THE 1951 Iowa Radio Audience Survey*, just off the presses, reports the enormously significant fact that 98.4% of all Iowa homes are now electrified — that 99.5% of all Iowa's radio homes now have electric power!

Yet only 1.7% of Iowa's radio homes have electric dish washers . . . and only 2.7% have electric clothes driers!

Sales of dish washers and clothes driers are booming in the State, however. 41.7% more Iowa homes have dish washers now than in 1950 — 42.1% more now have clothes driers. And the surface has hardly been scratched!

This interesting opportunity is only one of many that any advertising man can find in the 1951 Iowa Radio Audience Survey. This authentic, dependable annual study has long been considered one of America's finest radio-research projects — a "must" for literally hundreds of leading advertising, sales and marketing men who are interested in radio in general, and the Iowa market in particular. A copy is yours on request. Write direct or ask Free & Peters, today.

The 1951 Survey proves again that WHO continues to be your best radio approach to the Iowa market. With its 50,000-watt, Clear Channel voice, its top-grade programming and its enlightened Public Service attitude, WHO is Iowa's greatest radio outlet — listened to by more Iowans night and day than any other station in the State.
THE RED RIVER RAMBLERS are a basic part of the line-up of local and live early morning shows on WHAS, tailored to draw and please the Kentuckiana audience. In this predominately rural area, WHAS has long supplied authentic farm information, up-to-the-minute news of the world, and folk music people in Kentucky and Southern Indiana want to hear.

At 6:15 A.M., the Ramblers entertain with fifteen minutes of old-fashion folk music... 7:15 brings "The Randy Atcher Show" with everyone's favorite, Randy Atcher, in the feature spot... and 7:45 is time for Janie Workman, attractive sweetheart of the Red River Ramblers, to sing and emcee another fifteen minute show with the Ramblers.

It is established as the strongest early morning programming of any radio station in the Kentuckiana area.

The Red River Ramblers include Shorty Chester, Bernie Smith, George Workman, Tiny Thomale and Sleepy Marline, twice National Champion Fiddler. Stars of the group are popular Randy Atcher and lovable Janie Workman.
WCOS
COLUMBIA, SOUTH CAROLINA
TAKES PRIDE IN
Announcing
THE
APPOINTMENT
OF
HEADLEY-REED COMPANY
NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO
PHILADELPHIA • DETROIT • NEW ORLEANS • HOLLYWOOD
AS
NATIONAL SALES REPRESENTATIVES
EFFECTIVE JANUARY 1ST 1952
To help stimulate the sale of Christmas Seals, WGAL-TV facilities were made available to the York County Anti-Tuberculosis Society. Officials explained the great work being done in the constant fight against “TB.” This important national endeavor is now in its 44th year. Prior to 1907 there was no organized effort to assist the victims of tuberculosis nor to carry on research in their behalf. Today, through the pennies secured from these bright little seals, tuberculosis has dropped from first to sixth place in the ranks of dread national killers.

Giving assistance to the work of the York County Anti-Tuberculosis Society, is but one example of the WGAL-TV year-round community service effort.

Pictured are Mrs. George Hay Kain, Jr. and Mr. John Lowry Ruth of the Anti-Tuberculosis Society of York County, Pa.

WGAL TV
LANCASTER, PENNSYLVANIA

Represented by
ROBERT MEEKER Associates • Chicago • San Francisco • New York • Los Angeles
SALE OF WMAW Milwaukee, to Lou Poller, owner WPWA Chester, Pa., and partner in WARL Arlington, Va., (Washington area), his brother-in-law, Cy Blumenthal, and Alex Rosenman, former executive vice president of WCAU Philadelphia and afterward with Official Films Inc., New York, consummated last week. Price in excess of $200,000, through Blackburn-Hamilton Co. Sellers, subject to customary FCC approval, are Clifford Randall, Milwaukee attorney, Ray Borchert, contractor, Uline Estate, and other minority holders. Mr. Rosenman to reside in Milwaukee and assume active direction.

As if to anticipate tug-of-war ahead, applicants or prospective applicants for TV are having tough time seeing certain individual members of FCC. Chairman Coy, among others, has adopted policy of refusing to discuss allocations involving individual markets and other Commissioners are following suit. One highly placed university president last week was unable to make engagement with Chairman Coy because of pendence of educational TV application.

FCC WON'T resume its consideration of step-by-step phases of new TV allocations until after it renews with full membership following New Year. Staff has been given assignments which will consume its time until then. No work regarded final until allocation task is completed—with target date remaining February 1.

WHAT'S CBS doing about rates? At this writing it's standing pat, presumably awaiting outcome of NBC approach on its new economic plan. CBS has announced it will await more detailed research, having been first network to subscribe to Ken Baker's Standard Audience Measurement Service.

WILL EDWARD L. NORTON, chairman of board of WAPI and WAFM (FM) and WAFM-TV Birmingham, and of WMBR-AM-FM-TV Jacksonville, continue as member of Federal Reserve Board? Highly successful as a practical business man member of board, he committed himself for one year but already is three months beyond that limit. It's reported he's been asked to accept presidency of U. of Alabama, but that he's likely to remain in Washington, although not in present post.

CODE conundrum facing NARTB-Television: How can subscribing networks show seal so non-subscribing affiliates won't get free ride?

JOB of enforcing code, incidentally, looming larger every day as problems multiply. Extensive legal safeguards will be thrown around seal to prevent any one from attempting to administer code getting serious study.

UNIQUE among Holiday Greetings: "Warmest wishes for an early spring—and TV thaw!" George Gillingham, Director of Information, FCC.

FORD MOTOR CO., through J. Walter Thompson.

105.7 MILLION RADIO SETS IN USE, CBS RADIO FINDS

Radio set sales during 1951 totaled 10,553,201, according to year-end review issued Friday by CBS, which also reports yearend total of 42.7 million radio homes in United States, increase of 800,000 over January 1951. Country's radios now total 105.7 million in use in homes, autos and other places, up 7.7 million during year. Only 3% of population is without radio at home.

CBS Radio network started 1951 with 196 AM and 95 FM stations; it starts 1952 with 206 AM and 85 FM affiliates. During first ten months of 1951, 103 sponsors paid it gross income of $58,249,713, more than half-million dollars more than comparable period of 1950.

Nielsen ratings, CBS reported, gave it 25 of 29 top-rated programs for week of Nov. 4-10; also showed CBS Radio with nine of top ten evening shows, three out of three in multi-weekly evening shows category, eight of top ten weekday daytime shows and three of Saturday daytime shows.

RONSON TO ENLARGE AD BUDGET IN 1952

RONSON ART METAL WORKS will have "advertising appropriations larger than ever" during months ahead, Alexander Harris, president, declared Friday. Commenting that "restricted supply of essential metals has induced us to use our heads," Mr. Harris reported that "we are coming through with beautiful lines, using metals at a minimum, other materials at a maximum."

"And while we keep the colors flying we intend to continue to beat the drums," Mr. Harris stated. "Our advertising appropriation will be larger than ever and we will continue to make such things as are worthy to tell the world about." Ronson currently advertises its cigarette lighters by sponsoring Hollywood Stars Over Stage 8, on CBS-TV, Sun. 9:30-9:55 p.m. and Star of the Family on CBS-TV, moving to alternate Thursdays, 6:5-9:30 p.m.

TWO ABC PROGRAMS PLACED ON CO-Ops BASIS

TWO ABC quarter-hour afternoon radio shows being made available for cooperative sponsorship, Mondays through Fridays, Cooperative Program Sales Manager Frank Atkinson announced Friday. Programs are Big Jon & Sparkie, children's half-hour show which on Dec. 31 will be cut to 15 minutes in 5:3-15 p.m. spot and which will become cooperative availability Jan. 7, and Marriage for Two, which on Jan. 14 moves from 4:15-15 p.m. to 3:3-15 p.m. and will be offered as cooperative program beginning Jan. 28.

In other program changes, Mark Trail returns to ABC afternoon schedule in 5-5:15 p.m. slot vacated by shortening of Big Jon & Sparkie, and They Neighbor's Voice goes into 4:15-30 p.m. period now occupied by Marriage for Two.

BUSINESS BRIEFLY

FERTILIZER ACCOUNT • Davison Chemical Corp., N. Y. (fertilizer), recommending limited spot schedule in radio to start after first of year. Agency, St. Georges & Keyes, N. Y.

HALO CONSIDERS • Colgate-Palmolive-Perot Co., N. Y. (Halo shampoo), considering spot radio campaign in scattered markets using five daytime spots per week. Agency, Sherman & Marquette, N. Y.

AGENCY RECOMMENDS • Charles W. Hoyt Co., N. Y., has recommended radio campaign for Kentucky Club Smoking Tobacco to parent Co., Mail Pouch Tobacco, Wheeling, W. Va.

GRIFFIN STARTING • Griffin Mfg. Co., Brooklyn (shoe polish), starting annual spot campaign in Florida in late January, following warm season around country. Agency, Birmingham, Castleman & Pierce, N. Y.

RENUZIT ADDING • Renuzit Home Products, Philadelphia, adding several markets to its spot and women participation shows, starting early January. Agency, McKee & Albright, N. Y.

LEVER ON ABC • Lever Bros., buying three quarter-hour TV spots on ABC-TV's Frances Langford-Don Ameche show (Mon. through Fri., 1-12 p.m.). Effective Feb. 5, firm will sponsor 12-12:15 p.m. segment Tuesdays, Thursdays and Fridays. Agency, N. W. Ayer & Son, N. Y.

GENERAL MILLS TV • General Mills has purchased 15-minute segment, Monday through Friday, on CBS-TV immediately following Arthur Godfrey's morning program, 10:30-10:45 a.m., effective first part of January. Product to be announced.

PERSONNA TO CONTINUE • Advertising of Persona blades will continue during 1952, audience weekly on ABC-TV's Frances Langford-Dona Mae show, announcement made by Mr. Kraus reported company's sales outlook for 1952 is even brighter than record made in 1951, its best year with nine times the volume obtained in 1950.

B&B ADDS TRIO

BENTON & BOWLES, N. Y., has added three persons to its publicity staff. They are Marian Read, formerly with National Assn. of Manufacturers, Patrick Sweeney, formerly with Dancer-Fitzgerald-Sample, and John Astengo, who joined Hollywood office and had been with Los Angeles Community Chest.

MBS 'GATOR COVERAGE

MUTUAL's coverage of 'Gator Bowl football game at Jacksonville, Fla., on New Year's Day will be available to MBS affiliates for local co-op selling, officials announced last week. Broadcast of game, Clemons vs. Miami, will begin at 1:45 p.m. (EST).
MULTITAPE ANNOUNCED BY RAWDON SMITH ASSOC.

NEW PROCESS of duplicating tape-recorded programs announced last week by Rawdon Smith Assoc., Washington, following years of development. Process described as adaptable to television, "also motion pictures.

Machine can turn out 40 copies of half-hour tape program in one hour without coupling two or more standard tape recorders under current techniques.

Co-developers of method are L. S. Toogood, Chicago, and Rawdon Smith, Washington, in consultation with W. H. Johnson, consulting engineer. Patent permits duplication described as indistinguishable from original tape, or even better if equalizing techniques are used to overcome flaws.

TEST PAY-AS-YOU-SEE

PERMIT to test its pay-as-you-see subscription TV system in Palm Springs, Calif., asked by International Telemeter Corp., in petition to city council. Telemeter would install special equipment to feed programs into desert community from KTTLA (TV) Los Angeles (Paramount Pictures subsidiary) via system of cable and antenna facilities costing over $100,000. Equipment installation would be ready by early fall. Paramount heavy stockholder in FTC.

CREDIT ROLE REVISED

TECHNICAL change in Regulation W governing consumer credit, reconciling provisions with Office of Price Administration changes, made by Board of Governors, Federal Reserve System. Maximum loan value percentages are unchanged, being 85% for household appliances, radios and TV.

MISS. STATION JOINS ABC

AFFILIATION of WAGB Greenwood, Miss., with ABC Radio network announced Friday by network, boosting ABC Radio affiliates total to 804. On 960 kc with 1 kw-D and 500 w-N, station is owned by Greenwood Broadcasting Co., with Cy N. Bahakel as general manager.

DALY IN CHICAGO

NEW office opened in Chicago at 135 S. LaSalle St. by Harry J. Daly, attorney, in consultation with Deer, Johnson & Zahler. Thomas J. Downa, head of firm, is specialist in corporation, tax and transportation law. Mr. Daly will continue office in Metropolitan Bank Bldg., Washington.

ABC TO CARRY AWARD

DINNER honoring football "Coach of the Year," Chuck Taylor, of Stanford U., will be broadcast by ABC radio network from Cincinnatí 10:30-11 p.m. (EST) Jan. 10. Harry Wicner, ABC sports broadcaster, will emcee broadcast and Scripps-Howard Columnist Joe Williams will present awards.

CALIF. DENIAL PROPOSED

INITIAL DECISION, denying by default application of Elwood R. Horwinski to as Radio Tahoe for 1240 kc with 100 w for Tahoe Valley, Calif., was issued by FCC Hearing Examiner Hugh B. Hutchison Friday. Denial was based on fact neither Mr. Horwinski nor counsel appeared when hearing was called Oct. 2.

In this Issue—

A BROADCASTING • TELECASTING special year-end survey finds radio business prospects for 1952 not only better but some gloomy prophets had been predicting but actually the best of all time. TV's future is unpredictable. Both media are riding the crest of the national economic wave. The survey begins on Page 34. For complete index to special features in the survey see Page 34.

Five advertisers are preparing big radio spot campaigns, Page 35.

Total gross billings of four national radio networks were $14,970,855 in October, according to Publishers Information Bureau, P&G was top network spender. Page 36.

Radio and TV turn over big chunks of time to reports of U. S. prisoners of war held by Communists in Korea. Page 37.

Associated Program Service will set up TV film operation to distribute Encyclopedia Britannica films and pictures owned by Films Inc., which has rights to 16mm films made by Warner Bros. and 20th Century-Fox. Page 47.

Dr. Roslow, chief of Pusse, issues scathing criticism of Chappell report that found low correlation between Pulse and Hopkins ratings. Page 48.

CBS-TV and NBC two owned TV stations become NABTV Television members. Page 49.

New York State Bar Assn. condemns broadcasting and telecasting of Congressional hearings like famed Kefauver crime committee sessions. Page 51.


Jurisdictional scrap by unions is shaping up at CBS Radio and CBS Television operations in New York and Los Angeles. Page 59.

Movie interests were enthusiastic frequencies for theatre TV. Page 56.

NBC-TV will increase network rates by 10% next July 1. Page 58.

Ab Schechter returns to NBC as general TV executive. Page 60.

Industry must take stand against personnel costs which will make profitable operation prohibitive, says Harold E. Fellows, NABTV president. Page 54.

Expansion of State Dept.'s broadcasting operations, with primary emphasis on TV services for foreign countries, seen as fresh possibility. Page 57.

Upcoming

Dec. 27-29: Canadian Copyright Appeal Board meeting, Ottawa.

(Other Upcomings page 35)
WREC IS THE Key TO A 2 BILLION DOLLAR BUYING POTENTIAL

Rate, Per 1,000 Listeners, Has Gone Down 10.1%
Compared With 1946—

RADIO REACHES FURTHER.
RADIO COSTS LESS.
RADIO DELIVERS MORE THAN EVER BEFORE

WREC
MEMPHIS NO. 1 STATION

Affiliated with CBS. 600 Kc. 5,000 WATTS
Represented by the KATZ AGENCY
"...countless thousands of shut-ins inspired!"

"Countless thousands of the sick, shut-ins and those who for some reason could not attend church have been inspired through this gracious consideration of the broadcasting hosts," says Rev. Gilmore, Exec. Sec'y, Denver Council of Churches.

For 15 years KLZ has withheld from sale Sunday morning 11:00 to 12:00 for exclusive use of Denver Protestant, Catholic and Jewish churches. KLZ provides the time, lines and facilities as a contribution to the religious life of its community.

The KLZ Church Hour is one of many KLZ public service participations in the community life of the Rocky Mountain West.

KLZ - 30 YEARS OF SERVICE

DENVER'S NO. 1 HOOPER STATION

5000 WATTS—560 KC
CBS RADIO

REPRESENTED NATIONALLY BY THE KATZ AGENCY

REV. HAROLD M. GILMORE
Denver Council of Churches

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington, D. C.
Telephone ME 1012

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WASHINGTON HEADQUARTERS

SOL TAISSOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. FRANK REED, Executive Editor; STAFF: John H. Kearney, Wilson D. McCarthy, John Oson, Keith Trantow, EDITORIAL, ASSISTANTS: Pat Kowalczek, Don Mortimer, Jean D. Stutz, Hilda Tuer, Nelle Yous, Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winsfield R. Levy, Assistant Advertising Manager; George L. Dunt, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadt, Betty Krebs, Doris Kelly; B. T. Taihoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOHN P. COSFOROVA, Manager; Doris J. Brechting, Ruth W. Davia, Grace Schorm, Elwood M. Snel, Clyde Eister.

NEW YORK BUREAU

488 Madison Ave., Zone 23.
P.O. BOX 6376; EDITORIAL: Rufus Crater, New York Editor; Florence Small, Agency Editor; Dorothy Munster, William Ruchti, Liz Thackston.

Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, Chicago 4, 5-6115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU

Tatt Building, Hollywood and Vine, Zone 28, Hollywood 38; David Gluckman, West Coast Manager; Ann August.

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

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 1938 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office
Copyright 1951 by Broadcasting Publications, Inc.

Subscription rates $7.00 for 22 weekly issues; BROADCASTING or TELECASTING Yearbooks $2.00 each additional if ordered with subscription. Add $1.00 per year for Canadian and foreign postage. Single copy 30c.
The bigger we grow the smaller we get!

1. Today, Union Oil Company does an annual business of over $250 million. This seems like a whale of a lot of business when you consider that back in 1910 (when we were 20 years old) we did an annual business of $12 million.

2. But back in 1910 there were only 468,500 cars in the U.S. and the average American used only one quart of petroleum products a day. Today there are over 44 million cars in the U.S. and the average American uses 1 9/10 gallons of petroleum products every day.

3. To supply this steadily increasing demand for petroleum products, long-established companies had to expand and many new companies have entered the field. As a result, competition has increased. In 1951 there were 4/5 times as many oil companies in the U.S. as there were in 1910—all in competition for your business.

4. Today we are among the nation's 100 largest corporations and are 20 times as big as we were in 1910. But here's the important point: 42 years ago we did about 23% of the oil business in the 5 western states— our major marketing area. Today, in spite of our growth, we do only 13% of the oil business in the 5 western states!

5. In view of all this, it seems rather strange to hear so much talk about bigness. Of course, individual oil companies are bigger. They have to be bigger to serve the bigger need. But the vast majority aren't as big in proportion to the total business as they were 42 years ago. In fact, they are getting "smaller" all the time.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1889

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil

BROADCASTING • Telecasting

December 24, 1951 • Page 9
ABBOTT KIMBALL, president Abbott Kimball Co., N. Y., elected chairman of board of directors. WILLIAM C. MATHEWS, vice president and director, elected president.

HENRY BOKHOF, EDWARD J. COLLINS, RAYMOND J. MAYWORM, copy supervisors, and JOHN B. BREUNIG, art director, elected vice presidents Foote, Cone & Belding, Chicago.

BUD GRANOFF elected vice president in charge of newly opened New York offices of Lohmeyer-Adleman Inc., Phila. JAMES S. MONTGOMERY appointed copy chief and member of plans board in Philadelphia headquarters.


---

**News Sense or Nuisance?**

Our 24-hour metropolitan beat coverage of Oklahoma City News has won many listeners for KOMA...and we see to it that it won't cost us anything.

You see, response to tests on our news, regularly comes from 29 states, less interested in Oklahoma affairs than the 101 thousand radio families in Metropolitan Oklahoma City.

A simple rule keeps our local news from becoming a nuisance to them. Not a word of important local news is omitted, not an unimportant word permitted.

The result is that KOMA news-sense has provided news programmed for Oklahoma, but enjoyed by a quarter of the nation! For details, contact nearest Averv Knodel man or

J. J. Bernard
VP and General Manager

---

**Miss Brady**

**Terri Brady's chief regret in life is that she "hasn't accomplished much."**

When you consider that the life of the be-dimples timebuyer of Raymond E. Morgan Co., Hollywood, has so far consisted of only 25 years, that in the 21st of those she started in advertising as a script girl and now, four years later, answers to the title of timebuyer for one of the West Coast's leading advertising agencies, that concern would appear to be unfounded.

The modest Miss Brady isn't wholly dependent on her talent, ambition and a love of advertising, either. Of no apparent handicap to her is the agency's 5' 10" of height, hazel eyes and long wavy brown hair that presents a most attractive picture to a hesitating client.

Accounts that Miss Brady represents regionally for the agency include J. A. Folger & Co., San Francisco (coffee); White King Soap Co., Los Angeles, which sponsor on an alternating basis the 15-minute Frank Hemingway newscasts, Monday through Saturday on the full Don Lee Network, plus the Arizona and Intermountain Networks, in addition to radio spots; Planter's Nut & Chocolate Co., currently participating on ABC Pacific Network Lucky-U-Ranch, a Raymond Morgan package; and the newly-acquired Victory Packing Co., Vernon (Calif.) (Thoro-Fed dog food, Kal-Kan horse meat), which currently is working on plans for radio and television on regional spot basis.

To do a thorough job as a timebuyer, one can't just be a timebuyer per se, Miss Brady says. One must be familiar with other media as well aware of the client's merchandising and production problems. All phases of these problems, she feels, must be taken into consideration to do a complete job in the particular media in which she is working.

A genuine native of Los Angeles, she was born Theresa Brady, June 11, 1926. Following graduation from John Marshall High School, Los Angeles, in 1943, she attended U. of California at Los Angeles, majoring in English. While attending the university, she satisfied a desire to get into newspaper reporting by working at the Los Angeles Examiner.

Later replacing this love with one for advertising which she thought would prove not only just
beat

FRANZ J. SERDAHELY, industrial copywriter A. E. Aldridge Assoc., Phila., named publicity director.


THOMAS M. PATTERSON ORGANIZATION, Phila., moves to new offices at 1715 Walnut St.

ROBERT GURVITZ, former associate editor Central Feature News, and ROBERT BUSH, senior editor General Electric News Bureau, named to public relations and promotion staff Cecil & Presbrey, N. Y.

CRAWFORD & PORTER Adv., Atlanta, Ga., elected to membership in American Assn. of Advertising Agencies.

JEROME H. SCOTT appointed account executive Guenther, Brown & Bernes Inc., Cincinnati. Mr. Scott was with Al Herr Adv., Milwaukee.

ROBERT H. ANDERSON, Moloney, Regan & Schmitt, N. Y., named account executive in TV department Free & Peters, Chicago.

LLOYD B. MYERS, vice-president Holst, Cummings & Myers Ltd., S. F., resigns as president of Art Directors Club of San Francisco. His successor will be named shortly.


JOHN K. CHURCHILL, associate research director in charge of media research and markets analysis Benton & Bowles, N. Y., resigns. His future plans are expected to be announced shortly.

ROGER F. MORAN, radio-TV copywriter and producer Young & Rubicam, Chicago, to creative staff Earle Ludgin & Co., Chicago.

H. VICTOR GROHMANN, president Needham & Grohmann Inc., N. Y., elected to board of governors for New York Council of American Assn. of Advertising Agencies, to fill unexpired term of WALTER WEIR.

CARL M. HEINTZ Sr., president Heintz & Co., elected chairman of board of governors of Southern California Chapter, American Assn. of Advertising Agencies. Others elected included LEE RINGER, president of Lee Ringer Co., vice-chairman; JACK PRIVETT, vice-president Mogge-Privett Inc., secretary-treasurer. Outgoing chairman is RICHARD C. FRANCIS, vice-president in charge of Pacific Coast for Campbell-Ewald Co.

DOROTHY M. HALLER, William H. Weintraub, N. Y., to Compton Adv., N. Y., as member of radio-TV copy department.

GEORGE PATTON, Roche-Eckhoff & Assoc., L. A., opens own agency, George Patton Co.

FRANK WOODRUFF, director of Bigelow Theatre productions for Young & Rubicam, resigns to do free lancing.

as interesting but perhaps more rewarding, she joined the Dan B. Miner Co., Los Angeles, as script girl. Within a year she had progressed to the timebuying department while still continuing her production duties on various radio shows. In 1950 she left that agency to join Walter McCreery Inc., Beverly Hills, in its radio and television department. In September of this year, she joined Raymond R. Morgan Co.

Still among the eligibles of the Hollywood glamour set, Miss Brady makes her home in Los Angeles. Though she lives pretty much on her own cooking, she would hesitate to recommend her work. Hobbies include her record collection, a rather sizable one that runs from classical to jazz; swimming; horseback riding; dancing, which she adores, and housework, which she feels she can live without.

Miss Brady also is a member of the Los Angeles Advertising Women Inc.
WANT TO TALK RADIO ON HILL?
New U. S. Sen. Seaton Will Be 'At Home'

IF ITS radio you want to talk about to Fred A. Seaton, Nebraska's new U. S. Senator to succeed Minority Leader Kenneth S. Wherry [BT, Dec. 17], Sen. Seaton will not be found lacking.

While essentially a newspaperman, as he told a news conference last week, he's also a newsman who has had his share of experiences before the microphone. He has holdings in both radio and newspapers. He is president of KHAS Hastings, Neb., of KMAN Manhattan (Kansas State College). Later he free-lanced covering football games for KMBC Kansas City and provided voice for network participations.

Radio legislation? Sen. Seaton answers that he can't help but give his attention to something he is interested in personally.

However, the Senate is not the career that the newly-appointed Senator expects to follow. He makes it clear that he accepted the appointment on the condition that he be permitted to step aside after one year (1966) and return to the radio-newspaper business.

ATTENDING spot radio clinic luncheon at New York's Biltmore Hotel Dec. 11 were (1 to r) Murray Grabhorn, managing director, National Assn. of Radio & TV Station Representatives; Fred Hague, George P. Hellingbery Co.; Robert Durham, general advertising manager of the Metropolitan Life Insurance Co., who was honored guest; Russell Walker, John E. Pearson Co., and Jerry C. Lyons, Weed & Co., and chairman of the spot radio clinic committee.

milestones

► KYA San Francisco celebrated its 25th year of broadcasting last Tuesday. The event was marked by a combination anniversary-Christmas party at the Fairmont Hotel, where the station now maintains its studios. Civic and business leaders in the area joined the station staff in celebrating the event.

► Informal party feted Raymond J. Lloyd on his 25th anniversary with WIP Philadelphia as a member of the station's engineering staff. Mr. Lloyd was honored by Benedict Gimbel Jr., president and general manager of WIP, on Dec. 1. Special cake with a large silver WIP microphone as a center piece, and a gift from the station highlighted the party for Mr. Lloyd.

► WIS Columbia, S. C., has awarded five-year-service pins to Frank Harden, program director; Ed Hodgens, transmitter engineer, and Jimmie Lee Wise, porter. Now 14 employees—36% of the staff—have been with the NBC affiliate five or more years.

► ON-THE-AIR festivities helped signify the second anniversary of WOAI-TV San Antonio Dec. 11 when the station presented a half-hour TV celebration featuring its own talent. Background set for program was an enlarged reproduction of T-Day formally proclaimed by Mayor Jack White two years ago when WOAI-TV became city's first video outlet. Concluding part of show featured NBC-TV stars on network programs. Ed Hyman acted as m. c. for local programs, produced and directed by W. Perry Dickey, WOAI-TV program manager. Station's promotion department sent to the trade a four-page, three-color souvenir program schedule in observance of anniversary.

THE NASHVILLE AUDIENCE WRAPPED 'SPECIALY FOR YOU

An average 30.1* share-of-audience makes WLAC the most-listened-to station in NASHVILLE

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<tr>
<th>Time of Day</th>
<th>WLAC STA. A STA. B STA. C STA. D STA. E</th>
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<tr>
<td>MORNINGS</td>
<td>28.8 18.5 9.7 23.7 0.8 17.4</td>
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<td>AFTERNOONS</td>
<td>32.5 17.3 9.4 6.1 1.2 31.4</td>
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<td>29.1 14.5 9.2 13.3 33.3</td>
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* BASED ON HOOPER RADIO AUDIENCE INDEX OCT. 1951

Page 12 • December 24, 1951
HOW TO GET TOP-OF-COUNTER POSITION in the Middle Atlantic market

Case history shows point-of-purchase exposure quadrupled by KYW “FEATURE DRUGS” advertiser

Recently, the manufacturer of an oral hygiene product began to use KYW’s “Feature Drugs” plan to promote sales in the Philadelphia area.

Before the “Feature Drugs” merchandising representatives went into action, the product was displayed on the counters of only 32 stores out of a group checked. Afterwards, the product moved to top-of-counter position in 94 additional stores.

Cases of multiple exposure increased from two to 122. Distribution jumped to 100 percent! That’s the kind of action you can expect when you participate in KYW’s “Feature Drugs.”

It’s more than a radio show... it’s a complete program of advertising, merchandising and sales!

You get point-of-sale contacts, handled by a group of experienced drug merchandisers. You get pin-point promotions in hundreds of leading stores, with distribution of literature and samples where appropriate. You get regular reports on distribution, out-of-stock conditions, package visibility, shelf positions, rate of sale, competitive situations. In fact, KYW’s “Feature Drugs” becomes a high-power extension of your own sales force in this important market! For availabilities and costs, check KYW or Free & Peters.

KYW PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

Westinghouse Radio Stations Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO – AMERICA'S GREAT ADVERTISING MEDIUM
reasons why
WISH is your best
buy in '52!

Full Merchandising Support

Integrated Promotion for every Advertiser

Follow-thru with wholesaler, retailer and customer contacts

Time-tested dealer-support program

Year-round success stories by the scores

Thorough Understanding of your particular Problem!

Wholehearted Cooperation down to the smallest detail

Owned and operated by Indiana people who Know and understand the great Indiana Market.

GET COMPLETE FACTS FROM YOUR BOLLING MAN — Or from WISH —
"The Station that never out-promises BUT ALWAYS OUT-PERFORMS"

WISH
INDIANAPOLIS
1310 Kc.

Represented Nationally by THE BOLLING COMPANY

new business

Spot . . .

McCormick & Co., Baltimore (spices and extracts), which ap-
pointed Cecil & Feshbrey, N. Y., a fortnight ago, is preparing a
radio campaign using minutes and participations, daytime only,
starting Jan. 1 in a number of markets for 39 weeks.

American Snuff Co., Memphis, to sponsor additional 13 Old Ameri-
can Barn Dance TV films as well as a re-run of entire series of 26.
Stations carrying the show, produced by Kling-United, Chicago, are
WAGA-TV Atlanta, WBTV Charlotte, WFMY Greensboro, WMBR Jack-
sonville, WMCT Memphis and WSM-TV Nashville. West End Brew-
ing Co., Utica, N. Y., will sponsor the program on four New York sta-
tions, WNBP-TV Binghamton, WGBB Schenectady, WSYR-TV Syracuse
and WKTV Utica. Sales were made by United Television Programs.
Agency for American Snuff is Simon & Gwynn, Memphis, and Harry B.
Cohen, N. Y., is agency for West End Brewing.

Network . . .

Planter Nut & Chocolate Co., Wilkes-Barre, Pa. (Planter Salted
Peanuts), starts sponsorship of Lucky U Ranch, Mon. through Fri.,
12:30-1 p.m., on ABC Radio. Agency: Raymond R. Morgan Co., Holly-
wood.

General Foods, N. Y. (Swansdown Cake Mixes, Instant Maxwell
House Coffee), to sponsor Claudia: Story of a Marriage on NBC-TV,
effective Jan. 6, in Sun. 6:30-7 p.m. period heretofore occupied by last
half of Hopalong Cassidy, which has been under General Foods spon-
sorship. Agencies: Young & Rubicam, N. Y., for Swansdown Mixes;
Benton & Bowles, N. Y., for Instant Coffee.

Miller Brewing Co., Milwaukee (beer), scheduled to sponsor Na-
tional Football League championship coverage when DuMont Network
carried Cleveland Browns-Los Angeles Rams playoff Sunday. Agency:
Mathisson & Assoc., Milwaukee.

Reynolds Metals Co., Richmond, to sponsor Dec. 29 simulcast of
Arturo Toscanini and NBC Symphony Orchestra on NBC-Radio-TV,
6:30-7:30 p.m. EST. Agency: Buchanan & Co., N. Y.

Campana Sales Co., Batavia, Ill., to sponsor Sunday News Special
with newsmen Ron Cochran over CBS Radio, Sun. 5:55-6 p.m., start-
ing Jan. 6. Firm also sponsors five-minute Saturday newscast on CBS

Colgate-Palmolive-Peet, Jersey City, renews sponsorship of three
half-hours of Strike It Rich on CBS-TV, 11:30-12 noon five times weekly
plus the half-hour nighttime version on Wed., 9-9:30 p.m. Agencies
for account are William Esty, Sherman & Marquette, and Ted Bates,
all of New York.

Agency Appointments . . .

E&CO Products Co., Chicago, names Dancer-Fitzgerald-Sample, same
city, to handle advertising for its Minute Mop division. Media plans
are being made now. Sewell Gardner, head of the Chicago office, is account
executive. Earle Ludgin agency, also Chicago, handles rest of account.

Victory Packing Co., Vernon, Calif., names Raymond R. Morgan
Co., Hollywood. Regional radio and TV spots planned.

Quaker Oats, Chicago, names Price, Robinson & Frank, Chicago, to
handle advertising on its macaroni and flour products effective Jan. 1.
Media plans are being made now. Vice President Robert Everett is
account executive.

Dan T. Cassidy, San Francisco, drapery dealer, appoints H. M. Leete
& Co., S. F. Radio will be used.

Airborne Flower & Freight Traffic Inc., with offices in 12
major U. S. markets, appoints Sidney Garfield & Assoc., S. F.
DOUBLE AWARD for KTUL RESULTS

☆ CLEM SPERRY, Advertising Manager, OKLAHOMA TIRE and SUPPLY COMPANY: "By our own study, we have found radio to be the BEST MEDIUM we can use, day in and day out, to sell all types of merchandise at the lowest possible cost per impact. KTUL has done a fine job for us."

Both OTASCO and CLARKE'S are consistent KTUL ADVERTISERS

☆ VIOLA NOBLE, Advertising manager, CLARKE'S GOOD CLOTHES: "Clarke's has sponsored the 10 p.m. news on KTUL nightly without a break for 13 years. We don't need a Hooper to determine what this program does for us."

THANKS TO THE "SUCCESS STORIES" OF THESE LOYAL SPONSORS, KTUL WON FIRST AND SECOND IN THE AUTOMOTIVE AND CLOTHING CATEGORIES, RESPECTIVELY, IN THE BAB "RADIO GETS RESULTS" CONTEST.

KTUL WAS ONE OF ONLY FIVE STATIONS IN THE NATION TO WIN TWO AWARDS — Plus an HONORABLE MENTION! KTUL IS THE RESULTS STATION IN TULSA!

KTUL CBS in TULSA

JOHN ESAU, Vice Pres.-Gen. Mgr. • AVERY-KNODEL, Inc., Radio Representative Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City
feature of the week

If you're interested in 1952...

Did you ever—

Try to build an ad around a piece of art?
It's like writing a spot from a sound effects start!
But now that we have him on the page this way,
Let's hear what Santa has to say.

"I've just stopped off at WRC,
Where the folks wanted to chat
with me.
They gave me a message to pass
on to you,
All your timebuyers, clients and office force too.

"You've all been so swell, the station folk said,
That we're eagerly awaiting the year ahead,
When we'll be ready to serve you once more
With the good radio buys we have always in store.

"The last thing I heard down in Washington
Was this parting word for each and every one—
"Thanks a million from all of us here,
Best wishes for Christmas and the New Year."

First in Washington
WRC
5,000 Watts • 980 KC

Represented by NBC Spot Sales

Page 16 • December 24, 1951

WANT to find your coverage?
KRLD-TV Dallas did and received the "right answer," according to W. A. (Bill) Roberts, assistant general manager in charge of sales for KRLD-AM-TV.

"Best way to get answers was to go to the grass-roots," Mr. Roberts reflected. Two months ago the station sent questionnaires to 750 dealers in North Texas who sell and service television sets. They were asked whether the picture and signal in the dealer's area was "good, fair or tertiary (occasional)."

A third of those questioned answered, and, KRLD-TV points out, showed "actual performance . . . enabled us to get a graphic breakdown of KRLD-TV coverage by counties, which has been translated into a map-picture, showing good, fair and tertiary." Also asked was whether the station's

Mr. Roberts (i) explains color map of KRLD-TV's coverage by counties to Clifton Blackmon, in charge of advertising and public relations, First National Bank.

increased power to 27.3 kw visual and 13.6 kw audio improved its performance. Over 90% of the returns, the station asserts, proved the power increase "definitely improved reception . . ."

strictly business

RALPH HENRY

He doesn't have to fight the "battle of the budget" when it comes to determining the advertising allocation for each year's operations—and this coming year he will direct the spending of more than $2 million. That's one of the unique features of Ralph Henry's job as advertising manager of the Florida Citrus Commission.

The main function of the Florida Citrus Commission, a state agency with headquarters in Lakeland, termed the "World's Citrus Center," is to advertise and promote the sale of Florida citrus throughout the U. S. and Canada. The

agency is J. Walter Thompson Co., New York, which maintains a Lakeland office for close liaison with the Citrus Commission.

Mr. Henry was named head of the Commission's advertising department last October because of his first-hand experience in the citrus industry as well as knowledge of the merchandising and selling value of radio, newspapers and magazines from an individual market basis.

Starting his career with the Florida Citrus Commission in the spring of 1942 at Cleveland, Mr. Henry through the succeeding years worked with citrus advertising and sales in Cincinnati, Philadelphia and New York. As director of the Commission's merchandising division for the past five years, he has directed the important tie-ins of fruit sales in individual markets with both national and local advertising placed by the Commission's advertising agency. He hired and trained practically every one of the Commission's 30 field representatives now working in northeastern, central, western, and Canadian markets.

Ralph McDougall Henry was born in Amesville, Ohio. He went to high school in nearby Athens and attended Ohio U. in that city, where he obtained a B.S. in commerce in 1918. A job in the merchandising (Continued on page 20)
"We believe this type of promotion (promoting Standard Oil's 'King Size Gas Buy') is excellent, and the dealers...have expressed their appreciation. Thank you again for this splendid cooperation."

—To Radio Station WMIN
St. Paul, Minnesota
From Standard Oil Company (Indiana)
Minneapolis, Minnesota

"To say thanks (for excellent results obtained from WKYW spot radio) is putting it mildly. Dollar for dollar expenditure, your station is getting the larger portion of our advertising from this date on."

—To Radio Station WKYW
Louisville, Kentucky
From United Vacuum Cleaner Stores
Louisville, Kentucky

**ANOTHER REASON WHY INDEPENDENT RADIO PAYS OFF FOR ADVERTISERS**

In one city, folks prefer hill-billy...in another, the choice is long-hair. Independent Radio programming caters to "home town" tastes...gives the folks just what they like...not whatever the network happens to supply. Result: Independent Radio builds listener loyalty...which, in turn, becomes product loyalty for Independent advertisers. It will pay you to schedule the leading Independent Radio Stations. Write to any AIMS station for all the facts.

**THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:**

WCUE — Akron, Ohio  WMIK — Miami, Florida
WBMD — Baltimore, Maryland  WMIL — Milwaukee, Wisconsin
WBNY — Buffalo, New York  WRDA — Nashville, Tennessee
WJMO — Cleveland, Ohio  WBOK — New Orleans, Louisiana
WWBO — Columbus, Ohio  WWSW — Pittsburgh, Pennsylvania
KMYR — Denver, Colorado  KXLA — Portland, Oregon
KCBC — Des Moines, Iowa  WXGI — Richmond, Virginia
WKY — Evansville, Indiana  KSFL — St. Louis, Missouri
WCCC — Hartford, Connecticut  WMIN — Minneapolis—St. Paul
WXSW — Indianapolis, Indiana  KNAK — Salt Lake City, Utah
WJH — Jackson, Mississippi  KITE — San Antonio, Texas
KLMX — Lincoln, Nebraska  WMIE — Minneapolis—St. Paul
WKYW — Louisville, Kentucky  WBBW — Youngstown, Ohio

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding independent station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP
Spot Removers

EDITOR:

...I appreciated...your editorial called "Blind Spot" [BTN, Dec. 10]. There is an amazing number of very smart people who are completely misled by the PIB figures and I have heard some fantastic statements made in speeches because of the omission of the spot revenue in the radio side of the picture. The whole thing seems especially ludicrous when you realize that, in the case of the newspapers, nearly all of the national business is actually spot business...

Kenneth H. Baker
President
Standard Audit & Measurement Services
New York

Pedal Pushers

EDITOR:

The worst automobile driver in the world knows that he has to step on the brake if he wants to stop. But how many accidents have been caused by a driver becoming panicky and tramping hard on the accelerator, or perhaps depressing the clutch instead of the brake pedal?...

In the period of uncertainty facing the radio industry today, how many of the men in the driver's seat are pushing the wrong pedals...

But which are the right pedals and which the wrong? Programming toward radio's only dramatic strong point, that is, developing the program of illusion, the creation of a picture in the mind, is, as any commercial program director knows, the right pedal. Rate-cutting, as any successful business executive except the radio executive knows, is the wrong pedal...

Blair Kelly
Staff Announcer
WGAL Lancaster, Pa.

Underprivileged Classes

EDITOR:

...For many years newspapermen have enjoyed rights and privileges not extended to radio and television newsmen. And you must admit, radio and TV newscasts are definitely here to stay. These rights and privileges are as follows:

Newspapermen are exempt from jury duty, but not radio and television reporters. Newspapermen may sue for damages for assault, but radio and TV newsmen cannot do so.

Official news releases to newspapers, but not to radio and television stations.

Local laws that will not permit radio and TV coverage of court procedure.

The right of newspapermen not to reveal the source of their story...a right denied to radio and TV news reporters...

Stuart Strand
News Director
WHO-TV Dayton

Posy

EDITOR:

Your YEARBOOK is most valuable in our work here at Fort Benning. We use it daily to locate radio stations to whom we send tape recording of voices of men who are stationed here. Without your YEARBOOK we would undoubtedly have difficulty in determining these stations. So you see it is invaluable to us.

Louie E. Holz
Capt. Inf.
Public Information Officer

Still Around

EDITOR:

Are you still publishing the magazine entitled BROADCASTING & TELECASTING?

T. D. Phillips
Instructor, Radio-TV
Fulton High School
Knoxville, Tenn.

Colonels All

CHICAGO radio staff of Free & Peters has been collectively named F & P "Colonel of the Year" for 1961. Honor is normally awarded to the individual who "combines sales achievements, company contribution and growth in personal stature to a truly notable degree," H. Preston Peters, president of the station representative firm explained Monday, when he presented the scroll of colonelcy to John A. Cory, vice president and midwest manager. No man combined these qualities sufficiently to earn the award in 1961, Mr. Peters said, "but the Chicago Radio Team has turned in a sales record far above 1950—that deserves some special recognition."
in this or any season, the Best news in Radio and Television......
department of a large mail order house, the Chas. Williams Stores, lured him to New York, where he pursued studies at Columbia U.'s School of Finance at night. Then Mr. Henry centered his managing and selling efforts on the Ford as manager for the F. R. Beasley Ford dealership in Nelsonville, Ohio, for 12 years and as partner in a New Lexington, Ohio, dealership for three years. He later was employed by the Good-year Tire & Rubber Co. in Cleveland when citrus suddenly became the focus of his attention.

Within 24 hours a representative of the Florida citrus agency hired him, telling him he would have to learn the grocery business, authorizing him to set up a Cincinnati office for the Commission, and handing him a five-state territory as a field for Florida citrus promotion.

In his present position, Mr. Henry works closely with Commission Manager Robert C. Evans and with the five-commissioner Advertising Committee headed by O. C. Minton of Ft. Pierce. TV and radio are credited with the success of a special six-week campaign this past summer to move what was considered too large a backlog of processed citrus juices.

During the 1951-52 citrus season, the Commission will spend $253,000 for radio advertising and $410,500 for TV [B: T, Dec. 3, Oct. 8, 1]. The total of $663,500 represents a huge increase over the $213,000 spent during the last season.

Of television, Ralph Henry says, "Our products lend themselves to demonstration. We can show the housewife just how to prepare and serve citrus in the home." He and Commission Chairman W. F. (Red) Robinson of Leesburg firmly believe that because citrus represents an expenditure of $560 million per year by consumers, the industry should spend money for advertising in proportion to income, approaching the amounts allocated by producers of prepared flour and cold cereals.

On April 30, 1945, Mr. Henry married Mildred Raines of Columbus, Ohio. They have no children. The Henrys are Presbyterians. Mr. Henry belongs to the Rotary International, the Masonic Lodge and the Elks. His fraternity is Delta Tau Delta.

He says he has no hobbies, but at that remark Mr. Henry's secretary nods toward a stack of trade magazines. He takes home an armful every night.

Buffalo’s WGR Reaches This Extra Canadian Market “Duty-Free”

WGR’s powerful signal knows no international boundary line. It penetrates the two-billion dollar Toronto-Ontario marketing area just as intensively as the rich industrial and farming areas of Western New York.

So, when you “buy” Buffalo on WGR, you get one of the biggest “pluses” ever offered by any broadcasting station.

CBS Radio Network

Rand Building, Buffalo 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
L. R. ("Bea") Launberry

Luminescence Report

A survey on the theories of luminescence—the property some materials have of giving off light when hit by a stream of electrons—has been completed by Navy research experts looking toward better television tubes and other products. These materials make possible TV tubes, fluorescent lamps and other objects, according to the Commerce Dept.'s Office of Technical Services. The report (PB 102 597—A Survey of the Theoretical Aspects of the Luminescence of Inorganic Crystalline Solids) is available at OTS, Commerce Dept., at $1 per copy.
Vic Profit Diehm Says:

Greetings from the Belles

Mildred

Francis

Catherine

Kitty

Patsy

Bertie

Claire

Kathleen

Marjorie

Mary

WAZL

WHOL

WHLM

HAZLETON, PA. NBC-MBS

ALLENTOWN, PA. CBS

BLOOMSBURG, PA. LIBERTY

(Represented by Robert Meeker Associates)

(Owned and Operated by Harry L. Magee)

Marjorie Bauman
Mildred Hein

Francis Saunders
Bertie Faunas
Patsy O'Brien
Claire Peifer

WAZL

WHOL

WHLM

HAZLETON, PA. NBC-MBS

ALLENTOWN, PA. CBS

BLOOMSBURG, PA. LIBERTY

(Represented by Robert Meeker Associates)

(Owned and Operated by Harry L. Magee)
"The agency knew, when they picked KWKH"

Says GRAY McCRAW
President, McCraw Distributing Co., Shreveport

IMPORTANT LOUISIANA FEED DISTRIBUTOR
McCraw Distributing Co. is one of the largest and most successful farm-feed distributors in the Louisiana-Arkansas-Texas area. Their President is therefore in a perfect position to appraise KWKH's impact in rural areas. Here's what he recently wrote us:

"A few months ago I was named distributor for Nutrena Feeds in the Shreveport area, and I was rather amazed to learn that the manufacturer, Cargill, Inc., was using only one radio station, KWKH, to cover this area. Now I know why. This station reaches most of the farm families in my territory. They are thoroughly familiar with the product and with the radio program. Also, I have found this radio advertising helps me a lot in lining up new dealers. Those boys at the Bruce B. Brewer agency certainly knew what they were doing when they picked KWKH.

(Signed) Gray McCraw"

50,000 Watts · CBS · The Branham Company
Representatives
Henry Clay, General Manager
IN ALL broadcasting history there was never a year like 1951.

For radio it was a year of reappraisal. Until the growth of television, radio had never really paused to measure its own strength or, much less, to recognize a serious need to display it. By the end of 1961, broadcasters had begun to fully comprehend the power of their medium, and from that recognition grew such confidence that they were expecting 1962 to be the best year ever in their business.

For television 1951 was a year of fantastic growth. Network billings increased by nearly 185% over billings the year before (see story page 48). Though time sales in other categories had not yet been computed, it was reasonable to predict that they were up accordingly.

Both radio and television were riding the crest of the wave in a national economy which was reaching flood tide. Employment was at record peaks; so was national income. Despite the changing emphasis from civilian to defense production, there were plenty of consumer goods to go around—and plenty which manufacturers had to advertise.

Though scarcities in some consumer lines were expected to develop in 1962, few broadcasters or their customers were worrying much about them. The overwhelming majority of business leaders whom Broadcasting & Telecasting talked to in compiling this year-end survey saw nothing but better business ahead in the first quarter of 1962.

In the view of many, what happened in 1951 was a settling down process in radio and television. TV had grown big enough to be taken seriously; the novelty appeal had begun to wear off, and both advertisers and radio broadcasters began to look at TV in more sober perspective.

The question that broadcasters naturally asked was: What has radio got that TV hasn’t? By year’s end they had found a lot of answers. Two of them were: Economy and Size. These and other advantages were being sold to the hilt by broadcasters, as they had never sold before.

Probably the one event that crystallized radio action more than any other was the rate reductions made by leading networks in July, a choice made not by the networks but by their big advertisers.

What followed the network action was a spontaneous formation of an Affiliates Committee charged (and financed) to prevent further rate depression in the medium and to stimulate research that would be more equitable than the techniques that customers were using to drive rates down.

Surge in Selling

What also followed was an invigorated sales effort on the part of radio in most parts of the country. Broadcasters in many cities joined together to sell radio in competition with other media and not just with itself. All these efforts were paying off at the end of 1951, and, unless almost every prophet in the country was entirely wrong, they would pay off even better next year.

Meanwhile, the networks were making changes in operations to accommodate changing patterns in radio. The object of most of these was flexibility, to give the advertiser wider latitude than hitherto possible in choosing how many stations he would buy over what period of time.

The growth of television revenue far outstripped the growth of TV facilities. Frozen tight in the FCC ice, TV added only one station to the 107 that were on the air at the end of 1960. The major facility expansion of the year was the completion of the microwave-coaxial cable links connecting the West Coast to the East.

For both radio and television, 1962 promises nothing but expansion, bigger revenue for radio, bigger revenue and perhaps more stations for TV.

(For complete index of year-end statements by industry leaders see page 84.)

ADVERTISERS: Most will maintain and some will expand their 1962 radio budgets. Only slight evidence of declining spending in radio appears. More will boost TV budgets than radio budgets; a lot of them will hold TV to 1951 levels. None expects to retrench in TV. (Page 28.)

AGENCIES: 56% of them will increase radio spending; 29% will stick to 1951 levels; 15% will cut back somewhat. 77% will spend more in TV, 22% will spend the same. Virtually none will cut television. (Page 29.)

AM STATIONS: Worth noting is the fact that AM stations in TV markets are more optimistic than those outside the competitive range of TV. Both kinds, however, think prospects excellent for the first quarter of 1962. An average increase of 12.65% in total billings for all stations is anticipated. (Page 27.)

TV STATIONS: Everything is rosy. Stations expect average increases in first quarter of 1962, compared with first quarter of 1951, of 53% in total billings; 67% in network billings; 61% in national spot, and 48% in local. (Page 46.)

FM STATIONS: Those that are FM-only and separately programmed report steady upward trend. They look for total billings to rise 31% in the first quarter, local business to be up 29% and national spot up 11%. (Page 35.)

RADIO NETWORKS: 1951 billings will be slightly under levels of 1950, but network chiefs think the situation is stabilizing and that the future looks good. (Page 29.)

TV NETWORKS: 1951 billings will increase by nearly 185% over those of 1950. The curve may settle down somewhat next year, but not if ambitious expansion of schedules into new daytime hours can help it. (Page 46.)

NATIONAL REPRESENTATIVES: They’re optimistic about both radio and television, although the biggest increases they anticipate are in TV. Some note a trend “back to radio” by sponsors who took too deep a plunge into TV. They especially applaud the “sell radio” drive of AM stations that developed during 1951. (Page 20.)

FILM PRODUCERS: Some say business will double in 1952. Others say it will triple. They believe film will comprise 65-80% of all TV programming (Page 48.)

IN ITS Dec. 31 issue, BROADCASTING & TELECASTING will survey 1951 accomplishments and 1952 prospects of other elements of the industry including TRANSCRIPTION FIRMS, REGIONAL NETWORKS, RESEARCH SYSTEMS, BROADCAST MUSIC, INC., NATIONAL ASSN. OF RADIO FARM DIRECTORS, and will also publish a special report on LEGISLATIVE ACTION.
Yankee Appoints

YANKEE Network will be represented nationally by Harry Representatives Inc., effective Jan. 1, the network announced Thursday. Yankee has been represented by Edward Petry & Co. In addition to representing Yankee's regional network H-R Representative Inc. will serve as national representative by two Yankee-owned stations, WEAN Providence and WONS Hartford.

Avery-Knodel for WLS

WLS Roanoke, Va., will be represented national by Avery-Knodel Inc. starting Jan. 1. According to Horace Fitzpatrick, WLS assistant manager. The station had been represented since 1947 by Weed & Co.

WWSC Names Rambeau

WWSC Glen Falls, N.Y., announced last week that it has appointed William G. Rambeau Co. as national representative.

Burn-Smith for WESB

WESB Bradford, Pa., has named Burn-Smith Communications Group as national representative, effective Dec. 20, according to Joseph M. Cleary, WESB general manager.

BAB ADVISORS

Two Groups Are Named

MEMBERSHIPS of two new BAB advisory committees -- promotion, headed by President Donald W. Thornburgh of WCAU Philadelphia, and research, headed by Ken Heisley of Crosley Broadcasting Corp. President Robert E. Dunville. [CLOSED CIRCUIT, Dec. 10] -- were announced last Thursday at BAB President Wiles and Rysia.

The functions of the committees formerly were combined in a single six-man Research-Promotion Committee. Each will counsel with President and his staff on projects dealing with its particular field. First individual committee meetings of 1962 are tentatively scheduled at BAB offices in New York during the second or third week in January.

Namned to the promotion and research committees were:

Promotion: Mr. Thornburgh, chairman; Simon Goldman, WJTN Jamestown, N.Y.; Louis Hausman, CBS; Paul Keaten, radio consultant; William McGrath, WBBM Chicago; Arden Pangborn, WOAI San Antonio; H. Preston Peters, Free & Peters, New York; Robert Schmidt, Mutual.

Research: Mr. Dunville, chairman; Stanley Breyer, KJBS San Francisco, Martin Campbell, WFAA Dallas; George Higgins, KBNC Kansas City; H. Vern Jahnkee, ABC; Henry P. Johnston, WSGN Birmingham; Eugene Katz, Katz Agency, New York; Walter Scott, NBC.

Two Join ABC

ABC RADIO announced last Thursday it is adding two North Carolina affiliates - WFRC Raleigh and WGAJ Elizabeth City -- which will boost its affiliation total to 303 stations when the new contracts become effective January 1. (See early story page 77). WFRC, owned by Piedmont Carolina Broadcasting Co., operates on 1600 kc with 1 kw and is under the general management of Steve Woodson. WGAJ, 500 kc with 1 kw day and 50 kw night, is licensed to WGAJ Radio Co. with Auden Baker as general manager.

Appliance Makers Buy

APPLIANCE manufacturers are concentrating on aggressive local radio-advertising campaigns, according to Frederic W. Ziv Co., which reported that during the past month electrical and appliance dealers -- often with co-op money -- have bought Ziv programs for sponsorship in 18 cities. Although contracts have been signed in the pre-Christmas shopping season, most of them are for a firm 52 weeks, it was reported.

WEED ELECTED

Is President of NARTSR

ELECTION of Joseph J. Weed, of Weed & Co., as president of the National Assn. of Radio and Television Station Representatives, was announced last week following the association's annual elections. He succeeds Robert D. C. Meeker, of the Mutual Assn., in the NARTSR presidency.

Other officers named in the balloting:

Eugene Katz, of the Katz Agency, was elected vice president. Adam J. Young Jr., of Adam J. Young Jr, Inc., was named secretary and William H. Weldon, of WABC-TV Inc., was chosen for treasurer. Joseph F. Timlin, of Branhman Co., was elected to a two-year term on the board of directors.

Mr. Meeker, as retiring president, automatically becomes a director for a one-year term when the new slate takes office Jan. 1. He succeeds Robert C. Hix, held by Russell Woodward, of Free & Peters, has two more years to run and was not involved in the elections. Murray Grabborn is NARTSR's managing director.

First NARTSR board meeting in 1962 is scheduled for January and the first membership meeting for March.

1865 Arthur Capper 1951

ARTHUR CAPPER, 86, died last Wednesday in Topeka, Kan. The former U.S. Senator and midwest publisher and station owner had been in ill health, suffering three pneumonia attacks in the past year.

The former Senator was head of Capper Publications Inc., which publishes Kansas City Kansas and Topeka Daily Capital. Capper Publications controls the Topeka Broadcasting Assn. Inc. (WIBW-Topeka) and the KCKN Broadcasting Co. (KCKN Kansas City).

Although not active in radio legislative matters during his tenure in the Senate, which was continuous from 1919 to 1945, he was author of the Capper Bill to prohibit liquor advertising.

The dry bill was a perennial, the former Senator having introduced anti-liquor legislation in some eight sessions of Congress. However, the bill got only as far as obtaining a hearing before the Senate-Interstate & Foreign Commerce Committee in 1947 (S.1, April 19, 1947).

Outstanding in business and politics, the Kansan had only a high school education. He worked in a printing shop and rose to owner of 10 midwestern newspapers and magazines whose circulation was more than 4.5 million.

When 49, Mr. Capper was elected Kansas' first native born governor, then he went to the Senate in Washington. He was a Republican. He is survived by a sister, Mrs. L. Eustice, Evanston, Ill.

Funeral services were held last Saturday at the First Methodist Church in Topeka. Burial was to be in the Topeka Cemetery.
SPEARHEADED by Procter & Gamble Co., which increased its gross purchases of network radio time from $1,300,449 in September to $1,483,862 in October, combined time purchases of all clients of four national radio networks in October totaled $14,970,356, well ahead of September's $11,960,548, according to data compiled by Publishe's Information Bureau on network advertising expenditures. PIB reports on time sales of NBC, CBS, ABC and MBS, does not yet include figures for Liberty Broadcasting System.

Eight of the top 10 users of

| OCTOBER GROSS | P&G Spends Near $1.5 Million |

**TABLE I**

**TOP TEN RADIO NETWORK ADVERTISERS**

<table>
<thead>
<tr>
<th>Order</th>
<th>Company</th>
<th>Spending</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Procter &amp; Gamble Co.</td>
<td>$1,483,862</td>
<td>1.</td>
</tr>
<tr>
<td>5.</td>
<td>General Mills</td>
<td>$559,610</td>
<td>5.</td>
</tr>
</tbody>
</table>

**TABLE II**

**TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR OCTOBER 1951**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Average Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>Allis-Chalmers Mfg. Co.</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Acces.</td>
<td>American Home Products</td>
</tr>
<tr>
<td>Automotive, &amp; Equip.</td>
<td>Bethlehem Steel Corp.</td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
<td>Budweiser Brewing Co.</td>
</tr>
<tr>
<td>Bidg. Materials, Equip. &amp; Fixtures</td>
<td>John Deere Mfg. Co.</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>Wm. Wrigley Jr. Co.</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>A &amp; T Co.</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Miles Labs</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>Standard Oil Co. of Indiana</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; other Fuels</td>
<td>Standard Oil Co. of Indiana</td>
</tr>
<tr>
<td>Household Equip.</td>
<td>General Electric Co.</td>
</tr>
<tr>
<td>Household Furn.</td>
<td>American Home Products Corp.</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>U. S. Steel Corp.</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Camera</td>
<td>Jewett &amp; Co.</td>
</tr>
<tr>
<td>Office Sup. &amp; Stationery &amp; Writing</td>
<td>Hull Bros.</td>
</tr>
<tr>
<td>Office Printing &amp; Media</td>
<td>BCA</td>
</tr>
<tr>
<td>Parl. TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>RCA</td>
</tr>
<tr>
<td>Papers, Fotographs, &amp; Photographic Supply</td>
<td>Allied Stores Inc.</td>
</tr>
<tr>
<td>Printing &amp; Stationery</td>
<td>Maloney &amp; Smith Co.</td>
</tr>
<tr>
<td>Personal Care &amp; Toilet Goods</td>
<td>Gillette Safety Razor Co.</td>
</tr>
<tr>
<td>Shoes</td>
<td>Brooks &amp; Colleen Co.</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>Gillette Safety Razor Co.</td>
</tr>
<tr>
<td>Tobacco</td>
<td>American Tobacco Co.</td>
</tr>
<tr>
<td>Textiles &amp; Apparel</td>
<td>American Federation of Labor</td>
</tr>
</tbody>
</table>

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**BY FLORENCE SMALL**

The STATE of spot radio is strong and the prospects are for continued good health, according to a survey made by Broadcasting• Telecasting last week.

Five new and rather formidably campaigns are currently in preparation, more than compensating for the momentarily baleful effects of the departure of two advertisers from the spot arena: Surf, through N. J. Donon, and Blue Stars Blades, BBDO.

Mirroring the bullish temper in spots was the announcement last week of renewals of a large number of network radio contracts.

**Significant Campaigns**

The most significant of the new campaigns in spot radio is that of Brown & Williamson, Louisville, which is currently preparing a radio spot schedule in regional and smaller markets, outside its national TV areas, for its Kool and Viceroy cigarettes, starting on varying dates from Jan. 1 to Jan. 15. Contracts range from 13 to 52 weeks and are being placed by Ted Bates Co., New York.

Another new radio spot announcement schedule is being placed by Foremost Dairy for its milk, ice cream and frozen orange juice products, through Baker D. Richards Inc., New York. Foremost will use 50 stations starting early in January for 26 weeks.

A third entry in spot radio is McCormick & Co., New York, which is preparing a spot news and sport schedule in major and smaller markets, mostly on the Eastern seaboard, to start after the first of the year. Contracts are for 52 weeks. This marks an emphasis in radio for this advertiser, since Ballantine is not cutting its TV schedule but placing additional money in radio.

The fifth is Best Foods' Nucoa's 33-week campaign as well as its H & O Oats' 22-week schedule starting Feb. 17, both placed through Benton & Bowles, New York.

**Renewals Recorded**

But significant as this new business in radio spots may be, perhaps the firmest indication of the good health of the industry is reflected in the number of major network contracts last week.

One of the most important of these was General Mills Gold Medal flour renewal of Hymnis of All...
AM NETWORKS ANSWER TV's CHALLENGE

ONE BIG question confronting radio networks at the close of 1950 is whether, or how long, time rates can be kept from collapsing.

BROADCASTING • TELECASTING Dec. 25, 1950

THE QUESTION was answered this year.

All four old-line networks dropped their prices from 10 to 15% in the periods most affected by television viewing. It was an emergency measure to alleviate the clamor of advertisers for even lower rates.

But as 1951 drew to a close, emergency tactics had been replaced by long-range strategy. The networks were all taking careful measure of themselves and of their times to find a way of extending their usefulness into a healthy future. It was not an easy job. Last week Frank White, president of Mutual (the only one of four networks whose year’s billings increased) summed up the network problem this way: "Like Alice’s Looking-Glass characters, we have to run hard to stay in the same place."

But though the job wasn’t easy, it was not so hard as to defy achievement. There were plenty of signs that networks were entering 1952 in a far more vigorous state of mind and better fighting trim than they had entered 1951. Partly the change came from the awareness that 1951 had not been nearly as bad as some had predicted it would be.

It looked as though the total gross billings of the four radio networks whose figures are reported by Publishers Information Bureau would be about 4.4% below billings for 1950.

$175,500,000 Gross

Although PIB reports are complete only through October, a projection and estimate by BROADCASTING • TELECASTING indicate that total gross billings in 1951 will be $175,500,000, compared with the $183,519,037 that PIB reported for the year of 1950.

Network by network, the BROADCASTING • TELECASTING estimates for 1951 and PIB totals for 1950 were:

<table>
<thead>
<tr>
<th>Network</th>
<th>1951 Gross</th>
<th>1950 Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$23,460,000</td>
<td>$23,270,845</td>
</tr>
<tr>
<td>CBS</td>
<td>70,000,000</td>
<td>70,744,649</td>
</tr>
<tr>
<td>MBS</td>
<td>17,750,000</td>
<td>16,097,171</td>
</tr>
<tr>
<td>NBC</td>
<td>55,000,000</td>
<td>61,416,216</td>
</tr>
</tbody>
</table>

Total: $175,500,000 vs. $183,519,037 - 4.4%

(Note: CBS Radio and NBC rate cuts effective July 1, were made in gross card rates and hence are reflected in PIB figures which are computed on the basis of gross card rates. ABC and Mutual readjustments were in the form of extra discounts, and since their gross card rates remain unchanged, their reductions are not indicated in PIB reports.)

---

**CBS Radio**

Howard S. Meighan, president:

"In my opinion radio faces several basic problems in its economic progress toward the future. Among them:

1. The reallocation of leisure time by the newspaper and magazine-reading, movie-going and radio-listening public which is now adding TV viewing to its entertainment fare.

2. The reallocation of advertising dollars by the magazine, newspaper and radio advertising user who is now experimenting with costly TV.

3. The reallocation of emotional interest on the part of the movie, legions of radio artist and the public to whom TV is the biggest thing since sex and Shakespeare.

"Each of these problems can be illustrated in spectacular fashion as we all know. Viacom, with a myopic eye, the full nature of any one of the problems could be completely depressing."

"At calm, long-range analysis, however, indicates strong hypotheses that might well end up as accomplished facts. It seems as little likely that television will kill (Continued on page 87)

---

**Network Presidents Look to 1952 . . .**

Mr. Kintner Mr. White Mr. McLendon Mr. McConnell Mr. Meighan

Frank White, president:

"Certain years in this business seem, in retrospect, to mark special milestones for broadcasters, while other years have mostly television production for advertisers. I think 1951 will go down in the record books as a year of turning-point significance for both broadcasters and advertisers.

"My own book rates 1951 as the year in which the radio industry—and a great many of its clients—woke up and faced facts. It is true that Mutual’s own awakening took place some time before but the main evidence of our fact-facing

ABC

Robert K. Kintner, president:

"This past year has been the most successful in the history of ABC. In both radio and television, our network registered notable gains—in the acquisition of new, outstanding programs and in the utilization of our facilities by many more of the nation’s top advertisers.

"During 1951, television took the giant stride to the West Coast which the entire industry had so long awaited. [For story on television networks, see page 46.] During the coming year the results of that stride will manifest themselves and we believe that nowhere will those results be more in evidence than on the television network of ABC. In its Hollywood ABC-TV Center, our network already has the largest, most completely equipped and most modern television production site on the West Coast. From it, drawing upon the wealth of talent and technicians available in Hollywood, we plan to bring to ABC televewers top productions, both live and on film.

"Similarly, the completion of the

LBS

The year 1951 also saw the rise of a fifth national network, Liberty Broadcasting System, which at year’s end was busting out all over.

Gordon B. McLendon, LBS president:

"Having never put across a point by being vague, I shall be as blunt as I know how.

"With the Supreme Court’s decision in the Lorain Journal case, there is obviously an increasing legal and judicial concern with the possibility of monopoly inherent in competitive relationships between newspapers, AM, FM and TV.

"I predict that in 1952 many people, including the Federal Communications Commission, will arrive at the conclusion that competition in the communications field is being strangled to death. If nothing is done, within 10 years economic circumstances will have created a monopoly of communications within this country that has been exceeded only in dictatorships. With the advent of TV, there began the formation of a hor- (Continued on page 81)
AM STATIONS

AM STATIONS in both TV and non-TV markets expect their total billings to increase in 1952.

Even more surprising to the portion of the advertising world that still hasn't discovered radio is here to stay is the revelation in a BROADCASTING & TELECASTING year-end survey that AM stations in TV markets expect total billings to go up even more than their brother stations in areas not having any television.

Reduced to digits, the situation looks this way:
- AM stations in TV markets believe total billings will increase 13.09% in 1952.
- AM stations in non-TV markets expect total billings to go up 12.32%.
- Average increase in total billings for all AM stations will be 12.65%.

The estimate of a 12.65% average increase for all AM stations matches closely a September prediction that autumn business would go up 14.53% over autumn of 1960 (B&T, Sept. 17).

Forecast estimates are based on returns from substantial lists of stations in both TV and non-TV areas. The stations are believed to represent a true cross-section in each category.

Breakdown of Responses

Not all types of billings will increase in 1952, AM stations indicate. In non-TV markets the AM stations expect:
- Local billings will increase an average of 12.72%.
- National spot billings will increase 13.74%.
- Network billings will go down 6.82%.

The AM situations in TV markets judging by the station forecasts, will be like this:
- Local billings will increase an average of 13.5%.
- National spot billings will go up 9.55%.
- Network billings will drop 2.75%.

Taking the average changes forecast by all AM stations, both TV and non-TV markets, the combined results figure this way:
- Local billings will increase 13.66%.
- National spot billings will increase 11.72%.
- Network billings will drop 5.60%.

Roughly the same trends were forecast just one year ago, at a time predictions were freely made that radio was doomed to wilt away day by day. All available signs show that the year-old survey estimates were well founded though station income was struck by a network-instigated flush of rate-cutting.

A year later the shock of rate-cutting has been dissipated to a considerable extent but stations are expecting their network income to be a little lower than it was in 1951—down 5.60% according to the estimate of all AM outlets participating in the survey.

TV Hasn't Hurt

Looking at individual estimates, only one AM station in non-TV markets looked for a drop in total billings and that was a 10% decline. Small decline was forecast in local business by one station and two outlets predicted national spot billings would be down slightly. Nearly a third of stations figured network billings would increase in 1952. In TV markets the situation almost exactly paralleled the non-TV areas.

Isolated instances of unusual optimism were apparent in both TV and non-TV regions. Highest increase in non-TV areas was an estimated 25%. On the other hand, a number of estimates in TV areas were 25% or over, with one looking for a 50% boost in total billings.

Interesting aspect of the broadcast study lies in the scarcity of television comments. Judging by comments of radio executives TV has not hit them hard enough to hurt. At the same time, TV stations have been riding an upward wave and a high percentage of them are operating in the black or are close to that point.

Some cities are enjoying better relations with large retailers, historically the softest phase of broadcast operation. Apparently the industrywide fight to persuade retailers that radio can sell for them is beginning to leave its impact.

See Good Year

Added up, the comments of broadcasters give the idea that 1952 will be a fine radio year, probably the best in the medium's 51 years.

Typical broadcaster comments follow:

Hugh K. Boice, general manager, WEMP Milwaukee: "We expect radio business in Milwaukee to be as good or better than 1951—an all-time high. Radio continues to meet its competition from within— television, and its ability to produce good sales results against other programmes.

(Continued on page 65)
AN OVERWHELMING percentage of national advertisers will increase radio expenditures during the coming year or else hold them at the same level.

This same favorable trend—a little more so, in fact—will appear in the television budgets of national advertisers.

Only slight evidence of declining radio expenditures appeared in final tabulations of a BROADCASTING • TELECASTING survey conducted among leading advertisers spending a heavy share of the total national media budget.

The survey results showed:

- Fifty-three percent of national advertisers plan to increase their radio expenditures next year; 41% plan to spend the same amount on radio and 6% will reduce expenditures.
- Fifty-six percent of national advertisers plan to increase their television expenditures in 1952; 44% will spend the same amount. No advertiser indicatedintent to reduce TV expenditures.

While the survey results are on a sample basis, replies came from a substantial share of major advertisers who buy national radio and TV in large amounts and the returns are believed typical of large-company budgets.

Optimism predominated the replies compared to the feeling of uncertainty that prevailed just a year ago when memories of military reverses in Korea were still fresh.

Last year’s survey failed to disclose any specific evidence that national sponsors were enamored of TV and would discard radio. At that time 57% of advertisers planned to increase radio appropriations in 1952, while the 66% figure is practically the same.

However there was a little evidence that radio might be cut but this amounted to only 6%.

Few pessimists were found among major radio and TV advertisers as they disclosed 1952 advertising plans and tried to look into the general economic picture. Many fear that shortages of raw materials may cut into civilian production but there is no evidence of panic among thinking as was the case a year ago when one advertiser could not predict “even future existence for 1951.”

Some national advertisers operate on a fiscal year basis and could not give specific data on their 1952 budgets. Others said they would not give any information and a number submitted figures for use in compilations but not for publication.

In some cases the expanded TV budgets are based on rising costs or on use of a larger number of stations. Cost increases appeared in the program itself and in the rates of stations.

The list of major advertisers planning to raise their radio for 1951 covers a diversified field and is not concentrated in any particular line.

Some of the highlights among the advertisers’ returns follow:

Norwich Pharmacal Co. is optimistic about business prospects though recognizing uncertainties and tax problems. The company will spend about the same amount for spot radio but increase TV expenditures somewhat due largely to rising rates, according to John Alden, vice president in charge of advertising.

International Silver Co. hopes to use both radio and TV next year, said George Morrison, advertising manager. Plans are not yet settled. Business prospects look “reasonably good.”

Radio expenditures of General Mills will remain about the same but TV will be “up substantially,” L. H. Crites, radio-TV program director, disclosed. The company is looking forward to the new year “with confidence and optimism.”

Another leader in the media field, Procter & Gamble Co., plans no radical changes in its advertising activity during the first six months of 1952 but can make no predictions about the last half of the year because of its fiscal-year basis.

On the other hand, S. C. Johnson & Son plans TV and radio commitments “considerably greater than in 1951,” according to William N. Connolly, advertising director. He believes 1952 will be a generally good year for business, with a highly competitive situation among soft goods manufacturers. Total personal income is expected to increase, with a slight rise in prices probable.

**Triples TV Budget**

George Oliva, advertising director of National Biscuit Co., said TV expenditures will reach $1 million in 1952, triple the 1951 figure. Radio expenditures will remain around the $1,600,000 point next year.

Both radio and TV will be increased over 1951, said George J. Abrams, advertising manager of Block Drug Co., Jersey City. Spot radio will account for a third of the $3 million radio-TV budget, with television getting the rest. Business prospects are considered encouraging “particularly with Amm-dent still climbing,” Mr. Abrams added.

Ben N. Pollock, sales promotion manager of Richfield Oil Corp. of New York, advised that the company, both radio and TV advertisers, proposes to switch its advertising from radio to newspapers. A co-op program will be available to Richfield distributors, he said, giving them a chance to use local radio as in past years.

Esso Standard Oil Co. will increase both radio and TV slightly in 1952, said Robert Gray, director of advertising and promotion. With business outlook excellent, Esso will spend about $1,300,000 in radio and $1,600,000 in TV next year.

“Radio and TV should become increasingly important media for Trans World Airlines in reaching broader markets for air travel,” in the opinion of S. J. Henry Jr., assistant advertising director. TWA is planning $99 coast-to-coast skywriting and transatlantic tourist service early in 1952, subject to federal approval, and looks for increased traffic. The company spent a half-million in radio and TV during 1951, but hasn’t made specific plans for 1952.

Shell Oil Co. plans “to spend more money in radio plus television next year than in 1951,” said D. C. Marschner, advertising and sales promotion manager. The share going to each medium will depend “upon how far radio costs go down and how much television costs increase.” He said Shell intends to “remain flexible,” and described the business outlook as “good.”

Tom Debow, advertising manager of Cities Service, said total radio-TV expenditures in 1952 will exceed $1,250,000 compared to $1,133,000 spent in 1951. The company uses network and local radio along with TV.

Toni Co. is ready to give details of its 1952 budget “but it will be the highest in Toni history and a new high in the cosmetics industry,” said R. N. W. Harris, president. Radio, TV and printed media “will share almost equally,” he noted. The company has extensive merchandising plans for 1952 and anticipates “its biggest year ever.”

V. H. Gies, sales and advertising vice president of Mars Inc., said the company “expects to spend approximately 10% more in advertising in 1952 than in 1951,” anticipating increased volume for quality merchandise. While he would...
AGENCIES

OVERTONE of an energetic activity in radio and television billings in tune with a predicted good advertising year is pointed out in Broadcasting's year-end survey of advertising agencies.

A majority of those surveyed, some 58%, 1% more than last year, plan to increase radio budgets; 13% expect to cut them (by an average 10%) while 29% look for the same volume of business as last year.

In television, 77% predict allotments will be increased, a little more than 22% believe spending will stay on an even keel and far less than 1% expect to cut back.

Factors which stand out in agency executive opinion:

- Radio is still a good buy for the client. Reason for the expected upsurge in radio buying is a two-fold pattern:
  1. (Local advertiser, finding himself jockeyed out of the TV picture because of growing production costs or higher station rates, wants radio. He's attracted by the low-cost.
  2. National advertiser, crowding by high TV costs or lack of availabilities, wants radio mostly on a spot basis.

- Agencies, located in New York, Chicago and Los Angeles, handling most radio-TV dollars, see a comeback in radio and plan budgets accordingly. Reasons vary. Two basic ones are:
  1. Radio is now selling itself and shows signs of promoting its low-cost sales appeal.
  2. In addition, growth of out-of-home listening, such as portables and auto radio, is beginning to tick with the advertiser.

Comparisons with the trends reported last year in agency business are summarized as follows:

- RADIO—Some 57% of agencies had planned to increase budgets this year, 58% next year. Sixteen per cent had expected to decrease budgets in 1951, only 13% in 1950.

- TELEVISION—While 82% this year looked to bigger budgets in TV, the percentage for next year is down 5%, although hinging on TV freeze lift and addition of new markets. For this year 18% expected same spending in television, for next year it's more than 22%.

- Other trends underlined in the agency survey are:
  1. Daytime hours in radio in key market centers, particularly where TV is present, are enticing advertisers' dollars.
  2. West Coast agencies are very conscious of out-of-home listening.
  3. Midwest looks to a hand-in-hand radio-TV billings increase.

Typical comments from agency spokesmen:

NEW YORK

Arthur Pryor, vice president in charge of radio and television, BBDO, says: "I believe there will be a normal increase in expenditures in both radio and TV."

Edward Aleshire, Harry B. Cohen Agency, observes: "It's going to be even better than this year." Agency places billings in the $1-5 million class and expects radio to be up 25% in the first quarter next year as compared with the same period last year. Same for TV.

James E. Hanna, vice president in New York for N. W. Ayer & Son, says in his "shop" radio billings will remain level and TV billings will increase, the latter as a result of both new business already booked and rate increases taking effect on current business. "Crystal-ball," he notes, "for the industry at large is "downward trend in radio will continue at a lesser rate. TV billings will be split among more advertisers."

Harold L. McClinton, president of Calkins, Holden, Carlcock, McClinton & Smith, which handles volume in the $1-5 million category, predicts radio will be up 100% at his agency, television down 10%. His comment: "It looks to me like both radio and television will be excellent in 1952. I personally think radio is on its way to recovery, especially if it's sold right as to rates, frequency and size of program segments. Television obviously is going to keep on rolling."

An agency that places more than $5 million in time, Benton & Bowles, expects "substantial" increases in both AM and TV next year. Estimates come from Walter Craig, vice president in charge of radio and television.

Although he predicts 1952 will be a bigger radio and TV year than '51 in line with general business forecasts and outlook," William Chalmers, vice president in charge of radio and TV, Grey Adv., estimates the agency will spend the same in both media next year's first quarter as in the same period this year.

Another even keel prediction for radio comes from Adrian Samish, vice president in charge of radio and television, Dancer-Fitzgerald-Sample, which is billing TV by 20%.

He comments: '1952 will be brighter than ever. We believe in radio as a good advertising medium and see no reason to cut back.' The agency handles more than $10 million in radio-TV billings.

William Von Zehle, president, William Von Zehle Co., thinks radio and television are "terrible" and the agency estimates a boost of 26% radio, 49% television.

John A. Cairns, president, Anderson & Cairns, says his agency expects to double radio-TV billings the next year's quarter (100% increase). Agency handles billings in the $1-5 million category.

Of this he remarks: "An increase of more than 100% in 1951 radio and television billing reflects the increasing importance of TV as an advertising medium. At the same time, it is interesting to note that our radio billing has also increased. Perhaps that shows that our clients are not yet ready to consign radio to the graveyard."

Maxwell Dane, vice president and general manager, Doyle, Dane & Bernbach, sees 15% increases in both media—"in many areas the dollars spent in radio in 1951 have been stopped and radio will hold its own in '52... ."

Frank Gilday, vice president and business manager of Cecil & Press, radio and TV department, says he thinks next year will bring a continuation of the "selectivity" trend in television.

William B. Lewis, president, Kenyon & Eckhardt, estimates radio will be down 10%, television up 25%, at his agency and finds a challenge to both radio—"it can take advantage of the weakness evident in the present structure of television"; it needs "showmanlike selling and merchandising"—and television—"Its programming must improve and be fresh enough to keep viewing up to past levels."

Similar trend is predicted by Everard W. Meade, vice president and director of radio-television, Fowser & Ebel. Says his agency plans radio to be down 10%, television up 50%. Agency places more than $10 million in radio-TV.

Mr. Meade turns prophet with: "1952: The year of expanding new techniques..."

(Continued on page 81)

Cost Conscious Sponsors

Expected in New Year

By FREDERIC R. GAMBLE

President, American Assn. of Advertising Agencies

BROADCASTING enters 1952 with some new assets to its credit.

There is the reconstitution of the national organization, as the NARTB, under new leadership. And there is the reconstitution of Broadcast Advertising Bureau, with an aggressive sales program and under new leadership.

There is also the reconstitution of Advertising Research Bureau as a fully tri-partite organization open to broadcasters and other media as participating subscribers. Given strong support by broadcasters, there is opportunity here for good and constructive action.

There is also—throughout broad-

(Continued on page 88)

December 24, 1951 • Page 29
Radio-TV Prospects Good

POW REPORTS

CONTINUOUS service to the American public by both radio and TV networks—lasting well beyond normal broadcasting hours—was provided Tuesday night when the Communist list of 3,198 American prisoners of war in Korea was released through Tokyo and Washington sources.

Radio programming for the last evening was almost exclusively given over to reading the lists, with CBS Radio broadcasting all night and into the first scheduled programs for Wednesday, ABC Radio continuing at 6:05 a.m. and NBC devoting substantial time to the news break up to its usual 1 a.m. signoff. Television coverage, too, was a costly and hour-consuming process, with ABC-TV cameras at work until 2:03 a.m.; CBS-Television until 4:13 a.m. and NBC-TV until 5:10 a.m. The DuMont TV Network also ran over its usual schedule.

Mutual program executives decided that the listing of unverified names "might cause greater confusion and not warrant further to public anxiety." MBS network while reporting release of names, advised listeners to telephone MBS affiliates in each community to check on individuals for whom they were concerned and network spokesmen reported thousands of calls were received.

Via CBS Radio continuous broadcasts started at 11:15 p.m. EST and lasted for the succeeding 10 hours with announcers alternating between reports of the list from the Pentagon, which gave serial numbers, next of kin and addresses of prisoners, and the list received by wire from Tokyo, which was not verified by the U.S. Government. The Jack Smith-Dinah Shore-Ginny Simms Show was interrupted at 7:22 p.m. EST with a bulletin and broken into again 20 minutes later, with the first six names.

Three switches were made to Washington on Edward R. Murrow's CBS Radio news broadcast when three related names just received from the Pentagon, and when lists were available from both Washington and Tokyo at 11:15 p.m., the CBS Radio news staff took over to keep the station on the air all night, with final names broadcast shortly after 9 a.m. the following day.

Work was supervised by Edmund A. Chester, director of CBS Radio news, and Wells Church, editor-in-chief—both of whom worked throughout the night—while correspondents Bill Downs, Bill Costello and Bill Shadel worked from the Pentagon all night, supported by a staff of announcers in New York who worked in shifts.

ABC Radio started coverage at 11 p.m. EST Tuesday when Paul Harvey reported on his news show that a list was about to be released by the enemy. Spot announcements repeated the information through.

(Continued on page 60)

Radio TV Cover Fully

The Prayerful Night

A radio drama that had no playwright, action or plot and yet was the most moving within memory was enacted on Tuesday night. It was the reading of the lists of American prisoners in Communist hands, and no one who listened could have heard it without a squeezing of the heart. For those waiting for one name among thousands it must have been an agony that ended either in prayers answered or deferred. Others who had no direct personal stake thought of these people with compassion, could picture them watching through the long night before the radio as if it could change the world for them—as indeed it could.

The undisguised reading of names and serial numbers, next of kin and addresses had never been so poignant, so charged with emotion. Nothing like it had happened before. To share glad tidings is in keeping with the spirit of the season, and for thousands of people Christmas came over the radio on Tuesday night. For those who waited in vain, the rest of us can only prayerfully hope that Christmas is still to come.

Editorial from Washington Evening Star Dec. 20.
A large Richmond automobile dealer tested WLEE with a few spots. Results were so good that he signed up for a daily news broadcast for thirteen weeks. After that, he tripled his schedule on WLEE for a one-year contract!

Local merchants buy WLEE for just one good reason: WLEE produces low-cost results! More and more national advertisers are following the Richmond folks, and buying WLEE. Get WLEE on your schedule in Richmond!

See your Forjoe man for the whole story.

TOM TINSLEY, President  •  IRVIN G. ABEOFF, General Manager  •  FORJOE & CO., Representatives
IF SANTA’S LATE

...you can probably blame us.

We just wanted to make stay-up-late set-owners happy. So we put “The Late Show” on the air with TV’s best movies, every night of the week.

The result? Telepulse says “The Late Show” has the highest rating of any multi-weekly local program seen on any New York TV station!

And Santa’s already been seeing “The Late Show’s” advertisers. (Ask the frozen juice canner who doubled his sales in just two months!)

Let us show you how every night can be Christmas Eve. Ask WCBS-TV or your CBS Television Spot Sales representative about participation in “The Late Show” today.

WCBS-TV

CBS Owned • Represented by
CBS Television Spot Sales
**Index to Yearend Statements by Industry Executives**

**NARTB**

**Many '52 Problems Seen Calling for Joint Action**

By HAROLD FELLOWS

President, National Assn. of Radio and Television Broadcasters

IT ALWAYS seemed to me that the practice of year end statements was something like looking over your shoulder at the tracks you've made, which is a good way to run into a tree in front of you. So here are a few predictions, or "year-ahead glimpses," for 1952.

1. Sen. William Benton (D-Conn.) will withdraw his controversial legislation which would set up a national review board for radio and television.

2. All of the problems between the American Society of Composers, Authors and Publishers and the radio and television broadcasters will be settled to the entire satisfaction of both parties.

3. The government will not attempt to raise taxes.

4. Newspapers and magazines will issue a joint statement against the use of radio and television as advertising media.

5. No state government will try to set up a system for censoring television programs.

6. No broadcaster doing business with radio and television will seek higher wages and/or shorter hours for its members.

7. Prices on everything will be lifted.

8. Absolutely no proposed legislation contrary to the interests of broadcasters will be introduced in Congress.

9. There will be no new wage or salary regulations, or regulations of any kind for that matter, to hamstring broadcast operations.

Now, of course, none of these things will happen.

Therefore my safest prediction is that many more broadcasters will join NARTB in order to solve their common problems together.

In a serious mood, some $25,000 miles of travel throughout the nation during the district meetings and numberless inspiring conversations with the nation's radio and television broadcasters have convinced me that we're heading for the biggest year ever in the history of radio and television—baring international developments which would shake the whole economy.

This "bigness" will not be measured in dollars and cents, but rather in ideas, curves, either radio and television again will demonstrate their tremendous impact upon the American mind in the coverage of the nation's most important news.

In any other way, you will justify the faith of the millions who listen and look each day.
ABC-AM Networks Answer
(Continued from page 8)

coaxial-microwave link to the West Coast will enable us to present to western audiences many of our fine New York-originated programs such as Celeneese Theatre, Herb Shriner, and the Paul Whiteman programs.

"The opportunity for the advertiser, through such television attraction, to reach new, large and growing markets will undoubtedly accelerate the allocation of large advertising budgets specifically for the new medium. The trend toward this was established during 1951 with the result that television finally began to pay its own bills.

End of Year Sales

"In radio, the year was a very productive one for ABC. Since October, the network has been sold out during the entire period. Our afternoon and evening program structure has been revised to offer more attractive opportunities for the advertiser seeking to reach mass audiences at lowest dollar cost. The acquisition by our network of new, top radio attractions saw many of those leading advertisers either starting to use our network radio facilities or returning to the roster of ABC's clients. National spot and local sales have maintained an encouraging level."

"We look forward to 1952 as an opportunity to enhance the steady progress ABC maintained during the past year, a period during which to offer greater proof of our advertising slogan that "America Is Sold On ABC."

Ernest Lee Jahncke Jr., Vice President for Radio, ABC:

"When you hang out an SRO sign, business must be pretty good. Since October, 1951, ABC's radio network has displayed just such a sign.

"From 8:55 a.m. to 12:30 p.m., Monday through Friday, ABC was sold out in its morning radio time periods, amounting to a total of 17 hours and 56 minutes. During 1951 we used the slogan, 'America Is Sold on ABC,' in our newspaper, magazine and on-the-air advertising. It could quite properly have been, 'Advertisers Are Sold on ABC.'"

"And the advertisers that were sold on ABC and accounted for that SRO sign across the morning board include such names as, Bristol-Myers Co.; General Foods Corp.; General Mills Inc.; Lever Brothers Co.; Philip Morris & Company, Ltd.; The Philco Corp.; Prudential Life Insurance Co. of America; Sargent Co.; Sterling Drug Inc.; Stokely-Van Camp, Inc., and Swift & Co. Proof beyond doubt that national advertisers still consider network radio the Number One medium on a cost basis that no other medium can equal insofar as reaching a mass audience is concerned.

"Expectations are that the year ahead will maintain the same high level of productivity for radio. Renewals already indicate a bright outlook for 1952 and with the ABC radio network comprising over 500 stations (the largest in its history), there is every reason to expect that, with the re-appreciation by advertisers of radio's basic importance and potency that next year will be an even more successful one for ABC's radio network."

John H. Norton Jr., ABC Central Division vice president:

"We at the Central Division and at WENR-AM-TV Chicago look to 1952 for our finest commercial and programming year. A studio realignment in both radio and television, plus some new and novel programming ventures and solid commercial potentials for these ventures, should bring a banner year during 1952.

FM OUTLETs

FM STATIONS are looking for a much better year in 1952 than was the case in 1951, according to information from a cross-section of FM-only, separately programmed and duplicated operations.

Judging by present prospects, these stations figure business will increase an average of 31% above 1951 during the first quarter of 1952. Their predictions range from a modest 10% increase to doubling of business over last year.

Actually, the number of stations in the FM-only and separately programmed brackets constitutes only a relatively small portion of the FM picture. A heavy share of FM stations are merely duplicating AM programs.

Traditionally cheerful in their public comments, FM station managers did not indulge in flights of fanciful statistics in comparison to the bold forecasts of past years. Those who have survived on the merits of their programming and signals appeared to be spending less time denouncing their "enemies" and more time improving their service, establishing business entities that occupy a place of growing importance in the local business world.

Every FM station responding to the Broadcasting • Teletcasting questionnaire anticipated an increase in first quarter billings. They expect an average increase of 29% in local business. The individual station figures run almost parallel in the total and local business brackets, showing the dominating electronic world.

The truest testimony to the power of radio and W L A V is this partial list of long-time clients:

11 YEARS: 9 YEARS
Boston Store, Economy Shoes
Michigan Gas Co., Fox Brewing Co.
Halsen Bread

10 YEARS: 8 YEARS
Bennett Fuel Co., Central
Burkholder
Chevrolet
General Mills

"From this day forward..." once on W L A V, always on WLAV

Represented by JOHN E. PEARSON

Mr. Dillard Mr. Wheeler Mr. Frankel Mr. Tighe
MBS
(Continued from page 26)

sors were able to trace sizable sales gains to TV. And there also was evidence of new limitations in TV, through clearance problems, rising talent costs, etc. Viewed in broad daylight these pluses and minuses gave all observers—including network radio and its sponsors—their first real-life picture of the great medium.

The broad daylight of ’51 has also revealed radio in a new clarity. Like Alice’s Looking-Glass characters, we have to run hard to stay in the same place; we have to exert every effort (mental as well as physical) to make radio still more effective—in order to keep it the most effective medium known to man. And the fact that radio is that Number One medium is the most important fact to be faced in 1951.

New Developments

“To keep it so and make it better, has meant developing new opportunities for the national advertiser at both the network and local levels. It has meant strengthening our outposts in those vast areas where other media fail to penetrate. It has meant building new programs, and new sales techniques, to bring these uniquely mass audiences within easier reach of sponsors.

“Here at Mutual, at least, that is what 1951 has meant. And here at Mutual, the signs of what it has meant to advertisers are equally plain. We close the year with a sales gain of nearly 30% for December, compared with 1950, and a 12-month increase of over 11%.

“Crystal-gazing is no purpose of this piece, but I am convinced that if the radio networks continue in 1952 to work toward the common goal we have set up in 1951, the new year will rank with the one just past as a year of positive benefit to listeners, advertisers, and stations alike.”

Adolf N. Hult, MBS vice president in charge of sales:

“The revival of radio as an important, low-cost advertising medium has been particularly evident in the Midwest during 1951. This has been strongly reflected by increased activity on the part of both broadcasters and advertisers.

“Radio’s progress in the midwest area seems to have stemmed from realistic and comparative appraisals of both broadcasting and telecasting, leading in a number of noteworthy cases to the return of major advertisers to the extensive use of radio. Sales activity has been on a steady increase throughout the Midwest. And Mutual’s sales staff in this area established new records in 1951 under the direction of Carroll Mats, MBS midwestern sales manager. . . .”

BAB

Even Greater Plans Detailed For Radio in ’52

By WILLIAM B. RYAN
President, Broadcast Advertising Bureau Inc.

THIS coming year radio will continue to reign as the leader among advertising media. It will continue to be the most accessible means of mass communication for news, music, entertainment, but with a greater acknowledged superiority than ever enjoyed heretofore.

This greater superiority has been present but never analyzed, much less fully acknowledged.

Radio needs, and the Broadcast Advertising Bureau intends to provide, a comprehensive insight into radio’s so-called “bonus” audience — the extra-set market plus out-of-home listening—including the much discussed automobile-radio coverage.

To accomplish this the BAB intends to:

1. Issue an interim report on all material now extant on out-of-home listening and automobile-radio coverage.
2. Conduct a national sampling of automobile-radio listening.
3. Make a pilot study to determine the size of the extra-set market.

**WVAM—CBS and WJSW—MBS Combine for a greater WVAM**

The merger of WJSW and WVAM means better facilities, better programs for WVAM. It now means WVAM is:

1st in Power
1st in Programs
1st in Popularity
in the Altoona, Penna. area

**WARD WVAM**

JOHNSTOWN ALTOONA

Represented by Wee d and Company
major individual components of other media.

"When these facts are available radio will not be solely evaluated by ratings indicating listenership but, instead, will also be bought and sold on the long overdue basis of "results."

'82 is earmarked in BAB's books as the real year of awakening to both radio's coverage and impact. They're an unbeatable combination!

CBS Radio
(Continued from page 26)

Of radio any more than radio killed off newspapers, magazines, movies, the legit stage or photog- nograph records. Radio changed, in some respects temporarily, all of these forms of communication and entertainment. But each has a place in itself, basically unduplicated by any of the others.

"Each of the problems I have outlined has characteristics which will solve themselves in the right atmosphere. But all will be gov- erned by two broad factors one of which, if true, will be found distinctly unpopular.

Expansion Problem

"If the number of radio stations has greatly over-expanded, as many people think, the current reduc- tion in total hours of listening, and a coincident lessening of available advertising dollars, will not support, as in the past, the present number of radio stations."

"On the other hand, our vastly increasing population and economy can and will support in the future an additional time-consuming and sales-producing medium like television with its own, impact on like but competitive media.

"There will be more people and more leisure time per capita to allocate among leisure pursuits like radio listening.

"There will be more goods and services to be sold to more people in the home. The growth of super marketing indicates a coincident growth of pre-selling rather than point-of-purchase selling. Thus ad- vertisers must and will allocate more advertising—and selling—money through reach - them - at- home-at-low-cost channels than the American selling system has ever used before.

Each Area Different

"At some point talent will under- stand that each of the four great areas of the theatre—legit, motion pictures, radio and television—is different. That each demands dif- ferent artistic characteristics of its artisans. That each provides a distinctly different form of satis- faction of the public, none entirely replacing another. That a star or pre-eminent artisan of one area of the theatre is only rarely more than second best in another. The radio offers to the masters of theatrical illusion challenges and satisfactions that visual theatre can not.

"During the current transitional period CBS Radio intends to broaden its relative and substantial lead over the other networks in size of audiences and in consequent ad- vertising billing. It intends to further its efficiency in keeping up with the changing times in our business. And it intends, with its traditional mental and physical vigor, to make the most effective possible adjustment to television— to the end that listeners gain maximum satisfaction and advertisers maximum values in the new radio medium that results."

NBC Pay Boost

NBC EMPLOYEES will receive a 5% cost of living increase, effective on Jan. 1, 1952, they were noti- fied last week.

NARTSR
Will Continue Crusade On Threats to Spot

By MURRAY GRABHORN
Managing Director, National Assn. of Radio & Television Station
Representatives Inc.

IN REFLECTING upon the turbulent months of 1961, it is gratifying to be able to look ahead with confidence and optimism.

The past year saw radio reborn values which, while always existent, in the fear of television; like a grown man who suddenly becomes afraid of the dark until he re- members to turn on the light to.

The storm has not been weathered entirely, but the ship is rid- ing it out, and with stations more determined than ever to hold to a straight course, without careless exploring of uncharted waters, she will sail on safely to a calm future.

Spot broadcasting, both in AM

BROADCASTING • Telecasting

Mr. Grabhorn

From where I sit
by Joe Marsh

"Fireman, Save My—"

Volunteer Chief Wilson was telling a few of us about some of the extra jobs firemen do. Like rescuing tree-climbing cats—and kids who get stuck almost any place.

"Take last week," he says. "Mrs. Campbell called up from Balesville where she was shopping. Asked if we'd go to her house and see if she'd left the fire on under the potatoes!

"Dusty Jones drives the five miles to Campbell's place, and it turns out she had left that fire on. But don't get the idea we're complaining about those odd jobs. We're always glad to co-operate."

From where I sit, these boys—and volunteer firemen everywhere—stand for something mighty important to this nation. Most things seem to work out better when they're done volun- tarily. Whether it's a ballplayer or a beverage you're choosing, whether it's the way to run a newspaper or how to practice a profession, it's the individual freedom of choice that has made America great.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

December 24, 1951 • Page 37
$14 MILLION GAIN*
IN
WISL
Primary Area
RETAIL SALES
TOTAL RETAIL SALES $161,194,000
FOOD $42,984,000
GEN'L. MDSE. $15,628,000
APPAREL $12,611,000
DRUG $4,085,000

Serving the Largest Concentrated Market area between Harrisburg and Wilkes-Barre, Penna.

WISL
Shamokin, Pa.
1000 WATTS—FULL TIME
A Mutual Affiliate

Agencies in 1952
(Continued from page 29).

Comments are enthusiastic from Philadelphia. The Quaker City shapes up as an active radio and TV market for 1952. Percentage-wise, all agencies responding see an average 15% increase in radio, and double that figure for TV.

Frank Cox, partner, J. Cunningham Cox Adv. Agency, reports the agency has had such "tremendous" success in TV with its accounts that "we expect to go out all in the coming year." Mr. Cox also finds "radio daytime audience is on the increase due to the fact that most people still prefer radio to television."

E. H. Rogers, partner, Gray & Rogers, says, "We look forward to increased sales in our agency in both radio (10%) and television (30%)." Radio will continue to be important in the Gray & Rogers blueprint because of its large market and low cost, he says. He warns, however, that TV station rate increases shouldering out the local advertisers.

Frank Knight, radio-TV director, Richard A. Foley Adv., agrees to this, adding that his agency looks for both radio (15%) and TV billings (20%) to increase appreciably during 1952.

Echoing the sentiments on climbing station rates in TV, David Wermen, partner, Harry Feigenbaum Adv., warns "more and more, the pioneers among television advertisers are dropping by the wayside, unable to pay the "freight." In our opinion, television advertising will soon price most of the small and medium size advertisers right out of the market." Agency is considering a return to radio for some of the accounts which dropped out earlier in the year. For 1952, Feigenbaum’s expected increase is radio by 20%, TV by 30%.

New England’s hub city expects radio spending in the main to keep a steady level, with television sparking an increase of some 20%.

Charles F. Hutchinson, executive vice president, Chambers & Wissell, although predicting radio will be down some 10% in the first quarter of next year as compared to the same period in 1951, says "there is a strong possibility that radio will hold its own," adding, "of course, I refer to daytime radio." He notes the agency expects to up TV by 20%.

Janet A. Gilbert, director of media, Harold Cabot & Co., notes that both media will be increased during the year.

WASHINGTON

In the nation’s capital, radio spending the first quarter next year over the same period last year, will average 15-20% higher with a similar percentage upswing in television.

Jeffrey A. Abel, radio and television director, Henry J. Kaufman & Assoc., thinks radio-TV prospects in general will be better than last year. He sees some turnback to radio particularly because of increased costs in television time and program content. The agency plans to increase radio in the quarter some 20-25%, TV the same.

Courtland D. Ferguson, head of Courtland D. Ferguson Inc., believes his firm will spend the same in radio for the first quarter next year as the same quarter this year, but that TV will be up 20-25%. The year, he says, will be good for both media. TV will be excellent.

Mr. Ferguson asserts, unless policy of TV stations increasing rates continues to a greater extent. There may be some money going into radio that otherwise would be placed with television because of this, he notes.

Alvin Q. Ehrlich, vice president in charge of radio and television, Kal, Ehrlich & Merrick Advertisers, predicts radio will hold its own at his agency. In fact, K, E & M is increasing radio (10-15%) and also television (same). He warns that Washington, D. C., is a retail market and for this reason some TV stations are pricing themselves out of the market.

BOSTON

In this market, there are no radio-TV pessimists. Good business conditions are in the wind, according to those who handle the time-
buying in the midwest citadel.

Chicago office of Young & Rubicam via Phil Bowman, radio-TV director, reports more than tripled business in 1951 than for the previous year. TV in his opinion is nearing the point where it is too expensive for many advertisers, thus setting off a trend to cut time units.

Maurice H. Needham, president, Needham, Louis & Brorby, estimates total radio and TV billing for the agency in 1951 was about $4.4 million and that anticipated billing for 1952 will be in excess of $8 million.

Jack Scott, president, Schimmer & Scott, says he believes his agency will have a better year in "over-all billings as well as for the broadcast media." He expects spot placement to increase the most, both in radio and in television.

The vice president and manager of midwest operations for McCann-Erickson, Homer Havermale, says budgets are up in both media for the agency. The spokesman, noting that it was the highest amount of billing in the agency's history, sees its radio and TV operation to be still larger in 1952 "particularly with a swing to television and to the use of radio in non-TV markets."

"We like television and these past four years have used it successfully to sell, but we are finding radio still best for some clients and likely to continue so for some time," according to Frank Baker, radio and television director, Reinecke, Meyer & Finn.

The year 1952 "will be our greatest for radio and television" is the report of George Bolas radio and television supervisor, Tatham-Laird. Reasons for this "all-time high" are swing to TV by more advertisers by trends to alternate-week basis of sponsorship, and more radio use because of newer, flexible plans.

Phil Stewart, radio-television director, Roche, Williams & Cleary, sees a bigger peak in television and radio "will more strongly defend its position with a more realistic approach to programming, sales techniques and promotion."

Fairfax M. Cone, chairman of the board, Foote, Cone & Belding, predicts advertising next year will have a larger job to do to increase sales. In view of this, he says, "broadcasting — and particularly broadcasting via television, should see an increase over 1951."

"We have added four new accounts this year and expect to do much more of the same next year," says F. Sewall Gardner, manager, Danae-Fitzgerald-Sample. "All of our billings — including that for the broadcast media — is up, and we are confident it will continue in the same manner next year."

PORT RICHEY

Ray K. Glenn, president, Glenn Adv., Fort Worth-Dallas, Tex., says his agency has not sold radio short since it "reaches people ordinarily and there's more of them." TV, he says, is having a "terrific impact, as witness the fact we're planning to spend twice as much on it." For radio, the percentage increase is "10 or 12%.

Less enthusiastic, Wilson Crook, owner, Crook Adv., also Dallas, sees radio not as productive and losing "its glamour." And TV is hard to handle, he says, and high in cost. His firm is not changing its budgets from this year's level.

In the process of expanding its radio department, Laughlin-Wilson-Baxter & Persons, says of its clients, "many are thinking of enhancing their position in radio."

Agency, according to Don L. Baxter, in charge of the Dallas office, will increase both its media budgets in 1952.

Also increasing radio (15%) and television (65%) is Tracey-Locke Co., in Dallas, whose radio and TV director, Philip L. McHugh, sees the biggest year in the media for his firm. Biggest gains are in spot business for both with more development expected in this direction next year.

LOS ANGELES

Some 55% of agencies reporting in the survey expect to up radio billings in the first quarter of next year in comparison with the same period this year. They predict budgets will be 21% higher with one agency forecasting a rise as high as 50%.

Another 22% say they'll spend advertiser money on radio at the same rate as they did before. About a like number look for radio billings to slump an average 10-20%.

The West Coast's television prediction is confident. Seventy-eight per cent of the agencies queried believe they will spend more in television. Average increase is 21% with one agency going as high as 60%. The remaining answers (22%) see TV expenditures at the same level as the first quarter 1951.

Comments generally point up the trend of advertisers to be "choosy." As expressed by Harry W. Witt, western manager, Calkins & Holden, Carllock, McClinton & Smith: "Both radio and certainly TV billings will increase during 1952. Selective buying in each medium will more than ever be the order of business."

And he warns, "for the best interest of the TV stations, there should be a leveling off of rate increases." His agency predicts radio expansion of 70%, TV 80%.

"Prosperous year" for both media is predicted by Frank Bull, partner, Smith & Bull Adv., Hollywood, who echoes the increased sentiment that the TV climb brings (Continued on page 19)

Announcing the appointment of

H-R REPRESENTATIVES, Inc.
as exclusive
national sales representatives

for

WNOE 50,000 watts day
5,000 watts night
in New Orleans
Patt McDonald,
V-P & General Manager
MBS

KNOE 5,000 watts day & night
in Monroe, La.
Paul Goldman,
V-P & General Manager
NBC

The James A. Noe Stations

SOUTHWEST

Radio billings are going up and so is television in the Southwest, according to returns. Agencies report radio placement on the rise an average 12%, TV fluctuating but high.

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with it the threat of pricing local advertisers out of the market. "1952," he thinks, "will bring the automobile radio, long a taken-for-granted radio plus, into the limelight."

Outlook for radio-TV in 1952 looks "especially bright to me," comments Richard C. Francis, vice president and Pacific Coast manager, Campbell-Ewald Co. "Radio should benefit not only because it continues to do a good, strong selling job with the bulk of the population, but also because of the increased costs of television time and programming, and the scarcity of good availabilities, both on the TV networks and local stations."

Mark L. Mulligan, media director, BBDO, Los Angeles, sums up with: "Broadcasting should maintain and increase its position of importance. AM radio with 42 million radio homes has long ago been successfully established." Take off the FCC freeze, add the "settling down" process of adjusting viewing and listening habits, and you come up with "effective and satisfactory use of each medium by advertisers," according to Mr. Mulligan.

What TV "strategists" have yet to solve, according to John I. (Bud) Edwards, president, John I. Edwards & Assoc., Los Angeles, is the "plight of the small local advertiser.

In the aggregate, Mr. Edwards reminds, the local advertiser "represents millions in revenue which the TV stations won't get if costs are not brought within a range he can afford." The Edwards agency expects to increase radio 30%, TV 20%.

Don Belding, chairman of the executive committee, Foote, Cone & Belding, sees TV volume following the pattern set by radio in its early days and TV production gradually moving to Hollywood. FCC&L's Los Angeles office reports radio spending will be down and TV billings up.

Mogge-Privett Inc., Los Angeles, is blueprinting an increase for radio (10%) and television (25%). Snowden M. Hunt Jr., director of media and research warns, as did others in the Los Angeles area, that TV is pricing itself out of normal budgets.

Erwin, Wasey & Co. finds radio expectations 30% off the volume of 1951 but TV up 50%. Despite this first quarter forecast, Whitney Hartsorne, general media director, says he believes radio "is still a most economical mass medium" and that radio prospects are excellent for 1952, especially as regards spot radio.

Both radio and TV business will be up at Raymond R. Morgan Co., Hollywood, reports Robert C. Temple, executive vice president. He notes: "TV has nothing yet to make it profitable to the advertisers who still and better know that the backbone of the radio business—the advertisers who must talk to customers five, six and seven times a week."

A surge in radio (25%) and television (50%) predicted at Ruthrauff & Ryan's West Coast office, brings this comment from Vice President and Pacific Coast Manager John H. Weiser: "Radio billing will go up; for radio has demonstrated its continued ability to be a good advertising medium... particularly in such locales as Los Angeles where the area boasts of more automobiles and radios than any other section of the country."

TV, Mr. Weiser, asserts, "is becoming increasingly important every day... offerings to larger audiences... we expect television business for our clients to be at a new high in 1952."

Charles B. Granz, secretary and treasurer of Media & Marketing, Inc., Beverly Hills, Calif., sees a radio-TV prosperous 1952. "Regardless of the continued upsurge in television, radio in many instances is still a better sales tool compared to TV." He also cites automobile radio, predicts his radio clients will spend 5% more in the first quarter, TV 10% more.

Hard swinging and tough competition ahead, says Frank Ryhlick, radio and TV director, Ross, Gardner & White, Los Angeles, which is budgeting 10% more for radio and 20% more for TV. More advertising will be coming as a result of these factors, and hence, more radio and TV, Mr. Ryhlick summarizes.

Robert M. Hixson, president, Hixson & Jorgensen, says his agency expects radio to be down 10% but TV up 50%. Daytime radio will become the more desirable for clients. He mentions auto radio, saying "it is unfortunate that radio did not include out-of-home listening in its surveys during the lust years. The total tune-in figures we now have taken has shaken down as they are showing today."

"We believe 1952 will be a record breaking year not only for this agency [which spends from $1.5 million in radio-TV] in radio and television, but for both of those industries," is the comment of Hilly Sanders, vice president in charge of radio and television, Dan B. Miner Co. Feeling is advertisers with small to medium budgets will stick to radio and spend more in the medium to offset TV advertising of their larger competitors, Miss Sanders adds.

Ted G. Factor, president, Factor-Breyer Inc., sees continued re-evaluation of radio as a selling weapon but that radio "still affords a low-cost method of reaching buyers."

His agency expects to keep its 1951 volume in radio, increase TV billings by 25%.

Vick Knight, president, Vick Knight Adv., says his agency plans to boost radio billings 25% but TV volume will be the same. Reason: sales up and radio and TV combinations—"if you don't think the public corroborates this right in their own living rooms, check up the expanded volume of TV-radio combinations. The people want both. Competent 'doctors of advertising' will prescribe both."

T. L. Stromberger, vice president, West-Maryland Los Angeles, also reports his firm is increasing radio (10%). There were more radio sets than TV sets sold during the past year in Southern California, he reminds.

SAN FRANCISCO

Barring full-scale war, radio and TV will be greater in the Bay Area, according to Ad Fried, president, Ad Fried Adv., Oakland, whose agency is increasing both media's budgets next year.

"Radio will still gain new advertisers—more for spots, less as program sponsorship. In this area, good TV time is much sought after and will be still harder to obtain in 1952." Local and regional advertisers "get bounced around like rubber balls" by network shows and national sponsors who take up TV availabilities, he notes.

Radio and TV are up 15% each in the 1952 plans of Foote, Cone & Belding, San Francisco office, according to Sherwood Armstrong, radio-TV director. "TV is still a 'plus' medium in San Francisco for most clients, added to other media for extra impact," he believes. And radio, "continues strong, especially spots and good classified shows."

"We anticipate that our radio billings will remain about the same. If any change is shown it will be an increase, because we are actively working radio into every client budget, wherever possible. The same situation holds true of television," according to Katherine Pavia, owner, Pavia Agency, San Francisco.

Warter Guild, president, Guild, Bascom & Bonfigli—"In 1952 television will probably continue to be oversold, exaggerated, and unprofitable to agencies. Radio, especially in non-TV markets should have a bonanza year."

Seeing radio down 25%, television 75% in the thinning, owner of the San Francisco agency bearing his name, notes: "Television prospects for 1952 look especially good, and we intend to concentrate on the volume of benefit shows and spots for our accounts as against radio advertising."

NORTHWEST

Trend is to TV in the Northwest, with agencies giving the medium a 100% vote of confidence
ATTENDING WRVA Richmond buffet supper were (l. to r.) Mahlon Burton, Richmond food broker; George Castileman, CBS Radio Sales, New York; James Clark, WRVA sales manager, and Edloe Snead, Richmond food broker. Guests inspected station, met staff, learned market served.

both for the individual jobs they do.

Combination radio-TV is noted by Gerald A. Hoeck, partner and radio-TV director, Wallace Mackay Co., who says this type of selling is preferred by local accounts for mass coverage. TV is getting the extra dollars, he observes, and newspapers are feeling the “squeeze more than any other one medium.”

“TV production and programming continue to be the major headaches. To do a top-notch job requires excessive time and money. To do an average job is to endanger a client’s good money,” he concludes.

**CANADA**

Northern neighbor agencies, at the rate of three out of four queried, will increase their radio percentages. Average rate of increase is 13%. There are no reports of Canadian agencies cutting radio billings for 1962.

Where television can be placed (in U. S. markets), the picture is the same with agencies at a rate of two to one increasing TV billings; only one agency will keep TV expenditures at the 1951 level.

Frank Flint, radio director, McKim Adv., Toronto, sees “an upswing in radio interest in Canada. An aggressive campaign by the industry could double the volume now being done. Canadian rates are too low, and could be increased to the advantage of more radio advertising. This is the golden age of radio advertising in Canada, but the industry must pull together.”

Two spokesmen, Olive Jennings, radio director, Grant Adv. of Canada, and John Crosbie, radio director, J. Walter Thompson Ltd., have one eye on future actions by the government which closely governs the broadcast media.

Miss Jennings sees no change in radio, although it’s been going “uphill the past few years. There are more advertisers interested in radio than ever before, both big and small.”

Echoing this sentiment, Mr. Crosbie adds that “there is every prospect Canada will expect continuance of the previous intelligent approach to radio advertising in 1962.”

Spot radio activity for Canada is predicted by R. Wakeley, radio director, Harry E. Foster Adv., Toronto, who says: “For some of our large advertisers we are picking up local shows right across Canada, and we use major market as well as small market stations.” His agency, expecting 10% increase in radio in the first quarter next year over this year’s first quarter, plans to handle less radio network business.

A. F. Percival, radio director, Ronalds Adv., also Toronto, is radio-enthusiastic, pin-pointing an expected 25% increase in the first quarter over the same period this year because of increased budget, added broadcast time and increased station rates. Bulk still goes into nighttime network, he says.

Mrs. Amanda Russell

MRS. AMANDA RUSSELL, mother of Frank M. Russell, NBC Washington vice president, died last week at the age of 80. She was a native of Ohio and lived during her last years in Virginia. Surviving in addition to Mr. Russell are two other sons, Ted Russell of Washington and Marvin Russell of Cleveland, and a daughter, Mrs. Lois Test, Elba, N. Y.
Radio, TV Romp Into '52

FOR A LOT of years we've been doing the kind of annual year-end business survey that appears in this issue. On most of those occasions, after assembling predictions from the best brains in broadcasting, we've been just a little scared.

We have to be afraid that the predictions, which invariably have been optimistic, will not be borne out when the balance sheets come in. Happily not only for us but for broadcasters, events have corroborated forecasts. Each year since we began looking at the future a few years ago, total broadcasting business has increased.

Well, here we go again, and, as usual, we have that out-on-a-limb feeling. As you will notice in several places in this issue, the people in broadcasting think 1952 will be a big year, bigger than 1951 for both radio and television.

For both radio and television? How can this be when radio is supposed to be drawing its last breath?

Well, we have news for you. That breath that radio is drawing is not its last; it's just a second wind. Unless for the first time in its long history, the industry should start at much higher levels than it started this year.

The only type of radio that is the exception is national network which, according to the forecasts, will continue the downward trend that has obtained the past three years. It is significant, however, that the amount of decline that most of our sources anticipate for networks is by no means as much as some pessimistic executives, including network people, have at times expected.

It is important to realize that though the total number of network bills will be drawn somewhat in 1951, according to our estimates, one of them will have bigger billings in 1951 than in 1950 and another will just about equal its record year of 1950. The favorable 1951 records of two networks justify optimism for all four in 1952, we believe. A general revitalization of network activity can be expected.

Television, of course, is expected to continue its phenomenal growth. There's no telling how big that boy can get.

We're not as scared by these rosy predictions as some in the past. We take comfort in the fact that the most responsible leaders of the media and their customers. We have awfully good company on our limb, and we're very sure the limb won't be sawed off. It never has been in to, these 14 years.

TV Pork-Barrel

AMID all the stench over corruption in government, there is considerable concern that some of it might dip into radio, or at least into the communications-electronics field. Thus far, the only public disclosure touching broadcasting is that involving Zenith, which retained former Collector of Internal Revenue James P. Finnegar, who was paid $60,000 to help get financial aid from Zenith Phoneline experiment a year ago.

Over the years, radio has been singularly devoid of scandal and influence-peddling. That is not to say that political influence-peddling, hasn't been tried. It has been attempted, and will continue to be, so long as our government is set up along party lines. But the FCC, except for an isolated instance or two, hasn't been used as a patronage pay-off.

Will it continue that way? Here we take pause. What about television? The battle royal soon will begin, coincident with the thawing of the freeze, earmarked for February. The FCC is playing it straight. If there have been any pressures, the FCC has ignored them. Until the new allocation plan is formalized nothing could be done anyway.

TV is the new bonanza. Stories of fabulous profits have whetted the ardor of the politicians. The influence peddlers soon will be on the prowl. They swarm to the government easy money areas like flies to sugar.

Already inquiries are being made about "good political lawyers." One of the newer gags in political circles is that they're going to build a subway from the White House to the FCC to expedite appointed TV applications.

This is the sort of nonsense that is heard as the freeze deadline draws closer. It will gather intensity as conflicting situations develop—for example, more applicants than there are facilities in a given city. Enter the guy, who knows another guy who has four votes in his vest pocket. The "right lawyer" must be hired, along with the balance. Lots of people are going to get burned.

The only way to prosecute a TV application is through competent legal and engineering preparation. There's bound to be a lot of pressure on the FCC from the legions of applicants, with their large law firms. It should continue that practice, even to the extent of memoranda covering telephone calls.

It is obviously the FCC's intention to adhere to the spirit and the letter of the law and of regulations. It is just as obvious that, because of the scarcity factor, and the grandiose stories of the stakes involved, the proper interpretation of the spirit of the law and of the spirit decided to mean as much as the FCC is going to grant. It could well have a salutary effect on the upcoming TV battle royal. It will focus attention on the TV proceedings. Thereby the FCC's job should be eased, along with the tasks of the legitimate applicants and their lawyers and engineers.

Even with those possible benefits, it should be evident that efforts to establish a TV patronage pork-barrel are in high gear.

---

Noel, Noel

WE ARE about to put the cover on our type-writer, which suffers the fragilities of great age and is apt to take a paralyzing chill if left exposed to drafts, and join our exuberant fellows at the Annual Office Christmas Party.

We suspect that thousands of others in and around broadcasting are doing likewise. By the time this is read, millions of paper cups will have wilted in a drenching of warm whiskey, many executives will be scowling hard to get back on a last-name basis with their secretaries, and at least a few intimates who took advantage of the chance to tell the boss how to run the company will be scuttling around for positions with other firms. All this has become an expected, indeed ritualistic, element in the intricate tribal ceremony that marks the business community's observance of Christmas.

But the Christmas spirit is indomitable and seems always to survive the ravages of corporate celebration. Accordingly, we go forth with cheer in our heart, a lift in our voice and, not to be totally impractical, a vial of olive oil which we shall gulp when we reach the water cooler down the hall. It is the gay Yuletide, faithful reader.

Happy Holiday Season

---

JOSEPH EDWARD BAUDINO

MANAGEMENT problems come in bunches to Joseph Baudino. As vice president and director of Westinghouse Radio Stations Inc., as well as general manager, he controls the destinies of six broadcast stations with their FM components and one TV station, plus numerous operating segments and experimental units. That's enough to keep the average executive in a state of managerial epilepsy, but the reassuring Baudino smile doesn't disappear easily.

Just to make certain the excitement of office activity is matched by a lively pace at his home in Bethesda, Washington suburb, he spends the evening directing a lively brood of five daughters ranging from 4 to 21.

The two jobs are major management undertakings, but Mr. Baudino takes both in stride with the help of experienced and able aides at the office and the calm efficiency of Mrs. Baudino at home.

Only known competitor in the field of radio genealogy is Eddie Cantor, whose five-girl record was matched when Anne Denise Baudino was born in 1947. The event inspired the comedian to wire Mrs. Baudino in Mercy Hospital, Pittsburgh, that he had a copyright on the five-daughter technique and planned to file suit for infringement.

In line with tradition, the Baudino family has a female collie, Bonnie. A few days ago a WRS co-worker in Washington observed that "Joe Baudino's salary goes into six figures—a wife and five daughters," a partial understatement at the present high cost of collie fodder.

The Baudino romance, incidentally, was radio inspired. It developed when the young Illinois U. engineering graduate joined Westinghouse in 1927 and was assigned to KDKA Pittsburgh where he quickly became speech equipment manager. At KDKA he met Rosalind Shields, a staff secretary. A friendship developed and they were married July 27, 1929.

The KDKA assignment lasted until 1951 when Mr. Baudino was transferred to WBZ Boston as chief engineer. By 1936 he was back in Pittsburgh at "KD," as the station is known in Westinghouse parlance, this time as chief engineer.

He soon found all the outlets an engineer could desire for his technical proclivities. Westinghouse was working on a dream—the finest plant that could be built. Most of the problems known to the engineering profession developed before the new project was completed atop

(CONTINUED ON PAGE 68)
In Washington, D.C.

WTOP newscasts have larger audiences than those of any other station.

AVERAGE SHARE OF AUDIENCE FOR NEWSCASTS*

<table>
<thead>
<tr>
<th>Station</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTOP</td>
<td>21.6%</td>
</tr>
<tr>
<td>Station B</td>
<td>17.1%</td>
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<tr>
<td>Station C</td>
<td>13.5%</td>
</tr>
<tr>
<td>Station D</td>
<td>11.5%</td>
</tr>
</tbody>
</table>

*Pulse, Sept.-Oct. 1951: all news shows

WTOP
THE WASHINGTON POST-CBS RADIO STATION
REPRESENTED BY CBS RADIO SPOT SALES
FM Outlets
(Continued from page 85)
nance of local sponsorship in FM. While an average increase of 11% is expected in national spot, there also were signs that this segment of FM business might fall off in some cases.

No figures were available on the business of FM networks, most of which are loosely tied regional or state groups.

Among comments of station operators were indications that FM listening is continuing to increase, with FM set circulation moving upward at a steady pace.

FM outlets featuring good music have established solid places in many communities. Some of this service is fed to regional hookups.

Edward A. Wheeler, WEAW (FM) Evanston, Ill., a suburb of Chicago, said revenue from local accounts "is at the highest level in our five years of operation." WEAW's income from store broadcasting activities is at a three-year peak, Mr. Wheeler commented particularly on the fact that percentage of renewals on all business is the highest ever, along with the number of advertisers.

Everett L. Dillard, WASH (FM) Washington, like Mr. Wheeler a pioneer in FM broadcasting, said 1951 business was up nicely from 1950 and he predicted a further gain in 1952. "The trend is steadily upward," he said.

Another FM-only station opera-

D

DONALD G. BUCK, manager of TV station clearance ABC, appointed regional manager of television stations department succeeding KARL CANNON, resigned. Mr. Buck first joined ABC Sales Service Dept. in 1944, after having served four years in Army. Shortly after joining network, he was promoted to assistant sales service manager and named manager of TV station clearance. He will be succeeded by MALCOLM (Bud) LAING, assistant manager of NBC TV Station Clearance Dept.

PAUL GODOFSKY, executive vice president and station manager WHLI and WHLI-FM Hempstead, L. I., elected president and general manager. Mr. Godofsky announced that he will continue the policies and operation which have established WHLI as an integral part of the Long Island community. He succeeds his brother, ELIAS I. GODOFSKY, who died last month [B&T, Dec. 3].


CHARLES R. COLLINS Jr. appointed account executive WBFN Baltimore. He was with WITH Baltimore.

KETTELL-CARTER Co., Boston, named New England representative for KWBU Corpus Christi, Tex.

Mr. Briggs

WILLIAM F. SCHNAUERT appointed general manager WCSS Amsterdam, N. Y., succeeding CECIL WOODLAND, resigned to become general manager WGAN Scranton, Pa. Mr. Schnautz was with WPTF Albany.

FORIOE & Co., N. Y., appointed national representative for WLEX Lexington, Ky.

CAROL EWING, controller KBNN (TV) Hollywood, named business manager NBC-TV Hollywood. JAMES F. TURNER, assistant controller KBNN, named controller. MARVIN BIERS remains Mr. Turner's assistant.

CAL CASS, recent dischargee of U. S. Marine Corps, named to sales force WINS New York, to succeed ROBERT ADAMS who has joined Raven Adv. Corp.

Personal

THEODORE C. STREIBERT, president WOR-AM-TV New York, was chairman of speakers panel at Wesleyan U.'s second annual vocational clinic held Dec. 7-9. . . . SAM ALTDOEFFER, vice president WLAN Lancaster, Pa., father of daughter, Nancy Jo. . . . DAVID M. SEGAL, owner KTKM Texarkana and KDMN El Dorado, Ark., and president WGVH Greenville, Miss., KDAS Malvern, Ark., and KDKD Clinton, Mo., has applied to Civil Aeronautics Board for authority to operate a feeder airline in Texas and Oklahoma. . . . JOSEPH STAMLER, WMGM New York sales staff, father of son, Gary Marc, Dec. 12. . . .

SUIT SETTLED
In SESAC v. WCKY

SETTLEMENT was reached between SESAC and WCKY Cincinnati last Monday in a SESAC suit charging 11 infringements of its catalog. The proceedings were dropped during the trial under way before Judge John H. Druffel, U. S. District Court in Cincinnati.

David R. Milsten, of Milsten, Milsten, Johnston & Morehead, SESAC counsel, said WCKY took out a five-year SESAC license as of Jan. 1, 1951. Suit was filed in November 1949. It was understood WCKY paid part of attorneys fees as well as court costs.

SESAC counsel also included Victor Whitlock, general counsel, and Murray Seasegood, Paxton & Seasegood, Cincinnati. Representing WCKY was Sawyer Smith, Covington, Ky.

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TELECASTING

We have your gift "wrapped up" for you--
Top TV buys of '52!

"BATTLE REPORT—WASHINGTON"
2 - 2:30 p.m.
SUNDAY
Presidential Assistant John Steelman and top government officials present a weekly report to the nation on this network program now available to WNBW advertisers.

"LEIF EID"
6:55 - 7 p.m.
Available TUES. and THURS.
Top-rated local television newscaster in the Washington area, with a weekly average rating of 16.6 (ARB Survey, Nov., 1951)

"BOX 4"
11:05 p.m. - Midnight
MONDAY through FRIDAY
Feature films for the late evening audience, preceded and followed by news programs.

"CISCO KID"
6 - 6:30 p.m.
SATURDAY
One of Washington's most popular Saturday evening local programs, with a rating of 15.0 (ARB Survey, Oct., 1951)—action-packed adventure with the famous stars of "Cisco Kid" movies.

Your nearest NBC Spot Sales office or the WNBW Sales Department will be happy to "wrap up" a contract for you on any of these choice availabilities and several others not listed.

And what a "package" WNBW can deliver: a coverage area with 1,717,200 population, an effective buying income of $2,588,621,000, and 312,000 television sets.

WNBW
Channel Four
NBC-TV IN WASHINGTON
TRENDS for 1952

NETWORK TV

NETWORK television in 1951 had troubles, but none of them had anything to do with money. Gross billings increased by a whopping 184.9% over 1950.

The biggest problem in 1951 was the same one that beset the networks the year before: how to clear time on enough stations to satisfy advertisers. And that was a problem that would last as long as the FCC freeze.

At year's end there were 108 stations on the air (one more than at the end of 1950) in 67 cities, and nearly 15 million television sets in operation, half again as many as at the end of the year before.

Pressured by advertiser demand, networks in 1951 were opening up new program periods in daytime hours which a year before had been thought to be useless for television. The most ambitious exploration scheduled in that line was NBC-TV's Today, an across-the-board three-hour show beginning at 7 o'clock in the morning, which goes on the air Jan. 14. All the others also had big plans for daytime expansion.

Gross billings gains in 1951 almost defied any reasonable accountancy. Broadcasting & Telecasting estimates that billings will total $129,000,000. They were $45,278,885 in 1950, according to Publishers Information Bureau.

Network Breakdown

Here's the way it breaks down, network by network. The figures for 1951 are Broadcasting & Telecasting estimates, based on projections of PIB figures which are complete only through October and on information from networks themselves. The 1950 figures are PIB's.

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<thead>
<tr>
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<td>CBS-TV</td>
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<tr>
<td>NBC-TV</td>
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<tr>
<td>NBC-TV</td>
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<tr>
<td>Total</td>
<td>$129,000,000</td>
<td>$45,278,885</td>
<td>+184.96%</td>
</tr>
</tbody>
</table>

The big billings increase stemmed not only from the expansion of schedules into daytime hours but also from substantial rate increases. One question that a lot of people were asking at the end of 1951 was: How high can TV rates go without pricing TV out of the market?

Following are year-end statements by television network chief executives:

Alexander Stronach, vice president for television, ABC:

"The trial runs for television are over. Shakedown cruises a thing of the past. This does not mean that experimental TV will not go on. It should and will. But it does mean that television has entered its productive commercial era and is now able to support itself. Television now is on a profitable basis.

"Here at ABC-TV the long range prospects are bright. The ABC television network as of this time comprises 63 outlets, five of which are owned by the network. These five owned stations, WJZ-TV New York, WENR-TV Chicago, KXYZ-TV Detroit, KECA-TV Los Angeles and KGO-TV San Francisco, represent guaranteed outlets in five of the seven major markets in the United States. A purchase in these markets is one of the most valuable assets any advertiser can secure in today's difficult clearance situation.

"In addition to the value of this select group of facilities to a sponsor, the ABC-TV network has prime locations from which to originate network programming. We have some of the finest studio facilities in New York. Our Chicago station has always been a source of network programming. The advent of the transcontinental cable-micro-wave television relay allows for the transmission of prestige programming from coast-to-coast and has brought into television's fold the film capital of the world, wherein is concentrated one of the greatest talent pools of all times."

"The 23 acre motion picture lot owned by the ABC-TV network is the finest television plant in existence today. It assures an exchange of programs from coast-to-coast during the coming year that will exceed all expectations of the present concept of network programming."

"During 1951, ABC-TV offered such new shows as The Celnese (Continued on page 56)

TV STATIONS

Mr. Weaver

Mr. Stronach

Mr. Van Volkenburg

Mr. Witting

At 7 TV stations, generally loaded to the gunwales with business, enjoyed vastly improved business in 1951 and look for an average jump of more than 50% in their 1952 grosses.

With an approximate 50% jump in circulation to a peak of around 15 million video receivers, stations in many cases adjusted their rates upward. Use of daylight hours, especially afternoon, attracted many advertisers and 1952 is expected to bring a lot more sponsors into the substantial audiences enjoying the daylight time segments.

Compilation of increases in total business anticipated in 1952 shows an average of 50% for stations responding to the Broadcasting & Telecasting questionnaire.

Topping the separate business brackets is network business, with a 67% average boost expected in the first quarter of the year. The individual estimates range from 10% to 175%.

Not quite matching the network figure is national spot with a 61% average increase in the first quarter over the same period a year ago. Here the individual estimates range from 15% to 120%. As for local TV business, the average is 48% based on a spread of 20% to 100%

If there is anyone in TV who expects a decline in any phase of station business, that person cannot be found in the questionnaire replies.

For the most part the more spectacular estimates came from cities where TV is not yet a medium of several years' existence. The rate of expansion in set sales is much more rapid in communities relatively new to TV.

AT&T Link Helps

Spread of AT&T inter-connection facilities to new areas, including the West Coast, has been a stimulus to stations benefiting by the hookups. Additional cities will be linked in 1952.

The questionnaires do not reflect anticipated end of the FCC freeze, since this influence will not become important before the last half of the year.

Among markets still below a saturation point is Louisville, Vic-

tor A. Sholls, WHAS-TV, said TV business in the market will continue to grow rapidly in 1952 in comparison to older TV cities. "General business prospects for the Kentucky area are quite bright," he said. "Earnings will be down, however, because of taxes and higher operating costs."

In the same market Nathan Lord, WAVE-TV, indicated marked optimism as he looked into the coming year.

Stations in the Eastern Seaboard area are completely optimistic, though TV is well-established in most of the cities. E. K. Jett, WMAR (TV) Baltimore, said: "Television is now available in most every major market and will continue as the most effective and most profitable medium for mass communication. In short, it looks like 1952 is going to be a great year for television with lifting of the freeze; beginning of new construction in new markets; power increases for better reception and political elections. He observed that the summer political conven-

Trend Seen Up, Up, Up

(Continued on page 57)
DURING the past year, television established itself as such a vital force in the life of America that in 1962 it promises to be a decisive factor in the nomination and election of the next President, Brig. Gen. David Sarnoff, chairman of the board of RCA, declared in his year end statement.

Gen. Sarnoff said: “By election day [in 1962] there will be approximately 18 million television sets in use in the United States, with a potential audience of more than 60 million persons—exceeding the total population of the United States when Grover Cleveland campaigned for the presidency in 1884. For the first time coast-to-coast network facilities will be available for the national campaigns.

Widespread Impact

“No other force, in so short a time, has ever exerted such a widespread impact on home, entertainment, education, politics, advertising, news and sports.

“The power of such a medium for moulding public opinion is unprecedented. It provides an open forum in which every home has a front-row seat in the discussion of national and international problems. The leaders, as they speak, become living parables whose emotions and appearance are viewed directly by millions of people. This new art brings sincerity or insincerity into focus. It has an intimate way of portraying the distinguishing characteristics of a natural leader.

“Television of today, however, is only the prelude to the television of tomorrow. It will change its format from time to time to keep pace with new program trends and new inventions. It is a living and flexible medium. In the process of its evolution it will develop its own art form, distinct from radio, motion pictures, stage and press. It will create and develop new entertainers and new personalities for the television screen.

“Already television has revealed its tremendous impact as an advertising medium. Based on the financial results of the first ten months, the 1961 time billings of four TV networks and 109 stations should reach at least 250 million dollars. This year, for the first time, television surpassed network radio in revenue. Today there are 15 million television sets in the United States. About 40 theatres are television-equipped.”

Gen. Sarnoff pointed out a number of important TV advances in 1961. Among them: TV stations proved they could operate within the accepted economic framework of the U.S. broadcasting system.

TV manufacturers survived a period of dwindling sales, and new receiver sales are on the upswing. RCA worked up plans to ask the FCC to consider its compatible color TV system before mass production of color sets, stopped by Defense Mobilizer Wilson, is resumed.

TV Expansion

Coast-to-coast TV became a reality. TV expansion into UHF, proven to be possible and practical in extensive tests by RCA-NBC engineers at Bridgeport, Conn.

Gen. Sarnoff pointed out that while television has thus advanced, radio also has continued to move forward. He said:

“Today there are 2,400 AM and 680 FM stations in the United States. Daily broadcasts cover 95% of the country. Approximately 12 million new radio sets were sold by the turn of the year, bringing the total in this country close to the 100 million mark, including about 24 million automobile radios. There are 43 million radio equipped homes...

Golden Anniversary

“Measured from the date of Marconi’s first transatlantic wireless signal in 1901, radio in 1961, celebrated a Golden Anniversary. Throughout its half century of progress as a science, art and industry, it has met the tests of ups and downs in business. The constant invigoration of science has given radio a perennial vitality and versatility. Its Golden Age is still ahead.”

Gen. Sarnoff said that the radio industry looks forward with confidence to each new day, as the signs of increasing promise and progress. He continued:

“The year 1962 will be no exception; for the field of electronics—of which radio and television are a vital part—is on the threshold of many new developments. These include the harnessing of electrons in solids for useful work, instead of subjecting them to immense heat inside a vacuum tube.

“Tiny devices, known as transistors, have been developed for use as detectors, amplifiers and oscillators for radio, wire and cable communications. These use germanium crystals as small as a match head. They will play an important role in the future of many forms of communications.

“Today, communication is only one facet of the future of electronics, the roots of which are imbedded in radio and television. There are limitless possibilities also for electronic inventions in new and broader fields, especially in the field of home appliances.

“On the threshold of 1962, it is difficult to imagine a world without radio, or homes without broadcast receivers and television sets. This record of accomplishment and public service is the result of the freedom we enjoy in America to research, invent, develop and progress under a democratic system of competitive private enterprise that surpasses in achievement any other system in the world.”

SET DEMAND

GREATER THAN SUPPLY—Baker

Demand for General Electric radio and TV sets has been so far exceeding all expectations, Dr. W. R. G. Baker, vice president and general manager, GE Electronics Division, reported in a forecast of 1962 developments in electronics.

Replacement purchases by owners of small picture TV sets and removal of old sets for color are over while color will aid the demand, he said, plus increased sale in fringe areas as receivers become more sensitive and transistors and color sets are cheaper.

Demand for TV and broadcast equipment has been fairly substantial despite the freeze, according to Dr. Baker. With lifting of the freeze in long-paused TV construction permits plus expansion of existing studio facilities. He predicted GE business in these lines would double in 1962.

**APS TO ENTER TV**

ASSOCIATED Program Service, radio library organization, will announce shortly its entry into the television film field with exclusive distribution rights to the extensive backlog of educational and documentary features of Encyclopaedia Britannica Films, it was learned last week.

At work on the projected expansion for more than a year, APS has invested approximately $150,000 in the purchase of other films, aside from commencing the re-editing of EBF features to fit TV needs, and expects soon to be ready to set up a special TV division apart from the radio library service.

APS, headed by Vice President and General Manager Maurice B. Mitchell, is a division of the Muzak Corporation. It owns and runs the Encyclopaedia Britannica and Encyclopaedia Britannica Films, described as the largest service in the educational and institutional film field. In anticipation of the move into TV, EBF has stepped up its production schedule in recent months and is now turning out a film a week. EBF also has acquired Films Inc., said to be the largest organization in the 16mm entertainment film field, which has exclusive 16mm rights to Warner Bros. and 20th Century-Fox Films. Presumably efforts will be made to extend these rights to include TV use.

Far-Ranging Backlog

Primarily, however, APS expects to concentrate on educational and documentary programs. EBF’s backlog in this field is far-ranging, including especially purchased features on such diverse subjects as national and world affairs, sports, communications, social sciences, history, geography, arts and crafts, development of modern industry, conservation, physics, child psychology, agriculture, and history among others.

**Will Offer Films**

They were specially produced for use primarily by schools and colleges. The task of rearranging, rerecording and packaging these features for presentation as TV series has been in progress for the past year. Some may be re-edited as film commercials.

Among the early offerings being planned is a documented series on atomic energy—said to be the first of its kind ever released. Another dramatic production probably will deal with narcotics.

The APS TV division will be entirely separate from the APS radio library service, which, according to General Manager Mitchell, is now completing its most successful year.

Muzak President Harry E. Houghton reported that Muzak too is completing its most successful year, and also has completed technical improvements which will enable it to extend its franchise areas from 200 to 600 cities next year.

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BUSINESS prospects for film companies in 1952 could scarcely be brighter, judging by the comments of TV film package and motion picture producers to the annual year-end survey by Broadcasting • Telecasting.

This optimism far transcends such apparent obstacles as FCC's TV station freeze, material shortages, cost factors and union jurisdiction squabbles. Potentials are described as limitless when FCC lifts the freeze, though this probably will not be reflected in 1952.

Virtually without exception, film producers are unanimous in their conviction that demand and output for film will double—even triple—in the forthcoming year.

Perhaps the best barometer is the numerical emergence of film companies which have hopped on the television bandwagon, firm in the belief that film will dominate the visual medium in the near future.

Ever since motion picture companies on the West Coast adopted the time-worn adage—"if you can't beat 'em, join 'em"—the gold rush to television has been in full swing. The key to this situation is their belief that TV eventually will be wed to motion pictures after divorcing sound broadcasting—an abhorrent thought in many industry quarters.

Emerging from the year-end survey are these highlights:

* Film will comprise from 65% to 80% of telecasting by the end of 1952, or within a reasonably short time thereafter.

* The films-for-TV industry will record upwards of $10 million in revenue next year, with a sizable part of that for film commercials.

* More and more motion picture stars and executives will channel their time and efforts to films for video; in addition, the TV industry will spawn a growing crop of stars for the movie industry.

* Film production may well centralize on the West Coast and many advertising agency executives may be expected to transfer their operations to Hollywood.

Television will play a greater role in world affairs and in entertaining people, largely through film, according to Louis D. Snader, president, Snader Telecisions Corp. He reiterated that "80% of television will be on film by the end of the year" and cited interest in films of the Korean war and forthcoming coverage of the GOP and Democratic party conventions.

"It is my feeling that we can best serve our function by entertaining the people," Mr. Snader asserted. "By providing entertainment we draw into the periphery of our viewing audience the greatest number of people.

Television will prove to be both a lure and training ground for Hollywood film stars, Hal E. Roach, president of Hal Roach Studios, Culver City, Calif., told Broadcasting • Telecasting.

"Many personalities will wait too long before entering television. By the time they're ready for the move they will discover that television already has its own popular favorites."

Bing Crosby Enterprises, Hollywood, foresees 1952 as the first golden year for motion pictures in video, according to Basil Grillo, executive vice president. Firm pioneered in film TV with the Fireside Theatre and is shooting other programs for sponsors.

"Not only is production of good television films increasing in 1952," Mr. Grillo said, "but sales of this product to important national, regional and local advertisers is keeping pace with our production."

Even greater progress in the film-for-TV industry than this past year is predicted by Jerry Fairbanks, president and executive producer, Jerry Fairbanks Inc. Output should double that of 1951, he states, explaining:

"Sponsors, agencies and networks finally have recognized film for what it can be—the one sure way of achieving professional perfection in program presentation and the best method of solving the problem of time differences across the nation. Already well represented on all video popularity surveys, filmed programs this coming year may capture as many as six out of the ten top ratings. And its use by independent stations for quality programming at costs local and regional sponsors can afford will increase manifold."

The new year will usher in a "sponsors' goldrush" to TV film productions, according to Milton M. Blink, executive vice president of United Television Programs.

"But it is the regional and local sponsors who come into their own with films, as only with film can they compete with the best of TV shows at a fraction of the cost of a nationwide show. We are extremely high on film and TV in '52," Mr. Blink stated.

Aaron Beckwith, sales manager of Ziv TV Programs Inc., said spot television of the filmed-syndicated variety is destined for greater importance for the same reason spot radio has increased in use.

**Swing to Film**

More and more national advertisers are turning to filmed programs—such as Boston Blackie and Cisco Kid—to do their selling job in specific individual communities, he said. So too, are regional and local advertisers, who find such a flexible programming tool a valuable means of getting through to the public.

With the quality of film and of film transmission having become so top grade that resistance to using filmed shows has passed out of existence, the filmed-syndicated television industry is on the verge of a boom paralleling that enjoyed by the transcribed-syndicated radio industry during the past five years, Mr. Sinn predicted. Top names are becoming increasingly easy to bring into the field—top actors, writers, technicians.

John Mitchell, vice president and general manager of United Artists TV Corp., sees business going "way up" for 1952 to reach a volume about three times that for 1951. Sales, too, will increase, he adds.

Network Resistance

"Film business will get bigger and bigger and bigger, and 1952 should be a great year," Mr. Mitchell said, adding the qualification, "unless there's a war." Network resistance to film has finally broken down, he said, and this has opened things up all the way around, setting a pattern for national, regional, and local advertisers.

The end of 1951 also brings an end to red-ink operations, Mr. Mitchell reports, with film companies now starting to make money in television.

Jules Wile, president of Masterpiece Productions, sees greater production during 1952 with an increase of at least 25%. Sales should have a proportionate rise.

Mr. Wile predicts that, while much more film will be used during 1952, more effort will be directed toward producing half-hour programs, rather than feature-length films for television, primarily because of time costs. Advertisers will want features trimmed to TV time schedules with 54 minutes playing time in an hour's telecast. Half-hour and hour-long programs will amount to at least 50% of the film business during the year, he said, adding, "1952 will be a good year, a very good year."

**Production Increase**

Mervin Pollack, vice president and general counsel of Pathoscope Productions, sees a production increase of 40%—not because of greatly increased business so much as because Pathoscope has to date, somewhat neglected TV for industrial films and plans to rectify that.

Mr. Pollack also sees greater use (Continued on page 77)
Rejoins NBC; Is TV General Executive

A. A. (Abe) SCHECHTER, widely known new executive, will return to NBC as a general executive in the television network department on or about the first of the year, it was learned last week.

Mr. Schechter, director of news and special events for NBC before World War II and vice president of Mutual in charge of news, special events and publicity after the war, is now a vice president of Crowell-Collier Publishing Co.

In his new post, it was understood he will be available for special assignments, the first of which will be to take charge of the television network's ambitious new program, "communications" war.

As part of this assignment he will have the responsibility of organizing, operating and supervising an international news and event service. His executive role in the program will include supervision of all news, special events and publicity assignments, the first and major part of which is to be The Providence (R.I.) Journal, followed by the Newark Star-Eagle and finally the famed New York World Telegram.

After tours at AP and INS he went to the NBC press department in 1932, rising to 1936 to director of news and special events. He was responsible for many innovations in newcasting, and is credited with having sold the Esoo Reporter, a pioneer network newscasting under commercial sponsorship. In 1940 he wrote a book, I Live on Air, published by F. A. Stokes Co. He went to the Office of War Information in 1942, on leave from NBC. Within a few months he was a captain in the Air Force and later chief of radio under Gen. Douglas MacArthur, being discharged as a lieutenant colonel.

After the war he joined MBS as vice president in charge of news and special events. A year ago he dined Crowell-Collier Pub. Co. id since last April had been vice resident in charge of public relations.

Mr. Schechter was born Aug., 1907, in Central Falls, R. I. He completed school at Boston U.

SCHECHTER

Mr. SCHECHTER

MPAA EYES TV
Cooper Is Named

INDICATION that the Motion Picture Assn. of America will be giving careful study to the last week's formal appointment of Edward Cooper as director of its Television Dept.

Mr. Cooper's appointment was in the negotiations stage a fortnight ago (B&T, Dec. 10). He was serving as staff director of the Senate Majority Policy Committee. He takes over his new duties Jan. 2.

Mr. Cooper had been engaged in communications' regulatory matters from 1939, when he joined the staff of the Senate Interstate and Foreign Commerce Committee, until he left Feb. 1, 1951, to join Sen. Ernest W. McFarland (D-Ariz.), the Majority Leader in the Senate.

From 1942-46, Mr. Cooper served with the Navy in the Office of the Director of Naval Communications, retiring with the rank of lieutenant commander.

Mr. Cooper, who is 48, will headquarter in the Washington office of the MPAA.

cbc SERIES

13 Films Planned

BING CROSBY Enterprises, Hollywood, will go into immediate production of a new TV film series of 13 half-hour programs, spokesman announced Tuesday. This was said to be the first time a producer has completed a series without first submitting a pilot film for sponsorship.

To be called Coronet Theatre, series will emphasize warm, human interest stories rather than the suspense and mystery format of BCE's Rebound series, recently sold to Packard Motor Car Co. for telecast about Feb. 1.

Explaining investment of capital in full series before offering sales, Basil Grillo, executive vice president of BCE, said, "we felt it was fairer to a potential sponsor to show him a completed series of 13 films."

WDTV (TV) INNOVATION
Rotates Berle, Sinatra

WDTV (TV) (Pittsburgh last week that it has the Texas Co.'s approval, spokesman reported—an alternate-week schedule for Texaco's weekly Milton Berle show (NBC-TV, Tues., 8-9 p.m.).

Every Tuesday in this time period the DuMont-owned station intends to carry the first half of the Frank Sinatra Show from CBS TV, followed by the Saturday Evening Post withdrawn from the DuMont network at 8:30-9 p.m., from the DuMont network.

The new department was set up, Mr. Witting explained, to create and administer merchandising and point-of-sales promotional activities for products of DuMont sponsors.

KLETTER TO DTN
To Head Sponsor Service

DuMONT Television Network has instituted a merchandising and business development department as an additional service to its sponsors and has named Edward Kletter, president of Product Advertising Corp. to head the unit, DuMont General Manager Chris J. Witting announced last week.

Mr. Kletter, who resigned as president of Product Advertising Corp. and as an officer of United Cigar-Whelan Stores Corp. to accept his new position, brings many years of experience in merchandising, advertising, and sales promotion to the network. He started his career with United Cigar-Whelan Stores in New York in 1925, ultimately becoming regional manager of the eastern territory. In 1945 he was transferred to California as president of the Whelan Drug Co. of California to expand the Western branch of the organization. He returned to New York in 1950 to assume presidency of Product Advertising which, among other activities, handled two major network TV programs and sales promotion for some 4,000 chain and 15,000 independent drug stores.

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Roadcasting • Telecasting

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Roadcasting • Telecasting
**CHANNEL PLAN**

Three discernible trends have become apparent in TV applications during the past few weeks.

- Applicants have begun changing the bit at the bit. Although TV applications have not been impressive in weekly numbers, there have been 17 filed so far this week. This compares with four in November and 10 in October. In December, only 10 TV applications were filed for the month.
- A TV application began soon after FCC Chairman Wayne Coy, Comm. George E. Sterling and Broadcast Bureau Chief Curtis B. Plummer estimated that the TV rate would be about 1 1/2 times the UHF. The estimate was revised about 60 days later, most mentioned, processing would start. No TV applications for new stations have been processed since September 1948.
- UHF got the accolade last week when Westinghouse Radio Stations revealed that its KYW Philadelphia was applying for a UHF channel there. Application has been prepared and was due to be filed late last week or early this week.

Philadelphia 'Hot Spot'

Philadelphia, ranking fourth in U. S. Metropolitan Areas, is one of the "hot spots" in the FCC's proposed TV channel allocation plan. It originally had four VHF channels assigned, but under the proposed plan, the FCC deleted Channel 12 and substituted four UHF channels. One of the UHF channels is reserved for educational TV. The three VHF channels are already occupied—by WCAU-TV, WFIL-TV and WPTZ (TV).

TV applicants in WIP and Daily News Telephone Co. (WIBG-Philadelphia Daily News) have waged a strenuous fight to have Channel 12 restored — primarily on the ground that it would be unfair, if not impossible for a long time, for a UHF station to compete with the three existing VHF stations.

Westinghouse UHF application may be presumed one Philadelphia station's answer to that viewpoint.

- Combinations of existing radio stations in one TV application—long talked about as a possible answer to (1) competitive hearings for good markets and (2) high cost of TV installations—became a fact last week with an application for Fargo, N. D. In that city, KGPO Fargo and KVOX Moorhead, Minn., joined forces under the name of Red River Television Corp. for Channel 6. Cities are across the river from each other. Commission proposed only two VHF channels for the Fargo-Moorhead area.

Previously, same type of consolidation was involved for Waterbury, Conn., where applicant Nutmeg State Broadcasting Co. was corporate setup for WBRY, WATR and the Dunbury News-Times. This combination is to be dissolved, it is understood.

**Trends Seen in Bids For New TV Outlets**

**Olympic TV**

**Bids Are Asked**

**AGENCIES** billing more than $5 million business in 1961 and all the television networks have been invited by the U. S. Olympic Committee to submit bids on exclusive television rights to films of the Olympic games next year. The annual athletic event will take place in Helsinki, Finland, from July 19 to Aug. 3.

Two weeks ago the U. S. committee, which headquarters in Chicago, mailed letters detailing the plan to 102 agencies and networks.

"Several" responses had come in by Thursday, according to J. Lyman Bingham, executive director.

He explained the Finnish Olympic organizing committee, which handles the international event, retains the right to accept or reject any bid. Proposals will be screened by the U. S. group and then forwarded to the Finnish organization.

Negotiations for radio rights are being handled directly. Details of the TV plan are being worked out now by Mr. Bingham and his staff, and should be ready for presentation sometime this week. The U. S. committee, which has the exclusive TV sales rights, is working on a percentage basis. This money will be used to help send the American Team to the Olympics, estimated cost of which is $850,000.

**Santa at FCC**

FCC staffers gave Cyril M. Braun, chief of Broadcast Bureau's TV Division, box of matches "to thaw the TV freeze" as a gag Christmas present last week. Paul Dobin, chief of the Allocations and Standards Div., got a rubber ruler; he's charged with working out final allocations of TV channels throughout country.

**WLWT (TV) SHOWS**

**Augment NBC-TV Schedule**

WLWT (TV) Cincinnati says it will be the "independent NBC-TV originating point" shortly after the first of the year. Robert E. Dunville, president of Crosley Broadcasting Corp., notes that the station already is supplying 2 1/2 hours of weekly network production with the Ruth Lyons' 50 Club. Total weekly network time supplied will be six hours in January, it is pointed out, after Midwestern Hayride returns for one hour weekly 11 a.m. Saturday (starting Jan. 5), and Mel Martin's Breakfast Party, audience participation, joins NBC-TV at 10 a.m. Mon.-Fri. (starting Jan. 7).

**PBS TV SPOT**

**Staff Changes Announced**

CBS TELEVISION Spot Sales department was the scene of two promotions and one staff addition last week.

They were announced Wednesday by Merle S. Jones, CBS TV Sales manager, in charge of all TV stations and general services, and Thomas H. Dawson, general sales manager of CBS-TV Spot Sales.

Sam Cook Diggs, CBS-TV Spot Sales midwestern sales manager, was named eastern sales manager effective Jan. 1, to replace George R. DuBose, who has been named general sales manager of WCBS-TV New York, key station of the network's video division.

After spending five years with the retail advertising department of the Washington Daily News, Mr. Diggs entered broadcasting as a salesman for WMAL Washington, D. C., in 1949. He saw service with the Merchant Marine during the war and joined CBS in 1946, first as New York salesman for CBS TV Dept., then as CBS station representative for both radio and TV. He was named TV manager of Radio Sales' Chicago office in 1950.

MacLean Chandler, account executive in the Chicago office, was simultaneously appointed midwestern market manager, and Theodore F. Shaker, named his successor.

Mr. Chandler was associated with Leo Burnett Co. in Chicago for 12 years, where he was vice president in charge of radio and TV. He interrupted his career for service with the Navy from 1941-45 and still retains his rank as lieutenant commander. He joined CBS as account executive in Radio Sales' TV Dept. in 1950.

Mr. Shaker joins CBS TV Spot Sales,formerly associated with the TV Sales Dept. of Katz Agency. His previous record includes representing nine drug manufacturers in Michigan, selling for Lorenzen & Thompson, national and radio representative, and for the Farm & Ranch Southern Agriculturalist.

**PULSE RATINGS**

**New TV Service Offered**

PULSE has announced a new TV program rating service, the network Popularity TelePulse, which will combine "individual ratings of TV network shows in nine cities by weight proportional to TV population to yield a single measurement." This measure, Pulse stated, can be taken as a popularity gauge as network programs are telecast in these markets "in more uniform and standard patterns." Markets are Atlanta, Chicago, Cincinnati, Cleveland, Columbus, Detroit, Philadelphia, and Washington. Baltimore will be added in January.

Pulse warned against confusing the ratings with the multi-market TelePulse figures, which include one-station as well as multi-station TV markets.

**OSU TV Bid**

**NONCOMMERCIAL** educational TV station is sought by Ohio State U. in an application filed with FCC last week for Channel 12—which is not available. FCC application stated that Channel 12 could be allocated to Columbus without upsetting allocation plans, with WFIL-TV possibly using UHF Channel 34 for educational use. OSU operates noncommercial radio station WOSU Columbus.

**DISCUSSING** camera locations for WFIL-TV Philadelphia's coverage of the Mummers' New Year's Day parade (1 to 6) Edward Gardiner, treasurer, C. Schmidt & Sons, brewing firm sponsor; John Gardiner Jr., vice president and sales manager of firm; James C. Gibson, account executive, Al Paul LeFon Co., and Roger W. Clipp, general manager, WFIL-AM-FM-TV. Group is shown outside City Hall.

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Pulse warned against confusing the ratings with the multi-market TelePulse figures, which include one-station as well as multi-station TV markets.
FINAL PLANS for the building of a new, larger Television Center were announced last week by Edward Lamb, owner of WTVN Columbus, Ohio. Plans were drafted by Al Tyzen & Assoc., Columbus architects. Contract has been let to the Allen-Coody Co. Construction will be started immediately and it is hoped that the building may be finished by mid-May.

DuMont Labs

TV Impact Seen Greater in '52

By DR. ALLEN B. DUMONT
President, Allen B. DuMont Labs

The big role that television is to play in our lives is still in the making and this will become more and more evident in 1952. Television should not be placed into the fixed category of entertainment. It is just a part of the function and place in our lives that television will play.

We look for more attention to be given not alone to video entertainment but to areas of interest in the domain of public relations, to the development of electronic journalism, to sight and sound exploration in the realm of everyday politics, to adult education, the illustration of how the tenets of religion can and should be applied to everyday life.

The year 1952 will see television playing its most important role as America's voters are called upon to elect or reject the candidates who will represent them in our government.

Television's quality of honesty, which separates the wheat from the chaff, picks out the sheep from the goats, and differentiates the phony from the genuine, had its effect in the recent November elections.

To Aid Government

In 1952 the inherent honesty of television will be put to work in earnest in the cause of good, clean government and a return to the fundamentals of the American enterprise system.

It is conceivable that in the working of that accomplishment, television at its efficient best will fill our halls of Congress with statesmen, and our state and local offices with men whose greatest desire is to serve completely the public interest in social welfare by means of the application of honesty and sincerity.

We will also see television moving at an increased rate into business and industry. Television is rapidly becoming the eyes for management to check on operations and a valuable new tool for workers to perform difficult tasks with greater safety.

Already more than 150 business and industrial TV units are in operation around the country. They are private television systems operated over closed circuits on cables, directly from camera to receivers with no signals being transmitted over the air. Industry officials contend that television's commercial and professional uses will overshadow its role in bringing entertainment into the living room.

Television is already bridging the gap between worker and management. It is used for smoke control in New York City. Steel mills and automobile plants are using television for closeups of operations which might be impossible or hazardous for a human observer. Television is being used in oil well operations, and several department stores have viewing screens at key points to allow customers to see merchandise being offered on other floors.

The government is making numerous uses of television, many of which are being kept secret for security reasons. However it is known that television is used for rocket and guided missiles studies, robot planes and other military operations. Three-dimensional television is presently in use in the Atomic Energy Commission's Argonne Laboratories for handling materials which are dangerously radioactive by remote controlled devices. The outlook for the television industry in 1952 is closely intertwined with that of the defense effort.

With electronics playing an increasingly important role in the blueprints of our military and naval planners, electronics, next to steel and aircraft, will play industry's most important role in our national rearmament program. By the end of 1952 the electronics industry will be producing an annual rate of $4.5 billion which equals the peak industry production figure in World War II.

Because of this tremendous manufacturing effort for the national defense, the production of television receivers, will, of necessity have to be curtailed. The industry

NCAA POLICY

To Decide TV Jan. 10-12

A POSITIVE television policy for 1952 will be established by the National Collegiate Athletic Assn. at its annual convention in Cincinnati Jan. 10-12, but a firm control over all live telecasts of games is expected to continue indefinitely.

This was the report which came last week after a special two-day hearing of the NCAA Television Committee in Chicago. Operational developments of the controlled "experimental" telecasting of games this past season were discussed by the group, who then planned for making specific recommendations on policy.

The decision will be made by the membership after a convention report on the $50,000 survey conducted by the National Opinion Research Center, Chicago, on the effect of game telecasts on gate attendance. The report was compiled the first week in January.

Television committee members said there was talk of scheduling football telecasts next year from Saturday night games as well as Tuesday night games entirely in advance, in order to void conflict and inequalities among the stations and viewing areas.

Mr. Furey said the limitations on telecasting were "completely legal." He said "pressure" for more or different games came from the television industry, newspapers, TV stations and people in the trade.

Tom Hamilton of Pittsburgh is co-chairman with Mr. Furey. Committee members are Bob Hall, Yale; Max Farrington, George Washington; Edward K r a u s e , Notre Dame; Reavis Peters, Big Seven; Howard Grubbs, South-West Conference; E. L. Romney, Mountain States Commissioner; and W. Hunter, Southern California. Other attendees were NCAA President Hugh Willet, substituting for Mr. Hunter; Joseph L. Rauh, NCAA attorney in Washington; and Edwin Reynolds, New York, NCAA TV program director.

AT&T's Holiday Show

SPECIAL holiday film program telecast last week by some 80 stations under sponsorship of AT&T Co. was placed by Cunningham & Waisman Co., New York, by N. W. Ayer & Son, New York, erroneously reported [B*T, Dec. 17]. This was an exception to the normal set-up, which continues, of AT&T handling the telecast through its own company's institutional advertising and C & W advertising of the classified telephone directories.

ROADCASTING  Telecasting

TALENT COSTS

Sullivan Gives Figures

LINCOLN-MERCURY Division of Ford Motor Co. is spending $3,500,000 a year for its TV show, Toast of the Town, Ed Sullivan, that program's man, said Wednesday in a talk to the Advertising Women of New York.

Speaking at the ad women's Christmas party at New York's Waldorf Astoria, Sullivan said that some $900,000 of the total goes for talent, the remainder for time and for the 86 employees other than talent — stagehands, technicians, etc. — who work regularly on the show.

TV talent costs are high, Mr. Sullivan admitted, noting that chorus girls who for a Broadway show would get $50 to $100 a week are paid $170 for a single TV performance, including rehearsal time. Top fee paid to any single star on Toast of the Town was $6,500, he recalled.

Complete talent costs for the program's first broadcast in 1948 were $500, Mr. Sullivan said, including cost of making the opening number, with orchestra, Martin & Lewis, and for the singer, Monica Lewis. Rogers & Hammerstein, who also were featured on the series, initial contract called for $500 a week, he recalled. In contrast, he said that a recent Toast of the Town telecast, The Sherwood Story, had a talent cost of $1,200.

Some such adaptation of the usual variety formula as that used in that program and others in his series which have reviewed high-lights in the lives and careers of well-known personalities is absolutely essential to the survival of video variety shows, Mr. Sullivan declared. The vaudeville formula, which gave TV its first big audience ratings, is doomed today without some new factor to give these programs an "appeal to the mind and heart", he said.

When Toast of the Town first started on the air it was broadcast opposite the Philco Playhouse, which soon moved to another time period. Mr. Sullivan reported he was "scared to death to have that kind of competition today," he added, noting that as pure variety shows have slipped on TV there has been a corresponding increase in the popularity of the better dramatic telecasts.
Seeing the picture with Sid and Imogene

Television is the most profitable advertising medium ever evolved.

Its costs are big by irrelevant comparisons to halfway media —

slight in relation to what makes it big:

the biggest stars on the biggest programs in television . . .

the biggest audience on the biggest network
For every advertising dollar invested today, television delivers more people... customers... sales than any other medium.

And that is the measure of its success. Specifically, among program viewers, the average show raises sales by 37%.

Results. Such as, for our own Show of Shows — 36.8 extra customers per month for each TV dollar.

And for advertisers who plan big to sell big, NBC offers

Fresh time periods are being opened by NBC-TV, with low budget shows and high budget shows, to place the selling force of television within the reach of all advertisers.

Write or call NBC-TV Sales.

The results figures are from the remarkable study, "Television Today." If you haven't seen this booklet about television's impact, or if yours is worn out with use, write us.

the biggest opportunity for the biggest sales results!

NBC television

The network where success is a habit
PLANE CRASH
RADIO, TV Give Coverage
RADIO and television coverage of the New Jersey plane crash Sunday, Dec. 16, became an immediate and impressive demonstration of broadcasting journalism as New York with almost all stations in the metropolitan New York area sending special crews and equipment to the scene for on-the-spot visual and audio reporting.

WNJ had its first bulletin at 3:21 p.m. Sunday, less than 10 minutes after the Florida-bound airliner crashed at Elizabeth, N.J., with a loss of 56 lives.

First word of the tragedy was flashed to the WNJ newsroom by Engineer Robert Wirtick, who saw the plane in a fishing engine burst into flames from his post at the station’s transmitter in Union, N. J. After a check with Civil Aeronautics Administration headquarters at Newark, New Jersey, Mr. J. Hedges put the first crash bulletin on the air at 3:21 p.m. and the station had Mr. Wirtick’s account, recorded by telephone, on the air at 3:49 p.m.

CLARK RESIGNS
To Form Own Rep Firm
NEW STATION representative firm was incorporated in Illinois last week as George W. Clark resigned as Chicago manager of the John E. Pearson Co. representative firm to head his own company.

The firm will be known as George W. Clark Inc., and will headquarter in Chicago. Offices will be opened there Jan. 2 at 333 N. Michigan Ave. and a New York office will be established shortly thereafter.

Chicago manager of the Pearson firm for two years, Mr. Clark worked previously as an account executive at Gray-Newson sales manager for Mutual, both Chicago. He was Chicago manager for WLW Cincinnati two years, and was one of the station’s New York office one year.

AGENCY DISSOLVES
Rosenberg Adv. Files
ARTHUR ROSENBERG Co., 22-year-old advertising agency, has dissolved and filed proceedings asking for an extension of time to pay its debts.

A notice was placed in Thursday’s New York Times indicating that the agency voluntarily proceeded under Chapter XI of the Bankruptcy Act, declaring it insolvent, with $100,047 and assets as $116,503. A settlement of 30% is proposed.

The agency has handled WEVD New York plus a number of mail order concerns, including as American Christmas Decoration and Christmas Wrapping Corp. The latter two accounts have been using an extensive radio spot campaign. Another account, Myer 1800 Bever- age, had been using a television spot schedule since last summer.

Dr. Chartow is president and Sam Kleinstein is vice president of the firm.

A meeting of all creditors is expected to take place sometime early in January. Isadore Leinwand is attorney for the agency.

STRATEGY BOARD
Allen Will Remain
DR. RAYMOND B. ALLEN, new chief of the Psychological Strategy Board, and Gordon R. Gray, former director of psychological affairs with President Truman last winter.

Dr. Allen, former chairman of the Salary Stabilization Board and who has resigned as president of the U. of Washington, told the President he would remain at the Strategy Board at least until next September.

Mr. Gray leaves the PSB chairmanship Jan. 1 to return to the U. of North Carolina, of which he is president, but will be retained as a consultant to the board [B+T, Dec. 19, p. 26]. Mr. Gray owns WSSS Winfield, Ala., and Mr. Allen was succeeded at SB by Judge Justin Miller, NARTB board chairman and general counsel.

JWT Coast Move
PLANNING expansion of its Los Angeles area staff and facilities, J. Walter Thompson Co. will consolidate its two Angeleno offices into one central office at 6399 Wilshire Blvd., Los Angeles, effective Jan. 1. Cornwell Jackson, agency vice president at the Hollywood office; James L. Thompson heads Los Angeles branch.

LABOR COSTS
Must Set Limit—Follows
INDUSTRY must take a stand "somewhere along the line, settling up intelligent baricases against personnel costs that will make progress impossible," said Harold E. Fellows, NARTB president, said Wednesday in addressing Television Assn. of Philadelphia at a dinner meeting.

Mr. Fellows recalled the agony suffered by the motion picture industry as studios became ensnared in labor difficulties.

In discussing the NARTB Television code, he said, "I am not among those who believe telecasting developed a code only under the threat of governmental pressure and the threat of such sound and fury as Senator Benton utter. I believe television broadcast writers and adopted a code because, I believe, they felt a sense of responsibility." THE WORLD, p. 3, Dec. 19.

Caldwell Estate
ENTIRE estate of Louis G. Caldwell, Washington radio attorney who died Dec. 17, 1951, was left to his daughter, Mrs. Barbara C. Brobeck, under terms of his will filed in District of Columbia court last Wednesday. Mrs. Brobeck gets to age of 68, $6,000 a year for 10 years, while the entire estate is to be turned over to her. Should she die before that time, it will go to her children. The estate includes personal property, cash and securities at $250, 200 and real estate holdings at $148,000, a total of $435,500. The property includes Mr. Caldwell's home, a townhouse of Kirkland, Fleming, Green, Martin & Ellis, of which he was Washington resident partner.
PERSONAL RADIO
Envisaged by Sarnoff

PERSON-TO-PERSON radio communications, with every individual carrying a miniature pocket transmitter-receiver as he now carries a watch and wallet, was predicted Thursday by Brig. Gen. David Sarnoff, RCA board chairman, as the ultimate development of the radio art.

Speaking at a luncheon session of the Radio Executives Club of New York which commemorated the 50th anniversary of the first trans-Atlantic wireless communication, Gen. Sarnoff noted the development of radio art and science from the early ship-to-shore stage through point-to-point, nation-to-nation, continent-to-continent and then to round-the-world transmissions. The one he said, was very far stage of mass communications, enabling one individual to address his words simultaneously to millions of listeners. Telephony has now added sight and sound to mass communications.

But, Gen. Sarnoff declared, "the destiny of radio will not have been fulfilled until there is the final step of person-to-person communication. Communications ought to be as much a part of a person as his watch or his wallet. . . . He should be able to communicate with anyone and anywhere in the world. And when there is no answer it will mean that the person being called is either dead or drunk."

Envisaging how such a system would work, Gen. Sarnoff said that each individual would have his own frequency as he now has his own telephone number. Not much power would be needed, he pointed out, and he could be very far from a "radio highway" which would channel his message to any point in the world.

Notes Miniature Tubes

Recent developments of miniature tubes and of transistors no bigger than the head of a pin are a big step toward a very advanced phase of person-to-person radio, Gen. Sarnoff said. The idea, strange as it may seem to a layman, is "not at all fantastic," he said, to those who have watched and worked with the development of radio communications during the past 45 years as he has.

Before he spoke, Gen. Sarnoff reproduced the early trans-Atlantic signal, the letter "S" which Senator Marconi received Dec. 12, 1901, in Newfoundland, after its transmission across 1,800 miles of ocean from England. The reproduction was improved on the original, however, by traveling around the world after he had tapped it out and before it was heard in the starlight roof of the Waldorf-Astoria Hotel where the RBC luncheon was held.

He also held a radio-telephone conversation with the Marchessa Marconi, widow of the radio inventor, and her daughter, in Rome.

Major portion of Gen. Sarnoff's

film report

AT COST of more than $200,000, Jerry Fairbanks Productions has acquired from NBC-TV all rights to more than 260 TV films the production firm originally made for the network.

The purchase includes 135 five-minute animated Crusader Rabbit, 26 Public Prosecutor, 26 Going Places With Uncle George and 13 Jackson and Jill comedies. Four packages are to be re-edited.

Return to Fairbanks of the films makes the firm's stockpile of television programs largest in the industry, the company reports. It now has more than 500 television programs for syndication.

-Comic strip Terry and the Pirates is being translated for television by script writers Arthur Pearson, Norman Hall and Barney Sarecky, Odyssey Pictures, Los Angeles, announced.

First 26 half-hour programs will go into production early in January. Copyrights underwritten in Hollywood, directed by Mr. Sarecky, who will be in charge of production for Odyssey.

-Television distribution rights for 42 Ruby Film Co. films have been secured by Sterling Television Co., New York.

Films range in length and type from 10-minute shorts to half-hour documentaries and features on a variety of subjects including travelogues of major European and Eastern countries, and unusual occupations and hobbies.

Production and Sales . . .

COMMODORE PRODUCTIONS, Los Angeles, has signed Clyde Beatty for series of 26 half-hour films to shoot at General Service Studios, Hollywood. The adventure stories will be filmed in color and production schedule calls for 2 pictures weekly.

- Shirley Thomas, associate producer, produces the Beatty Mutual network radio series, George Blair directs and story teller is Bill Heath. Stanley Farrar has been signed to play Mr. Beatty's friend in the series.

SCREEN TELEVIDEO PRODUCTIONS, Hollywood, Elsie Theatre weekly television film series, begins Jan. 28 on 35 stations, sponsored by the local power companies in each of the areas. Contract calls for 26 half-hour films with option for 52. Each script is complete in itself, varying from comedy to drama.

JERRY FAIRBANKS PRODUCTIONS, Hollywood, to shoot Amnerica for Me, special television, theatrical, and commercial film, for Greyhound, to be filmed in technicolor for theatrical and commercial release and printed in black and white for television. Half-hour film planned for TV and commercial release.

SARRA Inc., Chicago, has completed a new series of film spots for Jules Montenero's (Stoppet) What's My Line? on CBS-TV. One minute commercials are keyed to the show theme, and were supervised by Mrs. Florence Murdoch, account executive at the Earl Ludgin agency.

SIGHT-SOUND TAPE

Ready January '53

New magnetic tape recording system that will take sight and sound at the same time, now being developed by electronics division of Bing Crosby Enterprises, will be available commercially by Janu-ary 1953 [B+T, Nov. 19] .

Frank Healey, executive director of the electronics division, while admitting there still are some "bugs" to be worked out, said demonstrations of the new process will be held in New York and Holly-wood next June.

Rapidly expanding audience
Network TV
(Continued from page 46)

Theatre, sponsored by The Celanese Corp., and Pulitzer Prize Playhouse, sponsored by Frigidaire Division of General Motors Corp. These programs captured the imagination and tribute of the public and critics as well. The coming year will see the creation of other programs of equal caliber. One of them is at its triumphant threshold."

J. L. Van Velzenburg, President, CBS Television:
"I believe 1952 will see television operations assuming the proportions they're likely to maintain for the next several years. Already we can clearly see that the "shakedown cruise" is over, and that television is emerging as a full-scale, year-round, fully national medium.

"With the opening of transcontinental facilities during 1951, plus the indications that 1952 will see a large increase in such facilities, including construction television, becomes for the first time an advertising force that is able to make a formidable contribution to the mass medium. At this moment, the cost-per-thousand figures for CBS Television have already shown the sharp downward trend that puts us way ahead of our radio competition in the realistic media picture. Already, there is abundant evidence that television can more than pay its way; that its economically attractive character can be more than offset by its tremendous advertising effectiveness, and by its continually growing and almost incredibly loyal and enthusiastic audience."

"The big news in 1951, in my view, covered two areas which we'll see greatly expanded in '52: daytime television's growth and success. We more than paid for last year's effort to push daytime, and the astonishing traffic record of summer television, which I believe none of us could have forecast so optimistically."

"This has been a cornerstone television—the almost negligible drop in viewing, the record of many advertisers who actually won larger audiences at lower costs than ever before—brings us to the realization that the old word ' hiatus' seems to be fading out of television's dictionary. Television proved itself in 1951 as a year-round selling medium; and I am convinced that 1952 will see many more advertisers remaining on the air throughout the summer, either with their own shows, or with topflight substitution. For one thing the 1951 season proved was that advertisers could not sell summer viewers short—there were just too many of them!"

Chris J. Witting, Director and General Manager, DuMont Television Network:
"Encouraged by an 117% increase in broadcast revenue during 1951 [including network and owned-stations billings] and in confident anticipation of a further step up in business during the next 12 months, the DuMont Television Network is pressing a many faceted drive to develop new programming.

"The growing cost-consciousness of the part of sponsors and potential sponsors, the expressed authoritative questioning as to whether TV offers a return on their investment, and of enterprises whose support is essential to its development comes as no surprise to DuMont. From the first we have insisted that TV must sell itself competitively. A sponsor must be able to line up the cost of his mass media with other costs of mass media. So, during 1951, we have maintained our policy of financing programs under which, while low in cost, were capable of building substantial, loyal audiences.

"In fact, when we read about $100,000 in television, we note the very substantial number of shows calling for $25,000 to $50,000 a week in talent costs alone, as well as $5,000 per week in overhead. It is a fact that we have translated our 'low cost of production' philosophy so effectively into this medium—and achieved such records for our sponsors.

"We are confident that our record in this area is largely responsible for the increase of broadcasting revenues from approximately $8,000,000 last year to an anticipated $13,000,000 of broadcasting revenues for 1951, and for the servicing of 45 network accounts in 1951 as against 26 in the previous year.

"We are currently effecting plans on several fronts to enhance and support our ability to build audiences at low cost.

Facilities Expanding

In the first place, we are rushing work on our new DuMont multi-million dollar television center at 206 East 67th Street, Manhattan, as well as on new studio facilities for our Washington station, WTTG (TV). The New York project is being now expedited in the hope that we may have the first of its five studio units in operation by early Spring, the rest by mid-year. Aside from localizing all of our programming, production, telecasting and engineering operations in one building under one roof, with its attendant efficiencies and economies, this center will also embrace many 'in-built' money-saving production features which will be immediately on program costs.

"The growing attractiveness of public service programs emanating from the nation's capital, has dictated the wisdom of tripling WTTG's space, and this construction project will give us two new and modern studios in Washington during the early spring.

"The fresh and lively wit developed by the panel of midwesterners in our Chicago program Down You Go, has become increasingly popular throughout the network, brilliantly pointing up the potential for wide diversification in programming. We are now setting up a central division of the network, primarily to realize more of that potential in the future.

"Similarly, the abundance of talent and producing ability in Eastern cities outside New York, has been exemplified by such programs as Johnson Magazine Science Review, produced by WAAM (TV) Baltimore, and winner of several more awards and citations this year. To take further advantage of such talent and resources, we are likely to originate some programs in studios being built by our Philadelphia affiliate, WPIL- TV.

New York Election

"Television's performance in the field of 'electronic journalism' has won its established place during 1951—given New York city a new president of Council, in fact. With a most significant national campaign between the tickets, we will be called on to do a job in the public service second to none in its history.

"Films have proved highly attractive both as audience builders and revenue producers, and therefore, just set up a department whose purpose it will be to scour not only Hollywood but world production, for the availability of footage of feature films and to work with the most imaginative and capable of the group of venturesome young organizations promoting television programs. This production will make available to affiliates on an economical dependable basis.

"During 1951, DuMont, following its policy of pioneering, took two moves to assure top sports events on home screens. Facing an organized effort on the part of moving picture theatre owners to wrap up major sports events and limit their presentation to theatre audiences, the DuMont Television Network, setting on its own initiative, organized a group of theatre receiver manufacturers to write the Ezzard Charles-Joe Walcott fight at Pittsburgh, establishing a pattern which others have since sought to emulate and which DuMont itself plans to utilize as the occasion warrants in the future.

"So, too, faced with the NCAA ban on the telecasting of college football this fall, DuMont, which introduced the Chicago Bears' football programs to the public with its coverage of the Notre Dame home schedules during the last two seasons, fared forth and introduced National Professional League football—then found it drawing ratings, city for city, in excess of the college variety.

"Theatre TV

Seek Exclusive Channels

EXCLUSIVE frequencies for theatre TV are desired by the motion picture industry, not any on a shared basis. That point was made by Motion Picture Assn. of America President, W. E. Schwartz, at the America and National Exhibitors Theatre Television Committee in a joint comment filed with FCC against the CBS and NBC telecasting of the first September to enlarge issues in the theatre-TV hearing (B&T, Sept. 17).

"Agreeing with 20th Century that theatre TV, as one of several alternatives, use of industrial radio service wavelengths for theatre TV, motion picture groups stressed that: "Exclusive frequencies are a dream of a truly competitive, nationwide theatre-television service is to be established, because of the inevitable expansion and growth of the service—therefore, to offer to the public the full benefits of these achievements on a competitive, nationwide basis," the statement declared, if exclusive frequencies are not allocated to theatre television.

"Arguing against shared use of industrial radio service wavelengths, the motion picture group suggested that the Commission look into the setting up of an exclusive theatre TV band as part of the industrial radio service.

Theatre TV hearing is scheduled to begin Feb. 25.
TV Station

(Continued from page 46)

as will be viewed by more people as will vote in the November

sections.

On the West Coast there is equal
diminished. A veteran radio and TV
vice, Philip G. Lasky, KPIX
San Francisco, after observ-
are that business in the area looks
added, yet, with this fact, this
at still growing, in view of
the fact that the set penetration is
dropping around 30%, and this
would result in go of TV by a
ocal advertisers. KPIX will have
operations, which are especially

a new, split television studio plant, pro-
he first time extensive and
adequate live-production facili-
ties for this community; this
factor is expected to stimulate pro-

gram production.

Another fast-growing TV area is
Albuquerque, according to George
johnson, KOB-TV. He said the
market is growing fast, with bank
clearings 8% over 1960. "Televi-
sion advertising in Albuquerque
continues to attract and hold a
more diverse list of accounts," he
said.

MENEFEE CASE

Record Kept Open

CORD was kept open until Jan.
1959, for submission of char-
action witness testimony by Henry
Menefee, 24-year-old war vet-
who radio telephone and
ater license was revoked by the
C FCC last May for allegedly
ating an unlicensed TV station
adinonville, Tex.

Mr. Menefee explained to Comr.
orge E. Sterling, who heard the
ase in Houston two weeks ago
T, Nov. 26), that he had been
l by the two principals in the
proposition that "everything had
been taken care of" regarding FCC
authority to operate the booster
TV station, 90 miles from Houston.

The booster was put into operation
icking up programs from KPRC-
TV in Houston in order to sell TV
sets in Madisonville.

Last September, the Federal
Grand Jury in Houston refused to
ict the three principals involved
—L. W. Peay and J. H. Roberts,
in addition to Mr. Menefee. Mr.
Menefee was the only one of the
ree over whom FCC had jurisdic-

Piorting Set Survey

PORTING Foote, Cone &
hilding research showing heaviest
dio listeners to be first pur-
users of TV sets [B+T, Dec. 17].
A. C. Nielsen reports that a
new study of homes in metropolitan
areas showed that, before televi-
sion, 60% of the homes account
for 71% of the total audience
nabbing, with the other half responsible
for only 29%. Of the "heavy"
group, Nielsen states, 63% have
uded TV sets, while only 50% of the
ight" group have done so.

VOA TV SEEN

As New U. S. Venture

EXPANSION of the State Dept.'s
broadcasting operations, with
primary emphasis on TV services
for foreign countries, arose as a fresh
possibility last week.

While State Dept. authorities
decided to support a report that
an autonomous television division
would formally be set up as a
counterpart or branch of the Voice
of America, there were indications
that video operations will be accel-
ated in the forthcoming year.

The department's motion picture
section has been cooperating with
the International Broadcasting Di-
vision on preparation of films and
kinescopes for distribution to those
ations overseas which maintain
TV operations.

A second straw in the wind is
the work which has been under-
taken by Richard Hubbell, former
CBS executive now serving as con-
sultant to IBT in New York. Mr.
Hubbell reportedly has been draw-
ing up a blueprint for a TV sec-
section since last spring.

Under the coordinating unit au-
ized by Edward W. Barrett,
Assistant Secretary of State for
Air Affairs, membership of both
IBD and IMP (International Mo-
 tion Picture Division) have
 collaborated on film and kinescope
production. IMP produces can-
densed film programs which may
be used on TV; IBD handles kine-
scope production. The points are
de signed to combat communist
propaganda.

The project has been operating
on a limited basis thus far, but
there is hope that the films and
kinescopes eventually may be chan-
ned into all European TV coun-
tries and South America, which al-
ready is receiving some output.

Theatre Video

MORE than 50 motion picture
theatres are now equipped or are
being equipped with RCA theatre
TV systems, M. F. Bennett, sales
manager of RCA theatre equip-
ment, said last week. During 1951
RCA put its Model PT-100 instan-
taneous system on a factory pro-
duction schedule at Camden, while
manufacture of the special high-
voltage projection kinescope which
is the heart of the system was
moved from the laboratory to RCA
tube plant at Lancaster, Pa.

Film Pay Dispute

SWG Plans to Act

FOLLOWING up complaints that
vary producers are releasing for
theatrical showing films reportedly
made for television, Screen Writers
Guild last week announced it will
act in securing adjustments in fees of its writers signed by
such producers.

Scales paid writers for television
films are considerably less than
those for theatrical films.

One producer, whose name was
withheld, will be called for a hear-
ing before the SWG grievance com-
mittee after the first of the year.
SWG commented that it has all
facts needed for prosecution.

Failure of this producer or any
other producer to pay the differ-
ence between the television and
the theatrical film fee will be con-
sidered in violation of SWG's basic
contract and will result in such
producers being put on the unfair
list.

Guild minimum for a half-hour
TV film show is $500; that for
writers of theatrical films costing
under $100,000 is $2,000.

On another front, SWG is still
marking time awaiting start of
contract negotiations with the Alli-
ance of Television Film Producers.

The guild has accused the pro-
ducer's group of stalling and
handed a strike might be used
against the producers to "per-
suade" them to meet with the
guild [B+T, Dec. 17].

Film Producers

Facts Effective Jan. 1

CASTING aside concessions made
earlier to television film producers.
Screen Directors Guild last week
notified producers that as of Jan.
1 standard motion picture contracts
will go into effect. Later contract
calls for payment to directors of
$420 minimum per film. Assistant
directors would get 50% of assig-
nment pay plus vacation pay,
not received under present setup.

The guild previously requested
that TV producers start negotia-
tions with them within next 30
days on contract designed espe-
cially for TV films. Guild also is
drawing up separate television con-
tracts for major and independent
motion picture producers.

Under concessions made over
year ago directors of TV films are
permitted to make unlimited num-
ber of films at $420 weekly mini-
num.

HOW TIME FLIES

It seems like only a matter of
months since WHEN television
began serving Central New York.
But, on December 1st, we
celebrated our third birth-
day.

AMAZING HOW
TIME FLIES, ISN'T IT?

And speaking of how time
flies, that's exactly what's
happening at WHEN.

Choice time periods are flying
to progressive time buyers
using WHEN television.

WHEN is the only TV station
in Central New York with
complete studio and remote
facilities.

WHEN is now serving Syracuse
and Central New York with
outstanding programs from
morning 'til midnight, seven
days a week.

SEE YOUR NEAREST
KATZ AGENCY MAN
and say ...

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT
OWNED BY THE
MEREDITH PUBLISHING CO.

December 24, 1951 • Page 57
Yesterday and TODAY in Central Indiana at WFBM-TV

"First in Indiana"

Yesterday . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . .

there are 192,500

Sets in use in WFBM-TV's coverage area.

In planning your TV coverage remember to TAKE A CLOSE LOOK AT the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

TELESTATUS

Imed to coincide with FCC decision to allocate one-fifth of television channel allocations, the National Assn. of Educational Broadcasters has released results of a study of TV programming in Los Angeles.

The study embraced programming of eight Los Angeles video outlets May 23-29. A similar study was made in New York last January [E+E, Jan. 29].

Advertising of all kinds, including both direct sales and background advertisements, occupied 19.3% of the total air time or almost one minute in five, the study said. This excluded special event reports of a Buena Park kidnapping, it was explained. Including the special event time, total ad time amounted to nearly 18% or one in six minutes, the report stated.

"The different stations varied substantially" as to time devoted to commercials, the report explained, with one station "giving 26% of its time to advertising as compared to approximately 14%" for another.

The study said the "greatest portion of time given to advertising was in the daytime hours [sign-on to 5 p.m.], closely followed by the adult hours [7-11 p.m.]... Both of these periods devoted approximately one-fifth of their time to advertising; the proportion of daytime hours rises to one-fourth if the Buena Park broadcasts are excluded.

The study disclosed that 26% of the total program time was devoted to adult drama programs. In all, one-third of the time available was devoted to drama, more than 90% of which took the form of motion pictures and other recorded material.

The next largest single portion of the week was devoted to domestic programs (18%). This category included telecasts on cooking, shopping, personal care, variety program for housewives and similar presentations.

News reports accounted for 12% of the program time total, of which an 8% portion was devoted to special telecasts by two Los Angeles stations in connection with the Buena Park kidnapping which shortly preceded the test week.

Children's programs and variety programs for general audiences each accounted for 10%. Music took 6% of the programming.

Entitled Study No. 2, the television monitoring survey was directed by Prof. Dallas W. Smythe, Institute of Communications Research, U. of Illinois, and Pro Angus Campbell, director, Survey Research Center, U. of Michigan.

PRO TEST

*Includes KEI-D TV-Muncie, Mexico.

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

NAEB Releases Los Angeles Survey (Report 195)

WTVJ (TV) Issues Rate Card No. 7

WTVJ (TV) Miami last week announced Rate Card No. 7, effect Jan. 1. The new card reflects 81.1% increase in that the hour charge will be raised from $500 to $600, WTVJ added.

Weekly Television Summary—December 24, 1951—TELECASTING Survey

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Total Markets on Air 64

| Stations on Air 109 |

Estimated Sets in Use 14,872,000

BROADCASTING * Telecast
FROM OLD ST. PAUL'S — Baltimore's Christmas tradition in Television has come to include the famous service from Old St. Paul's, in the heart of the city. The magnificent music and colorful worship service are televised from 11 P.M. to Midnight.

FROM THE BALTIMORE CATHEDRAL — At Midnight, the Hour of the Advent, the scene changes to the Baltimore Cathedral—America's Primal Catholic See, known formally as the Basilica of the Assumption and Prince of Peace. The Solemn Pontifical High Mass, with the memorable singing of the St. Mary's Seminarians, runs to its conclusion...

TWO FULLY EQUIPPED MOBILE UNITS!
These back-to-back remotes are possible only through WMAR-TV's twin mobile units. Each is self-contained, and can originate a telecast from almost any point within 25 miles of the city. The equipment includes five field cameras, three micro-wave transmitters and receivers, Zoomar and Reflectar lenses, gasoline-driven power supplies, and associated necessary equipment.

IN MARYLAND MOST PEOPLE WATCH
WMAR-TV
* CHANNEL 2 *

Represented by THE KATZ AGENCY, INC.  NEW YORK  •  DETROIT  •  KANSAS CITY  •  SAN FRANCISCO  •  CHICAGO  •  ATLANTA  •  DALLAS  •  LOS ANGELES  * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

December 24, 1951  •  Page 59
FCC OUTLOOK

TV Processing Hinges On Staff—Comr. Walker

By COMR. PAUL A. WALKER
Acting Chairman, FCC

AMERICAN radio has reason to be proud. Today there are 2,401 AM, 663 FM and 108 TV stations authorized to operate in the U. S., not to mention about 1,500 other types of broadcast stations.

It has been estimated that there are more than 100 million AM, FM and TV receivers in the hands of the public, of which almost 15 million are TV receivers.

Common carrier microwave telephone and video relay facilities now operate on a coast-to-coast basis. Applications have been authorized or are pending for such facilities on new routes or to supplement existing routes totaling 27,500 channel miles, costing $324 million.

Certainly, no other country can approach these remarkable advances so soon.

Despite all this, there still are vast areas of the country without any TV or FM reception and where AM service is grossly inadequate. It has been estimated recently that some 22 million of our people are dependent upon nighttime sky wave signals of clear channel stations for their only radio service.

The Commission will continue to be concerned with the problem of achieving maximum utilization of AM and FM facilities to the end that improved service to all the people will be realized. It is particularly important that none of the gains achieved in the FM field be lost and that every effort be made to achieve the maximum of this superior type of broadcasting.

During recent months the Commission and its staff have been devoting a great deal of energy and time to the work of completing the television assignments that were made early in the year. A sizable task force has been and is at present working diligently with the Commission to the end that the job may be soon completed and the television freeze lifted during the early part of 1952.

Following the lifting of the freeze, there will be a period allowed for the filing of new applications. The speed with which these television applications are processed and new stations authorized will depend mainly upon the supply of manpower available to the Commission to meet its increasingly heavy work load.

Effectively, additional personnel will be required if the large number of applications to be handled promptly and a sizable number of new TV stations are to be operating in the near future.

A recent development which holds promise for 1952 is the adoption by the NARTB of the TV programming code. This represents a constructive effort on the part of industry to provide program service that is more responsive to the needs and wishes of the people.

It is hoped that other cooperative efforts on the part of the industry and the public will be made in 1952 to raise the quality of broadcast service in the country.

Cites Defense Needs

The primary concern of all in the days immediately ahead is that our defense needs be met promptly and effectively. This will require concerted efforts and sacrifices on the part of the government, the broadcast industry and the general public.

Obviously, more defense weapons mean fewer news transmitters and receivers. But in so far as defense needs will permit, we should strive cooperatively to maintain present levels of broadcasting operations to the end that we achieve “the larger and more effective use of radio in the public interest.”

1952 may well be one of the eventful years in the history of radio and television. Certainly greater demands than ever before will have to be made to give impetus to our rapidly developing defense program, with national elections in the offing and with a reasonable prospect of further development of broadcast facilities. Networked television will be called upon to play an increasingly greater and more crucially important part in the life of the nation.

POW Reports

(Continues from page 80)

out the day. First names were carried by ABC Radio on an 8 p.m. bulletin, shortly after they were released, with subsequent reports carried at 10 and 11 p.m. At midnight, the network gave over its facilities to the listing and, after a prayer by Dr. Charles Trelx of the United Lutheran Church executive board, they were all listed at 5:56 a.m. Lists, flown by UN planes to Tokyo, were relayed to ABC Radio and TV news departments in New York.

NBC Radio attention was turned to prisoners of war with the regular Ray Sherer broadcast Tuesday afternoon, when release of names was expected to occur shortly. Names from Tokyo were read upon receipt, and were repeated—with additional stations—as soon as verification had been established in Washington. NBC rebroadcast the complete listing at 1 p.m. Wednesday, after full checking had been finished.

Names Unchecked

Decision by Mutual not to broadcast specific names was made on the basis that the names, originating from Communist sources, were checked and were listed without reference to state or local community, initially, and, subsequently, in unordered manner that made this a realistic procedure. In the Pentagon, it was felt. MBS spokesmen explained the third reason was that errors in names or other misleading information would only raise false hopes for the families involved. MBS newsmen notified listeners of up-to-the-minute progress in the listing and covered all general news points without actually naming prisoners. Affiliated stations were provided with specific information immediately after it was available, however, so operators there could answer questions phoned in locally.

NBC Television contacted 45 affiliates who cleared their schedules and were open for listing from 11 p.m. EST on, giving literally national coverage to prisoner reports until signoff at 5:10 a.m. Newsman Ed Schneider and mobile TV unit were stationed in the Pentagon news room to provide immediate announcements once names were officially released.

CBS TV extended signoff time six hours beyond the usual network schedule. Coverage started at 7:02 p.m. when John Shafner on the News With an Action Report switched to Walter Cronkite in Washington for reading of first names. A telephone interview with Mrs. William F. Dean, wife of the captive major general, was carried on the same program.

After another program interruption at 7:47 p.m., CBS TV closed out the day, all regularly scheduled shows and starred coast-to-coast telecasting with names shown on screen. Large-size type as they were announced. Scenes of the Pentagon where name-checking was done were shown from a special film report prepared by Joe Wershba, the See It New series, and the listing in Washington map. All locations of Korean prisoner of war camps.

ABC-TV assigned Dorian St. George and Bill Watson to manage their coverage, which became known from Toward Radio, until 5:00 p.m. EST, when the network signed off after telecasting all names available at that point.

The DuMont Network broke into programs through the evening to announce all names as they were released. Rather than show names on the screen, however, DuMont telecast filmed reaction shots.

BROKAW MOVES

Returns to Raymer-N. Y.

RETURN of Fred Brokaw to the New York office of the Paul H. Raymer Co. as executive vice president is in direct charge of all AM operations was announced a week by Paul H. Raymer, president of the station representation company.

Mr. Brokaw has directed the midwest and west coast operations of the company for the past 25 years, died Dec. 17 at his home in Upper Montclair, N. J. He had been on location earlier in day in Connecticut, where he was playing an American consul in the film version of the Robert Vogeler imprisonment in Hungary. A veteran of the stage, films, TV, and NBC, Mr. Van Dyk's made appearances on Armstrong Circle Theatre and the Carole Montgomery show, and Studio One in TV and in such radio dramas as Gangbusters and Mr. District Attorney.
GOVERNMENT production authorities last week issued a compilation of grants, denials and exemptions covering over $13 million worth of radio-TV construction or remodeling projects.

Radio-TV broadcasters fared well in total dollar value of projects for which they sought materials for the first quarter of 1952. But the denials far exceed the grants in point of individual applicants, padding up the government's oft-repeated warning that construction would tighten with the advent of the new year.

Projects valued at $9,800,000 were approved for three major applicants—Allen B. DuMont Labs, New York; WCAU Inc. (WCAU-AM-FM-TV Philadelphia, Pa.), and CBS Television in Hollywood, Calif.

Rejections amounted to $3,164,414 for upwards of 15 radio-TV petitioners, while another $150,600 was recovered by FCC Inc., exempted from construction filing on one of a series of bids.

The list was issued by the National Production Authority on the basis of decisions reached by its Construction Controls Division. They reflect actions taken through Nov. 30 for materials to be allotted during the fourth quarter of 1952. In some instances, the projects are a repetition of dollar evaluations reported on 1951 fourth quarter lists, though the new list reflects decisions governing the new quarter.

DuMont was allotted controlled materials (steel, copper and aluminum) for a TV station, slated WABD (TV) (New York) costing $1,750,000. The company had been rejected in a similar bid for radio in the present quarter [Nov.-Dec.].

WCAU Inc. was given permission to make alterations on both radio and television equipment, presumably at point of transmitters. Location was Lower Marion Township and amount of project was placed at $2,740,000.

CBS was assured of a first-quarter allotment to continue its $5,330,000 Gilmore Stadium TV studios, which also received fourth-quarter materials. Applicant is Vine St. Realty Corp., Los Angeles.

NBC TV Center Exempted

Exempted from NPA jurisdiction on projects was NBC Inc., which had sought permission to remodel radio and video facilities in New York and Brooklyn, N. Y. Total estimated value was $130,500 comprising sums of $92,000, $30,000 and $8,500.

NBC was turned down, however, on two other TV projects in the same cities for amounts totaling $190,000, and for a $67,000 Hollywood studio project (see adjoining story). NBC-TV had received approval during the fourth quarter for allotments covering TV studio and film projection projects in New York and Chicago. Network had received materials on construction changes evaluated at $275,000, $40,000, $196,000 and $200,000.

NBC has earmarked around $3 million for the first unit of the project which will front on Alameda and California Sts., it was said.

CUBAN VIDEO

Network Operation Nearly

FIRST TV network in Latin America will be inaugurated next month, when Goar Mestre's Circuito CMQ S. A. begins feeding a five-station network in Cuba.

Network will consist of CMQ-TV Havana, and Mestre-owned stations in Matanzas, Santa Clara, Camaguey, Santiago de Cuba. The Matanzas station will rebroadcast Havana network projects, but the other stations—will be fed via kinescopes. Already completed are the Havana and Camaguey stations. By the end of December the Matanzas and Santa Clara stations will be operative. The Santiago de Cuba station will be in operation by the end of January.

Cost of the stations will be over $2 million; network operations will add $1½ million to this sum. Details of the five stations are as follows:

Havana—Channel 6, 20.5 kw radiated power, 355 ft. antenna height above sea level, RCA transmitter.

Matanzas—Channel 8, 2.4 kw radiated power, 750 ft. antenna height above sea level, DuMont transmitter.

Santa Clara—Channel 7, 19 kw radiated power, 1,020 ft. antenna height above sea level, GE transmitter.

Camaguey—Channel 6, 2.5 kw radiated power, 700 ft. antenna height above sea level, DuMont transmitter.

Santiago de Cuba—Channel 2, 16.5 kw radiated power, 1,760 ft. antenna height above sea level, GE transmitter.

What's he looking at?

Frank Coulter, Young & Rubicam, is looking at figures on how much was spent last year by a cigarette manufacturer...

Or, he is looking at your advertisement in the BROADCASTING Yearbook.

December 24, 1951 Page 611
the largest users of radio network time in October, with toiletty advertising second, tobacco products third, drugs fourth and soaps and polishes fifth (Table III). For the 10-month January-through-October period, the top five, in descending order, were foods, toilettries, drugs, smoking materials and soaps and polishes. Some five were also the leaders in October 1950 and for January-October 1950, with foods consistently first and toilettries second and some variation in order of the other three classes.

General Foods Corp., New York, moving its three-year sponsorship of The Best Parks Show from NBC-TV to twice weekly on CBS-Television. 3:30-4 p.m., effective Jan. 14, although the program will be aired Monday, Wednesday and Friday. General Foods for its Jell-O, Swans Down cake mixes and Birdseye Frozen Foods will underwrite the show, Wednesdays and Friday. The Monday portion of the show will be available to a new sponsor. Young & Rubicam, New York, is agency for General Foods.

Big Brother Citations

BIG Brothers of America, voluntary agency for prevention and correction of delinquency among boys, last week congratulated the merit citations were awarded to eight radio and advertising executives for service on the organization's public relations advisory committee. Those cited are:

Harry A. Batten, beard chairman of N. W. Ayer & Son; Thomas D'Arcy Brophy, head chairman of Kenyon & Eckhardt; H. Whitman, of Collins & Holden, Carlark-McClintock & Smith: Donald W. Thornburgh, president of WQXR-FM-TV network-Pennsylvania; Jerry Crowly, advertising and promotion manager of Metropolitan Life Insurance Co.; Norman W. Gears, president of Capello-Gears Inc.; Al Paul Leffon of Al Paul Leffon Co. and Philip Klein of Philip Klein Adv. Agency Inc. "Big Brother" Week has been set for Jan. 6-13, and its support by advertisers and media has the approval of the Advertising Council.

October Gross (Continued from page 85)

Table III

<table>
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<tr>
<th>Gross Radio Network Time Sales by Product Groups for October and January-October, 1951 Compared to 1950</th>
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<td>Product Group</td>
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<td>Agriculture &amp; Forestry</td>
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<td>Apparel, Footwear &amp; Socks</td>
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<td>Automotive, Auto. Equip. &amp; Access.</td>
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<td>Drugs &amp; Remedies</td>
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Source: Publishers Information Bureau

October Gross Radio Network Time Sales by Product Groups for October and January-October, 1951 Compared to 1950

- Immediate revenue produced with regional promotion campaigns
- 23 years of service to the broadcasting industry

RTMA

'52 Set Production Seen Below '51

By GLEN MCDANIEL

President, Radio-Television Manufacturers Assn.

THE YEAR 1951 was one of peaks and valleys for radio-television manufacturers, but the industry emerged stronger and more stable than at the end of 1950 when a whirlwind of scare buying followed the outbreak of the Korean War.

We can face the new year with more optimism and confidence than we could a year ago because the national rearmament program now appears in sharper focus and removal of the roadblocks to expansion of television into a nationwide service appears imminent.

The year 1952 will be another period of limited civilian production due chiefly to material shortages, but a higher tempo of deliveries of military electronic equipment should help support employment and absorb much of the idle plant capacity that plagued the industry in mid-1951.

Present indications are that about 5.5 million television receivers and more than 12.5 million radios will have been produced in 1951 by the year's end. These figures represent a decline from the 7.4 million TV sets and 14.6 million radios manufactured in 1950, but meanwhile the industry's output of electronic equipment for the armed services has more than doubled. Radio production this year reached twenty million units, 1.7 million home sets, 4.5 million auto receivers, and 1.3 million portables.

Value-wise, at the manufacturer level, set production in 1951 will approximate $1.25 billion as compared with about $1.7 billion in 1950. But military production during the same periods rose from $150 million to more than $1 billion, with an estimated four billion in the armed forces inventory.

More Shortages Seen

As to probable set production in 1952, all authorities agree that material shortages will hold down the industry's output even below that of 1951. Mr. Edmund T. Morris Jr., director of the NPA Electronics Division, has estimated TV set production in 1952 at between four and five million units. RTMA directors, in an informal poll in November, "guess-estimated" that about 4.4 million television receivers and 10.9 million radios will be turned out next year unless the material situation worsens.

Barring an all-out war, there is every reason for the radio-television industry to look forward to a productive year in 1952.

The radio-television industry has made vast strides during the past decade and is now second only to the armed forces in number of employees. The radio-television industry, both in peace and war, but it has an even greater future.

All of us who are a part of this great industry can feel proud of its past achievements and look forward with confidence to the years ahead.

LLEE DEATH

Refuse to Reopen Case

POLICE have refused to re-open an investigation into the death of Thomas S. (Tommy) Lee, heir to the late Don Lee broadcasting and automobile distribution fortune, despite an appeal by his son, Craig, Honolulu automobile distributor and longtime friend, that it may not have been an accident or suicide.

Mr. Lee jumped or fell to his death from the 12th floor of a Los Angeles building on January 13, 1950, leaving a $12,500,000 estate.

Mr. Craig, reportedly mentioned as one of several heirs in a 1945 "missing will" (BT: Nov. 19), in mid-December asked that police reopen the case and investigate the death as a possible murder on grounds that Mr. Lee told members of his family that someone was trying to kill him.

ANG-WQXR Pact

Guld Given Jurisdiction

WHAT was described as the first contract between American Newspapers, of New York, Local 8 (CIO), and a radio station has been signed with WQXR New York, it was announced Friday.

Signed under constitutional clause which gives ANG jurisdiction in radio station where news is broadcast, pact covers 14 month period from Nov. 1 through next year and assures workers such things as a substantial wage increase now and further increases later, subject to Wage Stabilization Board approval; 36-hour week; two week vacation increased to three after five years service; no dismissal except for just and sufficient cause. Contract provides a $120 top minimum for continuity and news and commercial copy writers. ANG has some members at WMCA New York, according to Anthony Stella who negotiated contract with WQXR, but no contract has been drawn for the former station as yet. The union lost employers' vote at CBS last year when organizing drive was held there.

Page 62  December 24, 1951
INSIDE DOPE

WEMP Milwaukee, during Freedom Week broadcast interviews with four escaped Russian refugees. The field report was released last week. Front-pile carries reproduction of pre-election ad of station describing arrangements for election coverage, urging listeners to stay tuned to KCBS and the pronouncement: "And they did." Inside copy gives comparative statistics on listeners captured by network and independent stations. Figures show KCBS had twice as many listeners as the average for the three other networks and more than three times as many as the independents.

SALES LEITER

WCBS-TV New York, sending advertisers letter giving latest data on TV homes reached by station using new antenna on top of Empire State Building. Piece signed by G. Richard Swift, WCBS-TV general manager, cites figures of Telepulse of New York on homes watching.

NEW PROMOTION

KCBS San Francisco, used high-listener ratings during recent local elections to plug station in arty cardboard folder to trade. Frontispiece carries reproduction of pre-election ad of station describing arrangements for election coverage, urging listeners to stay tuned to KCBS and the pronouncement: "And they did." Inside copy gives comparative statistics on listeners captured by network and independent stations. Figures show KCBS had twice as many listeners as the average for the three other networks and more than three times as many as the independents.

CHRISTMAS GIFTS

KFI Los Angeles will present Christmas gifts to station's national and local spot accounts in the form of free announcements. Ray Lewis will combine the announcements with recorded Christmas music.

TOURIST BUDGET

Radio to Receive 12½% WASHINGTON State's tourist-advertising budget will put about 12½% of the $70,000 budget for 1952 into radio, Broadcasting • Telecasting learned last week. Agency handling the account of the State Advertising Commission is Mac Wilkins, Cole & Weber, Seattle. Radio plans call for concentrated spot campaigns on 22 stations in 20 markets in five western states, the agency disclosed. Theme, as in past years, will be "It's Cool, It's Green, It's Great in Washington State."

Schedules will be set for the spring and summer months. State Advertising Commission recently reported that during 1949 and 1950, the first years the paid advertising program was in effect, there were 4,400,000 visitors to the state, spending a total of $246,000,000, of which $9,700,000 represented gasoline, sales and admission taxes.

ORSON WELLES IS BACK

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.
HARRY BUBECK, production manager NBC Radio Hollywood, appointed program director for network’s western division. He succeeds HOMER CANNFIELD, named producer of television version of NBC Radio’s Dragnet. Mr. Bubeck’s post to be filled by KAREL PEARSON who will also continue as program operations supervisor.

ALVIN G. FLANAGAN, program manager KECA-TV Los Angeles, named program director KECA-TV. CECIL BARKER, ABC’s western division TV director of programming and production, continues in same capacity.

DAVE MANN named to announcing staff WAGE Syracuse. He was with WLYN Lynn, Mass.

DON BLAIR, staff announcer WBRE-AM-FM Wilkes-Barre, Pa., to WJES-AM-FM Beckley, W. Va., in same capacity.

BILL GORDON, disc jockey WHK Cleveland, voted “Cleveland’s favorite disc jockey” in Cleveland Plain Dealer radio and TV poll.

MARY LILLY named copywriter WTKA Cincinnati, S. C. RED MUNRO named morning man and disc jockey WTMA. He was with WCOG Greensboro, N. C.

DICK BURCH JR. named to announcing staff WLAC Lancaster, Pa. He was with WAGL Lancaster.

TED MCKAY program director WMON Montgomery, W. Va., named promotion manager WKNA Charleston, W. Va.

TOM GEORGE, emcee NBC Radio’s Tulsa Search, Country Style, named chairman of radio division for Franklin Freedom Fair, planned to celebrate patriot’s 250th birthday anniversary in 1954.

DAVE BOGARD, promotion department KGO-AM-TV San Francisco, to Space Patrol, L. A., sales department.

MARK LANGSBURGH Jr., promotion and merchandising manager KLAC-TV Hollywood and Joyce Oldham, married Dec. 15.

JACK OWENS, singing star KNX-Columbia Pacific Network, elected president of Southern California Youth Swimming Association.

JOHN RAIBD, director of public af-fairs KMFS Los Angeles, to be married Feb. 9 to Norma Sevilla Lee.

MARGARET JANE BACHINGER Lamb & Keen, Phila., named to program staff WIP Philadelphia.

FRANK CASON, producer WBZ-TV Atlanta, named TV traffic manager. He will also continue his present duties. HARL HOCKEBORN, pro-jection room director, named producer-director. TAYLOR LUMP Kin, prop department, named to production staff.

Miss ARDYCE PFANSTIEL, promotion and publicity director KSIX Corpus Christi, Tex., named promotion director KETV (TV) San An-tonio. She succeeds Miss GERTY FISHER, resigned.

News

LARRY FINLEY, news director WEEK Peoria, Ill., to KCMO Kansas City, Mo.

CHARLES F. HARRISON, news di-rector WHBF and production super-vior WHBP-TV Rock Island, Ill., named director of news operations WING Dayton, WIZE Springfield, and WCQI Columbus, Ohio.


New WLW Transmitter

R. J. ROCKWELL, vice president in charge of engineering, WLW Cincinnati, announced last week that a new-type transmitter for the station is planned for operation in mid-1952. The almost distortion-free signal will result from utilization of four new patented ideas in its design, Mr. Rockwell said.

The old transmitter will be rebuilt to the same specifications of the new one and kept as a stand-by, he added.

NARND

By JIM BORMANN

PRESIDENT, NATIONAL ASSN. OF RADIO FARM DIRECTORS

RADIO news in America felt the impact of two major forces during 1951—one was technical; the other political. Both monopolized the attention of radio newsmen at the Chicago convention of the NARND, Nov. 12-14.

First major development was the arrival of television as a seriously competitive medium in the news field during 1951. This brought about an awakening on the part of news-men everywhere to the urgent need to exercise their right to freedom of information.

Extension of network television from coast to coast during the year and successful coverage by TV of several outstanding news events stimulated video’s advance into the field of news. Because of less competition, radio news coverage was intensified. Evidence of this healthy improvement in news coverage by radio and television came into focus at the convention. Over 40 top flight entries (a record number) were submitted in the NARND award competition, and judges declared the competition en-ties better than ever. At the convention itself, talk of news problems engendered by television dominated the convention sessions. Newsmen already working in TV were no more pre-occupied by these problems than were those who are competing with video.

President Truman’s order re-storing the release of information by government bureaus focused NARND’s attention on the re-sponsibility of newsmen every-where to safeguard news of govern-ment from needless censura.

NARND President Ben Chadfield joined with leaders in other news organizations to protest the clos-ing of news channels—except when national security was being seriously endangered. Press and radio closed ranks in a common cause to guar-ant the integrity of news and to safeguard its accessibility to the public.

At year’s end, the executive or-der is still in force, but NARND’s fight for repeal has only begun.

WEA M News Policy

INTENSIVE news coverage will be maintained by WEAM Ar-lington, Va., under a revised pro-gram policy effective with ap-pointment of Charles Warren, former MBS White House corre-spondent, as news director of the station. Daily program will be broadcast at 12:45 p.m. direct from Capitol Hill as well as Congress-ional roundups at 5:40 p.m. Other news features are planned.

MAY SEeks Refund

On ’42-’45 Taxes

MAY Broadcasting Co., which owns and operates KMA Shenandoah, Iowa, petitioned a federal court judge in Des Moines Mon-day for a refund of almost $40,000 in tax money from the government.

May contends the amount of in-come tax was “injust, illegal and collected erroneously”. It seeks refunds of $4,000 to $7,700.74 for 1943, $18,819.95 for 1944 and $10,271.33 for 1945, totalling $39,328.02.

The first witness for May Broad-casting was R. H. Sawyer, who discussed the transfer of KMA from the May Feed and Nursery Co. to May Broadcasting Co in 1950. He esti-mated the station was worth “at least $500,000” in 1949.

Ray V. Hamilton, partner in Blackburn-Hamilton Co., radio and television station broker, said in his testimony that May Broad-casting today is worth between $2 and $2½ million because of its ownership of KMTV (TV) Omaha as well as KMA. In 1957, he said, the station was evaluated at $300,-000 to $325,000. He appeared as an expert witness.

Paul A. Loyet, vice president and member of the Central Broadcasting Co., licensee of WHO Des Moines, outlined how Central Broadcasting bought 25% interest in May Broadcasting in 1939 for $100,000.

Testimony was concluded last Monday night. The government has until Jan. 26 to file its briefs, after which May Broadcasting will file an answer before Feb. 1.

KSFQ, KPIX (TV) Move

Planned Next Month

PHILIP G. LASKY, vice president and general manager of KSFQ and KPIX (TV) San Francisco, announced last week that the two stations are prepared to move into their new quarters next month.

The radio operation will move January 7 and the television facilities will be moved January 18, he said.

The new headquarters, a modern three-story building constructed at 420 Stockton and Green Street, at a cost of about three-quarters of a million dollars, took a year to build. Stations presently are in an annex building to the Mark Hopkins Hotel atop Nob Hill in San Francisco.
competing media becomes more apparent each year. Radio set sales in Milwaukee continue at a healthy rate. . . .”

Hale Bondurant, general manager, KPBZ Wichita: “All advertising prospects are . . . looking healthy and especially can radio look for increased business in the first quarter of 1952. Retailers and other firms are giving radio greater consideration because they have learned how to use this powerful medium more and more effectively as evidenced by more and larger orders currently running on KFBI.”

Joseph L. Brechner, general manager, WGAY Silver Spring, Md.: “Most of the post war local independents have come of age . . . increasing profits have made it possible for these stations to begin matching the longer established station in promotion and programming budgets. This means better local radio for the listener and better local advertising impact for sponsors.”

A. M. Cadwell, vice president and general manager, KOAT Albuquerque, N. M.: “This is a gaining market—you can expect this area to continue its present rate of gain over a number of years in the future. An average of 16 new retail outlets per month show that people are anticipating a gaining market.”

John T. Carey, sales manager, WIND Chicago: “With apologies to Winston C, ‘there’ll always be an AM.’ Set sales, portables, auto sets. Analyze listening in TV homes. Analyze radio listening hours versus hours spent reading newspapers and magazines. Then to quote a familiar radio commercial ‘(radio) folks say—Happy Days Are Here Again!’”

Martin Campbell, general manager, WFAA Dallas—“Radio business, that is local business, has held up very well in the face of two Dallas and one Fort Worth television station competition, and even made gains. I foresee a continuation of this trend locally, and I am encouraging to believe that national advertisers, especially spot, are going to increase expenditures in radio in order to reach the tremendous market without as well as within the service range of TV stations.”

Murray Carpenter, co-owner and manager, WABI Bangor, Me.: “Business prospects are excellent. Radio, being the most efficient advertising medium in the area, should grow and grow—if sold aggressively by men who have confidence in the power of their medium and who know how to use it skillfully. The real problem is how to get business, but how to keep Uncle Sam from taking all our money away from us. We need added capital for expansion, but taxes won’t let us keep any.”

Henry B. Clay, general manager, KWKH Shreveport, La.: “Advertisers have been and continue to get results from radio in this area. With our hypothesized inflationary economy, dollar volume is bound to increase.”

Wilton Cob, general manager, WMAZ Macon, Ga.: “With TV penetration about 1% daytime and 3% nighttime, we have no cause, as yet, to worry about the business picture. This is by far the best year in our thirty-year history and local clients took a 20% rate increase in December 1951 without a murmur. Local advertising still constitutes about 45% of our gross income and we expect practically all to give us the green light between Christmas and New Years—the week in which we make verbal contracts for the ensuing twelve months.”

George D. Coleman, general manager, WGBI Scranton: “Radio is still the best advertising buy and if clients are sold intelligently by broadcasters, they will continue on the air for many years. Sell the right accounts, the right programs or announcements at the right time and they will continue for years. If radio stations are careful in accepting advertising accounts, their losses due to bad debts can be kept exceptionally low. For the second consecutive year, WGBI will not charge off a nickel. This speaks well for the type of radio advertisers we have in Northeastern Pennsylvania.”

E. L. Colbourn, acting manager, KTOO Oklahoma City: “. . . All major Oklahoma City department stores are using KTOO and other radio stations simultaneously for the first time. . . . the outlook for 1952 is very encouraging.”

William B. Delph, co-owner and executive vice president, WMT Cedar Rapids, Iowa: “In spite of the downward trend of the network revenues in 1951, the extension of regional and local business will produce an all-time high in overall revenue for 1952.”

Helen Duvall, secretary, WKZB Muskegon, Mich.: “From every indication, financial prospects in the western Michigan area and the Greater Muskegon Metropolitan market for 1952 will continue to improve. 1951 showed a steady improvement which will average out pretty close to 15% over 1950, and the trend is still upwards. . . .”

Robert D. Enoch, general manager, WXLT Indianapolis: “. . . The last quarter of 1951 has been more difficult than expected. However, some of the confusion seems to be subsiding as Indianapolis business becomes accustomed to the pinch and the extent of the pinch . . . the first quarter of 1952 will not be as good mine, but will be better than 1951.”

John Esau, vice president, KTUL Tulsa, Okla.: “Business nationally and locally will be excellent, we’re positive. Network business looks good, but unfortunate net rate cuts on the Western total income of that bracket. We believe radio is entering a revitalized era.”

S. Fantie Jr., president and general manager, KELO Sioux Falls, S. D.: “The general business prospects for 1952 are dependent upon more outside factors than ever previously encountered in our industry. Obviously, the growth of television will be the dominating factor and the lifting of the freeze, if it occurs in early 1952, will have the effect of forcing many advertisers and/or agencies to revise their plans completely concerning their budgets for the year. In our particular area with our farm produce having enjoyed another peak year, we feel very optimistic.”

H. E. Fast, general manager, WKRC Cincinnati: “Based on the fact that this is the machine tool center of the country, employment is rapidly reaching an all-time peak. As a result, we think the area will be very prosperous. Most plants are working three shifts and most of those who work have radio in operation during working hours.”

J. B. Fuqua, president and general manager, WJBF Augusta, Ga.: “With a predicted population increase of 171,000 in our metropolitan area in the next three years, plus the huge payrolls we expect 1952 to be a terrific year in Augusta.”

G. David Gentling, general manager, KROC Rochester, Minn.: “I expect business in 1952 to be entirely satisfactory . . . our increase in revenue is accounted for mainly through an increase in local business.”

Riley R. Gibson, general manager, KOME Tulsa, Okla.: “The fine work of the Associated Tulsa Broadcasters has improved radio’s position in this Magic Empire area, and it will continue to improve.”

W. L. Gleeson, president and general manager, KPEO Riverside, Calif.: “Our stations have shown a 9% increase over 1950 and 1952 looks very good. Businessmen are slowly beginning to realize that television is not hurting our radio audience. We have numerous cases of outstanding success in use of radio and they are slowly bringing business back to the medium.”

Michael R. Hanna, general manager, WHCU Ithaaca, N. Y.: “While there are rumors in some quarters predicting a general recession, I can see nothing but a continued rise in billings for both radio and video. Employment and production are at a peak and there is every reason to believe that this condition will continue throughout 1952.”

Tom Harker, vice president and national sales director, Fort Indus.

(Continued on page 66)
AM Stations

(Continued from page 65)

ty Co.: "... business may be slightly better in 1952 than in 1951. While we are living in an artificial economy based on huge incen-
ditures of money, material and man-
power for armament which keeps industry humming, wages and prices high, and business good, and yields a stimulating feeling of boom times, it still makes one fearful of the day of reckoning. ... It ap-
ppears that advertising budgets for 1952 may be equal to or slightly better than 1951, unless lower earnings because of the tax situation prove a deterrent."

Joseph H. Higgins, manager, WTHI Terre Haute, Ind.: "We have analyzed all the current con-
tracts in force for the first quarter of 1952 and they show 10% increase over last year in spite of less de-
sirable available time for local sales ... we are optimistic for 1952."

Eugene D. Hill, general manager, WORZ Orlando, Fla.: "... business prospects for 1952 are better than ever for this winter, barring a general recession, which most folks here
feel, is still possible."

Barren Howard, business man-
ger, WRVA Richmond, Va.: "We
will get the business, but it is
casier work."

W. E. Hutchinson, general man-
ger, WAAF Chicago: "In a large
metropolitan market with plenty of
television service, our radio sta-
ion shows a 22% increase in bill-
ing for the first ten months of
1961 over the same period in 1950. Assuming consumers disposable in-
come in 1952 will equal or exceed
that of 1951, we look for further in-
creases in advertising business in the
coming year."

Rogon Jones, president, KVOS Bellingham, Wash.—Radio is not yet selling its local potential by
50% to 100%. It lacks faith, and
the right approach but is beginning
to realize needs. In another year or
two much improvement will be
noted.

Ray F. Jordan, manager, WDBJ Roanoke, Va.: "We believe that the principal industries in the Roanoke area will be active in 1952."

J. E. Kauper, station manager, WIKB Iron River, Mich.: "We have every hope that the major net-
works will not make plans for the
invasion of the spot radio field.
Such a move on the part of the net-
works would, I am afraid, seriously
affect our national and regional
spot business ... we have every
hope for a good year in 1952."

Jan King, assistant manager, WEAQ Plattsburg, N. Y.: "We at WEAQ feel that 1952 being a
national election year will reflect in
business conditions remaining the
same or slightly better."

Lester W. Lindow, general man-
ger, WFDF Flint, Mich.: "Busi-
ness prospects for the Flint area
during 1952 are bright. General
Motors is concentrating almost
half of their plant expansion for
defense purposes in the Flint area
... a good portion of these new fa-
cilities should be finished by mid-
1952 and with them will come an
other boom period in their market
Retail business ... will be some-
what quieter the first few months of
next year. However, experience has always shown that a lull in
retail selling stimulates the use of
radio by the local merchant since
such a time causes him to more
carefully assess his advertising
results and expenditures. This in-
variably results in increased radio
buying."

J. R. Livesay president and gen-
eral manager of WLBH Mattoon, Ill. — "I expect 1952 to be about the
same as 1951. There may be a 2% to 3% increase in gross billings
due to political business. I can see no serious drop. World tension will keep national income high."

Ben Ludy, general manager, WIBW Topeka, Kan.: "National spot looks bigger than ever for the
farm market—farmers have more
money than ever. Network is slippin,
but I find the large na-
tional accounts looking to the farm
and small town market more than
ever."

Richard H. Mason, vice president
and general manager, WPTF Raleigh, N. C.: "The prospects for radio and business in general ap-
pear favorable for Raleigh and
eastern North Carolina in 1952."

L. Waters Milbourne, president, WCAO Baltimore: "Believe that
general business will be a shade off
in 1952 unless government spend-
ng is increased. The advertising
business does not always get any
paralleling general business. Some-
times it gets better when the mer-
chant presses harder for sales."

A. J. Mosby, manager, KGVO Missoula, Mont.: "I was pessimist-
ically last year as to 1951 business
which surprised me with a 12% increase in local sales, a 20% in-
national spots, but with a 10% decrease in network. The outlook for 1952 appears to be a
20% increase in local sales, a 25% in
national spot sales and an
other 10% decrease in network."

Harold H. Meyer, president, WPOR Portland, Me.: "WPOR's
present billings highest in station's
history. Expect some drop-off after
Christmas but it will remain about
20% ahead of last year."

R. J. Myers, administrative as-
sistant, KSL Little Rock, Ark.: "Prospects in the local and national
spot fields look extremely good for
the first quarter of 1952. Many
factors are responsible; but proba-
bly the increasingly attractive features of the market to advertisers in particular
is responsible. Network outlook is not
too bright. Rate cuts hurt but loss of
business by network has hurt far
more. If, by imaginative selling
and programming, networks can
beat back; '52 could be a record
year."

Leonard Nasman, sales manager,
WMJF Youngstown, Ohio: "Radio
people have gone to work again. More advertising is available for

those that will throw away the 'basket' and dig for change."

Vernon A. Nolte, general man-
ger, WHIZ Zanesville, Ohio:
... throughout 1951 WHIZ ex-
perienced a growing interest in
radio advertising. ... this interest
and faith in radio has resulted in
higher billings. ... we expect this
trend to continue and increase dur-
ing 1952. ..."

John F. Patt, president, WGAR Cleveland: ... the sales slumps
experienced last summer and the
early fall and the rate decreases
were the combined result of fright
psychology and unwarranted pres-
sure from a minority combination of
advertisers. This psychology is slow
giving way, I believe, to a resumption of confidence in radio's
essential values as a mass selling
medium at the lowest cost of any
... on a cost basis or a coverage
basis, radio cannot be equaled."

L. R. Rawlins, general manager, KYW Philadelphia: "We approach
the year 1952 with more optimism than we have experienced for some-
time. The trends unfolded during 1951, plus the institution of new
programming, promotion, and mer-
chandising techniques convince us
that radio can and will do a bigger
and better job."

James D. Russell, president and
general manager, KVOR Colorado Springs, Colo.: "Radio and general
business prospects continue to be
excellent in the expanding economy
of Colorado Springs. ..."

J. Maxim Ryder, general and
promotion manager, WBRY Water-
bury, Conn.: "Anticipate improved business in immediate fu-
ture. Local manufacturing, large-
ly brass factories, operating at
90% capacity and expect to con-

continue this rate, at least through 1st quarter 1952."

Ernest C. Sanders, manager, WOC, Davenport, Ia.: "I do see the amount of defense work in this area, productivity should remain high. We look for business to be as good or slightly better than 1951. Radio prospects look good for 1952."

Wayne Sanders, manager, KCNA, Tucson, Ariz.: "Tucson is gearing itself for a population of 250,000 by 1955. ... I am sure that KCNA, through its recent power increase, will enjoy its greatest year in history."

Willard Schroeder, general manager, WOOD Grand Rapids, Mich.: "General business prospects for 1952 continue excellent. Activity of purchasing radio advertising seems to continue the same except on network level."

Mort Silverman, general manager, WMNY New Orleans: "1952 should be a banner year. We expect cooperative advertising will be off considerably for at least the first six months of 1952 due to shortages of certain materials. National spot business should be at an all time high. ... we expect that in 1952 the local situation will clarify with all stations profiting by taking more realistic attitudes in evaluating their facilities."

F. C. Sowell, general manager, WLAC Nashville: "Responsiveness of listeners to radio advertising has been consistently on the rise for the past two years. At our station this is shown in a substantial increase in mail, and more voluntary reports than ever before from advertisers telling of their successful results from using our medium. With radio doing such a swell selling job for its clients, neither TV nor Hooperatings can hinder its continued march."

Weldon Stamps, manager, KPSA Fort Smith, Ark.: "While there is some uncertainty in some specific lines due to shortages, we do not find it much different from 1942. After momentary lulls, business comes back stronger than ever. Some tax dollars, of course, but largely straight selling advertising."

William V. Stewart, president and general manager, WPBC Minneapolis: "Prospects in the Twin Cities area for 1952 look good to me. Although the business may not 'glide' through the door, it is there for developing. . . ."

Ben Strouse, vice president and general manager, WWDC Washington: "We see a continuation of the trend which manifested itself in our operation during the last quarter of 1951—an increase in billings over the previous year."

Lawson Taylor, general manager, KFMJ Tulsa: "Radio is going to stop 'giving it away,' and show it still is and will be for sometime. The best advertising buy in America."

Hugh B. Terry, general manager, KLZ Denver: "Denver and Colorado market showing every indication of continued prosperity. Steady increase in population, virtual absence of unemployment, peak business activity, all point to maintaining high level of local and spot business. This condition also emphasized by lack of television in this area."

C. L. Thomas, general manager, KKOK St. Louis: "Local business in 1951 is the highest in the station's history. National spot and network billing is off considerably. The overall, therefore, is down versus 1949. We do, however, look forward to a better showing in 1952. Not as good as 1948-49, but better than 1950."

Robert R. Tincher, vice president and general manager, WNWX Yankton, S. D.: "1952 should see a healthy condition in non-TV markets particularly as more and more advertisers become aware of the fact that TV simply does not give any coverage in these Mid-West market areas. Business in general will maintain high levels in 1952, because of the high levels and stabilities of farm income as the basic economy."

W. Walter Tison, owner and manager, WALT Tampa, Fla.: "... A lot of people are contributing to wards killing off radio... here we find a lot of people who still like the sound of voices, who like simple programs, who have multiple radio sets in their homes, who enjoy a portable at the beach, and a radio in their car. To these people radio is still exciting, glamorous and friendly. . . ."

O. L. (Ted) Taylor, president, Taylor Radio & Television Corp., Dallas—"Each quarter of '51 has continued to show gains over the preceding quarter and over the preceding period of 1950. I am very optimistic about local and national business on radio throughout 1952."

Robert S. Wadson, vice president, WLOW Norfolk, Va.: "If the sales for the last quarter of 1951 are a barometer for 1952 conditions, Norfolk will have an exceptionally good year in '52."

Lee L. Whiting, general manager, KEYD Minneapolis: "With retailers' inventories in far better shape than a year ago, and with the novelty impact of television disappearing, we feel that our radio business will be better in 1952."

Beverly T. Whitmire, general manager, WPBC Greenville, S. C.: "Radio is OK. It took television to show just how big it really is."

E. Newton Wray, president and general manager, KTBBS Shreveport, La.: "Radio continues to show great inherent strength as an advertising medium. It is within the budget of every advertiser and accordingly will continue to get results and maintain its vigor, with regard to both local and national spot. The networks must increase their radio sales efforts in an endeavor to enlist smaller advertisers, while maintaining their existing billings."

Bess Marly Wyse, owner, KWBW Hutchinson, Kans.: "We feel the radio business in this area is going to be better than it has been for the past two years."
Our Respects To
(Continued from page 42)

a peak in nearby Allison Park. KDKA is still broadcasting from a 718-ft. tower, serving a vast and rugged terrain with its 50 kw signal.

By 1941 Mr. Baudino had become technical manager and assistant to the general manager of Westinghouse Radio Stations. The 1941-45 period must be identified in the Baudino biographer as the Travel Era. The parent Westinghouse company, with its diversified electronic interests, had developed a process of plating tin by high-frequency radio. Selected to supervise the first major installation, Mr. Baudino spent his time commuting from Philadelphia to Pittsburgh to Weirton, W. Va., to Washington to Philadelphia, and on and on around the circuit.

In May 1945, when James B. Rock entered the service, Mr. Baudino was named to replace him as general manager of KDKA. The transition from engineering to business was negated by the war, and he quickly became a prominent civic figure in Pittsburgh.

He got into charitable endeavors, but was still very busy with local activities. Soon he was a member of the crusty Duquene Club, Pittsburgh Field Club, Rotary, Ad Club and Radio & Television Club. He has since added a Radio Pioneers button.

Technical Accomplishments

Once an engineer, always an engineer, the saying goes, and it's true in the case of Joseph Baudino. While general manager he was consulted on numerous military and industrial technical problems. His career includes developmental roles in early broadcasts from planes, dirigibles, coal mines, ships, and many television projects, including the famed Stratovision technique of linking TV stations and serving a national audience via high-flying planes cruising over fixed courses.

Once he climbed the 718-ft. KDKA tower to change some equipment. Looking around the far-spreading hills he figured he might as well do a broadcast—and did.

Last summer when Walter E. Evans, vice president of the parent Westinghouse corporation and president of the station group, needed a man to replace Walter E. Benoit as head of the stations, the decision was not difficult though the shoes were hard to fill. Mr. Benoit was drafted to direct the new Westinghouse Air-Armament Div. at Baltimore, with title of vice president and general manager, and Mr. Baudino became his successor.

His engineering and managerial careers have brought him many honors. He is a member of Tau Beta Pi, Sigma Tau andEta Kappa Nu engineering fraternities and Pi Mu Epsilon, mathematics fraternity; holds decoration of Commander of the Order of Phoenix from the Greek government; silver W, certificate of merit; Westinghouse Electric Corp.

He was born in Herrin, Ill., Feb. 2, 1904. In high school he became interested in radio, leading to an engineering course at Illinois U. He lectured at Carnegie Tech on radio in the 1930's. His politics are Republican and his religion Catholic.

NARBA STATIONS

FCC Reports Changes

Both Canada and Mexico have reported changes in their stations' facilities, and new stations soon to go on the air, under terms of the 1941 North American Regional Broadcasting Agreement. The changes and additions are listed in the weekly broadcast terms in parenthesis)

Canada


Montreal, New Brunswick, new Class II station, 1300 kc 5 kw fulltime DA-1 (Aug. 15, 1952).

Windsor, Ontario, new Class II station, 550 kc 5 kw fulltime DA-1 (Nov. 1, 1952).

CJOY St. John's, Newfoundland, new Class II station, 930 kc 5 kw fulltime DA-1 (now in operation).

Vancouver, British Columbia, new Class II station, 1070 kc 5 kw fulltime DA-1 (Jan. 15, 1952).

CIRK Chilliwack, British Columbia, Class IV station, 1290 kc 5 kw fulltime DA-1, 15 kw fulltime DA-1 (now in operation).

CFTI Fort Frances, Ontario, Class IV station, 1340 kc 5 kw fulltime DA-1 (now in operation).

CITW Victoria, B.C., Class II station, 1380 kc 1 kw fulltime DA-1 (now in operation).


MEXICO

XEMX Tuxtla Gutiérrez, Chiapas, Class III station, 920 kc 1 kw fulltime-Deactivated.

XEXF Posa Rica, Veracruz, 5 kw DA-1 fulltime-Deactivated.

XEMX Salamanca, Class IV station, 1380 kc 5 kw fulltime DA-1 (Oct. 1, 1952).

XEDG H. del Parral, Chihuahua, Class IV station, 1250 kc 5 kw fulltime DA-1 (Feb. 15, 1952).

WDRC

3R-1st

The 3R's . . . Ratings, Rotations, Results . . . made the WCRC 1st choice in the WR 1st choice in the WCR 1st choice in the WR 1st choice in the WR 1st choice in the WR

CBS ELECTIONS

A THREE-WAY fight for labor representation of certain CBS Radio and Television employees was shaping up last week at the network's New York and Los Angeles operations.

This was assured following a directive of election handed down by National Labor Relations Board in Washington. Three unions—the IBEW (AFL), NABET (CIO) and motion picture film editors of IATSE Local 776 (AFL)—are involved in the proceedings.

The board charted elections among three groups:

(1) All technicians employed by CBS in its technical operations departments and the engineering research and development department in New York and elsewhere, including cameramen and film editors at CBS Television and WCBS-TV New York.

(2) All film editors and cutters at KNXT (TV) Los Angeles (formerly KTSL (TV)) and CBS Hollywood studios.

(3) All employees on the CBS New York general engineering, research and development staffs—if they desire to hold elections. They design equipment and handle research.

Excluded from the elections are film editors in Los Angeles; sound effects men employed at WBBM Chicago (represented by AFRA); turntable operators at WBBM and KMOS St. Louis (represented by AFPM); and lighting directors and special visual effect employees in New York and Los Angeles (represented in the former city by IATSE).

The case was divided into two phases. The first, a 30-day period, established a unit comprising design-construction-maintenance workers for all CBS radio-TV operations, including film editors and motion picture cameramen and engineering, research and development engineers. NABET made no bid to represent the above-mentioned workers now under AFRA, AFPM and IATSE.

The International Brotherhood of Electrical Workers, which presently represents some CBS technical employees, took no exception to NABET's position and asked to be included in the election. IATSE held that film editors and cutters and cameramen should be excluded.

CBS Inc. held out for the same exclusion, plus omission of engineering employees, draftsmen and machinists. It asked NLRB to set a unit by functions rather than classifications or job titles.

The second case involved CBS Inc. and IATSE (International Alliance of Theatrical Stage Employees and Moving Picture Opera-
Representatives' Prospects  
(Continued from page 30)

Pearson Co., New York, predicts that radio billings of his firm will be about the same for the first quarter compared with last year's first quarter. He sees TV billings going "right to town."

"In spite of the efforts of the major networks to capture every available dollar with an array of rate-chiseling gimmicks unprecedented in the history of radio," Mr. Pearson stated, "national spot business may do an outstanding comeback in 1952."

He continued: "Clients are fast learning that no matter how attractive the networks may make their sales gimmicks sound, the end result must accomplish sales at a lower cost per thousand. In no instance can any network show prove faster or more direct results than spot radio can. Field men, distributors and dealers alike have gone to bat for spot radio as they are in a position to know what will get the best results in their respective territories."

"Grass roots stations and regional networks should enjoy a big year in 1952 because they have been proved more flexible than split network arrangements and in most cases will not face TV competition for three to five years or more."

"Many of the nation's biggest advertisers have been making tests with spot radio programs this year and results have amazed them. General Mills, Pillsbury, Interna
tional Milling, Lucky Strike, Standard Oil, Esso, Phillips '66 and many other have learned through experience that spot radio delivers the greatest wallop of any type of radio today. They know from experience that radio today is reaching new heights of effectiveness, even in TV markets, and they are going to take full advantage of it."

"Television is bound to make a terrible impact in new markets and more competition undoubtedly will change the picture in certain major markets. However, it doesn't look as though very many new TV stations, if any, will be able to go on the air in 1952, unless the freeze is lifted before spring. Even then the FCC will have its hands full processing applications and making final grants."

Mr. Pearson continued: "A political year is always a good year for radio and 1952 should prove the best in recent history for stations throughout the country. Another very encouraging factor is the increased interest on the part of large advertisers in racial and foreign language programming. We look for 1952 to be a banner year for stations specializing in such programming."

"Quite likely radio stations have awakened to the fact that riding the coat-tails of a network doesn't pay off any more and they have set to work in earnest to re
capture some of the ground lost in local programming. Proof of this can, and will get the job done is contained in the fact that some of the highest-rated stations in the nation today are independents and those who have rejected network programming at certain times in favor of local programs that have more interest to the listeners in their areas."

"The coming year will see network affiliates battling even more with the networks over encroach-
ments into station option time and attempting to change option hours. As a result of these hassles, we look for quite a few stations in major to small markets to go end-
ning for the sake of programming."

"All in all, we feel very optimistic over spot radio's chances of hanging up a banner year in 1952. And, even if TV should get on the air in some of the growth major markets in 1952, the added competition for the advertiser's dollars should not prevent spot radio from more than holding its own properly sold," Mr. Pearson concluded.

Headley Cites Evaluation

Frank M. Headley, president of H-R Representatives Inc., New York, stated one of the "most favorable" signs for radio and TV in 1952 "is the fact that many national advertisers and agencies are beginning to examine more critically the comparative values of radio-TV versus newspapers and magazines. Constantly rising costs of print media coupled with falling attention to space advertising are being more widely noted."

"Heretofore," Mr. Headley said, "attention was focused on television versus radio. Now it embraces other media, too, and in compara
tive analysis, the lower costs and better values of radio-TV advertising cannot help but keep these budgets healthy, while other media may suffer. Therefore, we expect spot radio-television to continue very strong into 1952, barring economic upheavals."

"Comparing the first quarter estimate for 1952 with that of 1951, Mr. Headley predicted radio billings will be down 10% while TV will be "way up.""

"Expecting the over-all picture in broadcasting in 1952 to be comparable to 1951, Adam J. Young Jr., head of the New York firm bearing his name, observed that "as far as our own stations are concerned, I suspect that business will be approximately 20% over 1951 for the first quarter. This is based upon substantial sales increases during the year 1951 and even if we maintain our present volume, we will be 20% ahead for the first quarter."

Lloyd George Venard, vice presi
dent, O. L. Taylor Co., New York, stated "Both media will have greater total billings, but local and national spot will provide this in radio more truly than in TV cities. In TV cities the increase will go to well-managed AM stations and to TV. There will be a higher percentage of both radio and TV in TV cities, but radio will show the greater percentage increase."

Mr. Venard predicts radio billings in the first quarter will be 15% above those for last year's first quarter."

"1952 looks like another good year for radio as well as for those television stations on the air, despite the same problems as in 1951," according to Robert Meeker, head of Robert Meeker Assoc., New York. He predicted radio billings for the first quarter, compared to last year's first quarter (a "good first quarter," he noted), will remain the same. He expects television to increase 25%.

"Defense spending should cer
tainly keep our entire economy in high gear in 1952 with shortages in certain lines not too damaging to advertising," he said.

"At the national spot radio level," Mr. Meeker continued, "we look forward to as good a year in 1951 though we and our stations stand to lose considerable revenue to the networks' newly found flexibility. Regardless, radio and TV spot should have an excellent year with election campaigns as an additional boost."

"The end of the TV freeze will cause considerable activity and ex
citement but will have little effect on 1952 advertising budgets. How
ever, we do believe that with the imminent prospect of TV becoming a national medium, a fairly satisfactory and workable solution to radio and TV rate problems will be accomplished in 1952."

Diversified Small Accounts

"Volume will be up on the Bolling stations in 1951," George W. Bolling, head of The Bolling Co., New York, predicted. "We look forward to the new year as a wonderful opportunity for our well-managed stations to capture a greater share of new business because of the vast improvement in audience ratings, which so many of them are enjoying during the current season."

Mr. Bolling estimated that in 1952 new business "will emanate from a much more diversified list of accounts which we believe will more than offset the inroads made on the old line national spot accounts by network sales and television sales."

Wythe Walker, head of The Walker Co., New York, observed that "since national spot is the very best kind of advertising, there will be more of it next year than ever before. But that doesn't mean it..."
will be a better quarter for radio stations. What with the inability of the networks to sell programs, the origin of their creation and the only excuse for their existence, they will keep on trying as long as they can, and it's a matter of time on their controlled hours and raid their affiliates for whatever they can get from advertisers.

"Most advertisers, among more accounts, Rising newspaper costs to think of Los Angeles. They died in the last quarter, according to prediction of John D. Gale, Los Angeles manager of Paul H. Raymo.

"The only problem with TV," he said, "is to find sufficient time to sell. Radio billing continues to increase because of this condition and for two other reasons: (1) many small advertisers who cannot afford to buy TV are finding that radio will do a very effective job for them and (2) advertisers using spot and network TV are supplementing their television schedules with heavy spot radio schedules—programs as well as announcements—in non-TV areas."

Slow Start Seen

Richard Hashbrook, manager of Los Angeles office, Averys-Knodel, observed, "1951 was an exceptionally good year for spot schedule placements from the Los Angeles area. We hit a peak in July, a tapering off in August, September and October and a slump in November and December. As far as 1952 prospects are concerned, we look for a slow start, an acceleration in April and a year-end total of approximately the same as 1951." Stanley J. Neulman, Pacific Coast manager of The Katz Agency, said, "According to present indications, radio and TV volume during 1952 will remain approximately the same as 1951 unless there is an important change in the international situation."

He continued, "During 1951 several Southern California accounts who, in past confined their distribution to primarily the western states, opened distribution in a number of eastern markets. If this expansion program continues, on the part of Southern California account, it seems apparent there will be a noticeable increase in the volume of business emanating from Southern California."

An approach was taken by Jess M. Laughlin, Los Angeles manager of The Bolling Co., although he predicted radio billings would increase 5% and TV 15%.

"Any predictions I might make are based solely on the steady gains made by these two media in 1951 and are contingent on many intangibles," he said, listing, "our unpredictable administration, strikes, continued inflation, threat of war, etc."

"However, if our manufacturers and retailers are to stay in business," he said, "they must advertise. Radio and television have long since proved that they can move merchandise."
Representatives’ Prospects
(Continued from page 71)

buying should more than offset the decline in Class A sales, if any,” he said. “I also believe that TV billing will continue to rise steadily as this new medium continues to enlarge its audience.”

Radio billings for the first quarter will be up 5% over last year’s initial period, and TV will run about the same, in the view of Lincoln P. Simonds, Pacific Coast manager of Weed & Co. “It seems likely,” he said, “that advertisers will spend more media money in ‘52 in an effort to hyporate sales volume; higher grosses being a ‘must’ for higher taxes and sustained profits.

“Radio and TV should benefit most from increased expenditures, as competitively, both media are getting increasingly stronger as our industry sells itself and gets its ‘light out from under the bushel.’

Radio billings in 1952’s first quarter are expected to be up 10% over that period in 1951, according to Ray Rhodes, Pacific Coast manager of Paul H. Raymer Co., San Francisco. TV boost prediction is 20%.

“Television can be held back by just one thing—lack of time to sell,” he said, continuing, “More and more advertisers will buy radio on a selected market basis, according to network schedules and rate cutting. Two factors will contribute to radio’s increase—growing Pacific Coast population and radio’s new found faith in its own sales ability.”

A 20% billing boost in radio is expected by W. S. Grant, president and general manager, W. S. Grant Co., San Francisco, who said, “We believe that radio and television will both show gains in ’52 provided political and economic conditions remain approximately as is. Secondary market stations stand to show the largest gains in spot while AM stations in the major markets where there are TV stations will be hard pressed to show gains in our opinion.

“The trend of the NBC and CBS networks to enter the secondary markets through affiliates will have an important bearing on the strong increase in spot business which we predict in the outside markets.”

Carlin French, vice president, H-R Representatives, Chicago, noted billings in 1951 were substantially larger than in the previous year. As one indication 1952 will be even better he said, “I was in the office one entire morning just taking orders over the telephone! One Chicago agency told me, for example, that it will buy 20% more spot next year.”

“Some advertisers are realizing that television is not the answer to all prayers,” he said “and are going back to radio spot. Reasons for this are the lack of spots and the higher cost of TV. One of our TV stations has four customers for almost every spot available.

“The tax situation also will have a strong effect on next year’s business, as a lot of advertisers have discovered they can’t keep excess money and will get a direct benefit from it by spending it on advertising.

Industry’s Selling Job

“One of the main reasons that radio made more money this year, in my opinion, is the selling job the industry did on its own medium after the NART convention in Chicago last spring. They started to fight and a lot of advertisers were re-sold on radio and came back in.”

Gerald N. Gunst, manager, The Katz Agency, Chicago, noted: “Although 1950 was a peak year for AM spot, overall billings for 1951 also have been extremely good. There was a general and distinct pickup in spot starting late spring and early summer, with a lot of buying. We expect this volume to continue in 1952.

“Television, of course, is going like a house on fire, with no end in sight. Next year will be even better than this,” he stated. Hal Holman, Hal Holman Co., Chicago, observed: “It is a known fact that since the early days of publishing and advertising, no new advertising medium...has ever displaced another existing medium and each medium has taken its particular niche in the national economic scene. It seems now that television has fallen into the same classification.”

“Based on 1951 experience, radio broadcasters who fear serious inroads by television, can feel that there is not only no fear of radio, but that it has increased in many instances over 1950. This has been virtually true of every year since radio was cut. In 1950 the latter showed an increase in both local and national business.

“The outlook for 1952 is more of the same, depending of course on the efficiency of station operation, management and good programming.”

Southwest Outlook

In the Southwest, Clyde B. Melville, owner of firm bearing his name, said, “Overall prospects for ‘52...are for increased business in the radio field. As between radio and TV, the former has developed a more balanced viewpoint, rather than a former tendency to throw all dollars into TV.

“Markets of so-called secondary concentration are receiving more study and more volume of business in AM radio.”

Mr. Melville noted many AM dollars “are coming back that were in TV.” He saw “a definitely upward trend in AM as far as money to be spent next year compared with this last year.”

He predicted radio billings would be up 10% for the first quarter with TV up an undetermined amount.

“There isn’t any question but what advertisers are reaffirming faith in local radio, and are buying their schedules and in many cases increasing them, both in TV markets and non-TV markets where TV has been handled to permit bigger budgets in TV.”

Fred L. Vance, manager of the Dallas office of O. L. Taylor Co. “Also,” he noted, “radio advertisers are beginning to appreciate more and more the advantages they can receive by using radio in secondary markets, like Abilene, Tex., and Austin, Tex., instead of depending on powerhouse stations in big cities.”

He predicted a 10% increase in radio billings.

Radio billings will continue the same.
he said, "based on increase in 1951. There are many big radio budgets now being discussed because firms are beginning to realize they have to go out and sell today. British firms moving into Canada are also starting to examine radio later this year to break into the Canadian market and this accounts for some new business in 1952.

"With CBC planning to drop some daytime commercial network shows, there is more inquiry for regional daytime networks and spot business. The largest food and soap advertisers are buying more time and looking for new local shows."  

"There is a terrific swing to selective radio," according to John Tregale, manager, station time division, All-Canada Radio Facilities Ltd., Toronto, "(with agencies beginning to realize they can do a better job for their clients through selective placement of programs and announcements. It will not be long till the SRO sign is out in Canadian major markets.)"

There is more attention to better programming for the listener benefit. There has been an increase in the past year in use of selective programs over spot announcements by Canadian advertisers.

According to Jack Slatter, manager of Radio Representatives Ltd., Toronto, "1951 has been the boom year and everything points to 1952 continuing as good. There is a tendency for advertisers to use more small live local talent shows, catering to local demand which the station operators know best, rather than depending on shows picked by big city agency executives. Smaller stations have come into their own because more and more national sponsors are looking for programs which pin-point to local tastes. There is a shortage of time on larger market stations. In spot announcements, dramatized spots are less popular because there is more room for the more forthright selling in announcements today."

A 25% boost in radio billings for the first quarter over that of last year's period was estimated by J. L. Alexander, owner of Toronto representative bearing his name. "Indications are that business next year will be over 1951," he said, "according to existing commitments. Small market stations are now being used in greater numbers because of community distribution. The idea that major market stations cover the province is now out, and advertisers are noting a drop in sales when they do not use local stations. The smallest of which I represent 12 throughout eastern Canada, are about 80% sold out locally and nationally."

DAYTON (Ohio) Advertising Club heard a local boy done good when Frank Stanton (seated), CBS president, spoke before the club earlier this month. Mr. Stanton was introduced by J. Leonard Reinsch, managing director, James M. Cox stations, which include WHIO-AM-FM-TV Dayton.

Advertisers (Continued from page 28) not give any figures, it is understood in trade circles the company spent well over $1 million for advertising in 1951, with radio getting an overwhelming share.

R. J. Piggott, advertising manager of Grove Labs, said prospects for 1952 are excellent but radio-TV plans aren't available because the fiscal year ends in April.

Dr. Pepper Co. looks for a good year and "use of radio will be unsharply," according to A. H. Caperton, advertising manager. The company has renewed Ted Husing on CBS and starting Dec. 28 will be on the air Fridays at 8 p.m. Dr. Pepper is limiting use of TV to spots and special local shows in selected markets.

Look and Quick magazines plan identical circulation budgets with the first of those in 1951 but no advertising figures are available.

F. A. English, vice president of Planters Nut & Chocolate Co., proposes to spend $1,300,000 on advertising in 1952, same as in 1951. The bulk will go to national magazines, with four-color copy, with "some portion going to radio and television."

Greyhound's plans for radio and TV in 1952 are not fully completed, according to its agency, Beaumont & Hohman.

Kirk L. Billings, advertising director of Emerson Drug Co., said the company increased its radio and TV expenditures in the first 70 markets. No network radio or TV will be used, however.

Admiral Corp. sent $2 million for television advertising in 1951 and is planning to spend about the same, with $2,500,000 going to national magazines and $3 million to newspapers. Richard A. Braver, vice president-electronics, said 1952 TV output should match 1951, with about 5 million units to be produced barring all-out war or further restrictions on supplies of raw materials. In that event, the firm's military business would take any slack, he explained.

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., sees a ready market for all TV and radio sets produced in 1952. Greatly increased demand for TV is expected when the freeze ends along with steady improvement in the art. Mr. Abrams expects 1952 to be a better year than 1951.

Lambert Pharmacal Co. looks for an excellent year in 1952, said John Shiel, sales manager. A fourth of the national advertising budget will go to TV and 75% to magazines. Lambert sponsors So You Want to Lead a Band for Listerine toothpaste. Total advertising budget runs about $3 million.

Ford Plans Increase

Ben R. Donaldson, director of advertising and sales promotion, Ford Motor Co., indicated the company will increase overall advertising budget to provide for extra coverage needed in introducing three completely new lines of automobiles. In addition it has started an institutional campaign, "The American Road," supplementing regular product advertising.

W. A. Sheaffer Pen Co. looks for increased sales in 1952 but has no radio or TV plans at the moment, said Karl F. Dinnauer, advertising manager.

D. M. Purpus, advertising manager of Western Auto Supply Co., said the company is using radio only "on a very selected basis" with $10,000 covering the 1951 expenditure. Plans for 1952 will follow the same formula.

Harold L. Schafer, president of Gold Seal Co., said the company spent about $70,000 for radio and TV in 1951 but has no commitments for the media in 1952. He described business prospects as steady.

Paul S. Willis, president of Grocery Mfrs. of America, declared the war situation, inflation, tax trends and price controls are uncertainties having a very definite bearing on the food industry next year. On the whole, 1951 was a good year in the food and grocery industry from the standpoint of the farmer, manufacturer and consumer, he said.

Gwilym A. Price, president of Westminster Electric Corp., anticipates deeper cutbacks on civilian goods output in the first six months of 1952, with the situation starting to improve by fall as scarce materials become more readily available or substitutes are developed, barring all-out war. Westminster has been expanding its plant rapidly. Output of consumer products was down only 10% from the record year of 1950, he said, despite the fact that 40% of unfilled orders are for direct defense needs.

What's he looking at?

Charles Wilds, N. W. Ayer, is looking at a list of radio advertisers... OR, your advertisement in the BROADCASTING Yearbook.

December 24, 1951 • Page 73
**FCC actions**

**DECEMBER 14 THROUGH DECEMBER 20**

<table>
<thead>
<tr>
<th>antenna-type</th>
<th>cond-conditional</th>
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<tbody>
<tr>
<td>DA-directional antenna</td>
<td>LS-local-emitter-mod.-transmitter</td>
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</table>
| ERP-effective radiated power | vis-

**Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a new station and transfer applications.**

**December 14 Applications**

**ACCEPTED FOR FILING**

- **Modification of CP**
  - KDXX Denison, Tex. — Mod. CP authorizing frequency change, change in hours of operation, DA, etc.
  - KEKT Beverly Hills, Calif. — Mod. CP, as mod., new FM station, for extension of completion date.
  - KNEW McAlester, Okla. — CP to change from daytime to fulltime with 1 kw D 500 ft. DA-N.

**Renewal of License**

- Following stations request renewal of license:

**Application Returned**

- KRAI Craig, Col. — RETURNED application for transfer of control Northwestern Colorado Broadcasting Co. to George O. Christiansen, who has 10,000 shares of common stock (50%).

**December 17 Decisions**

**BY THE SECRETARY**

- **Granted CP for CP**
  - KOKI Oklahome, Okla. — Granted CP to replace CP new noncommercial educational FM station which expired Nov. 13.

- **Granted Modifications**
  - WCBX New York, N. Y. — Granted mod. CP for changes in FM station to change ant. gain and trans. output to 2 kw.
  - WOUI Chas., Ohio — Granted mod. CP to change frequency of noncommercial educational FM station from 88.1 mc. to 101.5 mc. (Ch. 218).

- **Granted STA**
  - WCBS-TV New York — Granted STA for commercial operation at Empire State Bldg. in accordance with nominal carrier frequency of 88.1 mc. and sur. of 2.5 kw; normal carrier frequency changes 25 kw and sur. of 5 kw.
  - WQXH-TV Concord, N. H. — Granted mod. CP for extension of completion date to 12-16-32.

**Granded Modifications**

- **KEX-FM (Edwin H. Armstrong), Alpine, N. J.** — Granted mod. CP for extension of completion date to 6-16-32.

**Put in Pending File**

- Radio Norwich Inc., Norwich, N. Y. — Placed in pending file application for new AM station on 100 kc., 500 kw, daytime, pending ratification of new NARBA.

**Granted License**

- WOOD-TV Grand Rapids, Mich. — Granted license to station and to designate operator of station.

**Granted Modifications**

- WDAY-AM Grand Forks, N. D. — Granted CP for changes in FM station to change ant. gain and trans. output to 2 kw.

**Granted Licenses**

- WILX-FM Grand Rapids, Mich. — Granted license to station and to designate studio and trans. locations.

- WOIT-FM Grand Forks, N. D. — Granted license to station and to designate studio and trans. locations.

**Put in Pending File**

- WMIS-TV Madisonville, Ky. — Granted license for CP which replaced expired CP for frequency change and hours of operation, 1300 mc., 25 kw fulltime, condition.

** Granted Licenses**

- KERN-FM Santa Fe, N. M. — Granted license to station and to designate operator of station.

**Put in Pending File**

- WPFW-FM Madisonville, Ky. — Granted license for CP which replaced expired CP for frequency change and hours of operation, 1300 mc., 25 kw fulltime, condition.

**Final Approval**

- WMUR-FM Laurinburg, N. C. — Granted license for CP authorizing reinstallation of CP for FM station: 96.5 mc. (Ch. 245), 0.2 kw, 215 ft.

**COMMERCIAL RADIO MONITORING COMPANY**

<table>
<thead>
<tr>
<th>CUSTOM BUILT EQUIPMENT</th>
<th>U. S. RECORDING CO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1121 Vermont Ave., Wash., D. C. Lincoln 3-7205</td>
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</tbody>
</table>

**SERVICE DIRECTORY**

**KTRN**

- Wichita Falls, Tex.

**SERVICE DIRECTORY**

- Custom-Built Equipment
  - U. S. RECORDING CO.
  - 1121 Vermont Ave., Wash., D. C. Lincoln 3-7205

**COMMERCIAL RADIO MONITORING COMPANY**

- ENGINEERS on duty all night every night

- **JACKSON** 5302
  - P. O. Box 7057
  - Kansas City, Mo.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADAMS 2414
Member AFCCE

Everett E. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI 1319
Washington, D. C.
P. O. BOX 7937
KANSAS CITY, MO.

JAMES C. MCMURRY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 3474
WASHINGTON 4, D. C.
Member AFCCE

Craven, Lohne & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5470
WASHINGTON 5, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX 8073
Washington 5, D. C.
Member AFCCE

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Member AFCCE

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON 6, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32
AR 4-8721
1100 W. Abram
ARINGTON, TEXAS
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3964
Member AFCCE

KEAR & KENNEDY
13021 18TH ST., N. W.
W. HUDSON 9000
WASHINGTON 4, D. C.
Member AFCCE

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television—Electronics-Communications
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Member AFCCE

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2515
WASHINGTON, D. C.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

WELDON CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallon, Texas
Seattle, Wash.
4122 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

GAYNUTT & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

A. E. CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

ROBERT M. SILLMAN
1011 New Hampshire Ave., N. W.
Republic 6466
Washington 7, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication & Television Systems
One Lefebre Lane, New Rochelle, N. Y.
New Rochelle 6-1250

CONSULTING ENGINEERS TO ALL CALL INDIANA
Presenting Established Indiana Consulting Engineers
Member AFCCE

SPEAKERS BUREAU
MARCH 23-24, 1951
Washington Hilton Hotel
Washington, D. C.

January 18 Applications... ACCEPTED FOR FILING
Modification of CP

WRSW Warren, Ind. — Mod. CP, as mod., authorizing new AM station. For extension of completion date.

KTBZ Taos, N. M. — Mod. CP, as mod., extending the authorization to operate on 1170 kc with 1 kw-D. Full-time, using the same authorization as 1170 kc. No change.

Modification of License

KTBZ Shreveport, La. — License transferred to new station operator, Bergeti, Inc. For extension of completion date.

December 19 Decisions... BY COMMISSION EN BANC

KWM West Memphis, Ark. — Granted renewal of license.

WASHINGTON 4, D. C. — Granted renewal of license.

December 19 Applications... ACCEPTED FOR FILING

WOKW Madison, Wis. — Granted petition to accept notice of appearance in proceeding re application filed Nov. 30. Four days after expiration of time period provided in Commission’s rules. Petitioner’s notice of appearance accepted.
<p><strong>Help Wanted</strong></p>

**Managerial**

Wanted: General manager for midwestern radio station, 35,000 town. One who wants to make a small community, salary and share in profits. Education and experience essential. Will pay $10,000 salary and 25% of profits. Box 77L, BROADCASTING.

Wanted: Station manager with successful record. Send picture, references, handwriting, WBYV, Canton, Illinois.

**Salesman**

Salesman-commercial manager, single station southern market, 1000 watt daytime. Good, bright, energetic manager. Box 79L, BROADCASTING.

Outstanding opportunity for a successful, imaginative manager at a station where you can record qualified him to become sales manager of this 500 watt basic network affiliate in a major midwestern market. The man who wants will help us build business. Box 29L, BROADCASTING.

**Help Wanted (Cont’d)**

Immediate opening, two combination men, strong on announcing, salary $2500 per year, 1 hour fee. WFMJ, Youngstown, Ohio.

Engineer-announcer with first class license. Good pay and working conditions. First class license required. Write for appointment. Box 18L, BROADCASTING.

**Help Wanted (Cont’d)**

Immediate opening for engineer with first class license. Contact Allen B. Jones, Radio Station WGN, Wilmington, N. C.

Modern progressive station in heart of Lake Erie's vacation land has permanent opening for position of engineer. Excellent salary and benefits. Phone F. W. H. T., Major market.

Wanted: Engineer and AM/FM NBC affiliate WKPX, $15,00 per hour, Kingsport, Tennessee.

Modern progressive station in heart of Lake Erie's vacation land has permanent opening for position of engineer. Excellent salary and benefits. Phone F. W. H. T., Major market. Chief Engineer, WLEC, Sandusky, Ohio, immediately.

Wanted: Engineer with first class license and ambition to grow. Will train inexperienced licensed engineer. Good future, guaranteed housing.

First phone transmitter operator. WYB, Rutland, Vermont.

Engineer or announcer-engineer, immediate opening. Assistant for TV technician and radio test engineers. Excellent opportunity to grow. Additional opening for engineer. Phone K. S. W. D., 7th and Madison, Detroit, Michigan.

Wanted: Engineer/announcer with experience in TV and FM. Immediate opening for position of engineer. Phone J. T. W. H., 10th and Madison, Chicago, Illinois.

WANTED: Engineer. Write full details, experience, references. Box 69L, BROADCASTING.

Korean combat correspondent wants to be able to take full photo of his own work. Has experience in major cities overseas. Willing to work for good rates. Write Box 79L, BROADCASTING.

Announcer, 24, veteran, draft exempt. Immediate opening at station in major city. Experienced all phases. Currently working at station in another city. Contact after January 1. Box 70L, BROADCASTING.

Disaster announcer, experienced, available now. Showmanly, eastern market.. Has references. Box 70L, BROADCASTING.

Fully experienced announcer desires job in Atlanta, New Orleans, Dallas, or a major city in the South. Applies to Box 70L, BROADCASTING.

**Television**

Wanted-TV production chief. Must be able to take full photo of his own work. Has experience in major cities overseas. Willing to work for good rates. Write Box 79L, BROADCASTING.

**Situations Wanted**

Managerial

General-commercial manager with six years experience in broadcasting. Will consider job in New York, Chicago, or Los Angeles. Good references. Box 75L, BROADCASTING.

**Answeres**

Wanted-announcer with good had of voice, immediate opening. Send details to Box 30L, BROADCASTING.

Wireless operator for midwestern market. Send audition disc with letter. Box 30L, BROADCASTING.

Sportscaster, experienced recreation, baseball, football, also news, staff for emplees. Box 32L, BROADCASTING.

Wanted: Announcement-announcer. Also, experienced disc jockey. WSNY, New York.

**Technical**

Combination announcer-engineer wanted for chief engineer's job by station in Florida. Immediate opening. Must have experience in announcing and engineering. WJAS, Miami, Florida.

Program director for 1000 watt southern daytime station. Send disc and details. Box 71L, BROADCASTING.

Woman copywriter, experienced, at present writing ads for WNYC, New York City. Excellent working conditions. Willing to write all types of copy. First class license required. Write or wire WYDK, Cumberland, Maryland.


Engineer-announcer with first class license. WMMX, Jackson, Michigan.

Wanted: Experienced news man, responsible, able to operate in the studio with writing ability and news judgment. Initial letter of qualifications, including experience, background and salary requirements, must be given. Box 30L, Michigan.

Wanted: Experienced commercial copywriter. Also do traffic work. In reply include future plans and experience. WYSC, Somerset, Pa.
BROADCASTING.

Also moved: high-fidelity sound. Can also handle control board. Good price, but still no exempt. Box 7111, BROADCASTING.

FOLLOWING:

First class phone: Desires experience AM-FM station. Age 25, draft exempt. Sidney Epstein, 72 Tudor Place, Bronx 52, New York.

Attention progressive midwest stations: First class engineer. Has experience with fifteen years experience desires responsible position. Box 769L, BROADCASTING.

Production-Programming, Others

Program director, 8 years experience including announcing, production, promotion. Salaries and terms for better salary. Box 709L, BROADCASTING.

PD currently employed in 5 station city. Top Hooper. Same city 3 years. S considers announcing, programming, Draft exempt. Interested in joining good sales or production team. Box 702L, BROADCASTING.

Creative copywriter, scriptwriter, production promoter, commercial position. Box 711L, BROADCASTING.

For Sale

Stations

250 watt with signal equivalent to 1000. Southwestern state. New equipment. $392,500. Should pay for itself in 3 years. Box 700L, BROADCASTING.

Local fulltime network station heavy in contracts, good will in growing exclusive markets, with a future, excellent future. Moderately priced for prestige sale. Box 703L, BROADCASTING.

Equipment etc.

One kilowatt Electric AM transmitter (model 823-A). Not in use. Has been changed from Western Electric to RCA type. Current model 832-A Western Electric, model 119C comes includes C-1 Limiting amplifier, service control panel and 2-B rectifier. A Wincherg tower type 300, triangulation, 850 feet, complete with type 300 M.M, assembly, lighting wire, conduits and 375 feet open wire transmission line and tuning house components. Box 699L, BROADCASTING.

For sale: Twin-trax magnetophone recorder by Ampier Corporation (Recording Arts, model 10-3). Good as new. $398.00. Box 711L, BROADCASTING.

Two Fairchill turntables complete less cabinets. 375. Chief Engineer, RCOH, Houston, Texas.

Priced to sell: 300 foot Andrews guide lower. Lightening, ground system, 45,000 watts foot cooper wire; G. E model-111A, Sylvania. Thirty six BTI electrical type monitor, parental transmitter cabinet. By 30 by 20: console: RMOO.

Tyler, Texas.

For sale or trade: 250 watt FM Gates transmitter, excellent condition will sell for a fraction of its value. Need to be replaced. Any interested party can contact us. No audio oscillator capable of AM and FM measurements will be used.

Write or call WCNT, Centralia, Illinois.

For sale: 300 W commercial BC transmitter complete. Contact C. Chamber- won, WOFB, Bellaire.

For sale: 4000 watt, 500 watts selling best bid. Geral North, Adams, Massachusetts.
Film in '52

(Continued from page 77)

he points out, continuing:

"From an advertiser's standpoint, TV film offers these advantages: Programs that can be beam on 'wanted' markets and [those] that can provide top talent and production at costs that are reasonably stabilized while live program costs are on the increase."

Growing of the film TV industry in Seattle hinges heavily on the current FCC television station freeze, limiting the number of clients who can use it on the city's only video outlet, KING-TV. But Vernon G. Witt, manager of Criterion Films Inc., Seattle, reports larger '52 TV budgets in any event.

"When additional channels open in Seattle and adjacent centers, commercial film production activity will probably reflect" more advertising opportunities, Mr. Witt pointed out. Meanwhile, considerable interest in commercial films of a public relations nature promotion nature has been shown.

"Everything points to 1952 as the biggest year yet for Hollywood's television film producers," Don McNair, executive vice president of Dudley Television Corp., said. He cited a current rush of TV business and filming of 34 network TV shows in Hollywood now. As a result, key agency personnel are shifting to the West Coast and there is more production of filmed commercials as well.

"Tremendous steps forward" in manufacture of film for TV were predicted also by Lee Savin, executive producer, Interstate Television Corp. (subsidiary of Monogram Pictures Corp.), on advantages for sponsors, Mr. Savin said:

"Advantageous timing buying is simplified by giving the sponsor the choice of telecasting his show when and where it is most desirable. Live shows and the unaccustomedness of the sponsor this flexibility, nor can the temporary lower costs of live shows overcome the residual rights of the producer and the sponsor in filmed shows."

Reports Film Spot Gains

Norman Lindquist, vice president and television director, Atlas Film Co., Chicago, reported increased film gains in TV film spot business this year for his firm. Trend is to shorter spots and chain breaks because of more frequent availabilities of shorter time slots, he said.

Straight-selling commercials rather than those using gimmicks are more in favor. Additionally, agencies are willing to accept advantages of film's advantages, watching better scripts and are collaborating more extensively with film firms, Mr. Lindquist stated, adding, "The potential will be unlimited if the freeze goes on."

Jerry Campbell, partner in Campbell-Cahill Studio, Chicago, reported increased TV budgets, simple selling messages requested by clients and heavier demand for film spots.

"Costs are about the same as last year, although there was a large jump between 1949 and 1950. We have seen no pressure from our clients to put out cheaper work. Most of them and their agencies seem to want quality commercials, even if they are not the cheapest."

Capsuled comments from statements by other film producers follow:

Paul Thompson, Thompson Film Services, Seattle — "I'd venture there will be increased production in spots for television... The advertising agencies are just beginning to wake up to the astounding results that can be obtained by visual advertising..."

Adrian Weiss, Adrian Weiss Productions, Los Angeles—"... A product identified with poor results, key agency personnel are leaving, and there is more production of filmed commercials as well.

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Jerry Campbell, partner in Campbell-Cahill Studio, Chicago, re-

SOUTH CAROLINA Gov. James F. Byrnes (c), former U. S. Secretary of State and U. S. Supreme Court justice, switches on the transmitter at WORD Spartanburg, S. C. Looking on are Walter J. Brown (l), WORD president-general manager, and Federal Judge C. C. Wyche. Station now operates on new 910 kc with 1 kw [8T, Dec. 17]. It formerly used 1400 kc, 250 w.

port not increased TV budgets, simple selling messages requested by clients and heavier demand for film spots.

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WM. RICHARDSON

Dies in Auto Accident

WILLIAM RICHARDSON, 28, general manager of WBYS-AM-FM Canton, Ill., was fatally injured in a head-on automobile collision near Canton, N. Y., Dec. 11. At the time of the accident, Mr. Richardson was en route to his home near Lewistown. Funeral services were held in Salem, Ky. He was the son of Mrs. and the late Dr. C. G. F. Richardson, a 16-year-old girl riding in the other car was killed and two of her companions seriously injured.

HUGH JAMESON Sr., Jameson Film Co., Dallas—"We expect a substantial increase in TV film business... The business outlook is favorable..."

L. R. Shaw, Alexander Film Co., Dallas—"... The outlook is healthy and business prospects most favorable. There is every indication of a bright sales picture."

Joseph Depouhe, Depouhe Studios, Boston—"... Our business will hold its own for a level for the first quarter of '52 that it has in the past six months with an expected rise thereafter...

Maurice Master, Master Motion Picture Co., Boston—"... Locally we expect more film programs as against live or network shows. The situation with respect to TV film commercials calls for a local low-cost film service whereby "special for the week" or showings limited to two or three times may be used.... The value of TV is lost by running the same commercial too long..."

S. W. Caldwell, S. W. Caldwell Ltd., Toronto, Canada—"There is no TV business in Canada as yet, but we are doing a certain amount of commercial film strips for Canadian advertisers to be used on border U. S. stations to reach the Canadian market. We are doing an increasing amount of commercials. When Canadian TV starts, we are equipped to handle..."
**FCC roundup**

New Grants, Transfers, Changes, Applications

**SUMMARY THROUGH DECEMBER 30**

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air</th>
<th>Licensed CPs</th>
<th>Conditional grants</th>
<th>Total applications pending</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,221</td>
<td>2,369</td>
<td>117</td>
<td>108</td>
</tr>
<tr>
<td>FM Stations</td>
<td>1,557</td>
<td>1,607</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>TV Stations</td>
<td>108</td>
<td>103</td>
<td>15</td>
<td>11</td>
</tr>
</tbody>
</table>

**Non-Docket Applications**

**AM GRANTS**


**FM GRANTS**

Augusta, Ga.—Garden City Broadcast Co. Granted 1550 kc, 1 kw, daytime; estimated construction cost about $5,700. Granted Dec. 18.

**TRANSFER GRANTS**

WINO, Palm Beach, Fla.—Granted transfer of control from John H. Hemmings to William Stephins and William Hyland, Jr. Granted Dec. 17.

**Non-Docket**

is licensee of KFWB Los Angeles. Granted Dec. 18.

**New Applications**

**TV APPLICATIONS**


Faribault, Minn.—Central Valley Television Corp., Ch. 2 (34-40 mc), ERP 24 kw visual, 16.4 kw audio, antenna height 225 feet. Granted Dec. 17.

Faribault, Minn.—Central Valley Television Corp., Ch. 18 (104-106 mc), ERP 23.2 kw visual, 16.4 kw audio, antenna height 225 feet, granted Dec. 17.

Grantee is permitted of WAUG Augusta and WAGL Gainesville, Fla.—C. S. Granted Dec. 18.

**URUGUAYAN VISITS**

Hector M. Laborde, general manager of the Uruguayan government radio network (SODRE), Montevideo, is on a four-month tour of radio-TV installations in the U.S., and is on the exchange-of-persons program. Uruguay has developed special feature broadcasts for workmen, farmers, students and children, he said.

---

**November Box Score**

**STATUS of broadcast station authorizations and applications at the FCC on Nov. 30 follows:**

<table>
<thead>
<tr>
<th>AM Stations</th>
<th>FM Stations</th>
<th>TV Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,221</td>
<td>1,557</td>
<td>108</td>
</tr>
</tbody>
</table>

**December 20 Applications**

**AM GRANTS**

TCRN Mt. Pleasant, Mich.—Mod. CP, as mod. and rej. for DW-299, for power increase, DA-N, change in operating location. Granted Dec. 18.

**FM GRANTS**

LARE Richland, Wash.—Mod. CP, as mod. authorizing new FM station, and for extension of expiration date. Granted Dec. 18.

**Change FM Station**

WORP-Buffalo—Mod. CP, to change antennas, for change in facility, for operating hours, DA-N, etc., for extension of expiration date. Granted Dec. 18.

<table>
<thead>
<tr>
<th>AM Stations</th>
<th>FM Stations</th>
<th>TV Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,221</td>
<td>1,557</td>
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</tr>
</tbody>
</table>

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**NARBA PACT**

Cuba First to Ratify

FIRST country to ratify the new North American Regional Broadcast Agreement (NARBA) is Cuba. On Dec. 17, the Cuban Senate ratified the terms of the North American radio convention which was signed Nov. 15, 1950 [B+T, Nov. 20, 13, 6 Oct. 30].

NARBA treaty is awaiting ratification in the U. S. and Canada, as well as the Dominican Republic, Bahamas-Jamaica, Mexico and Haiti did not participate in the NARBA deliberations. Treaty is before a sub-committee of the Senate Foreign Relations Committee (B+T, Sept. 24), comprising Sen. Theodore Green (D-RI.), chairman, and Sens. Bourke Hicklinder (R-La.) and John Sparkman (D-Ala.).

According to the NARBA treaty, Cuba would be permitted to operate on the following U. S. Class I-A frequency: 1000 kc, provided it protected U. S. dominants: 640 kc (KFW Los Angeles), 660 kc (WNBC New York), 670 kc (WCCO-Minneapolis), 760 kc (WBBM Chicago), 830 kc (WCCO Minneapolis).

Cubans would be granted future "specifications" with the U. S. on the following wavelengths: 550, 570, 690, 630, 690, 730, 740, 860, 920 and 980 kc.

NARBA treaty was the object of seething objection by Clear Channel Broadcasting Service, which claimed that the U. S. delegation had prejudiced the clear channel proceeding begun in 1945 by "concessions" granted to Cuba.

NARBA treaty comes into force when ratified by three of the following four major countries: Canada, Cuba, Mexico and the U.S.
'CORRELATIONS'

Roslow Answers Chappell

CHARGE that Dr. Matthew Chappell resorted to a "cute statistical trick" to discover low correlation between Pulse and Hooper ratings in individual cities in contrast to his correlation between U. S. Hoo- peratings and Nielsen Radio Index ratings was hurled last week by Dr. Sydney Roslow, director of The Pulse Inc.

In an answer to the summary of the Chappell report on the various types of audience rating surveys released the previous week by C. E. Hooper and Nielsen, Dr. Roslow declares that the differences between Pulse and Hooper ratings are due in considerable part to the unreliability of the telephone coinci- dential system employed by Hooper. He flatly denies Dr. Chappell's charge that Pulse uses the quota system of sampling and counting which he head of Hofstra College's department of psychology with not troubling to read the explanation of the Pulse method printed in its reports.

Refutes Hooper
Further, he quotes Dr. Kenneth Baker, chairman of the Test-TV Com- mittee, to refute Mr. Hoop- er's statement that Dr. Chappell was added to the committee. Dr. Roslow suggests that Dr. Baker, who quoted Dr. Roslow, recalled that several names were suggested from the roster of the New York Radio Research Council and as Mr. Hooper and Dr. Roslow agreed on a name "I stepped to the phone and called the individual and in- vited him to work with the committee. Both Larry Deckinger and Matt Chapell were selected in this way."

 Declaring that "half research is worse than no research," Dr. Roslow states that "the national U. S. Hooperatings are based in Correlation [with NRI] are not the same kind of ratings now issued locally by our competitor [Hooper]. The "average" ratings are based on about 50% diary returns and 50% telephone coincidentals. The present-slot system employed by our c- nter is over 50% unaided telephone ratings, a position long ago abandoned by the broadcasting in- dustry with our competitor helping to make this decision. The data employed in the studies are the ratings of national network programs. They are not based on the ratings of all stations, large and small, in a local market.

"It will doubtless surprise our competitor that Pulse Multi-Market radio ratings of network programs also correlate high with NRI," Dr. Roslow observes. He reports that the period March-April, 1951, the correlation between Pulse and NRI was .82 for daytime programs, compared with an .85 correlation between Hooper and NRI, with a Pulse-NRI correlation of .33 for evening programs, against a .39 Hooper-NRI and adds: "Remember that the Pulse Multi Market Radio is not national in the sense that the NRI is and should not be expected to correlate so well."

Denying any admission that Nielsen ratings should be "accept- ed at the gospel," Dr. Roslow states that correlation here "means only that there is agreement in the rank order of programs ratings." He adds the failure of the Chappell rep to cite actual U. S. Hoo- peratings and NRI ratings is that there is a wide gulf in actual size between Pulse and the so-called "Coincidentals." The Chappell comment that "telephone sizes vary from 25% greater than the average audience for high rat- ing programs to 70% greater for low rating programs as Audimeter data seem to indicate."

In contrast, Dr. Roslow lists the following comparison between Pulse Multi Market ratings and NRI for March-April:

<table>
<thead>
<tr>
<th>Day</th>
<th>Pulse</th>
<th>NRI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>7.8</td>
<td>9.7</td>
</tr>
<tr>
<td>Tuesday</td>
<td>7.5</td>
<td>9.8</td>
</tr>
<tr>
<td>Wednesday</td>
<td>7.9</td>
<td>9.3</td>
</tr>
<tr>
<td>Thursday</td>
<td>7.6</td>
<td>9.7</td>
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<tr>
<td>Friday</td>
<td>6.5</td>
<td>7.9</td>
</tr>
<tr>
<td>Saturday</td>
<td>7.9</td>
<td>9.8</td>
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<tr>
<td>Sunday</td>
<td>7.3</td>
<td>8.4</td>
</tr>
<tr>
<td>Monday dating</td>
<td>7.0</td>
<td>9.0</td>
</tr>
<tr>
<td>Tuesday dating</td>
<td>5.9</td>
<td>9.0</td>
</tr>
<tr>
<td>Wednesday dating</td>
<td>5.8</td>
<td>9.0</td>
</tr>
<tr>
<td>Thursday dating</td>
<td>5.3</td>
<td>8.9</td>
</tr>
<tr>
<td>Friday dating</td>
<td>4.7</td>
<td>8.5</td>
</tr>
</tbody>
</table>

Dr. Roslow quotes from the Chappell report the following corre- lations obtained between Pulse ratings and the so-called coincidentals for three markets:

<table>
<thead>
<tr>
<th>City</th>
<th>Pulse</th>
<th>NRI</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>0.6</td>
<td>0.8</td>
</tr>
<tr>
<td>New York</td>
<td>0.5</td>
<td>0.7</td>
</tr>
<tr>
<td>Chicago</td>
<td>0.6</td>
<td>0.7</td>
</tr>
<tr>
<td>Oakland</td>
<td>0.5</td>
<td>0.7</td>
</tr>
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<td>0.6</td>
<td>0.7</td>
</tr>
<tr>
<td>Oakland</td>
<td>0.5</td>
<td>0.7</td>
</tr>
</tbody>
</table>

The low correlations," Dr. Roslow declares, "are obtained by a cute psychological trick. Note that instead of computing the actual number to cover the complete range of ratings from 0.0 up to the highest, the range has been divided into three categories and the correlation coefficients com- puted within each range. Every ele- mentary statistical student knows that within a partial range mini- mum correlation will be found com- pared to maximum correlation when the complete range was em- ployed.

"Why," he asks, "was not such an analysis made comparing U. S. Hooperatings with NRI? Would the correlation be considered considerably reduced? Why is the correlation high between Pulse and the so-called telephone coincidentals for programs whose ratings go from 750 up to 10 and low and for the low rated programs 0.0 to 1.0 and 1.9?"

If Pulse ratings and telephone coincidentals for the same pro- grams were correlated," Dr. Roslow states, "the degree of agreement between the two measures could be very high if all programs were included in the analysis." But he notes that low-rated programs can no correlation be demonstrated because the difference between such low ratings is not relevant.

Cites One Answer
One answer to that unreliability is the fore-shortened range, Dr. Roslow points out. The other is the "unreliability of these low ratings obtained by the so-called telephone coincidentals system," he charges, stating that "these tele- phone coincidental ratings are so unreliable—in fact based on insufficient samples that they could hardly be expected to correlate with anything at all."

"For example," he avers, "in San Francisco the base for daytime mid- week Hooperatings per quarter- hour is 750 and nighttime quarter- hours about 250, as compared re- spectively with 1,000 and 400 for Pulse. So..."

Stating that "the Chappell report "tries to create the impression that the Pulse employs no data sampling and that the so-called telephone coincidental system employs probability sampling," Dr. Roslow declares: "Had Dr. Chappell bothered to read the explana- tion of the Pulse sampling method in the Pulse report 'borrowed' for his study, he would know that Pulse is using probability sampling-

Derby Signs Chertok

DERBY FOODS Inc, Chicago, an- nounced last week that Al Jack Chertok Productions Hollywood to produce a series of 26 half-hour video films entitled, Sky King. Transaction is reported to involve more than $500,000.26 will be based on the MBS radio series entitled, Sky King, which also is sponsored by Derby Foods. The food company will promote its Peter Pan Peanut Butter on TV shows. Filming is slated to get underway early in February. Agency for Derby Foods is Needham, Louis & Brorby, Chicago.

CBS PUBLICISTS

GUILD ASKS WAGE BOOST

CENSUS wage increase of $77 was asked by Publicists Guild for CBS Hollywood Radio and TV publicists during opening negotiations last week. The new demands relate to salaries in line with those of motion pictures. The publicists on behalf of the network's 13 publicists, who average $49 per week with $77 as mini- mum, asks $140 plus 14% (10%) cost of living (latter to fluctuate with changes). Proposed sum is $100 and $50 per week. A motion picture for junior and senior scale wages.

CBS' contract with the guild ex- pires Dec. 31, as does that of ABC. Networks have expressed the guild on subject of joint negoci- ations, but guild reaction, at this point, is not favorable.

WLWT FILM BUY

GETS NEW RUN FEATURES

NEW FILM purchase has been made by WLWT (TV) Cincinnati of 18 feature films being released by Snader Productions. Bernie Barnett, assistant to the vice presi- dent in charge of TV for Crosley Broadcasting Corp., station li- censee, pointed out the purchase will enable WLWT viewers to see current films within a few weeks of their release to first run theatres. Films will be shown on Family Theatre.

The group of 1950-51 films either have been or will be released within in the next few months to first run theatres around the country and at the same time are being made available to TV stations, it was stated.

Those films already released, have been issued within the past 18 months, Mr. Barth said. Thus the films, which include 13 Alex- ander-Korda pictures, 3 Thr- wth Bank films and an all-star KRO release, could possibly be playing at a neighborhood theater at the same time they are shown on WLWT television, he explains.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in the United States, offering advanced training in Televi- 

Address inquiries to Placement Director Radio and Television 

A Service of Radio Corporation 

350 W. 4th St., New York 14, N. Y.
irontal monopoly extending from newspapers to high power radio stations to the only available television channels and to their networks. In one community I can mention, there are three powerful daily newspapers which possess the only three clear-channel broadcast stations, the three most famous networks, and the three most desirable FM channels and are operating the only three VHF television stations that community will ever have. It is hardly necessary to point out the difficulty of the competition against such horizontal monopolies. It is important that we realize that this newspaper-AM-TV combination is ever spreading and that within the foreseeable future the major pow-
er of all communications in America will be in the hands of 500 men. However fine these men may be personally, such an unchangeable concentration of power violates the principles of competitive free enterprise.

Return to Radio

"I further predict that 1952 will see an increase in the number of advertisers priced back from TV to AM. The trend has already begun. An open appraisal of costs and higher production will in the years to come make many more advertisers the economy of AM radio particularly for mass consumption products needing repetitive mention. I predict that in 1952 we will see a rise to such staggering figures that Phoneion, Skilotron and similar home payment, non-advertising devices will be seen as an inevitable necessity for TV. TV is here to stay and, in one network form or another, to expand, but 1952 will see more national advertiser.

I predict that 1952 will produce new changes in the relationship men radio and sports. Sports can't get along because of discrimination was as between sex and radio as well as violations of the statute law will in 1952 bring the first strong reaction from an angry and awakening radio industry.

I predict that in 1952 America will for the first time realize that there is a powerful menace in the Liberty Broadcasting System. After a year of quiet preparation, this huge newcomer within the last 90 days has closed its last major market. It already is a direct threat to the stations WMGM, WFL and KMPC in New York, Chicago and Los Angeles respectively. Liberty is already America's second largest network. A new giant is in the land."

(Edward) FERNHEAD, general of KYA San Francisco "TV staff are of 15-pound Christmas"

CASTING - Telecating

HEARINGS

NEW YORK State Bar Assn.'s Committee on Civil Rights went on record last week—and asked the association to follow suit—condemning the broadcast networks' executives on the theory that while any witness is testifying, "except at public hearings on pending legislation." The Committee also held that no such rule should be considered prima facie. It asked the asso-
ciation to urge that all Congress-
sional and executive hearings be governed by a "code" embodying its requirements: The association will vote on the proposals at its annual meeting Jan. 24-28 in New York.

The code proposed by the 30-man committee extended to still photo-
graphs and moving pictures (news-
reels) as well as radio and TV. The "code" which the group ad-
vised the Government to adopt it felt may properly be allowed in
hearings on pending legisla-
tion—would include a provision to make sure that "the necessary ap-
purposes of the hearings, moving pictures, television and radio broadcasting should be as in-
conspicuous as possible."

The proposed prohibitions were attributed to a desire to protect indi-
vidual rights and to assist com-
mitees in performing their tasks as efficiently as possible. Report said:

"It is often asserted that Congress has the job of enlightening and educating the public. It desires to create an intelligent public opinion. This may be an in-
dependent duty of the lawmaking, if not of the legislative process, but it is not a duty without limit. The Constitution of the legislature, however, does not insist on a due process of law, or on the publication of evidence, and does not require the testimony of witnesses to be reduced to writing. There is no constitutional right to be present at a legislative proceeding. The Constitution does not require the legislature to publish its proceedings.

"Nor do we find any sound Constitutional ground for the assumption sometimes made that television, newsreels, radio or the camera have rights guaranteed by the First Amendment to record events occurring under governmental investigations. Equally no such rights were found in the public to hear the legislative or executive proceedings while they are in progress."

Schedule Problem

The "precise" schedules of radio and TV make it difficult to give full coverage, the committee said, and in addition the danger that legislators [or witnesses] may use the tremendous national audience for personal advantage at the cost of a dignified and fair proceeding cannot be ignored. The report continued:

"Moreover, where the accuracy of the testimony is all important, it is in the public interest to remove any apparent danger that men's reputations and en-

tertainment interests may be


costly clamor for further broadcast-
ing legislation; (2) on the administration of governmental af-


cio, dealing with such questions as the honesty or ability of admin-


cial and broadcasting systems; (3) to the admin-


d costs, or extraneous poli-


class problems, attempting to elicit facts and recommend legislation, and (4) hearings to inform the public, etc.

In the first type—hearings on pending legislation—the "danger that a witness' rights will be in-
volved is relatively slight," the com-
mitee concluded. But it felt "the danger of abuse exists," and that a "witness code should be designed to minimize as far as possible the disturbing influence of cameras, flash bulbs, and microphones." Further the committee held:

"In addition the code should insure a witness whose reputation may be in-
"I" before the committee a chance to rehabilitate himself. And if the witness in the witness code should desire to express his views to the committee without the added pub-
licity of television, radio, and newsreel, his wishes should be respected and the cameras and microphones be shut off.

Special Instances

In the case of hearings on ad-
mistrative investigation, the com-
mitee felt the question of radio, TV and other coverage hinges on the "hearing involved; if so far as [the hearings] are judi-
cial or quasi-judicial in nature we believe they should be conducted without television, newsreel, cam-
ares. But "where the hearings are not judicial in character . . . there will un-
doubtedly be instances where full coverage is desirable." Even in the latter type of cases, the committee thought "there should be adequate rules of procedure for their con-
duct, procedures that will protect the privacy of witnesses and prevent our government from being held up to ridicule and con-
tempt."

In the case of hearings to find facts and recommend legislation, to inform the public, etc., the com-
mitee held that "mike fright or 'stage' fright impair a witness' ability to candor and, additionally, "widespread public coverage of such a hearing through television, radio, and newsreel may violate the most basic rights of a witness being questioned to know the intimate details of his personal and business life." Further, it was

said, such hearings must neces-
arily be "selective," and are not primarily determined to determine in-
nocence or guilt. The report as-
serted:

"Anything which makes it still harder for a witness to defend himself while under oath may be held to have impaired his inadequate opportunities for self-

tection. Television and radio coverage have hurt the public interest, and there may be a strong public opinion that such procedures should be prohibited.

"In reaching the conclusion that there is no real defense for allowing these hearings to be broadcast-
ing on TV and radio, without the consent of the witness, the committee said, its final position is: (1) the public's right to see and hear the proceedings; (2) the Board's duty to the public; (3) the witness' need to be protected from abuse of the press; (4) the Board's duty to the witness; (5) the Board's duty to the public's welfare; (6) the Board's duty to the Board's duty to protect the witness from exploitation; (7) the Board's duty to the public; and (8) the Board's duty to the public.

A serious constitutional question arises when a witness appears in the face of an subpoena refuses to testify on the grounds that his testimony will impair the public interest or his personal safety. A witness who is likely to 

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MAMA FAVORITE PROGRAM IN 'PLAIN DEALER' POLL

THIRD annual TV program popularity poll conducted by Cleveland Plain Dealer shows Mama's (CBS) in first place as favorite program. Poll conducted by George E. Condon, radio editor of newspaper which has conducted radio popularity contest for 23 years. Results of the TV poll follow:

Favorite Program:
1. Mama (CBS)
2. Godfrey (CBS)
3. 3. Godfrey (CBS)

Favorite Entertainer:
1. Godfrey (CBS)
2. Red Skelton (NBC)
3. Martin & Lewis (NBC)

Network News Program:
1. John Cameron Swayze (NBC)
2. Doug Edwards (CBS)

Local News Program:
1. Dorothy Freligh (WBKB)
2. Warren Guthrie

Best Variety Show:
1. Toast of the Town (CBS)
2. Bob Hope Show (NBC)
3. Godfrey (CBS)

Favorite Mystery Program:
1. Suspense (NBC)
2. Lights Out (NBC)

Favorite Musical Show:
1. Fred Waring (CBS)
2. Hit Parade (NBC)
3. Paul Whiteman (ABC)

Best Dramatic Show:
1. Dragnet (NBC)
2. Mama (CBS)
3. Kraft Theatre (NBC)

Favorite Comedy Program:
1. Gene Carroll
2. Bob Dale
3. Soupy Hines

Favorite Sports Program:
1. Baseball (Cleveland Indians)
2. Program by Bob Neal (news and interview)
3. Wrestling

Favorite Children's Program:
1. Uncle Jake's House
2. Howdy Doody (NBC)
3. Rounders (no station specified)

WINTER HAVEN PAYS

ENTIRE cost of originating MBS Ladies Fair in Winter Haven, Fla., for 13-week period underwritten by local businessmen and city commission though Florida state advertising officials had authorized $14,300 in state funds to aid in paying $25,600 cost of moving show. Broadcasts originate in Florida Citrus Bldg. In past years program had been originated one week in Winter Haven during annual Florida Citrus Exposition.

BARTON YARBOROUGH

FUNERAL services held Dec. 24 in Glendale, Calif., for Barton YARBOROUGH, 50, radio-TV actor who died Dec. 19 of blood clot on brain. He had been known since 1932 as Cliff Barbour on NBC-Radio's One Man's Family. He made TV debut on NBC-TV Dragnet Dec. 16, recreating role in NBC-Radio version. Surviving are his widow, former Janet Warren, and daughter JoAnn.

PICTORIAL MOVING

PICTORIAL FILMS INC., motion picture producer and distributor, moves general offices from 105 East 106th St., New York, to Paramount Bldg., 1501 Broadway, suite 1506. New telephone numbers: Pennsylvania 6-7567-7. Effective Friday, its shipping and warehouse moves to Candler Bldg., 220 West 42nd St., suite 816.

WOR-TV USING NEW SITE

WOR-TV New York is originating most of its studio programs from its new building at 101 W. 67th St. and Theodore C. Streibert, president of General Teleradio, operator of WOR-AM-FM-TV, is making his headquarters there for two or three weeks while finishing touches are being put on facilities. Normal opening planned for early in 1952, with Jan. 10 tentatively selected as date.

FIFTH TV APPLICATION

FIFTH television application in week filed with FCC late Friday. It raises number of applications filed this month to 18 (see story page 50). Latest request for TV outlet from KWLI, Waterloo, Iowa, which asks for channel 7. FCC already has one application for Waterloo from KXEL, also requesting channel 7.

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FORBIDDEN WORD

WITH word "spot" being kicked around for many years, local sales staff of WTAD Quincy, Ill., decided to eliminate it. On Dec. 14, a 10s fine was enacted every time salesmen used another mention word "spot." First week to 10 days dimes were exchanging hands frequently as forbidden word was uttered. Now it is rare occasion to hear word "spot" used in sales offices or in sales presentations. "Spots" are no longer "For Sale" on WTAD; however, announcements, good times, terrific adjacencies, etc. are selling good.

PEOPLE...

THOMAS P. HOIER, 74, radio and TV, stage and vaudeville actor, died Thursday in Polyclinic Hospital, New York. In recent years he had played character roles in several afternoon radio serials, including Young Widdie Brown. He is survived by his widow, Mrs. Esther Boggs Hoier.

SAMUEL RUBENSTEIN, a founder and vice president of Arthur Rosenberg Co., which was dissolved Friday (Nov. 5), has resigned to join Miller Adv. Agency, N. Y., as vice president and account executive.

DICK WINTERS named director of promotions and publicity, WINS New York, to succeed Joseph G. Besch, recently appointed assistant general manager.


WILLIAM B. RYAN, president of Broadcast Advertising Bureau, will speak at first 1952 luncheon of Radio Executives Club of New York, to be held Jan. 10 at Waldorf-Astoria.


EARLE K. ANGSTADT Jr., buyer at Macy's, N. Y., and Oscar B. Lubow, assistant merchandising director of William H. Weintraub Co., N. Y., to Young & Rubicam as merchandising executives.

SIDNEY A. WELLS, vice president of McCann-Erickson, Chicago, succeeds Homer Havermalle as Chicago manager Jan. 1. Mr. Havermalle, who is retiring, continues as adviser and consultant. Mr. Wells joined McCann-Erickson in 1926, going to Chicago office in 1936.-w-

ALAN SWEETOW resigns as vice president of Sander-Rodkin Agency, Chicago, to open own package company, Television Features Inc. Firm, located at 159 E. Chicago Ave., specializes in television shows, production and commercials, motion pictures and radio production. Telephone Mohawk 4-7050.

RAY F. McCARTHY, formerly of Berry Motor Co., St. Louis, and Blue Cross, named director of public affairs and publications of KMOX, CBS-owned station in St. Louis. At one time he was head of Community Chest in Washington.

GEORGE H. SANDEFER, controller for NBC's radio-TV operation in Washington, went poling off at U. S. Capitol to Commerce to direct chamber's radio-TV activities. Arthur Hamilton, of NBC New York O&D division, named by WRC-WBKW (TV) Manager Eugene Juster as successor to Mr. Sandefer.

HOLLIS D. BRADBURY, formerly eastern manager and later sales engineering supervisor of RCA Engineering Products Dept. film recording sales, named national manager of film section. He has been with RCA 24 years.

JOE GANS, vice president in charge of television, Thwing & Atman.

father of girl, Laurie.

BROADCASTING

Page 82 • December 24, 1951
In 1900, a very familiar sign among hundreds of others was this one pictured above. Yes, the metal sign tacked to the tree and the ad painted on a barn were a major part of America's advertising effort in 1900. And in those years it was successful advertising—it reached people! From this form of advertising, many companies grew to be today's largest manufacturers. Twenty-five years ago, radio had its beginning and soon had its place next to newspapers and magazines. Radio itself built great companies and made them even greater because it gave the advertisers a new method of reaching more people more frequently and more efficiently.

Today, television has been added and with its added impetus of sight and motion, together with the spoken word, has already taken its place in the American "scheme of advertising." The basis of today's successful advertising is the more modern media ... and television is the most modern of them all. Its full potency has not yet been determined.

In WLW-Land we have found, however, that the combination of television and radio reaches more people more often and more economically than any other combination of media. The technique is as new and modern as television itself.
When Marconi, on December 12, 1901, heard a “3-dot” radio signal—the letter “S” in Morse Code—from across 1,800 miles of sea, it was an experimental triumph that opened a new era in the art of communications.

Before this historic event, wireless telegraphy had been limited primarily to communications between the shore and ships at sea. Marconi’s success, however, was the forerunner of many other important developments which led eventually to RCA world-wide radiotelegraph service that now operates more than 80 direct circuits to 67 countries.

As radio progressed, its usefulness was expanded by invention and development of the electron tube, the harnessing of short waves which made world-wide transmission a reality, and the automatic transmission and reception of messages at high speed.

Radio, with its magic of spoken words and music broadcast over the world... television, the miracle of pictures in motion transmitted through the air... these mediums of modern communication have added notable links in the chain of electronic advances first forged in 1901 from the mere sound of three dots.

See the latest wonders in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., New York. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.

Today RCA Communications sends and receives about 81 million words each year across the Atlantic; the messages are automatically recorded on tape, for error-free transmission.