

## RADIO-TV PRAISED FOR ASSISTANCE IN REDUCING JULY 4 TRAFFIC TOLL

Both President Eisenhower and National Safety Council laud media which helped to keep traffic fatalities under expected total.

THE part radio and television played in keeping down the July 4th holiday traffic toll drew praise and thanks from President Eisenhower and the National Safety Council.

The President Wednesday expressed personal thanks to all media for their cooperation, noting that he had opened his news conference of the previous week with a plea for a safety drive over the holiday weekend.

The "great cooperation" by radio-tv networks and stations and other public information media was hailed by the National Safety Council as a primary factor in the substantial re-

duction of Independence Day traffic deaths from pre-holiday estimates.

In an exclusive statement to B•T last Wednesday, the Council lauded networks and stations alike for their use of caution messages in helping to cut down the traffic toll not only from that of previous years but far below that of the Memorial Day weekend. Council spokesmen also paid tribute to the Advertising Council for its cooperation, and singled out President Eisenhower's appeal for media support.

The official toll of 348 deaths was 82 fewer than the 430 predicted by the Council for

July 4th. For the first time, the July 4 toll was below that for Memorial Day in a given year.

The Advertising Council, utilizing two separate spot announcement allocations, called on advertisers to air messages on their network programs on July 5th when motorists were heading home from their out-of-town weekend, and urged pre-holiday announcements as well. Radio and tv networks along with stations were in the forefront of media which requested suit-



A PUBLIC SERVICE radio campaign for the weekend motorist has been launched by General Motors Acceptance Corp. on WJBK Detroit. The Friday through Monday morning schedule of spot announcements features up-to-the-minute traffic condition reports, safe driving and car care tips, and information on places to go in and around the Motor City. Working on the series' details are (l to r): Harry R. Lipson, WJBK-AM-FM-TV assistant managing director; William J. Kennedy, GMAC regional manager for Detroit, who supervises each week's format, and Clarence R. Watson, GMAC regional dealer relations manager for Detroit.

able material from the National Safety Council. Local outlets incorporated many of the spots into their news shows. The Ad Council also cooperated on a similar Memorial Day campaign.

Text of the NSC statement to B•T follows: The National Safety Council believes that the 4th of July traffic toll was almost 100 below its predicted 430 deaths because of greater cooperation by public information media.

The Council believes cooperation by radio and television networks and stations was more widespread during this holiday period than during any other. This participation was dramatized when President Eisenhower made an urgent appeal for help by the media at his press conference before the weekend holiday trek got underway.

The Council believes that the efforts made by the government, public officials, volunteer safety workers and public information personnel persuaded the drivers, themselves, to do a better and safer job of driving. It expresses the hope that the Labor Day toll will be similarly reduced—even far below the 348 deaths of this year's 4th of July toll.

This was the first time the 4th of July toll failed to exceed the Memorial Day toll of the same year.

### KCBH (FM) Goes on Air

KCBH (FM) Beverly Hills, jointly owned and operated by Arthur M. and Jean Crawford, proprietors of Crawford's Music Store, that city, started a regular eight hour daily broadcasting schedule June 30 from the site of the former KMGM (FM) Culver City transmitter on Breckenridge Peak, in Santa Monica Mountains. The station operates on 10 kw power, with 50 kw ERP, on 98.7 mc. Bulk of the equipment was purchased from KMGM, including the old transmitter building.

## Once Again



Once again, it's harvest time in Kansas. Despite earlier predictions of perennial crepe hangers, huge combines again sweep across billowing oceans of wheat . . . filling bins, elevators, and freight cars with golden wealth for *Our Folks*—the farm families of Kansas.

Long ago, advertisers learned that the surest way to get these wealthy families\* to ask for their product by name is to choose the station that has always been the day-in-day-out listening choice of *Our Folks* on the farm . . . WIBW.

\*58% above U. S. average  
Cons. Mkts. '53



**TOPEKA,  
KANSAS**

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