ATOM SERIES WINS WIDE ACCLAIM!

- Voted "Best New Program Created During Year" by Chicago Federated Advertising Club.
- Heralded as "example of the effective use of radio as a teaching tool" by Variety Magazine.
- Being re-broadcast by 35 affiliated stations of National Association of Educational Broadcasters.
- Permission requested by Department of State for use of series in its foreign educational broadcasts.

For the second year, as part of the award-winning "WLS School Time" broadcasts—a five-time-a-week sustaining program for in-school listening, now in its 16th year—WLS is bringing to the Midwest an exciting series based on the drama of the atom.

Each program translates into understandable and dramatic terms the meaning and significance of this new world of Atomic Energy. Written in cooperation with the Argonne National Laboratories, these programs have the enthusiastic support of the Federal Security Agency, which has requested scripts for its permanent library.

Service that Sells...

Serving the people of the Midwest has been a WLS project for over a quarter of a century. Particularly in this new era the responsibility of radio cannot be overemphasized.

As radio serves, so can it sell... for through consistent services accrues listener loyalty and belief—the basic ingredients of advertising results.
QUALITY of WHAS programming makes the difference

...and WHAS quality delivers the goods on "Coffee Call". This show packs a powerful wallop in the rich Kentuckiana market with its star line-up of talented performers. Jim Walton, Bill Pickett and Herbie Koch have made this daily half-hour audience-participation show the most listened-to morning show originating in Louisville. Fun-loving emcee Walton, "strolling baritone" Pickett and maestro Koch at the WHAS studio organ can be your entree into this rich market. See your Petry man today!

50,000 WATTS * 1A CLEAR CHANNEL * 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market
WSAR
Fall River - New Bedford
5000 Watts Are Affiliated

For Full Information About WSAR in the 49 Largest U.S. Market Contact Headley-Reed Company.
The role of sports in the life of the University is discussed by Dr. John A. Perkins, president, and David Nelson, head of the Department of Athletics.

Dr. Charles L. Lanier, chairman of the Department of Economics and Business Administration, discusses arbitration in labor disputes.

to see is to understand

A group of faculty members presents a program of madrigals.

Members of the Science and Wildlife Department enliven a program with photogenic members of Delaware Wildlife.

The University of Delaware, keenly aware of the above fact, uses the facilities of WDEL-TV to report to the citizens of the State. The activity story which viewers see on this regular half-hour show—"Your University"—is a broad, moving, varied and instructive one. Thus a modern, progressive University uses WDEL-TV's broad program of public service to interpret its state-wide program, student curriculum and campus activities.

This program is one of many local features carried by this station in an endeavor to meet the needs of the communities it serves.

WDEL-TV
WILMINGTON, DELAWARE

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles
NIELSEN, HOOPER SETTLE SINDLINGER RADOX SUITS

LONG-PENDING damage suits filed by Albert W. Sindlinger, Philadelphia, against A. C. Nielsen, and C. T. Hooper, research interests over use of Radox patents settled Friday in Philadelphia federal court.

Understood Mr. Sindlinger receives $75,000 cash plus stock for total settlement figure of area Network to Bridgeport Broadcasting, 3 affiliated firms as well as A. C. Nielsen Co. each said to have right to use Radox patents.

Mr. offices in Chicago and New York refused to comment on settlement. Mr. Sindlinger said, "I agreed with Nielsen's attorneys that we would not discuss details until Tuesday (Jan. 22)."

Parties involved in patent proceedings over Radox devices which electronically shows stations to which receivers are tuned.

New type of radio listening survey to be launched in near future by Sindlinger company, using ticker-tape device showing stations to which sets are tuned. This service expected to be set up in individual cities.

Sindlinger suits originally filed in March 1950, asking $2.6 million in damages. Court later reduced sum to $1.5 million. Litigation had reached deposition stage. Sindlinger charges alleged restraint of trade. Hooper settlement figure said to be nominal.

'BELL BOY' TO WXYZ

ED McKENZIE, assistant general manager of WJBK Detroit and nationally known disc jockey, Jack the Bell Boy, joins WXYZ Detroit within two weeks and will m.c. daily two-hour show. His resignation from WJBK followed that of Richard E. Jones, general manager (see earlier story, page 24). Another resignation from WJBK reported Friday was that of Joyce M. Chapman, publicity director.

WICC NAMES YOUNG

ADAM J. YOUNG JR., Inc. named to take over representation of WICC Bridgeport, Conn., effective immediately. Sale of WICC by Yankee Network to Bridgeport Broadcasting Corp. for $200,000 was approved by FCC Thursday (story page 25). WICC on 600 kc with 1 kw day, 600 w night, is affiliated with Mutual and Yankee networks.

BUSINESS BRIEFLY

ZIV SALES - Frederic W. Ziv Co.'s I Was a Communist for the FBI has been sold for broadcast in 162 cities at end of first 10 selling days, with 60% of all sales made directly to stations, according to Ziv announcement.

GRETZ NAMES - William Gretz Brewing Co., Philadelphia (Gretz Beer, Ale, Porter, Half & Half), names Scheideler, Beck & Werner, N. Y., as agency, effective Feb. 1.

BLASTING APPOINTS - General Blasting Corp., Chicago, Ill., appoints Schoenfeld, Huber & Green, Chicago, to handle advertising. TV will be used.

CHICAGO SPONSORS - Chicago Assn. of Stock Exchange firms sponsoring 38 commercials weekly on WJJD Chicago. This will be first institutional advertising for group. Spot schedule includes stock market averages plus financial news every hour, 10 a.m. to 3 p.m. weekdays, 10 a.m. to noon Sundays. Agency: Olian Adv., Chicago.

BIOW RESIGNS - Biow Co., N. Y., resigns as advertising representative for Schenley Distillers Inc., effective at Schenley's option.

CAMAY CAMPAIGN - Procter & Gamble (Camay Soap), Jan. 28 begins radio spot campaign for 52 weeks in several markets. Agency, Pedlar & Ryan, N. Y.

EASTER EGG SPOT - Fred Fear & Co., Brooklyn (Easter egg dyes), signed for one-minute participation in 8:30-8:45 p.m. EST segment of March 30 Stop the Music on ABC (Continued on page 24).

'VOICE' INQUIRY ASKED

REALIGNMENT of Voice of America under new International Information Administration is "step in right direction," but Senate inquiry is still "even more imperative," Sen. William Benton (D-Conn.) said Friday. He called for hearings by Senate Foreign Relations subcommittee on his resolution to revitalize radio arm.

Chairman Brien McMahon (D-Conn.) has promised early action, Sen. Benton said. (See early story page 81.)

N.Y. Radio Listening Up Substantially

LISTENING in New York radio homes has increased 47% during afternoons and 28% during evenings since 1948, year of video's first great impact on broadcasting scene, according to study released Friday by WNEW New York.

Based on Pulse and Telepulse figures for New York metropolitan area, WNEW said study indicates that "there is no such thing as a TV home." For all homes in area, radio listening since pre-video 1947 has increased 28% in morning, held its own in afternoon, and decreased on weekday evenings. But, report points outs, decrease is less than imagined, with WNEW, to cite one example, reporting decrease amounting to only 11%.

Television audience habits have also changed, it was indicated. Whereas TV set ownership increased 71% from April 1950 to April 1951, there was 9% decrease in set usage in radio-TV homes during average evening quarter-hour, while radio usage was up 5%.

Point of survey is that TV set in home by no means removes that home from radio's audience, that today's televiser is not yesterday's radio listener. In fact, 64% of TV evening audience has come from people giving up other activities than radio-listening.

for more AT DEADLINE turn page

January 21, 1952 • Page 5
DuMont May refuse to join in TV code

GRAVE doubts about advertising sections of NARTB-proposed TV code may cause DuMont not to subscribe, C. J. Keating, DuMont Network director, said Friday. Mr. Witting was witness in DuMont-Paramount control part of the hearings underway on question of Paramount Pictures' qualification to be licensee and on question of merger of ABC with United Paramount Theatres Inc. (see early story on page 25).

Mr. Witting's objections to Code stemmed from both testifed as an opponent who could file objection on some DuMont commercial practice, force DuMont to go through hearing before NARTB review board, with concurrent adverse publicity, trouble and expense. Mr. Witting indicated DuMont was still studying Code, had not made up its mind finally.

Other highlights of Mr. Witting's testimony: (1) DuMont is "examining" plan to secure U. S. TV rights to feature films, syndicated them to affiliates. It has discussed idea with distributors, but so far has rights to two British films. (2) Production of feature films by DuMont is not planned in immediate future; however, new studios will have facilities for such production.

KPOA to file appeal in adverse tax ruling

KPOA Honolulu will appeal decision of Hawaiian Circuit Court ruling against its challenge of territorial gross-receipts tax on broadcast stations, according to J. Elroy McCauley, part owner of KPOA. Appeal will be taken to territorial Supreme Court.

Judge Willson C. Moore held station's commercial activities were centered on island and therefore receipts are subject to tax, aside from income from network programs short-waved from mainland. There's no question gross receipts tax of this type would be invalid if applied to stations located on mainland, according to court.

DX letters from mainland rejected by court as having no commercial significance. Case held to differ from Fishers Blend decision in stipulation of facts and geographical aspects. Court interested in where money comes from and where station signal is directed.

Mr. McCauley and John D. Keating, KPOA president, said testifying as a competitor, Jack Burnet, KULA Honolulu, Ralph Fitkin, KHON and Marion A. Mulroney, KGU, both Honolulu, subpoenaed by court to testify on coverage-service aspects. First witness, touching engineering angles, was Royal V. Howard, KIKI Honolulu. Attorneys for KPOA were Kenneth Davis and David Ingman. Vincent Wailewski, NARTB attorney, took part in argument.

Mr. Keating, NARTB engineer-director, was present at argument but did not testify.

DEFENSE PLANS DISCUSSED

PERSONS now holding amateur radio licenses may need additional authorization to participate in emergency radio networks to be set up for civil defense operations, it was indicated Friday after closed conference for Northeastern States Civil Defense Amateur Radio Alli- ance was held in New York. Delegates from 10 states discussed new rules and regulations for radio amateur emergency service recently released by FCC and which, when adopted, will regulate all CD radio networks.

In this Issue--

Radio net time sales in 1951 were the big- gest in history—$485.4 million, a nearly $32 million jump over 1950. Here's the dollar measurement of radio's big ness. A Broadcasting • Telecasting exclusive. Page 25.

Two bright spots appear in television's battle to win equal access to news sources. New York association votes down proposed anti-TV resolution, and a Senate hearing in Washing- ton learns the difference between newscasts and TV. Page 26.

A BT rundown shows that five watch manufacturers will spend $10 million in radio and television advertising in 1952. Page 17.

FCC goes into virtually continuous ses- sion, warming up to thaw its 40-month freeze on television. Page 61.

P&G, as usual, leads all other advertisers in spending money for radio network time. Page 28. For TV network time as well. Page 61.


"Dry" campaign against broadcasting begins to take shape. A Senate bill is introduced that would ban hard liquor advertising from radio and tele- vision. Page 88.


Sen. Benton thinks the NARTB tele- vision code is dandy, but he's convinced his National Citizens Ad- visory Committee for Radio and Tele- vision is needed too. Page 68.

Army-Air Force recruiting advertising is windfall for radio. Page 77.

National Production Authority will hold meeting with industry leaders, proba- bly Feb. 8, to clarify the status of its ban against color TV manufacturing. Page 62.

Voice of America is placed under new International Information Administra- tion, whose chief will report directly to Secretary of State. Page 61.

Statewide campaign to promote sale of FM sets begins in North Carolina; others scheduled for other states. Page 44.

Upcoming


Jan. 21-26: American Institute of Elec- trical Engineers, winter meeting, Hotel Statler, New York.


Jan. 24-26: Southwestern Assn. of Advertising Agencies, meeting, Plaza Hotel, Houston, Texas.


(Other Upcomings page 34)

Closed Circuit

(Continued from page 5)

spent $533,000 in operation alone. There ar- e five present applicants for two VHF com- mercial channels earmarked for Miami.

SPOT RADIO business for 1951 up some 10-11% over 1950, according to confidential survey of stations representatives, which re port increases in billings for last year ranging from 65% to 30% about 1950 level. Finding backs up a Broadcasting • Telecasting esti- mate of an 11.7% increase in national and regional spot radio time sales (see page 28).

IF FCC traffic these days is criterion, num- erous advertising agency executives, it's learned have been button-holing members of FCC on how to apply for TV facilities.

WHY DID Vice Chairman Paul A. Walker or FCC call on President last Monday? Wash- ington's radio fraternity bestirred itself figuring that perhaps he had elected to retire since he had passed mandatory age of 70 but believes Presidential extension last year. Answer: Mr. Walker, who's 71, simply wanted to tell President that he appreciated his job was well and happy and hoped to complete hi- term which runs until June 30, 1953.

IMPRESSED with job done by Charlie Crutchfield, senior vice president of Jefferson Standard Broadcasting Co. (WBT-AM-FM WTV) and to consultant on radio aff airs in Greece, State Department under- stood to have convinced him he should go to Philippines in September on another mission. His duties will be in connection with activating new megawatt (million watt) shortwave trans- mitter to spread gospel of truth program via Voice of America to Pacific area.

BEHIND-SCENES move reportedly under way to form new trade association representing independent broadcasters, with emphasis on Washington service. Gordon Brown, WSAY Rochester, is spearheading movement.

RAMSAY bill to outlaw "political advertising" may never see light of day. House Ways & Means Committee, where bill rests, is in no mood to act. M. J. Understood that color supporters of legislation would be most sur- prised of all if committee suddenly took early action (see story, page 80).

CONFRONTING NARTB's convention plan- ners, meeting today (Monday), is problem of giving association's radio activities proper place on March 31-April 2 agenda. Tentative plans give best spots to Broadcast Advertising Bureau and television, with BMI and engi- neering conference as extra diversions.

THEATRE-TV hearings to start Feb. 25, may (unless postponed at applicants' request) be among more glamorous FCC proceedings. Among galaxy of talent entertainment world who will appear are Broadway producers Max Gordon and Theresa Helburn (Theatre Guild); also musical comedy star Celeste Holm.

AYER NAMES FOUR VP's

FOUR new vice presidents elected last week by N. A. Ayer & Son, Philadelphia. They are: Leslie D. Carnathan, media department; Brydon S. Greene, Philadelphia service; Allen R. Memhord Jr., director of plans-merchandising department, and Richard P. Powell, head of information services.

Page 6 • January 21, 1952
Boston's most popular disc jockey triples his audience on WORL in 9 months!

*PULSE RATING

NORM PRESCOTT

Program Director and Disc Jockey with WORL, Boston

Voted New England's favorite Disc Jockey in the 1950 Billboard Poll, ranking as one of the country's top twenty

Featured in Monogram Picture's "Mr. Disc Jockey"

5000 WATTS
950 ON YOUR DIAL

WORL

REPRESENTED NATIONALLY BY THE BOLLING COMPANY

ARTHUR E. HALEY, General Manager
How First Federal of Rochester Quadrupled Assets

When First Federal of Rochester, N. Y., started local sponsorship of the Fulton Lewis, Jr., program on radio station WVET, assets were $11,500,000. Today, after nine years of continuous sponsorship, assets are $46,-

000,000. Obviously this increase is not attributable to the program alone. Good management, alert business practices, and many other factors enter into the picture. But, in the words of Mr. Willis J. Almekinder, President of First Federal, "A great deal of the success in reaching new savings customers is due to the fine audience which Fulton Lewis, Jr., reaches."

"Numbering over 200,000 people in Rochester, it is made up of thinking, hard working, conscientious citizens who are interested in America and who believe in such fundamentals of good citizenship as thrift. In our regular check of where our new business comes from, Fulton Lewis, Jr., has consistently rated at the top. Our sponsorship has generated a great deal of good will toward First Federal."

The Fulton Lewis program is a Mutual Co-op Program available for sale to local advertisers in individual cities at low, pro-rated talent cost. Among the 623 sponsors of the program (on 370 Mutual stations), there are 55 banks and savings institutions. Since there are more than 500 MBS stations, there may be an opening in your locality. For a proved and tested means of reaching new customers, check your Mutual outlet — or the Co-operative Program Department, Mutual Broadcasting System, 1540 Broadway, New York City 18 (or Tribune Tower, Chicago 11, Illinois).
Hooper Ratings Average Higher Than Any Other Memphis Station.

The quality of programming, the tonal qualities, the first class professional atmosphere of its presentations—all contribute their parts to the welcome reception given to WREC as the first station in its rich 76 county market—one of the country's best and most prolific sales units.
Kenyon & Eckhardt, N. Y., announces following personnel additions: Bill Wood, from J. Walter Thompson Co., N. Y., appointed promotion and new business director; Tom Viscardi, from Marschalk & Pratt, named radio-TV time buyer; John Farley, former news editor, WMCA New York, to agency's publicity division; Joel Conron appointed sales promotion director; Matilda Clark Robbins, from G. Fox & Co., Hartford, to copy staff on Tennessee Eastman account.

Mary A. Peacock, radio-TV writer, to Pacific National Adv., Seattle, as television director.

Thomas R. Vohs, account supervisor, Anderson & Cairns, N. Y., elected vice president.

J. Walter Goldstein, St. Louis advertising executive, to Westheimer & Block, St. Louis, on Feb. 1 as partner.

Lilyon E. Louden, publicity manager, John Mather Lupton Co., N. Y., named to the board of directors of Publicity Club of New York.

On all accounts

NAT Wolff, production head of Young & Rubicam, New York, is that increasingly rare species in executive echelons: a working success in all the elements he is being called upon to supervise.

A celebrated writer, director, packager, administrator, salesman and personal representative, he has moved east from Hollywood to expend his collateral talents in behalf of one of the largest radio and television entities in the industry from the standpoint of billing.

An acknowledged leader in the field, Mr. Wolff began his career in radio almost immediately after graduating from the U. S. Naval Academy. He went into radio in Buffalo, N. Y., selling programs, handling artists and performing similar related duties. One of his associates in Buffalo was the late Col. Stoopnagle.

In 1929, he moved to New York and joined a firm called Rock Productions, where he sold and helped create such features as "Tea Leaf Jubilee, OKee Mortimer for Richfield Country Club on CBS and Parties at Pickett," sponsored by the Associated Ice Dealers. In 1934 he moved to Hollywood where he became radio head of H. N. Swans, literary agency, transferring one year later to the Myron Selznick Agency where he served as the firm's first radio director.

He remained with Selznick until 1941 when he joined the Office of War Information as deputy-chief-in-charge-of-domestic-radio on the west coast.

In 1943, Mr. Wolff capitulated to MGM for a two-year term as an executive of the company. It was after he left the movie company that he turned to writing and directing such programs as the Eddie Bracken Show, Pier 13, The Charles Boyer Show and Richard Diamond with Dick Powell.

Four years ago he helped create and has since written, along with Don Quinn, the Halls of Ivy starring Ronald Colman.

Other programs that he has adapted for radio are the screen playlets on the Hedda Hopper Show, the Screen Directors Playhouse series and Hollywood Star Theatre.

The Wolff's have been married since Feb. 7, 1940. Mrs. Wolff is Edna Best, the actress, who opens on Broadway in "Jane" with Basil Rathbone, the end of January. The couple lives in a New York apartment.

Mr. Wolff served in the first World War as a seaman second class. It was during that service that he was appointed to the Naval Academy from where he was graduated in 1923.

His hobbies are golf and swimming.

Broadcasting • Telecasting
DAVID HENRY
LYNN THOMAS

BROADCASTING
Dyson, N.
D.

ROBERT L. BUTLER, director of promotion, American Laundry Machine Corp., Cincinnati, to Rollman, Cary & Rittenhouse Adv., same city, as account executive in charge of the agency's industrial division.

CORNELIUS Du BOIS, senior partner, Cornelius Du Bois & Co., research and marketing organization, to Geyer, Newell & Ganger, N. Y., as director of research development. STEPHEN HARSHORN, agency's associate research director, promoted to research director.

DEAN AVERY, general manager, Young & Rubicam, Mexico City, transferred to agency's Hollywood contact staff and assigned to handle Hunt Foods account.

He succeeds ROBERT OWENS, who is returning east.

THOMAS R. MURPHY, Grant Adv., Bogota, Colombia, transferred to agency's Dallas office as manager. W. C. WOODY JR. named vice president in charge of television.

S. W. HEWORTH resigns as vice president and manager, Grant Adv., Dallas, to open Heworth Adv. Co., same city.

LOUIS J. ROLLE, field manager for Frankfort Distillers, S. F., to BBDO, S. F., as merchandising specialist.

LEONARD TARCHER and BEN S. LAITIN, both of J. D. Tarcher & Co., N. Y., named vice presidents.


JIM BISHOP, president, Bishop & Assoc., L. A., presented distinguished service award, given annually by Jr. Chamber of Commerce to man under 35 years of age who accomplishes most for Hollywood in public service field.

STRANG & PROSSER, Seattle, announces following staff changes: LOIS D. KITCHENER, advertising manager of Skyway Luggage Co., same city, to agency's copy department; MONTE SALCOVER appointed production assistant and PAUL OLSSON named art director.

LYNN DAVIES, production staff, WFIL-TV Philadelphia, to Turner & Dyson, N. Y., as radio and television timebuyer.

HENRY S. LOUCHHEIM, vice president and treasurer of Al Paul Lefton Co., Phila., to board of directors.

DAVID F. LEARY, Pacific Coast representative for American Institute (Continued on page 80)
CUSTOM-TAILORED TELEVISION...

THE KATZ AGENCY, INC.
488 MADISON AVENUE • NEW YORK 22, NEW YORK • CHICAGO • DETROIT
In television today, Spot Program advertising can take your selection of material, mark it to your measure, and shape it to fit your sales areas. Yes, Spot Programs, custom-fitted to your needs, can suit you to a TV... at "ready-to-wear" prices.

BUY TV BY SPOT and forget any network-ordained "must" cities. Pay only for the markets you want, get the markets you want...

....AT READY-TO-WEAR PRICES

...have the picture quality of your program uniformly clear in all markets. All this, at savings in time charges which are enough to cover film prints, their distribution and other costs. Whether you're already enjoying television, or are merely planning to try it for size some day, it's worth examining these basic advantages of Spot Program advertising. And there are many more.

In fact, there's a man at the Katz office nearest to yours, who can quickly and clearly show you how all the benefits of Spot Program television can be professionally fitted to your needs.

NATIONAL ADVERTISING REPRESENTATIVES
LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY
“The Prestige Station of the Carolinas”

GREENSBORO, NORTH CAROLINA

Look at part of WBIC’s potential out-of-home audience! In addition to 186,870 radio homes in WBIC’s Sixteen County Market,* there were 279,436 cars Sept. 30, 1951.† The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

SOURCES:
* BMB Study No. 2
† N. C. Dept. of Motor Vehicles
‡ Dept. of Highways
** Greensboro & High Point Police Deps.
Member, High Point Fire Dept.
Hego, Middleton & Neal

Represented by Hollingbery

5000 Watts

CBS Affiliate

---

new business

Spot . . .


GUNther BREWING Co., Baltimore, to sponsor 10 five-minute TV shows per week for 52 weeks on WNBW (TV) Washington. Shows a day, five days a week will feature stories of local interest.

REPUBLIC VAN AND STORAGE Co., L. A., to sponsor first half-hour of 60-minute Dixie Showboat on KTLA (TV) L. A. Mon., 8:30 p.m. (PST), for 13 weeks from Jan. 7. Agency: Wofier, Dougiass & Bennington, Alhambra, Calif.

1951-1' Dept. of part equipped with radios.

The composite

GOODYEAR TIRE & RUBBER Co. renews Greatest Story Ever Told over ABC radio for 52 weeks, Sunday, 5:30-6 p.m. Agency: Kudner Agency Inc., N. Y.


NORTH AMERICAN VAN LINES, Ft. Wayne, Ind., to sponsor Jay Stewart’s Fan Mail on 36 CBS Radio western stations, Sun., 1-1:05 p.m. (PST), for 52 weeks from Jan. 20. Agency: Castor & Assoc., L. A.

HEET DIV. of De Mert & Daugherty, Chicago, to sponsor Yankee Weatherman on WNAC Boston and 17 Yankee Network stations. Five minute show will be aired three times a week in January and February. Agency: Ruthrauff & Ryan, N. Y.

COLGATE-PALMOLIVE-PEET, Berkeley, Calif. (Peet’s Soap), sponsors five five-minute participations every two weeks in Answer Man on 43 Don Lee stations, Mon. through Fri., 10:30-10:45 a.m. (PST), for 12 weeks from Jan. 14. Agency: Honig-Cooper Co., San Francisco.

NESTLE CHOCOLATE Co., N. Y. (Semi-Sweet Chocolate), sponsors five minute participation in Answer Man on 43 Don Lee stations, Tues. and Thurs., 10:30-10:45 a.m. (PST), for nine weeks from Jan. 8. Agency: Cecil & Presbrey, N. Y.

QUAKER OATS Co., Peterborough, Ont. (Quaker products), Jan. 1 started for one year quarter-hour segment of Happy Gang, Mon. through Fri., 1:30-1:45 p.m., on 34 Trans-Canada network stations. This is first time a Canadian network show has been co-sponsored, first segment being taken by Colgate-Palmore-Peet Co., Toronto, sponsor of program for past 12 years. Agency: Spitzer & Mills, Toronto, for both companies.

STUDEBAKER CORP., South Bend, Ind., renews Sam Hayes News on 60 Don Lee, Intermountain and Arizona Group Network stations, Mon., (Continued on page 77)

BROADCASTING * Telecasting
ANY Time Is GOOD TIME
On KRNT DES MOINES!

BOX SCORE

MORNING — 22 firsts out of 22 rated periods.

AFTERNOON — 22 firsts and 2 seconds out of 24 rated periods.

EVENING — 46 firsts (1 tie), 16 seconds (2 ties) out of 70 rated periods.

Every KRNT personality show and news period out-Hoopers every competing show in Des Moines! These ratings are proof conclusive that KRNT never was better — never a better buy! By every standard of comparison, KRNT is one of the great stations in the nation. We're big and growing bigger in a big market... FAST.

KRNT... FIRST in morning audience!
KRNT's audience (41.9% share) is 107.4% greater than the No. 2 station, and is larger than the combined total of the No. 3, 4, 5 and 6 rated stations... is 21.4% greater than No. 2 and 3 stations combined.

KRNT... FIRST in afternoon audience!
KRNT's audience (46.9%) is 108.4% greater than the No. 2 station, and is larger than the combined total of No. 2, 3, 4 and 5 rated stations.

KRNT... FIRST in evening audience!
KRNT's audience (37.0%) is 50.4% greater than the No. 2 station... is 131.3% greater than the No. 3 station.

KRNT... FIRST in total rated time periods!
KRNT's audience (40.5%) is 79.2% greater than the No. 2 station, and is greater by 14.7% than the total of No. 2, 3 and 5 stations combined.

Buy THAT KNOW-HOW GO-NOW

STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS

Represented by THE KATZ AGENCY... SOURCE: C. E. HOOBER DES MOINES AUDIENCE INDEX, OCTOBER, 1951
The Throbbing Pulse
EDITOR:
On page 36 in the Jan. 14 issue of BROADCASTING appeared the following:

Dr. Matthew N. Chappell enjoys the respect of recall-taking proponents: he was the personal choice of Sydney Roslow, Director, The Pulse Inc. to be added to the Special Test Survey Committee. (See BROADCASTING Dec. 17, 1951).

Dr. Chappell was nominated by Sydney Roslow during the Aug. 22, 1950, meeting in the presence of LeRoy H. Avery, Kenneth H. Baker, Fred B. Manchee and A. Wells Wither... .

This appeared in an ad by KJBS Broadcasters. I request the immediate publication of a retraction of this statement. If not, we will proceed to take the proper steps in the protection of our interests.

Enclosed is a copy of a letter from the Chairman of the Test Survey Committee [Kenneth H. Baker, then research director of NATB] setting forth how Dr. Chappell was accepted by the expanded committee and indicating clearly that he was not the personal choice of mine and not nominated by me.

Sydney Roslow
Director, The Pulse Inc.
New York

[EDITOR’S NOTE: This excerpt from Dr. Baker’s letter describes his recollection of the meeting: “As I remember it, you [Dr. Roslow] were not satisfied with the composition of the committee and you proposed that we augment it from the roster of the membership of the New York Radio Research Council. Several names from this roster were proposed and, as both you and [C. H. Hooper] agreed to a particular name, I stepped to the phone and called the individual and invited him to work with the committee. Beth Larry Deckinger and Matt Chappell were selected in this way.” Though another person present at the meeting has informed BROADCASTING • TELECASTING that Dr. Roslow not only proposed the committee expansion but also the appointment of Dr. Chappell, we are glad to publish Dr. Baker’s version (which establishes that Dr. Roslow certainly did not oppose the nomination) as forwarded by Dr. Roslow.]

Aw, G’wan
EDITOR:
... Four years ago, when I left radio to enter the field of industrial public relations, I cancelled my subscription, thinking of BROADCASTING • TELECASTING only as a “trade magazine.” It did not take me long to realize my error. My need for full coverage of these two fields was immediate and that need has grown through the years... .

No other publication has expanded with the times as much as BROADCASTING • TELECASTING. It is invaluable to me in my operation.

Charles S. Zurhorst
Director, Special Projects
Oil Industry Information Committee
American Petroleum Institute
New York

Clarification
EDITOR:
Publicity given by your journal [3*4, Jan. 7] to the legal suit by Edward D. Robinson against Rocket Pictures Inc. has aggravated the state of confusion that has continued since the above defendants left our studio and adapted the use of a name similar to ours, the original company.

Because of the confusion created by the use of the name “Rocket,” the young defendant company is almost universally mistaken for our old established company. ... This, the Frederick K. Rockett Co., has never been involved in any contract breach with anyone in its 27 years of existence. ... F. K. Rockett
Frederick K. Rockett Co.
Hollywood

[EDITOR’S NOTE: Though the defendant was correctly identified in the B&T story, we’re glad to publish this letter emphasizing that it was not the Frederick K. Rockett Co.]

How to Get a Gizmo
EDITOR:
My attention has just been called to an article in your Nov. 26 issue, page 150, captioned “Trick Shots with the Gizmo.” ...

We are going to start a commercial film subsidiary business just as soon as TV is unfrozen here in Peoria, and would like to find out all about this new gizmo. Will you please put us on the right track to get the information?

J. J. Keith
General Manager
Mace Adv. Agency
Peoria, III.

[EDITOR’S NOTE: Information may be had from George Gould, Rockhill Prod., 18 East 56th St., New York 22, N. Y.]

Fight, Fight, Fought
EDITOR:
As I read your editorial this week on “Phonevisionsary,” the comforting thought occurred to me that the other visionaries, with whom you have so unkindly affronted, have been egregiously successful in pursuing their past visions of how the tides of new ideas were likely to run.

As you observe editorially, those of us who believe in the potentials of subscription telecasting have highly diverging reasons for our interest and, taken together, make (Continued on page 76)
You're too smart...

...to pay $3,000 for a 1914 automobile. Yet once upon a time some models did cost that much...and they were worth it—then!

Radio time buying, too, is a new science today—at least in Milwaukee. Rates have changed and audiences, too. Be sure you are getting a modern value in the Milwaukee market. Buy WEMP!

For $50, $75, $100, $150 or more you can buy
2 times the audience of Network Station #1
2½ times the audience of Network Station #2

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<tr>
<th>NUMBER</th>
<th>COST PER WEEK</th>
<th>TOL WEEKLY HOOPER</th>
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<td>57.3</td>
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<td>Net Station #2 5 100-Word Spots</td>
<td>$116.20</td>
<td>24.0</td>
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Join other shrewd national advertisers using high-rated, low cost saturation schedules on one of the nation's strongest independent stations!

*Based on best rated periods, 8:00 a.m. to 6:00 p.m., according to Oct.-Feb., 1951, Hooper Comprehensive.
Available!

FOR THE FIRST TIME IN OVER FIVE YEARS, "DUTCH" BERGMAN'S SPORTS SHOW, ON WRC, IS AVAILABLE FOR SPONSORSHIP.

6:35 p.m.—Monday through Friday

When Arthur J. "Dutch" Bergman takes to the air for his nightly sports show on WRC, he brings with him a background rich in athletic experience. Before joining the WRC sports staff eight years ago, "Dutch" had chalked up several years as head coach and scout for the Washington Redskins and ten years as athletic director and head football coach at Catholic University.

The flavor of Bergman's back-league contacts with sports luminaries across the country and down to the average fan provides a tightly edited ten minutes of radio sports reporting. Bergman's sports show is the highest-rated of its kind in the early evening hours.

This availability can't last long, so get on the phone right away and call your nearest NBC Spot Sales office or the WRC Sales Department, Republic 4000.

FIRST in WASHINGTON WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

page 18 • January 21, 1952

WDSU-AM-FM-TV New Orleans was host at a luncheon to officials of the Shell Oil Co. to discuss future promotion plans. Among those attending were (1 to r): Gay Batson, WDSU chief announcer; R. C. Higgenbotham, Shell merchandising district representative; Marion Annenberg, WDSU promotion manager; Dean Burks, Shell division manager; A. Louis Road, WDSU commercial manager and vice president, who served as official host; B. P. Taylor, Shell salesman; Edward Darby, WDSU continuity director, and J. P. Friedman and R. A. Dubroc, Shell sales representatives.

Feature of the Week

Extending mutual congratulations on WJOY's winning first prize are (1 to r): Mrs. Malcolm Jones, Friendly Town chairman in Burlington; Val Carter, WJOY announcer; Peter Bone, Vermont Fresh Air chairman, and Alfred E. Spokes, WJOY manager.

WJOY Burlington, Vt., has learned that public service, thoroughly done, can be a rewarding activity.

The Vermont Broadcasting Corp. station was awarded first prize in the radio contest conducted by the New York Herald Tribune [II•I, Dec. 31, 1951].

Efforts poured into the Herald Tribune's "Fresh Air Fund" campaign included a total of 358 spot announcements and more than 38 hours of special programming by WJOY.

Richard H. Burt, WJOY promotion manager, commented, "It became literally impossible for anyone to turn on their radio for more than two hours within the 18-day period of our campaign without becoming exposed to the Fresh Air Homes appeal. Never before in the history of Burlington had one campaign received such extensive treatment."

Describing a publicity chain reaction which spread throughout the nation, Mr. Burt said the station received national publicity over ABC (of which WJOY is an affiliate), in the Herald Tribune and in various trade magazines.

This publicity evoked congratulatory letters from interested parties throughout the United States. Local listeners phoned in their best wishes; advertisers took note of the pride the whole community took in the honor won by WJOY, the station reported.

"Following through," said Mr. Burt, "the promotion department prepared a printed flyer that was mailed to all sponsors and potential sponsors which contained the Herald Tribune clipping and the inference that WJOY could do a great selling job."

In summation, he concluded that there are four major points in making public service pay: (1) Get an exclusive radio station project; (2) get a project with measurable results; (3) one big project is better than several small ones, and (4) work through a good organization and long-range planning to put the campaign across.

IF YOU'RE INTERESTED IN RESULTS...

Just Recently, One Single Announcement by WISN's Ann Leslie Produced 570 Mail Replies. That's Getting Real Results!

And WISN Can Get Real Results In Milwaukee for You, Too, Because WISN Offers You A Big Audience PLUS Listener-Confidence.

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIK'S TO WISN

5000 WATTS

Represented by KATZ Agency
he spins yarns for yarn spinners

Workers in the Carolinas' 2 billion dollar textile industry are an important segment of WBT's listening audience of 3,000,000 who have elevated Grady Cole to the rank of premier radio personality of the Southeast. Grady's knowledge of the Carolina buying public is unmatched—his sales knack cannot be imitated. If you have anything—repeat anything—to sell to the Carolinas, Grady is your man.

WBT
CHARLOTTE, NORTH CAROLINA
JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales
SELL THE HEART OF MARY
OVER WFBR BALTIMORE, MARYLAND'S

What better keynote to a radio station's successful selling operation than smart local programming? This—plus unusually aggressive audience promotion and dealer merchandising—goes far to explain the results advertisers chalk up over WFBR. Maryland's pioneer station and foremost award winner for showmanship, WFBR can point to an amazingly loyal roster of listeners in the nation's twelfth market—and beyond into a trading area that accounts for 85% of the State's retail sales.

Shows like "Club 1300" (sole vehicle for many a happy advertiser)... "Morning in Maryland", top morning program in the Baltimore area... "Every Woman's Hour", the #1 woman's program... "Nelson Baker Show", "The Happy Hour", "Melody Ballroom", "Shoppin' Fun"... are only a few of the highly listenable, strongly station-merchandised programs that are daily winging sales upward for sponsors.

John Blair & Company, for ten years exclusive representatives of WFBR, has seen what this kind of local action, backed by ABC affiliation and important coverage on 5000 watts, 1300 kilocycles, can do for the advertiser who wants to get down to business... reasonably, and fast! Call your John Blair man today!
LAND THE JOHN BLAIR WAY

THE JOHN BLAIR WAY

MOST SALES-MINDED RADIO STATION

enjoy from 4 to 6 every afternoon, have made "Melody Ballroom" a solid hit.

"CLUB 1300", a live audience variety program featuring 22 entertainers, is the biggest show and the biggest draw in town. A single announcement that tickets were available brought 121,000 requests.

DON HAMILTON and HELEN BROOKS conduct "Every Woman's Hour", Baltimore's number one woman's program. This participating show has been on the air thirteen years, is a tremendous mail-puller.

PHIL and JIM CRIST'S "Morning in Maryland" is Baltimore's leading disc program, has been on the air 16 years. This famous brother team diverts listeners with hilarious comment.
"Outstanding results with KWKH"

Says MASON JACKSON, JR.
The Mason Jackson Company, Shreveport
IMPORTANT LOUISIANA FOOD BROKER

The Mason Jackson Company is one of the best-known food brokerage houses in the Louisiana-Arkansas-Texas area. It is a hard-hitting organization headed up by a man who knows selling. This is what he recently wrote us:

"Complete coverage of a trading area brings outstanding results. That has been our experience with KWKH's complete coverage of Northwest Louisiana, Southwest Arkansas and East Texas, the Ark-La-Tex. As food brokers, serving this vast area, we have been well pleased with the results obtained for our products.

(Signed) Mason Jackson, Jr."

KWKH DAYTIME BMB MAP
Study No. 2—Spring 1949
KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

A Shreveport Times Station

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, General Manager
Here’s the business record of a year that some people have been saying was the most troubled in radio’s history. The record shows that the gloom was hardly justified. For in 1951, radio time sales volume was the biggest ever...

...$485.4 MILLION

THE VOLUME of radio time sales in 1951 rose nearly $32 million over sales in 1950— itself a record year—to reach a history-making level of $485.4 million.

The 1951 estimates of radio business volume will appear in the 1952 Broadcasting Yearbook which is scheduled to go into the mails Jan. 28. The estimates are based on a formula that has been used for 14 years (Broadcasting estimates of total volume in 1950, published a year ago in the Yearbook for 1951, were within one-tenth of one percent of the final, official tabulation for 1950 issued by the FCC only two weeks ago.)

Where did the money come from?

Local Gold Mine

By far the biggest part came from local advertisers who increased their 1951 spending 11.4% over that of 1950 to contribute $227.4 million to stations throughout the country.

The next biggest spenders were national and regional spot advertisers. They spent $134.2 million—up 13.1% over 1950.

For the first time, spot revenue outran network in 1951. National network volume was $116.8 million, down 6.4% from 1950.

Regional and miscellaneous network advertisers spent $7.1 million, 3.3% over their investments the year before.

It should be pointed out that these figures represent receipts from sale of time, after deductions for frequency and promotional discounts but before deduction of commissions for agencies or national sales representatives. They do not include the very large sums spent on talent and production.

It is possible that if these production expenses to the advertiser were added in, the total of radio business, time and talent, would add up to $200 million more than the expenditures for time alone.

Advertiser spending in the four types of radio advertising—national network, regional network, spot and local—followed a trend that has been discernible for some three years since network revenues began turning downward from their peak of $133.7 million in 1948 (see chart this page).

In 1951, the pattern continued. Network was down; spot and local were up; regional network, though up slightly, was within the general orbit in which it has resided for nearly a decade.

And the total volume, including all four kinds of radio, was in the pattern that has persisted since records of net time sales have been kept. Billings have increased every year. In 1951, however, the $311,927,676 increase over 1950 sales of $485,564,930 was a bigger jump than in any year since 1948.

Gross time billings in 1951, as estimated by the Yearbook, were $722,810,000, compared with $672,551,000 in 1950. These figures, representing all time sold valued at the one-time advertising rate, are useful chiefly for comparisons with rival media whose gross billings, similarly computed, are recorded by Publishers Information Bureau.

Radio Leads Magazines

Radio, by that yardstick, was miles ahead of magazines. The total gross advertising in the some 100 general and national farm magazines included in the PIB figures was $511.2 million in 1951, some $12.6 million shy of radio’s gross billings.

No newspaper dollar figures, comparable either with radio net time sales or gross billings, are available.

In addition to the detailed surveys on radio net and gross time sales, the Broadcasting Yearbook will present some 500 pages of basic information on the radio medium.

The 18th Yearbook to be issued by Broadcasting Publications Inc., the 1952 volume will include all the sections that have made the Yearbook a basic reference work in radio, and will contain added data and new features.

Many of the directories have been expanded. These include complete information on advertising agencies dealing in radio, advertisers who buy radio time, radio representatives, transcription and programming firms, network executives and personnel, as well as all other services relating to broadcasting.

The station directory, which includes every AM and FM station on the air, has been enlarged to accommodate additional personnel listings.

A Telecasting Yearbook, counterpart of the Broadcasting Yearbook, is being published as the first such authoritative source work in the television field. The Telecasting Yearbook will be published next month.
ZIV DIVISIONS
Halliday, Nevin Named

Two new divisions, to be headed by Stuart E. Halliday and William A. Nevin with titles of divisional sales manager, have been created by Frederic W. Ziv Co., New York, producers of transcribed syndicated radio programs, Executive Vice President John L. Sinn announced Tuesday.

Mr. Halliday, a sales representative for the Ziv Co. for the last two years, will head the division which includes Indiana, the Southern portion of Illinois and eastern portion of Missouri. He resides in Carmel, Ind.

Mr. Nevin, also with Ziv sales for the past two years, will include Wisconsin and Minnesota in his division. He resides in Milwaukee.

In announcing the promotion, effective immediately, Mr. Sinn said creating the new divisions is part of an internal expansion plan, key to the recent announcement that production had started on Ziv's newest radio series, I Was a Communist For The FBI.

SILVER STAR BUYS
On Nearly 100 Outlets

Most extensive local radio campaign in the history of American Safety Razor Corp., Brooklyn, for Silver Star Duridium blades, was announced by the company last week.

"Across-the-week" strip programming will be used on close to 100 stations in 75 key markets, it was stated. A full six-month schedule is already set with a total of 7,436 announcements in that period.

To reach the man market, campaign is to be concentrated on the "early-bird" programs, with sports shows and newscasts also included. Agency is McCann-Erickson, New York.

Company is supplying retailers with special promotional materials to tie-in with the drive, distributed through cooperation of merchandising and promotional staffs of the stations.

CHAMBER DRIVE
Script Service Underway

Some 2,600 chambers of commerce last week were to receive sample radio scripts in what is reported to be the first step in a major campaign urging use of radio and television to sell the basic democratic principles.

Campaign is being conducted by the U. S. Chamber of Commerce among its members. Letters detailing the campaign accompanied the sample radio scripts. Future releases to member units include a series of disc and tape recorded programs, special features and programs of greater scope, and material to better acquaint member organizations with the value of radio and how to use it.

Name Adm. Miller

Rear Admiral Harold B. Miller, USN (Ret.), has been elected president of National Committee for a Free Europe, operator of Radio Free Europe. He succeeds C. D. Jackson, publisher of Fortune magazine. Adm. Miller will be granted leave of absence from American Petroleum Institute, where he is director of public information, to accept assignment.
MERGER OF General Teleradio, Inc. (WOR-AM-FM-TV New York) with Thomas S. Lee Enterprises was approved by the FCC last Thursday, which has the collateral effect of placing control of Mutual Broadcasting System in the hands of General Tire & Rubber Co. The transaction involves payment to R. H. Macy & Co., giant department store enterprise, of $2,850,000, plus a 10% interest in the newly unified company.

Under the Commission's action, two secondary steps must be taken prior to actual transfer of the properties. WICC Bridgeport, now part of Yankee Network division, will be transferred to the present owners of WLIZ with a city for $200,000. This reduces the overall Lee corporate AM station holding to seven and at the same time eliminates an overlap factor with WOR. In turn, the present owners of WLIZ must dispose of that daytime station either by sale or cessation of operation. That is essential to comply with the "dupopoly" regulation predating ownership of more than one station of the same class in one market.

Dispelling reports of imminent high level changes, Thomas F. O'Neil, General Tire & Rubber vice president, told Broadcasting & Telecasting, coincident with the FCC approval, that the "home rule" of the WOR properties as well as of Mutual, would remain. He voiced plans for both the WOR and the Mutual operations under C. T. Streibert, president of General Teleradio, and Frank K. White, president of Mutual.

Continues as President
Mr. Streibert will continue as president of WOR and other executives continuing in their present capacities. The same will hold at Mutual. Mr. O'Neil pointed out that all three will operate autonomously except for the coordination that exists between a network and its New York key station, a program clearance advantage.

It is hoped to some extent that policy changes eventually will be involved in keeping with the aggressive General Tire business philosophy. These, however, will be unconnected with the merger or reorganization of the corporate structure.

It is expected that with the fusion, additional money will be placed into the overall properties, notably in the auxiliary enterprises. This merger brings into the operation, aside from Mutual control, the seven AM stations plus three TV (WOR-TV KJH-TV Los Angeles, and WINAC-TV Boston). This is regarded as an effective nucleus for a television network, ultimately to operate in conjunction with Mutual's radio network.

Coincident with the merger approval, which came without a hearing, the FCC rejected the request of Roy W. Ray, consulting engineer, that the WICC license be revoked and the frequency thrown open for new applicants [B&T, Dec. 31, 1951]. In a letter to Mr. Ray the FCC said his proposal was inconsistent with Commission policy and that its action approving the sale of WICC contingent upon disposition of the merger, was in accordance with past Commission actions.

Five Voted Approval
Five members of the Commission (Coy, Hyde, Jones, Sterling and Henneck) voted for approval of the merger, one of the largest transactions in radio-TV annals. Vice General Counsel Michael J. Sullivan was on record for hearing consistent with his policy on mergers or station sales involving substantial amounts.

Approval of the merger was granted to General Teleradio, through Thomas S. Lee, nearly 60% of the stock ownership in Mutual. In the process, Lee acquires the 19.5% held by General Teleradio Inc., licensee of the WOR properties, in Mutual. Yankee Network and Don Lee, likewise General Tire properties, each holding a similar percentage in Mutual. Macy will hold 10% of the Thomas S. Lee stock.

Heading up the new operation is 36-year-old Thomas F. O'Neil, who, in addition to being vice president of General Tire, is also president of Lee Enterprises and chairman of MBS. He is the radio-TV operating member of the family firm. Mr. O'Neil, president of General Tire.

Formal transfer of the properties, pursuant to the FCC action, has been set for Jan. 25 in New York. Pending merger, there will be cumulative voting for directors and the 10% held by Macy entities election of at least one director. It is regarded as certain that Jack E. Straus, Macy president, will become a board member, possibly along with Edwin F. Chiniund, vice president and treasurer. With the newly unified concern, there will be a formal transfer.

Chances are that the corporate merger will be changed to General Telecasting, transferring the title from the WOR operations.

Among other Mutual stockholders, the Chicago Tribune (WGN-AM-FM-TV) is the only one presently operating a TV station. It holds 19.3% in Mutual. Other stockholders are United

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**PARAMOUNT CASE**

DuMont Denies Control

OPENING CASE sessions of the Paramount hearing last week saw Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories Inc., reveal that he had offered Paramount Pictures $12 million for its 60,000 shares of Class B stock.

Dr. DuMont also disclosed that the DuMont Television Network had begun to show a profit "the last several months." He estimated that all three owned and operated DuMont TV stations would show a profit in 1952. He also declared that if DuMont is permitted five stations it would apply for Boston and St. Louis, withdrawing pending applications for Cleveland and Cincinnati.

First phase of Paramount hearing which involves mergers of ABC and United Paramount Theaters Inc., as well as questions of anti-trust violations, license renewals, etc. [B&T, Aug. 13, 1951, et seq.], was devoted to question of control of DuMont by Paramount.

FCC has held on two previous occasions that Paramount exercises control over DuMont. This has been on DuMont's two television stations (WABD New York, WTTG Washington, WDTV Pittsburgh) and Paramount to two stations (KTLA Los Angeles and WKBD Chicago).

Sessions started last Tuesday before FCC Hearing Examiner Leo Resnick are scheduled to continue until the conclusion of the DuMont issues. Paramount issues will be taken up beginning Feb. 4, following a recess in the hearings.

Wittig, hearing Thursday in addition to Dr. DuMont, is Bernard Goodwin, secretary of DuMont Labs., and Dr. T. T. Goldsmith, director of research of DuMont Labs.

Mr. Goodwin is also a vice president of Paramount Television Productions Inc., vice president and general manager of Famous Music Corp. and Paramount Music Corp. (all subsidiaries of Paramount Pictures), and production manager of all motion picture short subjects made by the Hollywood producing company.

Others to Appear

Scheduled to appear are Chris J. Wittig, DuMont Network director and general manager; James L. Caddigan, network director of production and programming; Dr. Leo Resnick, DuMont; D. Chipp, network engineering director; Walter Compton, manager, WTTG; Harold C. Lund, manager, WDTV; and D. L. Graham, company controller.

Various steps explored to eliminate Paramount's position in the company—which it procured when it invested $164,000 in the then infant electronics firm in 1958—were related at last week's hearing by Dr. DuMont.

Testimony indicated that ever since the 1946 Washington TV hearing, when DuMont Labs. was granted a construction permit for WTTG, Dr. DuMont and associates have been trying to neutralize Paramount's holdings to cancel what the FCC found to be "control" of DuMont. Same finding was made in proposed decision in 1948 in separate hearing on Cleveland-Boston-Detroit applications (DuMont was an applicant for Cleveland; Paramount subsidiaries for Boston and Detroit).

Dr. DuMont testified that the $12 million each offer for Paramount Class B stock was declined by the Paramount picture company because it did not want a cash sale.

Other ideas, that ranged from unproductive discussions to one serious negotiation which was at drafting stage, were (a) converting B stock into A stock, (b) sale of B stock to other interests, (c) Paramount offer to FCC to waive its right to solicits proxies for the 42,200 Class A shares it owns (2.8%).

Introduced at hearing was a copy of a Jan. 12 letter Dr. DuMont wrote to Barney Balaban, president of Paramount Pictures Inc., suggesting Paramount reduce its

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**Trends of Termination**

Terms of Transaction

Terms of the merger transaction, as shown in the application approved by the FCC, state that Lee Enterprises pay $1,200,000 for WOR Program Service Inc.; $1,300,000 for the merger, $1,350,000 for indebtedness of General Telecasting, Inc., $200,000 each of WOR and WTTG, $164,000 for Telecasting, Inc., $81,000 for the Radio Corporation of America, $72,000 for two shares of WOR stock, and $15,000 for two shares of WTTG stock.

**DuMont Denies Control**

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BROADCASTING * Telecasting

January 21, 1952 * Page 25
HART LEAVING BAB
No Successor Named Yet
RESIGNATION of Lee Hart as retail sales and advertising specialist for BAB was announced last week, effective Jan. 14. He is resigning after eight years with BAB and its predecessor, Broadcast Advertising, and the Dept. of NAB, to make her home in Hollywood, Calif.

BAB President William B. Ryan described Miss Hart as radio's "ambassador" to the nation's retailers, and said her contributions represent "one of the outstanding sales and promotion jobs done in the history of the radio business."

Miss Hart is responsible for many of BAB's plans for retailers. She conducted the famed Joske's study and wrote the results report; originated the BAB "Copy Formula" and "Copy-Minded Selling Aida" service, and wrote such special presentations as "Radio's Feminine Touch" and "Hecht Co. TV Report," and, most recently, the "Count Your Customers" collection on radio's impact.

Miss Hart said: "I want to thank Mr. Ryan, past BAB directors, board members and the many broadcasters who have given me so much generous support and endorsement in my work. If I weren't moving to the West Coast it would be impossible for me to leave BAB at a time when Mr. Ryan and a terrific staff team are producing the most complete and effective sales aid service for the radio industry which has ever been accomplished."

Miss Hart has been on special assignment for BAB in Chicago for several months. No successor has been named.

DOTY RESIGNS FCC POST
Joines D.C. Law Firm

Dwight D. Doty, chief of the FCC Renewal and Transfer Division, Broadcast Bureau, resigned Jan. 14 to become associated with the Washington law firm of Hale, McKen- na & Williamson. Walter R. Powell, chief of the Transfer Branch, has been named acting chief of the Renewal and Transfer Division.

Mr. Doty joined the FCC in 1947. Before he was with the Lands Division of Justice Dept. After being graduated from Georgetown Law School in 1934, Mr. Doty was law clerk to the late Judge Oscar E. Bland of the Court of Customs and Patent Appeals in Washington.

IN REVIEW

Today arrived last week after an avalanche of advance bulletins from an awestruck NBC-TV, suggesting that the program would be of greater historical consequence than the invention of the printing press. Now that this elaborate undertaking has been inspected in detail, it is possible to report that Gutenberg's reputation is not threatened.

One must add that at Today's present level of development, a lesser discovery, the early morning news and record show on radio, is not apt to be forced immediately into discard either.

The basic trouble with the program is that it is trying to live up to an impossible set of standards. No one television show can deliver the contents of the Library of Congress to America's living rooms and that is just about what its originators envision Today as attempting.

In its desperate efforts to cover the full scope of the assignment it has given, Today does a superficial job. A news story becomes a mere headline. A phonograph record designed to play for three minutes is cut off at one, or less. Heaven knows how much money is spent on trans-Atlantic circuits to demonstrate nothing more than the fact that it is possible to arrange a trivial conversation between London and New York.

The studio in which the show is produced is so outfitted with clocks (one showing the time in Calcutta, a hot-bed of interest to Indian viewers), charts, flashing lights, telephones, tape recorders, control panels and whatnot as to suggest it was designed by the producers of Captains Video or Space Cadet. It is restless scenery and is peopled by a small army of restless technicians, newscasters and unidentifiable functionaries.

The whole effect would be that of St. Vitus' dance brought to the screen, were it not for the restorative presence of the man who now saves the show and can, with proper support, establish it as an important television feature.

A less imperturbable master of ceremonies than Dave Garroway would probably lose his mind in these busy surroundings. Mr. Garroway, fortunately, preserves his characteristic calm and, at last report, his eminent sanity. One feels that Today will achieve success only if the rest of the activities are toned down to correspond more closely to Mr. Garroway's natural deportment.

At this period of communication history it is not enough to go to London just to prove it can be done. To make the electronic trip interesting, there must be somebody in London who has something to say. It is not enough to give the whole world news every minute and repeat the truncated report time after time without change. It is not enough to say only that Look magazine is published today and carries a story of NBC-TV stars Martin and Lewis (unless such mention is identified as a commercial), or that Fleur Cowl's book, Bloody Preyment, is published today with only fragmentary comment on it (unless press agency is to be substituted for creative script writing).

One part of Today's Tuesday production of Today could be used as a model for future development of the program. Mr. Garroway interviewed John Chapman, drama critic of the New York Daily News, and got his professional opinion of "Fancy Meeting You Again," a Broadway opening of the night before.

Mr. Chapman had not been impressed by the play and said so, with reasons.

After he had presented his review, Mr. Garroway played a tape recording of interviews made the night before with members of the audience at the theatre. Unanimously they loved it.

This was imaginative and an example of the kind of foresight in thinking that it will be necessary to employ consistently to make this program a success.

Such a wealth of money and facilities is being budgeted for Today that it remains only for production genius to figure out how to use it. The problem is not insurmountable. The first job is to limit the number of things the program will try to do in two hours each day and then go about doing them well.

As long as Today tries to be everything (including being both a radio and television show) it will be of interest to everybody, it will succeed only in being a costly what-is-it, running a poor second in music and news to radio in the competition for the morning audience.

'Today's' Beat

NBC-TV's new two-hour morning show, Today claimed a newbeat last Monday on its first day on the air. Spokesmen said Today's 9:23 a.m. report of the Northeast Airlines crash into New York's East River "scooped all networks and stations." Presumably the scoops included NBC's WNBT (TV) New York, since WNBT like other eastern stations carries Today only from 7-9 a.m. EST, while the program runs another hour for benefit of midwest viewers (7-9 a.m. CST).

ELECTRONIC wonderland is depicted in this sketch of the world news center located in RCA Exhibition Hall, New York, and originating studio for NBC TV's Today, with Dave Garroway as communicator. Room contains latest electronic products of communications industry. Pictures, weather reports, news messages and verbal reports of NBC Global Correspondents are received daily. Glass windows permit pedestrians to watch program. They later are invited inside for personal inspection.
WATCH BUDGETS

By FLORENCE SMALL

IN A SUBSTANTIAL increase over last year’s near-record budgets, a quintet of watch manufacturers will spend more than $10 million in print and television advertising, and network, in 1952.

Bulova, a radio and TV veteran, was the first watch manufacturer to use time signals in radio and television in addition to having purchased the first time signals in color television. The firm has been using radio chain breaks for the past quarter of a century. Biow Co., New York, is its agency.

Bulova Watch Co., the largest spender and one of the greatest sellers of watches, expects to appropriate in excess of $4 million for its spot radio and TV campaign. The firm uses every television station in the country, with an average of 20 spots per week, and every radio market of at least 10,000 population.

Bulova’s sales in 1951 registered an increase directly traceable to its radio and TV campaign, resulting in the greater appropriation for 1952. More than 90% of the company’s entire advertising budget is allocated to radio and TV.

Bulova’s radio and TV veteran, with the first watch manufacturer to use time signals in radio and television in addition to having purchased the first time signals in color television. The firm has been using radio chain breaks for the past quarter of a century. Biow Co., New York, is its agency.

Benrus Budget Increases

Benrus Watch Co., will spend over $3 million in its advertising and sales promotion for 1952, it was announced last week.

The meeting, attended by the Benrus executive group, nationwide Benrus sales representatives and J. D. Tarcher Adv. executives, was charge of television advertising plans. The $3 million budget represents a substantial increase over other years, according to the company, and will be devoted to the promotion of the 1952-53 television season.

The television spots will be used in a television series scheduled for the second quarter of the year.

The radio spots will be featured in a series of spots scheduled for the second quarter of the year.

Radio Money

Radio broadcasting will get a substantial chunk of the unexpended S. Army and Air Force recruiting budget, on the basis of media allocations made by the NARTB.

The breakdown also reveals 40% for printed media and the remaining 30% for “miscellaneous.” Television will be used on a public service and an arrangement with the Air Force’s Radio-Television Dept.

The broadcast advertising Bureau will be represented by either William Ryan, BAP president, or William Teynor, stations relations director. They will confer with Brig. Gen. Emerson, chief, Military Personal Procurement Service, and Col. James Boville, deputy director.

In subsequent weeks Pentagon authorities hope to ask members of the Senate and House Appropriations Committee to rescind the ban on recruiting advertising which froze all 1951-52 monies. A decision would pave the way for renewed agency planning in the current fiscal year. The services plan to deplete this $550,000 reserve by March 1, an arbitrary date when Congress expects to resolve the recruiting question.

Military authorities explain that expenditure of this sum conforms with the legal interpretation of Congress’ intent in writing the ban last summer. These ads would be allotted to radio and printed media under an interpretation which permits “directional” or “informational” use of monies and forbids “prestige” or general mass media campaigns.

RECRUITING MONEY

Radio to Have 30%
‘DRY’ BILL

Would Bar Radio-TV Ads

Page 28 • January 21, 1952

PROCTOR & GAMBLE Co. again in November led all other radio advertisers in the purchase of network time as the only network client spending more than a million dollars for time (at gross rates) during the month, according to information compiled by Publishers Information Bureau.

The $1,424,917 spent for radio network time in November by P & G comes close to 10% of the total expenditures of $14,377,181 by all network clients that month, PIB figures show. General Foods Corp., second ranking buyer of radio network time, spent less than half the P & G amount, $630,925. Tabula-
COOPERATIVE WOMEN’S SHOW DOES
EFFECTIVE MERCHANDISING, SELLING JOB!

WHO’s Iowa Feature Fare

A tremendously popular, afternoon women’s program from 1:30 to 2:00 P.M., Monday thru Friday, and 11:00 to 11:30 A.M. on Saturday, with charming Betty Brady chatting about foods and fashion... Duane Ellett assisting with songs, with Bill Austin at the piano.

Every day an average of 50 women drive in from all parts of Iowa, and pay $1.25 to lunch with Betty Brady (noon to 2 P.M.). This live audience is limited only by our hotel’s facilities — tickets are reserved months in advance.

Read the rest of the story below. WHO’s Iowa Feature Fare is an outstanding women’s program, with an enormous home audience, and backed by a successful merchandising plan.

Carefully integrated commercials are only half the story for participating sponsors on WHO’s Iowa Feature Fare! Outstanding merchandising and sales promotion service at hundreds of Iowa’s retail grocery stores is the other half. Here’s a brief outline of this amazing “bonus”:

1. Iowa Feature Fare is backed by a merchandising staff of five specially trained women who regularly call on 700 major grocery stores in 76 of Iowa’s 99 counties! Each staff member averages six calls per day, and in each store she checks to see if all “Feature Foods” products are stocked and are well displayed. She also improves shelf position and exposure of all “Feature” products, corrects prices when necessary, induces store to quote multiple prices and places point-of-sale advertising in store. She also talks to owner or manager about “Feature Foods” products and signs carefully selected and qualified stores as “Headquarter Stores.”

2. Every three weeks a detailed report covering the staff’s visits to 225 independent and 45 chain stores is submitted to each Iowa Feature Fare advertiser!

3. Finally, Iowa Feature Foods stages live, “Recipe Round-Up” store promotions in a pre-selected chain or independent supermarket, once a week! These local store promotions are heavily plugged over Iowa Feature Fare for the two preceding days, and draw an average of 300 women in a 2 to 4-hour period!

To you who believe in merchandising and sales promotion, Iowa Feature Fare is your dish. Write direct or ask Free & Peters!
**ABC MEET**

Selective Plan Received

IN A MEETING described as "completely uneventful," officials of CBS Radio reviewed their sales, programming and promotion activities and plans last week with members of Districts 1 and 2 of the Columbia Affiliates Advisory Board.

Much of the discussion centered on the network's most recent sales innovation, the "Selective Facilities Plan," under which an advertiser may use any reasonable number of stations, but must make his program available also to all other stations and permit it to be offered for sale in the markets he himself does not use.

Meighan Addressed Group

Opening address was made by CBS Radio President Howard S. Meighan. Other speakers included Louis Hausman and J. Kelly Smith, administrative assistant to the president; John Karol, vice president in charge of sales; and Lester Gottlieb, vice president in charge of network programs. Also participating in the sessions on behalf of the network were Herbert V. Akerberg, vice president in charge of station relations; William B. Lodge, vice president and director of general engineering; William Schudt, national director of station relations, and Edward DeGray and Ed Scoville of the station relations department.

The meeting, last in a series of district group sessions, was held Wednesday in New York. Arnold (Doc) Schoen of WPRO Providence is head of District 1 and I. R. Lounsberry of WGR Buffalo is head of District 2 and also is chairman of the full CAAB.

CAAB members at the sessions included:

**District 1—** J. Arthur DuPont, CJAD Montreal; Creighton Gatchell, WGGY Bangor and WGNO Baltimore; Ed Piet, CPI/P Enterprises, Chicago; Eric Page, WBBM Waterbury, Conn.; Frank Doolittle and Walter Haas, WDRC Hartford; Warren Journals, WPDC and WHS and WMCA, New York; Frank Lounsberry, WGR Buffalo; John Swain, WCAX Burlington, Vt.

**District 2—** J. Arthur DuPont, CJAD Montreal; Elwood Rogers and Cecily Watson, CFRB Toronto; I. R. Lounsberry, WGR Buffalo; James Magee, KMCO Minneapolis; Sam Woodworth and O. F. Seale, WPFL, Boston; Robert B. Cooper, WMNS, St. Louis; and Mary Megaree, WWNO New Orleans.

**ABC Radio**

Seven More Outlets Become Affiliates

ADDITION of seven stations to ABC Radio's affiliation list, bringing the network to a total of 311 outlets, was announced last Friday by William A. Wylie, director of radio stations for the network.

Five of the seven are members while the two others are WINC Winchester, Va., which left ABC to join NBC last November, and WKVA Lewiston, Pa.

"This development in the growth of the ABC radio network," Mr. Wylie said, "is an example of the continuing efforts of ABC to further supplement its network coverage, thereby enabling many more thousands of radio families to enjoy the benefits of top-caliber network programming."

"Calling attention to ABC's 'planned policy of adding supplemental outlets to its radio network,' Mr. Wylie continued: 'This is the result of a thorough and continuing engineering and marketing analysis. ABC's growing network of stations is giving advertisers a constantly expanding network of radio homes for their sales message and, in areas that heretofore were not reached by network advertisers, and reducing the cost-per-thousand.'"

Aside from the seven latest additions, the network said, ABC has added 14 affiliates since last August.

The five Wyoming Cowboy Network stations added last week are:

- KSID Sidney, Neb. (1540 kc, 250 w day), owned by Sidney Broadcasting Co., with William Grove as general manager; KODY Cody, Wyo. (1400 kc, 250 w), owned by Absaroka Broadcasting Co., with Milward L. Simpson as general manager; KWOR Worland, Wyo. (1490 kc, 250 w); KWRW Riverton, Wyo. (1450 kc, 250 w), and KGOS Tongue River, Wyo. (1490 kc, 250 w), all three owned and operated by Joseph F. Ernst, who also is general manager. These other Wyom.
There's just one word for WITH in Baltimore—BARGAIN! Here's why: at low, low rates, WITH delivers a huge, responsive audience. WITH gives you more listeners-per-dollar than any other radio or TV station in town.

Here's proof: WITH carries the advertising of twice as many local merchants as any other station in Baltimore! Because WITH produces low-cost results.

WITH ought to be on your list in Baltimore. Get your Headley-Reed man to tell you the whole WITH story!

THE RESULTS STATION

Baltimore, Maryland

TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED
**Cowan & Whitmore Fraud Case Thrown Out**

AFTER less than four hours testimony by witnesses in the mail fraud charge hearing of Harold Cowan and Ralph Whitmore, former partners in Hollywood mail order agency, Federal Judge Paul R. Yankwich in Los Angeles last Tuesday threw the jury trial.

Testimony came to an abrupt end when Defense Attorney Charles A. Caro set up the stipulation that 17 witnesses would testify they sent Cowan & Whitmore $1.00 each for ornaments which turned out to be pasteboard cutouts.

**Long Legal Hassle**

A long legal hassle followed between the defense attorney and Richard F. C. Hayden, assistant U. S. attorney, over whether the government actually had established a case of mail fraud.

In dismissing charges, Judge Yankwich said he didn't believe "mere gross mis-description of a product is enough to constitute a scheme to defraud under the mail fraud statute.' He had previously heard Mr. Hayden read into the record the commercial copy used by the pair in their pitch deal.

Accused of misrepresenting the quality of Christmas tree ornaments advertised, Messrs. Cowan and Whitmore were indicted by the federal grand jury in Los Angeles last March [B+T, March 5, 1951], on 17 counts of mail fraud as re-

**Kfar Named in Suit**

**SUIT** for $300,000 has been filed against Midnight Sun Broadcasters, owner of Kfar Fairbanks, Alaska, by Nevada Kid Enterprises, also of Fairbanks, charging that the station knowingly sold a radio program, Dollars and Sense, for sponsorship by a local insurance company although the complainant had sponsored such a show on KFRB Fairbanks continuously since May 1951.

Filed in the district court, suit claims that Nevada Kid Enterprises—supermarket, liquor store and clothing store—had leased time on KFRB for a five-times-weekly program titled, Dollars and Sense since May 25, 1951, and that exclusive use of the title had established it as an "intrinsically valuable commercial asset."

Once owned by the Lathrop Enterprises, Kfar was accused of selling a similar program, Dollars and Sense, to the Fairbanks Insurance Agency "for the malicious purpose of confusing the radio listening public" for its increasing Nevada Kid radio advertising.

The Nevada Kid Enterprises is owned by B. E. and Pearl Gillam and Louise Dawdy, according to Jennings Weekly, Fairbanks newspaper which reported the litigation Jan. 10. Complainants seek a $221,000 compensatory and punitive award plus $500 daily for each program—other than their own—titled Dollars and Sense.

**WOKW Denied**

Petition on WODR

DENIAL of the petition by WOKW Sturgeon Bay, Wis., alleging that WODR same city was causing it interference through cross-modulation and re-radiation from WODR's neighboring transmitter, was announced last week by the FCC.

At the same time the FCC gave WODR a license to cover its construction permit.

WOKW appealed to the Commission shortly after WOBK began program tests last September. WOKW wanted the new station's construction permit or its program test authority cancelled because of what it termed "objectionable interference" to WODR.

The Commission asked WOKW for engineering data on the interference. The station's reply contained no engineering information. In the meantime, WODR filed a counter petition, accompanied by an affidavit from its consulting engineer. The engineer's statement asserted circuit failure and that field tests indicated no measurable interference.

The FCC found that WOKW had failed to establish a prima facie case warranting cancellation of WODR's program tests or the calling of a hearing.

WODR operates on 910 kc with 500 w daytime, and WOKW is on 1050 kc with 250 w daytime.

**Gordon Anderson**

GORDON ANDERSON, 51, one-time managing director of CKOC Hamilton, died at his home at Toronto Jan. 14. He was public relations director of the Ontario regional office of the Canadian Dept. of the Interior and a consultant and producer of the weekly Labor Dept. broadcast, Canada at Work, a program depicting the current labor picture on a number of Canadian stations. He was at one time with NBC in New York as an actor. He joined the Labor Dept. in 1941. He is survived by his wife, Marie Louisa, and his father, George C. Anderson of Hamilton.
DOUBLE AWARD for KTUL RESULTS

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

Both OTASCO and CLARKE'S are consistent KTUL ADVERTISERS

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

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

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

KTUL CBS in TULSA

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

THE BATTLE of "guns vs. butter" — metal and electronics—commanded the attention of top government officials on a number of fronts last week.

Chief protagonists in the continuing drama was production emerged in statements by President Truman, Secretary of Commerce Charles Sawyer, Defense Production Administration Manly Fleischmann, and the joint Senate-House "Watchdog" Committee on Defense Production.

Earlier, some highly significant figures were made available on the dollars-and-cents role electronics is playing in the preparedness drive.

Capsuled comments from top leaders were these:

Mr. Truman—"...household appliances, radio and television sets must also be cut back from recent levels. Current production of most metal-using durables will be below that of March of last year. As a result, there will be a considerable reduction in the production of stocks of materials and substitutions will temporarily permit somewhat higher rates of production."

Mr. Sawyer—"...Unemployment is now at almost an irreducible minimum...The overall picture is good. Civilian production is not being cut back faster than the military can use materials."

Mr. Fleischmann—"...We are now near the midpoint of the mobilization period and third quarters of 1952 may be the tightest periods for scarce materials, and no widespread relief...may be expected during 1952..." (Mr. Fleischmann also announced the creation of an inter-agency Distressed Defense Agency, which will draw down defense contracts into areas "where cutbacks in civilian production are causing serious unemployment.")

"Watchdog" Committee — "The fact that civilian production will be considerably curtailed...attests to the further fact that the military use of basic materials is growing by leaps and bounds...This committee favors the efforts to preserve non-essential production which does not interfere with our defense effort...The present plan of limiting manufacturers...to operate at low levels...is a wise one under present circumstances."

Military authorities generally agree that the defense electronics program has held up well under screening of requirements by the Defense Production Administration, and has not suffered because of continued substantial civilian output.

There has been no delay in major new television equipment, however, shortage of electronic devices and the schedule is further advanced than most programs, they feel. Defense Mobilizer Charles E. Wilson's statement that the electronics program is perhaps 30% behind schedule is discounted in some quarters. It's pointed out that figures are based on end equipment deliveries and fail to take into account money spent for components, research and development relating to television.

Military electronics will jump 105% over 1951 and industrial-commercial (broadcast and communication) equipment about 20%, with an expected 32% drop in consumer goods. Save for steel, 80% of all materials go into components, with nickel the principal ingredient in equipment other than tubes. Radio accounts for 60% of the military dollar, authorities explain.

Other interesting figures have been compiled by Pentagon authorities to buttress electronics' position as a bulwark in defense production.

One example is the $165 million worth of tax writeoffs granted manufacturers up to Dec. 1. The breakdown comprises end equipment, $90 million; tubes, $49 million; components, $23 million; and miscellaneous (crystals, plugs, sockets, etc.), $2.7 million. Some firms have expanded their facilities without the benefit of tax certificates of necessity.

With respect to future prospects, most important factors, aside from availability of metals, are flow of component parts, supply of engineering and other technical manpower, breaking of the machine tool bottleneck and expansion of new facilities.

WGN CIVIL DEFENSE
Distributes Free Book

CIVIL DEFENSE manual is being distributed to more than half a million persons in the Chicago area by WGN-AM-TV without charge.

The six-page activity booklet, outlined at a luncheon for civil defense authorities in Chicago and nearby suburbs and cities, is being handed out on the map and map posted on both stations. Both services are provided without charge.

Distribution will be made through retail merchants, business concerns, and industries who are participating sponsors getting "Minute Man" window posters marking them as official distributors. The 36-page color brochure was prepared in cooperation with local, state and national civil defense authorities and includes data on defense of home, community and country, disaster, shelter, medical aids, traffic, traffic control, sirens, air raid shelters, school drills, communications, locations of first aid stations, medical plan, blood program, civil air patrol, local defense installations, filter center and a section of the atom bomb with information on radiation treatment, first aid and sabotage.

Purposes of project were outlined at luncheon by Frank P. Schreiber, general manager and treasurer of WGN Inc., and Jim Hanlon, director of public relations. Comment was made by Chicago Mayor Martin H. Kennelly.
NORTHEAST OHIO'S
Chief
STATION

CHIEF SAYS:

"Greater Cleveland is sold on WJW."

Greater Cleveland's strongest signal sells for WJW advertisers.
Paramount Case  
(Continued from page 85)

Class B directors from present three to one. Class A stockholders elect five directors. President and vice president of the company are elected by Class A stockholders; secretary and treasurer by B stock owners.

Strained relations between the two executives were disclosed by contents of letters on subject of control between Dr. DuMont and Mr. Balaban last October.

FCC Counsel Frederick W. Ford brought out from Dr. DuMont and Mr. Goodwin that some bank accounts required signatures of Class A and B officers. They insisted, however, that those arrangements were at the discretion of the board of directors and could be changed at their will.

Story of the DuMont application for Boston in 1946 was also elicited by Mr. Ford. DuMont filed an application for Boston in July 1945. This was returned by the FCC due to a legal error and never resubmitted. Dr. DuMont said that the company had changed its mind. Suspicion seemed to attach to the fact that Paramount subsidiary, New England Theatres Inc., filed a TV application for Boston almost immediately after the DuMont application was returned—specifying the same Tufts College transmitter site that DuMont had indicated in its application. Dr. DuMont said that Paramount had wanted Boston application to be 60% owned by Paramount and its subsidiary, 40% owned by DuMont.

Other Matters Mentioned
Among other matters Dr. DuMont testified to were the following:
(1) Original 1938 understanding with Paramount was that DuMont would act for Paramount in all station applications and in technical development, Paramount to supply the know-how in programming and operations.
(2) Inability to get KTSA Los Angeles and WBKB Chicago to affiliate with DuMont is because stations will not give that network undisputed control of option hours.
(3) DuMont does not fear ABC-UPN merger, if permitted five owned and operated stations. If not permitted legal limit, then DuMont network would be at a disadvantage if merger went through.
(4) TV station film programs will be 20-40% of total programs in five years. Dr. DuMont said he does not hold with estimates that 75% of all TV programs will be on film.
(5) DuMont company has no plans for theatre-TV at present. It made some special apparatus on order for Paramount when that company was developing its interme- diate film system of theatre-TV.
(6) "An entirely new system of telecasting film" is being developed by DuMont Labs. The DuMont president said he is dissatisfied with the present method of teles- cating films.

(7) Competitive position allegedly taken by Paramount also irks Dr. DuMont. He mentioned Paramount interests in: Paramount Television Network, a syndication of TV recordings on film; Chromatic Television Labs., developers of the Lawerence color tube (half-owned by Paramount); Tele- meter Corp., developers of subscription-TV system (also half-owned by Paramount).

DuMont counsel, William A. Rogers of the W&J McElroy, told hearing examiner that DuMont intended to petition for severance at conclusion of its part of the hearing, and ask the FCC to renew license of WABD, grant licenses to WTTG and WDTV, and find Du- Mont not under Paramount control.

FILM POLICIES
Wants Issues Widened

ADDITIONAL issue in Paramount case has been requested by FCC Hearing Division Chief Frederick W. Ford in a petition to FCC last week. Mr. Ford wants the Commission to require information on the policies of Paramount Pictures and United Paramount Theatres regarding the use by all broadcast stations of motion picture films, talent, and other properties. Request was contained among rec- ommended revisions of the issues to "clarify" them.

The Commission on its own mo- tion added a further issue to the case last week when it consolidated the license renewal application of WSNB New Orleans in the hearing. Station already is a party due to the transfer of control from Paramount Pictures Corp. to United Paramount Theatres Inc.

The Commission last week turned down Panchon & Marco, St. Louis and Hollywood theatre owner, and Gordon St. Louis, WSAY Rochester, N. Y., both of whom wanted status as intervenors in the case in order to oppose ABC-UPN merger. De- nial of Panchon & Marco was on a plea for reconsideration of a pre- vious FCC decision denying it the right to intervene. Comr. Robert F. Jones, as he did in the original denial, issued a vigorous dissent.

Mr. Jones said that the merger, if approved, will bring to the broadcast industry "the largest ag- gregation of theatres and radio fa- cilities in history; the applicants will operate in addition to radio fa- cilities, 1,000 theatres in 400 cities ..." Twenty-page dissent mar- shalled arguments in favor of permitting intervention, and ex- pressed Comr. Jones' attitude to- ward monopolies and his conception of the possible dangers in the pend- ing ABC-UPN merger.

Radio Still Dominates

THIS RICH MARKET

No other signal covers the South Bend market like WSBT. Radio sets in use are up to an all-time high of 32.8! WSBT's share of audience at 66.6 is way above the national average. And here television is insignificant because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air

WSBT
SOUTH BEND
S 000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Page 36 • January 21, 1952

BROADCASTING • Telecasting
Want one of radio's greatest saleswomen... with 17 years of successful selling in one of the nation's greatest markets... to really perk your sales? With an audience of responsive homemakers, she has sold everything from concrete blocks to pianos. Janet Ross of KDKA's "Shopping Circle" knows the sales approach to women who buy. Find out how little it costs to participate in this popular 9:30 AM program. Get details from KDKA or Free & Peters.

KDKA Pittsburgh
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS INC
WBZ - WBZA - WOWO - KEX - KYW - KDKA - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Radio — America's
Great Advertising Medium

A 10-cent booklet was offered on programs in 18 leading cities. "Shopping Circle" with Janet Ross was first in sales, sold more than second and third combined.

More than 3,250 requests for a sample after one announcement.

More than 1,500 requests for a booklet on home building, after two announcements.

More than 1,300 requests for a Christmas booklet, after one announcement.
NEW P.I. DEALS

Foot Balm Offers 100% Take

HERE’S a per inquiry account that “is not just another P. I. deal because your station keeps all money.”

The proposition is submitted on behalf of Amber Liquid, which not only pays 100% commission but is guaranteed to stop immediately “the terrible itching of athlete’s foot”; eliminate similar type fungus infections; completely remove callouses, soft corns, warts and blisters; safely treat jungle-rot; clear many fungus-type infections of the hands; remove proud flesh under ingrown toenails, and it’s wonderful for poison ivy and insect bites.

According to George F. Anderson, writing on behalf of Radio Sales & Advertising Agency, Topoka, each listener buying a bottle also gets a free toothbrush.

The 100% commission lasts for the first month, the offer says. After that, the firm keeps 75 cents out of each dollar until the end of the second month when the fee drops to 50 cents, or the company “will wash.”

“A lucrative per inquiry proposition” is submitted by Jerome O’Leary Adv. Agency, Boston, on behalf of Insured Associations Dividend Bureau. The bureau compiles lists of insured savings-loan firms paying 3% and more.

With the offer, are photostats of published advertisements in newspapers and financial journals, traditionally snippy to per inquiry advertising. According to a “confidential report prepared for us by Insured Associations Dividend Bureau represents associations paying 3% or more. If the last interest you received from your savings bank was only 2% or 2 1/2%, or less you will appreciate this letter,” writes Beatrice Robbins, on behalf of IADB.

“More in these days than ever, the listener wants something substantial; he wants concrete facts; he wants to know.”

Foot Balm guarantees a return of 100% if the listener does not obtain the benefit that he promised. 

“Your station will be doing a fine service in promoting a product which is a definite help to the thousands who suffer from these conditions.”

“Your station is doing a service to itself by joining in this promotion.”

WOR Merger
(Continued from page 25)

stock, making it a 10% stockholder in the company.

Agency interests are not selling WOR land, buildings or equipment. These are leased to Lee for 25 years at $315,000 per year. After 25 years the rent drops to $78,700 per year. There will also be options to purchase the land, buildings and equipment at the following schedule of prices:

70% of the purchase price on Jan. 1, 1957, $4,600,000; before 1962, $4,000,000; before 1967, $3,500,000; before 1972, $2,500,000. If bought after 1977—and end of the 25-year-lease term—the properties may be purchased for $1,400,000.

The application stated that no changes in WOR program policies or personnel would result from the merger. In addition to Messrs. Straus, and Streibert, chairman and president and general manager of Teleradio, respectively, these executives will serve as vice president in charge of sales; Jack R. Popepe, vice president and chief engineer, and Julius F. See- kow, executive vice president and program director.

The Macy stations are WOR, 50 kw on 710 kc; WOR-FM and WOR- TV on channel 9.

The Yankee division, headed by Linus Travers, executive vice president, comprises WNAC, 5 kw on 1260 kc, WNAC-FM and WNAC-TV on Channel 7, in Boston; WONS, 5 kw on 1410 in Hartford; WEAN, 5 kw on 790 in Providence and WGTR (FM) Worcester. This excludes WOR-FM of Bridgeport, operating with 1 kw on 800 kc, sold in the same merger transaction.

Don Lee Division, headed by Will- let H. Brown, president, comprises KEJ, 5 kw on 800 kc; KHEJ-TV on Channel 9 in Los Angeles; KFRC, 5 kw on 610 in San Francisco; and KGB, 1 kw on 1380 in San Diego.


McCANN-ERICKSON, New York, has announced the 11th annual

Dr. Christian radio show prize contest competition which offers $2,000 in prize money to be divided among five winners. The contest closes Feb. 29. Show, aired on CBS Radio, is sponsored by Chevrolet Mfg. Co.
ALL THE EGGS IN MY BASKET... Are Ready to Hatch Sales For You!

WAZL  HAZLETON, PA.  NBC-MBS
(Represented by Robert Meeker Associates).
Here's a station with 19-years of proven "know-how", with 70% of the listening audience (figures ala Conlan). A full-time 250 Watts, in a $45,000,000 retail sales area. (Sales Management Figures) N B C affiliate.

WHOL  ALLENTOWN, PA. CBS
(Represented by Robert Meeker Associates).
Located in the 3rd largest market area of Pennsylvania. The great Allentown - Bethlehem Industrial and Farming Area with Annual Retail Sales of $204,000,000. Want some of this rich market? Then you want WHOL... 250 Watts full-time C B S Affiliate.

WHLM  (FORMERLY WLTR)  BLOOMSBURG, PA. LIBERTY
(Owned and Operated by Harry L. Magee).
Here's a station that is making great progress. It's 1,000 Watts, daytime and is known as the Sports Station of the Susquehanna Valley. Affiliate of Liberty Network. Carries professional football and baseball, also regional football games. A good buy, believe me.

BROADCASTING  *  Telecasting  
January 21, 1952  *  Page 39
JAMES THOMPSON MILNE, 46, general manager of WNHC-AM-FM-TV New Haven, died unexpectedly Jan. 12 at his home in West Haven.

Mr. Milne, formerly associated with WICC and WNAB Bridgeport, Conn., was playing with one of his grandchildren when he was stricken with a heart attack. He had been working at WNHC earlier that day.

Known as “Smiling Jimmy” Milne when he was in Bridgeport, Mr. Milne was one of the most popular broadcasters in Connecticut.

A native of Aberdeen, Scotland, Mr. Milne came to this country when he was eight years of age. He worked at WBBM Chicago and WIOD Miami Beach before going to Bridgeport.

He was chief announcer of five years at WICC, leaving that station in 1956 to become general manager of WELI New Haven. During his management, WELI developed from a small daytime outlet to a prosperous fulltime network station.

Returning to Bridgeport briefly in 1944, Mr. Milne was sales manager for WNBC. He shifted to WHNC that same year and had been there since.

Survivors include his wife, Mrs. Florence Milne, a former Bridgeport resident, and a daughter, Mrs. Frank Lyke Jr.

Funeral services were held last Tuesday in West Haven.

Patrick J. Goode, president of the Elm City Broadcasting Corp. said: “News of the death of Jimmy Milne is indeed a shocking surprise to me. We were together until one o’clock today and Jimmy left for home in high spirits and his usual jocular mood. For all his free and easy manners, Jimmy had a tremendous capacity for work, and his versatility as an entertainer made a host of friends for himself and WHNC. Speaking for the entire membership of the WNHC family I may say that we feel a deep sense of loss in the untimely death of a fine manager and a first line entertainer.”

Tea Promotion

SPECIAL radio exploitation for “National Take Tea and See Week” from Jan. 18 through Jan. 27, has been assigned to Jack Egan, publicist who has promoted many entertainment personalities, with concentration scheduled for disc jockey promotion of the title song, “Tea for Two.” Harms Inc., publisher of the song, will coordinate promotion through Hack McCoy, firm’s director of standard exploitation.

Collingwood on Leave

CHARLES COLLINGWOOD, CBS White House correspondent, last week was appointed special assistant to W. Averell Harriman, Mutual Security Agency director. CBS granted Mr. Collingwood a six-month leave of absence. Mr. Collingwood will help co-ordinate information activities of the aid program carried on by MSA and the Depts. of State and Defense.

BILION-DOLLAR BUY!

Central Ohioans Make It Annually In Retail Sales

WBNS has more listeners than any other station in these 24 Central Ohio Counties which annually ring up a neat retail sales figure of $1,125,057,000.* This includes thousands of consumer products from drugs to hardware, from clothing to cars. You’re sure of having listeners when you’re on WBNS because WBNS carries all 20 top-rated programs, day and night.

Latest Hooper Report shows WBNS with the highest number of listeners in every rated period but one! You get more listeners per dollar than on any other local station. For rates and time availabilities, write or call your John Blair representative.

1906 James T. Milne 1952

SECURITY PANEL

Truman Names Subcommittee

SUBCOMMITTEE of government information and security officers has been named by President Truman to coordinate work of his Interdepartmental Committee on Internal Security. Edward R. Trapps, Atomic Energy Commission, is subcommittee chairman.

The President’s information policy has drawn objection from newspapers and other groups on the ground that it will bring further suppression of news on the part of information and security officers who can use it as a convenient basis for censorship.

Joseph Short, White House press-radio secretary, said one of the main duties of the subcommittee is to see that more instead of less information is made public and to prevent use of security classifications on non-security matters.

When You're an Independent Advertiser You Make More Sales

Leading independent radio stations are today's best buy!

There's something about being independent that keeps you toughened up, ready to tackle any job that requires good, honest, hard selling. At any rate, you will find in radio today it's the leading independent radio stations which are doing a truly productive sales job for national advertisers. Perhaps you've been thinking to yourself, "I ought to try Independent Radio." Well, now's the time to act. Write for all the facts to any AIMS station listed below.

THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

<table>
<thead>
<tr>
<th>Station</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCUE</td>
<td>Akron, Ohio</td>
</tr>
<tr>
<td>WBMD</td>
<td>Baltimore, Maryland</td>
</tr>
<tr>
<td>WBNY</td>
<td>Buffalo, New York</td>
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<tr>
<td>WJMO</td>
<td>Cleveland, Ohio</td>
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<tr>
<td>WKYR</td>
<td>Columbus, Ohio</td>
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<tr>
<td>KCBC</td>
<td>Des Moines, Iowa</td>
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<tr>
<td>WIKY</td>
<td>Evansville, Indiana</td>
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<td>WCCC</td>
<td>Hartford, Connecticut</td>
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<td>WXW</td>
<td>Indianapolis, Indiana</td>
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<td>WJXN</td>
<td>Jackson, Mississippi</td>
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<td>KLS</td>
<td>Lincoln, Nebraska</td>
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<td>WMIE</td>
<td>Miami, Florida</td>
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<td>WMIL</td>
<td>Milwaukee, Wisconsin</td>
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<td>WKDA</td>
<td>Nashville, Tennessee</td>
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<td>WBOK</td>
<td>New Orleans, Louisiana</td>
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<tr>
<td>WWSW</td>
<td>Pittsburgh, Pennsylvania</td>
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<td>KXL</td>
<td>Portland, Oregon</td>
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<tr>
<td>WXGI</td>
<td>Richmond, Virginia</td>
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<tr>
<td>KSTL</td>
<td>St. Louis, Missouri</td>
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<tr>
<td>WMIN</td>
<td>Minnesota, St. Paul</td>
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<tr>
<td>KNAX</td>
<td>Salt Lake City, Utah</td>
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<tr>
<td>KITE</td>
<td>San Antonio, Texas</td>
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<tr>
<td>KSON</td>
<td>San Diego, California</td>
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<td>KYA</td>
<td>San Francisco, California</td>
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<td>KING</td>
<td>Seattle, Washington</td>
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<td>KREM</td>
<td>Spokane, Washington</td>
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<tr>
<td>WACE</td>
<td>Springfield, Massachusetts</td>
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<tr>
<td>KSTN</td>
<td>Stockton, California</td>
</tr>
<tr>
<td>WOLF</td>
<td>Syracuse, New York</td>
</tr>
<tr>
<td>KFMJ</td>
<td>Tulsa, Oklahoma</td>
</tr>
<tr>
<td>WNEB</td>
<td>Worcester, Massachusetts</td>
</tr>
<tr>
<td>WBBW</td>
<td>Youngstown, Ohio</td>
</tr>
</tbody>
</table>

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

Aim for BULL'S-EYE results... with the AIMS GROUP
the chips are down...the client's ok is in the balance

This is the crisis of the schedule. The agency is presenting its media recommendations for the year ahead. The client men listen in stony-faced silence.... Their turn will come soon enough.

The account executive finishes his presentation; a cold silence falls on the group.

What do they think of it? Why doesn't somebody say something?

The client's ad manager shuffles his papers; steals a look at his boss. The agency men force themselves to keep still. They know it's the client's turn to speak. The media director unconsciously fingers his copy of Standard Rate... and waits for the inevitable storm of questions to come.
Every agency man who’s been through it knows Operation Critical. A recommendation in five figures—or six—is on the table...the result of weeks of research, dozens of interviews with helpful and hopeful representatives, agency sessions far into the night, untold man-hours of just plain work. And all for nothing, if the client doesn’t go along.

The questions begin:

"How much of a break in rates would we get if we put the whole magazine campaign into these top five?"

"This newspaper—how well does it cover the city and trading area population?"

"Has there been any study of listening habits in the Kansas City region?"

"Do these business publications get read by employees below management level?"

Questions, questions. They range from simple to complex, from naive to shrewd. But they must be answered, then and there. The time for preparation is gone. This is it—Operation Critical.

The media director’s fingers fly as he flips to a figure in Consumer Markets, quickly turns to a fact in Standard Rate & Data. The account executive cites a previous experience while the media man diggs.

As usual, the “standard” questions are relatively easy to answer. Standard Rate & Consumer Markets have most of the facts organized. But some of the questions go beyond facts, into interpretations; comparative studies; trends...

"Which of these women’s magazines carries the most ethical drug advertising?"

"Do young people read this Sunday supplement?"

"Has this station’s audience grown in the last year? How much?"

"Would it be worthwhile to add a second paper in this city?"

Listings of standard facts cannot answer many such questions—they’re not supposed to. But the need for quick access to summarized information has been anticipated by many publishers and station operators who know from experience what goes on day and night in the media department, in the agency review sessions, and in Operation Critical.

That’s why approximately 1,050 individual media used 8,500 Service-Ads in 1951 to supply needed information in packaged form...and to place their information near their market listings (in Consumer Markets) and near their media listings (in SRDS).

SRDS
STANDARD RATE & DATA SERVICE, INC.
the national authority serving the media-buying function

Walter E. Botthof, Publisher
1740 RIDGE AVENUE • EVANSTON, ILLINOIS
SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES
publishers of consumer magazine advertising rates and data • business publication advertising rates and data • nationall/regional network radio and television service • radio advertising rates and data • television advertising rates and data • newspaper advertising rates and data • transportation advertising rates and data • A.B.C. weekly newspaper advertising rates and data • consumer markets, serving the market-media selection function • CM analysis, the monthly market data interpretive
Radio Buying Trends Shown In New Study

Printers' Ink report gives media activity of 222 key advertisers

Two hundred and twenty companies set the pace for radio advertising during the past 15 years. These 222 firms alone accounted for 90% of all the network time bought in that period! (And, of course, they are blue-chip accounts for national spot.)

What's more, they bought 59% of all the national advertising in the six media: network radio, network TV, newspapers, magazines, newspaper supplements and farm publications.

These are some of the facts revealed in a new study that we published recently, called "How The Millionaires' Advertise." (We call these 222 companies "millionaires" because each one of them invested a million dollars or more in six media (one or more of the past 15 years).

What we did was to collect the best available statistics and research on these big advertisers. Next we sifted and analyzed this information to see what trends and facts would show up.

Then we put our findings together—in simple charts and text—to show (for example): how these companies split their budgets from 1936-1950; which industries put the most money in which media; how their investments vary over the years; what the really significant buying trends are.

In other words, you see who bought how much—and where.

As far as we know, the information in this study has never been presented or interpreted this way. We prepared "How The Millionaires' Advertise" as a service to our readers (the buyers of advertising) and to our customers (the sellers of advertising).

And since its publication, we've had hundreds of requests for extra copies of the issues in which it appeared. (One radio network bought a complete set for every one of the Division Managers and Sales Managers of its Radio Spot Sales Division.)

In fact, the demand has been so great that we went out of print.

So, we've prepared reprints of the entire series. It runs to 24 pages. And it sells for $1.00 (cash with order, please).

Don't you think that you and your associates and your sales staff could find a wealth of information in this study to help you sell more time to the 222 advertising millionaires of America?

Have your secretary send us your dollar today, so that you can start getting the benefit of this information right away. Ask for "How The Millionaires' Advertise."

ROBERT E. KENYON, JR., ADVERTISING DIRECTOR

FM MONTH

BEGINS IN N. C.; WIS., D. C. PREPARE

FIRST statewide campaign to promote sales of FM receivers opens today (Monday) in North Carolina under joint auspices of broadcasters, NARTE and Radio-Television-Motion Picture Assn. Distributors and dealers are cooperating in the FM Month, first in a series of three tests that may inspire similar campaigns in all states.

Several months of preparation have gone into the project, first major effort to promote FM cooperatively. John H. Smith Jr., director of the NARTB FM Dept., and James D. Secrest, RTMA secretary-general manager, have merged facilities of the two associations and a special RTMA subcommittee is headed by D. H. Grigsby, Zenith Radio Corp.

Pre-campaign events got under way in North Carolina last week, including regional sessions at which broadcasters and dealer-distributor interests worked out final plans. Meetings of this type included one at Raleigh, called by Fred Fletcher, WRAL-FM Raleigh, and a barbecue staged in the Rocky Mount area by Josh Horne, WFMA (FM) Rocky Mount.

Two other campaigns are moving forward. Wisconsin will start its promotion Feb. 4 and District of Columbia will begin March 1.

Chairman of the broadcasters committee in North Carolina is E. Z. Jones, WBWW-FM Burlington. North Carolina Broadcasters Assn. is cooperating through Earlie Gluek, WSOO Charlotte, NCBA president. Joe Plessants, Allison-Erwin Co., heads the distributors committee. Basic plans for the state promotion were drawn up at a meeting held in Charlotte Dec. 27.

The District of Columbia committee met Friday at NARTE headquarters under chairmanship of Everett Dillard, WASH (FM) Washington. Outlying districts in the Washington trading area have joined the movement, including Winchester and Harrisonburg, Va., and Morgantown, W. Va.

Active in the capital movement are Ben Strouse, WWDC-FM Washington, chairman of the NARTE FM committee; Art Aikin, General Electric Supply Corp., and William Hall, RCA Electric Institute of Washington.

Plans for Inaugural

Big kickoff broadcast is planned for the opening of the Wisconsin campaign Feb. 4, with all 22 FM outlets in the state expected to participate. The stations will provide talent for a broadcast designed to show the type of programming provided listeners by FM. Political leaders will take part.

Chairman of the broadcaster committee in Wisconsin is Ken Schmitt, WIBA-FM Madison. Wisconsin State Radio Council will cooperate. The council has six FM outlets operated on a non-profit basis by the state, with WHA Madison as one.

The three test promotions are expected to demonstrate that teamwork by broadcasters, distributors, manufacturers and dealers can increase the sale of FM receivers. Increased growth of FM development of public interest in the medium are other objectives.

The general plan calls on broadcasters to provide special programming, free spot advertising, printed program schedules, cooperation in planning special events and publicity cooperation with local newspapers. In turn the newspapers are expected to cooperate with enlarged FM dealers in on-the-job training and promotional aids.

In each area the central distributors committee will coordinate advertising, publicity and promotion, with distributor personnel working for individual brands. They will use merchandising material to stimulate sales.

Manufacturers have prepared FM Month display material to be used with counter displays that promote individual brands. Material sells FM as "the best in radio reception." Advertising copy and mats are available along with handouts, window cards and similar aids. Transcribed and written announcements have been prepared.

One of the extra benefits of an FM Month campaign, the joint committees believe, will be development of FM antenna and accessory business for dealers.

Special attention will be directed to farm listeners, with demonstrations of FM during the evening hours when AM reception is subject to interference in some areas. Finally, the program variety of FM stations will be emphasized.

WCAU Expands

WCAU Philadelphia began around-the-clock operations January 14. New schedule makes the first revision of night time programming by WCAU since the war, and the first permanent 24-hour schedule in its 30-year history. Occupying the new air time will be the Barry Kaye Show, extended from its present 12-1 a.m. slot to 5 a.m.

Old Golds Renews

P. LORILLARD Co., New York (Old Golds), through Lennen & Mitchell, Inc., has renewed the sponsorship of the second 15-minute segment of Mutual's Queen for a Day over 460 MBS stations. Kraft Foods, Chicago through J. Walter Thompson Co., Chicago, continues to back first segment on Monday, Wednesday and Friday, dropping Tuesday and Thursday schedule for second half of Mutual's Bobby Benson show.
Vision into the future is a major requirement in good audio engineering to determine what speech input facilities will be as useful five or ten years from today as now. Certain is the fact that whether video or radio, broadcasting of the future will require more and more studio facilities.

We designed the SA-40 console with the future uppermost in our thinking. Ultramodern today is the GATES SA-40 speech input console, generously equipped to fulfill the needs of video and radio stations for many years to come. It is known as the console with the extras - extra circuit and switching facilities, extra quality in construction and extra serviceability for maintenance.

If you are planning a studio installation today - think of tomorrow and then think of GATES. Write for your copy of the Gates SPEECH INPUT CATALOG and then study the functional block diagram therein and see for yourself why, if you are planning for the future as well as today, your needs can be best fulfilled by investing in the GATES SA-40 console of tomorrow.

The tilt-back-to-service feature of the SA-40 console provides complete accessibility of all components and terminal connections.

The SA-40 console is constructed in rugged tilt-back cabinet or available in matching desk (desk not illustrated). All amplifiers are individual units, quickly removable without disrupting remaining circuits; mixer keys of standard PBX type for long life; panel of lifetime anodized aluminum; key knobs in varied colors for circuit identification; beautifully streamlined. Size: 48 inches wide, 21 inches deep, 14½ inches high.

FACILITIES
Nine mixing channels; five preamplifiers; complete cue, talkback and override facilities; cue type turntable attenuators; and terminals for external patch panel, only a few of the many SA-40 features. Space for two additional preamplifiers provided.

EXCLUSIVE TERMINAL FEATURE ASSURES FLEXIBILITY
Unusual flexibility of operation is provided by bringing many of the circuits such as preamplifier outputs, mixing channel inputs and program monitoring amplifier inputs to terminal strips. These are, in turn, bridged to other terminals and back into the normal circuit. This permits breaking any major circuit in the console for a patch panel extension.

PERFORMANCE DATA

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distortion</td>
<td>Less than 1% from 50 to 15,000 cycles overall from microphone to preamplifier.</td>
</tr>
<tr>
<td>Noise</td>
<td>From preamplifier input measured at minus 60 Dbm. to program line measured at plus 6 Dbm. 65 Db below output level. All other circuit combinations equal or superior.</td>
</tr>
<tr>
<td>Response</td>
<td>Within 1.5 Db, 30 - 15,000 cycles.</td>
</tr>
</tbody>
</table>
CONSENT DECREES

Mansfield Paper Enters

CONSENT DECREES was entered into between the Mansfield (Ohio) News-Journal and the Justice Dept. last week which binds the newspaper not to continue its discrimination against advertisers using WMAN Mansfield. Mansfield News-Journal is owned by the same interests which publish the Lorain Journal, which lost a Supreme Court decision against the same practices in that city [B&T, Dec. 17, 1951].

The consent decree, entered in Cleveland Federal Court, enjoins the Mansfield newspaper from: (1) Refusing to accept advertisements where the reason for the refusal is that the advertiser used or proposed to use another advertising medium—in this case a radio station; (2) accepting advertisements on condition the advertiser would not use another advertising medium; (3) canceling any advertising contract because an advertiser used or proposed to use another advertising medium. The negotiated judgment ended the Justice Dept.'s anti-trust suit against the newspaper and its owners, Samuel A. and Isadore Horvitz. Last December, the Supreme Court unanimously upheld a federal court conviction of anti-trust violations against the Lorain Journal and its owners. In Lorain, the Journal refused to accept advertising from local merchants who also used WEOL Elyria, Ohio.

In the case of the Mansfield News-Journal, the Justice Dept. characterized A B C-affiliated WM AN, on 1450 kc with 250 w, as the "sole competitor of the NewsJournal in Mansfield." The Mansfield newspaper was denied an AM and FM station by the FCC in 1948 due to the publishers' practices.

WEOL has pending a treble damage suit for $300,000 against the Lorain Journal.

MALE SINGER CONTEST

D. J. S. to Help Talent Hunt

SOME 70 disk jockeys across the nation are participating in the Universal Pictures hunt for a new male singing star in connection with the Frank Sinatra Film, "Meet Danny Wilson." Listeners are being asked to submit records of their singing plus photographs to local jockeys, who will select district winners and forward their entries to New York by Feb. 4 for final judging by popular music experts.

Final winner is scheduled for free trip to Hollywood—accompanied by his sponsoring jockey—to make guest appearance on CBS Television's Frank Sinatra Show on Feb. 19 and for later personal appearances in key city theatres as part of film's promotion.

VOA GOES TO SEA

Floating 'Station' Readies

MECHANICS of the Voice of America's first seagoing ship, designed to house the most powerful vessel—borne radio transmitter ever, have been revealed by the State Dept.'s International Broadcasting Division.

Plans to project the Voice and U. S. "Campaign of Truth" behind the Iron Curtain and minimize Soviet juggling initially came to light last month [B&T, Dec. 31, 1951]. A 5,800-ton ex-Navy cargo ship, to be named the Courier and manned by Coast Guard personnel, is now being de-mothballed at Hoboken, N. J. The project, known as "Operation Vagabond," is the first of a series of seagoing broadcast stations planned by the State Dept.

A special air-conditioning system was developed for the transmitting room by marine engineers of Minneapolis-Honeywell Regulator Co. System will enable the radio outlet to broadcast under all weather conditions. Transmitting equipment is described as "several times more powerful than any domestic transmitters authorized by the FCC."

In actual operation, the floating Voice will pick up signals from the U. S. and beam them directly into target countries, reaching many areas now blacked out. It is felt that the Voice will be able to successfully dodge Russian jamming facilities. A special 100-ft. flight deck is being constructed to carry barrage balloons and antennas.


Railroad Radio Bill

A BILL that would permit the Interstate Commerce Commission to order key railroads to install communication systems, including railroad radio hookups, has been introduced in the Senate by Sen. Ed C. Johnson (D-Col.). Orders would be subject to FCC regulations.
**Do you want to pay for**

*A Government Honeymoon at Niagara Falls?*

You may be taxed for the cost of the most expensive honeymoon Niagara Falls has ever seen. The federal government's wooing of America's electric light and power threatens to reach a climax at the famous Falls.

Here's how... A giant new hydroelectric power plant is going to be built on the Niagara River. And a critical point in the drive toward a government power monopoly is being argued over who will build it—the federal government or a group of 5 electric companies. (There is also a proposal to have the State of New York build the plant and sell the power.)

These electric light and power companies are ready with the plans and the money—and the lines to take the power where it will be needed—under normal public regulation.

But the job is held up—for there are people who want the federal government to take over electricity—as well as medicine and other businesses and services. They say the federal government should build the plant—even if it takes more time, and costs the U. S. public many millions in unnecessary taxes. Here's how the choice shapes up...

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If electric companies build the plant:
- The companies and their investors will pay for it.
- Power produced will be shared by all, with rates regulated by state utility commissions.
- The Niagara project will pay about $23 million a year in local, state and federal taxes.
- Defense plants and others will begin to get the power in about 3 years.

If the federal government builds the plant:
- You will pay for it in taxes—over $350,000,000.
- Specially favored groups will have first call on all power. Rates won't be regulated.
- Little, if any, taxes will be paid to local, state or federal governments from the sale of power.
- Government estimators say it will take them at least 5 years.

*NOTE:* In no case would the scenic beauty of the Falls be affected. Nor has this project any connection with the controversial St. Lawrence Seaway.

Who do you think should build this new plant? Talk it over with your friends and neighbors. The decision ought to be made by the American people. The government plan is a long step toward socialized electricity—because only power production is involved—with no other purposes, such as flood control, to complicate the issue. That's why these facts are brought to you by America's business-managed, tax-paying Electric Light and Power Companies.*

---

*Whence on request from this magazine*
ZIV's ELECTRIFYING NEW SHOW

WWL
NEW ORLEANS, LA.
"We consider this a 'must-carry' show!"

WMC
MEMPHIS, TENN.
"We're going to hand-pick our sponsor for this one."

WLAP
LEXINGTON, KY.
"Ball Ice Cream Co. grabbed show first morning."

WDBJ
ROANOKE, VA.
"Have never seen our sales force so enthusiastic!"

WKOW
MADISON, WIS.
"Grabbed show first day."

KSD
ST. LOUIS, MO.
"Bought on first audition."

Based On The Actual Experiences of Matt Cvetic Who For Nine Years Posed As A Communist For The F. B. I.
WITH THIS SENSATIONAL NEW HALF-HOUR SERIES

"I WAS A COMMUNIST FOR THE FBI."

EACH HALF-HOUR A COMPLETE EPISODE!
5 SPONSOR IDENTIFICATIONS INCLUDING THREE FULL LENGTH COMMERCIALS!

MORE THAN JUST ACTING! MORE THAN JUST STARRING!
DANA ANDREWS LIVES THIS DYNAMIC ROLE!

UNBELIEVABLE IF IT WERE FICTION
FRIGHTENING BECAUSE IT'S TRUE!

THE MOST PROVOCATIVE PROGRAM ON THE AIR TODAY!

TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS!

ZIV COMPANY
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD
**On the House (and Senate)**

WELL, the “Johnson-Case Bill” has been introduced. But it isn’t the bill predicted by Bishop Wilbur E. Hammaker, dry crusader, by quite a stretch. It would prohibit “distilled spirits” advertising on the air, punishable by fine or imprisonment. Bishop Hammaker made so bold as to announce several weeks ago that the bill had been introduced and that it would go all the way in banning alcoholic beverage advertising on radio and TV—beer, wine and distilled spirits.

Now distilled spirits or hard liquor is no practical problem. We know of no stations, either radio or TV, which accept that business in the continental U. S. That may not be so in remote places, like Alaska or Hawaii, and it’s probable that because of these exceptions, Bishop Hammaker induced the authors to introduce the watered-down version.

The point here is (1) it discriminates against the broadcast media, and (2) it’s an opening wedge. So long as its legal to advertise liquor in any medium, it would appear to be legal to advertise it on the air. We happen to think both radio and TV can (and do) get along without this business, but that’s a matter of voluntary abstention. It should remain that way.

We assume that the Senate Committee to hold hearings set post haste for Jan. 30, will be advised, both by the distillers and the radio and television broadcasters. As we observed last week, there isn’t much time to prepare.

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**The Sober Side**

THE VERVE and vigor of radio’s proponents, now that they’ve caught their second wind, is wondrous to behold. Out in front, to joust with the collective enemy, is the Broadcast Advertising Bureau, mandated by the broadcasters to spearhead that effort.

Now all good men in radio have espoused BAB from the beginning. Radio had been riding side-saddle. And longingly the advertisers and magazines had doped up their steeds in the bid to run away with the advertiser’s sweatstakes. The lamented rate cuts of last year were one result.

But, despite our enthusiasm over resurgence of activity in behalf of radio, we wonder whether there’s been enough sober planning in the attack. For example, there’s the opening salvo of William B. Ryan, BAB president, an old hand at media warfare, before the Radio Executives Club of New York.

When Bill Ryan gets enthusiastic, all 6 feet 4 of him goes all out. “While competing with all major media,” Mr. Ryan told the REC, “one of our main targets is TV—that overwhelming, expansive, unmeasured ‘movies at home’ medium.”

We wonder whether Mr. Ryan hasn’t turned the guns on his own household. Radio broadcasters aren’t fighting television broadcasters unto the death. Most of them in TV are radio broadcasters. And virtually all of them hope to be. “Television is the heritage of the broadcaster” has been the radio broadcasters’ line. Mr. Ryan himself believes that because, when he was with KPI, he helped nurture and develop KPI-TV. It was sold by Earle C. Anthony only after Mr. Ryan had left to join the NAB (now NARTB) as general manager.

Almost everybody in radio firmly believes that radio is the super, all-inclusive, low-cost mass medium. Almost everybody knows radio has been selling itself short, and the printed media long. Almost everybody knows radio can back up its claims with the facts. (We like the line of Kevin Sweeney, Bill Ryan’s right-hand-bower, comparing radio’s pull with that of an elephant, and admonishing buyers to “evaluate the complete elephant—all 100 million of it.”)

What is unwise, in our judgment, is irresponsible shooting at TV—not only because it is a blood relative but also because not very many people can be convinced that TV is as trivial as Mr. Ryan would have you believe. In this kind of wild shooting, radio itself is apt to be winged.

BAB’s assigned task (for which both broadcasters and telecasters are paying) is to keep its powder dry and do the shooting when it has something to shoot with. It should never lose sight of its target and that is an affirmative job of selling radio—the all-inclusive, lowest cost of all media.

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**Booby-Trap, Cum Laude**

THERE HAS been unusual calm on the educational-TV front these past few weeks. Comr. Frieda B. Hennock, the educators’ Joan of Arc, had remained calm before a Parent-Teacher Assn. The Joint Committee on Educational Television, well-heeled with its $90,000 windfall from the Ford Foundation, has already one innocuous-apparent pleasing peace with the FCC.

In that pleading, JCT asks that educational stations be allowed to go “semi-commercial” in 14 communities to which only one educational channel is earmarked, as well as in 17 cities in which the only VHF channel is asterisked for education. This “semi-commercial” operation would obtain only until regular commercial service comes to the community involved via stations from nearby locations.

This is the booby-trap cum laude. Comr. Hennock won her 10% reservation on the premise of noncommercial operation for educational TV stations. The JCT, proposal, whether it’s called “semi-commercial” or “non-profit” or “temporary,” is in derogation of every commitment made by educators, on the basis of which the FCC majority went for the Ford Foundation. It is a hollow victory, although we predict it will still prove a hollow one. There isn’t the money, will or need of educational organizations to fulfill the reservations acquired by the politico-pedagogues. The answer will soon be forthcoming.

There is nothing to deter educational institutions from competing with applicants for regular commercial grants. If they are to have any prejudiced allocations, as a matter of right (which we think legally and psychologically wrong), then they must adhere strictly to the noncommercial precept. If, on the other hand, they propose any degree of commercial operation, then let them drop the sham and file for commercial authorizations, casting their lots with all other applicants. That’s what WLW New Orleans (Loyola) and WATL Atlanta (Columbia among others, are doing. They are no preference seekers and addicts.

We’re glad to see such stations as WMBD Peoria, WHBF Rock Island (which has TV) and WDWS Champaign oppose the JCT petition. We don’t think the FCC will be deluded. It is a booby-trap even if it’s hidden in a cap and gown.

---

**our respects to:**

WILLIAM H. FINESHRIBER JR.

*If* A French instructor’s post offered 20 years ago could have netted Bill Fine-
shriber about $300 more annually, he might have been lost to the broadcasting industry. Where he serves today as newly elected executive vice president of Mutual.

Mr. Fineshriber was graduated summa cum laude and with membership in Phi Beta Kappa from Princeton U. in 1931. He served several prizes upon graduation, among them the publication of his senior thesis, “Stendahl, The Romantic Rationalist.” This work has since become a textbook at Princeton.

With money received from its publication, Mr. Fineshriber took a four month trip to Europe. Since he had specialized in French civilization in college, Mr. Fineshriber spent most of his time abroad in France, taking an advanced course at the Sorbonne. He returned to America in October 1931, to face the problem of making a living in the depths of the depression. The position in Princeton’s French department was open.

Mr. Fineshriber weighed the honor of teaching at his alma mater—it would have meant much. But he turned it down. Instead, he got a job in CBS’ publicity department at $46 a week, writing releases for serious musical programs.

This has led to a full and varied career in radio—and Mr. Fineshriber says that he regrets not one day of the 20 years he has spent thus far in broadcasting.

During his career, Mr. Fineshriber has run the gamut of executive positions. In 1948, he left his post as general manager of the CBS program department to move over to MBS. Today, he is MBS executive vice president and, in addition, is the vice president in charge of MBS’ serious music programs.

Mr. Fineshriber is well-known in broadcasting for his work with the Program Executive Committee of NARTB (then NAB), as co-chairman of the National Brotherhood Week Radio Campaign, as a member of the National Advisory Board of Radiodiffusion Francaise, and a member of many other industry committees.

As vice president for MBS, he is acutely aware of his program responsibilities, especially now that radio has the competition of television. Here is his analysis: “If radio is to meet the challenge of television and retain its place in the forefront of our society and our economy—and most of the ex-prophets of doom now agree that it will —it must undergo many changes. Not least (Continued on page 52)
NO IFS...AND...BUTS...

BILL GORDON SELLS EVERYTHING FROM SOUP-TO-NUTS!

The Chas. A. Peterson Company process nut-meats under the CAPCO label...and has retail outlets in food and drug stores...CAPCO bought spot announcements on the Bill Gordon Show on WHK...to sell a special package and to increase counter trade during their off-season.

ONE spot announcement brought a $1,200.00 order!

Mr. Chas. A. Peterson, president of the Chas. A. Peterson Nut Company, reported that the balance of the spot campaign resulted in a 25% increase in counter trade and an average of four to six telephone orders per day. Naturally, Mr. Peterson thinks that WHK's Bill Gordon is the NUTS!

When Bill Gordon entertains...he ENTERTAINS!
When Bill Gordon talks...he SELLS! Add that to WHK's listening audience...and you've really got something!

THEY STAY ON WHK

CLEVELAND, OHIO
Our Respects To
(Continued from page 90)

among them will be the responsibility of the program builders."

"Rather than a host of new program forms and original ideas, desirable as they would be, I think the year ahead will see AM concentration on the established program types in which it already excels. And from that concentration will emerge a fuller understanding of the element of impact."

Mr. Fineshriber practices what he preaches. To him goes much of the credit for the MBS schedule of 10 stars; saddled programs heard six-nights weekly featuring Metro-Goldwyn-Mayer talent.

Born Nov. 4, 1906, in Davenport, Iowa, as William H. Fineshriber Jr. (he insists the "H" in his name stands for nothing), the future radio executive spent only his earliest years there, moving with his family to Memphis at a very young age.

In Memphis, he was valedictorian of his class at the Maury Grammar School. After two years of high school, Mr. Fineshriber moved with his family to Philadelphia. In 1927, he was valedictorian of his graduating class at West Philadelphia High School.

His choice of a university was made easy, when he was presented a scholarship to Princeton. The Philadelphia Board of Education presents only one such scholarship annually.

At Princeton he was active in college affairs. His memberships included the Banjo Club (he plays the mandolin) and Glee Club. On the editorial board of the Princetonian, he first met Bob Schmid, MBS vice president.

Married in 1933

In April, 1933, after having worked at CBS for two years, Mr. Fineshriber married Clotilde Heller. In October 1934, he left CBS to manage Carnegie Hall. This was to his liking since both he and his wife are especially fond of classical music. In his Carnegie Hall position, he and his wife attended about 300 concerts a year.

This thorough regrounding in music led to his return in 1937 to CBS where he wrote serious music shows—sometimes as many as 22 a week.

After a brief fling as intermission commentator on the air for the Philharmonic Orchestra and for CBS, he was named director of the CBS music department.

He directed and produced such shows as American School of the Air, the Philharmonic Symphony, the Howard Barlow Concerts and the Ford Summer Hour. Mr. Fineshriber is a past winner of many Ohio State U. awards for educational programs.

Early in 1940, he was named director of short-wave programs. Here his knowledge of German, Italian, French, Spanish and Portuguese came in handy. He helped set up La Cadena De Las Americas, a network of about 100 stations throughout Latin America, which daily was fed 17 hours of varied programming.

Mr. Fineshriber worked with Davidson Taylor in the coordination of Inter-American Affairs and, in 1943, when Mr. Taylor joined William Paley at the Office of War Information, Mr. Fineshriber was appointed assistant director of broadcasts. He had become No. 2 man in the CBS program department.

Four historic and memorable periods stand out in Mr. Fineshriber's recollection on that operation: D-Day coverage; the week in which the entire schedule was canceled to cover the late President Roosevelt's death; the trip to San Francisco in 1946 in connection with the founding of the United Nations, and the VJ Day programs.

In 1947, Mr. Fineshriber was named general manager of the CBS program department. He joined Mutual in July 1949, a few months after Frank White had been named MBS president.

His hobbies include tennis, golf, horseback riding, the theatre and concerts. At the moment, he is particularly proud of the manhood of his 12-year-old son, Billy. Mr. Fineshriber also has a daughter, Joy, 13.

a million dollars worth of talent for
$40 to $57.50 a month
based on advertising rates

Stan Freeman's
jazz quartet

Stan's the piano man of the hour.
He's featured on today's top radio and tv programs, like Piano Playhouse, This Is Show Business, and the Faye Emerson Show. His quartet is the best yet, and it's yours with the many great artists in the

SESAC Transcribed Library
which includes Jazz, American Folk, Band, Concert, Hawaiian, Barberhop, Novelty, Religious, and Latin-American Music.

SESAC, Inc. 475 Fifth Avenue New York 17, N.Y.
Don't overlook F.M.

You're working in the city. Turn on your radio. Listen to one of your AM commercials. It's coming through, clear as a bell, from that big transmitter nearby. Sounds fine, doesn't it?

But there are many places in the country where that commercial of yours can't be heard at all—even though it's broadcast from an AM station right in the neighborhood.

For in many places "radio climate" is such that the AM signal is torn to pieces by static, garbled by interfering "crosstalk." The folks you're trying to sell can't hear your message at all.

FM solves that problem for you in many areas. FM is clear as a bell whatever the "radio climate." So in making your time schedules—Don't Overlook FM.

NOTE: During its recent spot radio campaign on Zenith Hearing Aids, Zenith used separately keyed spots on FM and AM stations in many cities. In several cases, returns from FM outnumbered those from AM. In others, FM was—on the basis of cost per inquiry—the best broadcast buy. Here's real proof of the growing importance of FM!
UP REALIGNS

Executive realignment within the United Press news department in New York was announced last week, with Radio Manager Phil Newsom named foreign news editor, William C. Payette appointed manager of United Press Movietone News and John J. Madigan named radio news manager. Harry Ferguson, former news editor since the Korean outbreak, was appointed executive editor.

The reassignments were announced Thursday by Earl J. Johnson, UP vice president and general news manager.

Mr. Ferguson, appointed executive editor, has been with UP since 1928 and has served as reporter, sports editor, and assistant general news manager as well as foreign news editor.

Mr. Newsom, who leaves the radio managership to succeed Mr. Ferguson as foreign news editor, is a native of Nebraska and was night editor in Chicago and later in New York before being named radio manager in New York. He spent most of last year as a correspondent in Japan and Korea.

Mr. Payette, manager of the UP Movietone News, helped establish this service for TV stations last year, after serving as manager for UP in Venezuela, Colombia, and Ecuador. Before that, he had managed UP bureaus at Butte, Mont., and Los Angeles, and had worked in Seattle and Portland, Ore.

Mr. Madigan, new radio news manager, has been in charge of the Radio News Report as acting manager since Mr. Newsom left for Japan early in 1951. He formerly was UP manager at Portland, Me., and served in Boston as radio news editor for New England.

LOS ANGELES Chapter of Representatives Inc., local chapter representatives of Radio Parts Manufacturers, Chicago, has issued 1952 Directory.

Hugh Potter, manager of WOBI Owensboro, Ky., named to Research Advisory Committee of Broadcast Advertising Bureau, N. Y.

Winston L. Kirby, ABC National Spot Radio and TV Sales Dept., to O. L. Taylor Co., N. Y., station representative.

William V. Reynolds, Arizona newspaper man, to KRIZ Phoenix sales staff.

Donald Ward to sales at Blair-TV, Chicago, from ABC-TV Chicago, where he was actor and producer.

Neal A. Smith, sales service manager and account executive, WLW Cincinnati, to WCOL Columbus as station manager.

Bobby Sacco returns to sales staff of WAZL Hazleton, Pa., after serving in U. S. Army.

L. Spencer Mitchell, general manager, WDAE Tampa, Fla., named advertising director of Tampa Times Co. in addition to present duties.

Charles A. Hammarstrom, Paul H. Raymer Co., N. Y., to The Katz Agency, station representative, as member of its N. Y. radio sales staff.

Merrill Rawson, San Francisco sales and public relations man, to sales department, KGW Portland, Ore.

Hugh Potter

KCMC

1230 Kc
 Texarkana
 Texas-Arkansas
 ABC
 and
 KCMC-FM

98.1 Mcs. • 40,000 W.

Texarkana is a major distributing point to 359,000 people in the Four States Area of Northeast Texas, Southwest Arkansas, Southeast Oklahoma, and Northwest Louisiana.

A population made prosperous from Manufacturing, Lumber, Livestock, Cotton, Oil, Grains, Fruits and Vegetables.

Frank O. Myers, Mgr.

National Representatives:
O. L. Taylor Company

KAMD
 Camden, Arkansas

Thousands of residents employed in vast paper mills, furniture factories, lumber industry and agriculture. Camden is the home of one of the largest Navy Ordnance installations. Reach them all through this pioneer station of South Arkansas serving Ouachita County.
CHARLES F. WHITESIDES JR., local sales manager, KTBS Shreveport, La., named commercial manager. RICHARD WILCOX, sales staff, named local sales manager.

JEROME B. HARRISON, account executive and executive assistant to vice president of Ward Wheelock Co., N. Y., and ROBERT L. STONE, staff associate, Creasap, McCormick & Paget, management engineers, to ABC television as account executives.

ROBERT L. HAMMETT opens his own consulting engineering office in Bankers Investment Bldg., S. F. He has been associated with A. EARL CULLUM JR., Dallas.

THOMAS F. O'LEARY, WXYZ Detroit radio sales staff, transferred to television sales, WXYZ-TV.


BRUCE G. BEICHL, commercial manager, WFHR Wisconsin Rapids, Wis., to WOBT Rhinelander, Wis., as station's general manager.

JOHN L. KING, president of U. of Washington's board of regents, named to the board of directors of KIRO Seattle.

D. D. SMITH, newspaperman and Miami sales promotion specialist, to WFEC Miami as sales manager.

PERSONALS . . .

AMOS BARON, manager, KECA Hollywood, to St. Luke's Hospital, Pasadena, for leg bone grafting operation. HARRY WALSTRUM, KECA program director, in charge of station during estimated two-week absence.

KLASSY LANDSBERG, general manager, KTAL (TV) Hollywood, received scroll of appreciation from L. A. County Board of Supervisors for Players Clubs, public service TV series.

MAURICE CORKEN, director of sales, WHRF and WHBF-TV Rock Island, Ill., appointed member of Rock Island Centennial Commission.


CLEARLY NAMED

Is Prod. Mgr., NBC Radio

APPOINTMENT of John P. Cleary, NBC radio executive producer, to the post of eastern program director and production manager for NBC Radio was announced last Wednesday by Charles C. Barry, vice president in charge of radio network programs.

Mr. Cleary succeeds Leslie Harris, who resigned a few months ago to become radio-TV director of Colgate-Palmolive-Peet.

He joined NBC as a page in 1938. Two years later he left to become a talent representative. Subsequently he joined ABC, serving as audition director and, later, executive producer. From 1940 until he returned to NBC in 1950, he was radio director of Kaster, Farrell, Chelsey & Clifford, where he produced the Duffy's Tavern program from Puerto Rico.

Among his special assignments for NBC was the entertainment program which he produced for the network's convention at Boca Raton last November.

SAFETY DRIVE

Traffic Fatalities Reduced

THIRD annual "Silly Willie" traffic safety campaign, a one-month drive conducted by WFIL and WFIL-TV Philadelphia in cooperation with the Philadelphia Highway Traffic Board and other civic agencies, has been credited with saving 10 lives.

Figures released by Philadelphia police disclose that nine persons were killed by motor vehicles during the campaign which ended December 15, in contrast with the 19 who lost their lives during the corresponding November-December period the previous year.

Campaign was valued at more than $150,000 in terms of radio-television time and advertising space donated by WFIL stations and cooperating organizations.

Annual campaign has earned recognition as one of the most ambitious public-service projects ever attempted by a community. It has gained for WFIL such honors as the Alfred P. Sloan Highway Safety Radio Award and the National Safety Council's Public Interest Award.
Charles F. Dolon, continuity and production director, WJMO, Cleveland, to Teleneux Production, N. Y., as coproducer of This Week in Sport.


Jack Elinson, co-writer Jimmy Durante portion NBC-TV All Star Revue, father of boy, David, Jan. 9.

Pete Hanston, sports director, WIZE, Springfield, Ohio, to WIFI Dayton in same capacity.

Colby Lewis named assistant program manager at WTMJ-TV Milwaukee. Joe Fox to art department and William McCormack becomes assistant continuity manager. All have been on station's staff prior to new assignments.

Forrester Mashmir, camera director, KTTV (TV) Hollywood sports features, promoted to director of sports.

Mary Karr, continuity director, WMIL Milwaukee, to NBC Chicago press staff as writer.

Alan Courtney, station relations, NBC Western Div., Hollywood, to NBC New York in similar capacity.

Nelson Case, host on CBS Television's Ken Murray Show, signed to handle commercials on the Johnson Wax Robert Montgomery Show.

Walter Dunden, mimeographing department, and George Pedicini, staff writer, CBS Radio Hollywood, have started Monday classes in acting for Columbia Workshop. Open to all CBS employees, instruction will be augmented by guest speakers.

Howard Burnett, production department, WIP Philadelphia, and Margaret J. Bachinger, WIP continuity writer, are to be married Feb. 12.

Harry Koplan, m.c., CBS Radio Meet the Muses, assigned role in Lippert Pictures' Hells Gate Prison.

Harold F. Means Jr., KGAR and KIUL Garden City, Kan., to KMTV (TV) Omaha.

Robert Smith, publicity director, WJAR, Cleveland, father of girl, Joanne.

Don Murphy, program director, WAZL Hazleton, Pa., appointed head of public service and special events.

Bill Graham of station's sales staff replaces him as program director.

Robert F. Reynolds, WJR Detroit, to WJR same city as associate sports editor assisting Van Patrick, signed to announce all baseball games for the Detroit Baseball Co.

Walter Neeman appointed program director at WGSN Huntington, Long Island, N. Y.
ROLAND D. IRYING, Emil Reinhart Adm., Oakland, to KRON-TV San Francisco as promotion manager. He replaces W. W. Malone, who resigns Feb. 1 to form his own syndicated AM radio program sales organization (see Allied Arts).

BENJAMIN DRAPER, KGO-TV San Francisco producer of Science in Action, joins teaching staff at San Francisco U. Extension Center to instruct a class in television writing.

JACK HOLMES, disc jockey, WLOW Portsmouth, Va., and brother of Jersey Joe Walcott, heavyweight boxing champion, will be featured in a three page story in the February issue of Color magazine.

R. TAYLOR VADEN to WPTF Raleigh, N. C., as supervisor of publicity, merchandising and promotion.

ADRIENNE RAYAN, radio and TV actress, joins cast of CBS Radio daytime serial, Young Dr. Malone.

RICHARD F. HANSEN, script writer, RKO Pathé, to NBC New York to assist C. S. FORREST in preparing Victory at Sea, 26-week program series on the U. S. Navy during World War II.

FLOOD HOAX
WPAZ Gets Confession

PEOPLE everywhere were talking about the "Walking Murphys"—a family foursome which reportedly had trudged from Topeka, Kan., to Philadelphia, Pa., after the Kansas flood—but it remained for WPAZ Pottstown, Pa., to unravel the story behind the story.

WPAZ had joined in the welcome for a man, his wife, and a son and daughter, holding a "Murphy Marathon" which drew money and gifts from donors. Others—mostly in Pottstown, Pa. and throughout the nation—also showered them with gifts.

Then the real story exploded, revealing a hoax. The "Murphys" turned out to be Lillibridges; they were from Baltimore, not Topeka; and they had fooled the nation for years, including radio stations, newspapers and the public.

When the flumes of the hoax cleared away, WPAZ and News Editor Sydney Omarr had a 45-minute tape-recorded confession from the "Murphys," which it aired.

WPAZ returned the money and gifts to the donors and the "Murphys" left town, "this time really walking," according to Manager Herbert Scott.

BASKETBALLCASTS
WORC Airing Full Schedule

WORC Worcester, Mass., is carrying the complete schedule of 27 home-and-away games of the 1951-1952 Holy Cross basketball team, with Worcester County Electric Co. sponsoring the entire schedule. Gus Parnett, WORC sportscaster, and Curt Gowdy, Boston Red Sox baseball announcer, are handling the play-by-play with Dick Smith doing the color.

Wildor Moore, appliance sales manager, is supervising merchandising and promotion and works with Ed Chace, account executive of Harold Cabot Agency, Boston.

KDKA 24-Hour Schedule

KDKA Pittsburgh, in cooperation with the Office of Civil Defense, has begun a 24-hour schedule of broadcasting. Selected as one of 10 key radio stations in the United States to be used in the civil defense plan, KDKA will operate the round-the-clock schedule continuously except from 1-8 a.m. Sunday for maintenance. Under the civil defense plan, radio stations across the nation will monitor the key station nearest them.

Copyright, 1952, United States Brewers Foundation
WILLIAM F. CAROLAN appointed general sales manager for room air conditioners at RCA Victor Div., Camden, N. J.

CLEMENT FULLER, script chief, NBC New York, to Ted Baldwin Inc., New York packager, as script writer for TV film series, Spotlight, U. S. A.

E. W. MALONE, who resigns next week as promotion manager of KNX-TV San Francisco, and CHARLES EDWARD, former producer with various eastern AM stations, organize Tele-Spin, radio program sales firm, San Francisco.

RCA TUBE DEPT. offers two new TV data books, RCA Kinescope and Television Servicing, to all radio service dealers. Previous books have been available in conjunction with the company's "Treasure Chest" promotion campaign on TV picture tubes.

PRINCETON FILM CENTER, Princeton, N. J., to record full musical score of Princeton Triangle Club's Never Say Horses.

MUNTZ TV Inc., Chicago, reports a 33% increase in TV set sales for an eight month period ending Nov. 5, 1951.

WARREN EARL, director of education, American Institute of Research, Hollywood, to also act as educational consultant for KLAC-TV Hollywood Timmy O'Tooie Time.

NEW SCHOOL of Social Research, N. Y., announces four 10 week courses on films and television to be given in the spring semester.

DAVE BOGARD, publicity and promotion, KGO and KGO-TV San Francisco, to Mike Moser Enterprises, Hollywood, in similar capacity for Space Patrol TV film series.

FERDINAND W. SCHOR appointed chief engineer in charge of military engineering for Motorola Inc., Chicago.

CARL POST, publicity, William F. Brody Productions, Hollywood, named director of advertising and publicity.

ALBERT E. HYLAS, Allen B. DuMont Labs, to speak on "Design Considerations" for UHF Tuners at Radio Club of America meeting Jan. 24.

IRVING ROBBINS named vice president and general manager of Starrett Television Corp., N. Y.

MARCUS WELLS named sales manager of Hoffman Radio Corp., L. A.

S. W. COLDWELL Ltd., Toronto, transcription distributor, has opened office at Winnipeg. LES GARSIDE, Inland Broadcasting Service, appointed manager.

CONSOLIDATED TELEVISION SALES, N. Y., moving to new offices at 25 Vanderbilt Ave.

DON LANGAN, program director and creative executive with Newell-Emmett, N. Y., Aitken-Kynett, Phila., and most recently with the Fred Waring organization, to Times Square Productions Inc. as vice president in charge of sales.

ROGERS & COWAN, public relations, opens new office at 624 Madison Ave., New York. Telephone: Plaza 3-0164. Firm also is in Beverly Hills, Calif.
a "DO" and a "DON'T" for
THE ADVERTISER considering
SPoTV

Are you about to test the power of Spot television, one of
the greatest of all media? Two Tips:

1 Don't be discouraged by the talk that TV stations
are all sold out. True, television advertising is booming,
but there are still available excellent, well-rated,
locally produced programs in the daytime and early
evening on almost all good stations.

2 Do consult Petry TV first—for set penetration,
coverage, ratings, and other basic information on
all TV stations, and for availabilities on these twelve
leaders.

WSB-TV ............Atlanta
WBAL-TV ............Baltimore
WFAA-TV ............Dallas
KPRC-TV ............Houston
KHJ-TV ............Los Angeles
WHAS-TV ............Louisville
KSTP-TV ............M'p'l's-St. Paul
WSM-TV ............Nashville
WTAR-TV ............Norfolk
KPHO-TV ............Phoenix
WOAI-TV ............San Antonio
KOTV ............Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
You get a BIG BONUS IN SETS ON **WFBM-TV** INDIANAPOLIS

Says HAROLD GRITTNER, of JENSEN'S APPLIANCES
828 Wabash Avenue, Terre Haute, Indiana

"We get WFBM-TV only, here"

- Estimating there are well over 2000 TV sets installed in Terre Haute and Vigo County, Indiana, Harold Grittner of Terre Haute's big Jensen's appliances is well worth hearing.

Multiply what he says by all the rest of the "extra" audience you get when you use Indiana's First Station for your television messages. You can count on reaching extra tens-of-thousands of potential customers, living far outside the station's 60-mile area, in addition to those watching the 192,500 television sets installed within it.

Add this to the big-employment, big-income-per-family-story in Indiana and you have the perfect combination for profitable advertising. Yes, if you're looking for more sales, WFBM-TV is for you!

*Source: BROADCASTING-TELECASTING, January 21, 1952*

**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

First in Indiana

**WFBM-TV**
Channel 6, Indianapolis

Represented nationally by THE KATZ AGENCY
**THE FCC TODAY (MONDAY) ENTERS THE HOME STRETCH IN TERMINATION OF THE 40-MONTH OLD FREEZE ON TELEVISION ALLOCATIONS.**

It plans to remain virtually in continuous session until it completes its "final report" on both UHF and VHF allocations. The staff's recommendations will be presented section by section, with the target date Feb. 15 or thereabouts.

Revolutionary departures from what had been regarded as the established procedures are indicated—some contrary to the recommendations of the Federal Communications Bar Assn. and others who have participated in the gruelling pre-allocation proceedings.

Here's the way the wind is blowing:

- Applications will be taken up on a frequency-by-frequency basis.
- Applicants will probably be given 60 or 90 days to file applications or, if already filed, to revise those pending.

Although the channel-by-channel procedure is a radical change from the postwar practice of granting TV applications only after a consolidated hearing of all applicants (where there are more applications than available channels), it is the method historically used in AM broadcasting.

Advantages Foreseen

Thinking inside the Commission is that this method will: (1) Hasten the advent of UHF (and also expedite some new VHF stations) since it will permit the granting without hearing of those applicants who have chosen a frequency for which no other applicant has applied; (2) be fairest for all applicants in terms of engineering evidence, financial ability, coverage, etc.

Not the least effect of this procedure may well be that in key cities, strong contenders will find themselves alone in seeking a specific channel, thus be granted sooner than up to now has been expected [see editorial "Cutting TV Corners," B&T, July 30, 1951].

This procedure also is contrary to the recommendations of FCBA, although an articulate minority of FCBA attorneys has consistently favored the channel-by-channel method. The official FCBA position is in favor of consolidating hearings on all applicants for the same city where there are not sufficient channels available for grants without hearings.

Possibility that the Commission may authorize a 90-day "waiting period" before officially beginning to act on applications will be greeted with a sigh of relief by consulting engineers. They had been fearful that they would be deluged with hordes of new applications at the same time they were required to revise existing applications—all within two months after the Final Notice comes out.

Hope is that Feb. 15 will see the announcement of the Sixth and Final Report on TV allocations, as well as Rules and Engineering Standards. Report becomes effective 30 days after publication in the Federal Register.

Implicit in the FCC desire to cause a minimum number of dislocations both for the public and the licensed telecasters—those who took the gamble in entering TV when the outlook was bleak—is the likelihood that minimum shifts will be made in existing VHF station assignments. In its Third Report, the FCC proposed 31 shifts, premised to engineering considerations. Many of these involved changes from the lower end of the VHF band (channels 2-6) to the upper end (channels 7-13). Wherever possible, the FCC is revising these shifts so that the stations will be moved in the same portion of the band. This would protect the set-owners in the particular areas from radical antenna alterations and the telecasters from costly equipment installations.

**DA Problems**

There is no disposition, at this stage, to introduce the directional antenna into the allocations structure as a means of shoe-horning into the spectrum additional stations. To do this would sacrifice existing station coverage, and would result in gradual degradation of the allocation pattern, it is felt. There is a sincere fear that it is apparent, to avoid the pitfalls that befell AM broadcasting, following the introduction of the directional antenna in the late twenties.

Some observers feel that the Commission may make known at the same time its attitude toward the NBC petition asking that the rules limiting ownership be revised to permit more than five TV stations to be owned by the same entity. NBC asked that the existing five-to-an-owner limitation be made to apply to VHF stations only and that one owner be permitted to hold as many UHF stations as the Commission may decide on a case-by-case basis [B & T, Jan. 14, 7]. There is the possibility of a hearing on this issue, however, perhaps to be held during the "waiting period."

In discussing the NBC petition, Chairman Wayne Coy said: "There was a lot of doubt at first about the workability of UHF. But, now that NBC is willing to spend money on UHF stations, as it indicates it will in its petition, many other broadcasters have been stirred into looking more seriously at UHF."

As for limitations on ownership, Mr. Coy said that for himself he was willing for the limit to be the same for all categories of broadcast stations—seven, whether AM-FM or TV.

**GROSS TIME SALES OF NETWORK TELEVISION ARE FAST APPROACHING THOSE OF NETWORK RADIO, ACCORDING TO THE RECORDS OF PUBLISHERS INFORMATION BUREAU. THEY SHOW THAT FOR NOVEMBER 1951 THE TV NETWORKS SOLD $13,910,327 WORTH OF TIME AT GROSS RATES TO NATIONAL ADVERTISERS, COMPARED TO TOTAL RADIO NETWORK TIME SALES OF THE MONTH FOR $14,377,151."**

Moreover, among the 22 classes of advertising placed on the TV networks during November, 12 of these groups spent more for TV network time than for radio network time in that month. Of the 10 top users of TV network time in November (Table 1), General Foods Corp., which ranked second only to Froster & Gamble Co., spent $640,800 for video network time. This was nearly $10,000 more than the $630,925 GF expended for radio network time in November, when it

(Continued on page 68)

**TABLE I**

<table>
<thead>
<tr>
<th>TOP TEN TV NETWORK ADVERTISERS FOR NOVEMBER 1951</th>
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<tbody>
<tr>
<td>1. Procter &amp; Gamble Co.</td>
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<tr>
<td>2. General Foods</td>
</tr>
<tr>
<td>3. Colgate-Palmolive-Peet Co.</td>
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<tr>
<td>4. R. J. Reynolds Tobacco Co.</td>
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<td>5. Liggett &amp; Myers Tobacco Co.</td>
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<tr>
<td>7. American Tobacco Co.</td>
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<td>8. P. Lorillard Co.</td>
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<tr>
<td>9. Ford Motor Co.</td>
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<td>10. Kellogg Co.</td>
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**TABLE II**

**TOP TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR NOVEMBER 1951**

<table>
<thead>
<tr>
<th>CLASS</th>
<th>ADVERTISER</th>
<th>NET EXPENSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>General Foods</td>
<td>$103,654</td>
</tr>
<tr>
<td>Automotive, Auto. Use. Equip. &amp; Textiles</td>
<td>Ford Motor Co.</td>
<td>$97,200</td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
<td>Joseph Schlitz Brewing Co.</td>
<td>$75,350</td>
</tr>
<tr>
<td>Furniture &amp; Fixtures</td>
<td>John-Boy Furniture Corp.</td>
<td>$64,340</td>
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<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>Pepsi-Cola Co.</td>
<td>$74,480</td>
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<td>Consumer Services</td>
<td>Arthur Murray School of Dancing</td>
<td>$18,465</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>American House Products</td>
<td>$135,500</td>
</tr>
<tr>
<td>Feeds &amp; Food Products</td>
<td>General Foods</td>
<td>$640,800</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels, The Tanker Co.</td>
<td>$145,790</td>
<td></td>
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<tr>
<td>Household Equip. &amp; Supplies</td>
<td>Waringhouse Electric Corp.</td>
<td>$348,850</td>
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<tr>
<td>Household Furnishings</td>
<td>Maytag Corp.</td>
<td>$119,850</td>
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<tr>
<td>Industrial Materials</td>
<td>Lever Bros. Co.</td>
<td>$56,340</td>
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<tr>
<td>Insurance</td>
<td>Mutual Benefit Health &amp; Accident Assn.</td>
<td>$32,320</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Spiegel Corp.</td>
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</tbody>
</table>

**OFFICE EQUIP., STATIONERY & WRITING SUPPLIES**

<table>
<thead>
<tr>
<th>SUPPLIER</th>
<th>EXPENSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minnesota Mining &amp; Mfg. Co.</td>
<td>$37,720</td>
</tr>
<tr>
<td>Time Inc.</td>
<td>$32,510</td>
</tr>
<tr>
<td>RCA</td>
<td>$32,979</td>
</tr>
<tr>
<td>Drugstore TV Productions</td>
<td>$144,902</td>
</tr>
<tr>
<td>Smoking Material</td>
<td>$119,402</td>
</tr>
<tr>
<td>Toiletries</td>
<td>Colgate-Palmolive-Peet Co.</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>Procter &amp; Gamble Co.</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$348,460</td>
</tr>
</tbody>
</table>

| 1. Procter & Gamble Co. | $838,040 |
| 2. General Foods | $620,000 |
| 3. Colgate-Palmolive-Peet Co. | $472,000 |
| 4. R. J. Reynolds Tobacco Co. | $499,040 |
| 5. Liggett & Myers Tobacco Co. | $368,160 |
| 7. American Tobacco Co. | $317,090 |
| 8. P. Lorillard Co. | $314,333 |
| 9. Ford Motor Co. | $314,200 |
| 10. Kellogg Co. | $253,058 |

8. Colgate-Palmolive-Peet Co. | $641,760 |
9. RCA | $32,510 |
10. Minnesota Mining & Mfg. Co. | $37,720 |
IN A MOVE to ally criticism over its recent color TV equipment manufacturing ban, government production authorities are preparing to call a second industry conference early next month.

It was learned by BROADCASTING • TELECASTING that the National Production Authority plans to hold a meeting with industry officials, but on a smaller scale, similar to the one called by Defense Mobilizer Charles E. Wilson last October under supervision of the Office of Defense Mobilization and Defense Education Administration.

The conference has been tentatively set for Feb. 8 in the new General Accounting Office Bldg., Washington, at 10 a.m. H. B. McCoy, assistant administrator of NPA's Textile & Leather Specialty Equipment Bureau, is to preside.

Last October, Mr. Wilson elicited industry assurance that manufacturers would defer "mass production" of color TV receivers and related equipment for the duration of the materials shortage. NPA later formalized the agreement with an order spelling out the prohibition [BT, Nov. 26, Oct. 29, 22, 1951].

Since that time, however, there have been reports that NPA has received pointed requests for clarification of the regulation, with particular respect to its practical effect on availability of materials for color TV theatre systems, tri-color tube production and other phases.

The purpose of this second conference, it was learned, is to determine whether the order has served the purpose for which it was issued specifically and whether it fulfills the intent of the October meeting. Also in the background is concern over some Congressional investigators that some NPA orders have been issued without prior consultation with businessmen.

The future of available raw materials for such projects as Paramount Pictures' Lawrence tri-color tube and 20th Century-Fox Film Corp.'s Eidophor-CBS theatre TV tube has hung in the balance as a result of the confusion shrouding the NPA order.

"Experimental, defense, industrial and educational uses" are exempted from the NPA directive, including manufacture of color TV equipment for use on "closed circuit" industrial facilities. And NPA programs related to further development of color video systems also are permitted. But NPA has never satisfactorily spelled out what the order would mean for other uses, though it indicated earlier its feeling that the regulation "reflects the intent" of last fall's conference.

Pressing the operating production agency for a clearer definition have been Paramount Pictures Corp., through the legal firm of Arnold, Fortas & Porter, Washington, Motion Picture Assn. of America and Theatre Owners of America, acting through Welch, Mott & Morgan, Washington.

Official Purpose Described

Official purpose of the second conference was described by E. T. Morris Jr., outgoing chairman of the Committee which held Oct. 15, 1951, meeting.

Mr. Morris said such a meeting is planned to determine whether the order is achieving its purpose and whether it reflects the "sense and intent" of the October meeting. He acknowledged complaints that the regulation (M90) is not clear and that theatre color TV and other questions had been posed.

It was learned that some 20 firms would be invited, with provisions for the presence of an official representative from each firm interested in the color TV issue.

While the meeting will be at NPA, government officials will be encouraged to attend. This is in view of NPA's desire to once again present the meeting above the NPA level, and conventional industry advisors groups to make certain a representative range of views from all industry quarters.

Paramount reportedly has delayed production of the Lawrence tube, through its subsidiary, Chromatic Television Labs., pending amplification of the order.

Paul Porter, Paramount attorney, had asked NPA to "modify the color TV equipment ban," stating that its reply to his initial request was "unsatisfactory." Paramount wants clear-cut authority for the present allocation to them for the Chromatic tube, he explained. The firm had been advised it could apply for materials looking toward production of the tube.

Backstage Conference Followed Start of Weekly Pantomime Quiz on NBC-TV, with Participants Including (Standing, L to R) Stuart Reynolds, head of Reynolds TV Program Sales, Ben T. Bentson, C. A. Stanley Lomes, TV commercial manager, William Esty Co., New York, agency servicing R. J. Reynolds Tobacco Co. (Camel cigarettes) account; seated (L to R) Mike Key, NBC program scheduler; Kendall Foster, vice president and TV director of agency...
**IS TV WINNING FIGHT FOR EQUALITY?**

**N.Y. Bar Rejects Anti-TV Resolution**

RESOLUTION to endorse banning broadcasts or telecasts of Congressional hearings or investigating committees was rejected by members of the Assn. of the Bar of the City of New York in a meeting Tuesday night. The vote was 66 to 42.

In effect a stronger statement of a similar broadcast ban, voted by the association in 1948, the resolution was presented by the 16-member committee on the Bill of Rights, in a statement dated Dec. 27. Thirteen committee members, including Chairman George S. Leisur, advocated its adoption while minority opinion was signed by three committee members, including Robert L. Werner, general counsel and vice president of RCA, who wrote the minority report and presented it at Tuesday’s meeting to general bar association membership.

**Legal Eagles**

The discussion, lasting for an hour and a half, involved some of the leading legal minds in the country. Proponents of the resolution included Robert P. Patterson, former Secretary of War; Lloyd Paul Stryker, noted lawyer and former counsel for Alger Hiss; and General Session Judge James G. Wallace. Opponents included James L. Fly, former FCC chairman; Rudolph Halley, city council president and counsel to the Kefauver Committee; and Committee Member Francis A. Brick Jr., who is in legal practice with Mr. Leisur.

Resolution recommended that the bar association urge Congress to prohibit "the broadcasting, by radio or television, of the proceedings at a public hearing held by a Congressional investigating committee at which witnesses testify involuntarily under the compulsion of a Congressional subpoena, and prohibit the taking of motion pictures or other photographs during the course of such hearing." While the action pertained to several news media, discussion focused almost exclusively on television.

Proponents of the resolution were quoted as saying the broadcast ban had been rounding up votes by telephone for a week and had "packed" the meeting, but Mr. Leisur denied any knowledge of that. He said the discussion was a good one, and one "without the bitter feeling that sometimes is found in such debate." Attendance was reported as normal. The Association member, employed by a radio network, said the meeting had been called to the attention of interested members, certainly, but that it was not an unusual procedure for any of the association agendas.

Subject provoked enough reaction from the floor that speakers, initially allotted 10 minutes, were soon limited to 2-minute statements.

Support of the TV ban centered around protecting civil rights (Continued on page 98)

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**TV Acquitted of ‘Others’ Sins**

TWO INCIDENTS that should be of cheer to every broadcaster (and to every citizen who gives a hoot about the processes of democracy) occurred last week.

- The New York State Bar Assn. beat down a proposed resolution condemning radio and television broadcasts of investigative hearings.
- Television was given a chance to prove its usefulness when, but no newscasts, showed up at hearings of a Senate subcommittee investigating crime in Washington.

In the first incident, the bar association voted 66 to 42 against a resolution proposed by its Committee on Civil Rights urging that radio, TV, newscasts—in short everybody but newspaper reporters—be barred from Congressional and other government investigative hearings on the ground that these mechanical devices corrupted proceedings, deprived witnesses of their proper rights and condemned government hearings.

In the second, an unprecedented and, we hope, history-making accident took place. Television moved into the subcommittee hearing room, but because the matters under discussion were of mostly local interest none of the newsreels showed up. It was a happy accident in deed because, for the first time, some Senators were able to see for themselves that TV needs no blinding lights and makes no distracting noises. Both of those unfortunate characteristics had been charged to TV before when, as a matter of fact, they should have been attributed to the newsreels which happened also to be present.

As you may read in a story elsewhere on this page, the Senators were impressed.

In New York, the defeat of the bar committee’s proposed anti-broadcasting resolution was not accomplished without effort, or without dispute. Indeed some members “leaked” the word to the press that the opposition forces had packed the meeting, a charge that seems rather silly in view of the fact that attendance was normal.

There is no doubt, however, that several members of the bar presented a very forceful case against the resolution. We think it important to mention that three of them are people who are a lot more intelligently aware of the nature and effect of television than some of their stuffer colleagues may be.

RCA’s vice president and general counsel, Robert L. Werner, was a minority member of the committee that proposed the resolution, and he was joined in his objections to it by James Lawrence Fly, former FCC chairman, and Rudolph Halley, New York’s City Council president, who ought to understand the implications of telecasting government hearings if anybody does.

It seems to us that the more this question is argued, the more apparent it becomes that most of the opponents of broadcasting don’t really understand much about it. Coupled with their lack of information is a rather added notion that politics and political procedures belong exclusively to the politicians (and such lawyers as they hire), and that the public should be admitted to their sessions only by the sufferance of newspaper reports (which are not only less effective than broadcasting but also easier to influence).

Their ignorance of broadcasting, we believe, stands some chance of being overcome if broadcasters will pursue a diligent effort of enlightenment. It may take longer to disabuse them of their hopes to run political procedures as sort of a private club, but it will be clearer when the public has a chance to get through the door by watching television.

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**AN EDITORIAL**

BROADCASTING • Telecasting

January 21, 1952 • Page 63
SCHOOL TV ISSUE

ILLINOIS Broadcasters Assn. and the U. of Illinois board of trustees met for their first face-to-face debate on the University's tentative allocation of the only VHF channel in East Central Illinois Wednesday in Chicago. The tax-supported school expects to be assigned non-commercial Channel 12 in Champaign-Urbana, where three commercial television channels have been tentatively allocated.

Broadcasters presenting opposition stands of the IBA, as well as of most commercial broadcasters and telecasters throughout the country, followed policies agreed upon by the group since last summer when it voted disapproval of the university's plan to construct a video station.

Appearing for IBA were these southern Illinois broadcasters: Provoet, J. J., Livesay, WLBT Mattoon; Vice President Oliver J. Keller, WTXA Springfield; Leslie C. Johnson, WHBF Rock Island, past vice president of IBA and former director of NARTB; Merrill Lindsay, WSOY Decatur, chairman of the IBA delegation, past president of the group and an NARTB director, and Charles C. Caley, past president of IBA director and former NARTB director.

Meeting with them at the conference were Dr. George Stoddard, president of the U. of Illinois; Park Livingston, Chicago, president of the board of trustees; and Trustees Wirf Herrick of Clifton, Minn., and A. L. James of Chicago. Also attending were Wilbur Schramm, dean of the university's Institute of Communications, and Robert Hudson, director of university broadcasting.

The 2 1/2 hour session was conducted in roundtable fashion with reporters present.

End Result Agreement

Although both groups were in agreement that the end result should be "what is best for the general public," the attempt at outlining a workable blueprint of side-by-side operation was stalemated, for the time being anyway. Generalities were agreed upon, but discussion of specifics brought assertions and rebuttals but no conclusion except the one that the representatives brought with them.

Mr. Livingston plans to call another meeting when new thinking can be broached and some specifics agreed upon.

Broadcasters, in prepared recommendations, suggested the school abandon all consideration of commercial television station operation, its plans for a noncommercial television station at this time and that it establish a TV training course as part of the curriculum. It suggested also the university "withdraw its support of the proposals of the Joint Committee on Educational Television to the FCC."

Dr. Stoddard said the trustees had never gone on record as approving or supporting activities or purposes of JCEET and worked with the educational body only for aid in its own TV station petition.

The tentative channel allocation provides for a noncommercial station, although the U. of Illinois officials plan to accept commercial advertising until there is a commercial station covering the area, if FCC allows. Dr. Stoddard explained his group believed there is a need for education and entertainment and that viewers in any area should be offered a balanced diet of both.

Should the university station be the first on the air in the area, the school would program in both ways, reverting to its original noncommercial concept when a commercial outlet in Champaign-Urbana began transmissions. If a commercial UHF station took the air before the school station, the latter would never accept commercial shows, he added.

The university's study into its projected operation of a TV station lies mostly in the realm of theory, inasmuch as the concept of TV as an educational tool and the extensive budget demands would have to be approved by the state legislature. Its next session does not begin for a year, which means the station could not get on the air before the summer of 1955 even if all proposals were approved.

School Programs on Film

IBA charges operation of a semi-or interim-commercial station, as well as occupation on the only VHF channel in the area by the U. of I., would be unfair competition for the private telecaster. It claims the university station would give service more cheaply and that private competition would be put on an "unfair and unfavorable" basis.

Broadcasters argued the school can accomplish its manifold purposes without live transmission and without its own transmitter by putting its programming on film for distribution to other stations, or by originating live shows from a local commercial station. They pointed out state-wide coverage would be impossible without a network or relay system, and that without state-wide coverage only 10% of the population of Illinois would receive a service for which all residents would pay in taxes.

All parties were interested in projected costs of the U. of I. undertaking, estimated at $200,000 for equipment and $280,000 operating costs yearly. Mr. Johnson of Rock Island suggested distribution of programming by film, pointing out high costs of cable transmission. AT&T, he said, quoted $5,000 weekly as the cost of carrying a show from Chicago. Commercial broadcasters would "welcome" films from the U. of I. (Continued on page 71)
DISCUSSIONS continued last week between United Paramount Theatres and Theatre Guild for the latter's producing and distributing a series of important plays and/or original plays for theatre television with possible starting time set for this spring.

Leading contender for series is the Guild production of George Bernard Shaw’s “Saint Joan,” which is currently playing on Broadway. Discussions about this specific play were still in progress. For the past two months, however, with financial problems reportedly the major issue.

Proponents of theatre television emphasize that they believe its nature will call for emphasis upon commercial, public service and public affairs presentations, rather than entertainment, but feel that experiments with entertainment should be made. Discussions are said to have been held with various entertainment groups of which the Guild is only one.

Spokesman for United Paramount emphasized that his company is not involved in anything approaching an exclusive interest,

DOOLEY TO BLAIR

Leaves WOW-AM-TV Post

ROBERT M. DOOLEY, general sales manager of WOW-AM-TV Omaha, has been named sales manager in the New York office of Blair - TV Inc., television station representative firm, Blair - TV President William H. Wessel announced his resignation. Mr. Robbins will form a film production agency in Columbus with Ken Goodman, former motion picture chief at WBNS-TV Columbus.

The new firm, Television Film Productions, will make film commercials and television series for clients as an outside firm on a production basis. The budget will be adequate to produce one film each week with as many clients as can be accommodated.

Mr. Dooley is a member of Advertising Club and Commercial Club. Since joining the WOW stations in the fall of 1946, Mr. Dooley had served as general sales manager of KFAQ Omaha, where he also was in charge of merchandising and advertising planning and participated in determination and execution of commercial and operational policies. At WOW he also took part in activities of the stations’ operating committee, which determined operations and policy.

He is a graduate of Grinnell (Iowa) College. Upon graduation, he was one of 17 selected by Armstrong Cork Co. from a field of about 4,000 applicants for the company’s industrial and sales management training program. He later was Armstrong district manager in Atlanta and Minneapolis. He also served as assistant to the advertising manager of Bankers Life Insurance Co. of Iowa before World War II. After military service he joined Central Broadcasting System, operator of KFAB, KOIL Omaha and KFOR Lincoln.

Play Rights Are Sought

but only as a representative of the whole theatre television industry, including such groups as RKO, Warners, Fabian and others, such as independent exhibitors. Estimates of the theatres now equipped for theatre telecasts range from 30 to 35 houses, he said, which means that the home circuit of theatres is equipped for a solo approach to theatre television.

More Houses Needed

“A good many more” houses, perhaps from 75 to 100, will have to be equipped before theatre televisions can become a box office success, he added.

Experiment proposed would thus commit the Guild to full production and distribution management. The drama series is planned to extend over a period of time to assure that evaluations of the experiment are not made by snap judgment. The series will not start until “two roads converge: Whenever the Guild is ready with its productions and whenever theatre television participants are ready,” possibly this spring.

Sports on theatre television were characterized as “a completely confused picture” with major complaint being the lack of events major enough to attract wide-spread interest. It was understood that experiments so far conducted have resulted in loss of money in almost all instances.

Logical position of theatre TV, United Paramount spokesman said, is for commercial use, conducting sales conventions, introducing new car models, or helping service management and training sessions. Avoiding mass audience requirements of home television, but conducting sessions of interest to specific large groups would key programing, with shows scheduled for morning or early afternoon periods, when the theatres are normally dark, to allow for two-way profit.

Two-way System Seen

Two-way telephonic communication could be installed in addition to the usual theatre TV equipment, thus allowing, for example, Chicago businessmen interested in a New York convention, to ask questions of speakers there and be answered in person.

Theatre television was investigated some months ago for covering the Girl Scouts convention in Boston and it was established then that local councils could save travel and hotel expenses by watching the convention on theatre television for as little as 15 to 30 cents per person.

NEW OHIO FILM CO.

Robbins, Goodman Open Firm

RICHARD ROBBINS, salesman-film producer for WTVN (TV) Columbus, Ohio, last week announced his resignation. Mr. Robbins will form a film production agency in Columbus with Ken Goodman, former motion picture chief at WBNS-TV Columbus.

The new firm, Television Film Productions, will make film commercials on a mass production, low budget scale to serve advertisers in and around Ohio. Studios are located at 1133 S. High St.

‘Brief But Elloquent’

UNTIL a week ago, Commentator Ed Murrow had what he called a “lifeboat” to get him out of the difficulty with which he might come up with any mechanical breakdown on his CBS Television See It Now show. The lifeboat: Take the audience home at the end of the story.

Mr. Murrow had to resort to the lifeboat on the Jan. 15 show when film equipment suddenly snafued. He had worked his way around the studios for some 10 minutes, successfully enough until someone asked an engineer about progress in the repair of the film equipment. "We're busy as hell," came the reply. "Brief but eloquent," observed Mr. Murrow. Last week he was looking for another "lifeboat" in event another is ever needed.

HECHT, SNADER

Sign Film Series Contract

BERN HECHT, author and film writer-producer-director, has been contracted by Snader Pictures, Inc., Beverly Hills, as writer-producer-director on a 39 half-hour TV film series for distribution by Snader Telecriptions Sales Inc., Beverly Hills.

Mr. Hecht is to set up own production unit for a series. One production unit for one hour of "Our Night" to be cut from one of his books. Each film is budgeted at approximately $28,000 with Mr. Hecht and Snader pictures sharing ownership of the negatives.

FURSE JOINS CBS-TV

Is Program Dept. Mgr.

RUSSELL FURSE, West Coast film and TV producer, joins CBS Television Network as general manager of program department today (Monday) to succeed E. Carlton Weakley, who resigned as head of program production department.

Mr. Furse joins CBS-TV from ABC-TV Hollywood where he first served as program director, then as production manager. Previously, he had produced short subjects for Paramount Pictures, worked on special effects for Metro-Goldwyn-Mayer and served as producer for Cascade Pictures, division of Hal Roach Studios. In latter post in 1947, Mr. Furse managed development of live TV programs for West Coast consumption.

Buys Sinatra Segment

CBS Television last week marked up a sale under its new “Magazine Type” of sales offer, Elinor American Div. of Illinois Watch Case Co., manufacturer of compacts, etc., signed for 15 minutes of the hour-long Frank Sinatra Show on a one-time program. The company will sponsor the 8:30-8:45 portion of the Feb. 12 program.
YESTERDAY and TODAY in Central Indiana at WFBM-TV “First in Indiana”

Yesterday . . .

On May 30, 1949 there were 2,500 Sets in WFBM-TV’s coverage area.

Today . . .

there are 192,500 Sets in use in WFBM-TV’s coverage area.

In planning your coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERAGE by WFBM-TV.

Represented nationally by The Katz Agency Inc.

OF 1,043 FARMERS answering a spot check made by the U. of Illinois in 12 northeastern Illinois counties, 58% have television sets. Of the 58% (604) owning video sets, 98% (491) said they would like to see a farm TV program regularly. Of the 439 farms without sets, 75% (334) said they, too, would like to see a TV station carry a farm program regularly. Also, 29% (129) commented that they planned to purchase a set within a year.

College of Agriculture, U. of Illinois, Urbana, mailed out 6,000 cards. Return was 175%, representing the 1,043 figure.

John A. Murray, assistant extension editor, emphasized that the survey was more of a spot check than a scientific study. The survey was made, he added, in response to questions raised by commercial telecasters in Chicago concerning rural audience potential.

Mr. Murray said the survey showed that while the city TV audience is established, an appreciable rural audience is growing.

A specific need was seen for programs that: Will appeal to the city viewer in terms of his interests such as food, clothing, prices, family living; appeal to the farm viewer in terms of his interests, with particular emphasis on encouraging him to produce a better product for his city customer, and will point out to both groups the need for continuing research to increase efficiency of food production and utilization and to improve family living.

* * *

Godfrey Show Tops Trendex Listing

TOP TEN sponsored network television shows, based on Jan. 2-8 interviews, were listed by Trendex Inc. last week as follows:

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<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Godfrey's Talent Scouts (CBS)</td>
<td>47.3</td>
</tr>
<tr>
<td>2</td>
<td>Red Skelton (NBC)</td>
<td>44.9</td>
</tr>
<tr>
<td>3</td>
<td>Your Show of Shows (NBC)</td>
<td>37.4</td>
</tr>
<tr>
<td>4</td>
<td>Godfrey's Friends (CBS)</td>
<td>37.2</td>
</tr>
<tr>
<td>5</td>
<td>Texaco Star Theatre (NBC)</td>
<td>35.6</td>
</tr>
<tr>
<td>6</td>
<td>Fireside Theatre (NBC)</td>
<td>32.7</td>
</tr>
<tr>
<td>7</td>
<td>Manna (CBS)</td>
<td>32.3</td>
</tr>
<tr>
<td>8</td>
<td>Big Town (CBS)</td>
<td>31.6</td>
</tr>
<tr>
<td>9</td>
<td>Goodyear Playhouse (NBC)</td>
<td>30.3</td>
</tr>
<tr>
<td>10</td>
<td>Man Against Crime (CBS)</td>
<td>30.3</td>
</tr>
</tbody>
</table>
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Berle, Skelton Lead Nielsen December Report

MILTON BERLE and Texaco Star Theatre again led the national Nielsen ratings for the top 10 TV programs for the two weeks ending Dec. 22, 1961. Red Skelton was a close second. Nielsen listing follows:

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Number of TV homes reached in program station areas
```

**Weekly Television Summary—January 21, 1952—Telecasting Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOA-TV</td>
<td>130,076</td>
</tr>
<tr>
<td>Ann Arbor</td>
<td>WJO-TV</td>
<td>73,641</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV, WITV</td>
<td>111,100</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WWAA-VT, WJZ-TV, WMAR-TV</td>
<td>358,012</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WNIN-TV</td>
<td>70,000</td>
</tr>
<tr>
<td>Bloomington</td>
<td>WITV</td>
<td>160,000</td>
</tr>
<tr>
<td>Boston</td>
<td>WJAR-TV, WNAC-TV</td>
<td>647,875</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WJRV-TV</td>
<td>172,970</td>
</tr>
<tr>
<td>Chicago</td>
<td>WLS, WGNR-TV, WGNV-TV, WBBM, WMBF</td>
<td>1,056,949</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCPO-TV, WCKT-TV, WTVT</td>
<td>255,000</td>
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<tr>
<td>Cleveland</td>
<td>WYES-TV, WBCY, WYEL</td>
<td>671,867</td>
</tr>
<tr>
<td>Columbus</td>
<td>WNSN-TV, WVEC, WTVN</td>
<td>200,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>WFAA-TV, WFAA-AM, WDFN-TV</td>
<td>148,892</td>
</tr>
<tr>
<td>Detroit</td>
<td>WXYZ-TV</td>
<td>85,134</td>
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<tr>
<td>Dayton</td>
<td>WHIO-TV, WLWD</td>
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<tr>
<td>Dixon, Ill.</td>
<td>WDCI-TV</td>
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<tr>
<td>Dunmoreville</td>
<td>WJZV</td>
<td>82,765</td>
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<tr>
<td>Elkhart, Ind.</td>
<td>WABC-TV</td>
<td>158,000</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>WFBM-TV, WFAA-AM</td>
<td>148,892</td>
</tr>
<tr>
<td>Fostoria</td>
<td>WCMF-TV</td>
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<tr>
<td>Fort Worth</td>
<td>KENS-TV</td>
<td>115,500</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WOOD-TV</td>
<td>160,423</td>
</tr>
<tr>
<td>Greenridge</td>
<td>WINN-TV</td>
<td>79,000</td>
</tr>
<tr>
<td>Honolulu</td>
<td>KHKA-TV</td>
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<tr>
<td>Huntington</td>
<td>WFWA-TV</td>
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<td>WJAC-TV</td>
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<td>Johnstown</td>
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<tr>
<td>Kansas City</td>
<td>WITW-TV</td>
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<td>WJAN</td>
<td>120,000</td>
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<tr>
<td>Knoxville</td>
<td>WTVJ</td>
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<tr>
<td>Lethbridge</td>
<td>WJMN</td>
<td>80,000</td>
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<td>Los Angeles</td>
<td>KECA-TV, KJH-TV, KLA-T, KNBE</td>
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Total Markets on Air 195

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Number of TV homes reached (000)
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<th>Rank</th>
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<th>Homes</th>
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<tr>
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<td>Texaco Star Theatre (NBC)</td>
<td>6,542</td>
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<tr>
<td>2</td>
<td>Red Skelton (NBC)</td>
<td>3,629</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey's Scroun (CBS)</td>
<td>3,042</td>
</tr>
<tr>
<td>4</td>
<td>Jack Benny Show (CBS)</td>
<td>2,463</td>
</tr>
<tr>
<td>5</td>
<td>Arthur Godfrey &amp; Friends (Lippert, Myers Television)</td>
<td>2,375</td>
</tr>
<tr>
<td>6</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>2,375</td>
</tr>
<tr>
<td>7</td>
<td>Your Show of Shows (Participating) (NBC)</td>
<td>2,375</td>
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<tr>
<td>8</td>
<td>Your Show of Shows (Participating) (NBC)</td>
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<td>9</td>
<td>Your Show of Shows (Participating) (NBC)</td>
<td>2,375</td>
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<tr>
<td>10</td>
<td>You Bet Your Life (NBC)</td>
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PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

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<tr>
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<th>Homes</th>
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<td>2,375</td>
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Copyright 1952 by A. C. Nielsen Co.

WCSB-TV New York will televise series of educational programs weekly commencing Feb. 2 and titled It's Worth Knowing. The shows, intended primarily for adult audience, will be produced in conjunction with National Education Assn. Subject of first four broadcasts will be Individual's relationship to his community.

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and Nielsen. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
EXCLUSIVE
The only films of the final plunge of the Flying Enterprise—including the rescue tug crew's last tribute to the stricken ship—two days ahead of any other motion pictures taken on the scene.

FIRST
First on the spot—with four cameramen—where the Northeast Airlines plane crashed into the shallow waters off LaGuardia Field. First on the air with pictures and sound interviews with survivors.

UNITED PRESS MOVIE TONE NEWS
Two big news stories break. The scenes are widely different—the whole Atlantic between them. But first coverage and most comprehensive coverage are the same—by United Press Movietone News.

United Press
THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS
WAVE-TV of course has excellent reception in metropolitan Louisville. So does Station B. WAVE-TV's PLUS is that in outlying areas, 61.5% of all TV homes "get" WAVE-TV far more clearly than Station B. Ask for the positive proof! Within the next month, Eidophor is a theatre TV system designed to project color on any size screen (either live or on film) via the CBS method.

Attorneys for MPAA and TOA (as well as other parties interested in the 20th Century-Fox-Eidophor-CBS unit) have recommended that the associations request an amendment to the order or outright revocation if, in their opinion, it would not help conserve materials. As presently constituted, MPAA and TOA were advised over the weekend, that the regulation does not serve the purpose for which it was promulgated. A formal protest has been prepared, awaiting their approval, it was indicated, despite the scheduling of the NAPA-industry conference.

Engineers working with the Eidophor system have assured 20th Century-Fox that production of the unit would consume relatively "insignificant" quantities of materials compared to those for monochrome output. Black-and-white theatre TV is not prohibited. Some authorities claim that any savings of materials which might result would contribute nothing to the defense production effort.

MPAA and TOA are carrying the ball for 20th Century-Fox, which deferred to the association before taking individual action, and for the National Exhibitors Theatre Television Committee and smaller motion picture exhibitors.

J. A. Milling, who succeeds Mr. Morris in the twin DPA-NPA electronics posts Feb. 1 [BWT, Jan. 14], also is expected to be present at the NAPA-industry conference.


November Gross

(Continued from page 61) stood second to P & G in the radio top 10, too.

Individual advertisers who were top spenders for TV network time in their respective product groups in November are listed in Table II (page 61). Table III shows the weekly time purchases of all TV advertisers in each class for November and January-November, 1951 and 1950. It should be noted that direct dollar comparisons between the two years are not possible as the 1950 totals do not include time sales of the DuMont Television Network.

Food Advertising First

Product group analysis shows food advertising accountable for more TV network time purchases than any other group during November, with toiletries ranking second, smoking materials third, soaps and cleansers fourth, automobile fifth and to include all groups spending more than a million dollars, household equipment sixth. Four of these six classes, it is interesting to note, spent more for TV network time than for radio network time during the month. These were toiletries, tobacco, automotive and household equipment.

EDUCATIONAL TV

Chain of N. Y. Stations Seen

A CHAIN of educational TV stations that will reach 97% of the people in New York State was seen last week by Dr. Lewis A. Wilson, State Commission of Education, who predicted the educational network when the FCC approves a State Board of Regents' applications for 11 TV outlets.

Art galleries, museums, libraries, and zoos of the metropolitan area would be made available to small communities, he said, while "the feeling of space, great forests, and the orchards" of upstate New York could be brought into urban living rooms.

Also addressing some 200 persons at the Eighth Annual Institute of Visual Arts held last weekend, in New York, Dr. Irene F. Cypher, assistant professor of education at New York U., admitted that educators had failed to use radio as effectively as they could have, and warned that they not repeat the error with television. Two of the main problems in educational television, she said, were unwieldy budgetmakers who cannot understand the need for new materials and for reforming the teachers who still instruct classes in the way she, as a child, was taught.

TVspots

If your problem is how to get low-cost TV film spots (with audio) to fit your budget, we can solve it for you just as we're doing for hundreds of small budget advertisers throughout the country.

Our 35 years of producing top-quality film titles and messages for theatres and advertisers is your assurance of the best professional work. You'll save time and money if you get our prices first.

Falmack Studios

1331 S. Webath Ave., Chicago 5, Illinois
20° BELOW ZERO!
Climate does not cripple THE MAURER 16MM.

This remarkable photo shows the Maurer 16mm. Professional Camera shooting a scene at twenty degrees below zero... one hundred and fifty feet down in a marble quarry!

But that Maurer is getting perfect pictures... it was designed not to "freeze up." The Maurer 16's dependability under all conditions is only one of many reasons why the nation's top professionals choose this fine camera for all phases of professional motion picture production.

Hair-line accuracy... precise high-power focusing... the 235° dissolving shutter... and many special exclusive features all add up to finer motion pictures with the Maurer 16mm. Top results mean economical results too!

Write us for more information about how the Maurer 16mm. can answer your motion picture production problems.

maurer means finer motion pictures!

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California
**TV SPOTS REAP TOPS**

Flamingo Sales Soar After Premium Offer

OVER 400,000 tops from Flamingo frozen orange juice cans were mailed in response to a premium offer made by Leigh Foods Inc., New York, during a sales campaign of two months.

The offer—a wall-type can opener—was carried in four markets and plugged principally by minute video spots, with additional radio spots and point-of-sale material. Listeners were asked to send in 30 Flamingo can tops, plus 25 cents for mailing and handling. Markets covered were Chicago, Detroit, Oklahoma and New York.

"The results were most gratifying," Douglas Leigh, food firm president, said, "especially in view of the number of can tops a housewife was required to save. In the important New York market, for instance, the premium boosted sales by 75%.

Special Purpose Films of New York made the TV commercial which was carried 18 times a week, over WCBS-TV New York.

In addition to the increase in sales, Mr. Leigh explained, the Swing-A-Way (can opener) opened many new accounts for Flamingo.

Mr. Leigh said that Leigh Foods plans to make the same offer in other markets if the Swing-A-Way company under new government restrictions can obtain sufficient materials for production.

**SERVICE STANDARDS**

High Quality Urged by Create

ESTABLISHMENT of highest professional standards throughout the television servicing industry was urged by Daniel R. Create, RCA service vice president and counsel, in a talk before the Allied Technicians Assn. in West Collingswood, N.J.

Mr. Create said that insistence on the highest possible service standards is doubly important now in view of the projected lifting of the freeze on TV stations and the expected advent of commercial telespotting in ultra-high frequencies.

**PUPPY CONTEST on WOC-TV**

PULLS OVER 800 ENTRIES EACH WEEK

WITH ONE MINUTE COMMERCIAL

WOC-TV Produced Programs Prove They Pull!

Local candy bar manufacturer ran a weekly Name-the-Pup contest on Cowboy Ken’s kiddie participation show. During the 60 second sales talk, Ken showed youngsters a live cocker pup given each week for the best name submitted...each entry accompanied by a candy bar wrapper. Results from the one minute commercial on Ken’s three shows a week—804 candy bar wrappers the second week and 837 the third week...5 week total—4064. Ken’s still giving away puppies—and the candy bar wrappers are STILL COMING IN.

WOC-TV sells...to youngsters or adults. Let WOC-TV build your sales in the rich Quint City area. Contact your nearest F & P office...or write directly to us.

Free & Peters, Inc.
Exclusive National Representatives

**LOEB HEARING**

Fair Panel Sought

THREE persons connected with neither the industry nor the union were being sought by the Television Authority last week to hold hearings on character actor Philip Loeb’s charges that he was blacklisted from the cast of The Goldbergs as a result of his Red Channels listing.

Action was approved by TVA board Monday, after a special committee of TVA members, acting on the union’s anti-blacklist petition, sent to the television authority last December, held an initial hearing of Mr. Loeb’s complaint the previous Friday night. The full investigation is expected to start as soon as the special three-person committee is named sometime this week.

Special Order of Business

The Loeb case has also been inserted as a special order of business for a general TVA membership meeting previously set for Thursday afternoon, with consideration of listing The Goldbergs as an “unfair” program as a possibility.

Some 185 of 283 actors equity members had urged TVA to request that TVA list the program, scheduled for sponsored return to the air Feb. 4, as “unfair.” Members named a five-man committee of equity card-holders to assist TVA in its action.

Council for actors of the legitimate stage passed a Monday resolution condemning TVA for its prompt action on Mr. Loeb’s complaint and for the general membership meeting called to discuss it, again offering cooperation and assistance in securing a fair hearing for the actor. The council did not mention “unfair” listing, however, with a spokesmen explaining, “the council took what action it could take” considering its policies and jurisdiction.

The five-man equity committee’s appointment therefore remains a meaningless action since it has not been implemented by a council resolution.

Morton Edell, president of the Vitamin Corp. of America, first announcer to sign for the TV program, reported last week that The Goldbergs had been offered to his company by NBC-TV without Mr. Loeb as a cast member. “This may sound stupid on my part,” he was reported as saying, “but at that time I’d never heard of the controversy about Mr. Loeb.”

Mr. Edell’s College Anti-communist affiliation, Mr. Edell said, “has me on edge. I feel terrible. If he is a communist I wouldn’t want him within a thousand miles of the show. But if he is not, I wish there were some way to find out.”

**RAFFLES’ RIGHTS**

Interstate Retains Plans

DESPITE legal claim of Mrs. Sam Goldwyn to exclusive rights of Raffles stories, Interstate Television Corp., subsidiary of Monogram Pictures, has not abandoned plans to produce a film series based on that fictional character.

A recent federal court ruling against Warner Bros., in its plagiarism suit against Dashiell Hammett, mystery writer, CBS and others over rights to Sam Spade character has heartened Interstate executives in their stand [B, T., Jan. 73]

U. S. District Court Judge William C. Mathes in early January ruled that purchase by film studio of Mr. Hammett’s Maltese Falcon did not give Warner Bros. future rights to Sam Spade, central character of book. Under ruling Mr. Hammett retains all rights to the fictional character as he created.

It is expected that either Interstate or Mrs. Rosalie Menchen, who owns most of the Raffles story rights, will file suit in order to have a judicial declaration on ownership of the fictional character. Assertion is that many of the Raffles stories are in public domain.

Interstate, all set to start filming its TV Raffles series in late November called off plans at the minute when Goldwyn representatives, claiming certain rights for Mrs. Goldwyn, threatened to take action “to protect those rights.”

**'Kukla' Honored**

Burr Tillstrom’s award-winning show Kukla, Fran and Ollie has another award as Look magazine commended it as the best in children’s video programming. Mr. Tillstrom and his Kuklapolitan Players originated their NBC five-week strip in New York, rather than Chicago, in order to receive the presentation during an NBC TV Kate Smith Evening Hour telecast.

---

The Quint Cities
Col. R. J. Pomer, President
Ernest C. Pavol, Resident Manager
Davenport, Iowa

Page 70 • January 21, 1952

**BROADCASTING** • Telecasting
the whole will be highly competitive and salesmanship may mean the difference between profit and loss for the dealer; (4) military production of radio and electronics equipment will be much higher than in 1951 but will not halt the manufacture of sets.

Set demand will not be affected much by the end of the freeze, Mr. McDaniel said, adding "it seems doubtful if more than a handful of new TV stations will take the air before the end of the year." New stations in metropolitan areas, where competition over channel allocations is intense, will probably not go on the air until 1953 or later.

He concurred with Dr. DuMont's assertion that UHF stations will probably be authorized before VHF outlets and suggested that there will be no sales problem in newly opened TV areas because combination UHF-VHF sets can be sold from the outset with no problem of convertibility.

TV Assists in Politics

Television "will really hit its stride as a factor of the utmost importance for assisting the American people in the intelligent exercise of their hard won privilege of participating in democratic government" during the political convention telecasts next summer. Political candidates, he said, "know that for both psychological and technical reasons the television viewer is much quicker than the radio listener or the movie goer to detect falsity, pretense and bombast."

The keynote address was given Monday by Mort Farr, president of NARDA, who described happenings within the industry during 1951 as "fuzzy, tentative, inconclusive—a treacherous and trendy mishilish 12 months."

Most appliance dealers last year vacillated between threats of shortages and talk of over-production, Mr. Farr said, and "for all our efforts we just about broke even." The appliance business in '51 was a stalemate, he noted.

The three-day meeting started Sunday at the Conrad Hilton Hotel.

HAWAIIAN CHANNELS

Only Two Comments Filed

AT DEADLINE for filing comments on the FCC's proposed change of allocation of TV Channels 5 and 6 (76-88 mc) and FM Channels 251-300 (98-108 mc) to common carrier inter-island communications (8F, Dec. 3, 1961), only two comments had been received by the Commission.

The comments, both opposing the proposed change, are from NARTB Washington, and jointly from KULA and KIKI in Hawaii.

The Hawaiian stations said they felt the Commission should not make a final allocation of VHF television channels in Hawaii until the television needs of the islands are crystallized.

NARTB-TV said that in the present television allocations, the 76-88 mc frequencies are reserved for broadcast use both in the U. S. and its dependencies; frequencies now occupied by common carriers were allocated following extensive hearings in 1944 and 1945 at which the majority of witnesses testified in favor of the frequencies finally allocated; that, pending the outcome of the freeze, no final determination as to the use of Hawaiian channels can be made.

School TV Issue

"as we can't get enough of them and have to repeat those we have."

He would pay "a reasonable fee."

Mr. Schramm explained there is no provision for TV in the current budget except for $16,000 planned for salaries when the staff is hired.

The university, which operates on a $40 million yearly budget, owns a GE transmitter (a gift) and recently purchased an FM-TV tower from WTMJ Milwaukee for about $75,000. The tower will be used for a new 50 kw FM station which is being built. TV-FM transmission site is at nearby Monticello. School also operates an AM station, WILL.

WAAM (TV) FUNDS

To Aid Johns Hopkins U.

A GRANT of $10,000 by WAAM (TV) Baltimore to Johns Hopkins U. for extension of TV activities at the university and further development of its Johns Hopkins Science Review, has been announced by University President Detlev W. Bronk.

Ben Cohen, WAAM president, said Johns Hopkins "has pioneered in the use of television as an educational medium," that it has "definitely plans for the future, which we believe will be of great value, and it is our pleasure to have a part in this worthwhile development."

Chris J. Witting, director and general manager of the DuMont TV Network, which carries the Science Review from origins in the WAAM studios, said: "WAAM and the Johns Hopkins U. working together so sympathetically, have done much to advance educational television. Their program already is a production of great merit whose many awards indicate that it is in the very forefront of its field, and we at DuMont have no doubt that this grant will enable the university experts to translate their ideas into action and thus keep the program in its position of leadership."

The tube that puzzled the experts

Ever stop to figure how RCA puts this tube together? It's quite a trick. And it was also quite a trick to design an air-cooled triode that could take 1800 watts input—in a glass envelope no bigger than a cookie jar.

The RCA-833A and its predecessor, the 833, have served broadcasters faithfully for more than 14 years. Today the tube is used in practically every 1-kw AM transmitter in the country. And by the way, RCA-833A's now cost you less than 60% of what they did originally.

For fast tube service, call your local RCA Tube Distributor!

RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

January 21, 1952 • Page 71
**Coast Baseball Policy**

THORNY subject of baseball television was bypassed last week by the Pacific Coast League directors, meeting in Los Angeles. Respective clubs are to set their own telecasting policy in 1952, it is understood. Both the Los Angeles Angels and the Hollywood Stars stated intentions of expanding their TV schedule. Angels' home games were telecast five times weekly on KLAC-TV Los Angeles, while Stars' games were on KTTV (TV) there twice weekly.

**IAFW Joins ADTFC**

MEMBERS of the Independent Associated Film Writers, only screen writers' organization on the East Coast, announced Wednesday its affiliation with the Asan of Documentary and Television Film Cameraem, New York, local film section of National Assn. of Broadcast Engineers and Technicians (CIo).

**Program Costs**

CURTAIN was drawn back a little on TV station expenses when DubMont introduced an analysis of program department costs for its three owned and operated stations. Document was introduced during last week's FCC Paramount hearings (see main story page 23).

Program department expenses doubled at New York flagship WABD (TV) from 1949 to 1950, report showed. In 1949, WABD's program expenses were $723,800; in 1950 they were $1,422,907.

Expenses of same department for WTTG (TV) Washington went from $120,347 in 1949 to $326,476 in 1950. For WDTV (TV) Pittsburgh the figures were $53,640 in 1949 when station had no studio to $114,255 in 1950.

Breakdown for each station lists costs for program department salaries and wages, talent, transcriptions and recordings, other expenses.

**'PIPELINE' TV Sprouting in Northwest**

AS A RESULT of a special ordinance enacted by the Seattle City Council, two firms will begin installation Jan. 26 of coaxial cables to bring better television reception to viewers in the Seattle area.

Firms are Master Television Antenna Systems, owned by L. M. Kelley, manager of the Business Exchange, and Holert Electronics Inc., affiliated with Holert Electric Co. Mr. Kelley told BROADCASTING TELECASTING that there are now 1,887 television sets in the Seattle area getting poor reception and estimated that in 25 years the number would rise to 6,500. At the present time, the sole Pacific Northwest video outlet is KING-TV Seattle, with transmitter on Queen Anne Hill.

Fees authorized by the City Council are $100 for installation and $4 a month for the coaxial service. The ordinance requires that the licensed companies pay a 4% tax on gross revenues although the tax on the installation cost is to be waived for the first five years. Mr. Kelley indicated the first installation, serving some 40 homes in one area, would be functioning by Feb. 1.

Meanwhile, in Astoria, Ore., the local city council also has authorized installation of the coaxial network system to pick up KING-TV telecasts. The Astoria licensee is L. E. Parsons.

**LA STATE ELECTION**

**WDSU-TV Airs Returns Coverage of the Louisiana State elections, held Jan. 15, was aired by WDSU-TV New Orleans.**

Beginning at 8 p.m., the station presented a five-minute summary of election returns between every scheduled program.

Mel Leavitt, station's special events director, used four blackboards to present a tabulation of candidates' votes. Tank Gilkerson, news reporter, analyzed voting trends according to specific districts from the news room at WDSU-TV.

**ATTENTION ADVERTISING AGENCIES**

Are you in the market for a home audience participation program with proven public appeal? .

Now available for television

Hollywood Community Sing

35 years a popular Hollywood attraction with the talented

HUGO KIRCHHOFER .

For complete information, write or telephone

GUS INGLIS, 400 So. Keystone Street Burbank, California

**Buys Stories for TV**

INCLUDED in CBS Television plans for a 39 half-hour film series, to star Ginger Rogers, is purchase of approximately 150 story properties including novels, Broadway plays, and musical comedies. Rogers and top names in all fields are being bought and then tailored to fit Miss Rogers and format. Series, which is expected to begin shooting in April, will be telecast in September, according to present plans.

**Snader Telescriptions Corp., Beverly Hills, has opened department for production of TV film commercials, temporarily under supervision of Louis D. Snader, president. Manager to be named at later date.**

**People . . .**

Herbert Wixon, head of his own radio-television package sales organization, to Jerry Fairbanks Productions, Hollywood, as West Coast sales manager. He was one-time assistant manager and general sales manager KMPC Hollywood.

Margaret Buell Wilder, story editor Pulitzer Prize Playhouse and television and motion picture writer, signed by Frank Wish Productions as story editor for Fireside Theatre, TV film series.

Kenneth G. Manuel, television and talent director, D. P. Brother & Co., Detroit, in Hollywood to supervise filming six spot announcements for Oldsmobile Division at Jerry Fairbanks Productions.

Jean Ruth and Bill Lechner, contract players Jerry Fairbanks Productions, Hollywood, made personal appearances in San Francisco last week for west coast premiere The Lady and the Rocket. TV commercial, made for Oldsmobile Division of General Motors.

Harry McCahan, executive producer Factory Mans Productions, Hollywood, will address Jacksonville (Fla.) Advertising Club, Feb. 23, and Miami (Fla.) Advertising Club, Feb. 28, on "Blending Techniques in TV Commercials."
NEW TV FIRSTS . . . Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BABOONA, I MARRIED ADVENTURE.

HOLLYWOOD NEWSREEL: A weekly 15-minute syndicated film program produced in Hollywood, the entertainment capital of the nation, especially for TV. Each issue features behind-the-scenes activities of top star personalities of movies, radio, and television. No other program on the air can offer so many names for so little money!

A SERIES OF 25 mystery and crime detection features, starring such names as Dean Jagger in "Revolt of the Zombies," Ginger Rogers in "Shriek in the Night," Melvyn Douglas in "Vampire Bat" plus other titles with Lyle Talbot, Donald Cook, Ralph Graves, Paul Lukas & Dorothy Stone.

THE BIG GAME HUNT . . . HAS SCORED TREMENDOUS RATING IN LOS ANGELES MARKET BEING SHOWN WEDNESDAYS 7:30 to 8:00 P.M. A package of twenty-six half-hour subjects featuring the thrilling jungle adventures of Osa Johnson, aimed to appeal to every member of the family, this series hits its mark.

PARTNERS IN TIME—another of the 6 BIG FEATURES in our success-tested LUM 'N' ABNER serial! 17 years of radio laughs means your TV audience is ready to roar! Beautiful Pamela Blake is both Lumi and Abner's sweetheart . . . forty years ago, in a riotous film that goes back through time to solve a real problem, then brings suspense and laughter right up to date.

For more information please write direct to the distributors.
said microphones and cameras might raise subconscious fears in a witness but felt this was a matter for judicial decision. "If the courts say O.K., then it's all right with me. There's definitely a legal question," Sen. Welker added that TV occasionally made him nervous.

Charles E. Ford, counsel for Robert J. Barrett, retired Washington police chief, and for Emmett Warring, reputed gambler, was asked why Mr. Barrett objected to telecasting and broadcasting at Monday's opening hearing whereas Mr. Warring's full testimony was telecast and broadcast.

"They took the lights away from us," Mr. Ford told Broadcasting * Telecasting in explanation. At the Monday hearing a Kleig light was turned into the faces of Messrs. Barrett and Ford. This light was said to have been operated by a TV newsreel photographer. When the committee voted against televising the Barrett testimony, the operator left and no further effort was made to film the proceedings.

The soft, indirect lighting used by WMAL-TV did not interfere with the hearing and was not objectionable to himself or to Mr. Warring, the attorney said. "To throw a light into the face of anyone is interference," he said. "The role of newscast cameras and the noise could be destructive to many people. The witness should not be interfered with while questions are being asked and he should be allowed to concentrate on the excitement of grinding cameras and the 'third-degree' lights."

"This witness (Warring) was not bothered by the broadcasting microphones, nor the camera," Mr. Ford said he was confining his views to the actual time a witness is on the stand. He added that he had watched a Washington last week broadcast association meetings against coverage of court and hearing proceedings by newsreel, TV and radio on the ground they can interfere with the rights of witnesses.

Saw No Objection

Asked about transportation of the proceedings into the nation's radio and TV receivers, Mr. Ford said he saw no objection to this as long as the technical maneuvers didn't harass the witness while testifying. "Did TV bother you while you were testifying?" Mr. Warring was asked.

"No, sir," he replied. William Gullidge, clerk of the Senate committee, told Broadcasting * Telecasting television hasn't bothered at all. I haven't discovered any noise or confusion due to TV machinery. On the other hand, TV offers a distinct advantage in that the public can see and hear the proceedings through the camera and microphone. The public gets an accurate picture of what actually is happening in the hearing room."

Mr. Gullidge commented on the fact that TV coverage was silent. "We don't have the noise of grinding newsreel cameras," he added. "There are only one or two lights and they don't hit anyone in the eyes because they are aimed at the ceiling."

Arnold Bauman, Subcommittee counsel conducting the investigation, said WMAL-TV's operation during the hearing "is so unobtru sive I'm completely unaware of the presence of cameras or microphones."

He added, significantly, "No witness has complained specially about the TV facilities." Bernard Solomon, associate subcommittee counsel, said, "Unless someone told me I wouldn't know the cameras were operating. They make no noise and there are no bright lights."

Another witness, Police Inspector Beverly Beach, who testified Thursday in executive session, said he would not have objected to radio or TV coverage of his testimony in an open session.

Bryson Rash, WMAL-TV commentator in charge of the hearing telecasts, said the station's lighting consisted of two 200-watt s lights directed toward the ceiling. The widest lens opening used during the week was f/5.6, he added. On several occasions, the two cameras operated without the scoops, using only the soft illumination from recessed ceiling fixtures.

When lights were removed from the cameras Monday after an attorney had observed a red signal in operation.

Microphones before witnesses and on all committee members were turned off during conferences.

Washington radio stations provided both live and delayed coverage of the hearings using pooled facilities to avoid littering the committee room with gear.

The "Little Refuera Investigation" grew out of a broadcast on Aug. 1 by the 445th military film crew. Broadcast by F. Joseph Donohue, member of the D. C. Board of Commissioners. At that time he countered charges of "corruption" by asking for a Congressional investigation. The Senate Rules Committee allotted $60,000 for the probe.

At the opening of hearings last Monday, Mr. Barrett and his attorney took a look at the lone TV newsreel Kleig and filed objection to both TV and radio coverage. The committee took no action and agreed to bar both media, along with still photographers.

Quick Protests Lodged

WWDI and WOL - League protests to the committee and were followed by Radio Correspondents' Assn. Tillard F. Shadel, chairman of the association's executive committee. He protested to Sen. Lester C. Hunt (D-Wyo.), claiming the action was discriminatory and wholly unjustified so long as other news media were admitted. Hollis M. Seavey, president-elect of the association, protested to Sen. Welker.

TV and radio were allowed to operate at all open sessions of the committee following Mr. Barrett's appearance. One routine objection from a Wednesday witness was quickly overturned.

All four Washington TV stations had indicated in advance of the hearings that they planned to telecast. After the Monday action upholding Barrett's protest, however, all withdrew but WMAL-TV. WTOP-TV had estimated in advance that combined TV coverage would cost the stations nearly $3,000 a day.

The District of Columbia Bar Assn. decided last week to investigate Congressional investigations, including legal aspects of television hearings. The association is interested in safeguarding individual rights, said Leonard P. Walsh, president.

Big Town' to Film

LEVER Brothers (Ringo and Spy) through its agency, Ruthrauff & Ryan, New York, will film its CBS-TV series, Big Town, effective early in spring in Hollywood. The group will film a large number of films instead of live program so that it can pack approximately six minutes more of action into the format and also be able to use outdoor scenes. It will continue to be sold just as much money to film the show as to produce it live, spokesmen said, but the films will be a permanent property and may be used later.
CBC initialis, AM affiliate call real. Canberra; comedies; between the ance turning banks sales agency tribute president linquished all sales WITH possible. as programs training Toronto studios. The six months TV in for program general manager, employees has made much "on production in view of New York, Chicago, Cleveland and Detroit.

ABC-TV EXPANDS

Adds West Side N. Y. Space

ABC Television facilities on New York's West Side will be increased by the addition of two new studios, scheduled to be put into service Feb. 15 as origination points for such programs as Tales of Tomorrow and Space Cadet. Adjacent to the present ABC-TV Television Center facilities at 7 West 66th St., the new studios are located in the building leased from ABC by WOR-TV New York until the latter station completed its own Television Square a block away [H*?], Jan. 14, 7].

Extensive alterations and improvements have been in progress several weeks since the space was returned to ABC. Overall floor plan has been divided into two separate studio areas, to be known as TV 2 and TV 3, with each measuring 100 ft. by 50 ft. New equipment also has been installed, one feature of which is "Clancy" rigging, a cable counterweight system which allows one stage hand to fly an entire set without help.

Besides TV 2 and TV 3, ABC-TV has six other studios in its Televisi- tion Center plus facilities in five other New York theatre sites.

Mystery Award

FOR the first time, Mystery Writers of America will award an "Edgar" statue to Edgar Allan Poe, to best television mystery program of year at annual MWA dinner April 21. Previously, awards have been given for best radio mystery program, mystery novel, mystery movie and to the short story author, true crime writer and critic who have notably contributed to mystery field. Special committee will nominate six video mystery shows—from some 25 on air—for final vote by MWA's 350 members.
FOR SALE

For television micro-wave relay use—one 200 foot “Skyline” double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE—
J. M. MCDONALD,
Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square, Cincinnati 2, Ohio

Open Mike
(Continued from page 16)
a “strange assembly” of advocates. Yet there is the implication that we are somehow in concert against the “traditional” system of U. S. broadcasting...

I have always proceeded on the premise that subscription broadcasting, as a new and auxiliary function of television, would strengthen rather than weaken our traditional broadcasting system. In fact, as the use patterns of television unfold, I expect more and more to this view. Perhaps it would serve some purpose if I document my reasons.

In the first place, I don’t see how box office use of TV could possibly take away anything that sponsored programming now provides to television. I’m sure that viewers will not pay for any programs that sponsors can provide or which the networks and stations provide as sustaining or public service. I would assume that the first demand of a pay-as-you-see program must be that it be worth paying for, over and above what is available “for free.”

Accordingly, I expect that the programs that will succeed on subscription television will be essentially the same type and quality of movies, plays, sports, education, etc., that people now expect and are willing to pay for, as well as go out of the home to see.

Next comes the question of subscription programs “taking away the audience” from sponsored shows. I don’t think the box office costs will take away the advertiser’s audience any more than his programs. Indeed, I believe that by providing more variety of premium programs, subscription TV will build a far larger total audience.

Not only would it make more stations economically possible, but it would also give more people more reasons to buy and use TV sets.

Moreover, the family budget would not permit the audience looking at fee programs for more than a few hours per week. The balance of the time these new viewers would be there to provide that huge audience that the best sponsored shows admittedly need in order to pay off.

And as for the revenue from the box office programs, a rather handsome share of it goes first off to the station carrying the show. And presumably all stations will have an equal opportunity to use any subscription system that may be authorized.

I doubt very much that the FCC would ever allocate channels to, or authorize exclusively subscription TV stations—especially when the regular TV stations are the logical ones to provide this additional service.

Hence if subscription television can provide: new premium programs for the viewer; a bigger total audience for the sponsor; more revenue for the station—not to mention a practical answer to the impasse over how to put major sports on TV—then I can hardly see why it is against the best interests of “traditional U. S. broadcasting...”

Millard C. Faught
The Faught Co.
New York

Politics
EDITOR:

As one member of the radio and television industry, I thank you.

Willet H. Brown
President
Dom Lee Broadcasting System
Hollywood

Jack Martin
JACK MARTIN, 57, for many years organizer at WTMJ Milwaukee, died Jan. 13 in Milwaukee. He had been ill for several years.

EASLEY INDICTED

FEDERAL grand jury in the District of Columbia last week indicted consulting radio engineer Robert L. Easley on four counts of using the mails to defraud.

Easley faces a penalty of $1,000 fine on each count or one year in jail or both.

Mr. Easley previously has been named or involved in law suits filed by WHAR Clarksburg, W. Va.; WLLI Lebanon City, Tenn.; WNOO Orangeburg, S. C.; and WNOK Columbia, S. C. [B-T, Nov. 27, 6; July 17; May 1, 1960].

Indictment in U. S. District Court in the District of Columbia charged that Mr. Easley had falsely represented himself and firms which he controlled by contending:

(1) That he was a legally registered radio consulting engineer.

(2) That he could buy equipment economically.

(3) That his staff has successfully served over 200 clients.

(4) That he offered complete service to stations—with engineering, management, advertising and program consultation.

(5) That his own men could make studio alterations that could local contractors and labor.

Based on Letter
Counts of the indictment were based on two letters sent in 1950 by Mr. Easley to Dallam R. Jackson of the Hawkinsville, Ga., Lions Club and to H. N. Lee of the Opp, Ala., Chamber of Commerce. Mr. Jackson is associated with Tri-County Broadcasting Co., applying for 500 w daytime on 610 kc in Hawkinsville, and recently asked the FCC to revise its processing line procedures in order to expedite grants to communities without local radio service [B-T, Nov. 12, 1961].

Mr. Lee is one of the stockholders of Opp Broadcasting Co., applying for 1 kw day on 860 kc in that city.

In one letter to Mr. Jackson, Mr. Easley stated that his firm— he has operated under his own name and been identified with the firms of Mason & Dixon Engineers, Broadcast Engineers, Dixie Engineering Co.—offered in addition to engineering the following additional services: Revenue analysis, budgets, organization and engineering.

In a letter to Mr. Lee, Mr. Easley stated that a $500 fee would enable his firm to start proceedings for a grant of a radio station and that an investment of $6,000 would see the successful granting of the application. The letter also stated that the station could probably go on the air for another $6,000 for additional services.

Initial letters to both men were form letters without salutation. They declared that frequencies were available in the community and that radio stations were a good investment, returning an average of 30% a year on capital invested.”

The initial form letter suggested that if the recipient was not interested he “pass it along” to someone who might be.

It is understood that Mr. Easley not only circulated individual letters and organizations in small communities, but also placed advertisements soliciting business in small-town newspapers.

WMAW SALE FILED

Rosenman Group Acquires APPLICATION for the sale of WMAW Milwaukee, Wis., to Alex Rosenman, Cy Blumenthal and Lou Poller for $235,000 was filed with the FCC last week [Closed Circuit, Dec. 12, 1961].

Sellers are C. A. Randall, R. E. Borchert and six others who will transfer their 2,006 shares of stock in the company to the new group subject to FCC approval.

According to the application, WMAW has current assets of $272,333.74, fixed assets valued at $192,512.19, and various other assets totaling $180,856.25. Current liabilities are $34,123.48, accrued liabilities $18,085.49 and fixed liabilities in the form of notes payable to Mr. Borchert total $247,387.31. The station’s net loss to Nov. 1, 1961, was revealed as totaling $289,134.84.

Under provisions of the terms between Messrs. Rosenman, Blumenthal and Poller, Mr. Rosenman will hold 50% of voting rights, with the other 50% held by Messrs. Blumenthal and Poller together.

Mr. Rosenman was commercial manager of WCAU Philadelphia about 25 years ago, when he is an active and major stockholder in Official Films. Mr. Poller owns WPWA Chester, Pa., and in association with Mr. Blumenthal also owns and operates WARL Arlington, Va.

WMAW is a 5 kw ABC affiliate on 1280 kc. It went on the air in 1948.

Hollywood vs. Video

FIRST of three articles on “The Big Brawl: Hollywood vs. Television” appears in the Jan. 19 issue of Saturday Evening Post. The article examines the problem whether TV will turn $3 billion worth of movie investment into nothing or whether Hollywood makes television just another outlet for its productions. Milton MacKay is writer.

Why buy 2 more...do 1 big sales job...on "radio sales"...
Mrs. Burt Squire

Funeral services were conducted Wednesday for Mrs. Burt Squire, wife of the midwestern representative in Chicago for Broadcast Music Inc. Mrs. Squire died Jan. 13 as the result of a brain hemorrhage. Mr. Squire and a daughter, Diane, survive.

Mrs. Georgia Rosenblum

Death of Mrs. Georgia Rosenblum, owner of WISR Butler, Pa., was revealed last week. Mrs. Rosenblum died in Chattanooga early this month, almost a year after her husband, David Rosenblum, passed away.

ABC Name Suit

ABC legal authorities were hopeful last week that a hearing may be heard soon in the network's litigation with Everett F. Lovett over rights to the name "American Broadcasting Company."

The case has been in the U. S. District Court in San Francisco since Feb. 21, 1949, when the ABC network filed for an injunction to keep Mr. Lovett from using the name. Mr. Lovett came back later with a counterclaim seeking $250,000 from the network.

Mr. Lovett says he registered the name American Broadcasting Company in 1936 and has used it in connection with his "broadcasting and advertising business" for "nearly 20 years." He says his "principal place of business" is in San Francisco, Berkeley and Oakland.

ABC network, on the other hand, contends Mr. Lovett used the name only to a limited extent, and that it had no way of knowing about his use of the alleged use of it at the time the network changed names.

Mr. Lovett moved to Hollywood from San Francisco several months ago and organized a number of promotions. In circulars and other promotional material he lists his organization as "American Broadcasting Co., Hollywood." Among his Hollywood promotions is an organization he calls USA, Inc., for which he has filed articles of incorporation with the California authorities. In San Francisco he was a free lance advertising and promotion man and used a wide variety of names including The American Educational Fellowship Inc., United Sports Inc. and others.

Mr. Lovett meanwhile has been sending circulars to educators, broadcasters and presumably others with short questionnaires asking whether there should be a "clean-up" in radio, television and movies, and, if so, what form the respondent think it should take (Closed Circuit, Jan. 7).

Questions posed in the questionnaire, which are accompanied by a report on Mr. Lovett's side of the dispute with ABC network, include the following:

Should there be a "clean-up" in radio, TV and movies?

If a long range, thoroughly constructive campaign is undertaken, will you help rally support for it?

We believe a long range program must deal with the script writers, producers, sponsors, stars and the entire industry. Do you agree?

What are the worst evils such as portrayals of crime, sex, brutality, riskiness insinuations, vulgarity, immorality of stars, frauds such as rigged giveaways and framed contests, etc. . . .

Criticism, censorship and elimination of a few offensive characters and programs is not enough. What would you do? . . . .

The questionnaire reports that "our plan and program will be mailed to all who fill out this form." Address given is "ABC, Box 2271, Hollywood 28, Calif."

82nd In Population

Among Sales Management's 162 Metropolitan County Areas.

If your radio campaign includes the first 100 markets according to Population—then over 2,404,000 Quad-Citians are among your targets.

WCHF enjoys the respect and good will of the Quad-City area—a progressive community which it has served and served for over 25 years.

Les Johnson
V.P. and Manager

Quad-Cities favorite

WCHF
TELICO BUILDING, ROCK ISLAND, ILLINOIS
Representative in Avery Install, Inc.

January 21, 1952 • Page 77
THE FCC has been selling another jab in the ribs from a broadcast station applicant who wants the Commission’s processing lines speeded up.

The second formal request for reorganization or modification of the standard broadcast processing lines came from H. M. Griffith Jr. and C. V. Lundstedt, applicants for an AM station in Milford, Del. It followed a petition filed two months ago by Tel-Century Broadcasting Co., Hawkinsville, Ga., for faster action in processing applications. [B&T, Nov. 12, 1961].

Messrs. Griffith and Lundstedt, dba the Kent-Sussex Broadcasting Co., suggest that instead of working on cases involving changes in facilities, or on applications which seek a station in a city where there already is an abundance of stations, the FCC should first consider applications for new stations in communities with no local service.

Kent-Sussex said its application, filed last October, was 162 on the processing line. By January it was 145. “At this rate of progress,” the petition says, “it will be a year and nine months from date of filing until the application gets off the line for staff processing and FCC action.”

There are about 95 applications outstanding for stations in cities

Mr. Peet (with mike) presents first prize in “tallest snow man contest” to Miss Mary Hessecker, of nearby Kansas City, Ore., flanked by her brothers and sisters.

with no local service, the Kent-Sussex petition states.

Kent-Sussex is applying for 1320 kc with 500 w day. Its petition asserted that part of the reason for urgency in acting on its application is because of civil defense needs in Milford.

The earlier petition from Tri-County Broadcasting Co. said it would take two and a half years before its application got FCC staff attention.

FCC sources indicated that part of the slow-down on processing applications is due to a smaller staff. They say that in mid-1951, for example, there were 12 aural engineers, but now there are only three.

PHILCO LOAN
To Finance Defense Output

PHILCO CORP. has arranged a $40,000,000 three-year V-loan involving credit to finance increasing defense production for advanced electronic equipment and missiles for the Army, Navy and Air Force, it was announced by Dr. Courtney Pitt, vice president of finance. Interest rate on the new credit was not disclosed.

This credit, which is guaranteed to the extent of 70% by the Navy Dept., is being extended by a nation-wide group of 18 leading banking houses by the Pennsylvania Company for Banking and Trusts. The company’s production of military electronic equipment is rapidly increasing, and in the first quarter of 1962 should exceed the total for all of last year. Further increases are scheduled in succeeding months.

KROD CONTEST
Stunt Stirs Big Response

FREDIE SCHMIDTKE, 12, son of Irving V. Schmidtke, owner of KFGR Forest Grove, Ore., conceived a “gimmick” which brought the station a surprising response.

KFGR was trying to promote the morning show of its new program, Merrie Melodies. A “tallest snow man” contest was announced the morning of the season’s first snow. Winner was announced over the afternoon segment. Children listeners were reminded to listen to the morning segment to learn rules of future contests.

Robert Peet, KFGR promotion director, explained that this was the first of a series of one-day “gimmicks” to induce afternoon listeners to tune in to the morning segment also.

SET COST SURVEY
To Aid Regulation

PRICE stabilization officials currently are surveying the nation’s manufacturers for cost data on radio-TV sets and related items with a view to settling tailored regulations for the industry.

The study is designed to sample industry prices, warranty practices and types of receivers (console, combination or table models). The survey is in the form of a questionnaire sent out to representatives of firms.

The Office of Price Stabilization hopes to evolve tailored orders for radio-TV set-makers by March 1. Manufacturers now are exempt from filing requirements of General Price Regulation No. 22 which became effective Dec. 19 [B&T, Dec. 31, 1951].

Many producers have announced new set lines and prices which will be taken into consideration when new regulations are promulgated. [B&T, Jan. 14]. They are intended to meet with industry objections that regular price ceilings are not applicable to radio-TV receivers, which have been selling in many instances below established ceilings.

ARK-TEX OUTLETS
New Group Formed in Ark.

TEXARKANA, Ark., will be headquartered for a new radio broadcasting group to be known as The Ark-Tex Stations, it was announced last week.

Basic stations will be KCMC-AM-FM Texarkana; KAMD Camden, Ark., and KWFC Hot Springs, Ark.

Ark-Tex stations will serve national and regional advertisers as well as local advertisers in Arkans and northeast Texas.

Frank O. Myers is general manager of the group, with headquarters at KCMC. A national sales representative will have offices in New York, Chicago and Dallas, officials said.

C. E. Palmer is president of KCMC Inc.; W. E. Hussion is president of Camden Radio Inc., owner-operator of KAMD, KWFC and KVMA Magnolia, Ark.

KCMC has pending with FCC an application for a television station.

SALT LAKE AD AWARDS
Top Entries to Be Filmed

DETAILED showing in color film of each prize-winning entry is planned in the Salt Lake City Advertiser Club’s 1962 Performance Awards contest. The films will be available to other ad clubs.

Deadline for entries is Feb. 15. Annual awards banquet will be held April 2. Executives of the Cleveland Advertising Club will judge entries. Purpose of making the films available is that through the exchange of information, it is hoped “the highest professional standards of advertising” will be encouraged.

Law Firm Names Six

CAHILL, Gordon, Zachry & Rein- diel, St. Louis law firm represent- ing RCA, has announced that Thur- low M. Gordon has become of counsel to the firm and that F. Arnold Dunn, Paul H. Fox, Lawrence J. McKay, Clifford L. Porter and John M. Richardson are now members of the firm.

PROTECT YOURSELF, your STAFF, your CLIENTS
from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

歩いて, to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.
NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

REGULAR WEEK DECEMBER 2-8, 1951

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Program</th>
<th>Average Audience</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Los Radio Theatre (CBS)</td>
<td>17.6</td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny (CBS)</td>
<td>14.6</td>
</tr>
<tr>
<td>3</td>
<td>Amos 'n Andy (CBS)</td>
<td>14.6</td>
</tr>
<tr>
<td>4</td>
<td>Charlie McCarthy Show (CBS)</td>
<td>13.0</td>
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<tr>
<td>5</td>
<td>Walter Winchell (ABC)</td>
<td>12.3</td>
</tr>
<tr>
<td>6</td>
<td>Arthur Godfrey's Scouts (CBS)</td>
<td>11.7</td>
</tr>
<tr>
<td>7</td>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>11.4</td>
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<tr>
<td>8</td>
<td>Bob New (CBS)</td>
<td>10.6</td>
</tr>
<tr>
<td>9</td>
<td>Mr. District Attorney (ABC)</td>
<td>10.2</td>
</tr>
<tr>
<td>10</td>
<td>Big Show (NABET)</td>
<td>10.3</td>
</tr>
</tbody>
</table>

DAY, SUNDAY (Average for All Program) | 4.3 |
| Lane Ranger (ABC) | 7.4 |
| Beatle (CBS) | 6.9 |
| One Man's Family (NBC) | 6.5 |
| WEEKDAY (Average for all Programs) | 6.0 |
| Romance of Helen Trent (CBS) | 5.3 |
| Our Girl, Sunday (CBS) | 5.3 |
| Arthur Godfrey (Biggest & Myers) (CBS) | 5.1 |
| Pepper Young's Family (NBC) | 5.1 |
| Right to Happiness (NBC) | 4.9 |
| Arthur Godfrey (NBC) | 4.9 |
| Road of Life (NBC) | 4.8 |
| Mae Padden (CBS) | 5.0 |
| Aunt Jenny (CBS) | 5.6 |
| Big Sisters (CBS) | 5.8 |
| DAILY, SATURDAY (Average for All Programs) | 2.9 |
| Grand Central Station (CBS) | 7.2 |
| Theatre of Tomorrow (CBS) | 7.2 |
| It Happened Every Day (CBS) | 5.8 |

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,000,000-the 1951 estimate of Total United States Radio Homes.

KIRO LOCATION
Plans Move to New Bldg.
KIRO Seattle has purchased a building at 1530 Queen Anne Ave. and will move studios and offices there after the former owner, Federal Old Line Life Insurance Co., vacates not later than Feb. 15.

The new location affords 12,000 sq. ft. of space, more than double KIRO's present facilities in the Cobb Bldg. The former insurance building, north and west of the center of town, was built in 1927 for the Queen Anne Community Club. In addition to office space and meeting rooms, it contains an auditorium seating 1,000.

Some remodeling of the interior will be necessary to convert the building for broadcasting use. Present plans call for the lower floor to be used for AM studios and offices, with additional offices, the auditorium and eventually television facilities slated for the upper floor.

If KIRO receives a construction permit for TV, a spokesman indicated, the station may put a transmitter in the building and the tower alongside. Another location also is being considered for the transmitter, and if selected, KIRO would microwave its programs from the Queen Anne site to the transmitter.

RRN SIGNINGS
Involve Nearly $50,000
RURAL Radio Network last week announced signings to 26-week contracts of the General Electric Co. and the Assn. Railroads of New York State. Nearly $50,000 of FM radio time is reported involved.

Donald K. deNeuf, general manager of the 13-station FM network, said the new contracts mark the second full year of advertising over RRN by the railroad association and the first full year by GE. RRN, now in its third year of operation, has headquarters in Ithaca, N. Y.
It covers nearly all of New York and a part of northern Pennsylvania.

IBA Meeting Set
ILLINOIS Broadcasters Assn. will elect new officers at the annual spring meeting in Springfield Feb. 22. The day-long session will be conducted at the Leland Hotel. Ray Livesay, president of WLBH AM-FM Mattoon, is retiring president.

Faust Post
DUDLEY FAUST has been appointed eastern sales manager of the CBS Radio Network, not western sales manager as incorrectly reported last week (B&T, Jan. 14).

AAA AID PLAN
Helps Small Agencies
FIRST public announcement of a plan to aid the smaller agency to function more soundly was made last week by Frederic R. Gamble, president, American Assn. of Advertising Agencies, at a meeting of the League of Advertising Agencies, New York.

More than 80 advertising agencies are receiving such assistance, Mr. Gamble said. Under the plan, a bona fide advertising agency may file application for AAA membership even though it does not at the time meet all the association's qualifications for membership. These qualifications, explained Mr. Gamble, have to do with length of time in business, media recommendations or recognition, experience, ability and scope of agency service. Without payment of dues or fees, the agency receives certain materials designed to guide it toward sound practices.

Mr. Gamble emphasized that 53% of AAA members—141 of the 262 agencies—have annual billings below $1 million. Of the 141 smaller agencies, 23 (16%) are in New York.

ROBERT YOUNG, star of NBC radio's Father Knows Best, awarded National Safety Council's Award of Merit for highway safety campaign which urged signing of "Man-to-Man" and "Dad-to-Daughter" agreements.

What a Buy!

ABC C C PROGRAMS
For "Minutes" & Chain Breaks

YOUNGSTOWN, O.
5000 WATTS
Serving America's 34th Market

WFMJ REPRESENTATIVES
Headley-Reed Co.

January 21, 1952 • Page 79
of Food Distribution, to Long Adv. Service, S. F., as merchandising director.

LEWIS F. NACHOD, Ben Sackheim Inc., N. Y., to Gray & Rogers, Phila., in the public relations department.

 BEN SACKHEIM Inc., N. Y., elected to membership in American Assn. of Advertising Agencies.

ALBERT W. WHERER, vice president of McCann-Erickson, Chicago, elected director of Encyclopaedia Britannica and its film subsidiary.


JOHN F. W. MCCLURE, merchandising manager, Pepsodent Division, Lever Bros. Co., N. Y., to McCann-Erickson, N. Y., as senior account executive.

TERRI MANN, Compton Adv., N. Y., married to LEO RICHARD CONNELLAN, freelance writer, on Jan. 12.


ABBOTT KIMBALL Co., N. Y., announces appointment of WESZTON HILL as vice president and creative director; LAWRENCE D. REEDY, administrative vice president, secretary and member of the board of directors, and GLADYS CHURCH, vice president in charge of fashion.

HARRY L. MERRICK, vice president of Kal, Ehrlich & Merrick Adv., Washington, elected “Man of the Year” by Washington Board of Trade's Membership Committee.

ROBERT OTTO & Co., N. Y., has applied to Canadian Assn. of Broadcasters for recognition as an advertising agency.

MARVIN L. GRANT, radio-TV director and account executive, Mann-Ellis Inc., N. Y., appointed vice president.

WRFD ‘Teaser’ Chicks

TEASER promotion sent last Wednesday to the national trade press and Columbus, Ohio, radio editors by WRFD Worthington, Ohio, consisted of corgashe box tied with big red bow and containing 25 live baby chickens. Accompanying broadside proclaimed: “Even greater things are hatching at WRFD (We'll keep you informed).” On Thursday, announcement was received concerning March opening of WRFD’s new studios and 260-acre radio farm at Worthington. WRFD is licensed to Peoples Broadcasting Corp. and is assigned 5 kw daytime on 880 kc.

Diamond Bros. Signed

DIAMOND BROS.—Charley, Sid and George—have been signed to a recording contract by RCA Victor after the trio won an ABC “Talent Search, Country Style,” it was announced last week. The trio for 15 years have been broadcasting over WFBG Altoona, Pa. They are under the personal management of John M. Snyder, WFBG managing director.
VOA OPERATION

Semi-Detached From State Dept.

Creation of a semi-independent International Information Administration to operate the Voice of America and appointment of Dr. Wilson Compton, former industry executive, as administrator, were formally announced by the State Dept. last Friday [CLOSED CIRCUIT, Jan. 14].

Dr. Compton will take over operational functions for the entire international information program, including radio broadcasting, leasing Edward W. Barrett, Assistant Secretary of State for Public Affairs, from those duties. Mr. Barrett also is expected to announce his resignation from the secretariat position within the next week.

In assuming the post of administrator, Dr. Compton takes over the duties of the Public Affairs Secretary. He also absorbs functions of Thurman L. Barnard, vice president on leave from Compton Adv., who had held the post of general manager of the program on an acting basis. The general managership has been abolished.

Higher Status for Program

The establishment of the IIA is intended to elevate the international information program to a higher status and place the operating functions directly under the Secretary of State. Dr. Compton will report directly to Secretary Dean Acheson.

Its creation is designed to meet, at least half-way, Congressional and other suggestions that the Voice of America and other media programs be reorganized.

Mr. Barrett said the new setup will give IIA the status of a semi-independent agency. The International Broadcasting Division remains intact under the IIA.

The plan was developed by Messrs. Barrett and Barnard and recommended to Mr. Acheson after considerable study. It was deemed unwise, Mr. Barrett said, to realign the information organization as a completely independent agency or even to confer upon its top officers cabinet rank, as had been suggested in some quarters. Mr. Barrett said also that he had conferred with some members of Congress on the plan and that they had indicated their approval. At least one—Sen. William Benton (D-Conn.)—has suggested that the Congress consider various modes of organization, including separation from the State Dept., with a view to strengthening the Voice of America. Another—Sen. Joseph McCarthy (R-Wis.)—had proposed divesture of VOA from State, but for different reasons. And George C. Marshall, former Secretary of Defense, had acknowledged that separation might be a "good thing."

The reorganization plan was initially developed during Voice hearings on Capitol Hill in July 1950 [B.T., July 10, 1950].

While the plan does not go as far as some of its advocates, it does accomplish substantially the best judgment of Messrs. Barrett and Barnard, as well as the U.S. Advisory Commission on Information Affairs. However, the plan is intended "to preserve completely the essential connections between the operating information program and those areas of the department which provide intelligence and foreign policy guidance," it was explained. IIA will work closely with intelligence and communications branches.

Policy Decisions

The Public Affairs Secretary will concentrate hereafter on policy decisions, without any operational responsibilities. The Secretary of State will have "undivided responsibility and a clear line of authority" over the program, assuring consonance with U.S. foreign policy.

In commenting on the reorganization, Mr. Barrett noted the importance of radio broadcasting in the "tremendous scope" of the U.S. information program. The plan, involving "almost every facet" of the State Dept. can obtain, he stated. The increase in programming, he added, has made it apparent that radio alone now accounts for one-fourth of information operation.

Guessing for Successor

Current guessing game is who shall replace Mr. Barrett when he resigns. The appointment will come from the white House, Howland S. Sargeant, deputy assistant to Mr. Barrett, has been mentioned as a possible successor. [CLOSED CIRCUIT, Jan. 14]. Mr. Barrett is expected to take a much-needed rest following almost two years in the public affairs post, and has not announced his future plans. He forms the editorial director for Newsweek magazine.

Nor are Mr. Barnard's later plans indicated at present. The advertising executive is now undertaking certain overseas inspection tours, beginning in the Far East. He has been on leave from Compton Adv. since last spring.

Dr. Compton, who has served as a member of the U.S. Advisory Commission on Information, will operate from Washington, with full authority to operate the information and educational exchange program. That includes operating the shortwave VOA now beaming programs in 46 languages to peoples abroad.

Dr. Compton served as president of Washington State College from 1944 to 1951 and has had a varied career as business administrator, governmental official, writer, editor. He also has been active on U.S. international missions, including UN activities. Dr. Compton was a member of the first economic staff of the Federal Trade Commission. He is the brother of Dr. Karl T. Compton, noted scientist, and of Dr. Arthur H. Compton, Nobel prize winner and former chairman of the U.S. National Commission on UNESCO.

KSMO Changes to KEAR

KSMO San Mateo, Calif., has received FCC approval to change its call letters to KEAR, Station Owner S. A. Cisler Jr. disclosed last week. "Change was made to avoid confusion with economically similar call letters in the area," said Mr. Cisler. "Also for promotion purposes—KEAR had EAR appeal in keeping with our policy of good music programming," he added. Extensive promotion announcing the change is planned.

KCBQ-AFRA AGREE

Settle Labor Differences

UNFAIR labor practices charge filed by AFRA with NRLB against Charles E. Salik, owner-manager, KCBQ San Diego in early November [B.T., Dec. 3, Nov. 17, 1951] has been withdrawn in accordance with terms of amicable settlement of all points in dispute.

Under new contract signed, salaries of five staff announcers of KCBQ were increased by $5 per week, retroactive to Oct. 1, 1960. Talent was also represented to the announcer involved in the dispute, and program director Grady Edney, at insistence of AFRA was reinstalled on the program on which he had appeared.

AFRA agreed to waive Mr. Salik's membership requirement in the union for his limited announcing work such as introducing public officials on public service programs.

Watch Budgets

(Continued from page 27)

(Monday, Thursday and Friday).

The firm, which last year sponsored several important shows such as the General MacArthur reception in New York and a special Thanksgiving Day show in television, expects its television in a similar manner in the coming year. Some spot activity is also being considered. Victor Bennett Agency, New York, handles the account.

AGRICULTURE

We've been programmed for the farmer for 25 years. That's why WBW-advertised goods sell so well in Kansas and adjoining states.
WADING-AM-FM
Johnstown, Pa., has been doubly
duly honored. Mr. Cavanaugh was
was chosen by the Johnstown Junior Chamber of
Chamber of Commerce as Johnstown's most out-
most outstanding young man of 1951. In
In addition he was selected by the
chosen by the enforcement officers in three
in enforcement officers in three Pennsylvania counties to receive a Distin-
receive a Distinctive Service Award.

JOE CAYANAUGH, sports director and personality, WARD-AM-FM

CAYANAUGH, sports director and personality, WARD-AM-FM

In Canada,

more people listen* to

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
night-time—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

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night-time—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.
A WEEK of requests for old Christmas cards to amuse Cleveland home-bound children who hadn't got unnoticed according to Tom Armstrong, m.c. of Polka Party on WGAR Cleveland. More than 290,000 greetings, some dating back to 1906, were gathered at 11 locations throughout the city.

AIRS STRIKE FACTS DURING strike of Prudential Insurance Co. agents in Manchester, N. H., WKBK same city demonstrated radio's ability to handle the subject of labor-management relations. Tape recordings of on-the-spot interviews with striking and non-striking agents were aired by the station to better acquaint listeners with both sides of the question.

KTTV 'MILK-A-THON' MORE than $80,000 was realized from 24-hour "Saints and Sinners Milk Fund Marathon" on KTTV (TV) Hollywood, Jan. 12. Station time and talent of radio, TV, stage, and screen personalities were donated to raising money which will be used to buy daily milk for under-privileged Los Angeles county school children. "Milk-a-Thon" will become annual event.

WEEKLY INTERVIEW WBGB (TV) Schenectady has begun new series of weekly interviews, New Yorkers at Work. The interview, a portion of Bob Sherrill's Rollin' Home of KTTV cast, features businessmen and women in the Capital district who will remind viewers that business is built by individuals to serve the community. Harold Oliver of the New York State Department of Commerce, was the first guest.

CIVIL DEFENSE DRAMA CIVIL DEFENSE message is dramatized over CKKN New Westminster, B.C., in Meet the Romans, series of programs presented each Wednesday 8:15-8:30 p.m. The shows, sponsored by New Westminster Civil Defense Committee and produced by Hal Davis of station's staff, depict an average family as it is affected by the civil defense program.

SAFETY SERIES ON JAN. 18, NBC-TV network presented Green Cross Song Festival, the first in a series of 13 telecasts. The show, produced in cooperation with the National Safety Council, presents concerts by regional choirs in 13 cities and talks by public officials and safety leaders. Initial program featured the Fisk Choir and Jubilee Singers, Nashville, Tenn.

CHILDREN'S PROBLEMS A WEEKLY half-hour program, Junior Jury, on CKRM Regina, Sask., features children in an unrehearsed discussion of the everyday problems of children and their parents. Program is put on jointly by the Indian Head Home and School Club and the Canadian Mental Health Assn. It is produced by Fred Laight, program director of CKRM. Children in the show, picked from public school classes each week, are given a special crest to wear.

JOBS AND WORKERS SERIES of programs designed to focus public attention on unemployment in the Detroit area was begun Jan. 18 at WRJ Detroit. Jobs and Men Wanted is presented each Tuesday evening in cooperation with the Michigan Employment Security Commission. Format is an interview with three job applicants from different fields. Moderator is Ron Gamble, WRJ special events director.

BRIGHT TIE BOYS KGO-TV San Francisco promotes return of Hopalong Cassidy to KGO-TV screen by sending Bay Area radio columnists brightly colored neckties bearing picture of "Hoppy" and the time, station and channel. Columnists are invited to appear as guests on KGO-TV interview programs, wearing the flashy neckwear.

KITCHEN KAPERS QUIZ SHOW, Kitchen Kapers, on WIP Philadelphia, will move out of the studio in early February and originate from meetings of F.T.A.'s, church organizations and civic groups in communities in Philadelphia and nearby New Jersey. The entire production will appear in a different community each week to tape record three of its regular broadcasts before the group sponsoring the show.

SHOW IN SIXTH YEAR WPTZ (TV) Philadelphia announces renewal of Gimble Brothers Dept. Store's The Gimble Handy Man, claimed television's oldest, most continuously sponsored program. The telecast will continue to be seen 7-7:30 p.m. Friday. Renewal of the show, which demonstrates quick and easy ways to repair household articles, takes Gimble's into its sixth consecutive year of televising on WPTZ.

WNBT PLAYS HOST WNBW (TV) Washington will play host to the NBC-TV network show, Kukla, Fran and Ollie, during the coming week. The daily telecast, originating from Washington, will culminate with a guest appearance for the debut at the National Press Club's annual Father-Daughter dinner on Jan. 26.

LEGISLATURE SHOWS WBMB Richmond will give daily coverage for the next two months to the 1953 Virginia Legislative activities. Programs will deal with important happenings in both the Senate and the House of Delegates. The broadcasts will be fed to other stations wishing to carry the series.

RETAIL PROMOTION WNBQ (TV) Chicago mails "TV News Revue," a page four tabloid merchandising bulletin, each month to 3,500 grocers, druggists and other retailers in the market area offering merchandise assistance to clients. Paper is edited by Otto Bremers Jr., member of station's advertising and promotion department.

BROADCASTING • Telecasting
Nov. Network Gross
(Continued from page 28)

Table II, listing the top advertiser in each of 24 product groups of radio network advertising, which show 20 of the 24 leaders unchanged from the October list. The top five classes of radio network advertisers and their rank order are also unchanged from October to November: Foods, toiletries, tobacco, drugs and remedies, soaps and cleansers. Table III analyzes the expenditures of the various types of radio network advertisers for November and January-November, with 1951 compared to 1950. All PIB radio network figures include time purchased from ABC, CBS, MBS and NBC; do not include Liberty Broadcasting System advertising.

**BAB UNITS MEET ADVISORS SET PLANS**

BAB's new Research and Promotion Advisory Committees held their first meeting last week to review their respective functions and consider future operations. Each group also heard BAB Board Chairman Edgar Kobak outline the bureau's organizational structure.

Present for the Research Committee meeting, under Robert E. Dunville of WLW Cincinnati, were Gus Shuster, National Council of Farm Cooperatives; Walter Scott, NBC; Ernest Lee Jahncke Jr., ABC; Hugh Potter, WOMI Owensboro, Ky.; Eugene Kato, KABC Los Angeles; Martin Campbell, WFAA Dallas; Stanley Breyer, KJBS San Francisco.

Participants in the Promotion Committee meetings, under Donald W. Thornsborn of WCAU Philadelphia, were George Bristol as alternate for Louis Haasman of CBS Radio; Robert Schmid, Mutual; Simon Goldman, WJTN Jamestown, N. Y.; Arden Pangborn, WOAI San Antonio; William McGuiness, WGN Chicago; William McGrath, WHDH Boston.

BAB was represented by Mr. Kobak, President William B. Ryan, Vice President Kevin B. Sweeney and Local Promotion Director Jack Hardesty.

**Merchandising Units Underway Feb. 15**

NATION-WIDE field offices of the new NBC Radio Merchandising Dept. will be functioning by Feb. 15, the network announced in newspaper advertisements last week.

The department is under the direction of Fred N. Dodge, who, meanwhile, announced that Gordon Lane, general manager and assistant to the president of James Thomas Chirurg Adv. for the past 10 years, has joined the merchandising unit as New York district supervisor.

In addition to taking charge of NBC's merchandising activities in the New York-New Jersey Connecticut area, Mr. Lane also will head the department's New Material Unit which will prepare and route nationally all point-of-purchase material to be used by department members.

In its advertisements, NBC said: "Until now, no radio network has ever offered advertisers a thorough, realistic service for merchandising products on a national scale. Now NBC takes the lead in offering not only the first national merchandising service in network radio, but the finest, most complete merchandising service ever offered by any advertising medium."

Partial Listing

A "partial list" of merchandising services included:

1. NBC's field experts will train advertisers' sales and distribution personnel in getting dealer support, building displays; make demonstration calls with salesmen on key accounts; make presentations at sales meetings; maintain close liaison with key wholesalers and retail groups in their areas.

2. The NBC merchandising plan is approved unanimously by the NBC affiliated stations. Accordingly, the network field experts are working in cooperation with our stations, establishing new merchandising services which should deliver for our advertisers the greatest possible point-of-sale impact.

3. Network on-the-air merchandising programs will be developed which will permit dealer tie-ins for maximum local impact. One series, "S.F. Scarecrow Book"...
Recruiting Money
(Continued from page 27)

Congressional action. The $650,000 sum reflects funds unexpended as the result of cancellation of radio network shows involving Bill Stern, Frankie Laine, and the football Game of the Week. The network was obligated out of the 1960-61 budget, which earmarked $901,000 for radio programs. TV plans also will hinge on decisions rendered on Capitol Hill. Information funds for activities at the corps area level also were curtailed.

Sen. O'Mahoney has since claimed any enmity toward radio-TV broadcasting and other media and reportedly has conferred with Mrs. Anna Rosenberg, Assistant Secretary of Defense, who is understood to favor sponsored recruiting programs. The March 1 date reportedly stemmed from their consultations.

Lt. Col. William S. Berkeley, public information chief, Military Personnel Procurement Service, Adjutant General's Office, told BROADCASTING • TELECASTING Wednesday that radio-TV will obtain a “full, large or normal portion” of any extra funds approved by the Defense Dept. on the basis of Grant Advertising’s recommendations.

The dilemma of the military, he pointed out, is to devise campaigns which will reach the selected groups of people needing service. Because of the ban, he explained, elaborate paid TV plans had to be abandoned in favor of six clips to be used as public service features. TV production will be expanded, however, consonant with the military’s budget, he said.

Col. Berkeley held out hope that the Congressional position will be modified in the near future, once members of both houses are made cognizant of the Defense Dept.’s dilemma. He told Broadway for 1952-53 include cost of agency commitments and operation of public information facilities at Governors Island, N.Y. Congressional action, whatever it takes, will also serve to clear the air at Grant Advertising, whose Washington branch has been operating in a state of flux. Difficulty of mapping campaigns on short-term basis and need for personnel are cited. Moreover, current contract with Grant expires June 30, 1952. Grant has added five or six on the Air Force and Army accounts and plans “several” other assignments once these problems are resolved.

Handling Defense Dept. legal details is Fred Krotch, an attorney and counsel on the Army’s holding staff. He also represents the Army on the Ad Hoc committee, to which the four services (Army, Air Force, Navy and Marines) have communicated their recruiting views.

N.Y. STATE BILLS

LEGISLATION designed to protect practices was introduced last week when the New York State Legislature convened, with proposed bills—submitted for committee consideration—ranging from courtroom telecasts to rooftop antennas.

be so phrased that landlords could not charge fees or rental for TV sets owned by occupants or TV antennas installed on dwellings roofs.

Sen. Nathaniel T. Helman of the State Senate, with Sen. Phiney W. Vanaman, chairman of the judiciary committee, introduced a bill to ban television coverage of any trial or proceeding conducted in a court “duly organized and existing under state laws as part of the state judicial system.” Political observers in Albany were reported as feeling that lack of video coverage for state crime investigations might spur endorsement of this proposal by Gov. Thomas E. Dewey.

All bills were offered prior to establishing legislative calendars and it was felt that most of them would never pass beyond committee inspection.

New Canadian Group

AFTER ONE YEAR of meetings, the Radio Station Representatives Assn. of Canada was formed at Toronto Jan. 14 with Norman Brown, Radio Time Sales, Toronto, as chairman. Other officers are: Vice-chairman, John Tregale, All-Canada Radio Facilities, Toronto; secretary, R. J. Judge, H. N. Stovin & Co., Toronto; treasurer, T. C. Maguire, Omer Renaud & Co., Toronto; and public relations director, A. A. McDermott, Radio & Television Sales, Toronto. Branches are to be started in other Canadian cities such as Montreal, Winnipeg and Vancouver.

Salvation Army Drive

A CORPS of broadcasting personalities and other creative artists have volunteered their professional services to help the Salvation Army in greater New York raise its $1,250,000 goal in its 1962 fund drive, Joseph H. McConnell, NBC president and general chairman of the drive, said Tuesday. Paintings, sketches, musical compositions, a specially commissioned ballet, photographic essays and written vignettes—all depicting phases of Salvation Army work—are to be contributed to dramatize the campaign. Donors of written vignettes include CBS Radio and TV Commentator Edward R. Murrow, ABC women’s commentator Mary Margaret McBride and NBC’s scenarist for radio and TV, Goodman Ace. Composer Meredith Willson has agreed to write a special Salvation Army song, Mr. McConnell said.

KULP Application

DENIAL of the application of KULP El Campo, Tex., on 1380 kc (a Class III frequency), to change from 500 w day to 500 w day and 100 w night as a Class IV station, is proposed in an initial decision released last week by FCC Hearing Examiner Hugh B. Hutchinson. He concluded the applicant did not justify assignment of a Class IV station on a Class III frequency.

Good Morning...you bet!

HOOPER IN CHATTANOOGA
March, April, May 1951
B C D E
7:30 to
8:00 a.m. 2.2 2.5 2.7 2.8 2.8
8:00 to 8:15 2.6 2.8 3.0 3.1 2.8
8:15 to 9:00 2.4 1.7 1.4 1.0 3.0
SHARE OF RADIO AUDIENCE
1200 am 9:00 9:30 10:00
1970 w 1970 w
1730 kc 5000 watts

Carter M. Parham, President Represented by BRANHAM

January 21, 1952 • Page 85
NEW BERN CASE
Examiner Proposes Grant

PROPOSED grant of an application for a new AM station in New Bern, N. C., and denial of a default of an application for an AM outlet at Greenville, N. C., was proposed in an initial decision released by FCC Hearing Examiner James D. Cunningham. Hearing was called because the applications were mutually exclusive, both requesting the same frequency.

The examiner found that the Greenville applicant, L. C. McSwain, tr/as Eastern Carolina Broadcast Co., was notified by the Commission that he must file intention to appear at the hearing, but he failed to file the necessary papers and, later, ignored FCC correspondence.


Cost of construction is estimated at about $5,000, which includes $1,000 worth of equipment already on hand. Fulltime operation cost is $4,000 monthly and estimated revenue about $6,000. The station expects that about 35% of its time will be commercial for the first few months, but expects to eventually increase commercial time to about 70%.

Mr. Wetherington owns two taxi companies and a trucking company in New Bern. Mr. Grantham is a lawyer in New Bern, and Mr. Hardison, although born in New Bern and a resident there many years, lives in Kinston, N. C., and has been chief engineer and held other positions at various stations the last eight years. He will be general manager of the station.

WSOK PERSONNEL
New Nashville Outlet on Air

ANNOUNCEMENT of personnel for the new WSOK Nashville, which began operation Dec. 15, was made last week. WSOK, owned and operated by the Nashville Broadcasting Co., operates on 1470 w 1000 p.m.

Company president and station general manager is H. Calvin Young Jr. Other officers include Norman Stewart, commercial and promotion manager; Larry Dean Faulkner, program director; Charles Gordon, sports director, and Arthur Viles, chief engineer. The station has Collins equipment and International News Service.

WMAL-FM Washington announces it will be the air from 6 a.m. to 12:30 a.m. Monday through Friday and from 7 a.m. to 12:30 a.m. Sundays. Station has been signing off at midnight.

January 14 Applications . . . . Accepted for Filing

KID Idaho Falls, Idaho—Licensed to change license covering change of facilities, change in transmitter location, and installation of new transmitter; 1190 kw, 1 kw AM, 1 kw FM, A-D, fulltime, cond.

WLN-FM Merrill, Wis.—Licensed to change license covering change of facilities, change in AM and FM location, cond.

KBND Bend, Ore.—Licensed to change license covering change of facilities, change in AM and FM location, cond.

KMMO Marshall, Mo.—Licensed to change license covering facilities change, 1 kw D.

WKNW-Wayneville, N. C.—Licensed to change license covering facilities change, installation of new AM and new trans.; 1380 kw 5 kw D, 1 kw AM, D-A.

KWO-FM Winona, Minn.—Licensed to change license covering changes in FM station; 97.5 mc, 5 kw D, 96 kw AM, 5 kw D.

WHO-FM Des Moines, Iowa—Licensed to change license covering installation and addition of new antenna, mounting of FM antenna on top of AM tower, AM and FM tower location (change in coordinates only); cond.

Granted CP

WTZX-TV Minneapolis, Minn.—Granted CP to decrease power, etc.

WBTF Thomson, Ga.—Granted CP to change trans. and main studio locations.

Grants authorizing new stations, changes in facilities, and transfers appearing at the end of this department, accompanied by a roundup of new station and transfer applications.

January 15 Decisions . . . . By the Secretary

Grants Licensed

KID Idaho Falls, Idaho—Licensed to change license covering change of facilities, change in transmitter location, and installation of new transmitter; 1190 kw, 1 kw AM, 1 kw FM, A-D, fulltime, cond.

WLN-FM Merrill, Wis.—Licensed to change license covering change of facilities, change in AM and FM location, cond.

KBND Bend, Ore.—Licensed to change license covering change of facilities, change in AM and FM location, cond.

KMMO Marshall, Mo.—Licensed to change license covering facilities change, 1 kw D.

WKNW Wayneville, N. C.—Licensed to change license covering facilities change, installation of new AM and new trans.; 1380 kw 5 kw D, 1 kw AM, D-A.

KWO-FM Winona, Minn.—Licensed to change license covering changes in FM station; 97.5 mc, 5 kw D, 96 kw AM, 5 kw D.

WHO-FM Des Moines, Iowa—Licensed to change license covering installation and addition of new antenna, mounting of FM antenna on top of AM tower, AM and FM tower location (change in coordinates only); cond.

Granted CP

WTZX-TV Minneapolis, Minn.—Granted CP to decrease power, etc.

WBTF Thomson, Ga.—Granted CP to change trans. and main studio locations.

FCC actions

JANUARY 11 THROUGH JANUARY 17

CP—construction permit

ant-antenna

January 15 Applications . . . . Accepted for Filing

WIST Charlotte, N. C.—License for CP, as mod., authorizing new AM station.

WKHM Jackson, Mich.—License for CP, as mod., authorizing new AM station.

WFAA Dallas, Texas.—License for CP, as mod., authorizing change from DA-N to DA-CH, AM tower change in trans. location, etc.

Modification of CP

WAGA-FM Atlanta, Ga.—Mod., CP, as mod., authorizing new FM station, for extension of completion date.

Renewal of License

Following stations request renewal of license:


Application Returned

KGMO Cape Girardeau, Mo.—Returned application of applicant for license from Cape County Exec. to KGMO Radio-Television Inc.

Grants authorizing new stations, changes in facilities, and transfers appearing at the end of this department, accompanied by a roundup of new station and transfer applications.

January 15 Applications . . . . Accepted for Filing

WMAL-FM Miami, Fla.—Granted CP for extension of completion date to 1-27-55.

WBGRA-FM Columbus, Ga.— Granted CP for extension of completion date to 2-10-55.

WBGA-FM Rome, Ga.—Granted CP for extension of completion date to 2-10-55.

KUSD Vermillion, S. D., to 1-5-52, cond.; WGCN Chicago, to 6-17-52; WKEE Peoria, Ill., to 1-6-52, cond.; WCI Christiansted, Virgin Islands, to 3-15-52.

January 15 Applications . . . . Accepted for Filing

FCC—104.1 mc (Ch. 281)

WLAG-FM La Grange, Ga.—CP to change ERP, antenna height above average terrain, trans. and studio locations, etc.

WWYA-FM Wheeling, W. Va.— Amended CP, which authorizes change in power, ERP, tower, location, etc.

Following granted CP. for extension of operating dates as shown:

KGMO Cape Girardeau, Mo.—Granted CP to change facilities.

Chemical City Rest., Charleston, W. Va.—Amended application for experimental TV station to change facilities, AM power, ERP, tower and to supply supplemental engineering data.

License for CP

KWKH Hutchinson, Kans.—License for CP, as mod., authorizing frequency change, power change, hours of operation change and new DA-CH.

Wisconsin: "The grant of CP authorizing frequency change, power increase, change from DA-ID to DA-ID, AM tower located in Madison, Wis., etc.

WGBP Fort Worth, Tex.—License for CP, as mod., authorizing change from DA-ID to DA-ID, change trans. location, etc.

 Modification of CP

KIOA Des Moines, Iowa—Mod. CP authorizing changes in DA-ID, for extension of completion date.

License Renewal

Following stations request renewal of license:


January 16 Decisions . . . . Commission on NBC

Granted Modifications

Following stations granted mod. CP as shown:

WJAR-FM Providence, R. I.—To

Service Directory

Custom-Built Equipment
U. S. RECORDING CORPORATION
1121 Vermont Ave., Wash., D. C. Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PITTSBURGH, PA.

Precedence FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037
Kansas City, Mo.

Your Firman Name in this "vacancy" with your firm's complete listing.

VACANCY

You_Firm's Name in this "vacancy" with your firm's complete listing.

TOWERS

AN FM 17 INSTALLATIONS

TOWER SALES & ERECTING CO.

6100 N. E. Columbia Blvd.

Portland 11, Oregon

BROADCASTING & Telecasting
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Office: National Press Building
1329 Wisconsin Ave., N. W.
Washington, D. C. 20441
Member AFCCE

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

WAVERLY F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Calif.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg., Washington, D. C.
National 7577

WELDON & CARR
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 4108

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
1011 New Hampshire Ave., N. W.
Washington, D. C.

ROBERT M. SILLMAN
Consulting Radio Engineer
3738 Kenwood St., N.W., Wash., D. C.
Phone 62468 Baltimore, Ala.
Page 6-2974

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kenwood St., N.W., Wash., D. C.
Phone 86071

COMMERCIAL RADIO EQUIPMENT

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. Box 7037
KANSAS CITY, MO.

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8125
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

LYNNE C. SMEBY
“Registered Professional Engineer”
1311 C St., N. W.
EX. 8073
Washington 5, D. C.
Member A.S.C.A.

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 1226
Member AFCCE

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GEORGE P. ADAIR
Consulting Radio Engineer
Quarter Century Professional Experience
Radio-Television
Electronic-Communications
1833 M ST., N. W., WASH. 6, D. C.
(6th to 12th—Riverside 3-4245)
(Nights—holidays, Lockwood 5-8189)
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32
AR 4-0721
1100 W. Abrom
ARLINGTON, TEXAS

WALTER F. KARSON
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Calif.
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
REpublic 3883
WASHINGTON, D. C.

John M.漂hisnon
“Registered Professional Engineer”
1311 C St., N. W.
EX. 8073
Washington 5, D. C.
Member A.S.C.A.

change alt. height from 575 to 550 ft.
WTO-P-FM Washington, D. C. — To change alt. height from 575 to 550 ft. condition: subject to submission of sufficient measurements made either during installation of alt., or after instal- lation completed to indicate radiation characteristics of alt. are not adversely affected by mounting within WTO-P-FM structure.

KPFA (FM) Berkeley, Calif.—To change EIRP from 15 kw to 52 kw, and alt. from 880 to 1326 ft.

WFAN (FM) Washington, D. C.—To change EIRP from 18.4 kw to 20 kw.

Granted Petition

WJOJ-(FM) Bessemer, Ala.—Granted petition for extension of time to Jan. 8, 1953, of outstanding waiver of Sec. 1.303 requiring station to originate major- ity of its programs or two-thirds of Ore.

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8125
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
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MICHIGAN 1226
Member AFCCE

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Member AFCCE

LYNNE C. SMEBY
“Registered Professional Engineer”
1311 C St., N. W.
EX. 8073
Washington 5, D. C.
Member A.S.C.A.
Help Wanted

Have CP for one thousand watt daytime station in Albuquerque, New Mexico. Immediate opening for manager and would consider working partner with 25% participating interest if right C.P. to consider sale of CP. Send replies to P. O. Box 088, Albuquerque, N. M.

Managerial
Wanted: Commercial manager, salesmen, chief engineer, to invest in Northern California one thousand daytimer. Give full details first letter. Proportion will be explained fully in reply. Box 11N, BROADCASTING.

General manager who can sell. Possibly do air work (news, no sports). $60-850 a week guaranteed, with a percentage of profits. Box 11M, BROADCASTING.

Wanted: General manager for 250 watt midwest independent town of 14,000. Answerer. Opportunity for right man to acquire up to 25% ownership. Box SIM, PRESS ASSOCIATION.

Salesman
Sales representative required by trans- lace to New York City and other areas on regional basis. Box 98J, BROADCASTING.

If you think sales, breathe sales, sell sales, then you are the man for us. Write full details. Box 98L, BROADCASTING.

Time salesman. Salary plus commis- sion. Southern, Texas. Box 98L, BROADCASTING.

Sales manager, upstate New York, large metropolitan area. Must be experienced in independent operation and able to prove sales ability, excellent opportunity for right man. Give full sales, picture in reply. Box 98N, BROADCASTING.

Time salesman—Top notch salesman for country area with station soon to be installed in 1 kw. KKCI, Broken Bow, Nebraska.

Wanted—Commercial representative, Rep required to handle station assignment with guarantee. Interested in pioneering in new field and sales setup should be able to write complete ad copy with a knowledge of merchandising. Write to Mr. M. Danboom, KTBB, Tyler, Texas.

KKTX, Tucson, wants salesman with record. Good draw against 20%. Top music station in fastest growing mountain area in west.

Wanted, sales manager capable of becoming general manager 1000 watt station in West. Salary and commission for standing man. Contact Adam Young Off Hollister St., New York (22 4th St.) for appointment.

Announcers
Immediate opening combination man, Georgia network newsman, Atlanta. Favorable salary. Excellent working conditions. Reply Box 98L, BROADCASTING.

Announcer-engineer for Columbia afiliate of Mutual. Must be able to work full week. Congenial, permanent position. Box 98L, BROADCASTING.

Sportscaster and special events annou- ncer for network affiliate, must fill all positions. Box 98L, BROADCASTING.

Help Wanted (Cont'd)

Experienced morning announcer with sales or newswriting experience and desire for full time position. Forward audition and per- sonal data to Box 98L, BROADCAST- ING.

Disc Jockey—an announcer sales man wanted for large market. Excellent promotional background with references. Must have effective air selling ability. Box 98L, BROADCASTING.

Announcer with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in industrial Texas city. Box 98L, BROADCASTING.

Announcer who can also write copy for Mutual radio station. Box 98L, BROADCASTING.

Combination man wanted Must be an experienced announcer with sales ability. Variety shows, commercials, transcription, conglomeration. Organized. Excellent work and an opportunity for a versatile man. Send tape and photo to Box 98L, BROADCASTING.

Station in Texas resort city needs staff announcer with sales and autho- ritative delivery. Box 98L, BROADCASTING.

We need a combo man for Rocky Mountain network station. Please reply immediately. Send full resume, picture, and references. Box 98L, BROADCASTING.

Announcer or copywriter, excellent proven sales ability. Experienced man seeking steady employment with full or part time station. Box 98L, BROADCASTING.

Persons interested in air station in largest city of West Virginia. Must be experienced and have knowledge of good all around announcing, voice over activities. Box 98L, BROADCASTING.

Wanted, combo man, top pay. New opportunity in one of fastest growing and most progressive areas.

Announcer with ticket. Strong on an- nouncing and sales. Opportunity to work for nationwide network. Box 98L, BROADCASTING.

Sports announcer: To do play-by-play baseball in class "A" league, full time, four games per week, must be able to reconstruct game with with an audience. Box 98L, BROADCASTING.

Announcer—announcer—staff man. Upper midwest. $650 to $700 a month in midwest and preferred. Send audition and complete information to Box 98L, BROADCASTING.

Eastern New York station wishes to fill opening for syndicated play-by-play announcer. Box 98L, BROADCASTING.

Expanded operation requires one ex- perienced announcer and one combo announcer-engineer. One month with good future. Send tape and personal data to Box 98L, BROADCASTING.

WFNM, Youngstown, Ohio, 5 kw NBC, seeking experienced, highly versatile announcer. Send complete information, references, and tape.

Help Wanted (Cont'd)

Wanted: Good announcer with first phone immediately. Good salary for experienced man. KBTB, Batesville, Arkansas.

First phone announcer, no experience, willing to learn. KCCH, Chillicothe, Missouri.

Wanted, Announcer-engineer, emphasis on sales. Need someone with permanent position to right person. Radio Station KLIC, Monroe, Louisiana.

Wanted: Announcer-salesman for pro- fessional ABC affiliate in Oil Capital of Rockies. Good opportunity. Send tape and photo to Box 98L, BROADCASTING.

WANTED: For fulltime sales position. Sixty to seventy-five per cent. Good all around announcer needed immediately for progressive station in west, opportunity for an all around announcer. Good opportunity for versatile man. Send tape and photo to Box 98L, BROADCASTING.

WFTR, Front Royal, Virginia has im- mediate opening for combination an- nouncer with news. Sixty per week. 68 miles west of Washington, D.C. Good all around news announcer, must be experienced as a news announcer. Sixty per week to start plus profit sharing. Excellent opportunity. Write to Box 98L, BROADCASTING.

FB affiliate, city of 175,000, immediate announcing opening. Forward disc photo. Write Technical Supervisor, WJEF, Grand Rapids, Michigan.

Dependable, good all-round announcer needed immediately for progressive station. Opportunity for man capable of handling all phases of broadcasting. Write detailed letter of application, resume, references and photo. To Box 98L, BROADCASTING.

Announcer-engineer first phone wanted. WRIC, Richmond, Virginia.

Network affiliate has immediate open- ing for announcer-engineer with first ticket. Experienced or trained all around announcer with ability to handle network. Excellent opportunity for right man. Air will be provided for interested parties. Write to Box 98L, BROADCASTING.

Annuencer-engineer first class ticket for fulltime Mutual affiliate in scenic lake country area. WSRH, Winter Haven, Florida.

Combiner man, low pressure station, midwest, thirty hours, good salary. Good all around announcer if willing to sell. Box 98L, BROADCASTING.

First class engineer, looking for de- pendable technician, no experience, permanent, living conditions reason- able in Texas station. Box 98L, BROAD- CASTING.

Young first class operator to assist chief engineer in control, transmitter, installation of broadcasting equipment and two way mobile radio units. Must be experienced. Excellent opportunity available. Write Technical Supervisor, New York, New York. Box 98L, BROADCASTING.

Engineer, 1st phone, experience not necessary, pay fowl for good area. No commission. Box 98L, BROADCASTING.

Have immediate opening for first class engineer in Midwest. Box 98L, BROAD- CASTING.

Studio engineer with first class license. Prefer man with experience in Rocky Mountain area. KFEL, Albany, Oregon.

KPTF, Lamesa, Texas, wants a combina- tion man. Good hours and good conditions. Prefer single. Box 98L, BROAD- CASTING.


Help Wanted

Engineer, first class license or with experience. Established net- work affiliation station. Average liv- ing condition. Top salary, best work- ing conditions. Box 98L, BROADCASTING.

Engineer needed. Send information to WPAH, Alliance, Ohio.

First class phone operator. No ex- perience required. WCFV, Clifton Forge, Virginia.

Engineer needed immediately. $550 for 1800 w day. No experience necessary. Excellent working conditions. WCBS, Morristown, Tennessee.

Wanted—First phone transmitter oper- ator. Directional, also Field Contact. D. B. Throedel, Gold River, Cal.


Need immediately, engineer announce- er with first class license. WMJN, Cordele, Georgia.

First class phone operator. No experi- ence required. WRHL, Lexington, Vir- ginia.

Engineer or announcer-engineer, im- mediate opening, Wtros, Liberty, N. Y.

Production-Programming, Others

Newsmen to gather, write and present local news. Must give complete educational and radio experience. Box 98L, BROADCASTING.

Traffic girl wanted. 5 kw station in large market. Give complete educational and radio background. Box 98L, BROADCASTING.

Texas station desires male copywriter with ideas. Some announcing. Submit letter. Box 98L, BROADCASTING.

Versatile, experienced program direc- tor for network station in California. Must have creative ability, good eye and voice. Not afraid of "radio hours. Liminarios. Full responsibility and a big one. Good deal for pro- ducer. Box 98L, BROADCASTING.

Wanted—Program director and mas- ter of ceremonies for 1000 W daytime station in North Carolina independent. State experi- ence desirable. Box 98L, BROADCASTING.

Wanted—Copy chief long on experience to head conference department. Ideas and ability will pay off right away, man to help program metropolitan market, ideal working conditions. TV application filed. Box 98L, BROADCASTING.

WANTED—Experienced sales copy man. Some air work. Ability to work with advertisers and relations. Small company network station in Los Angeles area. Box 98L, BROADCASTING.

Newsmen, experienced gathering, writ- ing, editing, copy man. Send currents of news with commercial. Program Director, KJCS, Pueblo, Colorado.

Television

Technical

TV engineer wanted immediately. Must be experienced, with license and experience desired but not necessary. Excellent working conditions. WGBR, BROADCASTING & TELECASTING.

Chief engineer for eastern TV network station. Must have experience in administrative ability essential. One of the most progressive stations in the industry. Starting salary $8,000 to $10,000. Station is assist in finding satisfactory housing and offers full details of work to interested people, including photo. Box 98L, BROADCASTING.
Situations Wanted

Managerial

General manager available, 18 years experience, sober family man, financially stable, top record and references. Box 841L, BROADCASTING.

I am sincere, believe in service, courtesy, customer satisfaction, hard work, good personality, with a thorough proven radio sales record. In my early thirties. Married. Prefer employed, looking for job with future. Box 942L, BROADCASTING.

Over twenty years of constructive radio background. I defy anyone to show a longer and better record than I can give. Seeks job as manager or sales manager. Single, 45 years of age, married, will go any place. Box 961L, BROADCASTING.

Salamon


Radio salesman desires job. Experienced. Married. Box 858L, BROADCASTING.

Announcers

Attention: Southern New England states and New York City: I want to see you! I am an engineer and staff announcer at a large network station. Desires work in children's programs, can sell on air. Reply with resume, personal contact. Philadelphia area. Box 926L, BROADCASTING.


Experienced announcer, disc jockey, news and sports. Available immediately. Box 967L, BROADCASTING.

Professional schooling, three years experience, sober, personal contact. Prefer southern area. Presently available. Box 888L, BROADCASTING.

Announcer; 25, 5 years. Veteran. All phases, offers. Permanent. Box 925L, BROADCASTING.


Announcer: Midwestern man, good voice. One producer-director veteran, 25. Box 965L, BROADCASTING.

Radiogenic gal. Experienced young lady charged with talent. Strong on women's programs. Seeking position where I can go. Some board work. Box 896L, BROADCASTING.

Announcer, 24 (Mademoiselle). Qualified on music, interview, women's and children's programs. Desires sports—station work. Prefer commercial station. Box 956L, BROADCASTING.

Staff announcer with first voice. Prefer permanent situation. Change. Prefer to stay west coast. All replies. Box 957L, BROADCASTING.

Technical

Chief engineer, 15 years experience, maintenance, construction, supervision. Minimum $750. Box 890L, BROADCASTING.

First phone, almost five years experience, 1st phone, excellent references. Box 925L, BROADCASTING.

Licensed technician, degree, experienced as chief, all other phases. Box 972L, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer, relocate, good on news, commercials, DJ, sober, sin- dered. AM, FM, 10-year, 17-year experience. Box 968L, BROADCASTING.

Experienced announcer, mature. Poison, 19-year experience, DJ, over 20 years in work. Box 973L, BROADCASTING.

Announcer. Sports, DJ, live audience and board experience. 25, single, vet- eran, excellent references. Box 974L, BROADCASTING.

Experienced announcer, strong news, music, entertainment. Production minded, can write. Thorough knowledge of disc jockey style like play-by-play. Box 975L, BROADCASTING.

Free lance writer! 9 years industry, 10-year, 17-year experience. A. personal contacts. Philadelphia area. Box 966L, BROADCASTING.

Announcer, five years all phases. Ac- cent, news, commercials, production, special events. Employed, references, full time, available immediately. Draft exempt. Statute, reliable, preferred position. Box 964L, BROADCASTING.

Sports announcer. Real promoter. Will accept any background position. Base- ball must be included in job. Excellent references. Box 922L, BROADCASTING.

Announcer, veteran, family Desires state or federal position. Experience, knowledge, sports, news, DJ. Box 5M, BROADCASTING.


Married, draft exempt, experience all phases, except sports. College back- ground, stable, veteran, full time. Midwest. Box 125M, BROADCASTING.

In-capable, mature, experienced, prefers, full time news, or sports. Box 25M, BROADCASTING.


Graduate, SRT colored. Good on news, commercial, DJ and acting. Travel. Call or write Allegheny Drexel Avenue, Butterfield 8-6406 or Museum 8-0404, Boston.

Licensed announcer. Experienced. Kent. 150 Madison Ave., Elizabeth, New Jersey. Box 1501, BROADCASTING.

Sportscaster, control board operator, heavy on news, Limited experience. Draft exempt. Box 801M, BROADCASTING.


Experienced newscaster, anchor, producer, writer-producer-singer, shows, DJ, commercial, consumer goods. Box 930L, BROADCASTING.

Experienced newscaster, anchor, writer-producer-singer, shows, DJ, commercial, consumer goods. Box 926L, BROADCASTING.

Chief engineer, 10 years experience, de- sires top radio position, 1st phone. Box 157M, BROADCASTING.

Chief engineer-anouncer, experienced all phases, full time, permanent position. Box 137M, BROADCASTING.

Box 1st, C.R.E. student, desires engineering experience. Bournemouth, Box 925L, BROADCASTING.

First phone AM-FM and TV experience over twelve years. Draft exempt, wants 20 years experience. Excellent references. E. J. Doherty, P. O. Box 114, Platts- burg, N.Y.


Production-Programming, Others

College grad, vet, 21, draft exempt. SRL, offers writing, producing, announcing, publicity etc. Box 958L, BROADCASTING.

Dynamic newscaster, 10 years experience, now newscast director metropolitan station. Family, financially stable, west. Sports, special events in major market. Wants details! Box 968L, BROADCASTING.

Cowboy-disk singer, 8 years. Radio ex- perience, 1st phone, 2nd girl. Box 964L, BROADCASTING.

Radio newswoman with five years reporting, broadcasting experience. Wants in southern Florida or Southwest. Journalism degree. Veteran. New York City 135, 1200, Box 985L, BROADCASTING.

Program director. Employed. Mid- west only. Excellent sports-news an- nonce. College graduate. Married. Box 951L, BROADCASTING.

Woman, experienced producing and conducting audience participation activities. Likes disc jockey, sports, would like play- ball, baseball, football, basketball. Currently free-lancing. Box 960L, BROADCASTING.

Writer-producer-singer desires affilia- tions with metropolitan area station. Presently employed. Finest references. Box No. 691, BROADCASTING.

You deserve top quality! I can provide it. Versatile gal. Some experience, good voice, wishes full time, 1st phone. Box 155, BROADCASTING.

Newswoman, five years experience. Heavy gathering, writing, taping, documentary, Divided two newscasts. Wants good opportunity eastern seaboard. Box 960L, BROADCASTING.

Experienced program director and/or station manager. All type shows, good program, responsible position in progressive station. Will answer all inquiries. Box 155M, BROADCASTING.

College graduate seeking connection with radio, TV, this city. Desires public- relations, sales, promotion, programming, hard work, energetic, no job too big, or too small. Excellent references, willing to relocate. N. Y. agency, willing to start at bottom. Box 15M, BROADCASTING.


Situations Wanted (Cont'd)

Experienced broadcast engineer, grad- uate, electronics, communications. Excellent references. Box 961L, BROADCASTING.

Box 896L, BROADCASTING.

Experienced, well equipped, scientific, research, engineering. Desires position in progressive station. Will answer all inquiries. Box 155M, BROADCASTING.

College graduate seeking connection with radio, TV, this city. Desires public- relations, sales, promotion, programming, hard work, energetic, no job too big, or too small. Excellent references, willing to relocate. N. Y. agency, willing to start at bottom. Box 15M, BROADCASTING.

Experienced newscaster, anchor, writer-producer-singer, shows, DJ, commercial, consumer goods. Box 926L, BROADCASTING.

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Experienced newscaster, anchor, writer-producer-singer, shows, DJ, commercial, consumer goods. Box 926L, BROADCASTING.

Experienced newscaster, anchor, writer-producer-singer, shows, DJ, commercial, consumer goods. Box 926L, BROADCASTING.
Situations Wanted (Cont'd)

TV chief engineer position desired. 2½ years experience in all phases of television and radio. Additional experience in lightiung and installation. B.B.A., Engineer, and first phone. Presently employed. Will consider post-freeze opportunities. Box 895L, BROADCASTING • TELECASTING.

TV supervisor or chief engineer desires position somewhere in the country, possibly within next months. Excellent qualifications and references. Specialize in equipment construction and maintenance. Prefer Florida or the West Coast. Presently considering proposal write to Box 905L, BROADCASTING • TELECASTING.

TY director, 10 years experience was job chief TV director-producer. 20 draft exempt with family. Presently employed. Box 294B, BROADCASTING • TELECASTING.

For Sale

For sale, established commercial concerning all stations on Chicago's Radio Row. RCA equipment, Magnecorder tapes. Box 925L, BROADCASTING.

Desirable doesn't want my last 50 shares of stock plus WPX-A and WM. Cost me $42.00 per share. Make me an offer. Sandy Gyuer, General Manager, WMOA, Marietta, Ohio.

Stations

250 watt fulltime. Western state. Earns $50,000 monthly. Completely equipped. Asking $37,500. Box 962L, BROADCASTING.

Successful station near Lake Erie, 1000 watts. City of between 100,000 and 200,000 population, one of nation's top 150 markets. Box 158M, BROADCASTING.

Profitable western station. All prices. Jack L. R. C. Stinson, 4925 Melrose Avenue, Los Angeles 28, Calif.

Equipment etc.

RCA 77B ribbon microphone, crystal microphone, Hammondul audio power 210-X super-pro, 1250 kC to 40 mc. power supply, like new Box 194M, BROADCASTING.

Wanted: One Gates 540 or RCA 7455 console good condition. Write for price and full details to MBC, P. O. Box 442, El Paso, Texas.

Complete 250 watt equipment. Tower to records. Includes 251 foot Trumpower, tower, RCA BTA-2501, transmitter, monitors and limiter, RCA complete 75-watt maintenance equipment, and complete office equipment. First reasonable offer accepted. George G. David, North Adams, Massachusetts.

Complete 5 kw AM transmitter installation, (three tower directional) consisting of: RCA 5-D transmitter, frequency, modulator and phasors; lots of spares; test equipment; spare transmission lines, phasing and matching equipment. Two 340 foot Towers with apparatus to connect. One foot Trumpower with approved lighting. Licensed and covered ground system. This equipment used until December 6, 1951 and is for sale. Box 965L, BROADCASTING.

Miscellaneous

Learn broadcasting, home study or residence. Register now for next term. Many good jobs. National Academy of Broadcasting, 3338 14th St. NW., Washington, D. C.

Employment Service

EXECUTIVE PLACEMENT SERVICE for: competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, national service. Send for information today.

HOWARD E. FLEET
TF & Radio Management Consultants
728 Bond Bldg., Washington 6-8, D. C.

KADA COMMUNITY STAMP PLAN
Funds Are Retained Within Area, Diverted to Radio

DIVERSION of trading stamp funds into local radio advertising instead of outside community will be the basis of a plan in operation by Community Stamp Co., Ada, Okla.

The idea originated with Bill Hoover, general manager of KADA, 1 year and-a-half ago when he set up the KADA Community Stamp Plan. He has obtained a copyright on the formula.

Because of the many nation dollar trading stamp business takes money out of the community, and out of advertising, too, Mr. Hoover evolved the idea of franchising a community stamp plan to stations. He contended most merchants involved in trading stamp plans are poor radio advertisers because they send so much money in stamps.

Under Community Stamp Co.'s plan, stations spend 90% of the profits for advertising on their own facilities, guaranteeing merchants that all profits will be spent in advertising.

Community sells the idea to the local station, according to Mr. Hoover, and furnishes all supplies. He said five other Oklahoma stations have subscribed to the plan.

Stamp books are issued, bearing the station call letters, and the station gets a percentage of each stamp that the merchant gets from his customers. Salesmen visit merchants and sell these books. Each merchant can give stamps for purchases up to $10 in redemption accounts at a bank, with a remaining $8 to be used for advertising and supplies. The station sells stamps for $10 per book of 6,000. Customers spend "books" with any participating merchant.

Ada stores participating in the plan feature KADA stamp seals in their printed advertising.

Broadcast Advertising Bureau has mentioned the plan in its radio sales service.

Mr. Hoover is forecasting a future for the plan. Mr. Hoover believes that a 5 kw Canadian General Electric transmitter. Station pipes all its programs to 71 low power transmitters stations throughout British Columbia.

Eastern Major Market
Network Station

$300,000.00

One of the very successful network properties located in an excellent eastern seaboard major market. This facility is above the average in plant, equipment and earnings. It is in a favorable position from a television standpoint. Approximately $55,000.00 in net quick assets included.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
WGN
James W. Blackburn
Washington, D.C.
WABC
Ray V. Hamilton
Sterling 4341-2
WASHINGTON, D.C.
KSDK
Lester M. Smith
St. Louis, Mo.
KSDK
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KSDK
Lester M. Smith
St. Louis, Mo.
KSDK
Lester M. Smith
St. Louis, Mo.
KSDK
Lester M. Smith
St. Louis, Mo.
WHO Aids WOW
ENGINEER Cy Hagman, WCHR, was preparing for a 1:30 p.m. broadcast. Just 30 minutes before air time, a serial platter was broken. Mr. Hagman located a wire; cut a long piece of plastic, and saw that it had played the serial earlier in the day. He phoned: Would they feed it in? I wrapped the tape. To his mounting dismay, he learned that both supervisors were on remote and could not reach. Time was needed to order a line to WOW, cue Des Moines by phone and proceed to record the serial on new copy. The recording was finished at 1:27:40 and the show went on as scheduled.

WIS. FM NETWORK
Extension Authorized
FCF last Thursday authorized the Wisconsin State Radio Council to build two new FM stations to extend the council's chain of its present 6 FM and 2 AM outlets, and at the same time noted the trend of the growing and increasing number of FM stations, which under state law cannot be built without the authorization of the FCC.

The newly authorized stations are to be located in Iowa County and Highland Township, and each will have ERP of 50 kw.

In making the grants, the FCC reiterated the rules which state that the purpose "to be accomplished by the reservation of a group of FM frequencies for the exclusive use of nonprofit educational organizations is to encourage the establishment of statewide plans for noncommercial educational FM stations in Wisconsin service."

The Commission said, "A limit upon the number of stations which might be held under common control is inconsistent with the public purpose." It was stated, however, that diversification of control might be the deciding factor in competitive applications filed by educational organizations.


WMC Anniversary
FLASHBACKS of outstanding special events in the mid-South over the last quarter-century, will be reviewed Wednesday on NBC by Niles Trammell, NBC board chairman, and Henry W. Slavick, general manager of WMC-AM-FM and WMC-TV (Memphis). Occasion of the program, titled Distinguished Memorials (10:30 p.m.), is the 25th anniversary of WMC's affiliation with the network, to be presented by Noel Gilbert and the WMC Concert Orchestra.

BROADCASTING  Telecasting

January 21, 1952
of the witness, with Mr. Stryker reminding that broadcasters' indulgences tend "to lessen the good old American feeling of fair play. It is not an American procedure and does not help in the primary function of the committee, which is to obtain facts and information upon which to legislate," he said.

Mr. Patterson endorsed this stand, pointing out that "we live in an age where the engine of government has become mighty, but also in an age where it has become of paramount importance to respect and preserve the rights of the individual, no matter how friendless he may be."

Judge Wallace, supporting the committee argument that broadcasting makes investigators and the counsel into at least subconscientious actors, trying to impress the listening public rather than do their designated jobs, said there are "a lot of people who desire to have publicity at the expense of decency and of dignity." Broadcasting is thus a more restricted hearing to the dramatic than the significant, he said.

Majority report from the committee listed major arguments on behalf of excluding TV coverage of Congressional hearings: "If broadcasting . . . proceeding does not in fact result in securing additional data upon which Congress may base further legislation, then there is no valid reason for broadcasting."

It was further argued that witnesses are subjected to at least mental hazards which "inevitably impair the accuracy of testimony" and which raise legal questions about depriving due process, infringing on personal right of privacy, and violating privileges against self-incrimination.

Answering the charge that presence of radio and TV tends to promote clowning or misbehavior among legislators, Mr. Werner, in response, had said it is no solution for incompetence to shield it from public view. On the basis of his association with RCA, he said charges about the noise and lighting of TV camerawork was "a complete misconception of fact."

The majority group reaffirmed he explained, that the most important purpose of Congressional hearings is "to maintain an informed public opinion," and that the most effective safeguard against totalitarianism is to afford large segments of the electorate free access to public Congressional hearings.

Mr. Ryan answered assertions that broadcasts, covering only part of proceedings, give the public a partial and thus slanted version. He maintained that after hearing more committees as FCC Commissioner and reading newspaper accounts the next day of what he had said, he would have considered television's presence at the hearings a "blessing." The majority report, he argued, "would strike down the only mechanism of the free press that has a fair representation of everything that takes place."

'Safeguard of Rights'

Identifying TV and radio and as "the greatest safeguard of the witness' rights and as the public's only safeguard," Mr. Haney reminded that "TV puts the committee as much on trial as it does the witnesses." One of the chief vices of the resolution, Mr. Halley intimated, is that it prohibited broadcasting under any and all circumstances.

One speaker from the floor read from "Case for Television Congress" written by Jacob K. Javits (R-Lib. N. Y.) in the New York Times and which stated that in elections following Australia permitting broadcasts of its parliament two days a week, many of "the more bombastic performers" were defeated.

No bills have been made for drawing an opposing resolution, since committee members feel that rejection of the proposed ban makes the association's stand self-evident. Moreover, it was pointed out, Congress does allow broadcasting, telecasting, motion pictures, and still shots of investigations and special hearings.

COSTELLO CASE
Rights Not Invaded

BEING required to testify before TV and newsmen cameras during the Senate Crime Investigating Committee hearings in New York last March did not infringe upon Frank Costello's Constitutional rights, U. S. District Court Judge Sylvester J. Ryan ruled during trial of the gambler on contempt charges growing out of the committee hearing.

In the trial, which ended last week with the jury unable to reach a verdict, Mr. Costello's attorney had denied Costello did not object to having his hands telescast on the first two days, and did not complain about lighting until the third day. Judge Ryan said: "I rule that the defendant was not excused by law from testifying because of the surroundings under which the hearing was held. I hold that the defendant's Constitutional and civil rights were not infringed upon because he did not object during the first two days and give the committee a chance to change the circumstances."

N. Y. Bar Rejects
(Continued from page 68)

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Commerce Activities List
Again Omits Radio-TV

"ESSENTIAL" Radio-TV broadcasting once again is conspicuous by its absence from the revised list of "essential activities" issued by the Dept. of Commerce last Wednesday.

The revised listing, announced by Sawyer, was prepared for use by the Defense Dept. in considering requests for delaying active duty call of reservists and the National Guard.

Omission of radio-TV from a similar compilation drew industry protests in April 1951. NARTB fought to have the industry included but was unsuccessful despite hearings before the joint Commerce-Labor Depts. Committee on Essential Activities and Critical Occupations (BVT, Aug. 20, April 23, '51).

The new list includes "production of communication equipment" and "communication services" among some 25 categories. But it once again omits newspaper and motion picture industries. Originally radio-TV broadcasting, newspapers and motion pictures were bracketed.

Punctuation

NON-SCHEDULED emphases was added to Prime Minister Winston Churchill's address to Congress, which was covered by all TV and radio networks last Thursday. With a clatter, a long telephoto lens off a 16mm TV camera accidentally dropped over the rail of the House Gallery narrowly missing several Senators. Camera was mangled by Bernie Dresner, N B C - T V, who was filming the speech for a television show. (CBE - Television was taking the speech "live" for the pool.)

The long lens, weighing some eight ounces, dropped while Mr. Dresner was changing focus. Mr. Churchill stopped for a moment and went on with his speech.

ADDITIONAL to its long-standing Mon.-Fri. newscasts, Town Talk Bread last week bought additional spot schedule on Channel 41 to the most for the most of its "Essential" programs.

Well-timed does not an American lack of consideration for public decency, conceding, "I feel that the hearing was strained and not an American.

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R & R Marks 40th

MORE than 400 employees of Ruthrauff & Ryan, New York, including executives from Chicago and other offices throughout the country, celebrated the agency's 40th anniversary last Friday night at a dinner-dance at the Hotel Roosevelt in New York.

Page 92 • January 21, 1952

Broadcasting • Teletcasting
SNOWBOUND TRAIN
Stations Cover Rescue

DRAMATIC RESCUE of train of 222 passengers and crewmen who were snowbound more than 72 hours last week when reportedly the worst storm in 50 years struck the High Sierras received first-rate coverage of radio and TV stations. The following reports were received last week:

Despite impediments, KPIX (TV) San Francisco staffers flew to the Sierras to bring viewers on-the-spot coverage. Films taken Wednesday afternoon were shown that night.

KFBK - AM - FM Sacramento staffers boarded the rescue train at an intermediate point and taped interviews with those who had been aboard the ill-fated train. Nearly 3,000 miles away, WPTR Albany conducted two-way beep interviews over long-distance telephones with observers near the scene.

World Offers Series
WORLD Broadcasting System, New York, producer of transcribed library programs and features, announced Wednesday the production of a new series, The Happiness Parade, designed for 5-minute, 15-minute or 30-minute presentation by member stations in their own localities. World is providing signature theme music, script material, special music, a sales presentation brochure and list of merchandising suggestions for the program, format of which pertains to celebrating birthdays and wedding anniversaries of individuals or founding days and special events for fraternal or business groups.

The Happiness Parade, intended for sale to advertisers at the local level on a daily basis, is first of special sales features World plans for 1952.

Lansing Returns
CAPT. LARRY LANSING (USA), roving military radio correspondent, has returned from a tour of Far East duty and has been reassigned within the News & Special Events Section of the Defense Dept.'s Radio-TV Branch. He will handle requests from radio newsmen and network reporters, and announcing chores on the department's network radio programs. Capt. Lansing's Korean reports have been aired on ABC's Time for Defense the past seven months.

CRTC Strike Ends
STRK-KE by Local 327 of Electric Workers Union (unaffiliated) which closed the Columbia Records Bridgeport, Conn., plant from Dec. 15 to Jan. 13 was settled with new contract allowing for five cent wage increase, according to a Columbia spokesman. The union's initial demands were for a pension clause and 10-cent hourly increase with adjustments up to 25 cents, but it was understood workers had settled for maximum wage increase allowed by Wage Stabilization Board.

TAXES

SENIMENT of this Congress is economy and more economy. This was seen in the flow of Congressional commentary following the receipt on Capitol Hill of President Truman's economic report last Wednesday.

President rather than increase taxes, the report in his report, the Congress would cut appropriations. Chairman Walter F. George (D.-Ga.), Senate Finance Committee, said he was not in favor of any general tax increase and would only go along with the President in plugging "loopholes" in current tax laws.

Sen. Joseph C. O'Mahoney (D.-Wyo.), chairman, Joint Committee on the Economic Report, has announced hearings of his committee on the President's report for Jan. 23. The committee also will hold round-table discussions with economic experts.

The President called on Congress to raise more than $5 billion in new taxes because the "tragic necessity" of rearmament requires the increase. However, Congress already has expressed its reluctance to raise taxes. President Truman said his request could be achieved "by eliminating loopholes and special privileges, and with some tax rate increases."

Mr. Truman's budget is slated to be submitted to Congress today (Monday). What Congress does to the appropriations requested for the running of the government in fiscal 1953 most likely also will determine the yardstick on increased taxes. Alternative is deficit spending.

When Congress failed to enact Mr. Truman's full $10 billion plus tax increase proposal last year, among other things it wrote into the excess profits tax law a relief provision for telecasters, and turned down, near the deadline, the Administration's request for boosts in excise taxes on radio and television sets at the manufacturing level.

Seek WNJR Sniper
IDENTITY of sniper who fired a bullet into the window of the WNJR Newark, N.J., transmitter building was being sought by local police late last week. Incident occurred when engineer Charles J. Gspann was on duty in main control room Monday night. A .22 caliber bullet was fired into the heavy plate glass window a few feet from where the engineer was sitting, but penetrated only one of the double layers. Mr. Gspann told police he ran outside only to see an automobile speed away.

An Important Event
You Don't Want to Miss...

18th BMI PROGRAM CLINIC
IN NEW YORK, JAN. 28 AND 29

at the WALDORF-ASTORIA HOTEL

THERE are dozens of good reasons why you'll want to attend this New York Program Clinic—all of them important! Panel discussions and practical down-to-earth talks by experts on just about every phase of the broadcasters problems.

THE SPEAKERS

FREDERICK R. GAMBLE, Pres., AAAA
J. LEONARD REINSCH, Man. Dir., WSB, Atlanta
LEON PEARSON, NBC Commentator
SYNDY M. KAYE, Vice-chairman of the Board, BMI
DAVE BAYLOR, v.p. & Gen. Mgr., WMJO, Cleveland
EDYTHE MERSERAND, Asst. Dir. of News & Special Features, WOR; Pres. American Women in Radio & TV; Winner, McCall's Magazine Award

WALBERG BROWN, v.p. & Gen. Mgr., WDKO, Cleveland
HAROLD FAIR, Prog. Dir., WHAS, Louisville
TED COTT, Gen. Mgr., WNBC, WNBC-FM and WNBT, New York
MICHAEL HANNA, Gen. Mgr., WHCU, Ithaca, N.Y.
TOM TINSLEE, Pres., WITH, Baltimore and WLEE, Richmond
CARL HAUERLIN, Pres., BMI

• YOU WILL BE OUR LUNCHEON GUEST BOTH DAYS
• NO FEE FOR ATTENDANCE, BUT RUSH YOUR APPLICATION
• BRING A STAFF MEMBER WITH YOU

BROADCAST MUSIC, Inc.
580 FIFTH AVENUE * NEW YORK 19, N.Y.

BROADCASTING  *  Telecasting  January 21, 1952  *  Page 93
SOUTH CAROLINA GROUP HOLDS WINTER MEETING


Other SCBA officers are: C. Wallace Martin, WYBC Columbia, vice president; T. Doug Youngblood, WFIG Sumter, secretary-treasurer; Raymond Caddell, WHSC Hartsville, program chairman.

Mr. Rounsville, WQXI Atlanta, said rising competition emphasizes importance of a station's programming. "Our listeners have become a commodity that must be fought for, courted, entertained, pleased, sought after and protected once we get them," he contended.

The answer lies in block programming, especially for independents, he said. "It is inevitable that we all have some poor programming from the listener's viewpoint," he continued. "In this case block the good together and the bad together. Never alternate one good and one bad. I would strongly recommend that you carefully go over your present program schedule and satisfy yourself that the type of programming that you yourself would like to hear."

IBEW-NABET WRANGLE

HEATED battle between IBEW and NABET (CIO), both seeking jurisdiction over broadcast personnel at CBS, continued last week with NABET Information Bulletin No. 14 released by George Maher, national executive secretary of NABET, including letter from D. W. Tracy, international president of IBEW (AFL).

Issued to IBEW workers at CBS, bulletin contained Mr. Tracy's threat of legal action if Mr. Maher did not retract "libelous statements" in NABET Bulletin No. 10, also directed to CBS-IBEW membership. In it, Mr. Maher had questioned financial condition of the AFL union.

NBC, CBS OBJECTIONS

OBJECTIONS to comment of KIST Santa Barbara, Calif., in TV allocations hearing recommending use of Channel 3 in that city (BTN, Jan. 14, 1952) was filed with FCC by CBS and NBC last week. Both networks objected on grounds use of Channel 3 in Santa Barbara would cause adjacent channel interference to their Los Angeles signals on Channels 2 and 4 (KNXT-CBS and KNBH-NBC respectively). KPHE Fresno said KIST proposal was okay with them provided FCC didn't find conflict with its proposal to put Channel 5 in Fresno.

NBC-WMC ANNIVERSARY

NBC Radio network to celebrate 25th anniversary of affiliation of WMC Memphis with Duie Judice at 10:30 p.m. EST Wednesday. NBC Board Chairman Niles Trammell and H. W. Slavick, general manager of WMC-AM-FM and WNTC-TV to speak on half-hour program of flashback.

IT'S A SERIES!

WORLD Broadcasting System Inc., New York, Friday announced new transcribed series, Bundle of Joy, for sale to local sponsors. Format pertains to announcing births, with World supplying recorded theme music plus scripts for local encores.

Business Briefly (Continued from page 5)

Radio (Sun. 8:9 p.m. EST). Agency, Hilton & Riggio, N. Y.


K-F CONSIDERS ● Kaiser-Frazer cars understood to be preparing to renew present radio spot schedule. Agency, William Weintraub Co., N. Y.


NEW TV SERIES ● Ex-Cello Corp., Detroit (Parsley's Div) starting new five-minute period of Today on NBC-TV 7-9 a.m. weekly series, using 8:20-8:25 spot. Agency, Fred H. Randall, Detroit.

SPOTS IN CANADA ● United Fruit Co., New York, planning spot radio campaign in number of Canadian markets starting Feb. 4 for five weeks. Agency, BBDO, N. Y.

SOMNY INCREASES ● Somny Pharmacal Corp. of America (Nu-Fax, non-habit forming sedative), increases current radio-TV budget by adding following shows: Martin Block, Anything Goes, Milkman's Matinee, all on WNEW New York.

FATHER PHILOSOPHER ● Order of Franciscan Fathers, which operates Quincy College, Quincy, Ill., has purchased weekly half-hour drama, The Armchair Philosopher, to begin Feb. 5 on WGN-TV Chicago for 13 weeks.

FREE OFFER ● One-minute, one-time offer of free copy of Kiplinger magazine, Changing Times, made on initial telecast of NBC-TV's Today had drawn 16,000 requests by Friday, NBC reported.

ARGUE SPORTS PROBLEM

COVERAGE of high school basketball games discussed Friday at closed session of Indiana Broadcasters Assn., meeting at Columbia Club, Indianapolis. Dan Park, WIRE Indianapolis, in chair as IBA president. Next meeting will be held March 21 at Indianapolis, day before state basketball tournament.

Plans for radio promotion drive also taken up at Friday session. Officers for 1952 to be elected at March meeting. IBA adopted resolution of tribute to Joe Jordan, WSAL Logansport, who died Jan. 2. Joint BMI-Broadcast Advertising Bureau clinic to be held by IBA in May.

PEOPLE...

WILLIAM SPIER, noted radio, TV and motion picture producer and director, joins CBS-TV as producer, effective today (Monday), Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, announced Friday.

JOSEPH GARVEY, general manager of WJOL Joliet, Ill., at St. Joseph's hospital for serious spinal operation. Expected to be hospitalized month.

EMANUEL SACKS, staff vice president of RCA, elected chairman of entertainment division for the Salvation Army's 1952 fundraising drive.

WILLIAM JACOBY, art director, Emil Mogul Co., N. Y., named a vice president of the firm.


RICHARD FEHR, public relations director of Doherty, Clifford & Shenfield, N. Y., elected a vice president of the agency. He will remain in charge of public relations.

JOSEPH BRENNER, in charge of FCC's regional law office in Los Angeles which is being abolished on recommendation of McKinsey Report to FCC (see page 80), may not return to Washington. Former Justice Dept. attorney may set up private practice in Los Angeles.

ALBERT S. GOUSTIN, account executive in New York office of Blair-TV Inc., has resigned. He plans Nassau vacation.

AL YOUNG, for 15 years account executive with Edward Petry & Co., station representation firm, has resigned, effective immediately.

BILL COSTELLO, associated with CBS Radio since 1941, succeeds Charles Collingwood as CBS Radio White House correspondent Wednesday for next six months (see story page 40).

ARMIN P. BUETOW, general manager of Magnecord Inc., Chicago, named executive vice president.


RICHARD F. CONNOR

RICHARD F. CONNOR, 49, general manager, KOWB Laramie, Wyo., and part owner of KNA Lake, died Thursday night at his Laramie home. In radio since 1929, Mr. Connor at various times was radio coordinator of Southern California Broadcasting Co., chief of station relations for OWI during World War II and station relations manager of MBS. He is survived by his wife, Mrs. Lucille Connor; daughter, Mrs. Ted Whitney, of Salt Lake; two sons, Richard Jr., at Fort Holabird, Md., and Ned, of Laramie, and brother, Ned Conn, manager of KKKD Los Angeles.

HOLLYWOOD STRIKE VOTE

WAGE increase negotiations between Publicists Guild and CBS Hollywood ended last week as publicists took unanimous strike vote. California State Conciliation Service to appoint conciliator. Thirteen publicists involved.

BROADCASTING Telecasting
Wholeheartedly reliable …

In the course of more than thirty years of broadcasting, Arthur B. Church, president and founder of the KMBC-KFRM Team, has taught the folks in the Heart of America a great lesson. That lesson is the fact that wherever they go there will be radio—and—if it’s KMBC-KFRM, it will be good radio.

This earnest policy of reliability spreads both ways. Listeners in the rich Kansas City Primary Trade Area look to The KMBC-KFRM Team as they have for years, for the latest and greatest in broadcasting. They name The Team their favorite source for news, sports, special events, educational programs and fine wholesome entertainment day in, day out, year after year.

At the same time, advertisers find that radio schedules placed on The Team get results. They know that they can depend on KMBC-KFRM for reliable service, and be sure that their sales messages are reaching the major share of the radio audience.

Yes indeed, The KMBC-KFRM Team is wholeheartedly reliable. That’s why KMBC-KFRM has and holds the audience and why to sell the whole Heart of America, wholeheartedly, it’s . . .
Into your home, through the miracle of television, comes a new world of entertainment, news, education, and sports.

They can still go out while staying home

Now "homebodies" who seldom leave their neighborhoods can view programs from distant cities—with all the comforts of home. Drama, comedy and variety shows are brought into the living room. Sports, news events as they happen can be viewed by all. Now television is open coast to coast . . . Those in the East may look in on the West, and the West may look in on the East.

Television is enjoyed in more than 15 million homes, as a result of research at the David Sarnoff Research Center of RCA at Princeton, N. J. Today's image orthicon TV camera was perfected there. Dr. V. K. Zworykin of RCA developed the kinescope—which is the screen of television receivers. And RCA scientists have also perfected electron tubes, transmitters, circuits, sound systems, phosphors, and antennas to make television part of everyday life.

The development of all-electronic television is only one example of RCA research. This leadership assures you high-quality performance from any product or service of RCA and RCA Victor.

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., New York. Admission is free. Radio Corporation of America, Radio City, New York 20, New York.

RADIO CORPORATION of AMERICA
World Leader in Radio—First in Television