

BROADCASTING TELECASTING

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TELECASTING

Begins on Page 77

21ST
The Newsworthy
of Radio and
Television
year



Mrs. LaDonna Martin, of Xenia, Illinois, who was crowned Illinois State Fair Barn Dance Queen during the WLS National Barn Dance broadcast from the Illinois State Fair on Saturday evening, August 9th. Mrs. Martin was finalist from the WMIX, Mt. Vernon, region.



blue
ribbon
Winners

Selecting the winners . . . and giving each due recognition . . . is traditional throughout midwest America during the late summer and early fall. From home, field and barnyard . . . farm, village and city . . . the season's best, from among the nation's finest, vie for top honors at State, Regional and County Fairs.

WLS participation in many of these events is, likewise, traditional. WLS talent and WLS services frequently contribute to the success and accomplishment of these great and typically American institutions.

For instance, the WLS National Barn Dance was broadcast from the Illinois State Fair for the thirteenth year on Saturday evening, August 9th. 12,627 people . . . close to an all-time record . . . paid to see their favorite WLS stars in action.

The WLS National Barn Dance, with its tremendous following, is still but one of many WLS programs and services that consistently reach the very heart and soul of America . . . the home and workshop of millions of the nation's most prosperous and progressive people.

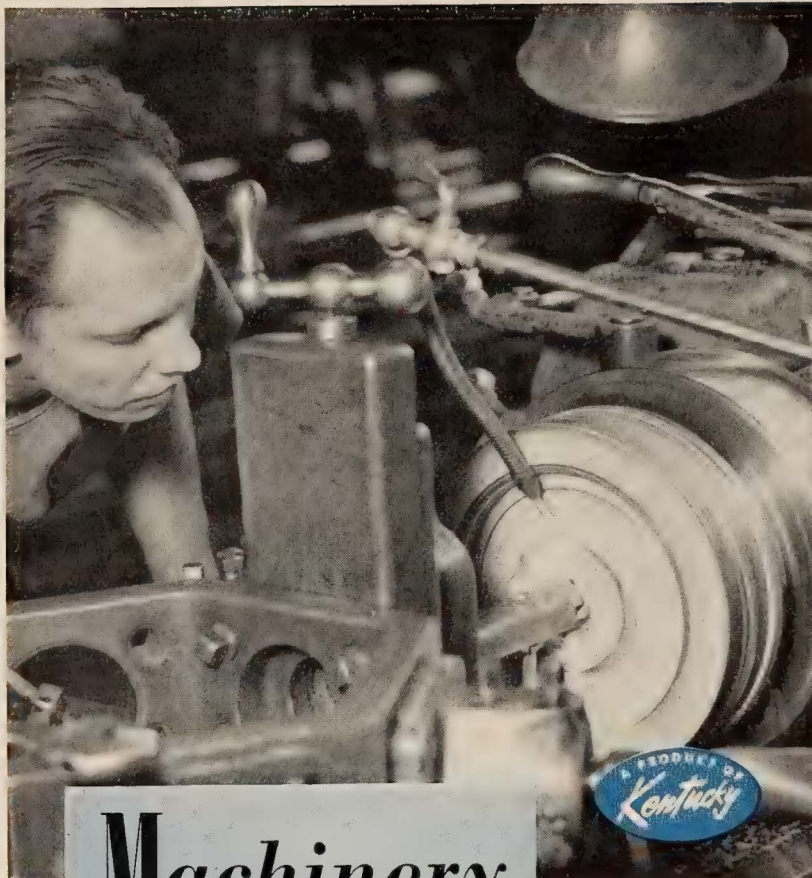


CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

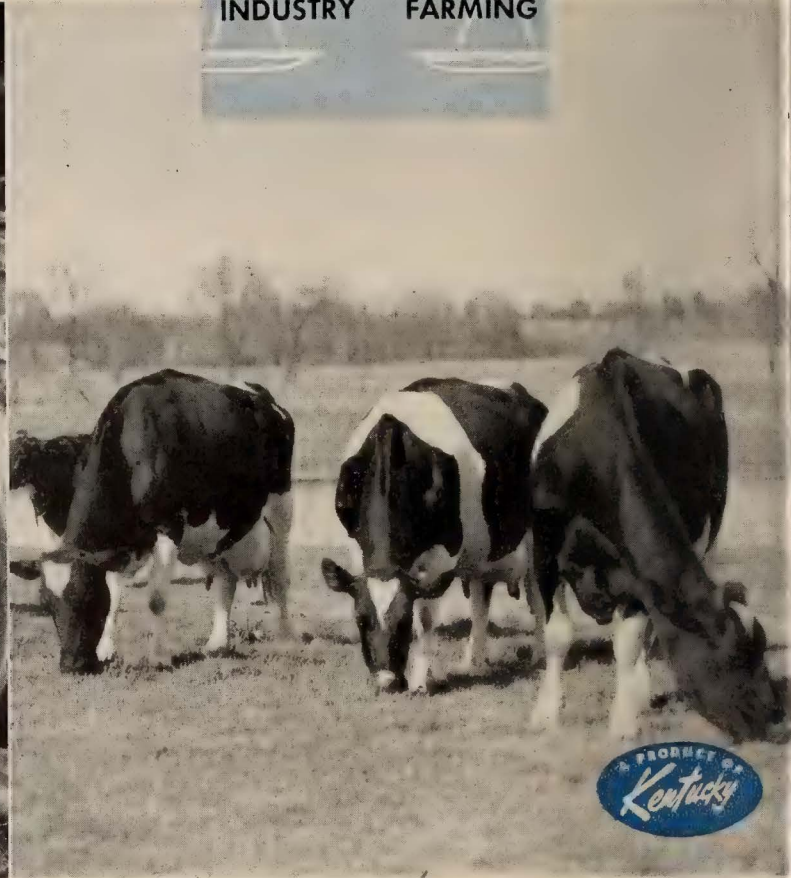
890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Go where there's GROWTH...



Machinery and Milk

The machinery industry in Kentucky, in 1939, boasted of 57 machinery manufacturers who produced and sold 11½ million dollars worth of machinery. Since then the record of growth has brought the total to 122 machinery manufacturers who made and sold 239 million dollars worth of machinery in 1951.



Kentucky's dairy farmers also have rung up impressive gains in the past decade. In national rank, Kentucky is now 16th as a butter producer, 8th in cheese production, and 4th in the production of condensed milk. In 1951, milk production on Kentucky farms reached 2,368,000,000 pounds.

Go where there's GROWTH...

GO WHAS!

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

(Benson and Benson)



THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

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

When you use WKM H...

YOU GET RESULTS!

Here's the
PROOF



NORTH AMERICAN AIRLINES

AGENCY CORPORATION

632 GRISWOLD STREET • HAMMOND BUILDING • DETROIT 26, MICH. • Woodward 5-3456

EXECUTIVE OFFICES
LOCKHEED AIR TERMINAL
BORBAK, CALIFORNIA
Charlotte 9-5181

BRANCH OFFICES:

BOSTON, MASS
80 BOYLSTON STREET
HAWcock 6-6495
BROOKLYN, N. Y.
1 NEVINS ST. SUITE 1207
ULster 8-7700
CHICAGO, ILL.
7 W WASHINGTON ST.
DEarborn 2-6220
CHICAGO, ILL.
MIDWAY AIRPORT
REarborn 5-1020
DETROIT, MICH.
632 GRISWOLD ST.
WOODward 5-3456
HOLLYWOOD, CALIF.
1640 N. VINE ST.
GLadstone 6141
KANSAS CITY, MO.
MUNICIPAL AIRPORT
HIGHLand 0026
LONG BEACH, CALIF.
111 W OCEAN BLVD.
PHONE 70-8971
LOS ANGELES, CALIF.
631 S. OLIVE ST.
TRinity 0711
MIAMI, FLA.
174 E. FLAGLER ST.
SUITE 1014
PHONE 5-3802
MIAMI BEACH, FLA.
1635 COLLINS AVENUE
PHONE 58-4444
MILWAUKEE, WISCONSIN
642 N. WATER ST.
BROADway 2-5151
NEWARK, N. J.
726 BROAD STREET
WILkeson 2-4433
NEW YORK, N. Y.
1441 BROADWAY
JERsey 6-2100
NEW YORK, N. Y.
LA GUARDIA FIELD
BOX 29
Hickory 6-4400
OAKLAND, CALIF.
134-13TH ST.
GLanconrt 7-4770
PHILADELPHIA, PA.
3 N 13TH STREET
Bittandhouse 6-1500
PITTSBURGH, PA.
302 LIBERTY AVENUE
COWrt 1-2043
SAN DIEGO, CALIF.
324 BROADWAY
Haw 2088
SAN FRANCISCO, CALIF.
240 POWELL STREET
CAlfield 1-4000
WASHINGTON, D. C.
1346 F STREET N. W.
METropoliTan 6363

August 18, 1952

Mr. George Millar
Radio Station W K M H
15001 Michigan Ave.
Dearborn, Michigan

Dear Mr. Millar:

During the past months we have been conducting a survey in order to ascertain the relative merits of our advertising media. We are happy to inform you that this survey indicates our cost per inquiry is lowest on W K M H.

The Detroit office of North American Airlines has shown a decided increase in business, largely due to the fine selling job W K M H has done in this market area.

Thank you for your kind co-operation in the past, and may we continue to enjoy a successful business relationship in the future.

Very truly yours,

North American Airlines

Robert S. Block
Robert S. Block
Detroit Manager

RSB/sh

North American Airlines uses many radio markets, but when they want to sell DETROIT METROPOLITAN AREA, Southeastern Michigan and Northern Ohio they buy . . .

5000 WATTS
Daytime

WKM H

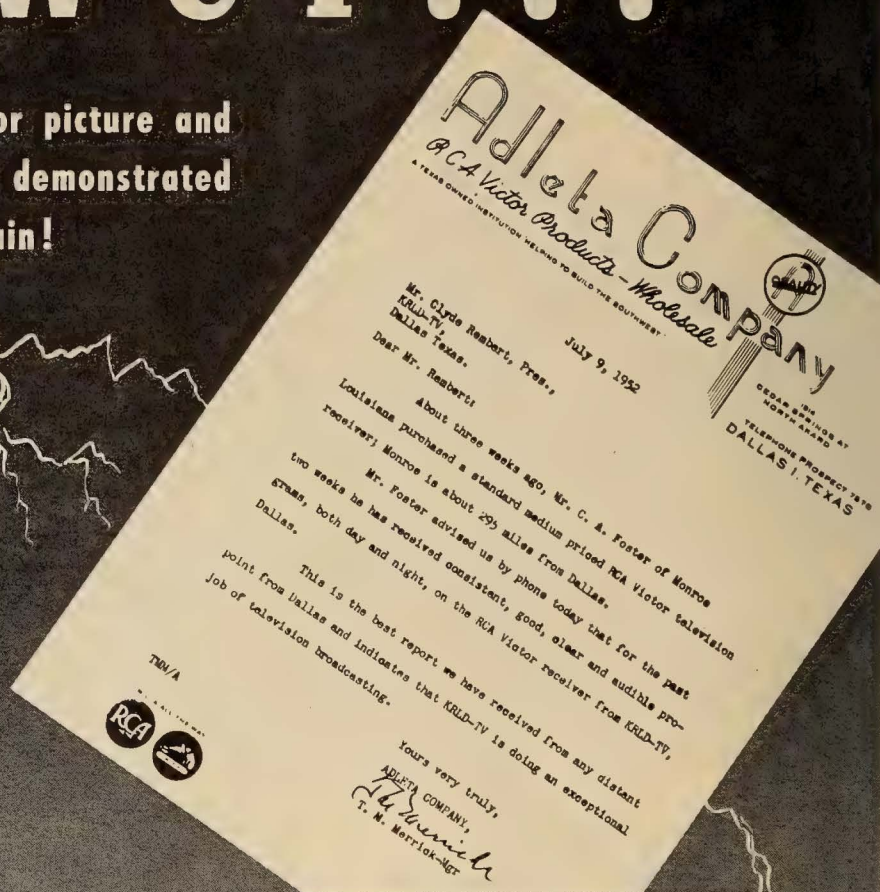
1000 WATTS
Nights

Represented by **HEADLEY-REED**

Affiliated with **WKHM** Jackson, Michigan

Power...

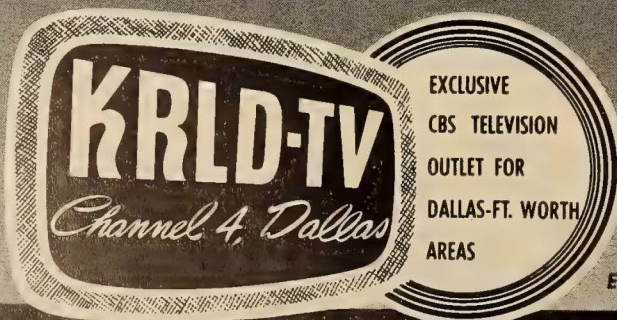
KRLD-TV's superior picture and audio strength is demonstrated over and over again!



More Coverage Power
More Sales Power

KRLD-TV does not claim coverage of North Louisiana but voluntary statements from disinterested sources prove the greater efficiency of Texas' Most Powerful Television Station, channel 4, Dallas.

John W. Runyon, Chairman of the Board
Clyde W. Rembert, President



The Branham Company,
Exclusive Representative

TEXAS' MOST POWERFUL TELEVISION STATION



at deadline

CLOSED CIRCUIT

MORE THAN 50 NBC radio affiliates understood to have returned, by late Friday, signed affiliation-contract amendments accepting network's new rate-and-discount structure (also see earlier story page 23). Target date for returns is today (Monday).

ATTESTING importance of radio-television in moulding of opinion is plan of Senate Internal Security Subcommittee to probe further into purported Red domination of Radio Writers Guild [B•T, Sept. 1]. It's thought that executives of major networks and other organizations hiring or identified with programming personnel will be called when committee resumes closed door sessions. First explosive report states: "The series of hearings constitute just one facet of one phase of the work of the subcommittee which is conducting an investigation of Communism."

SIGNS appearing that next NARTB convention may bring repeat performance of historic 1948 code battle in Los Angeles, with 1953 version embracing both radio and television codes.

AS OF FRIDAY, CBS reported that all except two of its regularly-affiliated stations are now in fold on new network contract. Exceptions are Goodwill Stations (WJR Detroit and WGAR Cleveland), and negotiations are in progress with John F. Patt, president. Last week, it's reported, one-year contracts carrying 60-day cancellation period, received from Cowles stations (KRNT Des Moines and WNAX Yankton).

NOW THAT way appears cleared for expeditious handling of ABC-United Paramount merger, there's speculation about personnel changes once United Paramount takes over control of operations. Assured is continued status of Robert E. Kintner as president of ABC Division, with Robert H. O'Brien, presently secretary-treasurer of United Paramount, becoming executive vice president and second in command at ABC. Leonard H. Goldenson, bright young United Paramount president, becomes chairman of board of fused company, with Edward J. Noble, ABC board chairman, chairman of finance committee of new corporation.

RADIO celebrities at Mayo Clinic, Rochester: Wayne Coy, president of KOB-AM-TV Albuquerque and Time Inc. consultant, for routine checkup; Robert H. Hinckley, senior vice president of ABC, for minor surgery.

WHILE big space campaign of Broadcast Advertising Bureau to focus attention on saturation job done by radio is receiving plaudits of broadcasters everywhere insofar as national job is concerned there are reactions from some broadcasters on proposal that same display ads be used in local newspapers on ground that it plays into hands of press at local level.

SHORTLY to be announced will be sale of WLXW Carlisle, Pa., by Philip Matthews, sole

(Continued on page 6)

STATION EXECUTIVES MEET WITH AP

COMMITTEE of executives representing AP radio stations will meet with AP executives in New York tomorrow (Tuesday) and Wednesday to discuss ways of improving AP radio news reports. First order of business is selection of chairman. Committeemen are: Matt Bonebrake, president KOCY Oklahoma City; Joe H. Bryant, president KCBD Lubbock, Tex.; Tom Eaton, news director WTIC Hartford; Daniel W. Kops, general manager WAVZ New Haven; Jack Krueger, news editor, WTMJ Milwaukee; Les MacWhinney, news director KHJ Los Angeles; Jack D. Shelley, news manager, WHO Des Moines.

AP officials who will confer with committee include Kent Cooper, executive director; Frank J. Starzel, general manager; Alan J. Gould, executive editor; Oliver Gramling, assistant general manager for radio, and John Aspinwall, radio news editor.

STATE DEPT. APPOINTS MORTON VOA DIRECTOR

APPOINTMENT of Alfred H. Morton, former NBC executive, as director of State Dept.'s Voice of America, effective Oct. 1, announced Friday by Dr. Wilson Compton, International Information Administrator. He succeeds Foy Kohler, named to Secretary's Policy Planning Staff, as deputy administrator for IIA's International Broadcasting Services [CLOSED CIRCUIT, Aug. 4].

Mr. Morton, who formed own TV station consultant firm (Alfred H. Morton Assoc.) last April, was vice president in charge of TV at NBC from 1938 to 1942. After service with RCA (1929-34), he was NBC program department manager and later vice president in charge of O&O stations. Mr. Morton also is former TV director of 20th Century-Fox Corp, and has been serving as special assistant to Mr. Kohler since Sept. 8.

COPYRIGHT COMMITTEE APPOINTED BY NARTB

NEW NARTB Copyright Committee named Friday by President Harold E. Fellows, with Edward Breen, KVFD Fort Dodge, Iowa, as chairman. Committee will consider copyright legislation proposed to Congress along with international copyright matters and relations with music licensing organizations.

Other committee members are: Donald G. Graham, KOMO Seattle; Robert T. Mason, WMRN Marion, Ohio; Joseph A. McDonald, NBC, New York; A. J. Mosby, KGVO Missoula, Mont.; Lawrence H. Rogers II, WSAZ Huntington, W. Va., and James W. Woodruff Jr., WRBL Columbus, Ga.

JOHNSON ESCAPES INJURY

SEN. LYNDON JOHNSON (D-Tex.) escaped serious injury or death Friday when cub plane in which he was riding skidded during attempted takeoff from washed-out road near his Johnson City, Tex., home and crashed into tree. Area was hit by Central Texas flood.

BUSINESS BRIEFLY

RADIO SPOT BUY ● Chase & Sanborn instant coffee, through Compton Adv., New York, buying radio spots in 125 markets and television announcements in 60 markets with staggered starting dates, contracts to run from two weeks on some stations to 52 on others.

PINEAPPLE DRIVE ● Hawaiian Pineapple, on behalf of its new frozen fresh pineapple concentrate, on Oct. 6 starts participation on Food Fair five times weekly on WEEI Boston for 26 weeks. Firm also will use radio in New York, Columbus, Jacksonville, Miami and Memphis. As distribution opens up, market-by-market advertising campaign will be expanded. Agency: N. W. Ayer & Son, New York.

SOUTHWEST CAMPAIGN ● General Foods (Corn-Fetti), N. Y., buying nine-week radio campaign using daytime minutes and breaks in 15 southwest markets. Young & Rubicam, N. Y., is agency.

USE RADIO AND TV ● Flotill Products Co., Stockton, Calif. (Tasti Diet foods), placing eight-week market-by-market spot campaign using radio and TV in seven cities. Starting dates vary. More markets will be added as distribution increases. Agency: Ruthrauff & Ryan, New York.

SOUP CAMPAIGN ● Lever Brothers (Lipton soups) placing daytime radio minute campaign starting Oct. 6 for six weeks through Young & Rubicam, N. Y.

SERUTAN FILMS ● Serutan Co., Newark, starts *Hollywood Off Beat*, half-hour series, in seven major markets, varied dates. Deal negotiated by Aaron Beckwith, national sales director of United Television Programs Inc. Agency, Franklin Bruck, Adv. Corp., N. Y.

NBC RADIO FOOTBALL

NBC Radio making coverage of 12-game college football schedule, starting Saturday and ending Dec. 6, available to affiliates for local sale of individual games, all games, or combinations. Lud Simmel, NBC co-op sales manager, announced games have been sold on 10 stations, six for full schedule, to such advertisers as Texaco Central Div. (WLW Cincinnati), 7-Up Bottlers (KSD) St. Louis), and Frontier Oil Refining Co. (WBEN Buffalo).

TELFORD TAYLOR RESIGNS

TELFORD TAYLOR submitted resignation as head of Small Defense Plants Adm. to President Truman Friday [B•T, Aug. 11]. He was credited by President with developing and putting into operation programs that "will be of great assistance in safeguarding the competitive position of small business in the period of mobilization for defense." Mr. Taylor is former FCC general counsel.

for more AT DEADLINE turn page



at deadline

Closed Circuit

(Continued from page 5)

CRAMER, DUMONT, HIGHEST PAID IN 1951

LEONARD F. CRAMER, former executive vice president of Allen B. DuMont Labs., now assistant general manager of Crosley Div. of Avco Mfg. Corp., was DuMont's highest paid executive in 1951 with total \$52,961.52 while Dr. Allen B. DuMont, president, was next with \$50,000, proxy statement calling stockholders meeting showed Friday. Mr. Cramer's 1951 total, exceeding prior year's figure by \$9,061.51, included \$30,000 settlement of severance claim when he resigned to join Crosley in August, 1951. Research Director Thomas T. Goldsmith Jr. received \$25,400.04 in 1951, report showed, indicating these three board members were only ones receiving more than \$25,000 that year.

Notice to stockholders calls meeting Oct. 20 at DuMont's Clifton (N. J.) headquarters for annual election of directors and officers. Holders of Class A Common stock, headed by Dr. DuMont, elect five directors, president and vice president, while Class B stock, owned by Paramount Pictures Corp., elect three directors, secretary, treasurer and assistant treasurer, but DuMont statement said it did not know whom Paramount will name. DuMont proposes to re-elect Dr. DuMont as president and director; Stanley F. Patten as vice president and director, and General Superintendent Bruce T. DuMont. Research Director Goldsmith, and Percy M. Stewart as directors.

ANA HIGHLIGHTS

FUTURE of TV from advertisers' standpoint, TV commercials' effectiveness, and review of radio-TV rating methods to be broadcasting highlights of Assn. of National Advertisers' 43d annual meeting Sept. 29-Oct. 1 in New York, spokesmen said Friday. In Sept. 30 afternoon session, McCann-Erickson will present findings of its study, "What Lies Ahead in Television?" and results of Gallup & Robinson investigation of viewer reactions to television commercials will be presented in "What Makes TV Commercials Click?" In Oct. 1 morning session, "Pros and Cons of Today's Radio and TV Rating Methods" will be discussed as part of advertising research foundation presentation. CBS is in charge of entertainment for annual dinner Sept. 30.

RULE CHANGES

EXPLORATORY committee to study revision of certain rules of practice and procedure before FCC ordered by Commission Friday following morning conference of officers of Federal Communications Bar Assn., Commissioners and FCC staff. Comr. Rosel H. Hyde named to head small group to be composed of representatives of FCC and FCBA. Changes in some rules required by passage of McFarland Bill and upcoming TV hearings.

NEW PRODUCT

NYLAST, new product designed to strengthen nylons as it washes them, will be launched nationally about end of September [B•T, Aug. 8]. Up to ten commercial announcements will be used in every television market and extensive use of network radio is in planning stage. William H. Weintraub is agency.

In this Issue—

ABC reportedly is about to cut evening radio rates by 25%, in line with CBS Radio and NBC. It'll mean a straight 15% reduction in the compensation that affiliates get from the network. *Page 23.*

FIVE big advertisers will spend more than ever this fall in radio and television. *Page 25.*

TELEVISION is a prime topic on the agenda of the Theatre Owners of America annual convention beginning in Washington, D. C., today. Some theatre men figure to solve the TV problem by getting into TV themselves. More than 60 TV applications have been filed by theatre interests. *Page 27.*

TWO Macon radio stations file joint application for a TV station. It's considered a pilot case to settle policy of whether rival AM operators can unite in a common TV venture. *Page 79.*

WOV and WHOM, both New York, team up to coordinate their radio programming and go in together on applying for a TV station. *Page 29.*

EVERYONE is telling broadcasters to face the facts in setting radio rates, but no one knows what the facts are. Edgar Kobak, one-time president of MBS and now consultant, makes a plea for finding out the facts, a necessary prelude to facing them. *Page 42.*

FILM is assuming a more important place in television every day. Here's a report on present and future uses of TV film by David Savage, manager of the WCBS-TV New York film department. *Page 82.*

HOW WIBW Topeka uses three-dimensional direct-mail pieces to put itself and Kansas on the map with time-buyers. *Page 28.*

TV grants and applications of last week. *Page 80.*

Upcoming

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

Sept. 15: BAB sales clinic, Little Rock, Ark.

Sept. 17: Texas Assn. of Broadcasters, Fort Worth.

Sept. 17: BAB sales clinic, Birmingham.

Sept. 19: BAB sales clinic, Atlanta.

(Other Upcomings, page 38)

owner, to Richard F. Lewis Jr., owner of WINC Winchester, Va. Price is \$70,000 and transaction was handled by Blackburn-Hamilton. Facility: 1230 kc, 250 w, Keystone affiliate

LINCOLN-MERCURY placing 4-to-8 week spot announcement campaign on radio in about 400 to 500 markets, effective Sept. 29. Agency is Kenyon & Eckhardt, New York.

YOU won't hear it put so baldly, but TV transmitter manufacturers were caught with their uhf transmitters down by speed of FCC's grants since processing began July 7. General consensus is that manufacturers are two years behind on full-powered uhf transmitters, although low-powered drivers should be in good supply by year's end (See story, page 81). Of 52 post-freeze TV grants made by FCC so far, 40 are for uhf channels.

HOUSE Subcommittee investigating morality in radio and television programming, pursuant to Gathings Resolution, plans to take inside look at network operations during hearings on New York Sept. 23-24. Hearings resume in Washington tomorrow and Wednesday and Chairman Orren Harris (D-Ark.) has arranged for tours of studios and transmitters of major network operations, radio and TV.

RE HOUSE morality subcommittee, ranking GOP member of full Interstate Commerce Committee, Charles A. Wolverton (N. J.) understood to want entire project called off, at least for duration of election campaign. He evidently feels these sideshows in Presidential election year do no good and divert attention from big tent.

FATE of Australian TV depends on opinion of Australian Postmaster General H. L. Anthony after he completes inspection tour of England, Germany and U. S. Trip started Sept. 1. Last stop will be America, where he will watch network operations in New York, visit Chicago and then go to Washington where he will discuss problems with FCC. Australia agreed on 625-line standards in 1949 but later Menzies administration abandoned plan.

SLATED FOR appointment to General Eisenhower's strategy staff is Maj. Gen. Wilton (Slick) Persons, war-time legislative representative of Army and righthand bower to General Ike in NATO. He is brother of S. Gordon Persons, governor of Alabama, and former part-owner of WSFA Montgomery.

TWO 'VOICE' WINNERS ADDRESS NATIONAL GROUPS

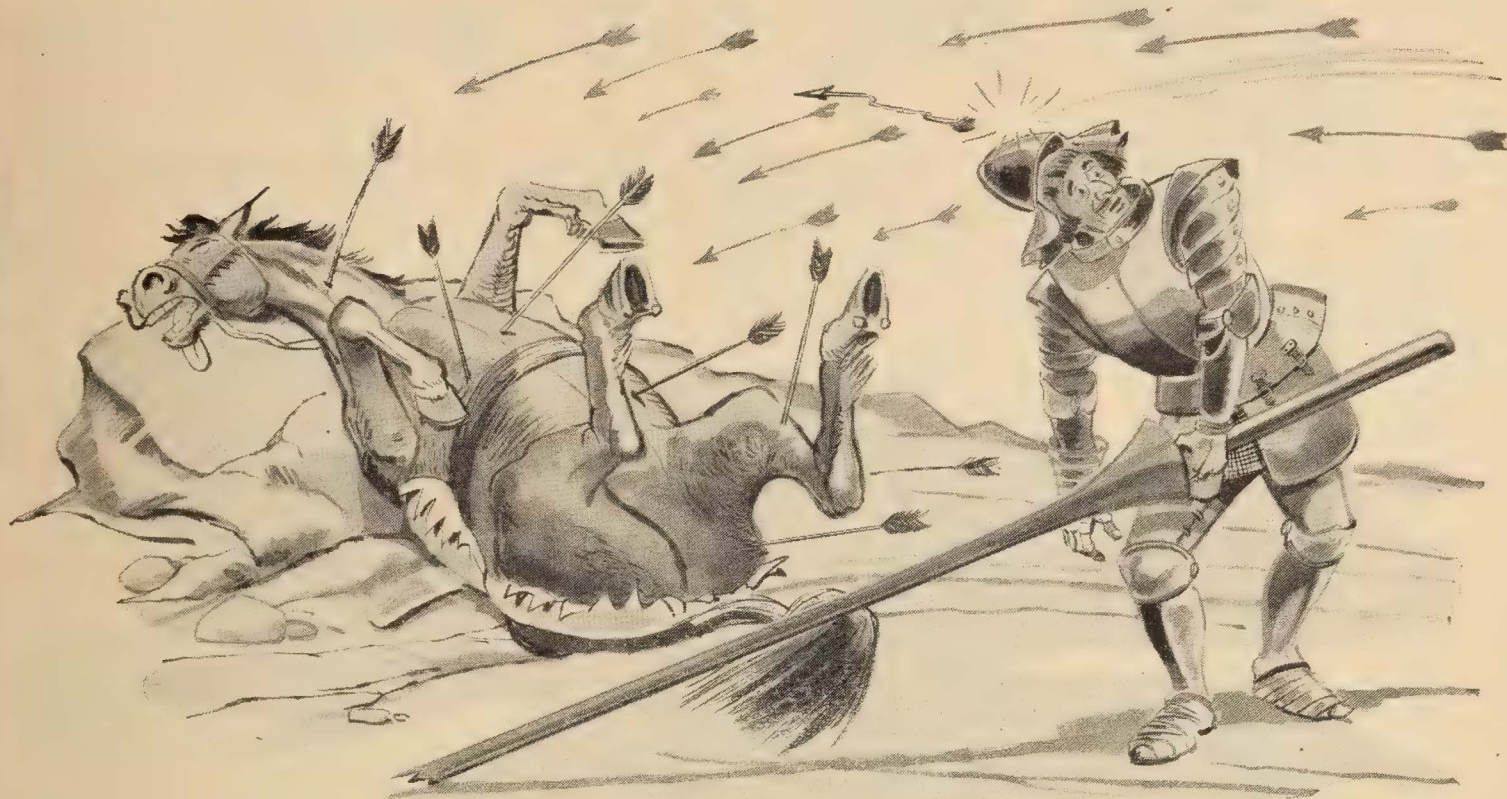
TWO national winners in Voice of Democracy Contest will deliver winning essays this week before important gatherings. At invitation of Judge Justin Miller, NARTB board chairman, Charles Kuralt, 1948-49 winner now attending U. of North Carolina, will address Seventh National Conference on Citizenship Thursday at Statler Hotel, Washington. Judge Miller is chairman of Attorney General's Committee on Citizenship and overall chairman of conference.

Dwight Clark Jr., 1951-52 winner and announcer at KCOL Fort Collins, Col., will address American Bar Assn. convention in San Francisco Wednesday, presenting winning broadcast script before Section of Judicial Administration. He will enter Stanford U this fall.

for more AT DEADLINE see page 114

BROADCASTING • Telecasting

All It Took was Yew...

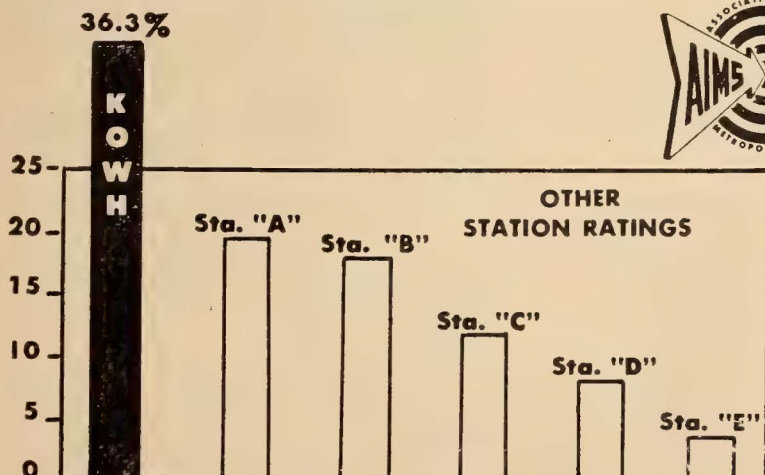


... Yew-wood longbows, lofting a barrage of arrows at Agincourt, to bring the armored horseman down off his "high horse" and revolutionize the science of warfare. The French, despite a five-to-one superiority in numbers, were forced to leave the English in full command of the battlefield!

Radio KOWH, faced with the same odds in a six-station market, dominates the Omaha, Council Bluffs field, too—as proven by the Hooper averaged below for the ten-month period from October, 1951, to July, 1952. It takes a steady barrage of talent to capture that big an audience!

● *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., 1951, thru July, 1952.)

● *Largest share of audience*, in any individual time period, of any independent station in all America! (July, 1952.)



Kowh

O M A H A

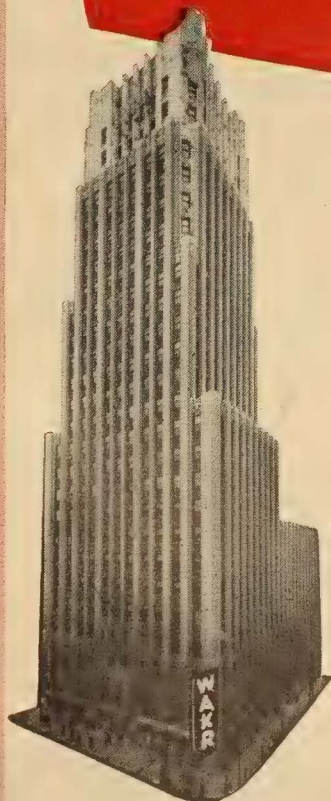
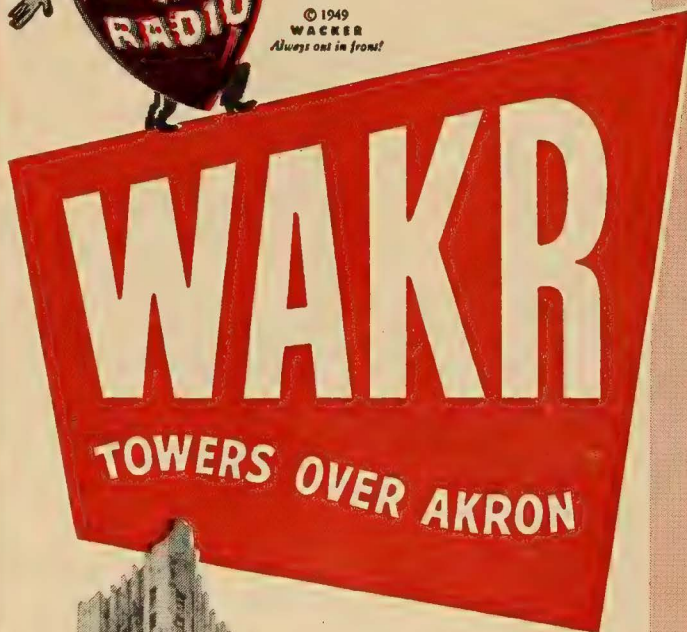
"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.



AKRON'S TOP STATION

© 1949
WACKER
Always out in front!



© 1949, SUMMIT RADIO CORPORATION

Akron's
FAVORITE
Music
Station

—
Top
Rated
"Dee-Jays"

5000 WATTS
ABC

Represented by Weed & Co.

BROADCASTING TELECASTING

*
THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

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WASHINGTON HEADQUARTERS

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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.

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

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: \$7.00.

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

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

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

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

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

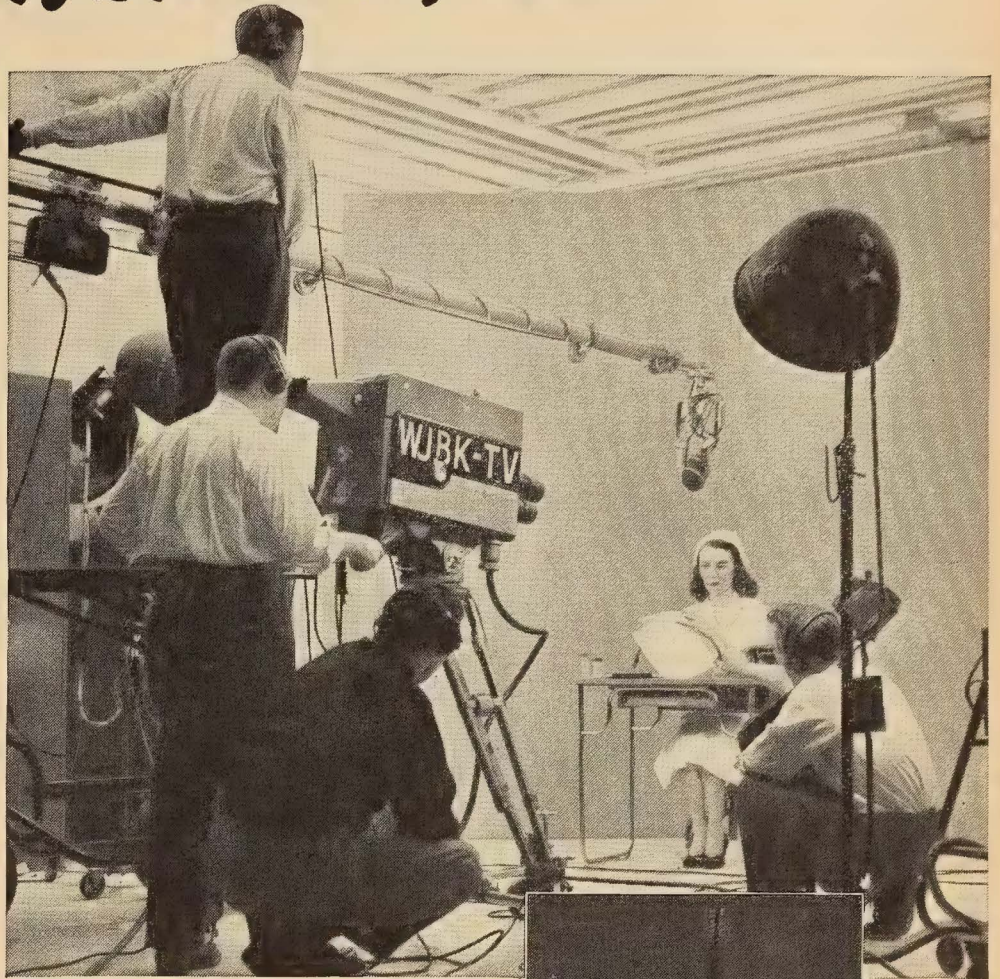
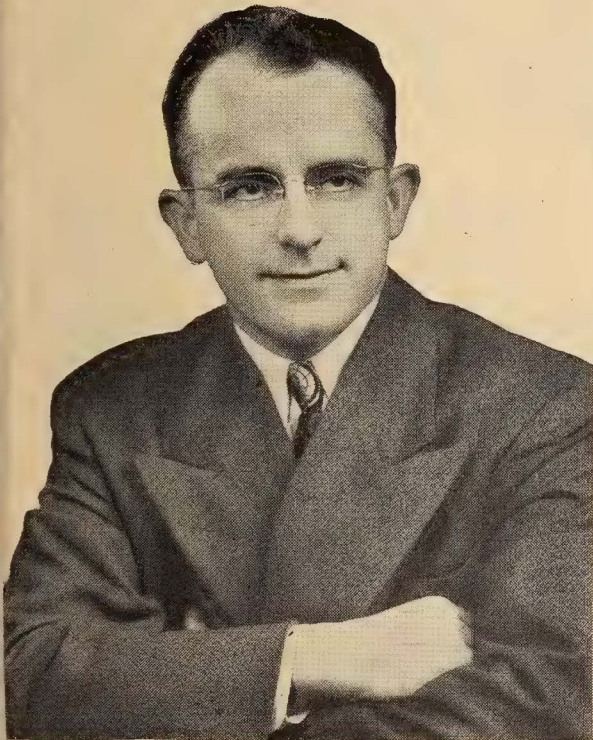
*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

BROADCASTING • Telecasting

"9,000 HOURS FROM 2 G-E TUBES SAVED WJBK-TV \$1,140!"

Says Paul Frincke, Engineer of Detroit's successful Temple Avenue station owned and operated by Storer Broadcasting Co.



"We have a pair of GL-9C24's in our transmitter that show over twice the normal life for final-stage power tubes. They represent a saving—at current prices—of \$1,140 for two replacement tubes we haven't had to buy!

"Right through the list—power tubes, rectifiers, and receiving types—G-E tubes are paying their way at WJBK-TV, and adding dividends in extra hours of life. Another gain is the fast tube service which local General Electric distribution gives us on a 24-hour basis. It's real on-the-air insurance to back up our spares. Put us

down as 100-per-cent satisfied!"

* * *
That's mighty fine to hear, Mr. Frincke, particularly from the experienced engineer of a busy metropolitan station! General Electric distributors offer the same economy tube operation—the same alert and speedy service—to all AM, FM, and TV stations from coast to coast.

Phone *your* G-E tube distributor today! He has on hand the tubes you need, is anxious to serve you well in order to cement a business relationship that will profit you both through the years.

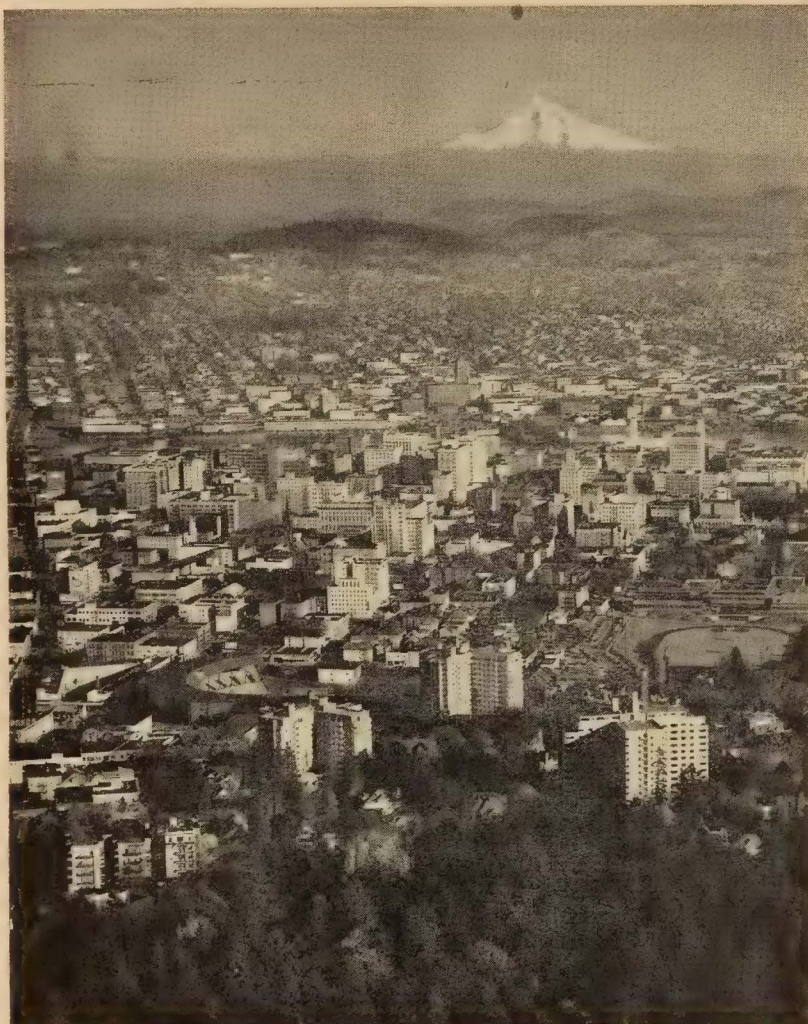
FREE TO STATION ENGINEERS!

"Essential Characteristics", a handy pocket guide to all receiving tubes in common use, is yours on request. Ask your G-E tube distributor for this reference booklet you'll use daily . . . hourly! Or write to Section A, Tube Department, General Electric Co., Schenectady 5, N. Y.

GENERAL  ELECTRIC

161-101

● WJBK-TV's loyal motor-city audience likes home-making hints, news, the drama, and sports. By telecasting such events as the Kentucky Derby and football games of the Detroit Lions, WJBK-TV lives up to its motto "First in Sports". High standards of transmission sustain picture quality. From the day the station went on the air, General Electric tubes have helped to keep performance up, costs down.




THE GREATER PORTLAND AREA

where continued tremendous growth offers KGW-advertised national brand products the greatest listening audience in the Northwest!

MAYOR Morry Director of the Manhattan district declares, "KGW continues to be the leading advertising medium in this area with its proven merchandising plan and will always be the buyer's choice for listening popularity."



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

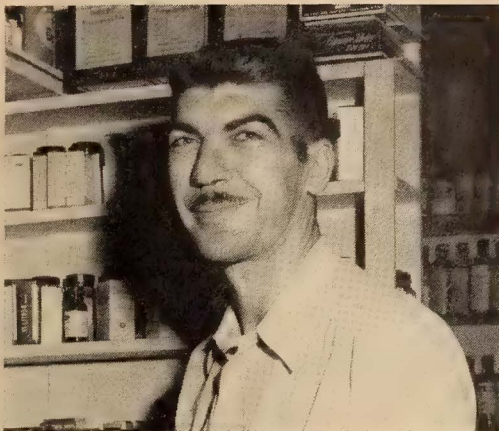
THE People's
Choice 
IN

PORTLAND OREGON

Radio still dominates this rich market! And KGW continues to dominate the radio medium in this Oregon-Southwest Washington area! KGW reaches more people, more often, than any other radio station in this area. This wide circle coverage plus program popularity and a successful merchandising program for KGW-advertised national brand products makes this the most desirable radio medium in the Columbian Empire! Reach the buyers you want to sell now with KGW, the pioneer station in its 31st year of continuous broadcasting!

KGW

 PORTLAND, OREGON



DRUGGIST John W. Towsley, Jr., Foster Road Pharmacy, says, "KGW-advised products are first in sales. We all know the value of good radio audiences in selling a product, and here in Portland we know KGW delivers the largest radio audience."



GROCER Omer J. Ferguson, manager of the largest Safeway store in the Portland area, reports, "In our Foster-Manhattan district, KGW continues to be the voice of the people. You can't buy a better radio medium in the Portland area."



CLERK Jean Murray, asserts, "More housewives call for products advertised on KGW than on any other local radio station. They remember KGW for its outstanding leadership, prestige, popularity... truly the 'people's choice' in Portland."

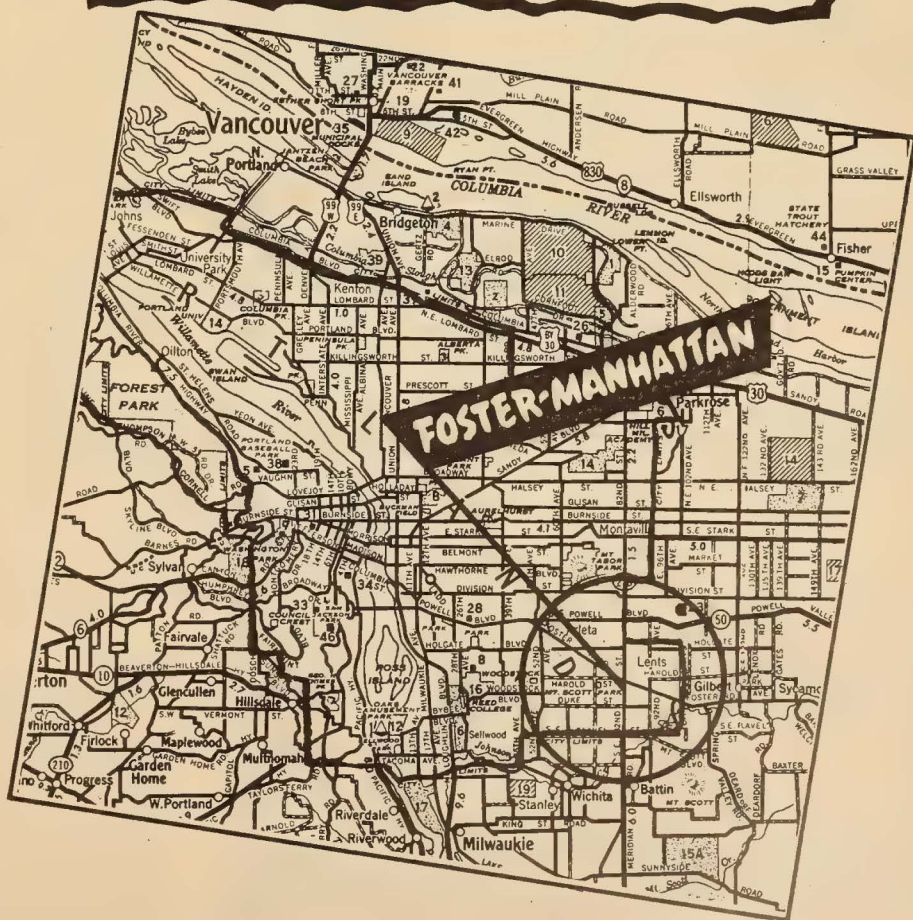


JEWELER Samuel H. Rogoway of the Manhattan district, reports, "Successful merchandising plus the top radio audience makes KGW a 'must' for advertisers wishing to sell the Portland area. It is the outstanding choice of the people in our district."



LAUNDRYMAN Richard (Dick) Hatrick, owner-operator of Manhattan drycleaning business, states, "For our money you can't find a better way to deliver a message to the Portland area people than with KGW. It continues to bring us the largest audience with its program popularity and prestige. The choice in our area."

Foster = Manhattan....
Another outstanding Portland district where the people, business leaders and buyers alike, acclaim KGW the "People's Choice".



REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

WDEF

CHATTANOOGA, TENNESSEE

has more
audience, all
morning, in
Chattanooga than
the next two
network stations
combined! *

WDEF

CHATTANOOGA

1370 KC • ABC

5000 WATTS

CARTER M. PARHAM, Pres.

KEN FLENNIKEN, Gen'l Mgr.

* According to the latest available Hooper study.

Represented by BRANHAM



agency

JOHN T. SOUTHWELL, formerly with BBDO and Young & Rubicam, both N. Y., to Hirsch & Rutledge, St. Louis, as vice president and director of radio-TV.

ROBERT WECHSLER, public relations director of New York Mountain Hotelman's Federation, to public relations department, Anderson & Cairns, N. Y.

RHODA ROSENTHAL, assistant to general manager, WNBC-WNBT (TV) New York, to Rand Adv., that city, as director of television, in charge of all television production.

JOHN R. GILMAN elected vice president of Roy S. Durstine Inc., N. Y.

A. B. CRAMPTON, advertising manager, Stahl-Meyer Inc., to Dowd, Redfield & Johnstone Inc., N. Y., to head food and grocery division.

FAY R. TONDU and **WENDELL P. PARKER** to Ross Roy Inc., Detroit, on copy staff.

DAVID M. MIXTER returns to Benton & Bowles, N. Y., as assistant account executive on Maxwell House Coffee account, after tour of duty with Marine Corps.



on all accounts

THE ATTRACTIVE blonde strode with confident grace through the plain wooden door marked "Criminal Attorney" and confronted the occupant of the desk with a manner that told him clearly she "belonged."

And she did, too. The "attractive blonde" was no character out of Raymond Chandler fiction but a respected member of the office force of the famous law firm of Broderick brothers, New York. Today the girl, Helen Martha Wilbur, is equally respected as chief radio-TV timebuyer for Doherty, Clifford & Shenfield, New York.

Miss Wilbur, a native New Yorker, was educated at Brooklyn College and Columbia U. School of Business, and upon graduation from the latter school applied for and was accepted as female functionary in the celebrated law office. There she learned more about life than she felt it was necessary to know, so she finally appealed to Columbia's Placement Service, which offered her rehabilitation in the shape of a job with the New York Times advertising department.

It was her first media post. After two years she qualified as a print expert and joined the advertising agency, Pedlar & Ryan, as an estimator on newspapers and magazines. A few years later she switched to the radio department and eventually worked her way up to the role of timebuyer.

In the spring of 1944 when five executives of Pedlar & Ryan broke away from the agency to form Doherty, Clifford & Shenfield, New

York, she went with the new contingent as its one-girl time-buying department. Gradually the staff increased and Miss Wilbur was named chief of the division.

Among the radio and television accounts under her supervision are: Ipana Toothpaste, Ipana A. C., Vitalis and Vitalis hair cream, Mum, Borden's Instant Coffee, Welch Grape and Tomato Juice, the pioneer division of Borden's, Feen-a-Mint, Chooz, and



Miss WILBUR

Standard Milling.

Miss Wilbur lives at home with her folks in Scarsdale, N. Y. Her hobbies include reading mystery stories, sketching in charcoal, and gardening.

BROADCASTING • Telecasting

beat



JOHN W. DeWOLF and **RICHARD H. TALMADGE**, group account managers, G. M. Basford Co., N. Y., elected vice presidents of firm.

ROBERT A. MOGGE, media and research director, Arthur R. Mogge Agency, Chicago, elected president of Ad Club of Chicago.

JAMIE HOLLAND appointed spacebuyer with Ad Fried Adv., Oakland, Calif.

LOUIS MEISEL, formerly with Liggett-Rexall, Leows Inc., and S. Duane Lyon Inc., to Hilton & Riggio Inc., N. Y., as account executive.

IRWIN KURTZ, assistant production manager, Milton Weinberg Adv. Co., L. A., to Tilds & Cantz Adv., Hollywood, as media director.

DONALD C. TABER appointed head of creative and copy departments, Ecoff & James Adv., Phila.

JEAN A. MONTE, Radio Programme Producers Ltd., Montreal, named radio director of Walsh Adv. Co. Ltd., same city.

PAUL VISSER, NBC Chicago agriculture staff, to Brown Bros. Adv., St. Louis, as Purina regional account executive.

SYBIL ROBERTS appointed account executive in charge of retail advertising division of Curtis Adv. Co., N. Y.

I. A. GOLDMAN & Co., Baltimore, moves to Goldman Bldg., 102 E. Pleasant St. Telephone is Lexington 7670-1.

milestones . . .

► **CKAC** Montreal celebrated its 30th birthday on Sept. 7. It claims to be the oldest Canadian station on the air.

* * *

► **WBOW** Terre Haute, Ind., climaxed its 25th anniversary celebration by going to the fair—the Vigo County Fair. Station set up a special booth and aired a program with Herman LaMasters trio. Highlights of backdrop display were white stars showing names of its key programs and these slogans: "Wherever You Go There's Radio," "25 Years Your Radio Host—25 Years Your Listening Post." WBOW is licensed to Banks of the Wabash Inc. and is an NBC affiliate.

* * *

► **TWENTY-FIVE** years of nutrition and public-health broadcasting on WOR New York begun by Alfred W. McCann and continued after his death in 1931 by his son, Alfred W. McCann Jr., was marked during *McCanns at Home* program from 9:30-10 a.m. EDT Sept. 8. The program, titled originally *The McCann Pure Food Hour* became *McCanns at Home* when Alfred

Jr.'s wife, Dora, joined program in 1947.

* * *

► **FRANK BECKLEY (BECK) SMITH** today completes 25 years in radio, the past 17 years as newscaster on WJAS Pittsburgh under sponsorship of Kaufmann's department store there. After graduation from his home town high school in Huntington, W. Va., in 1927, he started selling radio receivers, shortly afterward becoming an announcer on WSAZ there. After seven years he went to WJAS.

* * *

► A **GOSPEL**-singing group in Richmond, Va., known as the Harmonizing Four, noted a double anniversary Sept. 7 with a special broadcast over WRNL that city. The group marked its 25th year of organization and also the beginning of its 15th consecutive year of broadcasts on WRNL.

* * *

► **MUTUAL's** *The Shadow*, sponsored by Wildroot Co. (Sun., 5-5:30 p.m. EDT), celebrated its 20th anniversary with its broadcast yesterday (Sunday).

YOU GET THAT PERSONAL-ITY TOUCH...



... **PLUS** ... with **SHERMAN BUTLER**, Washington's "Mr. Music," who with 3½ air-hours per day, draws D.C.'s top D.J. ratings* plus 1500 letters per month. In radio (Mon. thru Fri.; 2 to 4 p.m., 6:30 to 6:55 p.m., 8 to 9 p.m.) and TV (Monday through Friday 2-2:30 p.m.) Sperm's **PERSONAL-ITY TOUCH** is providing happy sponsors with that **BONUS** of product acceptance needed for **MAXIMUM SALES RESULTS**. So be happy, go Butler ... go Sherman Butler today!

* August Pulse.

Call or Wire
The KATZ AGENCY, Inc.
or WMAL Sales Department

WMAL AM FM TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

WHO PUT THE *punch* IN THE BRUNCH?



- Punch did you say? Quite unusual—we agree—to have it at such an early hour of the day... for brunch! But the punch in this instance, happened to be the sales punch scored by WDSU for an exclusive New Orleans specialty store*.
- The details ran something like this: a special sale of women's "Brunch Coats" was featured on radio spots over WDSU. An equal amount of money was allotted for advertising these coats in a competing medium.
- And what were the results? An impartial survey (by Audience Research Bureau, Inc.) showed that 91.7% of the customers who heard the news via WDSU made purchases. Only 46.2% of the customers attracted by the competing medium purchased the merchandise.
- And as if that isn't proof enough... WDSU's radio customers accounted for 44.6% of the total dollars spent, while customers of the competing medium spent only 21.5%!
- Dollar for dollar, WDSU adds extra punch (unspiked that is) to your sales picture in the "Billion Dollar New Orleans Market"!

*(Name and details on request)

• Write, Wire,
or Phone Your
JOHN BLAIR Man!



new business



Network . . .

WILDROOT Co., Buffalo (hair preparations), will sponsor Tues.-Thurs. broadcasts of *Titus Moody Speaking* series, starting Sept. 29 on Mutual. Program will be heard five times weekly, 7:55-8 p.m. Agency: BBDO, N. Y.

VOICE OF PROPHECY Inc., Glendale, Calif., renewing *The Voice of Prophecy* on ABC radio, Sun., 9:30-10 p.m. EDT, for 52 weeks effective yesterday (Sunday). Agency: Western Adv., L. A.

BRISTOL-MYERS Co., N. Y. (Sal Hepatica), started *The Jimmy Wakely Show* on 13 CBS Pacific Network radio stations, Sun., 3:30-4 p.m. PDT, for 39 weeks from Sept. 14. Agency: Young & Rubicam Inc., N. Y.

NATIONAL BISCUIT Co., N. Y. (Milk-Bone dog food), started alternating Tues. and Thurs. *Mr. Information* on 17 CBS Pacific Network radio stations, 4:30-4:45 p.m. PDT, for 39 weeks from Sept. 2. Firm also sponsors thrice weekly *The World Today* on same station line-up, 5:30-5:45 p.m. PDT, for 39 weeks from Sept. 1. Agency: McCann-Erickson Inc., N. Y.

GENERAL FOODS Corp., N. Y. (Jello), renews *Frank Goss News* on 16 CBS Pacific Network radio stations, alternating days, Mon. through Sat., 5:45-5:55 p.m. PDT, for nine weeks from Oct. 7. Agency: Young & Rubicam Inc., N. Y.

Agency Appointments . . .

REAL SILK HOSIERY MILLS Inc., Indianapolis, appoints Bozell & Jacobs Inc., Chicago.

AMERICAN CHICLE Co., N. Y., appoints Dillon-Cousins & Assoc., same city, to handle advertising in Colombia.

GARDINER Mfg. Co., Oakland, Calif. (Waterspike), and **MARTIN CONSTRUCTION Co.**, same city (High-Pressure paints), appoint Ad Fried Adv., Oakland. Radio and TV are being used for former; radio only for latter account.

WHITEHALL PHARMACAL Co. appoints Cecil & Presbrey Inc., N. Y., for new chlorophyll deodorant.

HELENE CURTIS INDUSTRIES, Chicago, names Ruthrauff & Ryan, same city, to handle national advertising for Spray Net, Milky Shampoo and Shampoo Plus Egg. Broadcast media are used.

BELLAIRE PRODUCTS Inc., Bellaire, Tex. (Dip-N-Rinse liquid silver cleaner), names Mogge-Privett Inc., L. A., for Pacific Coast advertising.

PIERCE BROS., Santa Barbara, Calif. (abalone processors), names Rockett-Lauritzen, L. A. Radio is being used.

DEMOCRATIC PARTY OF SOUTHERN CALIFORNIA appoints Leonard Shane Agency, L. A. Radio-TV is being used.

INTERSTATE ENGINEERING Corp., El Segundo, Calif. (vacuum cleaners), names Geoffrey Wade Adv., Hollywood. **SNOWDEN HUNT Jr.** is account executive.

FLO-BALL PEN Corp., San Gabriel, Calif. (pens), names BBDO, L. A. **CHARLES J. HAWKINS** is account executive.

Adpeople . . .

LEONARD NELSON, associate editor, *Apparel Arts*, N. Y., to Prudential Insurance Co., L. A., as member of advertising-sales promotion staff.

WILLIAM H. HITCHCOCK, sales manager, Holsum Products Co., appointed sales and merchandising manager, Gettelman Brewing Co., Milwaukee.

LENOX JEWELERS and WICC

Present

MRS. CONNECTICUT of 1953

why

WICC

is tops
in the
RICH

**BRIDGEPORT
NEW HAVEN
MARKET***

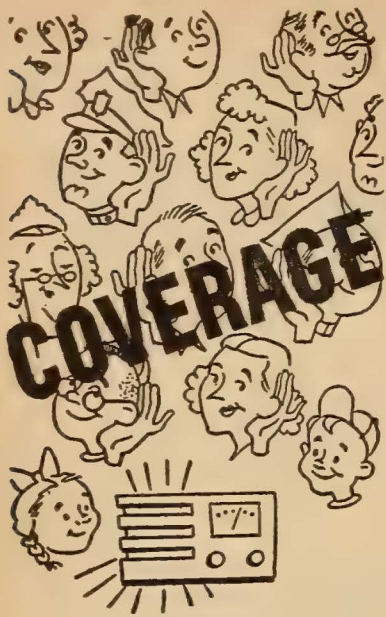
- **WICC Promotion**
Contest produced
largest movie house
for '52
- **WICC Merchandising**
Complete Sponsor
Identification.
- **WICC Personalities**
Wallie Dunlap, (left)
area's highest-rated
afternoon deejay.
(2:30-5, Mon.-Fri.)

Bob Crane, (right)
pulls 65% share of
audience.
(6-9 AM, Mon.-Sat.)



* For confirmation of above claim,
refer to New Haven Pulse, Jan. '52
and Bridgeport Hooper, March '52.

REPRESENTED NATIONALLY BY
ADAM YOUNG, JR.



**OVER
1,000,000
PER DAY**

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

**IN THE NATION'S CAPITAL
YOUR BEST BUY IS**

FIRST in WASHINGTON

WRC

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



feature of the week

IT PAYS to radio-advertise on the hottest day of the year—even when you are selling skid chains, snow tires and anti-freeze. At least that's what a New England warehouse proprietor found to his great satisfaction.

He is John E. Cambria, better known as "Friendly Jack," owner of a warehouse in Lowell, Mass. The station that did the job "out of season"—like selling refrigerators to Eskimos—is WCAP that city.

Last July when the temperature hovered around 100 degrees for five days running, Friendly Jack reasoned that if anyone had enough ambition to turn on a radio, a summer sale to dispose of his winterizing specialties would be in order. He contacted WCAP for 100 spot announcements, to be aired strategically around the clock. Within a week, he disposed of carloads of items and resold himself on radio's pulling power.

While the idea was, of course, novel in its concept, Friendly Jack also offers a diversified line of other products, including radios, seat covers, paint, gasoline, oil and trucking transportation service.

Mr. Cambria has been successful in business for more than 25 years. A firm believer in advertising, he first used radio and newspapers alternately. In recent years, according to WCAP, Mr. Cambria has shown a three-to-one preference for the broadcast medium.

For Bill Warren, WCAP manager, the summer sale proved gratifying. Only a month before the July sale he convinced Friendly



"Friendly Jack" signs a new contract with Mr. Cronin.

* * *

Jack he should use radio to advertise a raccoon coat for \$5. A woman driving along in her car heard the spot and bought the coat literally before the echo of the announcement had died away. Another series of 20 one-minute spots brought a sellout of auto seat covers in five days.

Friendly Jack now uses WCAP six days a week for announcements when he wants to call attention to big doings at the warehouse. He recently signed a 52-week contract with Gerry Cronin, WCAP commercial manager, for 3,000 spots.

Mr. Cambria's idea, like his warehouse, is off the beaten track but, apparently, it pays big dividends to himself and to WCAP.



strictly business

WILLIAM LINDSAY WALLACE, west coast manager of Adam J. Young Jr. Inc., station representatives, advocates strict adherence to the rate card and is quite rabid on the subject of "under the table" and special package deals entered into for business.

While Mr. Wallace, who headquarters in Hollywood, acknowledges that "maybe" some AM and TV stations should adjust their rates, he maintains that any station can be sold on a legitimate basis if it is worthy of staying in business.

Radio is still the greatest mass medium and when an advertiser buys station time he gets twice as much as that for which he pays,

(Continued on page 54)



Mr. WALLACE

It's Coverage that Counts!



The great exploits of mighty, powerful, Paul Bunyan with his big ax, his great ox, his ability to survey all the land because of his giant proportions, are all examples of coverage that counts. And so it is with the buying of radio time here in this big 400,000 populated mining-manufacturing market. You need WBRE to give you coverage that counts in listening audience, in sales volume, in client's satisfaction, for WBRE is the Paul Bunyan of Wyoming Valley's "earway."

Headley-Reed, Representative



This is Milwaukee... where

WTMJ dominates

and here's why...

Diversified industry is the main reason why Milwaukee maintains top rank as one of America's leading markets.

Diversified local programming is the main reason more people in Milwaukee and in Wisconsin listen to WTMJ than any other radio station.

One example of listener pull: Annual early morning program promotion, a Gourd Give-Away, set a 1952 record of 23,435 packages mailed out.

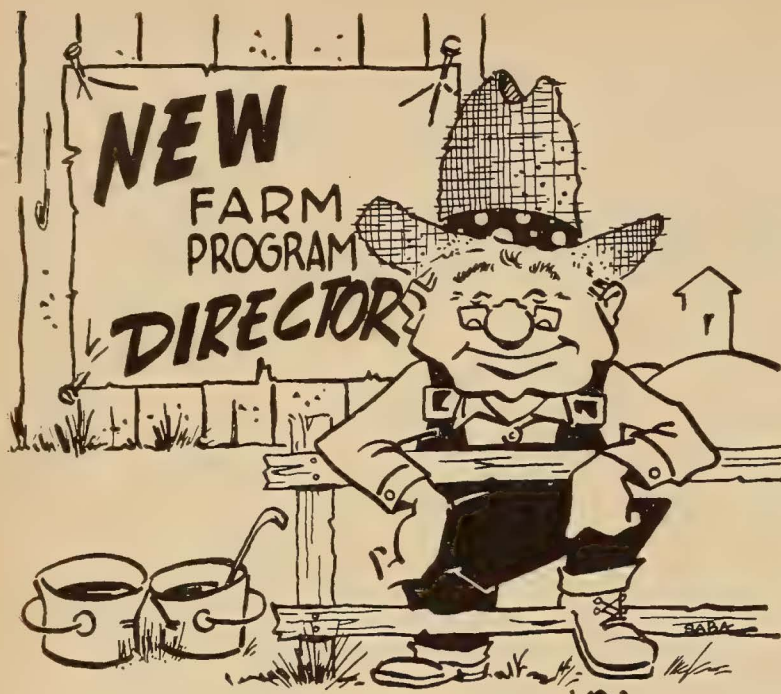
Your Henry I. Christal representative will tell you, "You can't do a successful radio selling job in Milwaukee and Wisconsin without WTMJ, because only WTMJ gives you primary blanket coverage of 628,916 of Wisconsin's total of 968,253 radio homes." Ask him for all the facts on how WTMJ dominates in Milwaukee and Wisconsin.

Covers almost $\frac{2}{3}$
of all Wisconsin
radio homes

WTMJ

THE MILWAUKEE JOURNAL RADIO STATION

5,000 WATTS • 620 KC • NBC



Introducing...

MR. W. D. CLICK

AM

**AVAILABLE
SEPT. 15TH**

TIME: 7:00 - 7:15 AM
Monday thru Saturday
Program Information

... Mr. Click will interview Agriculture Agents, Farmers ... he will give daily Market Reports on Crops and Livestock, as well as all available Farm Information to benefit the Farm and Family ... Radio WSAZ Covers the Tri-State ... Kentucky, Ohio and West Virginia.

● Radio Station WSAZ "The First Station of W. Va." operating on 5,000 Watts, Covering 29 Counties of the Tri-State Area.

TV

**AVAILABLE
SEPT. 29TH**

TIME: 12:00 NOON
Monday, Thursday, Friday
Program Information

... Interviews with National and Local Farm Personalities ... Farm Products of Local Nature will be Viewed by TV Audience ... Farm Information, Stock and Grain Market Data, Gardening Procedure, will be integrated in this New Farm Program.

● WSAZ-TV ... First and ONLY TV Station in W. Va., ... "The World's Most Powerful Television Station" ... Channel 3 100,000 Watts.

MR. WILLIAM D. CLICK, widely known in the Tri-State Area as "Farmer Click," was Cabell County agricultural agent for 22 years and for nearly 38 years served as a county agent in West Virginia. Mr. Click writes a column "HOW'S YOUR GARDEN" for The Huntington Herald-Dispatch in addition to his many other activities. The veteran county agent will conduct farm information radio and television programs, as well as personal appearances, writing of farm letters, etc. For more information, call or write: L. H. Rogers, General Manager, WSAZ-TV, or Tom Gartin, Station Manager, Radio Station WSAZ, Huntington, West Virginia.

... RADIO & TELEVISION ...

WSAZ

HUNTINGTON, W.VA.

open mike



Right Source

EDITOR:

I have been reading your pages devoted to TV station grants and applications, and I would appreciate some information.

I want to keep in close touch with applications and grants and am wondering if I need to go to any source outside of your magazine? ... If I can get everything in BROADCASTING • TELECASTING, no need for me to spend time or money searching elsewhere.

Will you give me the lowdown?

John Orr Young,
John Orr Young & Assoc.
New York

[EDITOR'S NOTE: Mr. Young, co-founder of Young & Rubicam, can save his time and money. Complete and up-to-the-minute reports of all TV activity at the FCC appear weekly in this publication.] * * *

On the Map

EDITOR:

I would like to express my personal opinion, which is shared by many other members of this agency, that your new map, "The Map of Telecasting 1952-1953," is one of the finest jobs of representation of television network coverage in this country that I have yet seen. The map is clearly drawn, easily studied and a pleasure to use in conjunction with television problems. My heartiest congratulations to you and your staff!

Ted Palmer
Lambert & Feasley Inc.
New York

Thank-You Note

EDITOR:

Many thanks for the proofs of the "Strictly Business" sketch published in the Aug. 4 issue ... I am deeply grateful for the honor bestowed upon me by your fine magazine.

Karl K. Vollmer
Vice President, Director
of Marketing
Falstaff Brewing Corp.
St. Louis

Happy Birthday

EDITOR:

Sunday, Aug. 31, was the third anniversary of Price, Robinson & Frank Inc.

For us, these three years have meant important new clients—companies such as Reynolds Metals Co., the Tonic Co., Allied Chemical & Dye Corp. (Swirl Products Division), J. P. Smith Shoe Co. (British Walkers), and also new assign-

ments from the Quaker Oats Co., one of our original clients. ...

We believe that the growth of our agency is the result of not only a good deal of hard work on our part but also the close cooperation and friendship of people like yourself. ...

Clinton E. Frank
Executive Vice President
Price, Robinson & Frank
Chicago

* * *

Self Confidence

EDITOR:

Much as we respect BAB and its ideas, we can't go along with its suggestion that we insert BAB prepared ads on the effectiveness of radio in our local newspaper.

If radio is so damned effective, why do we turn to newspapers to tell our story? We tell our clients they don't need newspapers; yet BAB asks us to set an example for those very clients by scheduling a page or half-page ad ...

We think radio is as good as BAB's ads say it is. For that reason, we're going to use radio.

Frank C. McIntyre
Vice President-General
Manager
KLIX Twin Falls, Ida.

* * *

Full Disclosure

EDITOR:

I was interested in your quotation from Welbourn Kelley's testimony [before the McCarran subcommittee investigating Communism, B•T, Sept. 1] as to the meaning of BBDO. I have been reading BROADCASTING • TELECASTING for a number of years now, and as far as I can recall this is the first time your publication has ever identified that agency by its full name. I suppose anyone who doesn't know what BBDO means has no business reading BROADCASTING • TELECASTING.

John W. Willis
Washington, D. C.

[EDITOR'S NOTE: B•T does not wish to be obscure, but other news would be crowded from the magazine if Batten, Barton, Durstine & Osborne were written out in every story mentioning that agency.] * * *

Ghost Story

EDITOR:

... an excellent article ("TV Specter Can't Bite," B•T, Sept. 1) and particularly timely now that agencies and national advertisers are being promoted by the networks to ask reductions in evening rates all along the line. ...

Arch Shawd
President
WKBZ Muskegon, Mich.

"HE'LL stuff in those GLADIOLA biscuits until he can just hardly see . . ." Ah, the lilt in those honeyed words! This has been the basic pitch for GLADIOLA Flour on WFAA — and for fifteen years it's stirred the heart of the housewife who stirs up those light, fluffy GLADIOLA biscuits.

Fifteen years ago, the Fant Milling Company — millers of GLADIOLA — was a husky country youngster with lots of vision, plenty of courage, and an excellent product to sell.

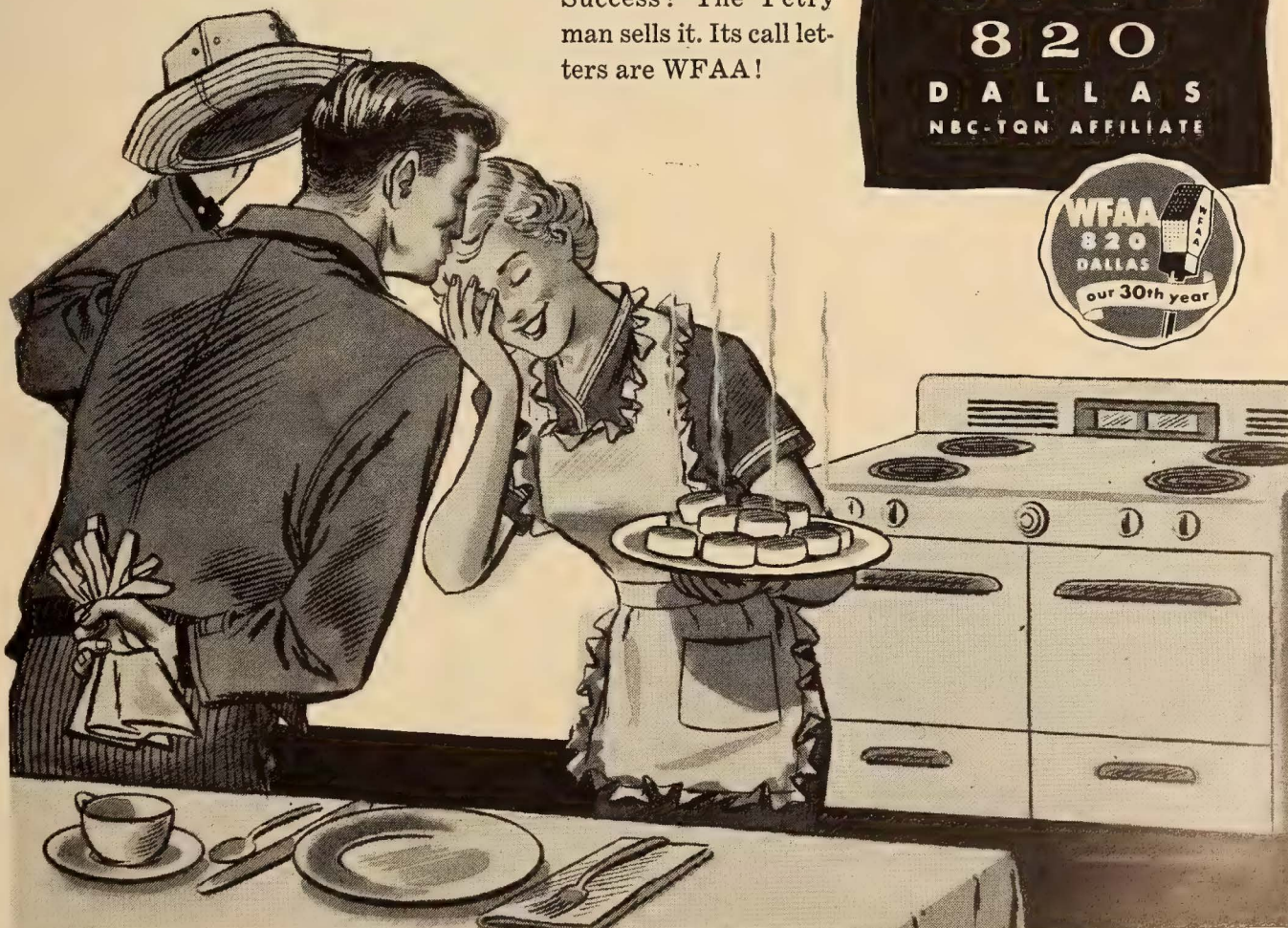
"Lady, your man'll love Gladiola biscuits!"

**news and
whoop-de-do help
Texas housewives
agree . . .**

In 1937, the opener was a five-minute WFAA newscast. Today, our regular noon news across the board is GLADIOLA news — has been for many years! Add to this a wallop whoop-de-do known as the Saturday Night Shindig, 30 minutes once a week, in its eighth year! Then, another 4 shows a week with Murray Cox, WFAA Farm Editor, for SUNGLO Feeds.

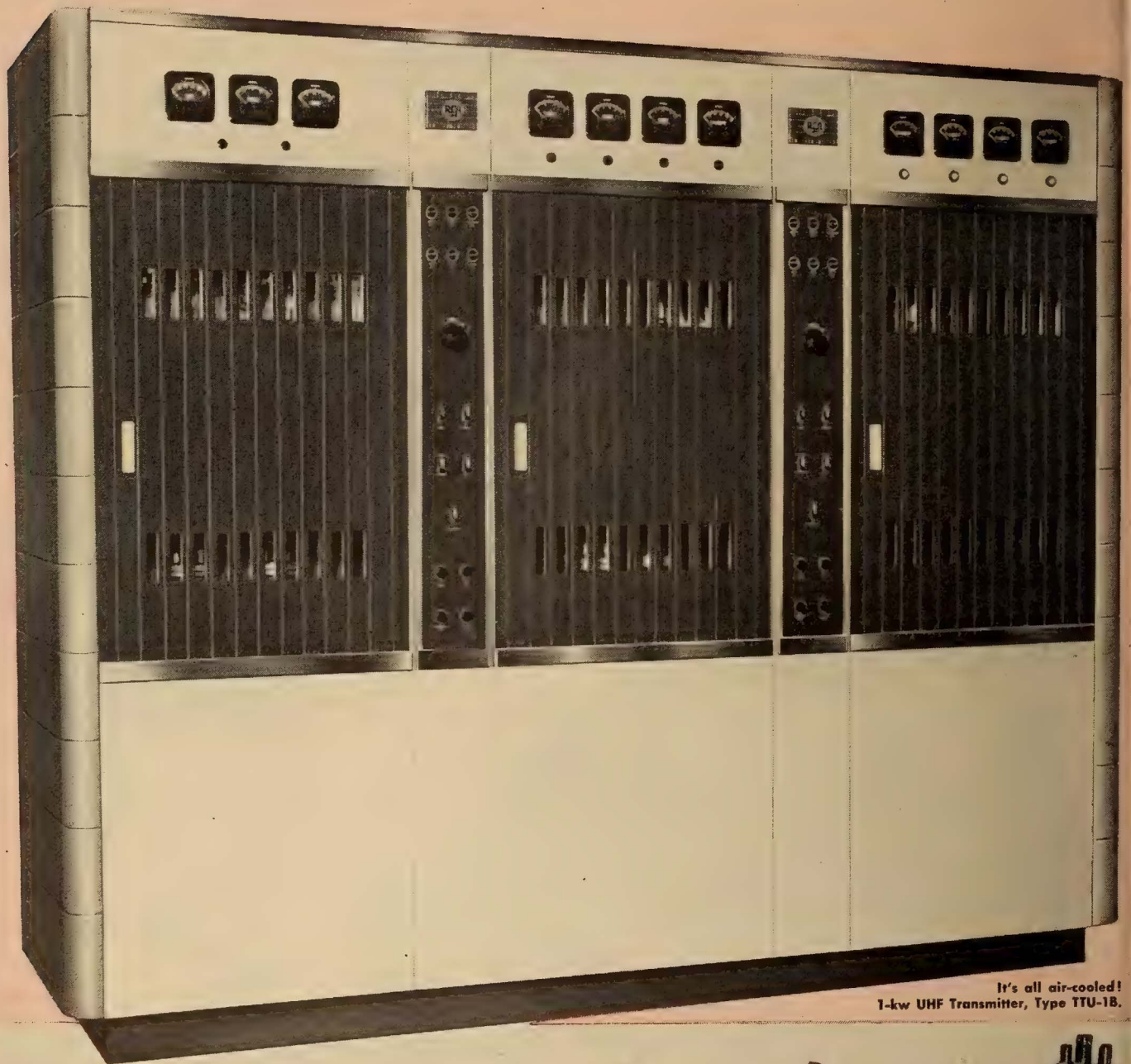
Results? Today, more Texas housewives buy GLADIOLA flour than any other family flour!

Success? The Petry man sells it. Its call letters are WFAA!

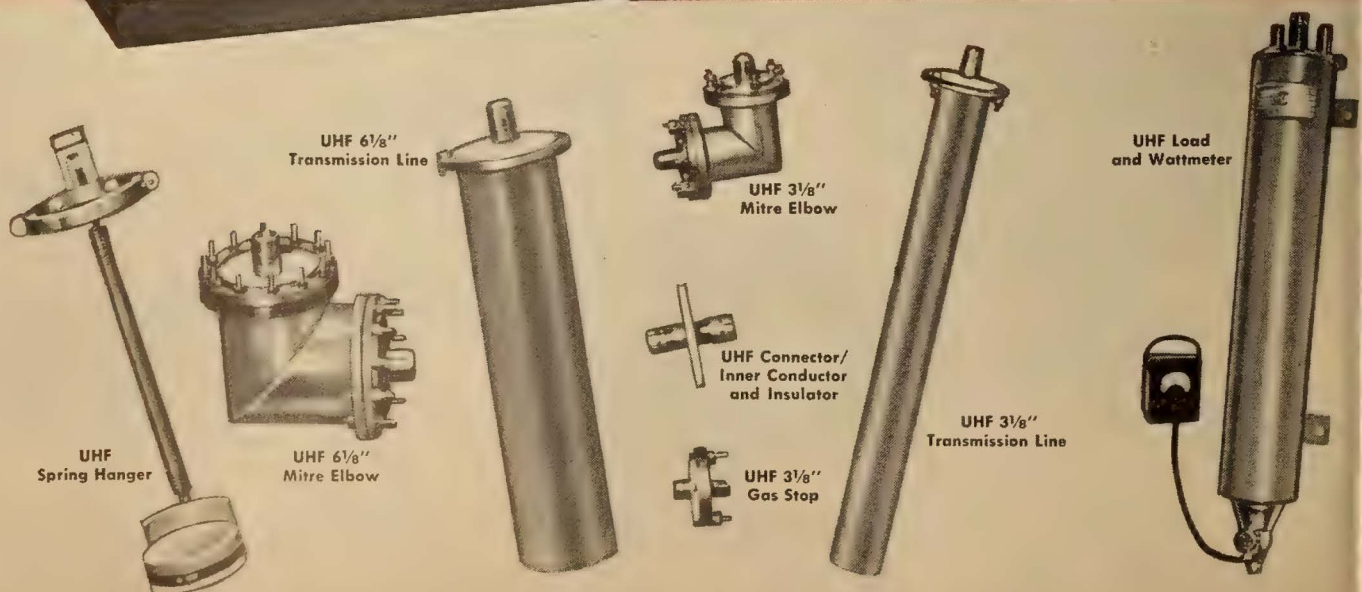


EDWARD PETRY & CO., NATIONAL REPRESENTATIVES • ALEX KEESE, Station Manager • RADIO SERVICE OF THE DALLAS MORNING NEWS

Complete "Package"



It's all air-cooled!
1-kw UHF Transmitter, Type TTU-18.



for **UHF**

Transmitter Plants

WITH THE UHF EQUIPMENT and accessories illustrated here, you can build a 1-kw UHF plant capable of delivering up to 20 kw, ERP. RCA has the transmitter. RCA has the antenna. RCA has the indispensable accessories needed to complete the installation—transmission line, mitred elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulation monitors, filterplexers, etc. In short, everything—from ONE responsible manufacturer!

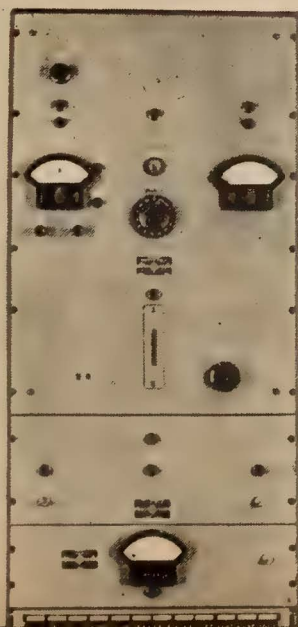
What about a power increase later? The 1-kw transmitter can be used to drive an RCA 10-kw high-power amplifier.

Like this 1-kw package, RCA has UHF combinations to meet power requirements—up to 1000 kw! Your RCA Broadcast Sales Representative can tell you what you'll need for the power you use—show you a practical plan for a minimum outlay. Call him today.

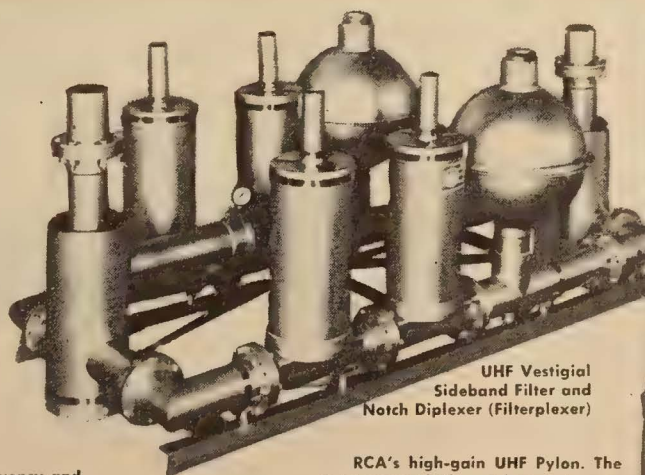


RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

EVERY TECHNICAL ACCESSORY FOR A UHF TRANSMITTER PLANT



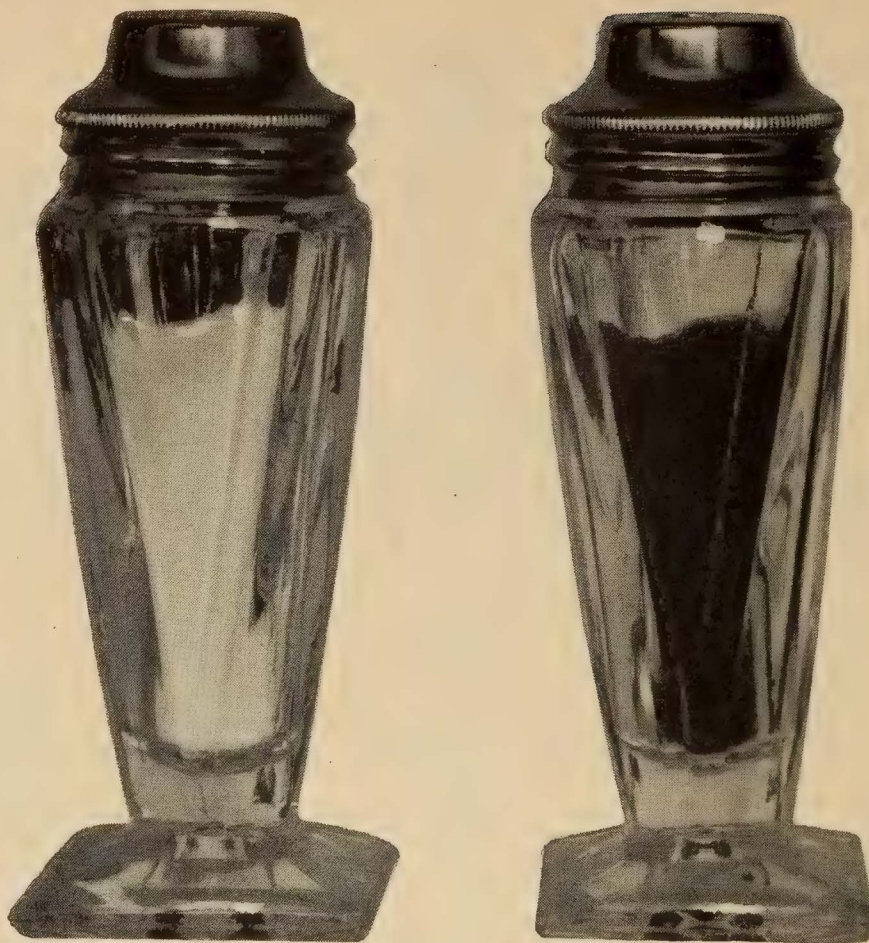
UHF Frequency and Modulation Monitors



UHF Vestigial Sideband Filter and Notch Diplexer (Filterplexer)

RCA's high-gain UHF Pylon. The most economical way known to produce high ERP.





Like salt goes with pepper

Fast, profitable results and W-I-T-H go together just as naturally as salt and pepper. And how the local merchants do know it! *W-I-T-H* regularly carries the advertising of twice as many of them as any other station in town.

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

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

IN BALTIMORE

WITH 

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY



ABC'S RATE CUT PLAN

Reportedly Follows CBS Radio, NBC

By RUFUS CRATER

ABC was reported set last week to follow the lead of CBS Radio and NBC by cutting its evening radio time charges an average 25% while boosting Mon.-Fri. daytime rates 5% but adjusting afternoon discounts to keep those charges at current levels. Morning costs go up about 5%.

The blueprint also was said to call for a straight 15% cut in the network's rate of compensation to its affiliates. This is the same figure set by CBS Radio and one percentage point above that proposed by NBC.

Top officials whipping the plan into shape were understood to be planning to put affiliation-contract amendments and explanatory letters into the mails to affiliates over the weekend, in hope of securing station approvals within a week and of effectuating the changes Oct. 1.

NBC Gets Acceptances

While ABC was in the process of becoming third of the four national radio networks to revise its rates-and-discount structure, NBC was beginning to get back from its affiliates acceptances of the plan presented them a week ago calling for similar changes [B•T, Sept. 8]. NBC officials hoped to have signed contracts from "substantially all" of their affiliates by tonight (Monday), and to put their plan into effect Sept. 29. CBS Radio's plan became effective Aug. 25.

As NBC officials awaited complete returns from affiliates (text of NBC rate letter, this page), anticipating no major turndowns, critics leveled fire on effects of the plan's extension of "contiguous rate" benefits to nighttime programs of daytime strip advertisers.

Although affiliates at the network's Chicago "rate convention" the preceding week had felt the new contiguous plan "can't hurt us," because any business it attracts will be new, critics last week sharpened their pencils and figured the affiliate's "take" on a daytime strip program would be reduced considerably beyond his casual expectation for any day in which the advertiser added a nighttime program.

For instance, they said: An advertiser sponsors a quarter-hour daytime strip. Under NBC's revised station compensation plan, the affiliate's revenue from the network is

cut back a straight 14%. But if the daytime strip advertiser adds, say, a weekly half-hour nighttime program, then, through the workings of the contiguous benefits plan, the affiliate's compensation for the quarter-hour daytime program on that particular day is reduced not by the straight 14% figure but by a total of 41.67%. On the advertiser's nighttime half-hour, these arithmeticians estimated, the affiliate's reduction will amount to a total of 23.55%, rather than the straight 14%.

Mutual, meanwhile, gave no indication it intended to move on the rate question immediately, although it was conceded that as a competitive matter changes would be invoked. There was some speculation final action might not come before Sept. 30, when MBS' board meets.

William H. Fineshriber Jr., Mutual executive vice president, asserted that "we are studying the situation very carefully—we are not going to get panicky." He

said the network has "many figure studies under way, but we have reached no decision yet."

ABC's plan, like those of CBS Radio and NBC, would achieve an average of about 25% reduction in evening radio time charges by increasing discounts rather than by cutting the published rate—although straight rate cuts of as much as 35 and even 45% were at one point considered.

Points at Divergence

Other features of the proposal were understood to contain several divergencies from the plans advanced by other networks, however. Among these were said to be:

(1) Revision in Sunday afternoon discounts to bring the advertiser's cost for these periods down to a level approximating those of NBC and CBS Radio.

(2) Extension of the present daytime "vertical contiguity" rates to include nighttime programs of the same sponsors, but on a more

liberalized basis than the new day-night contiguous rate plan advanced by NBC.

(3) Increased weekday afternoon discounts to be made applicable to Saturday morning time, so that Saturday morning and Saturday afternoon charges become equal.

(4) Where NBC and CBS Radio boosted daytime card rates 11.1% to restore the 10% rate cut effectuated in 1951, ABC's 5% boost in daytime rates puts this portion of the ABC card 5% ahead of its pre-1951 level. This results because CBS and NBC achieved the 1951 reductions by a straight 10% cut in rates, while ABC (along with Mutual) made equivalent cost reductions through increased discounts but left the gross rates unchanged.

Under the ABC plan, it was learned, affiliates will share in the benefits of the boost in both morning and afternoon rates as well as

(Continued on page 36)

FULL TEXT OF NBC LETTER TO AFFILIATES ON RATES

TEXT of letter sent by NBC to its radio affiliates last week spelling out proposed changes in the network's rate-and-discount structure [B•T, Sept. 8; also see story this page]:

"Gentlemen:

"Reference is made to the agreement between us for affiliation of station with the NBC radio network. This letter will constitute an amendment to such agreement effective when signed by both you and us.

"1. The network station rate for such station for periods between 8 a.m. and 6 p.m. is increased 11.11% (computed to the nearest dollar on a one hour basis) effective on the effective date of this amendment (subject to usual rate protection to advertisers). However, in view of the overall adjustments to advertisers, such increase will not be included in computing station compensation for any network commercial programs broadcast on such station.

"2. The station compensation for such station for all network commercial programs broadcast on such station on and after the effective date of this amendment shall

be reduced by an amount equal to 14% of the station compensation otherwise computed in accordance with the affiliation agreement as amended.

"3. An advertiser using two or more non-contiguous periods of time of at least 15 minutes each for network commercial programs on such station on any one day may be given the benefit of the rate for such periods of time which such advertiser would have had if such periods of time had been contiguous, provided such advertiser purchases at least one such period of time for a minimum of five (5) consecutive days per week. In applying this provision, the periods of time of such advertiser on such day will be added together to determine the total time of such advertiser on such day. The rate applied to such total time will be the rate provided in the affiliation agreement for a program of the total duration of the separate periods. If the separate periods occur in different time classifications (such as day and evening) the charge for the period in each classification will be in the proportion that the amount of time

in such classification bears to the total amount of time. (e.g., an advertiser buys a morning half-hour period Monday-Friday and a night half-hour period on Wednesday. The total time on Wednesday is one hour and therefore the gross rate applicable to the advertiser is 100% of the hour rate. Since half of the time is at night and half in the morning, the rate applicable to the advertiser for the Wednesday evening half-hour is 50% of the evening hour rate and the rate applicable to the advertiser for the Wednesday morning half-hour is 50% of the daytime hour rate). Computation of station compensation as provided in the affiliation agreement as hereby amended shall reflect the application of the contiguous rate where an advertiser is given the benefit of the contiguous rate pursuant to the foregoing.

Very truly yours,
National Broadcasting
Company Inc.

By.....
Vice President

"Accepted and agreed
"This Day of September, 1952
"By"

CITRUS BUY

Set for 17 Markets

FLORIDA Citrus Commission approved purchase of a new radio program for use in 17 southern markets at a meeting Wednesday in Lakeland, Fla.

The 15-minute program, to be aired three times weekly, features a men's quartet singing folk songs, spirituals and hymns. Program's title was not disclosed.

J. H. (Jack) Forshaw, Lakeland representative of J. Walter Thompson Co., which handles the account, said the program is "wonderfully suited" for the southern area. The Commission already has authorized \$50,000, or a quarter of its budget, to the southern and south central area, which represents a quarter of its market.

The 17 markets will be at Atlanta, Augusta, Ga.; Birmingham, Jackson, Miss.; New Orleans, Shreveport, Greenville, S. C.; Charleston, S. C.; Greensboro, N. C.; Raleigh, Memphis, Knoxville, Nashville, Chattanooga, Houston, Dallas and San Antonio. Stations will be announced in about 10 days. Only six southern markets were used last year.

Don Francisco, J. Walter Thompson Co. vice president from New York, who was at the Lakeland meeting, termed the program as the best buy. David Corey, also present from the agency's New York office, said plans are under way for additional spot radio advertising east of the Mississippi.

The Commission revealed its *Happy's Party*, Saturday morning TV show for children, originating in Pittsburgh to four markets, will cost \$48,179 for its 17-week test period Nov. 6 to Dec. 27, with test and production costs \$1,000 a week.

Commission manager Robert C. Evans and Mr. Francisco said the citrus group has an option to continue the TV puppet show in 13-week periods, with production costs to rise to \$1,500 a week live or \$5,000 on film. The Commission has an option to buy the show outright before July 1, 1954, for \$350,000, Mr. Evans said.



FRANKLIN M. DOOLITTLE (l), president, WDRG-AM-FM Hartford, Conn., and Elliott M. Sanger, executive vice president, WQXR-AM-FM New York, sign agreement by which WQXR programs will be aired on WDRG-FM (see story, page 71).

RENEWS LICENSES

'Racing' Doubt Cleared

LICENSES of a group of stations put on temporary license early this year because of horserace programs were renewed Wednesday by the FCC. The licenses were removed from the hearing docket following evidence racing programs had been discontinued or curtailed.

Stations receiving renewals were KWKW Pasadena, Calif.; KJBS and KSAN San Francisco; KVSM San Mateo, Calif.; WWPB-FM Miami, Fla.; WAAF-FM Chicago; WLAP Lexington, Ky.; WITH Baltimore; WBNX New York; WPGA Bethlehem, Pa.; WRIB Providence, R. I.

The FCC also removed from hearing and granted application by WMIE Miami, Fla., for license to cover CP. It granted petitions of KLAC-TV Los Angeles, and WPIX (TV) New York insofar as they involve removal from hearing of applications for licenses to cover CP.

Removal of the temporary license status for the 19 stations had been proposed by the FCC's Broadcast Bureau [B•T, Sept. 1]. Stations were said to have discontinued objectionable flash or running accounts of races.

Hills Buys 'Ashton'

HILLS BROS., San Francisco, will sponsor *Rush Ashton*, effective Sept. 22, on 22 CBS Radio Pacific Coast stations (4:40-4:45 p.m., five times weekly). N. W. Ayer & Son, New York, is the agency.

JOINS K&E

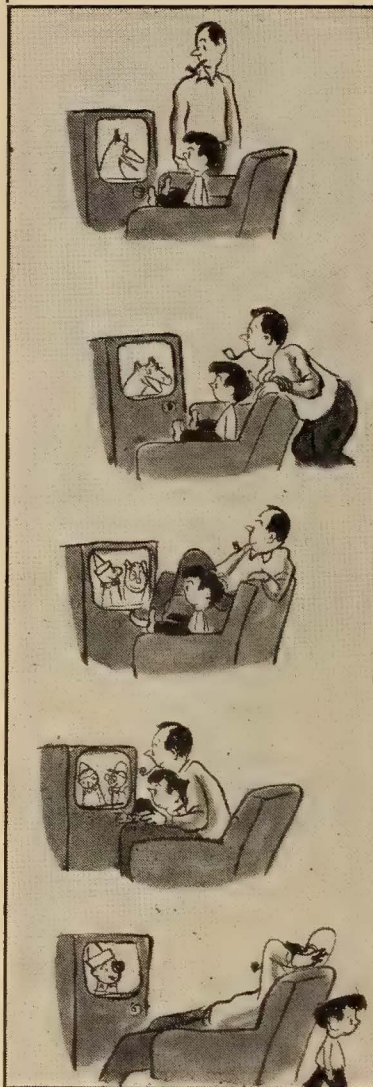
OWEN & CHAPPELL Inc., New York, will dissolve and its officers and four major accounts will join forces with Kenyon & Eckhardt, New York, effective Nov. 3. The move will mean an approximate \$3½ million worth of billing [CLOSED CIRCUIT, Sept. 8] added to Kenyon & Eckhardt's \$39

John H. Owen will become a K&E vice president and account supervisor while Charles Chappell will become a K&E consultant and vice chairman of the review board. O&C has a staff of 43 people, part of whom also will join K&E.

Effective the same date, K&E has been appointed to handle the advertising of four accounts now serviced by Owen & Chappell:

National Brewing Co. of Baltimore for National Premium and National Bohemian Beers (which spend approximately \$700,000 in television); Browne-Vintners Co., New York, for White Horse Scotch Whiskey; Frankfort Distillers Corp. of New York for Hunter & Wilson Whiskies; Renfield Importers of New York for Martini & Rossi Vermouths, Piper Heidsieck Champagnes, and Remy Martin Cognacs. Other accounts of Owen & Chappell amounting to about \$400,-

Kids' Show



Drawn for BROADCASTING • TELECASTING by Dick Wang

Owen & Chappell To Dissolve

000 are looking for new agency associations.

At a news conference last Wednesday, Mr. Owen explained that "60 days ago" he didn't know anyone at K&E but at that time he decided to join forces with the agency because he believed that although his agency has had its best year last year, the rising costs made it important for a small agency to join a larger one to absorb the increase. Having great confidence in K&E, he said, he called Thomas D'Arcy Brophy, chairman of the board, explained his project and emphasized that he wanted a "good place for my people and clients and for me."

Mr. Brophy explained to the group that this was not a merger or a purchase and that "no money had passed" between the principals, but that the clients and personnel were simply joining K&E.

ETHICS BOARD

NARTB Moves on Rate Cuts

NARTB took its first major step against rate-cutting practice last week with announcement by President Harold E. Fellows that a Radio Standards of Practice Committee has been named [B•T, Aug. 25].

The committee will study revival of the broadcast standards and go into the ethical side of rate-cutting in line with a directive from the NARTB board.

Named chairman of the standards committee is John F. Meagher, KYSM Mankato, Minn. [CLOSED CIRCUIT, Sept. 1]. Other members are William B. McGrath, WHDH Boston; Carleton D. Brown, WTVL Waterville, Me.; E. R. Vadeboncoeur, WSYR Syracuse; Walter E. Wagstaff, KIDO Boise, Ida.; Clyde W. Rembert, KRLD Dallas, and William D. Pabst, KFRC San Francisco.

First meeting of the new committee will be held this autumn but no date has been announced. The session will be held prior to the NARTB Radio Board's Nov. 20-21 meeting.

The broadcast standards, adopted in 1948 following clamors from civic and educational groups, are still in effect although the charge is made now and then that radio stations are ignoring widely the provisions.

Over 90 of the 109 U. S. television stations are conforming to the TV Code that went into operation last March 1. Both member and non-member stations are eligible to subscribe. The TV Code carries a seal of approval to promote enforcement but the radio standards carry no enforcement weapon.

NARTB district meetings, now nearing the half-way point, have discussed the rate-cutting problem at length. Todd Storz, KOWH Omaha, aroused industrywide interest in a proposal that a seal plan be adopted by NARTB for stations that stick to their rates.

NADA CAMPAIGN

Radio-TV Sales Seen

THERE may be a carload of business for broadcasters in the National Automobile Dealers Assn. "get-out-the-vote" drive, according to J. Saxton Lloyd, NADA head.

The NADA has instituted a national public service program of offering transportation to and from the polls in November.

Mr. Lloyd, himself a new car dealer in Daytona Beach, Fla., said that he has urged NADA members to use all media to make sure that the public is aware of the program.

For the benefit of dealers, the NADA has prepared promotion material, including a kit containing radio spots and video slides. Mr. Lloyd believes that broadcasters would find it worthwhile to contact local NADA branches.

FIVE ADVERTISERS Launch 'Biggest' Campaigns

By FLORENCE SMALL

FIVE important advertisers will be spending more money in more radio and TV markets this fall than ever before in their respective histories, according to a special BROADCASTING • TELECASTING check of industry action last week.

Ranging the field from candy manufacturing to retail clothing, three of the quintet of sponsors will rely heavily on spots in a series of campaigns variously described by their originators as the "largest," "greatest" and "most ambitious" in their experiences. The two others will use network TV.

The clients include Robert Hall clothes, Peter Paul candy, National shoes, Scott toilet tissue, and Weston cookies.

Robert Hall has launched the "most ambitious advertising campaign" in its history to celebrate the 10th anniversary of the chain operation. The firm, which claims to be the heaviest retail user of radio advertising in the U. S., divides its overall budget, with 50% applied to radio and TV and the other half to newspapers.

Jerry Bess, vice president of Frank B. Sawdon Inc., New York, agency which services Robert Hall, reported the campaign includes spot announcements on more than 180 radio stations in 70 markets throughout the country, and said "substantial TV coverage is being added for the New York and Chicago markets."

Radio Big Factor

"We find that radio is still a most important factor in carrying the Robert Hall 'low overhead' message to millions of potential buyers in markets from coast-to-coast," Mr. Bess said. He also confided the agency had reviewed each market before renewing its radio commitments.

Advertising throughout September will concentrate on special 10th anniversary sales values, he said.

Peter Paul Inc. announced its fall and winter advertising plans, in support of Mounds, Almond Joy and the new Mounds Miniatures, emphasized a local impact.

John H. Tatigan, president of Peter Paul Inc., described the campaign as the "greatest localized-national advertising program in the history of the confectionery trade."

Highlights of the promotion include local 5-and-10-minute radio news programs plus spot announcements in approximately 150 urban and rural trading areas starting at various dates during September.

In addition, Mr. Tatigan said his firm would use television following the same basic principle by buying "home-town" spots and local participations. Maxon Inc., New York, is the agency.

National Shoe Co., 95-unit New York chain of shoe and accessory

stores, is stepping up its use of all media in the biggest fall advertising push in the company's history.

The accelerated radio schedule in New York City now includes German, Spanish, and Polish broadcasts, in addition to the English and Italian schedule heretofore used. National also continues sponsorship of its 10 a.m. Sunday *Time for Adventure* children's show on WNBC (TV) New York.

Outside New York City, the fall

broadcasting campaign includes Syracuse, Gloversville, Newburgh, Binghamton, Poughkeepsie, Kingston, and Peekskill in New York State plus Asbury Park and Trenton, N. J., Danbury, Conn., and Pittsfield, Mass.

Scott's \$30,000 Show

Scott Paper Co., which has been absent from TV network in the past three years, effective Oct. 8 launches an estimated \$30,000 weekly program entitled *Scott Music Hall* on NBC-TV (Wed.,

MBS POST Poppele Quits as Engineer VP; Johnson Succeeds

RESIGNATION of J. R. (Jack) Poppele as vice president in charge of engineering for MBS and the appointment of E. M. (Pete) Johnson, MBS vice president in charge of station relations, as his successor, along with his present duties, was announced in New York last week.

Mr. Poppele, who also has served for the past 30 years as director of engineering for WOR New York, key MBS outlet, resigned Wednesday. He announced he will organize his own consultant firm, specializing in development and construction of new TV studios and transmitters for clients currently receiving construction permits from the



Mr. Poppele

FCC. WOR-TV is said to be one of his clients.

Appointment of Mr. Johnson to absorb Mr. Poppele's duties along with his present responsibility was announced Friday. Before the integration of WOR and Mutual a few months ago, he was in charge of engineering as well as station relations.

Mr. Poppele's decision ends a relationship that began Feb. 18, 1922—four days before WOR began broadcasting. He was the station's first engineer and its first chief engineer.

In 1941, Mr. Poppele was appointed vice president and a member of the WOR board and in these capacities, he has directed WOR-AM-FM-TV and facsimile engineering projects.

Mr. Poppele is credited with being one of the outstanding broadcast engineers in the country and one who has pioneered in the various phases of the field. He was an early explorer of the possibilities of FM and one of the pioneers in broadcasting FM programs.

In recent years, Mr. Poppele has been active in designing and directing construction on several post-war projects—building of the then WOIC (TV) Washington (now WTOP-TV) and of WOR-TV's transmitter at North Bergen, N. J., and its production building, Television Square, in Manhattan.

Along with many veterans on the technical side of broadcasting, Mr.

Poppele learned the A-B-Cs of wireless as a "ham" while still a teen-ager in Newark, where he was born Feb. 4, 1898.

Mr. Poppele studied electrical engineering at Newark Tech and Penn State before World War I led him into radio as a career. He served as an operator on commercial vessels and in the Army Transport Service during the war and this experience led to his affiliation with WOR in 1922.

Widely active in broadcasting and engineering circles, Mr. Poppele was one of the founders and a director of the Television Broadcasters Assn. and its president for seven years until its merger into the NARTB last year. He is also a fellow and director of the Institute of Radio Engineers, executive member of the Engineering Committee of the NARTB, president of the Radio Pioneers, charter member of the Veteran Wireless Operators Assn. and a member of the American Television Society.

Johnson's Background

Mr. Johnson, who joined the engineering department of MBS on Nov. 1, 1945, was named director of engineering the following year. He was given much of the credit for development of Mutual's "Listenability," a new engineering coverage measurement. In February 1949 he was appointed vice president in charge of engineering and station relations.

A 1940 graduate of the college of engineering at the U. of Cincinnati, Mr. Johnson served first with the FCC, starting as a monitoring officer but transferring in 1941 to the Broadcast Division of the Commission's Washington engineering department, where he became assistant chief of the Standard Broadcast Section. In June 1944, he was shifted to the operational research staff, office of the Signal Officer, War Dept., where he specialized in studies of antenna development and in propagation of radio waves.

8:30-9 p.m.). The show will have a variety format.

The budget for the television network show, it was understood, is "new" money. Firm sponsored Dione Lucas on CBS-TV about three years ago. Scott also used a short-term radio spot campaign this past summer. J. Walter Thompson, New York, is the agency.

Weston Biscuit Co., through W. Earl Bothwell (soon to be merged with Geyer, Newell & Ganger, New York), is contemplating a quarter-hour television network program for the first time in its history. The program—still in the negotiation stage—probably would be presented on part of the NBC-TV network. Final details are expected to be resolved within a fortnight.

SHOLIS NAMED

To Assist Stevenson Drive

APPOINTMENT of Victor A. Sholis, vice president and director of WHAS-AM-TV Louisville, as executive administrative assistant to Wilson Wyatt, personal campaign manager for Gov. Adlai Stevenson, was announced last Monday by the Louisville *Courier-Journal* and *Times* station.



Mr. Sholis



Mr. Cline

Neil Cline, sales director of WHAS-AM-TV, will assume charge during Mr. Sholis' absence the next two months. Mr. Cline has been sales director of the station since November 1949.

As administrative assistant to Mr. Wyatt, who also hails from Louisville, Mr. Sholis will include in his duties the supervision of the Democratic Presidential nominee's radio-TV appearances. His leave of absence is slated to terminate Nov. 10.

The name of Mr. Sholis thus is another to be added to the growing roster of radio-TV personages now active in the political campaigns [B•T, Aug. 4, et seq.]

Mr. Sholis, a political writer for the *Chicago Times* (now *Sun-Times*) in the '30s, has been director of WHAS Inc. since 1947. After service as special assistant to Harry Hopkins, former Secretary of Commerce, he became director of the Clear Channel Broadcasting Service in Washington. During World War II he served in New Guinea and the Philippines.

AT&T COST DATA

Movie-TV Groups Ask Again

NOT satisfied with the AT&T answers two weeks ago [B•T, Sept. 8], counsel for motion picture theatre-TV interests sent another formal request to the Long Lines Div. for cost information based on specifications furnished last April [B•T, April 28].

The figures are needed, it was emphasized, to prepare for the Oct. 20 accounting and engineering aspects of the FCC theatre-TV hearings.

Referring to data submitted by AT&T, based on the use of present facilities, the motion picture response stated that they were "of no value in the proceeding." Letter went on:

For the kind and quality of television our clients require and propose to make available in theatres, your existing service is wholly inadequate and unsatisfactory. Obviously if we could use, or expected to use, the existing quality of common carrier service for our system, there would be no need to request cost estimates since the data could be easily computed from your filed tariffs.

Motion picture counsel chided the telephone company for questioning whether the requirements specified were necessary or practical for theatre TV. In bristling terms, motion picture counsel said:

In the first place, a great many technical experts within and without the motion picture industry have devoted many, many years and hundreds of thousands of dollars in research on the question of what is necessary or practical for a satisfactory theatre television transmission service. In the second place, it would appear self-evident that the motion picture industry is itself best qualified to judge what type of a theatre television service should be supplied to its theatres.

In answer to the AT&T's protest that much of the equipment is not available and would have to be developed and manufactured, the motion picture counsel claimed that some of the equipment is available or nearly so and that it can be developed and some estimate made as to costs.

Letter ended with assurance that cost estimates requested need not be firm quotations, but present best estimates.

Signing document were Vincent B. Welch, Welch, Mott & Morgan, Washington, and James Lawrence Fly, Fly, Shuebruk & Blume, New York, counsel for Motion Picture Assn. of America; and Marcus Cohn, Cohn & Marks, Washington, counsel for the National Exhibitors Theatre Television Committee.

Duff Heads SWG Group

WARREN DUFF has been named chairman of the nominating committee of Screen Writers Guild by its executive board in Hollywood. Nominees are to be selected by Sept. 28 and the list mailed to SWG membership by Oct. 1. Serving on Mr. Duff's committee are Ivan Goff and Howard Green (executive board), Valentine Davies, Marvin Borowsky, Leonard Spigelgass, DeVallon Scott, Edmund Hartman, Curtis Kenyon and Adele Buffington (general membership).



COMPLETING plans for sale and syndication of new and established film properties of NBC-TV Film Div. are (seated, l to r) Dan Curtis, salesman; Richard Cahill, Midwest sales supervisor; John B. Cron, national sales manager; Robert W. Sarnoff, vice president in charge of Film Div.; Stan Osgood, film production manager; Len

Warager, Eastern regional sales manager, and Bill Grainger, salesman; standing, H. Weller Kever, salesman; Stan Yentes, traffic manager; Jack Kiermaier, assistant to Mr. Osgood; Robert Anderson, financial analyst; Jim Fuchs, sales trainee, and John Burns, salesman.

SMPTE MEET

SERIES of television meetings will feature the 72d semi-annual convention of the Society of Motion Picture and Television Engineers, meeting Oct. 6-10 at the Statler Hotel, Washington.

Group of papers, arranged by the SMPTE Papers Committee, will cover visual and sound techniques used in television. Joseph E. Aiken, Naval Photographic Center, Washington, is chairman of the program committee.

R. D. Chipp, DuMont Television Network, will present a paper at the opening session on film projection with image orthicon cameras, reciting experience gained in a 10-month experience at WABD (TV) New York. Frank Gillette and Louis Raitiere, General Precision Lab., New York, will discuss TV camera lens of variable focal length, described as having many superior features.

NTSC Data Slated

Work of the National Television Systems Committee in color TV, along with recommendations, will be presented by A. V. Laughren, Hazeltine Corp. J. E. Hayes, Canadian Broadcasting Corp., will describe television facilities of Canadian Broadcasting Corp.

Influence of echoes on TV transmission will be explained by Pierre Mertz, Bell Telephone Labs.

The Tuesday television program includes a review of work on dichroic mirrors and their light-dividing characteristics by Mary Ellen Widdop, RCA Victor Division. Ralph E. Lovell, NBC Hollywood, will describe time-zone delay of TV programs by use of kinescope recording, based on 35mm film for the picture and magnetic recording for sound. The technique is said to insure high-quality reproduction.

Mr. Lovell and Robert M. Fraser, also NBC Hollywood, will discuss devices employed in the kinescope recording process including exposure control devices and sitometric control. The devices are

TV Papers Include NTSC Report

said to take much of the guesswork out of kinescope recording.

John S. Auld, of the Signal Corps Photo Center, Long Island City, N. Y., will demonstrate the Signal Corps mobile television system, designed to explore utilization of TV as a tactical and training medium in the Army. TV cameras will be placed in the street near the trucks containing equipment and receivers will be distributed through the SMPTE meeting room. A 6x8 foot projection receiver is included.

Lighting of live motion pictures for television will be illustrated by Karl Freund, of Desilu Productions, Hollywood. Ferenz Fodor, of Filmcraft Productions, Hollywood, will explain a camera control system permitting motion picture cameras to be cut in and out of line as needed during filming of such shows as *You Bet Your Life* and *Two for the Money*. The process has a sync marking cue-track system simplifying film editing.

Sessions on film processing and an international symposium on high-speed photography are scheduled during the convention. Maintenance of 16mm equipment along with sound recording and reproduction sessions are scheduled. Concluding session Oct. 10 will deal with magnetic striping of film.

RCA Thesaurus Series

RCA THESAURUS' annual football continuity series, *Pigskin Parade*, was sent to the transcription library's subscribers last week. First of the program's 10 quarter-hour scripts is scheduled to be launched Sept. 27.

FISHER NAMED Succeeds McLaughlin at ABC

JOSEPH FISHER, sales manager of WENR-TV Chicago, has been appointed manager of national spot sales of ABC's Central Division, succeeding the late Roy W. McLaughlin, who died last month [B•T, Sept. 1].

Mr. Fisher, who was named WENR-TV sales manager last April, will retain his present title for that station. He will direct local TV sales activity in Chicago and Milwaukee not covered by Blair TV Inc., named to represent nationally WENR-TV and WXYZ-TV Detroit [B•T, Sept. 8].

With ABC since 1943, Mr. Fisher joined the network's guest relations department before entering the service in 1944. He returned to the department in November 1946 and joined ABC-WENR spot and local radio sales in February 1947. Two years later he assumed similar duties with ABC-WENR-TV. Last April he was named sales manager.

72-76 mc Report

TECHNICAL background report was released by FCC last week pertaining to the Commission's proposed rule-making proceeding to establish a new policy governing the assignment of certain non-broadcast fixed stations in the 72-76 mc band [B•T, Sept. 8]. Titled "Potential Interference From Operational Fixed Stations on 72-76 mc to Television Channels 4 and 5," the study was prepared by Arnold G. Skrivseth, chief, Technical Standards Branch; Harry Fine, chief, Low Frequency Propagation Branch, and William C. Boese, chief, Technical Research Div., and assistant chief engineer, all of FCC's Office of Chief Engineer. Copy of the study, T.R.R. Report No. 5.3.5, will be made available by the Commission to interested parties. FCC's proposed new rules make the non-broadcast stations involved responsible for alleviating interference to TV reception.

TOA SIZES UP ITS TV PROBLEMS

At D. C. Convention

By J. FRANK BEATTY

THE nation's major theatre operators, heartened by signs attendance is on the upgrade, open their annual convention in Washington today (Monday) with many exhibitors interested in ways to live with television.

Over 600 members of Theatre Owners of America and guests from related industries are assembling at the Shoreham Hotel to tackle major problems affecting their commercial lives.

Owners of TV stations, holders of construction permits for new TV outlets and over a half-hundred station applicants come from the theatre industry's ranks. Mitchell Wolfson, president of WTVJ (TV) Miami and operator of Wometco Theatres, is president of the theatre association, with Gael Sullivan, executive director. Charles P. Skouras, National Theatre Amusement Co., is board chairman and S. H. Fabian, Fabian Theatres, chairman of executive committee.

Several critical theatre industry problems involving Washington legislative and regulatory agencies will dominate the convention agenda, a factor that influenced TOA in holding meetings right at the source of many difficulties facing 700 exhibitors representing 10,000 theatres.

Seek Tax Repeal

High on the list of TOA projects is the industry-wide campaign to obtain repeal of the 20% federal amusement tax. This hatchet over the heads of exhibitors is a relic of World War II that legislators haven't seen fit to remove. TOA has a committee working on the subject and its individual members are working at the grassroots level to acquaint congressmen and Senators with their story.

Next, TOA members are interested in television and what to do about it. Many exhibitors are applicants for TV stations; several own existing TV outlets, and several recently approved applications have theatrical interests represented in their ownership.

An important discussion will center around the future of theatre television, with four-score theatres in 50 cities already equipped to project TV programs. Consensus of exhibitors is that theatre TV is in its infancy. They cite fast growth in the past year along with proposed development of "selective communications" such as sales meetings.

As to TV's impact on the box-office, exhibitors have not scheduled this subject as a major item on the convention agenda. The matter probably will come up in informal panel and corridor discussions, judging by past TOA meetings. Most exhibitors accept television as a rival consumer of the public's time and money. Hav-



Mr. SULLIVAN
... is executive director

* * *

ing discovered that TV's arrival in a community isn't fatal to sound theatre enterprises, exhibitors are meeting competition by improving their service to the public. Results have been more encouraging than most exhibitors might have believed three or four years ago.

Another problem with a Washington source is the Dept. of Justice suit to compel sale of 16mm films to television. Most exhibitors feel the government was peddled a bill of goods when it filed this and they figure some fancy



Mr. WOLFSON
... heads theatre group

* * *

politicking is involved.

Finally, TOA delegates will devote attention to purely exhibitor problems such as arbitration methods in the distribution of films and rising operating costs.

Starting with Sunday committee meetings, the TOA convention will wind up Thursday night with the President's Dinner. Attendance of more than 700 is expected at this dinner, to be addressed by Eric Johnston, president of the Motion Picture Assn. of America.

An important feature of the

week's proceedings will be the trade show, featuring exhibits of equipment and services. A lineup of entertainment features has been arranged for delegates, guests and their families. Attendance includes theatre managers, exchange employees, film salesmen, bookers, office managers and key executives from allied entertainment fields.

Today's entertainment program includes Southern Hospitality Brunch and a film premiere. Topping Tuesday's entertainment is a cruise to Mount Vernon, with a fashion show and lunch for women. A seafood dinner is slated Wednesday and the Thursday dinner winds up the convention program.

Women guests are invited to the White House Wednesday morning to meet President and Mrs. Truman in the Rose Garden. They will be taken on a tour of the White House and embassies.

Presidents of leading Hollywood film studios have been invited to the TOA meeting. The list includes Harry M. Warner, Warner Bros.; Milton R. Rachmil, Universal; Arthur B. Krim, United Artists; Nicholas M. Schenck, Loew's; Spyros P. Skouras, Twentieth Century-Fox; Herbert J. Yates, Republic Pictures; Ned E. Depinet, RKO Radio Pictures; Barney Balaban, Paramount; Harry Cohn, Columbia; Steve Brody, Allied Artists.

Members of the FCC have been invited to take part in a number
(Continued on page 56)

Movie and Allied Interests Owning or Seeking TV Stations

EXHIBITORS and related theatrical groups will become an important segment of the TV station ownership industry, should their applications receive FCC approval.

More than 60 applications for TV stations have been filed by theatrical interests, according to an analysis of FCC records by BROADCASTING • TELECASTING.

In addition, several existing stations are owned by theatrical interests and some recent FCC grants of TV construction permits have theatrical representation in ownerships.

List of TV station applications, construction permits and existing stations, based on a study of FCC records, follows:

[At the end of each application listing is city priority status (group and number) by which FCC will handle that application, as set forth in the Commission's temporary processing procedure [B.T., May 26, April 14]. Applications in Group A-2 (no present service) and Group B (various degrees of service, divided into sub-groups B-1, etc.) are being processed concurrently. All Group B cities are numbered consecutively, without regard to sub-group numbers. Other abbreviations: vhf—very

high frequency; uhf—ultra high frequency; ERP—effective radiated power; kw—kilowatts.]

EXISTING STATIONS

CHICAGO—WBKE (TV) owned by United Paramount Theatres (negotiations pending for transfer to CBS).

LOS ANGELES—KTLA (TV) owned by Paramount Pictures.

MIAMI—WTVJ (TV) owned by Wometco Theatres (Mitchell Wolfson), also holds interest in Florida-Georgia Television Co., TV applicant for Jacksonville, Fla.; Orange Television Bcstg. Co., for Tampa, and Piedmont Electronics & Fixture Co., for Charlotte, N. C.

UTICA, N. Y.—WKTV (TV) owned by Kallet Theatres. (Also applicant for Buffalo, N. Y.)

TULSA—KOTV (TV) half-owned by J. D. Wrather Jr., president and 50% owner of Jack Wrather Productions, and president and 60% owner of Wrather TV Productions, both Los Angeles.

CP GRANTS

HONOLULU—Hawaiian Bcstg. System Ltd. (KGMB), vhf Ch. 9, ERP 107 kw [B.T., Aug. 11, July 21]. Stock owned by Consolidated Amusements Co. Ltd. (56%), Honolulu Star-Bulletin Ltd. (24%) and Corporation of President of Church of Jesus Christ of Latter Day Saints (20%).

PEORIA, Ill.—West Central Bcstg. Co. (WEEK), uhf Ch. 43, ERP 170 kw [B.T., Sept. 1, July 14]. Principals include C. B. Akers, 25% stockholder in Theatre Enterprises Inc., Dallas (owns theatres in Kansas, Missouri, Nebraska, New Mexico and Texas) and 5.3% stockholder in Video Independent Theatres Inc., Oklahoma City (owns the-

atres in Oklahoma and Texas), 3% in grantee.

ROCKFORD, Ill.—Winnebago Television Corp., uhf Ch. 39, ERP 15.3 kw [B.T., July 14]. Half-owned by H&E Balaban Corp. (Harry and Elmer Balaban, president and assistant secretary-treasurer of applicant, respectively), which owns theatres in Illinois and Michigan. Irwin, Rosalind and H. W. Dubinsky (River Lane outdoor theatre) own other 50% of applicant.

SPOKANE, Wash.—KXLY-TV, vhf Ch. 4, ERP 100 kw [B.T., July 21]. Principals include Bing Crosby, 47.6% owner, and KXLY, 50% owner.

TV APPLICANTS

ARIZONA

PHOENIX—Maricopa Bcstrs. Inc. (KOOL), vhf Ch. 10, ERP 316 kw [B.T., July 7]. President and 85% stockholder is Gene Autry, motion picture, radio and TV star, who also is principal in Old Pueblo Bcstg. Co. (KOPO), TV applicant for Tucson. City priority status: Group B-4, No. 200.

TUCSON—Old Pueblo Bcstg. Co. (KOPO), vhf Ch. 13, ERP 316 kw [B.T., July 7]. Principals include Gene Autry, motion picture, radio and TV star, 48% stockholder, also president and principal of Maricopa Bcstrs. Inc. (KOOL), TV applicant for Phoenix. City priority status: Group A-2, No. 91.

ARKANSAS

LITTLE ROCK—Great Plains Television Properties, uhf Ch. 23, ERP 17.4 kw [B.T., Aug. 25]. Owned by Transcontinental Properties Inc. Principals of Transcontinental Properties Inc. include Herbert Scheffel, president and 19% stockholder in Telenevs Productions Inc. and part owner of various newsreel theatres, president and 25% stockholder; Alfred G. Burger, executive vice president and 16% stockholder
(Continued on page 99)

POSTMASTER, PLEASE BE CAREFUL

By BEN LUDY

General Manager, WIBW Topeka and KCKN Kansas City, Kan.

THE MAN who presented himself at the offices of our advertising agency was obviously a business executive and also obviously curious. He introduced himself as the president of a large nail polish company.

"Would you mind telling me," he asked politely, "why on earth a radio station wants several thousand bottles of red nail polish?"

Although this incident happened in the early 1940's, the explanation of why a radio station (you guessed it—WIBW) needed a large quantity of nail polish goes back even further. The story really begins on a spring day in 1937, when several hundred executives in advertising agencies and advertising departments looked at their mail.

In that mail was a large envelope inscribed, "Enclosed is a small, useful gift—plus some valuable facts about how to sell Kansas!" The envelope contained a four-page folder, and attached to the folder was a plastic desk ruler. On the ruler and the folder were printed these words: "By the yardstick of LISTENERS . . . WIBW is TOPS!"

This was the first of WIBW's three-dimensional direct mail pieces—the first in a long and consistent campaign that is still maintained today. The idea of three-dimensional

when we used plastic holders—to hold hot ears of corn—in a 1946 mailing, the copy tie-in was, "There's No Kansas Selling Problem too Hot for WIBW to Handle."

During the early years of the campaign, a single gadget was attached to each mailing, and no offer of free "extras" was made. About 1939 we began the practice (still continued) of sending extra gadgets free of charge to those requesting them. A postage-free business reply card attached to the mailing gives the recipient an opportunity to send for extra gadgets and/or to inquire about WIBW time availabilities. We think that the offer of extras both creates goodwill for WIBW and gives us a chance to check on the attention-getting power of our mailings.

Since WIBW did pioneer in this type of direct mail advertising, the early mailings not only caused considerable excitement but resulted in some unusual—and amusing—situations. The incident of the red nail polish is just one. As you may have guessed, the polish was purchased for a mailing, in a quantity sufficient to take care of both initial needs and anticipated requests. In those days the use of such products for promotional purposes was still very rare and the company president, being unaware of the real purpose of the order, evidently felt that he might have been overlooking a market opportunity—red nail polish for radio stations!

Since every executive is deluged with mail, one of the problems of any direct mail program is to make sure, first, that the mailing gets to the executive's desk and, second, that he opens and reads it. We have always been proud that so many people on our mailing list have written to say, in effect, "Over my desk pass countless mailing pieces, but yours is one of the few which do not go into the wastebasket."

An integral part of the WIBW campaign has been to produce mailing pieces that are well worth reading, and we have also made every effort to see that each mailing looks interesting, so that the busy executive will be encouraged to open it. As the WIBW direct mail campaign snowballed during the late 30's and early 40's, our

(Continued on page 102)

WIBW began using direct mail 16 years ago. Top panel shows the first four in 1937. Desk ruler, lower right, was first 'three dimensional' mailing.

SECOND year started with announcement of promotion of Ben Ludy from assistant manager to manager. Other early mailings are shown.

NEW Problems, new formats. Boxed mailings like this tea strainer, and pull matches were refinements of earlier folder format, proved successful.

direct mail was originated for WIBW by our advertising agency, The Carter Advertising Agency of Kansas City, and through the years The Carter Agency has continued to create and prepare for WIBW an average of six three-dimensional mailings a year. Refinements and additions to the original formula have developed, but the basic idea steadfastly remains the same.

A WIBW three-dimensional mailing consists of a printed piece

FOUR of most effective mailings, judging on basis of reply cards returned and number of extra gadgets requested, are shown in this group.

(box, folder or other form) plus a "gadget." The gadget is completely integrated with the rest of the mailing and serves to illustrate a specific sales point we want to make about WIBW. For example,

WOV-WHOM TEAM UP

On Radio: Apply for TV

(Also see story on WBML-WNEX
Joint Application, page 79)

IN WHAT is considered a highly significant move, two major competitors in New York's foreign-language broadcasting field teamed up last week to (1) coordinate their radio programming, and (2) jointly apply for a television station.

The alliance brought WOV and WHOM—independents and veteran foreign-language stations—together on a blueprint to broaden their combined program services to specialized radio audiences while their respective owners joined in an FCC application for a TV outlet which they would own on a 50-50 basis.

The announced plan for a joint TV application added impetus to the already developing pattern of "marriage of applicants" whereby local radio stations combine forces, for reasons of economics or channel scarcity, in seeking TV outlets.

The WOV-WHOM television application, prepared by the Washington law firm of Cohn & Marks and expected to be filed with FCC this week, will seek the only vacant commercial channel allocated to New York—uhf Channel 31—which the City of New York (WNYC) also is seeking. It is the only uhf commercial channel in the area, where seven vhf stations currently operate and one non-commercial uhf channel has been allocated.

The proposed TV station would be owned in equal shares by the Fortune Pope interests, which own WHOM and also publish the influential *Il Progresso Italo-Americano*, and the present WOV ownership, which includes President Richard E. O'Dea, Executive Vice President Ralph N. Weil, and Vice

President and Program Director Arnold Hartley.

Their announced plans promised a "cosmopolitan" program service "differing in its entirety from that now offered to New York area viewers." A substantial portion of the programs would be presented live, under the plan, with these "balanced by film features not currently available to New York viewers." They said WOV's Rome office has been arranging rights for such features from Western European producers and itself has started production of short subjects directed at specialized audiences.

Programming also would be directed at other important audience groups in addition to the Italian, in which both WOV and WHOM have long been interested,

and music as "the international language" would be stressed through a number of features.

The stations' radio programming plans provide for WOV to continue to emphasize Italian-language programming and to add evening hours in this language while WHOM develops its early-morning and Sunday Italian time but otherwise gives primary attention to Spanish, Polish, German, and Negro programs.

No change in the ownership of the respective stations is contemplated.

Effective today (Monday), WHOM will start Italian programming at 7:30 a.m. and continue until 9:30 a.m., at that time advising Italian listeners to tune to WOV for further programs di-

rected toward them. WOV's Italian programming will run from 9:30 a.m. until at least 8 p.m., at the conclusion of which WOV will advise its audience to tune WHOM for further Italian fare at 7:30 a.m. the next day.

WHOM also will carry Italian broadcasts on Sunday from 9 a.m. to 7:30 p.m., with features produced by WOV facilities in Italy being made available for WHOM's use during this period.

Weekdays, WHOM is expanding its Spanish and Negro programs, which will extend from 2 p.m. to 1 a.m. During the morning, Polish and German segments will be increased.

The tie-up also extends to *Il Progresso*, of which WHOM President Fortune Pope is publisher. The newspaper, described as largest Italian-language daily in the U. S., and WOV will share news-gathering facilities for augmented Italian news coverage on WOV during the weekend and on WHOM on Sunday. *Il Progresso's* Rome bureau and WOV's short-wave monitoring setup will be used. Additionally, WOV will use the newspaper for promotional campaigns and the newspaper will feature WOV Italian-language promotion.

PETRY SHIFT

New Executive Posts Announced

REALIGNMENT of the top executives of its radio and television divisions has been accomplished by the Edward Petry & Co., station representation firm, coincident with its appointment to handle sales for ABC's WJZ-AM-FM-TV New York, KGO-AM-FM-TV San Francisco, and KECA-TV Los Angeles [B•T, Sept. 8, 1].

Henry E. (Hanque) Ringgold, a vice president and director of the company and also general sales manager of the AM div., has been named to the general sales managership of the TV div., while Larry Fields, formerly his assistant, has been appointed to succeed him as general sales chief for radio, it was understood last week.

In his new post, Mr. Ringgold succeeds Douglas MacLathie, who has moved to the television sales staff for more direct concentration on active selling.

The changes became effective

about Sept. 1.

The Petry organization's acquisition of sales representation for ABC's New York and San Francisco stations, as well as its Los Angeles television property, also became effective on that date. At the same time John Blair & Co. was named by ABC to represent its WENR Chicago and WXYZ Detroit, while Blair-TV took on representation of WENR-TV and WXYZ-TV. Arrangements for representation of ABC's only other owned station—KECA Los Angeles—had not been completed last week.

HENRY LADNER

Former NBC VP Dies

HENRY LADNER, 51, president of Ballantine Labs. Inc., Boonton, N. J., and formerly administrative vice president of NBC, died Wednesday in Morristown, N. J., General Hospital.

Mr. Ladner was a native New Yorker who was graduated with an electrical engineering degree from Brooklyn Polytechnic Institute in 1921 and with a law degree from New York U. Law School in 1935. He worked as an engineer with AT&T and the Cruikshank Co. New York realty firm, before joining NBC's legal department in 1935.

In 1943 Mr. Ladner was named assistant general counsel of NBC and in 1948 was elevated to administrative vice president. He resigned from NBC in 1949 to take up private practice of law in New York for one year before assuming his post with Ballantine Labs., an electronics research firm.

Surviving is his wife, Mrs. Virginia Gibson Ladner of Boonton.

STANDARD RADIO PLAN Clearance Viewed

HARRY FOX, agent and trustee, representing some 450 publishers for electrical transcription purposes, last week sent a letter to all U. S. radio stations notifying them that if they buy the Standard library service under the new outright purchase plan, they will have to "obtain proper clearance of the mechanical and other rights involved from the owners and publishers thereof" before they can use the Standard recordings on the air.

Standard Radio Transcription Services plan, in essence, is to discontinue the monthly releases of its library service after October and to offer the library, complete or in part, to station operators on an outright sale basis. Price will vary in accordance with number of discs each station buys as well as with the rental price previously

paid by the station for the library service.

Mr. Fox's office estimated that some 300 musical compositions for which he handles the mechanical (recording) rights are included in the Standard library. The only form of license now issued, it was explained, is the one which has been taken by Standard and the other library services, calling for annual payments of \$10 for each composition, which may then be used on an unlimited number of pressings and by an unlimited number of radio stations.

Such a fee, amounting to some \$3,000 a year, would be prohibitive for a single station, and presumably a new type of license will have to be worked out for station use if the proposed outright sale of the Standard library is to go through. Mr. Fox's office, however,

said that no such new license is yet in preparation.

Milton Blink, a top level executive of Standard, told BROADCASTING • TELECASTING Friday that the company had been advised by a "top copyright attorney" that it has every right to make an outright sale of its recorded library if it so wishes. The stations purchasing the library, Mr. Blink said, are not liable for the mechanical rights fees but only for the performance fees paid to ASCAP, BMI and other performance right associations.

Asked where Mr. Fox would collect the annual mechanical license fees previously paid by Standard, Mr. Blink replied "that is strictly his problem."

Letter, dated Sept. 10, reads as follows:

"We understand Standard Radio
(Continued on page 38)



RATES may be cut and allocations reshuffled, but all radio-TV is convinced pulchritude is here to stay. Station promotion people submitted these '52 beauty contestants. While not one

to squelch the finer things of life, B•T offers its yearly Beautyrama with a word there'll be no more cheesecake until '53.

Top left—Louise Hayes, WAGA-AM-TV receptionist and "Miss Atlanta of '52" who placed second at the "Miss Georgia" contest; center—Iris Anne Fitch, "Miss Washington" in the WWDC-conducted competition; top right—Mrs. Gloria Heinz, "Mrs. Radio Cleveland of 1952" in the WHK contest.



"MISS TV," Bobbie Mathis, is crowned in Baltimore, surrounded by (l to r) Harold Kuff, Kuff & Feldstein, agency; Elmer B. Free, Elmer B. Free Adv.; Frank Jenkins, sls. mgr., American Brewery, which conducted contest; Ken Carter, WAAM(TV) gen. mgr.; Nick Campofreda, WAAM sports dir.; Ken Calfee, WAAM dir. for "Miss TV" shows.



Above left—Mrs. Edwin Warfield (c), "Mrs. West Virginia" receives scroll from Fairmont Mayor J. H. Hanway and Elaine Hutchinson, women's dir. for WVVW-WJPB(FM) Fairmont, sponsor of contest; above right—Mrs. Patricia Stern, "Mrs. Virginia" is interviewed at finals, covered by WLOW Norfolk; below—Mrs. Faye Anue (c), "Mrs. Hawaii" is flanked by two contest runnersup as well as R. M. Fitkin, pres., KHON Honolulu, which had exclusive rights to contest, and Clare Justice, KHON prom. staff.



'MISS AMERICA'

WOND Bows to IBEW Threat

BLACKOUT of the "Miss America" pageant in Atlantic City Sept. 6 was avoided at the last minute when WOND Pleasantville, N. J., withdrew its microphones following threat of IBEW workers to pull stage lights. WOND had set up facilities along with WMID and WFG Atlantic City.

Don Rich of WOND said the dispute resulted from a complaint made to the union by Fred Weber, of WFG. Mr. Weber said WFG had called attention of the local Central Trade Council, which participates in Atlantic City union negotiations, to the fact that the station's IBEW contract carried protective provisions.

E. M. Thompson, Convention Hall manager, informed WOND late Sept. 6 that auditorium electricians had been instructed to pull the switches if WOND opened its microphones. Mr. Rich said the station withdrew rather than embarrass the city and pageant. John Struckell, WOND manager, said the station had sold the broadcast to Motorola and Goodyear, asserting station's engineering staff "is paid comparable with union scale."

BALFOUR JOINS IKE

Will Be 'Advance' Man

ROBERT L. BALFOUR, formerly with the Booth radio stations and Forjoe & Co., station representatives, has been named an "advance" man for Gen. Dwight Eisenhower, GOP Presidential candidate.

Mr. Balfour will travel throughout the country, setting up arrangements for the nominee's speaking engagements [CLOSED CIRCUIT, Aug. 18]. Mr. Balfour was Illinois campaign manager for Harold Stassen earlier this year.

Now president of Protect-O-Seal Waterproof Paint Corp., Mr. Balfour was vice president and general manager of Forjoe in Chicago from 1949 to 1951. In 1947 he helped build and assumed management of WBBC Flint, Mich., one of three outlets owned and operated by Booth Radio Stations Inc. He also was vice president of Booth stations from 1947 to 1949 when he joined Forjoe. He left the station representative firm in June last year, going on special assignment for the Navy in Korea.

New KFAC Service

KFAC Los Angeles is now equipped to edit and revise already recorded commercial material to gear clients' messages to the station's serious music audience, Calvin J. Smith, KFAC general manager, announced last week. With the addition of two Model 300 Ampex Tape Recorders, Mr. Smith declared that commercials will be tailored, free of charge, to fit each client's need.

WOODALL TOUCH

Brings Title to Georgia

SUCCESSFUL summer marked the Columbus, Ga., Chamber of Commerce and affiliated Junior Chamber, as "Miss Georgia," sponsored by Columbus Jaycee unit, won the "Miss America" title at Atlantic City.

Since Allen M. Woodall, WDAK Columbus president, became C. of C. president earlier in the year the Chamber has enjoyed these successful projects also:

- 1—Sunshine Biscuit Co. selected Columbus for \$5 million plant.
- 2—Chamber's candidate for National Soap Box Derby won.
- 3—Jordan High School, Columbus, won national band championship at American Legion convention in New York.



Mr. Woodall and "Miss America"

RATING STUDY

Work on ARF Plan Underway

WORK on the development of a "detailed overall plan" for the Advertising Research Foundation's study of the controversial subject of radio and TV rating methods is underway, President Edgar Kobak reported last week in the ARF September newsletter.

E. L. Deckinger of Biow Co., heads the committee in charge of the study, expected to cost about \$25,000. Other members of the committee, which met in late July and has been split into four subcommittees to work on various phases of the overall planning, are Hugh M. Beville, NBC; Harper Carraine, CBS Radio; Wallace T. Drew, Bristol-Myers; Gordon A. Hughes, General Mills; Fred B. Manchee, BBDO; J. James Neale, Dancer-Fitzgerald-Sample; Richard J. Puff, Mutual; Oliver Treyz, ABC, and G. Maxwell Ule, Kenyon & Eckhardt.

To meet the estimated \$25,000 study cost, BAB has contingently earmarked \$15,000 as radio's contribution, with the rest expected to come from the television industry.

Mr. Kobak reported that ARF, reconstituted a year ago, had grown from two subscribers at that time—American Assn. of Advertising Agencies and Assn. of National Advertisers—to a total exceeding 150 now and, "We hope to top the 200 mark in the next few months."



PACIFIC NORTHWEST'S BEST SALESMAN!

NATION'S TOP PULSE-RATED INDEPENDENT

SEATTLE'S FIRST STATION
IN OUT-OF-HOME LISTENING

Pulse, Inc. surveys

In-Home, May-June, 1952

Out-of-Home, July, 1952

Radio **KING**

SEATTLE - TACOMA, WASHINGTON

50,000 WATTS - - - 1090 KC

JOHN BLAIR CO. - National Sales Representative

OTTO BRANDT - Vice President & Gen. Mgr.



PLANS for CBS Radio's fall program promotion campaign were outlined in New York fortnight ago by these network executives standing before a display of CBS Radio talent pictures (l to r): W. Eldon Hazard, CBS Radio sales manager; George Bristol, director of sales promotion and advertising; John Karol, vice president in charge of network sales; Louis Hausman, administrative vice

president; Adrian Murphy, CBS Radio president; Charles Oppenheim, administrative manager for sales promotion and advertising, and Lester Gottlieb, vice president in charge of network sales. Keynote of fall drive is "Whatever You Do, You Enjoy It More With Radio," with promotion aimed at selling CBS Radio's program lineup as well as network and affiliated stations and radio in general. Clinic was in New York [B•T, Sept. 8].

LIBEL RELIEF

Johnson Urges Broadcasters' Action

BROADCASTERS were urged Thursday by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, to ask Congress to amend Sec. 315 of the Communications Act, covering political broadcasts.

Speaking at the NARTB District 14 meeting at the Cosmopolitan Hotel, Denver, Sen. Johnson said the Horan proposal to give broadcasters relief from political libel was dropped from the McFarland

Bill (now law) because no hearings were held on the subject.

William C. Grove, KFBC Cheyenne, Wyo., District 14 director, presided at the Thursday-Friday meeting. Wayne Coy, KOB Albuquerque, former FCC Chairman who was to have joined Sen. Johnson in a discussion of radio regulation and legislation, was unable to attend. He is at the Mayo Bros. clinic, Rochester, Minn.

Sen. Johnson said he did not feel radio-TV coverage of Congress was a legislative problem. He found opposition to broadcast and telecast of witnesses when serious charges are involved but agreed it would be proper if the witness did not object.

Speaking of political broadcast rates, Sen. Johnson declared some stations were charging double for such programs, and sometimes such rates were highest on the station's books. Candidates with "large cash resources" could pay high rates, he said, but most could not afford them.

McFarland Law

The McFarland Law is not perfect, he said, but he believes it will work out. Later he told BROADCASTING • TELECASTING the objective of the legislation was to clarify and speed up FCC action and bring about better relations between Commissioners and the staff. He said he had heard, via the grapevine, however, that some persons are fighting the new law and are giving it "unsympathetic observance."

Congress isn't interested in personnel problems of the FCC, he said, but in giving good service to the public.

The entire act is "a trial and error experiment," he said, and the original objectives will not be abandoned "because some one feels it is cramping his style." He hoped for a "sincere and honest administration" of the law.

Bernard Koteen, Washington attorney and special counsel for NARTB's special committee studying proposals to amend FCC opera-

tor requirements, reviewed developments in that field.

NARTB President Harold E. Fellows reported to the membership on association affairs.

WREC MILESTONE

Outlet Marks 30 Years

WREC-Memphis celebrates its 30th anniversary today.

The station, now on 600 kc with 5 kw, began life as a 10-watter in Coldwater, Miss., some 40 miles south of Memphis on Sept. 15, 1922.

It was then operating under the call letters of KFNG. In 1923, at the request of the Secretary of Commerce, the call letters were changed to WREC, which stood for the Wooten Radio & Electric Co.

In 1924, the station was moved to Memphis. It has been a CBS Radio affiliate since 1930.

Throughout the three decades of its existence, the station has been owned by Hoyt B. Wooten, who today serves also as general manager. Other staff members include Hollis R. Wooten, commercial manager; Roy Wooten, program director; Jack Michael, promotion manager, and Wilson Raney, chief engineer.

WILSON EWING

Held KWKH, KTHS Posts

WILSON EWING, 50, vice president and a director of KWKH Shreveport and a director of KTHS Little Rock (formerly at Hot Springs), died last Monday at Monroe, La., after a heart attack the previous Friday.

Also chairman of the board of the Shreveport Times and the Monroe News-Star and Morning World and editor-publisher of the Monroe newspapers, he was elected to the board chairmanships after the death less than four months ago of his brother, John D. Ewing, on May 17 [B•T, May 26]. The latter was president of KWKH and KTHS, editor - publisher of the Shreveport Times and president of the Monroe publishing firm.

WTNJ LICENSE

FCC Rescinds Revocation

FCC has given WTNJ Trenton, N. J., a clean bill of health, rescinding a 20-month old order which had revoked the station's license for alleged unauthorized transfer of control and other practices.

The Commission rescinded its order of Dec. 20, 1950, covering WOAX Inc., licensee of WTNJ which operates with 250 w daytime on 1300 kc. At the time of original order, WTNJ promptly requested hearing on the revocation, with FCC rescinding it Sept. 4.

The Commission said it found that Erling C. Olsen did not assume control of the licensee, as originally charged, but "only acted as the lawfully designated agent" of Charles E. Loew and Julie V. Loew, major stockholders. He also was found to be the duly-elected vice president, treasurer and director of WOAX Inc.

FCC claimed evidence had shown initially that Mr. Olsen has assumed control of the station without Commission consent, and that he had assumed full day-to-day supervision over station operation [B•T, Dec. 25, 1950].

WTNJ had also filed an application under which Mr. Olsen was to become trustee for the major stockholders through transfer of 65 shares from the Loews.

William T. Pickering

FUNERAL services for William T. Pickering, 64, president from 1933-45 of Heintz, Pickering & Co., Los Angeles advertising agency, and more recently publisher of Sea Magazine, were held at Pasadena, Calif., Sept. 10, with burial at San Gabriel cemetery. Mr. Pickering died Sept. 6. His wife, Margaret, survives.

Everything to Gain

WWDC Washington has an all night record and news show, *Night Beat*, with Jack Rowzie, an ex-cop, as m.c. Show has a standing practice of sending \$1 to listeners who call in an usable news tip. Best news tip of the week gets \$5. Last Wednesday A. Leo McGreery, night manager of the Court Hotel, Washington, was robbed of \$7. He called police, then WWDC. Prize money \$1. A few minutes later police arrested a suspect. Mr. McGreery, being a witness, was informed immediately. He called WWDC again. Another \$1. Thursday Mr. Rowzie decided that Mr. McGreery had turned in the best news tip of the week and awarded him another \$5. Result: McGreery had won \$7, the amount he lost, and is still hopeful police would recover the original \$7 from the arrested suspect.

NEWS LISTENING

WOR Claims Pre-TV Level

A SURVEY which it said showed radio news listening is as strong as ever, despite TV's claimed inroads, was released last week by WOR New York.

Conducted by Pulse Inc. and announced by WOR Research Director Robert M. Hoffman, the survey showed that 68.1% of New York families surveyed had listened to radio newscasts during the first week in August—when, Mr. Hoffman said, news listening is normally at the year's low point—and that among TV families the total was 82.6%.

Mr. Hoffman said the study demonstrated that news listening is "almost a must among New Yorkers, TV or no TV."

Asserting that the results showed WOR dominance in the news listening field, the report said WOR's average audience per newscast, Monday through Friday, was 133,100 families for the January-June period this year as compared to 133,730 for the same period in 1946, when TV sets were few. These figures are based on "at-home" listening, due to the absence of 1946 data on the out-of-home audience, the report said. It added:

"... With the big jump in 'out-of-home' listening in recent years, the 1952 WOR news audience would undoubtedly be well above the 1946 level if that audience had been included."

What Makes a Song Hit?

Why do some songs lead the parade — and remain popular throughout the years?

Why do other songs flare up like a rocket — and then fade into oblivion?

Nobody knows the answer. Popularity cannot be predicted. The man who could guess right even 25% of the time could command any reward he asked from the entertainment industry.

But, Mr. Showman — you don't have to pick hit songs in advance!

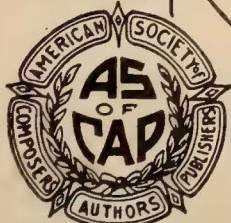
Impartial surveys show that ASCAP composers and authors wrote 9 out of 10 of the top tunes over the past 10 years. Your ASCAP license assures your patrons of being able to hear the music they demand — the tunes that are tops in listener appeal — today — tomorrow — always.

A single ASCAP license gives you the right to use quality music — the music that continues in popular demand. These are the tunes created and published for you by the more than 2,500 composers and authors, and 450 publisher members of ASCAP.

Your ASCAP license is the smallest item in your entertainment budget. Yet it brings you the biggest return in customer satisfaction and goodwill.

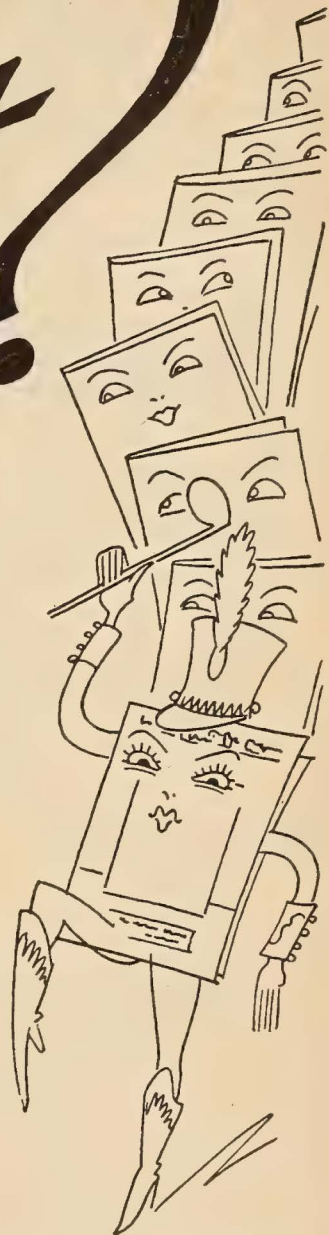
Give your patrons the finest music available — give them ASCAP Music.

This is the third of a series of advertisements telling the story of ASCAP



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.



DuMONT CONTROL

By EARL B. ABRAMS

WHETHER Paramount Picture Corp.'s 25% stock interest in Allen B. DuMont Labs. constitutes control was argued last week in proposed findings submitted to FCC Hearing Examiner Leo Resnick by those two companies and the FCC's Broadcast Bureau.

Both Paramount and DuMont urged that the examiner find that Paramount does not control DuMont, thus permit each of them to obtain the maximum five TV stations permitted by the FCC.

The Broadcast Bureau argued that neither DuMont nor Paramount "affirmatively" controls DuMont and that Paramount exercises negative control over DuMont.

Also last week, the FCC turned down a DuMont petition which sought to have the three-year-cut-off on anti-trust activities apply to the control issue.

The control issue is one of several in the consolidated Paramount case which began last January [B•T, Jan. 21 et seq.]. It also includes the merger of ABC with United Paramount Theatres Inc., the sale of UPT-owned WBKB

(TV) Chicago to CBS for \$6 million and the license renewal of Paramount Pictures-owned KTLA (TV) Los Angeles, among other factors.

Proposed findings in the merger and other issues are due this Friday.

At present, Paramount Pictures owns only the Los Angeles TV outlet. DuMont owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Among the issues in the case is the license renewal of WABD and the grant of licenses to WTTG and WABD (both now are operating under a special temporary authority from the Commission).

DuMont is also a TV applicant for Cleveland and Cincinnati, but has indicated that it will drop these and apply for Boston and St. Louis if it is permitted to own the maximum number of TV stations.

FCC regulations limit the number of TV stations owned by the same entity to five.

Paramount Pictures owns all of the 560,000 Class B shares of DuMont and 43,200 (2.4%) of the 1,801,054 outstanding and issued Class A shares. It paid \$164,000 for these stockholdings.

Twice previously, Paramount was adjudged in control of DuMont. The first time was in 1946 when the Commission granted Paramount what is now KTLA (TV) Los Angeles. The second time was in 1948 when then FCC Hearing Examiner Jack P. Blume found that Paramount controlled DuMont. This was a proposed decision, never affirmed by the Commission, in a special hearing on the subject involving Paramount TV applications for Boston, Detroit and San Francisco, and DuMont TV applications for Cleveland and Cincinnati.

Stockholder Control

According to the organization of the DuMont company, the Class A stockholders (led by Dr. DuMont, who owns 3% in his own name) elect the president and vice president of the company plus five members of the eight-man board of directors. Paramount, as sole Class B stockholder, elects the secretary, treasurer and assistants, plus three board members.

Bulk of the argument that Paramount does not control DuMont was made by DuMont. Its main arguments were:

- (1) Paramount - controlled officers perform only "ministerial" duties.
- (2) Quorum of board is four members; therefore, Class A stockholders can always outvote Class B directors.
- (3) In three instances where Paramount directors opposed Class A directors they were outvoted.
- (4) Paramount has tried to sell its DuMont stock, but was unsuccessful because prospective buyers could not thus obtain control of DuMont.
- (5) Paramount is competing with DuMont through its interests in Chromatic Labs. Inc. (manufacturers of Lawrence color tube), International Tele-meter Co. (developers of a coin-operated subscription TV system),

Paramount Stock Interest Argued at FCC

KTLA Los Angeles (which competes with the DuMont affiliate there (KTTV) and which sells kinescope recordings in competition with DuMont Network's teletranscriptions).

(6) Although the DuMont certificate of incorporation permits Paramount to exercise negative control, that is a remote possibility. The DuMont brief listed findings by courts, the Securities & Exchange Commission and the FCC itself in common carrier cases which held that although minority stockholders could exercise negative control that could not be made the basis for finding that minority stockholders "controlled" the company.

DuMont strongly urged that the issue of control be settled once and for all. It pleaded its need for the maximum of five TV stations in order to obtain affiliates' clearances and for competitive reasons.

Paramount Pictures, in arguing the same proposed findings, emphasized that it has never solicited proxies among Class A stockholders and had no intention of doing so.

Paramount said that it "does not exercise any power of control and cannot unless it takes unusual affirmative action, such as engaging in a proxy fight, purchasing more Class A stock, etc. . . . There is no evidence that it ever desired or attempted to obtain such control."

Bureau's Points

Broadcast Bureau's call for the examiner to find that Paramount controls DuMont was based on two principal points: (1) That neither Dr. DuMont and associates nor Paramount have affirmative control of DuMont company, and (2) Paramount, through power to veto or block action "on many basic decisions," has negative control of DuMont.

In line with this conclusion, the Broadcast Bureau called attention to the DuMont certificate of incorporation which provides that approval of the majority of the owners of both Class A and B stock must be obtained to (a) amend articles of incorporation, (b) reduce capital, (c) dissolve or liquidate corporation, (d) consolidate or merge with another company, (e) sell assets or franchises, (f) change voting rights or privileges of both classes of stockholders, (g) amend existing bylaws or enact new bylaws without approval of both Class A and B stockholders.

Significance was also seen in the fact that the majority of DuMont officers represented Paramount interests (are in fact, Paramount employees) and that Paramount directors on the DuMont board are top Paramount executives—President Barney Balaban, Vice President Paul Raibourn and General Counsel and Director Edward Weisl.

The Commission denied the DuMont petition that the three-year-cut-off be applied to the control issue on the ground that it was necessary to trace the history of

Paramount's holdings as far back as required.

DuMont also has asked that the three-year-cut-off not apply to United Paramount Theatres, since it is not a licensee in the meaning of the Commission's August 1 opinion [B•T, Aug. 4]. The Commission held that UPT was an offshoot of Paramount Pictures, which was a licensee. It therefore denied the DuMont request.

The Commission also denied DuMont's further request for severance of the control issue from the rest of the Paramount case and for revocation of its Aug. 1 opinion.

FCC's Opinion Cited

In its Aug. 1 opinion, the FCC ordered the hearing examiner to disregard evidence of Paramount's anti-trust activities which antedated August 1948. This was after ABC, UPT, Paramount Pictures and CBS petitioned the Commission to speed up the hearings.

DuMont's proposed findings were filed by attorneys William A. Roberts, Everett D. Johnston and Morton R. Galane, all of Roberts & McInnis; Paramount's, by Paul A. Porter and Reed Miller, of Arnold, Fortas & Porter; Broadcast Bureau's, by Frederick W. Ford, Max D. Paglin and James O. Juntilla.

BOSTON SQUABBLE TV Induces Stormy Session

A BITTER political squabble erupted last week over telecasting of a special session of the Massachusetts legislature.

The special session had been called to consider repeal and revision of pensions and lunch and travel allowances for legislators. "Repealer" session resulted from "special privilege" legislation whisked through in the closing hours of the 1952 session.

In a pool telecast, WBZ-TV and WNAC-TV Boston carried the 20-minute afternoon address by Gov. Dever.

After the session had recessed, the burning question became whether video should be permitted to air the debate, which promised to be tense.

Rep. Robert F. Murphy, Democratic floor leader, offered an order to permit TV and radio coverage of meetings of the special session, subject to approval of the rules committee. This order was opposed by Rep. Charles Gibbons, GOP House leader, who called for throwing all sessions of the legislature open to both broadcast media.

The wrangling ended with the House turning the whole question of TV coverage over to a bipartisan committee for study. In the past two years, bills filed to permit telecasting of Massachusetts legislative committee hearings have failed.

ABC-UPT MERGER

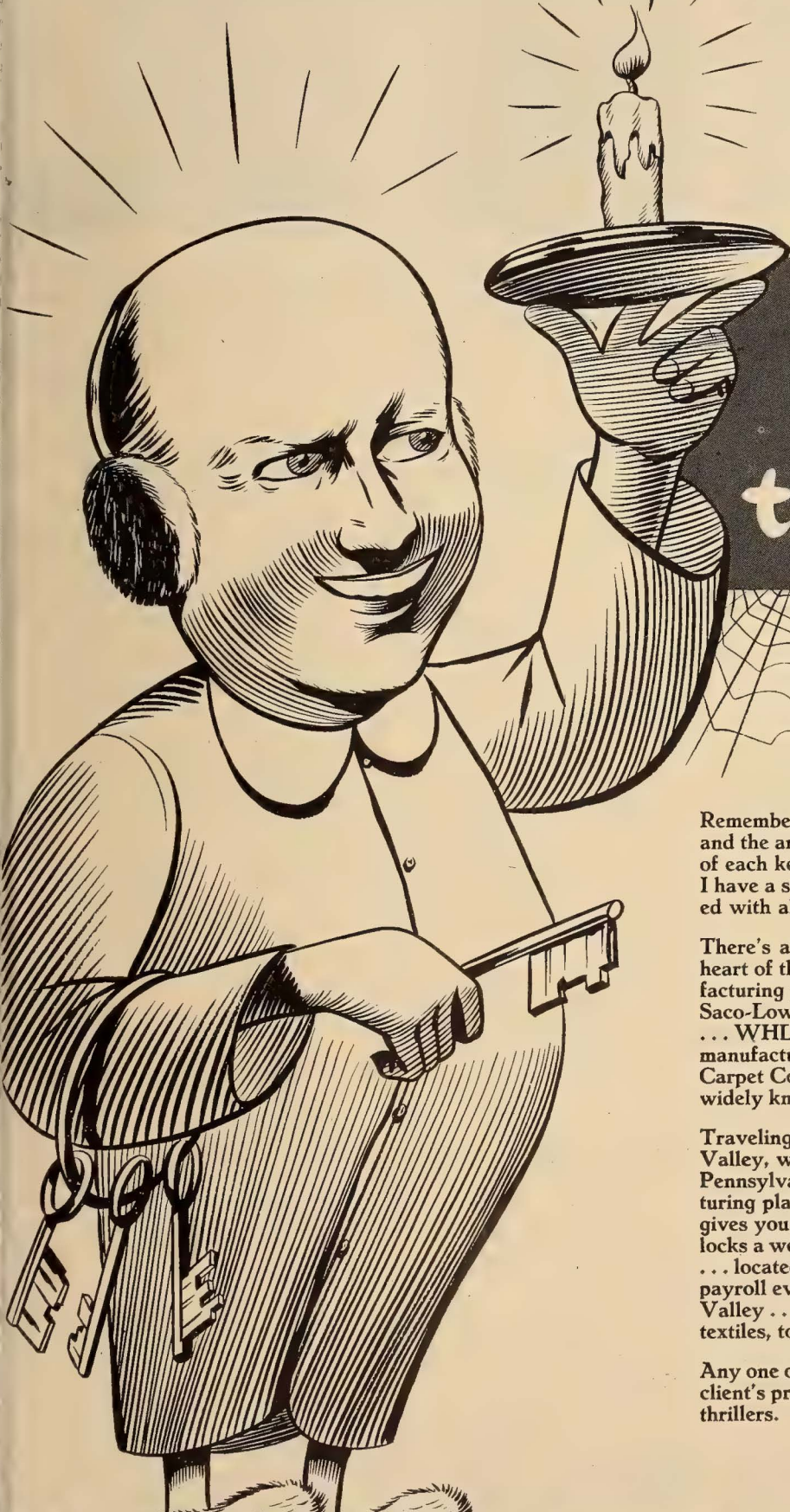
DuMont Sees Threat

IF the merger of ABC and United Paramount Theatres is approved, that network might engage in "tie-in" sales to force clearances from TV affiliates—through its radio network and theatre ownership operations. So implied Allen B. DuMont Labs. in proposed findings submitted last week in connection with the Paramount-DuMont control issue (see main story). Some idea of how DuMont feels about the proposed merger, which it strongly opposed during the seven-month-long hearing, was contained in the following words in its brief last week:

During the next few years all types of TV outlets and particularly vhf outlets will be scarce in major markets throughout the nation. There will not be enough stations to simultaneously clear the live programming of the four networks. Under similar circumstances during the "freeze" those television networks, including the American Broadcasting Co., which also operated standard broadcast networks whose standard broadcast affiliates became operators and owners of television outlets, had an enormous advantage in securing clearances for television programs without regard for television program quality, but based in large measure on a tie-in with the standard broadcast network time sales.

Should the Commission permit the proposed merger of United Paramount Theatres and ABC, the hydra-headed combination of a standard broadcast network, a television network, and the largest theatre exhibition chain in the United States could add new restraints to competition in television network-ing. The ABC television network division of the merged company might very well clear its television programming in scarcity markets not by the quality of its programming, but by a tie-in of affiliates with motion picture distributors through the theatre chain. It may also secure benefits by selling both its network outlets and theatre houses to sponsors for exhibiting sponsors' films.

Vic RADIO PROFIT Diehm Says:



4 Keys to BALDPATE

Remember the thrilling mystery story . . . "7 Keys to Baldpate"? . . . and the amazing and captivating circumstances surrounding the holders of each key? Well, if you've read the story fine, if not, forget it, for I have a story to tell you that will keep you awake day and night, packed with all the suspense of any first rate thriller.

There's a station up in Maine, call letters . . . WIDE . . . right in the heart of that State's resort area, plus a prosperous year-round manufacturing payroll from the famous textile plants of Pepperell, Bates and Saco-Lowell. Last year's retail sales \$30,000,000. And then there's . . . WHLM . . . in Bloomsburg, Pa. right smack in the center of a rich manufacturing and agricultural area. Such famous plants as Magee Carpet Co., American Car and Foundry, Wise Potato Chips and the widely known Bloomsburg Fair are located in this trading area.

Traveling over the mountains and through the beautiful Cunningham Valley, we come to Hazleton, Pa., Where . . . WAZL . . . is located in Pennsylvania's highest city of wealthy anthracite mining and manufacturing plants. This station from 8:00 in the morning 'til 10:30 at night gives you 70% of the radio listening audience. The final key that unlocks a wealth of thrilling sales results for the advertiser is . . . WHOL . . . located in prosperous, progressive Allentown, Pa. where there's a payroll every day from any one of the hundreds of industries in Lehigh Valley . . . Bethlehem Steel Co., Mack Trucks, cement, paint, rugs, textiles, tools, etc., plus a rich farming area.

Any one or all of the keys on my ring will open unlimited sales for your client's products. Sales results are no mystery to us, we produce the thrillers.

WAZL

HAZLETON, PA. NBC-MBS

(Represented by Robert Meeker Associates)

WHOL

ALLENTOWN, PA. CBS

WHLM

BLOOMSBURG, PA.

(Owned and Operated by Harry L. Magee)

WIDE

BIDDEFORD-SACO, ME. MBS-YANKEE

(Represented by Edward Devney)

ABC's Rate Cut Plan

(Continued from page 23)

help absorb the evening cut. Their daytime increases and evening reductions average out to the 15% figure for overall reduction in compensation, it was said.

On this point, NBC's plan calls for a 14% cut in station compensation, with affiliates not sharing in the increased daytime rates to advertisers (actually, as a result of adjusted discounts, NBC morning charges will go up about 4% while afternoon costs are not changed). CBS Radio's plan calls for about a 5.5% increase in daytime charges to advertisers, this to be passed along to affiliates while the network absorbs the remainder of the 11.1% daytime card rate hike.

Taking into consideration this 5.5% increase in station compensation when it becomes effective next February (when the daytime rate increases take effect for current advertisers), it is figured that the 15% reduction in CBS Radio affiliates' compensation will average out at about 14.9% for the full year.

No Affiliate Meet Called

In another departure from both other networks' systems, ABC officials decided against calling a general meeting of all affiliates to acquaint them with details before soliciting their acceptance. Their reasoning was that it is "inevitable" that the network must "get competitive" with NBC and CBS Radio, and that the affiliates are aware of the fact. Thus, they feel attendance at a general, special meeting would be an unnecessary expense for the stations—and that more can be accomplished, in any event, at the smaller, annual regional meetings with affiliates, which start Sept. 29.

The network accordingly was preparing to distribute the revised contracts, with accompanying explanations, over the weekend. Today, the stations are to be notified verbally by ABC officials in a conference call. Affiliates are asked to put the signed contracts into the return mail not later than Friday.

The first of the regional meetings—which are not being held for the sole purpose of rate discussions, although rates obviously are expected to be an important part of the agenda—is slated to be held in Hollywood Sept. 29 for West Coast and mountain states affiliates. The rest of the schedule has not been completed, but about a half-dozen sectional sessions are contemplated, following previous years' custom.

The revision in Sunday afternoon charges, it was understood, would put these rates to the advertiser at 52.50% of the evening rate for the period from noon to 6 p.m., and 100% of the evening rate thereafter. By comparison, the ABC rate on Sunday heretofore has been two-thirds of the evening rate for

the period from noon to 4 p.m. and three-fourths of the evening rate from 4 to 6 p.m., with 100% applying after 6.

The new ABC Sunday afternoon rate, it was said, would compare with NBC and CBS Radio's straight 50% of the evening rate.

The extension of the "contiguous" rate system—like NBC's—would give the contiguous concessions for day and night programs sponsored by the same advertiser. But where NBC requires the advertiser to sponsor at least a quarter-hour program Mon.-Fri. before being eligible for the contiguous rate on a program in the opposite section of the broadcast day, ABC's plan will require only a day and a night purchase on the same day. In the case of both NBC and ABC, the programs involved must be at least 15 minutes in length.

Where NBC currently has no advertiser eligible for the additional concessions of its new plan—that is, no current daytime strip advertiser also sponsors an evening program—ABC radio does have. Sterling Drug sponsors *My True Story* across the board in daytime, and also has signed for *Mystery Theatre* on Wednesday night. Also General Mills will get some additional benefits under the ABC plan.

The overall blueprint, it was understood, was settled upon after lengthy deliberations in which serious thought was given to achievement of the nighttime reduction in charges via a straight cut in card rates. There was discussion of cuts ranging as high as 35 and 45%—with discounts adjusted downward so the advertiser's cost would still have been cut about 25%—but in the end it was decided to follow the CBS and NBC lead and reduce by an average of around 25%—through additional discounts.

FILM SCORING

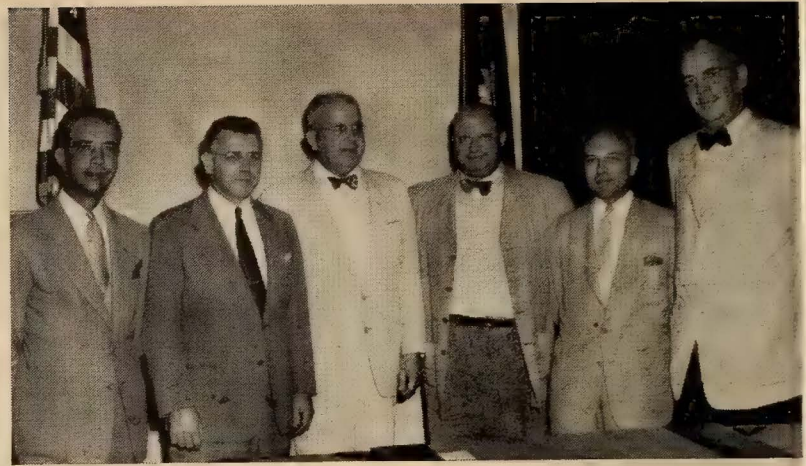
Producers-AFM Reach Pact

INDEPENDENT Motion Picture Producers Assn. has accepted terms of a new contract now being drafted by the American Federation of Labor, it was announced last week.

Under the new contract, the producers may release their motion pictures to television by paying each original musician 50% of the current picture-scoring salary scale, which is \$25.

AFM had hitherto insisted upon full re-scoring of musical tracks. With this threat removed, it is expected that many old movie films will shortly be released to video.

The new contract contains also a provision for a 5% trust fund royalty formula, to be paid by the distributor or producer, should the producer negotiate his film sale directly.



NARTB "Register & Vote" Committees in various states have been meeting with the states' governors to spur the program. Victor C. Diehm (4th from l), WAZL Hazelton, Pennsylvania committee chairman, confers with (l to r) John Brkich, Croatian Fraternal Union; B. Carl Wharton, National Assn. of Life Underwriters; Gov. John S. Fine of Pennsylvania; Mr. Diehm; E. Brooke, Life Underwriters, and Ellsworth Brininger, American Library Assn.

WHUM-TV CLAIM

Sees 100,000 Sets by Dec.

WHUM-TV Reading, Pa., uhf station currently under construction, claimed last week that 100,000 receivers would be operating in the area by time it goes on the air in December.

In answer to the numerous questioners who wanted to know how they expect to accomplish this uhf feat, spokesmen for the Channel 61 station broke down their figures as follows:

About 40,000 sets are there now, tuned in on community antenna setups, and arrangements have been made for the community antennas to tune WHUM-TV for these sets. WHUM-TV officials also have arranged with General Electric to supply 15,000 uhf converters and uhf-vhf combinations each month for 10 months. And Admiral Corp. was said to have 15,000 converters in that area now, not to mention the activities and plans of other receiver-converter manufacturers, plus uhf-equipped sets already sold there.

U.S. JOB SPOTS

'Politics,' Says Candidate

WCBS-TV New York last week cancelled three public service announcements by the U. S. Civil Service Commission designed to assist recruiting of personnel after a New Jersey political candidate protested they constituted "political propaganda."

Craig Lawrence, station manager, said the cancellation would be in effect only for the rest of the present political campaign and was ordered because the films might "prove too controversial." He disagreed they constituted "political propaganda," as was charged on Monday by Alexander J. Matturi, Republican candidate for Representative from New Jersey's 10th Congressional District.

HOOPER DATA

To Measure 40 TV Markets

NEW "complete" TV audience measurement service was announced today (Monday) by C. E. Hooper Inc. Starting next month, it will be produced regularly in 40 major TV markets, containing 90% of the nation's video receivers.

Characterizing the new service as "not only the most extensive market-by-market coverage but also the most extensive analysis to date of individual programs," C. E. Hooper, president of the research firm, said that the service's features include:

Sampling of homes throughout a TV station's full service area; dual ratings, expressed in terms of Hooperatings (based on all homes), Teleratings (based on TV homes only) and sets-in-use, based on both all-homes and TV-homes; projection of ratings expressed in number of viewing homes, and share of audience for each program.

Others are composition of audience and number of viewers per set; audience data on all telecasts from sign-on to midnight, or 24-hour data if required; ratings for individual quarter-hour periods by individual days and evenings; weekly cumulative audience measurements as well as daily audiences for programs broadcast more than once a week; family size; program duplication city area versus outside and similar source material; optional summary of findings, compiled up to three times a year in regional reports; continued Pocketpiece summarizing of both Teleratings and projections.

Technique for collecting the "TV-Area Hooperatings," as the new service is called, is the combination coincidental and home diary method previously tested in "Radio Area Hooperatings," Mr. Hooper said. New service, he said, will "fill television's desperate need for a single uniform standard audience-size measurement."

Just released..



a comprehensive survey
of adult radio-television
listening habits in New England..
compiled by Dr. Forest L. Whan

A partial list of contents

Ownership of multiple sets in the home
Rooms in which sets are located
Simultaneous use of radio and TV
Share of audience going to radio and TV,
by quarter-hours
Stations preferred for news, weather,
early morning entertainment, auto listening
Ownership of automobile radios
Car radio ownership by counties
Use of car radios, different days of week
Recalled use of time spent with various media
Media preferred for broadcast news
Location of TV sets, by counties
Extent of TV reception
Size of the daily television audience
Share of audience by stations
Homes equipped to receive FM
Location of FM sets by counties

This complete, fully documented, up-to-date report is of
tremendous value to advertisers interested in New England sales.

Copies are limited but you may see one by getting
in touch with Free & Peters, NBC Spot Sales, or

WBZ / WBZ-TV
BOSTON



WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WOWO • KEX • WBZ • WBZA • WBZ-TV

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

WORD

of

Spartanburg

on

910 KC

with

NBC

Now serves 84,000 Radio
Homes in Rich Carolina
Piedmont Section

92.3% of Spartanburg
Homes Listen to Spartan-
burg Stations—Ten-Year
(1942-52) Hooper-Conlan
Average

47.3% Listen to
WORD and its FM affiliate
WDXY—June 1952 Con-
lan Report

WORD

910 KC 1000 Watts

Spartanburg, S. C.

Established 1940, bringing to
Spartanburg area its first full-
time and first network station.



See Hollingbery

WDXY-FM • 10,000 Watts

BANKERS TRUST

Names TV Loan Specialist

RECOGNITION of the growth of the television broadcasting field to that of a major industry was evidenced last week when Bankers Trust Co., New York, announced appointment of Herbert L. Golden, trade newsman, as administrator of loans to firms in television, radio, films and related fields.

A spokesman for Bankers Trust declared this move represents, to his knowledge, the first time a major financial institution has appointed a specialist to supervise financing in the television field. He indicated the appointment was based largely on the tremendous growth of the industry, although he noted that Mr. Golden would be responsible for activity in radio, films and related fields.

"Bankers Trust has specialists to supervise and administer loans in diverse fields, such as petroleum, steel and so on," he explained. "The bank feels that the television broadcasting industry has reached the point where a specialized financing program is justified."

In the past, Bankers Trust has financed motion picture productions and, on occasion, television shows, the spokesman said. These, however, were not processed by a specialist but through regular bank channels.

Mr. Golden, a staff member of *Variety* 14 years, resigned from the amusement trade publication last week and assumes his new duties today (Monday). He will serve in a new entertainment industries division of the bank, headed by Vice President Harry Watkins. His headquarters will be at the bank's Radio City branch, 51 Rockefeller Plaza.

EVANS TRIBUTE

Submitted by BAB Board

A RESOLUTION in tribute to the late Walter Evans of Westinghouse Radio Stations, member of the BAB Finance Committee and board of directors until his death May 28, was adopted by the BAB board of directors last week.

The resolution expressed "deep personal sorrow and bereavement at his untimely demise." It will be presented to Mr. Evans' widow by Joseph E. Baudino, Westinghouse vice president and a member of the BAB board of directors.

BAB also presented a special citation to Edgar Kobak, chairman of BAB's Executive Committee, for "distinguished service and outstanding leadership" in the organization. Charles C. Caley, BAB's board chairman, made the presentation.

Mr. Kobak, one of the five incorporators of BAB and its first chairman of the board, was cited for "envisaging the necessity for the organization of BAB within the radio industry" and for providing "the dominant leadership in bringing about its incorporation."

upcoming



NARTB District Meeting Schedule

Date	Dist.	Hotel	City
Sept. 15-16	12	Lassen	Wichita
18-19	13	Texas	Ft. Worth
22-23	10	The Elms	Excelsior Springs, Mo.
25-26	9	Plankinton	Milwaukee
Oct. 2-3	4	Carolina	Pinehurst, N. C.
6-7	5	Biltmore	Atlanta
9-10	6	Peabody	Memphis
13-14	3	Penn-Harris	Harrisburg, Pa.
16-17	2	Westchester Rye, N. Y. Country Club	
20-21	1	Statler	Boston

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

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 16: Premium Advertising Assn. of America, Hotel Astor, New York.

Sept. 17: Texas Assn. of Broadcasters, semi-annual meeting, Fort Worth.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 19: BAB Sales Clinic, Atlanta.

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

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

Sept. 25-27: Television Authority special 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.

Sept. 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, Statler Hotel, 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.

Oct. 9-11: Alabama Broadcasters Assn., U. of Alabama.

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

Oct. 13-14: Kentucky Broadcasters

Standard Radio

(Continued from page 29)

Transcription Services Inc., 140 North La Brea, Hollywood, Calif., is offering their electrically transcribed library service for sale on an outright purchase basis.

"This is to notify you that certain musical compositions owned and controlled by the publishers which I represent, as per the enclosed listing, have been licensed to Standard each month on a yearly basis, and although some of these compositions have been in the library for more than one year, renewal fees have been paid. However, such transcriptions are for use on lease only by the subscribers to this service and the agreements do not cover the outright sale of any of the transcriptions containing any of the copyrighted musical works owned by my principals.

"If you plan to purchase any of these transcriptions, please understand that your use of the same will be subject to your obtaining proper clearance of the mechanical and other rights involved from the owners and publishers thereof.

"I shall be glad to arrange such clearance in behalf of those publishers who have authorized me to act on their behalf and I shall be pleased to give you any information in my possession relating to this subject. If there is any additional data you require, please feel free to communicate further with me."

Assn., Henry Clay Hotel, Ashland, Kentucky.

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

Oct. 13-14: Engineering Conference, Central Canada Broadcasters Assn., Royal Connaught Hotel, Hamilton, Ont.

Oct. 17-19: Southeastern District, National Assn. of Radio Farm Directors convention, Winston-Salem, N. C.

Oct. 20: Theatre TV hearing begins, FCC.

Oct. 20-21: Adv. Fed. of America Fifth District meeting, Ft. Hayes Hotel, Columbus, Ohio.

Oct. 20-22: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.

blue ribbon

Winners

(See Front Cover)

CHICAGO 7

Clear Channel Home of the National Barn Dance

His future is our

Responsibility

The life of Johnny, an average KOIN listener, has been directly influenced by the sound local programming of Portland's top station!

In order to bring Johnny and the whole community the finest in entertainment and information, KOIN for more than 25 years has maintained the largest staff of local artists of any station in the Pacific Northwest. Musical productions presented by KOIN's staff orchestra provide Johnny and the community with music they desire.

The educational and entertainment programming by KOIN's staff of expert, experienced radio personalities provide the cultural stimulus that is necessary for the proper growth of every community.

Now, Johnny probably isn't aware of the powerful impact of radio upon him and his future . . . but KOIN is! This thought has dominated KOIN's policies . . . to consider sincerely and honestly the interests of listeners first and at ALL times.

Therefore, the value of a station depends not only upon the number of its listeners but also upon their FRIENDSHIP and RESPECT.

Throughout the years, this policy has been safeguarded and developed to such a point that today its soundness is permanently proven by KOIN's enviable position as first choice of radio listeners. The value of a station to its community is measured by the services it performs.

JOHNNY'S FUTURE as an individual and the future of his community IS KOIN's RESPONSIBILITY!



KOIN

AVERY-KNODEL, Inc.

NATIONAL REPRESENTATIVES

and KOIN F-M — PORTLAND, ORE.

New *Thesaurus* Money-Maker

New
star
on

MUSIC HALL VARIETIES

Half-hour show with top names of old-time vaudeville

NEW sponsor-selling brochure!

NEW audience-building promotion kit!

NEW sales-clinching audition disc!

NEW
starring
**JOE E.
HOWARD**

Actor, singer and writer of musicals . . . composed "I Wonder Who's Kissing Her Now." Joe E. Howard emcees the show with the real pep and flavor of the Gay Nineties when he was already a seasoned performer.

starring
**IRVING
KAUFMAN**

Co-starred in "Passing Show of 1918." One of the great personalities in show business, he delights today's listeners with the original punch and sparkle of vaudeville at its best.

starring
**AILEEN
STANLEY**

Singing the great old vaudeville numbers in the great old vaudeville way. Billed as "The Girl with the Personality" in the heyday of the Keith and Orpheum circuits.

All these top radio shows in the complete

"The Freddy Martin Show" "Date in Hollywood" "Music by Roth"
Phil Spitalny's "Hour of Charm" "The Wayne King Serenade"
"The Tex Beneke Show" "Swing and Sway with Sammy Kaye"
"Hank Snow and His Rainbow Ranch Boys"

Complete with brochures, promotion kits and audition discs

. . . the library that pays its own way with more than 30 easy-to-sell shows . . . with a complete range of show-making and sales-making aids (sound effects, time and weather jingles, holiday and special-events features, commercial and shopping announcements, etc.) all ready for use.

for Fall selling!

New complete Commercial package!

SONS OF THE PIONEERS

Quarter-hour show with America's favorite Western group

with **NEW** sponsor-selling brochure!

NEW audience-building promotion kit!

NEW sales-clinching audition disc!

Now, a complete library program series starring the famous SONS OF THE PIONEERS who for over 15 years have built tremendous listening audiences and moved merchandise for sponsors across the country. Familiar favorites of movie, radio and TV audiences, they've averaged over a million record sales a year since 1944!



Thesaurus library

Tmks.®

THE NEW ERA IN

Thesaurus



RECORDED
PROGRAM
SERVICES

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

Phone or Write today for
THESAURUS BROCHURE!

Contact Dept. B-90:
630 Fifth Avenue
New York 20, N. Y.
JUdson 2-5011

445 N. Lake Shore Drive
Chicago 11, Ill.
WHitehall 4-3530

1016 N. Sycamore Ave.
Hollywood 38, Calif.
Hillside 5171

522 Forsyth Bldg.
Atlanta 3, Ga.
WAlnut 5948

1907 McKinney Ave.
Dallas 1, Texas
Riverside 1371

RADIO RATE FACTS

Kobak Urges Cost Study

SUGGESTION that a cost accounting firm with research assistance might succeed, where advertising and broadcasting men have failed, in providing facts on which a sane and satisfactory solution to the difficult radio rate problem might be based, was advanced last week by Edgar Kobak, veteran broadcaster and business consultant.



Mr. Kobak

"Everyone is telling the broadcasters to face the facts of present day conditions in setting rates for stations and networks," Mr. Kobak told BROADCASTING • TELECASTING last week. "But," he declared, "neither the broadcasters nor their

critics have pinned down the facts which must be faced.

"Certainly, a major set of essential facts comprises the cost of operating radio stations and networks and the allocation of these costs among time units," Mr. Kobak said. "Yet, to my knowledge, no such data are generally available."

While the base rate dollar charges set by radio broadcasters have more or less corresponded with the number of radio homes within the station's or network's service area, the formulas for setting rates for the various time periods have in the main been the result of guesswork rather than for any really factual reasons, Mr. Kobak noted.

He admitted to his share in the responsibility of this, as during his long career as NBC and ABC vice president and as president of MBS

he played more than a small part in establishing network practices. Even before that, in the late 20s when he was still a McGraw-Hill executive and network broadcasting was in its infancy, Mr. Kobak recalls sitting in on rate-setting discussions with officials of NBC.

"Why should the time charge of a half-hour program be 60% of the hour rate?" Mr. Kobak asked. "Why should a quarter-hour cost 40% of the hour rate? Is there any cost-of-operating reason why these percentages are the right ones, or should they perhaps be 5% or 10% lower—or higher?"

"Why should the daytime charges be exactly half the nighttime rates? Maybe it once was logical to say that when the man of the house came home from work the audience in front of the family loudspeaker was doubled, but it

hardly seems to fit today's multi-set home.

"Let's face it: The traditional radio rate structure is an out-of-date, out-of-line piece of machinery which is not going to be improved by any across-the-board slashes of 10% or 25% or more."

"What radio needs is an accurate analysis of costs, made not by a broadcaster who is sure he has a reason for everything he does although he can't quite explain it to an outsider or by a committee of advertising experts who would like to buy radio time more cheaply, but by a cold-blooded, unprejudiced cost accountant. The printing industry and others, including many publishers, make such audit-analyses on a frequently recurring basis and it is no secret that increases in the cost of printing and paper are normally followed with rises in space rates, regardless of circulation changes, and in some instances rates are lowered. Other lines of business constantly study and adjust their prices, based on cost studies. Why not radio?"

"Radio broadcasters," Mr. Kobak stated, "should act as if they were going into radio for the first time, as if there had previously been no radio industry. With the benefit of their experience, they should then decide which of the industry's customary practices make sense today and which should have been discarded years ago. An exhaustive, analytical, industry wide audit should be the first step in the procedure."

Conduct of Study

Mr. Kobak said he did not know whether the study should be conducted under the auspices of BAB or NARTB (he is a member of both boards stemming from his ownership of WTWA Thomson, Ga.) or neither. He said he did not feel such a study falls within the purview of the Advertising Research Council, which he serves as president. He stressed his conviction, however, that the sponsoring body should be representative of the radio industry as a whole including networks and stations and perhaps station representatives as well and not of any special group of broadcasters, so that the results of the study may be generally applicable to all stations.

Once the study is agreed on, Mr. Kobak said, it should be widely publicized to all advertisers and agencies as well as to all radio station operators. The buyers of radio's facilities, he said, should be made to understand that when the study is complete it will be used as the basis for radio rate revisions and that until it is finished no further general rate adjustments will be made, and no deals.

The study, as Mr. Kobak envisages it, should investigate radio's discount structure as well as its price policy. "Why," he

(Continued on page 44)

GOOD NEWS FOR FLINT *means* GOOD NEWS FOR YOU!

Rev. John religious first class and com.

Banks Report Savings Reach All-Time High

Executives of three Flint banks said today their savings deposits are the highest in the history of the banks.

Time deposits in the three banks now total approximately \$87,812,448, an increase of \$5,028,325 since Jan. 1. The figures are from the Citizens Commercial & Savings, Merchants & Mechanics and Genesee County Savings Banks.

Representatives of the banks said the recent payment of more than \$6,000,000 in vacation pay to some 32,000 General Motors employees was a big factor in increased savings totals.

Dr. Hays to Speak

It's No

I Democ a ticke. Wola ently d I've b ticket time t Lans elect coun Tr won be mon They w with cra ha

FLINT JOURNAL, July 21, 1952

Yes Sir—folks in Flint have money—lots of it . . . but they're thrifty, too! They must be SOLD—and they CAN be sold. Last year they were sold \$315,840,000.00 retail dollars worth. . . Follow the lead of more than 600 Flint merchants—SELL your product over Flint's FIRST station—WFDF.

WFDF FLINT MICH.

BASIC AMERICAN BROADCASTING COMPANY
910 KILOCYCLES

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

REPRESENTED BY THE KATZ AGENCY

This is our

31st

Year in Flint

A cartoon illustration of a man with a red cap and a patterned suit, running quickly while holding a hat. He has a worried expression. The artist's signature 'DENÉ' is visible at the bottom right.

Only the Keystone Network offers real flexibility—only the number of stations you actually need, where you need them and announcements or programs at the time of day — that produces the best results for you in reaching the purses of this RICH market—Hometown and Rural America!

Read more about this rich hometown and rural market—where more than half of the nation lives and buys. Send for **BONANZA**, our informative brochure on this market!



New York: 580 Fifth Avenue • Chicago: 111 W. Washington

New AL Ad Champs

McCANN-ERICKSON defeated Kenyon & Eckhardt 5 to 4 for the softball championship of the American League of the New York Advertising League, in a post-season play-off game in Central Park, New York, last Thursday. McCann-Erickson will meet the champions of the Nationals of the Advertising League for an advertising "world series," as soon as the latter team is decided upon.

WITH 100 sponsors in 100 days as its goal, KBIG Avalon, Calif., which has been on air since June 1, counted 107 active clients Sept. 8, in addition to 46 others whose contracts have been completed, according to Robert J. McAndrews, commercial manager.

HILL INQUIRY

PROBE into radio and TV programming resumes in Washington tomorrow and Wednesday with representatives of NARTB, ABC, MBS and DuMont to be heard.

Next week, Sept. 23 and 24, the seven-man House Commerce subcommittee under the chairmanship of Rep. Oren Harris (D-Ark.), will hear testimony from CBS and NBC witnesses, and from the National Television Film Council.

Hearings will be wound up in Washington Sept. 25 and 26 with the following scheduled to testify: U.S. Brewers Foundation, American Civil Liberties Union, National Assn. of Catholic Men, National Assn. of Gagwriters, and the FCC. Other witnesses, who have indicated a desire to testify, may be from National Academy of Broadcasting, Rhode Island Committee on Radio & TV, and the Radio-TV Committee of St. James Parish,

Program Probe To Resume

Falls Church, Va.

Scheduled to appear are the following:

NARTB, Thad H. Brown Jr., TV director, and Ralph W. Hardy, government relations director; ABC, Geraldine B. Zorbaugh, general attorney; MBS, Hollis M. Seavey, director of Washington operations; DuMont, C. J. Witting, director, DTN; NBC, Charles R. Denny Jr., vice president; CBS, Jack Van Volkenburg, president, CBS-TV; National Television Film Council, Melvin Gold.

New GE Tube

DEVELOPMENT of a new 27-inch rectangular TV picture tube was announced last week by General Electric.

Radio Rate Facts

(Continued from page 42)

asked, does radio give an advertiser a discount for staying on the air for 13 consecutive weeks while many leading magazines follow a 'flat rate' policy of so much a page, regardless of the number of insertions? Why should the advertiser who buys five quarter-hours in five days pay 200% of the hour rate (5 x 40%) when the advertiser who buys five continuous quarter-hours pays only 125% of the hour rate? And do we really need so many discounts and so many kinds of discounts?"

The cost analysts should also cast a careful eye at the networks' stations relations payment policies, Mr. Kobak suggested. Is the traditional method of stations paying for network sustaining service in free commercial hours still valid today? Wouldn't it be better for the networks to pay their affiliates for all the time they devote to network commercials and to charge them for each network sustaining program they broadcast? Wouldn't this latter policy lead to a rapid improvement in the quality of network sustainers, perhaps enabling them to become successful co-ops shows or even network commercials?

"These are only a few of the questions which should be included in what might well turn out to be radio's most important quiz show, with the industry's gross annual time sales of three-quarters of a billion dollars as the jackpot, to be won or lost by all radio broadcasters," Mr. Kobak stated. "I don't know what form the study would finally take. All I know is that some study of this kind must be made, and must be made soon."

"Don't strangle radio with old-fashioned rate-making," he concluded. "Follow the lead of other industries and develop new methods. I'll match my time as a broadcaster to help get the job under way and get it done fast."

Harbach Renamed

OTTO A. HARBACH was elected president of ASCAP for a third term, ending next April, by the board of the Society at its meeting Thursday. Mr. Harbach, who is 79, wished to leave the office at the end of his second term and has been serving pro-tem while the board unsuccessfully has sought to find a successor on whom it could agree. Mr. Harbach has served as a director of ASCAP since 1920, as vice president since 1936 and as president since 1950.

RADIO SHACK Corp., Boston (mail order distributor of radio, TV and electronic equipment), has published its 30th anniversary catalog. Book contains 32-page rotogravure section devoted to components of high-fidelity custom music systems.

17 OUT OF 18 PREFER WDAY, FARGO!



"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY, 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

WDAY was a 17-to-1 choice over the next station . . . a 3½-to-1 favorite over all other

stations combined!

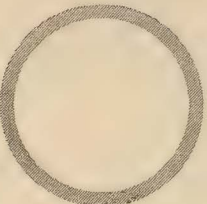
In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". Here WDAY was a 15-to-1 choice over the next station . . . a 6½-to-1 favorite over all other stations combined!


BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. Get all the facts. Write us direct, or ask Free & Peters!




WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

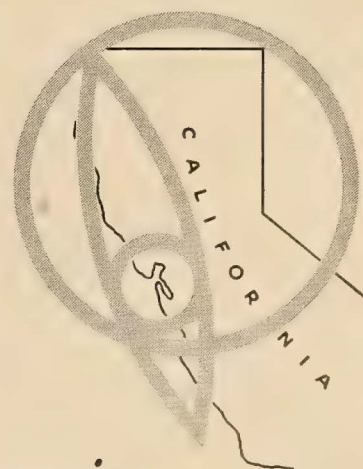
This →  *wide circle represents Northern California coverage pattern of radio KNBC's 50,000 watt transmitter, non-directional*

...while →  *narrow ellipse represents the coverage pattern of the other two dominant 50,000 watt San Francisco stations, both directional*

...and →  *tiny circle represents Northern California's TV coverage.*

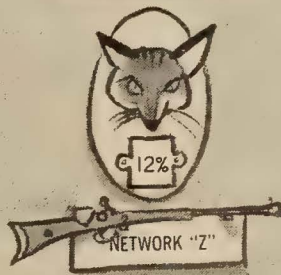
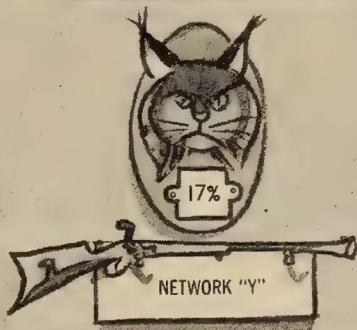
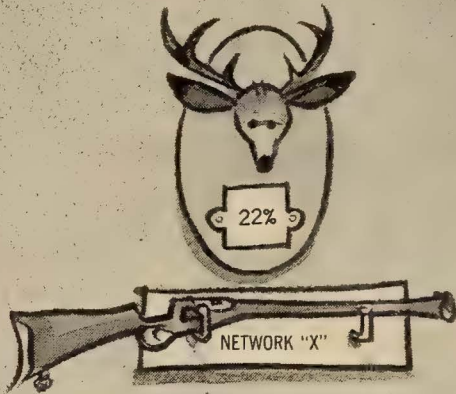
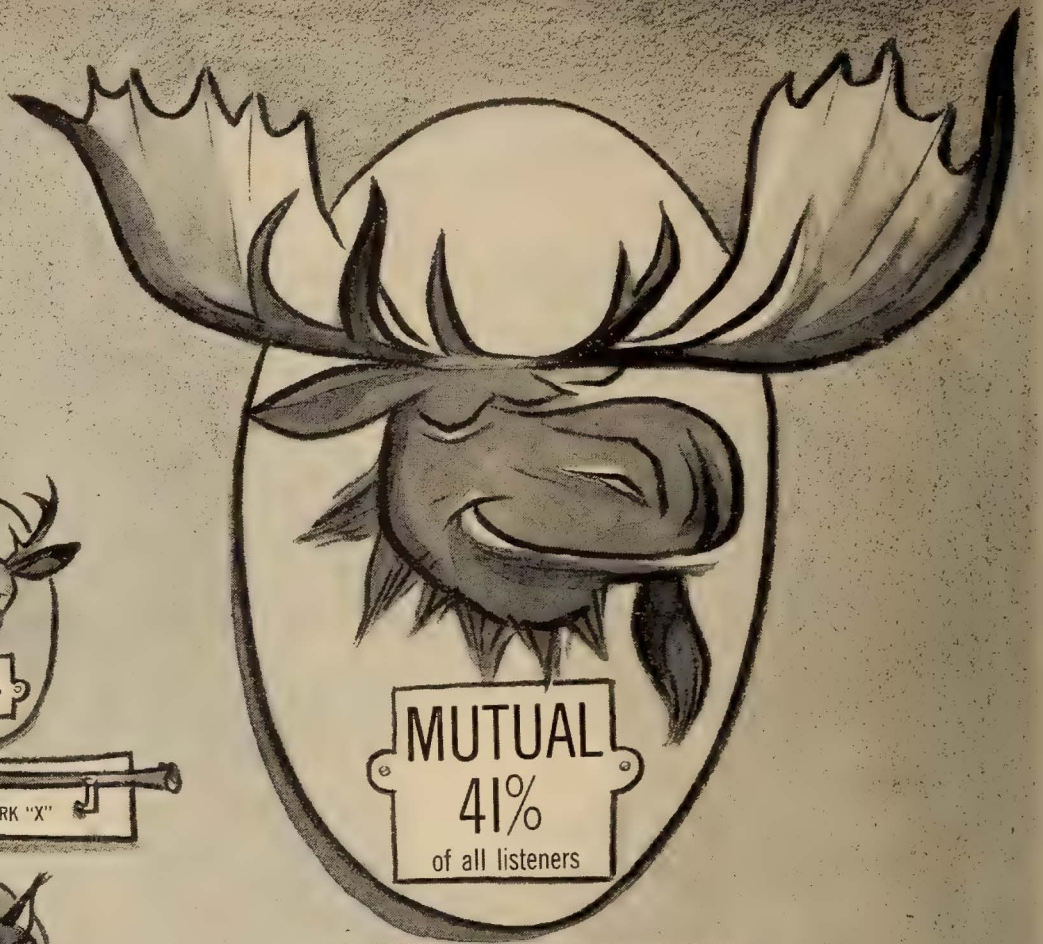
Now put them all together, and you get a complete and accurate picture of radio and TV coverage in the great Northern California markets —a coverage pattern like this →

KNBC's *wide circle* coverage... plus KNBC's low frequency (680 KC) which gives more "muscle" to its 50,000 watts... plus KNBC's program popularity... all combine to make...



→ **KNBC** *in San Francisco the No. 1 Advertising Medium in the thriving markets of Northern California*

Represented by NBC Spot Sales. In the Southern States, represented by Bomar Lowrance and Associates, Inc., Charlotte, North Carolina.



416 STATIONS



big game takes big gun

Let's not beat about the bush. There's *big game* at stake in "Non-TV America".

Here is a 45-state tract of over 17,000,000 *radio-only* families, dwelling beyond reach of TV—more, in fact, than there are TV families in the rest of America.

Here are some 60,000,000 people—as many, in fact, as there are in all 477 U.S. cities of over 25,000 population.

Big game... worthy of the best gunning equipment available to advertisers today.

And the big gun needed for this big game has now been identified.

A 1,000,000-interview research into all of "Non-TV America" (by J. A. Ward, Inc.; Feb.-Mar., '52) reveals that *Mutual* is the name of the network regularly dialed by 41% of all the radio sets in these 45 states... compared to 22% for the next-best network.

Over on the opposite page, the trophies won by all four networks are hung up—

together with the gun-rack revelation of *why* Mister PLUS bags the best:

Mutual serves "Non-TV America" with 416 stations... more than all other networks combined. (MBS serves *all* America with 560 stations, don't forget.)

If you agree that a prime sales trophy would decorate *your* board-room nicely, we invite you to sight along the gun barrel of the Mutual Network.

the **MUTUAL** *network of 560 affiliates*

THE NUMBER ONE ROUTE TO NON-TV AMERICA... AND THE LOWEST-COST ROUTE TO ALL AMERICA

BORDER STUDIO PLAN

(Also see registration, pictures, page 105)

ATTACK against proposed establishment of studios in San Diego of XEAC-TV Tijuana, new station in Mexico, was made by NARTB District 16, meeting Monday and Tuesday in Coronado, Calif. (see registration list, page 105).

Delegates agreed to petition the FCC that such a procedure by a "licensee of a foreign country" violates Sec. 325 (b) of the Communications Act. The district also unanimously adopted a resolution declaring it "is strongly opposed to the establishment within the United States of studios and/or transmitting equipment which will be used for the transmitting of radio and/or television programs from the United States to any foreign country for broadcasting

or rebroadcasting purposes from such foreign country.

Much of the discussion at the District 16 meeting centered around possibility that XEAC-TV, slated to start operating in November, will microwave programs across the border.

Johnsons Presides

Albert Johnson, KOY Phoenix, Ariz., District 16 chairman, presided at he meetings. NARTB President Harold E. Fellows, reviewed NARTB operations in his opening talk Monday morning. He addressed the Tuesday luncheon, with wives present, on the subject, "How to Live With a Broadcaster."

Ralph W. Hardy, NARTB government relations director, discussed Washington legislative and regulatory problems. Richard P. Doherty, employe-employer rela-

tions director, conducted a management-labor relations clinic. William T. Stubblefield, station relations director, and William K. Treynor, West Coast representative of NARTB, led a membership session.

Role of radio and TV in promotion of civic events and other public services was lauded at the Monday luncheon by Mayor John Butler, of San Diego, and Rear Adm. John Roper, commandant, 11th Naval District.

Campbell Arnoux, WTAR-TV Norfolk, Va., NARTB TV Board member, conducted the Tuesday morning television session, flanked by Thad Brown, NARTB TV director. Participants in a TV panel included Phil Hoffman, KECA-TV Los Angeles; Howard Chernoff, KFMB-TV San Diego; Robert Pur-

Politico's 'Schizo'

DEMOCRATIC Presidential nominee Adlai Stevenson really started something when he injected the word "schizophrenia" in the politician's lexicon. The Democratic National Committee has built a new radio character around the word. "Schizo" made his radio debut last Monday on a new series of Democratic programs on ABC. Committee described him as a "two-voiced character . . . who reveals one instance of the split personality of the Republicans on each show." Series started on twice-weekly basis, and will be carried daily through Nov. 4.

cell, KTTV (TV) Hollywood; Don Tatum, ABC-TV Los Angeles, and Mr. Doherty.

Resolutions urged a strong NARTB membership campaign and expanded field solicitation; supported NARTB efforts to secure amendment of FCC operator requirements because of improved equipment and shortage of technicians; commended NARTB for its group insurance program; praised speakers; lauded Mr. Fellows' administration and commended Mr. Johnson's services as district director.

Members of the Resolutions Committee were Frank P. Redfield, KIFN Phoenix, chairman; Robert J. McAndrews, KBIG Avalon, and Albert E. DeYoung, KERO Bakersfield.

5 GREAT D.J. SHOWS! ON KLRA

"SUNNYSIDE UP"

The oldest d.j. show on this station, now in its eighth year. This is a sprightly, easy-to-listen-to across the board early morning show. The time, the temperature, and the weather news is given between each musical selection. It's Arkansas' "get ready for work and school" listening habit. Sorry, nothing's open now, but you never can tell.



AL DENT

"TIME AND TUNE PARADE"

A later version of "Sunnyside Up," this record show gives the time and temperature for late risers, and housewives who have just gotten hubby and the kids on their way. It takes off at 8:30 A.M. and is open to announcement or program sponsors. All sold out at present.



BOB HESS

"MERRY GO ROUND"

Here's a Monday thru Friday half hour (11:30-12:00 noon) show that sells the goods. A daily merchandise prize is offered for the correct answer phoned in to us for a simple musical question. You should hear the phone ring every morning—and advertisers say the goods move out—but fast. Availabilities are scarce, but you might ask!



BOB HICKS

"AROUND THE TOWN"

Monday thru Friday from 5:00 to 5:30 P.M. Jim Key spins the platters people want to hear. A feature of each program is a guest—a prominent visitor, a well-known business man or club woman, or just ole John Q. Public who is interviewed briefly and introduces his or her favorite record. It's our newest d.j. show, but it is catching on fast. Minute participations are available.



JIM KEY

"A LA CARTE"

Here is the only show of its type in town. Broken into segments, Bob has a half hour of "hot music," a "Moment with Miller" (Glen that is), his nightly "Collector's Item" featuring an old-time recording, and a segment of "sweet" music. It's a grand late night (10:30 to 12:00 midnight) across-the-board buy that has a large teen-age and adult audience. Competition is limited to colored d.j.'s and network dance bands. For a low cost participation it can't be beat in Arkansas.



BOB PARKER

For the Complete KLRA Story, Ask any O. L. Taylor Office

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC • CBS RADIO

KLRA
LITTLE ROCK

NEW WSAI LINEUP

Explained to Listeners

AFTER revising its daytime programming schedule to conform with its listeners' preferences, WSAI Cincinnati Friday aired to its audience a 45-minute taped recording used to acquaint and inform advertisers with the new lineup.

Station Managing Director J. Robert Kerns said the broadcast followed inauguration Sept. 1 of the revised WSAI daytime schedule, made after more than a year's study of fan mail, letters and telephone calls from listeners for the various hours, in which they expressed their preference for the performers and artists who produce and direct the new programs.

Charles Black, WSAI program director, acted as narrator of the taped broadcast, explaining and introducing capsuled portions of each new program with its talent.

Commenting on the new WSAI lineup of its daytime programs, Mr. Kern said: "We're going to give our radio listeners what they want. We think this is it. Since WSAI doesn't have television to distract it, it can concentrate on the best in program content and production. We're remembering that twice as many radio sets were sold last year as TV sets."

What's YOUR Cut on a Six Billion Dollar Deal?

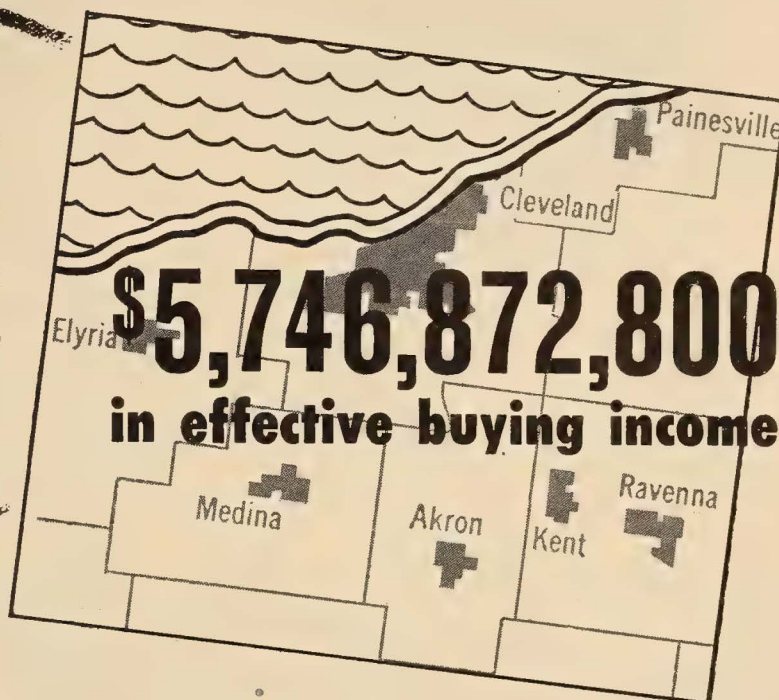
**YOU'VE GOT A
POWERFUL HAND
—17 RICH OHIO
COUNTIES, AND THE
STAKES AMOUNT
TO . . .**



**CHIEF
SAYS:**

**FOR
BETTER RESULTS,
IT'S**

- *Cleveland's Strongest Signal*
- *Best Local Programs*
- *Favorite Network Shows*
- *Sales Minded Merchandising*



WJW offers its help — a new folder of useful sales statistics, compiled especially for you who sell to the great Northern Ohio market. Send for your copy now!

Play your cards right . . . let Cleveland's CHIEF Station Sell Ohio's Chief Market for **YOU!**

WJW

CLEVELAND'S *Chief* STATION

5000 WATTS

WJW BUILDING

BASIC ABC

CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

Station WJW
WJW Building
Cleveland 15, Ohio

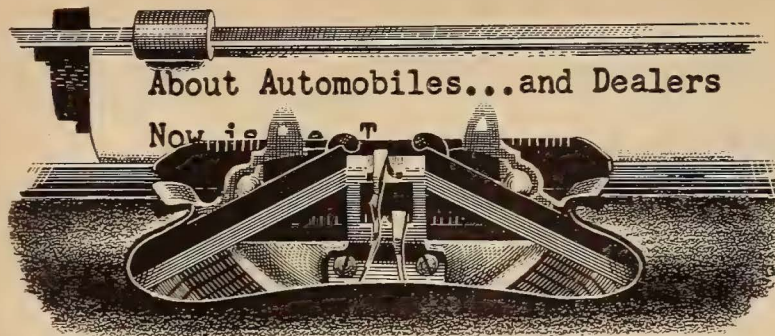
Please send me _____ copies of your
Northern Ohio Market folder.

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____



WASHINGTON, D. C.—New car dealers in nearly every community in America will offer voters free transportation to the polls in this year's important presidential election.



The country's new car dealers are local businessmen close to the people of their communities, and are in the unique position of being able to offer free transportation to those who'll need it.



Dealers are being urged by their national association to use all available cars for bringing to the polls voters who might otherwise not be able to get there and thousands are responding!



New car dealers offer this public service in a wholehearted belief in the privilege of the ballot. This is a non-partisan effort to turn out a record breaking vote. Key-noting action is their slogan . . . "Vote as you please, but VOTE".



Participating dealers recognize that voters must know of the availability of transportation and many will use posters and window strips to catch public attention. Many new car dealer-groups will use promotional kits, being prepared now, containing suggested newspaper ads, logotypes, radio copy, press and radio releases, etc. Mats for ad-use will be made available to these groups.

One of a series from the National Automobile Dealers Association—Any material contained herein may be reproduced without permission. for further information or research material on New Car Dealers, write or phone:

**DIRECTOR OF PUBLIC RELATIONS, N A D A
1026 17TH ST., N. W. WASHINGTON, D. C. REPUBLIC 6946**

POLITICAL LIBEL WBEL's Protection Idea

A STEP toward mitigating broadcasters' vulnerability to libel suits in connection with political broadcasts has been taken by L. O. Fitzgibbons, co-owner and general manager, WBEL Beloit, Wis.

Mr. Fitzgibbons explained last week that he had approached the problem from "a moral standpoint rather than a strictly legal one." His partial solution is in the form of an agreement to be signed by the person making the talk on radio or TV.

"So far our experience with the use of the form is very limited but we anticipate no difficulty by presenting it at contract-signing time rather than when the speaker shows up with an angry, retaliatory speech," Mr. Fitzgibbons explained.

"Since libel is a matter for court determination we know this form is not fool-proof protection but we feel that with it we have a better chance to get questionable matter taken out of the script," he added. Language of the form follows:

The undersigned, having purchased time on WBEL Beloit, Wisconsin, for the purpose of influencing voters in the exercise of their right of franchise, hereby stipulates as follows:

1. That he is opposed to the broadcast of any material which is in fact, or might be deemed to be obscene, indecent, profane, libelous, slanderous, defamatory, or malicious, on the grounds that the broadcast of such material would be contrary to the public interest, contrary to the principles of common decency and fair play and a contravention of good government;

2. That he, therefore, agrees on behalf of himself and any person or persons whom he represents that no portion of any broadcast either live or recorded for which he has contracted, shall contain any language or material which is in fact or might be deemed to be obscene, indecent, profane, libelous, slanderous, defamatory, or malicious;

3. That if WBEL, acting in good faith and in an expeditious manner, gives notice that material which has been proffered for broadcast does contain, material or language which in fact or might be deemed to be obscene, indecent, profane, libelous, slanderous, defamatory, or malicious, the same shall be deleted forthwith or changed and the undersigned herewith authorizes and directs the candidate or whoever shall be in charge of the broadcast to make such deletions and changes as may be necessary;

4. That in the event such material or language which is in fact or might be deemed to be obscene, indecent, profane, libelous, slanderous, defamatory, or malicious shall not be deleted or changed the undersigned herewith requests WBEL to refund in full any and all moneys paid for the broadcast in which such material and language occurs and upon payment of such refund directs the cancellation of that portion of his contract on the understanding that time cancelled in accordance with this paragraph shall not in any way affect any other time periods contracted for;

5. That this instrument is the voluntary act and deed of the undersigned and that no duress or threat of any kind, expressed or implied, has been used by WBEL or any representative thereof, to obtain signature hereon nor as a condition of obtaining broadcast time.

DURING first week of September, some 28 radio outlets in the eastern U. S. began broadcast of 13-week serialized adaptation of "Son of the Stars," one of the *Winston Science Fiction Series*. Planned as promotion for five books published thus far, broadcasts are available from tapes provided free by Winston Co., Phila.

KWKH CONTEST Puts CBS Impact to Test

HUNDREDS of KWKH-AM-FM Shreveport, La., listeners flooded the mails with answers to a traffic safety contest sponsored by the station in cooperation with the Shreveport Times and the Caddo-Bossier (Parishes) Safety Council.

The two-month campaign began July 1. The letters C-B-S were stenciled on the sidewalk at all downtown intersections. KWKH listeners were asked to write in, identifying the letters. A 17-year-old listener came up with the correct answer: "Caution Begets Safety."

But many listeners believed that the letters stood for Columbia Broadcasting System. While this was not the right answer to win the \$25 prize, it was certainly the right answer from the viewpoint of KWKH, CBS Radio outlet for that area.

FCDA EXECUTIVE Becomes Granik Producer

JESSE BUTCHER, audio-visual officer with the Federal Civil Defense Administration the past



Mr. Butcher

20 months, has been named producer for Theodore Granik's two programs — *American Forum of the Air* and *Youth Wants to Know*. He accepted the new post the past

fortnight.

Mr. Butcher, former network and advertising agency executive, joined FCDA in January 1951. He was placed in charge of the agency's Audio-Visual Div., which handles radio-TV and film activities. Mr. Butcher previously served in executive public relations capacities with CBS and NBC. During World War II he was radio director of the USO-National War Fund.

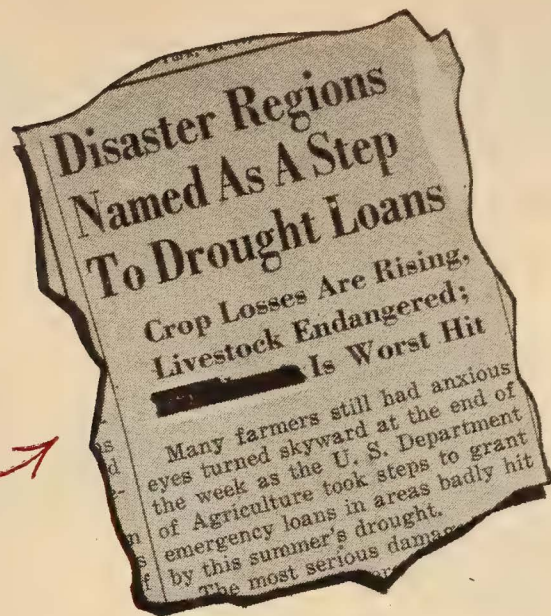
Steve McCormick, deputy assistant to Mr. Butcher, has been named acting division director. Mr. McCormick formerly was director of FCDA's Radio Section.

JERSEY NETWORK Planned for Candidates

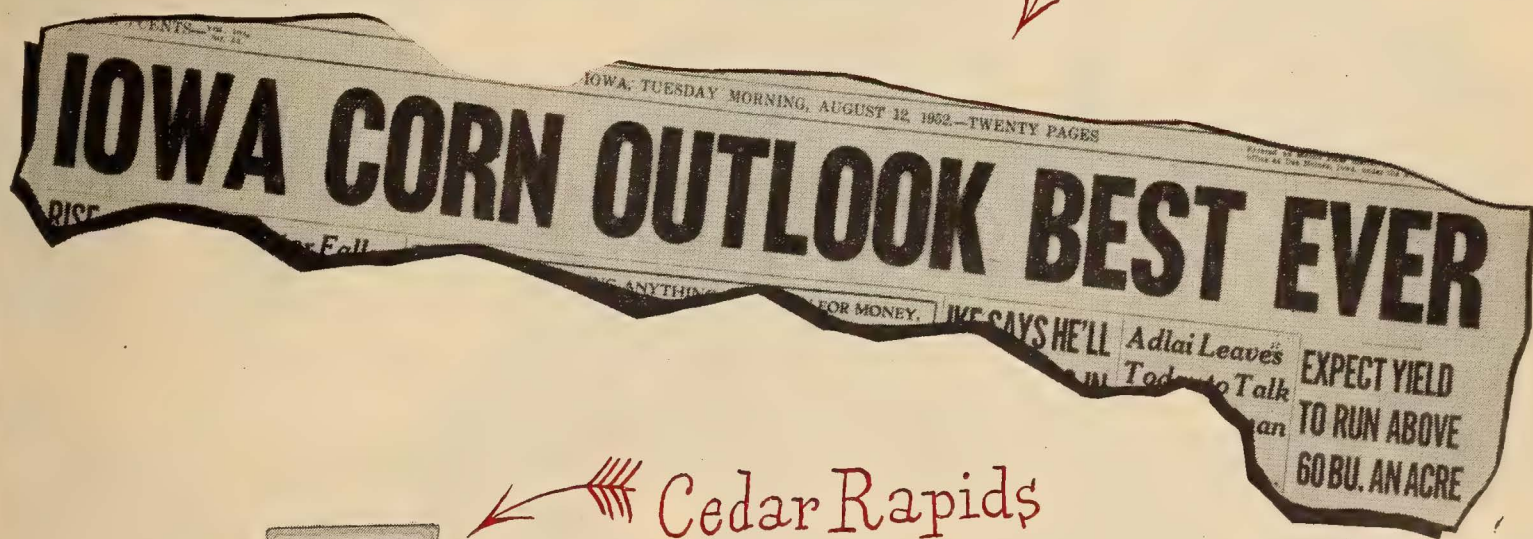
PLANS have been completed for the establishment of Network, New Jersey, a four-station radio network claiming a combined coverage of 97% of the radio homes in New Jersey. Participating stations are WPAT Paterson, WBUD Trenton, WMID Atlantic City and WWBZ Vineland.

Primary purpose of the network, spokesmen said, is to present four-station coverage to political candidates at minimum cost.

To a radio advertiser
who saw a
headline like this



instead of this



Cedar Rapids
Iowa

...where the
everything-outlook
is great

600 KC

5,000 WATTS

BASIC CBS RADIO NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY

WWL-South's Greatest Salesman

NEW ORLEANS



WWL New Orleans
sells to more
Southerners
than any other
advertising medium,
because **WWL** reaches
more Southerners

Moves All These Famous Brands . . .



50,000 watt clear channel coverage over 4-state area still unquestionably radio dominated.



Highest ratings earned by brightest CBS stars and home-grown personalities.



Extras for advertisers — Drug Store and Super Market displays, newspaper ads, 24-sheet posters, streetcar and bus signs — more selling support than from any other station South.

**Let WWL, South's Greatest
Salesman, Sell for You!**

WWL

NEW ORLEANS

CBS Radio Affiliate 50,000 Watts Clear Channel
A Department of Loyola University • Represented Nationally by the Katz Agency

Strictly Business

(Continued from page 16)

Mr. Wallace says.

Upholding his statement with survey figures showing the tremendous out-of-home listening which radio gives its advertisers, he declares that "radio's cost to an advertiser is based on last month's ratings which are confined to a small portion of the actual tune-in."

A veteran of some 20 years in the broadcasting business, he maintains that in radio and TV, all sales are local. He theorizes that a station representative must try to be the best local salesman on the staff of each station he represents.

Mr. Wallace believes that in order to carry out his assignment successfully, the station representative must know the market, buying habits and station's program-

ming and be able to translate this knowledge to meet the desires and needs of a national advertiser.

Born in Burlington, N. D., Jan. 12, 1912, Bill Wallace obtained his early public schooling there. He was graduated from high school in Fargo where his family had moved. He enrolled in Moorhead State Teachers College at Moorhead, Minn., in 1932.

Mr. Wallace was an active student at college and found time in the summers to work in a bank and at a department store. He sold space as advertising manager for all the campus publications. An English and drama major, the youth engaged in campus theatrical activities and during one summer he traveled with a stock company.

This led to dramatic roles with

WDAY Fargo and KGFK Moorhead (now KDAL Duluth) while he still was a student. He did a bit of announcing, handled an occasional sportscast and sold time in addition.

With more than a taste of radio behind him, Mr. Wallace left college after 2½ years to become commercial manager of KGFK. There, he handled play-by-play baseball and started his *Uncle Bill* birthday bells program, a daily feature on KGFK and other stations as well.

To KFJM Next

With sale of KGFK to Dalton LeMasurier in 1936, Mr. Wallace was transferred to KFJM Grand Forks, N. D., as an account executive. He doubled as sportscaster and also handled special events for the next couple of years.

Despite his heavy schedule, Mr. Wallace found time to court Adelpia Brackley, a Moorhead school

Everyday Listening

A WFAA Dallas local favorite, *The Early Birds*, on Sept. 7 began a seven-day-a-week program schedule. The program until that time had been heard six days weekly. Alex Keese, station manager, comments, "I believe a seven-day week is one of the factors overlooked in radio. Favorite entertainment programs, like *The Early Birds*, will also become a daily habit by being available every day in the week." He adds that WFAA's national representative, Edward Petry & Co., has indicated that the seven-day schedule is a definite first for WFAA.

teacher. They were married on July 3, 1937. With Craig, aged 10, and an important member of the household, they make their home today in suburban La Canada, some 14 miles from Hollywood and Vine.

In the fall of 1938 Mr. Wallace became manager of KOVC Valley City, N. D. Two years later, when KFBB Great Falls, Mont., needed a national sales manager, the enterprising Mr. Wallace was chosen.

A year later, however, he returned to Minneapolis to become sales manager of the now defunct North Central Broadcasting System, consisting of 26 midwest stations.

These were war years and in 1943 Mr. Wallace left the radio business for the next 12 months to operate a family-owned farm in Minnesota.

Full of vigor, he returned to the industry in fall of 1944 to join Weed & Co. in Chicago as account executive. Two years later he was made sales manager for John E. Pearson Co. in that city.

Because of his family's health, he returned to Minneapolis in 1948 to join Frederick W. Ziv Co. transcription sales division for 18 months as Minnesota representative. Then he became sales manager of Broadcast Services Inc., franchise holders of Transit Radio in the Minneapolis-St. Paul area, resigning in 1951 to establish West Coast offices for Adam J. Young Jr. Inc., in Hollywood, on Oct. 1 of that year.

Very much the family man, Mr. Wallace lays claim to no particular hobby. If there be one, he says, it might be the sport of the season. He is a faithful baseball, basketball and football follower. He also continues his interest in the theatre.

He is a member of the Hollywood Advertising Club, Sigma Tau Delta and Alpha Psi Omega (national dramatic fraternity).

NBC EMPLOYEES attended company's 11th annual outing Sept. 6 at Bear Mt. State Park, N. Y. ABC employees held their annual outing Sept. 4 at Weeburn Country Club, Darien, Conn.



In the picture, left to right

JAMES A. HAGAN
Sales Manager
14 years

JAMES M. LORICK
Control Room Chief
24 years

WILLIAM H. HAMRICK
Chief Engr.
13 years

CECIL B. HOSKINS
General Manager
23 years

READ WILSON
Announcer
13 years

STELLA R. BRITT
Acct. Exec.
18 years

WILLIAM F. MELIA
Prog. Mgr.
12 years



EXPERIENCE

'Tis said "experience is a great teacher" and that being the case . . . this little group of WWNC "top brass," hits the jackpot because between them they have spent 117 years here at WWNC. Thus, every major decision receives this "know-how" treatment. . . . Perhaps that's why the WWNC 12-county market of 50-100% penetration finds 84% of radio homes benefiting from the experience of their neighbors . . . at WWNC.

5000 WATTS

WWNC

DAY AND NIGHT

570 ON YOUR DIAL

24-HOUR STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES



The **XL** Stations

RESULTFUL ADVERTISING
on the XL Stations Pays Big
Dividends Continuously.

KXL PORTLAND	•	KXLY SPOKANE	•	KXLF BUTTE	•	KXLL MISSOULA	•	KXLJ HELENA	•	KXLK Great Falls	•	KXLQ BOZEMAN
New York 17, N. Y. 347 Madison Avenue The Walker Company				Hollywood 28, Calif. 6381 Hollywood Blvd. Pacific Northwest Broadcasters				San Francisco 4, Calif. 79 Post Street Pacific Northwest Broadcasters				Chicago 1, Illinois 360 North Michigan The Walker Company

TOA Sizes Up Its TV Problems

(Continued from page 27)

of the convention events.

TOA President Wolfson said the industry's problems add up to a fight for industry survival and predicted the Washington meetings would lead to concrete steps designed to bring eventual solution of many of these issues.

TOA's business program started Sunday with registration, committee meetings and opening of the 1952 trade show at 3 p.m. Executive Committee and Nominating Committee met, the last-named to draw up a slate for election of officers.

Monday morning's agenda includes registration and the trade show, followed by a 11 a.m.-2 p.m. brunch. The TOA board meets at 2:30. This meeting is open to all members. A meeting is scheduled by the Legal Advisory Committee. World premiere preview of the 20th Century-Fox motion picture, "The Snows of Kilimanjaro," is scheduled at 8:30 p.m., with high Washington officials to be TOA's guests. Ava Gardner, a star of the picture, is expected to head a Hollywood talent group.

First convention business session at 9:30 a.m. Tuesday will find A. Julian Brylawski of Washington, convention chairman, presiding. President Wolfson will deliver the opening address. Elmer C. Rhoden, Fox Midwest Theatres, will give the keynote address, followed by Herman M. Levy, general counsel, with a discussion, "What

to Do About ASCAP."

The Tuesday luncheon will include a Will Rogers Memorial Christmas salute by Abe Montague. Myron Blank, United Detroit Theatres, is luncheon chairman.

Second business session Tuesday will deal with the arbitration plan, with discussion in charge of the Exhibitor-Distributor Relations Committee. Walter Reade Jr., of Walter Reade Theatres, is chairman. Speakers are Mr. Wolfson; Mr. Fabian and Mr. Levy. The distributor side will be presented by William F. Rodgers, Loew's Inc.

Evening feature is a "Show Boat Party" boat trip to Mount Vernon with Coca-Cola Co. as host.

Theatre television will be discussed at the Wednesday morning meeting, with Robert O'Brien, United Paramount Theatres, presiding as chairman of the TOA Theatre Television Committee. On the panel will be Mr. Fabian and Marcus Cohn, TOA television counsel and general counsel of National Exhibitors Theatre Television Committee. Other morning topics will be led by the 16 mm committee, with Chairman Walter Morris, Knoxville, presiding, and a discussion of the government's 16 mm anti-trust suit by Messrs. Wolfson and Levy.

Concessions will be discussed at the Wednesday luncheon, with Harold J. Fitzgerald, Fox Wisconsin Div., chairman of the concessions group. Again in the afternoon the

subject of concessions will be taken up at a business meeting. Other topics follow: Drive-ins, Jack Braunagel, chairman; admission taxes, Alfred Starr, chairman, and Pat McGee, TOA director and co-chairman of the Council of Motion Picture Organizations tax committee. Sam Pinanski, American Theatres, will lead the COMPO discussion. A seafood dinner concludes the Wednesday agenda. Pepsi-Cola is host.

A closed business session is scheduled Thursday morning, with Sam Kirby, Missouri, TOA board member, presiding. Research problems will be taken up at the luncheon, with C. E. Cook, midwestern operator, presiding. Speakers are R. H. McCullough, representing Mr. Skouras, and Nathan D. Golden, director of NPA's Motion Picture & Photographic Products Division.

Final business session Thursday afternoon will cover the national plan to stimulate attendance. M. A. Lightman Sr., Memphis operator, will preside. Mr. Johnston, as president of Motion Picture Assn. of America, will speak at the Thursday dinner. Morton Downey will sing.

O'Brien Report

In his report as chairman of the Theatre TV Committee, Mr. O'Brien will point to the rapid expansion of this medium in the past year. A highly specialized medium, theatre TV is not expected to compete seriously with broadcast television. Thus far sports events have comprised a major part of the service, with the greatest future foreseen in the fields of business and public service.

More than 80 theatres in 50 cities are expected to carry the Walcott-Marciano fight Sept. 23, with radio and TV broadcast service blacked out. Theatre admissions will run up to a peak near the \$5 mark.

Since availability of programs that will draw theatre TV audiences is limited, backers of the medium point to its advantages for conventions of national organizations. This selective communication can be used by the home office of large companies to contact field groups. Closed-circuit meetings can be conducted with two-way hookups.

TOA points to cooperation with Federal Civil Defense Administration in providing theatre facilities for training of civilian defense workers via two-way lines. Other public service uses are envisioned.

TOA is not planning to participate actively in the FCC's accounting-technical hearings starting Oct. 20, preparatory to the main hearings scheduled to start in January.

BING CROSBY has been named president of Citizens Vote Inc., L. A., a non-profit non-partisan organization formed by Junior Chamber of Commerce to stress importance of registering and voting.

RCA PROJECTOR

Readied for Theatre Color

COLOR television will come to theatres by means of a projector now being developed by RCA, O. B. Hanson, NBC vice president and chief engineer, said Friday in an address to the Communication Division Symposium of the American Institute of Electrical Engineers, meeting in Chicago. His forecast matches a prediction made by high officials of Theatre Owners of America.

With many theatres equipped to present large-screen TV, Mr. Hanson described theatre TV as "fast becoming a mass-audience entertainment medium." He said RCA's color TV projector is compatible with the black-and-white system now in use.

Television will soon become international in scope, and compatible color will be added, Mr. Hanson said. Noting advances in both radio and TV, he said, "Together with radio broadcasting, TV has become a shining symbol of America's vitality and the will of our people to extend science and industry for the greatest possible good and enhancement of our way of life."

He pointed out that industrial television on closed circuits offers another important field, with the fundamental aim of extending human sight for the benefit of commerce, industry and education.

Within a few years, he said, America will have 50 million TV set owners and there will be stations in range of nearly every community. He estimated 2,000 U. S. television stations will be linked in transcontinental and regional networks.

In an official forecast of theatre television's possibilities, Theatre Owners of America, holding its annual convention in Washington this week, predicted that "the day is not too long distant when the tremendous impact of color will be added to the existing advantages of theatre television."

TOA said color experimentation "is going forward rapidly," recalling RCA experimental showings in 1951 and demonstration of the Swiss Eidophor system by 20th Century-Fox.

GE Amateur Award

EDISON Radio Amateur Award, to be given to an amateur radio operator who in 1952 performs "a meritorious public service on behalf of an individual or a group in a disaster area, in civil defense or in similar situations," has been announced by General Electric Co.'s Tube Dept. Judges are E. Roland Harriman, American Red Cross president; Comr. George E. Sterling, FCC, and G. L. Dosland, American Radio Relay League president.



WBNS-RADIO reaches rural areas, too!

Sponsors eager to reach rural—as well as city customers—get *both* with WBNS-Radio. Small town and farm populations make up a large part of Central Ohio's 24-county BILLION DOLLAR market. There's 1-1/4 million potential customers here. Like their city cousins, rural listeners go big for WBNS programming—well-balanced entertainment that combines top CBS shows with popular local programs.

WBNS RADIO
POWER
WBNS — 5,000
WELF-FM — 53,000
COLUMBUS, OHIO

ASK JOHN BLAIR
CENTRAL OHIO'S ONLY CBS RADIO OUTLET

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEA



30 years of skilfully fitting a top-quality medium to a top-quality market is ringing cash registers all over rich Central New York for WSYR's and WSYR-TV's local and national advertisers.

Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE
AM • FM • TV

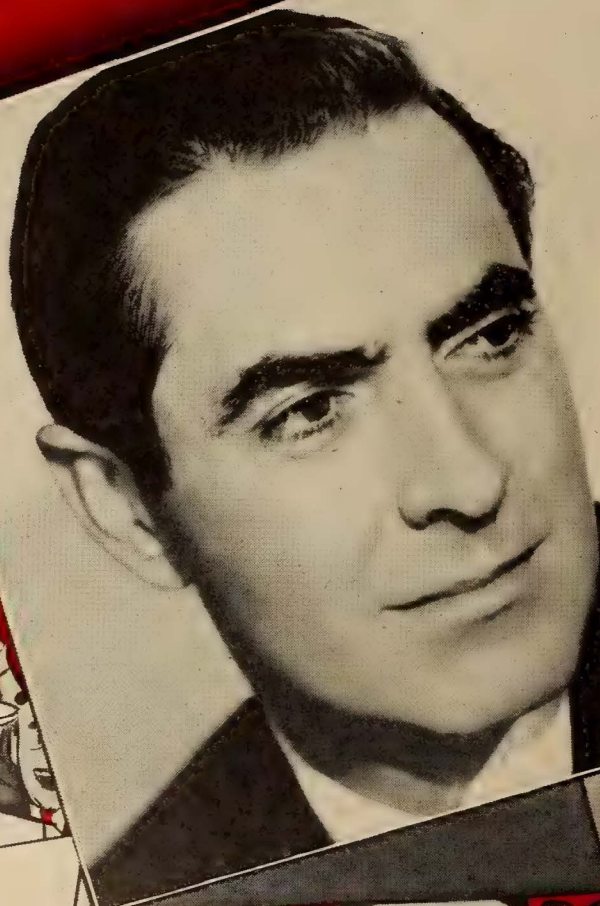
NBC AFFILIATE —The Only Complete Broadcasting Institution in Central New York

ALL AMERICA IS
VOTING FOR
ZIV'S NEW RADIO SHOW...

Starring

Tyrone Power

America's Favorite



Featuring

Edwin C. Hill

Humanizing the WHY
and HOW of Government!



EXCITING!

AUTHORITATIVE!

INFORMATIVE!

COMPELLING!

THE PROGRAM 154,000,000 AMERICANS AMERICANS WANT TO HEAR!

FREEDOM U.S.A.

THE NON-PARTISAN *INSIDE* STORY OF WASHINGTON, D. C.

ACCLAIMED BY STATIONS, AGENCIES
AND SPONSORS AS THE
NO. 1 PROGRAM ON THE AIR!

PERFORMING A GREAT PUBLIC SERVICE! TAKING LISTENERS
RIGHT INSIDE THE U. S. SENATE!

WITH
DAVID ROSE • JIMMY WALLINGTON
AND AN
ALL-STAR SUPPORTING CAST

TRANSCRIBED
FOR LOCAL AND
REGIONAL SPONSORS

FREDERIC W.

ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD



Best Regrets

HORSE-SENSE and Hollywood are not invariably thought of together. Perhaps that is why we took particular delight in a recent news item from the western wonderland reporting that four television stars neglected to appear at a ceremony at Ciro's in which a local fan magazine hoped to give them awards and, in return, collect some publicity.

The sensible elements in broadcasting owe a vote of praise to Groucho Marx, Lucille Ball, Red Skelton and Jack Webb, star of *Dragnet*. Let it be remembered that they sent their regrets when invited to receive an award.

If we were disposed to present awards, we'd give them to those who decline awards, and we would hope to run out of our stock of plaques, scrolls, statuettes or whatever immediately.

Homes Sweet Homes

IT WOULD be hard to imagine a more significant and cheering bit of news for radio broadcasters than the radio homes figures turned up in the Nielsen Coverage Survey and reported in this publication a week ago.

The survey, of national scope, found that the number of radio homes in the U.S. increased by nearly three million between the time of the 1950 U.S. Census and last spring. Two years ago 95.6% of all homes were radio-equipped. Now 98% have radios.

Considering how near total saturation radio was in 1950, it is remarkable that it could gain so much by 1952. The phenomenon is all the more extraordinary for having taken place in a period of rapid television development, which was supposed by some to have arrested the growth of radio.

There is no doubt that television has distracted some attention from radio. It is no less certain that radio still occupies an important place in people's lives, even in television homes, else why should the degree of radio saturation be increasing in television areas? Not even the most rabid television partisan would claim that people are buying radio sets for decorative purposes alone.

As statistical evidence accumulates, it becomes obvious that the American radio and television systems are destined to be considered as complementary media and not as an old technique being cannibalized by a new. It is encouraging to note that this view is cropping up among radio-TV customers. A speech by Everett Zeigler, account representative of J. Walter Thompson Co., to the NARTB District 15 meeting Sept. 5 is in point.

The agency and advertiser "need everything advertising can offer us in the way of selling techniques," Mr. Zeigler said. "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."

It is unfortunate that radio broadcasters have to be reminded by their customers that they are selling their own medium short. Perhaps such basic revelations as the Nielsen Coverage Survey and such clear-headed advice as Mr. Zeigler's will introduce needed rationality among both buyers and sellers of broadcast advertising.

The Stout-Hearted

THERE WOULD seem to be more useful purposes for radio and television than those of a soap-box, forever reserved for every political orator, however questionable his intentions.

Two candidates of the Progressive Party had their turns on the soap-box the afternoon of Sept. 6. How this facility was presented to them tells a lot about the peculiar law (and the FCC's even more peculiar interpretations of it) that governs political broadcasting.

Early in July the Progressives held their national convention, to the accompaniment of virtually no notice in the press, and selected as Presidential candidate one Vincent Hallinan. Mr. Hallinan was unable to accept the nomination in person as he was languishing in McNeil Island federal prison for contempt of court in connection with his service as a defense lawyer in the Harry Bridges trial. Quite a few stations carried the acceptance speech delivered on his behalf by his wife.

Later in July the Republicans and Democrats picked their Presidential candidates who, not being so cruelly inconvenienced as Mr. Hallinan, spoke for themselves on national radio and television hook-ups. The Progressives charged political favoritism and set out, by a threatening letter, to get equal time on networks and stations that had not carried Mrs. Hallinan's speech at the convention.

A great many capitulated to the demand and carried a special broadcast Sept. 6 by Mr. Hallinan, who had served his time by then.

It is surprising that only 25 stations told the Progressives no. It is not at all surprising that the Progressives have asked the FCC to take action against these 25.

Here is a chance for the 25 courageous stations to make a fight for clarification of the political broadcasting law and of the often contradictory FCC interpretations of it—assuming that the FCC decides to make a case of it.

If nothing more were settled than a clearer definition of what constitutes "equal opportunity" and who is entitled to receive it, a step forward would be made. To the 25 stations that told the Progressives to jump in the Volga the broadcasting business must accord respect.

Sholis in the Slot

SOMETHING new is being added to the Presidential campaign. Conceivably, it could invade network rates, clear channels, the high cost of talent and just about every issue that has beset the broadcaster in the last decade.

Vic Sholis, vice president and director of the WHAS stations in Louisville, has joined the Stevenson campaign—latest of the broadcasters to become a political tycoon. High in the councils of the Eisenhower camp is Stanley R. Pratt, owner of WSOO Sault Ste. Marie, Mich.

Vic, who flashed across the radio-TV firmament since he left the government in 1941 to become director of the Clear Channel Broadcasting Service, became executive assistant to his fellow Kentuckian, Wilson Wyatt, Stevenson campaign manager, 10 days ago. But he had joined the entourage on the West Coast even before formal announcement could be made of his appointment. He returned to Louisville long enough to kiss his family and give his secretary the combination to the safe. He left management of the stations in the able hands of Neil Cline, sales director, until Nov. 10—after the elections.

We have a hunch that Vic was drafted, not so much because of his expert knowledge of politicking, but because he's another gent who has a way with words and phrases—just in case the Governor runs out of gas.



our respects to:



GERALD HARRISON

A REQUEST for a pair of passes to a hockey game in 1926 placed Gerald Harrison, then an ambitious young bank employe, into the ranks of radio pioneers.

Still a hockey enthusiast, Mr. Harrison is now president of WLLH-AM-FM Lowell, Mass., and of WMAS-AM-FM Springfield, Mass., which this month is celebrating its 20th anniversary.

While employed at the Federal Reserve Bank of Boston in 1925, young Mr. Harrison was vice president of the Bankers Athletic Club of Boston and manager of its amateur hockey team.

The following year there was no amateur hockey team and Mr. Harrison, having become accustomed to free tickets, stopped in at the Boston Arena and asked for a pair of passes for a scheduled game.

When George V. Brown, Arena manager, quipped, "Once a dead-head, always a dead-head," Mr. Harrison volunteered to be a time-keeper. Mr. Brown had one. A goal judge? Mr. Brown had two. Mr. Harrison had been listening to Graham McNamee broadcast a football game and suggested that he air the hockey game. Mr. Brown liked that idea and peeled off two passes.

Passes in pocket, Mr. Harrison went to see John Shepard 3d, owner of WNAC Boston, told him he represented George Brown who wanted his hockey games broadcast.

Mr. Shepard made the usual queries about schedule details, cost of the broadcast rights (they were free), and then asked who was to do the play-by-play. Mr. Harrison replied that he himself would.

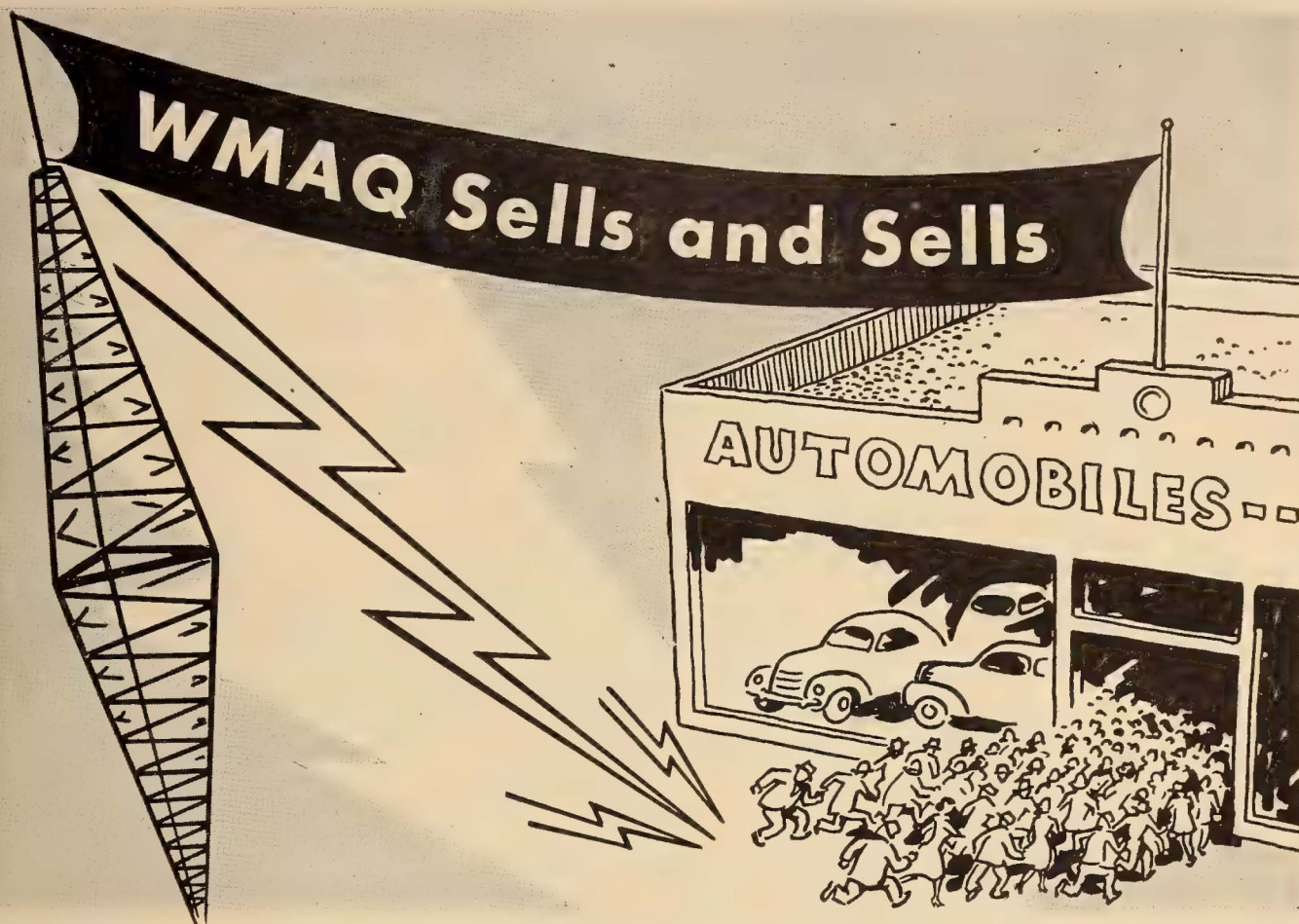
Then Mr. Shepard had a few more questions. Had Mr. Harrison ever done any broadcasting before? The answer was no. Had he ever been in a radio station? No. Had he ever seen a microphone? No. Did he own a radio set? The answer to that also was no.

That was enough for Mr. Shepard. "You're honest and you've got plenty of nerve," he told Mr. Harrison. "Go ahead and do them."

The engineer who operated the remote pickup on the first broadcast, Jack Dodge, had a 10 w station of his own, WAGS. Within three months that station was moved to the home of Carl Wheeler (now WMAS vice president) in Lexington and together with Messrs. Dodge and Wheeler, Mr. Harrison was one-third owner of a radio station.

Mr. Harrison was working in the bank in the daytime and broadcasting at night. The hockey games led to broadcasts of boxing

(Continued on page 66)



YES, WMAQ is the Chicago Radio Station that Sells and Sells

No matter what the product, more and more advertisers daily get new proof that Station WMAQ delivers sales.

For example, DOWNTOWN NASH, a Chicago automobile agency, currently sponsors 75 minutes weekly on Station WMAQ and according to Mr. M. Barkas, president of Barlit Productions, Inc., the DOWNTOWN NASH advertising agency, the results have been more than satisfactory. In fact, he wrote:

"We know that many, many people are hearing about DOWNTOWN NASH and their automobiles through... WMAQ. Comments from DOWNTOWN NASH customers prove that."



Yes, SOME SPOTS ARE BETTER THAN OTHERS



in Chicago and they're on WMAQ. A WMAQ or NBC Spot salesman has the details.



Represented by NBC Spot Sales



front office



WILLIAM L. CLARK, account executive, ABC-TV, to WPIX (TV) New York in newly-created post of eastern sales manager.

MATTY BRESCIA, former director of press and public relations for LBS, appointed general manager and promotion director of Southern Television & Radio Sales Inc., with headquarters at KWEN West Memphis, Ark. Other stations which Mr. Brescia will be associated with are WEAS Atlanta, WJIV Savannah and WGOV Valdosta.



JACK McLEAN, program director, WJPS Evansville, Ind., promoted to sales manager there.

SUMNER PEARL, program director, WICE Providence, R. I., promoted to station manager.

Mr. Brescia **JIM HIGSON**, director, KHJ-TV Hollywood, named operations coordinator. He succeeds **WILT GUNZENDORFER**, temporarily shifted to WOR-TV New York in similar capacity.

WILLIAM G. RAMBEAU Co. appointed national representative for WVEC Hampton, Va.

JOSEPH H. MCGILLVRA Inc. appointed national representative for WDOK Cleveland.

V. HAMILTON WEIR, vice president-general manager, WLEU Erie, Pa., has resigned. Future plans have not been announced.

CHARLES HUGHES, commercial manager, KPOL Los Angeles, adds duties of general manager. He succeeds **HUGH R. MURCHISON**, who continues as president and owner.

LT. COL. LESTER W. LINDOW, general manager, WFDF Flint, Mich., has completed two-weeks active duty with Radio-TV Branch, Office of Chief of Information, Dept. of the Army, Washington, D. C.

WILLIAM KIRKWOOD McDANIEL, sales manager, ABC Radio Western Div., to NBC Hollywood, as manager of spot sales. He replaces **WALT DAVIDSON**, recently named manager of spot sales, NBC-TV Hollywood.

ALAN TORBET, manager, KROW Oakland, Calif., to KSFO San Francisco, as general manager.



Mr. Torbet

BILL JOHNSON, sales staff, KOIL Omaha, to WISN Milwaukee, in same capacity.

MAJOR EDGAR L. TIDWELL, USA, chief of operations, Far East Network, transferred to Armed Forces Radio Service, L. A., in similar capacity.

J. G. SANDISON, sales staff, WTMJ Milwaukee, transfers to WTMJ-TV in same capacity.

JESS LAND to sales staff, KONG Visalia, Calif.

JACK MARKWARD, New York News advertising staff in Chicago office, to WHAS-TV Louisville, on sales staff.

Personals . . .

JAMES M. GRIFFITH, co-owner, KARE Atchison, Kan., named vice president of city's Chamber of Commerce in charge of civic affairs . . . **DON PARK**, account executive, KIEV Glendale, won his fifth sales contest held annually by station . . . **DONALD J. QUINN**, vice president-general manager, KXOC Chico, Calif., elected chairman of Merchants Committee, Chamber of Commerce there.

ROBERT J. McANDREWS, commercial manager, KBIG Avalon, Calif., will head entertainment division of Hollywood Chamber of Commerce membership campaign beginning Sept. 22 . . . **LAWRENCE H. ROGERS**, vice president, WSAZ-AM-TV Huntington, W. Va., father of boy, Lawrence H. III, Sept. 1.

LEE RUWITCH, vice president-general manager, WTVJ (TV) Miami, last week addressed Civic League of Miami Beach on "Economic Prosperity Through Television" . . . **WILLIAM E. FARRAR**, owner of WRAG Carrollton, Ala., and manager of Pickens Theatre, Reform, Ala., appointed district governor of Rotary International for 1952-53 fiscal year . . . **OMAR F. ELDER Jr.**, ABC attorney, father of girl, Betty Ann, Sept. 8.

PHILCO FORMS New Radio Division

PHILCO Corp. is establishing a separate radio division in recognition of the size and importance of its radio business, William Balderston, Philco president, said last week.

The new radio division will allow Philco to place greater emphasis on all phases of the company's activities in the home and auto radio field, Mr. Balderston said.

Larry F. Hardy, president of the radio division, announced appointment of William H. Chaffee as vice president. Frederick D. Ogilby will continue to direct the separate television division.

Mr. Chaffee, who was graduated from Princeton U. in 1932 and who joined Philco's purchasing department in 1934, served in the Air Force from 1942 to 1945, and in 1949 was named vice president and purchasing director of Philco. In 1950 he was elected to the board of directors. Last year he headed a special RTMA committee to study the outlook for new TV stations and receiver sales.

HUTCHISON QUILTS Presidency of WBIG

GILBERT M. HUTCHISON has resigned effective Oct. 1 as president-general manager-director of WBIG Greensboro, N. C., it has been announced. He joined WBIG, licensed to North Carolina Broadcasting Co., owned by Jefferson Standard Life Insurance Co., in 1938, becoming general manager in 1949 and later elected president and director.

Mr. Hutchison said he has several offers under consideration but will make no plans until he takes a long vacation and rest. He had postponed his resignation until WBIG's labor case before NLRB was settled [B•T, Sept. 8]. If a permanent WBIG manager is not named by Oct. 1, Larry Walker, vice president of Jefferson Standard Broadcasting Co., licensee of WBT Charlotte in addition to control of WBIG, will fill the position temporarily. Mr. Hutchison and his family reside at 114 Homewood Dr., Starmount, N. C.

ORLANDO, FLA.

SERVED AND SOLD

by **WHOO**

ORLANDO, FLA.

10,000
WATTS

National Representative—Avery-Knodel, Inc.

an **Edward LAMB** ENTERPRISE

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

CELEBRATING 3 DECADES OF PUBLIC SERVICE



In 1922, the year WREC was born, the first commercial program was broadcast. From those pioneer days through 3 decades of constant growth WREC prestige has been built upon superior service to listener and advertiser alike. Engineering perfection, quality programming and adequate power continue to gain an ever-increasing audience of interested listeners. Through this policy of operational superiority we shall continue to grow.

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS, 600 KC. 5000 WATTS

CAMPAIGN STEPPED UP More Media Buys

EMPHASIZING a change of pace in fireside campaign techniques, the Democrats will use a documentary format on network radio-TV this week.

At the same time, the party was putting the finishing touches on "an extensive" spot drive, mostly radio but including some TV announcements.

This is the latest development as the Presidential candidates move along in high gear [B•T, Aug. 4, et seq.].

Meanwhile, the Republicans were equally active. The GOP National Committee announced it had bought radio-TV time for three talks this week—two by Gen. Dwight Eisenhower, Republican Presidential nominee, and one by Sen. Richard Nixon (Calif.), his

running mate.

GOP county committees also purchased time on local levels as political revenues accrued in larger quantities to individual stations and networks alike.

With a number of talks by Democratic nominee Adlai Stevenson behind them, his campaign planners have prepared a film sequence encompassing highlights from the Governor's talks, plus color and human interest shots. A similar package has been transcribed for radio. John Vandercook will serve as commentator.

The Democratic National Committee bought time on NBC-TV and MBS radio (full network) from 10:30 to 11 p.m. EDT for the program, as yet untitled. The purchases represent at least \$45,000

worth of time.

If successful, the documentary format will be used periodically after Stevenson speeches as a varied pace for the voters. The Democratic Presidential candidate is expected to appear on radio and/or TV at least once a week up to election eve. A number of time segments tentatively have been reserved on national networks.

The party's Finance Committee is still seeking contributions for its Radio-TV Victory Chest. Beardsley Ruml, committee chairman, plans a nationwide drive for funds for all media, noting high cost of radio-TV appearances and claiming that most of the money in the party treasury (about \$800,000) had been spent for time before he be-

came chairman of the committee.

"Electioneering in 1952 isn't a matter of a soapbox and a torch parade. When a candidate talks he talks to millions—before a television camera and a microphone," Stephen A. Mitchell, chairman of the Democratic National Committee, explains to party workers. "We need the money—badly. We've got to buy more television, more radio."

Local Buying Urged

Local political groups are being urged to cooperate with the national committee and community-area stations. An example: The Johnson County, Iowa, Democratic Committee has bought \$500 worth of time on KXIC Iowa City for eight 5-minute programs and one half-hour show starting Oct. 21.

The Joseph Katz Co., Baltimore and New York, is now working on the spot announcement program, to be issued in a fortnight. There was no estimate on the proposed spot campaign but a goodly sum will be expended, it was learned.

Money problems also plague the Republicans. Robert McConnell, member of the GOP National Finance Committee, called for a vigorous all-out advertising campaign, adding the election will be won or lost on television. He said \$8 million for TV time alone is a minimum, counting expenditures at all levels.

Commitments for Eisenhower-Nixon talks next two weeks represent well over \$100,000. Schedule calls for talks by Sen. Nixon in Pomona, Calif., this Wednesday (11:30 p.m. EDT) on 32 ABC-TV stations and the Don Lee Network, with simulcast in California only; by Gen. Eisenhower in Kansas City, this Friday (10:45 p.m. EDT) on NBC radio and television; and by the general again in Baltimore, Sept. 25 (9:30 p.m. EDT) on DuMont TV Network and CBS Radio. The Nixon talk is under auspices of the Eisenhower-Nixon Committee of Southern California.

The Republican Presidential nominee also was slated to speak in St. Louis this Saturday, though there was a possibility that a jurisdictional labor dispute of the AFL might prevent any radio or TV coverage. The appearance is not listed as a major network commitment by the GOP National Committee.

Television will be used by the New York Republican County Committee for the first time in its history to present national, state and county issues of the present campaign, according to Thomas J. Curran, Republican county chairman.

Mr. Curran revealed that the county committee will sponsor seven TV programs over DuMont, starting this Wednesday and continuing through Wednesday, Oct. 29. The programs, scheduled for 8-8:30 p.m., will make use of film and live action shots by professional actors and public figures to dramatize campaign issues.

For the kind of promotion you treasure

Use the station that has the right bait*

And provides the best listening pleasure

in the th New England State

*Personalities and Programs that build and sell a receptive audience

WTAG

AND WTAG FM • 580 KC • BASIC CBS
WORCESTER, MASSACHUSETTS

See Raymer for reasons



"We would pay a premium for these 50,000 Air Shipments yet we actually saved thousands of dollars!"

Robert S. Woolf, Mgr., Teletranscription Dept., Dumont Television Network

"When we ship TV film, we're interested in *service*. We can't afford to take any other attitude. We've bought program time all over the country, and those programs *must* be filled.

"We at Dumont use Air Express. It's the fastest. It has all-point coverage. Above all, it is **DEPENDABLE**.

"As to cost — Air Express costs Dumont *less* than other air services would, by thousands of dollars per year! For instance, on our regular shipments

to Detroit, other services cost 37% to 337% *more* than Air Express. And we can't duplicate the service at any price!

"The Air Express people have carried upwards of 50,000 shipments for Dumont in the last four years. Their ability to trace shipments — especially when being shuttled between stations — is almost uncanny! It has helped us out in many an emergency.

"It pays to specify Air Express — in more ways than one!"



AIR EXPRESS

GETS THERE FIRST

*Division of Railway Express Agency
1952 — our 25th year of service*



Advertisement

From where I sit by Joe Marsh

No Longer Two Sides to This Question!

Ever seen those two-family houses they have in some places—with separate front doors and porches—side by side? My sister owns half of one and lives in it, near Philadelphia.

Nice little frame home. Only Sis painted her half brown and the other family always painted theirs green. Ruined the effect—but for years neither family ever thought of suggesting that they both decide on a common shade.

Now Sis writes that their two-toned home is no longer. "I mentioned we were going to repaint," she says. "And they said let's get a color we *all* like. So we did. A nice shade of gray for both sides."

From where I sit, so often when there's a difference of opinion it's best to sit right down and work things out (like when our volunteer firemen decided to serve both lemonade and beer at their annual picnic last month). Don't let prejudices "color" your opinion of your neighbor. He'll probably be quite as open-minded as you are.

Joe Marsh

Copyright, 1952, United States Brewers Foundation

Our Respects to

(Continued from page 60)

matches, wrestling and major league baseball.

On the subject of 10 watters, Mr. Harrison will never forget the time he phoned Orestes Caldwell of the old Federal Radio Commission and requested a power increase. The following day he received his reply in a telegram addressed to "General Harrison" at the Federal Reserve Bank. Mr. Harrison often wonders if Mr. Caldwell misunderstood or whether the telegraph company inadvertently changed "Gerald" to "General." At any rate, the wire authorized an increase to 100 w.

In 1928, Messrs. Harrison and Wheeler became multiple-station operators with the purchase of WBET for \$5,000. They transferred the outlet to Lexington, changed the call letters to WLEX, did some extensive promotion, and in 1930 sold the station to John Shepard for \$125,000. During the two-year ownership of WLEX, Mr. Harrison recalls that they experimented with television, using a whirling disc with concentric holes.

Joins Yankee Network

Needless to say, Mr. Harrison had forsaken banking by that time and at that point joined Mr. Shepard's Yankee Network as director of station relations. When Mr. Shepard bought WLEX, he moved it to Boston and, as WAAB, it became the key station of a second regional, the Colonial Network. Mr. Harrison was director of station relations for Colonial too.

Because Yankee and CBS needed a link in Springfield, Mr. Harrison persuaded his friend, A. S. Moffat, to apply for what is now WMAS. For Lowell and nearby Lawrence, they moved the 100 watter in Lexington to Lowell, increased its power to 250 watts and added a synchronous transmitter at Lawrence. Mr. Harrison left Yankee in 1944 to take a more active part in management of the stations of which he is now president.

When FM began to hit its stride after World War II, it found Mr. Harrison right in step. Mr. Harrison is convinced that FM has been a dormant giant which some day will come into its own as the ultimate in the broadcast art. Both WMAS-FM and WLLH-FM operate fulltime with full power.

Mr. Harrison was born Sept. 21, 1899, in Somerville, Mass. He attended Lawrenceville School in Lawrenceville, N. J., and was graduated from Yale U. in the 1920s. In 1931, he married the former Janet Hoch of Belmont, Mass. They have three children, Ted, who is a freshman at Yale, and Geraldine and Stanley.

As for hobbies, Mr. Harrison lists sailing, skiing and swimming. He is a member of the Advertising Club of Boston, the Radio Executives Club of Boston, the Radio Pioneers, Yale Clubs of Boston and New York, the Boston Yacht Club,

and is a past commander of the Crosscup-Pishon Post, American Legion, of Boston.

Mr. Harrison still finds time for an occasional hockey game. He doesn't mind buying the tickets now. But he's awfully glad he sought those passes back in 1926.

'CHAIN LIGHTNING'

NBC Expands N. Y. Plan

WNBC and WNBT (TV) New York's "Chain Lightning" merchandising plan for New York area supermarkets has been bolstered by the addition of more than 3,000 independent retail outlets to the some 1,800 chain markets already in the fold [B•T, Sept. 1].

In announcing this expansion last week, station authorities said the total outlets represent an estimated 75% of the \$2 billion food industry in that area. Under the plan, independent stores contract as members of the NBC Quality Group and thereby participate in a promotional program benefiting them and the stations.

Main points of the plan are:

(1)—The NBC Cookbook, printed by the Consolidated Publishers of Chicago, will be sold to members of the plan who, in turn, will place them on sale. Cookbooks are to be promoted on WNBC and WNBT programs to build up supermarket traffic.

(2)—NBC star talent, including Bob and Ray, Jinx Falkenburg, Faye Emerson, Morey Amsterdam and Herb Sheldon, will be available for supermarket openings.

(3)—The stations are planning a window poster service featuring "NBC Star Values," promoting WNBC and WNBT advertisers. Extra copies will have blank spaces for the local merchants to write in their specials.

(4)—Mat service with NBC performers' pictures and cartoons to dress up limited-budget ads will be provided local newspapers.

(5)—WNBC will present a half-hour radio show, starring Jane Pickens, promoting NBC Quality Group stores.

(6)—Members will be eligible to send employees to see previews of Hollywood movies and vote in "Movie of Month" promotion. WNBC and WNBT have a similar promotion plan with Motion Picture Industry Committee of Greater New York. [B•T, Aug. 18.]

NSSR Plans Workshop

NEW SCHOOL for Social Research, New York, will offer 18 workshops and seminars in communications, and in public relations, including courses in television writing, international communications and international broadcasting and television, beginning Sept. 24.

"Pitch changes are no problem with this new tape reel!"

Says Bob Pappin, Chief Recording Engineer,
Schmitt Music Company, Minneapolis, Minn.



NEW LARGE HUB on the "Scotch" Brand 7-inch professional reel produces a marked reduction in tension changes as tape is spooled off; this, in turn, reduces pitch changes remarkably. You can splice and dub from reel to reel with hardly noticeable changes in pitch. Timing errors are also reduced as much as 50%.

Diameter of the new hub is $2\frac{3}{4}$ ", compared with the $1\frac{3}{4}$ " diameter of standard 7" reels. This gives it approximately the same ratio of outside diameter to hub diameter as the standard NARTB $10\frac{1}{2}$ " metal reel.

Another feature of this new reel is the single small threading slot instead of the usual three. This minimizes mechanical distortion of the layers of tape nearest the hub.

**SEE YOUR DISTRIBUTOR FOR A SUPPLY OF
7" PROFESSIONAL REELS AND NEW
DRY LUBRICATED TAPE!**

A greatly improved tape to match this greatly improved reel!

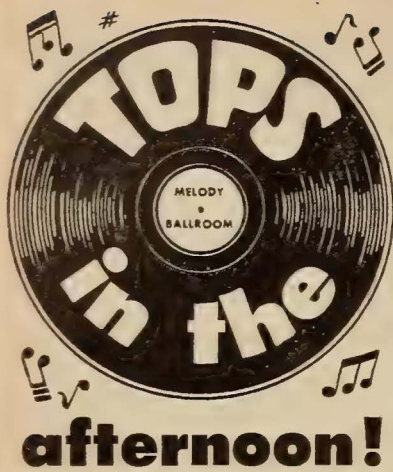
- **"DRY LUBRICATING"** process gives you a tape that practically eliminates sticking, squealing and cupping . . . a completely dependable tape that turns in a flawless performance in extreme conditions of heat and humidity!
- **THINNER CONSTRUCTION** allows a full 1200 feet of tape to be wound on the new reel despite its larger hub. Magnetic properties of this new tape are identical with "Scotch" Brand 111-A, the industry's standard of quality.
- **100% SPICE-FREE!** Tape supplied on the new 7" professional reel is guaranteed to be completely free of splices.
- **GUARANTEED UNIFORMITY!** Output variation of tape wound on the new 1200-foot reel is guaranteed to be less than plus or minus $\frac{1}{4}$ db at 1000 cps within the reel, and less than plus or minus $\frac{1}{2}$ db from reel to reel.



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



REG. U.S. PAT. OFF.
SCOTCH
BRAND
MAGNETIC TAPE



MELODY BALLROOM

WFBR crack disc jockey show—is the No. 1 radio record show in Baltimore in the afternoon!

Looking for a participation show you can brag about, instead of having to justify? WFBR's home-grown Melody Ballroom carries more audience than any other afternoon radio record show—more than high-cost TV shows! Make sure your radio dollar's well spent in Baltimore—buy Melody Ballroom on WFBR. Just ask your John Blair man or contact any account executive of . . .

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE, MD.

WAAB SALE

FCC Approval Asked

SALE of WAAB Worcester, Mass., by Bruff W. Olin Jr. for approximately \$160,000 to Wilson Enterprises Inc., was reported last week as transfer papers were filed for FCC approval.

Wilson Enterprises, former licensee of WCNT-AM-FM Centralia, Ill., is owned by George F. Wilson and his wife, Kathleen. Mr. Wilson formerly was commercial manager of WCFL Chicago.

Wilson Enterprises has pending a television application for uhf Channel 14 at Worcester and, according to the transfer application, plans to amend this request and consolidate it with the pending television application of Olin Corp. for uhf Channel 20 there after approval of the WAAB purchase. It is not known which channel will be sought then. Mr. Olin is sole owner of Olin Corp., WAAB licensee.

Mr. Olin, who will be retained by the new owner as consultant for a period of four years at an annual fee of \$8,280, has not announced future plans other than that he intends to rest in Florida for some time.

WAAB, assigned 1440 kc with 5 kw fulltime and now an ABC affiliate, is one of the oldest radio stations in New England. Operated for many years by the Yankee Network as a Boston outlet, WAAB was moved to Worcester in 1942. Mr. Olin purchased WAAB in 1950 from the Yankee Network.

Wilson Enterprises sold WCNT-AM-FM earlier this year to Southern Illinois Broadcasting Corp. for \$150,000 [B•T, May 26].

The WAAB sale was handled by Blackburn-Hamilton Co.

'FAIR' MEDIA

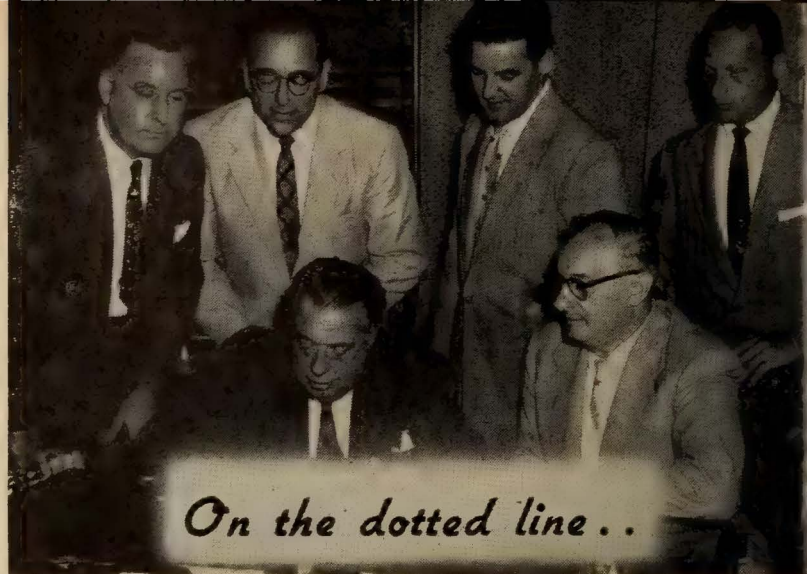
Urged by Truman

RADIO, TV, newspapers and magazines "have a great responsibility to be fair" in reporting political campaigns, President Truman told his Thursday news conference.

Singling out newspapers for criticism, he said he won in 1948 with only 10.3% of newspapers supporting him "and almost all the big circulation magazines were pro-Republican."

Authorizing direct quotation of his views, the President said, "If democracy is to work properly, the people must be able to read and hear not only the Republican story but the Democratic as well." He termed it "a rather pitiful situation—the small amount of political influence that the great free press of the United States has. Newspapers—especially daily newspapers—have become big business, and big business traditionally has always been Republican."

The President said he thought "fairness has been increasing" since Gov. Adlai Stevenson's speech criticizing newspapers, delivered a few days before in Oregon.



On the dotted line . .

COMPLETING commitments for *Famous Fights From Madison Square Garden*, new film series on DuMont TV Network (WABD (TV) New York), are (seated) Elias Lustig (l), pres. and bd. chmn., Adam Hat Stores, and Louis M. Cowen, Adam exec. v. p.; standing, Frank Moore, gen. mgr., Adam's retail stores; William Koblenzer, DuMont act. exec.; Shepherd Brandfon, acct. exec., Hirshon-Garfield, agency; Bob Lewine, agency radio-TV dir.



FOUR Los Angeles stations are sharing in \$60,000 TV spot campaign for Wonder Tray Co., Monterey Park—KLAC-TV KNBH (TV) KTTV (TV) and KNXT (TV). Dave Lundy (r), KLAC-TV sls. mgr., signs while George Francis (l), Wonder Tray pres., and Leonard H. Robin, acct. exec., Action in Adv. agency, look on.

DISCUSSING Sports with Sherman program on WBAP-TV Fort Worth are (seated, l to r): Karl Scharfenberg, owner, West Texas Appliance Co., sponsor; Jack Rogers, WBAP reg. sls. mgr.; Bud Sherman, WBAP sports editor; standing, Jack Guthrie (l), West Texas adv. mgr., and James McBride, McBride & Holmes, agency.



MUNTZ TV buys heavy schedule on WBT Charlotte, N. C., to introduce its line in that city. Don Adams (c), Muntz v. p. in chge. of sls., signs contract in presence of Jerry Colonna (l), Muntz TV stockholder, and Ben McKinnon, WBT sls. rep.

SANDRA Motors sponsors *All Star Hit Parade*, United Artists Pictures of Ill. Corp. property, on WBKB (TV) Chicago. Handling for auto firm are (l to r): Pat Banks, WBKB sls.; Sam Shatten, Sandra pres., and Larry Stein, Lawrence Adv., agency.

PACT for *Telenews Daily* on WFBM-TV Indianapolis is signed for third consecutive year by Indianapolis Morris Plan. On hand for ceremonies are (l to r): Tevie Jacobs, Jacobs Agency; William Kiley, WFBM-TV coml. mgr.; Gene Vaughn, stn. acct. exec.; Earnest Lee, IMP v. p., signing contract; Gilbert Forbes, show narrator and WFBM-TV news editor.



CANADA PREMIER

Private TV 'Considered'

CHANGE in Canadian government thinking appears to be under way on allowing independent broadcasters to operate television stations, Prime Minister Louis St. Laurent indicated at Vancouver. "The part to be played by privately-owned stations in extending national television services in Canada is being actively considered by the government," he said.

Only months ago Revenue Minister J. J. McCann had told the House of Commons at Ottawa there would be no independent TV station licenses issued in Canada until there was at least one government-owned TV station in each of Canada's 10 provinces.

Mr. St. Laurent told Vancouver citizens an early start is to be made on a TV station for their area, and also for the prairie and Atlantic Coast provinces. He said that at the next session of the Canadian Parliament the government would recommend a loan to the Canadian Broadcasting Corp. for three more TV stations.

For TV viewers the Canadian premier also had a few happy words, when he said there would be no TV receiver license fee for the remainder of the fiscal year, which ends March 31. He would not announce the amount of the annual license fee (CBC has suggested \$15), or if there would be a license. But he did say that those who look at CBC TV programs will have to pay for them, that the costs should not be financed out of the general Canadian treasury since all could not see them.

Dunton Forecast

Commenting on the premier's announcement, CBC Chairman A. D. Dunton at Montreal, said it may take up to two years for the three stations to go into operation. He intimated CBC may suggest a loan of \$3 million for the West Coast, prairies and Atlantic Coast stations promised by the Canadian premier. Sites, buildings and equipment must be planned and ordered after Parliament grants the loan.

Canadian independent broadcasters, through T. J. Allard, general manager of the Canadian Association of Broadcasters, Ottawa, welcomed the premier's announcement that private TV stations are under consideration, and said he hoped private stations "will not be surrounded by controls so stifling that provision of proper service will be impossible."

MEMBERS of the Japanese Embassy made their first TV appearance since the recognition of Japan by the U. S. when Tomiko Araki, daughter of the Japanese Ambassador, presented a group of songs on Ruth Crane's Modern Woman show on WMAL-TV Washington.

WMRO RENEWAL

FCC Grants Without Hearing

APPLICATION for license renewal of WMRO Aurora, Ill., without need of hearing was granted by the FCC in an order issued Sept. 4.

The Commission granted the renewal bid of WMRO Inc., licensee of WMRO with 250 w daytime on 1280 kc, after a favorable recommendation had been issued by FCC Broadcast Bureau Chief Curtis Plummer [B•T, Aug. 25, 18].

Earlier the Commission had set the application for hearing, later postponed, to determine whether WMRO had filed timely reports (ownership, financial, etc.) and had operated in compliance with FCC rules and engineering standards. WMRO acknowledged tardiness in filing some reports but said new office procedures had been adopted to assure greater attention. Engineeringwise, it had been charged with operating beyond signoff time on two occasions.

In announcing its order, the Commission noted that "the licensee is aware of its lack of diligence in the past" and "has taken steps to insure timely compliance with the Commission's rules and regulations in the future."

TREATY DRAFT

Copyright Protection Set

DRAFT of a new international treaty consolidating copyright protection in the free world was completed last week by representatives of 40-odd nations, meeting in Geneva, Switzerland.

Known as the General Universal Copyright Convention, the treaty is designed to assure in each country uniform protection for its own citizens and those of other countries. Literature, scientific and artistic works are covered.

The convention was drafted under auspices of the United Nations Educational, Scientific & Cultural Organization. Luther Evans, Librarian of Congress and U. S. delegate, said American ratification would require repeal of the clause in the present law limiting protection of English language books published abroad to five years unless the book also is published in the U. S. during that period. Universal minimum of 25 years protection is established.

Bar Assn. Report

THE TWO "outstanding events of the year were the lifting of the television 'freeze' and the passage of the McFarland Bill," according to the annual report of the Standing Committee on Communications of the American Bar Assn. The report, issued last week, covers highlights of FCC actions of the past year as well as relative highlights of the courts and Congress. It was submitted by Neville Miller, committee chairman, and Ben S. Fisher, Barmore P. Gambrell, Eugene L. Garey, John T. Quisenberry and Carl I. Wheat, Washington attorneys.



SHE'S GOT "CPM"



Coverage:

where it counts—in the 37 counties surrounding Atlanta with 313,320 radio homes.

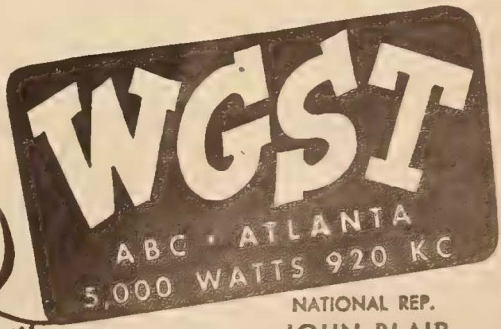
Programming:

the best availabilities in top locally produced shows featuring Atlanta's outstanding radio personalities plus the high powered ABC programs.

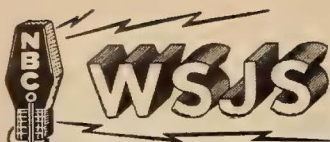
Merchandising:

our advertised wares to the consumer, retailer, jobber. An alert staff that makes certain each schedule pays off all down the line.

WGST is the winner everytime because she's got CPM.



NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
JAMES S. AYERS



Only **ONE** Station
DOMINATES

This
Rich
Growing
15-County
Market
with
Automotive
SALES
of
\$113,343,000*

* Sales Management, 1952
Survey of Buying Power.



AM-FM
WINSTON-SALEM
NBC Affiliate
Represented by:
HEADLEY-NECO CO.

air-casters



ERNEST WALLING, program manager, NBC-TV network, to WPTZ Philadelphia as director of programming.



Mr. Walling

WJPS Evansville, Ind., promoted to program director.

BILL LEWIS, production manager, **KRIZ** Phoenix, Ariz., promoted to program director.

RAY STEWART named executive producer, **WOI-TV** Ames, Iowa.

J. NEWTON YATES, Southern California music authority, to **KPOL** Los Angeles as music director. **JIM NARZ**, announcer-disc m.c., **WKLY** Lexington, Ky.; **JACK STANLEY**, announcer, **KFAC** Los Angeles, and **MALCOLM CLAIRE**, children's program producer, **WMAQ** Chicago, to **KPOL** in similar capacities.

MARK SHEELER, **KSJO** San Jose, Calif., to **KYA** San Francisco, for *Blues Chaser Club* program.

CHARLOTTE BRAINARD to **WBZ** Boston as continuity writer.

BILL ERVIN to **KARE** Atchison, Kan., as sports director.

IRVING CUMMINGS, motion picture producer-director, succeeds **WILLIAM KEIGHLEY** as producer-m.c. on **CBS Radio Lux Radio Theatre**.

LEW SIRIGAS, Ohio Adv., Cleveland, to **WHHH** Warren, Ohio, as promotion-publicity man. **LEN MOHN-KERN**, staff announcer, **WKST** New Castle, Pa., to **WHHH** in same capacity.

AL GOODMAN, art director, **KECA-TV** Los Angeles, elected to represent TV on executive board of Society of Motion Picture Art Directors. **SEYMOUR KLATE** and **CARL MACAULEY**, both **KECA-TV**, elected chairman and secretary of TV section.

JAY SOMMERS and **JOHNNY GREENE**, radio-TV comedy writers, set as regular writing team on **CBS-TV My Friend Irma**.

DORATHEA J. CHISHOLM, publicity director, **WBT** Charlotte, N. C., to **WIRC** Hickory, N. C., as continuity editor and promotion director.

LEE GERONI, traffic manager, **KPOL** Los Angeles, adds duties as women's director.

MIKE KIRMEYER, sports director, **KTUR** Turlock, Calif., to **KONG** Visalia, in same capacity.

AL DIKIAN, promotion manager for International Food & Home Shows, to **WBBM** Chicago as assistant to sales promotion director.

LARRY KRUPP, announcer, **WJW** Cleveland, appointed night supervisor of station operations there.

DAVID GROVER appointed program director, **KUSD** Vermillion, S. D.

VERNE PAULE, chief announcer,

ROLAND SPONGBERG to **WBEL** Beloit, Wis., to head new promotion-merchandising department.

REX KOURY, staff organist and assistant music leader, **ABC Western Div.**, promoted to director of music. He succeeds **BASIL ADLAM**, resigned to concentrate on presidential duties with **Bel Air Music Corp.**, Beverly Hills publisher of school band music. **MICKEY GILLETTE**, practicing lawyer and former saxophone soloist and conductor, **KNBC** San Francisco, to **ABC Western Div.** as staff contractor of musicians. He succeeds **JACK BUNCH**, who continues as staff musician.

WILFRED LOTT to **WLW** and **WLWT** (TV) Cincinnati, on public relations staff. **HELEN DALY**, secretary to **R. E. DUNVILLE**, president, appointed assistant to **GIL KINGSBURY**, public relations director.

DANNY THOMAS, star of **NBC-TV Colgate Comedy Hour**, awarded bronze plaque of appreciation by California Chapter of National Multiple Sclerosis Society for narrating 10-minute color TV film.

HARRY BABBITT, star of **CBS Radio Pacific Network Second Cup of Coffee Club**, named "Man We'd Most Like to Take Care Of" by Calif. State Nurses Assn.

NORM PALMER, m.c., **WBBM** Chicago, to **KMOX** St. Louis where he will have several shows of his own.

JUSTINE BRALEY, **WGN** Chicago production staff, and **J. James Naal** were married Aug. 30.

AGNES CAROL ODDO, accounting department, **ABC Hollywood**, and **Vincent J. O'Boyle** were married, Aug. 20.

(TENNESSEE) **ERNIE FORD**, star of **ABC radio Tennessee Ernie** and **KLAC-TV Hollywood Hometown Jamboree**, father of boy, **Brian Leonard**, Sept. 3.

AUDREY TOTTER, star of **CBS Radio Meet Millie**, and **Dr. Leo Fred**, Los Angeles physician, will be married this month.

ARTHUR BROWNE Jr., writer on **NBC radio Texas Rangers**, father of girl, **Theresa Christine**, Aug. 25.

News . . .

FRANKLIN BOND and **ARTHUR MILLNER** to news staff of **WHLI** Hempstead, L. I.

PAUL HARVEY, **ABC** news commentator, became first recipient of American Legion's annual radio award in recognition of his "continuing interest in the welfare of the American veteran."

JOHN A. GAMBLING, **MBS-WOR** New York commentator, father of girl, **Ann Bradley**, Sept. 6.

BERNIE GILLESPIE named news editor of **CHML** Hamilton, succeeding **RAY HILL**.

ABA MEETING

Scheduled for Oct. 9-11

ALABAMA Broadcasters Assn. will hold its annual fall meeting at the U. of Alabama Oct. 9-11, **T. E. Martin**, president-general manager, **WAPX** Montgomery, and association president, announced last week.

Henry Johnston, **WSGN-AM-FM** Birmingham, is program committee chairman. Plans include an Oct. 9 FM meeting with **John Smith**, director, FM Dept., **NARTB**, leading the discussion. **FCC Comr. Robert B. Bartley** is to address a luncheon Oct. 10. A **BAB** sales clinic also is scheduled for Oct. 10. A business meeting is slated for Oct. 11.

Gray Beaten

DISC JOCKEY **Barry Gray** was beaten by two men in New York Sept. 4 as he was walking to his car after his midnight-to-3 a.m. broadcast on **WMAC** New York. On his **WABD** (TV) New York program that night Mr. Gray said the attack might be result of his criticism of growth of Nazi-like activities in the Yorkville section of New York.

SERIES of 12 musical jingles on its products recorded by **Universal Major Elec Appliances Inc.**, N. Y., and available to dealers for sponsorship as radio spot announcements, according to **Morton L. Clark**, president.

Mr. Richard Bean
P&G Media Dir.
Danser, Fitzg.-Sampal, Inc.
New York City, U.S.A.

Dere Dick:

My boss hec jist figgered up th' total number of radio sets in our home county and he sez thet there are more here then all th' dailly newspapers plus the top ten magazines with 13,000 sets left over. Oucourse, thet jist goes to show thet peeples like radio. Accordin' to Mr. B.M.B. we regularly go into more homes then any other advertising mediam. To put a lotta Zest in your campanes, you shore cant do better then **WCHS** with 5,000 on 580. My boss sez them **Branham Boys** kin tell your peeples all th' facts about **WCHS** and howe it kin work fer you.

Yrs.,
Algy.

WCHS
Charleston, W. Va.

FOOTBALL SLATE

Stations Report Schedules

NEW ANNOUNCEMENTS were made last week on radio coverage of football games across the nation for the coming season.

ABC radio will cover a total of nine college games on its "Football Game of the Week," starting with the Ohio State-Indiana contest Sept. 27 and extending through Nov. 22. The games are being offered for cooperative sponsorship. Second game will be Kansas-Oklahoma. Full schedule has not been set; early-season performance will guide the scheduling of later games.

Under sponsorship of Miller High Life Beer and Atlantic Refining Co., WMGM New York will broadcast the entire official 12-game schedule of the New York Giants professional team. First game is the Sept. 28 Giants-Dallas Texans contest. The station also is broadcasting a number of Giants pre-season games.

WFIL Philadelphia reported Canada Dry Ginger Ale Inc. has signed to share sponsorship of broadcasts of the nine-game U. of Pennsylvania schedule, plus the Princeton-Dartmouth game Nov. 22. The Penn schedule starts Sept. 27. J. M. Mathes Inc., New York, is the agency.

WWJ Detroit will air the U. of Michigan football schedule, under sponsorship of the Chrysler Dealers of Metropolitan Detroit.

WCAX Burlington, Vt., reported it will broadcast 10 outstanding football games in which four Vermont institutions, U. of Vermont, Middlebury College, St. Michael's College and Norwich U., will participate. The radio schedule, which begins Sept. 27, will be sponsored by Vermont Structural Steel Corp.

WSIX Nashville, which reported sale of 168 quarter-hours of special sports features for the coming football season, will air U. of Tennessee games over the "Vol Network." The other features include several local and transcribed shows.

WKNA Charleston, W. Va., will carry the West Virginia U. schedule beginning Sept. 27. The broadcasts will be sponsored by Ashland Oil Co.

KOL Seattle announced it will air all Seattle high school football games for the season, including a Thanksgiving Day game when the Seattle champion high school team plays a visiting team. KING-TV Seattle will telecast a football jamboree Friday in which all eight local high schools will play 15 minutes each in a round-robin style game.

DETROIT Archdiocesan Council of Catholic Men has commended ABC and its owned stations WXYZ-AM-TV Detroit "for the generous contribution of its time and facilities in the presentation of *The Christian in Action*."

80%—Plus Collection

WBPZ Lock Haven, Pa., not only received \$12,000 in pledges during a polio cavalcade program Sept. 6, but set a high standard for collections and quick action. As listeners telephoned in pledges, members of the Bald Eagle Motorcycle Club drove to their homes, if in the city, and picked up the money. By Monday noon more than \$10,000 had been collected as result of Saturday night broadcast and stacks of mail still were unopened. Equipment was bought with funds Sunday morning and insect spraying was started only few hours after end of program, according to Harris Lipez, WBPZ general manager.

WRXW(FM) STOPS

Equipment Given WFPL (FM)

GEORGE W. NORTON Jr., president, WAVE Inc., licensee of WAVE-AM-TV and WRXW (FM) Louisville, announced last week that it discontinued broadcasting over WRXW.

Mr. Norton said that among other reasons, "Experience has shown FM not to be economically adaptable for commercial broadcasting, and WAVE Inc. feels it wiser in the long run to channel its investments, facilities and efforts into standard radio and television . . ." He added that WRXW is donating all its broadcast equipment to WFPL (FM) Louisville public library station.

Joins FM Network

WDRC-FM Hartford was scheduled to become the sixteenth station to join the FM network of WQXR New York yesterday (Sunday). Under the arrangement, WDRC will receive the hourly news bulletins and the music programs of WQXR. WQXR programs will be beamed directly from the station's transmitter atop the Chanin Bldg. in New York to Hartford for rebroadcast by WDRC-FM daily and Sunday from 3-11:06 p.m. The FM network organized by WQXR in 1950 now covers all of New York State, all of Connecticut, most of New Jersey, northeastern Pennsylvania, and the western part of Massachusetts.

Red Cross Series

THE AMERICAN Red Cross transcribed public service radio series, *Errand of Mercy*, now is available to stations in a new issue of 26 14½-minute human interest programs based on facts from Red Cross files. It may be obtained from local Red Cross chapters. Louis Graf, Hollywood, produced the series.

magnecorder

gives you all 3

1. true fidelity

Everything from the ultra-accurate recording of music and voices to the vibration of a mechanical part in a research laboratory — Magnecorder catches all of the sound, and stores it on tape for future reference. Frequency response: Flat from 50-15,000 cps \pm 2 db. at 15"/sec. tape speed. Exceeds 50 db. with less than 2% harmonic distortion.



2. convenient portability

Remote recordings are easy with Magnecorder. Lightweight and rugged, the amplifier is in one case and the mechanical unit in another — balanced for carrying ease.



3. exceptional flexibility

Any portable Magnecorder can be mounted in a standard 19" rack and combined with others for elaborate continuous recording systems. Console mountings are also possible due to Magnecorder's unit construction.



Write!

Magnecord, INC. DEPT. B-9

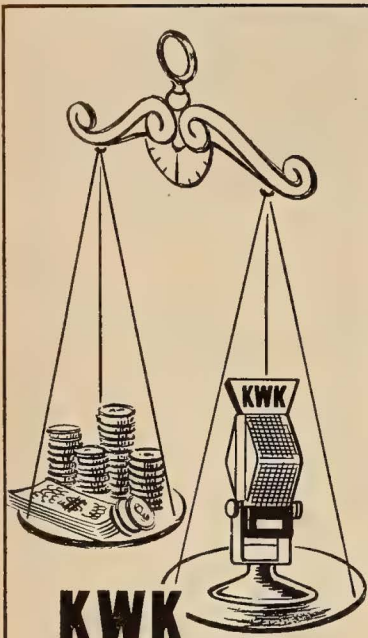
225 W. OHIO ST., CHICAGO 10, ILLINOIS

NAME
ADDRESS
CITY ZONE
STATE

for descriptive literature or refer to your classified telephone directory under "Recordings" for a demonstration.

TALL TOWERS MEET

Set for Sept. 29



KWK

...tips the scales
in your favor
...gives you
more for your
radio advertising
dollar.

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

Globe-Democrat Tower Bldg.
Saint Louis



Representative
The KATZ AGENCY

GENERAL meeting to discuss the recommendations of the working group committee on tall TV towers [B•T, Sept. 8] is scheduled for Sept. 29 at 10 a.m. in Room 2230 of FCC headquarters, Comr. Edward M. Webster announced last week.

Copies of the recommendations, formulated by an "ad hoc" committee which comprised representatives of the FCC, CAA, radio-TV broadcasters and aviation interests, were mailed to all who attended the initial meeting to discuss the problem last April [B•T, April 28].

Comments on the suggestions were requested by Comr. Webster by Sept. 22.

The impact of tall TV towers on air navigation arose earlier this year when the aviation industry foresaw what it believed to be thousands of 1,500 and 2,000-ft. towers springing up over the landscape.

Findings of the working group indicated this was erroneous. Almost 80% of the first 700 TV applications were found to specify towers less than 600 ft. in height. Only one application requested a tower higher than 1,500 ft.—and that was 1,585 ft.

The "ad hoc" committee recommended that present procedures governing approval of towers above 500 ft. be left as is. Only changes recommended are (1) an extension of specifications for painting and lighting high towers and (2) a set of criteria for minimum flight altitudes for planes operating on airways near which tall TV towers may be located.

Current Procedure

At the present time, broadcast applicants proposing towers higher than 500 ft. must secure regional airspace subcommittee approval. These subcommittees are composed of representatives of the CAA, military services, aviation interests and others.

The working group divided itself into subcommittees to take up various facets of the problem. The report of the subcommittee which studied the core of the question—whether there should be nationwide standards governing the erection of towers more than 500 ft. in height—is as follows:

The subcommittee, as a result of its study, doubts that general standards can be developed for use in special aeronautical studies which can be applied to all tower applications, for towers over 500 feet in height above the ground in a purely mechanical manner to determine whether or not a specific tower could or could not be approved from an air navigation hazard viewpoint. However, it is probable that guidance can be provided to the airspace subcommittees in working out television tower problems at specific locations. This idea involves the over-all consideration of aviation and television requirements at any given community

and a concerted joint effort to resolve any conflicts of interest that may exist. In general, airspace subcommittees would determine maximum heights of antenna structures in various areas surrounding a given community and would seek to minimize the hazard introduced by tall towers to the extent practicable in consideration of required coverage of the television stations. It is suggested that the following general guides be used, with the understanding that they in no way change or affect FCC Part 17, which requires special aeronautical study of antenna towers over 500 feet above the ground:

(1) All applications be handled in accordance with current FCC Part 17 and Airspace Subcommittee coordination and recommendation procedures.

(2) All tower applications involving proposed towers under 500 feet in height above the ground be considered on the same basis as they have been considered in the past.

(3) The airspace subcommittees make every effort to work with television applicants to recommend sites or areas within the community which will accommodate television towers 500 ft. and above in height. Whenever practical, the siting of towers in one, rather than several areas of a community should be encouraged by the airspace subcommittees. In order to assist in such encouragement the airspace subcommittees may recommend adjustment in aviation

use of the airspace, as may be required to permit the establishment and protection of high television tower sites. Towers of 1,000 ft. and above extend well into the altitudes normally used by small aircraft, and regardless of the day and night marking placed on them present some degree of hazard. Therefore, the airspace subcommittees must carefully evaluate the risks, difficulties and restrictions these towers will present to aviation operations of all types if approved. Encouragement should be given to selection of sites on tall buildings or located on well-defined landmarks when such location reduces the hazard element and is practical from a television and aeronautical point of view.

(4) The FCC table of assignments of television channels contemplates the use of very high towers to provide maximum coverage of the United States. The television industry in attempting to provide the service is expected to bid for channels and propose very high towers. Both the aviation and television industries must cooperate toward the end that neither industry is expected to accept unreasonable restrictions.

The subcommittee considered a suggested criteria concerning antenna towers over 500 feet in height located off of but in close proximity to existing airways, and concluded that this suggested criteria related solely to the establishment of minimum en route altitudes and there-

RADIO REACHES PEOPLE...

COVER the NASHVILLE MARKET*
with

WSIX

Celebrating A Quarter-Century of Service

*WSIX DELIVERS 53 BMB COUNTIES IN TENNESSEE AND SOUTHERN KENTUCKY... SELL THIS BILLION DOLLAR MARKET WITH WSIX!

Better Buy

NATIONAL REPRESENTATIVE:
GEO. P. HOLLINGBERRY CO.
ABC AFFILIATE • 5000 WATTS • 980 KC and WSIX FM 71.000 W 97.5 MC



fore were not pertinent for inclusion in Part 17 of the FCC rules. The intent of this suggested criteria would be implemented more appropriately if they were included in the CAA Aviation Safety Manual of Procedure governing the establishment of minimum en route instrument altitudes. Prior to publication they will be coordinated in the normal routine manner and the comments of the TV industry will be solicited. It was noted that neither Part 17 nor TSO-N18 includes criteria for the establishment of radio range, ILS, and VOR instrument approach procedures, nor do they relate to the establishment of minimum en route altitudes on the civil airways. The subcommittee recommends that the suggested criteria be withdrawn from consideration by the joint group and published by the CAA in the appropriate part of the CAA Aviation Safety Manual of Procedure.

In the painting and lighting specifications, the subcommittee extended details to cover towers above 500 ft., not now covered in Part 17 of the FCC rules.

Report Workers

The following people helped prepare the report of the working group:

Federal Communications Commission—John R. Evans, W. B. Hawthorne, John Doane, Noble C. Shumway Jr., John E. Wicker. Civil Aeronautics Administration—D. D. Thomas, L. R. Wright, R. H. Fletcher, Owen F. Thomas, C. J. Haney. U. S. Air Force—Col. J. J. McCabe, Lt. Col. Robert G. Carahan, Max Weinroth. U. S. Navy—Capt. R. G. Armstrong, Capt. H. P. Badger, Cmdr. W. F. Dawson. Civil Aeronautics Board—W. D. Markey, J. J. Quinn.

National Assn. of Radio & Television Broadcasters—Thad H. Brown Jr., Neal McNaughten, A. A. Church, Howard H. Bell. Federal Communications Bar Assn.—Fred W. Albertson, Arthur W. Scharfeld, John R. Carr. Assn. of Federal Communications Consulting Engineers—Robert E. L. Kennedy, A. Earl Cullum Jr.

Air Transport Assn. of America—R. G. Dinning. Air Line Pilots Assn.—Larry Cates. Airport Operators Council—R. C. Mayer. Corporation Aircraft Owners Assn.—Herbert O. Fisher. National Assn. of State Aviation Officials—A. B. McMullen, C. F. Cornish. Aircraft Owners and Pilots Assn.—Max Karant. Washington Airspace Subcommittee, Air Coordinating Committee—William A. Simpson.

RADIO VS. TV POLL Runs Dead Heat in Detroit

RADIO and video ran neck-to-neck in a poll of six Detroit women by the *Free Press* there, with the women answering the question: Which would you rather give up, your radio or your television set?

The three favoring radio were housewives and all agreed they liked radio because they could continue to do housework while listening.

The three who preferred television, including one housewife, said they liked TV because "it seems more real."

KITE HOOPER RIFT

Centers on Ad Campaign

A DISPUTE between C. E. Hooper Inc. and KITE San Antonio over a promotional campaign conducted by the station has resulted in the rating organization's cancelling KITE's subscription.

Heart of the dispute was a newspaper advertising campaign in which, according to C. E. Hooper, KITE urged readers to answer calls from telephone interviewers by saying they were tuned to KITE, and thus win \$5. Mr. Hooper claims Charles W. Balthrope, station manager, admitted the objective of the promotion campaign was to influence the Hooper survey.

Mr. Balthrope contends that "we believe Mr. Hooper was drawn into invoking cancellation on us by the other subscribing stations," and that the dispute started when KITE, in a letter to Mr. Hooper on April 1, pointed out alleged inconsistencies in the survey and claimed deterioration in its service.

"Mr. Hooper has been aware of

everything we have done promotionally, and he has already published, without any comment, his San Antonio reports for June and July," Mr. Balthrope asserted. "If these figures were incorrect, why would he have published them?"

San Antonio Meeting

Mr. Hooper said: "I went to San Antonio on July 22 to meet with all subscribing stations, including KITE. The purpose was to persuade Mr. Balthrope to abandon this promotion. At the conclusion of an all-day meeting, Mr. Balthrope satisfied all of us that he was abandoning the promotion and

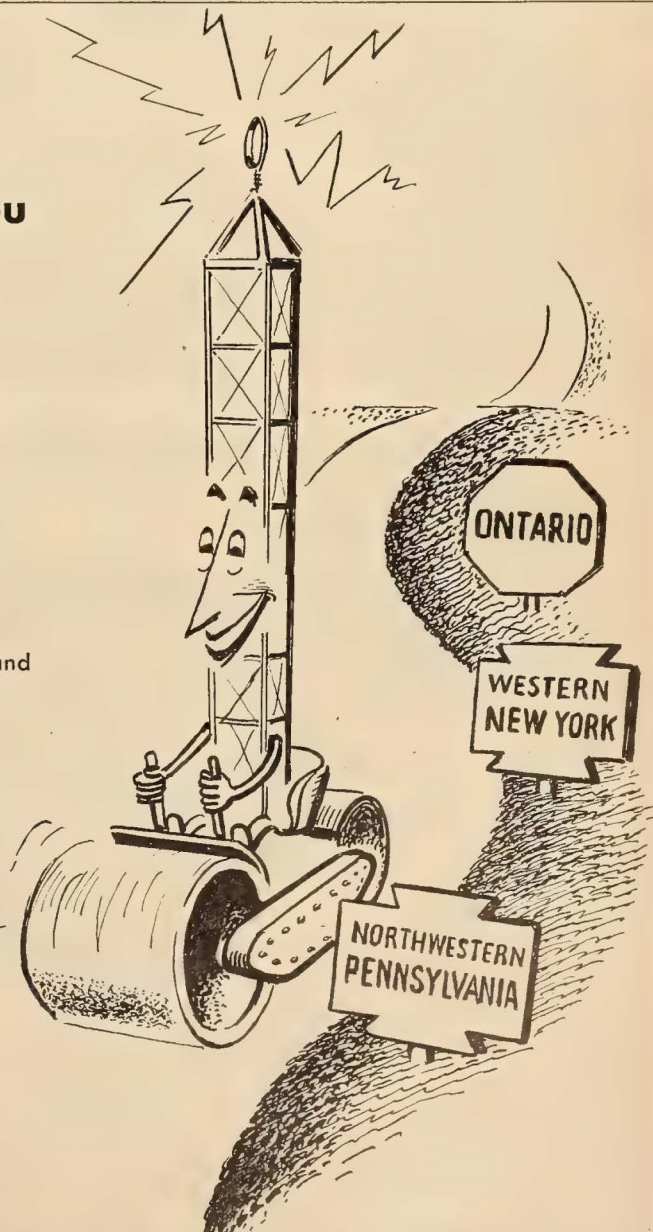
the meeting adjourned. The promotion was then renewed and I cancelled his subscription in line with company policy"

The ratings executive said his publication of the June-July report occurred after the July 22 meeting and was done to maintain continuity of record because he thought KITE had been persuaded to cease the promotion in question.

The station maintains that "the charges [in its April 1] letter have never been directly answered by Mr. Hooper although they state that he admitted 'wobbly ratings' and the need for larger samples in a later letter, copy of which was sent to all San Antonio subscribing stations by Hooper." Mr. Hooper said that in the July 22 meeting Mr. Balthrope was satisfied as to all "particular" complaints he had made in his letter.

Wherever you
Go there's
Radio

WGR flattens out advertising costs throughout Western New York, Northwestern Pennsylvania and in Ontario . . . for WGR is the most listened-to radio station in the Buffalo area.



CBS Radio
Network

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

JOHN T. TRAVER WSGW's Chief Engineer Dies

JOHN T. TRAVER, 30, chief engineer, WSGW Saginaw, Mich., died Sept. 4, reportedly of poliomyelitis, at Saginaw County Hospital. A native of Detroit, Mr. Traver went to Saginaw in September 1949 to set up WSGW facilities for the Booth Radio & Television Corp. He had served as chief engineer since. He was a graduate of the Detroit Institute of Technology.

During World War II, Mr. Travers served with Pan American Airways as a radio operator. He served in the crew which flew the late President Franklin D. Roosevelt to the Casa Blanca conference. Survivors include his wife, Virginia, and two sons.

Patent Award

AWARD for the best patent disclosure by engineers in its Electronic Tube Div. has been made by Westinghouse Electric Corp. Winner of the "Most Meritorious Disclosure" award (\$200) was Philip E. Volz, section engineer in the division. He submitted an entry dealing with an improved method of increasing power and efficiency of high frequency generating tubes for radar operation. Presentation was made by J. H. Findlay, manager of power and special tube engineering. Mr. Volz has been in the Electronic Tube Div. since 1951.

C. P. BOGGS, vice president-director of manufacturing, Sylva Electric Products Co., to Brush Development Co., Cleveland, Ohio, as vice president in charge of manufacturing. **DOUGLAS C. LYNCH**, senior staff executive, Willys Overland, Toledo, to Brush firm as vice president in charge of sales.

HAROLD M. DETRICK, executive vice president-general manager, Magnavox Corp., with headquarters in Greenville, Tenn., to Television-Radio Div., Westinghouse Electric Corp., Metuchen, N. J., as manager of manufacturing.



Mr. Detrick

& Benn Inc., Chicago, marketing consultant firm.

SPONSOR COORDINATING AGENCY, N. Y., opens West Coast headquarters at 197 N. Canon Dr., Beverly Hills, with **BON JOHNS** transferring as manager. Firm coordinates store-wide promotion with clients' radio-TV programs.

allied arts



FREDERIC G. BERNER and **RUSSELL S. TATE Jr.** elected vice presidents of Market Research Corp. of America, N. Y.

LEON A. WORTMAN, director of advertising and sales promotion, Audio & Video Products Corp., N. Y., to Fine Sound Inc., Tomkins Cove, N. Y., as general manager.

STANLEY BERNSTEIN, owner of Aercro Engineering Co., Peoria, Ill., elected executive vice president and appointed general manager of Electrical Tower Service Inc., same city.

CRANE PUBLICATIONS, Hollywood, BMI affiliate music company, moves to 6000 Sunset Blvd. **EDDIE TRUMAN**, staff musician, ABC Western Div., heads firm.

ROBERT J. WADE, executive coordinator of TV development for NBC-TV, to P. J. Rotondo Co., N. Y., commercial set building firm, as production director.

JERRY HORWIN resigns at Nat Goldstone TV Productions to open offices in Beverly Hills as consultant on TV materials and properties.

LESLIE G. KENNON, former news editor at KWTO Springfield, Mo., to UP Bureau, Kansas City.

RAYMOND J. THOMAS, former professional baseball player, and **BERNARD MACKALL**, sales manager of Ledbetter Signs, Sacramento, to Frederic W. Ziv Co. as district representatives. Mr. Thomas will report to **TOM PRIVETTE**, Ziv southwestern division manager, and Mr. Mackall to N. L. Rogers, western division manager.

DELOS PARSONS, salesman for Randall Kriel Co. in Louisville and Southern Ohio, to Frederic W. Ziv Co., as district representative for West Virginia, eastern Kentucky and Ohio.

J. A. RENHARD, broadcast sales representative for RCA Victor's Engineering Dept., named field sales representative of same company for newly-formed territory in states of Washington, Montana and parts of Oregon, Idaho and Wyoming, with headquarters in Seattle.

BENN L. WEINER, general sales manager of the Robert D. Weiner Co., Providence, R. I., manufacturers' representatives of radio receivers, electronics devices and appliances, to TeleKing Corp., N. Y., as sales representative for Rhode Island and assigned territories in New England.

DR. CARL F. MOEN to Electro-Voice Inc., Buchanan, Mich., as senior engineer. **NORMAN FRIEDMAN**, **LYNN TALBOTT**, **JAMES WENDT**, and **FRANK JAMES** appointed junior engineers. **JOHN ENGLISH** named mechanical designer.

R. A. HUMPHREY, to Mycalex Corp. of America, Clifton, N. J., as engineer in research and development.

KAUFMANN - WASHINGTON Co., Washington, D. C., appointed distributor in that territory for Raytheon Television & Radio Corp., Chicago.

Equipment . . .

CONRAC Inc., Glendora, Calif., announces production of new "Tuner-Kleen'r" for installation in TV tuners. Unit continually cleans both rotating and stationary contact points for improved reception.

INSULINE Corp. of America, Long Island City, N. Y., announces availability to electronics parts distributors of counter display cabinet of TV servicing tools called "Tele-Bin." Box contains assortment of 165 various alignment and adjusting tools.

Technical . . .

CHARLES WARNER, engineer, WBKB (TV) Chicago, on leave of absence with Gov. Adlai Stevenson to serve as TV technical consultant during campaign.

NORMAN DUNCAN, engineer, KRNT Des Moines, appointed assistant to chief engineer, **CHARLES QUENTIN**.

GEORGE ARABAK, engineer, WBZ Boston, father of boy, Sept. 2.

CRAIG PICKETT, supervisor of engineering operations, NBC radio, Hollywood, father of girl, Susan.

STORM DANGERS

Stations Alert Listeners

WHEN the season's first hurricane whiplashed the Atlantic Seaboard and a tornado struck a state fair in Missouri, broadcasters performed their invaluable tasks of public service.

In the ebbing hours of August, violent winds swept in from the Atlantic and headed straight for Charleston, S. C. Staffers of WCSC Charleston kept listeners up to the minute on progress of the storm.

WMIT (FM) Clingman's Peak, N. C., 32.5 kw outlet, lived up to its public service potential when the hurricane hit the Carolinas' coast, 250 miles away.

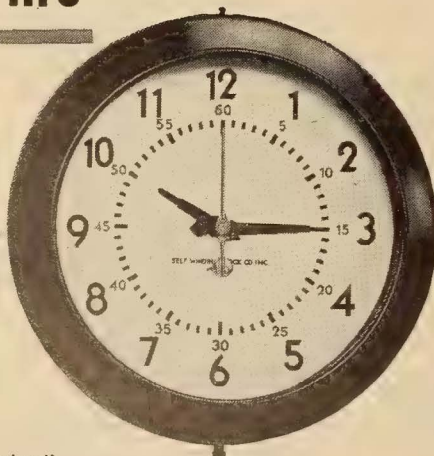
By the time the hurricane reached New York City, much of the storm's fury had been spent. Nevertheless, high winds swept away TV house antennas as though they were matchsticks. Metropolitan stations there kept their millions of listeners and viewers informed.

Halfway across the nation, stations in the Sedalia, Mo., area alerted the populace when a tornado struck the grounds of the 1952 Missouri State Fair there.

The tornado hit at 1:30 a.m. Aug. 21, after most morning newspapers had gone to bed. State policemen asked radio stations to warn listeners to keep away from the fairgrounds made dangerous by exposed live wires. Radio's opportunity to be of such service to the fair came in the year that the Missouri Broadcasters Assn. sponsored its first exhibit there. Luckily, the broadcasters exhibit was undamaged by the tornado.

This Clock gives you correct time

STYLE 37-15" S. S.
Sweep Seconds
Self-winding



- Can be Synchronized Hourly
- Unaffected by AC Power Failures (Self-Powered)
- Install Anywhere (AC Power Line Not Required)

One Clock or a Complete Synchronized Clock System

Independent broadcasting stations and the major networks rely on Self Winding Clocks for Dependable, Exact Time-keeping.

Western Union synchronization optional.*

Write today for full particulars and free estimate for recommended installation to meet your requirements.

*Naval Observatory Time

SELF WINDING CLOCK COMPANY, INC.

Manufacturers of Standard and Specially Designed Clocks and Clock Systems for more than 65 Years

207 WILLOUGHBY AVENUE

BROOKLYN 5, NEW YORK

Fans Honor WINS

BASEBALL fans have honored many ball players with a "Day" in the past, but New York Yankee fans have come up with a twist—a tribute to WINS New York in appreciation of home-and-away broadcasts of their favorite team. Saturday has been designated "WINS Day" by the fans and they will meet and talk with station personalities, including Jack Lacy, Martin Starr, Josephine Halpin, Charlie Stark and Jack Lightcap in pre-game ceremonies. A feature of "WINS Day" will be the awarding of gifts, including a European-type sports car and a trip to Bermuda, to the most popular Yankee player selected in a station poll of its listeners.

NBC RADIO STARS
Program, Column to Promote

NBC RADIO is promoting its programs and personalities on a new weekly series, *Radio City Previews* (Fri., 10:35-10:45 p.m. EDT) and in a twice-weekly paid column of the same title to run in newspapers across the country. Debut of the radio show was set for last Friday and the column for tomorrow (Tuesday).

A newly-created NBC personality, Bob MacKenzie (not an actual person), will headline the radio program and write the newspaper column. He is described by NBC radio officials as "the man who knows all about NBC radio programs and stars" and as "the embodiment of the network's new concept of radio promotion—the NBC salesman who will give listeners inside information and interviews with the stars of those programs."

Plans for the MacKenzie promotion were formulated by Jacob A. Evans, NBC director of advertising and promotion, and Clyde L. Clem, supervisor of radio audience promotion. They noted that the value of the plan lies in its timeliness and close integration between the radio series and newspaper columns.

To back up the weekly show and the columns, which will be rotated so as to cover every day of the week and every show on the network, NBC radio will schedule MacKenzie spot announcements several times daily.

Credits on *Radio City Previews* include: Bob Haag in the role of MacKenzie; Parker Gibbs as director, and Jack C. Wilson as writer.

BROCHURE outlining methods of increasing company prestige and adding advertising impact through effective check design has been prepared for radio-TV industry by Todd Co., Rochester, N. Y., check manufacturer.

BAB MEMBER MEET
Set for Mid-November

ANNUAL MEMBERSHIP meeting of the BAB probably will be held about mid-November in New York, President William B. Ryan reported last week after meetings of the executive and finance committees.

The date was placed tentatively at Nov. 10 or 11, but is subject to change if it proves conflicting with other major meetings of broadcasters. This is the annual meeting required by BAB's constitution and by-laws, and is not to be confused with the convention traditionally held during NARTB's.

The committee meetings, held Monday, were attended by President Ryan, BAB Board Chairman Charles C. Caley of WMBD Peoria, and the following committeemen:

Finance Committee—John Patt of the Goodwill stations, chairman; Kenyon Brown, KWFT Wichita Falls, Tex.; Joseph Baudino, Westinghouse stations; H. Preston Peters, Free & Peters, and Adrian Murphy, CBS Radio. Executive Committee—Edgar Kobak, chairman; William B. Quarton, WMT Cedar Rapids; Robert D. Swezey, WDSU New Orleans; William Finestriber, Mutual; and Hugh M. Beville, NBC (representing John Herbert, NBC).

LUCKY STRIKE
Sets College Campaign

AMERICAN Tobacco Co., New York (Lucky Strike cigarettes), will sponsor a daily newscast and a sports and music show (Mon.-Fri.) on 50 college radio stations during the school year, with scripts by station staffs.

United Press news teletype machines will be installed in each station. The Lucky Strike schedule is the first large scale venture by a cigarette firm into college radio and is in addition to the company's extensive campaign in college newspapers and sports programs. BBDO, New York, is the agency.

Alert Equipment

ELECTRONIC signalling equipment for automatic control of civil air raid warning instruments will be supplied to police radio stations throughout Delaware by General Electric Co., the firm has announced. Equipment produces tones which are useful to special civil defense radio receivers connected to air raid warning devices. Receivers activate the devices to produce standard warning signals prescribed by the Federal Civil Defense Administration. Twenty radio receivers already have been ordered, with prospect of more than 200 throughout the state.

CBS Radio *December Bride*, created-produced-directed by Parke Levy, is scheduled for fall season, starting Sun., Oct. 5, 6-6:30 p.m. (EST). Program, preceding *Our Miss Brooks*, stars Spring Byington, Hal March and Doris Singleton. TV version is in preparation.

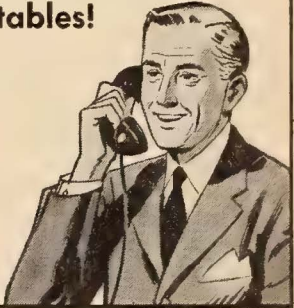


NEW!
Fairchild
3-Speed
Turntable

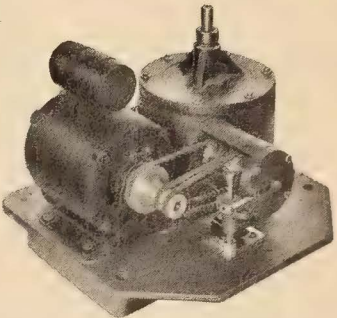
It's the only one with
a built-in synchronous
drive for
ALL
3 SPEEDS!



...and costs less than
other professional
turntables!



Operates quietly...no
turntable
vibration or
rumble!



Geared belts and geared pulleys insure accurate timing for all 3 speeds.

It's a Fairchild exclusive! The new Model 530 Turntable has the *only* synchronous drive integrally designed and built for three speeds. No attachments, no kits are necessary. It reaches *stable speed*—less than 1/2 revolution at 33 1/3 without overshooting. Offers *guaranteed accurate timing* within limits of AC line frequency. Turntable rumble and vibration are practically non-existent.

And . . . the new Fairchild Model 530 *costs less* than other quality turntables. Bulletin PB10 contains complete data on Fairchild's new, wide-range line of playback equipment. Write for your copy.

FAIRCHILD RECORDING
EQUIPMENT

154TH STREET & SEVENTH AVENUE, WHITESTONE, NEW YORK

How to sell a bank ...via radio *

These banks are sold on radio because they sponsor
Fulton Lewis, Jr.

NAME OF BANK	LOCATION	STATION
Covington County Bank	Andalusia, Ala.	WCTA
First National Bank	Anniston, Ala.	WSPC
Dothan Bank and Trust Co.	Dothan, Ala.	WAGF
Traders & Farmers Bank	Haleyville, Ala.	WJBB
American National Bank & Trust Co.	Mobile, Ala.	WABB
Burns National Bank	Durango, Colo.	KIUP
Colorado Savings and Trust Co.	La Junta, Colo.	KBNZ
Security Trust Co.	Wilmington, Del.	WAMS
Florida National Bank	Lakeland, Fla.	WONN
First Trust and Savings Bank	Davenport, Iowa	KSTT
Continental American Bank & Trust Co.	Shreveport, La.	KENT
Jackson City Bank	Jackson, Mich.	WKHM
First Peoples State Bank	Traverse City, Mich.	WTCM
Commercial National Bank and Trust Co.	Laurel, Miss.	WLAU
American National Bank	St. Joseph, Mo.	KFEQ
Fremont National Bank	Fremont, Neb.	KFGT
Chase National Bank	New York, N. Y.	WOR
Union Trust Company of Shelby	Shelby, N. C.	WOHS
City National Bank and Trust Co.	Columbus, Ohio	WHKC
First National Bank	Ironton, Ohio	WIRO
First National Bank	Chickasha, Okla.	KWCO
Union Bank of Erie	Erie, Pa.	WLEV
Northern Bank of Tennessee	Clarksville, Tenn.	WJZM
Carter County Bank	Elizabethton, Tenn.	WBEJ
National Bank of Commerce	Jackson, Tenn.	WDXI
Laredo National Bank	Laredo, Texas	KUOZ
Peoples National Bank	Tyler, Texas	KGKB
Waggoner National Bank	Vernon, Texas	KVWC
American National Bank & Trust Co.	Danville, Va.	WDVA
Peoples National Bank	Aberdeen, Wash.	KXRO
Flattop National Bank	Bluefield, W. Va.	WKOY
Merchants National Bank	Montgomery, W. Va.	WMON
First National Bank	Rhineland, Wis.	WOBT

Currently sponsored on more than 350 stations by 752 local advertisers, Fulton Lewis, Jr. offers a tested means of reaching customers and prospects. There may be an opening in your locality. Please check your Mutual outlet.

* For copies of material showing actual results,
use this coupon.

Cooperative Program Department
Mutual Broadcasting System, Inc.
1440 Broadway, New York 18, N. Y.

Please send data on Fulton Lewis, Jr.

Name.....
Company.....
Address.....
City..... Zone..... State.....

ANCHORED VOA

'Courier' Programs Begin

REGULAR schedule of Voice of America programs in nine languages was begun Sept. 7 by the U. S. Coast Guard Cutter *Courier*, the State Dept.'s first sea-going radio relay station.

The cutter station will transmit nearly six hours of programs daily in medium and shortwave, some of them to the Soviet Union, others to the Near and Middle East. Station is equipped with a 150 kw medium and two 35 kw shortwave transmitters.

The ship has been operating on a test basis in recent weeks since it anchored at the Greek Island of Rhodes in the Eastern Mediterranean. Earlier it had visited other ports. Rhodes operation is provided under a site and frequency agreement between the U. S. and Greece.

Reports received by the State Dept. indicate wide broadcast coverage and promise of increased penetration "of the electronic curtain erected by Soviet jamming stations," according to Dr. Wilson Compton, head of the International Information Administration under which VOA operates.

RADIO-TV INTERNS

To Get Stanford Credits

UNIQUE "internship" during which students will work three months in a commercial radio or TV station is one requirement for the new M.A. degree in radio and television at Stanford U., according to Prof. Hubert Heffner, head of the university's speech and drama department.

San Francisco stations participating are KRON-TV KGO-AM-TV KPIX (TV) KSFO KCBS and KNBC. Students will work at stations fulltime without pay, moving from one department to another.

WCPS Opens FM Outlet

WCPS Tarboro, N. C., last week reported its new FM facility would supplement its AM operations beginning yesterday (Sunday). WCPS-FM, licensed with WCPS-AM to Coastal Plains Broadcasting Co., will operate from 6 a.m. to 11 p.m. on 104.3 mc with 10 kw effective radiated power, using Westinghouse FM equipment. Station's president is V. E. Fountain, and general manager, J. T. Snowden Jr. Lee Hodges, chief engineer, supervised the FM installation.

'Opry' Renewed

R. J. REYNOLDS Tobacco Co., Winston-Salem (Prince Albert pipe tobacco), has renewed *Grand Ole Opry* on NBC radio for the 1952-53 season, through William Esty Co., New York. Program originating at WSM Nashville, has been on air for nearly 27 years.

'PLENTY OF 20'S'

KIEV Marks Anniversary

TAKING the number "20" seriously during its 20th anniversary this month, KIEV Glendale, Calif., has inaugurated *Plenty of Twenties* for 20 days from Sept. 1.

KIEV has given each of the 20 participating sponsors a 20-minute segment of the 90-minute program, heard Mon.-through-Sat. Cash prize of \$20 or a \$20 merchandising certificate is awarded each day to the listener calling in the correct answer to a daily question concerning one of the advertiser's products.

In addition, the station has given each of the 20 sponsors a 20% discount on all daily spot announcements during the 20-day period. Cal Cannon is general manager of KIEV, which is owned by Cannon System Ltd.

WOV-GROCERS PLAN

To Boost 'English' Audience

WOV New York has launched a merchandising promotion plan in cooperation with 524 New York grocers, including the 133 Associated Grocers of Harlem, in a move to increase its English language listenership. The station in the past has stressed merchandising assistance to bolster foreign language listenership, with strongest cooperation on the heavy Italian language schedule.

The new plan spotlights the *Wake Up New York* early morning program and one of its star performers, Cecilia Violenes, dubbed "The Lucky Lady." The stores are displaying poster likenesses of Miss Violenes for several weeks; at the end of that time, "The Lucky Lady" will appear personally at each store. The first customer to identify her will receive a prize.

Lehrbas Post

APPOINTMENT of Lloyd A. Lehrbas, public affairs specialist with the State Dept., as special consultant to Gen. Matthew B. Ridgway in Europe, effective today (Monday) was expected late last week. During his service with the State Dept. he has been identified after the war with policy determinations involving the U. S. international information program, including the Voice of America.

JOHN C. BOWMAN, business representative, Publicists Guild, Hollywood, has completed an historical novel, *Isle of Demons*, to be published by Dial Press early next month.

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93,217
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