this is the story of a bank

... but a story that applies to every maker
of iron, wood, steel, candy, dolls, clothes, molasses, leather belts, baby carriages, pipes and anything else that is a business in business for money

That's blunt, but that's the way the problem was put to WOR.

Said the bank, "Increase our deposits."
Said WOR, "We can't guarantee it."

Said the bank, "From what we've heard, you're good at these kinds of jobs. We're willing to try."

(We like a bank like that!

IN 6-MONTHS WOR BROUGHT THAT BANK A 25% INCREASE IN DEPOSITS.

A 25% INCREASE IN THE BANK'S GENERAL BUSINESS.

Said the president...
"Beyond any doubt the soundest medium of advertising for this bank is WOR."

If you want goodwill — if you want results — if you want every advertising dollar to equal more than any advertising dollar you've ever spent, call or write

WOR
— that power-full station
at 1440 Broadway, in New York
Farm Leadership is no mere accident

WLS farm programs are planned and presented by men and women who have spent a lifetime studying the problems of agriculture—know just what times are best for reaching the market—know just what types of programs are needed and wanted. A few of these specialists are pictured on this page—all exclusively WLS broadcasters.

Thru years of service to the vast agricultural industry by these and other station-specialists, WLS has emerged as the undisputed leader in the Midwest. No mere accident—but the result of planned programming and service by the largest informed agricultural staff in radio.

...Service that Sells

This agricultural leadership has solid commercial value. The over 3½ billion dollar cash farm income (11½% of the nation's total) in the WLS effective coverage area(*) can be most profitably tapped by the 50,000 watt voice of WLS. That is why leading national and regional advertisers have consistently used WLS to sell the 1,738,370 (*) radio families whose economy is so greatly dependent upon agriculture.

When thinking of the Midwest, think of WLS for effective coverage of this important agricultural market. Your John Blair man has details—or write WLS direct for additional proof.
"In less than a year
volume more than... ...Doubled!"

So writes J. F. Cunningham, sales manager of the S. T. Jerrell Company, maker of dried milk products. Jerrell's Nonfat Dry Milk Solids "had made no real progress in consumer preference in 1950. The change we made in the Birmingham area was to put most of our budget into radio, with the major portion going to WSGN and WSGN-FM.

"We expected results, and got them," continues Mr. Cunningham. "Volume more than doubled in less than a year. In 1951 Jerrell's was listed as the preferred brand by 57.3% of the housewives surveyed, as compared with 45.1% in 1950. In addition, our sales picked up substantially throughout the State. We give much of the credit for this to WSGN-FM, which is powerful in rural areas."

Action like this may be the reason that local and regional advertisers purchased more advertising on WSGN in 1951 than ever before in our 25-year history. For sales progress in the progressive Birmingham trading area, use WSGN. Our national reps, Headley-Reed, will provide complete data.

WSGN-FM
That POWER-ful Station
and WSGN

(Whbs and Whbs-FM, Huntsville, Ala., available in optional combination at substantial savings.)
WSGN is affiliated with ABC and is the key station for the Alabama Broadcasting System.
This is the question which three members of the Delaware Press ask prominent Delawareans when they appear before WDEL-TV's cameras, Thursdays at 10:30 P.M. This program — interesting, stimulating, provocative — is Delaware's own press conference now in its second year. Recent guests, some of whom are pictured, include Delaware's Senators and Congressman, City and State Officials, community leaders. "May We Quote You?" is one of many programs presented by WDEL-TV as a service to its viewers.

WDEL-TV

WILMINGTON

DELAWARE
PATT MAKES STATEMENT ON NBC INTEREST IN KMPC

REPORT that NBC had made exploratory move looking toward acquisition of KMPC Los Angeles, owned by Goodwill Stations, was confirmed Friday by John F. Patt, Goodwill president. Mr. Patt said NBC, which owns no television stations in Los Angeles, had not made a firm offer, however. Said Mr. Patt: "It's true that we have had interest expressed by NBC in the possibility of acquiring KMPC in Los Angeles. That is as far as it has gone. They have made no offer. We have set no price because KMPC is not on the block. We have had at least a dozen inquiries on and several offers for each of our stations. The companies and the estate will always give consideration to any bona fide and substantial offer for any of our properties. However, in the absence of an unusually attractive bid, we are giving consideration to a plan of consolidation and expansion of the Goodwill interests including the likelihood of television. In this connection, various minority interests in our three stations may soon acquire somewhat larger holdings."

'BEST' AND 'WORST'

TV FANS in Illinois, Michigan, Indiana and Wisconsin cast 286,647 votes in popularity poll conducted by Television Forecast, Chicago fan magazine, choosing Jiffy, Frul and Olite, Red Skelton and I Love Lucy as favorite network shows, and Milton Berle, Howdy Doody and Bob and Ray as 'worst show of all.' Local favorites were Creative Cookery, Bob and Ray and Press Conference, while local productions in the 'worst' category were Mr. and Mrs. Kip, Tom Duggan and Ernie Simon.

LARGEST NETWORK FILM BUY

ABC-TV has purchased 26 feature-length mystery films from Republic Pictures Corp. for showing on network's five owned TV stations, Slocum Chapin, ABC's West-Central division; Harold Essex, WSJS Winston-Salem, N. C., District 4 (incumbent); Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., District 8; Albert D. Johnson, KOTV Phoenix, District 16. Without a contest, WHAM Rochester, N. Y., District 2 leader, was renominated but declined to run.

Nominees have until tonight (Monday) to withdraw or select choice if nominated for more than one vacancy. Election ballots are scheduled to be mailed Feb. 1. Other district director nominees:

District 1—Henry B. Clay, KWKH Shreveport, La., and P. C. Sowell, WLAC Nashville. District 10—Frank Fogarty, WOW Omaha; E. K. Hartman, KITV Boise, Idaho (also station); Tom J. Kimmell, KTVI St. Louis. District 11—John Ewau, KTUL Tulsa, Okla. (also medium stations); Jack Todd, KAKE Wichita (incumbent). District 14—William C. Grove, KPBC Cheyenne, Wyo. (incumbent; also small stations); Rex Howell, KPXJ Grand Junction, Col. (also medium stations); Walter E. Wagstaff, KIDN Boise, Idaho (also medium stations). Nominees for at-large directorships (one to four):

(Continued on page 109)

BROADCASTING * Telecasting

CLOSED CIRCUIT

CBS Radio's answer to NBC's new merchandising plan is due out this week, involving the G. Atlantic & Pacific Tea Co. on nationwide basis.

ANNOUNCEMENT soon will be made by George B. Smith, president of WBNF Co., of elevation of Lee B. Wailes, for past four years operating vice president, to newly-created post of executive vice president. In new capacity, Mr. Wailes becomes head of all divisions of company, operating seven AM, six FM and four TV stations.

WHILE OVERTURES have been made for acquisition of Richards' stations (WJRE Detroit, WGAR Cleveland, KMPC Los Angeles) collectively and separately, there's no present intention of disposing of any properties. John F. Patt, president, reports that moves are being made to consolidate three properties and expand, rather than contract operations. NBC among those reportedly interested in KMPC (it's not so secret that it has negotiated for both KPI, present affiliate, as well as KMPC) to place it on equal footing with other networks which own their L. A. outlets. Latest court move has not reach money-talking stage and station is not regarded by ownership as "on the block" (see Patt statement, this page).

UNDERCURRENTS of dissatisfaction in television representatives commissions occasioning more and more inter- and intra-station discussion. Although "normal" still 15%, some stations have negotiated individual contracts with top representatives for as little as 7.5% commission on TV sales. Television spot reportedly costs about four times as much as radio spot, and sale takes only twice as much work.

IT CANT be confirmed without exhaustive study, but we're told that an examination of FCC Form 233A's (report on new stockholders holding less than control) over last year show heavy influx of theatre owners buying into radio stations with good TV potentials. One such, it's learned, has already bought into eight radio stations in various sections.

SALES EXECUTIVE of key CBS affiliate in upper midwest wonders "how far is up" after tabbing some large radio gains. This 5 kw station's billings have gone up each of 38 months he has worked there. "Even we don't know how big we are," he says.

BEFORE January ends, FCC will be faced with another big job: Consideration of renews of literally scores of station licenses. In addition to some 70 AM's, FCC has all 78 TV licenses and therein it faces policy question. Year ago, it renewed all TV licenses pointing to newness of medium, but also said it would call conference on program standards for TV. That pending, but promulgation of new NARTB-TV code, plus pressure of TV allocation.

(Continued on page 8)

BUSINESS BRIEFLY


MUSTEROLE EXPANDS • Musterole Co., Cleveland, adding 30 smaller stations to current spot schedule across country starting at once and running through February. Agency, Erwin, Wasey & Co., N.Y.

GOODRICH VIDEO • Goodrich Rubber Co. considering video spot schedule in TV areas not covered by Celebrity Time, CBS-TV, Sun., 10-10:30 p.m. Agency, BBDO, N.Y.

TELEVISION TEST • Johnson & Johnson, New Brunswick, N.J., now using test TV spots in Indianapolis and Cincinnati, may expand schedule if successful. Agency, Young & Rubicam, N.Y.

JERGENS DISCS • Andrew Jergens Co., Cincinnati (lotion), to sponsor half-hour transcribed show, Jergens Hollywood Playhouse, on nine stations in West-Central area starting early in February for 13 weeks. Agency, Robert Orr & Assoc., N.Y.

POLITICAL SPONSOR • Stassen for President Committee to sponsor 15-minute talk by their candidate Feb. 2, over DuMont Television Network, during intermission of Saturday night wrestling coverage.

RANGER JOE MOVES • Ranger Joe Inc., Chester, Pa. (popped wheat and popped rice snack foods). (Continued on page 100)

FIRST 'TODAY' RATINGS

FIRST ratings of NBC-TV's new big daytime show, Today, were released Friday by network, which said American Research Bureau lists an accumulative audience figure for first week, on basis of 30 cities, as 18. Means that about 3,550,000 people saw one or more. Average quarter-hour figure was 5.3 or well over million viewers. NBC-TV statistics figure this rate Today at about 8th spot for daytime shows.

Four NARTB Nominees Face No Opposition

FOUR even-numbered districts will have unopposed candidates for election to NARTB Radio Board, according to nominees list sent all member stations. Unopposed are E. R. Copeland, KMCO Des Moines, Iowa; Chester C. Wells, WSHU Bridgeport, Conn.; John R. Byer, WKJL Asheville, N. C.; Willard Moore, WDEF Chattanooga, Tenn.

For more AT DEADLINE turn page

January 28, 1952 • Page 5

(Continued on page 109)
HORAN BILL FAVORED BY COMMISSION

FCC fully favors Horan Bill (HR 5470), whose author, Rep. Walt Horan (R-Wash.), plans to push further [D-B, 1944]. Commission's position on bill was made known to Congressman and subsequently NARTB, which also was working on revamp legislation late in week.

While in FCC's comments was suggestion that corrective legislation on political broadcasts state "any qualified candidate or his representative would have a right to equal time over a broadcast station in order to answer broadcasts by anyone [emphasis is FCC's] who attacks him or supports one of his opponents for the same public office." This apparently would bring broadcaster in position of being held liable for libel in such instances.

FCC said it was long in favor of amending Sec. 315 of Communications Act (dealing with political broadcasts) and liked Horan Bill. Also re-opened in letter was "fairness" doctrine of FCC. Commission said it would assure "equality of opportunity with respect to all sponsors or on a legally qualified candidate."

AZCARRAGA BUYS EQUIPMENT FOR TV STATIONS

FURTHER EXPANSION of television in Latin America was indicated Friday when International Standard Electric Corp. announced an order for two complete video stations from Emilio Azcarraga, prominent Mexican radio and television broadcaster, for Monterrey and Guadalajara, Mexico. Amount of orders was not disclosed.

New stations, first to be installed in those cities, are scheduled to go on air before the end of year. Monterrey station, on Channel 6, will operate with 5-kw transmitter while Guadalajara outlet, Channel 10, will use 1-kw transmitter. Most equipment will be supplied by Federal Telecommunications Labs, Nutley, N. J. International Standard Electric and Federal Telecommunication Labs are associated with International Telephone & Telegraph Co.

BOSE HEADS RADIO CLUB

RADIO CLUB OF AMERICA elected John H. Bose, engineer associated with Edwin H. Armstrong, as 1952 president, it was announced Friday. Other officers include Ralph B. Bathner, Radio-Television Manufacturers Assn., vice president; Frank H. Shepard Jr., Shepard Labs, corresponding secretary; Frank A. Gunther, Radio Engineering Labs, recording secretary; Joseph Stantley, Continental Sales Co., treasurer. Announcement resulted from Thursday meeting, where Albert E. Hylas of Allen B. DuMont Labs read paper on ultra-high frequency circuits for video receivers.

WJZ-TV TO HAVE OWN STAFF

ABC-NEW YORK network to strengthen key station. WJZ-TV, New York, General Manager Trevor Adams said Friday, by granting operational setup completely separate from network as of Feb. 1. WJZ-TV to have own staff of directors and assistant directors, assigned exclusively to local programs and headed by Bernard I. Paulson, WJZ-TV program operations manager. Station also to have own facilities, probably TV studios 5, 6, 7, and 8 in ABC Television Center, and new studio 12 located block away, by Feb. 15.

In this Issue—

CBS Radio has begun serious campaign to revise affiliation contracts immediately. Purpose of the revisions: to get things in order so network may change rates at will. Page 25.

How would broadcasters fare if Ike got into the White House? General Eisenhower's war-time aide, Harry C. Butcher, says Ike could be counted on to fight for maximum freedom of the air. An exclusive of B'T. Page 25.

Here's the way a farm feed company made half a million dollars out of radio advertising which cost only 2% of that amount. Page 21.

It's an awful give-and-take among television networks trying to clear station line-ups for the political conventions, with not enough stations to go around. Page 25.


Total gross time sales of four major radio networks in 1951 were $174,718,594, 4.8% below sales for 1950. Page 27.

The TV networks' gross billings in 1951 were $127,989,713, 18.8% bigger than in 1950. Page 7.

The Authors League of America condemns radio and television "blacklisting" and wants an FCC inquiry. Page 25.

Merger is under serious consideration by the five branches of Associated Actors & Artists of America to make up a single talent union. Page 29.

President's 1953 fiscal year budget includes an $8,075,000 appropriation for FCC. That's $1,598,850 more than the Congress got in fiscal 1952, but the extra money is needed to finance the TV work-load. Page 28.

The rules and standards that the FCC will adopt in ending the TV freeze will run to 99 typewritten pages. The way things are going, it looks as though the thaw will come soon after Feb. 18. Page 27.

Sen. Ed Johnson thinks the government's ban against color television manufacturing is an outrage. Though Defense Chief Wilson, who invoked the ban, doesn't agree, he'll meet with industry representatives Feb. 8 to review the situation. Page 8.

Broadcasting will get around $100,000 in U. S. Army and Air Force recruiting advertising. Page 27.

Upcoming

Jan. 30: Senate Interstate & Foreign Commerce Committee hearing begins on S 2444 to prohibit distilled spirits (hard liquor) advertising on broadcast stations, 10 a.m. Caucus Room, Senate Office Building, Washington.

(Closed Circuit)

(Continued from page 5)

CATEGORIES currently considered, may cause FCC to issue full one-year renewals.

LAWYERS practicing before FCC are of two minds on tentative decision reached to consider renewal of frequency by frequency, rather than city-by-city basis, with all applicants in same pot. One thought is it will expedite licensing of new stations; other that it will mean many less-qualified or even unqualified applicants will virtually automatic grants in smaller markets.

SERIOUS recruiting problem facing Broadcast Advertising Bureau's new 48-state membership committee as full separation from NARTB approaches. Over three-fourths of BAB members now enjoying low dues under joint NARTB-BAB fee structure expires April 1.

CHANCES are bright for NARTB board approval of long-advocated discount in dues covering group membership of stations under one ownership. Finishing touches being put on plan for submission to board in San Antonio next month.

WHAT'S THE PITCH? That was inquiry in radio, newspaper and political circles last Thursday when after leaving Reinsch, management director of Cox Radio and Television stations, walked into White House news conference practically on arm of President Truman. Wagging tongues had him back in as radio advisor to Chief Executive—post he held briefly when Mr. Truman assumed office in 1945. Said Mr. Reinsch: "It was purely a social call."

GLEN McDaniel, enterprising young president of Radio-Television Mfrs. Assn., has declined proffer of partnership in old-established New York law firm to continue with trade association at Washington headquarters. Named for three-year term which began last April, Mr. McDaniel resigned as RCA vice president to assume industry post, but it's doubtful whether he will remain for full term.

HARRINGER OF what may happen daily from now on: One highly placed consulting engineer reports well informed client in Midwest advised him last Tuesday that freeze would be lifted the following day, Wednesday. Based on past experiences in official Washington, it can be expected such rumors will recur until FCC finally hands down its report, still expected about mid-February.

FORAYS of organized labor in direction of continued rounds of wage increases, using Walsh-Healy Act as vehicle, being viewed with alarm in trade association circles, notably those representing industries with many small business enterprises. Among these are electronics and component manufacturers, who, along with other trade groups, are contemplating long-term plans to prevent what they regard as spiral that could cripple their operations.

SUGGESTED research for radio-TV officials, concerned with Johnson-Casse new anti-radio-TV distilled beverages (liquor) advertising bill (S 2444): At turn of year, distillers reaffirmed policy of not using television because of its feminine and home appeal. Also turned down were other advertising media which appeal to women or home.
THERE’S NOTHING BETTER THAN...

FIRST PLACE!

KOWH OFFERS EIGHT FIRST PLACE AVAILABILITIES FOR MINUTE PARTICIPATIONS . . .


<table>
<thead>
<tr>
<th>TIME</th>
<th>KOWH PROGRAM</th>
<th>SHARE</th>
<th>RATING</th>
<th>&quot;A&quot;</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>&quot;D&quot;</th>
<th>&quot;E&quot;</th>
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</thead>
<tbody>
<tr>
<td>10:30 A.M.</td>
<td>Time Out</td>
<td>39.5</td>
<td>7.1</td>
<td>5.3</td>
<td>3.3</td>
<td>1.3</td>
<td>0.4</td>
<td>0.2</td>
</tr>
<tr>
<td>11:30 A.M.</td>
<td>Sammy Kaye Show</td>
<td>34.3</td>
<td>5.1</td>
<td>3.6</td>
<td>2.6</td>
<td>1.9</td>
<td>1.1</td>
<td>0.0</td>
</tr>
<tr>
<td>12:45 P.M.</td>
<td>12 O’clock Already</td>
<td>40.3</td>
<td>7.4</td>
<td>4.9</td>
<td>2.5</td>
<td>1.8</td>
<td>1.3</td>
<td>0.0</td>
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<tr>
<td>1:45 P.M.</td>
<td>Make Believe Ballroom</td>
<td>34.6</td>
<td>5.5</td>
<td>5.5</td>
<td>1.6</td>
<td>1.2</td>
<td>1.0</td>
<td>0.6</td>
</tr>
<tr>
<td>2:45 P.M.</td>
<td>Sandy Jackson Show</td>
<td>60.9</td>
<td>9.0</td>
<td>2.8</td>
<td>0.9</td>
<td>0.9</td>
<td>0.4</td>
<td>0.0</td>
</tr>
<tr>
<td>3:00 P.M.</td>
<td>Sandy Jackson Show</td>
<td>54.5</td>
<td>7.5</td>
<td>3.1</td>
<td>1.7</td>
<td>0.4</td>
<td>0.4</td>
<td>0.0</td>
</tr>
<tr>
<td>4:15 P.M.</td>
<td>Paging the Stars</td>
<td>42.8</td>
<td>5.6</td>
<td>2.9</td>
<td>2.1</td>
<td>1.2</td>
<td>0.6</td>
<td>0.4</td>
</tr>
<tr>
<td>4:30 P.M.</td>
<td>Sweet Music</td>
<td>46.6</td>
<td>7.3</td>
<td>2.8</td>
<td>2.6</td>
<td>1.1</td>
<td>0.9</td>
<td>0.4</td>
</tr>
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</table>

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday!

- Largest share-of-audience, in any individual time period, of any independent station in all America!*

*Based on the latest available Hooper share of audience for unaffiliated stations including the Omaha and Council Bluffs market (Sept.-Oct., 1951).

Represented Nationally By

The Boling Co.

Kowh

OMAHA

"America’s Most Listened-To Independent Station"

BROADCASTING • Telecasting

TODD STORZ
General Manager

January 28, 1952 • Page 7
TO FORTUNE Circulation Service, Kittredge Bldg., Denver 2, Colo.

Here's $1.25.

Please send me the January '52 issue of Fortune which carries the Milwaukee TV story.

My Name                 
Street                  
City        Zone       State    
Position       Company

A personally conducted tour of WTMJ-TV (including the balance sheets)

AFTER a personally conducted tour of Milwaukee Journal's Radio City (WTMJ & WTMJ-TV) with general manager Walter J. Damm, and a glimpse at its current balance sheets, is to read the article titled "WTMJ-TV" in Fortune Magazine for January... We can tell present and prospective TV station enterprises that it's "must reading" for them. It's an amazing frank case history of a remarkably prudent and profitable telecasting operation... Practically no station operator will let you look at his balance sheet or, if he should, will grant permission to publish figures. Reasons are good and sufficient. Mr. Damm, however, allowed Fortune to have a look for year ended Dec. 31."

"MUST READING"
(for present and prospective TV station enterprises)

As Fortune articles go (very well indeed these days), this story is not unusual.

As the TV Industry goes... well, here's a quote from Martin Codax's Television Digest with Electronic Reports, the private authoritative industry news service:

"Next best to a personally conducted tour of Milwaukee Journal's Radio City (WTMJ & WTMJ-TV) with general manager Walter J. Damm, and a glimpse at its current balance sheets, is to read the article titled "WTMJ-TV" in Fortune Magazine for January... We can tell present and prospective TV station enterprises that this is "must reading" for them. It's an amazingly frank case history of a remarkably prudent and profitable telecasting operation... Practically no station operator will let you look at his balance sheet or, if he should, will grant permission to publish figures. Reasons are good and sufficient. Mr. Damm, however, allowed Fortune to have a look for year ended Dec. 31."

If you're in or interested in TV management, you'll want to have your copy of this Fortune article, for reading and permanent reference.

A few copies of the January Fortune are being held for the Industry's members. Just fill out the coupon below, detach and mail (with $1.25 enclosed) to Fortune Circulation Service, Kittredge Bldg., Denver 2, Colo. We'll send your copy at once—while they last.
How much meat will America eat today?

☐ 600,000 pounds  ☐ 6,000,000 pounds  ☐ 60,000,000 pounds

It sounds incredible, but sixty million pounds per day is the right answer... enough meat to fill 15,000 two-ton trucks!

Just as incredible is the smooth functioning of the complicated system of meat distribution. It puts all this meat where you want it, when you want it, and in the vast variety of kinds in which you want it.

Sixty million pounds of meat a day is a big order, and it takes a big industry to fill it. More than 4,000 meat packing companies throughout the United States contribute to the job.

And the truly surprising fact is not how efficiently they do it, but that they do it (and have been doing it for years) at a lower service cost than for almost any other food.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago  •  Members throughout the U.S.
Now for the first time

NBC

COMPLETE NATIONAL

Until now no radio network has ever offered advertisers a thorough, realistic service for merchandising their 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 facilities to be furnished by any advertising medium.

HERE'S WHAT YOU CAN EXPECT:

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. The network field experts are working in co-operation with our stations, establishing a chain of 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, "Market Basket," is now in preparation for food store advertisers.

4. Point-of-purchase material especially produced for the needs of retailers will be available to NBC advertisers at cost.
OFFERS MERCHANDISING

material will be designed to take advantage of network and local station identification.

5. All-important research services will be offered with emphasis on attitude surveys, distribution checks, test stores, consumer panel.

6. Bulletins for mailing to retailers will be prepared and supplied NBC stations on a monthly basis.

This is but a partial list of the services planned by NBC's Merchandising Department. Other activities in the display and national trade fields will be presented at a later date.

WHEN CAN YOU EXPECT THESE SERVICES?

The NBC Merchandising Plan has been in formation since July under the direction of Mr. Fred N. Dodge, formerly Merchandising Director of "The American Weekly." The nation-wide field offices will be functioning by February 15.

Now is the time to plan your participation. The Merchandising Department is available now for consultation on your particular needs.

In the year of hard selling to come, there will be no better sales combination than the NBC Radio Network with NBC Merchandising. And of all the networks only NBC Radio offers a workable, efficient merchandising service.

NBC RADIO NETWORK

a service of Radio Corporation of America
Bottleneck Explored

EDITOR:

My congratulations on the very informative article [Jan. 14] on the current FCC delays in processing applications. This is the first time this bottleneck has been explored in detail. Could you send me a dozen reprints or tear sheets of this page?

S. A. Cister Jr.
Vice President of Operations
WKYW Louisville

Windswept Miami

EDITOR:

How is this for the longest warmup session on record? Just returned from announcing annual air races at Miami.... Crowd of 15,000 or more showed up an hour before the program opened. I kept them in good humor, using up everything I could originate, steal or borrow until the events got underway. Shortly thereafter a 30-mile wind with rain took over and the crowd dispersed without seeing the end of the free-for-all race, involving three crackups. The entertainment for the afternoon was properly balanced: one third flying; one third rain, and one third Brinkley.

Russ Brinkley
WHP Harrisburg, Pa.

Strange Assembly

EDITOR:


Tsk. Tsk. Since when, in your opinion, are broadcasters so wedded to the advertisers' dollar that they would object to having the public pay them directly for programs rather than indirectly through the purchase of advertisers' products? You speak of "a strange and not inconsequential assembly of subscription TV advocates...."

To your list you can add a few more, including:

National Collegiate Athletic Assn. and other sports promoters who cannot survive telecasting of their events for the fees that broadcasters are willing to pay;

Motion picture producers who cannot afford to put their superior product on television for what the broadcasters will pay;

Leading Broadway producers and actors who see Phonevision as the one method of playing to a television audience;

Advertising executives who are alarmed at the rising costs of television and fearful of never getting true national coverage because of the impossibly high cost of operating TV stations in small communities;

Religious, civic and educational leaders who see Phonevision as the one method of getting minor appeal programs on TV;

And, if you please, hundreds of broadcasters in smaller markets who realize that the only way they can operate a TV station is with subscription revenue combined with advertising revenue in much the same way as in Broadcasting - Telecasting.

Finally, there is one more, and not inconsequential group: the public.

Poll after poll has shown that a substantial majority of the public is willing to pay for better programs than TV can offer it supported by advertisers alone...

Ted Leitzel
Zenith Radio Corp., Chicago

The Big Picture

EDITOR:

One [recent] morning we received a phone call from the Meudville Telephone Co. stating that they had an emergency call to put through to the neighboring community of Saegertown, located seven miles from Meudville. A party on the line in Saegertown had left the phone off the hook and the local phone company could not place the call. The telephone people asked WMGW if we would air an announcement requesting the party whose phone was off the hook in Saegertown to please replace it.

In less than 30 seconds after we aired the appeal, the phone company called to inform us that the party had replaced the receiver...

Robert Trace
Station Manager
WMOW-AM-FM Meudville, Pa.

Compliments

EDITOR:

Since I have been in San Diego the last nine months, I have taken more cognizance of Broadcasting - Telecasting than ever before.

As always, B.T. is continuing to do an excellent job of reporting. My thanks to you, in keeping this manager better informed.

Wilt Gunzenhorst
General Manager
KGB San Diego
There's a big factor showing up in the tape recording world...it's the tragedy of High Maintenance Costs. Many radio stations are confronted with the daily ritual of recorder checking and adjusting. Added to the time cost of such inspections is the cost of frequent parts replacements and loss of program time.

In contrast, Ampex users find their equipment will operate continuously eighteen hours a day with but infrequent inspection. Upkeep and replacements are almost nil; heads have remarkably long life. Ampex performance is constant over long periods of continuous operation. Long life with low maintenance is assured in each Ampex recorder by high manufacturing standards and complete test of each machine before shipment. It all adds up to one sure fact—Ampex quickly pays for itself out of savings from lower operating costs and added dependability.

**YOU CAN RECORD ON AN AMPEX TODAY—AND BE SURE OF IDENTICAL PLAYBACK A YEAR FROM NOW**

**AMPEX SETS THE PACE IN BOTH**

**Overall Economy and Fidelity!**

Complete Specifications on Request

Shown here are the time proven Model 300 Console and the advanced Series 400-A. Throughout the field of professional audio recording these two Ampex machines are the recognized leaders. Model 300 put many a big name artist on tape—Series 400-A incorporates many of its features.

**AMPEX ELECTRIC CORPORATION**

**REDWOOD CITY • CALIFORNIA**

**Dealers in Principal Cities**

**STANDARD OF THE GREAT RADIO SHOWS**
J. Walter Thompson Co., Chicago, has reorganized its executive departments. Kenneth J. Ward, a vice president, becomes copy director, replacing George C. Reeves, new Chicago manager. Vice Presidents J. Mark Hale and Norton O'Meara were named associate copy directors; Frederick W. Boulton, vice president and executive art director, named director of creative services. George Baier is new manager and administrative director of the art department.

Bogart Carlaw, vice president, Foote, Cone & Belding, N. Y., to Biow Co., N. Y., as copy chief.

Erwin D. Swann, vice president, Biow Co., N. Y., has resigned. His future plans will be announced shortly.

Caroline Stella, J. Walter Thompson Co., N. Y., appointed assistant manager of the International Media Dept.


although he was born in Nebraska, Bill Fisher never heard of its town of Ong until he went there in 1935 to take over as high school principal and director of school activities.

The deflated 30s and obscure Ong, however, collaborated in leading him to radio and television. Now radio-TV director of Gardner Adv. in St. Louis, Mr. Fisher knows his future "started back there."

Mr. Fisher went to Ong after graduating from the U. of Nebraska with a journalism degree. Two years at the high school encouraged his talent for drama and led to the University Theatre. To round out his 24-hour day, Mr. Fisher picked up a master degree in drama and led to the U. of Colorado, where he became stage manager, technical director and, finally, director of the University Theatre.

To round out his 24-hour day, Mr. Fisher packed up a master of arts degree in drama and led to the University Theatre. To round out his 24-hour day, Mr. Fisher packed up a master of arts degree in drama and led to the University Theatre.

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Mr. Fisher

in five years at Colorado, Mr. Fisher supplemented his teaching income by writing amateur plays, 35 of which were published. Rewards were short on the financial side, but long on enabling him to polish his writing style and get his first "radio break."

After the war started and he was turned down because of a football injury, Bill Fisher became publicity director at Con College, Cedar Rapids, Iowa. There, despite the exodus of men to service, he was directed to increase female enrollment. He did--by 10%--thanks to broadcasts of student radio productions on local stations.

The "radio break" came in 1943 when Mr. Fisher went to WGN Chicago as a writer on local as well as Mutual network shows. He became continuity director and, three years later, got his first TV experience at Swift & Co., Chicago, as radio and television director.

"Not only did we have several radio network shows, as well as regional network and heavy spot schedules, we also began to lay plans for television."

An early entry into the TV (Continued on page 91)
HARRY R. HENRY, assistant to merchandising director, has been placed in charge of all field merchandising operations of the Biow Co., N. Y.

OTTO W. PROCHAZKA, former copy chief, has rejoined Anderson & Cairns, N. Y., as member of executive staff and creative plans board.

LOHMEEYER-ADLEMAN Inc., Phila., appoints JAMES S. MONTGOMERY copy chief and member of plans board. BUD GRANOFF, George Evans Co., publicity, same city, made vice president in charge of Lohmeyer-Adleman’s New York office which opened last month.

JOHN ANASTOS to J. Walter Thompson Co., Chicago, to work on special merchandising and advertising in the institutional trades for Kraft Foods Co. account.

MARY PEACOCK, assistant to TREYOR EVANS, vice president of Pacific National Adv., Seattle, named agency’s TV director.

GRANT H. ADAMS to Frederick Asher Agency, Chicago, as account executive, from Michael Reese Hospital where he was public relations director.

CLIFFORD E. BALL, Northern California area manager American Home, Farm Journal, and Pathfinder magazines, to Brisacher, Wheeler & Staff, San Francisco, as account executive.


YAMBERT, PROCHNOW, McHUGH & MACAULAY Inc., Beverly Hills, becomes YAMBERT-PROCHNOW Inc., same city.

Mr. Ball

MALCOLM-HOWARD ADV. moved to new quarters Suite 2100 at same address, 203 N. Wabash Ave., Chicago.

GRANGER F. KENLY to Needham, Louis & Brorby, Chicago, as assistant to account executive on Morton Salt Co. account. He will handle all advertising for industrial salt division.

GLENN GLADFELDER, copy writer, BBDO, Minneapolis, to Foote, Cone & Belding, L. A., in same capacity.

KENNETH WEBER, account executive, Don Allen & Assoc., Portland, Ore., to Simon & Smith Adv., that city, in same capacity.

EVAN R. PETERS, J. Walter Thompson Co., S. F., resigns as account representative. Future plans are to be announced later.

WILLIAM T. LOWE and PHILIP H. WILLON have joined the copy department of N. W. Ayer & Son, Phila.

HOWARD STEWART, assistant advertising manager of Buchan Loose Leaf Records Co., Clifton Heights, Pa., has been appointed advertising manager for contract department of Jacob Reed's Sons, Phila.

JAMES WADE transferred from the plans-merchandising department, N. W. Ayer & Son, Phila., to company’s New York office.


EDWARD SCANNELL, sales staff, WJJD Chicago, to Weed & Co., same city, in same capacity.

JOHN J. GRONFEIN, Joseph Katz Co., N. Y., to Doyle, Dane, Bernbach Inc., same city, as account executive.

MILNE & Co., Seattle, discontinued operations with the retirement of RICHARD P. MILNE, agency founder. Accounts have been transferred to Robert Nichols Agency, same city.

ROBERT OTTO & Co., N. Y., opens offices in Mexico City with IGNACIO CARRAL in charge.

FRANK A. HELTON, vice president and copy director of J. J. Weiner

(Continued on page 91)
Nineteen years ago Mr. D. C. Sperry signed his first KVOO contract. At that time the Oklahoma Tire and Supply Company, of which Mr. Sperry is Advertising Director, operated but 12 stores in Oklahoma. Today, Otasco operates 201 modern stores in four states!

Radio advertising, according to Mr. Sperry, has played a great part in this tremendous expansion and today one third of Otasco’s total advertising budget is appropriated for radio.

Since KVOO carried the first radio advertising ever placed by Oklahoma Tire and Supply Company, and has continued to carry a heavy schedule for 19 consecutive years, we take pardonable pride in our part in the amazing growth of this firm, now moving into their new million dollar general office and warehouse in Tulsa.

We congratulate Mr. Maurice Sanditen, President, and all of his co-workers on this fine new evidence of faith in our growing Southwest. Completely air conditioned, modern in every respect, the new Otasco office and warehouse is the largest privately owned plant of its kind in the Southwest.

Clem Sperry says, and we quote, "KVOO has always been our greatest dollar buy in radio!"

Nineteen years of renewals proves his point. If it's continuous results you are looking for, you can get it over KVOO, Oklahoma’s Greatest Station!
How much closer to 100% can you get?

PULSE has just completed its first audience measurement of 16 Western New York counties... Among 24 radio stations reported, (including six Rochester stations) here's what PULSE found:

Out of 432 quarter-hours per week:

- WHAM is FIRST in 429
- WHAM is TIED for FIRST in 2
- WHAM is SECOND in 1

Is this dominance? Yes, indeed! WHAM's power and prestige permit you to buy one station in this rich area and get FIRST preference with listeners 99.3% of the time!

Ask your HOLLINGBERY man for complete details

WHAM
The Stromberg-Carlson Station
ROCHESTER 3, N. Y.
NECESSITY is not only the mother of invention. Like politics, necessity also makes strange bedfellows.

Need for more revenue prompted KROX Crookston, Minn., to link forces with weekly newspapers in the area with the result that increased profits are accruing to both the station and papers.

KROX operates with 1 kw day and 500 w night on 1300 kc in a community of only 8,000 persons. The idea of getting weekly newspapers to cooperate with KROX in airing local news was conceived.

First target was Hallock, Minn., a town near the Canadian border 90 miles from Crookston. Salesmen went to the editor of the weekly paper and sold him on the idea of giving a five-minute newscast, five days weekly, of news from Hallock and Kittson Counties. The editor liked the idea but feared it would cut down advertising in his paper. Nevertheless, he was willing to gamble with KROX for a 60-day period.

Frank Herrick and Ralph Melby, KROX salesmen, made 12 calls getting the 10 accounts needed to pay costs of the lines and remote equipment to handle the newscasts. The two accounts which at first refused are now awaiting a chance to get on the show.

Especially appealing to the merchant-sponsors was that the newscasts were being made by someone they met on the street every day. At present, four weekly newspapers are cooperating with KROX in airing the local newscasts.

The newscasts have elicited appreciative letters and in-person comments from hundreds of townpeople. One editor told listeners not to thank him, but to express thanks to the merchants who are making the broadcasts possible.

Also, editors report that they have gained—not lost—revenue. KROX not only has increased revenue but has built up its listening audience in fringe areas.

Indications are that four newspapers are about all the station can handle at this time. As Mr. Herrick, also promotion manager, points out, it isn’t easy for an announcer to state, “This is Station KROX with studios in Crookston, Hallock, Ada, Fosston and Fertile.”

A SIDELINE has developed into a major business for Irvin and Israel Feld, Washington, D. C., thanks to radio.

When the Fields opened a drugstore May 1, 1940, they stocked a supply of phonograph records to help business along. They had only 200 records—about $50 worth.

Today in their three record stores and warehouse, which were built by the sale of records, they boast an inventory of 260,000 discs with a wholesale value of about $150,000.

“Our rapid expansion wouldn’t have been possible without radio advertising,” Irvin Feld commented.

From $40 a week in 1940, their advertising budget has steadily increased—never once decreased—until they now are spending $1,000 a week on radio advertising.

“TV is expensive stuff but we plan to try a little television time early this year,” Irvin Feld said. This will boost their ad budget to well over $2,000 a year.

Growing up in their native Hagerstown, Md., the Feld brothers had always talked of going into business together some day.

When Irvin, now 32, was graduated from high school in Baltimore in 1939, he went to Washington and started a small drug supply business.

A year later, Negroes were picketing a nearby drugstore because the store wouldn’t hire Negro clerks.

Representatives of the National Assn. for the Advancement of Colored People went to Irvin Feld and told him that if he opened a drugstore with Negro clerks, they would see that he got the Negro business.

Irvin contacted his older brother, (Continued on page 50)
To sell Cigarettes to inland Californians
(AND WESTERN NEVADANS)

... Be on the Beeline

Cigarettes or catsup, the way to sell in inland California and western Nevada is ... on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of of local stations ... more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined.

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

Ask Raymer for the full story on this 3-billion-dollar market— inland California and western Nevada.

McClatchy Broadcasting Company
Sacramento, California  Paul H. Raymer, National Representative
Affiliated with Inland California's 3 Leading Papers
THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

A million people listen to the Beeline every day
FOR YOUR INFORMATION:

Everyone who has ever worked in the newspaper business knows the meaning of competition...the hustle, bustle, push and rush to get the story first...to hit the street before the opposition...to get a better story...or an exclusive story...to outwrite or outshine your competitor or competitors. Chief beneficiaries of this ceaseless contest are the American people. Although they are none too aware of it at times, the spirited competition within the newspaper industry gives them a better product and better service...and enables them to be the best informed people in the world.

So it is with the oil industry. Competition is the driving factor which keeps every oilman on his toes...regardless of whether he's an explorer, producer, refiner, transporter, distributor or anything else. He has to keep pushing, as the newsman must, for if he doesn't he'll be "scooped" right and left, and his "circulation" figures will decline accordingly, as the people turn to a better product. If you don't think the competition is rough, ask any jobber or dealer...or any service station man. He'll tell you what he has to do to keep ahead of the other fellow - across or up or down the street. Here again, the American people are the winners, for they receive not only more and better products at reasonable prices, but also improved services and newer products as fast as they can be created. All this contributes to a standard of living for the American people which is the envy of the world.

Competition spurred the nation's oilmen to their greatest accomplishments in 1951. Records were toppled in every department as American oil companies vied to supply more of their own products to meet the record-breaking demand of the people for petroleum. That contest will continue unabated in the current year. Available forecasts indicate that demand will increase another four to five per cent in 1952. All along the line, the race for that new "circulation" is going on. By the end of the year, there undoubtedly will be a flock of new records...virtually all of which will stem from this curious American trait of trying to do something better than our competitor.

Competitive enterprise is the lifeblood of the American way of life. Make sure in '52 that it isn't ham-strung or strait-jacketed, for freedom of competition is just as important to the oil industry as freedom of speech is to the press. If you would like any further information about the oil industry at any time, don't hesitate to write, wire or phone.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.
More national advertisers put this cash register to work in 1951 than any year since the station opened! Let it ring for you in ’52!

WASHINGTON, D.C.

WWDC

Sells Goods!

National Representatives: John Blair and Company
Here's what the president of one of Baltimore's largest appliance stores wrote us: "Results from our schedule of spots on WITH have far surpassed any other medium (including newspapers) . . . we are planning a further extension of our schedule."

Yes! Local folks know advertising media best! And WITH carries the advertising of twice as many local folks as any other station in town! For one good reason: WITH produces fast, low-cost results. Let your Forjoe man give you the whole story of WITH's commanding position in the rich market of Baltimore.

TOM TINSLEY, PRESIDENT—REPRESENTED BY FORJEA AND COMPANY
CBS RADIO has begun a quiet but determined campaign to revise station affiliation contracts in such a way that the network may adopt rate changes virtually on a moment’s notice. BROADCASTING & TELECASTING learned last week that the contract revisions are not designed to make any changes in the either network rates or payments to stations, the obvious intention is to make it possible for CBS Radio to move any rate it wishes at any time it wants. The key change in which the network is requesting is in the contract provisions establishing schedules of payments to affiliates. The new contracts would replace present schedules, expressed in terms of dollars, with percentage figures. The substitution of percentages for dollar figures in the payment provisions of the contracts would enable CBS Radio to put rate changes into effect with a minimum of explanation to affiliates. Indeed, in the letter which the network has been sending out accompanying the revised contracts, CBS Radio includes instructions for computing revised payment schedules in the event of rate changes (see page 85).

**Competitive Necessity**

The letter explains that “we are convinced that it is essential, as a competitive necessity, for CBS Radio to be in a position to meet, intelligently and practically, situations which are bound to arise from time to time in the future. For example, we may be confronted with changing the hourly morning, afternoon or evening rates; some upward in certain categories, downward in others; the rates of some stations not at all.”

Plainly, CBS Radio had its eyes on NBC when it reached its decision to revise affiliation contracts. Observers felt that the strategy meant that if NBC were ever successful in invoking its new economic plan and rate revisions, CBS Radio wanted to be ready to meet the competition.

NBC radio last week was still trying to sell its new rate formula to enough big affiliates to shave it over the crest. Executive Vice President Charles R. Denny and Station Relations Vice President Carleton Smith have been making personal calls throughout the country in an effort to solicit support.

Though no official word was available as to how many stations had agreed to go along, it was learned unofficially that about 75 of the total of 190 radio affiliates had accepted the plan, but some of the bigger ones it was known, were key stations.

**22 Have Signed**

A CBS Radio official said last week that of 53 revised contracts sent out, 22 had been signed and returned.

By week’s end, letters and proposed contracts had gone to about half the CBS Radio affiliates.

Whether any of the 22 stations that were said to have signed the new contracts were among the 22 affiliates which, under present contracts, have a clause preventing the network from cutting their rates without their agreement, could not be learned.

Except for the 32 which, under present arrangements must approve rate cuts, the other CBS Radio affiliates have contractual clauses which require the network to give notice some time in advance of any proposed rate changes. Both these types of contract provisions would be eliminated in the new agreement, it was believed.

CBS Radio letter accompanying the new contracts was signed by Herbert V. Akerberg, vice president in charge of station relations.

At the outset he cited a statement by CBS Radio President Howard S. Meighan last month that network rate adjustments at this stage would be premature owing to the inadequacy of timely research into radio values [B&T, Dec. 10, 1951].

Mr. Akerberg wrote that Mr. Meighan still felt the same way, but the contract revisions had been decided upon as a means of keeping the network in a flexible position to meet any competitive moves that might arise.

The letter outlined the changes that would be made in contract provisions establishing schedules of payments to stations.

Under present contracts, these schedules are expressed in terms of dollars. The revised contracts would translate them to percentages of “average gross sales per converted hour.”

**Word of Explanation**

A word of explanation of the term “converted hours” is necessary. CBS Radio pays its stations on the basis of “converted hours” schedules which are individually negotiated. The “converted hour” is a figure arrived at by averaging out the values of hours of time in various time categories, which in many instances are three: Daytime, transitional and nighttime.

Suppose a station’s contract establishes the daytime hour at half the value of the nighttime hour and

**CONVENTIONS**

Networks Fight for Clearance

Before the DuMont-Life production “pool” was announced, there had been tentative discussions looking to a possible DuMont-CBS tie-up that would offer advertisers a combination radio-TV coverage package paralleling those of the combination AM-TV networks.

Later, However, Mutual was proceeding with its plans for extensive coverage to be offered on a radio-only basis.

Meanwhile, to assist the television networks to cover the conventions to be held in Chicago in July for viewers across the country with a minimum of transmission troubles, AT&T planned to set up special circuits for the duration of the conventions providing one TV channel for each video network, from Chicago to New York.

Each network can feed its own convention program, with the commercials of its individual sponsors, to its own basic network of full-time TV cities. The remaining cities, because they lack fulltime connective facilities for all networks, will receive service from the

(Continued on page 85)
JOIN CHRISTAL
Three Added to Firm

THREE additions to the sales staff of the Henry I. Christal Co., radio station representative firm, were announced last week.

They are: Douglas Ballin Jr., former advertising manager of Whitehall Pharmacal Co., who joined the New York office of the Christal organization early this month; Albert J. Young, Jr., who has resigned from Edward Petry & Co. [BT, Jan. 21] and will join the Christal company's New York office today (Monday), and Alan H. Schroeder, who is leaving CBS Radio Sales in Chicago to join the Christal Chicago office on Feb. 11.

The Christal firm, headed by Henry I. Christal, commenced operations Jan. 1 and is devoting all its activities exclusively to radio. The company currently represents WDAF Kansas City and its appointment by WHAS Louisville has been announced by the station, effective in March. Additionally, it is understood that other major market stations have signed with the company but plan to withhold formal announcement pending expiration of their current commitments.

The Christal organization maintains offices at 300 Park Ave., New York, and 333 N. Michigan Ave., Chicago. Mr. Christal has headquarters in New York and has been assisted since the firm commenced operations by Irvin Gross, formerly of the O. L. Taylor Co. The Chicago office is headed by James Thompson, who left the Taylor organization for that purpose [BT, Dec. 17, 1951].

Mr. Ballin entered radio via NBC. For the past 12 years, he has been with Whitehall Pharmacal, first as head brand, assistant advertising manager in charge of radio and television and finally as advertising manager. For several years, he has been directly responsible for supervising radio and TV operations—both spot and network—on several drug products.

Mr. Young has been associated for 15 years with Edward Petry & Co. as a radio account executive.

Mr. Schroeder's midwest advertising background includes eight years with Diamond Match Co. and five years as a representative of WOR New York, prior to his association with CBS Radio Sales.

WWJ'S RESURGENCE REC Addressed BY Bannister

 CONFIDENCE that radio can regain its rightful place in the overall advertising picture and can hold that position regardless of television or any other medium was expressed Thursday by Harry Bannister, general manager of WWJ-AM-FM-TV Detroit, in a vigorous talk to the Radio Executives Club of New York.

In 1947, when TV was just getting started and WWJ-TV was "losing its shirt" trying to follow Mr. Bannister's dictum of the best possible programs despite lack of network connections, films, advertisers and viewers, he felt that radio was all washed up, he reported. But a couple of years later, when TV was entering more and more homes and turning listeners into viewers, he realized that he had been wrong and that radio was here to stay.

Holds to Viewpoint

That is still his conviction, he stated, despite aggregate billings of nearly $700,000 a month in recent months by the three Detroit TV stations, more than the city's three top radio stations ever billed, and a 20% drop in WWJ's 1951 radio revenue as compared to 1950.

That's a good figure, he said, noting that earlier months of the year had run as much as 40% behind the same months of the year before.

When WWJ decided to fight back against TV, Mr. Bannister said, it broke a 30-year precedent by cutting its nighttime rate 20%. This won him the reputation of a Judas with his fellow broadcasters, he stated, but it also kept a lot of business on the station which otherwise would have been lost. He pointed out parenthetically that Detroit radio rates — $1,000 a nighttime hour for WJR, $800 for WWJ were exceptions to the general rule of underpricing radio, noting that NBC had sold WWJ at $800 an hour rate to network advertisers.

Second step in WWJ's comeback program was a thorough study of radio listening in Detroit, at home and away from home, which findings were used as a basis for overhauling and modernizing the station's program practices, Mr. Bannister said.

Program ratings proved worse than useless, he asserted, repudiating timebuyers for "keeping radio enslaved to a bunch of phony figures which do not mean nor could not mean what they purport to" and are "ridiculous to the point of absurdity."

Promotion of radio's values, both alone and in cooperation with other Detroit broadcasters, was the next step, he reported. The widely-used slogan, "Wherever You Go, There's Radio," is a Detroit product, he reminded his audience.

Warning other broadcasters neither to soothe themselves with the false belief that times have not changed nor to allow advertisers to convince them that radio is through, Mr. Bannister urged them to face today's conditions realistically and to find facts to show the advertisers who profited from radio in the past that they may need its help in the future more than they realize. Following his advice may be difficult or painful, he cautioned, but it will pay off as it has for WWJ, whose December and January billings are up from earlier months, with old accounts renewing and new business coming on the station.

WILSON SHIFTS

From Rambeau to Pearson

WILLIAM M. WILSON has resigned as executive vice president of the Rambeau Co., station representation company, and will join the representation firm of John E. Pearson Co. today (Monday).

He has been associated with the Rambeau organization for more than 11 years. In addition to being in charge of the New York office, he had been executive vice president of the firm since January 1946. He formerly was assistant manager of the classified advertising department of the Washington (D. C.) Post and had served in a similar capacity with the Los Angeles Times.

His career also includes service as personnel manager and classified advertising manager of Editor & Publisher, president and general manager of Fernald's Exchange Inc., a national newspaper employment agency; and general manager of The New York Advance, weekly newspaper.

During World War II, Mr. Wilson served three years as a Navy communications officer in the North Atlantic and South Pacific. He is a lieutenant commander in the reserve. He is a native of Portland, Ore.

RAMBEAU CHANGE

Wethington, Rich Named

JAMES A. WETHINGTON, a associate of William G. Rambeau Co., station representative firm, for the past year, has been named vice president of the organization, Mr. Rambeau announced Wednesday.

Appointment is in keeping with current expansion plans of the company, which include the addition of William H. Rich to its sales staff and relocation of the New York office in larger quarters at 347 Madison Ave.

Prior to his association with the Rambeau offices, Mr. Wethington was active in the sales end of radio for various stations throughout the Southeast and East. His business career was interrupted for several years' military service during the Second World War.

Mr. Rich previously was with Mutual and the O. L. Taylor station representative company prior to his joining the Rambeau organization.

WCFL to Radio Reps.

WCFL, 50 kw Chicago independent, has named Radio Representatives as its national representative effective Feb. 1. Arthur F. Harre is manager of WCFL, the Chicago Federation of Labor station.
The attitudes of Presidential candidates toward radio and television are of dollars-and-cents importance to broadcasters, for they, unlike most other businessmen, are regulated by a Presidentially appointed federal commission which can grant or take away their properties. Here's a reassuring analysis of one candidate's views as related by his war-time aide. In a BROADCASTING • TELECASTING exclusive, Harry C. Butcher says...

BROADCASTERS COULD BANK ON EISENHOWER

By HARRY C. BUTCHER

Broadcasting • Telecasting has asked for my interpretation of Gen. Eisenhower's attitude on radio and television. There are many correspondents, particularly those who covered the war in Europe, who could write more dispassionately than I on this subject, but perhaps they will be heard from later.

Gen. Ike believes in free speech and a free press, which to him means freedom of expression on radio and television, within, of course, the normally self-imposed restrictions of good taste and fairness. If broadcasters or television licensees have the slightest notion that the general would favor any such thing as government ownership, or bureaucratic operation on the domestic airwaves, let them immediately forget this worry.

He is a crusading believer in private enterprise. For instance, it would be contrary to his belief in free expression and his preference for self discipline by the industry itself ever to favor such a thing as the Benton bill. Correspondents who would affirm the above assertions are, to name only a few: Ed Murrow, Hal Boyle, Ken Crawford, Merrill Mueller, Wes Gallagher, Ed Beatty, Virgil Pinkley, Hugh Ballie, Drew Middleton, Larry Rue, Raymond Daniell, Quent Reynolds, John Charles Daly, Duke Shoop, and even Ed Kennedy, whose boot-legged scoops on the end of the war in Europe caused great consternation. But concerning Mr. Kennedy's highly controversial breach, Gen. Ike eventually made public a letter letting by-gones be by-gones.

Gen. Eisenhower basically believes that "public opinion wins wars" and that only by the best possible link of intelligence between the battle and home front can war be successfully conducted. His attitude toward the correspondents and their work during the war can best be told quickly by a couple of illustrations.

One occurred in the summer of 1942 soon after Gen. Eisenhower arrived in London as theatre commander. He held a news conference at the Dorchester Hotel attended by perhaps 100 correspondents, primarily American and British. Someone raised the question about an old censorship rule in the European Theatre of Operations which prohibited transmission of stories of conflict between Negro and white American troops in the United Kingdom. There was some discussion among the correspondents, some feeling that in the public interest such censorship should be continued to avoid racial trouble in the USA and others arguing that the stories should be told. Gen. Ike's almost immediate response was startling, even to me. He turned to the censor and said:

"Take off the censorship."

Then he went on to explain that the effect of withholding news of any conflict between the races in the United Kingdom would simply build up into an avalanche which one day would break in the American press and radio, startling, if not shocking the public. He favored letting the American public and the world currently know of the problems on the principle that only by knowledge of the difficulties could there be intelligent appraisal at home. The result was that numerous stories appeared in the American press about these relatively minor conflicts, but once the public had at least an inkling of understanding, the job of the commander in dealing with those problems actually was simplified.

Trusted Reporters

An instance of Gen. Ike's trust of radio and press correspondents occurred in Algiers in 1943 just prior to the amphibious operations in Sicily. All of the correspondents knew that something important was about to happen. Preparations for the invasion naturally could not be kept from eyes and ears of trained reporters free to roam wherever they pleased. At a news conference about two weeks before the invasion, Gen. Ike dumbfounded his general staff, particularly the censors, by announcing that the correspondents, even the censors, could keep the invasion forces going, and the approximate date. Now the scribes were dumbfounded and aghast. He told them it was a secret he was sharing with them and since he regarded them as quasi-staff officers, he would trust them to keep the secret. They shook in their boots for fear they or their compatriots might inadvertently leak. But no leaks occurred.

This was exactly what Gen. Ike expected. What he was attempting to do, and succeeded in accomplishing, was to put a voluntary stop on stories speculating on the next operation of Allied troops. (Continued on page 88)
FCC MONEY

FCC MAY obtain the battling attorneys of CBS (I. D. Col.) on Capitol Hill in the Commission's quest for more money to handle an expected onslaught of TV station applicants this year.

This move by FCC Chairman Kenyon C. Petrilje is aimed at cutting off the local radio station from the prison if they are used

FCC's rules state that when commercials are used

Pettrolio is an effort to protect the local musician from the automatic selection when commercials are used by national advertisers on network radio and TV stations.

Although national radio and television advertisers are permitted to use commercials in effect run until Jan. 31, 1954, it was understood that the AFL union president felt loopholes in current contracts may allow for reconsideration of transcribed commercials.

The problem, spokesman said, is how to get further work for the union in a small town, rather than to protect musicians who, as network employees, already get the primary benefits of union representation. But Pettrolio admits that it's a serious problem, saying that in his 35 years in labor negotiations, he had never seen a situation where the balance of power has shifted so much.

Protecting Musicians

Protecting musicians from the threats of record companies, which can be measured in dollars, has been a primary interest of Mr. Pettrolio since he became AFM president in 1940. Previously, union officials have attempted to make records a major part of their programs in general, a battle that was renewed with the advent of television.

Now, it is set for transcribed commercials only, in what is assumed to be an opening wedge for questioning complete transcribed programming arrangements.

No new information has been scheduled to date, although there is no secret about the AFM interest in starting as soon as a firm backlog for commercial work builds up.

It had been suggested at one time that recorded commercials for use on local stations be made with musicians from the same community, reflecting local pride and supporting the local economy. In the past, however, local stations have not been able to pay for their own transcriptions.

Enlarge Monitoring Service

As previewed by Broadcasting

**TELECASTING** a fortnight ago (B&W, Jan. 14), the FCC would use its monitoring service to charge its field monitoring service and to handle the expected TV application avalanche beginning early this spring.

State Dept.'s Voice of America stands to gain more money, too. That request is detailed further in this summary.

According to the President's report, the nearly $2 million increase for FCC "is mainly the result of (1) the defense-related needs for a strengthened radio-monitoring and direction-finding program, including control of electromagnetic radiation; and (2) substantially increased workloads anticipated upon lifting of the television freeze early in 1955."

The expected increase in workloads shows up in the budget as follows:

- **Broadcasting** for fiscal 1955 in comparison to fiscal 1952:
  - $1,311,339 for broadcast activities alone, $2,032,303 more than in fiscal 1952.
  - A total sum of $1,068,350 more than FCC received from the same economy-minded Congress for fiscal 1952. In percentage points, the figure means the President requested 24% increase in FCC's budget.

Against this background, it was learned that Sen. Ed C. Johnson (D-Col.) may swing his influence behind the FCC in obtaining additional funds (see separate story).

**S 2444 HEARING**

**Commences Wednesday**

SENATE Interstate & Foreign Commerce Committee staff was feverishly active last week working "up a pre-hearing list of witnesses.

It can't testify in opposition to the Johnson-Case bill (S 2444) to prohibit liquor advertising on the airwaves (B&W, 11-21, 1954).

At the same time, the "drys" were lining up their witnesses.

Hearing begins this Wednesday at 10 a.m. before the full committee, chaired by Sen. E. C. Johnson (D-Col.,) is chairman, in the Caucus Room of the Senate Office Bldg.

Sens. Johnson and Francis Case (R-S.D.) are co-sponsors.

Spokesmen for the distilling industry are certain to appear, while beer and wine officials have been undecided. NARTB will oppose the legislation on the principle of "diligence." The association feels is implied in the bill because it is directed against radio and television only and not all advertising media.

Joins Cohn & Marks

**CHESTER C. SHORE** has joined the Washington radio law firm of Cohn & Marks. Shore is a 1951 graduate of Harvard Law School and got his BA from Rutgers U. in 1948. During World War II he served in the Navy. He is a member of the District of Columbia bar.

**PRESIDENT'S BUDGET**

FCC Gets 24% Boost

Shears on domestic spending this year, the result would be approximately a total of $7,227,125 or $847,875.

These figures are obtained by arriving at a similar percentage cut applied by the Congress last week. It can also be pointed out also that the proportionate slice from FCC's budget has been heavier each fiscal year since 1949. Thus, if at the rate of the pattern of the past, the cut could be even proportionately greater.

According to the sampling of opinion that has appeared in the radio and in the press, Congress is "agreeing" on a fat budget that would require big deficit spending or increased taxes. President Truman's budget request is for $55,444,000,000, breaking all peak receipts in the size of the prospective deficit as well as in expenditures and receipts.

**Current Fiscal Year**

For the current fiscal year, 1952, the budget put expenditures at $70,881,000,000 and receipts at $82,680,000,000 for a prospective deficit of $11,799,000,000.

The President's budget asks $3,020,000,000 for FCC's field engineering and monitoring, an increase of $1,138,399 for broadcast activities, a hike of $292,080; $1,392,589 for executive, staff and (Continued on page 88)
ARMED FORCES ADV

GRANT Adv., Chicago, has received a green light on media allocations plan for the Army and Air Force recruiting campaigns after March 1, it was learned last week.

Pentagon authorities have instructed the agency to proceed with plans for use of frozen 1951-52 funds on the premise that Congress will relax its controversial ban on paid media for recruiting.

This revelation came to light after a proposed meeting between military officials and representatives of NARTB and BAB failed to be held last Monday as scheduled.

The snag developed partly when the Pentagon failed to receive clearance from certain military quarters on Grant’s allocations program for use of $550,000 left over from 1950-51 expenditures [BPT, Jan. 21].

The factor, plus the presence in Washington of top Military Personnel Procurement Service officers, led to the postponement, it was understood.

Conference Due Later

The conference will be re-scheduled momentarily, however, and broadcast industry representatives will be apprised of media plans for the current “interim” period ending March 1. After the meeting, the Adjutant General’s office is expected to announce current media allocations.

Procurement authorities apparently have revised downward earlier tentative estimates which earmarked about 50%—or roughly $165,000—out of the expensed $550,000 for a concerted radio spot campaign. Latest best guess is that broadcasting will derive between 20% and 30%—or somewhat over $110,000.

It was explained that the 30% represents radio’s traditional cut each fiscal year, but that the current drive is short-term campaign. Additionally, it was pointed out, some $150,000 already had been spent on network programs since discontinued because of disfavor on Capitol Hill.

Aimed at Selected Audiences

The consensus now is that Congress will thaw its freeze on the $3.1 million tagged for recruiting activities in 1951-52 funds, with $2.1 million of that sum set aside for national advertising.

Along with this consensus, however, is the conviction of military procurement authorities that heavy commitments for network programs (such as the just-announced Frankie Laine, Bill Stern and football series) are a thing of the past.

The accent in future planning is on directional media programs aimed at selective audiences—prospective aviation cadets, nurses, WACS and specialists.

In that light, spot radio and independent stations are stations to emerge as primary recipients of the Army and Air Force recruiting melon, a highly placed Pentagon officer told Broadcasting & Telecasting last week.

The immediate problem of directing Congressional opinion toward an appreciation of the military’s dilemma has been passed to priority by the Defense Dept.’s Ad Hoc Committee, headed by Fred Korth.

The postponement of the meeting with industry executives is not cause for concern, it was explained. Military Personnel Procurement authorities hope to obtain routine approval of the $550,000 allocation from the public information divisions of the Defense Dept., Army and Air Force, as well as the Adjutant General’s office and Mr. Korth’s Ad Hoc Committee.

New date for the conference will have a bearing on the representation of NARTB and BAB. If possible, BAB President William B. Ryan will represent that organization. In the event he is unable to attend, John Hardesty, BAB director of local promotion may be designated. The name and title of William Treynor, NARTB assistant stations relations director, were inaccurately mentioned for Mr. Hardesty’s in the Jan. 21 issue of Broadcasting Telecasting.

Slated to represent NARTB are President Harold Fellows, Public Affairs Director Robert K. Richards, and Government Relations Director Ralph Hardy.

BABCOCK NAMED

Is WGBS Mng. Director

MILLER N. (SLIM) BABCOCK, sales manager of Fort Industry Co.’s WGBS Miami, has been appointed managing director of the station, Stanton P. Kettler, southern district vice president of Fort Industry, announced last week.

Mr. Babcock succeeds Mr. Kettler, who was managing director before his promotion to southern district vice president of Fort Industry, announced last week.

Mr. Babcock has been with the WGBS sales department since 1945 and has been sales manager since 1948. He has been a resident of the Miami Shores Optimist Club.

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BROADCA SING • Telecasting

NETWORK GROSS

COMBINED gross time sales of ABC, CBS, MBS and NBC for 1951 totaled $174,718,594, according to Publishers Information Bureau. Total is 4.8% below the $183,519,037 network gross time sales for 1950.

Individually, MBS was the only one of the four networks to show more business in 1951 than in 1950—$17,909,636 last year to $16,091,977 the year before, an increase of 11.2%. ABC gross revenue from time sales was down 4.4% in 1951 compared to 1950; CBS gross was off 2.8% and NBC gross down 11.5%.

ABC and CBS radio time sales were well in excess of the time sales of their television networks, (See PIB TV data on page 67), but NBC gross figures for 1951 show a 7% increase in time sales roughly 10% ahead of its radio volume—$50,171,463 for NBC-TV to $54,324,017 for NBC radio. Overall, TV network time sales nearly tripled in 1951 over 1950, showing an increase of 188.6% in contrast to network radio’s decline of 4.8%. Dollarwise, network radio still is ahead, however, with $475 million against $528 million for network TV for the year.

For the month of December, the four radio networks’ total time sales were down 7% from the total for the same month of 1950. Individually, ABC showed a gain of 13.9% and Mutual an increase of 29.3%, while CBS and NBC showed losses of 19.4% and 14.5% respectively.

One reason for the CBS and NBC declines contrasted with gains for ABC and MBS is that last July CBS and NBC instituted 10% cuts in gross rates, which are reflected in the PIB figures. ABC and MBS achieved similar effects through increased discounts, leaving the base rate alone and so not reflected in the PIB figures.

Down 4.8% in 1951

ABC $ 3,300,219 $ 2,898,508 $ 33,708,846 $ 35,270,845
CBS 5,278,508 6,544,490 67,884,773 70,744,569
MBS 1,497,217 1,312,637 17,609,977 16,091,977
NBC 4,343,307 5,077,740 54,324,017 61,411,546

TOTAL $14,619,048 $15,833,131 $174,718,594 $183,519,037

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‘Most Charming’ Women

MRS. HAZEL MARKEL, women’s new commentator for MBS and WWDC-AM-FM Washington, has been chosen for the “Most Charming Woman in Radio,” and for the second consecutive year, Faye Emerson, video star, was named the most charming woman in television. Selections were made through a poll conducted by Charm Institute.

FTC ON IMDRIN

Initial Decision Issued

INITIAL decision which would prohibit certain broadcast and printed advertising claims by Rhodes Pharmaceutical Co., makers of the medicinal preparation Imdrin, was handed down by a Federal Trade Commission hearing examiner last Friday.

Imdrin will afford only temporary and partial relief in certain cases but is not a cure or effective treatment for any arthritic or rheumatic condition, Hearing Examiner Abner Lipscomb ruled.

The decision represented another step in the case on which the U. S. District Court in Chicago ruled last September. It granted a preliminary injunction restraining the Rhodes Co. from disseminating allegedly false advertisements. Injunction remains in effect until disposition of FTC’s complaint. The initial decision becomes effective unless appealed or reviewed within 30 days.
RAME CHANGE DATES

FIRST GUN in a campaign to fix advertising rate change dates at two per year was fired by Frederick R. Gamble, president of the American Assn. of Advertising Agencies before the Newspaper Advertising Executives Assn., at its annual convention in Chicago last week. Gamble blackmailed the media will be asked to follow the same formula was not revealed by the AAAA president.

The convention also heard recommendations that newspapers use television's "weaknesses" to regain linkage lost to the broadcast medium, and that newspaper sales associations organize a united front to combat all media.

The three-day meeting, which started Monday at the Edgewater Beach Hotel, attracted a record registration of 600.

Mr. Gamble suggested that Jan. 1 and July 1 be set for rate changes, with at least 90 days notice in advance. He made the recommendation as necessary for "sound annual planning," he said, "but current conditions require us to lower our sights."

"In the year just ended, 1961, we have been forced to pass the six and one-half billion dollar figure. Very likely a nine billion dollar total is coming soon," he predicted.

"Since the 15% ratio of advertising to gross national product in a peace-time years was pointed out by Mr. Gamble, who said that it may be a conservative figure, since 3% of the current gross national product would even now be more than $9 billion."

Urging the 2% cash discount, he said that 95% of daily and Sunday newspapers now allow the discount along with strong majorities of outdoor advertising media.

The meeting ended with a report of the plans board, headed by Thomas J. Cochrane, advertising director of the New York. News. The board cited television's "weaknesses" high costs, limited coverage and "in some cases, the questionable effectiveness" of the medium commercially. It charged TV with "failing to improve some sales pictures, especially for gasoline companies."

Admits Heavy Losses

Admitting heavy losses last year, the plans group said television's growth in 1961 was "spec- tacular," but an "unsuccessful." However, it believes television's gains will be merely "substantial."

Retiring President Louis E. Heindel, advertising director of Madison, Wis., Newspapers, suggested a pool of all newspaper advertising groups in a joint effort to launch a "strong newspaper selling front."

Conceding loss of audience to magazines for "the first time in many years," he said "TV advertising revenues are still skyrocketing, and radio is making a very hard and somewhat successful fight to recoup its losses."

"Which way the battle goes in

Marconi

UNVEILING of a bust of Guglielmo Marconi, radio pioneer, in the studios of pioneer KDKA Pittsburgh, was announced by the Carnegie Institute of Technology. The unveiling will take place on the occasion of the 60th anniversary of the birth of Marconi's first wireless message, 1901.

The unveiling will be held on the campus of Carnegie Tech and is open to the public.

The unveiling will take place at the same time as the ceremonies to be held in London and other countries.

The bust will be unveiled by Mrs. Marconi, widow of the inventor.

Wallace to Crosley

DAVID WALLACE, recently consulted to the National Production Authority in Washington and previously manager of market research for Ford International, has been elected vice president of Crosley Inc., marketing and public opinion analysts.

TRAVIS, HANSEN

Given ABC Promotions

APPOINTMENTS of C. Merwin Travis as sales promotion manager for the ABC Western Div., and of John Hansen, who now holds that post, to be sales representative of ABC-owned KECA Los Angeles, were announced last Thursday by William Phillipson, ABC Western Div. director. The appointments are effective Feb. 1.

Mr. Travis has had many years' background in public relations and sales promotion. He is currently on the staff of the Howard. G. Mayer and Dale O'Brien office in Hollywood and is director of publicity for the Desert Inn, Las Vegas, Nev. Until 1942 he was vice president and general manager of Pathe Labs of New Jersey which earlier has acquired a film laboratory he had developed.

Mr. Hansen has been with ABC since 1947. He served first as research manager for the promotion department, advancing to sales promotion manager in 1950. Before joining ABC he served five years in the Army as an infantry captain in the South Pacific.

K-F Buys Segment

KAISER-FRAZER Sales Corp., Willow Run, Mich., will sponsor the last half-hour of Your Show of Shows on NBC-TV, starting Feb. 16, on alternate weeks, replacing Eversharp which leaves the show at that time. William H. Weinstock, New York, is agency for Kaiser-Frazer.

DC&S Named

STANDARD Milling Co., Chicago, names Doherty, Clifford & Shenfield, New York, to handle advertis- ing for flours and for various prepared mixes, effective March 1.

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Talent Unions

Advent of television has made a five-branch merger of Associated Actors & Artists of America "an absolute necessity." C. B. Price, president of American Guild of Variety Artists, said last Tuesday after representatives of the unions and labor relations expert, from two universities, listened to his floor meeting to study merger possibilities.

Although television is the factor that has prompted consideration of the merger, radio, too, would be affected if merger occurred, since the amalgamated talent union would deal with all entertainment media.

Meeting was the first step to create a one-card entertainment union since the Television-Authorized convention, held in December to chart the future of the video group, adopted a proposal for organizational overhaul.

The unions suggested at that time inviting an impartial authority to study the problem and obtained services of M. P. Catherwood, dean of New York State University of Agriculture and Life Sciences at Cornell, and Edgar L. Warren, director of the Institute of Industrial Relations at the U. of California at Los Angeles, to direct the work [B&T, Dec. 17, 1961].

The two men will be assisted by L. P. Adams, Cornell Research director, and Michael Komaroff, UCLA, with the institutions contributing their offices as a public service. Financing, amounting to possibly tens of thousands of dollars, will be handled by the participating unions.

University officials said results could not be anticipated until this spring, and the survey is completed; they are approaching the matter from a purely scientific, investigative point of view. Their recommendations, due for consideration by AAAA members before July 1, will depend on their findings, Dean Catherwood explained, and it is "conceivable" that the study may indicate a five-branch merger is not desirable.

"Extensive questionnaires," Mr. Komaroff said, have already been sent out to all interested officials of the unions involved: AGVA, American Guild of Musical Artists, American Federation of Radio Artists, Chorus Equity, Screen Actors Equity, Screen Actors Guild and Screen Extras Guild are not included in present discussions, although it is planned to leave the door open for them to join whatever merger may result.

Will Interview

In addition to questioning union officials for their recommendations, the study will include widespread collection of data and interviews throughout the field and establishment of regional conferences on the member-performer level for discussion and evaluation of the questions. Survey staff members are also expected to attend regular meetings of AAAA member unions to weigh merger attitudes.

Major research effort of the survey, however, will be an exact census of workers in various entertainment fields, with particular attention given to multi-membership required of a single performer and "overlaps" of union spheres.

Vinton Hayworth, vice president of AFRA whose invitation to TVA for a discussion was triggered by those members, the resolution said, since it neither judges nor defends the individual views of its members.

By essentially the same network and agency employers. It was emphasized that such merger would not preclude later joining with interested unions.

Alluding to the "slight recalcitrance" of other AAAA members toward the AFRA-APTA merger, Lawrence Tibbett, AGMA president and AFRA member, said that the radio group proposed the uniting "not in bad faith" and was entering discussions for total unification.

(Continued on page 88)

Edwards Show

Union Protests to FCC

Dropping of Commentator Frank Edwards' nightly MBS newscasts by WRR Dallas, Texas, has prompted a local AFL union appeal to the FCC for an investigation.

AFL Local 198 has asked the Dallas FCC office to look into the reason for the discontinuance program, and the request was forwarded to the FCC in Washington. Mr. Edwards is sponsored nationally by the AFPTV. The union has asked the FCC to determine "whether or not an injustice has been perpetrated."

D. J. Tucker, WRB director, said the presentation was cancelled last December in a general program realignment, and that it did not have a high rating in listening polls. WRR is a network affiliate and the program realignment was approved by the municipal radio commission, Mr. Tucker said.

Political Screening

Authors League of America, parent organization for writers' unions, started an active campaign this week to discuss blacklisting of writers as well as other video employees as it is allegedly practiced by broadcasting license holders.

Resolution on blacklisting recalled that from the earliest days of this nation's life, tradition has given writers and writing freedom from political control, but that "today this tradition is being eroded by fear." It continued, "today any American writer may be subjected to dismissal, disgrace, and disaster through the organized activities of self-appointed monitors eager to defend the nation on their own terms."

Identifying itself as a "purely professional organization," the league has never had and will never have a political test for its members. The resolution said, since it neither judges nor defends the individual views of its members.

"But the league, as always, will combat every concerted effort, across the board or isolated, to deny the employment of any writer or the presentation or publication of his work on any basis other than the merit of his writings," the resolution continued.

The Committee to FCC Chairman Wayne Coy recognized that the Commission has no power to control employment policies of radio and television sponsors. "The practice of blacklisting has spread to such an alarming extent," the ALA president wrote, "that it has gone far beyond isolated acts by specific individuals and has assumed the proportions of what may properly be characterized as an industry policy, which involves not only sponsors and producers but networks and individual stations and licensees, and thus brings the matter clearly within the jurisdiction of the FCC."

Denial to Writers

Issues involved, according to the letter, are:

"(1) Denial by the radio and television industries to writers, of employment or presentation of their work;

(2) blacklisting of the works of writers due to the arbitrary blacklisting of actors, directors, scene designers, and other personnel;

(3) denial to the public of its constitutional right to see and hear the works of established writers, of high literary reputation;

(4) the practice by the radio and television industries of organizing blacklists, if not illegal, in any event, is an undertaking that is absolutely necessary, when viewed from any point of view; in point of fact, it is certainly wholly at variance with the American traditions of freedom of expression and due process, and wholly against the public interest."

The committee to represent the league at FCC hearings would consist of Mr. Stout, Oscar Hammerstein II, John Hersey, and Emmer Rice, who was reported last week as negotiating to settle his casting dispute with producers of Camelot in Triple.

The league explained its understanding that American Civil Liberties Union will also apply for a hearing on blacklisting, to be timed shortly after the hearing on blacklisting written by ACLU board member Merle Miller, who is also president of the Author's Guild, an organization of ALA. The book is to be published in April by Doubleday & Co., New York, but the ACLU request for hearings is expected when advance copies are available in early March.

(Also see story on Loeb blacklisting charge, page 80)

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JONES ON MERGER

ATTITUDE OF FCC Comr. Robert F. Jones toward the merger of ABC with United Paramount Theatres Inc. was clearly defined in the Ohio commissioner's heavily documented dissent in the Commission's recent order denying the merger. Fanchon & Marco permission to intervene in the Paramount hearings two weeks ago [BT, Jan. 21].

Jones' position was restated by Comr. Jones from some lawyers since the 20-page document was issued. His brother commissioners have commented on his enthusiastic response, though he was a minority of one.

Fanchon & Marco have not decided what to do next. Request for a court injunction if the Commission

PENDS

Gorrie Approval Pends

TWO DAYS of grilling by the Senate Armed Services Committee early last week delayed approval of the nomination of Jack Gorrie as chairman of the National Security Resources Board. The commit-tee was scheduled to vote on his nomination last Friday. Mr. Gorrie's ex-newspaper, was given an interview by the NSRB chairman following the resignation of W. Stuart Symington last fall. NSRB is charged with security and censorship planning for the defense mobilization program.

PAGE HEADS OBA

TV Survey Considered

ALLAN PAGE, KSWO Lawton, Okla., was elected president of the Oklahoma Broadcasters Assn. at its meeting Jan. 23 in Stillwater.

other officers are: F. C. Cap- per, WBZZ Ponca City, vice-presi-dent and Guy Farnsworth, KRCR Enid, secretary-treasurer.

Directors appointed were outgoing President L. F. (Chub) Bel-latti, KSPI Stillwater; Jimmy Barry, KMUS Muskogee; George Collison, KOCY Oklahoma City; John Easa, KTUL Tulsa; A. R. Hoover, KADA Ada, and Ed Ry-an, KSWI Woodward.

William B. Way, KVOO Tulsa, reported on the Associated Tulsa Broadcasters' "Sell Radio" cam-paign. The association voted to in vestigate the feasibility of having a nationwide survey made of the im-pact of TV on radio, with Mr. Bel-latti designated to contact the re-search departments of Oklahoma U. and Oklahoma A. & M. about such a study.

Mr. Page was appointed chairman and Messrs. Easa, Collison and Barry named members of a special committee to study possible revision of association by-laws to enlarge the scope of activi-ties in line with other state associa-tions.

Meeting was attended by representatives of 23 stations.

PARAMOUNT

hearing are scheduled to resume Feb. 4, following completion last week of the first arguments, which was presented by Paramount Pictures "control" of Allen B. DuMont Labs. [BT, Jan. 21].

Meanwhile, DuMont was preparing to petition the FCC for interven-tion by the conclusions and a quick decision is that it is not controllable by Paramount's ownership of all 500,000 shares of Class B DuMont stock.

At issue when the hearing re- sumes next month will be Para-mount Pictures' qualifications as a licensee of KTLA (TV) Los-Angeles. Also involved in the Paramount Pictures phase of the hear- ings are (a) license renewal for KTLA, (b) maintenance of construc-tion permit of WBKB (TV) Chicago and (c) transfer of control of KTLA to new Paramount Pic-tures Corp. and of WBKB to United Paramount Theatres Inc., theatre-owner successor to Paramount Pic-tures Inc. Also involved is the transfer of control of WSWM New Orleans from Paramount Pictures Inc. to UPT.

Scheduled to appear then are Paramount Pictures President Bar-nard Barrow, former Paramount Pictures President Edwin Weisl and Stanton Griffs (retiring U. S. Ambassador to Greece), Vice Presidents Y. Frank Freeman, Paul Raibourn and Austin Keogh. Also scheduled to appear is Klaus Lang of the KTLA vice-president and general manager.

Bulk of last week's testimony was by Paramount witnesses.

Mr. Raibourn was on the stand for two days, followed by James F. Mur-tag of the law firm of Simpson, Thacher & Bartlett, Para-mount counsel. Also on the stand was DuMont attorney Edwin A. Falk, of the New York law firm of Gale, Bernays, Falk & Eisner.

offers made to two

Mr. Raibourn revealed that in 1937 when Paramount was investi-gating investment in a TV company offers were made to Parne-worth and DuMont. Paramount bought into DuMont, paying $56,000 for that number of Class B shares, also lending the young electronics company $200,000. Originally, Paramount wanted to buy 50% of DuMont Labs., Mr. Rai-bourn said.

Agreement was drawn up in April 1950 for Paramount to sell all Class B shares to its own stockholders, in exchange for Paramount stock. Mr. Raibourn said, but DuMont backed out at the last min-ute.

Introduced as an exhibit, the agreement showed that Paramount agreed to reduce its right to elect three of eight directors to zero if it held less than half of what was being offered.

Among those interested in buy-ing Paramount's interest in DuMont, Mr. Raibourn said, was Aereo Manufacturing Co., which owns Cincinnati Broadcasting Corp. (WLW Cincinnati and TV stations WLWT Cincinnati, WLWC Columbus, WLWD Dayton, all Ohio). Nothing ever came of that, Mr. Raibourn indicated, because it would have put Aereo in "control" of DuMont in the Commission's eyes and Aereo did not want to be stymied in further TV station expansion (it is an applicant for Indianapolis).

In the event the Commission finds that Paramount does not control DuMont, Paramount will probably file for more TV stations, Mr. Raibourn declared.

In a discussion of Hollywood fea-tures on TV, Mr. Raibourn ex-pressed his abhorrence of current TV packaging, 60 minutes into 15-seconds. He termed the practice "mayhem and a mas-sacre." What hurt him most, he said, was the knowledge that those pictures were made with the utmost care for definite audience re-action.

... it is too late to cope with the problem [monopoly and trade restraint] with any degree of effectiveness after these large corporations have advanced any substantial distance along the high road to monopoly.

Comr. Jones continued as fol-lows:

The undisputed allegations of fact in the pleadings show that petitioners operate theatres in St. Louis and Los Angeles in common ownership of other common ownership and that they are. In Los Angeles they are about to merge their operations with a new company: Fanchon & Marco, if approved, will bring to the broadcast industry the largest aggrega-tion of radio and television facilities in history; that the applicants will operate, in addition to radio facilities, 1,000 theatres in 400 cities; that the appli-cants, Paramount Pictures Inc. and United Paramount Theatres Inc., are acting in concert to restrain the petitioners in the operation of their theatres and in their ability to obtain films; that their business operations have been characterized by the Supreme Court as "a marked practice of repressive and monopolistic methods of competition, deliberately practiced, long continued, and affecting the public interest and convenience in a material degree upon the part of the applicants.

Concluding, Comr. Jones had this to say:

"... it would seem that under such circumstances the Commission should exercise greater liberality, if anything, in allowing interventions of those persons who can be of assistance to the Commission, and particularly those who have had prior actual ex-perience in the case. This is particularly the situation in the Commission's approval for the proposed merger..."
Four Years With the Right Medium

FEb. 2 is Radio Day at the plant of John Knobel & Son, farm feed manufacturer-wholesaler in Freeport, Ill.

The day marks the fourth anniversary on the air for this thriving midwestern company—a 38-year-old business that has been moving forward rapidly since it first put a market report on WFPL Freeport back in the winter of '48.

In those four years John Knobel & Son estimates it has sold $600,000 of farm feed because of its broadcast programs. This $600,000 in business has developed from a time sales cost of possibly 2% that amount.

Russell J. Knobel, president and general manager, entered radio as a sponsor about three months after WFPL went on the air, buying a program of daily noon market reports. This series has run without interruption, but has been augmented with other WFPL time.

**CONTEST WINNER**

Traces Much Aid to Radio

BILL McHugh, department store manager and sales contest winner, credits radio advertising with much of his success. A saturation spot campaign was conducted by Mr. McHugh over KUBA in nearby Marysville, Calif.

Mr. McHugh, manager of the Federal department store in Marysville, won a year-end sales drive conducted among 18 Federal stores. As winner, he is to receive trip to Palm Springs, Calif., all expenses paid.

Looking to the future, Mr. McHugh said that his spot saturation over KUBA will continue. Federal advertising is placed by Armand S. Lever, firm advertising director. R. M. Gisser is president-general manager of Federal stores.

**THE company is spending around $4,000 a year on radio, nearly triple the $1,400 spent in 1948, with radio getting over half the company’s advertising budget.**

"Those who are using radio advertising will no doubt agree that when you buy time to advertise feed the first thing you will want to know is whether the station has a farmer-listening audience," Mr. Knobel said. "A while back a farmer told us that he had been listening to our livestock report at noon. The market seemed good to him, and by 2:30 that afternoon he had sold his hogs, and had a check for them. We have many comments about our program by farmers. So we know farmers are listening.

"He doubt you would also want to know whether or not the station has time available when you can reasonably expect that farmers might be listening to their radios. Naturally, this varies with the seasons. But being in the feed business, you are familiar with the working habits of farmers.

"Another point that is important is whether or not the program that precedes or follows yours has an appeal to farmers. Our radio program is followed by a program of local, national and international news. We have a lot of people living in town with no interest in the livestock market, tell us that they turn on the radio to get the news and hear our program. I think the reason we have had more comment from city people than from farmers about the news program that follows our livestock market report, is because the radio probably has been on all morning on the farm."

SPRING PLANS for hatchery-dealer cooperation discussed by (seated, l to r) Mr. Kadarauch and M. Knobel. Standing, Dave Taylor, WFRL sales manager, and Dick Carroll, account executive.
SPORTS PACKAGE

LBS May Sign Oil Firm

AN OIL COMPANY is expected to buy the new 52-week "All-Sports Package" announced by Liberty Broadcasting System last week and described by LBS officials as unprecedented in scope and completeness.

In addition, Liberty already has sold the package's five-minute warm-up adjacency to a home freezerc company and is scheduled to sell the five-minute wrap-up to a cigarette firm.

For the first time in the history of the network, a 52-week schedule of some 675 major sports events, including day and night major league baseball, college football, college basketball and pro football, will be offered to national advertisers, Paul Monroe, vice president and director of national sales, told Broadcasting • Telecasting last week.

The "All-Sports Package" is due to start on March 8 on more than 500 Liberty stations. The package is available to national advertisers for one-quarter of each game, while the remaining three-quarters of the game will be sold by the individual affiliates to local sponsors.

The baseball season, officials said, will feature a single game each weekday afternoon (with one of the special sports programs when no game is available), a single gallery and a double-header on Sunday. National advertisers will be offered a guarantee of at least six major league clubs with the Brooklyn Dodgers, Chicago White Sox and Cincinnati Reds already lined up.

Gordon McDonell, president of Liberty, will continue to announce the sports events.

Amana Buys

Amana a Refrigeration Inc., Amana, Iowa (home freezers), will sponsor the five-minute warm-up before the games, starting March 8. Agency is Maury, Lee & Marshall, New York.

Liberty, in addition to its sports package, has had some further sponsor activity, with the sale of two-quarter-hour shows, one featuring Commentator Westbrook Van Voories and the other Franklyn H. Kennedy, vocalist, to Sears Roebuck & Co., Chicago, starting Feb. 17 on 196 southern and southeastern stations. J. Walter Thompson Co., Chicago, is the agent.

The network also has gained exclusive broadcast rights to the Kid Gavilan-Bobby Dykes title fight in Florida on Feb. 4 and has offered it to advertisers, officials reported.

KMO, KIT Appoint

KMO Tacoma and KIT Yakima, Wash., have named the Branhm Co. as national station representative, effective Jan. 21.

H. LESLIE ATLASS (c), vice president in charge of CBS Central Div., accepts citation to WBBM Chicago for "outstanding service rendered to this country and the Naval Radio Training Program," from Comdr. Walter Kimmel (l). With them is Ken Craig, executive assistant to Mr. Atlasc.

STATE ACTION

NARTB’s Fellows Urges United Stand

NARTB and state broadcasters’ associations will be molded into a protective unit to observe legislative and regulatory agencies, Harold E. Fellows, NARTB president, told the Georgia Assn. of Broadcasters in speech scheduled for Saturday morning delivery at Atlanta.

Industry unity is the goal of this movement, which is based on the theory that any adverse legislation on local level will be felt nationally and will set dangerous precedents.

Mr. Fellows warned Georgia broadcasters that present legislative trends have alarming aspects, calling on them to join other state groups under the NARTB banner for common protection.

Indicative of NARTB’s stepped-up legislative activity is a questionnaire sent broadcasters to obtain their views on bills introduced in the Senate by Sen. William Benton (D-Conn.). His legislation would set up a citizens advisory board to operate between Congress and FCC in what is viewed as a dangerous step toward censorship.

Final tabulation of questionnaire results is expected to show overwhelming broadcaster telecaster opposition to the Benton proposals. NARTB’s board is on record against the Benton measures [B&T, Dec. 10, 1961].

Cooperation between state groups and NARTB will speed implementation of uniform state laws to protect broadcasters and telecasters from libel in political and other programs, according to Mr. Fellows. At present both radio and TV stations are in a libel dilemma because of FCC prohibitions against editing put potentially libelous remarks by political candidates and lack of protection under the laws.

Increased pressure by public taxing agencies to slap new levies against broadcast and TV stations must be combated by state and national cooperation, Mr. Fellows warned. He cited the Hawaiian gross receipts tax as well as state and municipal occupational taxes.

NARTB took part in the challenge by KPOA Honolulu of the territorial tax case in which the lower court upheld the levy in part [B&T, Jan. 21]. Vincent Wasilewski, attorney, and Neal McNaughton, engineering director, went to Honolulu to take part in the court hearing.

Moore’s Contention

Judge Willson C. Moore held the station’s commercial operations were centered in the territory and therefore subject to tax, excluding income from network programs shortwaved from the mainland. The court rejected applications of the long-standing Fishers Blend decision holding radio to be interstate commerce subject to federal control and it ignored claims of mainland reception.

NARTB is joining in KPOA’s appeal, Mr. Fellows said in emphasizing the importance of the case from the standpoint of legal precedent. NARTB board allocated up to $5,000 for the association’s part in the legal battle.

The association cannot send lawyers around to fight every case that gets into court, Mr. Fellows added, but it is using all facilities to cooperate with local and state groups.

Complete interchange of information on what legislative bodies are doing will provide a powerful weapon for local and national associations, Mr. Fellows explained.

The situation will be reviewed at the Feb. 11-14 meetings of NARTB radio and television boards and board committees, which are scheduled to be held in San Antonio. Mr. Fellows will address the AR.

CBS ELECTION

Between IBEW and NABET

RESULTS of an election for technical union representation at CBS-owned stations will be tabulated next Thursday by National Labor Relations Board and both contestants are IBEW and NABET. IBEW has represented technicians at CBS stations since 1959 when it won the contract of Associated Broadcast Technicians, which at that time defeated the CIO American Communications Association.

Over 300 technicians are involved in the vote. NABET and IBEW have been actively campaigning among the locals in New York, Boston, Chicago, Minneapolis, St. Louis, San Francisco and Los Angeles.

Both IBEW and NABET have indicated they will go after wage increases, union security and protection. IBEW’s contract expired last May 28 and the union contends the pact is still in effect on grounds that WBBM—of which NABET is understood to argue the contract no longer is applicable. Should IBEW win, the union has indicated it will seek to increase retroactive to last May.

NBC MERCHANDISING

Three Supervisors Named

THREE additional merchandising department executives, or NABET or IBEW, were named last week, to work under Fred N. Dodge, director of the Merchandising Dept. They were: Mr. Odell, former member of the American Weekly’s trade extension division and other publications, to cover Oregon, Washington, Idaho, Montana, Wyoming and part of Utah; William M. Barnard, New York division manager of the Tex Hughes Division of Johnson & Johnson and formerly with McKesson & Robbins, who will have headquarters in Chicago and also will cover Michigan; and William T. Croley, formerly of the Cleveland Press and the Cleveland Weekly, who will work out of Cleveland, covering Ohio, Indiana, and Kentucky.

SSB Field Offices

FIELD branches of the Office of Salary Stabilization will be opened in February in six cities—Boston, New York, Detroit, Cleveland, Denver and San Francisco, it was announced last Thursday. Eight other offices will be opened soon in key cities, it was said. They will work with SSB Washington headquarters on regulations for overscale radio-television talent, yet to be promulgated, and other industries.

Kansas Broadcasters Assn. at Little Rock Meeting on the Difficult Question. The state was a hotbed of tax litigation several years ago when the city of Little Rock imposed taxes on broadcasters.
LUKEWARM reaction to the State Dept.’s creation of a semi-independent agency to operate the Voice of America was point-blank evident on Capitol Hill last week.

Suggestions that the U.S. short-wave radio arm be further overhauled—or at least that such a possibility be studied—were spelled out in proposals pending in both the Senate and House.

The State Dept., bowing partly to Congressional criticism, had announced earlier the establishment of the International Information Administration to operate Voice and other overseas informational activities [B+T, Jan. 31].

Reaction was quickly forthcoming from both Sen. William Benton (D-Conn.), godfather of the radio offspring and former Asst. Secretary of State for Public Affairs, and from Rep. Emanuel Celler (D-N.Y.).

Hearings were strongly indicated by a Senate Foreign Relations subcommittee, pending Executive Expenditures Committee, which hold jurisdiction over current bills and resolutions touching on Voice operations.

President Picks Sargent

Meanwhile, President Truman sent to the Senate the nomination of Howland H. Sargent as Asst. Secretary of State for Public Affairs. He would succeed Edward W. Barrett, resigned (Closed Circuit, Jan. 14).

The Voice program also figured in Mr. Truman’s budget calculations for fiscal 1955. The Chief Executive asked Congress for $438.2 million for information activities, with $30 million earmarked for radio broadcasting operations and an additional $26 million for construction of broadcast facilities. (See budget story page 29).

Rep. Celler labeled the present program a “Tower of Babel” and called for the creation of a Dept. of Overseas Information within the Executive Branch of the Government.

He cited the Voice of Free Europe as an industry counterpart.

“There is no single, identifiable, unified Voice, speaking with authority,” Mr. Hiss asserted. “The result is confusion in the minds of people overseas, and the meager glimmer of ideas because of the lack of concentrated direct approach.”

The “remedy,” he said, lies in the enactment of his bill (HR 6180), under which a special voice service rank would preside. It also would provide for an under-secretary and two assistant secretaries. The secretary would be appointed by the President. The department would conduct all U.S. information, education and propaganda activities, to be coordinated with the State Dept. Such an agency, he added, could command the “highest intelligence and special skills” in the U.S.

A Congressmen’s measure was referred to the House Executive Expenditures Committee, which held hearings would be held in February or March. The group has requested reports from the State Dept., Budget Bureau and Comptroller General.

Sen. Benton greeted the formation of JLA with reservations. The new plan, he said, “makes even more imperative a close scrutiny by the Senate of this operation.”

He added:

The department’s proposal to raise the status of this operation by having the Administrator report directly to the Secretary of State appears to be a step in the right direction. But I cannot see that it is adequate to meet the need. The Administrator is not even to be a Presidential appointee, confirmed by the Senate. The Congress must be satified until it has assured itself that in this crucial area of our national security we have the best possible organization, get-ting the support and representation capable of attracting into its service the best qualified people in the nation.

Sen. Brien McMahon (D-Conn.), chairman of the Senate Foreign Relations subcommittee, has promised hearings “soon” on a resolution (S Res 127) -co-sponsored by Sena. Benton and Alexander Wiley (R-Wis.). The proposal was introduced early last year.

Benton Seeks Study

Sen. Benton has pressed for a friendly, full-scale inquiry looking into the feasibility of diverting the broadcasting of other countries from the State Dept. By an ironic twist, he is joined in this effort by none other than Sen. Joseph McCarthy (R-Wis.)—though obviously for different reasons.

Dr. Wilson Compton, former president of Washington State College (KWSH and Wash.) will serve as administrator under the new International Information Administration setup. He assumes operational functions, reporting directly to Secretary of State Dean Acheson.

If Mr. Sargent, now deputy assistant to Mr. Barrett, is confirmed by the Senate as expected, he will take over policy and non-operational duties. “Undivided responsibility” will rest, however, with Mr. Acheson.

In accepting Mr. Barrett’s resignation with “great reluctance,” President Truman lauded his work to date and said that his “Truth Campaign” has played under his leadership the past two years. The International overseas program must be expanded still further, Mr. Truman added.

Mr. Barrett, former editorial director of Newsweek magazine, told the President he felt “compelled to return to private life” and recalled he originally had planned to stay on for two years. He ascribed his resignation to “political factors that make it imperative to adhere to that schedule.”

Mr. Barrett has not announced his future plans, though it’s known that he plans to vacation until at least March 1.

Mr. Barrett traced the progress of the Voice of America and the British Broadcasting Corporation, as BT reported today, said “there is now much closer integration of psychological operations with foreign policy as a whole.” He also said that the Voice of America was strengthened by the advent of “major new transmitters,” including the ship-borne station [B+T, Jan. 21; Dec. 31, 1951].

U.S. TRANSMITTER

Set for West Coast

PORT ANGELES area of Washington has been selected by the State Dept. as the site for its proposed $7 million shortwave transmitter—one of two projects now earmarked to carry the U.S. “Campaign of Truth” behind the Iron Curtain and other Communist-dominated areas.

The West Coast station will be located at Dungeness, Wash., and when completed in mid-1953 will give the Voice of America the most powerful radio signal in the U.S., the department said. It will transmit programs to the Far East and across the Pacific.

A similar transmitter will be sited in the East, to broadcast to Latin America.

The ship-borne station [B+T, Jan. 21; Dec. 31, 1951], will project the campaign to all corners of the earth. The Coast Guard vessel will go into operation next month.

Polon to Mogul

DAVID D. POLON, vice president and general manager for TV, has joined Emil Mogul Co., New York, as director and business manager of the expanding radio and TV department. Carlo de Angelis, who is the head of the SBS’s subsidiary, Productions for Television, continues in charge of TV production for all accounts.

ENGINEERS

ENGINEERS associated with the more than 3,000 scientists to attend the five-day winter general meeting of the American Institute of Electrical Engineers which started in New York last Monday.

Special sessions of the technical meetings included talks on color tubes for television, the mechanism of commutation and new techniques of facsimile, plus inspection trips for AIEE members at the recently completed Westinghouse Electric Corp. plant in Hillsdale, N. J., the Bell Telephone Labs. in Murray Hill, N. J., and the harbor radar installation of the Port of New York Authority, Staten Island.

Meeting on color television tubes was held Wednesday afternoon with Chairman W. R. G. Baker, General Electric Co., first introducing H. B. Law, RCA Labs., who spoke on a three-gun mask color kinescope.

Explaining that his was but one of five tubes developed by RCA Labs., he described the theory, function and manufacture of the tube, designed to operate with the direct sequential system. Production problems, he said, are no more serious than those encountered in early days of black and white tube development, with results offering a tube with "essentially very little color shift."

Color Tubes, Facsimile Among AIEE Topics

Color Tube Development

The tube produces color as well as black-and-white pictures on the normal field sequential, he said, with registration problems minimized. The chromaticity can be changed in proportion to the hue, he explained, with the mere addition of three tubes for power requirements.

Colorimetry in television was formulated from an engineering point of view by F. J. Bingley, Philco Corp., who explained and verified equations for control of luminance.

Wilson Reviews Defense

Describing current steps in defense production during his keynote speech Monday, Charles E. Wilson, director of defense mobilization, said the program is now in mid-career, but founded on a broader base of electric power and other fundamentals of industrialism than was the second world war.

Noting that the electrical age is being superseded by the electronic age, he stressed that "we should be planning right now for the weapons of 1960 and 1970. . . . [Scientific] developments await the skill and energy of engineers like yourselves." He warned conference members that "the present job is yours more than that of any group of men in the United States."

The 1951 Edison Medal, one of engineering's outstanding awards, was presented at the Monday general meeting to Charles F. Wagener, consulting engineer for the Westinghouse Electric Corp., for "distinguished contributions in the field of power system engineering."

Awards to AIEE members for technical papers written during 1951 included prizes in the communications division, with J. J. Gilbert, Bell Telephone Labs., New York, and C. H. Crainer, Western Union Telegraph Co., winning first and second honors, respectively.

The mechanics of communica-
tion was subject for papers by B. M. Oliver, Bell Labs., who spoke on exploitation of message statistics; O. J. Drake, New York U., organizing technical conferences; and E. L. McAdam Jr., New York U., who spoke on writing visually. New techniques in facsimile were discussed at a Future Darkhard Signal Corps Engineering Labs., who presented military design requirements, and by M. Aiden, Alden Products Co., whose paper concerned "some of the mysteries of high speed facsimile design."

TUBE SAVINGS

Cited by R. B. Ayer

USE of thoriated-tungsten-filamented tubes is credited by R. B. Ayer, RCA tube engineer, with giving increased efficiency and assurance longer life in high-power vacuum tubes.

Previously, this application was considered impracticable, it was pointed out by Mr. Ayer.

Mr. Ayer disclosed this information in a paper delivered to the American Institute of Electrical Engineers Monday evening at a meeting at New York's Hotel Statler last Wednesday.

Paper asserted that these tubes require 7-60% less filament power than comparable tube types with conventional pure-tungsten filaments. Tubes are used in broadcasting, communications and industrial electronic equipment.

Savings in transformers and associated power equipment were claimed by Mr. Ayer because of a substantially lower heat power requirement. In average broadcast station operation, it was noted by Mr. Ayers, the low input requirement of the tubes—approximately one-third that of equivalent pure-tungsten types—could effect an annual saving of thousands of dollars in operating costs.

MILLER ATTACKED

By Rep. Dondero in House

RECENT mention of the name of Justice Justin M. Miller, Jr., as possible nominee for the post of Attorney General [B+T, Jan. 7] drew sharp criticism last Tuesday from Rep. George A. Dondero (N.J.), or targets of Rep. Dondero were Telford Taylor, former FCC general counsel and Small Defense Plants Administrator, and Max Lowenthal.

In charging on the floor of the House that Mr. Lowenthal was "architect of the plan to fire [Attorney General] Jackson" and "not to get at corruption but to slow down the prosecution of Communists," Rep. Dondero said.

"And whom had he picked for the job?" asked Mr. Miller for a New Dealer, who was kicked upstairs to the Court of Appeals before he wreaked the Dept. of Justice where he was given a haven of refuge after the exposure of his activities in North Carolina where he was moving against a venerable president of Duke University."

Asked about Rep. Dondero's comment, Judge Miller said, "No comment." He is serving as Salary Stabilization Administrator as well as Rep. Miller in New Jersey.

Rep. Dondero said Mr. Lowenthal, whom he described as an "old friend" of ex-Sen. Burton K. Wheeler, put out the "red flag" through his stooges, some of whom have gotten into high places. To mention only one: Gen. Telford Taylor succeeded Justice Jackson as German war crimes prosecutor. . . . "

WORRIED ABOUT TV

COMPETITION IN CINCINNATI?

See Centerspread This Issue ON THE AIR EVERYWHERE 24 HOURS A DAY 50,000 WATTS OF SELLING POWER
ABC Radio backs sponsors with effective Advertising and Promotion

Both nationally and locally, ABC Radio has always done more advertising and promotion of its sponsors' programs than any other network: magazine and newspaper ads, complete promotion kits, on-the-air promotion, direct mail... 

*everything* to build bigger and bigger audiences for ABC programs.

*The reasons why are three:*

First, because ABC *believes* in advertising; we're in the advertising business, and we practice what we preach.

Second, because ABC believes that a network's responsibility to its clients *begins* (rather than ends) when the contract is signed. We know that full-page ads in national magazines build audiences, so we run a minimum of 24 of them a year (plus special campaigns like the recent big AMERICA IS SOLD ON ABC promotion in newspapers).

Third, because a network is only as good as the total (and the enthusiasm) of its stations. ABC backs its own affiliated stations with every possible dollar of national advertising support... and we try to make every dollar of their advertising part of an integrated network campaign that will bring them bigger dividends.

ABC Radio
American Broadcasting Company
PLANE CRASH

WIND and obstructions impeded on-scene television coverage, but radio reports flowed almost incessantly from Elizabeth, N.J., late Tuesday afternoon after a twin-engine airliner crashed there, killing at least 29 persons.

Crash occurred about 3:42 p.m., EST, and most stations in the New York area broadcast the news as soon as they received wire-service reports. WNJR Newark logged its first bulletin at 4:09 p.m. and had 10 more announcements within the following 60 minutes. NBC radio and ABC radio networks followed with initial reports at 4:15 p.m., while CBS-TV Network led that medium with a 4:14 p.m. spot newscast.

ABC radio had an on-scene bulletin at 4:40 p.m. with NBC radio following with news straight from the crash site at 4:45 p.m. CBS-TV Network rushed an uncut film on the air at 7:30 p.m. that evening. NBC showed its first films 15 minutes later, while DuMont had the first eye-witnesses to report by video in front of the cameras at 8 p.m.

NBC radio's mobile transmitting crew, headed by Newsmen Jack Gerber, sent back its first report at 4:15 p.m. and followed with on-the-scene bulletins at 4:45, 5, 5:30, 5:45, and 6 p.m., when a full eye-witness account was broadcast. NBC reported its coverage as first to confirm that former Secretary of War Robert Patterson was among the victims.

NBC-TV unit, sent from its garage immediately upon word of the tragedy, could not get its high-frequency signal back to the Empire State Bldg. transmitter, but the television network showed a complete film on Eleventh Hour News over WNBT (TV) New York at 11 p.m., with Don Goddard interviewing the Elizabeth Police Chief, Civil Defense workers, firemen, and citizens who helped evacuate residents from burning houses, where the American Airlines plane had crashed.

CBS Radio coverage, which was handled on-the-scene by Abraham Weston, who arrived in Elizabeth in time to tape record his account while wreckage and debris were still burning, was carried on the 4:55 p.m. news show and followed up more completely on an 11 p.m. broadcast. Regular CBS Newsman Allan Jackson, Lowell Thomas, and Ed Murrow broadcast reports in that order.

CBS Television Network, after its 4:14 p.m. first report, carried uncut film report, minus sound, at 7:30 p.m. over Don Edwards and The News. Film with sound and live interviews of participating fireman was telecast at 11 p.m. by Allan Jackson on WCBS-TV New York only. The network gave a complete crash story Wednesday, with sound film and on-the-scene reactions of Elizabeth citizens who were then banding to have the Newark Airport moved to a less crowded area.

ABC radio mobile news unit arrived on the scene within an hour after the crash so that first bulletin presenting available facts from the scene was broadcast at 4:15 p.m., followed by fuller on-site reports at 4:40 and 5 p.m. William Whitehouse, manager of radio special events, Commentator Julian Anthony, Reporter Jules Bergman and three engineers were required to operate the unit's speech and recording facilities. First eye-witness stories were reported on Headline Edition from 7:06-7:15 p.m., including reports from Joanne Hiz, teen-age witness, and Warren Wayson, Elizabeth Police Chief.

ABC-TV Newsmen John Daly reported to viewers at 7 p.m. and facilities of United Press-Movietone News Services were incorporated into an 11 p.m. telecast via WJZ-TV New York to show the floodlit wreckage of the plane and dwellings and the efforts of disaster crews.

Showings Repeated

DuMont network telecast motion pictures and stills on a special newscast at 7:30 p.m.—repeated at 11 p.m.—and had two eye-witness descriptions at 8 p.m. DuMont Producer Ted Hammerstein and a cameraman were assigned to the accident scene.

MBS taped an immediate eye-witness report from WOR New York Engineer John Cook and his son, both of whom saw the accident which occurred a few blocks from their home, and recorded fuller explanations an hour and a half later for broadcast on a regular 7:45 p.m. news show. Local New York report was aired by WOR at 6 p.m., and the network was cut in after initial bulletins had been read.

WNJR Newark sent its mobile unit to the crash scene with News Editor Tom Costigan, Engineers Hry Rubin and Will Peiglebeck, and Newsmen Art Hedges and for almost continuous reports that evening. First on-scene reports were at 5:42 p.m., with full round up at 6:15 p.m., and further bulletins until 7:30 p.m. when a half-hour round-up was transmitted. Phone recordings were made by same staff for WBZ Boston and WFPG Atlantic City, and recordings for WFBF Syracuse and WNYC New York.

WNBC New York carried special reports until its FM signoff time at 3 a.m. Wednesday, starting with a telephone-recorded description from the principal of St. Mary's High School who saw the crash occur a block away. Same

Radio-TV Reports N. J. Tragedy

FRANK EDWARDS

Newest Member
of the “BIG THREE”

THANKS to the Motion Picture Daily Sixteenth Annual Poll... to the hundreds of radio-television and movie editors... who selected Edward Murrow, Lowell Thomas and Frank Edwards as the nation's top three radio newsmen.

Frank Edwards

SPONSORED BY AMERICAN FEDERATION OF LABOR

MUTUAL BROADCASTING SYSTEM

Monday through Friday, 10 PM EST
CLEAR THE TRACK!

for the ASSOCIATION OF AMERICAN RAILROADS
WBIG STRIKE

Employees Walk Out Jan. 22

WBIG Greensboro, N. C., struck without warning by WBIG at 10 a.m. last Tuesday, was back on the air at 5:01 p.m. the following day after recruiting a new staff of operators, engineers and announcers.

Gilbert M. Hutchinson, president and general manager, and Mortimer H. Freeman, Atlanta attorney, reported that the strike developed in the midst of negotiations with WBIG after the station had refused to permit automatic renewal of an old contract requiring retention of five control board members when programs were monitored at the transmitter.

Substantial agreement had been reached on increases for announcers and operators from $400 to $500 per week with the station insisting upon the layoff of the five control men, with WBIG "combination" men to be used in the studio.

Assurances had been given, it was said, that there would be no strike when negotiations had concluded.

On Jan. 22, 14 announcers, operators and technical men walked out.

Mr. Freeman, a former NLRB attorney, represents a number of radio and television stations in the South on labor matters.

Patent Rule Date

TIME for filing comments on the FCC's rulemaking concerning the filing of annual patent reports (d.t., Jan. 14, 7) was extended for the second time last week, from Jan. 31 to Feb. 28.

Commission proposals have aroused a storm of opposition, mainly from members of the National Patent Council.

Plane Crash

(Continued from page 38)

A station also carried eye-witness report by telephone recording from Boll Everette, newsreader for WPOE Elizabethtown and reporter of the Elizabethtown Daily Journal; when it cancelled its usual 6:30 p.m. musical program.

WILLIAM K. BRUSMAN (I), WHK Cleveland account executive, shakes hands with Dick Klein of J. A. Plain Co., distributor of Golden Mix grade cake and waffle mix. The Plain Co. has contracted for Mon.-Fri. 8:05-8:30 a.m. Bill Gordon Morning Show on WHK.

WILD LIKE WILD?

Latter Files Protest

WHAT price similarity of call letters WILD and WILJD--if they're in the same market?

Petition requesting that the FCC rescind grant of the call letters WILD which it gave to WTNB Birmingham, Ala., has been filed by WJLD Bessemer, Ala. The Bessemer station, located less than 12 miles from WTNB, fears that the similarity in calls will be "confusing to the public, to advertisers, and detrimental to WJLD."

Conflict between the stations apparently dates back six years. In 1946 WJLD filed for 850 kc with 5 kw day and 1 kw night, and shortly afterward WTNB also filed for those facilities. After five years WJLD abandoned its application and the 850 kc grant was awarded WTNB. For a few years WJLD was a MBS affiliate, but after WTNB came on the air in 1946 it got that network. WJLD is now independent.

WJLD said that when it learned

MENEFFEE CASE

Ruling Would Rescind

INITIAL DECISION released last week by FCC Presiding Commissioner George E. Sterling proposes that the Commission's order of May 21, 1951, revoking the amateur operator and station licenses of Henry W. Menefee, be rescinded.

Mr. Menefee was cited by the FCC last year for his part in building and operating an illegally-operated television station, which rebroadcast programs of KPRC-TV Houston in order to promote the sale of television sets in Madisonville, Texas.

Comr. Sterling found that Mr. Menefee did admit participating in the venture, but that he thought the station was licensed.

The unlicensed TV station was built under the direction of Herashel Roberts, who was a partner in a radio appliance store in Madisonville. It rebroadcast KPRC-TV's programs on Channel 2, and was equipped with a time clock which automatically activated the station at 5 p.m. and turned it off at midnight.

Comr. Sterling concluded that because of the good character of Mr. Menefee, his Navy service and his former record, the "ends of justice would not be further met by suspension of his amateur license."

WTNB was going to change call letters, it appealed to the president of WTNB to choose some other call, but he refused to comply.

WJLD is on 1400 kc with 250 w fulltime. WTNB is now on 1400 kc with 250 w fulltime, but expects to be on 850 kc within a few weeks when it plans to change its call to WILD.

WWBM Chicago set another long-distance record Jan. 17 when it received the following wire: "Reception fine off Panama. Please play Lili Marlene."

NEWSCASTER Norman Newbitt (I) talks over his new 52-week, six weekly 6-6:15 p.m. newscast on KMPC Hollywood with Charles H. Cowling (C) KMPC national sales manager, and Fred Murray, Southern California general manager for Cadillac, his new sponsor.

PRIZE WINNER SUES

SUIT asking $3,500 damages was filed Thursday in U. S. District Court (D. C.) against NBC and Inga Rundvold, TV commentator, by Mrs. Betty Lou Summers, of Washington. According to Carl L. Shiley, her attorney, Mrs. Summers was disappointed in prizes awarded in a TV contest. The suit contends a "mink stole" was worth only $250, her free trip to Bermuda was off-season, and the winner would have to bear part of the expense. The prizes were represented on Inga's Angle, carried by WNBW, as being worth from $4,000 to $6,000. It is contended Mrs. Summers claims she bought 200 post cards and had 16,000 out of 36,000 votes cast.

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Future TV Schedule

(Shapes of things to come)

I. "The price of living"

2. "The price of living"

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Don Lee radio audiences are BIGGER*

Daytime audience 14.5% bigger
Evening audience 18.5% bigger
...and current network rates are LOWER than they were in 1949!

*Pacific Nielsen Ratings, Full network average audience, Monday thru Friday, January thru September 1949 vs. January thru Sept. 1951
DON LEE GIVES COMPLETE, CONSISTENT LOCAL COVERAGE OF THE PACIFIC COAST AT LOWEST COST PER SALES IMPRESSION OF ANY OTHER SALES MEDIA

A big statement... true, and it takes a big network to accomplish it. Don Lee (and only Don Lee) has 45 stations in 45 important Pacific Coast markets. Don Lee consistently sells your customers from their own local network station in their own local market. You can buy Don Lee according to your distribution pattern. There's no waste. That's real flexibility and real value and only Don Lee can offer it.

Don Lee consistently carries more Pacific Coast regional business than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast advertising buy—DON LEE.

Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network

Mutual DON LEE BROADCASTING SYSTEM

1313 North Vine Street
Hollywood 28, California
VOA PROJECTS
Related by ‘Satellite’

A REPORT on development of projects which will help broaden reception of the Voice of America behind the Iron Curtain is given in the current (Jan. 26) issue of the Saturday Evening Post. They are discussed by Richard Thielsen in an article, ‘The Hole in the Iron Curtain.’

The author describes the partial success of the Russians in throttling U. S. broadcasts by countermeasures—viz., jamming the airwaves with static, removing wave bands from sets under repair and use of a device to control selection of all programs received in a particular area.

Despite these measures, he writes, “chinks in the wall of silence” being built by the Soviets may be pierced by a combination of three projects—Vagabond, Ring and Baker. Vagabond is a name of the project providing for relay of programs by means of a vesselborne transmitter [B'T, Jan. 21; Dec. 31, 1961]. History may be changed by them “if words and ideas can ever pierce the sword,” the article says.

Baker is described as a broadcasting outlet four times more powerful than any U. S. domestic transmitter, with capability for penetrating the polar area. Ring consists of 14 short, medium and long wave stations arrayed around the periphery of the Soviet land mass.

John H. Heake Jr.
JOHN H. HEAKE, Jr., 33, staff engineer with WIP Philadelphia, died Jan. 14 as a result of injuries suffered in an automobile accident in Camden, N. J. He joined the WIP engineering staff in 1949. During World War II, he served as a staff sergeant with the Signal Corps. Survivors include his wife, Mrs. Martha E. Heake, and two sons, James, 7, and Jon, 3.

KWRC Aids Search
KWRC Pendleton, S.C., through frequent broadcast of appeals for clues to a missing plane, greatly assisted in locating a military aircraft which had crashed in nearby mountains. Maj. Leonard H. Burgease, U. S. Air Force, wrote Ted A. Smith, KWRC station manager. “It is indeed a pleasure to express the gratitude of this organization to the entire staff of KWRC for their heroic services to the public in the successful prosecution of the search. Your frequent appeals for search volunteers and your interest in the search itself were exemplary of the highest standards of radio broadcasting.”

WHO’S THAT?—might be what Gene Autry’s pointing finger signifies.

Birthday cake, held by Bill Burch (l), producer-director of CBS Radio Gene Autry Show, and Guy dello Coppa, vice president in charge CBS Radio Network programs, was presented cowboy singing star on occasion of his 12th year on network.

DRAMA LEADS ON RADIO, TV
Executive Radio-TV Service Survey Reports

DRAMATIC shows lead all other types on both network radio and television networks, according to a program-type survey released last week by Executive Radio-TV Service, Larchmont, N. Y. The survey also found food and food product firms sponsor the greatest number of offerings in both media.

Television schedules include 68 programs in the drama category, and radio, 50. Classification is broken down into: Mystery and detective dramas, 26 on video, 19 on radio; situation comedies, 11 on TV, 19 on radio; and juvenile and western dramas, 10 on TV, 13 on radio. Serials are listed separately in the survey and total 7 on TV and 33 on radio.

No major changes in programming within the last three months are indicated by the study, although straight variety shows on TV have decreased from 19 programs in October to 14 currently on the air, while dramatic plays on video have increased from 18 to 21.

Sponsorship totals indicate 169 sponsors on video with 187 programs on the air, while radio has 124 sponsors for 200 programs. Results pointed up trend toward multiple sponsorship on single programs for video and common radio practice of one sponsor’s backing several programs simultaneously.

Home furnishings and appliance firms sponsor the second greatest number of programs, the report said.

Salary Questions
EMPLOYERS seeking general information on salary questions may receive assistance from field offices of the Labor Dept. Wage & Hour Division under arrangements completed and announced by the Office of Salary Stabilization last week. Employers may obtain advice and data from any of a network of 50 wage and hour offices until O.S.S. sets up proposed field offices within the next few weeks. Official rulings will be made available only through the salary stabilization office, however.

Radio Adv. Course
A 10-WEEK course, “Making the Most of Your Radio Advertising Budget,” is being offered by the Savannah Vocational School, 214 E. Bay St., Savannah, Ga. Course instructor is Larry Shields, announce at WFRP Savannah.

BURNETT EXPANDS
Takes ex-WAIT Space

BROADCAST personnel of Leo Burnett Co., Chicago, which bills $128 million yearly in radio-TV, will soon move into additional quarters at 360 N. Michigan Ave. Second-floor space formerly occupied by WAIT will include radio-TV executive offices, audition facilities, studios for editing and taping recordings and viewing and editing films and kinescopes.

One viewing room will have a seating capacity of 100 persons, according to William L. Weddell, vice president in charge of broadcasting. Part of the expansion program headquarters also will be carried out in Los Angeles and New York branch offices, he said. In New York, the company will take over the fifth floor at 745 Fifth Ave, moving from 677 Fifth Avenue.

Burnett has eight television network clients and seven radio accounts, but present billings approximate 40% of the total income. Network clients include Bauer & Black, Brown Shoe Co., Dunbar National Foods, Green Giant Co., Kellogg Co., Mars Inc., Pillsbury Mills, Pure Oil Co. and Club Aluminum Products.

KROD ELECTION
Roderick Sr. Is Chairman

ELECTION of KROD El Paso President Dorrance D. Roderick as chairman of the board, the promotion of Vice President and General Manager Val Lawrence to succeed Mr. Roderick as president, and the naming of Bruce Barnard as vice president and a director were announced last week.

Mr. Roderick is also president of KAVE Carlsbad, N. M., and general manager of the Southwest Network, a regional group which is identified with the Roderick Broadcasting Corp., KROD licensee.

Other officers and directors of Roderick Broadcasting Corp. were reelected as follows: Dorrance D. Roderick, Jr., treasurer; K. E. Clark, secretary, and T. E. Roderick, a director. The elections were held Jan. 14.

Media Men Elect

NPA APPROVALS

COMMUNITY TV antenna projects figured heavily in decisions handed down by the National Production Authority on applications for building materials.

In a supplemental list of grants and denials covering 1952 first-quarter allotments, the production agency gave its approval to one such project and rejected another.

NPA previously had released decisions covering over $13 million worth of radio-TV construction for the first quarter of this year [B+T, Dec. 24, 1951].

Receiving NPA approval last week was Eastern Pennsylvania Relay Stations Inc., Shamokin, Pa., for a TV antenna system on the eastern seaboard. The estimated cost of the project was $73,000.

Another project—that of TV Antenna System Inc.—was denied by the agency, with no amount specified. Cities mentioned for the proposed service are New Philadelphia, Dover, Midvale, Uhrichsville and Dennison—all in Ohio.

In other actions, application of Blue Ridge Television Inc., Asheville, N. C., was turned down. Estimated cost of “TV antenna” project was $26,500. The nature of the construction was not known. FCC records show no trace of a bid for a TV station in Asheville under that name.

Another “curiosity” also arose in the case involving Local 1408 of the United Steelworkers (CIO) at McKeesport, Pa. NPA allotted the union local materials for a “union hall and radio broadcast station” with construction valued at $66,805.

Again, FCC reports no records of bids for either an AM or FM outlet in that city under the union’s name. Nor are there any existing facilities licensed to the CIO local there.

FCC has taken no concrete action on community TV, which is designed to feed programs through master antennas to beyond-fringe areas as a means of extending TV coverage.

The greatest concentration of installations thus far seems to be in Pennsylvania, though plans are underway for similar projects in other states, among them Utah, Idaho, Oregon, Washington, New York, Ohio and some southern states. The Pennsylvania setup would pick up programs from Philadelphia.

These radio-TV actions were contained in a list reflecting a percentage denial of 73.4% of over 500 applications because of materials shortages. Some of the rejections covered projects “virtually” complete where the applicant may have to apply again for copper or aluminum to finish construction. These applicants are assured of eventually completing their building.

In the case of Eastern Pennsylvania Relay Stations Inc. and CIO Steelworkers Local 1408, NPA indicated construction was at least 20% complete. Until defense programs are set, prospects for new industrial (broadcasting) and commercial construction remain virtually nil where NPA authorization is needed.

NPA also has ruled that delivery of controlled materials delayed from a previous quarter would not have to be charged against allotments for a current quarter.

The agency still is weighing a plan whereby applicants would be given permission to build in the future without NPA, being required to issue actual allocations at the time of authorization.

REPORTING ‘OSCARS’

Media Newsmen Honored

FOR EXCELLENCE in reporting federal employees’ news, the AFL American Federation of Government Employees awarded “Oscars” to news reporters “who have done most to strengthen the American civil service system.” The awards were made on Carl Berger’s DuMont Television Network show, Your Government and Mine.

Among recipients were Joseph Young, WMAL-AM-FM-TV Washington and the Washington Evening Star; Rae Hargreave, Washington correspondent, Monthly Federal Employee Press, and author of WOL-AM-FM Washington’s government employees newscasts; Frank Edwards, who airs the AFL programs over MBS, and Mr. Berger, who, in addition to his teletcasts over DuMont’s WTTG (TV) Washington, broadcasts nightly over WWDC-AM-FM there.

Mass Media Seminars

SEMINAR in international broadcasting and a series on “Mass Media and International Relations” will be conducted by Dr. Arno Huth, UN public information department, under auspices of the New School for Social Research, New York, beginning early in February. Other topics slated during the spring semester include radio, television, facsimile, role of communications and influence on foreign policy and public opinion, films and press. UN executive officers and outstanding experts will appear as guest speakers, with sessions to be held Mondays and Wednesdays at Dr. Huth’s home.

NET profits of $608,000 for the quarter ending Nov. 30 and of $718,000 for six months ending same date have been reported by the Raytheon Mfg. Co., Waltham, Mass. Officials reported that backlog of government orders has increased to about $170 million.

Page 42 • January 28, 1952
What is the radio market reached by radio in Detroit today?

How far has TV cut into the radio market?

Has TV hurt the effectiveness of radio advertising?

Do you want the real facts? Then send for the new study of the Detroit market compiled by WWJ. See factual proof of the continuing irreplaceable importance of radio to do an effective selling job in the Detroit market. See, also, how you can eliminate guesswork in buying radio time in Detroit, when you buy WWJ.

Write WWJ—The Detroit News, Detroit 31 . . . or contact The George P. Hollingbery Company . . . today!
GIFT changes hands—from one broadcaster to another—as Judge John Borgen Davis (I), WIBG Philadelphia, receives congratulations from Benedict Gimbel Jr., president and general manager, WIP Philadelphia. Mr. Davis, vice president, general counsel and stockholder in WIBG, received gift from Philadelphia Radio-Television Broadcasters Assn. as token for election to city's Common Pleas Court No. 4 last fall [BT, Nov. 19, 1951]. Mr. Davis also is president and principal owner of WALT Millwood, N. Y., and secretary-stockholder of WAEB Allentown, Pa. Mr. Gimbel is president of association.

KSL Sales Record

Despite the growth of television there and a network rate cut, KSL Salt Lake City in 1951 enjoyed its best sales year in history, according to Eugene M. Halliday, station manager. KSL radio gross sales outpaced 1950's by over 2%, with national spot sales making the best showing, he announced. The record figure was attributed to volume increase at Halliday said, noting that KSLs 20% daytime rate hike was virtually nullified because of station's protective policy on active accounts. Pre-KSL year was 1950, with March 1951 as the best month. Mr. Halliday said. KSL is a CBS Radio affiliate. Growth of TV is represented by two video outlets—KSL-TV and KDLV-TV.

No Price Control

DISPLAY advertising in public modes of transportation are exempt from price controls, placing it in the same category with broadcasting stations, according to a ruling handed down by government price stabilization officials Jan. 17. The Office of Price Stabilization explained the action is consistent with exemption provided for advertising rates charged by radio or television other media. Charges for services performed by ad agencies also are excluded from price regulations.

Classroom Studios

NATIONAL weekly magazine, Scholastic Teacher, in current issue emphasizes value of adequate audio-visual equipment and suggests "Your Own Radio Studio—Hints on How to Make One." The article, written by William J. Temple, Brooklyn College, tells how to improvise when trying to turn a classroom into a broadcasting studio. Among other advice, Mr. Temple gives is to get expert opinion from radio technicians at your local radio station.

Phillies Buy Spots

PHILADELPHIA Phillies, through a radio spot schedule, are trying to run up the score of advance sales for reserved and box seats to baseball games during the upcoming season. Choice locations for 14 night games are being offered. Handling all advertising for the Phillies is Weightsman Inc., Philadelphia agency. Newspapers and direct mail also are being used.
A FAMOUS FIGURE now stars on ABC

At long last, ABC brings radio and Marlene Dietrich together—and what a combination! Dietrich... one of the world’s most glamorous women... a name that means box office in movie houses and theatres on three continents... now steps from her stage and screen triumphs into a radio role tailor-made for her sultry talents. Sunday evenings at 9:15, E. S. T., La Dietrich becomes Mlle. Madou—owner-chanteuse of the “Cafe Istanbul.” It’s a shadowy rendezvous of spies and diplomats... where murderers trade secrets... and excitement is “on the house.” Great entertainment? There’s nothing like it on radio! But that’s just the half of it. For the whole story... the part where you come in... see the back of this insert!

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<td>NBC</td>
<td>ABC</td>
<td>CBS</td>
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</tbody>
</table>
### February 1952

#### Sunday
- **CBS**
  - *Time for Two* (11:00 a.m.)
  - *Dawnhomura* (12:30 p.m.)
  - *Beverly Hillbillies* (12:30 p.m.)
- **ABC**
  - *Lassie* (11:00 a.m.)
  - *Make Believe Ballroom* (11:00 a.m.)
  - *Lorne Greene* (11:00 a.m.)
- **NBC**
  - *The Big News* (11:00 a.m.)
  - *The Aldo Ray Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)

#### Monday
- **CBS**
  - *Hillman Kids* (11:00 a.m.)
  - *The Jack Benny Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)
- **ABC**
  - *Lassie* (11:00 a.m.)
  - *The Jack Benny Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)
- **NBC**
  - *The Big News* (11:00 a.m.)
  - *The Aldo Ray Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)

#### Tuesday
- **CBS**
  - *Casey Climax* (11:00 a.m.)
  - *The Jack Benny Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)
- **ABC**
  - *Lassie* (11:00 a.m.)
  - *The Jack Benny Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)
- **NBC**
  - *The Big News* (11:00 a.m.)
  - *The Aldo Ray Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)

#### Wednesday
- **CBS**
  - *Search* (11:00 a.m.)
  - *The Jack Benny Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)
- **ABC**
  - *Lassie* (11:00 a.m.)
  - *The Jack Benny Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)
- **NBC**
  - *The Big News* (11:00 a.m.)
  - *The Aldo Ray Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)

#### Thursday
- **CBS**
  - *Casey Climax* (11:00 a.m.)
  - *The Jack Benny Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)
- **ABC**
  - *Lassie* (11:00 a.m.)
  - *The Jack Benny Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)
- **NBC**
  - *The Big News* (11:00 a.m.)
  - *The Aldo Ray Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)

#### Friday
- **CBS**
  - *Casey Climax* (11:00 a.m.)
  - *The Jack Benny Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)
- **ABC**
  - *Lassie* (11:00 a.m.)
  - *The Jack Benny Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)
- **NBC**
  - *The Big News* (11:00 a.m.)
  - *The Aldo Ray Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)

#### Saturday
- **CBS**
  - *Casey Climax* (11:00 a.m.)
  - *The Jack Benny Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)
- **ABC**
  - *Lassie* (11:00 a.m.)
  - *The Jack Benny Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)
- **NBC**
  - *The Big News* (11:00 a.m.)
  - *The Aldo Ray Show* (11:00 a.m.)
  - *The Ford Starke* (11:00 a.m.)

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**FEBRUARY 1952**

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**January 28, 1952** Copyright 1952

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**BROADCASTING**

The Magazine of Radio and Television

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**BROADCASTING**

The Magazine of Radio and Television

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**BROADCASTING**

The Magazine of Radio and Television

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The Magazine of Radio and Television

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**BROADCASTING**

The Magazine of Radio and Television

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**BROADCASTING**

The Magazine of Radio and Television
BETTER MAKE YOUR RESERVATION! With “Cafe Istanbul,” ABC boasts radio's first big, new dramatic show of the year. It's got every ingredient for success. The magic of the Dietrich name ... unique atmosphere ... top mystery-intrigue script ... a cast of outstanding radio character actors. And it also has one of the largest carry-over audiences in all radio. Coming right after Walter Winchell's famous Sunday newscasts, “Cafe Istanbul” inherits his vast following. This show, with this star and this time spot, spells a great opportunity for the right advertiser. If you think you are this advertiser, don’t miss out—be the first to call ABC Radio Sales for details. But call without delay!

ABC Radio
American Broadcasting Company
FCC BILL

IT LOOKS as if the now latent proposal on Capitol Hill to give the FCC Chairman far-reaching powers he being put to sleep for the duration. This was disclosed last week by a Expenditures Committee to rip a bill that has been pending before it. The measure (S 1139) would give the Chairman greater powers than even contemplated in the Truman plan of 1950—modeled after the plan of the Hoover Commission on Post-War Reorganization [B+T, March 26, 1951]. However, last week an expenditures subcommittee recommended an amendment to S 1139 which does everything but denude the original legislation. All that would be left by the subcommittee is a proviso contained in the bill that the FCC Commissioner could continue to serve in office, even though his term has expired, until his successor is appointed and "qualified" (confirmed by Senate) and that he can be removed from office by the President should he betray his trust.

If the full committee decides to accept the subcommittee recommendation, the death-knell will be sounded for FCC reorganization as envisioned by S 1139.

Other Turnback

It is understood that the prime mover in the subcommittee's decision was the fact that the Senate (81st Congress) killed off the similar attempt to reorganize the FCC, along with other regulatory agencies in government in 1950 [B+T, May 22, 1950]. Thereby, the subcommittee held, why bring it up again?

The original bill would transfer the executive and administrative functions of the FCC to the Chairman, thus placing the appointment and assignment of personnel in the immediate offices of the Commissioners, and allow the President to remove from office any member of the FCC for "inefficiency, neglect of duty, or malfeasance in office, but for no other cause." In addition to permitting service in office though the term may have expired.

Retained provision dealing with Gray, Casey Named

ROBERT M. GRAY, advertising and sales promotion manager of Eso Standard Oil Co., New York, has been named general chairman of Advertising Federation of America's 48th annual convention to be held June 8-11 at New York's Waldorf-Astoria Hotel. To serve as vice chairman will be Antoinette M. Casey, assistant to the vice president in charge of advertising and sales promotion, Frankfort Distillers Corp. President Dunnigan has issued a Commissioner's opinion that he would give the Commissioner a 60-day leavey after his term expired.

This development was incidental with a statement by Senate Expenditures Committee Chairman John L. McClellan (D-Ark.). He said he has requested the Bureau of the Budget to give it an idea how much money has been saved the government via reorganization plans now in effect and what savings could be expected should the other Hoover Commission plans (including FCC among other regulatory agencies) be effectuated.

S 1139 Is Ripped Apart By Senate Subcommittee

JOSEPH H. McCONNELL (I), NBC president and chairman, Salvation Army's 1952 New York fund campaign for $1,250,000, and George C. Lieb, women's committee chairman, admire 1952 campaign poster held by Walter Hoving, president, Salvation Army Assn. of New York.

NETWORKS, AFM AID HEART FUND

Programs and Talent to Boost 1952 Drive

MAJOR radio networks are scheduled to join the nationwide fight against heart disease with special public service broadcasts produced in cooperation with the American Heart Assn. and the American Federation of Musicians.

The Performance Trust Fund of the latter group will be used by AFM locals to provide orchestras on four coast-to-coast broadcasts during February. First program is scheduled from Los Angeles by CBS Radio for 10:30 p.m. EST Thursday, eve of the Heart Fund's 1952 start. James C. Petriolo, AFM president, will speak brieily, and national heart campaign chairman, Bruce Barton, will talk on behalf of the fund.

ABC radio network plans the second broadcast from Chicago Feb. 7 at 10 p.m. EST, with special talent groups and fund speakers appearing in addition to an AFM orchestra.

NBC radio will present the third broadcast from New York at 10-35 p.m. EST, Feb. 14. Mrs. Alben Barkley, vice president of the American Heart Assn., will be keynote speaker and top NBC talent is scheduled for variety appearances.

Final broadcast in the series will be presented by Mutual from 8-35 p.m. EST, Feb. 24. The program, featuring well-known concert artists, will originate in Boston.

CHRISTOPHER AWARDS

To Include Radio and TV

TELEVISION program and radio presentation will be added this year to the categories for which awards amounting to $2,000 will be given in the Christopher movement, according to Father James Keller, founder and director, who announced this year's competition in New York Monday.

Contest is open to anyone who wants to submit a 300- to 1,000-word letter explaining what he or she has done as a Christopher, or Christ-bearer, in changing the world for the better. Forty-four prizes ranging from $100 to $2,000 will be awarded in such categories as radio and TV programs, books, motion pictures, newspaper stories and magazine articles. Deadline for the "What One Person Can Do" entries is Easter Sunday.

Kintner Named

ROBERT E. KINTNER, ABC president, has accepted chairmanship of radio and TV broadcasting division of the 1952 Heart Fund Drive conducted by the New York Heart Assn. Fund drive begins Feb. 1.

LBS EXECUTIVES

Adair, Dunnigan Named

CARLTON ADAIR, radio and advertising veteran, has been named LBS vice president in charge of stations relations and John M. Dunnigan has been promoted to assist him in the interest of LBS, as announced last week.

Mr. Adair, prior to joining LBS, was West Coast program director for MBS. He supervised all network program activities for the Don Lee network with a department of 200 employees under his direction. Also, he acted as western sales service manager for the MBS West Coast Div.

Veteran of 17 years in the broadcasting industries, Mr. Adair began as an advertising executive of the Graybar Electric Co. of Detroit in 1935. He has been associated with the Farmers & Manufacturers National Beet Sugar Assn., Saginaw, Mich.; Raymond R. Morgan Co., radio production agency, and his own agency, Adair & Associates which serviced national accounts in Texas and California.

Mr. Dunnigan, who joined LBS in 1950, formerly was vice president of the LBS East Coast Div. and also directed the Washington newscast and program activities. He was transferred to LBS's Dallas headquarters in 1951 as vice president in charge of national sales.

Before joining LBS, Mr. Dunnigan was general manager of WBBO Fort Myers, N. C. He is a native of Winston-Salem, N. C.

WJZ-Grand Union Drive

WJZ New York plans extra drive for its WJZ-Grand Union Caravans, scheduled for broadcast from a different Grand Union supermarket in New York area each day on a Monday through Friday basis. With Feb. 18 debut, program is to feature station-sponsor promotion whereby weekly-long merchandising of participating sponsors' products will be conducted in store where broadcast originates. Included will be displays of products at aisle ends, check-out points and other prominent locations, plus window signs, streamers and display cards. Redemption coupons will be issued on special items.

TO AID recent flood emergency in Alviso, Calif., KEEN San Jose conceived plane-to-ground hookup with city police short-wave system, enabling planes to circle stricken areas routing Red Cross crews and evacuees onto dry land.

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CONVENTIONS

Parties Study Coverage

BOOSTCAST medium reflected the activity of Democratic party leaders on two fronts last week.

The Democratic National Committee set Feb. 5 for a meeting of its executive committee to discuss the proposed code of standards for coverage of its convention in Chicago next July.

The executive group will receive a fill-in on the proposed standards governing type of sponsorship, coverage facilities, cost of installing equipment and other problems. But Frank McKinney, national committee chairman, will make the final clearance.

Whether the networks should bear the expense of installing studio equipment at the International Amphitheatre, convention site for both Democratic and GOP meets, still pends as one problem. Prospect of a joint meeting this week with the GOP National Committee to air this topic was indicated.

Sponsorship question is not a controversial one, at least at Democratic Committee headquarters. Negotiations undertaken thus far by the major radio-TV networks for sponsorship generally have found favor at the committee to which the names of advertisers have been submitted.

Agency Choice Pends

Also hanging in the balance for the Administration party—though not likely to be taken up at the executive session—is the selection of an advertising agency for its convention. This will be determined independent of the executive group.

Broadcast coverage of part of the midwest Democratic conference in Kansas City last Friday and Saturday, scheduled by both ABC and CBS, also found politicos active. ABC was slated to carry highlights of a Saturday morning panel on World Mobilization for Peace, with Vice President Alben Barkley as moderator. Program was earmarked for delayed broadcast, 5-6:30 p.m. EST.

An address by Sen. Robert Kerr (D-Okla.) was scheduled for coverage by CBS Radio on Saturday, 10:30-11 p.m. EST, network's nationwide facilities.

Nielson Adds Seven

A. C. NIELSEN Co., Chicago, last week reported signing seven new clients for its radio and television index services. They are Johnsville, Ford Motor, American Telephone & Telegraph, Toni and Mennen, all advertisers, and two agencies, Dancer-Fitzgerald-Sample and Wallace-Ferry-Hanley. Subscribers now represent 78% of network radio and 65% of network TV clients, President A. C. Nielson said.

EFFECTIVE FEBRUARY 1st, 1952

it's

WMAY

in

SPRINGFIELD, ILLINOIS

America's TOP Network—on Springfield's TOP Station!

... PROVIDING CHOICE AVAILABILITIES NEVER BEFORE OFFERED NATIONAL TIME BUYERS IN ILLINOIS' SECOND MARKET!

The programs of the National Broadcasting Company in West-Central Illinois— IN CONCENTRATED COVERAGE—for the FIRST TIME ... with the plus-support of WMAY's outstanding locally-produced shows.

... all on Springfield's Most Powerful Station, operating on Springfield's Most Desirable Frequency.

Write or Wire NOW

WMAY-NBC

Springfield, Illinois

1000 WATTS DAY

500 WATTS NIGHT

970 KILOCYCLES

REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

FTC TRADE RULES

Industry Group Prepares

MACHINERY for promulgation of trade practice rules for radio-TV set manufacturers has been set in motion again on the industry front.

An all-industry committee, with L. B. Calamaras of National Electronic Distributors Assn. as chairman, met Jan. 17 to review rules proposed by the Federal Trade Commission.

Suggested revisions drafted by the committee will be studied by members and forwarded to FTC's Trade Practices Conference Bureau shortly.

It was expected that FTC would call a third industry conference sometime in March once bureau members have had time to digest industry recommendations. The proposed rules were originally handed down last summer prior to the second industry conclave. Color TV was one of the more controversial topics discussed in previous meetings (B&T, Oct. 1, June 25, 1961).

Attending the all-industry meeting were representatives from Radio-Television Mfrs. Assn., Philco Corp., National Appliance & Radio Dealers Assn., RCA and Allen B. DuMont Labs.

ZUCKERT CHOSEN

To Fill AEC Post

NOMINATION of Eugene M. Zuckert, Assistant Secretary of the Air Force and stockholder in KPBX Beaumont, Tex., as a member of the Atomic Energy Commission was sent to the Senate by President Truman last Monday.

Mr. Zuckert was named to fill the unexpired term of Sumner T. Pike, resigned, ending June 30, 1954. Hearings on the nomination were promised "soon" by Sen. Brien McMahon (D-Conn.), chairman of the Joint Congressional Atomic Energy Committee.

Mr. Zuckert holds 10,000 out of 67,862 shares of common voting stock in KPBX of which he is a director, or roughly 14.7% of stock in the station.

A native of Stamford, Conn., he was appointed Assistant Secretary of the Air Force in 1947. Previously, he was an attorney for the Securities & Exchange Commission.

Donald Dame

DONALD DAME, 34, Metropolitan Opera tenor and formerly soloist on NBC's American Album of Familiar Music, was found dead in a Lincoln, Neb., hotel room last Monday. Death was attributed to a heart attack. Mr. Dame appeared for about seven years on the network music program for Bayer Aspirin and was touring with the Met production of Die Fledermaus. A native of Titusville, Pa., Mr. Dame is survived by his wife.
A hook-shaped strip, 10 miles wide and 150 miles long, bordering Puget Sound, is home for 86.9% of the population of the entire 15-county Western Washington market, although only 7% of its land area.

KJR's efficient 5,000 watts at 950 kilocycles covers this tidewater market with no waste, and at low cost.

BMB proves KJR reaches all of Western Washington's 15 counties, and saturates the all-important "hook" of Puget Sound.

Buy KJR for efficient, low-cost, no-waste circulation!

A MARSHALL FIELD STATION — AN ABC AFFILIATE REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

KJR'S 5000 WATTS IS ALL YOU NEED FOR THE RICH, CONCENTRATED SOUND MARKET. OUR "HOOK" COVERAGE MEANS LOW-COST SELLING.
**THE LATEST WCKY STORY**

**WCKY'S**

**NEWS AND MUSIC PROGRAMMING**

*Tops all Program Preference IN TV HOMES*

HERE ARE SOME INTERESTING FIGURES:

*Radio programs preferred in TV homes*

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<td>NEWS</td>
<td><strong>28.5%</strong></td>
<td><strong>60.4%</strong></td>
<td><strong>65.7%</strong></td>
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<td>MUSIC (Popular)</td>
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<td><strong>41.4%</strong></td>
<td><strong>57.3%</strong></td>
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<td>Serials</td>
<td>10.9%</td>
<td>17.2%</td>
<td>13.9%</td>
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<td>Variety</td>
<td>7.1%</td>
<td>7.2%</td>
<td>13.3%</td>
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<td>8.2%</td>
<td>10.6%</td>
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<td>Mystery</td>
<td>6.9%</td>
<td>6.4%</td>
<td>7.7%</td>
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<td>9.5%</td>
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<td>Quiz</td>
<td>3.1%</td>
<td>5.3%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Music (Classical)</td>
<td>3.9%</td>
<td>2.7%</td>
<td>2.2%</td>
</tr>
<tr>
<td>All others less than</td>
<td>2.0%</td>
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* Sponsor, Dec. 31, 1951
THE LATEST WCKY STORY

WCKY Programs Only News and Music

24 HOURS A DAY 7 DAYS A WEEK

and

WCKY'S NEWS AND MUSIC BEATS SUCH NETWORK SHOWS AS: *

WELCOME TRAVELER
DOUBLE OR NOTHING
AGAINST THE STORM
STRIKE IT RICH
LONE JOURNEY
WHEN A GIRL MARRIES

KING'S ROW
BREAK THE BANK
QUEEN FOR A DAY
EASY ACES
LOWELL THOMAS
MARY MARLIN

*Pulse Nov.-Dec., 1951

When You Buy in Cincinnati—
BUY NEWS AND MUSIC, THE PROGRAM FORMAT PREFERRED
4 TO 1 IN TV HOMES.

CALL COLLECT

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 291
MORE THAN ONCE in past years there has been unfortunate occasion to remind the manufacturers of radio and television sets that they were being short-sighted, to say the least, in allocating unreasonably large parts of their advertising budgets to radio, while neglecting against the only two that make their business possible.

It is pleasant now to take the opposite tack. The decisions by Westinghouse, Philco and Admiral to sponsor political coverage on CBS, NBC and ABC—both radio and television—are commendable on two counts.

First, of course, the substantial budgets which these three advertisers will spend will immeasurably improve the extent and quality of broadcasting coverage in this most important election year. It would not be financially possible for networks to do anything like the job that is planned if they had to do it on a sustaining basis.

Second, the experience ought to make it clear to these and other manufacturers that they have erred in a responsibility in enlarging radio and television circulation as the broadcasters have. The political conventions will be of transcendental public interest. It is certainly in the advantage of the set makers to see that the conventions are presented in acceptable detail on the air, as added inducement for the public to equip itself with receiving equipment.

The self-interest public service go hand in hand. The manufacturer receives the advertising benefits inherent in sponsorship of a show having such a large audience. The broadcaster benefits financially as well as from the prestige and public acceptance that come from doing a thorough job of covering events of great interest. And the public gets the invaluable benefit of observing the democratic process from a vantage point that heretofore has been reserved for only a few.

These benefits, on perhaps somewhat smaller scale, can be realized from broadcasts of other kinds throughout the year. There ought to be further restraint on set manufacturers' advertising budgets to make room for larger investments in radio and television broadcasting, without which the set makers could not exist.

Cracker Barrel

WASHINGTON is the news crossroads of the world. Much of that traffic converges at the National Press Club, where the news elite meet to eat, drink, read the tickers, listen to radio and watch television.

Last Monday there was a typical luncheon group at the Club (which one day must become the National Press and Radio Club, or National News Club). The morning news was being discussed.

Spotting a few radio people in the group, Lyle Wilson, ace Washington correspondent and United Press bureau chief, commented: "There's no competition any more between newspapers and radio." He observed that it's routine practice to monitor the forum and discussion programs over the networks, notably during the weekends.

Luther Huston, who a few weeks ago relinquished the managership of the big Washington bureau of the New York Times to take over a "beat," pointed to several front page stories in Monday's Times, based on radio or TV broadcasts. "Seems it's hard to get out a good Monday morning paper without those radio-developed stories," he noted.

The same general view was echoed by Jim Warner, one of the top men in the Herald-Tribune bureau; Larry Sullivan, who writes for Nation's Business; Griffing Bancroft, CBS Washington commentator; Ted Koop, CBS Washington news director; Howard Kany, who heads AP radio in Washington and is president of the Washington Professional Chapter of Sigma Delta Chi; Dick Fitzpatrick of the State 'Dept'; Voice of America, and Wallace Werble, editor of the authoritative Food-Drug-Cosmetic Reports.

Memory harked back to the radio-press war of the '30s. Then radio couldn't buy, beg or borrow news association service. So the networks, one by one, went into the spot news business. Individual stations set up their own bureaus. Then, as radio became a potent news force, the press associations, one by one, began selling their services to radio. Now, one by one, they're entering the TV news field.

The turnabout began, actually, during the last war. Radio, because of its speed, picked up scoops after scoops from the fighting fronts and the foreign offices. Networks made it a practice to issue "full texts" for newspaper use, saving thousands in wire tolls—and getting the credit lines.

Now, in this half-war era, the turnabout extends to the domestic front as well. Such programs as Meet the Press, American Forum of the Air, Battle Report, The Big Question, People's Platform and Washington Whirl, regularly create front page news. Public officials and political candidates save their hot statements for their radio or TV appearances. They want that double impact.

At the local level, there's hardly a newspaper in the nation that doesn't cover its local stations as closely as City Hall.

So in this modern journalistic era, the broadcast media do more than report the spot news. They make it.

Cardboard Christmas

THE DISMISSAL a fortnight ago of mail fraud charges against two Los Angeles promoters who peddled inferior Christmas ornaments by mail-order broadcasting may have been decided on grounds that its practical consequence will be to invite imitation by others whose ethics are similarly primitive.

The actions of Harold Cowan and Ralph Whitmore may not have constituted punishable fraud in the eyes of federal law, but they certainly were against the best interests of either the stations that carried their advertising or, more importantly, the listeners who spent in their dollars and got back cardboard junk.

The moral of this story is one we have mentioned before. It is simply that no broadcaster can delegate to a federal court or to anyone else his responsibilities for the quality of the advertising he broadcasts. Cowan and Whitmore would never have got their shabby merchandise into circulation if some broadcasters had not, in their anxiety to make a quick if questionable buck, accepted the Cowan & Whitmore account.

As we say, Messrs. Cowan's and Whitmore's exoneration will doubtless encourage others to try to fool off miserable goods by radio or television mail order deals. It is to be hoped that no broadcaster will be a party to an expansion of this kind of business.
WOV, New York, enters 1952 with virtually every second of allotted commercial time sponsored from six a.m. to midnight. We suggest you keep an eye on WOV availabilities as they occur. The big swing to independent stations continues in New York and WOV stands out with a consistently growing audience now 39% above two years ago.

P.S. a few choice participations still available on the popular Ralph Cooper show—midnight to three a.m.
**S. C. SESSION**

DEVELOPMENT of daytime business as the broadcaster's most valuable potential was advocated by G. Richard Shafto, WIS Columbia, S. C., at the fourth annual winter meeting of the South Carolina Broadcasters Assn., held Jan. 18-19 in Columbia. Mr. Shafto is a member of the independent Affiliates Committee formed last spring when the epidemic of network radio rate cuts was developing. He addressed the meeting on the overall network affiliate situation.

John M. Rivers, WCSC Charleston, S. C., was elected president of SCBA. Walter Brown, WORD Spartanburg, was elected vice president and T. Doug Youngblood, WFIG Sumter, secretary. New board members are Joe Martin, WDSC Dillon, and Jimmy Coggin, WKDE Newberry.

Retiring officers were Melvin Purvis, WOLS Florence, president; C. Wallace Martin, WMSC Columbia, vice president, with Mr. Young-

---

**Thaw Affiliate Rates, Shafto Urges**

blood continuing in office.

Explaining operation of the NBC rate formula in individual markets, Mr. Shafto said it is based on the assumption that only 45% as many people listen in daytime as at night. A Pulse survey in Columbia last autumn showed the daytime audience actually is 73% of the night audience, he said, adding that in application the rate was in error 63%.

Networks must evolve plans to attract advertisers who want considerably less than a full network, he said, pointing to the competition with national spot representatives.

He called for unfreezing of affiliate rates and more frequent adjustments.

With network flexibility it is clear that selective network rates must be closely related to selective spot rates, Mr. Shafto explained, adding, “It is unthinkable that a national spot sales representative can sell his station to Young & Rubicam at twice the rate which the network asks the same agency for the same station.”

**Offers Rate Plan**

He proposed that networks “consider the adoption of each affiliate’s national spot rate as the sale price for the affiliate’s facilities on a selective market network sales plan. . . . To those who would say that the network would pay to the affiliate a lesser portion of the total sale price I would say, that is the network’s just due so long as the network makes important program contributions.” He said representatives are taking steps to retain their competitive share of the business “and may soon be offering...”

---

**A Radio Scoop**

FIRST indication that Sen. Estes Kefauver (D-Tenn.) was a Presidential candidate came Jan. 20 on WWDN Washington and MBS when the Senator’s wife, Nancy, scooped her husband by indicating he would make a bid for the Democratic nomination. Wire services picked up the disclosure. Sen. Kefauver made his formal announcement last Wednesday. It had originally been set for Feb. 1. Mrs. Kefauver was interviewed by Hazel Markel.

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**Montgomery**

Signed for ‘Life’ Series

SIGNING of Robert Montgomery for a news program on NBC radio, 10:30-10:35 p.m. EST, five times weekly [B* T, Jan. 7], was announced last week by Mr. Montgomery on each half in alternate periods—six weeks on one group of stations and seven weeks on the other. The newscast will continue either as a sustaining program or under other sponsors during the periods that are not sponsored by the magazine.

Reason for the staggered system, Mr. Wever explained, was to enable Life local news stand representatives and American News Co. branch offices to concentrate their promotion and merchandising efforts at specific times. Young & Rubicam, New York, is agency for Life.
... with heartiest thanks to the local, regional and national advertisers who have made possible our 25th anniversary celebration and who have made it possible for us to furnish our listeners with the finest radio programming.

With 25 years of successful service to advertisers and the public, we are dedicating ourselves to continued leadership in San Antonio's radio market for music and news programming.

KONO
5000 watts 860 kc
SAN ANTONIO'S ORIGINAL MUSIC and NEWS STATION
Fannin 5171 • TWX-SA-49

SERVING SAN ANTONIO, THE NATION'S 25th CITY, WITH THE FINEST IN MUSIC AND NEWS FOR 25 YEARS.

Represented Nationally by FORJOE & COMPANY
Nothing’s easy—

You can’t plough your way into a big, competitive market like Canada and expect to reap profits unless you know Canada and her marketing problems. Let’s make no bones about it: Canada is a huge country, larger than the U. S. by 25%. And only 38% of Canada’s people live in cities of 30,000 or over.

Spending Habits
But Canadians are not mere statistics. They are very real people with the same buying habits as your best customers in the U. S. Most of them live within 200 miles of the U. S. border, nearer to you than some of your present customers. Individually, they have more money to spend than any other people in the world, except yourselves!

Geography
And the many Canadians who live in rural areas have much the same standard of living as their urban cousins—possibly the highest for rural people anywhere.

How, then, despite geographical difficulties, are you going to reap this worthwhile harvest without going to unreasonable expense?

Radio is the answer
Over 94% of all Canadian homes have a radio. Radio is a hardy salesman: goes everywhere—talks to everyone in his own home. Radio, the primary source of entertainment in Canada—in practically all the homes of Canada—puts across your sales message with a minimum of expense and effort in a clear, persuasive voice destined to reach receptive ears, effectively.

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.
37 Bloor St. West, Toronto.

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front office

ART MORTENSEN, account executive, Don Lee-Mutual, named national advertising manager succeeding HENRY CORSTENKORN, resigned.

TOM GORMAN, WOR New York, to WCBS that city as account executive.

WILLIAM H. DAWSON, assistant to sales manager, WGN-TV Chicago, to CBS Television Spot Sales, same city, as account executive.

W. O. EDHOLM, general sales manager, KFMB and KFMB-TV San Diego, and BILL FOX, KFMB-TV staff, elected vice presidents of KFMB-TV. Mr. Edholm will be in charge of commercial sales and Mr. Fox will handle TV programming.

JOE KANE, account executive, WPBC Minneapolis, and VINCE HALLETT appointed account executives at WDGY Minneapolis.

DON MACLEOD, commercial manager, KATY San Luis Obispo, Calif., named general manager succeeding JOHN RIDER, co-owner, who becomes vice president-general manager of Vick Knight Inc., L. A.

GILL-KEEFE & PERNA, N. Y., newly formed radio-TV station representative firm [B*T, Jan. 21], will represent KGVO Missoula and KANA Anaconda, both Mont.

JACK R. WAGNER, manager of KDB Santa Barbara, Calif., to KVON Vallejo, Calif., as co-manager with ELMER GIBSON.

STEWART ROBINSON has been named auditor at ABC Chicago, replacing FRANK COVENEY, who has resigned.

GEORGE P. HOLLINGBERG Co., station representative firm, appointed by KMAC and KISS San Antonio, Tex.


HOWARD CLAYPOOL, senior account executive, Macfarland-Aveyard Agency, Chicago, to ABC Chicago radio network sales.

OSCAR ALAGOOD, promotion manager KLRA Little Rock, Ark., promoted to local sales manager.

BURT S. WEST, sales staff, KNX Los Angeles, to CBS Radio Sales, Chicago, on Feb. 11.

BEN HOVEL, station manager of WSAU Wausau, Wis., to sales staff of WMJ Milwaukee.

CHET YOUNG, WCBS New York sales staff, to CBS Radio Network Sales Dept. as an account executive.

WARREN E. ABRAMS, Metropolitan Life Insurance Co., to CBS-TV Spot Sales as assistant research manager under FAY DAY, research manager.

T. E. PAISLEY Jr., program director, WFIL Philadelphia, appointed assistant to NORMAN R. PROUTY, station’s radio sales manager.

RADIO RECEIVER sales for the first eleven months of 1951 were 29% lower than for the same period in 1950, the Radio-Television Manufacturers Assn. of Canada reports. Sales totalled 498,120 units worth $45,000,000. Almost half the sets were sold in the province of Ontario.

BROADCASTING * Telecasting

That tie up a Sponsor for a long life. Well written! Low price! Free presentation to help sell 'em. WRITE FOR "SAMPLE!"
BROADCASTING
nor was KRKD one in Inglewood, Calif.

49, H.worthy

Tuesday

PENTZ,
commendation

overturned

man
... TED SMITH, sales staff.

PAUL MARTIN, news editor at WCCC Hartford, joins the station's sales staff.

TED SMITH, WCAU Philadelphia, to WTVN (TV) Columbus, Ohio, sales staff.

NORMAN BROWN, Radio Time Sales Ltd., Toronto, elected chairman of newly organized Radio Station Representatives Assn. of Canada, same city.

Personals . . .

PAUL GODOFSKY, president and general manager, WHLI-AM-FM Hempstead, L. I., named chairman of Long Island Committee to publicize “Alert America” civil defense exhibit in Hempstead. Mr. Godofsky also elected to board of directors for Legal Aid Society of Nassau County. . . . CALVIN J. SMITH, manager, KFAC Los Angeles, named radio chairman for 1952 Heart Assn. Campaign. . . . HARRY ENGEL, manager, KVEN Ventura, Calif., recovered from injuries received when his car overturned while enroute to San Francisco during early January. . . .

JOHN G. JOHNSON, part owner, general manager and secretary-treasurer of Winston-Salem Broadcasting Co., operator of WTOB Winston-Salem, N. C., given the distinguished service award by the city’s Junior Chamber of Commerce.

GENE WILKEY, general manager, WCCO Minneapolis, was host at a commendation dinner honoring several police officers for their “praiseworthy and efficient work as members of the force.” . . . GORDON C. PENTZ, assistant manager, KWBE Beatrice, Neb., appointed editor of Beatrice Kiwanis Club Bulletin. . . . JOHN D. GALE, manager of Paul H. Raymer Co., L. A., father of a boy, John D. Jr., Jan. 21.

1903 Richard F. Connor 1952

FUNERAL services were held last Tuesday for Richard F. Connor, 49, general manager of KOWB Laramie, Wyo. and part owner of KNAK Salt Lake City, in Chapel of the Chimes, Inglewood Park Memorial Cemetery, Inglewood, Calif. Mr. Connor died in Laramie on Jan. 17 following a heart attack [B*T, Jan. 21]. In radio since 1929, he was at one time manager of KMPC and KRKD Los Angeles and coordinator-manager of Southern California Broadcasters Assn.

During World War II, Mr. Connor was OWI chief of station relations and later assistant to the president and station relations manager of MBS.

Surviving are his wife, Mrs. Lucille Connor; a daughter, Mrs. Gloria Whitney of Salt Lake City; two sons, Richard Jr. of Fort Holabird, Md., Ned of Laramie; and a brother, Ned Connor, general manager of KRKD.

CANTOR CELEBRATION

To Be on NBC Jan. 31

HIGHLIGHTS of Eddie Cantor's 60th birthday party, to be held Thursday at New York's Hotel Commodore, will be broadcast by NBC radio, 10:35-11 p.m. EST. Price per plate for the birthday-dinner party will be a $1,000 State of Israel Savings Bond. Mr. Cantor currently is one of the rotating stars of Colgate Comedy Hour (NBC-TV, Sundays, 8-9 p.m.), and also as star of his own radio show (NBC, Tuesdays, 10:10-10:30 p.m.).

Principal speaker at the celebration will be Vice President Alben W. Barkley. Roster of speakers will also include notables in entertainment and political fields.

Mr. Cantor's efforts on behalf of charitable and civic causes have brought him citations from U. S. Treasury, War Dept., Heart Assn., National Conference of Christians & Jews, Jewish War Veterans, and Catholic War Veterans. He is responsible for coining the phrase “March of Dimes” in the campaign against polio.

To a time buyer

with a client who wants lagniappe

Now that the smoke of the holiday parties has cleared away, giving place to the normal, everyday smoke of battle, let's discuss a truth that is stronger than friction, an eternal verity of the great Midwest, the pulling power of WMT.

We're not blase, understand, but we just don't get butterflies in the stomach anymore when we find more evidence of WMT's selling oomph. We expect it. For example, whenever visiting firemen get the grand tour through the station, we just point to Killian's Department Store across the street and casually mention how they sold 2,200 pairs of socks with one commercial on their regular 9 a.m. news . . . and 600 men's belts with another single shot.

Day in and day out we hear tell about folks who buy something or do something because WMT suggested it. We know WMT persuades—40,000 of our Eastern Iowa friends turned out for our annual Farm Field Day.

One of our prize stories of persuasion, though, is this: Man named Joslyn runs a store in Manchester, 40 miles up the road. He bought a covey of spots on WMT to push a sale. Couple days later he phoned. “Call off your announcers, I'm cleaned out,” quoted Mr. J. “What's more,” he added a bit wistfully, “we had burglars last night.”

Now where else in the world can you get lagniappe like that?

CEDAR RAPIDS

BASIC CBS RADIO NETWORK • 5,000 WATTS • 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY
Human Touch

DRIVE to "hire the physically handicapped" is no idle slogan at KTAQ Taylor, Tex., these days. Station has built a local Sunday news show around Dan Jansen, confined to a wheelchair most of his life. The youth reports news and human interest incidents, stressing activities of Central Texas GIs. The youth's sincere approach and friendly delivery have won KTAQ a host of loyal followers and good will, station reports. Program is titled Dan Jansen Reporting.

Book on Gen. Sarnoff

A FORTHCOMING book on Brig. Gen. David Sarnoff, RCA board chairman, is condensed in the February issue of Reader's Digest. Written by Eugene Lyons and titled "He Hitched His Wagon to the Electrons," the story traces Gen. Sarnoff's early life and his rise as a pioneer in radio and television and sponsorship of numerous electronic inventions. Keynote of the Digest article is Gen. Sarnoff's "boundless faith in the possibilities of science and of human capabilities" and his belief that "anything that the human mind can conceive can be produced ultimately."

RADOX PACT

SINDLINGER & Co. and A. C. Nielsen Co. are free to operate instantaneous Radox audience measurement techniques since settlement of 21-month litigation in U. S. District Court, Eastern District of Pennsylvania, according to Albert E. Sindingler, president of the research firm, said he had received $75,000 from A. C. Nielsen Co. and $1 each from A. C. Nielsen, C. E. Hooper and Henry R. Rahmel, Nielsen engineering vice president. In addition he acquired personally the balance of $1,200,000 issued preferred and common stock of Sindingler & Co.

Sindingler-Radox and Nielsen interests resolved the patent litigation to permit use of Radox by both parties. Sindingler & Co. was forced to suspend business in 1950 when a cross-licensing arrangement could not be worked out. A. C. Nielsen Co. and C. E. Hooper Inc. were named defendants in an action for $2,500,000, later reduced to $1,500,000. Mr. Nielsen stated that settlement negotiations were instituted by Sindingler attorneys following a decision by a patent interference board in favor of the Nielsen claim. Sindingler interests waive all rights of appeal involving Patent No. 708861.

A. C. Nielsen Co. has granted Mr. Sindingler a limited license under the Nielsen application to make and use a manual type audience measurement system, it was stated. The Nielsen statement added, "While the Nielsen patent application embraces a "boundless" automatic audience measurement system as well as the manually operated system, the license to Sindingler does not include a license to operate an automatic system. Sindingler will pay A. C. Nielsen Co. agreed royalties during the term of the license."

Mr. Sindingler said, "By waiving certain of our claims and legal right of appeal, we permit Nielsen to have his name on the Radox patent in exchange for a license of our choice, which fits in with our overall plan and use of the Radox technique as announced last October."

The patent litigation with Nielsen only involved one phase of the Radox technique—the method of manually or automatically matching signals for identification. Our agreement clearly defines this phase. The Radox-Nielsen patent litigation did not involve the instantaneous and automatic tabulator-calculator phase of the Radox technique, nor the automatic-cumulative circulation-calculator and the other techniques which we will use in our overall plan—they are completely our own and protected. Mr. Sindingler said he will announce within a fortnight a plan to use Radox in connection with other techniques and the new instantaneous automatic calculator-tabulator which will make circulation radio and TV's basic evaluator comparable with that of other media.

C. E. Hooper Inc. issued this statement in connection with the settlement:

"In conjunction with the suit instituted by Sindingler & Co. against A. C. Nielsen and C. E. Hooper interests, the settlement of which is currently reported in the press, C. E. Hooper announces that no payment whatsoever was made by Hooper or Hooper Inc. to the plaintiffs."

Mr. Hooper issued a later statement Thursday: "More on my January 21, 1952 release re: Sindingler suit settlement. It now seems that $1 was paid in my name in exchange for a release and in lieu of my granting a similar release. This causes my statement that 'no payment whatsoever was made by Hooper or Hooper Inc. to the plaintiffs' to be in error by $1."

FLORIDA Citrus Fruit Exposition has named Richard G. Robbins Co., N. Y., as its radio, TV and contest prize manager and merchandising consultant. Company will obtain prizes for exhibition's Orange Queen contest Feb. 18. Contest is heard on Mutual's Ladies Fair, sponsored by Sterling Drug.

Latest Combined Hooper Report Shows:

WBNS, Columbus, Has the Highest Number of Listeners in Every Regular Rated Period!

<table>
<thead>
<tr>
<th>Day</th>
<th>Sets in Use</th>
<th>WBNS 5000</th>
<th>WELD 53,000</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun.</td>
<td>9.5</td>
<td>34.2</td>
<td>29.7</td>
<td>14.1</td>
<td>14.2</td>
<td>7.6</td>
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<tr>
<td>Mon.</td>
<td>10.1</td>
<td>57.8</td>
<td>11.7</td>
<td>11.7</td>
<td>11.7</td>
<td>7.1</td>
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<tr>
<td>Tue.</td>
<td>11.2</td>
<td>36.9</td>
<td>11.3</td>
<td>15.0</td>
<td>18.1</td>
<td>18.8</td>
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<tr>
<td>Wed.</td>
<td>10.1</td>
<td>41.3</td>
<td>22.4</td>
<td>13.2</td>
<td>14.2</td>
<td>8.9</td>
<td></td>
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<tr>
<td>Thurs.</td>
<td>9.2</td>
<td>43.3</td>
<td>13.3</td>
<td>13.7</td>
<td>21.3</td>
<td>8.4</td>
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<tr>
<td>Fri.</td>
<td>9.8</td>
<td>43.7</td>
<td>22.2</td>
<td>9.9</td>
<td>11.6</td>
<td>12.7</td>
<td></td>
</tr>
<tr>
<td>Sat.</td>
<td>8.4</td>
<td>39.8</td>
<td>15.6</td>
<td>22.1</td>
<td>10.2</td>
<td>12.3</td>
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</table>

— and Every Evening from 6 to 11

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

Radio: WBNS 5000 - WELD 53,000 - Columbus, Ohio

POWER WBNS 5000 - WELD 53,000 - Columbus, Ohio

Page 60 • January 28, 1952
Graybar recommends the CONTINENTAL 5/10 KW AM TRANSMITTER

If you are now planning to replace your present equipment . . . or provide for emergency transmitting facilities, you'll find it profitable to investigate this new 5/10 transmitter. Manufactured by the Continental Electronics Corporation of Dallas, Texas and distributed by Graybar, this unit embodies many features never before available in AM transmitters — features developed through years of experience in the fields of high-power and high-frequency transmitter manufacture.

NEW! . . . Improved high-efficiency amplifier in output stage. For the first time in any commercial transmitter, this amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.

NEW! . . . Completely self-contained (exclusive of the automatic voltage regular). No external transformers, chokes, or blowers are required. Installation is greatly simplified.

NEW! . . . "Transview" cabinet design and vertical chassis construction enhance this transmitter's appearance and provide an unobstructed view of the functional equipment.

There are other features you'll like, too. Features such as: forced-air ventilation of all components; use of vacuum-type capacitors in output stage to provide maximum stability of tuning; use of DC-operated relays to give a hum-free operation of control system; easy conversion from 5 to 10 kw operation by simple output tube change.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts about Continental transmitters. Or, if you prefer, send for a completely descriptive bulletin on this new Graybar-distributed equipment.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds! Whatever your requirements — to get the most suitable items conveniently, call your nearest Graybar Broadcast Equipment Representative, Graybar Electric Company, Inc., Executive offices: Graybar Building, New York 17, New York.

Distributor of Western Electric products

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call one of the Graybar Broadcast Equipment Representatives listed below:

ATLANTA
E. W. Stone, Cypress 1731

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hanother, Main 0600

CLEVELAND
A. C. Schwager, Cherry 1-1569

DALLAS
C. C. Ross, Rondolph 6454

DETROIT
P. L. Gundy, Temple 1-5800

HOUSTON
R. T. Ashby, Atwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1044

LOS ANGELES
R. B. Thompson, Angeles 3-7283

MINneapolis
C. W. Greer, Geneva 1621

NEW YORK
J. J. Connolly, Exeter 2-2000

PHILADELPHIA
G. I. Jones, Walnut 2-3403

PITTSBURGH
E. F. Grossart, Allegheny 1-4100

RICHMOND
E. C. Tom, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. J. Croig, Mutual 0123

ST. LOUIS
J. P. Leekard, Newstead 4700

Broadcasting's Best . . . Amplifiers • Attenuators • Cabinets • Console Loudspeakers and Accessories • Microphones, Stands, and Accessories • Monitor Enclosures • Recorders and Accessories • Speech Input Equipment • Test Equipment • Towers (Vertical Radiators) • Tower Lighting, Equipment Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

Manufactured By . . . Altec Lansing • Ampex • Blau-Ken • Bryant Cannon • Communication Products • Continental Electronics • Cross-When Daven • Fairchild • Federal • General Cable • General Electric • General Radio • Hubbell • Hugh Lyons • Karp Metal • Metakit • Matatron • National Electric Products • Presto • Standard Electronics • Triangle • Webster Electric • Western Electric • Weston • Whitney Blake

January 28, 1952 • Page 61
BUFFALO'S
WGR Reaches
This Extra Canadian
Market "Duty-Free"

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

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

CBS Radio Network

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsbury

WICH Campaign

JOHN DEME, general manager, WICH Norwich, Conn., is continuing his campaign for a New England steel mill. He telegraphed Defense Mobilizer Charles E. Wilson urging extension of a certificate of necessity which would permit rapid tax write-off for any private company establishing in the area. The same day, he urged other New England broadcasters to encourage their listeners to make a similar plea.

Otherwise, said Mr. Demer, "plan on moving your station south or southwest, where billions are being spent on new industries."

OKLA. NETWORK

Elects New Officers

BILL HOOVER, general manager, KADA Ada and KWSH Wewoka, has been elected president of the Oklahoma Network, it was learned last week.

Others elected at the Jan. 15 meeting in Oklahoma City were Allen Page, general manager, KSWO Lawton and KRHD Duncan, vice president, and Brown Morris, KADA station manager, secretary-treasurer.

Ed East

ED EAST, 56, radio actor and composer, died of a heart attack at the Lambs Club in New York on Jan. 18. Starting a vaudeville career after World War I with Ralph Dunke as partner, Mr. East entered radio when broadcasting first became popular. Well known in "Sisters of the Skillet," he subsequently teamed with his wife, the former Pearl Smith, in "Ed and Polly," broadcast 7-7:45 a.m. on WJZ New York. He also produced the Blue Network's "Ladies Be Seated." Besides his wife, Mr. East is survived by a daughter, his mother, a sister, and two grandchildren.

NATIONAL NIELSEN RATINGS

TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes, and Including Telephone and Non-Telephone Homes)

EXTRA WEEK December 8-15, 1951

EVENING ONCE-A-WEEK NIELSEN-RATING*

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Luizi Radio Theater (CBS)</td>
<td>15.9</td>
</tr>
<tr>
<td>2</td>
<td>Ames &amp; &quot;Andy&quot; (CBS)</td>
<td>15.5</td>
</tr>
<tr>
<td>3</td>
<td>Jack Benny (CBS)</td>
<td>14.5</td>
</tr>
<tr>
<td>4</td>
<td>Gene Autry (CBS)</td>
<td>14.1</td>
</tr>
<tr>
<td>5</td>
<td>Charlie McCarthy Show (CBS)</td>
<td>14.0</td>
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<tr>
<td>6</td>
<td>Tex &quot;Harley&quot; (NBC)</td>
<td>13.5</td>
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<tr>
<td>7</td>
<td>Drop Top (NBC)</td>
<td>13.0</td>
</tr>
<tr>
<td>8</td>
<td>Walter Winchell (ABC)</td>
<td>10.6</td>
</tr>
<tr>
<td>9</td>
<td>Dr. Christian (CBS)</td>
<td>10.3</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (% ) to 41,000,000---the 1951 estimate of the Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1952 by A. C. Nielsen Co.
AUSTRALIA TO DESOCIALIZE COAL MINES.

Australia will desocialize its coal industry—perhaps with American help. Seventy million dollars worth of machinery and equipment will be sold to private colliery owners, and the government hopes that $175 million more will be forthcoming from private investments. J. L. Knott, Australia's Director of Defense Production Planning, proposed asking American coal companies to take part. He feels that this would stimulate competition and speed development of rich coal fields which otherwise might be developed uneconomically or not at all.

INVESTMENT ANALYSTS SEE BRIGHT FUTURE FOR COAL INDUSTRY.

Securities of major bituminous-coal-producing companies are being regarded as excellent investments by analysts—especially for long-term stability in this inflationary era. Coal is firmly established in growing markets such as electric utilities, industrial power plants and coke ovens to produce the carbon for steel as well as coal chemicals. The coal industry as a whole has made striking gains in efficiency through increased mechanization.

NET TONS, LONG TONS, METRIC TONS—THE "WEIGHS" OF COAL.

The "net" ton, which is standard in the U. S., is equal to 2,000 pounds; Britain's "long" ton equals 2,240 pounds; and Europe's "metric" ton is equivalent to 2,204.8 pounds. Thus the 222 million tons of coal mined in Great Britain last year amounted to 248 million tons by U. S. standards, and Russia's 285 million tons was 305 million "net" tons. Our own output of coal in 1951 was 574 million tons, of which 535 million tons were bituminous.

MOVING COAL FROM MINE TO MARKET REQUIRES 30,000 RAILROAD CARS DAILY.

A train of 30,000 cars—long enough to extend beyond New York City from Washington, D. C.—is needed to transport bituminous coal from the mines each working day. Railroads carry 81 per cent of America's coal to market, and Class I rail lines realize an annual freight revenue of more than one billion dollars from this traffic.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.
We Pay Our Respects
(Continued from page 51)

was born in Paris, Tex., on March 28, 1920, the son of Dr. and Mrs. E. F. Morris.

Mr. Morris' first major venture into the outside world was as a page in the state senate 20 years ago after he had moved with his family to Austin. He was appointed to this then awe-inspiring post by State Sen. Tom de Berry, who is now a member of the State Board of Control.

The youth was educated in Austin public schools. In 1935 he served as route salesman for the American Statesman newspaper in Austin, transferring later to the advertising department. He attended the U. of Texas, majoring in business administration from 1937 to 1941, while working for the Statesman.

Joins Air Corps

In 1941, Mr. Morris received his appointment as a flying cadet in the Air Corps, and in 1942 was commissioned a bombardier at Midland Air Field in Texas, where he was an instructor.

Shipped overseas to England, Capt. Morris compiled his string of 30 lead missions until his plane was blasted out of the air over Merseburg, Germany. He and the rest of the crew rode it out, however, landing on the Rhine.

Capt. Morris then began his perilous venture through Brussels, Belgium, back to England. He received several awards—the Distinguished Flying Cross, Presidential Unit citation, four bronze battle stars and five air medals.

Returned to the states, he was assigned to Egin Field, Fla., handling research and testing of Air Force bombing equipment.

In 1946, Mr. Morris turned to selling, joining KTBC Austin. Following that year he was named assistant general manager of KTBS Shreveport, La., and in January 1948 came to Houston where he helped put KNUZ in operation.

Mr. Morris' theory on disc jockey invites explanation. At KNUZ each disc jockey is a definite personality, with a large following of his own. The disc turners also identify themselves as much as possible with their advertisers, giving friendly, personal commercial presentations.

"This makes the advertising an entertaining part of any show—and accounts for KNUZ's ability to do a good selling job," he explains.

Mr. Morris' platter spinners work in no ordinary surroundings. Two master control rooms open out toward the corridor, and are completely enclosed by four walls of glass. The disc jockey thus is visible not only from the inside and corral studios but also from the street and sidewalks surrounding the station.

In addition, Mr. Morris is consistently improving the local news coverage, and developing new program ideas with emphasis on "wholesome, down-to-earth entertainment." Western music is an anchor of KNUZ programming.

Station's working relations, under Mr. Morris' management, also have paid handsome dividends. Working closely with jobbers, dealers and retailers, Mr. Morris has his staff follow through on any advertising.

"Our efforts have paid off—not only with extra sales for the sponsors—but also in gaining respect and good will among wholesalers and retailers," Mr. Morris says.

Proof of KNUZ's recognition lies partly in the awards it has gained. It won the Alfred P. Sloan award in 1948 for the most outstanding public service promotion of highway safety, and the National Biscuit Co.'s trophy for both 1950-51 for its cooperation with the Society for the Prevention of Cruelty to Animals in helping to find homes for canine waifs.

Mr. Morris also may be proud of his "Young Man of the Year" award in 1947 and his active participation in the civic affairs of Shreveport when he lived in that city. In Houston he is a member of the Houston Variety Club, the Optimist Club and the Junior Chamber of Commerce. He formerly belonged to the Shreveport Kiwanis.

Mr. Morris married the former Alice June Burton whom he met at the Midland Air base during the war. His hobbies are golf and "woodworking"—when he has the time. His ambition: "To own a substantial interest in a number of stations."

KYLE MacDONELL, who won prominence through TV, will start her first radio program, The Kyle MacDonnell Show, over WOR New York at 6:15 p.m. EST today (Monday). To be heard Monday, Wednesday, and Friday, the 15-minute show will feature Mrs MacDonnell's playing records.
What is the **SCOPE**

of your television advertising?

If you find that television is astronomical... not economical... then **look into DuMont**.

Television is a tool for selling—not a school for "angels."
You must ask yourself if your investment is paying off in sales... if the rating is worth the rate.

If not, then it's high time to re-evaluate your television plans, to examine microscopically the ratio of costs to results... and **look into DuMont**.

Do this and you'll see that the DuMont Television Network is unequalled in real advertising value.

For whether it's rates, facility costs or production charges—DuMont is the most economical buy in television today.

Check your advertising plans carefully.
And when you do, **look into DuMont**. You'll soon see why **dollars do more on DuMont**... and how DuMont can do more for you.

---

62 Affiliated Stations.

**DuMont**

**TELEVISION NETWORK**

515 Madison Avenue, New York 22, N. Y. MU. 8-2600
A Division of the Allen B. Du Mont Laboratories, Inc.
KEYL
SAN ANTONIO

KEYL ANNOUNCES THE APPOINTMENT
OF THE KATZ AGENCY, INC. AS ITS
NATIONAL ADVERTISING REPRESENTATIVE
effective February 1, 1952

KEYL  CHANNEL 5  •  CBS  •  ABC  •  DTN  •  ATOP THE TRANSIT TOWER
SAN ANTONIO  •  AMERICA'S FASTEST GROWING MAJOR CITY

THE KATZ AGENCY, INC.  •  NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK  •  CHICAGO  •  DETROIT  •  ATLANTA  •  KANSAS CITY  •  SAN FRANCISCO  •  LOS ANGELES  •  DALLAS
TV POWER OK'D

WELL INTO the city-by-city allocations following daily meetings last week, FCC is understood to have accepted revised rules and standards for post-freeze television.

At the rate Commission work is progressing, it appears FCC will meet its Feb. 16 deadline. But duplication of the mammoth end-of-freeze and revised allocation report is expected to take another week, which moves the public issue date nearer to March 1.

After the Commission completes its city-by-city considerations, it will swing into procedural questions—including the use of the frequency-by-frequency procedure for processing applications, length of the promised waiting period (60 or 90 days) and whether there should be a cutoff date, etc. [B*T, Jan. 21.]

General rules and standards, which reportedly cover 90 pages of type, are understood to make these changes from the principles enunciated in the Third Notice proposals last year [B*T, March 26, 1951].

(1) To provide equal coverage in the various TV bands, it is understood that the Commission has approved use of 100 kw on Channels 2-6 (no change), 315 kw on Channels 7-13 (changed from 200 kw proposal), and 1,000 kw on UHF Channels 14-41 (changed from 200 kw proposal). These powers are to be the maximums permitted, with 500-ft. antenna heights, qualified only by interference with co-channel and adjacent channel stations.

Extensive Coverage

The Commission is assuming that these powers will provide between 50 and 60 miles of coverage for all stations—even though it is admitted that a megawatt UHF operation is a long way off.

(2) Criterion for separations between VHF stations on the same channels will be the proposed 170 miles transmitter-to-transmitter [B*T, Jan 14]. This is in line with the DuMont proposal that the transmitter-to-transmitter separation is "more realistic." In its initial proposal, the Commission planned to adhere to a 180-mile co-channel city-to-city separation.

In rare instances, it is understood, this separation will be dropped to 165 miles in order to put additional VHF in key cities. But, it is stressed, those instances will be exceedingly few. In fact, in some areas, such as the Gulf Coast, VHF separations between stations on the same channels will be greater than 170 miles. That is because the Gulf area is more liable to tropospheric disturbances than other sections of the country.

UHF co-channel separations will be the 155-mile transmitter-to-transmitter separation, also originally proposed in the March, 1951 report.

In a change of reference works, the Commission is said to have agreed to use the U. S. Coast & Geodetic Survey's 'Arlene Distances Between Cities in the U. S. as its standard for mileages. The book is published by the Dept. of Commerce and bears subtitle of "Special Publication No. 238." Formally, the FCC used the U. S. Post Office route book as its guide.

(3) Educational reservations will be maintained—at least for a year, in line with the Commission's pledge that educators would be given a "reasonable length of time" to make up their minds about getting into TV, get appropriations from legislatures and draw up plans.

Sentiment for a crackdown on educational institutions which did not offer specific comments and engineering testimony during the "paper" hearings [B*T, Nov. 12, 1951], subsidized under the pleas of educators that they must be given more time to "sell" their administrative and state legislators.

(4) Revisions of the proposed frequency changes to be required of 31 of the presently-operating 108 TV stations [B*T, Jan. 21] also has been worked out. In its new form, stations on a channel in the low end of the VHF band (Channels 2-6) will be changed to another frequency within those channels. This also will be true of those stations in the high end of the VHF band (Channels 7-13).

Public Spared

Move is being made so the public will not encounter any expense in readjusting antennas. Originally, it had been proposed to change many stations on the low end of the VHF band to one of the high band frequencies, and vice versa. This aroused a number of complaints from stations, primarily with respect to the upsetting result it would have on TV set owners. Also pointed out was the substantial cost to stations in transmitter and antenna changes involved.

(5) Additional UHF channels reportedly have been allocated to a number of cities through the use of some of the 18 flexibility channels [B*T, Nov. 5, 1951].

NETWORK SALES Increase Three-Fold in '51

NETWORK television during 1951 achieved total time sales of $127,989,713, nearly three times the 1950 total of $44,356,772, according to figures released last week by Publishers Information Bureau. The four radio networks in 1951 suffered a combined loss in billings of 4.8%, PIB reported (See story on page 27).

Collectively, the four TV networks for the year had gross time sales of 186.5% more than during 1950. Individually, ABC-TV showed an increase of 180.4%. CBS-TV time sales were up 227.7%. DuMont's were up 116.5% and NBC's up 176.9% for 1951 over 1950. NBC had greater TV time sales than radio time sales last year.

For December 1951, ABC-TV time sales were up 52.5%; CBS-

www.BROADCASTING.com Telecasting

January 28, 1952 • Page 67
SHOWING THE ROPES TO HOUSTON AGENCIES

LOCAL agency personnel are learning "do's" and "don'ts" of successful television production through a series of clinics conducted by KPRC-TV Houston. Jack Harris, KPRC-TV general manager, invited agency men and women to acquaint themselves with the facilities of the local station and to give them benefit of experience gained through trial and error by the station staff.

KPRC-TV believes that, through the clinics, Houston television will enjoy smoother, more listenable announcements and more entertaining, locally produced programs.

The series was conducted by Bert Mitchell, program director; Paul Huhndorf, chief engineer; and Bruno Leonardi, local sales manager.

First of four meetings was held Jan. 3, with an attendance of more than 75 persons, representing every agency in Houston.

Opening the initial session, Mr. Harris commented, "Our purpose is to help you to use our facilities to the fullest advantage."

"A knowledge of just what can be done and, just as important, what cannot be done, through the medium of KPRC-TV will not only help live shows, but will prevent costly mistakes in their planning and preparation."

Beginning with basic production tools, Mr. Mitchell and Mr. Huhndorf explained how a television camera works and "field-stripped" a camera to show component parts and functions of each.

Pitfalls that await the inexperienced or unwise were demonstrated on "closed circuit," and a number of camera "don'ts" were explained by Mitchell. Chief among them were the causes of streaking or glaring of on-camera copy or products.

Use and handling of camera stands, dollies, rear view projector and the roll-up were shown in the same way, with strong emphasis on the importance of knowing functions of each before indicating their use in scripts or commercials.

Since "ballop" slides are used extensively by advertisers new to television or on a limited schedule, Mr. Mitchell dwelt at length on limitations and peculiarities of both opaque and transparent slides.

Second Session

Second session, Jan. 19, was devoted to camera "do's" with "closed circuit" demonstrations of improvements in live commercials which had had enough preparation time. Mr. Mitchell stressed the need for meeting the established 48-hour copy deadline in order to give announcers time to fully prepare their commercials. A discussion of live studio shows and correct procedures for slide and film copy followed.

Facilities for local film production were discussed by production heads of four local studios. Costs of various types of animation, slides and film strips were compared.

Though it embraced the largest group, the agency clinic was only one of a series begun last spring under Mr. Mitchell's direction. The first was conducted for civic and governmental representatives in preparation for a Citizen Defense series. Its purpose was to acquaint the speakers and instructors with "on-camera" procedure, so that they could produce smoothly geared programs, as well as instructive ones.

Traffic Safety Division of the Houston Police Dept. was briefed in the same way in a three-session clinic by Mr. Mitchell for a safety series conducted for children Saturday mornings.

Largest of "on-camera" clinics was to familiarize members of the Houston Ministerial Alliance with fundamentals of performing before the TV camera. This instruction covered a two-week period and was in preparation for the Strength of the Nation series.

Other clinics have been held for salesmen and for lecturers on the popular public service feature, "Nature in Action," conducted under auspices of the Museum of Natural History; and for regional agricultural network scheduled to appear on Bill McDougall's RFD-TV.

Next series of clinics will be conducted for individual groups who want to go deeper into television production than larger meetings will allow. These sessions will begin in February and will be held at weekly intervals.

With the beginning of the agency clinics, KPRC-TV extended its advertising and service beyond the realm of public service programs into a new field of commercial activity.

ED SULLIVAN

ED SULLIVAN, star of Toast of the Town on CBS-TV, sponsored by Lincoln-Mercury cars, will barnstorm for his sponsor in a unique sales promotion campaign that will take him on flying visits to more than 100 major department stores through the country to introduce the new 1952 Lincoln.

Between TV shows, he will make special one-day appearances as a feature of the "Modern Living Perspective" promotion, planned by Lincoln-Mercury and the Drexel Furniture Co., wherein the car will be shown in connection with the firm's modern furniture.

Mr. Sullivan will encore special "modern living" fashion shows, appear on local television and radio programs, attend civic ceremonies and lead "Lincoln" parades arranged by the local Lincoln-Mercury dealer.

The plan, set up by Kenyon & Eckhardt, New York, for Lincoln-Mercury, and John Falkner Andrt Co., Philadelphia agency, representing Drexel, will include the following:

1. The 1952 Lincoln will be shown with the Drexel furniture, home accessories items and women's fashions to dramatize the "casual" trend in "modern living." Supporting this will be posters, banners, pictures and blow-ups in store wide promotion of the "modern living" theme.

2. Fashion shows will be staged by many of the stores to show how the car, furniture and women's clothing all go together in the new American living scheme. Mr. Sullivan will emcee these shows wherever possible.

3. Lincoln's advertising promotion and publicity tie-ins with the Drexel Co. include copy mentions of the 1952 Lincoln in Drexel's national advertising.

4. Lincoln-Mercury, in addition to promoting the department store where Mr. Sullivan will appear, will integrate copy mentions of the "perspective" theme in national advertising and local TV spots.

5. The department stores and Drexel furniture dealers will promote the "modern living-perspective" theme locally in radio-TV time spots and newspapers and will provide customers with names and locations of Lincoln-Mercury dealers.
ABC-TV's '51 Gross

ABC-TV's gross billings in 1961 nearly tripled that network's 1950 total, according to tabulations that contain an estimated figure for last December. ABC-TV grossed $13,297,589 in 1951, compared to $4,670,916 the previous year.

General Mills and Kellogg Co., with gross billings of $1,460,037 and $1,032,972, respectively, were the largest individual advertisers on ABC-TV. These two companies contributed heavily to the $4,346,396 gross billings, ascribed to the Food and Food Products, making that category ABC-TV's leading sponsor classification.

Automobile, Trucks & Accessory advertisers ranked No. 2 in the network's tabulation by classification, with a gross of $2,434,113.

TV Gross Network Time Sales

<table>
<thead>
<tr>
<th>MONTH</th>
<th>1951</th>
<th>1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$1,235,665</td>
<td>$255,645</td>
</tr>
<tr>
<td>February</td>
<td>$1,259,345</td>
<td>$265,435</td>
</tr>
<tr>
<td>March</td>
<td>$1,352,919</td>
<td>$341,402</td>
</tr>
<tr>
<td>April</td>
<td>$1,430,297</td>
<td>$338,297</td>
</tr>
<tr>
<td>May</td>
<td>$1,370,763</td>
<td>$357,588</td>
</tr>
<tr>
<td>June</td>
<td>$1,366,127</td>
<td>$360,287</td>
</tr>
<tr>
<td>July</td>
<td>$1,340,385</td>
<td>$323,527</td>
</tr>
<tr>
<td>August</td>
<td>$1,394,907</td>
<td>$371,907</td>
</tr>
<tr>
<td>September</td>
<td>$1,614,876</td>
<td>$475,976</td>
</tr>
<tr>
<td>October</td>
<td>$1,296,365</td>
<td>$268,888</td>
</tr>
<tr>
<td>November</td>
<td>$1,189,000</td>
<td>$216,134</td>
</tr>
<tr>
<td>December</td>
<td>$1,297,589</td>
<td>$467,916</td>
</tr>
</tbody>
</table>

TOTAL: $21,879,589

1951 by Classifications

<table>
<thead>
<tr>
<th>Category</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverage</td>
<td>1,785,456</td>
</tr>
<tr>
<td>Food &amp; Toilet Goods</td>
<td>1,185,476</td>
</tr>
<tr>
<td>Clothing &amp; Dry Goods</td>
<td>1,665,369</td>
</tr>
<tr>
<td>Jewelry and Accessories</td>
<td>314,202</td>
</tr>
<tr>
<td>Cigars, Cigarettes &amp; Tobacco</td>
<td>827,873</td>
</tr>
<tr>
<td>Religion</td>
<td>734,433</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>726,527</td>
</tr>
<tr>
<td>Laundry Soap and Cleaners</td>
<td>721,287</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>517,526</td>
</tr>
<tr>
<td>Housefellow Furnishings &amp; Acc.</td>
<td>415,186</td>
</tr>
<tr>
<td>Lubricants, Petroleum Products &amp; Fuel</td>
<td>196,333</td>
</tr>
<tr>
<td>Publications</td>
<td>74,405</td>
</tr>
<tr>
<td>Politics</td>
<td>38,545</td>
</tr>
</tbody>
</table>

TOTAL: $18,297,589

Godfrey Skates High

CBS-TV claimed the Arthur Godfrey and His Friends ice show last Wednesday night scored "a new Trendex rating high," surging to 49.0 with a share-of-audience of 73.7. By comparison, network spokesmen said, next-best opposition ran 19.7 with 15.1 share-of-audience.

Of color television receivers in order to conserve critical materials until such time as those materials are in sufficient supply to warrant production." I was keenly disappointed when I read that letter since it meant the public would be deprived of this phenomenal improvement in the television for an indefinite period when it was just within its grasp. But, of course, the military needs must be given priority. There can be no compromise on the genuine requirements of the military are concerned.

As you know, every conceivable legal maneuver and technical roadblock has been used to delay the availability of color television to the general public. It is my opinion that the hereafter efforts on the part of Columbia Broadcasting System, color television would have been

Referring to the agreement reported in a joint release by the Office of Defense Mobilization and

(Continued on page 88)

Over $18 Million

Schenley Inc. 155,653
Malden Fruit Brunelere Inc. 147,363
Sterling Drug Co. 138,939
Scherbling Rubber Co. 130,098
Brown Shoe Co. 123,330
Rhodey Pharmacy 120,971
Manger Joe Inc. 118,176
Celanese Corp. 115,400
Bosson Hardware and Metals Inc. 113,925
Blackie Brewing Co. 111,410
Malstand & Sons 111,358
Mason Ag Marketing 107,351
U. S. Air Force 105,627
Hollywood Candy Co. 94,682
George D. May Inc. 91,965
Toni Co. 87,825
American Dairy Assn. 86,905
Bauer & Black 85,279
Billy Graham 83,025
Gospel Broadcasting Assocs. 79,095
Wander Co. 78,875
Bacardi 78,875
Hazel Bishop 71,940
Amerita For Christ 65,337
Time Inc. 62,138
General Foods 59,012
Northen Warren 53,228
Word of Fellowship 52,723
Rosefield Packing Co. 48,900
Minute Maid 47,681
American Steaks 45,881
Kaiser-Frazer Inc. 45,830
Bridge Motor Sales 45,085
Hull Drug Co. 42,825
Bates Steaking Co. 42,825
Clet Club 40,376
Fred Amen 40,850
Carter Products 39,400
Croswell Diners etc. 37,571
Sundial Shoe 37,383
Channel 5 36,505
American Vitamin Co. 35,356
Jens Sales Corp. 35,279
Edgewood Shoe Co. 35,000
American Tobacco Co. 28,132
Swinn Co. 22,918
Dundee Foods 20,181
Lutheran Laymen's League 18,015
Frigidaire 16,794
Campina Sales 16,359
Crestview 15,197
Postel Motor Division 8,101

(Continued on page 87)

January 28, 1952 • Page 69
CBS-TV SALES
Three Buy Moore Show
SALES of three weekly quarter-hour segments of CBS-TV’s Garry Moore Show to Owens-Corning Fiberglas Corp., Stokely-Van Camp Inc., and O’Cedar Corp., and renewals of some 13 other CBS-TV contracts were announced last week by Fred M. Thrower, vice president in charge of network sales.

Mr. Thrower also announced that Elgin American, Div. of the Illinois Watch Co., Inc., had signed to sponsor the 8-8:16 p.m. segment of the hour-long Frank Sinatra Show (Tuesday, 9-9:15 p.m. EST) on Feb. 12 [B*T, Jan. 21]. Agency for Elgin American is Russel M. Seeds Co., Chicago.

New sales in the Gary Moore Show, Norwich-Farmar, 1:30-2:30 p.m. EST Monday through Friday, were as follows: Owens-Corning (for Fiberglas curtains and draperies), 1,45-2 p.m. Tuesday, segment for 52 weeks through Fuller & Smith; and Ross; Stokely-Van Camp (pork and beans), 1:26-2:30 p.m. Friday period for 52 weeks through Calkin, Richard; Wolin, Carlock, McClinic & Smith; and O’Cedar (polishes, waxes, mops), 2:15-2:30 p.m. Monday segment for 52 weeks through Young & Rubicam.

Renewals announced by Mr. Thrower included: Electric Auto-Lite Co., Suspense (Tuesday, 8:10-8:30 p.m.) for 52 weeks, through Cecil & Frebrey; Mead’s Electric Corp., Studio One (Monday, 10-11 p.m.) for 52 weeks, through McCann-Erickson; Lear Bros., Arthur Godfrey’s Talent Scouts (Monday, 1:30-1:45 p.m.) for 52 weeks, through Young & Rubicam; Federal Pharmaceutical Co., Sunday News Special (Sunday, 11:15-11:30 p.m.) for 52 weeks, through Benton & Bowles; National Dairy Products Corp., Big Top (Saturday, 12 noon-1 p.m.) for 52 weeks.

WTTV(TV) BOOST
Approved by FCC
INCREASE in transmitter power to 5 kw output, authorized by the FCC last week, will put the 5,000 uv/m contour of WTTV (TV) 12, Bloomington, Ind., right into Indianapolis, about 40 miles away.

The power increase was WTTV’s effective radiated power from 10.98 kw to 27.2 kw. Station is now transmitting from its new antenna location on E. Hillside Ave., 707 ft. above average terrain.

Actually, the new power puts WTTV’s uv/m contour 46 to 48 miles from the transmitter. The 100uv/m — still a usable signal on most TV sets — ranges from 60 to 62 miles from the transmitter site, encompasses such Indiana markets as Greensburg, Shelbyville, Terre Haute and Vincennes.

WTTV was virtually built by its owner, Sarkes Tarzian, engineer and electronics component parts manufacturer. Bloomington has a population of 12,500 homes, according to the 1950 Census.

WTTV(TV) EXPANSION
Axelrod Senior Engineer
EXPANSION of the engineering department of CBS-Columbia Inc., manufacturing subsidiary of CBS, was started last Tuesday with the appointment of a new senior engineer, announced as a preliminary step toward moving the company’s TV and radio production lines into its new Long Island City plant.

Albert Axelrod, formerly project engineer with Loral Electronics Corp., for three years, was named senior engineer in the newly formed Development Lab of of CBS-Columbia. A graduate of the City College of New York, M. Axelrod is a member of the Institute of Radio Engineers, American Institute of Electrical Engineers, andEta Kappa Nu engineering fraternity.

He engineering department under the supervision of Leopold M. Kay, vice president in charge of engineering, was described as the first of many expansive steps to be taken before CBS-Columbia moves.


Courneya Productions, Hollywood, has moved to 412-18 S. Robertson Blvd., Los Angeles, taking over under long-term lease two adjoining buildings covering more than 8,000 square feet. Remodeled and redecorated for rental to outside producers, unit, renamed United Producers Studios, has weeks, through N. W. Ayer & Son. Lincoln-Mercury Dealers, Toast of the Town (Sunday, 8:30-9 p.m.) for 52 weeks, through Kenyon & Eckhardt. Liggett & Myers, Stork Club (Tuesday, Thursday, 7:45-8:15 p.m.) for 52 weeks, through Cunningham & Walsh. Stow Pulp & Paper Co., Bride and Groom (Thursday, 2:45-3:45 p.m.) for 52 weeks, through Blau Co. Ronson Art Metal Works, Star of the Family (alternate Thursday, 8:30-9:30 p.m.) for 52 weeks (26 telecasts), through Grey Adv. R. J. Reynolds Tobacco Co., the 2:15-8:30 p.m. Wednesday segment of Garry Moore Show for 52 weeks, through Price, Robinson & Frank.

Procter & Gamble, the 3:21-5 p.m. Monday segment of Garry Moore Show for 52 weeks, through Compton Adv. Corp., Sales Co., the 3:15-8:30 p.m. Tuesday segment of Garry Moore Show for 52 weeks through C. L. Miller Co.

FOR SALE
FOR television micro-wave relay use — one 200 foot “Skyline” double gued 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
People...viewers...your potential customers...write interesting letters to KPIX; interesting because so many of them reflect the feeling of belonging which they feel.

Mr. Bennett's is one of those many. "I feel," he writes further, "as though I am a part of the wonderful KPIX organization that brought the miracle of Television to the Bay Area."

And that's a pretty wonderful way to have your viewers feel, quite apart from the fact that the extent of this feeling among thousands of San Francisco Bay Area homes represents a loyalty that has a special sponsor-value.

San Francisco's Pioneer Station

KPIX

CBS and Dumont Television Networks

Represented by

The Katz Agency
TV STABILIZING AMPLIFIER—Does a Better Job than any other stabilizing amplifier on the market. Some of its notable advantages are: automatic correction of sync and blanking, adjustable sync percentage, improved LF characteristics, automatic clipping of white spikes.

UTILITY VIDEO AMPLIFIER ASSEMBLY—Improved Band Width and Adjustable High Gain. Provides accurate output monitoring even when feeding telephone lines. Maintenance is low because negative feedback eliminates peaking coils and permits wider tolerance in tubes and components.

VIDEO PATCHING EQUIPMENT—Quick and Convenient Adjustment of video distribution circuits are provided by these complete G-E units. Common grounds are avoided by isolation between jacks and shields. Dual control plugs are self-aligning. Easily installed. Exceptionally high reliability. Oxidation is avoided through the use of gold-plated contacts.

VIDEO SWITCHING RELAY CHASSIS—Saves Space yet permits easy expansion of system inputs or outputs. Each chassis is adaptable to preset control and you get fast transfer through a single transfer relay.

TV ELECTRONIC MIXER—Lap, Fade, and Dissolve at constant, preset rates at the touch of a finger at control panel. Unique bypass feature permits you to release three channels for rehearsal use while carrying program. It's all-electronic—operation is practically automatic.
Here's a way to replace obsolete studio rack equipment with new G-E units that meet all existing RMA performance standards.

Study the items shown on these pages. With them you can modernize your sync distribution system... get better performance, better handling of poor input signals... more flexibility in video patching... smoother studio control all around.

All General Electric studio units are designed specifically for easy maintenance—dead front construction, no exposed voltages. Standard video controls are used throughout. Kits are available to accommodate any position of rack mounting angles.

In addition to the equipment shown here, General Electric makes a complete line of studio gear, including camera channels, sync generators, and projectors. The broadcast representative at the G-E office near you will tell you more. Call him or write: General Electric Company, Electronics Park, Syracuse, New York.
DRA and variety programs together accounted for 53.3% of programming by New York television stations during the week of Jan. 4-10, it was indicated Tuesday when preliminary results of a new study by the National Assn. of Educational Broadcasters were released.

Monitoring of the full broadcast week for each of the city's seven video outlets indicated that 12 more programs were identified with educational institutions than in 1951 when a previous study, conducted during the same calendar week, registered only such program, The Johns Hopkins Science Review.

This year, six programs carrying educational institution's label were aired by WATV (TV) Newark during the week, three by WPIX (TV), two by WABD (TV), one by WJZ-TV and one by WCBS-TV, under auspices of such groups as New York Board of Education, Rutgers U. and Seton Hall College. Superintendent N. S. Stegall, NAEB president and director of WNYC New York, municipally-owned radio station, identified the increase in educational programs as "a distinct improvement in what commercial broadcasters are doing."

"We're miles and miles away from definitive criteria for what constitutes educational broadcasting," Dr. Dallas W. Smythe, U. of Illinois professor, explained. As director of studies for NAEB, he conducted the survey.

"Content analysis is undeveloped in all media of social exchange," he said. "So far, we have taken only an inventory of television with our quantitative analysis of what is broadcast, but that's the first step toward ultimate critical analysis."

Preliminary results of the second New York survey, reported Tuesday, will be followed in April by a later report, giving qualitative consideration to the kind and context of violence in TV programming, to programs standing high and low in audience acceptance according to program rating services and to filmed and live program differences.

627 Hours, 25 Minutes

During the week studied, a total of 627 hours and 25 minutes of programming was presented by the area's seven stations, an increase of 11.7% over the previous year. Drama programs rose from 33.2% of total air time in 1951 to 42.4% in 1952, while variety shows, consuming 18.4% of video schedules previously, have dropped to 10.9% this year. Together, the two program types comprise more than half of present schedules, however.

Listed as a sub-class of drama, crime drama shows rose almost 5% to total 14.5% in 1952. The second largest sub-class, westerns, rose 0.5% to total 8.3% of 1952 telecast time. Crime drama, intended for children, added up to 0.2% of the week's schedule, although Dr. Smythe explained that monitors were directed to take an intentionally conservative attitude in listing these programs in light of recent charges against television crime programming.

Children's programs in general dropped from 12.5% in 1951 to 11.0% in 1952. Quiz and stunt formats, holding 6.9% last year, dropped to 6.3%. Domestic, weather and news programs were relatively unchanged, with respective totals of 10.8, 0.4 and 5.9 of the 1952 broadcast week. Information, public issue and public events programs had low totals in the post-holiday week and telecasts on fine arts were unchanged from last year's 0.1%. Low spot was held by classical dance programming, which decreased from last year's 0.1% to zero in 1952.

Bulk of the analysis was made on the assumption that a program may be classified as a single unit on the basis of its content. Break-downs to allow for differing segments of a single show, however, showed increases for such categories as popular music, personalities, sports and classical music.

Advertising was divided into

(Continued on page 79)

**Weekly Television Summary—January 28, 1953—TELECASTING Survey**

**City** | **Outlets on Air** | **Sets in Area** | **City** | **Outlets on Air** | **Sets in Area**
--- | --- | --- | --- | --- | ---
Albuquerque | KBOV-TV | 11,000 | Louisville | WAVE-TV, WHAS-TV | 130,076
Alexandria | WDEL-TV | 12,000 | Minneapolis | WCCO | 11,190
Atlanta | WAGA-TV, WSB-TV, WLYI | 145,000 | Springfield | WHFR | 2,215
Baltimore | WBAL-TV, WMAR-TV | 328,083 | Memphis | WAGT | 300
Binghamton | WRBO | 30,150 | Milwaukee | WTMJ | 82,560
Binghamton | WRGB | 365,537 | Milwaukee | WITI | 300
Bloomington | WBIT | 125,000 | Minn.-St. Paul | KSTP-TV, WTCN-TV | 280,200
Bristol | WSB-Y | 54,756 | Norristown | WHBF | 1,056,949
Buffalo | WKBW | 247,563 | New York | WABC, WABC, WJZ-Y, WJS-Y, WNT | 25,000
Burlington | WCVB | 157,570 | New Orleans | WDSU | 97,006
Chicago | WBKB, WBBM, WSBY-TV | 1,036,494 | New York | WABC, WABC, WJZ-Y, WJS-Y, WNT | 25,000
Cleveland | WCMY, WRC, WBLV | 335,000 | New York | WABC, WABC, WJZ-Y, WJS-Y, WNT | 25,000
Cincinnati | WCPO, WCRC, WLWT | 567,492 | Newark | WABC, WABC, WJZ-Y, WJS-Y, WNT | 25,000
Cleveland | WONE, WOYE, WLTT | 200,000 | Oklahoma City | KGTV | 115,224
Dallas | KTX| | 148,892 | Orlando | WFTV | 115,432
Dayton | WKEF | 257,000 | Philadelphia | WCBS, WFTL, WPZ | 9,100
Detroit | WJBK, WMJ, WWJ, WXYZ | 745,223 | Phoenix | KCX | 11,000
Erie | WICB | 87,745 | Rochester | WGR | 191,000
Erie | WJER-TV | 88,134 | Rochester | WHAM-TV | 109,000
Grand Rapids | WOOD-Y | 133,000 | Scranton | WNEP | 85,134
Greenboro | WMBF | 79,605 | Scranton | WNEP | 85,134
Houston | KPRC-TV | 116,000 | Salt Lake City | KSL-TV | 80,590
Huntington-Carlin | WBB | 28,437 | Seattle | KEX | 5,200
Indianapolis | WPTA, WZTV-Y | 189,820 | Seattle | KEX | 5,200
Jacksonville | WPBS-TV | 192,500 | Seattle | KEX | 5,200
Jacksonville | WJXT-TV | 15,154 | Seattle | KEX | 5,200
Johnson City | WAIE | 123,000 | St. Paul | WRTB | 5,000
Kalamazoo | WKO-TV | 170,560 | St. Louis | KSDK | 75,000
Kansas City | WDAF-TV | 160,000 | St. Louis | KSDK | 75,000
Las Vegas | KLAS | 130,600 | St. Louis | KSDK | 75,000
Las Vegas | KBKL | 6,000 | Tampa | WFLA | 5,000
Los Angeles | KFI, KHJ-TV, KLAC-TV, KNX | 1,324,899 | Tampa | WFLA | 5,000
**Total Markets on Air 64** | **Total Stations on Air 109** | **Total Stations on Air 109** | **Estimated Uses in 13,439,000**
Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be possible to other stations. Employee personnel, other staff employment, equipment exchanges, etc. total closely. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
Another public service for Atlanta

“Our World Today” is a weekly panel-type show on current events. Participants are senior students from the High Schools of Greater Atlanta. Moderator is Wright Bryan, editor of The Atlanta Journal.

The program was planned and is produced by the WSB-TV staff in cooperation with Atlanta’s city school superintendent. As you can well imagine these programs have inspired much favorable comment. And advertisers are given another insight on the reason why WSB and WSB-TV hold such enviable positions in the hearts and homes of the people they serve.
first open support for NBC's recommendation that the FCC permit additional UHF-TV stations to owners who already have the present limit of five stations came last week from Fort Industry Co. and the National Apparel & Radio Dealers Assn. [B* T., Jan. 21, 14, 7.]

Fort Industry, in a Jan. 22 letter to the Commission over President George B. Storer's signature, recommended that the limit for single ownership be placed at seven, as it is with AM. Mr. Storer emphasized that the proposed number of TV stations (550 VHF and 1,350 UHF) was roughly equivalent to the 2,385 AM stations in operation today. Therefore, he said, the ownership limitations should be equal.

No distinction should be made between VHF and UHF holdings, Mr. Storer said. He expressed the belief that such a move would aid the establishment of UHF through encouraging large companies, networks, and newcomers to move into UHF.

Radio TV dealer Mort Farr, president of NARDA, listed these reasons for favoring the lifting of the five-to-one customer limitation as recommended by NBC: (1) It will bring more television sets and stereo sets into UHF operations; (2) it will bring substantial capital to UHF, with better program planning than is possible from those with limited capital; (3) it will aid in the sales of UHF receivers and converters, thus building an audience more quickly.

WAAM (TV) Seminar

Schools, Industry to Attend

SECOND annual regional television seminar will be held at WAAM (TV), Baltimore, Feb. 15 and 16 in cooperation with American U., Johns Hopkins U., Temple U., U. of North Carolina and the U.S. Office of Education.

Participants will include William I. Kaufman, casting director, NBC-TV, Edward B. Roberts, BBDO script editor for Circle Theatre; John T. Madigan, ABC-TV director of news and special events; John S. Hayes, president of WTOP-AM-TV Washington; Aus Aries Jr., assistant director of programming and production, DuMont Television Network, and Herbert N. Cahen, program manager of WAAM.

Mayers Elected

ARCHIE MAYERS, president of Unity Television, was elected board chairman of the National Television Film Council at the first directors meeting last week. John Battison, TV consultant, producer, director and author of the book, Movies for TV, was elected secretary. Robert Paskow, WATV (TV) Newark, who was secretary, resigned that post to give full effort to NTFC's TV Committee.

J. LEONARD REINSCH (I), managing director of the Cox radio and TV properties, and George C. Biggers (s), president of Atlanta Newspapers Inc., license of WSB-AM-FM-TV Atlanta, talk politics with Sen. Richard Russell (D-Ga.) on a WSB-TV program.

FM History Recalled In Procedure Debate

WILL UHF television go the way of FM?

That question was being posed last week in conversational debates over post-freeze procedures.

Particular emphasis has been placed upon the recommendations of the Federal Communications Bar Assn. that all applicants be consolidated into one hearing when they out-number the available channels in individual cities [B*T, Nov. 26, 1951].

Latest to take up the cudgels against the FCBA recommendations is William E. Ware, owner of KSTL St. Louis and pioneer FM station operator.

In a Jan. 16 letter to FCC Chairman Wayne Coy, Mr. Ware called attention to reports that the Commission is considering consolidated hearings. He warned: "With the FM debris still visible in our industry, it behooves all of us to see to it that the same stumbling blocks that thwarted that medium are not placed before UHF... What possible reason could there be to delay construction and operation of uncontrolled UHF installations when we are waiting out the results of the tortuous VHF hearings?"

Number of VHF hearings might decrease if the Commission decided not to consolidate VHF and UHF applicants, Mr. Ware said. "Many prospective TV station operators would put their initial finances and drive behind UHF and elevate the medium to its proper place more rapidly if they thought that by so doing they would escape a hearing," he observed.

If a consolidated hearing procedure is adopted by FCC, Mr. Ware said, most applicants would apply for "the more desirable VHF channels safe in the thought that all losers can immediately reapply for UHF and still get on the air together with their more successful VHF opponents."

Chairman Coy had not replied to Mr. Ware as of last Thursday, but in reply to a similar letter from S. A. Cisler, WKY TV Louisville, taking the same viewpoint [OPEN MIKE, Dec. 31, 1951], Mr. Coy answered that the matter was still under consideration.

ABC-TV to NARTB All Networks Belong

NARTB attained the 100% membership mark for TV network membership last week when ABC announced that it was joining the association, bringing along its five owned video stations [B*T, Jan. 7].

Harold E. Fellows, NARTB president, and Robert E. Kintner, ABC president, jointly announced the network's decision to join NBC DuMont and CBS Television networks in association membership. Alexander Gronbach Jr., ABC-TV vice president, will represent the network on the NARTB television board. The five ABC-owned TV stations are WABC New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles and KGO-TV San Francisco.

On behalf of the association, Mr. Fellows said, "It is indeed gratifying that 100% of the television networks and 80 of the nation's 106 television stations are now in NARTB television membership. As we rapidly approach complete unity in the industry, it is apparent that there is a recognized need for coordination in meeting our common problems with self-examination and united action. We heartily commend ABC for this major contribution to the ultimate unification of American television."

J. LEONARD REINSCH (I), managing director of the Cox radio and TV properties, and George C. Biggers (s), president of Atlanta Newspapers Inc., license of WSB-AM-FM-TV Atlanta, talk politics with Sen. Richard Russell (D-Ga.) on a WSB-TV program.

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Only One Source
gives you
Double Duty TV!

When you invest in GPL TV studio equipment, you're buying field equipment as well. Every GPL unit provides unparalleled flexibility, light weight, easy handling, precise control. Let GPL engineer your station, from camera to antenna. Have The Industry's Leading Line—in quality, in design.

Camera Unit
Precision-built, lightweight, fast-handling. Push-button turret, remote iris control, remote focus and range selection. Easiest to service.

Camera Control Unit
Touch-identified controls. 8½" monitor tube. Null or single headphone Intercom system. CRO views horizontal, vertical, and vertical sync block. Iris control.

Camera Power Unit
Rugged, dependable, compact. Mated to other units in GPL chain. Standard relay panels swing out for maintenance.

Synchronizing Generator

Video Switcher
Full studio flexibility anywhere. Control can view, preview, fade, dissolve, etc. Views any of 3 inputs, 2 remotes, outgoing line. Twin fade levers.

3-Ż Projector
Portable sync unit. No need for special phasing facilities. Projects rear-screen or "direct in." Ideal for remote origination of film. Full frame loaded on Telecine.

Professional TV Projector
Highest quality 16-mm projector designed specifically for TV. Delivers 100 foot-candles to tube. Sharp, steady pictures from 4000-foot film magazine.

Remote Control Box
Provides revolutionary remote control of camera focus, lens change, pan, tilt. Styled to match other components in the GPL TV line.

Complete TV Station Installations from Camera to Antenna

WRITE WIRE OR PHONE FOR DETAILS

SEE REMOTE CONTROL IN ACTION—BOOTH 18-20 I. R. E. SHOW!

General Precision Laboratory
INCORPORATED

Pleasantville

New York

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

January 28, 1952 • Page 77
"Most people in Evansville like WFBM-TV best"
Says A. J. CRAIG of CRAIG RADIO
2117 West Franklin
Evansville, Indiana

"In Paris all our Customers watch WFBM-TV"
Says McCLELLAND EVERSOLE
Eversole Appliances
206 West Court Street
Paris, Illinois

★ Advertising really gets around when it goes out on WFBM-TV!

Far as they are beyond the 60-mile WFBM-TV area, the folks in sizeable communities like Evansville, Indiana, and Paris, Illinois, to say nothing of thousands of others on the farms and in smaller communities in a wide "outside" circle, get their TV via this famous Indianapolis station.

That's important news for your clients. It means the cost per TV impression on WFBM-TV is one of the biggest bargains in the nation. And there's even more to the story. Indiana is among the top ten states of the nation in the value of her industrial and agricultural products . . . all of which is another way of saying the Hoosier family income is HIGH, and so is its standard of living! Good television advertising can capture a fair share of that income for your clients on Indiana's first station—WFBM-TV!

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.

★ Moody Ratings, February through April, 1951.

First in Indiana
WFBM-TV
Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY
TELEMET
Trade Showing Not Set

NO TRADE demonstration of Telemeter pay-as-you-see subscription TV equipment is contemplated before late February when Carl Leserman, vice president of International Telemeter Corp., which jointly owns the device with Paramount Pictures Corp., returns to the West Coast.

Mr. Leserman is in New York for several weeks of conferences with Paul Rabbourn, vice president of Paramount Pictures and board chairman of Telemeter, and other executives of the latter firm.

Meanwhile, twice-weekly field tests in the Los Angeles area are continuing. KTLA (TV), owned and operated by Paramount TV Productions [B*T, Sept. 3, 1951], FCC granted extension of the experimental tests through May 10, Mr. Leserman said. They originally started last October for 90 days on KTLA off-hours between midnight and 9 a.m., with six receiving sets being used.

Although Palm Springs, Calif., City Council recently gave ITC approval to bring cables into the mountain-ringed community so that TV signals can be received from Los Angeles [B*T, Dec. 24, 1951], Telemeter tests in that desert town aren't expected to get under way before late fall or early winter, it was said. It is planned to have around 1,000 Palm Springs TV sets equipped with the Telemeter coin receiving device when tests get under way.

It has been pointed out that the Telemeter system is basically the same as other proposed subscriber TV methods in that programs are scrambled and require an attachment to the receiver to unscramble the picture. Difference is in unscrambling device used, it was explained.

A coin-operated mechanism identified as a "comparator" is attached to the set in the Telemeter system. It receives a multiple of 8 cent pieces up to $2 and actsuates the unscrambler when the required amount of money is inserted. The "comparator" also is equipped with a magnetic tape which records the code number of the program accepted by subscriber.

DAILY NBC-TV quarter-hour program, Dave n' Charley, features only two people, Dave Willock and Cliff Arquette. But, in addition to director John B. Lyman III and three immediate assistants, 38 technicians are required to put the two on film.

Telescriptions

(Continued from page 74)
primary (when both audio and video are interrupted for delivering a sales message) and secondary (when only one sense is interrupted). In the 1952 week, 3,104 primary advertisements adding up to 51 hours and 31 minutes were clocked, an increase of 14% in number but a decrease of 7% in time over 1951 figures. Primary advertisements amounted to 5% of total time on air as compared to 10% a year ago. Reliability has not been checked, but NAEB learned, during last spring's analysis of TV programming in the Los Angeles area, that the monitoring technique employed misses up to 10% of advertising time.

First New York survey listed percentages of program time devoted to primary advertising as follows: WCBS-TV, 8%; WNBT (TV), 18%; WABD (TV); 11%; WJZ-TV, 11%; WOR-TV, 7%; WPIX (TV), 9%; WATV (TV), 6%. The 1952 study results were: WCCS-TV, 8.0%; WNBT (TV), 9.8%; WABD (TV), 11.3%; WJZ-TV, 8.7%; WOR-TV, 8.0%; WPIX (TV), 7.5%; WATV (TV), 6.6%.

The third survey to be conducted by NAEB, the study was financed by the Fund for Adult Education of the Ford Foundation. Video receivers were located at the Biblical Seminary, New York, and were watched by 35 monitors, all graduate students in psychology and sociology at Columbia U. and New York U., chosen after three-day trial runs from a field of 60 candidates.

AFM DEMAND Is Resisted by Nassers

EFFORT of the American Federation of Musicians to force James and George Nasser to sign a 5% recording trust fund agreement for films released to TV will be resisted, the Nassers declared. Their statement followed postponement to "sometime in early February" of the show cause petition with the Los Angeles referee in bankruptcy.

George T. Goggin, the Nassers' attorney, said the brothers would not sign the AFM pact for re-recording films unless directed by the court. AFM intervened, alleging it had an agreement with the Nassers who in turn seek return of four movies from United Artists.

More Hotel TV

NEW YORK'S 2,000-room Hotel Commodore is the latest hostelry to install television in guests' rooms, with completed work announced by Wells Television Inc. which made the installation. Rooms are equipped with 17-inch RCA Victor TV sets mounted on turntables. More than 76 hotels throughout U. S. have installed TV through Wells, firm said.

Andrew

TRANSMISSION LINE for VHF and UHF TELEVISION

Andrew Corporation
363 East 75th Street, Chicago 19
ANTENNA SPECIALISTS
TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE * ANTENNAS * DIRECTIONAL ANTENNA EQUIPMENT * ANTENNA TUNING UNITS * TOWER LIGHTING EQUIPMENT

January 28, 1952 * Page 79
LOEB CASE

Saying he had been compelled to accept a resolution of his case that was unsatisfactory to him, Actor Thursday he saw “nothing gained” in putting a union label of “unfair” on the video program, The Goldbergs, from which he charges he was blacklisted.

It was announced Friday morning that a settlement had been made for more than two years remaining in Mr. Loeb’s contract to play the role of Papa in The Goldbergs. Mrs. Berg was reported to have agreed paying about $40,000 to the actor, provided The Goldbergs remains on television during that time. Spokesman for Mr. Loeb’s counsel said, however, that the amount is “higher than that.” Settlement was not a television Authority.

Mr. Loeb’s statement, with one line by Mrs. Gertrude Berg, author, owner, and lead actress of the same show, and another by George Hel- ler, national executive secretary of

Sees ‘Nothing Gained’
In Union Censure

Television Authority, was released Thursday afternoon just as a general TVA membership meeting was to be held in New York. Consideration of the Loeb case was listed as special business during the meeting, according to notices sent to members.

Mr. Loeb’s statement:
Despite the fact that I believe a grave injustice is being done to myself and others in the entertainment industry by this “blacklisting,” I appreciate Mrs. Gertrude Berg’s position throughout this situation. I see nothing gained in this particular case by creating a situation which will interfere with the return of The Goldbergs. If we would otherwise employ him.

Statement by Mr. Heller read:
TVA wishes to commend Gertrude Berg for her courageous stand during the past one and half years against blacklisting in broadcasting. We appreciate that her discontinuance of Philip Loeb’s services was necessitated by broad pressure beyond her control and does not constitute a reflection on Mr. Loeb. TVA is currently meeting with important segments of the broadcast industry to determine upon a specific industry-wide plan to deal with blacklisting and the unfortunate dilemma which confronted Gertrude Berg and Philip Loeb as individuals.

TVA deems the practice of blacklisting and the detriments necessarily arising from such practices to inno- cent persons as diametrically opposed to the time-honored American principle that an accused person has the inherent and vested right to a just and fair hearing and a man must be regarded as innocent unless proven guilty. TVA intends to give Mr. Loeb the hearing which he has requested and to which he is entitled.

Mrs. Berg said:
Philip Loeb has stated categorically that he is not and never has been a Communist. I believe him. No evidence has been presented to the contrary. I believe in the American principle that an innocent person is innocent until proven guilty. In these respects, there is no dispute between Philip Loeb and myself.

I have had to discontinue the services of Philip Loeb because of the failure of anyone to assure employ- ment to persons who are merely contro- versial as contrasted with those who are Communists. Since going off the air last June, I have fought to make this distinction and continue Mr. Loeb’s services. I regret that my efforts have been unavailing since this is a problem which can be solved only by the industry as a body and not by me as an individual.

THOMAS ELECTED

Is Hollingbery V. P.

EUGENE S. THOMAS has been elected vice president of the George P. Hollingbery Co. and placed in charge of the company’s expanding television activities, it was announced last week.

Mr. Thomas has just completed a year as the first chairman of the board of television directors of NARTB. He is expected to assume his new post to- day (Monday) in New York.

A pioneer telecaster, Mr. Thomas will head the Hollingbery nation- wide sales efforts for its list of TV stations. These stations include WGN-TV Chicago, WHAM-TV Rochester, WHIO-TV Dayton and WWJ-TV Detroit.

Also, he will counsel applicants for TV licenses as they prepare for the FCC hearings and will give general counsel on the planning, construction and operation of video stations.

Prior to entering television, Mr. Thomas was for 10 years vice manager of WOR New York. He was first general manager of WOR-TV, now WTOP-TV Washington, was manager of tele- vision operations of WOR-TV New York and for years has served as TV station consultant.

Floating Action!

“BALANCED” TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tri- pod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get any- thing but perfectly smooth pan and tilt action with the “BALANCED” TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no “play” between pan handle and tripod head. Tripod head mechanism is rust- proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. JUCKER
CAMERA EQUIPMENT CO.

161-70 BRADSTREET NEW YORK CITY

Page 80 • January 28, 1952
WHERE THE TV PROGRAMS HAD TO PRECEDE THE BUILDING PROGRAM

WHBF-TV
ROCK ISLAND ILLINOIS

WHBF's TV tower, with an overall height of 482 ft., was mounted on a specially constructed substructure 61 ft. high. Tower is designed to mount station call letters on all 4 sides, and carries an RCA custom-built, S-section, Super Turnstile antenna.

Here is a situation that called for initiative and foresight—as well as unique design-engineering.

WHBF owns a downtown site on which they will erect a five-story building when material allocations permit. In the meantime, their TV license would be in disuse without proper antenna support. The problem was put up to Blaw-Knox...the solution is shown above—a permanent "tax-paying" base around which WHBF will eventually erect its new quarters.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.

BLAW-KNOX Antenna TOWERS

January 28, 1952 • Page 81
CHARLES DINKINS named promotion manager at WSAZ Huntington, W. Va., replacing HAL SHERBER who will devote fulltime to promotion of WSAZ-TV.

ARTHUR GODFREY, CBS Radio and TV star, to take vacation Feb. 11-March 10, reporting at Naval Air Training Station at Pensacola for period of active duty. JOE E. BROWN will substitute for him on Talent Scouts (CBS Radio, CBS-TV, Mon. 8:30-9 p.m. EST); ROBERT Q. LEWIS, on morning broadcasts, and Cast Member FRANK PARKER on Godfrey and His Friends (CBS-TV, Wed., 8-9 p.m. EST).

DICK POTTER, stage, radio, and TV actor, appointed amusement editor at WMPS Memphis. Assignment includes daily program on happenings in the city.

DAN HEALY, director of sports and special events, WBRK Pittsfield, Mass., named area scout for Brooklyn Dodgers farm system.

BRUCE WALLACE, manager of public service and promotion, WTMJ and WTMJ-TV Milwaukee, awarded a citation for work in the field of human relations by city's Council of B'nai B'rith.

JOHN GEMMA, instructor of theatre arts and dramatic writing, Santa Rosa Junior College, Calif., to KNXT (TV) Hollywood as assistant stage production coordinator.

MARVIN LEVEY, sales promotion manager, WPDF Flint, Mich., installed as member of board of Grocery Manufacturers Representatives of Eastern Michigan.

WARREN KEYSER, staff announcer, WILM Wilmington, Del., appointed program director.

Rene Mara-Schulz, WRC Washington music department, moved to AM-TV continuity department as assistant.

Everett Severe, continuity department, to program production staff. JACK MAY, AM producer, to affiliated WNBW (TV) same city as producer of RICHARD HARKNESS' daily NBC-TV news show.

ROBERT FORWARD, independent radio-TV producer, to CBS-TV Hollywood as production coordinator on Jack Benny Show, George Burns and Gracie Allen Show and Alan Young Show.

PHILLIP C. MARKINSON appointed program director at KDFC Sausalito, Calif.

JOHNNY LONDON, studio manager, Motion Picture Center, Hollywood, to CBS-TV Hollywood Ames 'n Andy TV series as production supervisor.

TEED W. AUSTIN, WMFY-TV Greensboro, N. C., to WFAI Fayetteville, N. C., as program director and office manager.

LARRY LYON, announcer-disco jockey, KNOR Norman, Okla., returned to station after 15 months on active duty with the U. S. Navy.

BARBARA TOBIN to WON-TV Chicago as production assistant on the new show, This Is Music.

MONTY MASTERS, producer, KNBC San Francisco, to NBC Hollywood as associate director.

MARGE McGAVREN, KNA San Francisco, to KFWB Hollywood as production assistant.}

Dexter Card, disc jockey-announcer, WABY Bangor, Me., to WCAR Pontiac, Mich., in same capacity.

PHIL NOLAN to WJBC Bloomington, Ill., as staff announcer from NBC Chicago guide staff.


Bob Hicks, announcer at KLRA Little Rock, Ark., named station's promotion manager.

TRUMAN SMITH, director, KTVO (TV) Hollywood, flying to Paraguay and will film high points of South American trip for later telecasting.

ANANIA BOVE, secretary to BOB METER, director of press information, CBS-TV Hollywood, to KNX-Columbia Pacific Network as publicist.

JAMES MARKIEWICZ to the merchandising department of WHAL Baltimore to contact independent retail grocers.

IRVIN E. DIERDORFF, JR., chief announcer, WOC-AM-FM Boston, promoted to program director.

ANNE HOPPER, music librarian, KEX Portland, Ore., selected one of two winners in the 1952 young artists audition sponsored by the Portland Symphony Society. Miss Hopper, a pianist, will make an appearance with the symphony on March 17.
HERBERT RINDEE HANDS, WOR New York continuity department, and Barbara Frankenberg, Tuckahoe, N. Y., announce their engagement.

BOB FAIRBANKS, KCBS San Francisco apprentice, and Patricia Anne Gilkesen were married Jan. 16.

NORMAN LUBOFF, choir director, NBC Radio Railroad Hour, completes assignment as vocal arranger and choir director for Warner Bros. film About Face, and starts similar duties at studio for She's Working Her Way Through College.

WILLIAM HILLMAN, MBS President, reporter, has completed his latest book, Mr. President, scheduled for mid-March publication.

TED McKAY, promotion manager, WKNA Charleston, W. Va., father of boy, Ted, Jan. 9.

DON RICKLES, KNBH (TV) Hollywood announcer, father of son, Jan. 15.

DICK GOTTLIB, REGINALD STANBROUGH and BILL YANGEMANN, film department KNBH (TV) Hollywood, promoted to floor managers.

PHIL ALAMPI, WJZ New York farm news editor, to moderate series of luncheon panel discussions by magazine and newspaper garden editors at New York trade show of National Garden Supply Marketing Bureau, Feb. 6-7.

DICK MOORE, U. S. Army Air Force Information Div., to KGO San Francisco as staff news writer. He succeeds HOWARD HOLSCHE, who returned to the Navy as a lieutenant.

DONALD PADILLA, photo editor of the Des Moines Tribune, to news staff of WTCN and WTCN-TV Minneapolis on Feb. 1.

GUY RUNNION, news chief, KMOX St. Louis, to KLAO-TV Hollywood to handle Saturday and Sunday newscasts. ED LYON continues Monday through Friday newscasts.

WALTER McGOWAN appointed news editor at WCCC Hartford.

WAVE News Coverage

Review of 1951 news coverage of WAVE-AM-TV Louisville, including news beats, special events coverage, interviews and newscasts was released last week. The review will be distributed to clients, agencies, advertisers and prospects.

ABC-TV Aid Cited

Certificate of appreciation has been extended by Veterans Administration to ABC-TV in recognition of outstanding service to the war veterans of the United States through the medium of television, and for excellence in presentation of Veterans Administration films.

Aid_Continued from page 10_

to handle advertising for its Old Manse syrup, jams and jellies. W. H. ALEXANDER is account executive.


Adpeople . . .

LOWELL MAINLAND, account executive, J. Walter Thompson Co., San Francisco, assigned to Bailes Advisory Board, S. F., account succeeding EVAN PETERS, resigned to travel abroad. GURDEN MOOSER, agency account executive, assigned to Safeway Co. (Hostess division) account.

CARL NELSON, Pacific Coast sales manager of Montgomery Ward & Co., Oakland, Calif., to Golden State Co., S. F., as advertising manager.
individual networks on a time division system determined by the normal quarterly allocation procedure.

Last week’s developments came on the heels of meetings of network representatives with members of the Republican Convention Committee in San Francisco Jan. 17-19 to review radio-TV coverage plans.

One principal difference persisted at that meeting, it was reported, and still had not been settled last week. In a reversal of tradition, the committee held that the networks should pay their own construction costs (booths, etc.) at the convention.

Minimum Facilities in Past

In the past, the political parties have furnished minimum facilities to all media and network representatives maintaining that radio and TV are no more commercial than other media and should not be subjected to discrimination. They pointed out that the money the networks will receive from sponsors will not represent a profit.

Radio-TV principals in these discussions included William R. McAndrew, NBC-TV director of public affairs; Sig Mickelson, CBS-TV director of news and public affairs, and ABC Vice President Thomas Velotta.

Some weeks before the meeting, in fact, before any network had signed a sponsor, the radio-TV groups had offered to reimburse the conventions on a pro-rata basis for each network selling its coverage, but this plan apparently was rejected.

Other radio-TV representatives participating in the San Francisco meetings included John Madigan, ABC-TV director of news and special events; George Mc Elrath, director of NBC radio network technical operations; R. G. Thompson, CBS-TV director of technical operations and Art Feldman, MBS director of special events.

Space problems are slated to be thrashed out in a meeting with network representatives some time next month.

During their appearance before the convention committee, the broadcast representatives were questioned pointedly on a number of subjects—on commercial sponsorship, especially, and why it was deemed necessary in TV.

Mr. Mickelson, who outlined the TV networks’ plans, emphasized that sponsorship assures better coverage, due to the high costs involved, and reassured the committee members that TV would take the responsibility of making sure its commercials were in good taste.

He also estimated that by July there will be at least 17.3 million sets in use and that the conventions would have a potential audience of about 60 million persons. By comparison, he noted, the 1948 conventions had a potential audience of 1.5 million.

Plans for Admiral to sponsor ABC’s radio and TV coverage of both conventions and of election returns were announced jointly by John Daly, B. Huard, with Life sets; Admiral president of Admiral, and Robert E. Kintner, president of ABC. Coverage will include the Republican Convention July 21-25, and election results on Nov. 4.

Admiral products to be advertised on the broadcasts and telecasts, included Life sets, refrigerators and ranges. The contract was placed through Erwin, Wasey & Co., New York.

ABC said Commentator John Daly would “quarterback” its entire radio and TV operation. Those working with him, the network said, will include Elmer Davis; Drew Pearson; George Sokolsky; Erwin D. Canham, editor of the Christian Science Monitor; Bert Andrews, New York Herald -Tribune; Paul Harvey, Chicago commentator; Martin Agnew, Walter Kiernan; George Gallup; Mary Margaret McBride and Pauline Frederich.

At least 20 hours of broadcasting and telecasting time will be devoted to each convention by ABC, spokesmen said, adding that the total probably will be “closer to 25 hours.” Two cameras will be used—the greatest number ever used by the network for a special event or program,” ABC reported.

Admiral’s Mr. Huarisa predicted the TV coverage will have “a tremendous effect in familiarizing millions of Americans with the political issues involved in what may be the most important election since the founding of our country.”

He said it “should be a leading factor in stimulating many Americans to take advantage of the invaluable voting franchise which too many take for granted.”

Good Deed for Both

ABC President Kintner considered it “particularly fitting that our two companies, which always have enjoyed such a close and friendly business relationship, join in presenting such an important service.” He said both ABC and Admiral recognize “the vital need for informing the American public fully on the events which undoubtedly will have the greatest bearing on the future of our country.”

The teaming up of DuMont’s network facilities with Life’s repertorial and photographic resources for coverage of both conventions was announced by Chris J. Witting, director and general manager of the network, and Andrew Heiskell, Life publisher.

Mr. Witting pointed out that the arrangements, which he described as “unprecedented” in radio and TV, would leave DuMont affiliates free to negotiate their own arrangements for sponsorship —

Also see story on political convention planning on page 50.

Soap Group Elects

ASSN. of American Soap and Glycerine Producers, whose members include major advertisers in both radio and television, elected 1952 officers at a general membership meeting in New York Tuesday.

President of the association, elected to succeed Neil H. McElroy, president of Procter & Gamble, is George A. Wrisley, vice president of Allen B. Wrisley Co., Chicago.

Other officers are Jerev J. Bab, Lever Bros., eastern vice president; E. M. Pineout, Los Angeles Soap Co., western vice president; Nils Dahl, John T. Stanley, co. treasurer; Dr. F. Elberfeld, Colgate-Palmolive Co., assistant treasurer. Roy W. Peets is association secretary.

"subject only to industry-wide restrictions imposed by the national Republican and Democratic committees."

Many DuMont affiliates, he said, had requested such an arrangement, so their local and national advertising might participate in the sponsorship.

Technicians from DuMont The plan calls for DuMont to provide the technical services and personnel and Life to supply a staff of more than 30 editors and reporters in Chicago, plus additional direct wire connection. The New York Timesworld Corporation

In the Maritimes busiest station

Contact

JOS. WEED & CO.
350 Madison Ave., New York
5000 WATTS
NOW!
New CBS AM Contracts

(Continued from page 28)

the transitional hour at three-fourths the value of the nighttime hour. If, in a certain period, the station carried 20 nighttime hours, 10 transitional hours and 10 daytime hours, the converted hours would equal 22 1/2% (the 10 full-value nighttime hours plus half the 10 daytime hours plus three-fourths of the 10 transitional hours).

In the new contracts which the network is circulating, the network has set up specific conversion schedules for each station.

"When the rate relationship changes," the network's letter accompanying the contracts explains, looking to the future, "the station payments may be computed in the following manner:

How to Compute Payments

"Take the number of clock hours occurring in each rate card time period and multiply them by the gross hourly card rate for that time period. Add the amounts so obtained for each rate card time period. The result of this calculation should be divided by the number of converted hours computed on the basis of the fixed conversion schedule. . . . The result will be average gross sales per converted hour" to which should be applied the percentages for the converted hours in each bracket as stated in Section I of Schedule A."

Schedule A differs in many instances. It sets up the rates of payment from network to station.

Following is full text of Mr. Akelson's letter:

We have for some time been considering revising and bringing up to date our standard form of affiliation contract to conform it more closely to business practices which are developing in the industry. As you are well aware, patterns have been changing constantly over the last three or four years.

I am sure you have received and read the recent statement of our president, Howard S. Meighan. He deals with the readjustment of network rates. He points out that CBS Radio feels that it would be premature at this time to attempt any reevaluation of rates based on what we actually know about all the factors—such as up-to-date circulation data—which must necessarily be taken into account. For example, we have no way of accurately evaluating possible changes in economic conditions during the next several months.

However, we are convinced that it is essential, as a competitive necessity, for CBS Radio to be in a position to meet, intelligently and practically, situations which are bound to arise from time to time in the future. One of the principal areas in which this flexibility will be most important is the adjustment of hourly network rates of individual CBS Radio affiliated stations. As such, we may be confronted with changing the hourly morning, afternoon or evening half-hour in certain categories, downward in others: the rates of some stations not at all.

We have given careful consideration to these matters. We are accomplishing this without changing the station's percentage of gross receipts from network sales which is a result of affiliation contract has been drafted and we are requesting each of our radio affiliates to sign it as soon as possible irrespective of when current contracts expire. As you will note by comparison with the printed portions of your present contract, the only changes of substance in are in Section 3 of the contract and in the payment provisions of Schedule A. These revised provisions will permit CBS Radio to change gross network rates in various segments of the day from time to time without much change affecting the percentage of gross receipts from network sales which you receive under your existing contract. For your convenience, we are enclosing a short memorandum which we hope will be of some help to you in applying the new form to your own situation.

After you have gone over this new form, if you have any questions, I will appreciate your calling Bill Schudt or me. I am sure that in this way we will be able to expedite this matter. When you have satisfied yourself concerning the new contract, we will appreciate your signing four copies and returning them to us. The execution of the new form by all affiliated stations at an early date is, as you will appreciate, a matter of extreme importance to each station as well as to the network as a whole, because only in this way will CBS Radio be able to build strongly for the future and meet with dispatch the changed conditions which will inevitably occur.

MEMORANDUM

The revision of payment terms in the new CBS Radio Station contract form, in essence, provides for the continuing payment to the station owner, regardless of changes in the gross hourly rates applicable to different times of the day, of the same percentage of the gross rate card rates for the station as the percentage of such rates presently being paid to the station. The revised terms are very similar to those in the current contract form, with the exception of two points:

1. The convertibility of hours other than night-time to night-time hours is fixed in Section 3. This is in lieu of a previous clause which allowed rate of convertibility to fluctuate with the money rates included in the rate card.

2. Dollars payable to the station for each hour in the contract brackets have been converted to percentages, which are nothing more than the relation of dollars in Schedule A of the current contract to the current gross night-time hourly rate of the station.

In this new contract, CBS Radio is in effect agreeing to share with the station the gross income received from the use of the station commercially to substantially the same extent that it now shares this income with the station, regardless of rate relationship changes for hours at different times of the day.

The following statement may facilitate the computation of the amounts due to a station under this new contract:

Based on Rate Card 234, the only change will be that due to rounding the bracket percentages to three places, which will be nominal. In effect, what is termed "average gross sales per converted hour" is exactly the same as the current gross night-time hourly rate card of the station, since the percentages in Schedule A are computed by taking the station's current dollar payment for each bracket for each payment, and expressing it as a percentage of the stations gross night-time hourly card rate.

When the rate relationship changes, the station payments may be computed in the following manner: Take the number of clock hours occurring in each rate card time period and multiply them by the gross hourly card rate for that time period. Add the amounts so obtained for each rate card time period. The result of this calculation should be divided by the number of converted hours computed on the basis of the fixed conversion schedule in Section 3. The result will be "average gross sales per converted hour" to which should be applied the percentages for the converted hours in each bracket as stated in Section I of Schedule A. This will give the amount due to the station from CBS Radio.

A typical "Schedule A" with percentages eliminated follows:

SCHEDULE A

V. The station shall not be credited with the first five (5) "converted hours" in any week, but for each of the next ten (10) "converted hours" per week, the station shall be credited with —% of the "average gross sales per converted hour" for each of the next five (5) "converted hours" per week, the station shall be credited with —% of the "average gross sales per converted hour" and for each "converted hour" per week in excess of such first twenty (20) "converted hours" per week, the station shall be credited with —% of the "average gross sales per converted hour."

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

Richard
Maltby's
Jazz Classics

Maltby arranges and conducts for top names such as Benny Goodman, Paul Whiteman, Ethel Merman, and Vic Damone, for the major network. His all-time classics in jazz, with an orchestra and chorus of 45 of the best men and women in the business, are yours with the many great artists in the

SESAC Transcribed Library

which includes Jazz, American Folk, Band, Concert, Hawaiian, Barbershop, Novelty, Religious, and Latin-American Music.

SESAC, Inc. 475 Fifth Avenue New York 17, N.Y.
HENRY GARRETT
Was Radio Pioneer in S.W. HENRY (Dad) GARRETT, 90, pioneer in electronics in the Southwest who built WRR Dallas, claimed as first municipally-owned radio station in the world, died Jan. 16.

An inventor, Mr. Garrett was believed locally to have been the first man anywhere to build a radio in his automobile. He invented a system of traffic lights in Dallas in 1925, also said to be first in America. He built KVP, Dallas public broadcasting station for them.

Mr. Garrett was the son of the late Episcopal Bishop Alexander C. Garrett, who immigrated to America from Ireland. When Mr. Garrett built his radio in his car, an early newspaper account compared his vehicle to a “circus bandwagon, with people staring and wondering where the music came from.”

BERNARD L. COHN
Was Cole & Co. Executive BERNARD L. COHN, 63, well-known advertising executive and one-time commercial manager of WREC Memphis, died last Tuesday. Mr. Cohn was vice president of Cole & Co., advertising firm there.

Born in Memphis, he was graduated from Columbia U. and worked for The New York Times before returning to Memphis to become a reporter for The News-Sentinel. In 1915, Mr. Cohn was made business manager and publisher of the Memphis newspaper. He retained that post until that paper was consolidated with The Memphis Press, forming The Press-Scimitar. Surviving Mr. Cohn are his wife, Louise; a son, Bernard Jr., and two sisters.

SOUTHERN CALIFORNIA Broadcasters Assn. received 1951 Up to the Minute Business Achievement Award from Minute magazine at a meeting of Los Angeles Ad Club in mid-January. A. E. Joscelin, director of operations, CBS Hollywood, and president SCBA, accepted miniature bough glass on an engraved plate. He praised work of Robert J. McAndrews, then SCBA managing director and new commercial-promotion manager KBIG Avalon, Calif.

ROGER BROWN, regional sales manager for south and southwest terri
ty of Emerson Radio & Phonograph Corp., N. Y., appointed national sales manager.

FREDERICK W. REYNOLDS Jr., Allen B. DuMont Labs, Passion N. J., to application engineering staff of Sprague Electric Co., N. Y.

WALTER J. FITZPATRICK, district representative for replacement tubes and parts, General Electric Co., L. A., moved to Chicago as central regional sales manager for GE replacement tubes.

ROBERT M. GRAY, manager of advertising and sales promotion, Essex Standard Oil Co., N. Y., elected vice president of Advertising Club of New York.

HERBERT F. KOTHER, manager of radio sales section, Croxley Div. of Avco Mfg. Corp., Cincinnati, named manager of refrigerator sales section.


JAMES D. WALKER, manager of Detroit sales region for Capehart-Farnsworth Corp., appointed manager of New York sales region succeeding W. R. McALLISTER, resigned.

GERALD GOTTLIEB, business manager, Publicists Guild, Hollywood, resigns to devote time to private law practice.


KENNETH A. HOAGLAND appointed assistant engineering manager of Cathode-Ray Tube Div., Allen B. DuMont Labs, Clifton, N. J. He has been with the company for the past three years.


ROGER BROWN, Emerson Radio & Phonograph Corp.'s regional sales manager in the South and Southwest, resigned of company's sales manager.

WILLIAM FOREST CROUCH, motion picture producer-director, to Sound Masters Inc. (TV films and package programs), N. Y., as executive producer of the television film department.

JAMES W. EVANS, Moore & Beckham Ad., Greenwich, Conn., to community relations staff of the General Electric Co. Small Appliance Div., same city.

EMIL P. NENSEL, assistant manager of the appliance service department of Servel Inc., Evansville, Ind., appointed sales manager of the water heater division.

Equipment
A new remote control image orthicon camera, produced for use in dangerous areas or sites inaccessible to camera crews, has been produced by General Precision Labs., Pleasantville, N. Y., and is a main feature at the company's exhibit at the I.R.E. show in Grand Central Palace, N. Y., March 5-6.

The Astatic Corp., Conneaut, Ohio, announces development of a new design principle for a turnover pickup cartridge making this tube type equal in performance quality to the present single-needle cartridges. The development is composed of two complete cartridge units, one unit mounted back to back on a common plate.

DEMONSTRATION of the Ionophone, a new invention of Dr. Siegfried Klein, French scientist, took place recently for the first time in the U. S. in the WOA San Antonio studios. The new device converts electrical energy into sound.

Technical

John Bourcier, maintenance supervisor in charge of audio equipment for ABC network, to post of New York engineering audio operations supervisor for ABC effective Feb. 15. He succeeds GEORGE FISHER who has resigned.

Buell H. Dalton, studio engineer, KFMV Los Angeles, to KBIG Avalon, Calif., as assistant engineer.

William A. Hunt, engineer for WHZ Zanesville, Ohio, has built a compact mobile power unit whereby tape recordings may be made where there is no regular power supply. Unit uses 6 or 12 battery to produce 110 v. a.c. current.

Walter Godwin, engineer, WRC Washington, appointed master control room chief. He succeeds William Chem who died from a heart attack [B+T, Jan. 7].

Gene Morris, engineering staff of KINOR Norman, Okla., promoted to chief engineer.

GIRL AUTO RACER
WSAI Staffer Beats the Men

PEG SHERWOOD, who adds the feminine touch to the Will Lenay Show daily over WSAI Cincinnati, took off her apron long enough to win a midget stock car race, outdistancing male competitors by two laps over an eight-lap course.

Only woman to compete in the race for non-professionals at Cin-

natti Gardens, Miss Sherwood, always feminine, wore a street dress and three-inch heels as her driving uniform. Her mastery at the urging of professional drivers did she consent to don a crash helmet and racing jacket. Not satisfied with one trophy, Miss Sherwood last week was to race against a Cincinnati newspaperman.

A Sure Shot for YOUR MARKET...

"THE MAGIC WORD"
Radio's most Talked-about game

For Information, Write or Wire: John Greene Productions

Box 641
Rock Hill, South Carolina

Miss Sherwood flashes victory smile.
EASLEY REPPLY
Cites 'Envy' and 'Malice'

ROBERT L. EASLEY, indicted consulting radio engineer charged with using the mails to defraud [B&T, Jan. 21], blamed "envious and petty malice" by "envious persons" for the charges, in a statement issued last week.

"For years I have conducted an effective consulting radio engineering practice according to my own successful, even though somewhat unorthodox, methods," Mr. Easley said. "The envious persons who have acted secretly behind scenes to promote some simple business disagreements into criminal charges certainly will not allow to break up my practice in order to satisfy their own envy and petty malice," he said. "I am entirely innocent of the present charges," he declared.

Up to last Thursday, Mr. Easley had not yet been served with the warrant, nor charged before a U.S. Commissioner. Conviction of the four-count fraud indictment carries a penalty of one year in jail and a $1,000 fine for each count, or both.

Bert Johnston

BERT JOHNSTON, 53, founder of Bert Johnston Productions, died in Cincinnati Jan. 18. Mr. Johnston founded the firm bearing his name in 1946, concentrating on films for TV commercials and sales promotion. He also was former advertising manager for Kroger's, national grocery chain. He is survived by his wife, Eleanor; a daughter, Ruth Anne; a son, Glenn, and his mother, Mrs. C. William C. Johnston.

ADVERTISING Recognition Week, established and sponsored by the Advertising Assn. of the West, has been set for Feb. 17-23. Arthur E. House, account executive, House & Leland Adv., Portland, Ore., agency and AAW senior vice-president, is chairman. Currently a western states annual event, and now on the U.S. Dept. of Commerce schedule, Advertising Recognition Week may be expanded nationally, according to Charles W. Collier, AAW executive vice-president.

L. A. AD AGENDA
13-Week Series to Begin Feb. 4

SOME 35 West Coast advertising executives will contribute services to the 8th annual Advertising Conference Series of Los Angeles Advertising Women which starts Feb. 4 for 13 weeks in May Co. Auditorium, that city. A $200 scholarship will be awarded to the best qualified student.

Titled "The Advertising Story" and open to "anyone interested in advertising," series will consist of weekly two-hour lectures and roundtable discussions. Conference topics, with dates and speakers, follow:

Feb. 4: "Why An Advertising Agency?" Local and national agencies to be discussed by Lee Ringer, president, Ringer Assoc., and Harry W. Wild, West Coast manager, Calkins & Holden, Carllock, McClintong, & Smith Inc.; "Retail Client"—Margaret Pexton, fashion co-ordinator May Co. (department store).

Feb. 11: "The Client and What He Expects From His Agency"—Edward E. Beauchamp, advertising engineer, Lane Wells Co.; Edward F. Baumer, director of advertising, sales promotion, fashion co-ordinator, May Co., Insurance Co. of America.

Feb. 18: Copy—Hal Stebbins, president, Hal Stebbins Inc.

Feb. 25: Newspapers—Charles Horn, creative advertising manager, Los Angeles Examiner; Raymond Brooks, advertising and promotion manager, Southern California Assn. of Newspapers; Charles Arnn, vice-president and advertising director, Los Angeles Daily News.

March 3: Production—Panel with Ned Stirling, BBDO, as moderator, and participants Pat O'Hara of Lithographic Div. of Rapid Blue Print Co.; Guy Logan, general manager of Mon- sen-Los Angeles Typographers; Homer Alexander, co-owner, Brown & Caldwell; D. H. Neuenberg, sales manager, General Printing Corp.

March 10: Art and Layout—Dick Stow, art director, Foote, Cone & Belding, and president, Art Directors Club; Roy Wilson, partner, Sassa-Wilson Studio.

March 17: Media and Research—Mark L. Mulligan, media director, BBDO; John B. Knight, president, John B. Knight Co.

March 24: Radio—Doto Edouardo, manager NBC national spot sales; Arnold Marquis, president, Arnold Marquis Productions Inc.; Wilder Widen, commercial writer and coordinator, Young & Rubicam Inc.; Helen Murray Hall, advertising and promotion director, NBC Western Network.

March 31: Retail and Promotion—Detailed by following representatives of Rexall Drug Co.; Sam Ziesan, publications and public relations director; John Bart, advertising director; Arnold Keturi, advertising manager, Rexall division; Don C. Hamilton, merchandising manager and Ray Lindoquist, assistant director of production development.

April 7: Point of Sale and Indoor Advertising—Tony Whan, president, Pacific Indoor Adv.

April 14: Publicity and Public Relations—William O'Hern, director of publicity and public relations, Los Angeles Dist.; United Airlines, and Edmund McKenna, merchandising consultant.


Scholarship will be available to a registered member of the advertising conference "for a course in advertising or its allied fields at any recognized school of the winner's choice," according to Maurice Corbert, conference series chairman, and Helen Edwards, president of the L. A. Adv. Women.

To qualify, applicants must attend every session of conference series and submit a typewritten summary of the course through the mails to: Conference Series 1952; Los Angeles Advertising Women Inc., 15284 N. Wilcox, Los Angeles 28, Calif. Entries must be postmarked not later than midnight May 5.

HERE'S A STATION that tunes in the listeners
- instead of the other way round

WJPG programs can't be heard on dozens of other stations. We know this market—aren't interested in no other.

We find out what the people want—build them their own favorite services and entertainment.

-then merchandise, publicize—and the listeners throughout this rich Green Bay market know just what and just when and have more reasons to tune "PG" more often

and DOI

McGillivra, N.Y. and Chi has facts

that'll amaze you.

Or write us for any specific things
you'd like to know about this "local station makes good" startling success story.

WJPG
The Green Bay Press-Gazette

5000 WATTS OF SELLING POWER
in PENNSYLVANIA'S 3rd LARGEST MARKET
980 KILOCYCLES • 5000 W (d) • 10000 W (n)
AM-FM • ABC AFFILIATE

WINDSOR-WILKES-BARRE, PA.

WIP

BROADCASTING • Telecasting

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Broadcasters Could Bank on Eisenhower
(Continued from page 25)

in North Africa. He did not mind speculation by the armchair strategists who wrote and broadcast from New York or Washington, or any think-pieces which emanated far away from his headquarters, but he did not want any intelligent surmises sent home or around the world by correspondents assigned in his area because the enemy could more accurately deduce from them what was about to happen.

Quotes From Book
If I may quote something from my own book (which is now out of print, so a plug about it will be un-reminiscent,) I might cite from it the comment of Stephen T. Early, the late and great press secretary to our also late and great President Roosevelt who admittedly was a master at conducting a news conference. After Steve had observed Gen. Ike for the first time in a news conference at the Savoy Hotel in Paris soon after the Battle of the Bulge, he told me and I entered in the diary:

"It was the most magnificent performance of any man at a press conference that I have ever seen. He knows his facts, he speaks freely and frankly, and he has a sense of humor, he has poise, and he has command."

I have never known Gen. Eisenhower to say a thing he did not believe in, or to sign his name to any document the contents of which he did not believe.

During the war, the only fretting he had about radio was the requirement then in vogue that he be available to broadcast at the precise minute and second when his voice was wanted on an American network. Such requirements frequently came through the F.R.O. and generally handled them. What Gen. Ike wanted was freedom from the necessity of being at a given place at a given time for a short radio talk—an important as he considered it for the home front. He wanted to be free to rush to the forward area or wherever needed. Such radio commitments tied him down. Consequently he tried to keep these commitments to a minimum. If it was upheld, by the Ohio Public Utilities Commission in spite of efforts of the phone company to prevent the recording.

The Ohio Consolidated Telephone Company sought to prevent WNXT from installing the recorder.

PUC Chairman Robert Moulton held that the station had every right to make the recording. Mr. Moulton based his ruling on three factors: The hearing was public; the station was a valid news gathering organization and the interest was a matter of public interest.

Mr. Moulton said he could see no reason to grant the phone company request unless the recording interfered with proceedings.

WBS Totals 881
WORLD Broadcasting System said last week that the company’s affiliation had reached a record total of 881 through the addition of 64 in the U.S. and Canada during the past three months. Officials said the company, which produces transmitted library programs and features for affiliated stations to sell locally, will announce shortly a number of “important new properties” to be made available to members.

President’s Budget
(Continued from page 26)

service activities, a boost of $13,711; $323,819 for applied technical research and frequency allocation, a rise of $70,664; $658,969 for safety and special radio services, an increase of $12,349 in a $708,249 budget for common carrier activities.

A good amount of the increase sought for field engineering and monitoring is understood to be earmarked for the procurement testing and carry-through of theories obtained via the Connelrad project. Some of the work being done on the Connelrad project is carried under “imbursements”—i.e. funds are appropriated to other agencies which in turn reimburse the FCC for man-hours delegated to such studies.

The State Dept.’s International Information and Educational Activities program, under which the Voice of America operates, would get $135,272,014 under the fiscal 1953 budget compared with the $85 million it was appropriated last year.

Of the amount requested, $30 million would go for radio broadcasting (Voice) [CLOSED CIRCUIT, Jan. 7]. An estimated $36,727,086 for the acquisition and construction of radio facilities is being sought for the first time in a separate appropriation “to which it is proposed that unexpended balances of funds previously appropriated for this purpose will be transferred.”

Federal Trade Commission,

Talent Unions
(Continued from page 29)

Meetings as “with good will and in good offices.”

After study by the universities, proposals will be presented to all unions concerned for their consideration and action. It was understood that the labor relations advisers may act in a conciliatory capacity, should their proposals meet with resistance.

The UCLA professor has an extensive background in labor relations and left New York last week to work on a labor dispute at Boeing Aircraft in Wichita, Kan. “This is the first time he has worked on an inter-union dispute, he said, characterizing the merger proposals as “quite unique” and at the same time, “most logical.”

Dean Catherwood, also highly regarded in labor circles, is currently a member of the New York State financial board for the dock strike.

Others Attend
Tuesday’s meeting, the first of many to be held both in New York and on the coast, was also attended by L. D. Oliver, executive secretary of Actors Equity; George Keller, national executive secretary of TVA; A. Frank Reel, executive secretary of AFTRA; Hy Faine, national executive secretary of AGMA; Ben Irving, executive secretary of Chorus Equity; Jack Irving, national administrative officer of AMAV; I. B. Kornblum, West Coast attorney for TVA; Ralph Bellamy, vice president of Actors Equity; Virginia Payne, vice chairman of TVA; Peggy Wood, member of TVA board of governors; Christine Karner, Chorus Equity councilor, and Al Cook, Chorus Equity.

which is charged with carrying out laws on anti-monopoly and deceptive practices, such as false and misleading advertising, would get $4,067,000 under the budget request compared with the $4,040,400 received last year.

WORRIED ABOUT TV
COMPETITION IN CINCINNATI?

See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF SELLING POWER

BROADCASTING • Telecasting
STARS ARE MOVING
A 16-FAGE, slick-paper, four-color brochure plugging MBS's tie-in with Metro-Goldwyn-Mayer's talent source is network's latest promotion. Theme of booklet is "The movie stars are moving to Mutual!" and features pictures of Bette Davis, Orson Welles, Errol Flynn, Ann Sothern and others, with name of show they are headlining. Back cover explains the Mutual-MGM Multi-Message Plan.

SCHOOL DAYS ON TV
ST. LOUIS parents have been given a first hand look at what goes on in children's class rooms. Half hour morning telecasts illustrating use of TV in education were carried by KSD-TV there. The programs were part of a nation-wide series of educational telecasts sponsored by Life magazine.

RESUMES MUSIC SERIES
ABC Radio Network was scheduled to revive its At Home With Music series from 6:30-6:45 p.m. (EST) starting last Saturday with Dr. Sig mund Speath, musicologist and author, returning to discuss and illustrate informal lessons in music appreciation. Series is presented in cooperation with the National Federation of Music Clubs.

KBON SELLS SILENCE
KBON Omaha sales man, Don Perazzo, sold a minute of silence and station reports a satisfied client and many more commercials. Buyer was Heafey & Heafey Mortuaries, Omaha, whose one-minute spot is aired at 6:44 a.m. following the Sacred Heart program. Spot invites listeners to "join in one minute of silent prayer for world peace."

WRNL FARM SHOW
WRNL Richmond, Va., Virginia Farm Show, Mon.-Fri. 12:45 p.m., Sat. 12:15 p.m., played host to a Livestock School. Over 150 beef cattle, hog and sheep producers were on hand for program presented by extension service of the state and conducted by Ira Hull, WRNL farm editor. Portions of show were taped for rebroadcast to those farmers unable to attend.

ON WISCONSIN
PAPER weights with a cutout of the state of Wisconsin standing up right on a wooden block have been distributed to some 200 station advertisers and agencies by WISC Madison, Wis. The gimmick, which plugs the "Everywhere You Go There's Wisconsin" slogan, was designed by Advertising Creations, a Madison screen processing firm.

FEATURES YOUNG ARTIST
WAAM (TV) Baltimore presented a special UN program on Jan. 24 featuring Gerard Freamy, the first young artist to be selected for a trip to the United States under the newly organized One World Talent project. The French pianist was seen on the show with representatives of the United Nations Youth of Maryland.

GRANDMA CONTEST
BOB SHANNON and Bob Moon, co-nc., KTFY (TV) Hollywood A Date with Grandma, are looking for California's most charming, interesting and worthy grandmother. Letters, promoting candidates in 100 words or less, must be in by March 31. Winner will have two days in Hollywood as guest of radio-television appearances, and dates at restaurants and night clubs.

LEBANON LEVITY
KGAL Lebanon, Ore., Disc Jockey Del Olney figured in gag promotion stunt with sponsor when he had sponsor's place of business, a men's clothing store, "picketed." Mr. Olney claimed sponsor was unduly critical of the way he handled its newscasts. "Name calling" and rebuts in on sides were reported in detail by KGAL. Arbitration was effected by station's public relations. Bob Bruce, who arranged elaborate comedy outside store, with treaty signed, noted and then torn up. Sponsor renewed regular contract.

V.I.P. FEATURED
WTIC Hartford has introduced a V.I.P. spot on its regular Juke Box Jingles broadcast. MC is Dick Jockey Ross Miller. Important citi zens appear on the broadcast to select and play their favorite songs. Raymond E. Baldwin, associate justice of the Connecticut Supreme Court, was a recent guest.

AIRS AA SERIES
KNEA Jonesboro, Ark., has been airing series of 13 broadcasts dramatizing true stories from Alcoholics Anonymous, book published by the Works Pub. Co., N. Y. Shows, presented in cooperation with local AA chapter, were adapted by Neal Bun, station program director.

KIDDIES RACE
ANSWER to a mother's prayer is Uncle Stan Wideny, KNT Des Moines radio personality, whose minute commercial each morning for Anderson-Erickson Dairy takes the form of various children's races — dressing races, clothing pick-up races, etc. Uncle Stan's "magic eye" and "ticking counter" tell him who to announce as winner.

AD PLUGS SPOTS
ERNIE, the "Hamburger King," a constant user of radio spots over KING-TV Seattle, believes in advertising advertising. To promote an audience for his commercials, he inserted a two inch ad in the Seattle Times announcing time and channel when "The Ernie Commercial" could be seen.

BIG RESULT
DELL A. MATIN and Jerry Lewis, on recent NBC-TV Colgate Comedy Hour, appealed for aid to muscular dystrophy sufferers, resulting in over 16,000 individual contributions. Pair will continue appeals on radio and TV.

REPEATS 'SURVIVAL'
IN AN EFFORT to create greater interest in the civil defense recruiting drive, WFTZ (TV) Philadelphia is telecasting the Survival programs produced by NBC-TV last year. The series of seven programs is being shown each Sunday in hopes it will build greater interest in the drive.

STUDENTS SELECT
KLAC Hollywood, Top Ten Tunes, Mon. through Sat. 8:05-9 p.m. (PST), features top ten tunes selected by students from Southern Calif. high schools. Bob McLaughlin, KLAC disc jockey, to m.c. and interview student representative from winning school.

PROOF POSITIVE
A FOLDER bearing the "We Dare Them All" slogan complete with a miniature cigarette - whistle attached to the copy was the theme of a recent promotion piece sent out by WRFD Worthington, Ohio, telling of the station's sales effectiveness in reaching rural areas in the state. Cover's bottom line announced "and we're not spoofin' - we're PROOFIN'."

AMERICA VOTES
KECA-TV Hollywood America Votes, presented as a public service Tues. 10-11 p.m. (PST), shows straw vote in action by giving viewers chance to approve or disapprove controversial political questions. Format has Nelson Pringle moderating debate between four panelists, two each representing major political parties. Two guests, top personalities representing political parties, question panelists. On stage also are 19 telephone operators who accept calls from viewers registering opinions. Charles Stain is executive producer, and Larry Robertson, director.

PEN GIVE-AWAY
WJMO Cleveland is using novel give-away with signing of contracts. WJMO salesman hands client a pen following signing of contract. "WJMO, Cleveland's music and news station," is printed on side of each pen presented.
BAB NAMES

46 State Promotion Chairmen

BAB membership promotion chairmen for 46 of the states were announced last Wednesday by President William B. Ryan. He said the appointees will participate in a recruitment campaign being mapped by Allen M. Woodall, WDAX Columbus, Ga., chairman of the membership committee of the BAB board, with Mr. Ryan.

First meeting of the group is slated during the national convention in Chicago the week of March 31. Kits containing all current BAB materials are to be sent shortly to the state chairmen. Campaign plans will include coordinated solicitation mailings, personal calls, and, whenever possible, personal presentations at broadcast meetings.

BAB station members now number 982 as a result of 41 additions during the past 45 days, officials reported.

Mr. Ryan said the state membership promotion chairmen had been selected from among those who "have expressed a keen interest in the activities of the BAB and who also have an excellent working knowledge in the field of radio sales and promotion. They will serve to make this capacity available to the national program in particular and the local station in particular."

The 46 thus far selected:


JAYCEES Banquet took a broadcasting flavor with award to Gordon McLendon (r.), LSB president. Members of the McLendon family, all active in radio circles, were on hand for the ceremonies. L to r: Barton R. McLendon, LSB board co-chairman; Mrs. B. B. McLendon; former Gov. James A. Noe, president of WNOE New Orleans and KNOE Monroe, La.; Mrs. Gordon McLendon, who is the daughter of ex-Gov. Noe; and Mr. McLendon.

JAYCEES AWARD

McLendon Feted at Banquet

BANQUET honoring Gordon McLendon, LSB president, and nine others as the outstanding men of 1961 was held by the National Junior Chamber of Commerce in Dayton, Ohio, fortnight ago.

The Liberty executive was cited by the Junior Jaycees for his "efforts in establishing radio freedom on a level with the press and offering financial stability to hundreds of independent stations from coast to coast." LBS now has over 440 affiliates in the U. S., Alaska and Hawaii.

Congratulations included messages from Harold E. Fellows, NARTB president, and Sen. Estes Kefauver (D-Tenn.), former chairman of the Crime Investigating Committee and possible Democratic Presidential nominee.

TWO JOIN BAB

Steinle, Peck Named

APPOINTMENT of Robert J. Steinle as retail specialist in the local promotion division of BAB, and the addition of Franklin H. Peck to the bureau's national promotion staff, were announced last week by BAB President William B. Ryan.

Mr. Peck was assistant director of advertising for the Schine Hotels before resigning to take the BAB post last week. Mr. Steinle, advertising copy chief of J. C. Penney Co. before joining BAB, will take over some of the bureau's project heretofore handled by Lee Hart, retail sales and advertising specialist, who is resigning effective Feb. 1 [B+T, Jan. 21].

Mr. Steinle has been with the Penney company for two years. He previously was a sales promotion analyst for Ames Parrish & Co., advertising copy chief for W. T. Grant Co. and retail copywriter for R. H. Macy & Co.

Mr. Peck was advertising manager for Fawcett Publications, in charge of promotion for Today's Woman, before taking the Schine Hotels post.

Network Ratings

Pulse Issues Nov.-Dec. List

TOP 10 multi-market network radio programs, based on studies of the first calendar weeks of November and December, were listed last week by The Pulse Inc. as follows:

EVENING

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<td>Jack Benny (CBS)</td>
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<td>Lux Theatre (CBS)</td>
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<td>Our Gang (ARC)</td>
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<td>Godfrey's Talent Scouts (CBS)</td>
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<td>Your Best Years (NBC)</td>
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<td>Life With Luigi (CBS)</td>
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<td>Suspense (CBS)</td>
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MONDAY - FRIDAY DAYTIME

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<td>Our Gang (CBS)</td>
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<td>Wendy Warren (CBS)</td>
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<td>General Slade (CBS)</td>
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<td>Big Sister (CBS)</td>
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<td>Ma Perkins (CBS)</td>
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<td>Rosemary (CBS)</td>
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<td>Young Dr. Malone (CBS)</td>
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SATURDAY & SUNDAY DAYTIME

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<td>The Shadow (CBS)</td>
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<td>Gunsmoke (CBS)</td>
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<td>Let's Pretend (CBS)</td>
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<td>Music With the Girls (CBS)</td>
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<td>Arthur Godfrey's Roundtable (loc.) (CBS)</td>
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<td>Martin Kane (NBC)</td>
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ARC to Compton

AMERICAN RED CROSS campaign will be handled for the third successive year by Compton Adv., New York, as volunteer agency. William Geoghegan, vice president and account executive of Compton, will act as supervisor in conjunction with Edward H. Powers, director of Red Cross publicity.
SAFETY AWARDS

To Be Given in Radio, TV

RADIO and TV stations and networks, as well as national and regional advertisers, are eligible to receive the National Safety Council's public interest awards and the Alfred P. Sloan awards for highway safety.

Public interest certificates are given in six categories for "exceptional service to safety", with radio and television stations and advertisers among those chosen also eligible to compete for the Alfred P. Sloan Foundation awards.

The Sloan awards are available only for radio and television contribution to highway safety and are conferred by the Sloan Foundation although administered by the National Safety Council, Chicago.

Judges of the public interest awards include Arthur F. Hearst, general manager, WCFL, Chicago; Wesley J. Nunn, advertising manager, Standard Oil of Indiana, Chicago, and coordinator of the Stop Accidents campaign for the Advertising Council; Robert K. Richards, director of public affairs, NABTB, and Judith Waller, consultant of public affairs and education, NBC Chicago.

Nominations can be made on blanks obtained from the Safety Council at 425 N. Michigan Ave., Chicago, before March 15.

Jury members for the Sloan award include Kenneth G. Bartlett, dean of University College and director of the radio workshop, Syracuse U.; George Jennings, director of radio and television, Chicago Board of Education, and Ned J. Dearborn, president of the Safety Council.

WMAY Joins NBC

ADDITION of WMAY Springfield, Ill., to NBC radio's affiliation list, effective Feb. 1, was announced last week by Carleton D. Smith, network vice president in charge of station relations. The Springfield independent, he said, will be the network's 91st radio affiliate. WMAY, on 970 kc with 1 kw day and 500 w night, is licensed to the Lincoln Broadcasting Co. and has been on the air since 1950. Gordon Sherman is president and general manager.

GATES QUINCY, ILLINOIS
Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE SERVICES TO SERVE YOU

QUINCY, ILL.   TEL. 8202
WASHINGTON, D. C.  TEL. METROPOLITAN 0522
MONTREAL, QUE.  TEL. ATLANTIC 9441
NEW YORK CITY.  TEL. MURRAY HILL 9-0200

Agency Beat

(Continued from page 16)

Co., S. F., named manager of copy for Lewis & Gilman Adv., Phila.

J. ALLAN HOVEY joins the copy staff of Gray & Rogers Adv., Phila.

GEORGE W. MILLER, Neal D. Ivey Co., Phila., named advertising director of Caloric Stove Corp., Phila., succeeding TED BARAL.

LAWRENCE J. CASEY appointed to public relations department of Weightman Inc., Phila.

KAY OSTRANDER, timebuyer, Dan B. Miner Co., L. A., on leave of absence to May I. MARGUERITE MEAGHER, accounting department, to take over duties temporarily.


JOHN LO BUONO Adv. moved to 212 Gross Blvd., Eureka, Calif.


DONALD L. HENRY, copywriter and assistant account executive, Buchen Co., Chicago, joins Harry G. Willis & Assoc., Glendale, Calif., as copy chief and supervisor of account service. KENNETH ESSER-STROM, agency staff artist, elevated to art director and supervisor of production services.

Mickey MULLIGAN, Emporium Dept. Store, S. F., to Sidney Garfield & Assoc., S. F.

THOMAS ERWIN, account executive at Russel M. Seeds Co., Chicago, will outline "Agency New Business Methods" at meeting of Alpha Delta Sigma, local advertising fraternity, tomorrow (Tuesday).

STEVE BOWEN to Tatham-Laird, Chicago, as media director from Robert W. Orr & Assoc., New York.

DON STOFLE, production manager, Guild, Bascou & Bonfigli, S. F., to R. E. Hartford Co., S. F., printing and lithography firm, as production manager.


WOLFE TONE, printing department, Portland Daily Journal of Commerce, and ROLLIE GABEL, salesman, Bushong & Co., printing firm, join Don Allen & Assoc., same city, as production manager and account executive respectively.

On All Accounts

(Continued from page 14)

fray, Mr. Fisher handled his first television show in 1947, on an afternoon program for homemakers on NBC-TV. When the program switched to a nighttime format, it was the first evening show to originate on the cable from Chicago. Mr. Fisher spent a lot of time researching color values in the scale of grays, brand identifications and label corrections, to produce polished video.

A switch to Young & Rubicam, Chicago, enabled him to work on the agency's first TV film spot from that office, a minute series for Purity Bakers. He resigned as associate director of television to join Gardner Adv.

At the St. Louis agency, he heads a department of 14 persons who work on business for 15 radio-TV clients. They include Pet Milk Co., Grove Labs., Ralston-Purina and the Lion Oil Co.

Mr. Fisher married the former Margaret Munson, his leading lady at Colorado U. Theatre. They live in suburban Brentwood with their son, Jeff. Problems of a cranky furnace, storm windows and pedestrians leave them somewhat defeated after a decade in Chicago as comfortable but cloistered "cliff dwellers."

AWRT AGENDA

N. Y. Chapter Sets

NEW YORK City chapter of American Women in Radio & Television will hold its annual all-day conference on Saturday, Feb. 9, in the North Ballroom of New York's Hotel Astor. "Forecast For The Future" will be conference theme, according to Chapter President Margaret Cuthbert, NBC supervisor of public affairs programs.

Morning session—for members only—begins at 10 a.m., with registration slated for 9:30. Guests and prospective members are invited to a 12:30 luncheon. Afternoon session is scheduled to begin at 2:30. Included in the afternoon program will be round table workshops featuring brief talks by experts on radio and TV production, writing, advertising, and packaging. Following the talks, remaining time will be devoted to answering questions from delegates.

Cost for all-day conference—including luncheon and gratuities—will be $5 for chapter members, and $6 for non-chapter members. Checks should be mailed before Feb. 6 to Registration Chairman Mary Cameron, c/o General Foods, 250 Park Ave., New York, for mailing to Pat Meikle, treasurer of AWRT New York City Chapter.

WBUD Trenton, N. J., has opened new offices at 146-114 North Broad St. Until a 1 kw transmitter plant is completed, programs will continue to originate from both Trenton and Morrisville.

In Canada more people listen* to CFRB Toronto regularly than to any other station

*The 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 nighttime—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

CFRB Toronto

Representatives:
United States—Adam J. Young Jr. Incorporated
Canada—All-Canada Radio Facilities Limited

January 28, 1952 • Page 91
WPEO SALE FILED
Wm. Ware Group Buys
SALE of WPEO Peoria, III., to William E. Ware and associates for $55,000 was announced last week by Mr. Ware. An application for FCC approval of the purchase of the 1-kw daytimer on 1020 kc has been filed.

Associated with Mr. Ware, who will own 28% of the stock in a new company to be called Television & Radio People, Inc., are Robert T. Hensley, St. Louis attorney, 12%; Dr. E. E. Haverstick and his son, E. E. Haverstick Jr., 21%; E. A. Rothaus, St. Louis accountant, 28%; and W. Dale Livingston, former Des Moines businessman, 12%. With Mr. Ware in the ownership of KSTL St. Louis are Mr. Hensley, Dr. Haverstick and Mr. Haverstick.

WPEO was established in 1950 with the call letters WMJ. Upon FCC approval of the sale, Mr. Ware and associates intend to apply for a UHF television channel in Peoria.

Authorization to boost the power of KSTL (690 kc) from 1 kw to 10 kw, daytime, has been requested of the FCC. Mr. Ware also announced. Anticipating a grant, Mr. Ware said new studios at the site of the transmitter will be under construction and would be completed by March 1.

JERRY LAWRENCE and BOB LEE, writers NBC-radio Railroad Play, have written Broadway play, Inherit the Wind, based on 1925 Sweoops trial in Dayton, Tenn.

THE ELECTRIC age is bringing with it a multitude of mechanical problems. At least that's apparently the way it is seen by Rep. Walt Horan (R-Wash.), who is worried about the householders' consternation with the confounding mechanisms of home appliances— including radio and television.

Rep. Horan said as much by introducing a bill (HR 6219) in the House last Thursday that would require every (electrical) household appliance to have an instruction booklet tagged or packaged with it, giving an explanation on how to operate the appliance, take care of it and how to repair it.

According to the Congressman's bill, the Federal Trade Commission would be the clearing house for the instruction books, including radio and television.

One-hundredth telecast of Jim Moran's Courtesy Hour (AM & WEN-FY (ABC) Chicago took place Jan. 25. The variety show, one of the earliest local programs of its kind in the city, has been sponsored by Century Motors since March 1950 through Malcolm-Howard agency.

JANUARY 18 THROUGH JANUARY 24

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
sync. amp.-synchronous amplifier
STA-special temporary authority

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a round-up of new station and transfer applications.

January 21 Decisions...

COMMISSION EN BANC
Exempted From Rules
WBZA-FM Springfield, Mass.—Granted new FM station: 1490 kc, 100 kw, daytime.

KBYU New Orleans, La.—Licensed new AM station: 1450 kc, 250 kw, fulltime.

KGMC Englewood, Col.—Granted new AM station: 1220 kc, 1 kw, daytime.

WKAT Latrobe, Pa.—Licensed new AM station: 1490 kc, 10 kw, daytime.

KORX-FM Madison, Ind.—Licensed new FM station: 967 mc (Ch. 210), 30 kw, fulltime.

KRXX-FM Rexburg, Idaho—Granted license new AM station: 6310 kc.

ANTENNA CONSTRUCTION

D-day
LS-local sunset
N-night
aur.
aural
transmitter
mod.
transmitter
vis.
visual
CG-conditional grant

January 21 Applications...

APPROVED FOR FILING
License for CP
WHIL Medford, Mass.—License for CP, as mod., authorizing new AM station: 1330 kc.

WMSC Columbia, S.C.—License for CP, as mod., authorizing new AM station: 960 kc, fulltime, unlimited hours, 50 kw.

License Renewal
By Hearing Examiner Leo Russick
WDJX Jackson, Miss.—Granted petition for renewal of license, insofar as pertains to Section 335(h) of rules.

Mandra, Fla., WIRK West Palm Beach, Fla., WPLA plans for continuance from Feb. 17 to 21, 1954, for additional programs, total of four, and for continuance of its license from Jan. 17 to Feb. 21, 1954, for extension of nighttime power increase and change in DA.

KRLW Walnut Ridge, Ark.—CP to

SERVICE DIRECTORY

CUSTOM-BUILT EQUIPMENT
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-7075

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineers available night every night
JACKSON 5302
P. O. Box 7037
Kansas City, Mo.

DAVID & BARBEAU
TELEVISION PROJECT CONSULTANTS
STATION PLANNING AND OVER ALL GUIDANCE
P. O. Box 946
SCHOENHOLTZ, NEW YORK
change frequency from 1320 kc to 730 kc; change ant., etc.

January 22 Applications ... ACCEPTED FOR FILING

TV-Ch. 4
WTCT-TV Minneapolis, Minn. — CP to increase ERP from 17.2 kw vis., 9 kw aur. to 100 kw vis., 50 kw aur.

TV-Ch. 7
WCPO-TV Cincinnati, Ohio — CP to change ERP, ant. height above average terrain, trans. and studio locations and changes in ant. system.

License for CP
WADE-FM Wadesboro, N. C. — License for CP authorizing new FM station.


WFNC-FM Fayetteville, N. C. — License for CP authorizing changes in FM station.

Modification of CP
WSB-FM Atlanta, Ga. — Mod. CP, as mod., authorizing new TV station, for extension of completion date to March 15.

CP for CP
WAP-AM Norfolk, Va. — CP to replace expired CP, which authorized new AM station on 1650 kc, 500 w. during time.

January 23 Decisions ... COMMISSION EN BANC

License Renewal
Following stations granted renewal of licenses for regular period:


Licenses for following stations extended on temporary basis for period ending May 1, 1952:

WCOI Columbus, Ohio; WBSX Sa-
Help Wanted

Managerial


Wanted: Salesman. Salary plus commission. Must be experienced. Please send complete details including photo. Box 578L, BROADCASTING.


Wanted: Announcer-engineer for CBS station in large Penna. market..Position being vacated by an old associate. Good opportunity, Box 471L, BROADCASTING.

Wanted: Engineer for expanding TV station to be located at Virginia Beach, Va. Must have related experience, Send letter and references to Box 898L, BROADCASTING.

Help Wanted (Cont'd)

Help Wanted (Cont'd)

Need immediately: engineer-announcer with first class license. WMJ, Medford, Oregon.

Engineer or engineer-announcer, immediate opening. WWOV, Liberty, N. Y.

Production-Programming, Others

Texas station desires male copywriter with ideas. Some announcing. Submit application to Box 207L, BROADCASTING.

versatile, experienced program director for network station in California. Creative personality, with a good voice. Not afraid of "radio hounding." Will work anywhere living is wholesome. Good compensation. Box 986L, BROADCASTING.

Prolific, experienced writer of commercials that sell. Work well, work hard. Ability to meet sponsors and make first class commercials. Box 997L, BROADCASTING.

Wanted—Copy chief long on experience to head continuity department. Ideas and ability will pay off to 5 kw station in metropolitan midwest market. Ideal working conditions. TV application filed. Box 24M, BROADCASTING.

Experienced copywriter—announcer, CBS station in large Penna. market. Good opportunity, Box 46M, BROADCASTING.

Excellent opportunity. Major eastern network station seeks experienced, married man. Box 54M, BROADCASTING.

Continuity writer capable of taking over copy department, writing fast passages, and delivering good acting. Box 58M, BROADCASTING.

Wanted: Telecaster to work on TV station. Must be experienced. Send references. Box 998L, BROADCASTING.

Help Wanted (Cont'd)

Television

TV engineer wanted immediately. Television training desired. First class license and experience desired but not necessary. Box 83L, BROADCASTING & TELECASTING.

Chief engineer for eastern TV network desired. Must have a strong administrative ability essential. One of the top TV film companies. Starting salary $8,000 to $16,000. Statio- n fast growing, satisfaction in living conditions ideal. Box 997L, BROADCASTING & TELECASTING.

Engineer for expanding TV station desired. Must have experience in AM/FM TV experience considered. Please state experience. Box 95L, BROADCASTING & TELECASTING.

Situations Wanted

Managerial

General manager available, 18 years experience, sober family man, financially sound. Box 858L, BROADCASTING.

Over 10 years of constructive radio background. Desires someone to show a better record or better reference than I can. Box 419L, BROADCASTING.

Engineer or program director or engineer, Program director or engineer, 2 years present station. Sober, well-qualified responsible man. Available anywhere for right position. Box 72M, BROADCASTING.

Telegrapher, experienced, for import- ant western station. Box 898L, BROADCASTING.

Thoroughly experienced junior executive. Film administration wishes to relocate in California with radio, television production, operations background. Ten references. Box 999L, BROADCASTING.

Managerial position desired by young man 31, with 12 years in radio as manager or sales manager. Box 987L, BROADCASTING.

Presently employed with large broad- cast station. Desires small market or management in midwest. Successful sales and management background. Available short notice. Confidential. Write Box 80M, BROADCASTING.

Classified Advertisements

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum

All other classifications 30¢ per word—$4.00 minimum • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to BROADCASTING, 170 National Press Bldg., Washington 4, D.C.

If transcriptions or bulk payment is ordered, $1.00 extra per word. Photos, etc., must to box numbers are sent at owner's risk. Businessee expressly repudiates any liability or responsibility for their custody or return.
Situations Wanted (Cont'd)

Salesman

Radio salesman desires job. Experienced car, married. Box 906L, BROADCASTING.

Announcers

Attention: Southern New England states and New York City: I want to see snow! Young girl, single, planning career in broadcasting. Staff announcing at large network affiliate. Desires work on radio, with or without salary. Give details. Box 907L, BROADCASTING.


Sports announcer—Heavy experience to Skw. Class A baseball, HS, college football, basketball. Experienced announcer. Strong character. Box 910L, BROADCASTING.

Wanted: Announcer—26, 6 years. Veteran. All phases. Experienced. Chicago. Box 911L, BROADCASTING.

Wanted: Experienced announcer. Strong news, music or college background. Production minded, can write, produce, direct and do everything but engineering. Box 912L, BROADCASTING.


Newscaster, staff announcer. 6 years experience. Currently employing program manager but desire larger market with major network. Salaries up to $15,000 a year, 52 week. Tape and photo on request. Box 950L, BROADCASTING.

Wanted: Baseball, excellent and colorful coverage, really know the game. Exclusive knowledge of news and sports coverage. Program ideas. Single. Box 805L, BROADCASTING.

Wanted: Combo man with 3 years experience. Prefer locations in Chicago metropolitan area. Box 42ML, BROADCASTING.

Wanted: Desires opportunity. Married, age 32, three years experience. Strong on direction, layout, voice, draft work. Strong on farm, good personality. $3,000 salary immediate. Prefer midwest. Will accept reason- able. Box 69M, BROADCASTING.

Wanted: 6 months experience, ex professional baseball player desires job in play-by-play sports. Box 47ML, BROADCASTING.

Versatile, experience, draft exempt announce- cery; commercial; news; sportscast; music shows. DJ work that sells, sells, sells. References available covering 4-year background. Possibly available February 10th. Box 48M, BROADCASTING.


BROADCASTING.

Wanted: Commercial DJ. Presently employed at 50 kw. AM, FM, Des Moines. Desires larger affiliate. Have proof of popularity, proof请您提供文档内容的英文翻译，以便进行回答。
Confirm Reed, Canham

NOMINATIONS of Philip D. Reed, General Electric Corp., and Erwin D. Canham, Christian Science Monitor, to the U. S. Advisory Commission on Information were confirmed by the Senate Jan. 17. Already members of the commission, they will continue to serve for an additional term of three years, ending Jan. 27, 1955. The commission serves as an advisory unit to the State Dept, on the Voice of America and other programs.

Selenium

WARNIMG that manufacturers of selenium rectifiers may be forced to shut down within the week because of shortages was sounded last Thursday by industry representatives. This crisis was posed before officials of the National Production Authority by members of a selenium rectifiers industry advisory committee. Several plants will have to close unless materials are made more readily available, NPA was told. Some manufacturers received no supplies during January and others only 20%, representatives said. Moreover, inventories are very low. NPA promised to bring the appeal before its own inter-agency advisory committee this past Friday, when condenser manufacturers also were slated to meet in Washington with NPA authorities.

There is hope for eventual easing of the shortage through imports from Germany and Italy, but not in the near future [B*T, Jan. 7]. Rectifiers are needed for defense projects as well as for the home radio-TV receiver industry. Two government production officials also took a look at the consumer hard goods picture last week. Manly Fleischmann, Defense Production Administrator, told the National Assn. of Home Builders that scarcity of materials will cut deeper into the civilian supply, but consumers will feel only scattered shortages.

Leslie P. Dodge, chief of the National Production Authority’s Consumer Products Division, said there would be no shortage of radio-TV sets and other appliances this year. He based his prediction on availability and display of goods at Chicago’s semi-annual furniture and household wares shows [B*T, Jan. 14].

There also were other encouraging signs on materials:

- Agreement has been negotiated by U. S. and U.S. Korean for interchange of steel, aluminum and tin this year. U. S. will receive aluminum in exchange for steel.
- The Senate Small Business Committee, in a report filed by Sen. John Sparkman (D-Ala.), endorsed the “green and butter” policy of Defense Mobilizer Charles E. Wilson. The Defense Chief had disagreed with

Shortage May Cause Plant Shutdowns

Strictly Business

(Continued from page 18)

Israel cited his enthusiasm about the idea. So the brothers opened up their Super Cut Rate Drugs on May 1 with the small sideline of records. In 1942, they began spending $40 a week for advertising over WWDC, Washington, strictly on disc jockey programs. Starting out with a radio slogan, “If you can’t get it at Super, you can’t get it,” the brothers built up a reputation for hard-to-get records.

It already had dawned on them there was a greater market for phonograph records than for prescriptions and

Buying records at first wasn’t easy. One major distributor said, “I’ll die before I put records in a drugstore.” Now even the most recalcitrant distributors have been won over.

Announcement James_traffic

Among the sales of particular records which stand out in Irving Feld’s mind is that of an instrumental, “Honeydrippers.” Though the record was very difficult to obtain, the brothers were able to pick up 5,000 copies which were unclaimed in Baltimore. Over WWDC, a disc jockey played the record and made a brief announcement that Super had at last been able to get the record, and it would go out on the following morning.

“Without exaggeration,” said Irving, “that was the best jam for blocks that when my brother and I tried to get down to open up the store, we couldn’t even get near the place. We had to park our car and walk a couple of blocks. We sold all 5,000 copies that same day.”

Another record put out under their own label—Super Discs—had a phenomenal sale. That record was “Guitar Boogie,” made in three minutes without rehearsal only to fill out a fourth side on two records the Felds were having made. More than a million copies of that record were sold. Arthur Godfrey, then a WTOP Washington disc jockey, played the record four straight times one morning.

The record manufacturing business grew to such proportions that it was demanding too much time. So now the Felds put out records under the MGM and Decca labels. They constantly are on the lookout for new talent. Today they now have 16 artists under contract. Irving and Israel Feld also have
gone into the concert business. Famous recording artists have been brought to entertainment-starved Washington and have been a huge success. The Felds have expanded concert showings into Baltimore Richmond and Norfolk in addition to Washington.

“For these concerts, we saturate these markets by buying two, three hundred spots on a local radio station, beginning about three weeks before the event,” it was explained.

Both brothers live in Washington and both are married. Irving has two children, Karen, 4, and Kenneth, 2.

Alreadly the Feld operation is said to be the largest seller of phonograph records south of New York. The Felds remain that they are still growing—thanks to radio.

TRUSTEE NAMED

Ross Directing BCA

WILLIAM B. ROSS, head of W. B. Ross & Assoc., Los Angeles advertising and public relations agency, last week was appointed federal court trustee of Broadcasting Corp. of America (KPRO Riverside; KREO Indio, KPOR Blythe, KROF Brawley, Calif.) “to operate the stations, its business and its properties” [B*T, Nov. 5, 1951].

Fred Carl, former newspaper publisher, was named general manager of the four stations, reporting to Mr. Ross, who said they will try to put the stations on a paying basis.

A list of creditors was to be filed at the weekend in Los Angeles federal court with Judge William M. Byrne, BCA last October filed a petition to reorganize under the Federal Bankruptcy Act. In the petition financial difficulties were admitted and it asked for the prosecution of a TV grant obtained in 1946 but later withdrawn when Channel 1 was deleted. BCA assets of $7,500,000 of filing were reported as $550,874 with liabilities of $244,- 534.

Slumber Symphony

AN "experiment" in all-night programming will be launched by NBC-owned WNBC New York Feb. 1 with a symphonic series titled “Music Through the Night” filling the hours from 12:05 to 6 a.m., it was announced last week. Listener reaction will determine whether this type of musical fare will be continued indefinitely, authorities reported, but the midnight-to-dawn schedule will open with Toscanini at midnight recordings from 12:05-1 a.m., followed (in 30-minute segments) by Masters of the Keyboard, Boston Pops, String Time, Meet the Artist, Musical America, Music From the Movies, Light Classics and Symphony at Dawn.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO

James W. Blackburn

Ray V. Hamilton

Lester M. Smith

-head

Walter F. Hammontree

Ray McDaniel

Tribute Publishers, Inc.

BROADCASTING • Telecasting

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Stations

UNUSUAL OPPORTUNITY

good 250 wait fulltime station in growing east coast city of 18,000 can be purchased right now at a real discount. Has excellent potential. Box 530, BROADCASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

have selected General, Commercial and Program Managers, Chief Engineers, Disc Jockeys and other specialists in radio and TV; tell us your needs today.

Howard E. Faust

TV & Radio Management Consultants

728 Bond Blvd., Washington, D. C.

A MONEY MAKER FOR YOU

Available in June, a nationalaward winning personality D.J. show. Talent: $200, per week or percentage arrangement.

FOR AN UNUSUAL PROGRAM WHICH SPELLS S-A-L-E-S

Write or wire

Box 349, BROADCASTING

For Sale

STATIONS

STATIONS

Page 96 • January 28, 1952

BROADCASTING • Telecasting

For Sale

STATIONS

UNUSUAL OPPORTUNITY

good 250 wait fulltime station in growing east coast city of 18,000 can be purchased right now at a real discount. Has excellent potential. Box 530, BROADCASTING.

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FOR AN UNUSUAL PROGRAM WHICH SPELLS S-A-L-E-S

Write or wire

Box 349, BROADCASTING
ABC-TV Gross
(Continued from page 69)
United Fruit 4,762
Florsheim Shoes 4,550
TOTAL 18,297,589

1951 by Agencies
Young & Rubicam Inc. 2,090,932
Dannenberg & Minkler Inc. 1,824,495
Kenyon & Eckhardt Inc. 1,543,444
Tasham-Laird Inc. 1,116,649
William, Weinbach Co. Inc. 885,578
Geyer, Newell & Ganger Inc. 791,141
Guth and Adams Agency Inc. 712,134
Gardner Advertising Co. 695,686
J. M. Mathis Inc. 691,704
Dorrance Inc. 542,651
Le Page Inc. 416,995
Henry, Hurst & McDonald Inc. 376,077
William Esty Co. Inc. 315,693
D. T. Tischer Co. Inc. 305,577
Wells & Geller Co. 310,776
J. N. Camp Co. 259,296
Minnesota-Garfield Inc. 233,265
Benton and Bowles Inc. 277,361
Milton, Schick & Co. 228,045
I. W. Thompson & Co. 195,584
Gately & Chorlay Inc. 184,487
Turner & Dyson Inc. 172,795
Young & Rubicam Inc. 152,693
How Co. Inc. 153,533
Meadows & Mead Inc. 173,410
Walter F. Bennett Co. 131,745
Pine Cone & Rait Inc. 153,533
O'Neil, Larson, McMahan 123,911
Lamb & Reen Inc. 115,809
Grey Advertising Agency Inc. 113,623
Campbell-Mithun Inc. 113,563
R. H. Alter Co. 75,095
Fischer Sports Co. Inc. 5,000
McCann-Erickson Inc. 135,287
Kotler & Partners Inc. 47,493
Hagan & Bond Inc. 47,687
Biden, Barton, Durstine & Gibbon Inc. 174,430
Cleve & Fox Inc. 47,687
Western Advertising Agency Inc. 47,083
Hoag & Provanly Inc. 37,361
Homer & Gurban Inc. 36,590
Schweimer & Scott Inc. 36,550
Sherwin, Roberts, Rodgers & Associates 48,270
Watson Advertising Agency Inc. 48,270
Politicals Ltd. 25,783
Carter, United States Inc. 35,783
Kastor, Farrell, Chestley & 16,356
Kerwin Advertising Agency Inc. 35,783
J. J. Geier Broadcasting Advertising Agency 10,500
MacManus, John & Adams 8,101
Maxon Inc. 4,762

TOTAL 18,297,589

WANTED
used 10 kw AM broadcast transmitter
STANDARD OR COMPOSITE
MUST COMPLY WITH FCC REGULATIONS
Wire immediately
Box 1032M, BROADCASTING

WORRIED ABOUT TV COMPETITION IN CINCINNATI?
See Centeredprint This Issue
ON THE AIR EVERYWHER Em 24 HOURS A DAY
50,000 WATTS OF SELLING POWER

Woodstock-Slag Corp., Birmingham, Ala., and a partner with Key Hofmers in the Houston Bag & Materials Co. The other 69% of WNB is owned by Mr. Hofmer. Filed Jan. 24.
Defense Production Administration, he continued:

However, I hope you appreciate my consternation and surprise when, after this understanding, the NPA issued an order . . . prohibiting the production of color TV sets or attachments designed to receive, permit or facilitate the reception of color television. This order is just another unwarranted crippling blow aimed directly and specifically at color television. It is an attempt to regulate the end product. What difference is there to the defense effort once you have made the allocation of the materials as to whether or not the materials are used for black and white, or color?

Sen. Johnson also said it was his understanding that administration of the order is under the charge of J. A. Milling, chief of NPA's End Equipment Branch (who leaves this post Feb. 1). He noted pointedly that Mr. Milling is an RCA Service Co. vice president . . . loaned on a dollar-a-year basis to NPA's Electronics Products Division.

"Mr. Milling knows of the long, hard struggle the television industry has experienced in developing color television to the point of acceptability to the FCC. I am sure he will agree with me that this is no time to start moving backward in the television art with new road blocks."

The Colorado Senator also requested data on whether manufacturers have used their full allocation of materials during the three quarters prior to Dec. 14.

Mr. Wilson explained that TV sets did not fall under the controlled materials plan until Oct. 1, 1951, and that it was impossible to determine this, since radios, phonographs and record players also are included. Allotments were made to 71 manufacturers during the third quarter for fourth quarter use. Forty-one other cases were transferred to field offices and 13 of the remaining 30 manufacturers actually returned materials allotted to them.

Mr. Wilson ascribed these returns to (1) improper balance of materials allocated, (2) large inventories of goods, (3) conservation measures which were pressed into effect, and (4) confusion among some manufacturers in involving request for materials to produce component parts which they later purchased from other producers.

Explaining the background of the order, Mr. Wilson said he was informed that Radio-Television Mfrs. Assn. had questioned the legality of the meeting "in connection with possible antitrust violations that might attend a voluntary cessation or curtailment of production of color television equipment."

For that reason, Mr. Wilson said, "it was decided that the wisest course would be to issue the order which he felt adhered to views expressed at the meeting. "No objection to it was raised by any of the parties present," Mr. Wilson said, though he conceded "that the minutes of the meeting are not entirely clear as to the understanding reached."

Agrees on Scarcity Factor

The second meeting, the Defense Chief added, will help determine whether or not the order requires clarification or amendment, indicating that the regulation will stand in one form or another.

He agreed with Sen. Johnson's interpretation that the motivation for the "freeze" was the scarcity of electronic equipment in relation to the great military demand for it.

Question of intent on NPA's part—whether the order is aimed only at home color TV set production or meant to encompass the whole broad field, including theatre TV—was raised by attorneys for MPAA and TOA.

A brief was prepared for MPAA by the legal firms of Weil, Gotkin & Moring, Washington, and Fly, Shuebruck & Blume, New York, and for TOA by Cohn & Marks, Washington.

Noting that such a question has arisen, the brief advised NPA Administrator Henry Fowler "it is of real importance that the scientific advance in theatre projection equipment for color television be not impeded."

The brief cited vital interest in the establishment of a nationwide system of color television and participation in proceedings now pending before the FCC. (FCC hearings are scheduled Feb. 25.) Progress in development and simplification of necessary large screen projection equipment (the CBS-Edisophor—20th Century Fox system) was reported in the letter.

"It is our view . . . that this order was not intended to and does not apply to theatre television, but is limited to the usual home television receivers. A literal interpretation of the order and an opportunity for confering with NPA officials, in the event the agency does not see fit to exclude theatre color television, were requested.

The brief continued:

"The order does not define the phrases "designated color representation" and "items solely designed to permit or facilitate the reception of color television." However, a literal reading of the order, we believe that the order is directed against the manufacture of home television receivers. No exception is made to such receivers whether used in production, reproduction and converters which would make home black and white receivers capable of color viewing or to complex components consideration is given to the millions of home color television receivers which could have been manufactured and are now available. The materials which would have been used therein, the reason for Order M-90 is apparent. However, the order is not applicable to theatre TV. Language directed at home receivers can hardly be construed to apply to the projectors in the theatre.

Our view in this connection is supported by the statement in the pre-amble to Order M-90 to the effect that its issuance followed consultation with industry and trade association representatives. These selective representatives were all from manufacturers of home television receivers to which the order clearly applies. Similar to no representational or selective basis the theatre vision interests were interested to participate or did participate in the conference from which the order of vision must not have been considered at the time.

We are advised that little, if any, critical material, will be required for color projection over and above that now permitted for black and white theatre television. We are also informed that the production of a color TV projector—to serve thousands of people—will require far larger amounts than one or two home receivers. In view of the limited number of color theatre TV installations which will be made at an early date and the insignificantly small amounts of additional critical materials which would be needed for these significant installations, there would appear to be no sound reason to limit the development of this new industry.

A similar request for clarification also was filed by the legal firm of Arnold, Fortas & Porter, Washington. They asserted that the Billings, Montana, device which seeks clear-cut authority to use present materials for its Chromatic or Lawrence tube [B*T, Jan. 21]...

Experimental, defense, industrial and hospital uses are exempted from the NPA ban, as are research and test programs related to further development of color video systems.

The meeting will be held Feb. 8 at the new General Accounting Office Building, 2101 Constitution Ave., Washington, with H. B. McCoy, NPA administrator, expected to preside.

Mr. Wilson has completed the task of sending out invitations to interested parties. It was understood that representatives attending the first conference would be invited. The list of those who should be covered among others, Paramount Pictures, Chromatic Television Labs., CBS, RCA, DuMont Labs. and General Electric, among many more, is of possible interest in color television. Two representatives from each firm may attend.

Mr. Wilson's letter to Sen. Johnson mentioned Feb. 6 as the meeting date. This was the original plan until NPA set the conference back two days.

ZIV SERIES PLACED

FREDERICA W. ZIV CO. reported that the first 17 days of its radio series on NBC were sold for up to $25,000.

The sales were made directly to stations for re-sale to local sponsors, Ziv Executive Vice President John L. Sinn said. A conference on placing an order for the 1952-53 series was held.

In most instances, the sales were made directly to stations for re-sale to local sponsors, Ziv Executive Vice President John L. Sinn said. A conference on placing an order for the 1952-53 series was held.

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RTMA MEET

IMPEENDING TV thaw, color video and related production problems will provide basic issues for the mid-winter conference of Radio Television Manufacturers Association, to be held Feb. 5-7 at the Roosevelt Hotel, New York.

Committees, divisions and other meetings during the three-day conference, winding up with a Thursday board session, will be headed by Robert C. Sprague, RTMA board chairman, will preside.

Three point theme of the agenda involves, beside end of the FCC freeze, a series of problems centered around allocation of materials used in radio and TV sets as well as other electronic equipment. Of special interest is the color TV situation in view of an industry conference called by NPA to review its order prohibiting manufacture of color equipment [BBT, Jan. 21].

The NPA session with the industry is scheduled Feb. 8 in Washington. It was called by NPA to go into all angles of its autumn order, prohibiting as a sales practice the sale of color TV equipment. NPA has been asked many times to clarify its regulation (see story page 69).

Discuss Materials

RTMA’s three-day conference will discuss NPA’s material allocations and military production outlook for the year and will study availabilities for output of radio and TV receivers. Individual RTMA groups will take up their special problems.

Chairman of name for the Transmitter Division to Technical Products Division will be discussed Wednesday. The unit has been re-organized recently. A new Government Relations Section has been formed. It will go into the problems of doing business with the armed forces. Officers of the division will hold a Wednesday dinner meeting, with Chairman H. J. Hoffman, Machlett Labs., presiding.

Meeting of the Set Division Executive Committee will be held Wednesday morning under Chairman John W. Craig, Crosley Division.

To Consider TV Thaw, Color, Production

LLOYD CREIGHTON THOMAS, 62, owner and president, KGPW

Mr. Thomas

KCP, Kansas City, Neb., died last Tuesday in that city.

A pioneering veteran of radio, Mr. Thomas was associated with the broadcasting medium since 1927. During his career, Mr. Thomas served as a newspaper man, an executive of the chamber of commerce, as a state legislator 1917-18, a station manager and general commercial manager of the Westinghouse stations operating in the 30s.

In 1932, Mr. Thomas was instrumental in setting up NBC's Local Service Bureau in New York. Born in Elwood, Neb., July 8, 1886, Mr. Thomas frequently came to the fore in broadcast circles. In 1938, Mr. Thomas, with WROK, Rockford, Ill., headed a committee of non-network broadcasters, comprised of the activities of the American Federation of Musicians. The committee, first set up as a fact collecting unit, later turned a negotiating hand and won agreement from AFM which set a national pattern for contracts between the union and stations.

NFL TV POLICY

No Change for '52

TELEVISION policy of the National Football League, considered in the final session of the four-day and-five-night annual meeting which ended in New York Sunday night, will remain unchanged this year in spite of federal charges that it constitutes unreasonable restraint.

“We shall continue to televise under the same conditions that prevailed in 1951,” League Comm. Bert Bell reported. Clubs are allowed to teletcast as they see fit, in agreement with the visiting team, but with the proviso that the game not be telecast within 75 miles of a city where a League game is being played. Telecasts of other League games also are forbidden in a city if that city’s home team is away and telecasting or broadcasting its game back home.

Adding, Reiter warned: “We will defend the suit in every possible way.” Comm. Bell said: “We believe the plan to be reasonable and will so operate in 1952.” Television policy is under Article 10 of the League constitution, caused the Justice Dept. to institute charges under federal antitrust legislation.

‘AL PEARCE SHOW’

CBS-TV Begins Feb. 11

NEW MORNING TV show starring Al Pearce, veteran radio comic, will start on CBS Television on Feb. 11 and will be offered to advertisers in units of one or more quarter hours per week, CBS TV Network Sales Vice President Fred M. Thrower announced last Thursday.

The variety-revue series will be scheduled 10:45-11:30 a.m. EST Monday through Friday, originating in Hollywood.

Mr. Thrower noted that the sales plan for the Al Pearce Show is like that of the Gary Moore Show in which, he noted, has had sponsors waiting in line to take over one of its quarter-hour segments” (also see story page 70). The Pearce program will offer highlights from the early days of the Al Pearce Gang,” plus new features.

AM-TV AD DRIVE

Begun by Crosley Corp.

SERIES of advertisements stressing need for both AM and TV advertising has been scheduled in leading industry magazines by Crosley Brokering and Advertising. President Robert E. Dunville said the schedule will cover the first six months of 1955.

First advertisement already has appeared in several trade publications, picturing an “advertising man of 1900” tacking signs on trees. Copy points out that advertising works must have been satisfactory at the turn of the century, but modern methods require use of both TV and AM to effectively reach the public and place audience for the maximum results.

Crosley operates WLV and WLWT (TV) Cincinnati, WLW (TV) Columbus and WLWD (TV) Dayton.

GENERAL ELECTRIC Co., Schenectady, announced a new multi-color booklet containing information on ten recent nuclear radiation detectors. De- signed GE-6735, the booklet covers GE radiation counters, scintillation counter, portable radiation probe, area health moniter as well as other instriments designed for use in industry, hospitals, laboratories and civil defense.
SHORTAGE OF MATERIALS FOR COLOR TV CLAIMED

LIFTING of National Production Administration formal ban on color TV would still limit industry to black-and-white process because of acute shortage of basic materials as cobalt, thorium and lead. B. McCarty, NPA assistant administrator, said Friday (early story page 69).

Mr. McCarty said as far as he knew major TV firms still are going along with freeze on color sets. He referred to meeting on Oct. 25 conference with Defense Mobilizer Charles E. Wilson. One or two "smaller" firms have protested that NPA's order went farther than industry had anticipated, he added.

GUILD ULTIMATUM TO ROACH

HAL ROACH Jr., vice president in charge of production at Hal Roach Studios, Hollywood, Friday was served ultimatum by Screen Writers Guild giving him 30 days to comply with Guild demand he pay Writer Roy Hill picture sum differential between TV and motion picture scale for work on script of Tales of Robin Hood. Picture was released theatrically through R & L Productions but was alleged filmed for TV.

NARTB Nominees

(Taken from page 5)

To be elected in each category are:

Large Stations—Outstanding Station: KING Seattle (also FMC); Ray K. Greider, Warner Bros., Warner Bros.; WACI Indianapolis (also Director of Institute's 8th District); Paul G. Mart, ABC; WHN New York; J. W. Mitchell, (no affiliation).

Medium Stations—Outstanding Station: WOR New York (also President of Broadcast Business Managers); J. B. L. Reeds, (no affiliation); WLW Cincinnati, (also President of Broadcast Business Managers); J. B. L. Reeds, (no affiliation); WINS Cleveland; Victor A. Sholes, WHAS Louisville, (also Director of Institute's 8th District); E. J. Mend, Mutual Radio; WMAQ Chicago; Marjorie Curran, Brown Broadcasting, (also Director of Institute's 8th District); WOR-AM New York; Robert L. Daum, (no affiliation); WHB Kansas City, (also Director of Institute's 8th District); J. W. Mitchell, (no affiliation); WBBM Chicago; William J. Welsh, (no affiliation); WINS Cleveland; Victor A. Sholes, WHAS Louisville, (also Director of Institute's 8th District); E. J. Mend, Mutual Radio; WMAQ Chicago; Marjorie Curran, Brown Broadcasting, (also Director of Institute's 8th District); WOR-AM New York; Robert L. Daum, (no affiliation); WHB Kansas City, (also Director of Institute's 8th District); J. W. Mitchell, (no affiliation); WBBM Chicago; William J. Welsh, (no affiliation).

Small Stations—Outstanding Station: KBOI Boise, (also Director of Institute's 8th District); R. H. Smee, (no affiliation); WETM Washington, D.C.; (also Director of Institute's 8th District); R. B. Strother, (no affiliation); WYER Kalamazoo, (also Director of Institute's 8th District); R. H. Smee, (no affiliation); WBBM Chicago; William J. Welsh, (no affiliation); WINS Cleveland; Victor A. Sholes, WHAS Louisville, (also Director of Institute's 8th District); E. J. Mend, Mutual Radio; WMAQ Chicago; Marjorie Curran, Brown Broadcasting, (also Director of Institute's 8th District); WOR-AM New York; Robert L. Daum, (no affiliation); WHB Kansas City, (also Director of Institute's 8th District); J. W. Mitchell, (no affiliation); WBBM Chicago; William J. Welsh, (no affiliation).
"Tippecanoe" stands for bravery

The valor that Virginia born-and-bred William Henry Harrison displayed in the famous Battle of Tippecanoe helped bring him the presidency of the United States and the nickname "Tippecanoe." This son of a signer of the Declaration of Independence, grandfather of still another president of the United States, was from the mold that traditionally has kept Virginia in the forefront of Southern progress.

With this rich heritage, it's no accident that WTVR was the South's first TV station—that WCOD was Virginia's first FM station, and that WMBG now is celebrating its Silver Jubilee of service. These are Havens and Martin Stations, the First Stations of Virginia.

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA
WGAR’S "Polka Party" draws nearly one-quarter million cards in one week's time

Terrific is the word for the response received when our Tom Armstrong asked listeners to send in their Xmas cards to help cheer hospitalized children. From nine states and Canada, came the avalanche ... 7½ tons of mail, more than 240,000 cards within a week!

The word had been spread through "Polka Party" (6:30—6:45 PM), one of the many WGAR mail-puller programs that has worked wonders for advertisers, too! So, if you want response from Northern Ohio ... you want your message told over WGAR!

in Northern Ohio... the SPOT for SPOT RADIO