the San Francisco Ad Club and NARTB District 15, meeting jointly Thursday at a luncheon in San Francisco.

The NARTB president said that although "newspapers will always prosper because they provide a permanent record" and "television . . . because it provides demonstration—sight with sound—radio will always prosper because it gives greater saturation than all other media—because it is more intimate —because it is more flexible—because it is personal selling."

"And remember, too—that in the history of the world, no mass medium that has captured the imagination and interest of the people has ever failed as an industry," he said.

# ABC APPOINTS Blair Firms, Petry to Represent

APPOINTMENT of John Blair & Co., Blair-TV Inc. and Edward Petry & Co. to represent ABC owned and operated radio and TV stations was formally announced today (Monday) [B•T, Sept. 1].

Slocum Chapin, vice president in charge of ABC's five owned TV stations, and Ted Oberfelder, director of the network's five owned radio stations, jointly announced

the appointment.

All of the network's broadcasting properties are involved save its AM radio station, KECA Los Angeles. Arrangements for representation of that station have not

been completed.

Termed the most extensive spot representation agreement in broadcasting history, the deal is said to involve billings of some \$8 million in annual sales which will be commissionable to the two station representative firms. Although not announced until today, the agreement became effective Sept. 1. Blair and Petry salesmen have been informing agency timebuyers of the advantages and availabilities of ABC owned stations for a week.

As anticipated [CLOSED CIRCUIT, Sept. 1], the Petry organization was given representation of WJZ and WJZ-TV New York, KGO and KGO-TV San Francisco and KECA-TV Los Angeles. John Blair & Co. got WENR Chicago and WXYZ Detroit, with Blair-TV representing WENR-TV and WXYZ-TV.

The outside station representatives will handle sales for the stations assigned them nationally except for the city in which each station is located. In these home cities

# **DUNHILL OPENS**

#### Radio-TV Campaign in East

PHILIP MORRIS & Co., New York, will sponsor a saturation radio and television campaign using spots and five- and ten-minute programs to promote Dunhill King Size cigarettes in the key eastern markets this week. Company is also dickering for a TV network

Approximately 1,109 spots will be used for one week only-Sept. 9-15-in New York City on six television stations and five radio stations. In addition, Dunhill has bought spots and five- and tenminute shows on a 52-week basis in seven markets: New York, Boston, Providence, New Haven, Baltimore, Washington and Philadelphia.

The new Dunhill King Size, successfully promoted in midwestern and West Coast markets, will be priced the same as regular-size brands.

Dunhill also is currently negotiating through its agency, Biow Co., New York, for sponsorship of the Robert Cummings comedysituation show on NBC-TV, Saturday, 7:30-8:00 p.m. [CLOSED CIR-CUIT, Aug. 18].



AGREEMENT for national spot representation for ABC 0&O radio and TV stations is signed by principals. L to r, seated, Ted Oberfelder, director of ABC's owned radio stations, and Slocum Chapin, vice president in charge of ABC's owned TV stations; standing, Edward Petry, president of Edward Petry Co., and John Blair, chairman of John Blair & Co. and Blair-TV Inc.

the ABC local sales staffs will continue to act for the five radio and five TV stations owned by the network. The ABC spot sales divisions headed by Warren Jennings for radio and Don L. Kearney for TV will continue to function on

the local level, it was stated.

Meanwhile, General Teleradio
Inc., owner of KHJ-TV Los Angeles, announced last week that this station, which has been represented by the Petry company, is setting up its own national sales representation organization. The announcement, made by J. Glen Taylor, vice president of General Teleradio, said that the new KHJ-TV sales offices will be located in the General Teleradio New York and Chicago offices.

The move was seen as a forerunner of a General Teleradio representation division for all the company's broadcasting properties, with Don Lee Broadcasting Sys-Yankee Network and WOR-AM-TV New York, WNAC-TV Boston and KHJ-TV Los Angeles, although such a plan has not been announced.

#### Joint Statement Issued

In their joint statement, Mr. Chapin and Mr. Oberfelder said, "The selection of the John Blair & Co., Blair-TV Inc. and the Edward Petry Co. as ABC's national spot representatives provides the ABC stations with maximum selling impact in the national field. This move brings peak efficiency to ABC's selling in radio and television and will enable ABC to provide better service for its clients."

Edward Petry, president of Edward Petry Co., which now is the national sales representative for the ABC radio and television stations in New York and San Francisco and its television station in Los Angeles, commenting on his organization's new association with ABC, said:

"The highly concentrated sales effort that the combined sales staffs of ABC and the Petry organization will bring to bear will have farreaching results in the radio and

### ABC NAMES DIAZ

#### National Program Head

APPOINTMENT of Ray Diaz as national program director for ABC radio, succeeding Leonard Reeg, who has resigned, was announced

Wednesday by Charles T. Ayres, ABC radio vice president.

Mr. Reeg, who was vice president in charge of ABC radio programs, has joined the John Gibbs agency as vice president and will



supervisor of announcers at the in 1942. He previously was night announcing supervisor for NBC, which he joined in 1930. In July

establish a Hollywood branch for the firm. Mr. Diaz joined ABC radio as time of its separation from NBC 1950, Mr. Diaz was appointed national program director for ABC radio and program director of WJZ New York.

television industry. We welcome this new association with ABC as a dramatic move which will bring new sales techniques and drive to the highly competitive fields of spot sales in radio and television.

Richard D. Buckley, president of John Blair & Co., which will represent WENR Chicago and WXYZ Detroit, said, "We are delighted to have this opportunity and welcome the challenge to demonstrate the value of independent national sales representation for these fine radio stations. Our entire organization is convinced that these stations will automatically benefit from the complete devotion of our effort to the cause of national spot radio."

William H. Weldon, president of Blair-TV Inc., which will represent WENR-TV Chicago and WXYZ-TV Detroit, stated, "Of the greatest importance is the fact that these television stations are employing the services of a highly specialized television sales staff, whose ultimate responsibility lies directly with the stations represented."

# DRIVE UNDERWAY

In BAB Promotion of Radio

BROADCAST Advertising Bureau today (Monday) launched its unprecedented paid-space campaign to promote radio as an advertising medium with the first of a series of three full-page advertisements in leading newspapers and business

The first advertisement, captioned "This Man Is Now Being Sold a Food Freezer," stresses the 1952 radio audience, the tremendous growth in extra sets and the lowcost coverage provided by radio advertising. It is appearing in the Wall Street Journal, New York Times, New York Herald-Tribune, Chicago Tribune, and leading trade

To back up the advertisements. BAB member stations will be running the same ads over their own signatures in newspapers throughout the country. Simultaneously the stations will be conducting direct mail campaigns based on the same copy.

#### Hausman Heads Committee

The paid-space campaign was developed by a special subcommittee of BAB's promotion committee, headed by Louis Hausman, administrative vice president of CBS Radio. Committee members are:

Donald W. Thornburgh, president of WCAU Philadelphia and head of BAB's promotion committee; William B. McGrath, managing director of WHDH Boston Robert A. Schmid, vice president of MBS; Winslow Leighton, presi dent of WSNY Schenectady, N. Y. H. Preston Peters, president of Free & Peters; and William B Ryan, BAB president.

McCann-Erickson, New York created and executed the campaign working directly with the commit-

# TALL TOWER REPO

NO VITAL changes in FCC or CAA handling of tall TV towers are proposed in the final report of the joint working group which studied the question. This followed the aviation industry's alarm at the belief that there would be many 1,500 and 2,000-ft. TV towers throughout the country [B.T, April 28].

Report, which was released to the public today, was submitted to FCC Comr. Edward M. Webster and CAA Deputy Administrator F. B. Lee last week. They are studying the recommendations to see what should be done next. It is believed that another general meeting, such as that held last April, may be proposed to officially "adopt" the report.

Any "official" action will have to be taken by the FCC and the CAA, it was emphasized.

Recommendations of the working group, which was composed of representatives of the FCC, CAA, broadcasting-television and aviation industry and military services,

(1) Existing procedures for special aeronautical studies of proposed antenna sites (FCC Public Notice 50-1472, Dec. 22, 1950) remain as is.

(2) Encouragement for the idea of TV tower "farms" or their location atop existing tall buildings or in well-defined landmarks.

(3) Recognition that tall towers are basic in the FCC's TV allocation

(4) Establishment of lighting and painting specifications for towers up

# 'AD DETECTOR'

Chicago 'Tribune' to Use

CHICAGO Tribune will measure the effectiveness of its advertising by using a psycho-galvanometer or "ad detector" in a series of tests next month. Although the device has been used by the Ad Detector Research Corp., Chicago, in several radio and TV tests, it has been more adaptable to black-and-white advertisements, according to Sid Cobabe, vice president.

As mechanical innovations in the device are made, there will be increasing use of the system in broadcast media, Mr. Cobabe said. At this point, the machine can accommodate only one person at a time. He hopes to develop an instrument to measure reactions from 12 persons simultaneously.

The machine tests actions of the sweat glands in the palm of a person's hand as he views the overall ad or portions or it and reacts emotionally to its stimulus. The Tribune plans to use the tape-recorded results of the machine as complementary to depth interviews with the people. Tests are made in the person's home with use of a mobile unit. Comprehension and believability, established in interviews, will be checked with the galvanometer record.

This extends and revises Part XVII of the FCC's rules.

(5) Establishment of criteria regarding minimum en route altitudes for planes flying on airways which have TV towers above 500 ft. close by. This would require action by the CAA.

Present FCC requirements for lighting and painting antenna towers cover only those up to 500 ft. above ground. Towers above that height have lighting and painting recommended by regional airspace subcommittees which are authorized to approve or disapprove sites and locations. Airspace subcommittees comprise representatives of the CAA, military services, airlines pilots' associations, and

The recommended specifications regarding lighting and painting codify existing provisions already in effect in the various regions. In some respects they are more string-

WOF-

Drawn for Broadcasting . Telecasting by Sid Hix

"Another complaint about our TV tower being a menace to navigation!"

ent; in others, less so.

No Changes Proposed in Final Study

New, however, are details for marking and lighting guy wires. The recommendations call for the placing of orange colored balls. lighted at night at intervals along the guy wires.

Excerpts from data gathered by the working group, which was under the co-chairmanship of the FCC's John R. Evans and the CAA's D. D. Thomas, follow:

(1) As of Aug. 1, among 700 applicants, only one application proposed a tower higher than 1,500 ft. above ground. It is for 1,585 ft.

(2) A 2,000-ft. tower would need 90 to 100 acres as a base to accommodate guy wires. A 1,500 ft. tower would need 60 acres; 1,000-ft. tower, 30 acres; 600-ft. tower, 15 acres. A 2,000-ft. tower would cost between \$1 and \$1.5 million.

acres; 600-ft. tower, 15 acres. A 2,000-ft. tower would cost between \$1 and \$1.5 million.

(3) Since Jan. 1, 1952, regional airspace subcommittees have received a little more than 400 requests for approval of towers above 500 ft. About 270 were approved, of which 57 were relocated or reduced in height and another 57 required a revision upward in minimum flight altitudes. Remainder of applications were either withdrawn, are still pending or were informal inquiries. There were no denials.

(4) U. S. Coast & Geodetic Survey is developing a special symbol to indicate tall towers. These will be shown on future aeronautical charts.

(5) Installation of a radio warning device on towers—which would alert planes if they were too near—is under study, but technical and economic limitations seem to preclude early use.

(6) Planes using VHF omnidirectional ranges (VOR) will be flight-controlled and will not be permitted to fly at will.

### Ethyl Names Agency

ETHYL Corp.'s Chemical Div., New York, has named H. B. Humphrey, Alley & Richards Inc., New York, to handle its advertising. H. O. Nedler, vice president of the agency, will supervise the account.

# Fall Campaign

CBS RADIO Network's fall program promotion campaign is designed to sell not only radio itself and the CBS program lineup but also each affiliate station as well as the network.

This was emphasized by Charles Oppenheim, administrative manager of sales promotion and advertising for CBS Radio, before 100 representatives of 78 CBS stations assembled in New York last week for the network's annual promotion clinic.

Keynote of the fall promotion is the theme, "Whatever You Do, You Enjoy It More With Radio."

Impressed by the new promotion campaign and also by the encouraging reports of other CBS Radio officials about the outlook for network radio, the station executives present adopted a vote of confidence stating that, "as a result of this meeting, their assurance and participation in the future of CBS Radio has been bolstered and reaffirmed." (See text of the resolution, page 44.)

The station promotion managers attending the Thursday - Friday meeting received a preview of the kits of day and night program promotion material prepared under Mr. Oppenheim's supervision and which are now on their way from CBS to the stations.

In addition to mats of newspaper ads, publicity pictures and stories for placement by the stations in their home communities, the kits also include suggestions for promotion of the network programs on local disc jockey and home economics shows, among others. Kits also contain black-and-white reproductions of a series of cartoons suitable for reproduction in many ways, ranging from matchbook covers to billboards. As in last year's campaign, CBS is providing the material, but the stations pay for their local use.

Chief feature of the promotion is a CBS-recorded collection of 320 spots. They are rendered by 80 stars delivering four spots apiece, inviting listeners to tune in to their shows. A departure from the usual is the inclusion in each announcement of the individual station's call letters. The calls are recorded by each star, thus presenting the local Louis Hausman, administrative vice president of CBS Radio, in his keynote address, stated that a Pulse survey on radio listening in TV homes revealed not only that it has increased but that video families, like the rest of the population, listen to the top radio network programs, preferring the Bergens and Bennys to local disc jockeys and news. Many of the radio listeners in TV homes seem to prefer radio drama and comedy to the same kind of programs on TV, he reported.

Calling the Pulse survey the most encouraging sign network radio advertising has seen in many months, Mr. Hausman said that it should give the networks a feeling of hope and long-range security. Here, he stated, is solid proof that listeners are increasing their use of radio and are continuing to listen to network shows. The survey, he said, is the first step on the part of CBS to see what is happening to radio listening in TV homes.

John Karol, CBS Radio vice president in charge of network

(Continued on page 44)

# RCA SUBPOENA Firm's Counter-Motion Argued

before Judge Edward Weinfeld in the U.S. District Court, Southern District of New York, Thursday on a motion by RCA to quash or modify the patent and license provision of a grand jury subpoena that is considered the initial step into an investigation of possible anti-trust law violations in the radio and television manufacturing industry [BoT, March 3].

After hearing argument by opposing counsel, Judge Weinfeld granted a request by John Cahill of Cahill, Gordon, Zachry & Reindel, attorneys for RCA, for 20 days, time to reply to the Government's stand in opposition to the motion.

#### Cahill's Argument

Mr. Cahill based his argument for dismissing or modifying the subpoena on grounds that (1) it is inoperative insofar as it "covers matters already disposed of by the consent decrees of 1932 affecting the patents and patent licensing activities of RCA" and (2) it is "so broad, sweeping, vague and indefinite that compliance herewith would be unreasonable and oppressive.'

Referring to the consent decrees entered in to by RCA and the government in 1932, Mr. Cahill contended that these decrees were still binding today. He emphasized that RCA, seeking a final determination of the anti-trust issues raised at that time, consented to the decrees, as did the government. He further argues that "the jurisdiction of the U.S. District Court (in this case, in Delaware) which enters a consent decree is exclusive" and any action by a grand jury is merely another form of conduct in contempt of the decree of the court.

To buttress his position, Mr. Cahill cited attempt by the Dept. of Justice in 1942 to relitigate the issues of RCA patents and licenses. At that time, Mr. Cahill said, the court (again in Delaware) held that RCA was entitled to set the consent decrees up as "a bar to any attempt by the government to relitigate the issues raised in the

Mr. Cahill also asserted that the patent and license paragraphs of the subpoena served upon RCA could be "quashed solely on the ground that the volume of material thereby culled for-when added to the remaining paragraphs of the subpoena-is unconscionably broad in scope and incapable of submission within any reasonable time." He insisted that these paragraphs would "unnecessarily impose this burdensome and prejudical task of compliance upon RCA."

In opposing the motion, Malcolm A. Hoffmann, special assistant to the Attorney General, Anti-Trust Div. of the Dept. of Justice, advanced two main arguments: RCA's contention that the 1932 consent decree operates as a bar to a grand jury investigation has never been held or intimated by the courts; and RCA compliance with the subpoena would not be "unreasonable, oppressive, unconstitutional or improper upon other legal grounds." In this connection, Mr. Hoffmann cited compliance with the subpoena by 15 other electronics manufacturing firms.

Mr. Hoffmann argued that the consent decrees principally required the General Electric Co. and Westinghouse to "divest themselves of stock and other interests in RCA" and rendered non-exclusive certain exclusive patent cross-licensing agreements among the defendants. He claimed the decree did not purport to "legitimatize RCA's patent licensing system in the radio and television industry."

Mr. Hoffmann contended that circumstances have changed radically from 1932, and the radio-television industry, as its exists today, is far different from the days of the consent decree. He declared that a modification of prior decrees is

indicated by many complaints lodged with the Anti-Trust Div. and, he asserted, it was this situation that brought on the present investigation.

Mr. Hoffmann minimized the applicability of the 1932 consent decrees by his argument that none of the patents under which RCA presently grants licenses could have been in existence in 1932, since a patent is for 17 years.

"We understand the RCA contention to be that the effect of the old consent decree is to bar a grand jury in 1952 or at any date. until the end of time, from inquiring into RCA's patent and licensing policies," Mr. Hoffmann declared. He labelled this contention "frivolous" since it would have serious effect upon enforcement of antitrust laws if it were supported by the court.

Mr. Hoffmann defended the subpoena as a "reasonable" document, claiming that RCA could comply with it, noting that 15 other companies had complied and had taken the opportunity of consulting with the Dept. of Justice on interpretation. He claimed that compliance

### Special Simulcast

SIMULCASTING with a new twist was reported last week by Harold Hough of WBAP-AM-TV Fort Worth, who felt it may herald a new pattern in combination use of radio and TV. A local county political candidate, wishing to reach his electorate by all broadcast media, lined up a simulcast which used WBAP-TV but not WBAP. WBAP's radio operation, a 50 kw outlet, reached farther-and cost more - than the candidate wanted to pay. So he chose WBAP-TV and a lowerpowered radio operation - 5 kw KFJZ Fort Worth-to tell the story simultaneously by radio and television to his voters.

with the subpoena was specified as "within a reasonable period of time" and added it explains with "particularity the subjects to which the documents called for relate.' Replying to RCA's contention that the volume of material sought would work a "staggering burden," Mr. Hoffmann said the volume is "in no way a measure of the reasonableness of the subpoena.

# CAMPAIGNING

ACTUAL attendance at political rallies throughout the nation is no longer an accurate gauge of American voters' sentiments-in fact, such rallies may pass, along with nominating conventions, into the limbo of political history.

That was the consensus of veteran campaign observers last week as the post-Labor Day drives of the Democrats and Republicans got into full swing, with fresh evidence of a new batch of network and local station time purchases [B•T,

At the same time, TV's "bogeyman" role as an attendance-killer, which chrenically plague sports

magnates and promoters as well as motion picture film producers and exhibitors, emerged in sharper focus on the political horizon.

As TV's prowess has haunted sports entrepreneurs in recent years, so inevitably its implications descended on the politicos for the first time as an aftermath of the Chicago nominating conventions that stimulated the televiewing audiences of the nation last July.

The key protagonists in this new political development were the two major candidates-Gov. Adlai Stevenson and Gen. Dwight D. Eisenhower. As a sidelight, Gov. Stevenson and President Truman were abruptly cut off the air when their political talks ran beyond the allotted time reserved by the Democratic National Committee.

Moved From Stump to Fireside

When the Illinois Governor addressed a Detroit crowd estimated between 15,000 and 20,000 in Cadillac Square on Labor Day, newsmen were quick to point out that atendance fell at least 40,000 short of that drawn by President Truman at a similar Labor Day rally in 1948.

Wilson Wyatt, Gov. Stevenson's personal campaign manager, was quick to point out that Mr. Truman's '48 talk was not telecast and that the Governor's speech (CBS-TV, Monday, 1-1:30 p.m. EST) was televised nationally by a major network as well as locally.

But was the Governor's "audience" really small or was it large? Close associates of the Democratic nominee noted that millions of people actually viewed the talk. The one thing they were certain of was: Actual attendance at a rally is no longer the barometer of shifting political winds.

A similar appearance of the Governor in Grand Rapids, Mich. (telecast locally by WOOD-TV) drew between 3,000 and 5,000 spectators in Campau Square.

The prospect of decreased attendance also drew attention of Eisenhower forces in Miami, Fla. When the shouting was over, WTVJ (TV) that city emerged

(Continued on page 46)



ADVERTISING strategy takes the spotlight here as agency heads confer with GOP Presidential nominee Dwight D. Eisenhower. Talking over media plans are (1 to r): J. H. S. Ellis, president of Kudner Agency Inc.; Gen. Eisenhower, and Ben Duffy, president of BBDO. The two agencies are collaborating on an advertising program for the Eisenhower-Nixon campaign, working with the Republican National Committee [B.T, Sept. 1]. Scene was the Commodore Hotel, New York, the General's temporary headquarters.

# More Samples from the WHO Mailbag

Dear Mr. Shelley:

We thank you sincerely for your service announcing the funeral of Curtis Benskin of our city. Yes the announce-ment was made at about 7:39 or 40. Since we have no news paper in Wesley, and the county papers would be published too late Thurs. so your service was perfect, covering Wesley—and burial at Metz—beyond Colfax.

The relatives and friends of the family are scattered-residing near Metz-Grinare scattered—residing fleat Met2—Grin-nell—Laurel—and up here at Whittemore —Ft. Dodge—and Emmetsburg. Our church was well filled at 9:15 and more than 100 people from near Metz attended. The WHO service is greatly appreciated.

Sincerely,

(Rev.) J. A. Riggs

Wesley, Iowa

Dear Mr. Loyet:

May I take this opportunity to thank you most sincerely for the interest taken by your station in giving news and broad-cast time to the annual Hawkeye Boys State held at Camp Dodge. I want especially to thank you for working in the important officers of Hawkeye Boys State on the regular Governor's Hour program on Saturday, June 9th.

We have received several favorable comments on the program in addition to those expressed by Governor Beardsley,

We have appreciated the hearty co-operation of Radio Station WHO in the past and are grateful for the time which has been allotted for American Legion programs and activities.

Sincerely yours,

A. F. FABER Director of Public Relations

Iowa Department The American Legion Des Moines 9, Iowa

Dear Mr. Woods:

On behalf of all our patients and Special Services, may I extend sincere thanks and appreciation for making possible the Barn Dance Frolic. It was very excellent program and one that all patients enjoyed.

We appreciate the thoughtfulness and interest of WHO on behalf of the hospitalized veterans. The cooperative and unselfish attitude of the individual participants created a warm feeling as well as an excellent performance. Please extend our thanks to all.

Very sincerely yours,

L. E. Hunn Chief, Special Services

Veterans Administration Center Des Moines, Iowa

Dear Mr. Shelley:

Just a little note of very sincere ap-preciation to you and the WHO news staff for being so kind in broadcasting the announcement of the cancellation of the Simpson College Choir Concert at Hoyt Sherman Place last night.

This willingness on the part of your staff to render such service is a very gracious act and I want you to know that there is one man over here who appreciates it.

Very sincerely yours, EDWIN EDGAR VOIGT

Simpson College Indianola, Iowa

President

Dear Sirs:

One of the finest things your station has done in a long time was to broadcast the concert by the Iowa Bandmasters Band. The music was fine and it was a thrill to hear them. With the large num-ber of high school students interested in band music there is a large listening audience. The Cities Service Band is making a large place in the habits of the American listening audience. Thank you very much for these two concerts.

Sincerely, CALVIN D. LOWELL CWO 34th Inf Div Band Iowa NG Fairfield, Iowa

Dear Mr. Woods:

As chairman of the Holy Week Noonday Services sponsored by the Ministerial Association of Des Moines I want to Association of Des Moines I want to thank you for the assistance you gave us in placing the facilities of your radio station at our disposal. We sincerely appreciate this cooperation in making possible one of the finest seasons we have

> Sincerely yours, MARVIN O. SANSBURY

University Christian Church Des Moines 11, Iowa

Dear Mr. Loyet:

Just a line to thank you and Herb Plambeck for the wonderful time a group

of friends from my World War II outfit had as guests of WHO Saturday.

Saturday was the first time in six years we fellows and our wives have had a chance to meet as a group. It was through Herb's efforts that the meeting was such a huge success. We all enjoyed every minute of it and want you to know that you have gained several more staunch supporters for your fine station.

Sincerely yours,

WILLIAM A. BUCHHOLZ Des Moines 7, Iowa

Tew professional advertising men, we suppose, have ever written a personal letter to a radio station. Therefore it may be difficult for you to realize why WHO gets mailbags of personal letters—to understand the feelings of friendship and inter-dependence that exist between WHO and its listeners. . . .

Read these few typical letters, and we believe you'll get some new ideas of what WHO means in Iowa Pluswhat WHO can mean to advertisers, too. . . .



Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives



# American Com

announces the immediate appointment of

# EDWARD PETRY

NEW YORK ST. LOUIS CHICAGO

AS EXCLUSIVE NATIONAL REPRESENTATIVES FOR

# Broadcasting pany

# & COMPANY, INC.

LOS ANGELES

DETROIT

WJZ New York WJZ-TV

KGO San Francisco KGO-TV



ATTENDING "WDSU Night at Pontchartrain Beach" are (I to r) William Ellwell, prog. dir., WDSU New Orleans; Gay Batson, WDSU chief announcer; Edgar B. Stern Jr., pres., WDSU Broadcasting Corp., and Harry Batt, gen. mgr., Pontchartrain Beach.



WORTH KRAMER (I), v. p.-gen. mgr., WJR Detroit, receives Dept. of Army Certificate of Achievement from Col. James R. Urquhart, chief, Mich. Military District, "for outstanding and conspicuous service" in presenting "the role and mission" of the U. S. Army to the public.

CONFERRING on Hallmark Playhouse's script are (seated I to r) Bill Gay, prod.-dir. Foote, Cone & Belding, Hollywood; and Lionel Barrymore, actor-narrator; standing, Joseph Cunningham, radio-TV dir., FC&B, Chicago; E. H. Baker, Western mgr., Hall Bros., show's sponsor; C. Burt Oliver, v. p.-gen. mgr., FC&B, Hollywood.



ROBERT J. McANDREWS (1), coml.
mgr., KBIG Avalon, and radio-TV
coordinator Adv. Assn. of the West,
presents annual AAW "best spot
commercials award for cities of over
100,000" to A. E. DeYoung, pres.gen. mgr., KERO Bakersfield.

JOHN STEELMAN (I), acting dir., Office of Defense Mobilization, and Adrian Murphy, pres., CBS Radio, hold scroll presented by ODM to WCBS New York for weekly series,

Defense Is Your Business.

DISCUSSING The Fred Waring Show, aired on KLZ Denver, are (1 to r): Dave Glisman, KLZ local star of show; Hugh B. Terry, KLZ pres.-gen. mgr.; Mr. Waring, Jack McMurtry, pres., McMurtry Mfg. Co., program's sponsor.



# MEDIA VALUES

Should Be Studied, Dist. 15 Told

RISE of television offers an invitation to re-examine all media as well as to see how the visual medium may affect radio, Everett Zeigler, account representative for J. Walter Thompson Co., San Francisco, told the NARTB District 15 meeting Friday.

Concluding a two-day session at the Mark Hopkins Hotel, San Francisco, district delegates took part in a TV clinic conducted by Campbell Arnoux, WTAR-TV Norfolk, Va., a member of the NARTB TV Board (see summary of Mr. Arnoux's talk page 78).

Mr. Zeigler said the agency offers perspective to the advertising business. "Radio was the first to personalize the advertising message with the persuasive voice of the 'live' salesman right in the home," Mr. Zeigler said. "Now TV's great contribution is that it brings both the salesman and the products right into the home.

"Up to now the job of clinching the sale through product demonstration has of necessity fallen largely to individual calls or demonstrations. But individual personal selling isn't enough any more."

#### Need for Advertising Stressed

Pointing out that the number of salesmen hasn't increased with the amount of goods produced in the post-war period, Mr. Zeigler said, "We need everything advertising can offer us in the way of selling techniques. We need what radio and television—or any other media—can offer in order to move the vast quantities of merchandise America has shown the capacity to produce. Sometimes today, though, it seems that radio is so concerned with TV that it loses sight of its positive assets.

"Radio didn't replace newspaper advertising. It filled a real need for a personal low-cost selling technique. It finally caused newspapers to go out and work a little harder for the ad dollar. In the final analysis it strengthened newspapers greatly as an advertising medium.

"Some of the advantages are so basic that we may overlook them. Every radio station representative worth his salt knows that he gets the best results with some of his prospects by talking to them and with others by writing to them. In other words, some people are 'earminded' and others are 'eyeminded'.

"There is no question basically of the effectiveness of radio. More often it becomes a question of when do you use one medium and when another. Most often two or three media are teamed together or in sequence to do the desired job.

"Radio gives good coverage, is an effective salesman and can be merchandised effectively. Radio is flexible and low in cost per person reached. But radio cannot show the product and the advertising life of radio is short-lived, limited to the spoken word.

"TV is a mass medium in some

markets and combines sight, sound and motion. Its quick sales response makes it an excellent merchandising possibility. But TV can be costly and frequent rate increases must be expected. Also, the number of markets, stations and sets is currently limited. Increased audiences will be paralleled by increased rates and may eventually rule out desirable programs for advertisers with limited budgets.

"Keeping radio's strong points and limitations in mind is only logical. This approach may be likened to using a rifle rather than a shotgun."

Glenn Shaw, KLX Oakland, District 15 director, presided at the two-day meeting. He observed that broadcasters have been "misled regarding their real enemy." Instead of uniting to raise the stature of radio as an industry, he said, "we have engaged in a fratricidal conflict within the industry. We must give our attention to getting the most out of the advertising dollar in competition with other media."

In an attack on rate chiseling, Stanley G. Breyer, KJBS San Francisco, called on station managers in the San Francisco-Oakland area to sign a memorandum which would assure all advertisers that they are paying the same rates for the same schedule. Under this plan, any price concession not included in the published rate card would obligate the station concerned to advise all other signatories.

Mr. Breyer started a movement two years ago designed to bring an evaluation of radio audience survey techniques.

#### Warned About Special Taxes

Philip G. Lasky, KSFO-KPIX (TV) San Francisco, chairman of the legislative committee of California State Radio & TV Assn., warned broadcasters to be vigilant in the case of discriminatory legislation that singles out radio and TV for special taxes.

Harold E. Fellows, NARTB president, reviewed NARTB operations in his Thursday morning talk. Ralph W. Hardy, NARTB government relations director; William T. Stubblefield, station relations director; William K. Treynor, West Coast representative; Thad Brown, TV director, and Richard P. Doherty, employe-employer relations director, also took part in the meeting.

Participating in the TV panel conducted by Mr. Arnoux were Mr. Brown; Harold See, KRON-TV San Francisco; Mr. Lasky; Vince Francis, KGO-TV San Francisco.

BROADCASTING . Telecasting

# JAMES E. MURLEY



producer
of



K E N — and — CAROLYN

Kitchen Program

FOR NEW ENGLAND'S TWO BILLION DOLLAR MARKET

announces the appointment of

# The O. L. TAYLOR COMPANY

as exclusive national representatives effective immediately

WLAW ABC **Boston** WGAN **CBS Portland** WGUY **CBS** Bangor WTAG CBS Worcester WSPR ABC Springfield WPJB ABC Providence WTHT ABC Hartford

7 key stations

James E. Murley,

Merchandising Coverage Area—2,385,420 radio families

Food Sales-\$2,097,578,000

Full Time Merchandising Staff

Tie-in newspaper promotion with New England's Leading Food chains

Food advertisers have invested over \$3,000,000 in this great New England Food Program in the past twelve years.

8 Newbury Street,	
Boston 16, Mass.	
Please tell me how Ken and Carolyn merchandisi	ng can stimulate sales for our product.
Name	Product
Company	
	49

### NBC Trims Rates—Matches CBS Radio

(Continued from page 24)

counts, because they provided maximum flexibility and offer incentives to all types of advertisers, both large and small. . . .

"The weekly dollar volume discount feature makes it economically attractive for advertisers to expand their station lineups on individual programs. This is accomplished without placing rigid requirements on the precise size or type of network which must be purchased to gain discount benefits. We feel that the advantages of such a discount approach are particularly striking in comparison with a discount system based on annual volume [Editor's Note: CBS Radio's new plan uses annual volume as a basisl. We intend to use these advantages as an affirmative sales tool in developing new business.

"At the same time, the availability of the 47.75% overall discount, in lieu of annual rebate and weekly discounts, avoids inequities among advertisers. It also meets the requirements of the multi-program evening advertiser who spends a substantial amount on network radio, but whose talent arrangements, marketing practices or budget situation precludes a 52week continuity on all programs. The overall discount offers such advertisers strong inducement to consolidate their radio network advertising on NBC. . . .

"By liberalizing the application of our contiguous rate policy, we are making it easier for daytime strip advertisers to buy evening strips or individual periods; and conversely we are making it attractive for our evening advertisers to add daytime programs to their broadcast operation. In this way we are seeking to develop for advertisers the maximum values of both daytime and evening radio as a means of reaching a tremendous diversified and unduplicated audience.

"We have submitted this plan to our affiliates at our Chicago meeting and are very gratified at the response shown by them and their recognition of the merits of our proposals. We intend to proceed at once to send our stations amendments of the affiliation contracts designed to implement our plan, and we are looking forward to their unanimous acceptance of it...."

#### Sugg Compliments Plans

P. A. Sugg of WKY Oklahoma City, chairman of the network's Radio Stations Planning and Advisory Committee, who presided over the meetings, also complimented the plan.

"Although the affiliates believe that in terms of values delivered, network radio is already underpriced, we recognize the realities of the competitive situation," Mr. Sugg asserted. "I think I can speak for practically all the stations represented at the Chicago meetings in saying that NBC has approached

the problem with intelligence, imagination and sound business judgment.

"As a result, it has evolved a plan which is not limited to a repricing of network time, but has many constructive elements which should sell to build our network volume on the basis of a stable price structure, and open ways for using the medium with maximum efficiency for advertisers, and with resulting benefits to the stations."

There were several reasons for confidence that the plan would be accepted.

Foremost was the fact that CBS Radio already had made the plunge—a fact which affiliates generally accepted as making it necessary for NBC (as well as other national networks) to "do something" to regain competitive status.

Another factor, at least in the minds of some affiliates, was the reduced stature of stations' earn-

#### Registration at Chicago NBC Meeting

REGISTRANTS for the rates meeting of NBC primary affiliates, the network's Station Planning and Advisory Committee and NBC officials last Wednesday in Chicago were as follows, including some other affiliates who participated:

other affiliates who participated:
Joseph Baudino, Westinghouse Stations; Robert Hanna, WGY Schenectady; E. R. Vadeboncoeur, WSYR Syracuse; William Fay, WHAM Rochester; C. Robert Thompson, WBEN Buffalo; Jack Harris, KPRC Houston; Les Peard, WBAL Baltimore; Edwin Wheeler, WWJ Detroit; Lee Wailes and Allen Haid, WSPD Toledo; Willard Worcester, WIRE Indianapolis; Harry Mason Smith and Norman E. Cash, WLW Cincinnati.
George Norton, WAVE Louisville: Irv-

Cincinnati.

George Norton, WAVE Louisville; Irving Waugh, WSM Nashville; Walter Damm and Russ Winnie, WTMJ Milwaukee; George Burbach, W. P. Rogers and H. A. Brockland, KSD St. Louis; Ralph Evans, Paul Loyet and Harold Fulton, WOC Davenport and WHO Des Moines; Stanley Hubbard, KSTP St. Paul - Minneapolis; Frank Fogarty, WOW Omaha; Al Schrott, WJAC Johnstown; Robert Harrington, WSVA Harrisonburg, Va.; Richard Mason, WPTF Raleigh, N. C.; Harold Essex, WSJS Winston-Salem, N. C.

WSJS Winston-Salem, N. C.

B. T. Whitmire, WFBC Greenville,
S. C.; G. Richard Shafto, WIS Columbia, S. C.; Leonard Reinsch, Cox Stations; Howard Pill, WSFA Montgomery, Ala.; Robert Swezey, WDSU New Orleans; Henry Slavick, WMC Memphis; William Way, KVOO Tulsa; P. A. Sugg, WKY Oklahoma City; Martin Campbell and Alex Keese, WFAA Dallas; Harold Hough, WBAP Fort Worth; H Quenton Cox, KGW Portland, Ore.; Ray Baker and William Warren, KOMO Seattle; Richard Dunning, KHQ Spokane; and Willard Schroeder, WOOD Grand Rapids.

NBC contingent on hand for the meet-

ning, KHQ Spokane; and Willard Schroeder, WOOD Grand Rapids.

NBC contingent on hand for the meetings included the following: Board Chairman Niles Trammell; President Joseph H. McConnell; Vice President Gharles R. Denny; Vice President and General Manager Frank White; Station Relations Vice President Harry Bannister; Sales Vice President John Herbert; Press Vice President Sydney H. Eiges; Vice President and Attorney General Gustav B. Margraf; Financial Vice President Joseph V. Heffernan; Director of Promotion, Research & Planning Ruddick Lawrence; Research and Planning Director Hugh M. Beville; Special Projects Director David C. Adams; Station Relations Director Sheldon B. Hickox Jr.; Station Relations Manager Thomas E. Knode, and Alan D. Courtney, Donald Mercer, Raymond O'Connell and Paul Hancock of the station relations staff.

ings from the network as compared with their income from local and national spot business.

One station executive estimated that, of all the stations represented at the meeting of "primary" affiliates, only a few (and perhaps none) receive more than 20% of their income from network business. Accordingly, he reasoned, a 14% cut in this portion of total revenue is less repugnant than it first sounds.

On the other hand, another affiliate estimated that NBC would have to sell \$75,000 in additional business on his station before he could make up the 14% reduction in compensation.

It appeared certain that NBC radio affiliates who also have TV stations would use the new radio plan as a lever to support their bid for additional compensation for TV affiliates (also see story, page 67). One affiliate said he was telling NBC authorities that if they wanted him to sign the radio amendment by Sept. 15, they had better get together on the affiliates' new TV compensation proposal no later than Sept. 14.

The effect of the new network rate-and-discount moves upon local and national spot business received considerable attention. The consensus among station executives was that these two sources of income are running stronger now than at any other time in the past two or three years.

#### McConnell Statement

President McConnell pointed up this fact with the report that NBC's New York key station, WNBC, is headed this year for the best year in its history [B®T, Sept. 1]. Similarly, Mr. Hough called attention to the strength of local and national spot, asserting that nighttime network radio is "the only fly in the ointment."

Affiliates were hopeful, in view of the local and spot strength, plus the fact that neither NBC nor CBS has actually reduced its card rate, that any carry-over effect of the new discounts upon non-network business would be minimal.

Participants said President McConnell was asked during the meetings whether he felt the current adjustment in nighttime charges would be "the last." He replied that this could not be guaranteed, but that network radio business this fall is stronger than in the past two years and he felt it should not be necessary to cut below CBS Radio's average 25% reduction in order to sell and keep network accounts.

The new "contiguous rate" plan was described as a move which will put NBC into stronger competition with CBS Radio without diminishing NBC income in any way.

Under its present discount structure, NBC makes "contiguous" concessions for sponsors of daytime strips — Monday-through-Friday advertisers. The new plan provides similar "contiguous" concessions for programs which these adver-

tisers buy in evening time. Or sponsors of evening "strips" can get "contiguous" rates for sponsorship of daytime programs.

The feature of this plan which pleased both NBC and affiliates is that, as of now, NBC has no day-time strip advertisers who also sponsor evening programs; nor does it have nighttime strip advertisers who also carry daytime programs. Accordingly, any additional business which the plan attracts is new and extra—or, as one affiliate puts it, "It can't hurt us."

Most unattractive feature of the plan, from the affiliates' standpoint, derived from a fear that it would lead the network to encroach upon the national spot field. They feared that NBC would start selling, say, five-minute evening programs at the "contiguous" discount. Accordingly, they urged—and NBC authorities agreed—that the "contiguous" rates should apply only to programs of 15 minutes or more.

Network officials, meanwhile, in citing the plan's advantages, emphasized that while NBC currently has no accounts to which the expanded plan would be applicable. CBS Radio does have daytime strip advertisers who also sponsor one or more evening programs. They made clear that they felt their new plan would prove to be an enticement to such advertisers to move over to NBC, as well as a lure to their own strip sponsors to buy additional time in the opposite segment of the broadcast day.

Spade-work on the plan had been done in the weeks preceding the meetings by Station Relations Vice President Harry Bannister, and his staff. Calls had been made on many of the affiliates.

While President McConnell made the key presentation of the new rate-and-discount plan to the affiliates, Sales Vice President John Herbert presented fall sales plans, pointing out that NBC is spending \$1 million to promote radio sales during the fall selling season.

This he broke down as follows: \$125,000 for the recently released study of radio's sales effectiveness; \$275,000 for A. C. Nielsen Co.'s radio coverage study, results of which are slated for delivery late this month; \$100,000 for promotion of these two studies, and the previously announced \$500,000 budgeted for the network's new merchandising department [B•T, Sept. 1, 1952; Dec. 3, 1951].

Mr. Herbert also reported that a total of 159 (representing 82%) of NBC's radio affiliates are currently offering a merchandising service to advertisers.

### **RCA Training Program**

MORE than 100 broadcasters from all parts of the nation are expected to attend the 12th in a series of five-day training programs at the RCA Victor plant in Camden, N. J. Sept. 22-26. The course covers basic theory, design, operation and maintenance of television broadcast equipment.

A distinguished series of radio programs designed with respect—

FOR ALL AMERICANS



# effersonia eritage

When in the Course of Human Events it becomes necessary ... for the people to reaffirm the principles of democracy, they look to the heritage of Thomas Jefferson

—natriot, fighter for freedom, man of good will.

That is why, for these critical times and for all Americans, the National Association of Educaone of these critical times and for all Americans, the National Association of Educaone of these critical times and for all Americans, the National Association of Educaone of these critical times and for all Americans, the National Association of Educaone of these critical times and for all Americans, the National Association of Educaone of these critical times and for all Americans, the National Association of Educaone of these critical times and for all Americans, the National Association of Educaone of the critical times and for all Americans, the National Association of Educaone of the critical times and for all Americans, the National Association of Educaone of the critical times and for all Americans, the National Association of the critical times and for all Americans, the National Association of the critical times and the critical times are critical tim That is why, for these critical times and for all Americans, the National Association of Educational Broadcasters presents "The Jeffersonian Heritage," an authentic, engrossing, entertaining study of Jefferson's life and times. his philosophy and its meaning for us today. -patriot, fighter for freedom, man of good will.

"Heritage" is professional, using topflight creative talents. It stars Claude Rains. It was written with music composed and conducted by Morton Wichengrad Milton Coiger and Insenh Mindel with music composed and conducted by tional Broadcasters presents "The Jeffersonian Heritage," an authentic, engros of Jefferson's life and times, his philosophy and its meaning for us today.

"Heritage" is professional, using topflight creative talents. It stars Claude Rains. It was written by Morton Wishengrad, Milton Geiger and Joseph Mindel, with music composed and conduction team. The credits of the produced and directed by Frank Pann. The credits of the produced and directed by Frank Pann. by Morton Wishengrad, Milton Geiger and Joseph Mindel, with music composed and conducted by Wladimir Selinsky. It was produced and directed by Frank Papp. The credits of the production team embrace many of radio's most celebrated programs.

"Heritage" is public service at its best, its most effective. Research and advice of Professor Dumas of the project from start to finish. It has were enthusiastic. "Heritage" is public service at its best, its most effective. Research and advice of Professor Dumas Malone, foremost Jeffersonian authority, guided the project from start to finish. It has won enthusiastic malone, foremost Jeffersonian authority, guided the project from start to finish. This is not a program endorsement from educators and civic groups, newspapers and the trade press. Malone, foremost Jeffersonian authority, guided the project from start to finish. It has won enthusiastic This is not a program authority, guided the project from start to finish. It has won enthusiastic This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. This is not a program and the trade press. The program are the program and the trade press. The program are the project from start to finish. It has won enthusiastic program are the project from the project from start to finish. It has won enthusiastic program are the project from the project from start to finish. It has won enthusiastic program are the project from th embrace many of radio's most celebrated programs. endorsement from educators and civic groups, newspapers and the trade press. This is not a program to be played once and forgotten.

Rather, it will be a permanent classic in your record library, to be used on many occasions and for years to come.

used on many occasions and for years to come.

OTHER OUTSTANDING SERIES OF PROGRAMS TO FOLLOW ARE:

"People Under Communism", "The Ways of Mankind" "The People Talk Back" "Voices of Europe"

Send check or write for further information. National Association of Educational Broadcasters Mr. Frank Schooley, Treasurer. Dept. BT University of Illinois, Urbana, III.

Because these presentations are made possible under a grant from the Fund for Adult Education, established by the Ford Foundation . .

"The Jeffersonian Heritage" programs are now available to commercial radio stations on a sustaining basis for just the cost of the pressings, \$25.00.

THIRTEEN HALF-HOUR RADIO DRAMAS starring MR. CLAUDE RAINS

# FORD GRANT

# **Educators Receive \$5 Million**

FORD Foundation has an propriated \$5 million to help finance construction and programming of non-commercial, educational television stations.

The grant was announced by Paul H. Helms, chairman of the board of directors of the Fund for Adult Education, which was set up and is financed by the Ford Foundation and which will administer and distribute the \$5 million.

Though this was not mentioned by Mr. Helms, it was learned that C. Scott Fletcher, president of the Fund for Adult Education, has already offered to put up one-third of the cost of building stations in several communities, if those who are to run the stations can raise the other two-thirds.

Mr. Fletcher has met with educational and civic groups in such cities as Pittsburgh, San Francisco, Denver, St. Louis, Cleveland and Detroit, it was reported. The amounts of the contributions which he has been offering were said to run between \$100,000 and \$150,000.

How much of the \$5 million Ford grant would be allocated to construction projects and how much to programming could not be In his statement Mr. Helms said that "whatever part of the total grant is spent in aiding station construction will be limited

to those few strategically located communities where educational institutions and interested groups of citizens are themselves able and willing to carry a major part of the financial burden."

From other sources, it was understood that the Fund for Adult Education had in mind helping out in the building of perhaps a dozen educational stations—providing the educators can find the necessary two-thirds of the cost. That would mean that the Fund was prepared to spend between \$1.2 million and \$1.8 million for that purpose.

It was also learned that Mr. Fletcher will set up two committees, one to work with local groups in getting stations started and the other a central programming committee.

#### Program Facility Mulled

In his statement, Mr. Helms said the Fund had under consideration the development of a "central programming facility" which, though not described, was presumed to be conceived as a project for producing programs that would be distributed generally to educational sta-

Programming for educational purposes has been an interest of the Ford Foundation for some time. Grants totalling several million dollars have been made to the National Assn. of Educational Broadcasters, Iowa State College, and the Television-Radio Workshop which produces programs for broadcast on commercial facilities.

But the new interest in assisting the construction of facilities is a reversal of former policy. Until now the foundation has determinedly shied away from providing money for anything but programming and the exploration of general problems of educational television.

The 180-degree turn in Ford policy represents a victory for FCC Chairman Paul A. Walker and Comr. Frieda B. Hennock, the Commission's champions of educational television. It is known that both have been assiduously cultivating the big foundations in hopes of obtaining the finances to build stations on some of the 242 channels which the FCC, mainly at Miss Hennock's behest, reserved for education.

Mr. Walker and Miss Hennock have even solicited the President's support in their campaign, and it is believed that White House pressure was exerted on the Ford Foundation.

In his statement, for release today, Mr. Helms said:

"The Ford Foundation has made a grant to the Fund for Adult Education to enable it to try to find practical methods for the development of television as an educational medium. Two main aspects of educational television are being studied.

'First, appraisal of the ability and willingness of educational institutions and other interested groups to raise the substantial sums necessary to erect television stations in their communities, and thus to take advantage of the channels the FCC has temporarily set aside for educational purposes. These channels may be lost for educational purposes unless they are financed and built within a matter of months.

"Second, appraisal of the means by which high quality program material can best be provided for these educational institutions or groups will be willing to make major investments in station facilities without some prospect of filling program demands at relatively low cost. One way of meeting this need that is under consideration by the Fund is some sort of central programming facility.

"The Fund is limited to an overall expenditure of five million dollars in these two fields. It is recognized that even this substantial sum can permit only a relatively small contribution to either prob-Whatever part of the total lem. grant is spent in aiding station construction will be limited to those few strategically located communities where educational institutions and interested groups of citizens

Date Dist. Hotel



16 Del Coronado Beach, Calif. Denver Coronado Coronado Cosmo-politan Lassen Texas The Elms 11-12 14 Wichita Ft. Worth Excelsior Sorings, Mo. Milwaukee 15-16 18-19 **22-**23 25-26 9 Plankinton Oct. 2-3 6-7 9-10 13-14 Carolina Biltmore Peabody Penn-Harris Atlanta Memphis Harrisburg, Pa. Westchester Rye, N. Y. Country Club 16-17 1 Statler Boston

NARTB District Meeting Schedule

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 8: National Capital Forge of American Public Relations Assn. fall meeting, Hotel Lafayette, Wash-ington ington.

Sept. 10: BAB Sales Clinic, Louisville. ept. 11-13: Western Assn. of Broad-casters annual meeting, Banff Springs Hotel, Banff, Alta.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 12-13: Advertising Federation of America District 7, Thomas Jefferson Hotel, Birmingham, Ala.

Sept. 12-14: N. Y. State Chapter of American Women in Radio and TV annual meeting, Cornell U., Ithaca,

Sept. 14-18: Theatre Owners of America annual convention, Hotel Shoreham, Washington, D. C.

Sept. 15: BAB Sales Clinic, Little Rock. Sept. 17: Texas Assn. of Broadcasters, semi-annual meeting, Fort Worth.

Sept. 17: BAB Sales Clinic, Birming-

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 22-25: National Electronic Dis-tributors Assn. convention, Atlantic City, N. J.

Sept. 25-27: Television Authority spe-cial convention, New York. Sept. 28-30: Adv. Fed. of America, 10th District meeting, Mayo Hotel, Tulsa.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

ept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 6-10: Society of Motion Picture & Television Engineers, 72d semi-annual convention, Washington.

Oct. 8-9: Second annual High Fidelity and Audio Show, Broadwood Hotel, Philadelphia.

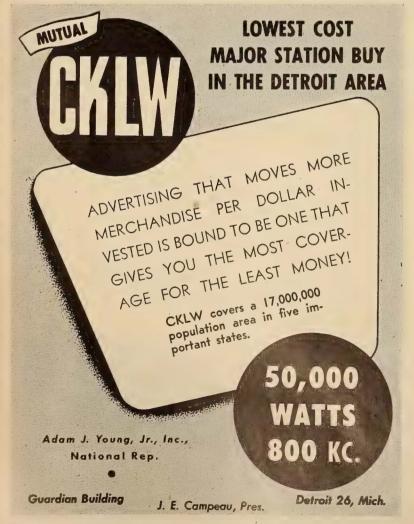
Oct. 9-10: AAAA Central Council fall regional convention, Drake Hotel, Chicago.

ct. 11-13: Women's Adv. Clubs annual Mid-West inter-city conference, Ho-tel Morton, Grand Rapids, Mich.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

are themselves able and willing to carry a major part of the financial burden. The Fund will have to be guided by geographical and other considerations that will rule out any assistance whatsoever in most communities where channels for educational purposes are available.

"Future announcements of the Fund's efforts will be made by C. Scott Fletcher, president of the Fund, when specific projects materialize.



The World's Most Powerful Television Station

## WHUM-TV

Reading, Pa.

announces the appointment of

## H-R REPRESENTATIVES, INC.

as exclusive national representative

Effective Immediately

WHUM-TV will be the World's Most Powerful Television Station with 260,000 watts effective radiated power on UHF Channel 61, from an antenna twice as high as the Empire State Building, on a 1,036-foot tower on a 1,650-foot mountain. A 62-mile primary coverage area will serve 750,000 Eastern Pennsylvania families in Reading, Harrisburg, Allentown, Wilkes-Barre, and Lancaster and York areas.

In operation by December 1952! Construction started Sept. 5. WHUM-TV mobile unit went into operation in Reading, Sept. 5!

100,000 receivers available for your sales messages!

For availabilities and rates, call or wire:

H-R REPRESENTATIVES, INC.

New York • Chicago • Los Angeles • San Francisco

Involves Wilkey, Akerman

APPOINTMENT of Gene Wilkey, formerly with WCCO Minneapolis-St. Paul, as general manager of

KMOX St. Louis. announced Aug. 29 by H. Leslie Atlass, vice president in charge of CBS Central Div.

At the same time, Wendell B. Campbell, general sales manager of CBS Radio Spot Sales, announced that John L.



Mr. Wilkey

Akerman, KMOX general manager, joins CBS Radio Spot Sales in New

The appointment of Mr. Wilkey was effective last Monday. It had been reported earlier that he would join CBS Radio in New York.

The addition of Mr Akerman to the New York staff was dictated, according to Mr. Campbell, by "the increase in spot radio activity, plus the fact that CBS Radio Sales recently assumed the representation of WCBS in the New York City area."

Mr. Wilkey joined WCCO in January 1944 as assistant program director. A year later he was ap-

## **FCC Statistics Book**

FCC's 215-page publication, Statistics of the Communications Industry of the United States, now is available from Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 50 cents. The volume contains financial and operating data filed by telephone, wiretelegraph, ocean-cable and radiotelegraph carriers. It does not include statistics on the broadcasting industry.

pointed program director. In 1949 he was made assistant general manager and the following year became general manager. He continued in this post early last August when WCCO radio was merged with WTCN-TV under Midwest Radio & Television Inc. [BoT, Aug. 4]. Before 1944 Mr. Wilkey was with WDOD Chattanooga,

Mr. Akerman joined WBBM Chicago in September 1944 as an account executive. Five years later he became the station's eastern sales representative, with headquarters in New York. He was later appointed assistant manager of WBBM, another CBS 50 kw outlet, and joined KMOX as general manager in October 1950.

## be..R-W Be \*Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . where listener loyalty really pays off! AUDIENCES MARKETS PERSONALITIES Reach your listeners through these Independent Stations that give them what they want to hear-News . . . National & LOCAL Sports . . . music and other entertainment features. (a) (b) 620 JOE RAHALL, PRESIDENT National Representatives (b) THE WALKER COMPANY (a) WEED & COMPANY RAHALL STATION

## VIDEO DOLLARS

Lawrence Sees Half-Billion

PREDICTION that the total investment of American advertisers in TV time and talent would top the half-billion-dollar mark this year was made Friday by Ruddick Lawrence, NBC director of promotion, planning and development.

Speaking at the 59th annual convention of the Pacific Coast Gas Assn. at the Ambassador Hotel, Los Angeles, Mr. Lawrence said the \$500 million estimate for 1952 compares with video time and talent expenditures of \$388 million in 1951 and of \$10 million in 1948.

NBC-TV network will have a substantial share of this year's total, he stated, reporting that during the first half of this year the combined advertiser expenditures on NBC-TV-time, talent, production and commercials-amounted to approximately \$70 million. "That makes NBC-TV the largest single advertising medium in the world," Mr. Lawrence declared.

### New York Survey

Reporting on a special survey of the political convention TV audience made for NBC by advertisers in the New York metropolitan area, Mr. Lawrence said that nine out of every ten persons in New York saw some part of the conventions on TV. A cross-section of 650 persons, he said, reported spending, on the average, nearly 12 hours watching the Republican Convention and nearly 11 hours with the Democratic sessions. More than half of non-TV owners managed to find a set where they could watch proceedings, he said. And when asked as to what medium did the best job of convention coverage, 68% voted in favor of TV.

Speaking to the subject, "Is Television Today's House-to-House Salesman?". Mr. Lawrence reported on many of the results of the Hofstra-NBC studies of TV's sales effectiveness. He noted that many advertisers have failed to capitalize on the use of TV as a public relations tool. "They have concentrated on selling the end product, but they have failed to sell what stands back of their product," he said.

Just as smart advertisers appreciate the value of TV in public relations, so are they "beginning to recognize that radio and TV work exceedingly well in tandem," Mr. Lawrence stated. Both media, he said, makes use of house-to-house personal selling. Both make the deepest impression on the audience. Both provide an immediacy-an instantaneous and identical contactpossible with no other type of advertising. Both provide unmatched flexibility for your commercial, he said.

HARRY S. GOODMAN Productions, N. Y., announces availability of a series of half-hour comedy-adventures titled Meet Miss Terry, starring Gracie Fields. Programs may be obtained for audition on a local, regional or na-

## SEARLE TO KOA

Elected V. P., Gen. Mar.

NEGOTIATIONS were underway last weekend to have Don Searle Hollywood program packager and former



Mr. Searle

Western Division vice president, become vice president and general manager of KOA Denver. If arrangements are consummated, Mr. Searle will also obtain a 10% interest in Metropolitan Television

Corp., the new company owning KOA. He will also spearhead the TV activities of KOA, if it is successful in getting a grant for Channel 4 from the FCC.

Mr. Searle was engaged in program production and packaging with James Parks for the last four years in Hollywood. From 1943 to 1948, he was ABC's West Coast executive.

With Herbert Hollister, Mr. Searle owns KMMJ Grand Island, Neb., and KXXX Colby, Kan. They are also applicants for a new AM station in Columbia, Mo. Several months ago, Messrs. Searle and Hollister offered to buy KOA [CLOSED CIRCUIT, June 9], but the station was sold to radio-TVmotion picture comedian Bob Hope and a group of Denver businessmen headed by Denver Mayor Quigg Newton for \$2,250,000. The FCC approved the sale of the NBC affiliate two weeks ago [BoT, Sept. 1].

Hearings on the applications for the two available Denver TV channels are scheduled for Oct. 1 in Washington. Competing with KOA for Channel 4 is KMYR.

Meanwhile, it is expected that NBC will shortly announce the purchase of a Los Angeles radio station. The network has been trying to buy its long-time affiliate, KFI, but with owner Earle C. Anthony repeatedly stating that the station is not for sale, NBC also has been negotiating for the purchase of KMPC.

Edwin Pauley, Democratic Party leader and southwestern oil magnate, with a group of unidentified associates has also sought to buy KMPC. A few weeks ago the deal was reported set, but since has "fallen apart," a KMPC spokesman

WEEK-long seminar at Westinghouse Educational Center, Pittsburgh, Pa., was held to climax job experience program for college professors and instructors who have been working since early summer at plants of the Westinghouse Electric Corp.





## Time To Get Up'

RCA Victor's entry into the clock-radio field is a table instrument that the company says can "tell the time, sing the owner to sleep, wake him up with an alarm, soft music or news; turn on a lamp or start the coffee percolating." The new instrument (Model 2 C521) is designed with a round clock dial on the left side and a round radio dial on the right. The radio is equipped with a phone-jack for easy connection of a record player. The clock has a Telechron movement with a buzzer-type alarm, as well as a "sleep control" switch to shut off or turn on the radio at a designated time. An outlet is provided at the rear of the instrument for attachment of an electric lamp, coffee, or other appliance, which also can be turned on automatically at a specified time.

## BLAIR INSTALLS

## **New Auditioning Equipment**

NEW custom - designed audition equipment has been installed in the quarters of John Blair & Co., national representative firm, and at Blair-TV Inc., national TV representatives, in the Chrysler Bldg., New York.

The equipment permits screening of 16mm sound and silent film and auditioning tape at two speeds and electrical transcriptions at three speeds.

The unit now is located in a conference room, but may be moved intact to any site in or out of the building without altering any of the electronic arrangements. It contains the following: A tape recorder and playback, turntable, 12tube FM-AM tuner, amplifier, projector and speaker.

## **NEW NPA POSTS**

Clark, Potter Named

KEY appointments to its electrical and communications divisions were announced by the National Production Authority last week.

Bonnell W. Clark, retired vice president in charge of sales for Westinghouse Electric Corp., is returning to NPA's Electrical Equipment Div. as director. He had held that post until last June. Mr. Clark retired as a Westinghouse executive in January 1950 and is past president of the National of Electrical Distributors and National Electric Mfrs. Assn. Appointment of Charles W. Potter and Ralph F. Lucier as director and deputy director, respectively, of NPA's Communications Equipment Div. also was announced. Mr. Potter succeeds Everett C. Roys, who returns to General Telephone Co. of Pennsylvania.

## **GRIDCASTS**Radio, TV Signings Announced By Networks, Stations

ADDITIONAL radio and television football coverage schedules were announced last week by networks and stations.

An 11-game armed services football schedule will be telecast by CBS-TV, beginning Sept. 20 and ending Nov. 29. Grid teams from Army, Air Force, Navy and Ma-

Standard Oil Co. of Indiana, which previously announced a radio coverage sponsorship schedule for several collegiate games [BoT, Aug. 25], also will take half-sponsorship of the complete 11 Sunday home games combined of the Chicago Bears and Cardinals on seven ABC-TV stations, beginning Oct. 5.

rine stations will be featured.

The ABC-TV stations, which will sell the other half of each game locally, include KSD-TV St. Louis, WOI-TV Ames, WFBM-TV Indianapolis, WJIM-TV Lansing, KMTV (TV) Omaha, WCCO-TV Minneapolis and WHBF-TV Rock Island. Agency is McCann-Erickson, Chicago.

Phillips Petroleum Co., Bartlesville, Okla., which announced it will sponsor the filmed "Game of the Week" of the Big Ten and Big Seven on TV stations in the company's market area, is distributing a 48-page booklet, "How to Watch Football," through dealers.

DuMont TV Network will air 28 regular season games of the National Football League, with two other games tentatively set. As many as three games will be broadcast on a single day, mostly Sundays, on a split network basis, from Sept. 28 to Dec. 14, with 63 stations participating [B.T, Sept.

## Shared Sponsorship

Sponsorship is being shared by Miller Brewing Co. through Mathisson & Assoc., Milwaukee; Atlantic Refining Co., through N. W. Ayer & Son, Philadelphia and New York, and Brewing Corp. of America through Lang, Fisher & Stashower Inc., Cleveland. In some cities sponsorship is on a coopera-

American Telephone & Telegraph Co. officials said the Orange Bowl game in Miami will be available for a nationwide TV hookup this year upon addition of equipment to carry live telecasts over the existing coaxial cable from Miami to Jacksonville, where they will go to Atlanta over an existing northbound TV channel. The service is expected to be placed in operation Jan. 1, 1953.

AT&T also is working on a twoway network to New Orleans to make possible telecasts of the Sugar Bowl game.

Mutual radio network announced it will air its Saturday "Game of the Week" series of football engagements for local sponsorship, beginning with the Purdue U. Penn State U. game Sept. 27, and ending with the "Milk Bowl" game, youngsters' classic, at Rosenburg, Tex., on Dec. 6.

The National Milk Bowl is a community series project and

played in a different Texas city each year. The contesting teams will come from some 500 small-fry teams in Texas, who will play off in 20 inter-county or satellite bowls, all respecting the age limit of 14 and the 100-lb. weight limit. The 1952 classic is sponsored by the Lions Club.

Announcing two open dates, Nov. 8 and 29, MBS said other games set for coverage are: Oct. 4, Purdue at Ohio State U.; Oct. 11, U. of Washington at Illinois U. or Texas A. & M. at Michigan State; Oct. 18, Washington State at Ohio State or Notre Dame at Purdue; Oct. 25, Purdue at Illinois U. or Penn State at Michigan State; Nov. 1, Ohio State at Northwestern; Nov. 15, Notre Dame at Michigan State, and Nov. 22, Michigan at Ohio State.

WIND Chicago will carry Chicago Bears games, under sponsor-ship of Standard Oil of Indiana [BoT, Aug. 25] for the seventh year, and the full Northwestern U. schedule, sponsored by Dodge Div. of Chrysler Motor Car Co. for the fourth year.

WSGN-AM-FM Birmingham, Ala., will originate the Alabama Polytechnic Institute (Auburn) football schedule to at least 20 AM and 9 FM stations in Alabama, to be sponsored by General Electric Co., from Sept. 27 to Nov. 29.

KRMG Tulsa will air the 1952 Oklahoma A. & M. (Aggies) slate, from Sept. 20, with Deep Rock Oil Corp. and its dealers sponsoring.

CKLW Detroit (Windsor, Ont.) will broadcast Michigan State games under sponsorship of Sun Oil Co., according to J. E. Campeau, station president.

WSAI Cincinnati will air the complete 10-game U. of Cincinnati 1952 schedule, beginning Sept. 20 and ending Nov. 27. Sponsor is Community Relations Dept. of the GE plant at Lockland, Ohio.

WBCK Battle Creek, Mich., will broadcast U. of Michigan grid games, with Post Cereals Div. of General Foods Corp. sponsoring for the third straight year. Agency handling copy will be Foote Cone & Belding.

## Retail Ad Handbook

BUREAU of Advertising, ANPA, has issued a new edition of The Retail Advertising Budget, handbook for retailers. It was first published in 1950. Authors are Charles M. Edwards Jr., dean of the New York U. School of Retailing, and Howard M. Cowee, vice president, W. L. Stensgaard & Assoc., formerly on the School of Retailing faculty.



LOYD SIGMON (I), vice presidentassistant general manager, KMPC Hollywood, shows approval as Jimmy Fidler, veteran Hollywood reporter, signs for weekly commentary on Filmdom happenings. Mr. Sigmon also is president of the Multi-Lyte Corp., which will sponsor the Fidler show.

## NARTB HISTORY Project Now Underway

HISTORY of NARTB is being compiled by David R. Mackey, assistant professor of speech at Pennsylvania State College, as a subject for his Ph. D. thesis. The history will be submitted to Northwestern U., and probably will be published in book form.

Harold E. Fellows, NARTB president, said the association is offering Prof. Mackey complete cooperation in the project, which will require two years. Prof. Mackey plans to interview industry leaders who have figured in NARTB's 30year history. He will continue his radio teaching at Penn State. He holds B. S. and M. A. degrees at Northwestern and has worked at broadcast stations as writer, director and announcer. He made his first industry contacts at the NARTB District 7 meeting held last month at Cleveland.

## WATG SPECIAL Jaycees Sell 'Sustainers'

WATG Ashland, Ohio, and the local Junior Chamber of Commerce celebrated "Operation Jaycee" with profit to both, producing a day packed with novel programming and new commercials.

Richard D. Leidy, WATG general manager, turned over all sustaining time for a day to the Jaycee group. The Jaycees sold time to local merchants, receiving onethird of the card rate for all business. WATG assumed all production, promotion and advertising costs connected with the campaign.

Novelty programs were staged and the main studio was jammed all day. Events included a horn blowing contest, secret desires panel, hospital interview, cooking show and disc jockey competition. About 50 announcers were used.

SALES of Capitol Records Inc. and its subsidiaries during the year ending June 30, 1952, totaled \$13,976,768, an increase of \$942,538 over the same period in the preceding year.



"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 16-county market showed a 33,179 set increase.\*

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 C B S Affiliate

## OUT-OF-HOME

Ups Audience 18%—Puls

OUT-OF-HOME listening has added 18% to the summer radio audience, according to Pulse studies made during July in 14 major markets, which show out-of-home Pulses ranging from 12.4% in Seattle to 21.5% in Philadelphia. Overall figure represents a gain over both the summer of 1951, when the out-of-home extra audience added 17% to the in-home listening total, and last winter, when away-from-home listening boosted the home rating figure by 15%. Market-by-market breakdown of Pulse data, all July except Hartford, which was checked in June, follow:

Philadelphia 17.2 3.7 Los Angeles 21.9 4.3 Son Francisco-Oakland 22.3 4.3 Boston 21.6 4.1 Baltimore 17.4 3.2 Hartford 20.1 3.5 Washington, D. C. 21.1 3.6 Cincinnati 19.2 3.1 Chicago 20.9 3.2 Minneapolis-St. Paul 22.1 3.3 Detroit 20.5 3.0 Buffalo 20.2 2.9 Birmingham 24.5 3.3				
Los Angeles     21.9     4.3       San Francisco-Oakland     22.3     4.3       Boston     21.6     4.1       Baltimore     17.4     3.2       Hariford     20.1     3.5       Washington, D. C.     21.1     3.6       Cincinnati     19.2     3.1       Chicago     20.9     3.2       Minneapolis-5t.     Paul     22.1     3.3       Detroit     20.5     3.0       Buffalo     20.2     2.9       Birmingham     24.5     3.3	ву спте	HOMES USING RADIO *	HOMES OUT-OF-HOME LISTENING *	
Seattle25.1 3.1	os Angeles an Francisco-Oakland oston altimore artford Vashington, D. C. incinnati hicago tinneapolis-St. Paul etroit viffalo irmingham eattle	. 21.9 . 22.3 . 21.6 . 17.4 . 20.1 . 21.1 . 19.2 . 20.9 . 22.1 . 20.5 . 20.2 . 24.5 . 25.1	4.3 4.1 3.2 3.5 3.6 3.1 3.2 3.3 3.0 2.9 3.3 3.1	21.5 19.6 19.3 19.0 18.4 17.4 17.1 16.1 15.3 14.9 14.6 14.4 13.5 12.4

\*These figures cover 6 a.m. to 12 midnight, Sunday through Saturday, expressed as per cent of all homes surveyed.

## BONUS' LISTENERS 468 per 1,000 in Akron

AKRON, Ohio, has 468 "bonus" listeners for every 1,000 automobiles traveling on streets, according to a survey by Akron U. marketing students. The study was made under Prof. S. M. Mc-Kinnon, at the request of WCUE, independent station there.

The survey indicated that of each 1,000 cars traveling, 269 had radios on, which multiplied by the average of 1.74 people in each car, gave 468 listeners. Of 2,014 motorists queried, 71.5% had car radios and 37.6% had them turned on.

## AWRT Mich. Meet

TV PANEL session was to highlight a two-day meeting of the Michigan Chapter of the American Women in Radio and Television at Port Huron this past weekend (Sept. 6-7). Panel was scheduled for Saturday, with Fran Harris of WWJ-TV Detroit presiding, and a talk by Franklin Sisson, WOOD-AM-TV Grand Rapids, for that evening. Bruncheon and meeting at the Black River Country Club was set for Sunday. Marion Ryan, Detroit Edison Co., is AWRT state president, and Muriel Hall, WJR Detroit, district representative. Convention chairman was Alice M. Anderson, WTTH-AM-FM Port Huron.

## POLITICAL HCL

DiSalle Lists Radio-TV

JOHN Q. PUBLIC knows all about HCL—the high cost of living—and what he didn't know about HCC—the high cost of campaigning, particularly by radio-TV—was brought to his attention in at least one city the past fortnight.

Michael V. DiSalle, Ohio Democratic candidate for the U. S. Senate, placed an advertisement in the *Toledo Blade* "to lay his problem before the voters in a politically-appealing way," the *Washington Post* noted editorially last Tuesday.

Limiting himself to a \$165,000 budget raised by friends, Mr. Di-Salle, former OPS director, listed a number of expenditures. Among them were \$40,000 for "television and radio time" and \$5,000 for "radio alone in other communities." Mail represented the largest single expense with \$50,000.

Mr. DiSalle last Wednesday launched his own radio-TV Talkathon—a seven-hour program on eight Columbus AM and TV stations. He estimated cost at \$6,600.

Mr. DiSalle is scheduled to invade Cincinnati with his Talkathon Sept. 10, with originations from studios of WLW and WLWT (TV) there. Crosley stations will feed five radio-TV outlets in the Queen City area, starting at 5 p.m. WLWT will telecast an hour starting at 9 p.m. and WLW will broadcast the Talkathon for another hour at 10 p.m.

## FTC SETS HEARINGS

In Clayton Act Citations

COMPLAINTS charging interlocking directorates at four companies—two of them heavy users of broadcast media—have been filed by the Federal Trade Commission against Purity Bakeries Corp., Chicago, and American Bakeries Co. Inc., Atlanta, Ga., and against Nesco Inc., Milwaukee, and Ecko Products Co., Chicago, with hearings set Oct. 16 and 9, respectively.

Purity and Ecko have used Chicago radio on a heavy scale in recent years. Ecko also sponsored a part of the old Frank Sinatra CBS-TV program for its cooking utensils and housewares.

## **DuMont Tax Speedup**

SPEEDY tax writeoffs have been approved for Allen B. DuMont Labs. and other electronic manufacturers, according to the Defense Production Administration. Certificates of necessity (writeoffs) were issued to DuMont for expanding facilities at its East Paterson and Clifton, N. J., plants. Amounts certified were \$43,125 and \$20,129—65% of the amount requested. Similar approval was given Raytheon Mfg. Co. for \$198,752 (65%).



# YOU NEED THE 17<sup>th</sup> STATE\* TO WIN!



Yes, you should surely include the tremendous WGY coverage area in making your "candidate's" campaign plans.

WGY is a "must" market area for you and your sponsor. Covering 53 counties in Eastern Upstate New York and Western New England for the past 30 years, WGY is the top station in the area.

Not confined to a single city, WGY blankets 22 cities with a population of 10,000 or more.

Just look at this market data!

Compared to the major metropolitan centers in the nation and based on figures in the 1952 Survey of Buying Power, the WGY area is exceeded only by New York and

Chicago in population, total retail sales and food sales!

The WGY area ranks 4th in Furniture-Household, Drug and Automotive Sales and 5th in General Merchandise Sales when compared to the major cities of the country.

Containing large rural and urban populations, the 17th State\* represents a true cross section of the country. Make sure your sponsor scores plenty of votes for his product in the form of sales by including the 17th State\* in your campaign plans.

## YOU CAN COVER THE 17th STATE\* WITH ONLY ONE STATION

\*The WGY coverage area is so named because its effective buying income exceeds that of 32 of the nation's States.

WGY

Studios in SCHENECTADY, N. Y.

Represented
Nationally
by
HENRY I. CHRISTAL

## On All Accounts

(Continued from page 12)

later was repeated on TV.

When the Pincus family sold the Alvin Theatre, Norman and Irving turned their talents to television. The first show they produced was  $Mr.\ I.\ Magination$ . The children's program was an immediate hit on CBS-TV. The network has signed a five-year contract for the program.

They then decided to produce an adult show. Mystery programs seemed to have good acceptance, so they went after the best name possible. Ellery Queen books had been best-sellers for years. They were granted the TV rights by copyright owners on the basis of their theatre background and the success of Mr. I. Magination. They spent nearly a year developing the format and the program was sold to Kaiser-Frazer in 1950, on ABC.

Ellery Queen has won several awards, and is considered one of the top suspense shows in TV. In 1952 it was signed to a long-term contract by Bayuk Cigars through Ellington Co., New York, and is now seen once a week on ABC-TV.

## Dramatic Series Next

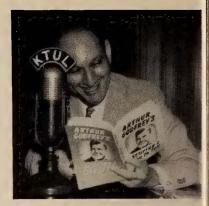
The Pincus brothers' next television effort will be in the dramatic field. They have an exclusive tie-up with the Authors League of America for a dramatic series featuring top authors and composers. They also are working on a situation comedy series featuring a nationally known stage and screen star. Since they both were raised on musicals, they also are turning their hands to a series for television.

Norman and Irving are temperamentally different, yet complement each other in their organization. Norman handles production, casting and the business details. Irving directs the creative end, being responsible for scripts and ideas for new packages. They have a complete production set-up which handles and controls every detail of their shows, including scenic design and construction.

Norman's hobbies are tennis and photography. Irving likes to paint in oils. He also collects paintings and has a very valuable collection.

## Washington NBC Move

NBC has announced consolidation of its radio and television stations in Washington, D. C. (WRC and WNBW (TV) [CLOSED CIRCUIT, Sept. 1]. Offices and studios were moved to larger and more adequate quarters at the Wardman Park Hotel. This move, effective Oct. 1, is in step with NBC's overall plan to integrate its radio and TV activities. NBC said integration is in the interest of improved services to its advertising clients and to the public.



LEWIS MEYER, nationally recognized book reviewer, Sept. 14 will celebrate the 10th year of broadcasting his program, The Values We Live By, on KTUL Tulsa where he began the program. One of the first books reviewed was Arthur Godfrey's Stories I Like to Tell.

## WKY TEEN DAY

**Youngsters Man Station** 

WKY-AM-TV Oklahoma City ran through a day of normal operation with but one "minor" change which caused the day's routine to be unorthodox. The entire station was manned by a battery of teenagers on Aug. 25, under the supervision of regular station personnel. The youngsters were given the opportunity to prove their skills in station operation on the day that the station set aside as "Radio-TV Teen Day."

Some 60 teen-agers were selected to fill posts at the station; posts ranging from announcing to operating the mike booms. The method for the selection was by a competitive letter-writing contest. The teen-agers who seemed to be most interested in making a career of broadcasting and telecasting were asked to write letters in which they were to state why they would like to fill the various positions at the station. A local newspaper gave the event four weeks advance publicity and the day it was held, the experiment received a front page story and a follow-up halfpage spread from the Oklahoma City Times.

The event was a complete success and proved to have a great amount of publicity and audience interest values, the station said. Because of this and also its public service WKY is making plans for a yearly "Teen Day."

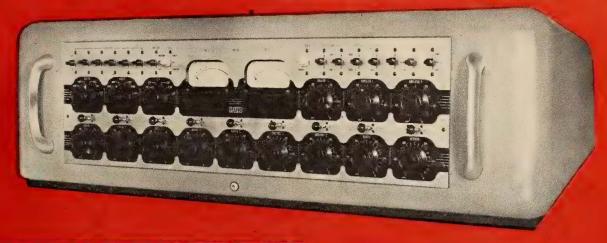
## Second Audio Show

SECOND annual High Fidelity & Audio Show, sponsored by Almo Radio Co., Albert D. Steinberg & Co. and Radio Electric Service Co., will be held in Philadelphia's Broadwood Hotel Oct. 8-9. More than 75 of the country's leading manufacturers are expected to show the public their newest high fidelity and sound equipment.



## SPEECH INPUT EQUIPMENT

## Meets Your Requirements Today - and Tomorrow!



Whether for video or standard broadcasting, Engineers, with an eye to the future, will appreciate the exceptional versatility of GATES Speech Input Equipment. Here is equipment with unusual adaptability to the ever-changing demands of programming techniques. If you are planning a studio' installation today - think of tomorrow, and consider the flexibility, the expandability of GATES Speech Input Equipment.

Space prevents fully describing the circuit handling capabilities of the three consoles shown. You are invited to write for the GATES SPEECH INPUT CATALOG where functional block diagrams and additional data will better acquaint you with these versatile GATES Consoles - truly, Speech Input Equipment With A Future.



## **52-CS STUDIOETTE**

Ideally suited for small station studio applications or as part of larger master control type installation, the GATES 52-CS Studioette has all of the necessary facilities for complete studio operation and will fulfill the most rigid requirements of fidelity, low noise and distalling the station of the sta tortion. Facilities include four mixing channels. Two preamplifiers, one program amplifier and one monitoring amplifier plus complete power supply are self-contained.

Send for GATES SPEECH INPUT CATALOG Today.

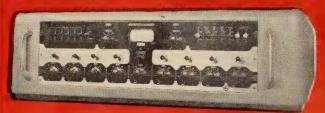
## GATES SA-50 DUAL SPEECH CONSOLE

Typical of a comprehensive GATES Speech Input system is the SA-50 Dual Speech Console illustrated above.

Consisting of the main console and power supply unit, the SA-50 provides almost unlimited facilities for smooth uninterrupted studio operation of the most complex nature. Nine mixing channels: five for microphones, two for turntables and one each for remote and network service. Separate PBX type keys allow selection of any mixing channel into one of two program

## NINE AMPLIFIERS

Five 2-stage preamplifiers and two 4-stage high gain program amplifiers are contained within the console. A ten watt low distortion monitoring amplifier and a two watt cueing amplifier are part of the separate power supply unit. Space is provided in console for two additional preamplifiers if needed. Sub-chassis units are individually removable for servicing without disrupting operation of balance of console.



## SA-40 SPEECH INPUT CONSOLE



Similar in size and symmetry to the SA-50, the SA-40 Console is characterized by its extreme flexibility of operation. Of modern design, it is generously equipped for a most compre-hensive installation.

Nine channels are provided; five for preamplifiers, three for turntables and one for net-remote. Seven amplifiers include five 2-stage preamplifiers, one 4-stage program amplifier and one 3-stage monitoring amplifier. Provision is made for connecting external cueing amplifier. Cabinet construction follows that of the SA-50 and features easy accessibility of all components.



RADIO COMPANY, QUINCY, ILLINOIS, GATES

MANUFACTURING ENGINEERS SINCE 1922

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

## CBS Radio's Fall Promotion Unveiled

(Continued from page 27)

sales, reported that with advertisers beginning to analyze radio costs in comparison to those of other media, there is more excitement about radio than there has been for a long time. He pointed out that ratings and sales do not always correspond. Mr. Karol cited the renewal by Kingan Fcods for a solid 52 weeks of Arthur Godfrey's Sunday afternoon show, with a rating of about 2. In the words of N. Bruce Ashby, Kingan advertising manager, "Our increased sales, directly attributable to our radio show, warranted a renewal."

## Moss Credits Godfrey

In a recorded message to the clinic, Bud Moss, advertising manager of Holland Furnace Co., summer sponsor of the Godfrey Sunday show, credited the program

with eliminating the summer slump experienced in past years and with putting Holland's sales this summer 18% ahead of 1951.

W. Eldon Hazard, CBS Radio network sales manager, announced that R. J. Reynolds Tobacco Co. has just signed Vaughan Monroe for a Saturday evening half-hour putting the network's business a full hour ahead of last year in the evening and 25 minutes ahead in the daytime hours.

Lester Gottlieb, vice president of CBS Radio in charge of network programs, told the clinic that the network now has the double-barreled task of selling new programs first to the sponsor and then to the public. Admitting that money is one of the major considerations, he stated that CBS is doing its best to lower program

costs while maintaining program quality. "We hope," he said, "to announce some substantial reductions in programming costs soon, to make our shows even bigger values than in the past."

Introducing a showing of the business documentary film, "More Than Meets the Eye," CBS Radio President Adrian Murphy reported that at least 5,000 advertisers and top client executives have seen the film and that there have been many unsolicited requests for showings from large companies such as U. S. Steel and Ford.

George Bristol, director of sales promotion and advertising, outlined newspaper advertising plans for the fall. Frank Nesbitt, director of radio network sales presentations, spoke on "The Dimensions of Radio Today," emphasizing that no other medium can reach so many people so often at so moderate a cost as radio. George Crandall, director of CBS Radio

press information, described the publicity kits already mailed to editors on the network's daytime shows and publicity on the evening programs to go out shortly. He pointed out the need for hard selling of radio stories to counteract newspaper space-giving to television

### Autry Is Surprise Visitor

Gene Autry, a surprise visitor at the Thursday luncheon, told the group that radio can live with TV just as the movies can, reporting that the sales of Doublemint gum, advertised on his radio show, are bigger than ever. When he began to make TV programs, he said, the movie people objected strenuously, but with some 70 TV films to his credit, he is still making his half-dozen feature movies a year and their box office is just as good as before.

Resolution adopted by the executives of the CBS Radio affiliates follows:

Whereas, The promotion managers of the Columbia Broadcasting System affiliated and owned and operated stations, having participated in the 1952 CBS Radio promotion clinic—wish to express the following remarks to:

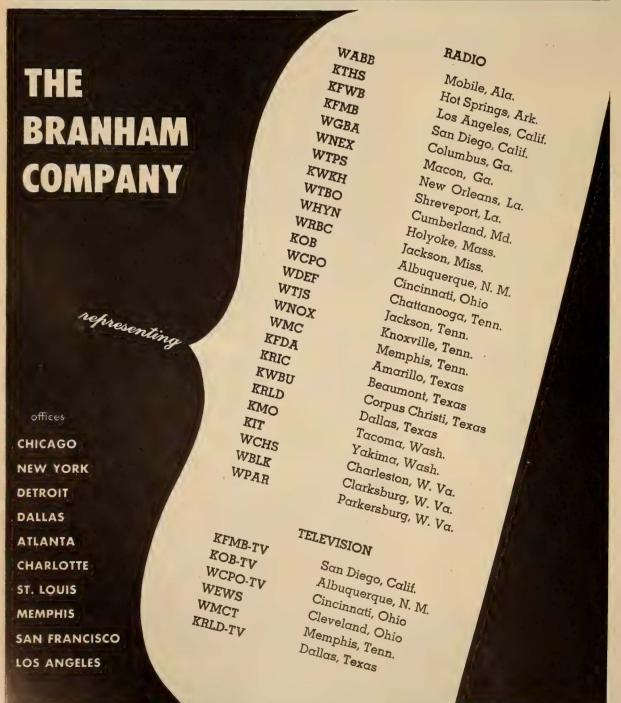
Mr. Louis Hausman Mr. Charles Oppenheim Mr. George Bristol

And Whereas, The aforementioned Messrs. Hausman, Oppenheim and Bristol, having accomplished, in the opinion of the aforementioned station promotion managers more than any mere words can express to inspire confidence in the medium of radio by their unfailing zealousness and reassurance of the type of promotional backing the several station affiliates may expect, these promotion managers wish to extend their vote of confidence that, as a result of this meeting, their assurance and participation in the future of CBS Radio been bolstered and reaffirmed by the forward thinking of the aforementioned gentlemen in the 1952-53 fall campaign of the CBS Radio network.

Robert N. Pryor, WCAU, Philadelphia, chairman; Committee: Charles Vaill, WEEI (Boston); Jack Stone, WRVA (Richmond); Roswell McPherson, WGR (Buffalo); James Baker, WTRY (Troy); Cody Pfanstiehl, WTOP (Washington); Fred Weber, WFPG (Atlantic City); Nate Cook, WBIX (Utica); Howard Rempes, WKBN (Youngstown, Ohio).

## \$135,000 KROW Plant

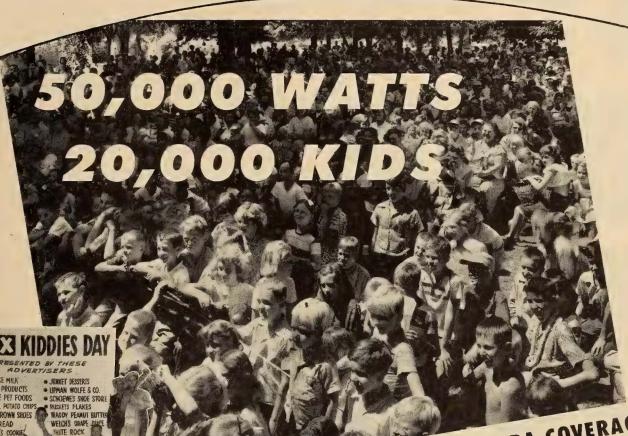
KROW Oakland, Calif., expects to complete by mid-November construction of a \$135,000, 250-ft. Truscon self-supporting tower and modern, steel-girded,  $30 \times 40$ -ft. transmitting building to house a new Collins transmitter. KROW President Sheldon F. Sackett said the installation, to be located on a 14-acre island leased by KROW near the Bay Bridge toll gate, will give signal coverage of 6,289 square miles to the 1-kw station, assigned 960 kc.



Page 44 • September 8, 1952

more

## KEX-traordinary ADVERTISING ACTION



These KEX Children's program advertisers participated.

The third annual "KEX KIDDIES DAY" on July 15 at Jantzen Beach Park attracted an estimated 20,000 people who were entertained by KEX stars.

KEX SEARCH FOR STARS presents Portland's show devoted to discovering and developing adult talent. It is sponsored by Portland's Star Furniture Company.

FOR EXTRA COVERAGE there's no substitute for 50,000 watts



During the first six months of 1952, KEX received mail from 99 of the total 121 Pacific Coast Counties, plus Alaska, British Columbia, Alberta and eight other states. For additional details contact KEX Sales or Free & Peters.

Oregon's Only 50,000 Watt Station

ABC AFFILIATE IN PORTLAND

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

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



"I'm convinced

## KBIG GIVES US WHAT WE WANT"

says George Oliver, Adv. Mgr. Leo J. Meyberg Company

"We need a medium as big as

Southern California, because that's our territory—for RCA, Bendix and other products. So KBIG intrigued us. Focused power and salt-water conductivity are not new in radio—but the way KBIG uses them to cover the whole Southland is new, and made sense.



"What opened my eyes, though,



was a business trip by auto all over Southern California. KBIG's signal was amazing through the entire trip—in San Diego, in El Centro, in San Bernardino and in between too. In some places, KBIG was the only station we could pick up on the carradio

"That sold us. That and the pro-

grams. KBIG is heavy on music, light on talk, and that's refreshing whether I'm at the wheel or home. We're selling a lot of RCA 45s with our spots and 'Are Ya Listening?' segments on KBIG, and we're glad that KBIG is going all-out with RCA 45s in programming its music. It's really very simple—KBIG gives us what we want, so we bought it."



KBIG gives advertisers what they want in rates, too—costs realistically geared to today, with a one-time hour rate of \$118, spots as low as \$9. Make the Whole Sale at a Wholesale Rate—get to all of Southern California, 41/2% of U.S. Buying Power, with

10,000 WATTS

**KBIG** 

GIANT ECONOMY PACKAGE OF

SOUTHERN CALIFORNIA RADIO

AND HOLLYWOOD

John Poole Broadcasting Company



BUSINESS OFFICE: 6540 SUNSET BLVD.,

HOLLYWOOD 28, CALIFORNIA

REPRESENTED BY ROBERT MEEKER & ASSOCIATES, INC.

## Campaigning From Stump to Fireside

(Continued from page 28)

with "permission" to telecast the General's speech at Bayfront Park as a public service, "when you have time."

When WTVJ received word last month of Gen. Eisenhower's proposed visit to Miami, it wrote to Republican National Committee headquarters offering free TV coverage of the speech. The request was referred to the local GOP organizations.

One group agreed to WTVJ's request, without any strings attached. That same day another organization informed WTVJ that under no circumstancees would it allow the speech to be televised . . . "they wanted to make sure of a large crowd and were afraid television would kill it," the station reported.

Following day, another GOP group pleaded with WTVJ to "televise the speech so that as many people as possible could see and hear the General." Thus, confusion reigned for days—from Aug. 29 until last Tuesday, when the speech was delivered.

On that day, at 4 p.m., WTVJ sent its remote equipment to the park and made necessary technical arrangements, after getting approval of the Florida GOP Committee. At 7 p.m. one of the GOP groups called WTVJ and said they would use force, if necessary, to keep the TV cameras from the Republican nominee, the station recounted. At 9 p.m. the telecast went on without incident. Reportedly there also was local radio coverage.

WTVJ quoted an Eisenhower spokesman as explaining later that the General had no idea of the

## SCHMITT REQUEST

## WGN Offers Rebuttal Time

WGN Chicago has agreed to give a GOP office-seeker free time to refute statements made in behalf of his opponent on the same station. Leonard F. Schmitt, Merrill, Wis. attorney who is competing with Sen. Joe McCarthy for a GOP senate seat, asked Frank P. Schreiber, general manager of WGN Inc., for an opportunity to rebut a statement made by Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, licensee of WGN.

Col. McCormick, in a Chicago Theatre of the Air broadcast on Mutual Aug. 23, said "every patriot in Wisconsin will vote for Sen. Joseph McCarthy." Mr. Schmitt, who has used the talkathon device on radio and TV in Wisconsin, was offered five minutes before or after the regular Theatre of the Air broadcast on any Saturday night. WGN will pay recording charges if the attorney cannot appear at the station in person, Mr. Schreiber said.

muddle and that, doubtless, he would have authorized video coverage if he had been aware of the situation. As it developed, Gen. Eisenhower reportedly had no idea that his speech was covered by television—in fact, in the blur of the lights, he even mistook TV cameras for motion picture equipment—a not uncommon occurrence in the medium's experience.

A GOP National Campaign Committee spokesman later told BROAD-CASTING • TELECASTING that the national organization has no jurisdiction over local political groups, and that the incident wouldn't have happened if the speech had been a national network commitment, purchased by the GOP National Committee. He drew a sharp distinction between strategy devised on the national level for best nationwide coverage, and that set by local political groups which are mainly interested in building high attendance for political rallies.

The cut-offs on Gov. Stevenson and President Truman, the latter speaking over CBS Radio from Milwaukee on the same day (10:30-11 p.m.), were not questioned directly by Democratic campaign planners. In such instances, the networks are guided by policy governing all commercial broadcasts. Their 30-minute segments had simply expired.

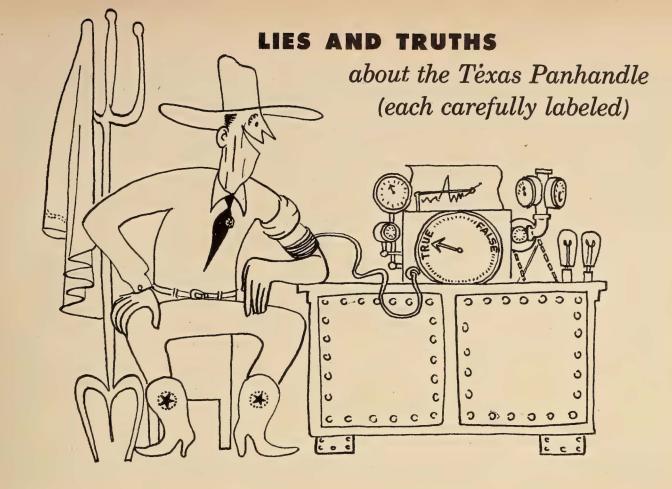
A CBS spokesman explained that each was a "paid political broadcast as distinguished from a state address. On such a broadcast, it's perfectly understood by the speakers themselves that they can't run over."

The attendance and cut-off aspects highlighted a week of campaign developments, chief of which were these:

- Both the Democrats and Republicans announced further radio-TV appearances and mapped plans for others, to be released when speaking schedules are set.
- The Democrats held a strategy pow-wow in Springfield, Ill., to discuss additional radio-TV plans.
- The Republicans revealed plans for at least 10 national network simulcasts throughout October.
- BBDO New York, which is handling the GOP political account jointly with Kudner Agency Inc. [B•T, Sept. 1], named three executives to work on the Eisenhower-Nixon advertising program.

The campaign officially got underway last week with the Stevenson Detroit speech and the Eisenhower address from Convention Hall, Philadelphia, Thursday, on the full NBC radio and television networks. Gov. Stevenson spoke from Denver Friday with full national coverage by ABC radio and TV.

On Saturday the National Plow-(Continued on page 48)



"This country is, and must remain, uninhabited forever," said one Captain R. B. Marcy in 1849. He was reporting on the Texas Panhandle, and he is one of the earliest recorded Texas liars.

More in character was the circus gentleman whose honest enthusiasm led him to proclaim that we have the largest midgets in the world.

Captain Marcy was just plain wrong. The man from the circus was an *authentic* liar—one who knows whereof he speaks and knows that his audience knows too, so nobody's fooled.

When we tell you the Panhandle temperatures range from 103° summergrade to —15° in the winter, that's neither wrong nor authentic lie. It's weather bureau true, and the plus-two-million people in KGNC's trading area have a fat stake in our live forecasts presented from the U. S. Weather Bu-

reau: Weather is a vital factor in the every-day lives of our citizens. It can and does change violently—as much as 40° in a few hours. Advance warning enables cattlemen to protect herds; it enables mothers to know how to dress their school-bound offspring; it helps out-of-doors workers plan their activities.

Weather reports, flash! and routine, help KGNC merit the loyalty of the folks who give Amarillo the highest retail sales\* in the U. S. Exclusive regional and national programming help make KGNC the one (and only) ad medium which covers Amarillo's 78-county trade territory. You reach a hot market, air-conditioned with wherewithal, when you use KGNC.



<sup>\*</sup>This is an authentic truth, courtesy of Sales Management: \$5490 per family per year; \$1728 per capita per year. Amarillo also leads the nation's cities in percent of gain in business volume over last year.

## Campaigning From Stump to Fireside

(Continued from page 46)

ing Contest in Kasson, Minn., commanded political attention, with Gen. Eisenhower using full NBC and ABC radio networks live, plus 500 KBS stations for a rebroadcast. Gov. Stevenson's talk there was to be tape-recorded and rebroadcast by NBC that evening at 9 p.m.

These commitments, plus the General's scheduled talk in Indianapolis tomorrow (Tuesday), represented at least \$400,000 worth of network business. Last week, other business was revealed by both parties, involving expenditures by the national committees and local organizations.

The Democrats bought time on CBS Radio and Television for the Governor's San Francisco talk Sept. 9, slated for 10:30 p.m. EDT. Speeches in Seattle Sept. 8 and Los Angeles Sept. 11 will be carried locally and regionally but not nationally. The Democrats also have bought CBS-TV time for Sept. 23, Oct. 7 and 21.

The Springfield strategy meet-

ing last Tuesday was attended by Mr. Wyatt, Gov. Stevenson's personal campaign manager; Ken Fry. radio-TV director of the National Committee, and Sam Brightman, publicity director. Mr. Fry now will operate out of Springfield, traveling in advance of the Stevenson entourage in order to set un radio-TV arrangements. Lou Frankel, former radio-TV director for Averell Harriman, and general manager of WFDR (FM) New York, will handle radio-TV activities in the Washington office during Mr. Fry's absence.

GOP broadcast plans include speaking activities of both Gen. Eisenhower and his running mate, Sen. Richard Nixon (R-Calif.). Sen. Nixon's New England tour last week featured local radio and TV originations in New Haven and elsewhere.

Republican schedules were being withheld pending completion of arrangements with local party leaders. But indications were that networks and local stations will

dvertisement

## "National Spot advertising is, above all things, flexible"

That's what our editors learned when they put together our "National Spot Radio" article

As of January 1, 1952, Broadcasting reported a total of 2,403 authorized AM stations in this country, plus 650 FM outlets. Collectively, these more than 3,000 stations literally blanket every crossroad, small town, medium-size city, and every metropolitan market in our 48 states.

When Printers' Ink's Editorial Task Force decided to explore the use of National Spot Radio last February, and their report was released in our July 11 issue, the first of ten specific ways to use Spot was, "To promote products that haven't full national distribution."

Our editors wrote, "National Spot Advertising is, above all things, flexible." This is of the greatest importance to the regional advertiser. He may be operating in the Atlantic Coast States, the Corn Belt, New England, the Pacific Coast, or the Southern States. With Spot Radio he can concentrate his "advertising fire" where his

sales force operates, where his jobbers are well stocked, or where retailers are ready to push his products.



Bob Kenyon

In Printer's Ink, the Voice of Authority, you can reach each week most of the national accounts in this country.

Of our total circulation of 23,793, more than two-thirds are buyers of advertising—space buyers, time buyers, advertising managers, sales managers, agency excutives, and the top management who give the OK for a schedule of spots that may be run in your city or your section of the country.

Any one of the advertising staff in our five offices is ready to help you add to your customer list. When may we call?

ROBERT E. KENYON, JR. Advertising Director

P.S.—May I send you, with my compliments, a reprint of the National Spot Radio article? Additional copies for your sales staff are priced at  $50\phi$  each.

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

realize considerable business.

Ten national network simulcasts—from Oct. 3 to Oct. 31—are on order with either the General or the Senator scheduled to speak. Expenditures were unofficially estimated at about \$1.2 million, but local committees are expected to share part of the costs.

Sen. Nixon's West Coast swing calls for national TV network coverage and local radio-TV in Pomona Sept. 17, and a simulcast on Sept. 29, location not set. Gen. Eisenhower has national simulcast dates for Sept. 19 in Kansas City and Sept. 25 in Baltimore. Networks were not final.

Additionally, ABC radio is setting aside time on a staggered basis (two or three times weekly) for a new program, It's Up to You, with India Edwards, director of the Women's Division of the Democratic National Committee, who is to explain campaign issues. Series was to start today!

The Joseph Katz Co. is handling the Democratic advertising program, while Kudner Agency and BBDO are cooperating for the GOP. Kudner has devised a "splitscreen" technique for television, to show Senators introducing either Gen. Eisenhower or Sen. Nixon prior to the televised speech via local cut-ins.

Three executives of BBDO, New York, appointed to work on the radio and television advertising program for the Eisenhower-Nixon campaign are Jock Elliott, who is account executive for the New York State Republican Party, and who will perform a similar service for the national party; Carroll P. Newton, vice president of the agency, who will be in charge of radio-TV timebuying, and Walter Tibbals, TV-radio producer, who is accompanying Gen. Eisenhower as BBDO's representative.

## POLITICAL POLICY Is Presented by WGCB

WGCB Red Lion, Pa., "will not accept any paid or non-paid political speeches or time" during the 1952 campaign, John H. Norris, station manager, informed the Progressive Party last week.

Answering the party's form letter asking time to match acceptance speeches of Republican and Democratic Presidential candidates WGCB, a non-network station, said the letter was incorrect. WGCB will carry United Press news along with material from local organizations designed to help get out the vote in November, the letter explains, and will do "all in its power to inform and prepare its listening audience in a non-partisan method, to use their vote wisely and with an independence of choice in the November election."

CBS Pacific Network fall line-up includes two new Mon. through Fri. programs. Armchair Adventures features Marvin Miller in quarter-hour adventure narration. The Long Long Trailer, five-minute sketches by Buddy Twiss, author of the book by the same title, is the other.

## **PROGRESSIVES**

Ask Overseas Radio Time

PROGRESSIVE PARTY candidate Vincent Hallinan Friday called on Defense Secretary Robert A. Lovett to grant him the opportunity to speak to U. S. servicemen overseas via the Armed Forces Overseas Radio and to direct the service network to include campaign news of the Progressive Party in the daily half-hour news program beamed to armed forces personnel.

Progressive Party earlier urged the FCC to take action against some 25 radio and television stations, which the party claims have refused to grant time for acceptance speeches by Mr. Hallinan and Mrs. Charlotta A. Bass, the party's respective candidates for President and Vice President. A wire to the FCC cited the agency's ruling on July 3, ordering all radio-TV stations to carry acceptance speeches of all Presidential candidates free of charge, if they carried the speeches of major party candidates [B•T, July 7].

In a telegram to Secretary Lovett, Mr. Hallinan noted that Gen. Eisenhower and Gov. Stevenson have made such broadcasts and that news of the Republican and Democratic campaigns is regularly carried by AFOR. The Telegraphy reads.

Request that I, as candidate for President of the United States of the Progressive Party, be granted equal time to speak to members of the armed forces serving overseas via Armed Forces Overseas Radio, as that already given to Republican and Democratic candidates. Further request that daily half hour news programs, beamed to overseas troops, limited at present to campaign news of Republicans and Democrats, include regular news of Progressive Party campaign.

Since (Gen.) Eisenhower and (Gov.) Stevenson have agreed to exclude from the campaign the central question before all GI's: "Why are we fighting in Korea and when will it end?" It is imperative that our soldiers, sailors, airmen and women in service know that an alternative to war is offered by the Progressive Party. Negro GI's should be given opportunity to hear that for the first time in American history a Negro woman is running for vice president of the United States. This is the only way American GI's can obtain facts necessary to make up their minds on how to cast absentee ballots.

Aug. 31 New York Times carried speeches especially prepared for and beamed to armed services overseas. Request that I be given opportunity to address troops over same facilities, in similar special broadcast. Request immediate answer.

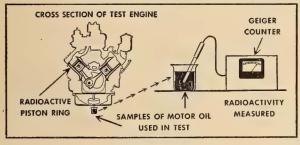
## **Election Series**

NIGHTLY five-minute See You at the Polls series will be broadcast on NBC radio, Mon.-Sun., 11:30-11:35 p.m., from Sept. 15 through Nov. 3, day before election. Prominent citizens will speak each night on the importance of registering, knowing the issues and voting, with Harold Fellows, NARTB president, opening the series.



PISTON RING MADE RADIOACTIVE in Atomic Pile at Oak Ridge, is carefully installed in test car engine by specially trained scientists. Radioactivity is checked with Geiger counter at all times. Car is then driven in proving

ground road tests under all kinds of weather conditions. Engine wear is measured with unheard-of accuracy by this atomic test. Test results can now be obtained in only 50 miles of driving—older methods took up to 10,000 miles.



HOW RADIOACTIVITY WORKS: motor oil used in test run picks up microscopic metal particles worn from radioactive piston ring. Radioactivity of oil sample, measured by a Geiger counter, show rate of engine wear. (Don't worry—the motor oil you buy is not radioactive.) Tests show today's motor oils can actually triple life of your car engine.



LOCAL GUARDIAN of your car engine's future is your neighborhood service station operator. Competing vigorously with rival stations for your business, he helps lengthen the life of your car by providing newest, most improved oil products, top flight service.

# Atomic Tests Prove New Motor Oils Can Triple Car Engine Life

A revolutionary new testing method, using radioactive materials, proves that today's new high quality motor oils, developed since the end of World War II, can actually *triple* the life of your car engine.

These atomic tests show that today's new motor oils substantially reduce engine wear—actually make it possible for you to drive your car many more thousands of miles without costly major repairs. Atomic tests, now being conducted by many oil companies, also open the door to the future development of even finer motor oils.

Increase in motor oil quality is one direct result of the constant competition among U.S. oilmen to get to you first with new and improved products. Today's gasoline is another example—2 gallons now do the work 3 did in 1925, although today's gasoline is priced about the same—only taxes are higher.

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

Oil Industry Information Committee

AMERICAN PETROLEUM INSTITUTE

50 West 50th St., New York 20, N. Y.



## M

## IN CINCINNATI ON WCKY'S DAILY HIT PARADE

6:15 to 7 PM

More Cincinnatians listen to the Daily Hit Parade with Nelson King than to any other program at this time.

Here are the latest Pulse Ratings\*:

STATION	RATING	COST PER 1000	
WCKY	6.3	\$1.48	
Station A	2.5	\$2.92	
Station B	4.5	\$1.85	
Station C	3.0	\$2.88	

(\*May-June Cincinnati Pulse)

FOR THE LARGEST AUDIENCE

AT THE LOWEST COST,

USE THE DAILY HIT PARADE

## ke Your Advertising a <u>Hit!</u>

## IN THE SOUTH ON WCKY'S FAMOUS JAMBOREE

7:05 to 11 PM

BMB shows WCKY has more families listening 3 to 7 times a week at night to the Jamboree than to any other 50,000 watt station covering the South.

Here are just a few of 1952's results to date for advertisers:

JUNEX20,048 ordersHOSPITAL INSURANCE23,658 ordersHARMONICA34,360 orders

CURTAINS 18,917 orders

FOR RESULTS IN THE SOUTH,

PUT YOUR ADVERTISING ON WCKY'S JAMBOREE

50,000 WATTS OF SELLING POWER

## CALL COLLECT:

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

01

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



FOUR HOURS A DAY

SEVEN DAYS A WEEK

## editorial



## The Old Show

THE OLD SHOW, but with a new script and new lead performers, is being enacted at the FCC. The staff lawyers are still trying to run the Commission—and they're often succeeding.

Examples are frequent. This, despite the intent of Congress in approving the new Mc-Farland Law to restore policy directions to the seven members of the Commission by spelling out functions of staff and by seeking to build an administrative barrier between staff and Commission.

The lawyers, however, have contrived means of circumventing the law, after having failed to get the White House to veto the McFarland Bill—insubordination almost unheard of in Government, but which was all but ignored by the Commission.

Here's how the lawyers are working it now. They cooperate closely with Chairman Paul A. Walker and with Comr. Frieda B. Hennock. Their present interest, almost to the exclusion of all else, is the forthwith licensing of educational TV stations. The staff greases the way, as witnessed in eight grants out of 14

applications filed since the thaw. In return, the Chairman and Madame Commissioner support the lawyers.

Petitioners who seek to have the FCC move even on routine matters may be summarily informed that the McFarland Law precludes such action without time-consuming and expensive procedures, such as letter-writing, advance notice, conferences and numerous other devices. This is an obvious effort to flush out complaints to the Commission and to Congress, so that the path may be cleared for amendment of the statute through proof of its un-

The proposed new rebroadcast rule is another example of this mischief-making. Last May, without warning, five of the seven members adopted a proposed rule served up by its lawyers which would permit an originating station to refuse permission to other stations to rebroadcast its programs, but only under pain of notifying the FCC within 10 days why it refused. If the refusal is "unreasonable" the network or station would be penalized. That could mean termination of its license—because the originating station refused to share its property or the product of its genius with competitors.

The legality of this "legalized larceny" proposal was promptly challenged. The FCC postponed the effective date of its order for 60 days from July 1, whereas the petitioners requested a stay until the question of legality had been decided. Prior to the new Aug. 30 effective date, further petitions for postponement were filed. The lawyers suggested only a 15-day extension. Fortunately, an alert Commissioner proposed a month, and that carried.

Here we discern another effort by the lawyers to slip one over. They are constantly contriving means to harass the licensees, when their sworn duty is to enforce a law, the purpose of which is to encourage fullest development of all communications media.

How long they will get away with it we won't venture to guess. We're led to believe, however, that it won't be as easy for them this time. First, Congress is more diligent and more worldly wise on broadcast regulatory matters. Second, this crop of FCC staffers just isn't as sagacious as their immediate predecessors in office.

## **Red Writers**

THOSE angry denials of the Senate Internal Security Committee report alleging Communistic domination of the Radio Writers Guild should surprise no one. That's par for the un-American activities course.

The committees of Congress customarily exaggerate the degree of Red infiltration, and the accused societies, guilds or fronts, inevitably issue indignant blanket denials. It all started about two years ago with the publication of *Red Channels*, under private auspices.

But even if there were only one Communist of influence in RWG it would be one too many. It has been evident for years that one of the cardinal objectives of the Reds in the U. S. has been control of access to that which goes over the air. The writers, once hired, are in the key position. They can contrive situations and veil scripts to fit the ideological line. And that's precisely what the Senate subcommittee charges has been done.

The responsibility, in the first instance, devolves upon ownership and management. That goes for networks, stations, programming syndicates and packagers. The screening of talent, from writer to performer, is not an easy task.

Does anyone know a stupid Commie?

## Headlines from Hunger

IN THE TWO months that Congress has been in adjournment, broadcasters have enjoyed the blissful tranquility of a couple of political conventions, the resultant campaigning, diatribes of the left-wing Progressives, Talkathons, and the usual grist of rate controversies, FCC forays, TV post-freeze processing, air-space committee squabbles, district, state and county meetings and union elections.

But this relative calm is about to be shattered. The House Subcommittee to investigate the morals of radio and television programming, which quit with Congress last July, resumes its hearings Sept. 16 in Washington. Then it will shuttle between New York and Washington.

The headline writers can warm up for another field day. "Blood and Thunder," "Plunging Necklines" and "Shimmying Savants" will return to stud-horse type. The editorial writers and the pundits will let go with round-house swings at the ether traffic. The cartoonists will depict pink elephants emerging from the TV screens, and beer bubbling from the speakers.

But these proceedings, if precedent means anything, will develop into little more than a sounding board for the prohibitionists. They will take off against alcoholic beverage advertising on the air. It's great stuff in a campaign year. It's part of the campaign to ban all liquor (and beer) advertising in the quest for a return to prohibition.

This time, we hope, the adversaries—representing all media—are adequately forewarned. Certainly the broadcast media are prepared to handle their end. So are the brewers. The distillers, it would appear, have no problem domestically, since radio and TV hard liquor advertising is non-existent in the 48 states. That isn't so, however, in the territories.

We imagine that when the final gavel sounds, there won't be any serious thought about legislation involving broadcast programming. That would be censorship. But it is a reasonable wager that there won't be a final gavel until the committee has exhausted the headlines.





LEO RESNICK

WHEN the FCC in 1951 faced the proposed merger of ABC with United Paramount Theatres Inc.—first major case of the "marriage of broadcasting and motion picture interests" since the advent of commercial TV—it knew it had a hot potato.

From TV's start, the union of broadcasters and movie interests had been predicted. Although many within the Commission and the industry it regulates adamantly opposed the Hollywood influence in broadcasting, fully as many in both camps believed fusion of broadcasting and the cinema was the logical step in fulfilling TV's destiny.

To hear the merger case—whether it was in the "public interest, convenience and necessity"—the FCC designated slight, sandy-haired, 39year-old Leo Resnick.

The hearing began in January 1952, consuming 90-odd hearing days, 13,000 pages of testimony and 950 exhibits, and closed Aug. 20. Mr. Resnick's decision—which may or may not be affirmed by the Commission—is expected sometime this fall.

It has been a grueling experience for witnesses and counsel. And it has been no less arduous for the hearing examiner.

Mr. Resnick has listened to every word of testimony. He ruled on complex legal questions, with few precedents to guide him. He assuaged ruffled tempers, of which there were many.

Yet, of all immediately concerned, Mr. Resnick has been the most unperturbed by the hearing's complexities, its labored length and more recently by its speeded-up course.

Qualities the government seeks in its hearing examiners, considered in many respects like judges, are spartan.

Among them are injunctions "to conduct hearings in a dignified, orderly and impartial manner," and to exercise "sound judgment, judicial temperament and poise."

The soft-spoken Mr. Resnick epitomizes these qualities. He also is precise, meticulous, methodical and hard working. His ability to absorb a mass of detail and to express himself cogently have been remarked upon by those appearing before him.

Some Washington attorneys who know him are impatient with what they call his academic attitude. Others feel that his high sense of judicial decorum makes the aura of his hearings more like a court room than an administrative agency appearance. But during the long and sometimes bitter Paramount hearing his

(Continued on page 62)



## This man is now being sold a food freezer

Today radio entertains, informs and sells people wherever they go.

In fact, the average American spends more time with radio than with magazines, TV, and newspapers combined.

People listen to radios in cars, kitchens, yachts, bedrooms, living rooms, trains, canoes, bars, terraces, hotels, restaurants, beaches, deserts, mountain-tops, airplanes.

Right now there are 105,300,000 radio sets in the country. From coast to coast, virtually every home is a radio home—and over half of them have two or more sets.

In automobiles alone, there are 27,424,500 radios. At any given moment, over one-third of the radio-equipped cars on the road have their sets in use.

And last year Americans bought 12,775,000 new radio sets!

Radio reaches its vast audience at far lower cost than any other medium—whether by nation-wide networks or local stations.

No doubt about it:

The smartest buys in all advertising are being made in radio. And they're being made right now.



**Broadcast** Advertising Bureau, Inc.

BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY

## Feature of the Week

(Continued from page 18)

scriptions, prepared and produced at WICC, told the story of the "Big Fella Shop." Live tags gave travel directions to the store from suburbs. Twelve carefully selected adjacencies a week, over a 13-week period, comprised Skydel's initial campaign over WICC.

Success of this campaign was not instantaneous but gathered momentum. Skydel's was satisfied with final results and said WICC obtained results were newspapers failed, the station reported.

Mr. Seigel then asked Mr. Edwards to prepare a year-around campaign embracing both institutional and sales approaches. In the process of preparing this drive, Mr. Edwards joined the Skydel's sales staff several hours a week to apprise himself of the store's basic marketing problems. Then, with Messrs. Slater and Hoffer, he formulated a campaign. Well pleased, Skydel's signed for 52 weeks.

Institutional aspect of the campaign is built around a half-hour Sunday afternoon program, the

Wayne King Show. There is no commercial copy as such used on this show. Only three short announcements—15 to 40 seconds duration—are aired. These expound the friendliness, courteous service and quality to be found at Skydel's.

Sales aspect of the campaign consists of five Class A morning spots each week, rotated among various departments at Skydel's.

Heretofore, Skydel's had not realized radio's potential force as a selling medium. Now, however, the store is sold on radio, thanks largely to Messrs. Slater, Edwards and Hoffer.

## Ralph Cattell

FUNERAL services for Ralph Cattell, 39, former sales manager of Jerry Fairbanks Productions, Hollywood, and more recently a free lance TV writer, were held Sept. 4 in Glendale, Calif., with burial at Forest Lawn Memorial Park. Mr. Cattell died Aug. 30. Survivors are his wife, Selma, and a daughter.

front office



HERMAN HEADLEY, TV director, appointed assistant manager, WCCO-TV Minneapolis-St. Paul.



TED TENPENNY, commercial manager, KEYD Minneapolis, promoted to assistant general manager there.

WILLIAM BAYER, sales representative of Keystone Broadcasting System on West Coast, elected a vice president. ESCHEN & ROE named to represent network on West Coast.

HAL COOKE, manager of CKEY Toronto, adds duties of vice president in charge of sales of all Jack Kent Cooke enterprises, Toronto.

Mr. Headley

DAVE BAYLOR, general manager, WJMO Cleveland, to WEWS (TV) that city, as general executive in programming and advertising sales activities.

EVERT S. PETERSON, director of public relations, McClatchy Newspapers and McClatchy Broadcasting Co. of Calif., to Rotary Offset Printers, Sacramento, Calif., as general manager.

ROGER LaREAU, commercial manager, WTVN (TV) Columbus, named regional sales manager of Edward Lamb Enterprises with headquarters in Erie, Pa. Duties include co-ordination of sales and commercial activities of WTVN, WICU (TV) and WIKK Erie, WHOO Orlando, Fla., WTOD Toledo and The Erie Dispatch.



CLARK GEORGE, New York representative of KNX Los Angeles and Columbia Pacific Network, to New York office of CBS-TV Spot Sales as account executive.

MEG ZAHRT, assistant director of retail advertising, BAB, New York, to sales staff, WGAR Cleveland, to serve department stores and specialty shops in that area.

WILLIAM K. BRUSMAN, sales staff, WHK Cleveland, promoted to general sales manager.

AVERY-KNODEL, N. Y., appointed national representative for WHOO Orlando, Fla.



## Personals . . .

Miss Zahrt

GEORGE B. STORER, president of Storer Broadcasting Co., is under doctor's orders to "rest and relax" which may keep him away from full time duties for several months. He is recuperating in Birmingham, following temporary loss of hearing suffered on eve of CBS affiliates meeting in Chicago last month, probably due to excessive air travel in his non-pressurized plane.

DANIEL W. KOPS, vice president-general manager, WAVZ New Haven, Conn., named to membership on Public Relations Committee of National Travelers Aid Assn. . . . KLAUS LANDSBERG, vice-president and general manager KTLA (TV) Hollywood, named talent chairman for Cancer Society's City of Hope Telethon on KNBH (TV) KLAC-TV KTTV (TV) and KTLA (TV) Sept. 27-28.... JOHN H. PERRY, owner of the Perry group of radio stations in Florida, is resting in American Hospital in Paris, following interim operation on his hip, which he broke in fall on liner United States Aug. 11. . . . EDGAR STERN Jr., president, WDSU-AM-TV New Orleans, father of third child, Monte M., Aug. 27. . . . CHARLES E. SALIK, president, KCBQ San Diego, father of girl, Aug. 17. . . . KEN COWAN, New York advertising representative, BROADCASTING • TELECASTING, father of boy, Aug 17. BILL QUEEN, salesman, WTAO Cambridge, Mass., and Alice Lee Lane were married Aug. 23. . . . DONALD J. QUINN, vice president and general manager, KXOC Chico, Calif., elected chairman of Chamber of Commerce Merchants Committee, that city.



drama, news, sports and music to the 240,470 radio families who live in the rich Hannibaland area. The majority of these families tune and stay tuned to KHMO, because KHMO gives them what they want in radio.

For satisfying results and service in the mid-west put your sales message on KHMO. Write, wire or phone KHMO or Pearson today for availabilities.

These families represent those in the 41 county area surveyed where KHMO shows its share of audience. There is a larger number of families in KHMO's 0.5 millivolt contour.

Representative John E. Pearson Company

> **Mutual Network** Hannibal, Missouri

5000 watts day • 1000 watts at night



## "Say, Peg... We've got a date!

"We go down to Town Hall first thing tomorrow."

"What on earth for, John?"

"To register, of course. The paper's full of reminders. Can't vote if you don't register first, you know."

"Yes, of course. But what brought this on?"

"Well, Peg, a lot of us were holding an indignation meeting this afternoon down at Tony's barber shop."

"About Tony?"

"'Course not. Bob Carson was sounding off on the subject of corruption and inefficiency in local, state and national government. Stan Dukas was burned up about high taxes, like Pete Orson was about the high cost of living."

"And what did Tony have to say, John?"

"Well, he didn't say much at first. But finally Tony asked us if we'd voted in the last election. Had to admit we didn't. Then he asked if we'd registered yet for this year's. He had us there, too. Then he said this was a pretty good country as far as he was concerned . . . and it was our job to keep it that way. He said if we wanted honesty and integrity in America we should apply it to our own personal lives; to our own business lives, too. And see to it that honest and patriotic men got elected to office."

"I suppose you men got mad at Tony?"

"Heck no! I even over-tipped him. He was right, wasn't he? . . . reminding us, both as citizens and businessmen, that we've got a mighty important stake in whether this country prospers or not. Like Tony said, that goes for today, tomorrow and twenty years from now."

"Anyways, I'm going to register first thing in the morning. And, by golly, it's a man's duty to see that his wife registers, too. So don't forget we have a date!"

"Don't be silly, John. I registered weeks ago!"
"Oh."

## REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio



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

strong and free...an America whose mighty truck fleets speed the many products of factories and farms to every corner of the land. Through the Trucking Industry, Republic serves America... with alloy steels for tough, wear-resistant moving parts; with high-quality pig irons for motor blocks and cylinder heads; and with carbon, stainless and electroplated steels for truck bodies and cabs. Yes, with so much of the nation's productive might dependent upon trucks, Republic is proud indeed that its steel helps keep them rolling.

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



## BUSH NOMINATED

In Conn. Senate Race

CONNECTICUT Republicans last Friday nominated Prescott Bush, banker and minority stockholder in CBS Inc., as their nominee for the seat of the late Sen. Brien Mc-Mahon (D-Conn.) whose term covers four more years [B.T, Sept. 1].

Mr. Bush, a partner in an investment firm with Averell Harriman and holder of 10 shares of Class A stock in CBS Inc., will compete against a nominee to be chosen by the state's Democrats the past weekend.

Mr. Bush is expected to line up sizable radio-TV advertising campaign before the November elections, perhaps comparable to his schedule of two years ago when he lost to Sen. William Benton (D-Conn.) by a narrow 1,000-vote margin.

Sen. Benton also is expected to rely heavily on broadcast media in his fight against William A. Purtell, who was nominated on an interim basis to fill Sen. McMahon's seat until Nov. 4. Actually, he will run against Sen. Benton for the full six-year term. Both Mr. Bush and Sen. Benton may announce their campaign plans shortly.

It was Mr. Purtell who defeated Mr. Bush in the GOP state convention held last May. It is conceivable that Mr. Bush, rather than Mr. Purtell, might emerege victorious in the fight for a Senate seat next January.

## Chicago AAAA Slate

CLINTON E. FRANK of Price. Robinson & Frank has been elected chairman of the board of governors of the Chicago AAAA group organized to carry out 4A activities locally. Other officers are James Cominos, Needham, Louis & Brorby, vice chairman, and Hervey L. MacCowan, MacCowan Adv., secretary-treasurer. Board of governors includes the officers plus George Bogart, J. R. Pershall Co., and Robert Burton, Young & Rubicam. Membership represents 44 Chicago agencies. Work was handled previously by a Central Council headed by John Willem of Leo Burnett.

## Far-Sighted TV

A PUEBLO, Col., dairyman claims a world's record for long distance reception with his new television receiver. According to Joe Marty Jr., Admiral Corp., Chicago, Leslie Donley has reported receiving more than 20 distant TV stations, including one in Mexico and one in Cuba during the past three months. Mr. Donley, who lives at a location that is at an altitude of 4,000 feet, bought his 20inch console set in June when the nearest video stations were located at Albuquerque and at Salt Lake City, about 300 miles away.

## GraybaR recommends

## AMPEX

## SERIES 400 TAPE RECORDER

in convenient console model

Here it is! The high-fidelity performance and extra convenience of a console recorder . . . at the price you'd expect to pay for a portable model! It's all yours with this new Ampex Series 400 console model distributed by Graybar.

The most versatile magnetic tape recorder ever built, the Ampex 400 (in console, portable, or rack mount model) offers you longterm recording dependability through simplified operation and freedom from breakdown.

Ampex recorders are but a single item in the complete line of AM and TV equipment available through your near-by Graybar office. From mike to antenna, it will pay you to discuss your needs with an experienced Graybar Broadcasting Representative. Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.



## Check these **Ampex 400 features!**

- 1. DUAL SPEEDS 71/2 & 15 inches per second . . . half or full track models.
- 2. REMOTE CONTROL push button operation permits full remote control.
- 3. BUILT-IN PREAMPLIFIER for microphone & bridging low-level line.
- 4. PRECISION TIMING within 3.6 seconds per 30 minutes.

- 5. FULL AUDIO RANGE 15,000 cps at 71/2 inches per second.
- 6. MINIMUM MAINTENANCE built for heavyduty service.
- 7. WIDE DYNAMIC RANGE low noise level with low distortion.
- 8. EXTRA LONG-LIFE MAGNETIC HEADS initial performance retained for thousands of hours.
- 9. COMPLETE ACCESSIBILITY components and electronic assembly easily inspected even during operation.

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR



OVER ONE HUNDRED PRINCIPAL CITIES

## EVERYTHING ELECTRICAL

## To Keep You On The Air

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

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

ATLANTA

E. W. Stone, Cypress 1751

BOSTON

J. P. Lynch, Kenmore 6-4567

CHICAGO

E. H. Taylor, Canal 6-4100

CINCINNATI

W. H. Hansher, Main 0600

CLEVELAND

A. C. Schwager, Cherry 1-1360

DALLAS

C. C. Ross, Randolph 6454

DETROIT

P. L. Gundy, Temple 1-5500

HOUSTON

R. T. Asbury, Atwood 4571

**JACKSONVILLE** 

W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.

R. B. Uhrig, Baltimore 1644

LOS ANGELES

R. B. Thompson, Angelus 3-7283

MINNEAPOLIS

C. W. Greer, Geneva 1621

NEW YORK

R. W. Griffiths, Exeter 2-2000

PHILADELPHIA

J. W. Crockett, Walnut 2-5405

PITTSBURGH

R. F. Grossett, Allegheny 1-4100

RICHMOND

E. C. Toms, Richmond 7-3491

SAN FRANCISCO

K. G. Morrison, Market 1-5131

SEATTLE

D. I. Craig, Mutual 0123

ST. LOUIS

J. P. Lenkerd, Newstead 4700

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

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



## air-casters



OBERT P. SUTTON, program director, WCCO Minneapolis, to CBS Pacific Network and KNX Hollywood in similar capacity Sept. 26. He succeeds GEORGE W. ALLEN on leave of absence from executive duties.

BOB POOLE, originator of network show, *Poole's Paradise*, returns to staff of WBIG Greensboro.

JANE CHRISTOPHER named merchandising manager for Galen Drake Housewives Protective League and Starlite Salute programs on WCBS New York.

LEE JORDON, WSB-TV Atlanta, to

announcing staff, WHAS-TV Louisville.

HARVEY MUR-PHEY, announcer, WWPG Palm Beach, Fla., to WLEX Lexington, Ky., as disc jockey.

EARL ZEIGLER, photo editor, NBC Hollywood, adds duties as assistant manager of net-



Mr. Jordon

work's press department. He succeeds GRAHAM EDELBLUTE, resigned.

ARTHUR HERMANSFELD, KBMW Breckenridge, Minn., to KIHO Sioux Falls, S. D., as staff announcer. DANNY OLSON, sports director, KSUM Fairmount, Minn., to KIHO in same capacity.

LEN MOHNKERN, WKST New Castle, Pa., to WHHH Warren, Ohio, as promotion-publicity man.

BEE BAXTER, KSOO Sioux Falls,

S. D., returns to KSTP Minneapolis-St. Paul, as woman's editor.



Miss Baxter

JIMMIE DOLAN, Capitol recording artist, to KWKW Pasadena as disc m.c.

DICK SHIVELY appointed sports director, WSM-AM-TV Nashville, Tenn.

DICK WALKER, sports director, KGER Long Beach, Calif., to KBIG Avalon, as sportscaster.

WILLIAM E. GORDON, sports director, WJKO Springfield, Mass., to WTTM Trenton, N. J., as staff announcer.

LARRY DYSART, writer-director, Dan B. Miner Co., L.A., on KNX Hollywood *Tapestries of Melody*, to KPOL Los Angeles, as program director.

DAVE PELLOW, WEOA Evansville, Ind., and JACK BRANDT to announcing staff, WJPS Evansville.

HENRY LEWIS, summer relief announcer, WHLI Hempstead, L. I., returns to free lance work in New York.

KEN BUSSY, WHAS Louisville, Ky. production staff, resigns to accept

position of secretary of Convention Visitors Div., Louisville Chamber of Commerce.

RALPH ROGERS returns to KEX Portland, as staff announcer.

ANN CORRICK, producer, Theodore Granik's American Forum of the Air and Youth Wants to Know programs, resigned. Miss Corrick plans to continue activities in televison.

ED NIX, formerly head of own advertising agency in Riverside, Calif., to KVOE Santa Ana, as producer-announcer.

PAT WOLFE, production facilities department, KNBH (TV) Hollywood, and Ralph Jones were married Aug. 16.

FRANCINE STUTZ, promotion director, KLAC-TV Hollywood Hollywood on Television, and Lee Stanley Amster, Los Angeles toy manufacturer, were married Aug. 31.

## News . . .

CLAYTON B. HOLM to KIHO Sioux Falls, S. D., as news editor after discharge from U. S. Navy.

MAL MacINTYRE, announcer, KLAC Hollywood, to KCRA Sacramento, as news director and editor.

JACK BOSTON, public infrmation officer at Edwards Air Force Base, to public information KVOE Santa Ana, as head of local newscasts.

## Premium Ad Meeting

NBC COMEDY team Bob and Ray will make a 45 minute appearance at the morning conference of the Premium Advertising Assn. of America, to be held Sept. 16 at the Hotel Astor, New York. C. E. Armstrong, general manager of merchandising of Kroger Co., will talk on premium promotions in super markets and Douglas Taylor, vice president of J. P. McKinney, will discuss premium promotions in newspapers at the meeting, which will run from 9 a.m. to noon

## NARTSR Name Change?

PROPOSED name change of the National Assn. of Radio & Television Station Representatives to the shorter one of Station Representatives Assn. is expected to be approved by NARTSR members at the group's quarterly meeting Sept. 10 in New York. Besides being unwieldly, the present name is too often confused with NARTB, a spokesman said. After approval by the group itself, an amendment in the charter must be filed in Albany and certified by the Secretary of the State of New York before it becomes official.

## **Strictly Business**

(Continued from page 18)

as much impact as possible, and how to make that impression deep.

He believes in programming and selling to the personality of the people in an individual market, and selling shows and time which are tailored to requirements of that specific market. A one-town test of radio, he's convinced, cannot serve effectively as a base for projection nationally. With the increasing competition offered other radio stations and by television, media buying has become more specialized. He thinks the importance of market-by-market growth is a large factor in the success of the independent operator, who, Mr. Wyatt says "is elastic in his thinking, and depends on himself rather than network programming."

Mr. Wyatt, though he was born in Chicago, made his home there for the first time three-and-one-half years ago. He lived most of his early years on Long Island and in Westchester County. His father worked in New York as vice president of Erwin, Wasey & Co., and of Brooke, Smith, French & Dorrance as advertising manager of Calvert and sales training manager for Schenley. (The male Wyatts still prefer bourbon to scotch). A brother, Jack, is partner in Wyatt & Scheubel, New York.

Bill Wyatt, always absorbed with advertising, sales and marketing, entered radio in 1940 as an announcer, deciding shortly thereafter to work up through the ranks into broadcast sales.

After attending Peekskill Military Academy in New York and Nichols College in Massachusetts, he enrolled at a small coeducational college, Elon, in Burlington, N. C. It was there he went to work as a part-time announcer for WBBB. In 10 months he reversed procedure, relegating academics to his spare time and concentrating on broadcasting.

In the next six years, he worked at WCBT Roanoke Rapids, N. C., Allentown, Pa., and NBC New York, where he was night guide supervisor and, later, an announcer. After a New York free-lance stint as an actor, announcer and radio "voice" expert, specializing in the crying baby variety, he joined WTIP Charleston, W. Va., in local crying sales. By this time he had aged a bit (to 24), and was ready to accept an offer from Forjoe in New York. He went there as a salesman in 1947, transferring to Chicago in 1949.

Mr. Wyatt's home is in south suburban Park Forest. His wife, whom he met in New York and married in Charleston, is the former Helen Parke of Philadelphia, who was a singer, dancer and actress before their marriage. They have a daughter, Barbara, 3½. Mr. Wyatt is a member of the Chicago Radio Management Club.



**Great Southwest** 

in the

KCMC

## TEXARKANA

(AM-FM) Major distribution point for a four-state area. Oil, livestock, agriculture, manufacturing, Army ordnance and growing.

KWFC

## HOT SPRINGS

World-famous resort with high local spending power and a bonus of over a half million visitors annually from all over the nation. Developing industrially.

KAMD

## CAMDEN

Balanced agricultural, industrial economy. Paper mills, lumber, furniture, one of the largest Navy ordnance installations. A money market.

**571,000 PEOPLE 160,200 Radio Homes** 

\$420,267,000 Effective Buying Power, \$367,535,000 Retail Sales

(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
Searchte Bldg., Texarkana, Ark. Tex.

## NEWS IN CANADA

**New Distributor Proposed** 

INDEPENDENT Canadian broadcasting stations will be asked at forthcoming regional meetings to join a new co-operative news distributing company which will obtain its news from Canadian Press. The new company will succeed Press News Ltd., Toronto, subsidiary of Canadian Press, which now sells news to Canadian stations.

On the nine-man board of the new company Canadian broadcasters will have four regional representatives, tentatively one each from the Atlantic coast area, Frenchlanguage stations in Quebec and Ontario, English-language stations in Ontario and Quebec and western Canada. Five directors will be elected by Canadian Press, and may include owners of newspaper affiliated radio stations.

Basic reason for the new set-up is to give Canadian stations a voice in the news gathering and distribution organization.

Preliminary work by mail indicates most stations contacted favor the new operation. First presentation to a regional group will be made at the Western Assn. of Broadcasters' annual meet at Banff, Sept. 11-13. Other meetings will consider the plan before Canadian Assn. of Broadcasters meets at Montreal next March.

## JOINT PROMOTION

Planned by Movie, TV Groups

AGREEMENT calling for a reciprocal promotion project between WNBC-WNBT (TV) New York and the Organization of the Motion Picture Industry of the City of New York was signed Wednesday by Ted Cott, vice president and general manager of WNBC-WNBT (TV), and Fred J. Schwartz, chairman of the motion picture trade group [B•T, Aug. 18].

Both Mr. Schwartz and Mr. Cott expressed the belief that the alliance would work out to the benefit of both the television and motion picture industry. The campaign, which will run for a trial period of three weeks, begins Sept. 15.

## U.S. Buys \$539 Million

MEMBER companies of Radio-Television Mfrs. Assn. received orders totaling \$539 million from the U. S. government during the first half of 1952. This compares with \$509 million during the first half of 1951. Radar equipment topped the 1952 list, totaling \$263 million. Second was navigational gear, totaling \$45 million.

WOMEN'S Auxiliary of American Legion has presented a special award to Strike it Rich, CBS-TV and NBC radio show sponsored by Colgate-Palmolive-Peet Co. Walt Framer, producer of series, accepted on behalf of sponsor.

## MBS FARM SHOW Panel Series Begins

FIRST question in the Successful Farming-MBS 13-week farm panel series was "Does it Really Matter to the Farmer Who Wins the Election?"

The Farm News Conference program, moderated by author-farmer Louis Bromfield, featured Agriculture Secretary Charles F. Brannan, Rep. Clifford Hope (R-Kan.), Maryland farmer Joe Blandford and New Jersey farmer Lee Towson. It was tape-recorded in the studios of WWDC, Mutual's Washington affiliate last Thursday, and was scheduled to be broadcast on MBS stations at 11:30 a.m. Saturday.

Second in the series, which will be broadcast at the same time every Saturday, will originate from Lafayette, Ind., Sept. 13. Mr. Bromfield will act as moderator for the full series.

Successful Farming is published by the Meredith Pub. Co., owner of WOW-AM-TV Omaha, KPHO-AM-TV Phoenix and WHEN (TV) Syracuse, N. Y. Meredith also publishes Better Homes & Gardens.

NBC Radio Dude Martin's Western Jamboree, new hour-long Saturday night program, replaces Tex Williams and His Orchestra. Dude Martin also has his own KTTV (TV) Hollywood and KBIG Avalon shows.

## WBIG DISPUTE

Terminated by NLRB

NINE-MONTH OLD labor dispute involving WBIG Greensboro, N. C., which began with the walk-out last January of 14 NABET members, was terminated last Thursday with the cryptic announcement by NLRB Regional Director John A. Penello that charges of unfair labor practices had been "withdrawn without prejudice."

The 14 employes, engineers, control operators and announcers, walked out Jan. 22 after NABET had made its charge. The station continued operation, however, with

non-NABET employes.
Gilbert M. Hutchison, president and general manager of WBIG, last Thursday announced receipt of the notice from Regional Director Penello terminating the case. Mr. Penello said that "with my approval" the charge had been withdrawn without prejudice. Notice also was sent to NABET national representative, Clifford L. Gorsuch, in New York.

O-CEL-O Co., Buffalo (cellulose sponges) and General Mills, Minneapolis, are negotiating a merger with transferral of stock. General Mills, which would wholly own O-Cel-O, is slated to exchange stock worth \$3,420,000, with O-Cel-O stockholders, getting one share of Mills common for 3½ of O-Cel-O common, and 10 shares of Mills common for 11 shares of O-Cel-O preferred.

## SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

ARE YOU A MR. Why Buy?

Why Buy

## SPOT RADIO?

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

Why Buy

## **SOUTHWEST VIRGINIA?**

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

Why Buy

## WDBJ?

FREE & PETERS, INC., National Representatives

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



## This is the Hallmark of the Ideal Insulation

# SINCE 1919

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



## FOR ALL FREQUENCIES

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

### INJECTION MOLDED GRADES

## MYCALEX 410

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

Power Factor, 1 megacycle	0.0015
Dielectric Constant, 1 megacycle	9.2
Loss Factor, 1 megacycle	
Dielectric Strength, volts/mil	400
Volume Resistivity, ohm-cm	1x1015
Max. Safe Operating Temp., °C	350
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	

## MYCALEX 410X

Power Factor, 1 megacycle	0.012
Dielectric Constant, 1 megacycle	6.9
Loss factor, 1 megacycle	
Dielectric Strength, volts/mil	400
Volume Resistivity, ohm -cm	5x10 <sup>14</sup>
Max. Safe Operating Temp., °C	350
Water Absorption, % in 24 hours	nil
Tensile Strength, psi	6000

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

### MACHINEABLE GRADES

## MYCALEX 400

Mycalex 400 is approved fully as Grade L-4A under National Military **Establishment Spec**ification JAN-1-10 "Insulating Materials, Ceramics, Ra-dio, Class L."

Power Factor, 1 megacycle.... 0.0018 Dielectric Constant, 1 megacycle... ...7.4 Loss Factor, 1 megacycle.... 0.013 Dielectric Strength, volts/mil... ...500 2x1015 Volume Resistivity, ohm - cm..... Arc Resistance, seconds.... .300 Max. Safe Operating Temp., °C. 370 ...nil Water Absorption, % in 24 hours... Tensile Strength, psi...

## MYCALEX K-10

D	ielectric Constant, 1 megacycle	10.6
	Factor, 1 megacycle	
L	oss Factor, 1 megacycle	0.034
D	felectric Strength, volts/mil	
	(0.10 in. thickness)	270
F	ractional Decrease of Capacitance	
	with Temperature Change	0.0056
F	ractional Increase of Capacitance	
	with Temperature Change	0.0076

Mycalex K-10 conforms fully to Grade HIC5H4 under National Military Establishment Specification JAN-1-12.

### OW-LOSS MINIATURE TUBE SOCKETS

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



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

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

## YCALEX CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

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

## MYCALEX K

embraces an entire series of capacitor dielectrics, each with specific characteristics. These can be supplied on special order in sheets 14"x18" in area and from ½" to 1" in thickness, also available in rods. MYCALEX K can be machined to close tolerance or moided.

## RADIO'S STATUS

Will Hold Own-Miller

RADIO is holding its own against TV and probably will continue to do so, with millions of Americans maintaining sets in autos, working places, bedrooms and other places, Judge Justin Miller, NARTB board chairman and general counsel, told the State Bar of California.

Addressing the bar association's 25th annual convention, Judge Miller said 75,117,262 radios have been sold since the war, compared to 17,002,169 TV sets. He said most of the older advertising media are more than holding their own against TV, with newspaper advertising up 10.8% in the 1950-51 year; direct mail up 15%; radio up 11.9%; magazines up 11.4%, and the new visual medium up 93.3%.

Judge Miller warned of the danger of government misuse of radio and TV, recalling that President Peron "took over control of the press and radio in Argentina and then established TV control." He set up government-owned TV receivers in clubs, the only access to these sets, Judge Miller added.

HOMER MARTZ, KDKA Pittsburgh farm director, recorded a special broadcast for BBC during Sixth International Grasslands Congress Pennsylvania State College, State College, Pa., which was attended by research and educational leaders from all over the world.

## ARMY BOUQUETS GO TO RADIO

Col. Kirby Calls It 'Greatest Mass Medium'

"RADIO delivers the greatest mass audience . . . in the history of mankind" and remains "the swiftest, most flexible and instantaneous way of reaching the people of the 48 states," Army public information officers have been told.

At the same time, the Army Dept. has found "a new and heretofore unavailable personal means of reporting the Army story in the front parlors of American families."

These observations were conveyed to U.S. Army domestic and overseas PIOs by Col. E. M. Kirby, chief of the Army's Radio-TV Branch during a conference Aug. 25 at the Pentagon in Washington,

The officers were briefed on plans for a series of radio and television "hometown" interviews, to be offered to stations throughout the country by the Far Eastern Command (FECOM).

The importance of public information-and particularly the continuing value of radio and potential of TV-was detailed by Col. Kirby; Maj. Gen. Floyd Parks, chief of information; Gen. J. Lawton Collins, chief of staff, and Brig. Gen. Frank Dorn, deputy chief of information.

The Army will intensify its drive

with U. S. soldiers overseas for playback on radio stations in pertinent communities. Also under study is a plan to prepare a similar series for video use, with stations asked to provide film to FECOM. Reciprocal arrangement is necessary because of lack of funds. The Army Dept. was cut 50% in fiscal 1953 appropriations.

that the third series of The Big Picture programs will be available for distribution to video stations around Oct. 15. The documentary series currently is in production. Some 90-plus stations have been carrying Big Picture programs throughout the year, with some repeating the films.

Col. Kirby noted estimated audience (60 million) on the recent political conventions and felt the Army could capitalize on "any significant portion" of viewers in "homes which have yielded hundreds of thousands of sons and daughters."

Tracing radio's history, he as--quite blindly are willing to let it go by default."

## DUANE JONES SUIT

Minor Action by Judge

JUDGE Sidney Sugarman of the U. S. District Court for the Southern District of New York signed an order Aug. 28, striking out several paragraphs from the complaint in the \$3,150,000 slander suit filed against Duane Jones, president of Duane Jones & Co., New York.

The paragraphs in question reportedly do not alter the body of the complaint.

Judge Sugarman's action came after a motion by counsel for Mr. Jones to dismiss the suit. The action against Mr. Jones was filed on June 4 by nine of his former employes, most of them now with Scheideler, Beck & Werner [B•T, July 14].

NBC radio Father Knows Best will be taped in various cities for 1952-53 for General Foods, as star Robert Young is on 40-week theat-rical tour with "Country Girl." Cast will fly from Hollywood at regular intervals to wherever Mr. Young is and will tape as many programs as possible. Agency is Benton & Bowles Inc., Hollywood.

to develop hometown interviews

Meanwhile, Col. Kirby revealed

serted that American radio "can never be ignored . . . even though some of the commercial broadcasters themselves-in my opinion

He concluded:

"Radio has developed the ears to listen, television the eyes to see. In our democratic form of society, the Army has a right to be heard and seen."

# general chairman. Heading the committees for the all day, all night stag get-together are: Loyd C. Sigmon, vice president and assistant manager, KMPC (attendance); Dick Woollen, director of program development, KTTV (TV) (entertainment); Larry Buskett, sales manager, KLAC; Jim Hensley, account executive, KNX (golf); Oren Mattison, auditor, KMPC; Bill Tankersley, manager of program operations, CBS Radio, Hollywood (prizes); Edward B. Hullinger, manager of station relations, ABC Western Div.; Ron Manders, promotion manager, KFI (promotion and publicity); Leon Wray, sales manager, KHJ; Charles E. Hamilton, manager, KFI (reception); and Norman Nelson, managing director, SCBA (tickets and reservations).

SET RECTIFIERS

group.

Shortage May Continue

RECTIFIERS for radio-TV sets

may continue in still shorter supply

as a result of military require-

ments, the government has been

told by a manufacturers' industry

ity was advised that FCC author-

izations for new television stations may presage a 100% increase in

demand for rectifiers next year.

A large part of the industry's out-

put now goes into rectifiers for

smaller sets where they convert

selenium probably will exceed

supply indefinitely, and promised

it would continue its study of

allocations of the material (a by-

product of copper smelting and

refining) are set tentatively at

85% of industry requests. Selen-

ium also is used for a variety of

other civilian and military elec-

EIGHTH annual "Whingding" will

be held by Southern California Broadcasters Assn. Sept. 24 at

Inglewood Country Club, with

Haan J. Tyler, Los Angeles man-

ager of KFOX Long Beach, named

Is Scheduled Sept. 24

September

NPA reported that demand for

alternating to direct current.

shortage problems.

tronic applications.

SCBA STAG DAY

general chairman.

The National Production Author-

Event, originally scheduled for Sept. 19, was moved to Sept. 24 because of conflict with Rosh Hoshana the weekend of the 19th.





HALIFAX

NOVA SCOTIA

THE

SIGNBOARD

OF

SELLING POWER

IN THE

MARITIME PROVINCES

ASK

JOS. WEED & CO. 350 Madison Ave., New York He Has the Reasons Why! 5000 WATTS-NOW!

COMPLAINT over faulty reception contrasted to some million - plus families who "prefer" the 50 kw station, is the peg on which KCBS San Francisco, Calif. hangs its newest brochure on coverage. Pointing out that "very often, it's the little things that count," Arthur Hull Hayes, KCBS vice president and general manager, calls attention to a retired couple who complained that "it was almost impossible to hear Gangbusters tonight" because of "noise and interference." A station engineer investigated and found "some faulty neighborhood wiring." Brochure notes that couple "is probably the only one of . . . 1,093,250 families to feel desperate about us . . . the others just prefer us . . . "

## CONCERT SERIES

SERIES of concert music programs, featuring critic Paul Hume (of the Washington (D.C.) Post) was launched last Wednesday by WGMS Washington, the "Good Music Station," under sponsorship of Thompson's Honor Dairy. The Post music critic is producing three half-hour programs on Monday, Wednesday and Friday, and a 90minute show on Sunday. Series, Listening with Paul Hume, will feature outstanding record releases (including LPs) and guest conductors. Program got underway last Wednesday.

## FOOTBALL QUIZ

QUIZ show tailored to coverage of Notre Dame football games will be started by WERE Cleveland with opening of pigskin season. Show will precede games and feature members of Notre Dame Alumni Assn. and alumni of opposing schools each week, with quiz scored like an actual football game and designed to foretell actual score. Prizes will be awarded victors, with WERE program director Ed Stevens firing questions. Half-hour weekly program will be sponsored by Sandusky Brewing Co. (Gold Bond beer).

## If it's a **University Town** you want

We have it too.

Montana State with 2500 Students

Bonus

The Art Mosby Stations



MONTANA

THE TREASURE STATE OF THE 48

Reps: GILL, KEEFE & PERNA, N.Y., Chi., La. & SF.

## programs promotion premiums



### SIGNOFF SOLD

WINTER signoff spot has been sold by WSIV Pekin, Ill., to a local restaurateur, Harry Sarnes. W. Kenneth Patterson, WSIV president, general manager and chief engineer, reported that the announcement says "... the next 101/2 hours of silence are brought to you he offers throughout the entire day." by Harry Sarnes, the only silence

### DAILY ALMANAC

NEW program, The Daily Almanac, was begun on WAAM (TV) Baltimore Sept. 1. The Mon.-Sat. feature is shown at 5:55 p.m. It has a folksy humor, imparts such information as historical happenings on that date and closes with a famous quotation. The Daily Almanac is a John H. Thompson Co. production.

## **AUTUMN PROMOTION**

WTVN (TV) Columbus, Ohio, is keying its fall promotion to an "Autumn Harvest" theme. In addition to tying in all identifications, spots and live show themes with the autumn motif, windows of all advertisers and store interiors are to be decorated by the WTVN art department with corn shocks, pumpkins and colored leaves. To top off the event, a Festival Queen will be selected with the final judging telecast.

## WHAS HEAVY SCHEDULE

WHAS Louisville is airing 43 programs in nine days at the Kentucky State Fair, which began Sept. 5. The programs are originating from the WHAS "Big Top" tent which seats 350 persons. Last year, WHAS programs drew 22,000 persons to the "Big Top."

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### HOME AND GARDENS

\_\_\_\_\_

WGAR Cleveland on Aug. 30 began broadcasting Home and Gardens as a winter replacement for the Home & Gardens Roundtable. Bob Smiley, WGAR personality, handles both shows. On his new show, Mr. Smiley will emphasize home construction and maintenance.

## WBAL TO FAIR

TEMPORARY studios have been set up by WBAL Baltimore at the fair in nearby Timonium, Md., and the station is programming directly from the fairgrounds. A large tent and modern trailer contain WBAL's equipment and provide space for exhibits produced by the station and six sponsors, who joined in the promotion. Fair continued through Sept. 6.

## WLW AT STATE FAIR

STARS of WLW and WLWT (TV) Cincinnati Midwestern Hayride were featured Sept. 6 in a big Centennial Jamboree, celebrating the 100th anniversary of the Indiana State Fair. The stars last made a personal appearance at the Indiana State Fair in 1942. Acting as m.c. for the program was Louie Innis. Mr. Innis was supported by such stars as the Kentucky Boys, Judy Perkins, Ernie Lee, the Swanee River Boys, "Lazy" Jim Day, the Pine Mountain Boys, Bonnie Lou and Buddy Ross.

## SCORECARD PROMOTION

WMLS Sylacauga, Ala., is promoting Auburn football broadcasts by means of a combination schedule and score card. The folding card bears the names of several sponsors of both the Auburn broadcasts and the program Football Scoreboard which follows immediately after the game. "Cards are being placed at sports locations for free distribution," Robert M. Duck, promotion director at WMLS, said.

## FOOTBALL CONTEST

GENERAL Electric Supply Co. has contracted with KEX Portland for a series of daily programs, Pigskin Prognosticator, to be aired during the football season. Program will sponsor a contest in which participants will pick the winner of the eight football games scheduled for the coming Saturday as well as the score of two of the games. At the end of the season. there will be a run-off for all the weekly winners. Winner will be awarded a free trip to the Rose

## KHQ CLUB

SIDEWALK Superintendents' club has been organized by KHQ Spokane in connection with the erection of KHQ-TV. A card is issued to those who have "satisfactorily completed primary course in street excavation watching." Station refers to its TV tower as "826 ft. high—a million listeners wide."

## ANNOUNCER CONTEST

AMATEUR announcer contests was staged by WAGE Syracuse in connection with New York State Fair Aug. 30-Sept. 6. Winners of the contest were awarded a "glamour weekend in New York."

----





## RCA VICTOR Transcriptions!"

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

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

Contact an RCA Victor Custom Record office today:

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445 North Lake Shore Drive Dept. B-90, CHICAGO 11 WHitehall 4-3215

1016 North Sycamore Avenue Dept. B-90, HOLLYWOOD 38 HILLside 5171

Write now for our fact-filled Custom Record Brochure!



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION

## Our Respects to

(Continued from page 52)

gentle quips played a part in easing tensions.

Without exception, they acknowledge his one, predominant characteristic, which in perspective of his job is considered of the most consequence. That is his integrity.

Mr. Resnick was born at Mc-Alester, Okla., and was educated in public schools there. His family move to New York and young Mr. Resnick finished secondary education at Erasmus Hall High School in Brooklyn. When the family returned to McAlester, Mr. Resnick stayed in New York to attend Columbia U., receiving his A.B. in 1934 and LL.B. in 1936. In his junior year he was elected to the honorary scholastic fraternity, Phi Beta Kappa.

After two years in New York in various law offices, in 1938 he joined the Public Works Administration in Fort Worth, Tex., and spent two years handling legal phases of bond issues, taxes and other PWA activities.

When PWA was about to go out of bond issues and taxes he went to Washington and joined the FCC.

His first FCC work was on defense matters. Under David Lloyd, now one of President Truman's administrative assistants, Mr. Resnick handled much of the legal end of the land-purchasing activities of the FCC, then buying sites for monitoring stations. He also drafted contracts by which the U. S. took over international shortwave radio stations, handled routine shortwave applications and drafted orders for the Board of War Communications, mostly in the common carrier field.

## Navy Wartime Service

In March 1943, Mr. Resnick became a Navy ensign, spending the war years at administrative work in the research and development branch of the Bureau of Ships' Electronics Div. Late in 1945 he was back at the FCC, retaining his reserve commission as a two-striper.

For the next year, he was special counsel in the Law Department's Safety and Special Services Division. There, he assisted the division chief in setting up sections to handle not only the traditional safety services (marine, aviation and police radio) as well as amateur and commercial operator matters, but also the new experimental services which were just then coming into use (industrial, taxicab, etc.). In a special assignment, Mr. Resnick was instrumental in drafting rules by which the Commission delegated authority on routine subjects to the staff to free itself for more important policy considerations.

In 1947, he was transferred to the Review Section of the Law Dept., where he wrote proposed decisions for FCC action.

Then, in June 1947, when FCC

established its examiner system of hearing cases, Mr. Resnick was in the first 10 to become the agency's judiciary. Seven still are in harness.

During his five years as an examiner, Mr. Resnick has sat in a number of significant cases.

One of the most important, from a broadcast view, was the Crosley-WHAS case. In this, Crosley Broadcasting Co., which owns 50-kw WLW Cincinnati, contracted to buy the Louisville Courier-Journal's 50-kw WHAS. Mr. Resnick recommended denial of approval on grounds that the overlap of signals between WLW and WHAS conflicted with the FCC's multiple ownership rule prohibiting one company from owning more than one station in the same area.

### Memorable Cases Recalled

High in Mr. Resnick's estimate of significant cases he has heard is the 1951 hearing on the complaints of the International Bank for Reconstruction and Development and of the International Monetary Fund. These agencies protested that overseas communications carriers (RCA Communications, Western Union, Mackay Radio, etc.) proposed to charge them commercial rates instead of rates equivalent to those charged a U. S. government agency.

Since this dealt with international treaties as well as U. S. law and FCC regulations, Mr. Resnick's decision—holding in favor of the complainants—was unique in FCC annals.

Although FCC policy is to get away from special lower rates for government agencies, Mr. Resnick held that "policy must yield to international obligation."

In another case which made FCC history, Mr. Resnick ordered equipment type approval withdrawn from the Garfield Medical Apparatus Co. on a diathermy machine. He found that the company had

## EXPLOSIONS AIRED WOOF Captures Blasts

UNLIKE most broadcasters, who operate within sound-proofed studios, J. Walter Kynes, newscaster for WOOF Dothan, Ala., broadcasts from a studio with open windows. This circumstance enabled WOOF twice within a month inadvertently to air explosions.

Both explosions occurred in nearby Marianna, Fla. On Aug. 14 an explosion injured seven persons, causing an estimated \$200,000 property damage. On July 22, a six-engine Air Force jet bomber exploded in mid-air and plummeted into a residential section, killing six persons.

Coincidentally, both explosions came during Mr. Kynes' newscast. The microphone picked up the blasts through the open windows.

made changes in production units without notifying the Commission.

This was the first case to involve the withdrawal of a type approval of equipment. The Communications Act requires the Commission to approve all electronic devices which radiate under its authority to oversee electro-magnetic equipment.

Mr. Resnick is justifiably proud of his record as an examiner. None of his initial decisions have been reversed by the Commission.

When Mr. Resnick isn't at a hearing, or studying the record of cases for decisions, he is "at home" in the Washington suburb of Silver Spring, Md. Mrs. Resnick is the former Vita Nathanson of New Haven. Their son, James Lawrence, is 7½, and daughter, Susan Rebecca, 21 months.

On sunny weekends Mr. Resnick plays tennis, and on many week nights attends local PTA meetings, where he is chairman of the construction and finance committee.

He is a member of the New York and Supreme Court bars, and also of the Federal Bar Assn., American Society of International Law, Federal Trial Examiners' Conference, and the Columbia U. Law School Alumni Assn.

## **RAYMER POSTS**

## Eshleman, Tremaine Named

APPOINTMENT of E. E. (Jim) Eshleman Jr. and Harry Barnes Tremaine to sales executive posts with the New York office of the Paul H. Raymer Co. Inc., national representatives, was announced last week by Paul H. Raymer, company president.

Mr. Eshleman transfers from the Chicago office where he has served since 1949. He previously was associated with the Steinman stations in Pennsylvania and with supervision of the Chicago office of a national sales representative. Mr. Tremaine previously was a space salesman for Esquire magazine and the Reuben H. Donnelly Co. He is a graduate of Amherst College.

## Maine Music Contest

FAUST COUTURE, president-treasurer, WCOU-AM-FM Lewiston, Me., and president, Maine Broadcasters Assn., was host Aug. 27 in Waterville, Me., to judges of the first Young Composers Radio Award contest. The contest is sponsored jointly by Broadcast Music Inc., and state broadcasters associations throughout the nation. Decision of the Maine judges is to be released this month.

