...no if-and-or-but about it, the big Bargain

in Baltimore is WITH

ask your Headley-Reed man to prove it!
Will our rockets have reached the moon?
Will the uses of atomic energy
be a boon to mankind?
And what about broadcasting? Will radio be
a satellite of television? Perhaps a new miracle
of air transmission will be exciting the world.
In 1960, as today, you can bank on this:
Havens and Martin Stations will be experimenting,
pioneering, and programming for
the listeners of Virginia.
Half the joy of broadcasting is vision.
Much of the rest is serving.
Watch the First Stations of Virginia in 1952 . . .
WMBG-AM, WCOD-FM, WTVR, The South's first
television station, affiliates of N B C.
TWENTY experienced radio time salesmen, efficiently covering every potential prospect in the United States.

FOUR traffic experts using direct Western Union wire, TWX to all stations, and 50,000 telephone calls per year in the clearing and placing of spot schedules.

SEVEN specialists in producing the best in research and sales promotional data.
The ABC's of OPS

Twice every week, the battle against inflation becomes personally significant to thousands of housewives in WDEL-TV's viewing area. In cooperation with the Delaware District Office, Office Price Stabilization, Mrs. Edwin Wiedericht, information specialist, appears on WDEL-TV for informal chats with homemakers about OPS and its attempts to keep prices stable.

Other OPS experts in various fields appear on the program from time to time to explain to thousands of viewers what OPS offices are doing to help check inflation.

Cooperation with government offices and with all State and community agencies is a significant segment of WDEL-TV's public service programming.

WDEL-TV
WILMINGTON, DELAWARE

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles
CLOSED CIRCUIT

FULL SCALE split of Voice of America operations anticipated within next few weeks, stemming from imminent resignation of Edward Barrett as Assistant Secretary of State for public affairs after fulfillment of two-year government service commitment. Slated for new post of Administrator of Foreign Information Administration, responsible only to Secretary of State, is Dr. Wilson Compton, former president of Washington State College, now on a special assignment as director of U. S. Advisory Commission.

IN IMPENDING Voice split, T. L. Barnard, now general manager of information program on leave as executive vice president of Compton Adv., shortly departs on special mission in Europe. Not expected to announce future plans until his return. Expected acting assistant secretary, to handle domestic activities of Mr. Barrett's operation, will be named. Mentioned as possible interim appointee is H. H. Sargeant, now first assistant to Mr. Barrett.

SEN. William Benton (D.Conn.), reportedly straining on leash to get new Senate hearings on his radio-TV review board proposal, is up against tough statement by Sen. Ed C. Johnson (D-Col.) strongly expressing fear of censorship danger. It can be revealed that Sen. Johnson is leaving question of hearings up to Senate Majority Leaders. Among those who will be named, will be named. Mentioned as possible interim appointee is H. H. Sargeant, now first assistant to Mr. Benton's proposal.

FIRST official radio homes data from 1960 U. S. Census will match Broadcasting - Telecasting county-city estimates [8*7, Jan. 7, Dec. 31] within minor fraction of percentage point, according to check of its work sheets by Census Bureau. Officialsavers for radio and TV homes in Delaware due in fortnight.

CHANCES bright for return of $700,000 military recruiting budget to radio and other mass media as Pentagon and Grant Adv. officials work out final details of revised policy. Much of fund diverted from media two months ago under proposed policy of higher-ups, based on Sen. O'Hanlon's budget rider for next fiscal year.

PROCTOR & GAMBLE, Cincinnati (Duz), will start radio spot campaign Jan. 21, using day and night minutes in eastern half of country only. Compton Adv., N. Y., is agency.

IT'S NOW said that strength of pressure exerted on Senate Foreign Relations Committee by media may decide how soon that group's subcommittee will begin hearing North American Regional Broadcasting Agreement, which awaits Senate ratification. Understood FCC via State Dept. had to put bite on committee in order to get subcommittee named.

FROM INSIDE Brazil come reports that President Vargas' regime has designs on con-

CLEVELAND LAYS PLANS FOR JOINT RADIO DRIVE

PLANS for joint radio promotion campaign in Cleveland set in motion Friday when representatives of all eight Cleveland radio stations conferred with Broadcast Advertising Bureau officials in New York, scheduling second meeting this week in Cleveland to establish committee formally.

BAB spokesmen said Cleveland is first city to take advantage of expanded BAB services designed solely for promotion of radio. Organization pattern presumably will follow similar joint promotion campaigns in Tulsa, Detroit, and Rochester. Program is expected to be laid out among lines of Southern California Broadcasters Assn.'s promotional activities.

Participants in Friday meeting: F. C. Wolf, Ralph G. Rehor, WDKO; Bob Neal, WERE; Lloyd Venard, Michael Sweeney, O. L. Taylor Co. (WERE representative); Carl George, John Garfield, WGA; Gordon Gray, Goodwill Stations (including WGA); Hank Poster, Murchison; representing W YOU; Stephen S. Machinuki, Adam J. Young Jr. Inc. (WJMO representative); Samuel R. Sague, WSRS; Hamilton Shea, NBC, representing WTAM. Representing BAB were President William B. Ryan, Vice President Kevin Sweeney and Local Promotion Director John F. Hardesty.

ABC SELLING RADIO, TV TIME DURING CAMPAIGNS

PRESIDENTIAL candidates or groups supporting such candidates will be able to buy air time immediately over both ABC Radio and Television, Ernest Lee Jahnecke Jr., ABC vice president for radio, and Alexander Storch Jr., vice president for television, announced Friday.

Requests to buy time have already been received from groups supporting two candidates, according to Thomas Velotta, vice president in charge of ABC Radio News and special events, who will head special unit created to handle such sales for both radio and television networks as well as ABC-owned radio and TV stations. Other members are Thomas P. Robinson and Donald Buck, director and assistant director of political sales, respectively.

NCAA Votes Continued TV Restrictions

STRICT control of football telecasts voted overwhelmingly late Friday by National Collegiate Athletic Assn. at Cincinnati convention (early story, page 55). Vote was 163-5.

Program will be enlarged slightly, however, to include games from 30 schools compared to coverage of 18 last autumn under experimental program of football television restriction.

NCAA delegates in effect adopted recommendations of special TV Committee that met earlier in week. Committee had studied preliminary results of survey covering impact of telecasts on gate receipts.

General opinion of delegates, despite this vote, was that colleges must learn how to live with TV. Coaches and athletic directors concurred they are selling football and need promotional value of visual medium.

Seven colleges known have voted against NCAA curtailment of TV were Notre Dame, Pennsylvania, Kansas, Georgia Tech, Wayne, Ohio State and Rhode Island. Eight was not identified.

Feeling voiced NCAA would expand football television program from year-to-year.

Television action was taken after dinner hour Friday as delegates engaged in hot debate over recommendations of college presidents that football should be cut down to amateur size.

BUSINESS BRIEFLY

SEARS RETURNS • Sears, Roebuck & Co., long dormant as broadcast advertiser, returns to radio in February with two quarter-hour strips on Liberty network. Sears still scanning political convention prospects on ABC AM-TV. Agency, J. Walter Thompson Co., Chicago.

GOETZ PREPARING • M. K. Goetz Brewing Co., St. Louis (Country Club beer), preparing radio spot campaign in five midwestern states where distribution is heaviest. Agency, Comp-ton Adv., N. Y.

BLOCK'S BIGGEST • Block Drug Co. planning largest campaign yet for Amm-I-Dent. TV sponsorship enlarged with intensive spot radio drive in sight. Agency, Cecil & Presbrey, N. Y.


SANKA PENDING • General Foods, N. Y., contemplates buying five minutes on CBS Saturday nights following Gangbusters for Sanka coffee. Agency, Young & Rubicam, N. Y.

WINE PURCHASE • Garrett & Co., Brooklyn (Virginia Dare wine), scheduling evening announcement campaign in radio starting early March. Agency, David Mahoney Agency, N. Y.

KELLOGG WESTERNs • Kellogg Co., Battle Creek, Mich., to sponsor Gene Autry (Continued on page 91)

STRIKE BRINGS BUSINESS

IN WAKE of Baltimore transit strike last week, paralyzing retail business in local stores, firms began turning to radio-TV Friday for phone order business. Responding to Thursday night wire offer of WAAM (TV) general manager, Ken Carpenter, two department stores early Friday contracted for TV time. Mr Carpenter's telegram to seven larger stores promised retailer announcements would be given priority over regularly scheduled commercials and telexasts.
STREAMLINED HEARINGS PROPOSED BY FCC

RECOMMENDATION to streamline FCC hearing procedures, in preparation for large number of TV hearings expected when freeze on new stations is lifted, was adopted by Federal Communications Bar Assn. at annual meeting Friday. Recommendation called for establishment of joint FCBA-FCC-Assn. of Federal Communications Engineers committee to work out streamlining and simplification procedures.

"Unless a cooperative program is evolved to simplify the procedures by adopting new trial techniques," report of Leonard Marks, chairman of FCBA Committee on Practice & Procedure, said, "tremendous delays will occur resulting in retarding the development of television throughout the country."

Report called attention to lag between practices in FCC hearings and developments in Federal Courts, lack of uniformity on methods to establish certain facts, applicability of rules of evidence, and record. Report also called for revision of FCC Rules "to prevent inequities," and bring them up-to-date, revealed that some meetings between FCBA-FCC-APCE already have taken place.

SEMI-COMMERCIAL STATIONS PROPOSAL DRAWS OBJECTIONS

OBJECTIONS to suggestion that educational stations be permitted to go semi-commercial were filed with FCC Friday by WMBD-AM-FM Peoria, WHAM-AM-TV Rock Island and WDWS-AM-FM Champaign. Three broadcasters asked Commission to strike suggestions of Joint Committee on Educational TV along those lines, to deny them or to hold new rule-making hearing on these issues. They claimed issue of quasi-commercial operation by educational station were not included in allocation issues and that JCET was out-of-order in suggesting it.

Recommendation to let educational station carry commercial programs temporarily while it is the only TV service in community was broached at last month's meeting [B.T., Dec. 10, 1951]. JCET listed 14 cities where educational station would be only one, 17 others where only VHF station would be educational.

Three objection stations declared that if FCC agreed with JCET recommendations, educational station should be forced to compete for channel with commercial applicants. "JCET wants to have its cake and eat it too," the stations' motion said.

FORM PROMOTION FIRM


WTMJ-TV EDUCATION SERIES

SERIES of educational video programs is being presented by WTMJ-TV Milwaukee in cooperation with 10 Wisconsin colleges and universities. Programs, covering wide scope of collegiate subjects, originate under title Education on Parade, Sat. 2-2:30 p.m. First program was heard Jan. 12 and series will continue through school year.

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In this Issue-

FCC is getting up a sweat trying to meet its schedule for the TV thaw. But that's nothing to the sweat that some station seekers will raise before their applications are accepted. Here's the latest and newest word on the new TV allocations plan and how long it will take to apply. Page 28.

There have been some reports of business sold on networks in the first two weeks of 1952—$120,000 on radio and the rest on television. Page 27.

The Owl Drug Store, of Quincy, III., is a wise Owl indeed when it comes to using radio advertising. Here's how radio made this store the biggest distributor of veterinary supplies in a 100 mile radius. Page 22.

New session of Congress begins with several important pieces of broadcasting legislation hanging fire. Page 24.

One is an amendment to political broadcasting laws to relieve broadcasters of the vexing libel problem that has always hovered over them: Page 25.

Another is a bill that would ban beer, wine and liquor advertising from the air. Page 26.

Philip Loeb, allegedly blacklisted out of his long-time role in The Goldbergs, says he will sue the publishers of Red Channels. Page 60.

The National Collegiate Athletic Assn.'s Television Committee thinks that strict control of football telecasts accomplished its intended purpose of protecting the gate. It looks as though the policy will be continued. Page 58.

Networks are jockeying to clear stations for radio-TV broadcasts of the political conventions. Page 27.

TV set makers display their new lines, but the buyers aren't rushing to place big orders. Page 59.

A television success story in the field of selling ideas. How a citizens' committee put over a big bond issue and a big tax measure. Page 70.

Complete list of winners of the annual retail radio program contest co-sponsored by Broadcast Advertising Bureau and the National Retail Dry Goods Assn. Page 29.

Ford Foundation's new radio show and the TV debut of My Friend Irma are reviewed on Page 82.

Upcoming


Jan. 18-19: South Carolina Broadcasters Assn. winter meeting, Hotel Columbia, Columbia, S. C.

Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Niccolot Hotel, Minneapolis. (Other Upcomings page 38)

Closed Circuit

(Continued from page 6)

trol of television, following pattern of Dictator Peron in neighboring Argentina, where all modes of intelligence transmission (i.e., newspapers, radio and television) are clutched in the bosom of dictatorship. Fact that license of newest television station in Sao Paulo (Paulista) has been kept under experimental authorization although it had planned to take air on Dec. 11 was reported, plus disclosure that when Vargas took office last year, he placed all broadcast licenses on temporary basis "pending an investigation" of purported "Communist influences.

CREATION of new bureau within FCC to handle field services, now part of Chief Engineer's office, is expected to be authorized shortly. Plan encompasses in report considered last week drafted by McKinsey & Co., management consultants, retained last year. Final report (or description of which McKinsey report to be considered this week covers remaining FCC operations, which includes Secretary's office, licensing operations.

CONTEMPT citation by Senate against Clevelanders Louis Rothkopf and Morris Kleiman for refusing to answer questions of Kefauver Crime Investigating Committee [B.T., Aug. 20, 1951] while radio, TV and newsreel cameras surrounded them, hasn't been forgotten. Cases are being readied for grand jury action by U.S. District Attorney's office in District of Columbia. These may be jury consideration in very near future, it's understood.

LEVER BROTHERS, through BBDO, N. Y., reviving advertising campaign for Breeze detergent with radio spot schedule to start Feb. 4 for four weeks.

HARBINGER of future policy of military in regard to production of radio-TV programs seen in release of The Big Picture, defense newsreel type battle report, available for institutional TV sponsorship. Program, now of 50 TV stations, released through Army Radio-TV Branch, which is stepping up informational activity in response to demand from broadcast media for more comprehensive coverage.

IN RADIO field, Army is expanding its "home town" coverage programming to embrace both Far East and European commands in case of dictionary of "lost teams," and necessary equipment overseas, production of "homeowners has been limited.

VOICE OF DEMOCRACY FINALISTS SELECTED

NAMES of 12 high school students who will compete for four national awards announced Friday by Robert K. Richards, NARTB, chairman of Voice of Democracy contest committee. National judging board will select four winners by judging audiotape and transcript handwriting awards to be presented in Washington Feb. 25, including $500 scholarships.

Finalists are Sylvia Haining, Glendale, Calif.; Dwight Clark Jr., Fort Collins, Col.; Mara Gay Masallink, Burlington, Iowa; Janice Jenne Clowers, St. John, Kan.; George A. Friot III, New Orleans; William Montgomery Harlow, Springfield, Mo.; Walker N. Peterson, Greensboro, N. C.; Evelyn Legato, Chicago; Nell Parker, N. J.; Thaddeus Zolwicklies, Buffalo; David C. Wright Jr., Greensboro, N. C.; Gary Francis Grief, Spokane, Wash.; Mary Durfee, Madison, Wis.

for more AT DEADLINE see page 94

BROADCASTING • Telecasting
The Bolling Company is built upon the conviction that station representation can and should be better. It is, for the Bolling Stations! Ask them!
"...too much importance cannot be placed on the work they are doing!"

So spoke Secretary of Agriculture Charles F. Brannan about the winners in the annual KLZ-Denver Post soil conservation contest—now completing its fourth year.

More than $10,000 in cash has been awarded the region's farmers for outstanding soil conservation practices.

This annual soil conservation contest is but one of the many public services performed by KLZ's outstanding farm department.
IF YOU WANT TO SELL THE FARMERS ON THE TEXAS AND LOUISIANA GULF COAST

LET George DO IT!

MATHIESON CHEMICAL CORPORATION

325 GULF BUILDING • HOUSTON 1, TEXAS

December 19, 1951

Mr. George Roesner
Radio Farm Director
Radio Station KTRH
1600 Katy
Houston, Texas

Dear Mr. Roesner:

As we conclude our second year of advertising on your radio program, we would like to extend our thanking at the very beginning stage of the program, in February of 1949. Our advertising on your Farm Front program was highly successful. We felt that in February of 1950 we began advertising on your Farm Front radio program over KTRH. That was our first venture into radio advertising in the Gulf States. The results were obtained of our agricultural chemicals. The results were so favorable that in February of 1950, we decided to try similar programs in several other areas. In fact, we were on seventeen different stations this year, and in 1952 we plan to use about twenty stations programs.

We think we can say without a doubt that your Farm Front program has been very helpful in selling our products. We are pleased with the high level of favor at which your program is conducted, and are pleased to notify you that we are increasing our time with you another year.

With kindest regards, I am,

Tours very truly,

MATHIESON CHEMICAL CORPORATION

G. L. Wakefield
Southeastern Sales Manager
Agricultural Chemicals

GAT: GWR
cc: Mr. G. J. Murphy

GEORGE ROESNER
Radio Farm Director
KTRH, Houston, Texas

In coverage area, (1949 BMB), that includes some 136,393 farms, where the farm income amounts to over $683,000,000 a year, George Roesner is the number one salesman to farmers.

With an educational background that includes a BS in Agriculture and an MS in Agriculture, from Texas A. and M. plus three years of teaching Vocational Agriculture, George Roesner is eminently qualified for the position of Radio Farm Director on KTRH, a position he has held for the last six years. He is also Chairman of the Southwest Region Radio Farm Directors.

George is highly respected by the farm groups in the area and he is constantly in demand to judge fairs, stock shows and other events and as a featured speaker. In the course of his outside activities as a Radio Farm Director George travels over 40,000 miles a year. He is an active and honorary member in many farm groups such as Future Farmers of America and Future Homeowners of America.

His program, the "FARM FRONT," broadcast every day, (except Sunday), from 5:45 a.m. to 6:30 a.m., is the major source of market, weather and general farm information to thousands of farmers. This fact has been substantiated by direct mail surveys as well as personal sales contacts by George himself for his sponsors.

There are a few co-operative availabilities on the "FARM FRONT" for sponsors who would be non-competitive with such fine firms as:

TENNESSEE COAL IRON & RAILWAY COMPANY
UNCLE JOHNNY MILLS
MATHIESON CHEMICAL COMPANY
DR. LE GEAR MEDICINES
HOUSTON LIGHTING & POWER COMPANY
TEXAS RICE PROMOTION ASSOCIATION

For detailed availabilities and rates call or write

CBS KTRH 740
HOUSTON, TEXAS
The only full time 50,000 watt station on the Texas Gulf Coast

John Blair & Company, National Reps.
A 15-minute, 5-time-a-week show that will be the bell-ringer of 1952 as a viewership-getter and sales-maker!

**WHAT'S MOVIE QUICK QUIZ?** Stripped down to its basic elements, it's the same as the radio show, "Tello-Test." An emcee phones out and asks a provocative question. Except in this case, there's a minute movie to illustrate the question. And for each succeeding call—there's a brand new minute movie and a brand new question. (All movies are original, dramatic productions, exclusively made for this program.) Sounds sort of simple and obvious, doesn't it? But you've got to see the pilot film to appreciate the know-how and the planning that has gone into MOVIE QUICK QUIZ. What we're trying to convey is—MOVIE QUICK QUIZ is a most ingenious combination of quiz technique with TV eye appeal—and therefore, cannot help but do a terrific job as a viewership-getter and sales-maker.

**AWARDS!** Glory be, the contestant wins those good old U. S. Savings Bonds. Every day, the show pyramids with another bond added to the jackpot. What's more, the loot comes as part of the package. Donated by leading manufacturers for a quickie tag mention at the end of the show.

**MERCHANDISING HOOK!** We've got one that's sure-fire. Guaranteed to bring droves of panting people (and we mean droves!) every day into the sponsor's place of business. Ask us about this hook. It's a lulu!

**LEGALITY?** Simon-pure. Of course, you'd be a fool not to watch the minute movies—but you can answer each and every question out of your own realm of knowledge, without hints from the films.

**QUIZ WHIZ!** It's about time we told you that the whole thing has been engineered by Walter Schwimmer, who virtually invented the quiz giveaway show for radio. As most of you know, Schwimmer created and developed "Tello-Test," the country's most successful, most widely syndicated quiz. Now locally broadcast on over 250 radio stations, coast-to-coast. For high listenership ratings and for...
outstanding selling jobs for advertisers—"Tello-Test" has few equals in the land. Schwimmer and his staff of quiz experts have put in two years' work and a barrel of money into research and on-the-air tests to develop MOVIE QUICK QUIZ, the TV version of "Tello-Test." That's your guarantee the bugs have been removed, that the show will work successfully and smoothly, that the gimmicks are sound, and that all the features will be delivered as promised.

HERE'S WHAT WE GIVE YOU. We repeat, MOVIE QUICK QUIZ is a 15-minute, five-time-a-week show, to be telecast by each station locally. Can be put on morning, noon or night. Can be sponsored by local retail chain, local store, national advertiser, or used as a spot carrier by station. We furnish all minute movies, questions and answers, special slides, film opening and close, operational instructions, and jackpot awards. Station provides emcee. (For stations without camera equipment, we have the answer—ask us.)

HERE'S WHAT YOU DO. You can now buy MOVIE QUICK QUIZ in one or more markets. Practically the entire country is open. So far, we have only exposed the show in three or four spots, where, we must confess, the show was instantly snapped up. You must buy the complete strip, minimum 26 weeks. May we mildly suggest that it may be a wise idea to be opportunist. Wire or phone your nearest United office—prices and pilot film immediately available.

MOVIE QUICK QUIZ is a Walter Schwimmer Production

Other successful UTP releases:
ROYAL PLAYHOUSE • HOLLYWOOD OFFBEAT • REBOUND
FASHION PREVIEWS • SLEEPY JOE • THE CHIMPS
FEATURE FILMS • OLD AMERICAN BARN DANCE

Exclusive distributors for Bing Crosby Enterprises, King United, Marion Parsonnet and others
LONG after the broadcasting and advertising industries have forgotten the autumn of 1951—year of the National Collegiate Athletic Assn. football experiment—Lansing B. Lindquist will probably wake high in the middle of the night from violent nightmares centered around snow stadium roofs, Los Angeles' heavy "dew" and Frost-Free Laundromats.

It's all over now and Mr. Lindquist is learning all over again how to sit quietly at his desk in the Pittsburgh headquarters of Ketchum, MacLeod & Grove. All he has to worry about now are normal radio and TV accounts with billings running up into several millions.

Those familiar with the NCAA-Westinghouse football project concede it was one of the most complex in the history of either radio or TV. In 10 weeks Westinghouse telecast 20 pickups involving 50 teams. Mr. Lindquist was on the road constantly arranging everything from schedules, commercial structures and announcing staffs to pickup crews and technical facilities. The assignment included the first football games ever seen coast-to-coast, in both directions.

Fortunately Lansing Lindquist knows his way around the electronic media. He got the radio bug two decades ago while attending Drake U. in Des Moines, joining WHO as singer and producer of small vocal groups in 1931. Three years later he joined the WOI-Des Moines stations-KSO-KRNT in those days—as a performer, script writer, traffic manager and assistant program director. Next step was program director of WSBX Springfield, Ill., in 1947, with transfer a year later to a second Wilder station, WSTY Syracuse.

Entering the Air Force in 1942 he wound up at the War Dept, public relations setup in the Pentagon with among others, Ed Kirby and Jack Harris. After Army Hour planning duties and other assignments he became chief of Gen. Douglas MacArthur's Radio Section, PEO, in Tokyo.

Following the war he returned to WSYR, managing WSYR-FM and working on plans for the TV operation that followed. He married Kay Swanner, whom he had met at the Pentagon, in 1947. The next year he joined WOL Washington as program director, then freelanced around Washington until his affiliation with Ketchum, MacLeod & Grove April 1, 1950.

His accounts at the agency in-
ARTHUR A. BAILEY elected president of Ward Wheelock Co., Phila. WARD WHEELOCK appointed chairman of board; WILLIAM R. FARRELL becomes first vice president.

KATHERINE DOYLE SPANN, Elliott & Daly, S. F., to L. C. Cole Co., S. F., as account executive.


BERNARD JAY SHAW, WATV (TV) Newark, N. J., appointed account executive at Zlowe Co., N. Y.

J. GREGORY JULIANO, The Detroit News, appointed to public relations staff of Betteridge & Co., Detroit.


ALTES BREWING Co., San Diego (Altes Golden Lager beer), names Phillips-Ramsey Co., that city, to handle advertising. Radio and television will continue to be used with other media.

RUSSELL BRANCH has joined John L. Roach Advertisers Production Agency, L. A., as production manager.

MARION HARPER JR., president, McCann-Erickson, N. Y., appointed chairman of advertising and publishing division of the 1962 Boy Scout Fund Drive.

EARL BRONSON, radio-television director of Schwimmer & Scott, Chicago, to Charles S. Temkin Agency, same city, as radio-TV manager.

MENO SCHOENBACH, southwestern information chief for U. S. Dept. of Agriculture, to Herbert Rogers Co., Dallas, as executive vice president of the advertising and public relations agency.

KEITH BABCOCK, manager, Biow Co., S. F., to Ryder & Ingram, Oakland, as copy chief.

JAMES M. CECIL, president, Cecil & Presbrey, N. Y., appointed member of board of trustees of New York U. Bellevue Medical Center.


JOHN D. SPEIRS, Lennen & Mitchell, N. Y., appointed treasurer.

FERGUS MEAD, vice president, Buchen Co., Chicago, named to National Industrial Advertisers Assn.


JACK SIMPSON, radio-TV director, Russel M. Seeds Agency, Chicago, to Foote, Cone & Belding, same city, as radio-TV executive on the Armour & Co. account.


EARL H. TIFFANY JR., account executive, H. B. Humphrey, Alley & Richard, N. Y., named vice president.

ROBERT C. RANSOM, advertising sales promotion department of Tide-Water Associated Oil Co., S. F., to advertising department of Borden Dairy Delivery Co., S. F.

C. W. BAILEY, Allied Radio Corp., Chicago, to Marsteller, Gebhardt & Reed, Chicago.

Among the new terms which have come out of the tv business along with "hassle" and "boo-boo" is the classic of misdirection... PENETRATION.

Television sets are purchased and used, but a gross of them couldn't penetrate a toy balloon.

In the interest of good radio stations everywhere, WBEN points out that what's good for the new goose is good for the old, experienced gander. If advertising is going to be placed on the basis of "penetration," radio should be credited for having achieved 100% "penetration" a couple of decades ago.

A count of radio-set sales last month showed that Buffalo's top distributors are still selling up to 2 or 3 radio sets for every tv set sold. An honest effort to estimate the number of automobile radios shows that there are about 50,000 more auto sets than there are total tv sets in the WBEN area. Probably an "impartial survey" would show radio's "penetration" to be 300%!

What's penetrating what?... or is this whole business just so much electronic jabberwocky?

WBEN
A Word About
The Colonels' Ladies
At F&P!

With something of a shock, we suddenly realize that, despite all we've had to say about the good men here at F&P—we've never paid public tribute to the many young ladies in our employ, all of whom help so much to make "F&P Radio Service".

You probably know one or two of them, yourself—at least the sound of their efficient and helpful voices on the telephone, or their cryptic initials at the bottom of their bosses' letters. But we hereby acknowledge that without their quick hands and sharp brains, the wheels of this pioneer organization would grind quickly to a stop.

Aside from the invaluable F&P Colonelettes in our Accounting Department and other "staff" positions, every F&P account man has the full-time assistance of a capable "girl Friday", who knows the ins and outs of his daily duties just about as well as he himself does.

Like our Colonels themselves, our Colonels' Ladies are in every case selected, cream-of-the-crop people who are chosen for their special qualifications, and who quickly learn to take as vital and informed an interest in spot radio as do the account men with whom they work. The efforts of all these intelligent and capable women are a substantial part of the "pluses" which make Free & Peters Radio Service.

Free & Peters,
Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO DETROIT ATLANTA FT. WORTH
By Ewing Galloway, N. Y.

### REPRESENTING RADIO STATIONS:

#### EAST, SOUTHEAST
- Boston-Springfield: WBZ-WBZA
- Buffalo: WGR
- Philadelphia: KYW
- Pittsburgh: KDKA
- Syracuse: WFBL
- Charleston, S. C.: WCSC
- Charlotte: WIST
- Columbia, S. C.: WIS
- Norfolk-Newport News: WGH
- Raleigh-Durham: WPTF
- Roanoke: WDBJ

#### MIDWEST, SOUTHWEST
- Des Moines: WHO
- Davenport: WOC
- Duluth-Superior: WDSM
- Fargo: WDAY
- Fort Wayne: WOWO
- Kansas City: KMBC-KFRM
- Louisville: WAVE
- Minneapolis-St. Paul: WTCN
- Omaha: KFAB
- Peoria: WMBD
- St. Louis: KSD
- Beaumont: KFDM
- Corpus Christi: KRIS
- Ft. Worth-Dallas: WBAP
- Houston: KXYZ
- San Antonio: KTSA

#### MOUNTAIN AND WEST
- Boise: KDSH
- Denver: KVOD
- Honolulu-Hilo: KGMB-KHBC
- Portland, Ore.: KEX
- Seattle: KIRO

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INC.

HOLLYWOOD       SAN FRANCISCO
It takes more than WGST's heavy penetration of Atlanta's 36 county trading zone to sell your product in this booming area. It takes WGST's top local and ABC programs, WGST's high-powered sales support to retailers and wholesalers and it takes WGST's local acceptance. That's why more Atlanta advertisers buy more time on WGST than any other Atlanta station. Get the full story by contacting WGST or our national reps.

Spot • • •

INTERNATIONAL MILLING Co., Minneapolis (Robin Hood Flour), to sponsor 25 quarter hour programs, The Robin Hood Show, to be released on approximately 100 stations. Records to be cut by Recordart Enterprises, Springfield, Ohio, at Western Recorders, Hollywood. Agency: Kastor & Sons, Chicago.

DR. HISS SHOE STORES, L. A. (health shoes), renews Flying Feet on five ABC California stations (KFBM San Diego, KITO San Bernardino, KPMC Bakersfield, KECA Hollywood, KMOD Modesto), Sun., 8:30-9 a.m. PST, for 52 weeks from Jan. 6. Agency: Hal Stedman Inc., L. A.

LUCKY LAGER BREWING Co., S. F., Dec. 16 started half-hour weekly TV film, Foreign Intrigue, on KNBH (TV) Hollywood for 52 weeks. Other stations may be added. Agency: McCann-Erickson Inc., S. F.


STANLEY MFG. Co., Decatur, Ill. (Sweetose syrup), began sponsorship of Smiley Burnett Show Jan. 7 on 14 stations three mornings weekly for 52 weeks. Agency: Ruthrauff & Ryan, Chicago.

HARTZ MOUNTAIN PRODUCTS, Chicago (pet foods), starts Sunday afternoon music programs on Canadian stations. Agency: Paul-Taylor-Phelan Ltd., Toronto.

Network • • •

ADIMRAL CORP., Chicago, renews annual radio and TV sponsorship of Golden Gloves Chicago finals March 7 and All Star football game August 15. Coast to coast telecast over DuMont. Mutual Network to broadcast both events.

LIGGETT & MYERS TOBACCO Co., N. Y. (Chesterfield Cigarettes), to alternate sponsorship of Dragnet Thursday on NBC-TV with series of five mystery dramas. Starting March 20, TV version of Gangbusters will alternate with Dragnet. Agency: Cunningham & Walsh, N. Y.

VITAMIN CORP. of America, Newark, N. J., to sponsor Monday telecast of The Golden Girls returning to NBC-TV network Feb. 4, Mon., Wed. and Fri., 7:15-7:30 EST. Agency: Duane Jones Co., N. Y.


Agency Appointments • • •


VAL-SWEET SALES, S. F. (packers of Val-Sweet grape nectar), appoint J. Walter Thompson Co., S. F.

MOTHER'S CAKE & COOKIE Co., Oakland, appoints Honig-Cooper Co., S. F. Heber Smith is account executive.


THRIFTY DRUG STORES Co., L. A. (California chain), with annual appropriation of around $2 million for all media, appoints Factor-Breyer.

(Continued on page 85)
BULLETIN TO ADVERTISERS

WDAF, pioneer radio station of The Kansas City Star Company, is proud to present to national spot advertisers and advertising agencies the

HENRY I. CHRISTAL COMPANY

as its exclusive representative in national spot radio advertising. "Hank" Christal is a pioneer in his own right and needs no introduction to the advertising fraternity.

WDAF salutes Mr. Christal and his associates, and welcomes this fine representation, knowing it will reflect to the benefit of station, advertiser and agency.

Offices of the Christal Company:
300 Park Ave., New York City  333 N. Michigan Ave., Chicago

WDAF

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

KANSAS CITY

5000 WATTS—FULL TIME—610 Kilocycles—Basic N.B.C.
HUBERT HOLLOWAY, who discusses international and national issues and events in a folksy style over WLW Cincinnati, has been hailed by listeners and the press as "something new in radio."

Mr. Holloway, veteran newspaperman and writer, is heard five nights weekly over WLW on his five-minute program, I See Today by Holloway.

A Cincinnati Times-Star columnist, he's not Irving S. Cobb. But in my opinion he offers a humorous slant on the news that is original and reminiscent of those three great humorists—He, in Hubert Holloway, latest importation of WLW and a discovery of James D. Shouse, board chairman of Crosley Broadcasting Corp."

The Times-Star columnist added that Mr. Holloway is a "welcome relief from some of the newscasters who take themselves so 'veddy-veddy' seriously."

A writer for the Cincinnati Enquirer commented in a column: "Something different in the way of radio commentary is the five-minute stint of Hubert Holloway. . . . If it weren't so overworked, 'homespun' might be the word for his easy, half-satirical style. Stripping it down to lean meat also keeps his commentary on the unusual side."

Typical of Mr. Holloway's broadcasts is the paragraph with which he opened his December 18 program:

"Hello folks. . . . I see today that we are having some tough sledding in trying to run the world. Some of the folks who used to help run it now say we are trying to bring back the balmy days by setting balmy. It seems that people in older nations have the idea that we are youth having a fling. They claim we don't look at price tags."

Mr. Holloway himself feels this way about his commentaries: "What America needs today, even more than a five-cent cigar, civil service for Presidential candidates or a $1,000 automobile, is a good laugh at itself."

"My objective is to take things in the news and make people think about them by applying humor to make it palatable."

SIMPLICITY is of "paramount importance" in television commercials, in the view of Otis Parker Williams, general sales manager of Video Varieties Corp., New York. He feels that the elimination of gimmicks, lots of people and busy settings are a must.

"Don't forget," he warns, "you are asking people to take 20 seconds of their time to hear your message. . . . Good taste is of primary importance."

For current filmed commercials, Mr. Williams has helped contact many companies, including Benrus Watches, Bordon Co., Falstaff Beer, McKesson & Robbins, Welch's Drugs, and—shown only in the Midwest so far—an up-to-the-minute series for Thor Washing Machines, featuring Imogene Coca in her only commercial endorsement.

Video Varieties and its New York subsidiary, West Coast Sound Studios, also produce TV programs—such as the 59-week Betty Crock-

FIRST in WASHINGTON

WSRS

5,000 Watts • 980 KC

Represented by NBC Spot Sales

Page 18 • January 14, 1952

WSRS

"The Family Station"

CLEVELAND

WSRS

"The Family Station"

CLEVELAND'S ONLY NEWS STATION

ON THE AIR

24 Hours daily around the clock

WSRS

"The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS

LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR AROUND THE CLOCK

On the air 24 hours daily

"The Family Station"

WSRS

CLEVELAND

NAT'L REP. FORJOE & CO.
Crossing the Bar

EDITOR:
In your Dec. 24, 1951, issue... you have reported in considerable detail certain findings and recommendations of a Committee on Civil Rights of the New York Bar Assn.

It appears that this committee would hope, through its recommendations, to establish a bar against the use of radio and/or television and newsreels at any and all judicial or quasi-judicial proceedings in the nation...

I am alarmed that this type of thinking is afoot in our country, especially at the level of the New York Bar Assn. If I am not mistaken (and I don’t think I am) all Congressional committees, courts, commissions, etc. established to function officially in the public’s interest under law already possess all of the authority needed to promulgate any restrictions needed to safeguard dignity and decorum and to protect the rights of any and all participants in any proceeding against abuse of any kind...

Gerald R. Chinski
Houston, Tex.

Educating Educators

EDITOR:
Unfortunately, there is no denying BROADCASTING-TELECASTING editorials about education’s failure to grasp its opportunities in radio, years ago, as well as its probable inability to embrace television possibilities now. However, there may be reason to think that educators do appreciate their present position in TV considerably more than they did during the early days of radio. Whether they can and will take action in time is the question! Sure, I know it’s later than I think! But there are a few more of us with commercial backgrounds in the radio-television educational area than heretofore. This doesn’t take the place of degrees, you understand. We’re working toward the approved doctorates, but how much more valuable it would be if we learn television through practical on-the-job training without the necessity of degrees. Briefly, that’s the radio-TV educator’s problem.

To a large extent our position is nebulous, academically. Our advice is rarely sought and seldom considered. Then, there is the matter of MONEY plus the slow process of educational administration... involving and evolving. Sort of a cross between army and bureaucracy. Don’t misunderstand me! We love our work and think we’re doing a good job. We’re just squaring off with the facts and recognizing the “democratic process” and the “academic procedure.” Should we live so long to see the outcome of these distracting abstractions! I don’t know what I would do without BROADCASTING-TELECASTING. For the past 12 years, it’s the only publication I know which

TRACTORS
...trade-mark of the
Prosperous Kansas Market

Tractors are an index of progressive farming. They make for low-cost, volume production and high profits.

In Kansas, there are one and one-eighth tractors for every farm... and they’re increasing at the rate of 1,200 a month.*

Here’s a market index you can hang your hat on! It shows buying ability, promises increased production, greater buying power, more leisure time, and still higher living standards.

IMPORTANT! These modern farm families are the same ones that make up WIBW’s large, loyal audience. WIBW is the station they listen to most.** WIBW is the most powerful single medium you can use to sell the Prosperous Kansas Farmer.

* U. S. D. A.
** Kansas Radio Audience ’51

open mike

Virginia Howe
Assistant Professor, Speech Dept.
Kansas State College
Manhattan, Kan.

Not in New Haven

EDITOR:
I notice in the Dec. 31 issue, on page 82, column 1, in the WICC story that Garo Ray has an interest in WNHC-AM-TV. Garo has not been a member of our organization since Oct. 1, 1951. He left to start his own film production agency in Stratford [Conn.].

Aldo DeDominicis
Secretary-Treasurer
WNHC-AM-FM-TV
New Haven, Conn.

Hot Cargo

EDITOR:
We noted with grateful appreciation the fine article in your [Jan. 7] issue about our film, Cargo to Korea. We have now passed the hundreth TV station who has used the film.

Our experience with this motion picture, specifically produced for television, leads us to a number of conclusions...

1. If motion pictures are produced well, and relatively propaganda-free, the opportunities in television for mass audiences are virtually unlimited. In few words, good documentary type motion pictures specifically produced for television offer by far the greatest value of any media of information or public relations....

2. Our experience proves that good films, if they can be kept over a period of time by most television stations, will be used many times, and resulting audiences will far surpass loans of such films to theatrical distributors, clubs and other groups and organizations.

John Forney Rudy
Director, Public Relations
National Federation of American Shipping Washington

WIBW

Serving and Selling
"The Magic Circle"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW & KCKN

BROADCASTING • Telecasting

January 14, 1952 • Page 19
How to get any TV

TAKE ONE OF THESE TV TRANSMITTERS...

500 watts, for VHF
Type TT-500 A/B
(All Air-Cooled)

1 kw, for UHF
Type TTU-1B
(All Air-Cooled)

2 kw, for VHF
Type TT-2AAL/N
(All Air-Cooled)

10 kw, for VHF
Type TT-10AAL/H
(All Air-Cooled)

10 kw, for UHF
Type TTU-10A

20 kw, for VHF
Type TT-20AL/N
(All Air-Cooled)

50 kw, for VHF
Type TT-50AL/H
power up to 200 KW!*

...ADD ONE OF THESE TV ANTENNAS... = YOUR POWER

With RCA's complete line of transmitters (seven different models), you can get any ERP* up to 200 kw—on any channel from 2 to 83. And in most cases, you can get the power you want in several different ways!

If your requirements are best met with a low-power transmitter and a high-gain antenna, RCA has the combination! However, if your needs are better met with a higher-power transmitter and a lower-gain antenna, RCA has that combination too!

Ask your RCA Sales Representative to sit down and help you plan the most practical and economical equipment setup for your station. He has an intimate knowledge of station planning—knows TV equipment from A to Z. He can tell you exactly what you'll need to get "on the air"... with the power you want... at the lowest cost.

Call him today. Or write RCA Engineering Products Department, Camden, N.J.

*Effective radiated power
NORTH CAROLINA IS St.

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen to WPTF Than to Any Other Station.

and NORTH CAROLINA'S NUMBER 1 SALESMAN IS...

WPTF

also WPTF-FM

NATIONAL REPRESENTATIVE FREE & PETERS, INC.
TV Applicants Face Seven-Year Sweat

By EARL B. ABRAMS

Don't be surprised if it takes between six and eight years before some TV applicants know whether they are in or out as station owners.

That is the bleak situation confronting many applicants if the FCC can't increase its staff due to lack of money from Congress.

The Commission is trying to get about $5,000,000 from Congress for the 1953 fiscal year which begins July 1 this year. That is almost $2,000,000 more than the $6,116,650 it is operating on now. It wants the extra money for enlargement of its field monitoring service and the Conelrad project, but some $600,000 is earmarked for the hiring of additional Washington personnel. A good chunk would be for broadcasting and obviously the major part to handle the new land rush—TV.

Examiners are the bottleneck in the TV processing picture. But additional attorneys and engineers are needed too.

Here is how those FCC executives responsible for getting the TV job done view their plight.

1,000 Will Want TV

When the TV freeze is lifted sometime next month (see story this page), TV-hungry broadcasters and new entrepreneurs will dump at least 500 new applications on the FCC. This will make about 1,000 facing the depleted staff of the Commission.

The Commission now has seven examiners, with five clerical assistants. Based on their work record during the past few years, each examiner seems to be able to handle from 10 to 15 applications a year.

It is obvious, say the FCC officials, that if the number of examiners remains the same, at the optimum only five examiners will be available for TV duty.

Figuring 15 applications each per year, that is 75 applications decided per year.

The same FCC officials estimate that as many as 650 applications may have to go to hearing—because of insufficient frequencies in many cities—if the Commission continues the lumping of all applicants for the same city in one consolidated hearing. Some observers feel that figure may be too high. They estimate 500 applications in hearing.

As a conservative estimate then, if five examiners can handle 75 applications a year, and if there are 500 applications in hearing status—that means some applicants will not know whether they have been chosen for TV station ownership for six-and-a-half years if the 650 applicants in hearing figure is used, some applicants would be in hearing status for eight years.

Above estimates are based, it is agreed, on the existing FCC personnel situation, which has seen the number of employees devoted to broadcasting activities shrink alarmingly by year or year during the past four fiscal years.

Official FCC records show that the average number of employees working on broadcast matters during a whole year were 244.2 for the fiscal year 1949, 211.9 for 1950, 175.1 for 1951 and 158.2 for 1952.

The fiscal year runs from July 1 of the year before to June 30 of the year indicated (i.e. fiscal 1952 ends June 30 this year).

Even more appalling is the actual count of Broadcast Bureau employees at the present time and what it was only six months ago when the Bureau was established. In the middle of 1951, the Broadcast Bureau had 147 employees. Today it has 100—a 25 per cent reduction in force.

The Broadcast Bureau's TV Division has had between 10 and 12 people in those six months, but it cannot be considered immune to the dishonesties of defense work and other fields of endeavor.

Although not directly concerned with TV, the story of what has happened to the Aural Facilities Division must be considered because some of its personnel could be used to pinch hit in processing TV applications. There were 12 engineers handling AM applications for new and major changes in facilities in mid-1951; today there are only three.

That's the story of the Broadcast Bureau. It doesn't take into account other FCC employees engaged (Continued on page 74).

IN WASHINGTON last week the forecasters of television weather were beginning to predict that the TV thaw, expected next month, won't mean an early spring. For some TV station applicants there will be months and years of cloudy skies ahead.

Indeed the thaw itself, although scheduled for the end of February, wasn't coming easily. The FCC was working on a new and intricate allocations plan which would, in effect, set up dual standards for thickly populated areas and for open spaces.

And, at present manpower levels, the Commission looked forward to perhaps as much as eight years of work in processing the applications it expects to receive when the freeze is lifted.

Population Density Keys FCC TV Plan

DETERMINED to make its month of February deadline for thawing of the 40-month-old TV freeze, the FCC's staff "task force" is working out final computations for an allocation plan which recognizes geographic and economic differences between areas east and west of the Mississippi.

In effect, it will be a modified "dual allocation.

The project, to be presented by the staff to the Commission not later than Feb. 1, contemplates lesser mileage separations for both VHF and UHF stations in the heavily populated portions of the country than would be provided for the open spaces of the South, Southwest, Midwest and the regions of the Far West.

Populated Areas Acceptable

In effect, FCC appears willing to accept greater interference and less geographical coverage for the thickly populated areas than for the open expanses.

The Commission has instructed its staff—working full tilt on the plan to the exclusion of virtually all else—to take the realistic approach. It wants to deal in people covered, rather than in millivolts per meter.

The FCC has in mind a more or less "tailor-made" pattern after the first flush of applications are processed, adjusting assignments to provide maximum service in given areas. But, no changes are contemplated in the final allocations for at least a year after they are announced.

Minimum Separations

Minimum separations, it is indicated, will be something less than the proposed 180-miles city-to-city for VHF channels. In fact, in many cases the mileage separation will be more realistically the 170-mile transmitter-to-transmitter separation. And in a very few key cities that separation may go as low as 165 miles transmitter-to-transmitter [B+W, Nov. 12]. Proposals to narrow the separation substantially (Continued on page 78)
**NBC RATE PLAN**

**Denny Takes to the Road**

NBC's Executive Vice President Charles R. Denny undertook to win converts to the network's controversial new radio rate formula by personal visits last week, while other officials reported that letters notifying affiliates of their new rates probably will go out this week.

One stop on Mr. Denny's itinerary, it was learned, was WTMJ Milwaukee, whose general manager, Walter J. Damm, is one of the all-radio Affiliates Committee, which formed the NBC economic plan.

Purpose of the Denny trip, it was reported, is to win over some of the key critics of the plan—preferably before the rate letters to affiliates are issued.

President Joseph H. McConnell, who has been on the West Coast since New Year's Day, is slated to return to New York today (Monday) and officials expressed confidence that the letters would be put into the mails this week.

A majority of the affiliates receive rate reductions under the new formula and there have been threats of dis-affiliation by some stations if it is put into effect. President McConnell and other NBC officials have been adamant, however, in refusing to abandon or delay it.

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**JOAN DAVIS SIGNS**

**NBC Radio-TV Pact**

SIGNING of actress Joan Davis to a long-term radio and television contract was announced last week by NBC. Work is currently in progress on a variety-situation comedy television program for her, with audition due for completion before April. NBC also plans to develop a radio show featuring Miss Davis.

In the meantime, spokesmen said, she will continue to make guest appearances on Big Show and other programs and probably on TV shows.

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**NEW ZIV SHOW**

82 Market Sales Cited

SALES in 82 markets, all on a 52-week basis, were reported for the radio production, *I Was a Communist for the FBI*, last Thursday, four days after the Frederick W. Ziv Co. had announced its production of the series.

Prominent among early purchasers of the series was Dana Andrews. It was Timken Roller Bearing Co., Canton, Ohio, which, through BBDO's Cleveland office, bought the programs for five Ohio markets: Columbus, Canton, Zanesville, Wooster and Mt. Vernon.

Highest sales were reported as made directly to radio stations, both network affiliates and independents, including KSD St. Louis, WVLW New Orleans, WMCM Chicago, WDOK Cleveland, WVET Rochester, WGST Atlanta, WDBJ Roanoke, WKOW Madison, Wis., and WMAZ Macon.

Describing sales as “much better than anticipated.” John L. Sinn, Ziv executive vice president, attributed the volume to the show being “a very timely one” and a program that provides “excellent dramatic fare.” Series is based on undercover FBI experiences of Matt Cuttle, who published his initial adventures as a *Saturday Evening Post* serial, under the same title [B+T, Jan. 7].

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**CAPITOL RECORDS**

**Revamps for Radio-TV**

AS FIRST MOVE in an expanded radio and television activities program, Glenn E. Wallisch, president, has announced a newly created broadcasting sales division of Capitol Records Distributing Corp., Hollywood.

Clifford E. Ogden, manager of the Broadcast Division of Capitol Records Inc. has been elected vice-president of Capitol Records Distribution Corp. and will be general manager of Broadcast Sales Div.

Under setup, the new sales division will take over all sales and sales promotion of Capitol Transcription Services and other properties to be announced later, according to Mr. Wallisch.

He explained that the new division will operate initially through regional offices in New York, Chicago, Atlanta and Hollywood. William Finkledey will have Eastern Region representation, with Alvin King the Central Region and Jack Barton, Southeastern Region. James Strain for past three years commercial manager KGJF Hollywood, has been made Western Regional representative. Additional representation will be incorporated through firm’s four branches and distributors.

H. R. Lytle heads Broadcast Division of Capitol Records Inc., in Hollywood and will inaugurate negotiations for radio and television programs to be offered by the organization, it was stated.

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**MOBILE COUNCIL**

**Plans Radio-TV Use**

COUNCIL of Motion Picture Organizations will probably use radio and—whenever possible—television in its 1952 public relations program, which is to be presented to company heads last week, in urging the public to attend movies.

Sidestepping the question of competition with television, which has continued, public relations at last in part is video’s impact, the Council plans to stress the local theatre, rather than the network, as the source of film entertainment.

“We want to divert the after hours from Hollywood and its glamour to the local theatre and exhibitor,” Arthur L. Mayer, executive vice president of the Council, said Thursday.

Plans call for resuming this spring the Movietime personality tours, started last fall but interrupted by bad weather, in which writers, directors, and even hair dressers are interviewed with interviewers’ stories to tell,” Mr. Mayer explained—made tours throughout the country to promote motion picture industry. The Hollywood representatives made both radio and TV appearances, on a local basis in addition to speaking before local civic and service groups last fall, and practice will be continued, whenever home companies grant permission for such appearances, as long as the spring tours, Mr. Mayer said.

Other half of campaign calls for continuation of advertising on radio and in newspapers for the industry as a whole, keyed to the same theme, that there is no entertainment in the world like that provided in motion picture theatres and handed through production and distribution companies. Other aspects are to be developed with exhibitors when they meet with the council in February. The council, Movietime, U.S.A. radio series emanating from Hollywood for 18 weeks on Liberty Broadcasting Network last year, was part of this campaign, Mr. Mayer explained, “and chances are we will use a similar series again.”

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**GROSS BILLINGS**

**D-FS Heads Agency List**

DANCER-Fitzgerald-Sample, New York, for the 18th consecutive year, leads the list of the 10 leading advertising agencies for gross radio and television time billing in 1951, based on figures released by the four leading networks, it was announced by D&FS last week.

The 10 leading agencies in order of network gross billings are listed below:

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CONGRESS BACK

By DAVE BERLYN

CONGRESS returned to the Washing-

ton scene last week and its ap-
pearance revived issues close to the

heart of radio and TV.

In the main, they cover the wide-

range of political broadcasts and

libel, an anti-alcoholic beverage ad-

vertising move, the McFarland Bill (S

658), Sen. William Benton's (D-

Conn.) proposed National Citizens

Advisory Board on Radio and Tele-

vision and the signing of the North

American Regional Broadcasting

Agreement.

The nation's legislators shook

hands at the opening session Tues-

day, giving rise to newsmen's com-

ments that they resembled fighters

clasping gloves before the bell for

the opening round. An election year

this, Congress could reach new heights in politicking.

President Truman delivered his

State of the Union message on Tues-

day, opening the 81st Congress, which was covered by all

the major radio and television net-

works.

With the growth of interest to the

broadcasting industry made by the Presi-

dent included his references to taxes, Voice of America and Con-

gress' own operations.

On Taxes--"We are determined to

preserve the financial strength of

our government. This means high taxes over the next few years. We

must see to it that the burdens are shared among the people as

fairly as possible."

On Voice--"We should continue and

expand the activities of the Voice of America, which brings

our message of hope and truth to

those peoples and other peoples throughout the world."

On Congress--"The Congress can do a great deal to strengthen

confidence in our institutions by applying rigorous standards of

mutual integrity in our legis-

lations—and by finding an effective

way to control campaign expend-

itures—and by protecting the

rights of individuals in Congress-

ional investigations."

Radiorama In Senate

A bit of radiorama was added to the Senate opening when the new

U. S. Senator from Nebraska—

Fred A. Seaton—was officially

declared a member of the distin-

guished body. Sen. Seaton is pres-

ident of K. H. Seaton, Inc., of

KMAN Manhattan, Kan., and vice

president of KGFG Coffeyville,


Floor action was nearly nil the

first week and committee activities

limited. But the behind-the-surf-

ace activities touching upon radio

and television got off to a rip-

pasting beginning.

Transcending all others for the

time being was the emergence of a

concerted movement by the "drys"

to kill off wine and beer ad-

vertising on radio and television.

The "drys" say they are ready to
ntest to show cause as to why
such advertising should be blacked

out on the air. (See story and

torial on page 26.)

Not far behind was the maneu-

vering for a postponement of the

public hearing on the McFarland Bill (H.R. 4707) to permit a

new bill to be introduced. The

bill, introduced by Rep. H. H. Rees (R-

Wash.), is an anti-alcohol ad-

vertising measure. The Senate

version, which was introduced by

Sen. Hill (D-Colo.), is a broad-

cast measure. The House version

of the bill is a more general

measure. The Senate version

is expected to be considered by

the full Senate next week.

The developments are these:

1. Rep.Horan, already author of

a comprehensive bill that would

prohibit radio stations from

broadcasting commercials that

may be harmful to children, has

introduced a bill (H.R. 4708) that

would prohibit the broadcasting

of political commercials.

2. The new bill would attempt to

establish a fund to be used in

the enforcement of the anti-

alcohol advertising measure.

3. The bill would also provide for

the appointment of a special com-

mission to study the problem of

alcohol advertising and to make

recommendations to Congress.

4. The bill would be considered by

the full House next week.

5. The bill would be introduced by

Rep. Horan, who has been active in

the anti-alcohol advertising move.

6. The bill would be introduced in

response to a nationwide campaign

launched by the "drys" to end

alcohol advertising on radio and

television.

7. The bill would be introduced in

response to a nationwide campaign

launched by the "drys" to end

alcohol advertising on radio and

television.

8. The bill would be introduced in

response to a nationwide campaign

launched by the "drys" to end

alcohol advertising on radio and

television.

9. The bill would be introduced in

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television.

10. The bill would be introduced in

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11. The bill would be introduced in

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television.

12. The bill would be introduced in

response to a nationwide campaign

launched by the "drys" to end

alcohol advertising on radio and

television.

13. The bill would be introduced in

response to a nationwide campaign

launched by the "drys" to end

alcohol advertising on radio and

television.

14. The bill would be introduced in

response to a nationwide campaign

launched by the "drys" to end

alcohol advertising on radio and

television.

15. The bill would be introduced in

response to a nationwide campaign

launched by the "drys" to end

alcohol advertising on radio and

television.
At "DRY" forces turned on the heat in the Senate last week for an anti-radio-TV beer, wine and liquor advertising bill, a measure that would outlaw such advertising from all media was dropped in the House hopper the opening day of Congress.

The bill (HR 5889) was introduced Tuesday by Rep. John Rankin (D-Miss.), who got it from the House Interstate & Foreign Commerce Committee.

Broadcast advertising is specifically targeted in the Rankin bill as follows:

It shall be unlawful to broadcast by means of any radio station for which a license is required by any law of the United States, or for any person operating any such station, to permit the broadcasting of any advertising of alcoholic beverages or the solicitation of an order for alcoholic beverages.

Little Information in Senate

In the Senate, there was scant information to queries on when the Mother of All Of Temperance's heralded bill to clamp down on beer-wine-liquor advertising on the airwaves was expected [HR 5889, Jan. 7].

Sen. Francis Case (R-S.D.), who has pointed to pressure from the "drys" asking that he introduce legislation to prohibit alcoholic beverage advertising on radio and TV, had not decided at Broadcasting & Telecasting's deadline what he would do.

However, he had already indicated that he would make up his mind as soon as he had the opportunity to discuss the matter with Sen. Ed C. Johnson (D-Col.), chairman, Senate Interstate & Foreign Commerce Committee.

An eyebrow lifter in the current campaign waged by the "drys" was an unusual publication of an "interview" with Bishop W. E. Hammer, of the Board reporting the "introduction" of a bill "to banish alcoholic beverage advertising from the nation's airways."

The article, entitled "The New Advance Against Liquor Advertising, an Interview With Bishop Hammer," and published in the January issue of The Voice, official publication of the Board of Temperance, not only reported the introduction of a bill—which Sen. Case told Broadcasting & Telecasting, didn't exist—also said hearings would be held Jan. 30-31 and Feb. 1.

Sen. Johnson, according to The Voice, was co-sponsor of any such bill but did say he "might" help introduce legislation if and when it is ready.

Sen. Johnson also said he had been approached by the "drys" and that he was asked to hold hearings on the bill as soon as it was introduced. To this, it is understood, he agreed in part.

Bishop Hammer is quoted in the article as saying in response to a "question" as to "why is the hearing on liquor advertising in January to be restricted to radio and television?"

Sen. Johnson believes, and I believe, that this is a good strategy at the present time. He is well aware of the policy questions involving radio and television and is intensely concerned that radio and television should help the nation rather than be used to break down principles and standards.

Narrowing the front of attack at this particular time will lead to an element of "freshness" of appeal and will concentrate our power on permitting a break-through which will imperil the entire enemy front. . . . I believe that there is a rising tide of concern in regard to liquor advertising but in particular, great numbers of people seem to be troubled by the actual damage which is being done in their own homes by radio and television promotion of the use of beer and wine.

Accompanying this "interview," which went on to discuss "interviews" which were said to have been perpetrated by the beer industry in its radio-TV commercials, was a cartoon showing liquor advertising as "another criminal on television." The same sketch was used in The Clipsheet (see adjacent cut).

Many Bills in Past

Although bills of the nature of the new Rankin Bill have been introduced frequently in the past, the revisional legislation would bar alcoholic beverage advertising from only radio and television. This is unprecedented.

This proposal on Capitol Hill that got as far as a hearing was the Langer Bill, which would have banned liquor advertising from all media. It was authored by Sen. William Langer (R-N.D.) in 1949, but got no further in committee. It was defeated in 1950 by a close margin of 7-8.

During the hearing, Bishop Hammer was a key witness.

In 1947 and in 1948 hearings were held on similar legislation. In the latter year another close vote—6-5—plugged the legislation in committee.

During the hearings on the Langer Bill, "drys" underscored time-buying on radio-TV stations and networks by wine and beer companies in particular.

Sen. Johnson was co-sponsor of the Reed-Johnson Bill in the 80th Congress which would have banned liquor advertising in all interstate media. That bill did not get out of committee.

Case noted in his statement to Broadcasting & Telecasting that Sen. Johnson (Continued on page 90)

THE DRYs are out for the kill at this session of Congress—adroitly picking an election year. They have prefabricated a bill to ban beer, wine and liquor advertising from the air.

This is a departure from past years, when the legislation has embraced all media. Broadcasters and telecasters need not be told the crippling blow that would be dealt if such legislation passed. Beer is one of the big broad-\n
ers in local and national spot, ranking among goods for radio, and mighty near the top in TV. It is a big revenue factor in network business.

The adeptness of the drys is reflected in their publicity. Indeed their timing is so good that Congress convened before Congress convened, they published in their official publication, The Voice, a simulated interview with Bishop Wilbur E. Hammer, executive vice president of the Board of Temperance of the Methodist Church. The "interview" stated flatly that Sen. Edwin C. Johnson (D-Col.) and Sen. Francis Case (R-S.D.) had introduced the bill. It hasn't been yet.

Bishop Hammer does a resourceful job of talking to himself by asking the questions and then answering them. He also discloses his strategy. By "narrowing the front of attack" to radio and TV, he says, the element of "freshness" of appeal is introduced, "possibly permitting a breakthrough which will imperil the entire enemy position."

Which means, simply, that if headway is made, then the ban on advertising of alcoholic beverages will be carried through to all other media. It is obviously intended as a first step toward return to prohibition.

As long as alcoholic beverages are legal, it would appear impossible to fathom how the advertising of them could be legislated out of existence. Moreover, the phantom "Johnson-Johnson Bill" is discriminatory to the nth, since it would bar advertising only from the air.

It behooves radio—and all other media, as well as the advertisers and their agencies—to prepare. Even "impossible" legislation can be made, if the opposition isn't ready—notably in an election year. In 1949, after hearings were held on the Langer Bill to ban all alcoholic beverages advertising, the measure was defeated in Sen. Johnson's committee by the slim margin of 7-6.

Bishop Hammer says hearings on his "Ghost" Bill will be held before the Johnson committee. If he has told us he had been approached by the "drys" and had given assurance that if a bill is introduced, he would consider hearings. Mr. Hammer, in his "Charlie McCarthy" interview, quoted himself: "It is a great advantage that Sen. Johnson, himself, introduced the bill."

Then he instructed his flock to write the Senator and other Senators "requesting" that the bill be reported favorably to the Senate. "Our big day . . . will be Jan. 30," he exhorted.

But advertising on the air—except perhaps in remote places like Alaska—is no problem. There's practically none of it. Beer is the primary target. Beer is acceptable, not only because it's legal (as is liquor) but because it tends to promote temperance. It seldom produces an alcoholic.

Whether the hearings are held Jan. 30-Feb. 1 or later, it is clear that there's little time to prepare the case against wily opponents—who worked during the recess, and who won't let sensitive politicians forget this is an election year. In 1949 the APA, ANA and AAAA, and the printed media strongly opposed the over-all Langer Bill. Then the NAB, under other auspices, took it with glory. This time, the primary burden is on NARTB, to cause the bill, for Bishop Hammer's "strategic" reasons, to be directed only against radio and television—at the outset.
Six Advertisers Sign Contracts

By FLORENCE SMALL

MORE than $700,000 in gross time costs alone will be poured into radio and television networks as a result of all contracts in the "buy" in the first fortnight of 1952. In addition, two other advertisers are about to sign up for TV shows and another for a radio series.

Several of these contracts already signed probably will be about $120,000, with TV reaping approximately $580,000.

The two top-ranking advertisers to underwrite radio shows early this year are General Foods (Postum), New York, and Admiral Corp., Chicago. General Foods, through Foote, Cone & Belding, New York, will sponsor Mr. Chairman on Thursdays on CBS Radio. Starting date and definite time—either 9 or 9:30 a.m.—are still under discussion. Admiral Corp., through Erwin, Wasey, New York, will sponsor the show in a 25-minute weekly world news report on CBS Radio, Sundays, 5:30-5:55 p.m. EST starting Feb. 17.

Bakers Interested in Drama

American Bakers Assn., Chicago, through Foote, Cone & Belding, also Chicago, is understood to be about to sign for a half-hour dramatic series. The advertiser is understood to be looking for Sunday afternoon time, so that the program can be heard by its dealers throughout the country. NBC radio is understood to be the favored network in current negotiations, although a firm decision is not expected for another week or so.

The new year's quartet of new advertisers includes all making their first TV ventures.

Two of those sponsors are not only making history for their companies by using the medium for the first time, but are also the first to sign up for NBC-TV's networking program, Today (Mon.-Fri., 7-9 a.m.), which starts Dave Garroway as "communicator." First Today sponsor is the Kiplinger Washington Agency Inc., which starts today (Monday) to sponsor the 8:15-8:20 a.m. Monday period for its magazine, Changing Times. The firm will support its television advertising with a large-scale advertising and promotion campaign. Agency for Kiplinger is Albert Frank-Guenther Law, New York.

The other advertiser signed last week to participate in sponsorship of Today is the Kenwill Corp., of Cleveland, Ohio, makers of Magikote Paintroller, a device for spreading paint on surfaces with the help of a spoon. Kenwill Corp., like the Kiplinger Agency, will sponsor a five-minute segment once a week, probably on Wednesdays or Thursdays, starting the week of Feb. 18. The agency on the Kenwill Corp. account is W. Earl Bothwell, New York.

Reichhold Chemicals, New York, will sponsor a television version of America's Town Meeting on a coast-to-coast ABC-TV network starting Sunday, Jan. 27, from 3:30 to 4 p.m. EST and 2 to 3 p.m. MST, by Harry H. Reichhold, chairman of the board and founder of the chemical production corporation. Although Reichhold has been a sponsor of this series in the past, this is its initial use of television. In announcing the sponsorship of the program, Mr. Reichhold said: "Our basic motive is to promote public discussion and sound thinking in relation to the complex problems we face today. I believe it is the duty of private enterprise to appropriate a substantial portion of its time and means toward the promotion of the public interest. Out of the deliberations of the early town meetings of colonial days a new and great nation on this continent was born. In our nation there was assured freedom of worship, of speech, of assembly, of the press, of enterprise and a dedication to self government. In many parts of the world, these sacred rights and freedom have never been realized. As a result, many critical decisions face our people which can only be resolved by free and open discussions. As a sponsor of such discussions, Reichhold Chemicals is very happy and proud to present by television America's Town Meeting."

The telecast will originate from ABC's 58th St. Theatre in New York, in setting which was announced by its chairman, John H. Reichhold, chairman of the board and founder of the chemical company. Although Reichhold has been a sponsor of this series in the past, this is its initial use of television.

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The two contracts, one by Foote, Cone & Belding, New York, and another by NBC Radio, will be for the same program, Today, and both network-wide. NBC Radio will cover the program, which will be taped on the West Coast and air-checked to all points of the country. The program will be heard on NBC Radio at 8:30 a.m. EST and 7:30 a.m. CST. The sponsors are not only making history for their companies by using the medium for the first time, but are also the first to sign up for NBC-TV's networking program. The program is to be broadcast on NBC-TV at 7:30 a.m. EST.

Out of 27 markets with only one station, NBC-TV claimed on Thursday that it had commitments in one form or another for 26. CBS-TV spokesmen declined comment on their own progress. NBC estimated that by convention time—July 7 for the Republicans, July 21 for the Democrats—there would be a total of 80 interconnected markets.

Sponsors Set For Two

NBC and CBS remained the only networks with convention sponsors signed on the dotted line—Philo Corp. for NBC Radio and TV, and Westinghouse Electric Corp., for CBS Radio and TV—but ABC radio and television, the DuMont Television Network, and Mutual radio network were searching and appeared hopeful that they, too, would be successful in finding sponsors.

Westinghouse, which originally signed for CBS Radio sponsorship under the network's Selective Facilities Plan, picking radio stations for the most part to fill in the difference between the number of interconnected TV cities and a total of 100 major market re- portedly was reconsidering last week. Negotiations were said to be in progress looking toward the pos- sibility of sponsorship on either radio or television, to what extent this development may have stemmed from NBC-TV's apparent lead in lining up radio network markets was not known.

Other radio-TV developments on the political front last week included the following:

1. NBC announced Thursday that it had signed Elmo Roper, public opinion analyst who has been conducting a weekly program for CBS Radio, for a five-week series of broadcasts and telecasts during the election campaign and for exclusive rights to the services of his research organization for 1952.

The TV network's pool com- mercials was at work on the difficult details of pooled coverage, which will include all pickups from the convention floor, and industry leaders were preparing to report to the Republican Convention Committee when it meets at San Francisco late this week.

CBS-TV reported it had completed the blue-printing of technical operations for its own convention coverage. Signing of Mr. Roper was announced by NBC President Joseph H. McConnell, who said that on a week-by-week basis over NBC's radio and television networks Mr. Roper will keep the public informed about American public opinion on international relations, domestic policies, and the candidates. He will start a 52-week series of weekly broadcasts (Sun., 3:30-3:45 p.m.) early in March and also will appear in 13 telecasts between March and the election in November, in addition to serving as part of the NBC news staff covering the conventions. His weekly CBS Radio program, Where the People Stand, was slated to terminate yesterday (Sunday).

Overall Executive Committee

The TV networks' overall executive committee on pooling arrangements consists of the men in charge of TV coverage of the conventions for each of the four networks: Sig Mickelson, CBS-TV director of news and public affairs, who is chairman; William R. McAndrew, NBC-TV director of public affairs; John Madigan, ABC-TV director of news and special events, and Les Arries Jr., of the DuMont programming department.

Subcommittees which have been (Continued on page 90)

ON 'BURROWED' time, Lee Little (L), president-general manager, KTUC Tucson and Stan Norman (r), KTU program director-sportscaster, introduce a talented quadrooned named "Jack Benny" to the mysteries of a microphone. Mr. Norman was given "his little helper" as a birthday present.

CONVENTIONS

Networks Move to Clear Outlets

Broadcasting • Telecasting

January 14, 1952 • Page 27
By J. FRANK BEATTY

RADIO members of NARTB are nominating board members to fill upcoming vacancies in even-numbered districts and one director in each at-large category. Nominating ballots were mailed last week. Nominations are due at NARTB headquarters Jan. 21, with election ballots to be mailed Jan. 28, returnable by mid-February.

NARTB radio members voted overwhelmingly last week in favor of giving national networks representation on the board of directors. It was understood only a few votes were cast against an amendment to the by-laws, adopted along with eight other changes.

For the last several years, the national Thesaurus library policy has not been permitted board membership, a ban originally proposed by the networks themselves. They have participated in NARTB as associate members. NBC and MBS are radio members of the association. CBS and ABC are not members.

Total board membership is now limited to 48 as a result of the revised by-laws—30 radio and 18 TV directors. The radio board comprises one director in each district plus two directors-at-large for large, medium and small stations.

NEW RCA SERIES

DeHaven and Fisher Signed

VOCALISTS Gloria De Haven and Eddie Fisher will be teamed together in a new transcibed radio show with musical support from Hoffman's Victor orchestra when RCA Recorded Program Services releases a new Thesaurus library series in late February.

To be called Date in Hollywood, the 15-minute program will have a variety format, built around a musical date and set in the motion picture capital. Signing of the principals was announced Thursday.

Date in Hollywood was identified as one of the most expensive Thesaurus library features to date in terms of talent and production costs. Spokesmen said it was placed in keeping with current RCA Thesaurus policy of assembling big-name productions, designed to earn talent fees as well as time charges for local station subscribers.

Company officials said they expressly sought an established motion picture figure, a popular recording orchestra with a well-known recording orchestra for its music series. Miss De Haven has appeared in pictures for 20th Century-Fox, RKO, and MGM, and Mr. Fisher, who recordings for RCA Victor, was chosen as one of the top two "newer male vocalists" in Billboard magazine's 1951 disc jockey poll. Mr. Winterhalter's group also records for RCA Victor and two for FM stations. This makes a total of 17 district and eight-at-large directors. Past limits were 25 radio and 14 TV directors.

Networks are permitted to appoint their own directors under the changed by-laws. If NBC and MBS name directors, there will be a total of 27 representing radio-TV networks are no longer limited to a total of four directors.

Term vacating governing election of directors have been changed as a result of the membership vote. In the future all elections of directors will be conducted by mail. In the past the district directors have had a choice of balloting by mail or at meetings.

Nomination Calls for One

Election of directors-at-large hereafter will specify the nomination of one person, rather than two. Term of the two-at-large directors in each category is elected each year for a two-year term.

If a director's status changes during his term, making him ineligible to serve, the secretary-treasurer is authorized to notify the board and conduct an election to fill the vacancy.

NARTB must give 90 days notice in the future before a large is made in the dues structure. Starting April 1, when Broadcast Committee meetings have become completely divorced from NARTB, associate dues will range from $10.50 a month for stations under $25,000 annual income to $450 for stations over $8 million. Until April 1, the dues range upward from $15 a month, with 30% going to BAB, or the stations could accept a 30% reduction in lieu of BAB membership.

BAB's dues are half the highest hourly rate per month.

TV stations pay NARTB a monthly fee of highest five-minute or half the 15-minute rate, whichever is lower, as of Oct. 1, 1951. This is effective to Oct. 1, 1952. After that time TV stations will pay on the basis of the April, 1952 rate card effective to March 31, 1953.

Radio networks will pay NARTB $5,000 a year in dues. The rate for TV networks is $1,200 a year.

A new dues plan will be submitted to the board at its Feb. 15-16 meeting to be held at Lost Valley Ranch, San Antonio. It is to contain provision for multiple-station groups.

Other changes in the by-laws, approved last week by the membership, give the secretary-treasurer the right to set aside the 90-day resignation notice, for good cause, with full report on such waiver to be made to the board; adds a phrase, previously omitted by error, giving the board authority to pass on applications for associate membership; refined definition of "network" to exclude regional, local transcription, tape or film networks.

Because of the by-laws changes, the director-at-large elected to represent small stations will serve automatically until the actual term begins at the Chicago convention in April, it was stated at NARTB headquarters. Term of Patt McDonald, formerly of WHHM Memphis and now at WNOE New Orleans, is vacant. On the other hand Michael R. Hanna, WHCU-FM Ithaca, N. Y., who was elected last November, will not be on the NARTB board when Frank Fletcher when he sold his interest in WARL-FM Arlington, Va., must run for re-election.

Members Eligible

Present board members eligible for re-election in even-numbered districts are William A. Fay, WHAM Rochester, District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSMB New Orleans, District 6; Harold Williams, WAPI Indianapolis, District 8; Jack Todd, KAKE Wichita, District 12; William C. Grove, KFBC Cheyenne, Wyo., District 14; William B. Quarton, WMT Cedar Rapids, Iowa, District 16, and Calvin J. Smith, KFAC Los Angeles, District 16, are ineligible to run for re-election under a by-law's clause limiting board service to two consecutive terms.

James D. Shouse, WLW Cincinnati, is eligible for a second term as director-at-large for large stations. A. D. Willard Jr., WGAC Augusta, Ga., is eligible for run for re-election as director-at-large for medium stations.

A CHALLENGE to advertisers to check the "cash register results" of radio advertising against those of any other medium in an equal investment test was sounded by BAB President William B. Ryan and Vice President Kevin Sweeney last Thursday in addresses before the Radio Executives Club of New York.

"While competing with all major media," Mr. Ryan said, "one of our main targets is TV—that overblown, expensive, unmeasured 'movie at home' medium." He said radio would beat television 2-to-1, in a point-of-sale test of the type conducted by Advertising Research Bureau Inc., "or I will forever hold my peace."

Sweeney Outlines Results

Mr. Sweeney, who outlined results of the ARBI radio-vs-newspaper test which BAB collected in its "count your customers" presentation, stressed that the measure of any medium's effectiveness is its selling power and said BAB will undertake to help finance tests for national advertisers who want to be convinced "that radio can outsell other media."

Mr. Ryan said advertisers' and broadcasters' attitude about radio has changed from near-hysteria last spring to one of renewed recognition that radio is "the medium offering the greatest circulation at the lowest cost."

He emphasized that "radio does not belong in the same pigeonhole with TV" and that "the intelligent advertiser will use or reject radio on its merits without restricting his choice of it by comparison with TV to any greater extent than comparison of TV with newspapers, magazines, or any other medium that claims the time of people at home or outside the home."

Mr. Ryan charged that the Assn. of National Advertisers, whose studies of radio values in TV markets preceded radio network rate changes earlier this year, "will pay a very large price for insuring continued overclassification on the basis of circulation.

Mr. Ryan offered that the Assn. of National Advertisers, whose studies of radio values in TV markets preceded radio network rate changes earlier this year, "will pay a very large price for insuring continued overclassification on the basis of circulation; for neglecting TV, and for not defining the "network" to exclude regional, local transcription, tape or film networks.

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James D. Shouse, WLW Cincinnati, is eligible for a second term as director-at-large for large stations. A. D. Willard Jr., WGAC Augusta, Ga., is eligible for run for re-election as director-at-large for medium stations.

Ryan Says, Urging Comparison

Mr. Ryan's invitation to advertisers to test radio's effectiveness against TV's was directed especially at those goods and service manufacturers making nationally advertised brands in the food and drug field—and, he added, to watch manufacturers selling TV and radio products that do not sell best through demonstration or picture.

Advertisers Invited

Mr. Ryan's invitation to advertisers to test radio's effectiveness against TV's was directed especially at those goods and service manufacturers making nationally advertised brands in the food and drug field—and, he added, to watch manufacturers selling TV and radio products that do not sell best through demonstration or picture.
WASHINGTON attorney and former manager of the War Production Board, had been serving as NPA deputy administrator.

Construction is nearing a virtual impasse on the basis of facts unfolded to an industry advisory group by NPA last Wednesday. This picture emerges for broadcasters who are currently involved in construction, remodeling or alteration projects:

- Demands for materials by military and defense-supporting programs will virtually preclude the start of any new industrial or commercial construction after April.

(Broadcasters are classified as industrial.)

- Broadcasters who received allotments in the first quarter will be allocated sufficient materials to complete their projects, providing copper, aluminum and steel are available after military needs are met.

- Broadcasters still may self-authorize certain quantities of these materials on minor projects—those which would require less than 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of copper in any one quarter.

A plan is now underway whereby broadcasters and other applicants could receive construction permits looking toward material allocations in subsequent quarters. Such a system, NPA felt, would enable applicants to proceed with planning, engineering, purchase of property and other preliminary tasks.

Authorities have discounted reports that shortages of steel towers and transmitters might be set TV applicants once FCC has thawed the television freeze. Sufficient transmitters are in stock to accommodate any CPs authorized by the Commission, they claim.

The facts of electronic life were outlined on various levels—at a trade press conference called by DPA and NPA and on Capitol Hill where the Joint Senate-House "Watchdog" Committee held hearings on the manpower crunch.

Trade press editors were given a preview of the '52 mobilization program Friday, with stress on electronics output, materials outlook, prospects for civilian goods production and plant expansion. Speakers were Messrs. Morris and Milling.

Mr. Fleischmann told the joint Conference group, headed by Sen. Burnet Maybank (D-S.C.), that increased military requirements—chiefly for military and atomic—require further cutbacks in consumer durable and construction. The "price" of mobilization, he said, is temporary civilian unemployment and other dislocation. Defense Mobilizer Charles E. Wilson also appeared, elaborating on his fourth-quarter report to the President. Second-quarter unemployable quotas were to be released momentarily by DPA.

The radio-TV set manufacturing industry has sustained cutbacks (Continued on page 78)
“64% increase in share of audience.”
Winslow Leighton
President
WSNY, Schenectady, N. Y.

82% more listeners—
100% sell-out

“Waiting list for AP newscasts.”
Coy C. Palmer
Station Manager
KPDN, Pampa, Texas

Hundreds of the country’s finest stations announce with pride "THIS STATION IS A MEMBER"
WSNY carries 88 sponsored AP newscasts each week, 52 of them on 52 week contracts. Says WSNY President Leighton: "We used to be a music, news and sports station. When everybody got into that act, we got a new one. Concentrated on Associated Press news with music. Result ... a 64% increase in share of audience and an 82% increase in listening homes in the past 2½ years ... all in the face of strong competition."

Says Jerry Bess, of Frank Sawdon, Inc., agency for Robert Hall Clothes, largest AP sponsor on WSNY with 24 news programs weekly: "We have increased our budget every year for the past nine years. Now use twice as many AP newscasts on WSNY as ever before. This fact speaks for itself!"

From Station Manager Palmer of KPDN: "All our newscasts are sold. In fact, we even have a waiting list for the 15 minute programs. AP gives us complete, conclusive coverage at incredible speed. AP service pays us plenty of dividends."

Says Fred Thompson, owner of Thompson Hardware, biggest sponsor of AP news on KPDN. "I have had the KPDN AP news program at 12:15 P.M. for over 5 years. That proves I'm sold on the fine job it does!"

Associated Press ... constantly on the job with
- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers ... more than 100,000 men and women contributing daily.

When the tallies are taken, AP news PROVES its magnetic PULL! Figures like 82% more listeners ... 100% sell-out ... mean stable, substantial results. AP's swift, factual, accurate news coverage delivers bigger audiences ... eager to tune to today's vital news ... receptive to sponsor's message.

For full details on how you can profit with AP news ... WRITE
IN REVIEW

Program: The People Act, CBS Radio, Sunday, 10:30-11:30 p.m. (Reviewed Jan. 6).

Produced: National Association of Television Workshop.

Producer-Writer: Irving Gittin.

Director of Television- Radio Workshop: Robert Saudek.

Field Reporters: David Moore, Art Verin.

Narrator: Robert Trout.

Cast: People of Gary, Ind.

THE PEOPLE ACT, the new radio documentary series of the Ford Foundation's Television-Radio Workshop, could not have been brought to the air at a more timely moment. What with scandalous goings-on in Washington and with the past year's disclosures by the Kefauver committee, it has become easy for the citizen to believe that he has lost all measurable control over his government. The People Act resoundingly proves otherwise.

The first broadcast of the new series described the clean-up of Gary, Ind., which, before enraging housewives banded together to drive the rascals out, was as corrupt a city as ever existed in Rudolph Halley's wildest dreams. Beyond emphasizing the awful pow'r of aroused womanhood—a condition already known to most husbands—the first installment of this series graphically demonstrated the fundamental truth that democratic government remains democratic only as long as the electorate sees that it does.

At this turbulent period of the nation's political history, this point cannot be too strongly made, and the Television-Radio Workshop is performing useful public service in making it.

The technique of radio presentation of the Gary story was not unique. It was told in the well-established documentary form, a narrative linked together with a well-edited series of tape recordings of voices of people who were actually involved in the Gary case. Whatever it lacked in originality of concept, however, the program more than overcame in professional polish. If the other programs in this projected 26-week series are produced as skillfully as the first, the Television-Radio Workshop ought to acquire a significant audience and, more importantly, make a vital contribution to the political life of the U. S.

* * *

MY FRIEND IRMA has been transported from radio and films to television, encumbered by so many exhausted gags and worn-out situations that it is a wonder the backbones of Robert Trout and Irving Gittin were not broken in the portage.

Irma on radio has at times attained a level of beguiling comedy. In its television debut it never rose above the low watermark of B movie face. Historians who are academically interested in early Hollywood may find the 10:30-11 p.m. Tuesday period on CBS Television rewarding. For anyone else, however, the time could be spent more amusingly by staring at the wall.

Sample joke:

Mrs. O'Reilly: Mark my words, one day you'll be asking for my hand.

Professor Kropotkin: Your hand's all right. It's what attached to it I don't like.

The central situation in the first program of this series was built around Irma's kindly but added arrangement of a meeting between Jane and the blue-blood mother of Jane's fiancé. Irma also invited the raffle of her ordinary friends. What ensued was utterly predictable since it has all been done before, to the letter, a thousand times.

The trouble with the television version of Irma is that it is not television. It is pure Hollywood movie and mediocre movie at that. Marie Wilson, as Irma, and Cathy Lewis, as Jane, performed as creditably as could be expected. They and others in the cast were in desperate need of an imaginative script.

MEDIA BATTLE

Press Urged to 'Borrow' SALES TECHNIQUES used by radio and TV should be "borrowed" by the newspaper industry to gain more advertising and to offset rising costs. This was the analysis of Pierre Martinieu, advertising research director of the Chicago Tribune's research division as he spoke Monday at the annual sales conference of the advertising department of the Minneapolis Star and Tribune in that city.

Because "circulation prices have been pushed about as high as they can go," the newspaper publisher has only limited additional revenue sources, and that is advertising, the speaker said. Suggesting that newspapers adopt a creative, shirt-sleeve approach to selling, he told his audience the total amount spent in 1951 for time and talent on television in Chicago was about $7 million. He described this sum as "far, far more than the total revenue of any Chicago newspaper except the Tribune."

In the final analysis, Mr. Martinieu believes "TV's spectacular growth will prove a healthy thing for us in the newspaper field if it emphasizes the value of creative selling."

Among his suggestions for the 1952 blueprint for newspapers was the sale of "adequacy and continuity." Radio and TV have "sold their time in cycles of 13 weeks with a discount system to encourage heavy frequency. We have forced the advertiser to get better results."

Another recommendation, patterned after the broadcast media approach, was "Let's think big. When we present our plans, let's ask for enough money to do a real job. Investment and public relations make you gasp. Just ask yourself if you ever asked for that much."

SDX AWARDS

Feb. 8 is Deadline

SIGMA DELTA CHI, professional journalistic fraternity, has called for nominations looking toward 1952 awards for distinguished achievements in journalism in the areas of radio, television, newspaper, magazine and book work. Deadline on nominations is Feb. 8, according to Victor E. Bluedorn, SDX executive director, who made the announcement.

Among the awards are those presented for excellence in radio news writing and radio or TV reporting. The public service awards are made either to a radio network or station in the broadcast field.

Nominations must be accompanied by clippings, manuscript or letter in which the name of author is given, the date of publication or radio station and date of broadcast or publication. A statement, revealing the circumstances under which the award was fulfilled, should accompany the nomination. They should be addressed to Sigma Delta Chi Awards in Journalism, 35 E. Wacker Dr., Chicago 1, Ill.

Brief description of radio awards follows:

Radio or TV Reporting—"For a distinguished example of spot news reporting for radio or television."

Radio News Writing—"For a distinguished example of a radio newscaster's or commentator's work."

Public Service in Radio Journalism—"For an outstanding example of public service by an individual radio station or network through radio journalism."

The fields covered by the SDX awards are: General reporting, editorial writing, editorial cartooning, Washington correspondence, foreign correspondence, news pictures, radio reporting and research about journalism.

MARS INC. AD PLANS

To Continue Radio, TV

MARS, Inc., Chicago candy bar manufacturer, will continue using radio and TV in its "stepped up" campaign this year, according to sales and advertising vice president, Victor H. Gies.

Super Circus will be carried on 52 ABC-TV stations by Mickey Way from Feb. 3 (Sunday, 4:30-5 p.m. CST segment) and People Are Funny on CBS Radio is now being aired weekly instead of on an alternating week basis.

Rock and Roll radio spot campaign for the Family Choice packages continues on its current schedule of two-a-day, five days weekly Relay Quiz shows. Three Musket-Shriners sponsor two segments of Howdy Doody on 46 NBC-TV stations. Agency, Leo Burnett Co., Chicago.
To Radio Advertisers and Agency Radio Buyers - - -

A SPOT RADIO BUY THAT IS PERFECT IF YOU ARE INTERESTED IN THE MIDDLE-WEST

HERE is your opportunity to buy six months of spot announcements on the highest rated audience radio program in the middle-west—in the broadcasts of the St. Louis Cardinal baseball games over a network of more than 90 stations in ten mid-west states.

You can buy only one spot a game or up to five spots and on stations of your choice. The program carries an almost unbelievable high audience rating. In fact, surveys show that these Cardinal games with Harry Caray and Gus Mancuso as the announcers have a larger audience than all network and independent stations combined in most markets where all networks can be heard. Unlike most major league baseball areas, television of games is very infrequent. In 1951 only 6 Cardinal and Brown games were telecast in St. Louis. These exclusive radio broadcasts are therefore the only way millions of loyal Cardinal fans can follow, day-by-day, the team which they traditionally and overwhelmingly support.

We shall be pleased to give you all the facts on request. You can buy what you desire through your own agency or from any station or its representative. Write or wire your list of stations, rates and data you desire.

Ruthrauff & Ryan, Inc. handles the broadcasts of the Cardinal games for one of our clients and our only interest is clearing this information for our client and the stations on the network to those interested in maximum coverage at minimum costs.

RUTHRAUFF & RYAN, Inc., Advertising
812 OLIVE ST., ST. LOUIS, MO.
ABC '51 GROSS

GENERAL MILLS led all ABC sponsors in 1951 billings, according to an analysis by the network, the figure totaling $4,612,376. Ranking second was Sterling Drug Co. with $3,722,399.

ABC's review of 1951 sponsorship showed Swift & Co., Philip Morris & Co., P. Lorillard Co., Philip Corp. and Dayton Inc. in the million dollar class.

Chief product group was food, totaling $9,865,176. This figure was more than double that of the tobacco class, which billed $4,400,-670. Most of the month was December, according to an estimate for the period.

Detailed data follows:

AM Gross Network Time Sales

<table>
<thead>
<tr>
<th>MONTH</th>
<th>1951</th>
<th>1950</th>
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<tbody>
<tr>
<td>January</td>
<td>$3,113,459</td>
<td>$3,424,921</td>
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<tr>
<td>February</td>
<td>2,945,958</td>
<td>3,417,608</td>
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<tr>
<td>March</td>
<td>2,896,966</td>
<td>3,115,879</td>
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<tr>
<td>April</td>
<td>1,368,162</td>
<td>2,880,520</td>
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<tr>
<td>May</td>
<td>3,588,204</td>
<td>3,580,260</td>
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<tr>
<td>June</td>
<td>2,582,152</td>
<td>2,278,452</td>
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<tr>
<td>July</td>
<td>2,184,067</td>
<td>2,549,485</td>
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<tr>
<td>August</td>
<td>2,150,977</td>
<td>2,359,605</td>
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<tr>
<td>September</td>
<td>2,130,277</td>
<td>3,009,205</td>
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<tr>
<td>October</td>
<td>2,102,719</td>
<td>2,922,070</td>
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<tr>
<td>November</td>
<td>1,533,149</td>
<td>2,964,179</td>
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<tr>
<td>December</td>
<td>1,167,819</td>
<td>2,957,318</td>
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*Estimated

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<tr>
<th>By Product Classifications</th>
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<tbody>
<tr>
<td>Foods and Food Products</td>
</tr>
<tr>
<td>Cigars, Cigarettes &amp; Tobacco</td>
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<tr>
<td>Paints, Varnishes &amp; Stains</td>
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<tr>
<td>Religious</td>
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<tr>
<td>Radio Ref., Electrical Appliances</td>
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<tr>
<td>Automobiles, Trucks &amp; Accs</td>
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<tr>
<td>Insurance and Personal Loans</td>
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<tr>
<td>Cigarette nr. &amp; Tobacco</td>
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<tr>
<td>Laundry Soap and Cleaners</td>
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<tr>
<td>Tobacco Furnishings &amp; Acc</td>
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<td>Beverages</td>
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<tr>
<td>Clothing &amp; Dry Goods</td>
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<tr>
<td>Political</td>
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<tr>
<td>Lubricants, Petroleum Products &amp; Co.</td>
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<tr>
<td>Publications</td>
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<tr>
<td>Jewelry and Accessories</td>
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<tr>
<td>Miscellaneous</td>
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<tr>
<td>Transportation &amp; Travel</td>
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</tbody>
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| TOTAL | $33,242,182 |

<table>
<thead>
<tr>
<th>By Advertisers</th>
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<tbody>
<tr>
<td>General Mills</td>
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<tr>
<td>General Foods Co.</td>
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<tr>
<td>Swift &amp; Co.</td>
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<tr>
<td>Paine, Fortune &amp; Co.</td>
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<tr>
<td>P. Lorillard Co.</td>
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<tr>
<td>Fishers &amp; Gamble</td>
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<tr>
<td>Consumers</td>
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<tr>
<td>Seabury Inc.</td>
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<td>Mars Inc.</td>
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<td>Himig</td>
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<td>Equitable Life Insurance</td>
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<tr>
<td>Gospel Broadcasting Co.</td>
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<tr>
<td>Glyndor Rock Co.</td>
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<tr>
<td>Procter &amp; Gamble</td>
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<tr>
<td>Burlington Tobacco Co.</td>
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<tr>
<td>General Foods</td>
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<tr>
<td>Blatz Brewing Co.</td>
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<tr>
<td>Warner Bros.</td>
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<td>Bristol Myers Co.</td>
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<td>Jergens Co.</td>
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<td>General Motors</td>
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<td>Dollie Gage Co.</td>
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<td>U. S. Army</td>
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<tr>
<td>Gloster Tire &amp; Rubber Co.</td>
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<td>Seddon Bros.</td>
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<td>International Paper Co.</td>
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<td>Lever Bros.</td>
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<tr>
<td>Norton Disp. &amp; Mfg</td>
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<tr>
<td>Block Drug Co.</td>
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<tr>
<td>American Chain &amp; Cable</td>
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<tr>
<td>Champion Spark Plug Co.</td>
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<tr>
<td>Kellogg Co.</td>
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<tr>
<td>Lee Co.</td>
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<tr>
<td>Voice of Prophecy Inc.</td>
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<tr>
<td>Texas Co.</td>
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<tr>
<td>Pan American Coffee Bureau</td>
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<tr>
<td>Minor Brewing</td>
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<tr>
<td>American Bakers</td>
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<tr>
<td>Parfet Products</td>
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<tr>
<td>Parfet Products</td>
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<tr>
<td>Peters Shoes</td>
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<tr>
<td>Rowson Art Works</td>
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<tr>
<td>Halston Purina</td>
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<tr>
<td>California Science Monitor</td>
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<tr>
<td>Pacific Coast Horax</td>
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| TOTAL | 33,242,182 |

WBT EXPANSION

FOUR MAJOR promotions were announced late last week by Joseph M. Bryan, president, Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBTV (TV) Charlotte, N.C.

Charles H. Crutchfield, vice president, has been named senior vice president and will continue as general manager.

Larry Walker, secretary, has been appointed vice president and sales manager, and will continue as assistant general manager.

Robert Cruchfield, has been promoted to vice president in charge of sales and promotion.

Kenneth T. Redwell Jr., program director, has been elected assistant director in charge of programming and public relations.

"The new appointments," explained Mr. Bryan, "are to enable WBT to expand and further increase the scope and size of the company. With the steady growth of our radio operation and the rapid increase in our television operation, particularly since the inauguration of locally originated shows last Sept. 30, it has become increasingly obvious that realignment of our staff was inevitable. We feel, too, that the new appointments are designed to effect further specialization of our TV and radio staffs and at the same time to provide better operational control at the top."

Commenting on the promotions, Mr. Cruchfield said, "It is a source of great pride to me to implement the company's action in advancing these three men from within our organization."

"All are men of experience. Their new responsibilities reflect both their contributions in the past and the confidence we feel in them as leaders for the rapid future expansion of our services to the Southcar-

Bids Solicited

Majestic Adv. | 17,416 |
Charles Hoyt Co. | 13,043 |
Hatten, Hattie, Durstine & Co. | 11,236 |
Holling Cooper Co. | 11,029 |
Alvin Wilder Adv. Co. | 7,228 |
Bunting, Kenyon & Meek | 5,025 |
Quality Bakers of America Corp. | 4,444 |
Dorland Inc. | 3,666 |
Scruggs Adv. Agency | 3,522 |
Erwin Wacey Co. of America | 1,735 |

TOTAL | 33,242,182

ROLLINS PLANS

Weighed at Sales Meeting

CURRENT activities and plans of Rollins Broadcasting Inc. stations were appraised at a sales management conference held the weekend of Jan. 6 at Reuboth, Del., executive offices of Rollins Enterprises.

The radio meeting was conducted by O. Wayne Rollins, vice president of the firm’s division, assisted by Madalyn Copley, secretary, and Shirley Powell, director of public relations. Rollins stations' officials who participated were Manager Jim Mayes and Assistant Manager Tom Harrell of WPAI Fayetteville, N.C.; Manager W. R. Davis and Assistant Manager Lee Mills of WRAD Radford, Va.; and Assistant Manager Norman Glenn of WJWJ Georgetown, S.C.

Discussion of the company's expansion program include plans for WRAP, now under construction at Norfolk, Va., and a pending application at Roanoke, Va., on station on 750 kc. Other subjects included personnel, promotion, programming, merchandising, sales, management and operations.

The radio session was part of an over-all conference involving all Rollins divisions. John W. Rollins, president of John W. Rollins & Assn., and Manager Lee Mills of WRAD Radford, Va., was present at the joint meetings.

PULSE INACCURATE?

L. A. Ad Paper Asked

AFTER reviewing results of a special analysis of audience research firms, Media Agencies Clients, a Los Angeles weekly advertising trade paper, criticized the results obtained by The Pulse Inc. The special analysis was made by Tele-Que at the request of MAC. Firms which were judged by MAC to be reliable were Tele-Que, Hooperatics, Videodex and American Research Bureau. Special analysis was made of television during November 1951. Toward the end of a comparatively lengthy article, MAC offered limited space to The Pulse "for an early explanation of how that firm's results figures can be so obviously at variance with those of the other four services."

Bids Solicited

CONSTRUCTION bids on new $7 million Vojage America transmitter for the West Coast are now being accepted, the Dept. of State announced last Thursday.
KXEL Leadership
1942 – 1952

Waterloo's First
RADIO - TELEVISION CENTER
To Be Completed in the Spring of 1952

KXEL's ultra-modern studios will represent the ultimate in both radio and television facilities.

Josh Higgins 50,000 Watt "Voice of Agriculture" – ABC Network – for Waterloo and Cedar Rapids, Iowa

Avery-Knodel, Inc.
We all can argue from now until Godfrey is sustaining over sample size, coefficient of correlation (whatever that is), total audience, average audience, standard deviations, etc., etc.,—But it all boils down to...

five

about the rating

I. Dr. Matthew N. Chappell enjoys the respect of recall-rating proponents: he was the personal choice of Sydney Roslow, Director, The Pulse, Inc., to be added to the Special Test Survey Committee. (See BROADCASTING December 17, 1951). Dr. Chappell was nominated by Sydney Roslow during the August 22, 1950 meeting in the presence of Lewis H. Avery, Kenneth H. Baker, Fred B. Manchee and A. Wells Wilbor. Irrespective of the above are these facts:

a. The original Committee of six was acceptable to all members except Mr. Roslow who wrote me August 15, 1950 that he found "this Committee not acceptable to Pulse and that this group serve only to nominate and invite a committee acceptable to both Hooper and myself."

b. The Committee was then expanded at Mr. Roslow's insistence who objected to Fred Manchee of Batten, Barton, Durstine and Osborn, Inc. and A. Wells Wilbor, General Mills, as their companies were not Pulse subscribers.

c. The addition of Dr. Chappell (and E. L. Deckinger), therefore, obviously met with approval of all Committee members, including Messrs. Roslow and Hooper.

Note: The above was just one of the eleven conditions which must be met if Pulse is to participate in the experiment. C. E. Hooper accepted "... all conditions subject to approval of cost."

II. Dr. Matthew N. Chappell enjoys the respect of coincidental-rating proponents: in 1944 he co-authored a book, "Radio Audience Measurement," with C. E. Hooper, President, C. E. Hooper, Inc.

III. Dr. Matthew N. Chappell enjoys the respect of the research and the academic world as a research expert of great capacity and integrity; he is Head of the Department of Psychology of Hofstra College, which has done some laudable television research in cooperation with NBC; is a member of the American Marketing Association.

IV. Dr. Matthew N. Chappell, after a five-month study of the variations and inconsistencies between coincidental (Hooper) and recall (Pulse) ratings, has reported:

a. "... this (coincidental) method is capable of yielding more accurate measure of the psychological behavior of listening than any other method that has been devised" ... and provides "... the finest type of probability sample of telephone homes."

b. "... the roster (recall) sample cannot yield ratings equally accurate for all time periods ..."

V. Dr. Chappell proceeds to demonstrate in this report that the BIG reason recall ratings are inaccurate is not the difference in area surveyed, nor the surveying of all homes rather than telephone homes, nor even the influence of memory variation. The BIG reason is the ROSTER—presenting to the respondent a list of many program names, often similar to each other, which produces the same kind of psychological confusion that has been noted in car-card and other printed advertisement surveys.

(This fact, incidentally, coincides with the conclusion of the Special Test Survey Committee,* released August 31, 1960, that the differences between telephone-coincidental and roster-recall measurements remained even when the two measurements are restricted to telephone homes in identical areas, and that the differences are, therefore, attributable to differences in method, not sample.)

(While the opinion expressed in a letter to me from Mr. A. C. Nielsen, President, A. C. Nielsen Co., dated July 22, 1950, in which he wrote: "... I am sure that any experienced researcher will support me in the belief that it is impossible to give this (roster [Pulse]) sort of "aid" to any respondent without creating very serious errors—entirely aside from the errors arising from faulty memory and from lack of knowledge as to what other members of the family..."

* Lewis H. Avery, Avery-Knodel, Inc., Past-President of the National Association of Radio Station Representatives.

Kenneth H. Baker, Acting President of the Broadcast Measurement Bureau and Research Director of the National Association of Broadcasters.

Hugh M. Beville, Director of Plans and Research, National Broadcasting Company.

Matthew N. Chappell, Chairman, Department of Psychology, Hofstra College.
We believe any reasoning buyer or seller of time, familiar with (a) Dr. Chappell’s report (b) The Conclusion of the Special Test Survey Committee noted above (c) Mr. Nielsen’s statement noted above (d) Reliance upon the coincidental method by almost all broadcast research companies to establish proof of accuracy is brought to the inescapable conclusion:

The Coincidental Method—asking people NOW what they’re listening to—is the RIGHT Umpire, and the Recall Method—asking people LATER what they identify on a sheet of paper as having listened to—is the WRONG Umpire ‘when it comes to counting listeners accurately.

In March, 1951, the Special Test Survey Committee reported:—“It would be an understatement to say that there is confusion in the Radio and Television Industry—including both buyer and seller—with regard to radio and television ‘ratings’. This report is written because the Committee that wrote it believes something can be done, and should be done, to straighten out the confusion.”

We believe that Dr. Chappell has performed a genuine industry service in aiding us to “straighten out the confusion.” Is there a qualified research authority acceptable to C. E. Hooper and Sydney Roslow (as Dr. Chappell was before his findings were published) with evidence to the contrary? In the hundreds of letters we have received from all sources since July, 1950, we did NOT hear from one!!

Radio, because it was the most dynamic as well as the most intangible of advertising media, early established itself way ahead of all other media in its concepts, techniques and standards of research. We believe that radio today must not sink to the level of research employed by other media, but rather must raise its techniques and standards higher than ever, eventually forcing other media to reveal the bitter, disillusioning truth about themselves. A keynote of this high standard of research, we believe, is the acceptance of the coincidental method and a rejection of the recall method of measuring audience. Mr. Roslow’s four page letter of acceptance July 14, 1950 (with his eleven conditions) wrote “I have never claimed that this Pulse Roster method is best.” KJBS wants the best! We believe the coincidental method is the best. We intend to live by these standards, and we invite you to join us and to write us your comments.

Stanley C. Breyer
KJBS BROADCASTERS
1470 Pine Street
San Francisco 9, California
McGrath to Stay—Truman

DEPARTMENT of President Truman to keep Attorney General J. Howard McGrath in his office with responsibilty for the governmental cleanup campaign quieted, for the time being, speculation that Judge Justin Miller would be named Mr. McGrath’s successor was created by the fact that Judge Miller, NARTB board chairman and general counsel, had been offered the Cabinet post in case of a vacancy.

While no person in official life was willing to comment on the situation, it is believed that Judge Miller’s name will be around the top of the list should the possibility of Mr. McGrath’s resignation come up again. The earlier speculation about a Miller appointment was backed up by definite feelings concerning to Washington’s customary pre-appointment procedure. After his Thursday news
conference the President said flatly that Mr. McGrath will stay at his job. After stating there will be no change in the Cabinet post, he said the chances that the General should carry out the federal housecleaning assignment. This served also to squelch talk that Mr. McGrath might be given another high government post.

Truman Asked

President Truman was asked Thursday morning about a statement in David Lawrence’s syndicated newspaper column in which Judge Miller’s name was mentioned as Mr. McGrath’s successor. The President said he had no comment. He explained that Attorney General McGrath will do whatever is necessary. As the government’s law enforcement officer, to clean up the federal service. He added that a lot of housecleaning already has been done.

Around Capitol Hill it was indicated that some of Judge Miller might aspire to appointment of Judge Miller to the Attorney General post. These purported objections were based on his connection with an industry trade association and presumably on personal feeling tracing back to testimony before Congressional Committees.

Even if there were objection on Capitol Hill to a Miller appointment, Senate courtesy permits Presidents to name the members of their official family without serious objection.

Another candidate mentioned frequently as successor to Mr. McGrath was F. Joseph Donohue, president of the District of Columbia Board of Commissioners.

The speculation over the Attorney General’s successor, in case of resignation, had included mention of FCC Chairman Wayne Goy to succeed Judge Miller as NARTB board chairman or as head of the association’s TV operations.

Miller Suggestion

First suggestion that Judge Miller might be in line for the Cabinet post came in a Jan. 2 broadcast by Ray Henle on NBC’s Sunoco Three-Star Extra program. Mr. Henle said he understood Mr. McGrath’s successor had been decided upon and would be a former federal judge occupying an important quasi-judicial position in private industry. Mr. Henle added that the prospective Attorney General was a close friend of Chief Justice Fred Vinson.

President Truman had refused to answer any questions about the post at his Jan. 3 news conference. Writing in his Jan. 9 syndicated column, Mr. Lawrence said the President had contacted four men in his search for a new Attorney General, three of them declining. A fourth, Judge Miller, accepted according to the column.

Mr. Lawrence wrote that Judge Vinson had suggested Judge Miller’s name as Mr. McGrath’s successor. He added that “the facts, as learned from other reliable sources” are these:

Mr. Miller was given to understand that he might have the Cabinet portfolio of Attorney General. He then inquired of his board of directors whether he could take leave of absence for one year, because to leave completely would deprive him of retirement benefits. The leave of absence was granted and he notified the White House.

Then the word came back that it would be necessary to be Attorney General and continue, even on leave of absence, as an employee of a private industry if he has a lot of business matters up before the government from time to time. So it was made clear that Mr. Miller should resign if he were to take the post. Again the former Justice sent word that he agreed and that he was ready to resign all business connections. This meant a willingness, moreover, to sacrifice a salary at a time that the Attorney General.

Then there came a silence. Meanwhile, mediators—that is, friends of Mr. McGrath—entered the picture and tried to smooth out the difference. Agencies stated at the party to the Attorney General. It was known to them that the Attorney General had written a letter to the President setting forth his own position and indicating clearly that, if Mr. Truman wanted to pick a new Attorney General who was going to be able to act with flexibility, that this should not be done in any manner which allowed the public to derive the impression that Mr. McGrath was guilty of any wrongdoing or impropriety in the conduct of his office.

The President then had a heart-to-heart talk on Friday of last week with Mr. McGrath, in which certain feelings Mr. Truman had about the work

AD NEEDS

RECOGNITION that the welfare of our country comes ahead of any business situation is the first need of the advertising business for 1952, Louis N. Brockway, board chairman of the American Assn. of Advertising Executives, said in his Christmas message to the members of the Richard Club in Philadelphia, Jan. 3.

"We must get more competitive"—that statement is responsible for many of the abuses of advertising. You usually hear it when sales start to slip a little. There is nothing wrong with the statement in itself. But the interpretation is sometimes misleading. What is wrong is the way it is sometimes interpreted. Competitive copy too often, either directly or by innuendo, makes unwarranted claims.

"The result of advertising which makes unwarranted claims is harmful not only to the advertiser who sponsors it, but to every one of us in the advertising business. It breaks down public confidence in all advertising. With the breakdown of confidence you decrease effectiveness which automatically decreases cost. And every one of us is concerned about us must be concerned about the situation; concerned even though individually you may feel that you are free from any fault of this kind.

Mr. Brockway concluded: "All of us in advertising must take the codes of ethics and principles of advertising off the wall of our offices, take them out of their frames and put them to work."

Cited by AAA’s Brockway

Upcoming

Jan. 14: BBA Research Advisory Committee meeting, BBA headquarters, Chicago.
Jan. 15: BBA Promotion Advisory Committee meeting, BBA headquarters, New York.
Jan. 18: Board of Governors, Canadian Broadcast Corp., Victoria, B.C.
Jan. 21: Canadian Copyright Appeal Board, Ottawa.

of the Dept. of Justice were frankly disclosed. It turns out that the NARTB General believed that he was conducting the job about as Mr. Truman had thought it should be done forthwith. Mr. McGrath inherited many assistants and a staff apparatus which he was most apt to part by his predecessors. The press was that same day permitted to say officially that "no change" in the status of the Attorney General was "contemplated."
all this and ...
...ROSEMARY CLOONEY, too

APS now proudly announces the newest shining star in the greatest array of talent ever assembled in a transcription library

Rosemary Clooney joins a great roster of great artists available to APS library subscribers from coast to coast. All of them were carefully chosen for popularity, for genuine talent, for guaranteed listener appeal.

Not the usual one-shot recording date...not the routine disc or two...but real continuity of performance...a dependable steady supply of fresh music...great depth of titles...that's the APS talent policy. The result is a sparkling library you can program from...a library no other can effectively program against.

APS
"the library that pays for itself"
Associated Program Service
151 West 46th Street, New York 19, N. Y.

Why pay for music you don't play? That's the reason so many Broadcasters use APS brand-new specialized libraries...smaller units taken from the famous APS full library...at prices from $19.50 per month (one year only).

* Number following artists' names on the reverse page indicate current number of selection by these artists in the APS library.
UN RADIO PLANS 250-CITY DRIVE

Details of a 250-city campaign to get 20 million additional listeners to United Nations broadcasts by June were announced last week by Dorothy Lewis, coordinator of U.S. station relations for UN Radio. She reported meanwhile that stations throughout the country have been devoting $12 million worth of time to UN programs annually for the last three years.

The new "UN Communications Campaign" is being sponsored by some 35 national organizations, each of which maintains an accredited observer at UN. Some 8,000 civic leaders in the 250 selected cities which represent all 48 states have been designated by the UN and are being invited by UN Radio to form local committees to aid the listener promotion project.

Kits containing background data and suggested techniques have been sent to more than 1,000 station managers in the 250 cities as well as to network officials and local committee chairmen. The kit offers material as well as tips for promotion through industry, organizations, newspapers and displays.

Assistant From NARTB

NARTB, it was reported, has agreed to cooperate in the campaign and the State Dept. is making its facilities available to reduce lists on UN broadcast schedules.

UN Radio noted that all five national radio networks currently are releasing daily or weekly UN broadcasts to "hundreds" of their affiliates and said an additional 500 stations carry a weekly transmitted program. CBS Television, ABC-TV and NBC-TV also carry programs from the UN General Assembly in Paris. A weekly news summary from UN headquarters is sent to 900 radio station news desks.

MUNROE TO LBS

Named V. P. for Sales

APPOINTMENT of Paul C. Munroe, radio, TV and advertising agency executive, as vice president in charge of sales and administration for LBS' New York office has been announced by Liberty President Gordon B. McLendon.

Prior to joining the network, Mr. Munroe was supervisor of radio and television for William Weintraub Agency, handling Dom' and the Kate Smith Evening Hour. He is a veteran of 22 years in the broadcasting industry, starting in radio in 1929 as an engineer at WJAS Pittsburgh.

He will headquarter at the LBS New York office, 509 Madison Ave. It also was learned last week that Ben Coleman, account executive with William H. Weintraub Co. for the past year, has been named LBS' sales manager.

MBS CO-OPS

Local, Regional Up 37%

LOCAL and regional sales of cooperative programs on the Mutual network increased 37% during 1951 to reach an all-time high: for the network, B. J. Hauser, manager of co-ops, announced Tuesday.

Figures show that network members made 1,345 program sales during the year, with 117 of these for five MBS "Star Entertainment" shows being supplied by Metro-Goldwyn-Mayer [B-T, Sept. 24, 1951]: Crime Does Not Pay, The Hardy Family, The Story of Dr. Kildare, The Gracie Fields Show, and MGM Theatre of the Air. Latter sales were made prior to starting date of the new MBS-MGM series, Dec. 31.

Network affiliates reported 987 sales of cooperative programs during the year, an increase of 37% during 1951 gives MBS more cooperative program sales than any other network.

The four leading co-ops are all news shows: Fulton Lewis Jr., now heard on an all-time high of 379 stations; Cedric Foster, broadcast by 197 stations; Robert Hurleigh, on 115; and Cecil Brown, 97. Gross sales of MBS network time previously had been estimated at $17,875,000 for 1951, representing a gain of 11% over the 1950 figure [B-T, Jan. 7].

WDAS Moves

WDAS Philadelphia, city's oldest independent outlet (it took the air in 1922), has moved to new quarters in the WDAS Bldg., 225 Arch St. Plans for location of the station's facilities on the two top floors were drawn up by Max M. Leon, WDAS president.

THE BEST ISN'T ALWAYS THE HIGHEST

Performance is still the test...in a circus...or a market!

Take the St. Louis Market! For 25 years KWK has been getting the plaudits from the crowds* and the time-buyers! The crowds, like the time-buyers, recognize performance!

*The St. Louis listeners of course!

Globe-Democrat Tower Bldg.
St. Louis

Mr. Waugh

Mr. Waugh, given added duties

IRVING WAUGH, WSM-AM-TV Nashville, has been named executive assistant to the president, John H. DeWitt, Jr., in addition to his duties as commercial manager. Mr. Waugh will assume many executive functions handled by Mr. DeWitt previously. Before joining WSM in 1941, Mr. Waugh served at WTAM Cleveland, WGH Norfolk and WDBJ Roanoke. During World War II, as WSM's war correspondent, he landed with an airborne division for reportedly the first broadcast from Japanese soil.

COLUMBIA PACIFIC NETWORK has 19% more sponsored quarter-hour programs now than at same time last year, according to announcement Jan. 7.

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THREE new appointments to the executive ranks have been made by WWJ and WWJ-TV Detroit. General Manager Harry Bannister announced that Wendell Parmelee (left), WWJ sales manager, has been stepped up to the newly created post of national sales liaison. James G. Eberle (center), former public affairs manager for WWJ and WWJ-TV, has been brought into the sales management fold. George P. Depe (right) is newly appointed as assistant sales manager for WWJ-TV.

**AGENCY CLINIC**

**Launched in New York**

By McCANN-ERICKSON

McCANN-ERICKSON, New York, last Wednesday held the first session of a world-wide "continuing" clinic of agency operations.

The clinic is in effect a recapitulation of information presented in New York last month by 135 men and women from key posts in the agency's foreign offices and affiliated agencies. It will be repeated in 18 weekly sessions of one hour each for the more than 400 new employees. In a few weeks, similar clinics will be started in Germany, Belgium, France, England, Mexico, Cuba, Puerto Rico, Colombia, Chile, Argentina, Brazil, Uruguay and 11 other cities in the United States where the agency maintains offices.

"This international clinic is helping to advance advertising as practiced in the United States to all parts of the world," Marion Harper Jr., president of the agency, reported. "It is not too much to hope that American selling techniques, which have helped to build our economic and social system, will benefit our neighbors in other countries."

Among the subjects to be discussed at the clinic are: Agency's history; it's world wide operations; responsibility for planning; how the agency views advertising recommendations; responsibilities of account executives; markets, planning, etc.

Also included in a speech by Alfred J. Scaple, vice president in charge of radio-television production, on "Selling in Television."

Mr. Scaple outlines three principles in selling TV: (1) Demonstrate, by showing the product; (2) keep the message simple; and (3) "the best salesmen in the world are people. In television, use a personal salesman to sell potential customers face to face."

As for the question of whether to use live action, film, or a combination of both for a product commercial, Mr. Scaple said, "there is no general answer to this kind of question... the answer depends upon whether the program is a live show, a film show or no program—but instead, on announcements. It depends upon the kind of product and the simplicity of the selling message. It depends upon how much money can be spent for commercials."

**SAAA ANNUAL MEET**

Set for Jan. 24-26

EARLE LUDGIN, Earle Ludgin & Co., and John M. Willen, Leo Burnett Co., both Chicago, will keynote the annual convention of the Southwestern Assn. of Advertising Agencies in San Antonio Jan. 24-26, Thomas Conroy, 1952 convention chairman, has announced.

The annual meet will be devoted to analysis of advertising copy trends, with Frederic Gamble, American Assn. of Advertising Agencies president, sitting in on panel sessions. Meetings will be held at the Plaza Hotel.

Mr. Ludgin will address a Friday (Jan. 25) meeting on "The Fatigue of Believability." Mr. Willen will talk on "Let's Not Get Lost in the Woods" at a noon session. Largest attendance in the history of the SAAA was forecast by Mr. Conroy.

**Top Cargo**

RADIOS, radio parts and other electronic equipment ranked foremost on the air cargo list compiled by United Air Lines for 1951. Machines and tools topped the list of commodities, surpassing out flowers which ranked first in 1950. Radio and electronics were second and fourth. Advertising display material also was among the first 10 items.

**NEW NBC POSTS**

Clancy, Kelley Named

APPOINTMENTS of Donald Clancy as supervisor of radio and television contracts for NBC and of William M. Kelley as radio station relations contact representative were announced last week by Carlton D. Smith, NBC vice president in charge of station relations. Mr. Clancy, formerly an ABC associate attorney, moved into his new post at NBC last Monday. A graduate of St. John's College and Law School, Brooklyn, he has served in the NBC legal department for three years.

Mr. Kelley, who has been supervisor of radio and TV contracts, takes over his new role after radio station relations contracts were announced last week by Carleton D. Smith, NBC vice president in charge of station relations.

**PROMOTION FEES**

FTC Asks Stoppage

THE FEDERAL Trade Commission last week questioned the practice of some firms granting advertising or promotional payments to buyers without making them available to other purchasers on equal terms.

A cease and desist order, directed at Carpel Frosted Foods Inc., Washington, drew a dissenting opinion from Commissioner William Scaple in connection with the interpretation of the word "broker" under the Clayton Act. Buyer in this case is District Grocery Stores Inc., a chain of supermarkets in 275 retail grocers which had received the special payments for prominent display in streeters and newspaper advertisements.

Conr. Mason said that if the promotion and advertising made DGS a broker, "then newspapers, magazines, billboards, radio and all other brokers are brokers." Even an advertising agency serving its store clients which is paid by the publication in which copy is placed would be so labeled, he added.

Conr. William A. Ayres said that payments for advertising and promotion services are not unlawful per se but in this instance violated the law because they were not made available to other retailers. Agencies which resell Carpel products in competition with DGS members. Brokerage question was not involved here, he said. DGS activities with its members were, however, equivalent to "the functions of brokers," he noted.

**MARKET BROADCASTS**

AN Agriculture Dept. survey shows that 1,212 radio stations present one or more market broadcasts daily. This represents an increase of 12% over the number a year ago. Some 1,203 stations are airing regular reports on livestock and livestock products, 592 on fruits and vegetables, 633 on grain and feed, and 36 on tobacco. In 1931, the first year market broadcasts, only three stations carried the reports.
YOU MIGHT WALK A MILE IN 6 1/2 MINUTES*

BUT . . .

YOU NEED THE FETZER STATIONS TO PACE WESTERN MICHIGAN!

Here are some of the reasons why WKZO-TV is Western Michigan's greatest television value—why WKZO-WJEF are Western Michigan's greatest radio value:

WKZO-TV is the official Basic CBS Television Outlet for Kalamazoo and Grand Rapids. It thoroughly covers a big Western Michigan and Northern Indiana 24-county area—which includes intensive primary service to Kalamazoo, Grand Rapids and Battle Creek—with a net effective buying income of more than two billion dollars. Further, a new Videodex Diary Study made by Jay and Graham Research Corporation, using the BMB technique, offers smashing proof that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana television homes than station “B”!

WKZO-WJEF are acknowledged leaders in their home cities of Kalamazoo and Grand Rapids, as well as in rural Western Michigan. BMB Report No. 2 shows that WKZO-WJEF have increased their unduplicated rural audiences tremendously over 1946—up 25.9% at night 46.7% in the daytime. WKZO-WJEF give unduplicated day-and-night coverage of more than 60,000 families in the Grand Rapids area alone! Best of all, WKZO-WJEF cost about 20% less than the next-best two-station combination in Kalamazoo and Grand Rapids, yet deliver about 57% more listeners. Write direct or ask your Avery-Knodel man for the whole Fetzer story, today!

* Michael Pecora walked a mile in 6 minutes, 27-1/5 seconds in New York City on February 22, 1932.

FETZER BROADCASTING COMPANY
AVERY KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
HADACOL ADS
Will Be Resumed Soon

A HEAVY SCHEDULE of spot radio will be added to the newspaper campaign planned for southern papers early this month by the Le Blanc Corp., manufacturer of Hadacol, now being reorganized under bankruptcy laws. Agency is Erwin, Wasey & Co., New York.

Move is result of year-end legal action in New York's Southern District Court, where jurisdiction over the Le Blanc reorganization, challenged by a group of southern creditors including members of the Le Blanc family, was established late last month. Milton F. Rosenthal, New York attorney named by the court as acting trustee in the reorganization, was subsequently approved as trustee and will supervise all ad campaigns.

Newspaper schedule will be augmented by spot radio as soon as new transcriptions are prepared. New campaigns will feature slogan, "You can't beat a product that's good."

Advertising budget will depend on availability of ready cash, Mr. Rosenthal said, a difficult thing to estimate since it will be controlled largely by court order. Comparing it with previous Le Blanc budgets, Mr. Rosenthal said it would be "atrocious" at the beginning, but if it was hoped that it would be expanded as business warranted. Expenditures will be divided about equally between radio and newspaper advertising and will be mostly in the South and Southwest. Corporation officials have not seriously considered television, as yet, he said.

Although a final list of names and radio stations, Mr. Rosenthal said, mostly in the South and West. Since Le Blanc creditors are divided into classes and dealt with as groups, it is difficult to decide anything for radio advertisers in particular, he said, but the more than $4 million owned by the Le Blanc Corp. of Louisiana and Maryland will be paid on a pro rata basis as that amount is collected.

Radio broadcasters previously had worked closely with Le Blanc officials, he reported, saying he anticipated their renewed trust in the corporation now that it is under different management. Some broadcasters have contacted the company already, he said, including "a major station in Cincinnati."

WTAM Local Sales
WTAM Cleveland reports that it sold 14% more local air time last year than in 1950 with resulting increase in time sales revenue. Boost was attributed by Eugene R. Myers, WTAM sales manager, to radio's continued effectiveness as a mass advertising medium in its competitive fight with other media.

J. G. HOYT (vi), account executive for KIST Santa Barbara, presents gift certificates and prizes to Edwardo Guerena, who has the distinction of being the father of the first child born in 1952 in Santa Barbara. Gifts were donated by local merchants. P. S.: It's a boy.

WTAR PERSONNEL
Changes Are Announced

APPOINTMENT of John Peffer as general operations manager with supervision over both AM and TV is one of organizational changes announced by WTAR Radio Corp., operator of WTAR-AM-FM-TV Norfolk, Va. The changes were effective last Monday.

Winston Hope, who becomes TV administrative assistant to Mr. Peffer, was replaced by Harold Soldinger as TV program production manager. Joel Carlson was appointed public relations director as a public relations director as a public relations director as assistant to Mr. Carlson. Mr. Carlson also will serve as WTAR-AM-FM program director, a post now vacant.

Bill Miller, former producer-director, was named stage and production manager. Campbell Arnox is president and general manager of WTAR Radio Corp.

KSDN to Join ABC

KSDN Aberdeen, S. D., will become an ABC radio network affiliate, effective April 1. Until that time station will continue affiliation with MBS. Owned by Aberdeen News Co., KSDN operates fulltime with 1 kw on 930 kc, under direction of General Manager Byron McEligott. Addition of KSDN brings total of ABC radio affiliates to 304.

WHIM Providence, R. I., has been presented an Award of Appreciation by the Rhode Island American Legion. Station Manager Bob Engels accepted a plaque on behalf of WHIM for outlet's cooperation in publicizing a veterans blood bank, instituted by the Legion.

CRASH COVERAGE

KQV, WJTN Claim Beats NON-SCHEDULED airliner that crashed 35 miles from Jamestown, N. Y., Dec. 29 and took the lives of 26 of the 40 passengers results in news beats for two stations—KQV Pittsburgh and WJTN-AM-FM Jamestown.

Within 20 minutes after receiving the first flash—and within 48 hours after the crash—KQV News casters Bill Burns and Herb Morris called the sheriff's office and tape-recorded survivors' list given by George Albert, who stumbled through the snow that Monday afternoon. Recording was immediately aired, KQV claims.

"At least one city desk, one AM station and the local UP bureau picked up the story" from the broadcast, the station asserted, claiming a beat for its newscast.

WJTN reported "finest" on-the-spot coverage in its history. When news reached the station before 3 p.m. Dec. 31, a bulletin was aired and News Director Jesse Price and Chief Engineer Harold Kratzert left for the scene with portable equipment. They recorded Mr. Albert's voice from a farmhouse by telephone. Mr. Kratzert arrived at the wreck site, where he voiced a commentary on tape, while Mr. Price talked with survivors.

Portions of the first interview were aired on ABC's Headline Edition at 7:05 p.m. The pair also interviewed a second survivor, Lt. William Bischof, playing back the tape on WJTN's Five-Star Final news program at 11 p.m. New Year's Eve.

CBB Vancouver becomes CBU this month when station goes on the air with new Canadian General Electric 10 kw transmitter on new 600 kc frequency, moving from 1130 kc.
WTIC—HARTFORD
discovers
disc recorders
are still
a must

Originally many stations across the nation thought that the advent of the tape recorder meant the eventual death of the disc. But, it didn’t turn out that way! Convinced of the continuing need for disc recording and faced with an increased load of disc work, WTIC—Hartford’s 50 kw station—decided to augment its disc equipment.

Having received 12 years of constant service from their PRESTO 8-A disc machines, WTIC naturally turned to PRESTO for its new equipment . . . two new 8-DG recorders, 92-B amplifiers and 160-B equalizers, along with a central console mounted between the recorders. Housed in its own studio, the new equipment turned out more than 400 recordings the first two months and is estimated to save the station $1,000 a year by cutting microgroove reference discs.

A wide range of WTIC activities, including agency program auditions, special gift records for VIPs appearing on the air, recordings of network programs originating at the station, as well as community service shows for other Connecticut stations, keep WTIC’s disc equipment turning almost constantly . . . proof that disc recorders are still very much in the spin!

RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter F. Downs, Ltd., Dominion Square Bldg., Montreal
DEFENSE CONVOY

"Alert America" Is Theme
PUBLIC information programs, communications, manpower recruiting and other vital topics topped the agenda of a three-day national civil defense conference held in Washington, D. C., last week.

Regional, state and territorial CD directors convened at the Wardman Park Hotel to chart the course for alerting America to the importance of individual preparedness in 1952.

The directors attended at the invitation of the Federal Civil Defense Administration shortly after the opening of the "Alert America" convoy at the Departmental Auditorium. FCDA authorities have accepted their public information campaigns, inaugurating a new series of radio programs on ABC Radio.

The need for resolving public complacency in civil defense also was pointed out by Defense Mobilizer Charles E. Wilson in his year-end report. He emphasized the value of communications and test exercises in key cities, terming civil defense "a kind of insurance against a real and present hazard."

Mr. Wilson cited the recent conference of communications experts from throughout the country who prepared recommendations, equipment standards, frequency requirements and other matters relating to development of communications networks. Phases of FCC's Comelrad and interim broadcast alert plans also were discussed [BT, Dec. 31, 1951].

Since last August, Mr. Wilson recalled, more than 60 test exercises have been held in such cities as New York, Washington, D.C., Philadelphia, Los Angeles, San Francisco, and Providence. In these tests, cities carry out plans and operations under simulated attack conditions.

The "Alert America" convoy, one of three slated to tour some 60 cities, is designed to point up the need for public know-how in the event of attack. The graphic multicolored exhibit stresses the American way of life and demonstrates various civil defense services.

Shows Radio Role
The communications display illustrates the role portable radio receivers would play in an emergency, and notes that a radio network "like NBC will link the nation in time of crisis. Two films—Survival Under Atomic Attack and Duck and Cover—were shown continuously last week. Participation of mobile equipment also is cited. Survival has been used by TV stations while the latter is slated for early distribution.

Each "Alert America" exhibit is housed in a 18-trailer convoy and will be taken to various cities by the Valley Forge Foundation.

The new radio series, Alert America, is tape-recorded for presentation on ABC radio each Saturday, 6:15-6:30 p.m. Some stations are airing the program delayed. Programs are designed to promote community CD organizations and feature top officials of Congress, FCDA and other government agencies. Series is expected to run 13 weeks from starting date of Jan. 5. Other civil defense radio shows also are in preparation, using the documentary format and spot announcements.

KBOX Reno, Nev., staffers complete field strength survey of performance measurements. In the jeep are Carl Pendergast (standing), KBOX engineer, and Jay E. Topp seated. consulting engineer of T&T Radio Measurements Co., Long Beach, Calif. Standing (back row, l to r) are Cecil Lynch, KBOX president-manager; G. A. M. Lynch, KBOX vice president, and John Bayer, KBOX commercial manager; (foreground, l to r) Harold Bowen, KBOX treasurer, and Ralph M. Brown, KBOX secretary.

FAUST APPOINTED
Is CBS Western Sales Mgr.


Mr. Faust previously had been assistant western network sales manager with offices in Chicago from 1945 to 1950, having joined CBS Radio network sales in 1941 after four years in local sales for WBBM, CBS-owned Chicago station. Prior to that he had been a display salesman with the Chicago American.

COMMUNICATIONS
New School Lists Topics

NEW SCHOOL for Social Research, 86 W. 12th St., New York City, last week announced that it will offer 18 workshops and courses in public relations and communications in the spring term, beginning Feb. 4. Workshops led by specialists in various fields are: general help held in the techniques of such subjects as films, radio, television and international broadcasting.

Courses are to be given in the field of Public Relations of which Benjamin Fine, education editor of The New York Times, and Charles Side Steinberg, assistant publicity director, Warner Bros. Pictures, are directors. Students meeting necessary requirements may earn a B.A. degree in public relations or they may qualify for a certificate of proficiency in public relations.
SELF-SUPPORTING AND UNIFORM CROSS-SECTION GUYED TOWERS

Illustration above shows five Truscon Steel Radio Towers operating for Radio Station WMAR, Nashville, Tennessee.
Send for 15-minute audition of Rhythm Rendezvous together with descriptive brochure — today!

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N.Y.

Western Sales Representative
Walter B. Davison
6087 Sunset Boulevard, Hollywood, California

Canadian Sales Representative
S. W. Caldwell Ltd.
150 Simcoe Street Toronto
2 magic names

Patti Page
Female Vocalist

Anthony
Name Dance Band

RENADEVOUS

gram of popular music staged in Club Rendezvous.
This 15-minute, 5-time-a-week show, complete with voice tracks by Patti and Ray, is smashing all records — IT'S MAGIC!
The HCL of Coverage

NOW THAT the networks are lined up for coverage of what is likely to be the greatest political show on earth, it's perhaps wise to figure the economics of the convention and election coverage. Generally speaking, the networks do not stand to make money on the election programming because of packaged sponsorships.

In evolving plans, there should be taken into account the situation of affiliates and of independents, who may tie into the networks for coverage. There are old-line local and national spot accounts, both radio and TV, to be accommodated—those that do not want to break the continuity of their schedules. Moreover, they don't want to be deprived of the bonus audiences that will accrue.

Consideration should be given to allowance of perhaps one-minute station breaks for affiliated stations. Or perhaps the programming should be arranged so that five minutes can be allowed for local schedules in each half-hour segment. What about ear-marking daily co-op features? This would permit stations to accommodate their regular accounts and recompense some of the revenue lost through preemption of station option time for the extraordinary coverage.

The story, of course, is the thing. In the past, station schedules as well as station executives have been affected by coverage of transcedental news. There's no telling how long the conventions will run. But both parties have been most cooperative and considerate of broadcasting requirements. We're certain that a coordinated plan can be evolved that will permit maximum coverage and, at the same time, protect both stations and networks against taking too onerous a rap.

Phonevisionaries

CLARENCE BUDDINGTON KELLAND, who has been writing fiction for the Saturday Evening Post, seems to be after Ben Bradlee's tenure as editor, is not above putting propaganda in his characters' mouths, particularly if it does not conflict with magazine policy.

In the Jan. 5 installment of a Kelland murder mystery there is more than half a column of dialogue advocating money-in-the-slot television. Mr. Kelland thinks it would be dandy if telecasters charged viewers for viewing and sold advertising.

"... Meter your programs and then sell the commercials to manufacturers on the basis of audience," Mr. Kelland's character says. "As the magazines sell advertising on the basis of audience, so should we. This will have to be a revolution if high-class television is to survive. Advertisers can't spend above a certain point."

We would let this pass without comment were it not for the fact that it seems to us part of a box-office TV campaign that is beginning to use the same lines.

A few weeks ago the Committee for Constitutional Government circulated a questionnaire so worded as to give unqualified approval to Zenith's Phonevision system and with it an attack on the networks. F. A. Baylis, the publicist in Zenith's employ, who has long argued that advertising can't carry the whole financial load of television. It is not unreasonable to suppose that when the questionnaires are returned, the Committee for Constitutional Government will announce that a survey of business leaders disclosed they favor money-in-the-slot TV.

In the U. S. Congress, Sen. William Benton (D-Conn.) has been applying pressure for subscription television at every opportunity and is supported in his position by another retired advertising executive, Ray Rubican, who sees it as TV's only salvation.

Oddly enough, the advocates of subscription television are of vastly different stripe and are supporting the principle for vastly different reasons. Sen. Benton and Mr. Rubican are thinking of it as a means of distributing cultural programs that might not otherwise be broadcast. Magazine people, of course, are interested in any project that will prevent the diversion of advertising funds into television. The Committee for Constitutional Government, on the surface, is in a rather ambiguous position since it espouses the cause of complete deregulation, but its interest in Phonevision may be explained by a friendship existing between Conmr. McDonald, president of Zenith, with one of its chief executives.

The point is that despite divergence of opinion on other economic points, a strange and not inconsequential assembly of subscription TV advocates is collecting. And those who believe that dime, quarter or dollar-in-slot television is not in keeping with the traditional U. S. broad-casting system had better begin to muster their arms if they don't want to lose the flight by default.

The Radio-TV Elections: II

FOR THE first time in history, a very large percentage of the U. S. electorate in 1962 will be able to actually see—at least on part of their sets—and in detail—the processes by which this country chooses its Presidents.

This fact transcends all others in estimating the effect that television will have on this and future Presidential campaigns and elections. We do not think it idle to believe that television may be a device that could profoundly change political procedure.

The first time that substantial numbers of voters will be able to watch the party nominating conventions, is to say they will be seeing the professional politicians select the candidates for whom the voters may vote, and the eventual television audience, observing these affairs but unable to participate in them, may find the experience frustrating. It is not difficult to foresee the resentment that would be aroused if, for example, a not too popular candidate was forced into a convention choice by the skilled pressure of his professional supporters.

Now we do not say that one such instance could lead to a revision of the historical Presidential nomination procedures, but it is quite possible that several clashes between the public and the political hack could. It is conceivable that the viewer might well request such political convention if enough voters demanded a direct voice in choosing the slates of candidates from which they could make their final choice.

Short of that possible revision in system, there is already a situation in which the admission of millions of votes to the party convention will create a somewhat more subtle but nonetheless influential effect. It cannot escape the attention of the party professionals that now as never before, the nominating conventions will be conducted in full public view. It may not be able to cast a direct vote for its candidates, but the electorate will be present and will eventually be heard.

In a sense, television will re-create the Town Meeting on a national scale.

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ROBERT MARK GRAY

"YOU'VE GOT to like what you're doing. You can't leave Saturdays and Sundays at your own time for enjoyment," says Robert Mark Gray, manager of advertising and sales promotion for Esso Standard Oil Co.

His office, located at the top of New York's Esso Bldg. in Rockefeller Center, indicates something of his approach to his job: It is informal and open, filled with—but not cluttered by—pictures, mementos and an old ship model. It looks like a home study, representing a balance between work and pleasure with the two combined in one room. Mr. Gray seems someone who has followed his own advice and enjoys his work.

Arriving at his present position by what he describes as "good luck, good fortune, some hard work and being in the right place at the right time," Mr. Gray got his start back home in Indiana. Born in Indianapolis on Sept. 21, 1904, he attended public schools there before going on to college at Indiana U. Indiana was followed by De Pauw U., the U. of Arizona, and the U. of Texas, where he worked on various campus publications and took principles. "It interested him, regardless of whether they led to a degree."

Deciding he wanted to go into advertising, he left college in 1928 to spend a year learning something about the mechanical trades of the field—displaying, engraving and typography. "I made $9 a week then," he recalls, "and doubt if I was worth it—even considering the value of the 1928 dollar."

He quit that job to go to work for an Elkhart, Ind., agency at $30 a week. "It was a small place where you had to do everything yourself, so at the end of eight months, I figured I had learned enough to go to a larger agency." So he went Chicago, "which I thought of then as the center of all the advertising in the world," he explains.

He joined Bailey, Walker & Tuttle as production manager and space buyer and later did a variety of jobs on the Howard radio, Montgomery Ward, Thomas Hair System and other accounts. His apprenticeship paid off in less than a year with a job at BBDO's Chicago office, where he stayed for 3½ years, working on various accounts, and then was transferred to its New York office.

While with BBDO, he worked first as an assistant account representative and later as copy writer and account representative on Westclox, Eversharp and A. E. Staff Milling accounts—as well as White Star Refining and other Socony-Vacuum affiliates. Early in 1954

(Continued on page 55)
In Washington, D.C.

WTOP-TV newscasts have larger audiences than those of any other television station.*

WTOP 31.3%
Station B 28.2%
Station C 14.1%
Station D 13.7%

*Telepulse, Dec. 1951 Mon. Thru Fri., average share of audiences for newscasts

WTOP-TV
THE WASHINGTON POST-CBS TELEVISION STATION
REPRESENTED BY CBS TELEVISION SPOT SALES
FIN ANTHONY joins CKNW New Westminster, B. C., as account executive.

LEW SARGENT, sales manager, WKXO Framingham, Mass., to WEIM Fitchburg, Mass., as general manager.


A. W. LEFLER, manager of sales service, ABC Radio TV Western Div., Hollywood, named account executive.

Mr. Sargent to WMCA New York in same capacity.

COL. WILLIAM MAYER joins ABC television staff as executive assistant to the vice president of TV program department [BTN, Jan. 7].

WILLIAM L. DODRILL, McDonough, Caperton, Shepherd, Goldsmith (insurance), Charleston, W. Va., to sales staff WKNA same city.

CHARLES W. TRIPPE, general manager, WDXB Chattanooga, to WWDC Washington as account executive.

MILT HIBDON, program and sales promotion director, KTRB Modesto, Calif., to Lincoln Dellar radio stations as advertising and promotion manager. Stations include KXOA Sacramento, KXOB Stockton, KXOC Chico and KDB Santa Barbara.

PERSONALS

RICHARD E. JONES, vice president and general manager, WJBK and WJBK-TV Detroit, elected to the board of directors of the Detroit Convention and Tourist Bureau. . . DONN B. TATUM, ABC Western Division director of TV, named TV publicity chairman of L. A. chapter American National Red Cross 1952 Fund Drive. . . ARTHUR HULL HAYES, CBS vice president in San Francisco and manager of KCBS there, appointed a director of the Redwood Empire Assn. for the coming year. . . WILLIAM SHAW, general manager, Columbia Pacific Network and KNX Hollywood, in N. Y. for conferences with CBS Radio executives . . . EARL WYNN, head of Communications Dept., U. of North Carolina and RHODA MABEL HUNTER of same department were married Dec. 27 at Chapel Hill, N. C.

F. C. SOWELL, manager, WLAC Nashville, elected president of Nashville Chamber of Commerce.

BILL REA Jr., owner-manager CKNW New Westminster, B. C., mad chieftain and given name Chief Ka-N Wawa, by Squamish tribe of North Vancouver. Honor was presented in appreciation for his interests in welfare of West Coast Indians. . . JOHN B. CRAIG, managing director, CKX Brandon, Man., elected president of Associate Chambers of Commerce at annual meeting. . . Capt. BEN MILLER, Radio-TV Branch, U. S. Army, father of boy, born Dec. 28. Mrs. Miller is former MARY FRANCES ZARBOCK, at one time with WTOP Washington publicity department.

GEORGE COMTE, because of his duties as assistant to R. G. WINN, stations manager of WTMJ-AM - TV Milwaukee, new post which he assumed last October, has discontinued airing the nightly 10 p.m. Today's Events broadcasts on WTMJ. His last program was Jan. 6. M. Comte had been heard on the show since it started in 1937, except for the time he was in service during World War II. Today's Events now is handled by PAUL SKINNER Monday through Friday and LLOYD PETTIT on Saturday and Sunday.

WILLIAM R. McANDREW, director of public affairs for NBC-TV, appointed to the Executive Committee on Employment of the Physically Handicapped by Chairman EARL H. GAMMONS, Washington vice president of CBS.

FRANK STANTON, CBS president, expected in New York this week from Mexico, after a short vacation.
JOIN THE 1952 MARCH OF DIMES

JANUARY 2nd - 31st

And use as many of the following programs as you can

Radio Shows
15-minute Electrical Transcriptions:

STARRING
Rosemary Clooney
Red Foley and The Cumberland Valley Boys
Eugene Ormandy and The Philadelphia Orchestra
Ray Anthony
Loretta Young—Basil O'Connor
Meredith Willson

PLUS
Live and Transcribed Announcements

Television Programs
16-mm. Sound Films - Various Lengths

STARRING
Lina Romay
Toni Arden
The Skylarks
Margaret Whiting & Jack Smith
Buddy Ebsen & Daughter Alix
Carolina Cotton

PLUS
3—20 Second Cartoons—Full Animation with Sound—plus 60 Second Announcements

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS
Franklin D. Roosevelt, Founder
120 Broadway, New York 5, New York

HOWARD J. LONDON
Director—Radio, Television and Motion Pictures
BEekman 3-0500

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LEE PHILLIPS, chief announcer, WTVJ (TV) Miami, appointed program director. LEE WALKER, traffic manager, named assistant program director, R. J. TROXEL, chief producer, appointed production manager.

BARON KEYES, lyricist and composer of songs on KECA-TV Hollywood's Cindy's Playhouse, to have original compositions put in book form for children by Edward B. Marks Music Co., N. Y.

DAN NORTON, ABC-Tele-Chicago operations director, and MARGARET LANDMAN, copywriter for Sears Roebuck & Co., are to be married in May.

Hazel Markel, woman's commentator, WDWD Washington and MBS, is author of "Etiquette for Service Weddings" in spring issue of Modern Bride magazine.

PHIL CHRISTIE, announcer, WLAW Boston, father of girl, Jan. 5.

HARRY BOWLEY, Walter Dales Radioscript, Montreal, to CNNW New Westminster, B. C., promotion dept.

DALE HOWARD, graduate of North-west Broadcasting School, Portland, Ore., to KDMA Montevideo, Minn. Other NBS graduates: DEL ORMAN, to KCOL Fort Collins, Col.; BRUCE FOUNTAIN to KOOC Salem, Ore.; DENNIS DEAN to KAPA Raymond, Wash., as announcer-salesman.

ART STANLEY, named program director, KCIM Carroll, Ia. DALE BARTON, sports director, to chief announcer, BILL MASON, staff announcer, to news director at same station.

CHARLES REEDER, production manager and music director, WING Dayton, Ohio, appointed program director. JAMES BENNETT to WING as production manager.

FRANK ALLAN, program director, WEAT Plattsburg, N. Y., to WLEE Richmond, Va., as announcer - disc jockey.

BETTY LAMM of King Kennedy, Beverly Hills (publicists), to CBS Radio, Hollywood, as photo editor and planner, national magazine. She replaces BERTIE CRANE, who moves to New York.

RAY SULLIVAN, KECA-TV Hollywood mail room, father of a girl, Lori Blake, Jan. 3.

TED COLLINS, producer NBC-TV Kate Smith Hour, to narrate series of film shorts to be produced by Pine-Thomas Productions, Hollywood, which will show American crack-barrel at various stages in history.

JOE HENIG, office supervisor, ABC Hollywood, to sales promotion.

HANK WEAVER, special events and sports commentator ABC Hollywood, named "TV Sports Commentator of the Year" by Southern California Sports Magazine.

MARVIN MILLER, announcer, NBC Radio's Railroad Hour, to portray prizefighter's manager in Paramount film, Military Policeman, starring BOB HOPE.

DAVID GREGORY, writer, CBS Radio Club 15, has collaborated on novelty song, The Boy With the Big Bag Pipe, with pianist Wally Wechsler, to be published in Scotland.

LARRY MONROE, staff announcer, WATS Sayre, Pa., called to military service.

ROBERT F. REYNOLDS, sports and special events, WJBL Detroit, to WJBL same city as associate sports editor.


Mr. Reynolds FRANK MATHEWS to WOA San Antonio as newscaster and magazine news editor.

MARK ROGERS and GRANT FOSTER, newscaster, Ewing Canaday news bureau chief, and PRISLY THOMAS, women's editor, WFAA TV Oklahoma City, appointed "Commodores" by Gov. Johnstone Murray in the Oklahoma Navy for their radio-TV public service work.

JULIA WORMSER, secretary to BOB LAWS, sales manager, ABC-TV Western Div., Hollywood, to promotion department as copywriter.

HARLAN JUDKINS, announcer-producer, KTUL Tulsa, moves to KFPM Fort Smith, Ark., as program director.


WILLARD WATERMAN, star of NBC Radio Great Gildersleeve, recuperating following appendectomy, Jan. 3. He expects to return for broadcast Jan. 16.

On All Accounts
(Continued from page 12)

SAM HAYES, newscaster on NBC West Coast Breakfast News, sponsored by Nestle Mills, awarded title of "network newscaster who made greatest contribution to travel in the West during 1951" by Jan. 11. Arthur F. Kelly, vice president, Western Air Lines, and Air Force Aan., board member, made award.

JOHN CLAAR, director, KTTV (TV) Hollywood Search for Girls and Coca Cola Pet Exchanges, to CBS Television Most Cortis Archer in similar capacity.

EDDIE TRUMAN, staff organizat-ion, ABC Radio, Hollywood, has written The Tavern Song, recorded and released by both Decca and Capitol Records this month.

WILLIAM J. HARDING, director, NBC Radio Dennis Day Show and ABC-TV Hal Sawyer Show, to ABC Radio, Hollywood, as director.

FRAZIER HUNT, news commentator heard three times weekly over Liberty Broadcasting outlets, completed a two week lecture tour of the Southwest on Jan. 11.

BILLY ELLISON, newscaster, WHBF Rock Island, III., father of boy, William David, Dec. 29.

LEE ZIMMER, announcer, WDEK Durham, N. C., joins ABC Radio, Hollywood, as announcer.

MARVIN HEADRICK, KECA-TV Hollywood engineering maintenance department, father of boy, Randall Marvex, Dec. 51.

CHARLES DAY, news director, WAGA Cleveland, father of fourth child, boy named Roberts.

E. WILLIAM MALONE, promotion manager, KRON-TV San Francisco, to resign Feb. 1. No successor has been announced.

JOE CONNELLY, writer, CBS Radio "On and Andy show, father of a girl, Marla, Jan. 1.

include Chevrolet dealers in three Southern regional; gas companies in two states, and numerous others. The Westinghouse account came to the agency after Mr. Lindquist had spent the better part of nine months studying the project, figuring rightly that NCAAD would pick an agency that knew its problem intimately.

Radio-TV directors have a real obligation to understand the client's point of view and objectives while retaining the station-network perspective, he feels. A good campaign is successful only when it adheres to highest standards of good taste in length and text of commercials, and in their spacing; when program content meets equally high standards of good taste and entertainment and is completely acceptable to its audience.

Mr. Lindquist has three hobbies at home-model railroading, photography, and motion picture photography, interrupted by careful scanning of TV programming to see what the other fellow is doing.
Our Respects To
(Continued from page 50)

Butler U., and the U. of Texas, where he is member No. 1. He also served during World War II as chairman of the advertising committee of District No. 1 of the Petroleum Administration for War.

Mr. Gray and his wife, the former Maryjorie Simmons Alspaugh, live in Greenwich, Conn.

"I used to have a boat on Long Island Sound," he remarks, "but sold it during the war. We hope to have another one sometime, maybe next spring."

Turns to Angling

Mr. Gray enjoys fishing and has angled for trout and salmon in the East. As an amateur historian of the War Between the States, he likes to visit the old battlefields to collect data on the subject. His other traveling has included a short business trip to Europe this past summer where, in addition to attending the World Conference on Advertising held in London, he had an opportunity to acquaint himself with Esso Standard advertising and sales promotion in England, Germany, and France.

WHBF EXPANSION
Staff Shifted, Enlarged

EXPANSION and reorganization at WHBF-AM-FM-TV Rock Island, Ill., has resulted in personnel shifts and additions.

Forest W. Cooke, program director, has been made director of all WHBF-TV production, operational procedures and TV programming.

Bill Ellison has been appointed news director succeeding Charles F. Harrison, resigned.

Dean Lierie has been transferred from the continuity department to radio sales.

Harlan Ralston, traffic manager, now is also in charge of radio programming.

Fern Hawks takes over as personnel director in addition to her publicity and promotion duties.

Additions to the staff include Shirlie Freeman, publicity; Elsie Hargreaves, receptionist; Doris Balzer, traffic; Dan Rafferty, news, and Fred K. Leo, public relations.

Hearing Delayed

HEARING on license renewal of WKOW Madison, Wis., has been postponed from Jan. 21 to Jan. 25, following pre-hearing conference in Washington last week between attorneys for station and for Atlass Amusement Co. and FCC Hearing Examiner James D. Cunningham [B-T, Dec. 31, Nov. 12, 1951]. At issue is the management contract station has with Atlass Amusement Co. and also questions whether WKOW got CBS affiliation after hiring firm headed by H. Leslie Atlass Jr., son of CBS Central Division vice president.

-Continued on page 51-
NEW REGION SET

RCA Victor Adds Eighth
ESTABLISHMENT of a new region for the RCA Victor Division, to be known as the West Central Region, with headquarters in Kansas City, Mo., has been announced by J. M. Olorizi, operating vice president of the division.

At the same time, Mr. Olorizi announced the appointment of Y. A. Kamin as manager of the new region, effective Jan. 1.

The West Central Region will include Denver, St. Louis, Omaha, Des Moines and Sioux Falls distributing area in addition to Kansas City distributing area.

Formation of the new region is based on the increasing growth of the Midwest as a market for RCA products, Mr. Olorizi said. He pointed out that the needs of distributors in this extensive territory can better be served with a regional manager located in Kansas City.

The establishment of the West Central Region raises to eight the total regional offices of RCA.

RADIO UNIT
Will Be Emergency Center

RCA has delivered to Philadelphia civic officials a specially-designed multi-channel mobile communications unit pictured below to be used as a coordinating center in the event of atomic attack or other disaster.

The unit is housed in a truck and is actually eight radio stations in one. It is capable of linking all Philadelphia police, fire, civilian air patrol, CAA and amateur radio communication facilities. It also can be tapped into the telephone system and used as an emergency telephone exchange.

With eight transmitters, it is equipped for use as a base station or as a mobile unit. The unit also boasts loudspeakers for controlling population movement, heating and air-conditioning systems, flood lights, various antennas and a 10 kw single-phase generator which can supply all power required for use of the equipment.


David S. Rau elected vice president and chief engineer of RCA Communications Inc. (B&T, Jan. 7).

C. W. Latimer, vice president in charge of engineering, appointed vice president and chief technical consultant.

Martin F. Shea named vice president of Auto Radio Division in charge of car radio manufacturing sales for Philco Corp.


Screen Writers Guild, Hollywood, appoints Cleary-Straus & Irwin, Hollywood, to handle public relations.


C.W. Latimer, vice president in charge of engineering, appointed chief technical consultant for RCA Communications Inc., Schenectady, N.Y.

Charles Michelenson Inc., New York, announces production of new portable Wagner-16 Micro Disc Recorder, model Pl6-450. Instrument will record and play back a full half hour of speech or music on each side of a single unbreakable 4 in. disc.

Sprague Electric Co., North Adams, Mass., announces production of a small feed-through ceramic capacitor for filtering leads passing through a chassis and which aids in the design and production of TV equipment.

RCA Tube Dept. announces latest in its series of "pencil-type" triode tubes capable of producing peak output of more than 1000 watts in plate-pulse service at frequencies up to 3000 mc.

Technical . . .

Jack Charles, chief engineer, Eber Albuquerque, N.M., to KVVO Cheyenne, Wyo. in same capacity.

Carl Pearl, publicity director, Air Features, to Columbus U.'s Engineering Center in same capacity.

NBFU Awards

Radio station, daily newspaper and weekly newspaper credited with greatest fire protection work for their localities during 1951 will be offered a gold medal and $500 in cash by the National Board of Fire Underwriters in its 11th annual presentation. Scrapbooks, records or other exhibits testifying to 1951 fire protection activity should be sent to Gold Medal Awards, National Board of Fire Underwriters, 80 John St., New York 8, by Feb. 15. Last year's winners, however, will be given second time, to KANS Wichita.

There are some 550 TV receivers in public schools in the Philadelphia area, with 75 more installations expected within the next two weeks. There is an average of 50 viewers per receiver and a potential pupil viewing audience of more than 30,000 students.

'SAM SPADE' APPEAL

Planned by Warner Bros.

Warner Bros. may appeal ruling of a federal judge handed down in the nearly three-year-old "Sam Spade" plagiarism suit against Dashiel Hammett, mystery novel author, radio, program packagers, and CBS (B&T, Jan. 7). Absolving the three of plagiarism charges, Federal Judge Wil- lidom ruled in early January that purchase by Warner Bros. of the author's Maltese Falcon did not give the movie studio future rights to "Sam Spade," central character of the book. Mr. Hammett under ruling, possesses right to use the character in whatever way he sees fit.

Gordon L. Files of law firm of Preston & Files, Los Angeles, representing Warner Bros., indicated to Broadcasting • Telecasting that appeal will be made. No action can be taken, however, until final judgment is entered. Warner Bros. then has 60 days in which to file its appeal, it was explained.

WEEU CITED

By NLRB Trial Examiner

FINDING of certain "unfair labor practices" is contained in an intermediate report by a National Labor Relations Board trial examiner on a complaint involving Hawley Broadcasting Corp., operator of WEEU-AM-FM Reading, Pa.

The report is based on a complaint filed by the American Federation of Radio and Television Artists (AFL) Sept. 19, 1951. The union charged that the licensee had refused to bargain collectively with it as representative of certain employees after November 1950. The findings were issued by Trial Examiner John H. Edie.

WEEU-AM-FM had held that a unit of station employees, excluding the program director and other employees, was inappropriate because continuity writers were omitted. Station cited the board's decision in a ruling on West广播ers Broadcasting Corp. last April.

Mr. Edie found that while the station had interrogated certain employees and thus posed the question of "interference," it had not refused to bargain in good faith. WEEU-AM-FM had cause to ques- tion the union in December 1950 when the union claimed only four announcers, he said.

Tests Script Series

Mrs. Esther Van Wagener Tuffy, veteran Washington re- porter, is covering the East for Time magazine as "The Duchess," has completed a year-long test of world news scripts, couched in "kitchen language" and aimed at women listeners. Three women have helped Mrs. Tuffy test her script service. They are Bettie McCall, WCAO Baltimore; Alice Anderson, WTHH Port Huron, Mich., and Beth Anderson, WMID Midland, Mich.
THE SPOT FOR YOU . . . is on feature films

FOOTLIGHT THEATER
6-6:50 p.m., Mon. thru Fri.
Participations on this top-rated early evening film show currently are sold out, but there's always room on the waiting list. Average daily rating of FOOTLIGHT THEATER is 16.2 (ARB survey, Dec. 1-8), while the closest competing program has a rating of 9.3.

CIRCLE FOUR ROUNDUP
4-5 p.m., Saturday
A Western film series block programmed with other leading kid shows (Cisco Kid, Safety Circus, American Youth Forum). CIRCLE FOUR ROUNDUP is available for spot participations.

CINEMA PLAYHOUSE
11:05 p.m., Sunday
Now available to one lucky sponsor, for presentation on CINEMA PLAYHOUSE, is a series of 18 brand-new, current feature films NEVER BEFORE SEEN ON TELEVISION, including 13 Alexander Korda productions—a truly outstanding buy.

BOX FOUR
11:05 p.m.-12, Mon. thru Fri.
With an average daily rating of 7.1 (ARB survey, Dec. 1-8), BOX FOUR is the highest-rated of three late evening film shows on Washington TV stations. BOX FOUR offers the advertiser a 3 for 1 value—sponsor identification at both beginning and end of the movie, in addition to the regular one-minute announcement.

FOR COMPLETE INFORMATION AND RATES, CALL YOUR NEAREST NBC SPOT SALES OFFICE OR THE WNBW SALES DEPARTMENT, REPUBLIC 4000.
COMING TO KECA-TV January 28

The AL JARVIS Show

Los Angeles Greatest TV Selling Attraction

3:00-5:00 pm Daily

Select Time Still Available. Place Your Orders NOW.
Phone Your Nearest ABC-TV Spot Sales Office:

LOS ANGELES
NORMANDY 3-3311

SAN FRANCISCO
EXbrook 2-6544

NEW YORK
SUSquehanna 7-5000

CHICAGO
ANDOVER 3-7800

DETOIT
WOODWARD 3-8321

ABC Television KECA-TV channel 7 in Los Angeles
CONTROL ‘WORKED’

Strict control of football telecasts by National Collegiate Athletic Assn. served to cut down TV's inroads into gate receipts, NCAA was told Friday as delegates prepared to vote in Cincinnati on a plan for continued supervision next autumn.

Main objection to a "middle course" plan offered Thursday by NCAA's Television Committee came from U. of Pennsylvania and Notre Dame but they appeared to have little support around the convention. Penn proposed a resolution calling for unrestricted live football telecasts.

First results of an impact survey conducted by National Opinion Research Center for NCAA were made available.

NORC emphasized that the NCAA control of telecasts had slowed up the declining trend in attendance, with colleges in TV areas suffering less than in 1950.

The TV Committee, headed by Tom Hamilton, Pittsburgh, and Ralph Furey, Columbia, based its report on a proposed experimental program for 1952 with these objectives:

To minimize the adverse effects of live television upon attendance at college and high school football games. To spread television, within the limits of such control plans as may ultimately be adopted, among as many colleges as possible.

To provide television to the public to the extent consistent with the first two objectives.

Other Recommendations

The committee also recommended that the 1952 television program be worked out by a TV committee appointed by NCAA. The new committee would also give consideration to the final NORC report when available in March and the plan would be submitted to NCAA membership for approval.

Also the recommendation was made that no NCAA member make any TV commitments for the 1952 season except in accordance with the approved plan. The committee declared, "We reject the urging of those who seek a complete ban on live telecasting. College football and live television can and will live side by side. Equally firmly, we reject the urging of those few who would return college football to un

Helped Cut Gate Inroads, NCAA Says

Thanksgiving and close of the season. Pittsburgh and Boston were selected for detailed study, and a representative cross section of approximately 500 football fans in each city were interviewed personally every week of the season regarding their Saturday afternoon and weekend activities. Seventeen colleges, coast to coast, conducted questionnaire surveys of their stadium audiences. Seven colleges used telephone surveys among football fans in home localities on Saturdays when a home game was being played. Seven other colleges used a mail survey among alumni and students. Game-by-game attendance reports were solicited each week from the 250 NCAA members. Seasonal attendance data from 1947 to date was requested from a cross section of 250 high schools all over the country, in order to get some indication of TV effects on this type of football attendance.

The NORC report to NCAA showed the restricted telecasting program slowed up the alarming decline which most colleges faced under unrestricted TV competition.

NORC showed figures to illustrate the basis for this conclusion. Overall attendance during 1950 was substantially the same as over all attendance during the normal or base period of the 1947 and 1948 free-television season. Overall attendance during 1951 was down about 6% from both base period attendance and 1950 attendance. This overall drop was due to the decline in student enrollment of over 10% and the general sports attendance fallout.

Different Opinions

Interviewed by Broadcasting • Telecasting, Messrs. Hamilton and Furey differed in their opinions of TV's future in college football. Mr. Furey contended subscription television will provide the final answer in five or 10 years.

On the other hand Mr. Hamilton (Continued on page 68)

'52 SET LINE

Market Soft at Chicago Unveiling

Estimated by the Radio-Television Mfrs. Assn. at between 4 and 5 million TV sets in 1952, the TV line includes both marques and in hotels throughout the city. Halli-crafters Co., Chicago, brought out a "150-mile" line of TV sets, which in the company's new TV models. Mr. Graver said the new sets will be listed at prices no higher than "most" other nationally advertised sets with TV alone.

Extras are housed in a cabinet the same size as a TV-only model. The full Admiral TV line includes 12 new models and 92 which were introduced late in 1951. The 17 in. picture tube, Mr. Graver said, will continue to be the most popular picture size in 1952, although he sees an increased sale of 20 and 21 in. sets also.

Admiral will produce 27 in. sets with a rectangular metal tube as soon as suppliers can furnish enough tubes, Mr. Graver also commented. Among other sets announced last week were these:

Six new TV receiver models were added to the RCA line, with initial shipment to begin shortly. These (Continued on page 68)

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THREATENED lawsuits against Red Channels and the New York Post, and hearings by representatives of Actors Equity and Television Authority, were late week results in a subcommittee against publishers of Red Channels, anti-communist publication he holds responsible for his alleged blacklisting long advertisers row. Another attorney for Mr. Loeb also ordered papers served Friday in $250,000 suit against the New York paper for an editorial it published referring to him.

The character actor also planned to appear Friday night before a TVA committee investigating blacklisting in conformity with a resolution, adopted during the TVA December Convention. Resolution condemned blacklisting of TV employees in any way unless the accused had proved a member of a subversive group and urged that fair hearings be held to consider charges. National Executive Secretary George Heller had announced TVA's proposed investigation Tuesday, and a committee of five TVA members and five alternates were named to interview the actor and suggest appropriate action to the TVA board. Committee members are Clayton Collier, Frances Reid, Ray Cook, Leopold Sachs, and Phil Foster with Sidney Blackmer, Betty Jane Keating, Alan Bunce, Lanny Ross, and Jerry Wayne named as alternates.

Had Appeared At Meeting Mr. Loeb had appeared Tuesday afternoon before a meeting of Actors Equity and its cooperative association, which afterwards released the following statement: "After hearing Mr. Loeb, this council requests TVA to take immediate and suitable action to secure for Mr. Loeb his rights as a TVA member, as pledged in the blacklisting resolution . . . ." The statement urged the cooperation and assistance. Equity passed the matter to TVA, it was pointed out, since the problem pertained to employment in television rather than in legitimate theater. American Civil Liberties Union also protested the Loeb dismissal in letters to TVA and Equity, signed by the society's attorney, ACLU executive director, and Mr. Loeb's chairman of National Council of Freedom for Democracy, who recently resigned from Playwrights Guild. Mr. Loeb stated he wanted to hire but had been blacklisted. The ACLU protest characterized action against Mr. Loeb as "one more instance of the growing trend toward making political opinion rather than competent performance the criterion for employment in the radio and television field."

In seeking a hearing, Mr. Loeb said, "I have never been and am not a member of the Communist Party but I am opposed to anti-communist discipline. I oppose communism in all its forms and I am heartily in sympathy with American principles." He said he has been on record to that effect for 10 years.

The trouble began Sept. 16, 1950, he said, shortly after he returned to Foodland and was assigned to the Goldbergs on CBS-TV, dismissed Jean Muir from a TV role in another of the series. The sponsor told actor, author, and owner of the Goldbergs, to take Mr. Loeb out of the cast within two days or it would drop the show. Mr. Berg then offered him $85,000 for the remainder of his five-year contract, Mr. Loeb reported, but he said he refused.

General Foods was reported at that time to have changed its policy, however, and retained both Mr. Loeb and the TV show until last June, "for business reasons" the show was dropped. In August, The Goldbergs was acquired for NBC-TV in an exclusive, long-term contract but a Feb. 14 telecast was never announced. Failure of show to appear was generally attributed to sponsor reluctance.

At week's end, Mrs. Berg was not available to say why she decided to drop the actor and resume the show, scheduled for 15-minute version at 7:15 p.m. EST Mondays, Wednesdays, and Fridays. Monday segment will be sponsored by American Vitamin Corp., Newark, with NBC reportedly negotiating with a food company for the two other sections. No replacement for Mr. Loeb was announced.

Through Ted Ashley Associates, the agent who, Mr. Loeb said, had made the $85,000 offer, Mrs. Berg promised an attempt to buy back his personal actor's contract was "absolutely never made" and that the contract has now expired. Mr. Loeb said he has two and a half years remaining in his agreement with Mr. Berg and that he intends to hold to the pact.

NEW STATIONS

OVER $700 million will be invested in construction of new TV station facilities alone in the next few years, NARTB President Harold E. Fellows reported at a luncheon address before the Federal Communications Bar Assn.

Mr. Fellows estimated that the end of FCC's television freeze may bring construction of 1,240 stations in this period. His estimate of total costs was projected from NARTB figures covering general many stations.

In addressing the FCBA's luncheon meeting Mr. Fellows attacked the Benton legislation for creation of a program censorship board of citizens. Hearings will be reopened by a Senate Interstate & Foreign Commerce subcommittee within the next two or three weeks, he said. The subcommittee will take more evidence from proponents of the bill and then hear NARTB and other opponents. He reminded that Chairman Edwin C. Johnson (D-Col.), of the full committee, is opposed to the Benton legislation along with a majority of the FCC.

FCBA stands in the first line of defense between the broadcasters and intolerable government regulation radio was heard Monday. Mr. Fellows said, urging the association to "join with us in our opposition to the Benton bills.

Radio, described by Mr. Fellows, as a "30-year veteran of the airwaves," has demonstrated its staying power and is still "the greatest mass medium of our era," he said, comparing TV's present problem with those that faced radio through the decades. Much of the NARTB's TV Code is based on the Canons of Professional Ethics of the American Bar Assn., he said, voicing surprise that many attorneys had anonymously described specific objections to the text of the code endorsed at Chicago last October by NARTB TV members [B+T, Nov. 5, 1951].

He invited FCBA members to suggest amendments for consideration by the Bar, he said. The FCC was given telecasting newsreel Board, charging they were "trying the case in the public press."

Fellows' 'IF-CC' PROPOSED citizen's program advisory group of Sen. William Benton (D-Conn.) would supplant the "IF" Board for the NARTB President. Harold Fellows suggested Friday in addressing the Federal Communications Bar Assn. The task force would mediate area sandwiched between the FCC and Congress, he said, performing duties he claims the FCC lacks personnel to perform and which the law states it has no right to do—program censorship. Mr. Fellows and Richard tribute to the late Louis G. Berg fight against efforts to impose censorship.

SALE OF two boxcars of Creme-O-Coco glasses after four TV plugs— that's the record made by The Granlund who made the announcements on his Hollywood Road to Fame over KNXT TV (Los Angeles. Happily unloading the second boxcar are (1 to r) Donald Breyer, vice president, Factor Breyer Inc.; Leo Kaner, sales manager, Globe Bottling Co., and Mr. Granlund.

FCBA ELECTION Scharfeld Is Named ARTHUR W. SCHARFELD was elected 1952 president of the Federal Communications Bar Assn. last week. He succeeds William A. Porter (Bingham, Collins, Porter & Kistler), who was elected the FCBA's delegate to the American Bar Assn. Elected first vice president was Fred W. Lohness (Dow, Lohnes & Albertson); second vice president, Vincent B. Welch (Welch, Mott & Morgan); secretary, John C. Spearman (Spearman & Roberson); treasurer, Charles F. Duvall (Fishier, Wayland, Duvall & Southmayd).

Mr. Scharfeld, who has served two years in the FCBA executive committee are George O. Sutton and Leonard H. Marks (Cohn & Marks). They were elected for three-year terms, succeeding Mr. L. Bar Crock (of Wheat, May & Shannon) and Ralph L. Walker (both Pierson & Ball). To fill the remaining year of John T. Quisenberry's term, the FCBA elected Clyde E. Bailey. Mr. Quisenberry had resigned upon leaving Washington. Remaining on the executive committee are Corwin R. Lockwood Jr. (Hogan & Hartson), Vernon L. Wilkinson (Haley, McKenna & Wilkinson) and Joseph F. Zias (Loucks, Zias, Young & Jansky).

New FCBA president was graduated from Harvard Law School in 1928, served with Federal Radio Commission 1929-30 and joined late Lou G. Caldwell in radio practice in Washington 1930-35, during which time he was the associate editor of the "Journal of Radio Law, published by Northwestern U. In 1936, he and Philip G. Loucks formed the firm of Loucks & Scharfeld which went 1948 Mr. Scharfeld opened his own law office. During World War II, Mr. Scharfeld served as a major in the Army.
SECOND round-the-clock survey of New York television programs was conducted by National Ass'n. of Educational Broadcasters last week when 25 monitors watched every program on the city's seven channels during the seven-day period ending Thursday night.

"We are approaching this study as social scientists," Dallas W. Smythe, professor in the U. of Illinois Communications Research Institute, who is directing the study, said Thursday. The monitors, all graduate students of social science, including Columbia U. or New York U., were instructed to take each program element, classify the show as to type, and write an objective description of program content. Editorial opinions were forbidden.

This year, special attention was centered on programs given top ratings by audience surveys, groups and by television critics, and closer analysis was made of all programs. In a variety show, for example, the function of the m.c. was listed as well as details like the time when he introduced the first act and the name, length and description of that act, Mr. Smythe said.

"We also plan to do a scientific job on studying kinds of violence shown on television programs," he added, asserting that his monitors would not be just counting murders.

Cost of the survey is estimated to be about $7,500, to be financed by a grant from the Fund for Adult Education, established by the Ford Foundation. Preliminary results will be issued Jan. 23 with a full report scheduled for April, and information is intended to serve the television industry, Congress, FCC, listener groups and groups interested in video and its development, such as schools and colleges.

This is the third city survey of video programming conducted by NAEB. First study was conducted in New York during the same calendar year a year ago, and second survey was made in Los Angeles last May.

Monitors worked from opening to closing of broadcast days, taking a half-hour break between two-hour viewing sessions to write their reports. Usually, watching until after midnight, one group was kept at their sets in the basement of the Biblical Seminary in New York until 3 a.m. by CBS-TV's "late show."

Roach Jr. Charged

CHARGE that he hired a writer to do script for a TV film which was released by R. & L. Productions theatrically, without additional payment to writer, will be aired tomorrow night (Jan. 15) when Hal Roach Jr., vice president in charge of production, Hal Roach Studios, appears before Screen Writers Guild grievance committee in Hollywood.

First action of this type by SWG involving a TV producer, it may set pattern for further actions of this sort, it was said. Grievance committee includes Morgan Cox, F. Hugh Herbert and Valentine Davies. Writer's name was not revealed for fear of future reprisals by TV film producers.

Roach Jr. Charged

Mr. Hylan has been with CBS since its graduation from Yale in 1937, when he was a member of the original apprentice group of college graduates selected for a six-month rotating course of training in various divisions of the network. He entered in CBS Radio Sales until he joined the Army in July 1941 and upon his return in November 1945 he was named assistant to the director of station administration. He moved into CBS-TV sales as an account executive three years later.

His appointment as eastern sales manager was announced by Fred M. Thrower, CBS-TV vice president in charge of network sales.

UNIONS

WTAR-AM-TV Files Test Case On Jurisdiction Problem

TEST CASE designed to avoid countless jurisdictional disputes among program department employees of TV and AM-TV stations is pending before National Labor Relations Board in a petition filed by WTAR-AM-TV Norfolk, Va.

Oral argument in the case was requested last week in a brief filed on behalf of WTAR by its attorneys, Elliot C. Lovett and J. C. Wells. Involved in the case is AFRA, which proposed to represent only about half the station program employees. Hearing in the case was held at Norfolk Nov. 18, following filing of briefs.

WTAR's petition contends that AFRA would carve out of 49 employees a bargaining unit consisting only of employees who speak, act or sing over the air and to bargain for such employees only to the extent they perform these specific functions.

According to WTAR, the question is vitally important to a large number of small but important combination radio and TV stations as well as TV-only operations which originate only a small percentage of the programs they telecast. Decision in the case, the station notes, will establish a pattern for collective bargaining in the industry and affect new TV stations to be granted when FCC lifts its freeze.

The Norfolk station contends the bargaining unit should include non-supervisory employees in the program department who, working as an integrated team, produce the shows carried over the radio and TV transmitters. The 49 employees involved each work in many types of functions.

Rigid departmentalization would require "a hodgepodge of collective bargaining units separating two or three employees" in a department from those in another department, it is contended, leading to countless jurisdictional disputes.

The station argues AFRA claims to represent only 12 of the 49 persons involved in "an appropriate bargaining unit."

AFM-FILM TALKS

Stated for Miami Jan. 15

REPRESENTATIVES of the American Federation of Musicians (AFM) and West Coast film studios plan to discuss a new contract at meetings in Miami, Fla., starting tomorrow (Tuesday), expiration day for present agreements.

AFM spokesman could not estimate length of the discussions, but said union officials hoped that they would conclude "fairly soon" although longer negotiations are possible since TV use of films, in which AFM musicians have never worked, may have to be considered. Prior contract expired Sept. 15, but had been extended to Jan. 15.

WOR-TV New York's new Television Square which was formally opened Wednesday. The structure, at 67th St. and Columbus Ave., was erected and equipped at a cost of $3 million [B&T, Jan. 7]. It houses in 48,000 sq. ft. the WOR-TV production facilities.

Opening program last Wednesday took televiewers on tour. Architect was Abbott Merkt & Co.; general contractor, Robert Glenn Inc., both New York.

January 14, 1952 • Page 61
...already KNXT has climbed

Nov. 1950: KTSL (KNXT) was CBS Television competitor.
Jan. 1951: CBS Television assumed control of KTSL.
April 1951: CBS Television shows moved to KTSL.
Nov. 1951: Telepulse reported on the new Channel 2.
Data on request.
Look what's up in L.A.! From fifth to first in '51! It's the success story of the year in America's second television market.

In the first Telepulse survey since KNXT moved to Mt. Wilson (with 10 times more power), the new Channel 2 is tied for first in average evening ratings throughout the week! And in average evening share-of-audience as well!

KNXT's viewing is way up, but KNXT's cost-per-thousand is down... down 18.5% since the start of the past year!

If you want to move up in the world in '52, there's no limit to where you can go on...

No wonder national spot advertisers have more than tripled their investment on KNXT during '51! KNXT is head-and-shoulders highest as Los Angeles' best television buy.

And if KNXT is tied, it's not tied down. The new Channel 2 is just starting as CBS Television's key station on the Coast!
In Vincennes, Indiana:
"We rely on WFBM-TV"

Says CHARLES C. ANDERSON
Nash Automobile Dealer
1201 Busseron Street
Vincennes, Indiana

"Vincennes is a WFBM-TV town"

Says JACK ARTHUR
FIRESTONE STORE
229 Main Street
Vincennes, Indiana

Historic Vincennes, Indiana, is a progressive, modern community today—as avidly interested in television as everybody else. And in Vincennes and Vanderburg County, Indiana, WFBM-TV of Indianapolis—well over 100 miles away—is the favorite station.

All of which is just another way of saying you get a whale of a buy on WFBM-TV. It's a far better than average buy just for the 192,500 TV sets installed in its 60-mile radius... and when you add the bonus thousands outside that radius, you'll agree it's one of the best "deals" in the country.

How about the advertisers you represent? Check the money-loaded Hoosier market. Indiana ranks in the first ten states, both agriculturally and industrially. That means high employment, AND high incomes. That's why WFBM-TV advertisers sell and SELL!

*Source: BROADCASTING-TELECASTING, January 14, 1952

First in Indiana

WFBM Radio Is First in Listening, Too!
* First in the morning! * First in the afternoon!
* and a GREAT BIG FIRST AT NIGHT! 50% more listeners at night than any other Indianapolis station.

* Hooper Ratings, February through April, 1951.

WFBM-TV
Channel 6, Indianapolis

Represented nationally by The Katz Agency
COLOR TV GRANT
WHAM-TV Testing NTSC

GRANT of FCC authority to broadcast color TV under the National Television System Committee standards last week makes Stromberg Carlson's WHAM-TV Rochester the tenth station cooperating in the NTSC tests which are due to run to March (B&T, Dec. 3, 1951).

WHAM-TV authorization was, as in the case of the others, for telecasts outside the regular broadcast day. STA was for 60 days from Jan.

Other stations with FCC authority to transmit NTSC color TV are NBC's WNBT New York (KE2XJY) and WNBW Washington (KQX2D), Philco's WITZ Philadelphia (KQ2XDT), Crosley's WLWT Cincinnati (KQ2XBO), Dumont's WABD New York (KE2XDR) General Electric's KE2XJX Syracuse, RCA's KCX2XAR and KCX2CY Bridgeport, Conn., and Zenith's KS2XBR and KS2XBS Chicago. Other manufacturers who are also testing NTSC color, with FCC authority unannounced, are Sylvania, and Hazeltine.

RCA announced two weeks ago that its NTSC color test would be continued on a regular scheduled basis through January. Signals emanate from WNBT New York and are picked up and rebroadcast from its Bridgeport UHF experimental stations (B&T, Jan. 7).

TEX. UHF BIDS
Oilmens Re-Apply to FCC

THREE Texas millionaire-oil men, in a partnership, filed applications with the FCC last week for two new UHF TV stations.

The trio, R. L. Wheelock, W. L. Pickins and H. H. Coffield, filed for UHF Ch. 23 in Dallas and Houston.

They already have applications filed for New Orleans and Corpus Christi, and, at one time owned KTLX (TV) (now KPHO-TV) Phoenix and KEYL (TV) San Antonio.

Last week marked the second time within four months that the group filed for TV outlets in Dallas and Houston. Last September they filed applications for the two cities, plus a UHF outlet in San Antonio (B&T, Sept. 10, 1951).

Shortly after filing the applications, however, they withdrew them, presumably because of a stipulation in the sales contract of KEYL (TV) which they had sold to the Fort Industry Co. The San Antonio station was sold for $1,650,000 in July (B&T, Aug. 6, 1951).

KTLX had sold several years ago to KPHO interests.

In Dallas, they seek visual ERP of 180 kw and in Houston an ERP of 182.5 kw visual. They estimate their Dallas station will cost $382,500 and the Houston station $382,500.

They expect expenses at each station, for the first year to be $140,000 and revenues at each outlet to be $300,000.

Ginka demonstrates slenderizing exercises with the help of her children, Robin (1) and Tamara.

WTMJ-TV's 'FIGURE FUN'
Slenderizes Women Viewers, Fattens Sales

A WTMJ-TV Milwaukee program, Figure Fun, is taking weight off women viewereviewers, and adding weight to the sponsors' sales receipts.

The show is telecast at 9:15 a.m. Monday through Friday. It features a slenderizer, Mrs. Krambo, D.O. (now KPHO-TV) San An-

Ginka is slenderized with the help of her children, Robin (1) and Tamara.

Once when her children appear on the program, Ginka's only assistants are Art Whitfield, who does the commercials and occasionally joins in the fun, and Bob Hert, who provides musical accompaniment.

R. G. Winnie, station manager, points out that Sid Stone, of Stone & H'Alloran, agent for both sponsors, often does cartoons for the show.

TECHNICAL BOOK

Fink Issues Revision


This latest book by Mr. Fink is a complete revision of his Principles of Television Engineering published 12 years ago. So much progress has been made in technical development that apparatus described in the first edition is now obsolete.

Television Engineering is designed to enable the technical worker to bridge the gap from familiarity with radio engineering to familiarity with video engineering. Knowledge of the elementary principles of vacuum-tube circuits and the processes of amplification, modulation, carrier transmission and demodulation is assumed.

The whole television process, from studio to receiver, is discussed in advanced terminology. Readers who have a sound technical background will find Mr. Fink's treatment lucid but this is definitely not a beginner's book.

LEFT: Ginka demonstrates slenderizing exercises with the help of her children, Robin (1) and Tamara.

RIGHT: Ginka demonstrates slenderizing exercises with the help of her children, Robin (1) and Tamara.

PEERLESS CHANGES

Sol Lesser Withdraws

PRESSURE of his motion picture production activities is given as reason for Sol Lesser withdrawing from Peerless Television which he recently organized with Edward Small to produce and distribute TV films and lease motion pictures to television.

Although no formal announcement was made, spokesman for Mr. Lesser said he was also withdrawing more than 20 feature motion pictures which were to be leased to television through Peerless. It was by "mutual agreement with Mr. Small" was explanation.

It is understood, however, that Mr. Lesser has definite television plans that will go beyond financial framework of his own production and releasing firm. He was to have revealed those plans next weekend, if out of the "talking stage."

Peerless, headquartered in New York, with George Shupert as vice-president, will continue to distribute the Edward Small feature films to television, it was said.

Although not confirmed, it is understood some 40 religious motion pictures produced by Cathedrals Films and purchased by Irwin Lerer, president of Peerless Pictures Inc., for release to television through Peerless, have also been withdrawn from that company.

MONOGRAM SUES

Century Suits $250,000

MONOGRAM Pictures and three officials of that company were named in a $250,000 damage suit filed in Los Angeles Superior Court last week by Century Television Productions. In the complaint, Century claims that it signed Wild Bill Elliott, cowboy actor, for TV film series in June 1950 and in an effort to get financial backing four months later showed a pilot film to Monogram executives.

The Monogram executives were identified as Bill Johnson, board chairman; Steve Broidy, president, and Scott R. Dunlap, at that time executive assistant to the president. No financial assistance was obtained, the complaint charged, but Monogram, knowing Mr. Elliott's previous commitment, "enticed" him into an exclusive contract with the movie company on Jan. 9, 1951, thus preventing him from completing his Century series.

Century Television also named Wild Bill Elliott as defendant in a separate suit, seeking $125,000 damages for his alleged breach of contract.

Exclusive five year agreement signed with Monogram Pictures placed Mr. Elliott in a position beyond his power to perform contract with Century, according to the complaint. The suit also was made that Mr. Elliott "in spite of the demands" refused to make himself available for television films and further breached his contract by signing with Monogram.

January 14, 1952
TELEVISION Spot Advertising Summary No. 9 was issued last week by The Katz Agency, station representative firm, showing the one-time film rates, daytime and nighttime, of all stations as of Dec. 1, 1951. Total cost for all 65 markets, based on the highest-cost station in each market, ranges from $7487.25 for one nighttime minute to $879.04 for a nighttime hour. Daytime, the range is from $3.814.05 for one minute to $21.825.50 for an hour. Average cost per market is placed at $118.85 for a nighttime minute, $636.73 for a nighttime hour; $60.54 for a daytime minute, $346.44 for a daytime hour.

Total cost for all 109 stations amounts to $16,042 for a nighttime minute; $84,430 for a nighttime hour; $7,652.80 for a daytime minute, to $2,533 for a daytime hour.

The summary also provides breakdowns on rates for five, fifteen, and thirty minutes; gives separate subtotals for the first ten, twenty, thirty, forty, and fifty markets (arranged according to number of sets), and lists set circulation by markets.

Skelton Close to Berle In Videodex Report

MILTON BERLE and Texaco Star Theatre was the most popular video show again for Dec. 1 to 7, according to the latest Videodex report issued by day. According to the research in Chicago. He ranked first in the number as well as percentage of television homes. Details of the network top ten follow:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Texaco Star Theatre (NBC) (61 cities)</td>
<td>81 9/2</td>
</tr>
<tr>
<td>2.</td>
<td>Red Skelton (CBS) (51)</td>
<td>66.4</td>
</tr>
<tr>
<td>3.</td>
<td>Bob Hope (CBS) (53)</td>
<td>47.4</td>
</tr>
<tr>
<td>4.</td>
<td>Ed Sullivan (CBS) (42)</td>
<td>47.4</td>
</tr>
<tr>
<td>5.</td>
<td>Comedy Hour (NBC) (Bob Hope) (56)</td>
<td>37.4</td>
</tr>
<tr>
<td>6.</td>
<td>Your Show of Shows (NBC) (58)</td>
<td>36.3</td>
</tr>
<tr>
<td>7.</td>
<td>Philco Playhouse (NBC) (56)</td>
<td>35.6</td>
</tr>
<tr>
<td>8.</td>
<td>Godfrey and Friends (CBS) (47)</td>
<td>35.6</td>
</tr>
<tr>
<td>9.</td>
<td>Your Life (NBC) (57)</td>
<td>34.9</td>
</tr>
<tr>
<td>10.</td>
<td>Desilu Theatre (NBC) (54)</td>
<td>33.1</td>
</tr>
</tbody>
</table>

**Television Device Aids Film Scences**

**TECHNIQUE** for reducing basic costs of TV film programs and commercials was reported last week by Television, New York, which said it has perfected a way to supply scenery around live actions of performers from within shooting equipment.

As many as 16 changes of scenery can be contained on one foot of specially processed film, it was reported, with resulting sets having characteristics of solid construction. Through Television equipment, scenery is provided in foreground or background areas around performers, although that equipment operates in front of the staging area in the manner of standard motion picture cameras. Original artwork of scenic designers reportedly is converted into an emulation form for use by Television within 48 hours, as contrasted to days of planning and construction time required for actual sets. Since the filming technique is said to be instantaneous during live action, prints can be available within two hours after films are shot.

Television service is being made available to TV stations and regional sponsors for use in local presentations, as well as to commercial packagers. Where a single sound track is used, it was pointed out, basic items of production cost are limited to raw film stock and talent.

**New KSTP-TV Rates Listed By Station**

KSTP-TV Minneapolis-St. Paul last week re-issued Rate Card No. 8, which became effective Jan. 1, 1952. Class A rates currently effective are one hour, $90; half hour, $54; minute or two second spot announce-ment, $180; station break, $90. Class B, one hour, $675; half hour, $405; minute or 20-second spot an-

(Continued on page 75)

**Weekly Television Summary—January 14, 1952—TELECASTING Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOE-TV</td>
<td>12,790</td>
<td>Louisville</td>
<td>WAVE-TV</td>
<td>117,983</td>
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<td>Ann Arbor</td>
<td>WOL-TV</td>
<td>73,441</td>
<td>Memphis</td>
<td>WVIT</td>
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<td>Atlanta</td>
<td>WAGA-TV, WSBV-TV, WATV</td>
<td>160,050</td>
<td>Brownsville, Tex.</td>
<td>XELD-TV</td>
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<td>Baltimore</td>
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<td>Montreal</td>
<td>WGBB</td>
<td>110,482</td>
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<td>Birmingham</td>
<td>WBBM-TV</td>
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<td>Miami</td>
<td>WTV</td>
<td>109,468</td>
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<td>Buffalo</td>
<td>WGR-TV, WKBV-TV</td>
<td>79,446.5</td>
<td>Milwaukee</td>
<td>WTMJ</td>
<td>97,464</td>
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<td>Bloomington</td>
<td>WTTV</td>
<td>125,000</td>
<td>Minn.-St. Paul</td>
<td>KSTP-TV</td>
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<td>Boston</td>
<td>WSBY-TV</td>
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<td>WJBK</td>
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<td>New Haven</td>
<td>WNHC-TV</td>
<td>212,000</td>
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<td>New Orleans</td>
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<td>New York</td>
<td>WASS-FCC</td>
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<td>Charleston</td>
<td>WTVF</td>
<td>547,760</td>
<td>Newark</td>
<td>WAXT</td>
<td>2,750,000</td>
</tr>
<tr>
<td>Charleston</td>
<td>WTVF</td>
<td>200,000</td>
<td>Oklahoma City</td>
<td>WKY-TV</td>
<td>97,560</td>
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<tr>
<td>Chicago</td>
<td>WBBM-TV, WGNV, WBBN</td>
<td>8,448</td>
<td>Philadelphia</td>
<td>WCAL-TV, WFL-TV, WPTZ</td>
<td>117,382</td>
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<tr>
<td>Cleveland</td>
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<td>KEYL-WOAL-TV</td>
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<td>Minneapolis</td>
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<td>Los Angeles</td>
<td>WLSM, WSB, WTOP-TV, WTVG</td>
<td>224,275</td>
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Total Markets on Air 64* Includes XELD-TV Television, Mexico

*Includes XELD-TV Television, Mexico

**Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap sets 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.
Patterson Plugs Proven on WHIO-TV!

Virginia Patterson takes turns selling the products of all participating sponsors during her hour-long, 5-mornings-a-week television show. Came a local china shop's turn not long ago with a special one-time TV offer (a bowl). One good Patterson commercial on the bowl sold 3000—and got orders for another 3000 that the shop couldn't fill. A not-too-significant example—but it gives you an idea of what happens when she turns her talents to foods, appliances, clothing, cosmetics and other products for other sponsors.

Virginia aims her show straight at the big WHIO-TV housewife audience she's known for 2 years—entertains them with songs, piano music, guest stars, product demonstrations, household hints and public service features. Virginia does the vocals, and she's got the background for it. She studied music at the Cincinnati Conservatory and voice at Chicago Musical College. She also played in musical comedy, worked with traveling stock companies, appeared in movies, sang as guest soloist with orchestras, pioneered on TV in 1932 experiments and worked in early radio. Her personality has her audience right where you want them—in front of their sets at 10:30 a.m. every day. Want to reach them with participating spots while they're sitting there in a buying mood? George P. Hollingbery Company representatives can fix it for you.
Control ‘Worked’
(Continued from page 58)
said subscription TV is only one of many solutions. Telecasting of games with lesser interest or areas having local games the same day would tend to lessen competition on local scenes, he said.
Sharply disagreeing with the NCAA’s position was Edward Krause, Notre Dame athletic director. He told Broadcasting: TELECASTING:
“We need restricted television because TV can help the overall college program. TV programming before and after games were approved last month by NCAA officials. Notre Dame classrooms. TV will not hurt smaller schools. I coached a small school and we merely changed the days of our own games if faced by competition from another school.
Plan Violates Law
“Our lawyers say this plan violates the anti-trust law. Furthermore, each school should be able to make arrangements without NCAA interference. We don’t know if TV hurts gate receipts or college football.
Teams have had a program of restricted TV during 1951 it is only right to try a plan of unlimited control during 1952 to give us restricted TV a chance.”
Tom McMahon, Atlantic Refining Co. official, cautioned NCAA members from rushing away from recommended practices. He said that national advertisers cannot give the same personal attention.
At the Thursday roundtable discussion, Francis Murray, U. of Pennsylvania athletic director, opposed the TV Committee’s proposal. After declaring it illegal in view of the government’s case against National Football League (see story this page), he said it is poor public relations and commercializes college events from a business tax standpoint.
Penn and N. W. Ayer, in a survey, found the decline in football attendance was due not to TV but other factors, he reminded. He urged colleges not to create any barriers to utilizing educational advantages of television.
Dean Charles P. Nutting, U. of Pittsburgh Law School, said he did not consider the NCAA plan illegal. Prof. Ralph Alger, Michigan Law School, said he did not feel NCAA was running any great risk in its TV program.

FOOTBALL CASE

LEGALITY of National Football League rules restricting telecasts of professional games will be argued within two months before Judge Allan K. Grim in federal court, Philadelphia. Judge Grim last Tuesday dismissed a request by the league to Dept. of Justice [B&T, Oct. 15].
Judge Grim said he wanted the suit come before more immediate cases as possible because of its “tremendous” public importance. He gave the league 45 days to file a reply to government’s case.
Final decision is expected to affect telecasting and broadcasting of all sports events, professional and amateur. The Tuesday dismissal will not affect television policies of National Collegiate Athletic Assn., according to Robert Hall, Yale athletic member and lawyer-member of NCAA’s Television Committee.
“Our case and that of the professionals are entirely different and this action won’t sway our thinking on the matter,” said Harry W. Harris, Associated Press. “If the suit comes out in favor of the professional league then we will feel we are given a free hand on our program since they are far more restrictive than we. If the NFL is found wrong, then our case, which is different and limited in its scope, will stand on its own merits. We have not yet been told by the government we are in violation of any laws.”

(JOINING ON PAGE 58)

Jack H. Harris

Suggests TV Sports Policy

COOPERATION of telecasters and colleges in place of the restrictive situation in college football is being urged back by Jack Harris, vice president of the Houston Post and KPRC TV Houston.
Mr. Harris was quoted by Clark Nealon, Post columnist, as urging that control of TV rights be returned by NCAA to individual colleges.
“A plan could be followed by which athletic directors, or business managers, and TV representatives could meet on Monday before a game in which television will be interested and set up an agreement,” Mr. Harris said. “In this agreement, the business manager, or athletic director, would make what he considered a fair estimation of the drawing power of the game.

Then the TV station could devote its resources to helping the ticket sale for the game reach that figure. When that figure was reached in sale of tickets then permission would be granted for telecasting. With such a plan I think we could help each other.”

KTLA (TV) Signs Two

A NATIONAL and a regional food firm are jointly sponsoring KTLA (TV) Los Angeles’ hour weekly Lawrence Welk’s Champagne Seafood Show (Chicken of the Sea Tuna Fish), Terminal Island, Calif., and Laura Scudder Food Products, Monterey Park, Calif., have signed 26-week contracts. Agency for Van Camp is Brisacher, Wheeler & Staff; agency for Laura Scudder is Rockett-Lauritzen, both Los Angeles.

CBS OPENS STUDIO

Converted Theatre Used

FIFTEENTH CBS television studio in New York was put into operation last week when the Fred Waring Show, Mel Torme Show and Death Valley Days were moved to Studio 61, located at First Ave. and 79th St., site of a former motion picture theatre.
Converted theatre was equipped with such-inch tube receivers, equipment as a cyclorama, which encircles the stage on parallel tracks one and a half times, and the largest CBS-TV studios ever constructed in use, with a handle 750 kw and divided into four segments for use separately or in combination. A precision floor, with a variation of less than one-eighth of an inch, was constructed and two large rehearsal rooms and six dressing rooms—each painted a distinguishing color—were added. Special large-size door to accommodate automobile-sized props, a maintenance shop, and two air circulating systems also were installed.

‘52 Set Line
(Continued from page 56)

included the Crafton 17-inch model and two 21-inch tube receivers. The Selfridge is the company’s first table model at this tube size. All models are designed for ready adaptation to UHF reception when available.

Philco Corp. announced a new model list, effective Jan. 4, comprising 19 new 17-inch and 26-inch receivers and a number of 21-inch tube receivers. The list is made up of table models, consoles and combination radio - TV - phonographs. The 21-inch picture tube offers 20% more viewing area than its 20-inch conventional tube.

New DuMont Line

New line of Allen B. DuMont Labs comprises six 21-inch consoles and six 26-inch console model. New features include viewing tubes with cylindrical face to minimize reflections from room lights. DuMont also announces price reductions from 10% to 15% on its 1952 line.

Bendix Radio displayed a new line of TV receivers, including a 20-inch rectangular tube console and a 26-inch tube size in the table model. New feature is inclined hill and its use in television tube and glass assembly to minimize reflections. Also shown was a new chassis which includes a new type tuner for both UHF and VHF receivers, to be used in subsequent models.

Ten new TV receivers, including four table and six console models, were unveiled by Westinghouse Electric Corp. Three-way radio portable also was introduced. Feature of TV sets is built-in UHF circuitry for possible single dial tuning of UHF stations, plus 12 regular VHF channels.
San Francisco has 3 TV stations. These stations give primary coverage of the San Francisco Bay Area and secondary coverage throughout Northern and Central California.

The leading San Francisco TV station is KRON-TV. This leadership is clear-cut month after month because...

- With the market's highest TV antenna, KRON-TV provides unparalleled "Clear Sweep" coverage
- KRON-TV presents the largest number of top-rated shows—more than the other two stations combined (Pulse and Tele-Que)
- KRON-TV attracts the most viewers in every audience segment—men, women, teenagers, children (Tele-Que - Pulse does not measure)
- KRON-TV serves the largest number of advertisers (Rorabaugh)
- KRON-TV offers the greatest percentage of audience... both day and night, and throughout the week (Tele-Que)

Check with FREE & PETERS for availabilities!

SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

Free & Peters, Inc. offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco
THE STUMPING PUPPET

Convinced Dayton’s Voters on Tax Needs

TELEVISION, successful salesman of such consumer-approved items as ironing boards and deodorants, has conquered a new and formidable opponent in Dayton. This two-faced opponent was public apathy to city reforms and resentment toward higher taxes.

Last fall, a “call to progress” committee was organized to get approval from Dayton voters on a $12 million bond issue and a 0.4 mill tax levy benefiting the public school system—and in an off-election year. The committee, comprising civic leaders headed by President S. C. Allyn of the National Cash Register Co., appointed Hugo Wagenseil & Assoc. to handle the planning and execution of the campaign.

The advertising agency recruited television to sell the product it sells best, and also ideas, in a way it does best, fast.

Mindful of the campaign objectives and the time limitation (voting took place Nov. 6), Mr. Wagenseil and his staff planned a seven-week concentrated campaign which would be climaxed the week of the election. Aiming primarily to “get out the vote” and outline to voters the issues, the agency decided to identify the television effort with the bond and tax proposals in the minds of children. It selected Kenny Roberts and Joe the Puppet as the vehicle for “commercial” riders.

Joe, The Puppet Presents The Issue

Joe, a puppet unrelated to any fictionalized character, depicted the bond issue appeal. He was subsequently used in every medium; radio, newspapers, billboards, transcriptions, circulars and car cards. To make the unknown puppet familiar, Kenny Roberts, former WLW radio and TV star, was hired to integrate his personality with that of Joe.

Kenny, with Joe, Muggsy, Joe’s pup; Jezebel, the mean, old cat of the neighborhood, and The Pun-tah, a magical character akin to an American-brand leprechaun who could out-miracle the other puppets, traveled from week to week into a new adventure filled with lures for imaginative youngsters.

Between acts of a visit to the wild west, a fight with pirates on the high seas, the excitement of exploring a cave or a haunted house, the bond issue messages were introduced to children, and through them to their parents.

Dayton’s two television stations, then transmitting to 215,000 sets, cooperated to give full coverage on the first locally originated program to be carried by both stations simultaneously. WHIO-TV originated the Saturday series from 10:30 to 11 a.m. from Sept. 22 through Nov. 3 and fed it to WLWD (TV).

Lincoln Scheurle, director of radio and television for the agency, supervised creative work on Kenny Roberts and Joe the Puppet. He co-authored the scripts with Margaret Leonard, while Shirley Farrell handled the puppets. Radio spots were produced by John Leonard and George Brenard, both of Hugo Wagenseil & Assoc.

Four weeks before the show took the air, Mr. Scheurle cleared time, contracted for Mr. Roberts and the puppets, and planned the prop, scenery and lighting requirements. Before the first show went on, the seven scripts and commercials were in detailed outline form, followed by a synopsis of puppet “business” so Lee Jason, WHIO-TV director, could check camera shots on all action.

Quick, Well-Timed Promotion Planned

Because of the seven-week limitation, the audience needed to be build “almost immediately.” Heavy promotion was scheduled, but all of it was controlled so that each hit the voters at the right time.

Newspaper advertisements plugging the show ran each Friday and Saturday, and a weekly mention in “TV Highlights” near the television show listings helped call more attention to the program. Retail stores throughout Dayton featured windows decorated with school bond issue and show promotion material. Kenny and Joe’s pictured adorned car cards in busses and trolleys.

Both TV stations gave 58 plugs to the series, and Joe was used in more focused newspaper campaign. Parents and teachers cooperated to make sure literature detailing the need for improved school facilities was distributed to homes.

After the first program, a card with Kenny and Joe’s picture and a comment on the crowded condition of the schools was distributed to 30,000 children, who were asked to show them to their parents. During the fourth show, the program started the Kenny and Joe Club. Children were given a letter to their parents, explaining the need for the bond issue and tax levy and asking them to sign the letter promising to vote. No instructions were given on how to vote, and no voting commitments solicited. When the child returned the letter, he became a club member. Membership was almost 100% among the school children.

In the final week, Kenny Roberts made personal appearances at more than two-thirds of the city’s public school children. He visited schools needing the most repair and expansion, and those where strong parent-teacher associations were working diligently to get out the vote.

In addition, the agency backed up its intensive efforts with radio spot announcements featuring Kenny and Joe asking children to join the club. Youngsters from the more needy schools, part of the studio audience, in air interviews told about what their schools needed. School conditions were described also by school teachers and principals in taped interviews.

After a hectic seven weeks, during which all Dayton became aware of the school situation, the show and promotion resulted in an overwhelming “sale.” The school bond and tax levy issues passed with a majority of almost 2 to 1.

BROADCASTING • Telecasting
CORRESPONDENTS ELECT

OFFICERS NAMED FOR '52

HOLLIS M. SEAVERY, director of Washington operations for MBS, has been elected president of the Radio-TV Correspondents Assn.

The association consists of accredited radio correspondents in the Capital.

Mr. Seavery, who was serving as vice president, succeeds William F. Shadel of CBS.

Martin Agrousky, ABC news correspondent, was elected vice president; Joseph C. Harsch, Liberty Broadcasting System's Washington correspondent, secretary; Richard Harkness, NBC news correspondent, treasurer.

Superior Committee members-at-large are: Charles R. Block, correspondent, KOMO Seattle and KGEZ, Albuquerque, N. M.; Richard W. Cason, correspondent, WINS, New York, and enters; Howard F. Costello, ABC consultant, New York; Charles E. Shutt, Telenews Productions, Inc., and Howard L. Kany, AP Radio.

MONITOR RULES

ARE EASED BY FCC

LIBERALIZATION of the FCC rules which permit stations (AM-FM-TV) to temporarily operate without certain monitors or indicating instruments was made effective Jan. 24, FCC reported last week.

The proposal was one of a series of measures contemplated by the Broadcast Bureau to cut down on its routine [B & T, Nov. 12, 1961].

Under the new rules, stations will be able to operate for 60 days without frequency or modulation monitors, plate ammeters or voltmeters, base current or common point meters for AM stations, and transmission line meters for FM and TV stations, the Commission reported.

Engineer-in-charge of the district in which the station is located must be notified, the new rules provide, and he is also authorized to extend temporary periods and to approve substitute equipment.

Up to now, stations had to get Commission approval to operate without monitors and indicating instruments. They no longer will have to do so. Requests for authority to operate without phase monitors will still have to be secured from Washington, the Commission said.

Four Year Scholarship

CONTESTANTS appearing on Original Amateur Hour (NBC-TV, Tuesday, 10-11 p.m. EST) before Dec. 1, 1952, will be eligible to compete for a fourth-year tuition scholarship offered by North Dakota Agricultural College through its president, Fred S. Hultz. Panel of judges consisting of university presidents will select as scholarship winner the contestant who submits best 200-word application.

HOOPER REVISES

Talent Cycle Ratings

TV PROGRAMS operating on a four-week talent cycle will be reported by C. E. Hooper Inc., New York, on a basis of four performances a month instead of two beginning with TV ratings service for January, it was announced Thursday.

Interviewing schedules to cover four-week cycles will be expanded in New York, Los Angeles, Chicago, Philadelphia, Boston and Detroit, thus filling a gap in program popularity ratings on talent-rotation shows, which previously were measured in those cities only twice a month.

Programs affected by the extended interviews include Colgate Comedy Hour in which Donald O'Connor and Harpo Marx, Abbott and Costello, Eddie Cantor, and an unannounced humorist participated, and All-Star Revue which features Martha Raye, Spike Jones, Jack Carson, and Jimmy Durante in sequence. The list also includes hour-long programs competing with such cyclical shows: Toast of the Town, Ken Murray Show, Jack Benny.

Ratings based on the expanded schedules will appear in the complete reports for the cities in which the interviews are conducted, in Advance TV-Home Hooperratings, and in the TV-Home Hooperratings Pocketpiece service to networks, agencies, and advertisers.

Rosenberg Case

HARRY NOVIK, WLIR New York, and Joseph W. Berg, American Newspaper Publishers Assn., were included on committee to appoint attorney and accountant to study the case, at the creditors meeting held Jan. 4 for claims to $500 or more to Arthur Rosenberg Co., agency which petitioned for bankruptcy last month. Next meeting will be held Jan. 22 at bankruptcy court. It was understood that at least $50,000 is due to more than 100 radio stations.

FILM RE-ISSUES

Planned by Holding Bank

IN an effort to recoup losses on loans to motion picture companies, Bank of America, Los Angeles, is negotiating with various motion picture-television distribution companies to re-issue 30 foreclosed films costing $25 million.

Conferences have been held with G. Ralph Branton and Harold Mirisch, vice-presidents Monogram Pictures and Allied Artists, to reissue the films theatrically with later lease to television through Interstate Television Corp., subsidiary of Monogram.

Quality Films, distributors of motion pictures to TV, has reportedly had similar conferences with Mr. Walker and bank vice-presidents Bernard Giannini and Tom C. Deane.

Security-First National Bank, Los Angeles, also took over eight motion pictures recently which had cost $8 million to produce.

In December, a WGN-TV advertiser wrote:

"The proof of your program has been shown by our retail sales...department stores and dealers as well.

As a result of your program, the department stores in Chicago were happy to run cooperative advertising, and the entire program has done a great deal to stimulate sales."

Here's proof again of the power of WGN-TV programs...and another reason why WGN-TV is your best buy in Chicago.

The Chicago Tribune Television Station

January 14, 1952 • Page 71
Peerless Television Productions, N. Y., producer of TV feature films, last week announced that sales of feature series during the last 10 weeks have passed the $500,000 mark.

George T. Shupert, vice president of Peerless, said contracts have been signed in Los Angeles, San Francisco, Salt Lake City, Dayton, Chicago, Atlanta, Cleveland, Philadelphia and Milwaukee for TV showings of 26 Peerless films including The Count of Monte Cristo, Kitz Carson, Last of the Mohicans, Coriscan Brothers, My Son, My Son and The Son of Monte Cristo.

Mr. Shupert left New York for Hollywood last week to confer with Peerless President Edward Small on production and distribution of additional series of special half-hour film programs. He said the company is also accumulating another group of feature films to be offered to stations and sponsors within the next few weeks.

—New members of State Dept. Foreign Service Institute and personnel returning from overseas see a kinescope of NBC-TV's Battle Report—Washington as part of their standard indoctrination course.

The film, telecast to the public Oct. 21, 1951, shows Secretary of State Dean Acheson answering letters and questions from American citizens on the aims and conduct of U. S. foreign policy. Copy of the program was made available by NBC at request of State Dept. officials shortly after the original broadcast.


Twenty-six-quarter hour series now in production, Watch Hollywood, features behind-the-scenes activity in motion picture production. It will be offered for regional sponsorship.

Another series of 26 nearing completion, The Little Revue, is a half-hour of songs, sketches and dances performed by "unknown" talent. Phil Shuker, writer for NBC Hollywood, is writer-producer.

—Times Square Productions Inc. has been formed to produce television and theatrical motion pictures.


Offices are at 145 West 45th Street, New York.

Production . . .

TCA Productions, Culver City, Calif., preparing 13 half-hour TV film series (as yet untitled), starring Bud Abbott and Lou Costello supported by Hillary Brooke, Sid Fields, and Joe Kirk. Shooting of comedy series starts Jan. 21 with Jean Yarbrough producer-director and Clarence Earlst production supervisor.


Tressel Television Productions, Chicago, is now located at 11 S. LaSalle St. Phone number is Finan-

Sales . . .

Ted Baldwin Inc., TV film packager and sales representative, Mannon Sound Stages Inc. and Mannon Productions of New York have signed contracts under which Baldwin company will act as sales representative for Mannon company, which, in turn, will produce Baldwin packages. First series for Baldwin organization will be Spotlight, U. S. A., fact-feature to be filmed as 52 15-minute programs, for local markets on syndicated film basis.

In explaining exchange of services, John R. Markey, Baldwin vice president, said plans are in progress for as yet untitled series, with stories based on cases taken from Travelers' Aid files. His company is also arranging for West Coast filming facilities, he added.

—Crosley Stations WLWC (TV) Columbus, WLWD (TV) Dayton and WLWT Cincinnati have signed for 26 feature films over 18-month period with United Television Programs. Toni Co., through Foote, Cone & Belding, both Chicago, will sponsor United's Fashion Previews on WDTV (TV) Pittsburgh for 52 weeks.

—United Television Programs to handle national distribution of Cowboy G-Men, half-hour TV film series produced by Telemount Pictures Inc., Los Angeles. Gerald King, UTP president, and Henry B. Donovan, Telemount president, to make decision concerning national or regional sponsorship. Seven of half-hour series of 13 films, starring Russell Hayden and Jackie Coogan, are completed and re-indered scheduled to wind-up by mid-February. Thor Brooks, film editor for series, promoted to director for last six films. [Film Report, Nov. 19, 1951.]


—Alexander Film Co., Colorado Springs, Col., announces new TV commercial productions for the following organization.


Film People . . .

TV pilot film starring Louella Parsons, ABC Radio Movieland commentator, was completed for the network last week. Film, wholly financed by ABC, was made by Film Craft Productions, Los Angeles, under direction of Richard Digg.

Soon to be screened for potential ABC-TV sponsors, it takes the viewer into Miss Parsons' home, to Hollywood's Ciro's and onto the lot of Universal-International. A dozen top motion picture personalities appear in the film with Miss Parsons, according to ABC.


—Joseph M. Callan has been appointed a vice president of King Studios, Chicago, to whom he has worked in sales since 1948. He is former manager of the band department of a Chicago booking agency.

EASTMAN FILMS

German is Distributor

FILM BUSINESS assets of J. E. Brubart Inc. have been purchased by William J. German, it was announced last week, with the organization to continue as distributor of all Eastman professional motion picture films—black and white for television and movies—under the name of W. J. German Inc.

Newly formed organization is headed by Mr. German, who has had a 34-year experience with the film industry began in 1906 when he joined the Eastman Kodak Co., Rochester. He left that city in 1921 for New York to manage G. M. Labs. in Long Island City, the Sen-Jac Film Printing Corp. and Paragon Studios and Labs in Fort Lee.

He became associated in 1922 with Jules Brulat, sole distributor of Eastman unexposed motion picture films, and two years later organized and became vice president and general manager of J. E. Brulat Inc., which took over sole distribution and sale of Eastman motion picture films. Upon Mr. Brulat's death in 1946, Mr. German became president of the two Brulat corporations in Delaware and California. Last summer of this year, purchased the assets and changed the firm name.

Mr. German also is director of Universal Film, Associated Motion Picture Industries Inc. and serves on advisory committee of Chemical Bank & Trust Co., New York.
OWNERSHIP LIMIT
No Early Action Seen

ALTHOUGH FCC was not commenting officially last week about NBC's petition to change the five-to-an-entity TV station limitation to five VHF stations, and permit additional UHF stations to be owned by the same companies [B&T, Jan. 7], it was learned that:

(1) Ideas have been received sympathetically, but the major asset, it is felt, is the exclusive of large TV groups would give UHF an incalculable boost throughout the country.

(2) No objections have been registered with the Commission, but some are expected—from smaller broadcasters and other potential TV applicants who feel UHF is their only chance to get to the multi-million owners in this field.

(3) Action on the NBC request is considered dubious before the final TV allocation is made sometime during February. Staff is completely immersed in allocations report. There had been some feeling months ago that if the Commission ever raised the limitation it should do so before the freeze was ended. This view didn't win enough Commission adherents, however, and the NBC petition is not expected to change the Commission's thinking on that score.

(4) Fact that the NBC petition did not contain a limitation recommendation for UHF has caused some FCC staffers to eye it askance. They don't believe there is any chance for the Commission to "buy" the NBC idea unless there is a limitation on the number of UHF stations a single entity would control—as well as the five VHF station limit.

Best chance of favorable action seems to be the FCC's avowed backing for UHF. If the Commission was convinced that the move suggested by NBC would have tangible results in getting limitations on the air and successfully operating, it is believed it would not be averse to lifting its five-station limitation.

Only adherent of such a change in the TV ownership rules is Comr. George E. Sterling. In a speech before the Armed Forces Communications Assn. in New York last November, he suggested that the networks be permitted to have "two or three" UHF stations in addition to their five VHF in order to get big backing for "superior" stations.

Wiedemann Buys
WIEDEMANN Brewing Co., Newport, Ky., has bought the Frederic W. Ziv TV film show, The Unexpected, for Cincinnati, Dayton, Columbus and Indianapolis. Series starts Mar. 1 for 62 weeks once weekly through Tatham-Laird, Chicago.

Population Key to TV Plan
(Continued from page 28)

below that are slated for rejection, it is learned.

Whereas the Third Report of the FCC, released last March [B&T, March 26, 1951], provided for 1,965 assignments on both VHF and UHF in 1,958 different communities, it is anticipated that the final report will accommodate more stations in the same number of communities in the U.S. and its territories—mostly in UHF. A portion of the 18 "flexibility" channels in UHF also will be used to accommodate additional stations [B&T, Nov. 5, 1951].

There will be an increase in the 608 VHF assignments (82 of them asterisked for noncommercial educational use) provided in the Third Report. The exact number, however, won't be known until the final papers are submitted to FCC. However, if mileage separations are reduced below the 180-mile city-to-city channel, a number—not substantial—of extra VHF channels can be expected to be added to some of the key U.S. markets where already there is TV service on the lower frequency.

Before final Commission approval, it will be necessary to clear any changed border assignments with Canada and Mexico. No difficulties are anticipated, however.

Late Comments Filed
FCC's action last week permitting KIST Santa Barbara to file late comments and evidence requesting the assignment of Channel 3 to Santa Barbara is considered significant with respect to the agreement with Mexico. Channel 3 had been deleted from San Diego and assigned to Mexicali last October [B&T, Oct. 29, 1951]. San Diego is about 10 miles from the U.S.-Mexico border and the distance to Santa Barbara almost 200 miles. The Commission also announced that NBC and other interested parties have until Jan. 16 file oppositions to the KIST request.

There is also evidence that proposals made by Allen B. DuMont Labs. [B&T, Aug. 20, 1951] are not being rejected outright. The Commission's acceptance of the 170-mile transmitter-to-transmitter mileage separation is one indication. It can be expected that other recommendations, mainly concerned with additional VHF assignments, are being fitted into the overall picture in population centers where it is feasible to include them without doing violence to other basic policies.

UHF is clearly possible that certain of the staff reports will reach the full Commission before the Feb. 1 deadline. It may be Feb. 15 before the Commission can get to the channel-by-channel assignment proposals. Barring complications, the Commission hopes to release the final report before the end of February.

A minimum of 60 days as a "waiting period" for the filing of new applications and for revisions of existing applications to conform with the allocation plan then will be announced, with a majority of the Commission determined that shall be no extension.

In its nation-wide plan, the FCC admittedly is dealing in the dark because of inadequate knowledge of propagation characteristics even in VHF in some areas (the Gulf and the Southeast). Because of the paucity of such knowledge, informed sources expect FCC to ask Congress for a substantial appropriation—probably $2,000,000—to initiate a research and developmental program, either independently, or in collaboration with other government research organizations. It wants to know what happens to coverage on the lower portion of the VHF (Channels 2-6) when there is full channel occupancy. And it feels there's much to be learned about UHF beyond that supplied by experimenters.

CBS TV Spot Sales

APPOINTMENT of Benjamin Margolis, contract manager of CBS Television Network Sales Service Dept., as business manager for CBS TV Spot Sales, was announced by the network last Thursday. George A. Kolpin, supervisor of auditing and accounting departments, replaces Mr. Margolis as contract manager.

Associated with CBS since 1932, Mr. Margolis served as accounting department supervisor prior to his recent position as contract manager. Before that, he was assistant to the controller, and executive assistant to CBS Television President J. L. Van Volkenburg when the latter was vice president in charge of network sales.

Mr. Kolpin has served with CBS since 1936 in the auditing and accounting departments, and was named supervisor in 1947.

Series to Proceed

DESPITE differences over TV rights to short stories and novels not covered by American copyright between 221 B. Baker St., Film Productions Inc., Hollywood, and estate of late Sir Arthur Conan Doyle, production plans for Sherlock Holmes TV film series will proceed. Fulton Brylawski, Washington copyright attorney retained by Producers Irving Allen and Cubby Broccoli, contends that if the proposed stories and novels were copyrighted, expiration date has elapsed [B&T, FILM REPORT, Dec. 31, 1951].

SONGWRITERS, Hy Zaret and Lou Singer have composed 13 jingles titled Little Songs for Living Longer for use in a safety campaign on ABC radio and TV. Songs deal with the danger of smoking in bed, jaywalking and similar hazards. The network is scheduling them at frequent intervals on and between radio and TV shows.

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in one way or the other with broadcast activities—Secretary's Office, with its Broadcast Division and Division of Engineering, the offices of the General Counsel, Chief Engineer, Chief Accountant, all of whom do much broadcast work.

Overall, the Commission had 791 Washington employees on its rolls at the beginning of the 1952 fiscal year. Today, six months later, it has 734—a cut of 7% between mid-Nov. 1951 and the beginning of 1952.

Examiners aren't the only bottleneck. Every hearing entails a Broadcast Bureau attorney and a considerable amount of engineering and accounting time. They live with the case before the hearing, through the hearing, and even after the examiner issues his initial decision; they have to continue with it—for oral argument, exceptions, possible court actions, etc.

**Must Be Processed**

And even before an application is set for hearing, it has to be processed. That takes staff—attorneys, engineers and accountants.

Talk of tightening up processing, using its staff more efficiently, gets a resigned shrug from FCC operating heads.

"There's a certain level of activity here," they say. "We're all busy now. If the TV rush means we have to take people off what they are doing now, then that will suffer.

"Remember, too, there are other things besides TV. We're getting needed right now about our AM processing line. We just can't pull people into TV without something giving."

This has made FCC staffers extremely conscious of every nook and corner. That is why suggestions on procedures, such as those already recommended by the Federal Communications Bar Ass'n, and others, such as the one of Jan. 19, 26, 1961 are being gone over sieve-like for ideas. Quick handling of applications won't be the sole criterion in setting up procedures, but it certainly will be one of the major ones, it is believed.

**One Sure Way**

In casting about for an answer to this discouraging outlook, FCC officials see only one sure-fire way of breaking out of the potential TV morass: more money.

One day two people will assail them, though. First, will the President, in the face of mounting defense expenditures and facing an economy-minded Congress ask for all the $8 million they need? Secondly, will Congress give them what the President asks for?

Thirdly, when will they get it?

They're sanguine about the President asking for what they want. They're a little dubious about Congress giving what the President asks, however. Last year, the FCC asked for $1,400,000 as a supplemen-

mental appropriation for increasing field monitoring and Connel projects and Congress turned it down flat (B&T, Aug. 27, 1951). And again, the history of Congressional appropriations for the FCC during the past four fiscal years has been relentlessly downward (see table).

They're not too happy about when they can expect the money, either. Last year, Congress did not legislate further appropriations until two months after the start of the fiscal year (B&T, Aug. 20, 1951).

A corollary of how much and when they can get the additional money is this: How fast can they get competent personnel and how long will it take to train them?

One further financial concern is theirs. Congress approved pay raises last summer. This added $500,000 to the FCC's budgetary requirements. Congress has not given the FCC a supplemental appropriation to cover this sum. If it doesn't before June 30, the Commission will have to meet this amount from its existing appropriation.

This black picture is admittedly based on FCC sources alone. There's no doubt that an efficiency expert could probably work wonders—but would the improvement bring things up to par? Most observers doubt it. The figures seem undeniable.

**TV CAMERAMEN**

**Basic Contract Planned**

NEITHER television film producers nor motion picture companies will get special concessions in wage scales or working conditions for cameramen from International Photographers Local 675 (PHO) (according to an executive board vote. There will be one basic contract covering craft for all film producers, regardless of costs or the medium supplied, it was revealed last week.

Alliance of Television Producers Ass'n, Independent Motion Picture Producers Ass'n, and Society of Independent Motion Picture Producers separately are asking for deals at variance with scale and working conditions on contracts currently being completed with major film companies.

With some major gearing to enter TV production, union's executive board felt it would not be fair to grant those companies more favorable conditions than their competitors, it was said.

New contracts with major companies which allow wage increases for cameramen are yet to be signed. Two provisions, involving travel time, are to be ironed out before final signature.

**HGAL-TV CONTROVERSY**

Power Boost Requested

PERMISSION to operate with full 500 kw transmitter power, improve its effective radiated power to 1.8 kw—and thus cover 54,337 more people—was asked of the FCC by WGAL-TV Lancaster last week.

Request was in the form of a petition for an exception to the FCC's Fifth Notice and a special temporary authorization. Exception was needed because the Fifth Notice limited transmitter output power increases for community stations to whatever was necessary to radiate not more than 1 kw. This is 277 kw in WGAL-TV's case.

Unique in the WGAL-TV case, petition stated, was the fact that it originally went on the air in May 1949 radiating 1.8 kw. When it was turned off July 4th, the freeze was on and its radiated power was reduced to 1 kw. Since it is one of only three community stations (the others are WNHC-TV New Haven and WDEL-TV Wilmingon) and that classification has been deleted in the proposed new TV standards, the Steinman-owned station stated that in the interest of fair play it should be permitted to go to the same full transmitter output as all other stations. It also pointed out that it would be penalized in constructed service area if co-channel and adjacent channel stations went to full transmitter output.

It admitted that increased power would incur a slight amount of interference" to the Grade B service areas of NBC O&O stations, WNBT New York and WBNW Washington, but, it declared, NBC had orally consented to the WGAL-TV proposal.

Commission proposes to change WGAL-TV from present Channel 4 to Channel 8. The station has agreed to the change.

**ST. NICK'S**

Sale May Presage Trend

OUTRIGHT ownership of sports events for telecasts on a national basis was indicated by a proposal put forth by St. Nicholas Arena, former boxing center located next to West Side New York studios of ABC, whose sale of the building to Webb & Knapp, New York Realty Company, was announced last week.

Although contract was reportedly signed some time ago, public statements were held until Wednesday when William Zeckendorf, former ABC board member who owns Webb & Knapp, announced it.

Mr. Zeckendorf became a director of ABC when the network acquired former riding stables on West 66th St. through him for use as video studios. His office reported that the network position last May. No successor to Mr. Zeckendorf on the ABC board has been elected.

Arena sales price was not given, but it was indicated that the property is assessed at $345,000, of which $260,000 is on the land.

The reality operator—who played a major role in acquiring land for the present U. N. site in New York—said that negotiations were "afoot" with both a major network and local stations for the arena, with the result that it might be used for sports telecasts by the broadcast nationally under direct sponsorship of television interests.

The two-story building, also located one block from WOR-TV's Television Square, is currently occupied by the St. Nicholas Sports Center under a lease which runs through September 1953 and contains a renewal option. The International Boxing Club promotes boxing there, renting from the Sports Center on a year-to-year basis, and occasional wrestling matches are held in the 3,000 seat arena.

Indicating that he has plans but no definite policy for operating the arena, Mr. Zeckendorf said, "we have no commitment to buy up the lease, but we have a very friendly understanding with the St. Nicho-

las Sports Center. At the moment this could be classed only as an investment, with future determination of specific use."

**KLAC-TV Sued**

CHARGING infringement on their original show, Anniversary Party, Byron Roberts and Joe Kogan, program packagers, last week filed $50,000 suit in Los Angeles Superior Court against KLAC-TV, General Manager Don Pederson and Dan Linden. The complaint states that a judgment in this case could be classed only as an investment, with future determination of specific use."
Berle Tops Nielsen December Report

IRREPROFUSE Milton Berle and his Texaco Star Theatre led the fictional Nielsen-ratings for the top 10 TV programs in a report released Jan. 4, covering the two weeks ending Dec. 8. Red Skelton captured runner-up honors and, percentage-wise, Godfrey placed third. The listings follow:

NUMBER OF TV HOME REACHED PERCENT OF TV HOME REACHED IN PROGAM AREA STATIONS

<table>
<thead>
<tr>
<th>RANK</th>
<th>Program</th>
<th>(NBC)</th>
<th>(CBS)</th>
<th>(ABC)</th>
<th>(Mercury)</th>
<th>(RCA)</th>
<th>(ABC)</th>
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<tbody>
<tr>
<td>1</td>
<td>Texaco Star Theatre</td>
<td>53.6</td>
<td>56.4</td>
<td>59.3</td>
<td>62.1</td>
<td>64.8</td>
<td>68.5</td>
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<tr>
<td>2</td>
<td>Red Skelton (NBC)</td>
<td>51.8</td>
<td>54.0</td>
<td>56.8</td>
<td>59.6</td>
<td>62.4</td>
<td>66.2</td>
</tr>
<tr>
<td>3</td>
<td>Godfrey's Scouts (CBS)</td>
<td>53.2</td>
<td>55.0</td>
<td>57.2</td>
<td>60.0</td>
<td>62.8</td>
<td>66.6</td>
</tr>
<tr>
<td>4</td>
<td>Fibber McGee and Molly (NBC)</td>
<td>44.2</td>
<td>46.0</td>
<td>48.2</td>
<td>51.0</td>
<td>53.8</td>
<td>57.6</td>
</tr>
<tr>
<td>5</td>
<td>Godfrey &amp; Friends (CBS)</td>
<td>45.3</td>
<td>47.1</td>
<td>49.3</td>
<td>52.1</td>
<td>55.0</td>
<td>58.8</td>
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<td>6</td>
<td>Texaco Star Theatre (NBC)</td>
<td>44.4</td>
<td>46.2</td>
<td>48.4</td>
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<tr>
<td>7</td>
<td>Godfrey &amp; Friends (RCA)</td>
<td>44.2</td>
<td>46.0</td>
<td>48.2</td>
<td>51.0</td>
<td>53.8</td>
<td>57.6</td>
</tr>
<tr>
<td>8</td>
<td>Your Show of Shows (RCA)</td>
<td>43.8</td>
<td>45.6</td>
<td>47.8</td>
<td>50.6</td>
<td>53.4</td>
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<tr>
<td>9</td>
<td>Fibber McGee and Molly (NBC)</td>
<td>43.2</td>
<td>45.0</td>
<td>47.2</td>
<td>50.0</td>
<td>52.8</td>
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<td>45.5</td>
<td>47.7</td>
<td>50.5</td>
<td>53.3</td>
<td>57.1</td>
</tr>
</tbody>
</table>

Copyright 1952 by A. C. Nielsen Co.

Early TV Show

Wins Baltimore Popularity

WBAL-TV Baltimore reported last week that its program, The Brent Guests Show, within 18 weeks after its first airing, has become "the most popular early morning television program in any of the 10 major cities in the country completely covered by American Research Bureau reports."

In addition, WBAL-TV continued, the survey shows that 9% of the TV sets in the Baltimore area are tuned to the program at least one day each week. The show is presented 9-10 a.m., Monday through Friday.

DuMont Move

OFFICES of DuMont Television Network in Chicago moved last week from the Palmer House to the Tribune Tower, 445 N. Michigan Ave. David Lasley is division sales manager.

SPECIAL CBS radio broadcast, My Best Five Minutes, will be presented 10-11 p.m., EST, Jan 27, in tape form. Entertain ment stars will tell what they consider their best performance. The show, with Don Shanahan anchoring, will be aired on behalf of the National Foundation for Infantile Paralysis.

Rolls Crooks Named

HAL ROACH Jr., vice president in charge of production, Hal Roach Studios, Culver City, has been elected president of Academy of Television Arts & Sciences, Hollywood, and assumes office at annual Emmy Awards dinner in mid-February. He succeeded Mike Stokely, head of Mike Stokely Productions and m.e. of weekly Pantomime Quiz on NBC-TV.

BARRING such economic upsets as a major war or excessive material shortages, there is no reason why the television industry cannot sell about 4,500,000 sets to the public during 1952. Frank W. Mansfield, director of sales research for Sylvan ia Electric Products, predicted last week.

Addressing Sylvia's national distributor sales department conference in Hershey, Pa., on Monday, he said the trend is toward a larger and larger percentage of sales for set replacement and a diminishing percentage for initial installation, with the change due to the market's rapidly approaching saturation. At the end of 1960, it was approximately 38% saturated on a national basis, he said, although 35% of the population was located where television development was slow. At the end of last year, almost 40% of the country reached an average saturation of 70%, he noted.

Concern shown by some industry members about the saturation point is based on the assumption that a saturated market is an exhausted market, he said, asserting that nothing is farther from the truth. "Market saturation will merely mean," he said, "that the number of sets sold for replacement will increase and initial installations will decrease. We have estimated a long term potential for initial and replacement sales ranging from 4,500,000 to 6,500,000 sets per year for many years to come.”

"If the TV station freeze is lifted," he added, "good television signals, now within reach of about 65% of the populations, will ultimately be extended to approximately 90% of the population."

SIR! the deadline is January 25

Forms close on that first, fabulous TELECASTING Yearbook Number on January 25. So there’s still time to get your reservation to us.

Your ad will go near your own listing. The book will go to every national and regional advertiser and agency of television importance—over 5400. Total guaranteed circulation is 16,000. A note or wire will hold your space.

the first TELECASTING • TELECASTING TELECASTING YEARBOOK

Published Mid-February
PATENT FILINGS

‘Misconception’ Cited

MISCONCEPTION of the intent of FCC’s proposed annual patent filing regulation [B&T, Dec. 3, 1951] is believed responsible for more than 100 requests for postponements that flooded the Commission and caused it to postpone the filing of comments until Jan. 31 [B&T, Jan 7].

It seems all patent attorneys in the country were alerted to the proposed rules by the National Patent Council, Gary, Ind. Members of the association wrote and wired the FCC requesting delay in order to study the proposed regulation.

Misunderstanding seems to be in determining who will have to file annual patent data proposed to be required. FCC Patent Attorney William H. Bauer stressed that the proposal only applied to communications or broadcast patent holders who also are rendering a communications or broadcast service under a jurisdiction of FCC. It was not meant to apply to a patent holder not engaged in communication or broadcast service under FCC’s jurisdiction, he pointed out.

Firms Under Proposal

Thus, these companies can be assumed to come under FCC’s proposed rule: AT&T, RCA, GE, Westinghouse, Philco, Stromberg-Carlson and DuMont among others.

Most of them have been voluntarily supplying the Commission with this information right along.

Also falling under this category would be CBS and Paramount Pictures, it was explained at the FCC. If CBS’ color TV system became widely used, it would thus become a patent holder of devices used in broadcasting and come under the proposed regulation. The same would be true of Paramount and its Lawrence color tube, it was explained.

As an example of a company not required to file, an FCC interpreter pointed to Color Television Inc., one of the three contestants during the color TV hearings. Even if its system had been chosen as the official TV color system, it would not be required to disclose patent data because it renders no communication or broadcast service coming under the jurisdiction of FCC.

FCC sources also stressed that the proposal has no reference to any case now under study at the Commission, nor is it proposed to use the information for any particular purpose.

ARNOLD MOSS, radio and stage actor, is starred in The Man on the Line, transcribed documentary program dealing with child care at home in school which American Optometric Assoc. is offering to all AM and FM stations without charge for broadcast during the first week in March.

D.C. ALERT TEST

Trial Declared Successful

WASHINGTON’s first test of its electronically-controlled air-rail warning system Jan. 5 was an unqualified success, thanks to all-out participation of radio and television broadcasting stations in the District of Columbia.

Cooperation of Washington’s radio-TV industry was reported by WWDC-AM-FM, which served as originating outlet. It piped the test signals to stations with interconnected and non-connected facilities.

Participation involved 17 radio and four video stations as well as two wired music program services in the area. Ross H. Beville, WWDC technical director and radio representative on the Communications Advisory Committee for the local Office of Civil Defense, coordinated technical operations.

All radio and TV outlets programmed and relayed four-minute air raid warning signals to all receivers in the area after picking them up from the command post. The WWDC fed signals to interconnected line stations and WWDC-FM to those without connected facilities. Washington Transit Radio Inc. aired the warning on buses and streetcars.

The public was not required to participate actively in the test, held from 12:08 p.m. to 12:07 p.m. The warning included visual, heard and radio signals, with all clear signals, with John Fondahl, OCD director, conducting the test and an announcer explained each.

The Washington system, reportedly the only of its kind now in operation, utilizes three frequencies. One connects the Command Center with high-power amplifiers activated by supersonic FM receivers, enabling the OCD director to address the entire District; the second permits communications between the command post and four network centers; and the third is reserved for special services (pack receivers, "walkie-talkies" and other mobile equipment).

ADV. EMPLOYMENT

AAAA Post-Test Survey

SURVEYED two years after they took American Assn. of Advertising Agencies examinations for advertising aptitude, one-fourth of the examiners answering indicated they have since found advertising jobs while another 42% work in allied fields.

C. Murray H. Gilliher,2 Marshalk & Pratt, chairman of the examination committees, reported that surveys of 1,002 people tested in 1949—none of whom was then employed in advertising—resulted in 403 answers, with 88 saying they are now in the field. Information about annual occupational tests—

Only One Station gives you the

BIGGEST AUDIENCE

in Mid-America

KCBO reaches 9.5% more radio homes than any other Kansas City station.* That's a big bonus. It means you get the best coverage of the e-x-p-a-n-d-i-n-g Mid-America Market at one low cost, using one station and one rate card. Call or wire KCBO for full details.

* A fact, proved by the continuing Conlon "Study of Listening Habits" in Mid-America.

NEGRO SURVEY

High Listenership Noted

A RADIO audience survey conducted among New York City Negro families showed a high rate of listening. The survey was conducted for WHON New York by Adverture Research.

Fortune Pope, WHOM president, commented, "It is very interesting to note that because of their high rate of radio listening, the Negro radio audience is far more important than population figures alone would indicate."

Adverture surveyed listening during the 11 p.m.-2 a.m. period during which WHOM presents After Hour Swing Sessions. Results showed that percentage-wise, radio sets in use among Negro families runs three to four times higher than set-in-use figures for all families, Adverture reported.

In all, the late listening of 600,000 Negro families within the city's five boroughs was noted for a full week.

It was further shown that 3 of every 10 Negro families interviewed own television sets, 2 of every 10 own automobiles and 4 of every 10 have telephones.

KLAC Signs Potter

PETER POTTER, disc m.c. with KFWB Hollywood for past 14 years signed a two-year contract with KLAC that city, which guarantees him $90,000 over that period of time, with an additional participating agreement on spot business. He takes over 22 hours of airtime weekly starting today. He succeeds Al Jarvis who shifted to KECA-AM-TV [B&T, Jan. 7, Dec. 31, 1961].
programs promotion premiums

ALERT AMERICA

THE first in a special three month series of programs entitled Alert America was presented January 5, 1952 in cooperation with the Federal Civil Defense Administration. The programs heard over the ABC Radio Network are designed to impress the American public with the need for civil defense. Alert America originates from Washington, D. C. James J. Wads- worth, FCDA deputy administrato- tor, and Mrs. John L. Whitehurst, assistant administrator in charge of recruiting 17 million volunteers, appeared on the premier program.

SPONSORS SAFETY SHOWS

YOUNGSTOWN (Ohio) Municipal Railway Co. will sponsor a series of child safety programs, Safety in Your School and Mine, over WKBN Youngstown. The half hour shows, tape recorded in class rooms and student safety patrol meetings, will consist almost entirely of discus- sions between pupils and teach- ers.

STATION GETS AWARD

WCTM-AM-TV Minneapolis has received an award from the Minne- sota State American Legion for outstanding school safety patrol work done last September when the station organized and con- ducted a state wide mass induction of more than 20,000 school safety patrol members. Charles Miller, director of radio operations at the station, accepted the award presented by Carl Espehent, Legion commander.

FARM PROMOTION

WTAG Worchester, Mass., promoted its Farm Round-Up show at annual Union Agricultural Meeting held last week in Worchester by recording and playing back voices of those who visited exhibit. During the week, show originated from the meeting.

EILEEN CHRISTY SHOW

NBC Pacific Network's Eileen Christy and Company replaced Charleen Hawkes and Company as weekly Sunday half-hour show, Jan. 6. Miss Christy, film starlet and 1935 Atwater-Kent award winner, Robert Armbruster and NBC orchestra, feature different guest soloist each week. Howard Willey is producer-director and John Kraft is writer.

NEW QUIZ SHOW

WERE Cleveland introduces Turn The Tables, a quiz show giving listen- ers a break. Quizmaster Tom Edwards lets them ask him the questions. Participants write in giving name, phone and time they would like to be called. All those who stump him on a question get tickets to a local movie.

PRODUCT PROMOTION

CROSLEY Broadcasting Corp. has launched a merchandising cam- paign with the distribution of 5,000 display kits featuring products ad- vertised by Crosley's WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. The kits, containing 65 product posters and two headquar- ters' type window streamers, were sent to grocers in Ohio, Kentucky, Indiana and West Virginia.

SPONSOR HONORED

MASSACHUSETTS' Chiefs of Police Assn, last week awarded a cer- tificate for outstanding citizenship to Cott Bottling Co, Boston, spon- sor of Public Prosecutor Cott Crime Club a program seen week- ly on WBZ-TV Boston. Morris Sil- ver, president of the company, and Henry R. Silver, treasurer, accept- ed the award presented during the program Jan. 5.

PROGRAM EXPANDS

KTVV (TV) Hollywood, Come Into the Kitchen, Monday through Fri- day show, started as half-hour, then three-quarters, ten hour, and now will be an hour and a quarter twice weekly. Monday, Wednesday and Friday will remain hour. Freda Nelson and Ed Reimers con- duct program.

'CORLISS' ON TV

CBS-TV Hollywood, Meet Corliss Archer, weekly Saturday show, 8:30-7 p.m. (EST), begins Jan. 19. Format adheres to CBS Radio and last summer's TV version. Eugene Sanders plays title role, John Clark directs, Helen Mack produces and Hal Hudson supervises production.
Materials

(Continued from page 28)

ranging generally from 60% to 65% of average base period usage for all materials, except lugging percentage for each, in this quarter (B&T, Nov. 26, 1961).

TV set output last year generally was 30% below that of 1960, while radio output was relatively stable compared favorably with 1960. It's difficult to interpret the general 15% reduction for set output, since up to now, figures are based on allocations for first-quarter of 1962. Conservation techniques pose an intangible factor, as does the degree of military needs.

Radio-Television Mrs. Aas, in terms of actual set data, places radio set production at roughly 12 million and TV over 5 million the past year, on the basis of figures compiled for the first 11 months of 1961 (B&T, Jan. 7).

The cutbacks will obtain equally for commercial broadcast equipment, such as transmitters, steel towers, and the like. Self-certification for minor quantities of materials is permitted and manufacturers are still turning out towers.

Indirect cutbacks may also be expected through priority channeling of components for military equipment. And there's still little prospect that NPA will lift or modify its ban on color TV equipment manufacture (B&T, Jan. 7).

Electronic products are being spotlighted at the trade press conference last Friday also were pointed up in Defense Mobilizer Wilson's quarterly mobilization report. He made these points:

* "We have now entered the period of severest 'pinch' in the allocation of critical materials... The outlook for the remainder of the year (1962) is not fully clear, but we can be sure the 'pinch' will continue into 1953."* *Radio production, on those which may occur over the next few months, can be traced less to shortages than to problems of design, testing and modification."* *"Interuptions in the flow of vital components for military equipment products also resulted in some delays in military production in 1951."* *The base period (average of the first two quarters of 1951) was one of very high consumption of metals in consumer durable goods... Most consumer durable goods will still be produced at 1947-1949 levels..."* *"Allocation controls imposed in 1951 on materials (nickel, cobalt, tungsten, etc.) are being continued."* 

Producers of radio-TV sets and other goods now are getting about 65% of steel and little more than one-third of aluminum and copper used during the base period, Mr. Wilson noted.

In the case of radio and television receivers, Mr. Wilson said, output may be only slightly less during the first quarter of 1962 than for the last quarter of 1951, according to his estimates. Even so, radio-TV production will remain ahead of 1947-48 "growth" levels. Biggest slump was recorded in the third quarter of last year, he noted.

Mr. Wilson observed that satisfactory substitutes can be found for nickel in many instances and that industry has "been successful" in replacing aluminum for copper in electrical equipment. Much copper originally earmarked for electrical conductors may be released for other purposes as a result.

"In facing manpower, the Defense Chief reported that during the last nine months rising employment in defense industries has been "largely offset" by contractions in consumer goods production. "Both employment and hours fell off sharply in industries producing... refrigerators, radios and television sets, in many cases to well under June 1960 levels," he said. Spot shortages of skilled labor are likely to "occur more widely" during 1962.

Mr. Wilson also reported that relaxation of Regulation B on installment buying has resulted in a moderate credit rise after a sharp fall earlier in 1961. Restrictions were relaxed on the purchase of radio-TV receivers and other household goods.

Conservation of scarce raw materials emerged last week at a meeting of a loudspeaker manufacturers industry advisory committee with NPA officials. Government authorities indicated possibility of a limitation order involving weight of permanent magnets used in standard sizes of voice coils in loudspeakers. Such a step is necessary, industry members agreed, to "meet expectations in nickel and cobalt allocations.

The industry group reported these conservation practices: redesigning of speakers to save 35% of steel and 45% of magnet weight; switch to electromagnetic speakers in TV sets and auto radios; and use of a permanent magnet type.

Magnet inventories are about normal, with radio-TV receiver makers cutting once large backlogs of loudspeakers to normal levels. The industry produced about 20 million units last year, with less than a million going as replacement speakers. Some 15 million will be turned out in '62 for radio-TV sets, phonographs, public address and auto radios, it was estimated.

NPA advised the committee that a limited supply of aluminum wire is now available to radio manufacturers. Scarcity copper wire in electromagnetic speakers, though use of this wire would require doubling the steel in field coil structures.

STRIKE THREAT

"Storm' Pay Is Requested

BITTER snow storms in the Sierra mountains in the past fortnight have brought a strike threat from telephone maintenance men at remote mountain-top stations. But telephone officials said there is no immediate threat of interruption in transcontinental TV transmission.

The Independent Order of Repeaters and Toll Testboardmen at Reno, Nev., and San Francisco, Calif., said they would not maintain isolated relay stations during severe storms unless guaranteed pay for time lost due to the storms.

Spokesmen for the union said the Bell Telephone Co. has refused to pay the maintenance men for periods beyond regular working hours during which they are stranded at remote mountain-top stations. They said that several times in recent storms work crews have been stranded for days and longer while out on jobs at the stations.

Pending Settlement

"Until this dispute is resolved," a union official said, "we will decline to perform maintenance where a reasonable possibility exists that we will be isolated and unable to return safely upon completion of maintenance duty."

About 60 maintenance men are involved in the dispute in Nevada and other unions in California, Utah and Wyoming are considering similar referrals to work.

Telephone company officials called the refusal to work "unreasonable" and said the company has been willing to discuss the pay issue from the start.

Roy Buell, division manager of the Pacific Telephone and Telegraph Co. at San Francisco, said the matter of payment for time lost by workers stranded in storms is "under active consideration and the union has been so informed. Under the agreement the union's threatened action of refusing to give service is ill considered."

All of the isolated repeater stations in the West are well equipped with shelter, emergency rations and other necessities so men stranded there by storms are in no danger, nor are they threatened with great discomfort, he said.

Mr. Buell also gave assurance that there would be no interruption in TV service along the relay as a result of the stoppage of maintenance service.

The microwave relay equipment is designed to operate automatically and the relay are well equipped with shelter, emergency rations and other minor maintenance tasks could be handled by other personnel if need be, he said.

However, it was acknowledged that any major breakdown at one of the stations could block the television relay system without the help of the trained maintenance crews.

COLLEGE VIDEO

Michigan Buys Kinescope

MICHIGAN State College, East Lansing, is awaiting delivery of a kinescope which will be used to record on 16mm sound film the television programs produced on the campus closed-circuit station.

The college expects to have the equipment installed and in operation by March 1.

Dr. Armand L. Hunter, director of TV Development, explained that the film recordings would be used as a classroom instruction aid for research purposes on campus and for distribution to commercial stations and organizations throughout the state.

Retail Radio

(Continued from page 89)

large stores: First prize to Wolf & Dessauer, Fort Wayne, Ind., which used WANE, WGL, WJZG and WOWO Fort Wayne. By small stores: First prize to Ivy's, Greenville, S. C., which used WPBC and WMRC Greenville.

A special award for outstanding use of the saturation coverage technique was given Brown Thomson Inc., Hartford, Conn., which broadcast over WTTF Hartford.

Honorables mentions were given for effective seasonal promotions to The Killian Co., Cedar Rapids, Iowa; Los Angeles Football on KRCG Cedar Rapids and to Sears Roebuck & Co., Miami, for Roebuck Talking Reindeer on WVCQ.
SALES DATA

REQUEST for a detailed breakdown of network time sales for 1949 and 1950 according to network, made by ABC early in December, was turned down by FCC last week on the grounds that published data of network gross billings should be adequate.

ABC asked for the information, which it says is in the Commission’s confidential files, in order to submit the figures in part answer to the issue whether there would be lessened competition if the ABC-United Theaters merger was approved.

However, the Commission told ABC that if it felt it still needed the data, it could ask Hearing Examiner Leo Renick for them and he could rule on the request then.

First part of what is considered the key case for the motion picture industry to get into TV station operations is scheduled to begin Tuesday (Jan. 15) in Washington, with the DuMont case set for the first week of hearing.

DuMont issues encompass the extent of Paramount’s alleged control of that electronics manufacturer-antenna TV network operator—and the license renewal application for its owned and operated WABD (TV) New York, and license applications for WTTG (TV) Washington, WDTV (TV) Pittsburgh.

Hearing, to be held in Room 2230, New Post Office Bldg., Washington, will be continued upon completion of the DuMont case (February 4) when it will resume with the Paramount Pictures Corp. issues. These are: (a) license renewal of KTLA (TV) Los Angeles, (b) modification of construction permit of stations, radio vs. television.

He said “we are confident of victory over magazines—a medium that reaches only one-third of the family—and this country effectively—and we’d particularly like to go to the mat with our strapping stepchild, television.”

In the one radio test case that was recalled, radio won by 2% to 1.

The ARB tests collected in “Count Your Customers,” Mr. Sweeney said, “matched radio at its worst against newspapers at their best.” The participating retailers, he explained, for the most part had no facilities for preparing radio commercial copy, while their newspaper copy was “practiced and professional.”

Additionally, he said, “a great many of these tests were made with the retailer paying only the lowest rate term permissible in newspapers and paying the full one-time national rate in radio.” Yet, he noted, “radio won.”

He said that radio, like the elephant, is fairly old and not the handsomest, but is “just bigger and stronger than anyone else.”

He urged his audience to “talk about the almost total, whole hemispheric audience, which he can do—he can put out dollar for dollar anywhere at any time, all the lions, tigers, giraffes and peacocks in this jungle.”

N. Y. BAR REPORT

Criticalized by Miami ‘Herald’

ANSWER to the report of the Civil Rights Committee of the New York Bar Assn., which took issue with radio-TV coverage of Congress, the Herald has written a letter, testifying because of alleged danger of prejudice [B+T, Dec. 24, 1951], is contained in a Dec. 20 editorial of The Miami (Fla.) Herald (WQAX-AM-FM-Palm Beach).

The editorial was re-printed in full in Wednesday’s issue of the Congressional Record by Rep. Jacob K. Javits (D-N.Y.), a supporter of radio-TV coverage of House proceedings as well as of congressional committees.

The Herald said, “This lawyer group says that the equipment which will sell record sales [radio, TV and the newsreel] adds up to a third degree for witnesses.”

That’s absurd, TV and the rest didn’t add up to a third-degree nationally known hoodlums into answering questions at the Senate hearings. They came well schooled by their attorneys...

This was a media of communication, the American people saw these mobsters in action, actually heard them challenge the right of the United States to inquire into their criminal activities.

“The New York Bar Assn.’s committee says that lights, cameras and recordings devices jeopardize the rights of the witnesses.

On the contrary, anyone who saw a TV Cord the radio recording of the Kefauver hearings knows that every action of the committee protected the so-called rights of these underworld individuals.

Editorial concluded: “The tremendous national audience,” which the bar group fears, can be a major preventive of crime in an out of public office and a guaranty of better government.”

Hearing Delayed

SO THAT key witnesses may be present, hearing on petition of George and James Nasser, independent movie producers, to force return from United Artists of four feature motion pictures for purpose of releasing them to television, has been postponed to next Thursday in Los Angeles [B+T, Jan. 7].

Hearing was delayed one week at request of UA New York executives who plan to participate, it was said.

30 Years of Fitting a Medium to a Market

WSYR

Acuse

NBC

AFFILIATE

Covers ALL

of the Rich Central N.Y. Market

Write, Wire, Phone or Ask Headley-Redd

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BROADCASTING • Telecasting
Strictly Business

(Continued from page 18)

Westinghouse, Remington Rand and Philco, for whom Video Varieties made what is believed to be the longest business film ever produced: 32 reels of a complete sales promotion, which took 6 hours to run.

Mr. Williams has seen "a tremendous increase of interest" in filmed television within the last six to eight months and offers some strong explanations for the trend. First, he says, there is the narrowing difference in production costs between live and filmed programs, plus the durability of the finished product. Also, he feels, the impending thaw of the station construction freeze is causing sponsors to build up a reserve of good programs on film for later availability. Transitions and optical effects, making for greater realism but difficult to produce on a live show, can be achieved more easily on film, he adds.

The general sales manager also believes television filming is quite at home in New York, pointing out that the heart of the industry is located there, near to most clients and sponsors. Much first-rate talent, accustomed to live performances either on TV or the stage, is also available for films in the East, abetted by technicians several years ahead of their Pacific Coast competitors in TV methods, he said.

He and his friends at Tek, for instance, often talk about going to the most friends as "Ots." Mr. Williams was born Dec. 5, 1889, in Norwalk, Ohio, and was educated there at Phillips Exeter and Cornell U., where he was graduated with the Class of '23. First job was with Linde Air Products in New York in the sales department, which he left to join McGraw-Hill. After a short period with Polo magazine, Mr. Williams joined "March of Time" when it was first produced for theatre consumption, remaining until sales management was turned over to RKO.

In August 1935 he joined WOR, NBC key in New York, as account executive, moving to Mutual itself in 1944. He became general manager of WBYN Brooklyn when the Newark News purchased the station, staying there while FCC granted permission to move the outlet to Newark and change its call letters to WNJR. Mr. Williams left WNJR in 1948 to assume his present position with Video Varieties.

Besides being among the first to become a member of WOR's $1 Million Club—he has an engraved watch to verify that he passed that figure in sales—Mr. Williams is also among the charter members of the Radio Executives Club of New York. He is a member of the Cornell Club in New York and the Baltusrol Golf Club, Springfield, N. J.

In addition to golf, Mr. Williams likes skiing and canoe cruising—on the Delaware or other New Jersey rivers, although he finds himself with less and less leisure time. He and his wife, the former Louise Schreyer, live in Summit, N. J., and have two sons, Richard, 22, an ensign in the Navy, and David, 16.

Goodyear Post

APPOINTMENT of K. C. Zonzis as director of advertising for the Goodyear Tire & Rubber Co. was announced last week by R. S. Wilson, vice president and sales manager. Mr. Zonzis succeeds the late J. K. Hough. In turn, Mr. Zonzis, who has been serving as manager of automobile tire sales, will be succeeded by W. E. Still, currently manager of farm tire sales.

THE WEKTON Co., New York, advertising agency, increased its 1961 gross billing 140% over the previous year, Larry Schwartz, president, said last week in a year-end report. This increase is attributed by Mr. Schwartz to expanded budgets of the agency's regular accounts, plus acquisition during the year of three food, five apparel, and nine industrial accounts.

Edgar G. Herrmann

EDGAR G. HERRMANN, 58, former sales manager of Westinghouse Home Radio Div., Sunbury, Pa., died at his home in Brooklyn Saturday, Dec. 29. Graduate of Rutgers U., Mr. Herrmann joined what was then the Canadian Victor Talking Machine Co. Shortly after the first World War, becoming Montreal advertising manager, a position he retained when the organization was acquired by RCA and renamed Canadian Victor Phonograph Co. Mr. Herrmann was long associated with the Zenith Radio Corp. in Chicago, serving first as advertising manager and then as sales manager during his last 12 year service with firm. He also had been sales manager of Emerson Radio & Manufacturing Co., New York. He is survived by his wife, the former Henrietta Ahrens, and a daughter, Doris Cameron.

STAVROS DEMOPoulos, (seated), sportscaster for WORZ Orlando, Fla., accepts a $200 check from William O. Murrell, WORZ owner. Mr. Demopoulos was severely injured playing football and, as a result, has little mobility. The $200 will go toward building a mobile broadcast studio to aid the youth in his sportscasting career (8*7, Sept. 24, 1951).

'TINY JOE' JORDAN

Dies After Appendectomy

JOSEPH W. JORDAN, 35, popularly known as "Tiny Joe," died Jan. 2 of complications resulting from an appendectomy. Mr. Jordan was general manager and sportscaster of WSAL Logansport, Ind. He had been with WSAL three years. Previously, Mr. Jordan was general manager of WKMO Kokomo, Ind., with which he was associated six years.

A native of Indianapolis, Mr. Jordan began his radio career as an announcer with WISH and WIBC Indianapolis. Surviving are his wife, Wilma, a son, Jimmy, and a daughter, Mary Jo. He was a member of the Indiana Broadcasters Assn. and Sigma Delta Chi.

Harry Weiner

HARRY WEINER, 50, controller of the Wesley Assoc., New York, advertising agency, died at his home in the Bronx Jan. 3 after suffering a heart attack in September. An original member of the agency, he joined it as controller in 1928. He had started his business career as a messenger with Dry Goods Economist, becoming member of accounting division there prior to joining Wesley Assoc. Immediate survivors include his wife and two daughters.

Radio Tells Papa

FARMER Leonard Jansen of Fordyce, Neb., was placidly milking his cows in the early morning hours Jan. 1. His radio was tuned to WNAX Yankton-Sioux City, the station says, for news, weather and market reports when a special bulletin informed Mr. Jansen he was the father of the first baby of 1962 born at Sacred Heart Hospital in Yankton. The farmer had taken his wife to the doctor the previous day and she had been kept at the hospital because of winter storms. Later, mother and child were interviewed by George R. German, station reporter, the "radio baby" making her first broadcast at age of two days.
Rhodes Scholarship
KVVO Tulsa can take a measure of satisfaction in that a boy whom it was instrumental in helping attend the U. of Tulsa four years ago, has now won a two-year Rhodes Scholarship to study at Oxford U. in England. The boy won a scholarship to Tulsa four years ago in finals of Going to College, a show aired by KVVO and KWGS, the university's FM station. Now a senior majoring in English, the youth is Carter Ravard, from Bartlesville, Okla.

Viewers Buy Truck
CHILDREN followers of Captain Glenn's Bandwagon, a puppet show over WTVT (TV) four years ago, have purchased a truck for Goodwill Industries, a charity organization. After an appeal for funds over Bandwagon, the money was raised with contributions which averaged about 25 cents. Now on order, the truck will have a credit line painted on a side, proclaiming that it was bought by children viewers of the program.

Brings Children Happiness
WJR Detroit's tenor, Fred Kendall, who has a musical show five times a week, a year ago was asked to help the local Children's Hospital in its urgent need for blood. Mr. Kendall did and his success was overwhelming. Not only did he help restock the hospital's blood bank but his singing of children's requests, such as "Roladolph the Red Nosed Reindeer," added immeasurably to their happiness. This year Mr. Kendall returned to the hospital, not to build blood supplies but just to bring a little happiness into the youngsters' lives. During the week of Dec. 17, Mr. Kendall aired the recorded interviews with the children on his program.

Radio Opens Hearts
WERI Westerly, R. I., has demonstrated the power of religious programs in reaching the hearts of listeners. The Rev. Douglas F. Dorchester, connecting WERI's program, Next Door Minister, mentioned that a family of displaced persons had arrived in Westerly and were in need. He made no direct appeal. Gifts poured in from listeners of all faiths and in all walks of life, WERI reported.

Air 'Commerce Report'
THREE stations are now carrying Commerce Report, new public service program designed to answer defense production problems for businessmen in the Southwest. The stations include WFAA Dallas, KROD El Paso and KARK Little Rock. Program is written by Elbert J. Haling, former publicity-director for WBAP Fort Worth and WFAA, now regional information director for the U. S. Dept. of Commerce-National Production Authority in Texas, Louisiana, Arkansas and Oklahoma.

FREE RADIO FIGHT
Increases in Canada
A CAMPAIGN to show that broadcasting in Canada should have as much freedom as the press and should be written out of the same laws as the press is being waged by daily newspapers and broadcasting organizations. This follows the report of the Royal Commission on Arts, Letters and Sciences, which implied that government control, through the Canadian Broadcasting Corp., should be increased rather than lessened as asked by Canadian independent broadcasters.

Newspapers have taken up the battle, seeing a start of losing the freedom of the press if the powers of CBC become enlarged and may in the future be extended to cover facsimile transmission by newspapers. A series of editorials has been printed by the Winnipeg Free Press pointing to the place of radio in modern mass journalism and liberally quoting from court rulings in the U. S.

no it's . . .
BROADCASTING * TELECASTING is best for information about what's going on in the broadcast field. Over the next publication, best by 313.7%.

no and's . . .
BROADCASTING * TELECASTING is best for bringing station advertising to the attention of the nation's top buyers of time. Over the next, best by 445%.

or but's . . .
This is exactly what Fact Finders Associates of New York—one of America's most respected research organizations—learned by personal interview survey.

The findings confirm what every other survey in 20 years established; that BROADCASTING * TELECASTING is first in circulation, first in readership and first in advertising effectiveness.

More first votes than all other journals combined
GALLERY HEADS NBC SPORTS

TOM S. GALLERY, director of sports, news and special events for DuMont TV network, has joined NBC in the post of director of sports for both radio and television, NBC President Joseph H. McCrindle announced last Thursday.

His successor at DuMont has not been designated.

Mr. Gallery identified with the sports field for some 30 years, joined DuMont in 1948 after serving as business manager of the New York Yankees baseball team. NBC pointed out that he represented the Yankees in its experimental telecasts of major league baseball in 1946.

In his new post, he will report to Davidson Taylor, general production executive of NBC-TV.

Bill Stern, who formerly was director of sports for NBC, dropped that title and became sports editor at the time of the last renewal of his contract.

Mr. Gallery entered the sports field in Hollywood shortly after World War II when he helped to organize the Hollywood Legion Stadium and then became its general manager and matchmaker.

Mr. Gallery also is a former vice president and general manager of the Brooklyn Dodgers football team which later became the grid Yankees.

He joined DuMont in 1948 after about three years with the baseball Yankees. Among the TV negotiations in which he has participated are those involving Notre Dame football games, the All-Star football game, the world's championship football games, World Series baseball, the All-Star baseball game, the Joe Wiscott-Ezard Charles heavyweight championship fight (sponsored by a group of TV set manufacturers), various pro-football games and the Shrine East-West charity football game.

CBS TECHNICIANS

Electation Set for Jan. 24

NATIONAL Labor Relations Board elections are scheduled for Jan. 24 at CBS owned-and-operated stations so that technicians can choose between National Assn. of Broadcast Engineers & Technicians (CIO) and International Brotherhood of Electrical Workers, AFL unit which has represented them for some years [R**T, Dec. 24, 1961].

Part of general expansion undertaken by NABET in recent months in regard to performers, writers, announcers, directors, and scenery designers, the action by the CIO has raised charges of raiding from other unions. It has been brought up for discussion at National Assn. of Broadcast Unions and Guilds, which includes many AFL groups, National Television Council of Authors League of America, and NABET among its membership.

NABET participation in NABUG had been a subject of reconsideration as early as October, with problem to resolve what is expansion within a union's own scope and what activities constitute raiding.

NABET sent two representatives from Chicago to participate in last NABUG discussions Dec. 19.

Probability is that an investigating committee will be named by NABUG at its next meeting, on Wednesday, to parallel a fact-finding committee of observers employed in legitimate theatre. Admitting there are problems to be worked out, NABUG's National Chairman Oliver Nicoll insists that solutions will be arrived at "democratically" and that opposing unions in NABUG all are approaching the matter with "open minds."

SAFETY COMMITTEE

Contor, Storm Are Named

EDDIE CANTOR and Gale Storm have been named chairman and vice chairman of the Radio and Motion Picture Committee of the National Safety Council, Chicago, for 1952. They succeed Phil Harris and Gloria DeHaven.

Committee members in the Midwest are Don McNeill as vice chairman and Jackie Kelk as junior vice chairman. The entire group includes 100 "outstanding" entertainment personalities who work with the council in helping prevent accidents. Previous committee chairmen were Jack Carson and Bill Goodwin, the latter having organized the committee in 1947.

Fifth BBM Survey

BUREAU OF Broadcast Measurement, Toronto, has awarded contract to handle BBM's 1952 survey to International Surveys Ltd., Montreal. Survey will be made to determine the listening of 130 BBM member stations in Canada. This will be the organization's fifth survey and is expected to be ready for distribution by summer.

GOODWILL PLANS

Outlined at Sales Meet

NEW YEAR'S plans and policies for the Goodwill Stations—WJR Detroit, WGAR-Cleveland, KMPR Los Angeles—were developed at a sales strategy meeting of key officials led by President John Patt at the Goodwill eastern office in New York last Wednesday and Thursday.

President Patt said the stations expect to boost 1952's volume of business over that of "bamer" 1951.

Decisions reached at the sessions were summarized as follows:

(1) Stations reaffirmed high standards set in code of practices adopted a number of years ago. . . . Overlong commercials, misleading direct selling and copy in poor taste or giving offense were again declared taboo.

(2) Decision to continue to expand recent research and impact studies in all three markets.

(3) All stations to make no major rate increases at this time, but reaffirmed standing belief that broadcast rates are still low. (Two of the three stations, it was pointed out, raised rates slightly.)

(4) Set in motion several promotion and advertising projects including new up-to-date market data and new presentations calculated to assist buyers in the use of radio in the three markets.

Cites Spot Rise

Gordon Gray, vice president for national sales, who presided over the meetings, called attention to a "marked resurgence" of interest in radio by national spot advertisers this year as compared to a year ago.

President Patt, forecasting an increase in business volume this year, said "we are glad that there are now 130 stations which, with our group, will continue to keep broadcasting the great medium that it is."

He said the eastern office, set up four years ago, has established "a two way street" in the exchange of information, ideas and service between buyers and sellers of time, and the expansion of this service in 1952 is "likely."

Participating in the meeting, in addition to Meara, Patt and Gray, were Carl George, vice president and general manager of WGAR; John Garfield, WGAR sales manager; Worth Kramer, vice president and general manager of WJR; Elmer Wayne, WJR sales manager, and Robert Reynolds, vice president and general manager of KMPC.

Olson Rug on MBS

OLSON RUG Co., Chicago, began its first all radio show Friday with sponsorship of Gabriel Heatter at Mutual from 6:30-6:45 p.m. CST. Agency is Frews, Frews, same city. Schedule runs for six weeks in about 50 markets as a test, with results determining expansion.
4-WAY SERVICE

Standard Promotes Hagenah, TeeGarden

APPOINTMENT of Gus Hagenah and Lewis TeeGarden as managing directors of Standard Radio Transcription Services Inc. was announced last week by co-owners Gerald King and Milton M. Blink, president and vice president respectively.

Messrs. Blink and King will concentrate their activities on United Television Programs, of which they also are principal owners, while Messrs. Hagenah and TeeGarden will operate Standard Radio.

Mr. Hagenah will maintain headquarters in Chicago, and Mr. TeeGarden will operate from Los Angeles headquarters. Fred Scher, an assistant to Mr. Hagenah, will continue to operate from the transcription firm's New York office.

Messrs. Blink and King notified subscribers of "a new sponsor-tailored service," including "sponsor-tailored shows, sponsor-tailored scripts, sponsor-tailored ideas, and sponsor-tailored commercial copy formats." This gives Mr. Lamb his greatest advance in the library field since Standard started in 1934, geared to the slogan: 'You Get It Outta Dough on Radio.' They described the service as radio's answer to the long-standing stations problem of competing with newspaper mat service.

Mr. Hagenah, who has been vice president and executive manager, has been with the firm in Chicago for seven years while Mr. TeeGarden, secretary and co-manager, has been with the company for 12 years. Mr. Scherwood also has been with the organization more than 12 years.

TORONTO STRIKE

Radio Gives Service

TORONTO broadcasting stations came to the rescue when Canada's second largest city went on strike during the transportation strike Jan. 4. The 4,700 employees of the municipally-owned Toronto Transportation Commission, including bus lines throughout southern and central Ontario, went on strike 5 a.m. Jan. 4 after turning down findings of a government-appointed conciliation board which ruled in favor of the commission.

CKFV Toronto carried tape recordings of decision of operators to go on strike shortly after midnight. From then on, all privately-owned broadcasting stations in Toronto and vicinity (CFRB, CKWY, CKVX, CKLW) carried announcements and news telling citizens how to get to work, announcing car pools for firms which would pick up their employees at specified times and places. Announcements went on for the first day, giving a chance for most workers to get to their offices and factories on time.

VOICE OF AMERICA in U.S.

Series is Offered for Domestic Broadcast

VOICE OF AMERICA has prepared a series of 13 quarter-hour programs for domestic consumption. Radio stations within the continental limits of the United States can obtain the series without charge by writing Associated Broadcasters Inc., Box 87, Hollywood 38, Calif.

Programs one through eight will be mailed out immediately. Remaining five shows are to be available before the end of this month.

Your Voice of America is being created by Wesley I. Colmey, chairman of the Facilities Group of the Radio Advisory Committee to the U. S. Advisory Commission on Information. Mr. Colmey is also president of Associated Broadcasters Inc., San Francisco, which is producing, recording, processing and distributing the series.

First eight of the programs deal with such themes as the work and effectiveness of VOA; the stories of Cardinal Mindzenty and Madam Kasenikna; how VOA invited young Red delegates to the August 1951 Berlin Youth Festival to visit the Western Zone of Berlin and see the free world for themselves, and how VOA beams the President's messages to the world.

RADIO SURVEY

Names Best for Children

FORTY-FIVE network radio programs in six different categories were recommended for children's listening in a recent survey by the California State Dept. of Education.

The survey, conducted by a committee of the department's Audio-Visual Bureau, was designed to guide parents and teachers in the use of radio as a supplement to school studies. The educators, in issuing their report, qualified their selection by emphasizing that the survey did not pretend to be comprehensive.

There was no attempt by the surveyors to condemn any radio offerings as unsatisfactory. Its only intent was to select those "believed adaptable for in-school and out-of-school use." The report series contained instructions for parents and teachers on how best to use the recommended programs for their children's education.

NBC fared much better than any other network in the survey—approximately 45% of the recommended shows were carried. NBC, ABC and Mutual each had 20% and CBS had the remainder, a little more than 15%.

The programs were mostly shows considered adult offerings and were categorized as news, social studies, drama, music, special young people's programs and miscellaneous offerings.

In addition to the network recommendations, a long list of local and regional programs were recommended.

FREEDOM ADVERTISERS

New Committee Is Formed

A NON-PROFIT committee, Advertisers for Freedom, has been organized to encourage U.S. business to sell the free enterprise system by "political advertising."


Mr. Smith said the group is backed by several business leaders whose identities he is not ready to divulge. Its purpose will be to convince industrialists and businessmen that only advertising keeps America free, capitalist and can advance the political interests of U.S. business.

SCREEN GEMS Inc., subsidiary of Columbia Pictures, has signed a two-year contract with Hal Tate, Chicago radio and TV packager and performer, retaining him exclusively as producer-disc for the company's new musical short series called TV Disc Jockey Tunes. The syndicated series has popular and standard musical selections on recordings backgrounded by three-minute short video features, both live-action and cartoon.

In Canada more people listen* to CFRB Toronto regularly than to any other station

THE 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 nighttime—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

Representatives:
United States—Aden J. Young Jr.
Incorporated
Canada—All-Canada Radio, Facilities Limited

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- TESTIMONIAL dinner was given for Albert H. Jackson, supervisor of studio engineers at WTIC Hartford, Conn., late in December on the occasion of his 26th anniversary with the station. He was given several gifts. Mr. Jackson joined the WTIC staff in 1926 after graduation from the RCA Institute and service as a radio operator in the Merchant Marine. He was promoted to supervisor in 1954, and during World War II served in the European Theatre as a Signal Corps captain.

- WIP Philadelphia has presented an award of merit to a sponsor who completed his 10th consecutive year of broadcasting with the station. The sponsor, Dr. H. N. Shor, began with Unseen Advisor, a program he still continues to use. Today, in addition, Dr. Shor sponsors a half-hour musical show and a news and sports commentary, Benedict Gimbil Jr., WIP president-general manager, presented the award to Dr. Shor for his "high regard for public interest, news and entertainment...and for maintaining the highest standards of radio advertising."

- CBS Radio Meet Corliss Archer began its tenth year on the network Jan. 6. Janet Waldo, star of the show, Wa played the part since the first broadcast. Sponsor is America's Business-Managed Electric Light and Power Companies.

- Gene Autry, star of CBS Radio Gene Autry Show, completed his 12th consecutive year with the same sponsor, William Wrigley Jr. Co., Jan. 5 (Saturday).

- WISL Shamokin, Pa., is to observe its fourth anniversary Jan. 25. Four-year-old children will make station breaks, saying, "I am four years old today. This is WISL Shamokin." During February, Charles R. Petrie, WISL general manager, will chalk up his 25th year in radio. Mr. Petrie began his radio career as a freelance broadcaster in 1927 in Allentown, Pa.

- KPAX (TV) San Francisco celebrated its third anniversary in December. The station, first on the air in San Francisco, officially launched its telecast schedule with the East-West Shrine's Christmas Day, 1948, but test programs were on the air the day before.

- NBC Benefit Concert

ARTURO TOSCANINI concludes his 14th NBC symphony season March 29 with broadcast of Beethoven's Ninth Symphony originating from Carnegie Hall benefit concert for the New York Infirmary. Funds will be used for the $3,600,000 hospital, construction of which will start the day after the broadcast. Mr. David Sarnoff, chairman of the Infirmary Concert Committee, has announced. About $600,000 is still needed for the 10-story, 215-bed building.

TIME FOR BEANY, children's TV show syndicated by Paramount TV's KTLA Hollywood, is subject of Beany Comic Magazine, being published by Dell Publishing Co.

SARATOGA SPRINGS AM

Proposed in Initial Decision

NEW AM station at Saratoga Springs, N. Y., for Spa Broadcasters Inc. on 900 kc with 250 w daytime is proposed in an initial decision by FCC Hearing Examiner Hugh B. Hutchinson. At the same time the examiner proposed denial by default an application for the same facilities by Saratoga Broadcasting Co.

The examiner found that the members of Saratoga Broadcasting Co. did not appear at the original hearing scheduled between Saratoga and Spa. When the hearing was rescheduled, eight months later, the examiner said Saratoga was "totally unprepared to evidence in support of its proposal" and showed a "continuing attitude of indifference and lack of responsibility."

The proposed station would be the first in Saratoga Springs. Spa Broadcasters Inc. being founded by John A. Woods (25%), former New York City automobile dealer and now transmitter engineer at WWSC Glens Falls, N. Y.; Richard O'Connor (50%), manager of a dairy farm, and Joseph F. Donahue (25%), who is employed as a U. S. Government supply officer. Cost of construction is estimated at $9,250 (based partly upon the prospective purchase of a transmitter and antenna from WWSC which has a permit for change in facilities). First year operating cost is estimated at $39,564 and first year revenue $47,000.

DON LEE POSTS Sales Staff Is Realigned

IN A MAJOR realignment of executive sales duties and responsibilities Willet Brown, president of Don Lee Broadcasting System and KJH-TV, Hollywood, last week named two new national advertising managers and added three account executives to radio and television staffs.

Art Mortensen, who joined Don Lee sales last September, was named national advertising manager of the radio division. He succeeds Henry Gerstenkorn, who resigned last week to join Raymond R. Morgan Co., Hollywood, as account executive and agency contact. Mr. Mortensen, who will work directly with Mr. Morgan, president, and Robert Temple, executive vice president, formerly was merchandise manager for CBS Columbia Program and later CBS Wide-World Sales account executive. More recently he was an account executive for Earle C. Anthony Inc. television division.

John Bradley, KJH-TV sales manager, was elevated to national advertising manager for Don Lee Television. He was account executive and sales manager of KFW and KPIF-TV before joining KJH-TV when Don Lee purchased KF1-TV (now KJH-TV) from Earle C. Anthony Inc.

John Reynolds, Hollywood account executive, returns to Don Lee as KJH-TV sales manager, taking over Mr. Bradley's former duties. Approximately 50% of the account is sold in Los Angeles, so the move is expected to increase sales in the area.

Main Studio Waiver

WAIVER of FCC rule which requires that a majority of programs originate from the main studio of a station has been granted by WIBU Poynette, Wis., and WWCF (FM) Baraboo, Wis., by the Commission. Both stations, operated by William L. Forrest, present "an unusual situation," the Commission said, "in that their entire service areas are almost exclusively rural....[and] in order to serve these towns it is necessary to originate programs from a number of cities which cannot provide a majority of the stations' programs."

RAYTHEON Mfg. Co., Waltham, Mass. has leased a one-story brick building, now under construction in Waltham, to accommodate its expanding research, design, engineering, and manufacturing divisions. Building will provide 50,000 square feet of space in addition to the 1,500,000 square feet now occupied by Raytheon and will allow the company to increase its employees by about 400. Occupancy is scheduled for late spring.
New Merrick Firm

LELAND MERRICK, promotion director for WNYC, New York's municipal outlet, will resign effective Jan. 15 to form his own merchandising and promotion organization. Operating out of New York, new company will reverse usual procedure of merchandising firms in that campaigns will be aimed directly at the public since "TV has made show business a buyer's market," according to Mr. Merrick. Spokesman for WNYC said that successor to Mr. Merrick will be named later in January.

Displaced Persons

DISPLACED Persons Commission, Washington 25, D. C., is calling attention of program directors to feature stories in "your town" concerning the resettlement of European refugees from communism. The Commission suggests stations ask ministers, priests and rabbis for names of local displaced persons who have made adjustments in "your home town," many of whom have done volunteer work for Voice of America. Russ Bauer, director, DPC information and editorial division, also wishes to thank America's radio stations for having been "outstandingly cooperative" in aiding the program herefores.

VEST POCKET MIKE

Is Shown to FCC Commissioners in Tryout

WIRELESS microphone, so small it fits in breast pocket of a man's jacket, has been demonstrated to FCC Commissioners and staff.

Device has range of 125 ft. from receiving antenna and is reported to have a flat response from 35 to 16,000 cps.

Designed for TV and motion picture studio use—obliterating the need for microphone booms—the device consists of a one-inch condenser microphone mounted atop a case enclosing a two-tube FM transmitter, which weighs five ounces and radiates five millivolts. Associated is a 3-ounce power pack, containing a 60-v. B battery and a 1.5-v. A battery. Power pack will run three consecutive hours, it was said.

Stephens Radio Link, as the equipment is called, is manufactured by Stephens Mfg. Co., 8588 Warner Dr., Culver City, Calif. Stephens is the manufacturer of "Tru Sonic" microphones and other sound equipment used by the motion picture industry. Distributor for Stephens products is RYB Inc., 483 S. Robertson Blvd., Beverly Hills, Calif. No price has been put on the product yet.

Its manufacturer hopes to get FCC approval to sell the device without the need of each microphone being licensed. Device works best on 50 mc, it was reported, and it is hoped to establish it under the Industrial-Scientific-Medical classification of the FCC's Rules. These include diathermy, x-ray, neon signs and other apparatus that have limited radiation of electromagnetic waves.

Interest has been evinced by ABC and CBS, as well as by MGM, the manufacturer reported. Some sets have been already sold to a Los Angeles detective agency, the Signal Corps and the Central Intelligence Agency.

During the FCC demonstrations, the equipment was used for speech communication and such sound effects as footsteps, door slaming, telephone dialing, typing, etc.

Present at the FCC demonstra-

New Business

(Continued from page 16)

Inc. and Dan B. Miner Co. to handle advertising. Radio and TV will continue to be used.

SCOTT-STOP HOTEL Inc., S. F. (promotion organization for western motels), appoints Richard N. Meister Adv., S. F. Radio will be used.

BENBOW MFG. Co., Burlingame, Calif. (electrical safety equipment), appoints Knollin Adv., S. F.

SHASTA WATER CO., S. F., appoints Knox Reeves Adv., S. F. DAVE ORTHWEIN is account executive. Media plans are to be announced soon for spring campaign.


WEISS & GELLER, N. Y., appointed representative for Sweertop Creamed Frosting, North America Sweets Co., N. Y., and Newton Industries, N. Y.

OELRICH & BERRY Co. (Old Manse Syrup and Old Manse Jams and Jellies), Chicago, appoints Grant Adv., Chicago.

WJID Chicago names CHARLES S. TEMKIN AGENCY, same city.

SANTA CLARA PACKING Co., San Jose (packer of Glorieta tomato aspic and specialty foods), appoints Long Adv. Service, S. F.

Adepeople . . .

GEORGE PILSBURY, son of the board chairman of Pillsbury Mills, Minneapolis, named manager of the bakery product sales division.

ALAN DRUCKER, Paramount Pictures, appointed to advertising staff Bernrus Watch Co., N. Y. He will take charge of all advertising, research and market analysis.

FTC Charges Ripley

COMPLAINT charging Ripley Mfg. Corp., New York, with alleging falsely commercials on television as well as in other advertising media has been filed by the Federal Trade Commission. FTC claims that Ripley misrepresented its clothing as "tailor made."

 NBC Show Cited

NBC's The Silent Men, documentary series devoted to showing how government agents combat crime, has been praised by Charles E. Dillon, chief of Radio-Television Branch, Dept. of Defense, for its program exposing fraud aimed at relatives of G. L.'s killed in Korea.
COMMISSION EN BANC

January 4 Actions

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

License Renewal

Following granted renewal of license:

WCVY (FM) New Castle, Ind.; WMRI Marion, Ind.; WARA Albion, Mich.; WJXK Chillicothe, Ohio; WMMK Muskegon, Mich.; and WLOL Minneapolis, Minn.

January 4 Applications . . .

V27Y (FM) Canton, Ohio.—Renewal of license.

Location Change

WAVY—Amend application (which requests CP to change frequency from 1356 to 1360, a 4 kc change); to Broadcaster in proceeding upon renewal of license covering changes in various respects of transcript of hearing in proceeding, for renewal of license.

January 7 Applications . . .

License for CP

KGMC Englewood, Col.—License for CP authorized new AM station.

January 7 Actions . . .

License Renewal

Following granted renewal of license:

KPYL-FM Williamsport, Pa.; WICA-FM Ashtabula, Ohio; KLZ-FM Denver; WBNR-FM Oxford, Miss.; WQOS Oshkosh, Wis., party to proceeding.

License Renewals

Following granted renewal of licenses for:

January 3

KWYA-AM, beads, 970, Paso, Tex.

January 3, 1952
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Washington, D. C.

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.

A. D. RING & CO.
26 Years Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.

RUSSELL M. MAY
1422 F St., N.W., Kellogg Bldg.,
Washington, D. C. Republic 3984

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.

CRAVEN, LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N.W., Republic 3883
WASHINGTON, D. C.

LYNNE C. SMEBY
“Registered Professional Engineer”
1311 G St., N.W.
WASHINGTON 2, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Electronics-Communications
1812 M St., N.W., Wash., D. C.

GUY C. HUTCHESON
P. O. Box 32
AR 48721
1100 W. Abram
ARLINGTON, TEXAS

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-1553
Riverside, Ill.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.

WELDON & CARR
CONSULTING ENGINEERS HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

ROBERT M. SILLMAN
1011 New Hampshire Ave., N.W.
Republic 6646
Washington 7, D. C.

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3739 Kennesaw St., N.W.
WASHINGTON 2, D. C.

and complete evidence be presented concerning present or future affiliation of WARM Scranton, Pa., with ABC (information required in order to make an appropriate determination of the issues re WAMN; hearing to be held at Washington on Jan. 14.

January 8 Applications . . .
ACCEPTED FOR FILING
AM—600 kc
WOAY Oak HIll, W. Va.—CP to increase power from 5 kw to 10 kw.

AM—1200 kc
KCIE Palm Alto, Calif.—CP to change power from 250 w-d to 1 kw-d.

License for CP
KOA-FM Denver—License for CP authorizing establishment of CP, as mod., for new FM station.

WMIT (FM) Clingman’s Peak, N.C.—License for CP, authorizing establishment of CP, for new FM station contingent upon grant of application for mod. CP to change ERP, etc., etc.

Modification of CP
WPRT Providence, R.I.—Mod. CP, authorizing new AM station, for extension of completion date.

WDMJ Marquette, Mich.—Mod. CP, as mod., authorizing frequency change and change in trans. location, for extension of completion date.

WMIT (FM) Clingman’s Peak, N.C.—Mod. CP, as reinstated, to change ERP, etc., etc.

WSAI-FM Cincinnati, Ohio—Mod. CP, authorizing new FM station to change ERP, etc., etc., above average terrain, trans. location, etc.

CP to Replace CP
KSDB San Diego, Calif.—To replace CP authorizing new non-commercial educational FM station which expired Dec. 1, 1901.

January 9 Decisions . . .
COMMISSION EN BANC
 Granted CP for 1380 kc
KCNJ Broken Bow, Neb.—Granted CP for 1380 kc to change facilities from 1400 kc, 250 w, fulltime, to 1250 kc, 1 kw, day.

January 9 Applications . . .
ACCEPTED FOR FILING
Modification of CP
WHAM-TV Rochester, N.Y.—Granted temporary authority to operate WHAM-TV on experimental basis for testing color television systems conforming to recommendations of NTSC for period of 60 days from Jan. 9 subject to following conditions: (1) Experimentation shall be conducted in accordance with provisions of Sec. 3.662 of Commission’s rules and regulations; (2) Experimental programs shall be limited to color slides and shall not include programs that are part of station’s regular broadcast operations, whether commercial or sustaining.

January 9 Applications . . .
APPLICATION FOR AM station on 1560 kc
Granted STA
WHAM-TV Rochester, N.Y.—Granted temporary authority to operate WHAM-TV on experimental basis for testing color television systems conforming to recommendations of NTSC for period of 60 days from Jan. 9 subject to following conditions: (1) Experimentation shall be conducted in accordance with provisions of Sec. 3.662 of Commission’s rules and regulations; (2) Experimental programs shall be limited to color slides and shall not include programs that are part of station’s regular broadcast operations, whether commercial or sustaining.

January 9 Applications . . .
APPLICATION FOR AM station on 1560 kc
Granted STA
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Help Wanted (Cont'd)

Salesman

Hawaii, excellent earning opportunity for two first-class salesmen. Box 868L, BROADCASTING.

Salesman or announcer-seller, 250 watt east central network affiliate. Good working conditions. Send complete educational background and experience. Box 915L, BROADCASTING.

Salesmen

If transcriptions or billing troubles worry you, let us handle it. You are on commission, photos, etc., want a box number, we will answer at owner's request. Broadcasters expressly reproduce any liability or responsibility for their custody or return.

Help Wanted (Cont'd)

Wanted, announcer holding first class FCC ticket. New 1000 watt network station in high density city. Must have talent to book 100,000 in the heart of the hunting country. Salary $750 first year, $1000 second year. Apply Box 915L, BROADCASTING.

Wanted, guitarist, excellent opportunity to attend network concert tour. Box 915L, BROADCASTING.

Wanted, announcer for CBS western Pacific Network, permanent. Box 863L, BROADCASTING.

Wanted, sales representative for ABC network station, must be dependable and self-motivated. Good voice, personality, appearance. Box 863L, BROADCASTING.

Wanted, agent for Hollywood Public Relations Office, must have sales ability. Box 863L, BROADCASTING.

Wanted, two announcer-salesmen for ABC Network affiliate, 750 watt station. Excellent working conditions. Send complete personal data to Box 869L, BROADCASTING.

Wanted, announcer for Philadelphia patient, must be dependable and self-motivated. Good voice, personality, appearance. Box 863L, BROADCASTING.

Wanted, agent for Hollywood Public Relations Office, must have sales ability. Box 863L, BROADCASTING.

WANTED: Announcer for 250 watt east central network affiliate. An- nouncing experience desirable but not necessary. Box 915L, BROADCASTING.

Broadcast engineer. Car necessary. Box 863L, BROADCASTING.

Help Wanted (Cont'd)

Salesman

General-commercial manager with six years experience desired, must be available to invest $50,000 in 1000 watt south, southwest, or southwest coast. Box 910L, BROADCASTING.

Wanted, experienced copywriter with proven record in network writing. Must be able to write copy, have ideas and a knowledge of central network. Box 914L, BROADCASTING.

Wanted, experienced sales manager. Box 863L, BROADCASTING.

Wanted, delivery man, good voice, personality, appearance. Box 863L, BROADCASTING.

Wanted, sales representative for ABC network station, must be dependable and self-motivated. Good voice, personality, appearance. Box 863L, BROADCASTING.

Wanted, commercial manager for CSR network station, must have good advertising and public relations record. Box 863L, BROADCASTING.

Wanted, sales manager for major network affiliate, must have proven successful record in network selling. Box 863L, BROADCASTING.

Wanted, commercial manager for ABC network station, must have good advertising and public relations record. Box 863L, BROADCASTING.

Wanted, delivery man, good voice, personality, appearance. Box 863L, BROADCASTING.

Wanted, commercial manager for CSR network station, must have good advertising and public relations record. Box 863L, BROADCASTING.

Wanted, delivery man, good voice, personality, appearance. Box 863L, BROADCASTING.

Wanted, commercial manager for CSR network station, must have good advertising and public relations record. Box 863L, BROADCASTING.

Wanted, delivery man, good voice, personality, appearance. Box 863L, BROADCASTING.
Situation Wanted (Cont'd)

Announcers

Experienced play-by-play sports announcer. Currently on radio board. Presently employed. Prefer other spot radio. 36, married, veteran. Box 907L, BROADCASTING.

Veteran, married, 24, wants play-by-play or announcing in small station. Currently on baseball board. Experienced instead of experience. Box 909L, BROADCASTING.

Sports announcer, experienced baseball, basketball, football, boxing. Presently employed. References on request. All replies anonymous. Box 910L, BROADCASTING.

Announcer, control board operator. Strong on news and sports, excellent front. Box 911L, BROADCASTING.

Announce, write, promote and produce. Experience and last phone. Draft friendly. Box 912L, BROADCASTING.


Morning show: Humorous, ad lib commercials that sell, service accounts, sell, service accounts. 17 years radio, record producer. Box 914L, BROADCASTING.

Announcer, time salesman, sparking good copy writer. Large broadcast stations. Box 915L, BROADCASTING.

West coast announcer now sports director and new editor of NBC basic. Box 916L, BROADCASTING.

Topnotch midwestern cated, experienced. Married, veteran. Box 917L, BROADCASTING.

Quiet announcer, available immediately. Box 918L, BROADCASTING.

Topnotch midwestern cated, experienced. Married, veteran. Box 919L, BROADCASTING.

Announcer, control board operator. Strong on news and sports, excellent front. Box 920L, BROADCASTING.

Experienced college grad, vet, seeks permanent position with station contemplating AM-FM after freeze lifted. Experience 5 kw. College. Graduating student, near completion. Box 921L, BROADCASTING.

Engineer desires permanent position with station contemplating AM-FM after freeze lifted. Experience 5 kw. College. Graduating student, near completion. Box 922L, BROADCASTING.

Engineer: seven years, licensed. car. $75. Permanency. Box 923L, BROADCASTING.

Chief engineer, twenty years experience in maintenance and new construction, not afraid of hard work, family. Box 924L, BROADCASTING.

Engineer, first phone, three years experience AM, FM and TV. Southern states. Box 925L, BROADCASTING.

Chief engineer, 15 years experience. Maintenance, construction, supervision. $75. Box 926L, BROADCASTING.

Veteran, 27, married, radio- TV grader, known across the country. Desires position in around New York. Box 927L, BROADCASTING.

Topnotch midwestern cated, experienced. Married, veteran. Box 928L, BROADCASTING.

Topnotch midwestern cated, experienced. Married, veteran. Box 929L, BROADCASTING.

Sports announcer, college education. Good voice, good copy writer. Box 930L, BROADCASTING.

Topnotch midwestern cated, experienced. Married, veteran. Box 931L, BROADCASTING.

Topnotch midwestern cated, experienced. Married, veteran. Box 932L, BROADCASTING.

Technical

Engineer, seven years licensed. Car. $75. Permanency. Box 924L, BROADCASTING.

Chief engineer, twenty years experience in maintenance and new construction, not afraid of hard work, family. Box 925L, BROADCASTING.

Chief engineer, 15 years experience. Maintenance, construction, supervision. $75. Box 926L, BROADCASTING.

Engineer, first phone, three years experience AM, FM and TV. Southern states. Box 927L, BROADCASTING.

Chief engineer, 15 years experience. Maintenance, construction, supervision. $75. Box 928L, BROADCASTING.

Veteran, 27, married, radio- TV grad, known across the country. Desires position in around New York. Box 929L, BROADCASTING.

Topnotch midwestern cated, experienced. Married, veteran. Box 930L, BROADCASTING.

Topnotch midwestern cated, experienced. Married, veteran. Box 931L, BROADCASTING.

Topnotch midwestern cated, experienced. Married, veteran. Box 932L, BROADCASTING.

Situation Wanted (Cont'd)

Production, Programming, Others

Experienced radio and paper newspaper writer for daily. Five years experience. One year reporting, four years copywriting. Better reports and feature writer, 1 year radio sales experience. Member N.A.R.P.D. Has photo experience. Experienced in production, programming, AM-FM and TV. Box 933L, BROADCASTING • TELECASTING.

For Sale

For sale, established commercial recording between your station. Good Radio Row. RCA equipment. Magnecorder tapes. Box 934L, BROADCASTING.

Stations

1660 watt. Rich and rapid growing California area. Well equipped. Earns $20,000. Would like to sell to company or individual. $90,000. Box 935L, BROADCASTING.

Will sell controlling interest in station in eastern states. Will sell to individual or company for $200,000. Cash. Non resident owner wants experienced manager to buy and move in as operator. All replies confidential. Write Box 936L, BROADCASTING.

Equipment etc.

Tower, 178 ft. Trucson self supporting with insulators and hardware. Brand new and a bargain with lights and amplifier. Write Box 937L, BROADCASTING.

Stepping switches for building your TV antenna. Wireless switch. All wired up for "Micron" switch with all control relays. $50.00 each. Write Box 938L, BROADCASTING.

Presto model 30 recorder, amplifier and mix board not for sale but for low impromptu. Cut less than two cases records, like new. $500.00. Write to Mr. Williams, Malverne, Ark.

Complete 5 kw AM transmitter installation (three tower directional) consisting of: RCA S-D transmitter, frequency, modulator, amplifiers; transformers; power and ground; control relays; etc. $1400. Write to Mr. Williams, Malverne, Ark.

Equipment etc.

Wanted to Buy

Stations

Wanted to buy: Profitable radio station with TV available. Prefer southwest. Answer giving details in confidence. Box 939L, BROADCASTING.

Equipment etc.

Wanted: 1 kw AM transmitter. Antenna and structure on a project. Prefer remote control. Box 940L, BROADCASTING.

10 kw FM transmitter. Must be in excellent operating order. Box 941L, BROADCASTING.

Wanted—Studio control board, preferably with six to eight channels, good condition, price, make, condition, price. Reply to P. O. Box 76, Comstock, VT.

Miscellaneous

Programs suitable for transcribed syndication desired by Newsman. Box 942L, BROADCASTING.

Will be a combination man. Improve your station. Five years experience. Box 943L, BROADCASTING.

Fishing decoy, can deliver. Box 944L, BROADCASTING.


Employment Service

Executive Placement Service

We have selected General, Commercial and Program Managers, Engineers, Disc Jockeys and other specialists. Desires are: tall; try our firm. Box 946L, BROADCASTING.

Howard Sh. Feinblum

TT & Radio Management Consultants

678 Bond Bldg., Washington 5, D. C.
DISC JOCKEY WANTED

Must have proven success record as D.J., in a competitive market. A real opportunity exists the man who can deliver, 5 kw. network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attached small photo. Confidential.

BOX 490K, BROADCASTING

Production-Programming, Others

-assistant promotion manager

Company operating 50,000 watt radio station and only TV station in southern city wants assistant promotion manager with ideas and executive ability. Southern experience preferred but not essential. Demonstrable future for right man. Address Box 887L, BROADCASTING.

Promotion managers

wanted

50,000 watt station in major market has immediate opening for a seasoned promotion man.

Also, regional network affiliate needs publicity and promotion man. TV coming up soon. Write in detail to Box 891L, BROADCASTING.

Situations Wanted

生产-programming, others

PRODUCER-DIRECTOR

Young, energetic, ambitious. Currently employed with major network. Desire expression of program and integrated ideas. For portfolio write BOX 882L, BROADCASTING.

GE ON COAST

Big Expansion Noted

GENERAL ELECTRIC Co. has expanded its West Coast operation by 700% since the end of World War II, Ray W. Turnbull, commercial vice president for the western area, reported last week.

In the past six years, Mr. Turnbull announced, GE has built three new plants in the Pacific region and modernized and expanded six others. It has increased its total number of employees in the area from 2,000, at the close of the war, to 14,000 today. Its total payroll today at the nine western plants is $63,275,000.

Biggest expansion has been at Richland, Wash., where 500,000 square feet has been added. GE operates the Hanford Atomic Works for the Atomic Energy Commission. About 9,000 workers are employed, and the annual payroll of about $44 million.

Appraisals · Negotiations · Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C. CHICAGO SAN FRANCISCO

James W. Blackburn Ray V. Hamilton Lester M. Smith

Washington Blvd. Tribune Tower 211 Montgomery St.

Sterling 4314-2 Delaware 7-2755-4 Exbrook 7-5472

Rocky Mountain $75,000.00

A full-time well established operation in a very attractive medium size city in the Rocky Mountain area. Ideal living, fine educational facilities. Financing arranged.

New England $50,000.00

A good single staff market property that is operating profitably but has never had the advantage of capable owner-management. Financing arranged.

Political Shows

(Continued from page 25)

permit candidates’ spokesmen to use broadcasting facilities without the obligation to afford equal time to other legally qualified candidates.

FCC also suggested that any new legislation mandate equal opportunities to a candidate or someone designated by him to answer broadcasts by a spokesman for another candidate, and to persons advocating opposite side of public opinion to be voted upon in an election if the proponent is permitted the facility by the licensee.

The Commission said then that its now famous Port Huron opinion—in which FCC said “fairness” and “equal opportunity” ought to obtain and that no station should tamper with political speech content—should be written out in law so as “to make clear that since licensees may not censor programs they are exempted from any liability in any local, state or federal court in actions arising out of the possibly defamatory nature of such broadcasts.”

In its WDSU New Orleans case, FCC noted that broadcasters cannot censor political candidates (B'T, Dec. 5, 1961) and some weeks before that (B'T, Nov. 19, 1961), said Sec. 315’s reference to a legally qualified candidate for any public office means a candidate who could be voted for.

However, FCC has failed to spell out in no uncertain terms a guide for the broadcaster who permits candidates or non-candidates in support of a candidate to use his facilities. (For further background see “How to Stay Out of Jail,” B'T, Nov. 19, 1961).

For Sale

Equipment etc.

NEW COLLINS 5 KW XMTR!

Brand new Collins 5 kilowatt transmitter, never uncrated, for sale. Model 21X. Wire, write or phone.

Chief Engineer W G B A

Columbus, Georgia

Convention

(Continued from page 27)

set up include the following: James Thompson of CBS-TV, chairman; F. A. Wankel,

NBC-TV; Rodney Chipp, DuMont TV; and William Trevarthan, ABC-TV.

Finance—Clarence Toiman, NBC-TV; Henry Hede, ABC-TV; Clarence Alexander, DuMont TV, and Walter Schier, CBS-TV.

Additionally, a program committee is to be established.

All four networks also will contribute to the pool. NBC-TV and ABC-TV are slated to provide three cameras and camera crews each; CBS-TV, two cameras and crews and switching facilities, and DuMont TV, distribution facilities and other equipment.

Network representatives slated to confer with the GCP convention committee to set plans for the annual meeting Thursday through Saturday in San Francisco include Mr. Mickelson, who will present the plans of the technical people; Mr. McAndrew, who will explain the plans of the radio networks; George McElrath, director of NBC radio network technical operations, who will outline technical plans for the radio networks; Mr. Thompson, CBS-TV director of technical operations; Thomas Velotta, ABC vice president, and Art Feldman, MBS director of special events.

Equipment Planned

Outlining its technical plans, CBS-TV reported it will utilize more than four tons of equipment valued at more than $300,000, and is building some 18 studios and operational rooms within the International Amphitheatre Chicago, where both conventions will be held, as well as at other Chicago locations. CBS-TV will employ eight cameras, with six working “constantly” and two set up for emergency use. It has been estimated that each TV network will need at least 100 persons to handle coverage, and NBC-TV says its own personnel will number 200.

Network Buys

(Continued from page 27)

such artists... on television, and hopes that it will at the same time help good music to reach the ears and eyes of millions.”

D’Arcy Adv., New York, is agency for James Lees & Sons Co. Lever Bros. for its Pepsodent Toothpaste and Chrysler Corp. for its Chrysler Cars, both accounts handled by McCann-Erickson, New York, are also understood to be in the market for TV series.

SCBA Meeting

MAURICE B. MITCHELL, vice-president-general manager of Associated Program Service, will conduct a full afternoon of discussion of radio selling at the South Carolina Broadcasters Assn., Jan. 18-19, at Columbia, S. C.
Docket Actions...  

FINAL DECISIONS  

Pratt, Kan.—C. B. C. Co. FCC announced final decision adopting initial decision granting CP for change from 1,000 kw. to 2,000 kw. at station on 1,400 kc, 250 kw. full-time, condition. Decision Jan. 10.

WPAW Patwuckee, R. I.—FCC announced final decision adopting initial decision granting CP for change from 1,000 kw. to 2,000 kw. at station on 1,400 kc, 250 kw. full-time, condition. Decision Jan. 10.

FCC Actions...  

NEW GRANTS, TRANSFERS, APPLICATIONS  

SUMMARY THROUGH JANUARY 10  

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air</th>
<th>Licensed</th>
<th>CPs</th>
</tr>
</thead>
</table>
| AM Stations | 2,234 | 2,322 | 15
| FM Stations | 108 | 105 | 13
| TV Stations | 108 | 105 | 13

*On the air...  

Jan. 29, 1953...

NEW Docket Actions...  

BROADCASTING...  

January 10 Decisions...  

COMMISSION EN BANC  

GRANTED LICENSE RENEWAL  

WJRM Newport, R. I.—Granted renewal of license for regular period.

WYCL-FM Mars, Pa.—Granted renewal of license for regular period.

January 10 Applications...  

ACCEPTED FOR FILING  

AM—140 kw.  

WORZ Orlando, Fla.—CP to change from DA-DB to DA-3-  

WTOB Winston-Salem, N. C.—CP to increase power from 1 kw. to 5 kw. and change from DA-DB to DA-3.

LICENSE FOR CP  

WSKY Asheville, N. C.—License for CP granted.

DESCRIPTION OF CP  

KWPW-FM West Plains, Mo.—CP to replace CP, authorizing new station to accept DTS and change location from 2,500 ft. to 3,000 ft. and change location from 3,500 ft. to 4,000 ft.

APPLICATIONS RETURNED  

KENA Mena, Ark.—Returned application for assignment of license from J. E. Bell to C. B. C. Co. for station on 1,400 kc at 2 kw., 100 watt, condition.

KEWL Martin, Tenn.—Returned application for assignment of CP from W. E. Dennis to K. B. C. Co. for station on 1,400 kc at 2 kw., 100 watt, condition.

KBRR Northfield, Ill.—Returned application for CP,mod., from mod., authorizing new AM station.

WNSR Binghamton, N. Y.—Mod., CP, mod., authorizing new station.

APPLICATIONS RETURNED  

KENA Mena, Ark.—Returned application for assignment of license from R. E. E. Bell to C. B. C. Co. for station on 1,400 kc at 2 kw., 100 watt, condition.

KJWR F. R. A. L., Pa.—Returned application for assignment of CP from W. L. Pennington to J. E. Bell, Jr. and Charles E. Reagan, db/a Falls County Publishing Co., for station on 1,400 kc at 2 kw., 100 watt, condition.

license renewals...  

Following stations request renewal of license...  


February round-up...  

New Grants, Transfers, Applications...  

February Supplements...  

Box score...  

Procurement Board...  

Creation of a Procurement Policy Board with the Office of Defense Mobilization and appointment of A. E. Howse as chairman has been announced by Defense Mobilizer Charles E. Wilson. Mr. Howse has been serving as assistant to Mr. Wilson since January 1951 and has been studying the federal procurement policy. Representatives will be named from the DPA, FTC, AEC, GSA, RFC, Dpts. of Defense and Justice and other agencies.

Ward to Speak...  

Joseph Ward, president of the American Research Bureau Inc., will speak to members of the Chi}-
**AM TIME SALES**

Stimulus Needed—Cott

SOMETHING different in radio is needed to recapture enthusiasm among time salesmen and timebuyers, Ted Cott told members of the New England Radio Executives Club in Boston Wednesday.

Mr. Cott, general manager of WNBC and WNBT (TV) New York, cautioned that radio cannot be the only weapon used to attract timebuyers today on the basis of logic and statistics.

Speaking on "What's Ahead for Radio and TV in '52," Mr. Cott reminded his audience that Americans live on excitement and are constantly attuned to new things.

"Television gives this sense of excitement and immediacy and radio can't be an emotional condition with logical arguments," he declared. "The industry has become dull and only if it goes up and does the new and different will its salesmen have the motion and enthusiasm which they in turn must generate in buyers."

The most important thing for broadcasters to do, Mr. Cott prescribed, is to expand their merchandising. In this way, he explained, salesmen will be able to talk about their entire business, with a plus, and this time radio doesn't have to cut rates but can even increase them.

By giving WNBC salesmen a "plus" to talk about, Mr. Cott discussed, they were able to rekindle interest in timebuyers, which resulted in a $1.1 million increase in billings to the station last year.

As specific instances of WNBC's attempting the different, Mr. Cott described use of Leo Spakevski and Samuel Goldwyn as disc jockeys; also the hiring of five top-notch writers to do the station's sign-on and sign-off.

This week, Mr. Cott revealed, WNBC will originate "preferred listening," in which it will begin making 5,000 calls weekly to listeners. Instead of asking what programs are tuned in, these calls will contain personal messages from such stars as Dean Martin and Terry Leonard of Alfred Lunt suggesting programs.

Mr. Cott advised broadcasters to re-evaluate their people and talent and to have a battle for personnel in 1952. "Radio needs people with force of personality, conviction and the ability to generate enthusiasm in timebuyers."

And, he added, "these people should be paid well in order to keep them."

In TV, selective buying is beginning to show itself, Mr. Cott said. "Additional sales will have to come from marginal stations." "TV, too, has a need to start thinking about merchandising and additional pluses if it is to sell this time."

**CBS AFFILIATES**

Districts 1 & 2 Meet

A MEETING of members of Districts 1 and 2 of the Columbia Affiliates and CBS Radio officials will be held in New York on Wednesday. One of a series of such meetings being held around the country, the session will review the network's programming, sales, and promotion activities and plans, and examine common problems.

District 1 is headed by Arnold (Doc) Schoen of WPRO Providence, and District 2 by I. R. Lounsberry of WGR Buffalo, who also is chairman of Section B.

Speakers at the meeting will include CBS Radio President Howard S. Meighan; Louis Hausman and J. Kelly Smith, administrative vice president; John Karol, vice president in charge of sales, and Lester Gottlieb, vice president in charge of network programs. Other CBS Radio officials slated to participate include Herbert V. Akerberg, vice president in charge of station relations, William B. Lodge, vice president in charge of general engineering and plant, Philip Schott, national director of station relations, and Edward DeGray and Ed Scoville, representatives of the station relations department.

**ELECTION DAY**

Wilkins Idea Credited

CONGRESSMAN in Washington last week gave J. F. Wilkins, KFBB Great Falls, Mont., general manager, credit for sparking a move to declare election day (first Tuesday) following first Monday a half-day holiday.

The legislator was Rep. Mike Mansfield (D-Mont.), who last week introduced a House concurrent resolution to urge the president to request the governor of each state to encourage its observance.

Resolution (similar measures were introduced in the Senate) would be work-day at noon so as to permit voters to get to the polls.

Mr. Wilkins also sent his recommendation to NARTB along with another suggesting that the "Annual Registration Month" to be heavily promoted by broadcast stations.

**WHEELOCK AGENCY**

Bailey Named President

EXECUTIVE changes in Ward Wheelock Co. are reported in New York, where offices in Philadelphia, New York, and Hollywood, were announced last week, with Arthur A. Bailey, former executive vice president, assuming the presidency.

Former President Ward Wheelock becomes chairman of the board and will continue active participation in the agency's management.

William R. Farrell, vice president and administrative committee member, becomes first vice president of the agency; Walter L. Stocklin, vice president in charge of the art department, has been re-elected to the board of directors and executive committee.

Mr. Bailey, as president of Ward Wheelock, will be chief officer and continue to handle the Campbell Soup Co. account.

Adm. Foster Named

VICE ADM. Edwin Dorsey Foster (USN, ret.) has been elected vice president and director of government relations for RCA Victor Div., it was announced last week. Adm. Foster has been serving as director of the company's Mobilization Planning Dept. He will continue to coordinate RCA Victor mobilization activities and planning of products, services and markets.

**D.C. CRIME PROBE**

Radio-TV to Cover Hearings

DRAMA of crime hearings which captivated televiewers and listeners during sessions of the Kefauver Crime Committee last year will be repeated once again—this time on a smaller scale, in the nation's capital.

WMAL-TV, Washington, the ABC "Star" video outlet, announced it will telecast hearings of the Senate District Crime Committee beginning today (Monday). Hearings, sessions of testimony before the panel, will be aired on radio by WMAL.

The district committee paved the way when it voted, 3-2, to permit radio and TV coverage with the reservation that cameras would be turned away from witnesses whose object to television. The vote reportedly was along party lines: two Republicans, according to Sen. Matthew M. Neely (D-Wa.), committee chairman.

The usual complaints within committee that TV would turn the sessions into a "circus." A more plausible view was that, in the opinion of some members, the decision to permit tele-covarcage would further test the constitutionality of contempt citations levied against witnesses where the need to testify because of television cameras.

**Original Case**

The original case involved Morris Kleinman and Louis Rothkopf, who were cited for contempt by the Senate for a refusal 12 days to televise the hearings on a regular basis, at 10 a.m. and 2:30 p.m. each day, until they are completed about Jan. 17. Commercial spots will be stripped around the coverage. Sessions also will be tape-recorded for use on WMAL each evening, 8:30-to-10:15 p.m., under sponsorship of Phillips Hardware Stores, and syndicated to Breslin Rash, ABC White House correspondent, will be the narrator.

WWDC will broadcast the sessions live. According to the station, Strouse, vice president and general manager. Station's schedule calls for pickups from 10:30-11 a.m. and from 3 to 3:30 p.m. and at any other time when the proceedings become interesting.

Other Washington stations also plan to cover WTUG (TV) use newsreel shots. WRC plans to record the sessions and rebroadcast them later in the evening. WTOP-AM-TV plans were not set.

**KUGN ELECTS KELLY**

EWING C. KELLY, president and general manager of KCRA Sacramento, has purchased a substantial portion of KUGN Eugene, Ore., subject to FCC approval. Mr. Kelly has been appointed KUGN general manager and the board has elected Mr. Kelly to the board of the station, pending FCC approval. He has given his KCRA post and plans no staff changes at KUGN. C. H. Fisher is KUGN president.
Radio is directly responsible for the fact that the Owl Drug Store, of Quincy, Ill., is the largest distributor of veterinary supplies in a hundred mile radius.

Located in the heart of the midwestern city of 45,000 the store has always had a large and thriving farm trade. But 18 years ago its stock of medicines for animals was not particularly large or complete.

Among its customers at that time was Walter Rothchild, then a salesman for WTAD Quincy, who today is WTAD's station manager and national sales manager for the Lee Stations. Walter was taking a few minutes off from his sales duties for a dish of ice cream at the Owl soda fountain. As he ate, he noticed the great number of farmers who stopped in at the store to do their drug shopping. One of the time segments that the young WTAD salesman was hoping to sell that day was a noon day market report.

Watching the farmers and thinking of the market report, Mr. Rothchild decided that here was a logical sponsor. He talked it over with the management of the store and sold them on the idea.

In those days, veterinary supplies were kept in a small glass case along with the usual drug store stock of pet remedies. The store did stock a hog cholera serum but that was kept in a cool corner of the basement and never brought out unless called for.

When the Owl management decided to give radio a trial, the hog cholera serum and a couple of stock remedies seemed to offer a good "test." Commercials were framed to mention them and within a few days farmers were coming into the store asking about the products they had heard "on the radio."

For 13 years now, the drug store has been advertising its stock medicines and supplies on the midday farm markets program on WTAD.

The veterinary department has grown from one small glass case and a box of serum in the basement until it now occupies approximately one-fourth of floor space of the large store. H. G. Waechter, who sold the supplies 13 years ago as part of his job as clerk, now manages the department—a full time job.

Today the department runs into many thousands of dollars. The stock includes serums and vaccines kept in a large special refrigerator. In the display cases are surgical needles and hypodermic syringes. On the shelves are rows of row stock remedies and medicines including vitamins, aureomycin and penicillin. Nor does the stock end there. At the Owl Drug Store farmers can buy feed supplements, dehorners, electric sheep clippers, shears, and because harness shops are all but a thing of the past, the Owl does a good business in such things as bridles, curry combs and even riding blankets and saddles.

Credit to Radio

The amazing growth of the veterinary department can be attributed directly to radio advertising. Shortly after starting the program veterinary sales increased, then doubled and today account for sizable part of the total store sales. What's more, as the radio advertising rocketed veterinary sales, business in the rest of the store increased, too. The owners, K. R. Lohr and Mrs. Fred Holubar, have recently completely remodeled the store, making it one of the most modern in the area. With the remodeled store, the Owl Drug Store has started using mid-morning spot announcements to promote general drug store items.

The farm market program on WTAD comes on the air each week day at 12:30 p.m. for five minutes. The entire program including the commercials is given by WTAD's Farm Director, Dick Faler.

The program is informal. The commercials are sincere, friendly, informative and short. Every commercial includes the line "you know Waechter and he knows the products he sells." It could probably include "and Waechter knows you," because Mr. Waechter can call a large portion of his 2,000 to 3,000 customers by their first name.

Manager Waechter says that farmers today keep abreast with developments and such terms as aureomycin are a part of the modern farmer's vocabulary.

Each commercial is devoted to a different product or subject. The different daily subjects might run like this: Hog Cholera vaccine, calf buckets, insect spray, poultry water tablets, dehorners, calf feed supplement, rat poison, veterinary supplies generally, worm expeller and hog oil.

Although copy is kept up to date, it is repeated. Changes are seasonal with new copy added at intervals. When warm weather comes and flies begin to appear, a commercial for fly sprays makes an appearance. When grain is being harvested and stored, there is a commercial for weevil killer.

And when the season is past, the copy is filed, and the next year it is revised but not changed too much. Copy used by the Owl Drug Store must bring results, and when it does it is kept. When it doesn't it is thrown away.

In speaking of the copy, Mr. Waechter said, "The customer wants to keep hearing it. It's the repeats that pay big dividends."

The copy, too, is designed to inform as well as sell. New developments and products are brought to the farmer in this way. A couple of years ago, the United States Department of Agriculture published the information that traces of DDT were found in milk where DDT was used as a spray around dairy cattle. Mr. Waechter put this information on the air in a commercial that also told of other sprays that did not contain DDT and that were recommended. It goes without saying that Mr. Waechter had the recommended sprays in stock. Back in the days when Mr. Waechter first took over the veterinary department, he used to attend quite a few live stock sales—both to meet people who were prospective customers and see the stock.

Advertising Pays

Besides the farm market program during the noon hour, the Owl Drug Store has cooperated in other shows advertising stock medicines. The department's radio advertising budget is around $3,500 a year. It's advertising that has paid.

And, with WTAD getting ready for television, the Owl Drug Store is getting ready to try TV, too.

In the meantime, radio continues to pay big dividends.

Mr. Waechter has become an air personality in his own right. And when Farm Director Faler says, "You all know Waechter, and he knows the products he sells," he tells the truth. Because through WTAD thousands of persons know Mr. Waechter, and his sales of veterinary medicines and supplies run into thousands of dollars.
SHORTAGE OF TV TRANSMITTERS UNLIKELY

TRANSMITTERS in production or already purchased should accommodate applicants granted CPs for new TV stations without regard to materials allocations if FCC resumes licensing, according to government authorities said Friday. Occasion was trade editors electronics conference called by Defense Production Administration and National Production Authority.

Chattanooga estimate based on 50 to 60 CP grants for UHF-VHF by July 1 with most going to uncontested applications—cities of 100,000 or less. Time needed to manufacture equipment, rather than materials themselves, will pose major factor on subsequent grants.

Certain type towers now authorized as Class B products and wooden structures could be used, authorities noted, adding materials are not serious problem in early stage of freeze-lifting. But "very few, if any" new stations will be operating in 1952, they predicted.

DPA-NPA hopes to maintain first-half materials quotas through 62 third and fourth quarter models. 52 production of WDTV, Valparaiso, at 211/2 to 8 million radio sets and 3.5 to 4 million TV receivers. From 3.7 to 4 million radio and 1.7 to 2 million TV sets expected in first half. Output will depend on materials, ratio between metals, conservation and technical measures, and choice of models. Prospect is for more normal production now that inventories are depleted.

Presiding at DPA-NPA session were E. T. (Piggy) Morris, who resigns Feb. 1 as chairman of DPA Electronics Board and director of NPA Electronics Division, and J. A. Milling, on leave from RCA Service Co., who succeeds him. Latter's appointment officially announced Friday. (Also see early story page 29.)

CBS NEVER CENSORED, SAYS ELMO ROPER

IN NEARLY four years of broadcasting on CBS, Elmo Roper did not meet "one single instance of censorship or even a remote suggestion of it," public opinion specialist said in a speech to the local NBC program, prepared for broadcast over CBS, is expected to be adopted as a standard for other networks.

Recalling that when he began his radio series in February 1948 he was warned that radio lacked freedom of expression tradition of newspapers and magazines, Mr. Roper stated: "The record, as far as this reporter is concerned, shows that no matter how controversial the subject I was discussing, there never was the slightest hint of abrogating freedom of speech on the air."

RTMA'S NEW SECTION

NEW Government Relations Section set up Friday by Radio-Television Mfrs. Assn., with reorganization of Transmitter Division, according to Chairman H. J. Hoffmann, Machlett Labs. Division favors change of name to Technical Products Division. New government unit headed by Ben Elston, Western Electric Co., James D. McLean, Philco Corp., is chairman of expanded Communications Section, which absorbs Marine and Air Force Sections. Sections of Transmitter Division to meet Feb. 6 during RTMA industry conference in New York.

CALDWELL MEMORIAL

FIRST order of business Friday under administration of Arthur W. Scharfled, new president of Federal Communications Bar Assn., was launching of plan to establish memorial honoring Louis G. Caldwell, dean of Washington radio attorneys, who died Dec. 11. Committee will be named by President Scharfled to work details of scholarship fund, series of lectures or whatever project will be adopted to perpetuate Mr. Caldwell's name. (See FCBA pages story 60.)

BUSINESS BRIEFLY

Show and Range Rider in five cities effective this month. Both distributed by CBS Televisiion Film Sales. Autry series on WFBM-Indianapolis starting Jan. 26: Range Rider on WBEN-TV Buffalo, WBBV (TV) Charlotte, WOR (TV) and WPIX (TV) Pittsburgh.

CBS TV show said Autry show sold in more than 30 cities, other film in 26.

GOLDBERG SELLOUT • Necchi Sewing Machines, N. Y., to sponsor Friday portion of The Goldbergs on NBC-TV, 7:17-7:30 p.m., hosting complete program as Ecco Pro. In Chicago, buys Wednesday and Vitamin Corp. of America (story page 60) takes Monday section. Necchi agency, Doyle, Dane Bernbach, N. Y.

FILM ADDING • Loew's Inc. adding spot announcement campaigns for film "Quo Vadis" in major cities. Agency, Donahue & Coe, N. Y.

SIMPLIFIED EARNINGS REPORT

SIMPLIFICATION of report on employment and earnings for radio-TV employees, required annually by FCC, is in work. In proposed rule FCC asks for comments on new form, asking for comments by Feb. 18, oppositions by Feb. 29. New single form will take place of two now in use will help Bureau of Labor Statistics. Without question, it is expected. Main changes from old forms are (1) listing of all employees for same company, instead of for each station licensed by company, (2) listing of employees by station job classification instead of by categories specified by FCC.

CHEESECAKE & CLOCKS

CHEESECAKE party scheduled by WOR-TV New York from 8-10 p.m., Friday at new Television Square, where photographer guests will be provided two versions of that word: One on table and other group of models ready to pose. Studio will provide unlimited number of background, lights and props, and promises award to cameraman taking best shot. Invitations to be issued members of accredited camera clubs.

In another type of promotion to remind editors to watch Today, Dave Garrow's new morning video show in Philadelphia (Monday) 7:45 a.m. on NBC-TV, network on Friday sent them alarm clocks set for 6:45.

PEOPLE...

LINCOLN SCHEURLE resigns as radio-TV director, Hugo Wagensell & Assoc., Dayton, to join Foote, Cone & Belding, Chicago, as tele vision producer.

JAMES BAILEY, managing director of For Industry's WAGA-AM-TV Atlanta five years has resigned.

HENRY COMAN, assistant director on Kroft Theatre's, and former studio coordinator NBC TV, named assistant to JOSEPH BAILEY program producer of Lucky Strike Theatricals and Johnson's wax program on NBC-TV.

ROBERT M. PRENTICE, General Foods Corp., to Doherty, Stanford & Shenfield, N. Y., as account executive.

SAUL FISCHBEIN, formerly in sales department WPIX (TV) New York, to Jane Art Inc., Fleig's gift manufacturers, as general sales manager.

ALAN SCHROEDER resigns from CBS Radio Sales Staff, Chicago, to join Henry L. Christal station representative firm there Feb. 11. Before joining CBS in May 1950, Mr. Schroeder was salesman for WOR-AM-TV New York's office in Chicago.

BERNARD TULLIUS, formerly senior engineer at Radio Engineering Labs, Long Island City, named sales engineer for Transmitter Division DuMont Labs, Clifton, N. J.

LEONARD TARCHER and BEN S. LATHIN elected vice presidents of J. D. Tarcher & Co., New York agency.

DR. EARLE K. PLYLER appointed chief of Radiometry Section of National Bureau of Standards Atomic & Radiation Physics Dept.

FOUR NAMED MEMBERS OF ABC ADVISORY GROUP

ROGER W. CLIPP, WFIL Philadelphia; Verl Bratton, WKTY La Crosse, Wis.; Harold V. Hough, WBAF Fort Worth, and J. Archie Minton Jr., New York, have been elected to two-year terms as members of ABC Stations Planning & Advisory Committee, representing Districts 1, 3, 5 and 7, William A. Wylle, ABC director of promotion, announced Friday. Newly elected alternates for these districts are: C. Glover DeLaney WHTH Hartford; E. K. Hartenbeker, KCMO Kansas City, Mo.; Gene L. Cagle, Texas State Network, Ft. Worth, Tex., and J. B. Conley, KEX Portland, Ore. Representatives of four even numbered districts, elected year ago, serve through 1952.

WTTG MOVES QUARTERS

DuMONT'S WTTG (TV) Washington has taken over the tenth floor of the Raleigh Hotel, is planning to move from present quarters in Harrington Hotel April 1. New space will include two studios (40 x 60 ft. and 40 x 40 ft.), with a double-decked control room above them. Studio began operation on experimental basis in 1939, commercially in 1947. It operates on Channel 5, with 17.5 kw visual radiated power.

WISCONSIN FM DRIVE

CAMPAIGN to promote FM set sales and listening in Wisconsin to start Feb. 4, one of series being sponsored jointly by NARTB and Radio-Television Mfrs. Assn. Two-score Wisconsin distributors, dealers and broadcasters to take active part in campaign.

BROADCASTING • Telecasting
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.
HOW BIG IS A PLANT'S "NEIGHBORHOOD"?

Areas of influence often are larger than management thinks. Community relations can be helped by the longer-reaching medium—radio.

With every improvement in mass transportation, a plant's "neighborhood" expands.

Employment applicants come from farther and farther away. The circle of local suppliers widens. And these are only two examples.

Moreover, as the area of influence grows, the need for good community relations increases. For this reason, more and more companies are turning to radio to carry their message—both to neighbors near the plant and to those who live beyond the reach of other local media.

In six of the nation's leading industrial areas—Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon—Westinghouse stations are taking a leading part in this growing development. They are in their 32nd year of helping industry make friends with its neighbors...and they offer their experience and facilities to company management as well as to advertising agencies and public relations counselors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WZBA - KYW - KOKA - WOWO - KEX - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales