Local folks know advertising media best. Because local advertising must pay off in immediate results. So just read what the president of one of Baltimore's largest furniture stores wrote us:

"No other advertising we have ever done has produced such sensational results as our advertising on WITH."

And remember—WITH carries the advertising of twice as many local merchants as any other station in town. For just one good reason: WITH produces fast, profitable results at low, low cost!

Get your Forjoe man to give the whole story of WITH's commanding position in the rich market of Baltimore.

"No other advertising has produced such sensational results!"
EVERY WHAS NEWSCAST has MORE LISTENERS* than any other program on the air at the same time... morning, afternoon and night. Nine reporters gather, edit and write each news program especially for the Kentuckiana audience of the hour. Result: news leadership that has earned listener loyalty and two NARND awards in two years... another example of quality WHAS programming.

*Rulse Report, Oct.-Nov., 1951
67% of the great MICHIGAN SEVEN BILLION DOLLAR MARKET is NOW covered by combining The DETROIT coverage of WKMH ... 5000 WATTS (1000 WATTS NIGHTS) and...Southern Michigan's WKHM ... 1000 WATTS (FULL TIME) JACKSON 970 ON THE DIAL See the latest PULSE! CALL YOUR HEADLEY-REED MAN
The Latest HOOPER REPORT for Dallas . . .

<table>
<thead>
<tr>
<th>SHARE OF RADIO AUDIENCE</th>
<th>MONTHS: OCTOBER-NOVEMBER, 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIME</td>
<td>KRLD+ KRLD-TV (CBS)</td>
</tr>
<tr>
<td>MON. THRU FRI. 8:00 A.M.-12:00 NOON</td>
<td>37.0</td>
</tr>
<tr>
<td>SUNDAY 12:00 NOON-6:00 P.M.</td>
<td>22.3</td>
</tr>
<tr>
<td>SATURDAY 8:00 A.M-6:00 P.M.</td>
<td>28.1</td>
</tr>
<tr>
<td>SUN. THRU SAT. EVE. 6:00 P.M.-10:30 P.M.</td>
<td>34.1</td>
</tr>
</tbody>
</table>

Exclusive DALLAS-FORT WORTH Outlet for Top-Rated CBS Shows

104.9% MORE MORNING AUDIENCE
26.7% MORE SUNDAY AUDIENCE
6.2% MORE EVENING AUDIENCE
20.6% MORE SATURDAY AUDIENCE

than the second highest rated radio station or frequency.
The Branham Company, Exclusive Representative

John W. Runyon, President
Clyde W. Rembert, General Manager

Owners and Operators of KRLD-TV CHANNEL 4
ABC Petitions Lifting Limit on TV Stations

LIFTING of limitation on number of TV stations one company can own was urged Friday by broadcast station operators at an FCC meeting. ABC submitted recommendations of NBC and Fort Industry Co. [B*ST, Jan. 28, 21, 14, 7].

ABC urged that limit be made seven, not more than five of which could be VHF. In this it takes same stand as Fort Industry. NBC suggested that limit of five be kept on VHF TV, with no limit on UHF ownership.

Argument put forth by ABC was to effect that FCC limited common TV ownership to five in 1946 that represented 1% of less than 400 channels available. In fact, said ABC, when it and NBC got their limit of grants in 1946-47, together they represented 10% of less than 100 stations authorized at that time. Therefore, ABC pointed out, if 1% common ownership then met with FCC approval, same percentage for the 1750 commercial channels in future TV service should permit seven commonly-owned stations.

ABC also pointed out that when it applied for VHF stations, it sought Channel 7 in all five of its applications.

KLEE SALE TO LBS

SALE of KLEE Houston to Barton and Gordon McLeod, majority owners of Liberty Broadcasting System, for more than $200,000 was announced Friday. Purchase of 5-kw station on 610 kc is from estate of late W. Albert Lee. Legal buyer is in name of Trinity Broadcasting Corp., licensee of KLIF Dallas, which McLeod's own. McLeod's bought 1-kw daytimer KELP El Paso (on 920 kc)-last September [B*ST, Sept. 10, 1951]. In 1950 Mr. Lee sold KLEE-TV to Houston Post Co., when its call was changed to KPRC-TV. LBS is owned by McLeod's and Houston Oilman H. R. Cullen.

NBC Spot Sales Realtains, Expands

EXTENSIVE realignment and expansion of NBC National Spot Sales Dept. now underway, with indications efforts eventually may be initiated to enlarge station representation list.

Changes thus far blueprinted for department, under continued supervision of Director James V. McConnell, include planned addition of some 23 persons—mostly salesmen, researchers, etc.—in New York and field offices, plus following appointments:

Robert Leder, department's Eastern Sales Manager for Radio, was named to new post of National Spot Sales Manager for Radio. John H. Reber, sales manager of NBC's WNIT (TV) New York, to be named National Spot Sales Manager for Television, also new office.

Sales manager for radio and one for TV to be named by Mr. Leder and Mr. Reber, respectively.

Richard H. Close, currently Spot Sales Eastern Sales Manager for Radio, to be named head of National Spot Sales Station Relations, another newly-created position.

Separated AM and TV units are to be set up within department's promotion unit, under manager for sales development, advertising and promotion, it was announced.

Separate radio and TV heads to be named for department's Hollywood and San Francisco offices, only ones where this divorcement has not already been effected. Other offices, in addition to New York, are in Chicago and Cleveland.

Messrs. Leder and Reber will report to Mr. McConnell as director of entire department, who reports to James M. Gaines, vice president for O&O stations. NBC Executive Vice President Charles R. Denny also has been taking increasingly active role in spot sales departmental activities.

National spot sales currently represents network's six owned radio stations and its five owned TV stations, plus General Electric's WRGB (TV), Schenectady, New York, and Westinghouse's WHBZ-TV Boston, and Philco's WPTZ (TV) Philadelphia. Though department's radio and TV activities have been separated for some time at sales level, they have been conducted heretofore without separate national manager for each.
APS TO DISTRIBUTE BRITANNICA FILMS FOR TV
ENTRY of Associated Program Service, transcribed library film, into television field as TV distributor for Encyclopedia Britannica Films Inc.'s catalog of more than 500 educational motion pictures, Friday (BPT, Dec. 24, 1951). EP films, heretofore available to educational institutions, will be offered to TV advertisers and stations on "an intensive scale," with details of distribution plan to be made public shortly, announcement said.

Maurice B. Mitchell, APS vice president and general manager, said extensive revisions being made in film catalog of EB Films—which is under same ownership as Muzak, of which APS is one division—to adapt for TV use. He noted that these films originally were made "for relatively small-screen showings and, therefore, feature the attention to close-ups and other similar details so important in films that are to be seen on TV screens at home... They cover wide variety of fields, including history, travel, world affairs, ecosystems, communications, medicine, literature, and sciences. In addition, EB films has acquired Films Inc. and Instructional Films, which have extensive catalogs of film shorts and features.

Field staff working out of APS New York headquarters will serve stations, and handling of films will be through EB Film exchanges. APS Sales Manager Edward Hochhauser Jr. will continue to direct sales activities in both radio and TV.

ANTELL DISPUTE TAKEN TO COURT
BREACH of contract suit was filed Friday in Baltimore on behalf of Richard Lewellen who, according to suit, claims that Charles Antell Inc., Baltimore, owes him money. Mr. Lewellen did transcribed and filmed 15-30 minute radio-TV commercials for Charles Antell Inc. products (hair preparations) in exchange for percentage of gross sales, according to Mr. Lewellen's attorney, Irving B. Grandberg, Baltimore. Suit asks for accounting of gross sales.

Reached in New York, Charles D. Kasher, president, Charles Antell Inc. and National Health Aids Inc., commented that his firm drew up suit Monday to enjoin Mr. Lewellen from making any TV films or commercials, thus holding him to Antell exclusive contract. According to Mr. Kasher, action took place in Supreme Court of New York and that papers were served Thursday.

AFRA, WGN INC. TALKS
EIGHTH arbitration session takes place today (Monday) between WGN Inc. - Chicago and American Federation of Radio Artists regarding jurisdiction over television sound effects men. AFRA claims they are under its jurisdiction according to AFRA contract with WGN Inc. Station says contractual terms not being violated. These duties being handled now by three members of the International Alliance of Theatrical Stage Employees. Arbitration board includes former Cook County Circuit Judge Julius Miner, John F. Sullivan and Pierce Davis, professor of economics at the Illinois Institute of Technology.

Page 6 • February 4, 1952

Closed Circuit
(Continued from page 5)
emter of American Research Bureau, Washington, and Coifin, Cooper & Clay, Los Angeles. Latter runs Tele-Que TV surveys, on West Coast. Announcement, due next week, will report ARB has taken over Tele-Que surveys of West Coast, with Coifin, Cooper & Clay continuing in East Coast representation of ARB, and market research projects.

MOHAWK CARPETIS, N. Y. (former big TV buyer), through Maxon Inc., N. Y., buying radio spot schedule to start Feb. 18 for 16 weeks in 100 markets, and TV spots, starting early in March in 34 markets. Firm expected to use another series of spot schedules in mid-September, thus appealing to spring and fall buyers.

U. S. DELEGATION, headed by Commissioner Rosel H. Hyde, NARBA Chairman, quietly left for Mexico City yesterday (Feb. 3) to discuss possible changes in domestic TV allocations within border zone established in recent TV agreement, but not involving changes in Mexican border assignments. Sessions, probably to take most of week, with Miguelperey, Director General of Communications, and also may concern pending between Mexico and U. S. on broadcast allocations since Mexico withdrew from our NARBA conference of last year. With Comr. Hyde will be Capt. John Cross, Sec. Dept., Curtis Glummer, FCC Broadcast Bureau Chief, and James E. Barr, Chief Aural Facilities Division.

PROCTOR & GAMBLE Co., Cincinnati, through Bower & Co., N. Y., buying daytime radio spots in 60 selected markets starting early in this month.

UPPER ECHOLEN of Liberty Broadcasting System considering recommendation that top-notch administrator, preferably one with network operating experience, be hired to organize LBS's mushrooming network.

AT LEAST two TV applicants are pondering data on 2,000-foot self-supporting antenna towers: response they might approach million-dollar figure.

L. A. WAGE DIFFERENCES
CBS Hollywood placed on "unfair list" by Office Employees International Union (AFL) who rejected 5% wage increase offer. Union strike vote taken Thursday by 117 CBS office workers. Los Angeles Central Labor Council, failing to bring settlement, will ask other CBS union employees to respect picket lines. OEU reportedly demanding substantial wage increases in 21 classifications to bring salaries in line with those of other local industries.

Meanwhile, it was reported late Friday that some 25 divisional department managers of KNBH (TV) Hollywood, NBC affiliate, received $15-$35 per week salary increases retroactive to Dec. 1. Action followed Wage Stabilization Board Reviewing Committee approving petition of Radio & Television Directors Guild, Hollywood local (AFL). RTDG contract with KNBH signed June 5, 1951, few days after WSB salary freeze went into effect. Petition for increases pending since. Although some affected station personnel shifted to NBC-TV they too receive back pay for 60 weeks. It was estimated those affected to receive up to $3,000 in back pay.

for more AT DEADLINE see page 94

BROADCASTING • Telecasting
Represented by Bolling

"Q. E. D."

New York • Boston • Chicago • Los Angeles • San Francisco
From where I sit
by Joe Marsh

They Do
"Give A Hoot" For Easy

Easy Roberts finally got rid of the noisy pigeons that used to whoop it up under his eaves.

He must have tried a dozen ways to scare them off. But no matter what he did, they would be back cooing by his window the next morning.

Then Easy thought of an old stuffed owl he had in his attic. He propped it on the roof so's all the pigeons could see it. They left... and three hoot owls have taken their place. Easy swears the hooting is even worse than the cooing of the pigeons.

From where I sit, quite often a "bright idea" will turn out to be "not so bright" after all. That's why we should never be too coosure of our ideas and opinions—but always try to keep an open mind. I believe a refreshing glass of beer is the best thirst-quencher—you may believe differently. But who's to say one's right and the other wrong? Let's just practice tolerance. It'll save a lot of hootin' and hollerin'.

Joe Marsh

Copyright, 1952, United States Brewers Foundation
To an advertiser

interested in farm radio

Chuck Worcester, WMT's Farm Service Director, has a genuine respect for the Iowa farmer. He doesn't talk down to him, doesn't affect the bogus folksiness that passes for rustic charm everywhere except in the country. His talent for low-pressure visiting, fortified with first-hand knowledge of Iowa's complex agricultural problems, has earned him the kind of loyal following that means results for sponsors. For example:

- **Five minutes across the board** at 5:40 a.m. for A. Y. McDonald in one week developed 298 prospects for a $1500 water system. Cost: $10 a program or 20¢ per prospect.

- **A daily quarter hour farm show** for Myzon mineral supplements resulted in a standing monthly order for $3,500 worth with eight Sears Farm Stores.

- **Air announcements** for International Harvester's tractor clinic (to get farmers to have machinery serviced in the off-season) produced "good response" among Eastern Iowa dealers. The local dealer said he would have been delighted to service ten tractors; he handled eighty-five.

The notion that farmers listen only in the early morning and at noon is pure folklore. Chuck's announcements on Purina's A-time evening show brought 817 requests for booklets—ample proof that farmers were wide awake and listening.

We don't claim that these results are typical. We do claim—and know—that on a day-to-day basis WMT farm radio gets satisfying results, and occasionally spectacular results. Farm radio properly conceived, timed and executed is a fertile source of advertising results.
Make Sales Grow in DOYLESTOWN...

WFIL

Loyal Audience in Doylestown...

George Washington slept near Doylestown, but business is wide awake in this well-fixed, historic town. Someone is getting the benefit of Doylestown's $14,412,000 in retail sales, $6,236,000 in wholesale volume. That someone can be you. One way to include Doylestown's 5,236 inhabitants in your sales reckonings is to hit 'em where they buy the most—at home. The way to do it? Schedule WFIL, listened to regularly in 38 per cent of Doylestown radio-owning households where buying habits form.

...and the Whole 14-County Market

A point to remember about WFIL—it's a strong local station not only in Philadelphia but in Doylestown and all 147 "home markets" outside city limits where half of America's 3rd market lives and shops. BMB found WFIL's 5,000 watts outpull both 50,000 watts and local county stations in most of the 14-County Retail Trading Area. Remember, also, two out of three radio families consistently tune WFIL in this $6 billion market... and WFIL reaches to a huge bonus area beyond. Schedule WFIL.
and in All of America’s 3rd Market

adelphia

MRS. R. O. HEIN, Housewife—Mrs. Hein typifies budget managers in Doylestown’s 1,700 radio-owning households. They help buy food worth $2,578,000, apparel worth $728,000 and $591,000 in home furnishings.

LAWRENCE F. NYCE, Farm Supplier—Nyce’s Supply Yards deal with Bucks County farmers who lead the nation in raising of 13 vegetable products. Farming employs more than 15 per cent of the county’s population.

DOROTHY BARTLETT, Antique Dealer—Curio hunters flock to Doylestown and places like Mrs. Bartlett’s Pennsylvania Crafts Co. General merchandise stores here sell $1,620,000 worth of goods every year.

WBIL
560 kc.
The Philadelphia Inquirer Station
An ABC Affiliate
First on the Dial
In America’s Third Market

Represented by THE KATZ AGENCY


Gene Edward, assistant production manager, WOW Omaha, joins radio-TV department of Buchanan-Thomas Adv., same city.


David E. Diener, copy chief, Monroe Greenthal Co., N. Y., named creative director.

On all accounts

Some people say that you can tell what a man is by a look at his library. If this is so, then the office shelves of Norman Hulbert Strouse are very revealing.

The top row, close at hand, and giving signs of being well and often used, is devoted to philosophy (Plutarch and Plato), to inspirational volumes (Light From Many Lamps and Maeterlinck), and many books of business psychology.

Just to show the human side of this J. Walter Thompson Co. vice president, manager of the Detroit office and account representative on the multi-million dollar Ford car account, right in the middle of all this important reading is a 25¢ Pocketbook mystery.

Born Nov. 4, 1906, at Olympia, Wash., Norm Strouse took a commercial course and went right from high school to a position as secretary to the State Director of Licenses.

His boss was convinced that he couldn't be held by local opportunities, so he urged him to look for a better job in a larger city.

Answering a blind ad in 1925 brought Mr. Strouse to the post of confidential secretary to the advertising director of the Seattle Post-Intelligencer. His duties broadened and four years later he was an assistant national advertising manager.

At this point he transferred to JWT in San Francisco as assistant space buyer. In 1931 he rejoined Hearst to sell space for the next two years.

With experience on both sides of the media buying desk, Mr. Strouse is an enthusiastic booster for time and space representatives.

"If a man were appointed media buyer out of a clear blue sky, he could learn his business well just by listening to space and time salesman. I sometimes think that many of the best ideas agencies take credit for come directly from salesmen calling on them," he says.

Out of Mr. Strouse's 25 years of media experience have come three strong beliefs, mostly through the influence of JWT's dean of media men, George Pearson of Chicago. They are:

1. The representative is entitled to the same dignity and consideration as any important visitor to your office. "Where else can you get the information you must have to do a good media job?"

2. The media department is the best public relations contact an agency can have. There's no use soliciting new business if your (Continued on page 58)

KXOK is St. Louis' promotion station, KXOK builds extra audience for the "St. Louis Ballroom," through all-media promotion—billboards, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, promotion announcements on KXOK, special mail promotions and personal appearances of outstanding KXOK personalities. It's a plus that pays off for advertisers... makes KXOK a bigger buy for effective selling in the St. Louis market. Ask now about availabilities. See the John Blair man or KXOK today.
JOHN H. HOSCH Jr., vice president, J. Walter Thompson Co., N. Y., has accepted position as co-chairman of advertising division of 1962 Legal Aid Society fund-raising campaign.

PAUL KURTZ, NBC Chicago, to Malcolm-Howard Adv., same city, as film director.

JOHN F. CONNORS, promotion manager, KLZ Denver, to Bob Betts Adv., same city, as account executive.

JOSEPH MENDELL RUSSAKOFF, president, Vanguard Adv., N. Y., to teach 16 week course at Hunter College, N. Y., commencing Feb. 19 on "Introduction to Advertising."

GRISWOLD-ESHLEMAN Co., Cleveland and Louisville, opens new office in Nashville. DONALD McDONALD, Louisville manager, elevated to vice president.

ROSS METZGER, vice president of Ruthrauff & Ryan, Chicago, named chairman of allied art industries division for the 1962 drive of the Chicago Heart Assn.

LEO BURNETT has moved its New York office to 677 Fifth Ave. New phone is Murray Hill 8-9480.

BOZELL & JACOBS, Omaha, and ROSS Adv., St. Louis, elected to membership in American Assn. of Advertising Agencies.

BETTERIDGE & Co., Detroit, opens offices in Toronto at 107 Jarvis St. to service Gross Machinery Co., J. H. Baruch Ltd. and National Knitting Mills.

J. GRIFFITH RENSEL, partner in Weightman Agency, Phila., to Lohmeyer-Aleleman Inc. as vice president and account executive.

CHARLES A. FELD, advertising manager of White Rock Corp., N. Y., (sparkling water), to Cecil & Presbrey, same city, as associate merchandising director specializing in agency package goods accounts.

WILLIAM E. McDONALD, assistant manager of Atheron & Currier, Toronto, appointed vice president and general manager of agency's Canadian office.

EDWIN S. REYNOLDS, TV program director for National Collegiate Athletic Assn.'s 1961 experimental plan, joins radio-TV department of Fletcher D. Richards Inc., N. Y.

CARSON, ROBERTS Inc., is new name of Murray, Dymock, Carson Inc., headquartered at 8811 Alden Drive. RALPH CARSON is president and JACK ROBERTS vice president.

HOWARD ALBER appointed director of creative arts at Weightman Inc., Phila. LAWRENCE CASEY has been added to agency's public relations staff.

KEEGAN ADV., Birmingham, Ala., elected to membership in American Assn. of Advertising Agencies.

AL MAESCHER, account executive with Oakleigh French & Assoc., St. Louis, named vice president and account executive at Olian Adv. Co., same city.

JULES LENNARD, sales promotion manager, Block Drug Co., Jersey City, N. J., to Emil Mogul Co., N. Y., as director of merchandising to coordinate agency's activities in the package goods field.

ROBBINS MILBANK, vice president and creative supervisor, McCann-Erickson, S.F., takes one year leave of absence after more than 20 years with agency.

ROBERT WURTZ, copy chief and account executive with Rhoades & Davis, S.F., resigns. Future plans are unannounced.

ON THE WASHINGTON SCREEN

Milton Q. Ford
joins WMAL-TV in a new variety show featuring—
Richard!

11:05 to midnight
Monday thru Friday

WASHINGTON THE EVENING STAR STATIONS, WASHINGTON, D.C.

WMAL-TV WMAL-FM

Call or Wire the KATZ AGENCY, Inc.
MR. SPONSOR:

Here's the Show That Sells the Ladies!

New Orleans’ Favorite Morning Show for Women

"Women's Club" with Joyce Smith

 Never underestimate the power of “Women's Club” to influence the feminine audience. This mid-morning show—presided over by Joyce Smith—features guest personalities, fashion and food hints, plus other items of interest in the world of women. It’s the “perfect combination” for Spot Participation.

 Write, Wire or Phone Your JOHN BLAIR Man!

---

new business

Spot • • •

WHITNEY & Co., Seattle, (canned salmon), to use radio and TV spots in four test markets to promote newly created “family brand” label on four varieties of canned salmon. Test cities are Omaha, Louisville, Huntington, W. Va., and Evansville, Ind. Agency: The Burke Co., Seattle.

LINCOLN-MERCURY [B•T, Jan. 27] has purchased what is believed to be the largest concentrated promotion in history of Providence radio. Order calls for 192 minute announcements in 14 days on WHIM Providence. Total billing is $1,382.40. Agency: Kenyon & Eckhardt, N. Y.

BRISTOL-MYERS, N. Y. (Vitalis Hair Tonic and Bufferin), to sponsor two INS Telenews sports films, This Week in Sports and Telenews Sports Extra, in 31 TV markets. Both reels also are carried in 26 additional TV markets under local sponsorship. Agency: Doherty, Clifford & Shenfield, N. Y.

SEEMAN BROS., N. Y. (White Rose Tea), launches TV spot campaign on WNBTV (TV) and WCBS-TV New York in addition to radio news programs on WCBS and WNBC New York. Agency: J. D. Tarcher & Co., N. Y.

S. C. JOHNSON & Son, Brantford, Ont. (waxes), inaugurates spot announcement campaign twice daily five days weekly on 14 Quebec French-language stations and weekly half-hour transcribed Bright Star for 26 weeks on 35 Canadian stations. Agency: Needman, Louis & Brorby, Toronto.


Network • • •

ADMIRAL Corp., Chicago, to sponsor World News With Robert Trout on CBS Radio, Sun., 5:30-6:30 p.m. EST, starting Feb. 17 [B•T, Jan. 14]. Broadcasts will feature reports from foreign and domestic correspondents plus interviews by Mr. Trout with one newsmen to be flown to New York for that purpose. Agency: Erwin, Wasey & Co., N. Y.

HUDSON PULP & PAPER Co., N. Y., to sponsor Thurs. segment of Bride and Groom which moves from current afternoon time at 2:45-3, to 10:30-10:45 a.m. EST, Mon. through Fri., effective today [B•T, Jan. 28]. Agency: Duane Jones Co., N. Y. GENERAL MILLS, Minneapolis, to sponsor program on Mon., Tues., Wed. and Fri. Agencies: Dancer-Fitzgerald-Sample and Knox Reeves Adv., N. Y.

TEXAS Co., N. Y., extends sponsorship of Metropolitan Opera broadcasts each Saturday over ABC radio for 18 to 20 week period. Agency: Kudner Inc., N. Y.

AMERICAN CHICLE Co., Long Island City, N. Y. (Dentyne, Chiclets and Beeman’s gum), renews sponsorship of one minute participation in Stop the Music over ABC radio network, Sun. 8-9 p.m. EST, for 17 weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Agency Appointments • • •

INTER-STATE MILK PRODUCERS COOPERATIVE Inc., Phila., and GIANT FOOD DEPT. STORES, Washington, name Lamb & Keen, Phila.


ZIEHLER BROS., Phila. (Weather King batteries), names Weightman Inc., same city.

U. S. TIME Corp., Waterbury, Conn., appoints Hirshon-Garfield, N. Y., for Timex and Ingersoll watches.

MARLON CONFECTIONS Corp. (Milk Chocolate Teens) appoints Zinove Co., N. Y., for special TV and merchandising campaign. Bernard Jay Shaw is account executive.

AMERICAN LUGGAGE WORKS, N. Y., appoints Dowd, Redfield & Johnston, same city, and John C. Dowd Inc., Boston.

BROADCASTING • Telecasting
MESSRS. NIELSEN AND HOOPER.....

We Can’t Halve Our Cake And Eat, Too!

It’s time for the umpire to give radio its total count. The coincidental gives us the truth. We want nothing but the truth, but we want the whole truth!

In May, 1950, we first went to bat calling for one umpire behind the plate. With two different methods (coincidental and aided recall) both supposedly doing the same thing—counting listeners—and with these two methods providing conflicting figures, only one method, the more accurate one, was entitled to survive.

The voice of the industry is crystal clear. Networks rely on the coincidental. Advertisers and agencies are demanding the greatest possible accuracy. Let me repeat, I’ve yet to hear from, or to talk with one research authority who fails to support the coincidental as the most accurate method for counting listeners.

Ratings (and don’t let anyone kid us) are here to stay. This accurate measurement has provided a standard of research never before attained by any other medium. Those who don’t agree, or are fearful of what ratings might disclose should not lose sight of one simple fact—Buyers of time will continue to insist that radio provide accurate rating figures.

MESSRS. NIELSEN AND HOOPER, you’ve given us the right method, but you haven’t given us enough. Here’s what the folks in every walk of advertising life—broadcasters, advertising managers, time buyers, research people, account executives, station representatives—tell me they want:

1. A report on the use of every radio in the home.
2. Authentic figures on out-of-the-home listening.
   a. Coincidental measurement of car audience, with each “car rating” accompanied by estimates of number of cars listening in surveyed area.
   b. Reliable figures for each station by portable radios, taverns, barber shops, and other listening in surveyed area.
3. Periodic reports on who is listening—composition of audience reports on both home and out-of-the-home audience.
4. “Open house” on the part of the surveyors. An invitation to a representative industry inspection committee to observe use of all measurement techniques—size of samples, tabulation procedures, supervision of interviewers, and to report observations to subscribing buyers and sellers.

And we want now a correction of an injustice to radio that we sort of overlooked while our precocious contemporary—TV—was growing up. The Industry wants Radio and TV ratings on a direct comparable basis of total random homes, not just TV homes. TV is being sold, and rightly so, to reach mass audience, not just those in TV homes. Rating figures for both radio and TV should obviously have the same base—total homes.

No longer can we halve our cake and eat it. We want you fellows to find and report on the whole audience. Radio Stays with people wherever they go—and people don’t stay home all the time, not by a long shot.

The above summarizes what people—important people in our Industry—have to say. Messrs. Nielsen and Hooper, what do you say?

Stanley G. Breyer

KJBS BROADCASTERS
1470 Pine Street
San Francisco 9, California

P.S. Want to know how we at KJBS feel about these ads we’ve been running on the problem of research? It’s simply this. Radio provides us and our families with a darned good life and we owe considerable in return. We felt the rating mess called for action—that something had to be done. It now seems that all of you felt pretty much the same way, for which we’re grateful ..............

P.P.S. With less confusion about who’s umpire, how about someone else carrying the ball.
Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

Page 16 • February 4, 1952

Wilkes Barre's Reliable
EAR Way*

If You Want Coverage That Counts...

...you want and need WBRE in this unusual 500,000 population market. Yes, other stations have more power ... but WBRE has the programming power that produces profits for the advertiser.

*EARWAY... means listening power! Conlan shows that more people listen to WBRE more consistently than to any other station in the Wilkes-Barre trading area.

strictly business

JOHN W. DAVIS

THIRD-GENERATION advertising man, John W. (Jack) Davis, Chicago manager of Blair-TV Inc., has been steeped in business and finance since he was born. His father was western advertising manager of the Literary Digest and his grandfather published a women's magazine. Radio and television, however, didn't enter the picture in his frame of life until he was 25.

That was in 1941, when he replaced a Phi Kappa Psi fraternity brother on the sales staff of Headley-Reed Co., station representative firm in Chicago. His first sales job helped him through commerce school at Northwestern U., from which he was graduated in 1936. His first post-college work was in sales promotion at an investment house en route to becoming a broker. A friend hand-picked him and nine other men three years later to become specialists in an estate counsel business, in which they were required also to attend classes in planning futures for large estates.

"I really learned the value of a buck, however, in radio and television," Mr. Davis admits. He (Continued on page 51)

HANDICAPPED students at Institute of Physical Medicine and Rehabilitation, New York U. Bellevue Medical Center, watch another lesson. Teacher has just finished reviewing a previous video lesson and nurse stands by.

WPIX (TV) New York was in the happy position Friday of telecasting the results of its Living Blackboard educational series: 14 handicapped high school students received their high school diplomas, earned partly through video instruction, in a ceremony te lecast from WPIX studios—first ever on television.

At the same time, another 14 children who received part of their education via television but who were unable to attend their own commencement exercises, received their diplomas at home from principals of high schools in their neighborhoods.

Frederic Ernst, deputy superintendent of New York City schools, who awarded diplomas at the stu- (Continued on page 58)
World-Famous Pee Wee King
Available on WAVE—In Person!

You know Pee Wee King and his Band (featuring Redd Stewart) as one of the top broadcasting and recording organizations in America. Pee Wee is author of several recent Hit Parade tunes—is the biggest audience-getter and sales-builder in the Louisville area—is now sponsored three hours a week on WAVE and half an hour a week on WAVE-TV. Maybe you saw him on Gulf Oil's big TV show "We The People" on January 4. If so, you know what an amazing personality he is.

Well, Pee Wee and his Band are now available for more live shows on WAVE and WAVE-TV. There's nothing hotter in all America—no market that better warrants his talents.

Ask Free & Peters for time and talent costs. But better do it fast!

WAVE
5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
Here we go again!

"March 15th, Tax Day, is around the corner... and here I am, wrestling with Form 1040 again! You, too, I'll bet.

"Sure, I gripe about it every year. Who doesn't? It's like yelling at the umpire. Or bemoaning about the weather. That's our privilege!

"But this year's taxes really hurt. Now don't get me wrong... I believe in taxes. Can't run a government without taxes. And when it comes to our government spending money honestly and efficiently for Defense, Freedom or Good Government... it can have the shirt off my back.

"But down at the Republic plant I work hard for my dough. And, naturally, I get burned up when I read about a lot of money being spent foolishly by our government. That, of course, goes for all levels of government... federal, state, county and local. They're all run on our tax money... yours and mine.

"And when I say 'our' tax money, it reminds me that companies groan about taxes, too. They've got 'living expenses' same as we do, and taxes take an even bigger bite out of their income than they do out of ours.

"What's left of our pay, we call savings. What's left of a company's 'pay', is called profits. It is profits that create new jobs by improving and expanding industry. Without company profits, a lot of us citizens would lose our jobs.

"To get back to this business of spending... my wife runs our home with simple, sensible day-by-day economy. And so do my neighbors' wives. So does any well-managed business. So why shouldn't our government... national, state, county and local... practice that same common-sense economy, too? With, I repeat, our hard-earned dough!"

**REPUBLIC STEEL**

Republic Building • Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America whose vast Railroad Industry is unsurpassed. And through railroading, Republic serves America. Republic steel goes into track bolts and spikes... and into powerful locomotives that thunder over the tracks. Republic's famed Enduro Stainless Steel is found, inside and out, on gleaming streamlined cars that cross the nation. And in roundhouses and repair shops, tools and machines made of Republic steel help keep America's rolling stock rolling, come peace or war.

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This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telescast, write Dept. M, Republic Steel, Cleveland 1, Ohio.
WLOF, ORLANDO IS NOW TOP HOOPER STATION ALL DAY ON SATURDAYS AND SUNDAYS

— ALSO —
WLOF IS TOP HOOPER STATION
Monday thru Friday
with following quarter hours
3:45 to 4:00 PM
4:00 to 4:15 PM
4:15 to 4:30 PM
4:30 to 4:45 PM
5:30 to 5:45 PM
5:45 to 6:00 PM
10:30 to 10:45 PM
7:15 to 7:30 AM (*)
6:15 to 6:30 PM (**)

(*) First-Place Tie
(**) Strong Second Place
Hooper Study October-November, 1951

FOR SPOT AVAILABILITIES CONTACT:
PAUL H. RAYMER COMPANY, INC.

WLOF
"FLORIDA'S SWEET MUSIC STATION"
5000 WATTS • 950 KC • MBS NETWORK
ORLANDO, FLORIDA

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER
Thank-You Note
EDITOR:
Please accept the thanks of another Red Feather volunteer for the fine support you gave to the Community Chest campaigns in your publication last fall.

The total amount contributed during the campaign is 15% greater than in 1950, and represents the largest amount ever raised in the history of the Community Chest, exceeding even the war time drives...

H. J. Heins II, National Chairman, United Red Feather Campaigns of America

Nine Happy Years
EDITOR:
The story on page 24 of the Jan. 21 edition of Broadcasting * Telecasting pertaining to my recent departure from the Fort Industry Co., was, in general, technically correct, but inferentially it cast a shadow upon my resignation which was somewhat uncomplimentary.

I'm quite sure that the company, in releasing this bit of trade news, and you, in publishing it, did not intend to reflect upon me adversely. Specifically, my departure was brought about by my unwillingness to accept a revised bonus plan. Incidentally, my leaving did not change my feelings toward the Fort Industry Co. George Stover and his associates are great people to work for and I have nothing but the highest praise, admiration and respect for them after nine happy years.

James E. Bailey, Former Manager, WAGA-AM-FM-TV, Atlanta, Ga.

Meandering Mails
EDITOR:
I prize our subscription to Broadcasting * Telecasting most highly and depend upon it to keep me informed of the goings on about the television business. Of late, however, the magazine instead of arriving on the usual Mondays or Tuesdays is getting here on Thursdays and even Fridays.

I wonder if the United States mails are at fault or whether you haven't been able to get it out in time for its usual mailing date?

George Stover Jr., Managing Director, KEYL, San Antonio

[EDITOR'S NOTE: It's the Post Office's tumbling, not ours. We haven't missed a press deadline in years.]

Correspondence Invited
EDITOR:
For one of my lectures here in the "Radio and TV Continuity Writing" course, I'm using some information on the origin of the telephone in radio quizzes played between the emcees in the studio and the listener at home.

I'm sure if you print this in your letter column that I can get a great deal of information from various stations as to the date first used on the station, kinds of quizzes, types of prizes first used, audience reactions, etc.

I'd be most interested in any information that the American broadcasting stations would care to pass along...

Larry Kurtze
Medill School of Journalism, Northwestern U.
Chicago

Oh, F'shaw
EDITOR:
... All of us at KNX are great boosters of yours and we look upon your estimable book as second in importance around the joint only to our rate card.

W. D. Shaw, General Manager, KNX Los Angeles

Rebuttal
EDITOR:
As chairman of the Fair Television Practices Committee, I would like to comment on the letter of Ted Leitzell of the Zenith Radio Corp. of Chicago which appeared in your "Open Mike" column on Jan. 28.

Mr. Leitzell's letter employs your editorial of Jan. 14 entitled "Phone-visionsaries" as a springboard from which to take off in favor of subscription television.

This is neither the time nor place to enter upon a detailed discussion of the merits of the issue. The importance of the question, however, makes it imperative that at least some of Mr. Leitzell's fallacies be exposed.

Mr. Leitzell says, "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."

Putting aside the fact that polls must be carefully scrutinized before their results can be accepted...

(Continued on page 81)
...the rating fuss?

Mr. Stanley G. Breyer
1470 Pine Street
San Francisco 9, California

Dear Stan,

In a BROADCASTING ad of January 14 you asked for comments regarding what you call "the rating fuss." I gather that you are a staunch Hooper proponent, opposed to Pulse and all other measurements.

I've subscribed to both Hooper and Pulse, individually and together. Both have been pretty good to KROW. Fact is, we usually deliver more listeners per dollar than anyone around here. So I can't be called a sorehead.

But I can't put much stock in any rating. They're interesting for checking audience trends, but there has never been a rating that accurately tells you how many people are listening to your station.

Certainly I don't expect any two rating services to come up with the same answers. With different methods, different sample areas, different sample size and other differences, it can't happen. One has to decide, with the evidence at hand, which he thinks is most accurate and make a choice; or draw conclusions from a combination of both ratings.

Take Hooper for instance. The last rating I bought from him showed him interviewing less than one listener per 1/4-hour (per day). From that he expects me to know what 3 million people are hearing on 11 Oakland and San Francisco stations.

Can I honestly take this "evidence" to a buyer of time as proof that he should buy KROW?

Or take Pulse. On a little lab study of the aided roster recall method, we found a 4% margin of error. Roslow's system has its drawbacks, but it seems to make more sense in size of sample, area covered, sensitivity to program changes and other comparisons.

I agree that one standard rating service, accepted by all parties, is preferable to the current claim and counter-claim picture. But that service would have to be far superior to either Hooper's "coincidental" or Pulse's "roster recall" before we could lean heavily upon it.

Certainly ratings are a part of the radio story, but radiomen who base their whole case on ratings, whether Pulse, Hooper or the "research" department of Beetle Hill college, are selling their medium short. And I know many timebuyers who are now looking beyond the shallow rating story to the more accurate yardstick of the station's selling record.

A group of our big retail merchants and ad agencies have been checking dollar-for-dollar results of KROW against other stations, newspapers, TV and other media.

In every test KROW has sold more merchandise per dollar than any other medium—running as high as five to one!

I suggest that stations, agencies and advertisers take a closer look at their real job—selling merchandise.

We're spending too much time bickering about "the rating fuss" and too little time in showing advertisers how we sell more merchandise for less money than any other medium.

As a station manager who has tried it, I can tell you that it has accounted for a 52% increase in our business in the last 24 months and we're still climbing. I hear that this is better than some stations which spend their time sniping at other stations and their ratings.

In this market KROW, KCBS, KFRC, KSAN, KSFO KVSM and KYA subscribe to Pulse. The station managers to whom I've talked take it because they believe Pulse the most accurate survey in this market. I have no quarrel with your subscribing to Hooper, if you believe in it. But why take two-page ads to grind his axe and tell the rest of us we're stupid?

If you or anyone will come up with a rating service more accurate than those available, I'll be glad to subscribe with you. In the meantime I'm taking ratings for what they are—indicative of trends but conclusive proof of nothing. And I'm selling radio's terrific sales results, particularly KROW's.

Sincerely yours,

Alan L. Torbet, General Manager
KROW, Inc.
Radio Center Building
464 19th Street
Oakland 12, California

Serving the Oakland-San Francisco Bay Area Since 1925
A small PRESENTATION
of BIG NEWS in spot radio

The new GROUP STATION PLAN offers special discounts, ranging up to 20%, to advertisers using a minimum of 7 station breaks a week, per station, on 3 or more Westinghouse radio stations.

This plan may be your answer to the problem of increasing coverage without increasing costs. Details are outlined in this little folder. If you haven't a copy, we'll be glad to send you one. Or, better still, get a full explanation in person from a sales representative of any Westinghouse station, or from Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc
SERVING 25 MILLION
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
IN ITS FIRST foray into TV programming, the FCC last week issued temporary license renewals to 26 of 78 TV stations whose authorizations were scheduled to expire Feb. 1. The 26 stations were given extensions temporarily until May 1.

Action was announced last Thursday—just 24 hours before expiration of the licenses. The Commission, by formal action, had failed to interrupt its consideration of the new overall TV allocations to expedite the renewal considerations and, in the process, issued regular one-year extensions to the remaining 52 licensed stations of the 108 now on the air.

While no formal reason was given for the temporary renewals, FCC Chairman Wayne Coy told BROADCASTING • TELECASTING last Thursday that the bulk of those receiving slotted authorizations had failed to show any educational or religious programming whatever in their applications for renewal which covered a "composite week" of programming in 1961.

He said it was incomprehensible to him that a station could serve the public interest without providing some religious or educational programming.

Clear-Up Predicted

It was confidently predicted that perhaps 80 to 90% of the "temporaries" would be cleared up by correspondence largely on a showing that there were oversights in filling out the composite week forms. Spot checks with a number of stations made by BROADCASTING • TELECASTING following the Commission's action indicated that in practically every instance, stations have added educational or religious programs since their renewal applications were filed, or that during the particular week, they had failed to properly identify such programs in the public service category.

Chairman Coy made the motion to issue the "temporaries." He felt there was no stigma involved. He observed that if the definitions of public service programs in these categories are too narrow in the judgment of any licensee, then they should petition the FCC. He recalled that six years ago, while he managed the Washington Post radio stations, WINX-AM-FM he was chairman of an industry committee collaborating with the Budget Bureau on drafting of appropriate forms for the FCC. These forms, he pointed out, were geared toward radio and some question may arise as to whether they are adequate for television.

Members of the Commission emphasized that there were no problems of over-commercialization involved in the Commission's consideration of the renewals. They disclaimed any intention of heading toward a "Blue Book" in TV programming.

Warning To Telecasters

Nonetheless, most Washington observers felt that the actions were a warning to telecasters that the honeymoon (with the FCC) is over, that from now on, TV management is going to have to follow more carefully the Commission's policies on programming—in commercial and sustaining time as well as program categories. A year ago, when the FCC issued renewals to all of the then licensed TV stations for the regular one-year period, it simultaneously announced that it planned to call a general conference on the matter of TV station operations in the public interest. No firm date was set, however. This came at a time when there was considerable criticism of plunging necklines and other purported excesses in programming. Subsequently the NARTB promulgated its Standards of Practice to cover TV.

 Asked regarding this projected conference, Chairman Coy said that after the conclusion of activity involving the thawing of the TV freeze is behind it, the Commission may decide to hold a general conference "to talk over" what constitutes the public interest in TV. It was learned that among those stations cited in some instances, there were adequate showings in educational broadcasting but none in religion. In this sphere fell WGN-TV Chicago, which made a 10% (far better than average) showing in education but showed a "zero" in religion. WTOP-TV Washington made no showing on religion, it was learned, though it has added religious programming. The same may be true of a number of other stations listed.

Singled out for commendation on programming in both fields were such stations as the Cox TV properties (WSB-TV Atlanta, and WHIO-TV Dayton), WWJ-TV Detroit and KRLD-TV Dallas. These were specifically mentioned by one member of the Commission as providing what was termed to be excellent program balance.

While the FCC based its actions on information supplied for the composite week of 1961, it also planned before data on some of the stations which had operated in 1950, but the notices were based on the 1961 reports.

It was made clear that the Commission (Continued on page 61)

PERFUMERS BARRAGE

By FLORENCE SMALL

IN a thumping response to the "fantastic" draw of radio over other attempted media, Perfume Sales Co. (packet of 20 assorted perfumes made by leading perfumers) through its agency, Rand Advertising, is plugging its entire budget—$700,000 (for time alone)—into a unique radio promotion campaign.

Involving special "Flying Squad" saturation kickoff programming and an intensive seven-week follow-up using 5,16, and 18-minute shows in selected localities, the campaign will continue for the next 10 months and will eventually encompass 308 stations. And "if sales continue as successfully as they have been doing," Selig Alkon, vice president and comptroller of the Rand agency, told BROADCASTING • TELECASTING last week, "the budget and coverage will definitely be increased."

"The radio results have been fantastic," explained Mr. Alkon. "Why, in such stations as WWDC Washington, we pulled 3,000 calls in one day. Using Buffalo's six stations, a record of 17,000 calls was totallled in one day."

In the next few weeks, Perfume Sales will start its "week-end saturation" policy in the following markets: New Orleans, Texas, Detroit, Seattle, and California, in the order named. Specific cities in Texas and California are currently being decided upon.

Alert to Criticism

Alert to the recent criticism reported in BROADCASTING • TELECASTING by stations who have suffered as a result of hit-and-run policies exercised by some agencies in behalf of certain Christmas products, Mr. Alkon observed that "our client has prepaid for all radio time contracted," and "that the agency will pay each station within 10 days after receipt of bill."

The specific details of the Flying Squad promotion work as follows:

The local campaign always originates on a weekend with powerhouse concentration on Saturday and station follow-up by seven weeks of intensive followup.

FOR FCC's official notice announcing renewal of license for 5 TV stations and temporary extension for 26 video outlets, see page 61.
AMERICAN Safety Razor Corp.'s purchase of 12 broadcasts of the Red Skelton Show, CBS Radio's one-time-or-more sales offering, was announced last week by John Rogers, vice president in charge of sales.

Full 52-week renewals of two half-hour radio shows by Longines-Wittnauer Watch Co., Longines Symphonette (Sun., 2-230 p.m. EST) and Wittnauer Chorale (Sun., 10:30-11 p.m. EST) were disclosed.

Both the American Safety Razor Corp.'s purchase and the watch company's renewals were first reported to sales officials at a closed sales clinic conducted by CBS Radio and attended by top network district sales managers in New York. The preceding Saturday (January 28).

The razor company, on behalf of its Blue Star and Treet Blades, will sponsor six consecutive broadcasts of the Skelton program (Wed. 9-9:30 p.m. EST), starting Feb. 13, and then will sponsor the next six in an alternate-week basis. Under CBS Radio's sales plan for the Skelton program, it is offered at a gross cost of $23,650 per show for both time and talent. Agency for the national account is BBDO, New York.

Agency for Longines-Wittnauer is Victor A. Bennett Co., New York.

Perfumers Barrage

(Continued from page 82)

composed of 20 vials of the products of such leading perfume manufacturers as Elizabeth Arden, Harry J. Hubbard Ayer, Renoir, Tussy, Herb Farm, etc. One vial contains enough for one application. The cost is $2.00 including taxes. The firm feels that perfume appeals to the working girl and that radio reaches her, a segment of the population most effectively. The advantage of buying the combined packet is to give the woman a chance to have her choice of expensive perfumes without buying the large regular bottles. After using the packet and discovering a favorite brand the customer can then buy the large bottle in the regular manner. The latter fact evidently was the basis upon which the Perfumes Sales Co. was able to sell the famous perfumes on the use of their products.

On Aug. 30, 1951, the first radio test was launched in Philadelphia, normally one of the least promising perfume sales markets. Sales soared so rapidly that within the next two weeks time was bought on at least 90 radio stations.

About 90% of the orders placed for the product by listeners come by telephone and the rest by mail. Of all orders taken, only one-half of one per cent are returned in resales.

WASHINGTON

The Westinghouse Radio Stations Inc. on Feb. 1 put into effect a new “group-station” discount plan for station-break announcements whereby advertisers using seven or more stations per week on three or more of the five Westinghouse AM stations can earn extra discounts up to 20%.

New plan was described by the company as intended to focus attention on the station break, an extremely important form of radio advertising that is sometimes forgotten by companies that have had phenomenal success with this type of reminder advertising.

Details, as set out in a special station break rate card, follow:

Plan applies to station breaks on WBZ-WBZA Boston-Springfield, KYW Philadelphia, KDKA Pittsburgh, WOWO Fort Wayne, and KEX Portland, Ore.

**SUPER SALES PLAN**

CBS Radio Announces

**MERCHANDISING** offering guaranteed feature displays in more than 4,200 A&P stores was circulated to grocery products advertisers last week by CBS Radio [CLOSED CIRCUIT, Jan. 28].

Known as “Super Sales Plan,” the plan in the A&P stores with participations in the network's Friday night Musicland USA program (Fri., 9-10 p.m. EST). The cost: $9,400 per advertiser per week.

Participation is limited to six non-competitive grocery products at the outset, and will be set in motion when as many as three have been signed. CBS Radio officials said late last week they were pleased with interest already indicated by advertisers and agencies, though no sales had yet been completed.

There was no indication where the A&P's remuneration would be, except that it will be “money.” The exact amount has not been settled upon and will depend on network official said, upon the number of advertisers who participate in the plan.

The merchandising arrangement involves all A&P stores except those on the West Coast (estimated at about 109). These are not participating primarily because of differences in brand names used on the West Coast, it was said.

In its offer the network guarantees to each participating advertiser one-half of a mass merchandise display in the A&P stores for four full weeks in each 13-week cycle. In addition, there will be window displays “whenever it is possible,” and an end-card display promoting the Friday-night program.

On the program itself, each advertiser will get a 30-second billboard at the beginning and at the half-hour, plus a 1-minute-15-second commercial.

 Officials pointed out that two-

**WRS DISCOUNTS**

**Set Up for Station Breaks**

WESTINGHOUSE Radio Stations Inc. on Feb. 1 put into effect a new “group-station” discount plan for station-break announcements whereby advertisers using seven or more stations per week on three or more Westinghouse stations, in comparable time classifications on each station, qualifies for additional discounts of 10% for any three stations, 15% from any four and 20% for the five stations.

If the number of station breaks varies in the various stations, extra “group-station” discount will be earned “only on the number of breaks on each station which co- exists with the minimum on any one station.” Firm contracts for a minimum of 13 weeks are required, cancellable on four-week notice.

Frequency discounts on breaks within the “group-station” plan are not affected by the use of other announcements on any of the stations involved, but station breaks under this plan may be added to others for additional frequency discounts for the other services.

In announcing the new plan, E. R. Borroff, general sales manager of the Westinghouse stations, said, “With increases running from 11% to 18% in local and national spot advertising, resulting in more competition among air advertisers for public attention, our new plan means that advertisers can now expand their schedules—reach more listeners and increase their impacts—at relatively small costs.”

**KBBW JOINS ABC**

KBBW Aberdeen, Wash., owned by Archie Taft Jr. and managed by Don G. Bennett, joined ABC network as an affiliate of ABC Western Division on Feb. 1.

**RAISIN CAMPAIGN**

CALIFORNIA Raisin Advisory Board, Fresno, through J. Walter Thompson Co., San Francisco, has planned a regional campaign on the use of raisins with breakfast cereals. Radio will be used.
THEATRE TV

Who Will Run It, FCC Asks

THEATRE TV hearings were postponed for two weeks to March 10 and a number of new issues were injected into the case, the FCC announced last week.

At the same time, S. H. Fabian, chairman of the executive committee of the Theatre Owners of America and of National Exhibitors Theatre Television Committee, fore-saw the birth of a $500 million industry based on TV channels exclusively for theatres in the U. S. if the FCC approved frequencies for theatre TV.

Postponement from Feb. 25 is oc-casioned by the heavy load the FCC is carrying in finishing up its TV allocations (see separate story page 62). Also, a desire to permit the widest possible consideration of the new issues was a compelling factor in moving the hearings back.

Date for filing comments and list-ing witnesses was also extended to Feb. 15.

New issues cover a wide range of topics. Some of the new questions put into the hearing have to do with eligibility. Essentially this is an attempt to find out from the motion picture industry what the frequencies allocated for theatre exhibitors against theatre-TV operators? Independent operators?

Another new issue is the question of which new frequency should be followed in rendering theatre TV service and what, if any, regulations would be required for the new service.

All the new issues are tied to the presumption that the FCC may approve the allocation of frequencies for theatre-TV.

Notice released last Friday also pointed up the involvement of other services, in or near the frequencies requested by theatre TV adherents — industrial services, safety services, common carrier, even TV assignments for such activities as studio-transmitter links, remote pickup and intercity relay.

Original issues, listed in the 1950 order, were: 1) new frequencies for non-theatre operators; 2) new frequencies for different uses; 3) new frequencies for theatre operators; 4) equalization among frequencies for theatre and other uses.

The major question of why theatre TV proponents could not use common carrier frequencies instead of needing a portion of the radio spectrum.

In various briefs filed with the FCC during the past year, the movie industry has made it pretty clear that it does not consider AT&T circuits good enough for the high quality definition proposed for theatre TV (including color). Also emphasized is AT&T's alleged inability to link up more cities in the immediate future than it has already tied together or is planning to do in the coming years — a two. Also stressed has been the "prohibitive" cost of using common carrier circuits.

Among the other issues originally set down, the Commission asked whether, if a theatre TV allocation was approved, it should not be run on a common carrier basis. If not, the Commission asked, what basis should it run on?

Mr. Fabian's prediction of a $500 million industry was made at the midwinter conference of the Theatre Owners of America in Los Angeles last week. He told the assembled exhibitors of the plans for industry representation before the FCC to obtain six 80-me-wide, 7,000 mc band channels for closed circuit TV programs into theatres.

The FCC would now classify the segment of the film and theatre industry back by the request.

Mitchell Wolfson, TOA president and director of WTVJ (TV) Miami, declared at the opening of the TV discussion last Tuesday, "The public should know that we have no intention of taking any-thing away from the free battery TV." He pointed out that theatre men are "seeking the high-frequency channels which are usable in the home.

He expressed the belief that "by theatre TV we will make a fine contribution to the entertainment and educational development that might not otherwise be available to the man on the street."

In outlining the needs of the theatre industry should channels be granted, the request included: 1) an investment ranging from $20,25,000 per theatre for equipment; 2) construction by the industry of its own broadcasting facilities, including intercity, intracity and pickup equipment.

If theatre TV lost exclusive channels, becomes a reality, there will be 500 to 1,000 installations available for theatres in the next few months, he added. Prices for this equipment range from $5,000 to $20,000, Mr. Fabian said.

The theatre industry will have to construct its own transmission facilities, Mr. Fabian explained, because present apparatus is not technically fitted for the proposed TV bands.

In describing the possible use of theatre TV channels, Mr. Fabian said they would be used simultaneously "so that exhibitors would have a choice and there would be no monopoly."

Decrease In Sports Shows

The public is fast realizing that home TV will lose a major portion of its sports attractions. Mr. Fabian declared, because sport promoters need a box office.

"Theatre TV will help augment that box office with the fees it will pay. Theatres TV will not crowd the gate at sports events in the same way home TV broadcasts affect it," Mr. Fabian said.

Mr. Fabian, identified one opponent of the AT&T, during the course of discussions on the possibility of getting FCC approval for theatre TV channels. He also said theatre TV will not crowd broadcasters and advertising agencies.

In addition to the galaxy of witnesses scheduled to be called by the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee, some of whom were reported last year ([ATT, Jan. 28]), the following appearances have been filed: CBS, DuMont, NARTB, RCA, Skatron, Paramount Television Productions Inc., RCA, AT&T, &T, Western Union, U. S. Independent Telephone Assn., Theatre Network Television Inc., Radio-TV Directors Guild, Authors League of America, United Scenic Artists Local 829, International Alliance of Theatrical Stage Employees, American Federation of Labor.

United Paramount Theatres Inc. and its subsidiaries, New England Theatres, Balaban & Katz, Minneapolis Amusement Co., United Detroit Theatres, which originally had filed appearances, have withdrawn. They will be represented on NETTC, however.

Request of 20th Century-Fox last September that the issues be en larged to consider the use of some of the Industrial Radio Service bands ([ATT, Sept. 17, 1951]) were turned down by the Commission on the grounds that it was unnecessary.

The Commission pointed out that one of the issues is concerned with the question of what frequencies should be assigned to the theatre TV service. If it were to single out the IRS bands, the Commission said, it might give the impression that those were the only frequencies under consideration.

CBS AFFILIATES

TV Rights in Radio Contracts

A DRIVE to secure for CBS-TV a form of "first refusal" of the affiliation of television stations which in the future may be acquired by CBS Radio affiliates was revealed last week as part of the radio network's renegotiation of its station affiliation contracts ([ATT, Jan. 28]).

A provision giving CBS-TV this right—and similarly binding it to give such new TV stations first chance at CBS-TV affiliation in areas where it is not part of the new contracts which CBS Radio is seeking to substitute for those now in existence, officials confirmed.

Although this not only to future TV stations which CBS Radio affiliates may own or be affiliated with in their respective markets, but equally to any "shortwave" or ultra shortwave station, or other station not in the regular broadcast band to which the CBS Radio affiliate may acquire.

Officials said affiliate reaction to the overall renegotiation move, calculated to put the network in position to move quickly to meet any competitive developments that occur, continued to be satisfactory, with approximately 50 acceptances received thus far out of approximately 200 which the new contract forms had been sent.

The new affiliation contracts provide that CBS Radio may effectuate rate changes virtually on a station-by-station basis, so long as both parties maintain both privately and publically that they consider radio's position improving and that consequently they anticipate no need for

BROADCASTING • Telecasting

February 4, 1952 • Page 25
WHAT TAFT THINKS OF RADIO AND TV

"Mr. Republican" has a canny understanding of the power of commercial broadcasting, an aversion to too much government control. Here's another part of a series on the attitudes of leading Presidential candidates toward radio and television.

By DAVE BERLYN

SEN. Robert Alphonso Taft, or "Mr. Republican" as he does not object to being called, would keep the White House resident's nose pretty well out of the broadcasters' business, if, as he urgently desires, he became the occupant of that distinguished address.

An insight into the Senator's views was given last week by Sen. Taft himself.

He chose to reveal his attitude toward federal regulation of commercial broadcasting by commenting on the proposal that was before Congress a year ago (subsequently amended and passed) that would have given the President the power to take over radio broadcasting if deemed necessary to prevent the use of radio signals as homing devices for enemy air attack.

"My impression is," said the Senator, "that this power is already given by existing legislation, and that the President put all that legislation into effect when he declared a national emergency.

"I feel that the control to be exercised should not in any way interfere with the operation of ordinary radios, and I support the position that the President or those to whom the powers may be given do not in any way interfere with the operation of commercial radio, except when it is absolutely essential.

"As far as possible, regulations of radio and television of this kind ought to be definitely written into the law so that powers given may not be abused."

On broad questions of federal regulation over broadcasting, the Senator presumably adheres to his general position of opposition to the concentration of government power over private industry.

Unfortunately, his recent Senate voting record furnishes little clue as to his attitudes toward broadcasting. Not many measures of particular significance to radio and television have reached the Senate floor lately, and, since Sen. Taft is not a member of the Interstate and Foreign Commerce Committee, where broadcasting legislation is preliminarily thrashed out, he has had no opportunity to make a special record on this kind of lawmaking.

He did vote against the contempt citations of Kefauver Crime Committee witnesses who refused to testify because the hearings were televised.

"I voted 'no'," Sen. Taft told CBS Telecasting last week, "because it seemed to me that the right to question a witness does not extend to having his voice recorded for the public or himself televised.

"It seems to me to subject a witness to an utterly unfair ordeal, and to interfere seriously with his ability to answer accurately the questions that are asked him. I think all of those who voted against the contempt citation voted that way for the same reason."

Sen. Taft added that he thought that in the main radio and TV should be accorded equal privileges with the press in covering Congressional hearings "except where the private rights of citizens are concerned."

Though the Senator's voting record in the Senate may not be particularly illuminating as to his attitudes toward radio and television, his politicking record displays a canny understanding of both.

At the Taft Washington campaign headquarters it is generally acknowledged that it was radio which gave the Senator his first chance at the national spotlight—long before "Mr. Republican" was coined.

That was in 1939 when Sen. Taft, then a freshman Senator with two months of service in the upper house, engaged in a series of debates with Rep. T. V. Smith, a Democrat of Illinois, on the CBS Foundations of Democracy program. The debates were on the (Continued on page 44)
RADIO SETS in the U. S. numbered 105.3 million as of Jan. 1—a gain of 9.3 million for the "saturation" medium during a year in which the "speedometer" growth of television amounted to slightly more than 5.1 million sets.

The radio figures were released last week by a Joint Radio Network Committee composed of research officials of ABC, CBS, MBS and NBC. They said the 9.3 million numerical gain represented a percentage increase of 9.7 over the Jan. 1, 1951, estimate of 96 million.

In its computations the joint committee used Sales Management's preliminary estimate of 44,737,000 U. S. households as of Jan. 1, 1952. This base gave a total of 42,800,000 radio households as of that date.

Using the Census Bureau's own official estimate of 44,880,000 U. S. households in 1952, Broadcasting • Telecasting estimated radio homes at 42,427,000 based on the bureau's radio census sampling fraction of 1,486,000 of 96.6% [B*T, Dec. 31, 1951].

It was estimated by Broadcasting • Telecasting that increased saturation in the 20-month period since the Census was taken actually

CANADA SALES

TV Going Up, Radio Down

TELEVISION set sales are continuing to rise in Canada, while there has been a drop in AM radio receiver sales, according to the Bureau of Statistics at Ottawa. During the first 10 months of 1951, TV sets totalling 28,979 valued at $1,507,000 were sold in Canada, mostly in the Niagara, Toronto and Windsor areas, as compared to 193,183 sets valued at $7,890,000 sold in the same period of 1950.

There was an added 15% excise tax in the interval also, which adds to the value of the sets. There is no TV sales tax in the U. S. on AM radio receivers sold in the first 10 months of 1951 totalled 449,509, valued at $40,081,000, as compared to 883,098 sets valued at $44,486,000 sold in the same period in 1950.

WORLD RADIOS

Over Half Are in U. S.

MORE THAN half the radios now in use are located in the United States, according to a report on 10 countries in the UN Statistical Yearbook. Between 1958 and 1950 the number of sets estimated to be in use in the U. S. leaped from 40,800,000 to 90,000,000.

Greatest percentage increase over pre-war took place in less-developed countries, such as the Dominican Republic where set figures jumped from 2,000 in 1938 to 35,000 in 1950.


NEW POLITICAL RADIO

Hill Hearings May Be Held

Hill Hearings May Be Held

THE POLITICAL broadcast question may erupt under the Capitol Dome before the 82d Congress calls it a day this election-year.

This was disclosed last week by Sen. Robert Byrd (D. W. Va.), who told Broadcasting • Telecasting Wednesday that he believed hearings may be held by his Senate Interstate & Foreign Commerce Committee on the problem of political broadcasts.

The Senator admitted this shortly after introducing a new political broadcast bill in the Senate. This is the second time the Coloradan has entered a measure on the subject in the 82d Congress. However, he said his latest version was revised to better meet the situation.

Sen. Johnson's new bill (S 2359) follows the pattern of the Horan Bill (HR 5470) in the House, which currently is undergoing further revision with the assistance of the NARTB [B*T, Jan. 14].

FCC already has stated it favors the outline as presented in the measure authored by Rep. Walt Horan (R-Wash.) [B*T, Jan. 28].

The Senate bill authorizes the Commission to speak in behalf of a candidate must be in writing, and direct that the broadcaster would have no power to censor the material.

Departure in the Johnson bill, however, would be a requirement that the political post bond with the broadcaster for protection of the broadcaster from “loss as a result of any civil or criminal action arising in any local, state, or federal court because of any material broadcast.”

Bond would equal the amount of one year's salary of the public officer sought by the candidate or on whose behalf the facility is used by another person permitted to do so.

Another section would hold the licensee “liable in any civil or criminal action in any local, state or federal court because of any material broadcast.”

On the other hand, the Horan Bill would not hold the broadcaster liable in any local, state or federal court. (The revised Horan version would state specifically that this should not be construed to defer the liability of the candidate, or non-candidate speaking on his behalf, from local, state or federal court.)

Observers are quick to point out that S 2359's provision, denoting liability upon the part of the broadcaster to the extent of the bond required, might well run into the conflict of state vs. Federal rights. As a matter of constitutional law, these observers say, there is room for debate.
NARTB RADIO BOARD members in recent shots (front row, 1 to r): Jack Todd, KAKE Wichita; Edgar Kobok, WTVW Thomson, Ga.; Harry W. Linder, KWLW Willmar, Minn.; President Harold E. Fellows; Judge Justin Miller, chairman of board; Leonard Kapner, WCAE Pittsburgh; H. Quentin Coy, KGW Portland, Ore.; standing: John H. DeWitt Jr., WSM Nashville; Craig Lawrence, WCOP Boston (resigned); Merrill Lindsay, WSGY Decatur, Ill.; Calvin J. Smith, KFAC Los Angeles; Thad Holt, WAPI Birmingham; William A. Fay, WHAM Rochester; William C. Grove, KFBC Cheyenne, Wyo.; Ben Strouse, WWDC-FM Washington; Kenyon Brown, KWFT Wichita Falls, Tex.; Harold Wheeleran, WSBM New Orleans; Glenn Show, KLX Oakland; William B. Quarton, WMT Cedar Rapids, La.; A. D. Willard Jr., WGAC Augusta, Ga.; James D. House, WLW Cincinnati; Richard M. Fairbanks, WIBC Indianapolis; Michael R. Hanna, WHCU Ithaca, N. Y.; Hugh Terry, KLZ Denver; Robert T. Mason, WMRN Marion, Ohio; C. E. Arney Jr., was secretary-treasurer. Absent at the time that this photo was taken was Harold Essex, of WSJS Winston-Salem, N. C.

NAR1B BOARDS

MAJOR policy decisions covering NAR1B’s service to radio and TV stations in the critical post-freeze months ahead will be reached next week when the combined radio and television board meets in San Antonio.

While the problems are numerous, they boil down to two serious issues:

- Radio leadership as TV enters an era of skyrocketing expansion.
- Enforcement of the new TV code with its disciplinary whips.

In tackling the radio side of its agenda the directorate faces a membership battle with Broadcast Advertising Bureau, which will be completely cut off from its NARTB ties next April 1, bringing in an increase in fees for combined NAR1B-BAB services.

The television board confronts directors with all the aches and pains that will come out of the video code when it goes into operation March 1.

Just one month from the time NAR1B was transformed into NARTB to permit operation of a joint radio-television service, the directors will assemble at Lost Valley Ranch, 40 miles out of San Antonio. There they will spend most of the week working without the interruptions that mar board meetings held in cities.

The agendas for the series of separate and joint meetings are long and intricate but NARTB’s staff, led by President Harold E. Fellows, will have extensive reports and recommendations for most problems. Mr. Fellows has kept the staff working at top speed since the December board meeting. Some of the meetings on the radio side, break new ground.

As usual most of the problems have financial aspects. This is especially true in the case of the new TV code. Mr. Fellows was instructed last December to draw up budget data covering enforcement. This involves the fees to be charged member and non-member TV stations subscribing to the code.

Subscription forms and details of code operation will be submitted to the TV board. Since the board meetings end Feb. 15 there will be only two weeks remaining before the code goes into operation.

Judging by sentiment last autumn when the code was adopted there will be overwhelming adherence. Some groups, including DuMont TV Network, are still concerned over some parts of the code and many have discussed their problems with NARTB headquarters.

Mr. Fellows is expected to submit the names of the five-man code review board which will oversee enforcement of the code. This board, in turn, reports to the TV board.

Some TV station operators feel the code will be taken in stride and they discount the fears of those who contend it can seriously upset normal operations. Others fear the use of a code symbol will spur viewers into becoming frequent and eloquent critics of program and advertising practices, with possible (Continued on page 93)

NARTB TELEVISION BOARD (front row, 1 to r): Robert D. Swetz, WDSU-TV New Orleans; Harry Bonnist, WWJ-TV Detroit; Eugene S. Thomas, chairman of TV board, who has just resigned; Frank M. Russell, NBC-TV; Chris J. Witting, DuMont TV Network. Back row, Thad Brown, NARTB director of TV; Campbell Arnoux, WTA-

TV Norfolk, Va.; Harold Hough, WBAP-TV Fort Worth; George B. Storer, Fort Industry Co.; C. E. Arney Jr., secretary-treasurer. Absent when photo was taken: W. D. Rogers Jr., KEY (TV) San Antonio; Cioic R. McCollough, WGAL-TV Lancaster, Pa.; Paul Raubourn, KTLA (TV) Los Angeles.

BROADCASTING • Telecasting
COOPERATIVE WOMEN'S SHOW DOES
EFFECTIVE MERCHANDISING, SELLING JOB!

WHO's Iowa Feature Fare
A tremendously popular, after-luncheon women's program from 1:30 to 2:00 P.M., Monday thru Friday, and 11:00 to 11:30 A.M. on Saturday, with charming Betty Brady chatting about foods and fashion... Duane Elliott assisting with songs, with Bill Austin at the piano.
Every day an average of 50 women drive in from all parts of Iowa, and pay $1.25 to lunch with Betty Brady (noon to 2 P.M.). This live audience is limited only by our hotel's facilities — tickets are reserved months in advance.
Read the rest of the story below.
WHO's Iowa Feature Fare is an outstanding women's program, with an enormous home audience, and backed by a successful merchandising plan.

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

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

2. Every three weeks a detailed report covering the staff's visits to 255 independent and 45 chain stores is submitted to each Iowa Feature Fare advertiser!

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

To you who believe in merchandising and sales promotion, Iowa Feature Fare is your dish. Write direct or ask Free & Peters!
24-Hr. Operation Seen

A RESURGENCE in radio was noted by officials of WOR New York last week as they held their annual radio sales meeting, coincident with consummation of the merger of the WOR radio and television properties with those of General Tire & Rubber Co. (BT, Jan. 21).

Thomas F. O'Neill, vice president of General Tire—which owns 90% of the merged properties and will become controlling stockholder of Mutual—attended but did not actively participate in the all-day Tuesday meeting. Earlier, he had met with the WOR radio and television staffs separately, reiterating that under the new ownership WOR's "home rule," as well as that of Mutual, will be continued.

In his talks with the staff members he gave assurance that no immediate changes in personnel are in prospect and said that, although all units of the General Tire radio and television properties will work closely with Mutual, they will remain autonomous.

Without saying so, he left staff members with the impression that Mutual ultimately will move into the television network field.

First Meeting Due

First meeting of the Mutual

Radio Rise Cited

A highlight of the WOR radio sales meeting was a report issued by the station's research department which shows radio listeners are willing to be on the upgrade in New York. With WOR-AM-FM-TV President T. C. Streibert and Sales Vice President C. G. O'Neil taking the leading roles in the discussions, the session examined sales, programming, research and advertising and promotion plans in detail.

Discussing the report on radio listening, Research Director Robert H. Hoffman expressed his conviction that "there is little question that non-owners [of TV sets] will continue to listen as much as in the past," and that "prospects are bright for continued—if not increased—mass acceptance as a result of a revival of interest in radio among video owners."

The WOR report showed more than 60% of the video owners in New York interested in radio each day and more than half of them listening at night. A revival of interest in radio among the TV set owners resulted in a 36% jump in nighttime listening among video families during the last quarter of 1951 compared with the 1950 level, the station stated, noting that

(Continued on page 46)
ABC Radio has
More New Sponsors
than ever before

A network is known by the company it keeps ... and ABC Radio is currently keeping company with most of the big names in advertising. There are the old-timers on the network like Philco, General Mills, Swift, Equitable, Old Gold ... it's a long and impressive list. To it, in recent months, ABC has added important new sponsors including:

Stokeley-Van Camp · General Foods · Bristol-Myers
Kellogg · Prudential · Sylvania · Lever Brothers · Sterling Drug

For these sponsors, ABC Radio offers the most efficient, economical buy in advertising. For ABC affiliates, there is great pride, great prestige—and profit—in being the local medium important national advertisers have selected to send their goods to market. For ABC audiences, there is exciting new entertainment: new shows, new stars ... new reasons why they are SOLD on ABC.
"... A next step shall be the outlawing of all kinds of beverage alcohol advertising from radio and television. That step shall certainly be one of the coming years." From an editorial, "The Johnson-Case Bill (S 3444)," appearing in the Jan. 28 issue of The Clipshet, published by the Board of Temperance of the First Church.

THE "DRYS'" rested their case on the Johnson-Case Bill last Thursday amid indications that their tug-of-war with the "wets" on media advertising was nearly won.

Testimony of the proponents of S. 3444—to prohibit the advertising of distilled spirits (hard liquor) on radio and television—was concluded Tuesday morning. Opposition will be heard Feb. 6, 10 a.m. in the Caucus Room of the Senate Office Bldg.

There was an acute possibility held out that the conflict between the "wets" and "drys" would continue during the hearings but that it also would lapse over into the Senate Interstate & Foreign Commerce Committee.

It was pointed out that the committee's membership had changed little since 1930 when it voted by the close margin of 7 to 6 to kill off the Langer Bill that would have prohibited all media from carrying alcoholic beverage advertising. Exception is the addition of Sen. James P. Kem (R-Mo.) and the subtraction of former Sen. Edward M. Kennedy (D-Mass.).

It was understood that Sen. Kem has not yet taken a position on the bill.

Members Present

Nearly every member of the commerce committee was present at one time or another during the hearings. Of the 15 members, 13 made their appearance. They were Chairman Ed C. Johnson (D-Col.), co-author of S 3444; Sens. Ernest W. McFarland, Arizona; William G. Magnuson, Washington; Herbert R. O'Connor, Maryland, and Lester C. Hunt, Wyoming, all Democrats; Charles W. Tobey, New Hampshire; Senator Eighteenth, Maine; Homer E. Carpehart, Indiana; John W. Bricker, Ohio; John J. Williams, Delaware, and Sen. Kem, all Republicans.

A large "dry" contingent, led by Bishop Wilbur E. Hamburger of the Methodist Church, appeared in support of the bill. More than 25 witnesses, including Bishop Hamburger, testified before the hearing. Tuesday morning. The committee squeezed in the testimony of two union leaders, both in opposition to the bill.

Among the organizations expected to present witnesses in opposition to the bill this Wednesday were: NARTB—probably Harold E. Ebeling, president; the Distilled Spirits Institute, National Advertisers (ANA) with P. W. Allport slated to appear; American Assn. of Advertising Agencies (AAA); the Distilled Spirits, Brewer and Wine Institutes.

From the volume of testimony delivered in perfect synchronization the pattern of the "dry's" stand could be summed up as follows:

- The "drys" support the bill as something better than nothing. They are shoulder-to-shoulder in favor of the exclusion of all alcoholic beverage advertising from the airwaves.
- Some of the witnesses specifically requested the inclusion of beer and wine advertising in the bill. This would come as an amendment, they said.
- They feel the bill would be Constitutional because, they said, the 21st Amendment to the Constitution repealing the 18th Amendment which prohibited alcohol at the national level gave back to the states the right to bar alcoholic beverage sale by legislation.
- Radio and television have more than one or two radios, there are 20 million automobiles in the United States also equipped with radios. "In fact, it might be noted in passing," Mr. Morency observed, that "there are 5 million more automobile radio sets than there are sets representing a new medium." The voting of the radio law data in contrast to circulation figures reported by printed media, he said a magazine with 5 million circulation recently reported a cumulative audience of 20 million. "In terms of the wasted dollars," Mr. Morency added, "it is a remarkable thing to think of these 100,000,000 people..." His findings were 2 in 3 in the country..." more than 500,000,000..."
- Radio sets... set for the kind of institutional acceptance... They have built its respected acceptance on the basis of 100 years of integrity, he advised. To contacts with broadcasters, stations, networks, the broadcast community..."Whoever..."..."the broadcast community..."
- "It is possible..."..."the broadcast community..."
- Radio and television have tremendous sales impact on the American public. Alcoholic beverage advertising is inserted or implied in programs, often when the listener or viewer is unaware of its insertion.
- A danger of alcoholic beverage advertising on the airwaves is three-fold:
  1. It places temptation before the children in the home by dramatizing how good beer and wine is, and that drinking "is the thing to do."
  2. The alcoholic, who struggles to resist the "attraction" of alcoholic beverage, is further enticed by either advertising.
  3. A number of states, some entirely "dry" by local statute, others partly "dry," are bombarded by alcoholic advertising via radio or television. This is particularly resisted by the "dry's" in the states affected, the witnesses claimed.

Howard Sums Up

A particularly articulate "dry" summation was given by Clinton N. Howard, executive superintendent, Interstate and Foreign Federation, who said in part:... the bill is an act to preserve the status quo. We are for it. It is (Continued on page 89)

**RESERVED TV**

Bricker Backs Educators

FLUNK in the middle of the parade of "dry" testimony last Wednesday before the Senate Interstate and Foreign Commerce Committee, one of its members, Sen. John W. Bricker (R-Ohio) campaigned for educational television channels.

Catching a witness' phraseology that radio and television are instruments of both home and school, the congressman has been particularly interested in reserve of the channels of the television scale for educational purposes exclusively. So far we have been unable to get very much cooperation from the Commission [FCC]."

Wouldn't it be wise to reserve practical hands of television for educational purposes, "without any commercial aspects whatsoever," Sen. Bricker asked.

The witness agreed.

He went on to say that in Ohio there is a college that is an applicant for a band (Ohio State U. at Columbus) "that would be within a very practicable range, and the Commission doesn't know whether it will see fit to—

**RADIO PROMOTION**

VIGOROUS, imaginative and aggressive promotion of radio in the face of all media was urged by leaders in the field last week in addresses before a two-day BMI promotion clinic in New York, which drew 141 representatives of 56 stations in 23 states—largest audience in the clinics' four-year history.

Both BMI President Carl Haverlin and Vice President Roy Harlow at the helm, the clinic also surveyed methods of building and holding audiences, public service responsibilities, various types of specialized programming, and copyright questions along with specific problems occasioned by the rise of television.

Radio's Strength Reviewed

Paul W. Morency of WTCI Hartford, who presided as general chairman of the meeting, initiated the appraisal with a review of radio's strength and a strong admonition that broadcasters develop and use this strength to the fullest extent possible. Among common overviews in the panel, he cited: 105 million radio sets in the U. S., reaching into more than 96% of the nation's 43,200,000 households.

Radio homes in his own Hartford County, he reported, total 99.9%, and in all Connecticut, 99.9%. Besides the many homes containing the "drys'" DRENCH S 2444

Their Support Floods Hearing on Hill
Two mail order programs sell $51,592 worth of cattle!

Ever hear of a more unlikely mail order item than a 700-pound steer?

WSM recently sold 232 of them, for a total of $51,592.00, and wrote one more amazing chapter in the history of the Central South's boss salesmaker.

The cattle belonged to Mr. Otis Carter, 15 year sponsor of Carter's Chick Time. His knowledge of WSM's phenomenal ability to sell baby chicks prompted him to offer a herd of 232 feeder cattle to the WSM audience.

Just two programs did it—cleaned out the herd, horns, hoofs, and all! Some of the buyers came from 300 miles away, and Mr. Carter says he could have sold twice the number he had on hand.

Was the sponsor surprised? Not at all. Says Mr. Carter "anyone can sell a farmer anything he needs over WSM." WSM isn't soliciting mail order accounts. But a station that can move $51,592.00 worth of sirloin on the hoof with two mail order programs packs a sales punch you can't afford to pass up.

Irving Waugh or any Petry Man can take it from here.

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative
OPERATOR RULES CHANGE

... Grove Explains NARTB's Petition to FCC

By WILLIAM C. GROVE

NARTB on Friday, Feb. 1, filed a petition with the FCC asking for two basic changes of extreme importance to many broadcasters in the Commission's Rules and Regulations. The first request is for authorization to use restricted operators as well as other classes of radiotelephone operators to stand transmitter watches in AM and FM stations operating omnidirectionally with transmitter output powers of 5 kw or less. The Commission's present rules, of course, require that first class operators be used at all broadcast stations except low-powered educational FM stations.

The second request is that the Commission allow the remote control operation of transmitters on a regular basis for this same group of stations.

NARTB is convinced that radio engineering has developed to the point where these two advantages can readily be made available to broadcasters without in any way involving a degradation of the engineering standards of any station using them. The association also is entirely satisfied that making these two benefits available to broadcasters will permit many stations, and particularly smaller stations in less densely-populated areas, to improve and expand their operations and government purchases.

Mr. Grove

Mr. Grove is a man of ingenuity and, as his article will show, he doesn't let another fellow do his thinking for him. As general manager of KFBC Cheyenne, Wyo., he is a good all-around broadcaster, as much at home at a transmitter as he is at an office desk. A favorite story about him is how he built from war surplus materials a mobile unit which cost less than $100! Mr. Grove is chairman of the NARTB Committee on Operator Licensing.

'51 SET REPORT

Production Still Good

PRODUCTION of radio and TV receivers, in spite of material shortage and a severe sales slump last spring and summer, maintained a high level in 1951 according to reports received by the Radio-Television Mfrs. Assn., Washington, D. C.

In the RTMA report, TV set production was estimated at 5,384,798 for 1951, compared with 7,483,800 manufactured in 1950. Radio output was estimated at 12,599,146 last year as against 14,189,500 sets produced in 1950.

In 1951, RTMA announced, sale of picture tubes for all purposes, including new sets, renewals, U. S. government and export amounted to 5,155,799 units valued at $122,224,168. Sale of receiving tubes in 1951 totaled 376,643,697 units compared to 398,060,659 in the preceding period. The estimate was corrected for by a drop in sales for new sets as increased sales were reported for replacements, export and government agencies.

A breakdown of the 1951 report showed 247,855,249 tubes sold for new sets, 49,596,663 units sold for replacements, 24,438,361 for export and 8,785,534 sold to government agencies.

WES'TINGHOUSE

$12 Million Budget Set

APPLIANCE division of Westinghouse Electric Corp. has earmarked more than $12 million for advertising and promotion during 1952, according to statements made by divisional advertising manager, J. R. Clemens, at a two-day meeting in Mansfield, Ohio, last Monday.

About $3 million of the total budget will be paid by appliance division for cooperative advertising, it was reported, with distributors and dealers matching the amount. Radio and television reportedly will share about half of this $6 million total with such advertising as outdoor and counter display.

A good part of the $5 million for Westinghouse sponsorship of CBS Radio and Television coverage of Republican and Democratic conventions, plus the 13-week get-out-and-vote campaign "BVT, Dec. 31," will be paid by the appliance division. Mr. Clemens explained. And an increase of $500,000 in the CBS-TV Studio One program budget has been tagged by the appliance division for the above-mentioned talking show.
The George P. Hollingbery Company

takes pleasure in announcing

the appointment of

Eugene S. Thomas

as Vice President

in charge of television,

effective

immediately.

Representing...

WGN-TV, Chicago, Illinois

WHAM-TV, Rochester, N. Y.

WHIO-TV, Dayton, Ohio

WWJ-TV, Detroit, Michigan

Offices: Chicago • New York • Los Angeles • San Francisco • Atlanta
Radio Promotion

(Continued from page 32)

sary to achieve world peace," Mr. Reinsch explained. "Our future in broadcasting is a world with horizons unlimited."

Frank E. Pellegrin, vice president and secretary of H-R Representatives Inc., reported that television has reduced readership of advertising in newspapers and magazines and asserted that the longer people own television sets, the more they go back to radio listening.

Mr. Pellegrin insisted that radio should stay as it is rated and that newspapers and magazines should lower theirs. Advertisers and agencies, he suggested, should force inch-by-inch readership data on newspaper and magazine ads, comparable to radio's minute-by-minute figures, especially since television's advent has resulted in lower ad readership and higher ad costs.

He suggested this program for radio:

Every station should immediately stop purchasing pin-point audience research, used too often only to prove how small radio audiences are considered by advertisers. With the millions of dollars thus saved, the industry should launch a nationwide campaign in every radio city to prove how big radio is, how effective, and how it's growing.

Every station should conduct the campaign locally as a "torch of truth" among local advertisers, retail outlets, jobbers, and distributors. Local papers should be challenged to produce actual readership data every day.

"Misguided, Mised Users"

"Every radio and television salesman should remember, every day, that this is not a death-struggle between their two broadcast media, but rather that the real prospects for increased broadcast revenue lie among the misguided, misled, uninformed, and overcharged users of other media," he asserted.

"What are broadcasters really doing to make our transmitters—through ourselves and our communities—more responsive to the concepts of a free society?" was asked by Michael Hanna, general manager of Cornell U.'s WHCU Ithaca, New York, when he spoke on the meaning of showmanship in 1962.

Since no medium of mass communication can approach radio's provable claims, American broadcasters in 1952 are, Mr. Hanna said, "the most blessed—and the most-challenged—people on earth."

The challenge to a skilled broadcaster, he explained, "goes far beyond pressures accepted standards" and lies in "an enlightened outlook on the problems of people and an effective effort to solve those problems."

"To produce an effective effort will demand all the showmanship at our disposal," he said. "We can sell soup. Can we sell democracy?"

Leon Pearson, NBC critic at large and commentator, surveyed foreign affairs and American thinking in the last three years. He noted an increase of adult fare in programming, which he said "indicates there's no place you can't take an audience." And audiences, he observed, are going back to radio.

In a speech on copyrights, Sydney M. Kaye, vice chairman of the BMI board, explained that whereas contracts protect ideas and creative work, copyrights protect their financial value. In broad-brush strokes, he required contracts of all their performing artists to handle all unpublished works with care—since copyrights may become a problem—and, as station owners, to try to know the origin of all their broadcast material.

Emphasis on Local Level

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, foresaw a growing emphasis upon local programming and, consequently, an increase in direct dealings by stations with advertisers and agencies.

He suggested four tests for stations to apply to agencies: (1) Are they bona-fide? (2) Does the agency keep its commission, not rebating portions of it to advertisers? (3) Does it have the necessary ability to serve advertisers? (4) Is it financially sound?

Mr. Gamble urged stations to adopt the 2% cash discount system as a means of forestalling possible credit losses. Total advertising volume, he predicted, will increase (by about 50%) to about $9 billion, giving radio a greater source upon which to draw.

In other clinic addresses, Dave Baylor, vice president and general manager of WJMO Cleveland, stressed importance of unity in specialized programming problems.

Eddy Messerand, assistant director of news and special features, WOR New York and president of American Women in Radio and Television, emphasized the value of public service.

In a discussion of specialized programming, Vice President Charles Balthin of WHOM New York, former booker-guru, said, the clinic that even though large segments of a station audience may not speak English, they are Americans and potential customers.

Harold Fair, program director of WHAS Louisville, stressed the need for more careful programming to serve and build audiences.

Walberg Brown, vice president and general manager of WDOK Cleveland, urged a "new evaluation of serious music programming," advising stations that music examination might show there is a larger audience for concert music than they had thought.

Tom Tinsley, president of WITH Baltimore and WLEE Richmond, underscored the importance of trade advertising and on-the-air and other promotion by stations. He emphasized the necessity for consistency.

Ted Cott, general manager of WNBN-AM-FM and WNBT (TV) New York, reviewed programming as a determinant of "station personality."

KXYX EXPANSION

Nahas Announces Promotions

THREE executive appointments at KXYX Houston, effective as of Jan. 15, have been announced by Fred Nahas, vice president and general manager of the Shamrock Broadcasting Co. The promotions are part of KXYX's plans for expansion.

Ted Hills, a veteran of the broadcasting industry for over 25 years, was elevated from program director to station manager. Ken Bagwell was named program director and Ken Duran succeeds Mr. Bagwell as production manager.

Mr. Hills, who formerly managed several southwestern radio stations, joined KXYX in 1950 as program director. Mr. Bagwell joined the station as production manager in 1947. He handles ABC's Saturday-night show for the national network program. Mr. Duran has been on KXYX's engineering staff for the past eight years. He also is a professional musician.

BRYAN, CRUTCHFIELD

Elected by Jefferson Standard


Simultaneously Charles H. Crutchfield, senior vice president and general manager of station operations, was elected executive vice president. Mr. Crutchfield, who recently served the State Dept. in Europe and the Middle East as adviser on radio matters, last Thursday conferred with RCA Chairman David Sarnoff on over all Voice of America activities.
JACK THE BELLBOY

is moving to

WXYZ Detroit

Yes—on February 4th, Jack the Bellboy moves to WXYZ. And all his loyal fans will be moving with him. He’s Detroit’s number one disc jockey—and the hottest salesman Detroiter have heard in a long time. For example—one of his rare public appearances drew 65,000 people to a Detroit music store! That’s the kind of response that made local and national advertisers buy over 10,000 spot announcements on his program last year. It will sell your products too—and sell them faster, in the rich Detroit market. Call ABC Spot Sales for time and rates.

American Broadcasting Company
creation of a sales promotion-advertising-research department within the Fort Industry Co. under Arthur C. Schofield as sales promotion and advertising manager was announced last week by Lee B. Wailes, executive vice president.

Mr. Wailes' own promotion to executive vice president was reported a week ago [CLOSED CIRCUIT, Jan. 28]. He had been operating vice president of Fort Industry.

Mr. Schofield goes to his new post from the Paul H. Raymer Co., station representation firm, where he was director of promotion and research. At Fort Industry he will have offices in the company's New York headquarters and will report directly to Tom Harker, vice president and national sales director.

In announcing the appointment, Mr. Wailes said: "Although we have long maintained a promotion-advertising department in each of our stations, the need for greater coordination of effort has grown apparent as the Fort Industry Co. widened its objectives.

Need for Sales Promotion

"With television stations WSPD-TV Toledo, WAGA-TV Atlanta, WJBR-TV Detroit and KEYI (TV) San Antonio, and radio stations WSPD Toledo, WAGA Atlanta, WWVA Wheeling, WJBK Detroit, WSAI Cincinnati, WGBS Miami and WMMN Fairmont, W Va., on the air, we believe the time for aggressive sales promotion has arrived."

"The new department will not replace but, instead, strengthen and supplement the promotion activities of the individual stations."

Mr. Schofield was director of advertising and sales promotion for DuMont TV Network before joining the Raymer organization. Before that, he held similar positions with WFIL and KYW Philadelphia.

He is well known as a luncheon and after-dinner speaker, having addressed some 500 business and professional organizations during the past five years. He has won 12 national awards for sales and audience promotion—an award, in fact, for every entry he has submitted.

His new duties with Fort In-

Schrofield Appointment Is Announced

Harry C. Weaver, president and general manager of WOKE, Oak Ridge, Tenn., has announced that two new additions have been made to the station's staff. Richard S. Quinn, sales staff of NOXO KnoxVille, Billings has been appointed WOKE's commercial manager. William E. Sorrell, who joins WOKE from WKGN Knoxville, takes over as program and sports director.

Mr. Quinn, prior to his career in radio, was on the sales staff of the Knoxville Journal. He served in the Army Air Communications Service during World War II.

Mr. Sorrell, a graduate of Michigan State College, began announcing sports events at Michigan stations while he was completing his education. At WKGN, he specialized in play-by-play for the Knoxville Smokies and all football and baseball for the Knoxville High School. He is currently doing the play-by-play for basketball at WAGP Maryville, Tenn., on a part-time basis pending FCC decision on WOKE's application for full time operation in Oak Ridge.

Mr. Quinn and Mr. Sorrell

WORC Worcester, Mass., plans to ask FCC for change from directional to non-directional operation daytime. WORC is on 1310 kc with 1 kw full-time, directional.

MONT. STATIONS

Elect Cooney, Nybo, Penwell

Ed Cooney, KOPR Butte, Mont., was elected president of the Montana Radio Stations Inc. at its annual meeting Jan. 20 in Helena. Ken Nybo, KBMY Billings, and Norman Penwell, KBNM Bozeman, were elected vice president and secretary-treasurer, respectively, for the coming year. Nineteen member stations attended the session.

Montana Assistant Attorney General Charles Huppe spoke to the group on libel and slander laws as they pertain to radio broadcasting. Four faculty members from Montana State U. were on hand to report on a proposed operator-announcer course at the school. It is expected such a course will be added to the program in the near future.

Organization went on record as unanimously approving the all-radio "Get Out the Vote" campaign, originated by Joe Wilkins, KBFF Great Falls [B+T, Jan. 14].

Art Mosby, KGBW Missoula-KANA Anaconda, was empowered to draft a resolution to Montana Senators in opposition to the Benton bill in Congress.

Stations represented at the meeting:

KGBW Kalispell, KGBV Missoula, KANA Anaconda, KOPR Butte, KBBW Billings, KCPA Helena, KBFF Great Falls, KXLY Lewistown, KOJY Havre, KXYI Shelby, KPRK Livingston, KBRM Billings, KBMM Bozeman, KXKL Great Falls, KXGN Glendive, KGGX Sidney.

upcoming

BROADCASTING * Telecasting
Now! WBAL Offers a Mighty Advertising-Merchandising Plan!

"Operation Chain Action"

Strike twice at your customer with WBAL'S unique OPERATION CHAIN-ACTION—at home with radio commercials, and at the point of sale. Food advertisers guaranteed powerful point of sale promotion in over 213 leading chain food stores, coupled with the unequalled power of radio advertising for mass selling. Give your product's advertising that needed, doubled-barrelled impact with CHAIN-ACTION. Complete details on request.

50,000 WATTS

WBAL

NATIONALLY REPRESENTED BY
EDWARD PETRY & CO.

NBC IN MARYLAND
Looking For Something New?

A market with money to spend--CASH?

In the last ten years, Canada’s Gross National Product has increased by 160%. Population has risen 22%, and Retail Sales an astounding 290%!

As a market for you we’re a natural. We’ve lived next door to you about as long as you’ve been living in America; we both laugh at the same jokes, enjoy the same radio programmes. More important, we have the same shopping and buying habits.

And most of us live within 200 miles of your northern border! Admittedly, we’re spread out over a wide area and divided into industrial and agricultural communities—but that’s no obstacle to selling in Canada. Great distances are nothing to Radio.

With a radio in 94% of all Canadian homes—but television in relatively few—your voice is sure to be heard—by people who want to buy your goods. And can.

Radio is Canada’s most welcome salesman—he has your customer’s ear right now!

“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

103 Sparks St.
Ottawa.

37 Bloor St. West.
Toronto.

COST ALLOWANCES

A RENEWED fight for stronger economic controls was being mapped in administration circles last week.

At the same time there were indications that President Truman had raised the white flag of surrender to the advertising-sellers, or cost allowance formula engineered by Sen. Homer Capehart (R-Ind.) and written into the Defense Production Act last summer.

Administration strategy, it now appears, will be directed at forestalling any moves to extend the cutoff dates on the Capehart amendment beyond July 26, 1951. The Defense Production Act expires June 30 but the 82d Congress is expected to review the entire economic control picture before it adjourns prior to next summer’s political conventions.

After little or no activity on administration and OPS fronts late last year, manufacturers finally were given the option of computing costs for advertising, selling, administration, labor and research from the start of the Korean war on June 27, 1950, to July 26, 1951; and adding them to the final selling price. New pricing regulations became effective Dec. 15, 1951.

The White House position on the Capehart battle front was indicated Jan. 25 by Joseph Short, Presidential radio-press secretary:

“The increases under the Capehart amendment already have gone into effect. Nothing can be done about them. What has been done cannot be undone.”

Hold Formula Inflationary

Mr. Truman and other administration officials have repeatedly scored the formula as inflationary. But advertising and press leaders have supported it on grounds that no provision previously had been made for advertising and other costs.

Other critics have held that the administration proposal—it passed the Senate and was bottled up in the House Rules Committee before Congressional recess last fall—would lay the groundwork for control of broadcast and other media advertising budget [B*T, Oct. 29, 1951, 8, 1, Sept. 24, 1951].

Little action is expected by the House Rules Committee, which comprises a coalition of Southern Democrats and Republicans. But the issue is expected to arise in either the Senate or House Banking Committees in any deliberations on the controls law. The administration reportedly is working on an alternative control plan touching on the Capehart amendment.

The Capehart formula has been applied to some industries, with manufacturers taking advantage of its benefits. Radio-TV set manufacturers are not affected, awaiting issuance from OPS of tailored regulations [B*T, Jan. 21]. The same holds true for phonograph record producers. Radio-TV receivers in most cases have been selling at below-ceiling prices.

Harbinger of the administration’s tactics was seen in the appearance of retiring Price Stabilizer Michael DiSalle last Monday before the Joint Congressional Committee on the Economic Report. He charged that Congress “weakened controls” last year by adopting the Capehart amendment and called for a “stronger” price control law.

The administration’s strategy apparently anticipates a continued fight by Sen. Capehart to provide for even higher prices beyond July 20, 1951, if manufacturers can show that the labor costs have risen. The Indiana Republican offered this proposal as an alternative to the administration plan which, as it now stands before the House Rules Committee, would:

(1) Allow the President to determine the amount of allowable advertising and other costs on an industry-wide basis, rather than on individual cases.

(2) Require the Chief Executive to find that additional costs are “properly allocable” to the production and sales of manufactured products and charges for industrial services.

(3) Permit OPS to include only what the President deems “a reasonable allowance” for “necessary and unavoidable” cost increases.

(4) Allow individual manufacturers to petition OPS for price adjustments “to the extent necessary to relieve financial hardships.” Under new OPS procedure, which made pricing regulations mandatory last Dec. 19 [B*T, Dec. 31, 1951], most of these provisions are now outmoded, the administration has conceded in affect.

Additionally, under the original administration plan, costs in each industry would have been applied to the highest price during the base period from July 1, 1949, to June 24, 1950. Under current law, the base period is Jan. 1, 1950, to June 24, 1950.

KHMO Labor Vote

AN ELECTION to determine whether all announcers at KHMO Hannibal, Mo., shall be represented by IBEW Local 1272 (AFL) has been ordered by the National Labor Relations Board. The election will be held within 30 days of the order, dated Jan. 18. Two executives of the station—Gene Hoemes, program director, and George Allen Jr., news and farm director—were involved in the case. The board ruled that Mr. Hoemes is a supervisor and Mr. Allen in a non-supervisory capacity. Station is licensed to the Courier-Post Pub. Co., publisher of the Hannibal Courier-Post.

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Broadcasting • Telecasting
network

CALIBRE LOCAL TALENT SELLS!

WJW

CHIEF SAYS:
Smart advertisers agree; top local talent moves the merchandise!

CLEVELAND'S CHIEF STATION
5000 W.
WJW BUILDING
CLEVELAND 15, OHIO
REPRESENTED NATIONALLY BY H.R. REPRESENTATIVES, INC.

— and Cleveland's top personalities are heard on WJW!
CBS Affiliates
(Continued from page 25)

privately expressed the view that a realignment of the CBS Radio contracts was not essential to that purpose. With all but 32 of its 207 radio affiliates, they noted, CBS Radio has the right to make rate changes substantially at will under present contracts.

CBS Radio network authorities pointed out, meanwhile, that a "considerable number" of those 32 stations with "special" contracts were among the affiliates which already have signed the new forms. They also noted that, of those 32, only about 25 are located in Continental U. S., the rest being in Alaska and the Philippines.

Another change which would be invoked by the new contracts is a staggering of the anniversary dates of the agreements. Whereas current contracts expire at various times throughout the year, most of them would run out on March 1 or April 1, and in some cases on Feb. 1, under the new arrangement.

Although the new forms are not designed to change either the network rates or payments to stations, they do, in connection with the schedules of payments to stations, substitute percentage figures—percentages of "average gross sales per converted hour"—for the dollar terms by which these schedules are expressed in current contracts. Letters accompanying the new contracts, as they are sent out to stations, emphasize that CBS Radio officials feel rate adjustments now would be premature, on grounds that no up-to-date data on radio values is now available. The change from dollars to percentages in the schedules of payments to affiliates, officials stressed, would not affect the amount of payment affiliates will receive.

At NBC, meanwhile, officials last week still were trying to win over enough key converts to its own controversial rate formula to permit an effectuation of the plan. Text of the new NBC radio affiliation contract relating to future TV affiliations is as follows:

1. Columbia agrees that in the event it desires to offer television programs or program material or other programs, or program material generally to television, short wave or ultra short wave stations, or to other stations not in the regular broadcast band, it will offer the same to any television, short wave or ultra short wave stations, or other station not in the regular broadcast band, located in the city in which [it means AM station with whom [it means AM station with whom this is made] is located] may be owned by or affiliated with the station for the period during which the station is located in the city in which [it means AM station with whom [it means AM station with whom this is made] is located] is located. The station agrees that in the event it desires to provide the television, short wave or ultra short wave stations, or any other such station located in the city in which [it means AM station with whom [it means AM station with whom this is made] is located] is located with "special" contracts, will be cancelled. Reason for the breach, according to Mr. Brown, was inability to operate KOMC consistently with its announced purpose under the Mutual contract. The refusal of the station to carry advertising of alcoholic beverages, particularly beer, led to the break with the network.

"We understand that Mutual has sold a large amount of advertising to a beer sponsor and we have been told our affiliation would be terminated unless we agreed to accept this advertising. We cannot be consistent with our announced purposes for KOMC as a station of the American Home, and carry beer advertising," Mr. Brown said.

Mutual spokesmen stated there had been differences for some time between the network and its affiliate regarding certain kinds of advertising. According to MBS, KOMC was notified Nov. 15 that its affiliation with the network would be cancelled as of March 2 when KAKC will become the Mutual outlet in Tulsa. KOMC will continue operation as an independent station.

BAB POSTS
Gilmore, Pecorini Join
APPOINTMENTS of Rudolph Pe-
corini as research analyst and
Araby Gilmore as a presentation
writer on the staff of Broadcast
Advertising Bureau Inc. were an-
nounced Thursday by President
William B. Ryan.

In another BAB personnel change, Meg Zehrt, assistant direc-
tor in the local promotion divi-
sion, announced she had resigned, effective Feb. 15.

Mr. Pecorini, who reported to BAB Tuesday, has been free-lanc-
ing in market and opinion research for the past year and a half, hav-
ing worked on projects for such groups as Crossley Inc. and Op-
ion Research Corp. of Princeton.

Miss Gilmore is resigning from CBS Radio Spot Sales to join BAB. She joined the network in 1936 as a reproduction clerk.

Miss Zehrt has been with BAB and its predecessor, Broadcast Ad-
vertising Dept. of the National Assn. of Broadcasters, since March 1950, specializing in retail advertis-
ing.

Baron Operation
AMOS BARON, general manager, KECA Hollywood, underwent an amputation of his right leg Thurs-
day in St. Louis Hospital, Pasa-
dena. Surgery was necessary as result of a minor accident three years ago.

DROPS MUTUAL
KOME Cites Ad Dispute
OWNER of KOME Tulsa, Dr. John E.
Brown, announced last week that
effective March 1 the affiliation
of the station with the Mutual
Broadcasting Co. will be can-
celled. Reason for the breach,
according to Dr. Brown, was in-
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tently with its announced pur-
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ing.

Can you guess which is a cow? IT'S OBVIOUS, ISN'T IT?
IT'S JUST AS OBVIOUS that KJMO is again the
most listened to station in Hannibal* This is proved
by the June, 1951 Conlan Study of Listening Habits.

240,470 radio families live within the rich Hannibal*
area. The majority of these families are rural ... these are
the people who have most of the money and who buy the
most ... these are the people who listen most to KJMO.

For proof that KJMO is your best buy in Hannibal* write, wire or phone KJMO or Pearson today.

HANNIBAL ... the rich 41 county area surrounding
Hannibal, Mo., Quincy, Ill. and Keokuk, Iowa.

Representative
John E. Pearson Company
Mutual Network
Hannibal, Missouri

KJMO

5000 watts day
1000 watts at night

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THE NEW MANAGEMENT
OF
WCFL
CHICAGO
50,000 watts on 1000 kc
under the personal direction of
ARTHUR F. HARRE
proudly announces the appointment of
RADIO REPRESENTATIVES, Inc.
as its exclusive national representative
EFFECTIVE IMMEDIATELY

IN NEW YORK
Call
PEGGY STONE
MUrray Hill 8-4342

IN CHICAGO
call
JOHN NORTH
FInancial 6-0982

IN LOS ANGELES
call
Hollywood 9-5408

IN SAN FRANCISCO
call
EXbrook 2-8033
New Deal, which still was a burning question in those days. Not unexpectedly, Sen. Taft took the negative side.

The public response to these broadcasts, especially among constituents of similar views, was so gratifying that Sen. Taft became a firm believer in the power of radio as a campaign weapon.

In 1949, confronted with a well-organized and determined effort to oust him from his Senate seat, Sen. Taft began making weekly broadcasts that were recorded in the Joint Congressional Recording Facility in the U.S. Capitol and carried by 44 Ohio stations. He thus bombarded the electorate of his home state for 78 consecutive weeks.

As the campaign intensified toward the end of 1950, he opened up with a paid weekly television show, regularly scheduled on Wednesdays in all Ohio TV markets. On the eve of an election, he bought time for 25 TV programs, again statewide, in a saturation campaign that made it easy for voters to wonder: "Mr. Republican" was trying to annex another title, "Mr. Television."

According to one Taft adviser, the whirlwind radio-TV campaign was an important factor in Sen. Taft's re-election over his Democratic rival, Joe Ferguson, who was labor's choice to defeat the co-author of the Taft-Hartley Act.

"Radio and television were the only way the Senator was able to cut through the 'censorship' of the labor bosses," the adviser explained last week. By broadcasting, Sen. Taft could reach union members in the sanctuary of their homes, sparing them the possibly hazardous effort of appearing in person at any hall where he might be speaking.

Voice Improvement Noted

Sen. Taft, an admirer of prior phonograph, once had his tonsils out, and since then, his advisers happily note, his voice has improved.

As one of his devoted lieutenants put it last week: "In his latest broadcasts, the Senator has reached his greatest delivery. His voice is deep, powerful and resonant."

On TV, his campaign advisers believe, the Senator will knock 'em dead.

Even his most devout followers confess that Sen. Taft is not always treated kindly by the still camera, but they assert that when he appears in full animation on the TV screen, the true, real-life Taft comes through. Indeed the candidate himself is confident that both radio and TV can serve him as well as the public handsomely.

"The Senator believes radio and television have almost used all of the traditional methods of political campaigns," an aide said last week, "and that they are in the public interest in that they offer the voters complete information on all issues and the positions taken by the candidates."

Sen. Taft has had his run-ins with radio commentators—as have countless other Presidential candidates and even Presidents.

His news-making difference was with Frank Edwards, AFL news commentator, who broadcasts on MBS. Some his associates were incensed by alleged continual political attacks by Mr. Edwards against Sen. Taft when the latter was standing for re-election in Ohio in the now-famous 1950 campaign.

Mr. Edwards' role in that campaign came up again in a Senate committee probing the 1950 campaign some weeks past. In his appearance before the subcommittee, Sen. Taft himself pointed out the broadcasts by Mr. Edwards. The investigation was conducted into campaign expenditures of candidates Taft and Ferguson.

Sen. Taft has an indirect relationship to the business of broadcasting. While not himself actively engaged in the business, Sen. Taft's family has interests. His second cousin, Hubert Taft Jr., is vice president of Cincinnati Radio Inc., operator of WKRC-AM-FM-TV Cincinnati. The Cincinnati Times-Star has half the voting stock in the radio properties and Sen. Taft has a small non-voting stock holding in the newspaper. He is neither active in the newspaper nor in operation of the radio properties.

TALENT Mergers

Proposals Under Study

SCIENTIFIC study of merger proposals, raised for all members of Associated Press and Art Directors of America and to be executed through labor research groups at Cornell and the U. of California at Los Angeles, were well in progress last week, with researchers investigating leaders of all AAAA units involved.

Meanwhile, constitution committee of Television Authority met its Jan. 31 deadline for drafting a document for merger of TVA with the American Federation of Radio Artists, TVA Executive Secretary George Diehm, reported. Membership meetings to discuss the draft will be called by both unions during February, he explained, with a referendum of all radio and television artists to be conducted between March 1 and April 1. When the July 1 deadline for merger of all AAAA members arrives, the two broadcasting units will, in case total merger plans collapse, be in a position to effect immediate juncture.

AWRT MEETING

Coy Expected to Attend

FCC CHAIRMAN Wayne Coy is among distinguished visitors expected to address at the first annual conference of the western division of American Women in Radio and Television Friday, Feb. 10 in San Diego.

Delegates from 11 western states and Alaska and Hawaii are to attend the conference in Hotel Manor, home of KCBS San Diego. Conference will open Saturday with a dinner, to be followed by a business meeting Sunday morning.
TOP COVERAGE ... to corral top Western sales!

No other network...no other medium...gives you the mass coverage of the rich, fast-growing West delivered by NBC Western Network!

How do you reach the most people...for the least money...in the fabulous Pacific Coast market?

There's just one answer: buying radio time on the NBC Western Network. Yes, costs per thousand on NBC Western Network are lower than for any network serving this great market!

And the most recent figures prove that—day or night—your advertising message on NBC Western Network reaches more radio homes than are reached by any other network.

Sell your product or service to the fast-growing, fast-buying millions in the West over the NBC Western Network. For complete details, consult your nearest NBC Sales Office today.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK
Radio Buying Trends Shown In New Study

Printers' Ink report gives media activity of 222 key advertisers

Two hundred and twenty-two companies set the pace for radio advertising during the past 15 years. These 222 firms alone accounted for 50% of all the network time bought in that period! (And, of course, they are blue-chip accounts for national spot.)

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

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

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

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

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

As far as we know, the information in this study has never before been pre- sented or interpreted this way.

We prepared "How The 'Millionaires' Advertise" as a service to our readers (the buyers of advertising) and to our customers (the sellers of advertising).

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

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

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

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

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

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

WOR Merger Effected

(Continued from page 30)

this indicates continued, if not increased, mass radio audiences for New York radio for the future.

Ned "Five New York Radio Audience—Today and Tomorrow," the story is based on Pulse and Ad- vertisement, with a special Pulse survey made for WOR last November among 2,100 radio families in Metropolitan New York.

Findings reported by WOR as of last November include:

1. 3,138,900 families (90.1%) listen to the radio each day, night, or day, or night, with 2,906,000 (85.9%) listening in the daytime and 2,618,600 (81.2%) in the evening hours.

2. 84.5% of TV families listen to radio each week, compared to 98.4% of radio-only homes, with 78.5% TV and 94.9% radio-only listening in the daytime, 71.3% of TV and 96.0% of radio-only listening at night.

3. 2,465,900 families (70.5%) listen on an average day, day or night, or day, with 2,160,700 (62.2%) listening during the daytime, 2,175,700 (64.2%) at night.

4. 60.6% of TV families listen during an average day, day or night, or day, compared to 85.1% of radio-only families listening, with 54.3% of TV and 74.1% of radio-only families listening during the day, 52.3% TV and 77.4% radio-only homes listening at night.

5. Pulse figures for October—December 1951 showed 773,700 families as the average daily radio audience in metropolitan New York, 5.3% greater than the average audience of 734,700 families in the like period of 1946, when there were less than 14,000 TV sets in the area. Increase was attributed by WOR to a 16% increase in the number of radio families in the area, the station notes is "a factor which ratings and sets-in-use statistics fail to take into account," and to increased morn- ing listening which in some part offset the drop in the evening audi- ence.

Over the last five years, the morning radio audience (6 a.m. to noon) has expanded 45%, the afternoon audience (noon to 6 p.m.) 15%, while the evening audience (6 p.m. to midnight) has dropped 17%, WOR stated. However, the station pointed out, the dip in the early evening hours (6-8 p.m.) amounts to less than 3%, and, "even with a decline of 24% between 8 p.m. and midnight, New York radio delivers an average audience of 735,000 families in these hours."

The General Tire radio-TV properties include, in addition to the WOR and its Yankee Network and the Don Lee Networks. In the merger, R. H. Macy & Co., former owner of WOR-AM-FM-TV, received $3,500,000 plus a 16% interest in the newly unified broadcasting company. Further, Macy interests have not sold WOR land, buildings or equipment, but is leasing them to Thomas S. Lee Enterprises Inc., General Tire's radio-TV subsidiary, for 25 years at $315,000 per year. After 25 years rental drops to $78,750 annually. Options to purchase are also included in the agreement, approved by FCC in mid-January [B*T, Jan. 21].

AFA 'MAGIC KEY' FILM
Widely Shown in Oklahoma

American Federation of Advertisers' film, "Magic Key," which shows the forces of advertising in free enterprise, currently is being shown throughout Oklahoma. Credit for wide acceptance of the film reportedly may be traced to Jim Willis, vice president, Oklahoma City Adv. Club, and efforts of the club.

In addition to showings before schools and civic clubs, the film was featured on a regular weekly program over WKY-TV Oklahoma City. Mr. Willis, local time sales- man for WKY-TV, has handled bookings of the film.

Forms New Units

In MOVE which separates ABC Western Division sales service into two units, Mae Dene Ellis, sales service supervisor, has been named sales service manager of ABC-TV. Martha Robinson, sales service as- sistant, elevated to sales service manager, ABC Radio.

Radio Alert Plan
(Continued from page 30)

nce the official concurrence of the Secretary of Defense and the chairman of the National Security Resources Board.

2. The FCC (either the Chairman or a duly designated representative), Secretary of De- fense and other government de- partments may issue the rules and regulations and take action looking to- ward effective operation of the plan. The Secretary of DEF and other agencies also may ap- point designated representatives.

3. The FCC is authorized to adopt emergency rules to re- sist the Committee in the performance of its duties on the plan.

FCC has set Feb. 15 as the deadline for comments on its proposed rules for RACES Radio Ama- teur Communication Emergency Service. Specified frequencies were issued by the Commission in January 1951.

FCC to Watch Budget

The FCC will be keeping a watchful eye for the ultimate fate of a request for $395,000 for field engineering and monitoring activities for fiscal 1953. A $1 million-plus increase is sought on the basis of "defense needs that have strengthened radio-monitoring and direction-finding programs, including control of electromagnetic radiation." (B*T, Sept. 20, 1950.)

President Truman's original CD blueprint, envisioning broadcasters as alert "sentinels," was issued over a year ago (B*T, Sept. 25, 1949); but the FCC late last year decided to split the communications follow-up into two parts, because of the delay on the broadcast phase.

The first of these, issued the previous year, supplied data to civil defense officials responsible for planning, procuring and installing public warning systems.

Because of the cost of installing a high intensity sound wave siren system, FCDA said, it will be nec- essary for people to condition themselves to signals of only reas- onable loudness. Realization of these signals can be developed only by staying practice alerts, according to the manual.

The booklet covers such topics as location of warning devices, maintenance, protection from sabotage, parts replacements and aux- iliary devices and power. It may be obtained from the U. S. Government Printing Office for 50c.

Nelson Heads SCBA

J. NORMAN NELSON was named managing director of Southern California Broadcasters Assn. at a special board meeting Thursday night. He succeeds Robert J. Mc- Andrews, who resigned in December to become commercial and promo- tion manager KBIG Avalon, Calif., which he holds in April. Nelson succeeded Mr. Nelson was ABC Western Di- vision sales promotions manager.
17 Newscasts every day • All news re-written & processed • Associated Press & International News Service • Police-Fire Dept. Radio • Mobile unit • Telephone ‘beeper’ system for on-the-air interviews.

The O. L. Taylor Company—National Representatives
The past is but a
prologue to the future

The emblem at the left symbolizes a quarter-century of service... PUBLIC SERVICE... which has ever been the watchword of the FORT INDUSTRY COMPANY since its founding in 1927.

Although FORT INDUSTRY has grown in size and number of stations, the fundamental concept remains as purposeful today as 25 years ago... to serve the best interests of the public. This has been accomplished by plowing back nearly 75% of its earnings to improve its radio stations and develop television.

The response to and acceptance of the FORT INDUSTRY stations proves the soundness of this policy. "Broadcasting in the public interest" will always be FORT INDUSTRY's number one responsibility and greatest asset.

THE FORT INDUSTRY COMPANY
WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMM, Fairmont, W. Va. • WAGA, Atlanta, Ga.
WGBS, Miami, Fla. • WJBK, Detroit, Mich. • WSAI, Cincinnati, O.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga. • KEYL-TV, San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, Eldorado 5-2455 230 N. Michigan Ave., Chicago 1, Franklin 2-6498
Out on Bond

SEN. ED JOHNSON'S introduction of a legislative amendment that would remove many of the anxieties connected with political broadcasting comes at a most timely moment.

Without such a change in the existing law, broadcasters must face the approaching political campaigns, which promise to be among the more ferocious of recent history, in the same be-damned-if-you-do and be-damned-if-you-don’t state that they have unfortunately occupied since 1934 when the Communications Act was written.

As now composed, Section 315 of the act prohibits broadcasters from carrying anything—including libel—out of a political candidate's broadcast, but it provides no protection at all for whatever legal consequences ensue.

Sen. Johnson's amendment would furnish protection by requiring candidates or their spokesmen to post a bond and by limiting any libel suit that might subsequently be filed against a broadcaster to damages in the amount of the bond. The question as to whether it is legally possible to write that kind of limited liability for a particular class of citizen, in this case the broadcaster, is one that attorneys may want to argue. But in essence, we believe, Sen. Johnson's proposal might be put on the right track.

Every effort must be made to bring this legislation to hearing (which would be conducted before Sen. Johnson's own Interstate and Foreign Commerce Committee) as soon as possible, with the hope of correcting the law before the full vigor of the 1962 campaigns is developed.

The Senator deserves the broadcasters' thanks for introducing the needed legislation, and, more significantly, their most complete support in pushing it through the Congress.

Knockout Count

IT IS GRATIFYING to observe that some people have quit counting radio out and are beginning to count it up.

It counts up to a pretty fabulous figure, as the report of the Joint Radio Network Committee last week showed.

The committee says there are 105,300,000 radio sets in America, 9,300,000 more than there were a year ago, and that these sets are distributed in some very interesting places.

Some 34,000,000 of them are secondary or portable sets, in homes that also have primary sets. Secondary set listening (in kitchen, bedroom, etc.) isn't affected much by television (in those areas that have TV), and portable set listening isn't affected at all.

Some 23,500,000 of them are in automobiles. Television provides no competition whatever to car radios.

The 34,000,000 secondary or portable sets plus the 23,500,000 car radios add up to 57,800,000. Just for the hell of it, let's forget entirely about the other 47,800,000 sets that make up the 105,800,000 total and think for a moment about those 57,800,000 that aren't in the same room or even in the same vicinity with television.

(At this time, of course, a tremendous number of other sets are in places beyond reach of any TV signal, but we don't know exactly how many of these there are.)

It's interesting to note that there are more secondary or portable sets in use than there are newspaper copies sold daily in the entire country.

Editor & Publisher estimates that total circulation of all U. S. dailies is around 45,000,000. In short, you can completely dismiss almost half of all the radio sets in the country—the half that may be considered "primary" sets—and radio's circulation still beats the newspapers' by more than three million.

Now of course it is impossible to ignore those other 47,800,000 radio sets, no matter how hard anyone tries. About 900,000 of them were purchased within the past year by folks who were setting up new households. Presumably, they bought the radios to listen to, since radio receivers have little other purpose that we know of.

All 47,800,000 are in working condition, a fact which strengthens our belief that people are not letting their radios fall into disuse.

Five million of these sets are in institutions, dormitories, barracks and "other places," according to the network committee, but the other 42,800,000 are the primary sets in the 95.6% of all U. S. homes that are radio-equipped. Anybody know what percentage of all U. S. homes take newspapers or magazines? Anybody want to bet against our statement that in both cases it's a lot less than 95.6%?

Toward a Stronger "Voice"

THE TWIN phenomena of World War II—for good or for evil—were the atom bomb and psychological warfare. The atom bomb ended hostilities. The war of words has never even started.

Our psychological warfare program is wrapped up, broadly, in the Voice of America. Russia's outlay for propaganda, we're told, runs $3.5 billion—or about 15 times what we're spending.

This propaganda activity is a rough business. Everybody's an expert. You can start a talkathon in Congress by mere mention of it. Just recently it has begun to take on an aura of respect. That's because the Voice and associated activities have begun to penetrate and irritate the Iron Curtainaires.

While there's still acrimony aplenty on the Hill, the transition from what existed just a couple of years ago is revealing. This turn can be attributed to the work primarily of one man—Edward W. Barrett, who has reigned as assistant secretary of state in charge of Voice affairs after two arduous years. His was a heroic accomplishment. He leaves the State Department operations far better than he found them. His legacy is approval of a separation of the functions—an administrator of International Information who reports directly to the Secretary of State, an assistant secretary of state for public affairs.

There are those who argue for a separate propaganda agency, responsible to the President, with a head of cabinet rank. Unlike the Soviet, where all originates in the Kremlin, it would appear impossible in our democracy to isolate the propaganda office from the "Foreign Office" or State Dept.

What is needed is greater recognition by Congress of the importance of psychological activities. Atomic energy is handled by a high level joint committee of both House and Senate. Secrets are kept. There's no briefing on the floor about its activities, no smears that make a mockery of our efforts in the eyes of those we're trying to sell abroad on our sincerity and zeal for world peace.

There should be a Joint Committee of Congress for Psychological Warfare. It should be manned by senior members of Senate and House—those handling appropriations and ways and means.

Then, we think, most of our internal troubles about our external operations would end.

CHATTANOOGA is a city of feverish activity these days, pointing up the frenzied vitality of the Tennessee Valley Authority and the great Atomic City near by Oak Ridge.

But for two southern radio pioneers, TVA conjures visions of another booming industry sharply distinct from defense pursuits.

Looking back over 27 years of rewarding association in the commercial radio field, Pioneers Earl Winger and Norman Thomas can take understandable pride in accomplishments accrued to WDOD, of which they are co-owners.

While they are proud to be in the heart of the TVA development, their next immediate goal is to establish Chattanooga as the TVA center of the great valley. Like many another restless broadcaster, Messrs. Winger and Thomas eagerly await the lifting of the freeze by FCC with which WDOD has filed a television application.

The city is video-less at present, but these two pioneers, lifelong friends since the early 1900's, predict unlimited opportunities for the burgeoning industry there.

In looking ahead to television, they would like to tackle what they have already accomplished in radio—bring entertainment, information and public service to this growing community.

The team of Winger and Thomas did, in fact, literally "grow up" in Chattanooga radio, with resulting profit to both, but this is only part of the story. In the process they schooled a host of radio executives, coast to coast, reading like part of a broadcasting "Who's Who."

The association of Earl William Winger and Norman Ashley Thomas actually began in Marietta, Ohio, nearly a score of years before commercial radio came to the American scene.

Norm Thomas was born in Marietta Jan. 25, 1901, and Earl Winger in Pennsylvania May 5, 1899. The latter moved to Marietta in childhood and soon he and the other youth became good neighbors.

It was then that the groundwork was laid for two parallel radio careers. They experimented with wireless telegraphy, communicating with each other in their respective homes.

Mr. Thomas received his early schooling at Marietta College and his friendship was temporarily interrupted when Mr. Winger and his family moved to Chattanooga, where the

(Continued on page 54)
In the eyes of Arle Haeberle...

About Arle Haeberle of WTCN

Personally tries everything she sells...more than foods, she covers all fields of women's interests...sells civic projects to housewives...from symphony...to Legion Auxiliary...to dolls for poor kids...to Red Cross...to Hospital Benefits...to Bower clubs...to church groups...to community theatres...to lunch clubs.

Over 50 groups ask her help and get it. Their memberships get their news from Arle. They try to make her president of everything. . . . And yet a common sense approach to advertising problems!

Products are like children: Special Development is Often Needed To Bring Them Out!

In the Minneapolis-St. Paul Market the ability of Arle Haeberle to "mother" new products, to work with Agency and the Advertiser's sales force is unique in Radio Selling.

Her morning show . . . Around the Town . . . on WTCN Radio has built a list of 7000 housewives who help Arle by trying products and "telling Arle about them"!

More than a box-top miner . . . her interest extends beyond good delivery of a commercial. For the advertiser who wants to pre-test a market, Arle Haeberle delivers a whopping big bargain.

If this kind of plus sounds like what the doctor ordered for your problem product . . . ask our man in your reception room to come in!

"They knew his bell, his voice: and so the friendship of a voice with many people was formed"

WTCN-Radio

National Representatives
FREE AND PETERS

and WTCN-TV MINNEAPOLIS-ST. PAUL
Town Crier of the Northwest
D. E. (TONY) PROVOST, vice president and general manager of Hearst radio operations, elected director of KING AM-FM-TV Seattle. Hearst, through the Seattle Post Intelligencer, holds 25% interest in KING properties.

NEAL SMITH, sales manager and account executive, WLW Cincinnati, to WCOL Columbus, Ohio, as station manager.

TOM GARTEN, commercial manager, WSAZ Huntington, W. Va., appointed station manager. JAMES H. FERGUSON, program director, moves to WSAZ-TV as director of sales.

HUGH B. LARUE, sales manager, Aloha Network, Hawaii, named account executive at WNBC New York.

WILLIAM KIEWEL appointed station manager at KROX Crookston, Minn., replacing GARY FOX, who moves to station's sales department.

PETER M. SOUTTER appointed an account executive in sales department of DuMont Television Network, N. Y.

CLARENCE H. BRACEY, general commercial manager, WHOO Orlando, Fla., to staff of ABC Television Spot Sales.

CHARLES BENNETT, program director, KCSB San Bernardino, Calif., promoted to station manager.

HERBERT MARTIN, Jr. named sales manager, WSGN and WSGN-AM Birmingham, Ala.; B. W. RANDA appointed manager of general sales, and OTIS DODGE has been added to the station's sales staff.

AL HARRIGAN, news editor, WBYS Canton, Ill., named station manager succeeding the late BILLY RICHARDSON who was fatally injured in an automobile accident Dec. 10 [B&T, Dec. 24, 1951].

GEORGE P. MOORE, director of sales, WLWT (TV) Cincinnati, to WLTV (TV) Atlanta as general sales manager.

PHIL BALDWIN, assistant manager, CKNW New Westminster, B. C., elected director of Vancouver Advertising Club.

EDWARD BLEIER, program and audience promotion department, DuMont TV Network, N. Y., to local spot sales department of WJZ-TV same city, as account executive.

Mr. Moore

STUART V. WEISSMAN, assistant to sales manager, WOR New York, named to sales staff, Succeeding sales manager's assistant is ROLLIN BOYNTON, WQXR New York.

WILLIAM J. MARTIN, Look magazine sales representative, Phila., joins NBC New York-network sales department.


F. W. H. WELLWOOD named executive assistant to GEORGE C. CHANDLER, president of GJOR Vancouver. Mr. Wellwood was formerly management consultant for a number of internationally-known companies including E. B. Eddy Co., Holl, Que.; Edding-Corticelli Ltd., Montreal; Canadian Marconi Co., Montreal; and Thomas Nelson & Sons, New York.

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

CAPT. GLENN GILBERT, formerly WGAR Cleveland sales staff member, shipped overseas with Air Force.

C. MERWIN TRAVIS, Howard G. Mayer & Assoc., Hollywood, to ABC Western Division as sales promotion manager succeeding JOHN HANSEN who moves to KECA same city, as account executive.

BERRY LONG, sales manager of WNBC New York, to KLZ Denver as local sales manager replacing R. MAIN MORRIS who will devote full time to post of assistant manager.

KNOX LAUDE, manager, San Francisco office, George P. Hollingbery Co., station representative, joins KONG Visalia, Calif., as general manager effective Feb. 15. He also will assist in KSTN Stockton management. GEORGE LINDMAN, manager, KPOA Honolulu, succeeds him as George P. Hollingbery Co.'s San Francisco manager.

Mr. Long

ROBERT WHITE has resigned as account executive at MBS New York. Future plans are unannounced.

JOHN BRUBAKER, news editor, WCCC Hartford, switches to the station's sales staff. PAUL MARTIN, station manager, was incorrectly identified as having assumed this position. [B&T, Jan. 28]

PERSONALS...

JOHN PAITISON WILLIAMS, executive vice president of WING Dayton, WIZE Springfield and WCOL Columbus, Ohio, re-elected to the board of directors of Dayton Community Chest for three-year term.

ROGER W. CLIPP, general manager, WFIL-AM-TV Philadelphia, named chairman of the radio-TV publicity committee for 1952 Heart Fund campaign in Philadelphia area.

JOHN S. SCHEUER Jr., operations assistant to general manager of WJZ New York celebrated sixth anniversary of its Farm News Program with Phil Alampi, WJZ farm news editor. Mr. Alampi, a past president of National Assn. of Radio Farm Directors, has missed only one broadcast during entire period of Monday-through-Saturday (6-6:30 a.m. EST) programs.

(Continued on page 56)
There is no such thing as a television home

Proof? It's all in a startling new WNEW report, along with evidence of just how big New York radio is — of how fabulously big WNEW is today — after four years of television. Copies are available to advertisers and agencies upon request.

WNEW
1130 ON YOUR DIAL
latter attended Central High. After graduation from Baylor in 1920, Mr. Winger returned to Marietta College and then attended the U. of Chattanooga.

The formal schooling of the pair came to an abrupt halt, however, in due course. Having settled in Chattanooga, they rented a one-room downtown location and set up a radio shop to repair sets and sell crystal sets.

It may be safely reported that this fledgling enterprise made little or no impression on the business or radio market when they joined the city. But the boys continued to stick it out.

Then a rather daring thought occurred to one of the youths (it has never been established which one): Why not put up a little broadcasting station to run a few hours a day and thus stimulate the sale of radio receivers—strictly as a hobby sideline, of course.

Without question, the advertising potentialities of radio—and their mutual career pattern—were undreamed of by the two young promoters.

They soon rented a 20 by 20 ft. room to house a combination studio and office, with additional space for a transmitter. Slim and agile then, by their own admissions, they shinned up the outside walls in the manner of Peck's bad boy and installed a tower from instructions gleaned from a book.

Debut as 50 Outpost

The public took the months to its heart from the outset, manifesting an eager interest in the early operation of what was to become WQOD. Their facilities represented the "lock, stock and barrel" investment of WQOD when it took the air April 13, 1925, with 50 w., the co-owners fondly recall.

They played their shows for three broadcast hours three evenings per week, starting at 8:30 p.m. But listeners clamored for more, and in 1926, 100 w. exceeded supply. The schedule was stepped up until day and night broadcasting became firmly established.

WQOD moved to the top floor of the Patton Hotel in November 1925 and boosted its power to 500 w. Radio fans were treated to available local talent. Four years later, power was jumped again, this time to 5 kw. daytime and 1 kw. night. In 1930 WQOD counted itself among the first seven stations to affiliate with CBS.

Another power increase (to 5 kw nighttime) was granted in 1941, making WQOD the most powerful voice in the Tennessee Valley area. Studios were moved to the Hamilton National Bank Bldg. and the transmitter to its present location near Baylor School.

FM emerged as a reality for WQOD in 1949, with location atop Signal Mountain—today the only FM outlet in the area with network affiliation.

Norm Thomas and Earl Winger embarked on a training program for personnel as the station grew and progressed and assumed a voice in community affairs.

Among the alumni who got some of their training under Messrs. Winger and Thomas were Gene Wifley, WCOO Minneapolis; Arch McDonald, Washington sports-caster; Frank Lane, KJMG Tulsa; Wayne Cameron, ABC network; Carter Parker, WDRF Chattanoo; Bob Sherry, CBS New York; J. W. Birdwell, WIBR Knoxville; Joe Eislein, RCA Electronics Div. Others included Stout, WROL Knoxville; Bill Davies, WBZ Dalton, Ga., and Bill Corley of WBNS Columbus, Ohio.

The two owners kept pace with the station's growth through the years, taking an active part in business and civic activities.

TAB Re-elects Winger

Mr. Winger recently was re-elected for another term as an officer of the Tennessee Assn. of Broadcasters. A past president of the local Rotary Club, he is a trustee of Baylor School and a member of the board of the Chamber of Commerce. He also is active with the YMCA and Boy Scouts of America.

Mr. Thomas belongs to the Kiwanis Club and is interested in agricultural development of the area. He also heads a housing development for Negroes and was instrumental in making possible several aviation programs.

Both Mr. Thomas and Mr. Winger are members of the Mountain City Club and the Radio Pioneers Club.

By strange working of fate, both also have parallel personal lives. Each has five children and is a grandfather. Even their hobbies are similar. Mr. Thomas is a hunter, preferring fishing and farming and Mr. Winger gardening and golfing to supplement his fishing activities.

They both pointed out that the Valley would hold a great potential for television in a city now much in the national spotlight. Aside from TVA and Atomic City, the Arnold Engineering Development Center also is very much in evidence with its wind tunnels and supersonic jet engines.

"What marvelous opportunities for growth await this area?" they both ask, full well knowing the answer.

Strictly Business

remained at Headley-Reed until the fall of 1946, except for a year's stint in the Army Air Force, and John Blair & Co., representative firm which at that time handled only radio stations. In February 1951, shortly after the firm established a completely separate television company, Jack Davis became Chicago manager of Blair-TV.

He supervises sales for nine TV stations in most of the Midwest, working with two salesmen. Convinced that television long ago proved it sells merchandise, he believes the "only reason a lot of advertisers are not going into TV is because they need to be educated."

Mr. Davis points to the increasing number of 52-week contracts in TV, rare in radio, so buyers can keep their time franchise. He sees a continuing need for film spots and shows because of their flexibility, enabling them to "hypo" sales in specific areas.

A sporting enthusiast, Mr. Davis is an ace golfer, swimmer and sailor and is currently teaching his nine-year-old daughter, Dale Ann, how to dive. Her brother, John Will, is serving The Davis family lives in north suburban Glenview, where Mr. Davis heads the maintenance division for their ranch house and for the brook in the backyard. His wife is the former Eleanor Winter of Evanston, Ill.

A unique suburbanite, Mr. Davis is actively interested in village affairs, serving on zoning and political committees and attending most of the village board meetings. He is a member of the Chicago Television Council and Westmoreland Country Club.

For Information

Call FORJOE
National Representative,
or DAVE MORRIS
General Manager
at Keystone 2581

K-NUZ
Radio Ranch
P. O. Box 2135 T.W.X. HO 414

Page 54 • February 4, 1952

GATES, QUINCY, ILLINOIS

For Your ONE SOURCE Supply for
ALL Broadcasting Equipment Needs

These offices to serve you

QUINCY, ILL. TEL. 8202
HOUSTON, TEXAS TEL. ATWOOD 8536
WASHINGTON, D. C. TEL. METROPOLITAN 0522
MONTREAL, QUE. TEL. ATLANTIC 9441
NEW YORK CITY TEL. MURRAY HILL 9-0200

BROADCASTING • Telecasting
Leading Independent Radio Stations are Pushing Sales Curves UP!

It Will Pay You to do some INDEPENDENT THINKING

If you have been hearing dire predictions about the fate of radio in general, just cast an eye at the leading independent radio stations! Competition has kept them toughened up, made them today's best buy when you really want profitable results. You owe it to yourself to get the facts. Just write to any AIMS member listed below.

THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

WCUE — Akron, Ohio
WBMD — Baltimore, Maryland
WBNY — Buffalo, New York
WJMO — Cleveland, Ohio
WWMO — Columbus, Ohio
KMYR — Denver, Colorado
KBBC — Des Moines, Iowa
WKY — Evansville, Indiana
WCCE — Hartford, Connecticut
WLXW — Indianapolis, Indiana
WJXN — Jackson, Mississippi
KLMS — Lincoln, Nebraska
WXYW — Louisville, Kentucky
WSAVE — Miami, Florida
WMIL — Milwaukee, Wisconsin
WKDA — Nashville, Tennessee
WSOK — New Orleans, Louisiana
WWSW — Pittsburgh, Pennsylvania
KXI — Portland, Oregon
WXGI — Richmond, Virginia
KSTL — St. Louis, Missouri
WMIN — Minneapolis-St. Paul
KNAK — Salt Lake City, Utah
KITE — San Antonio, Texas
KSON — San Diego, California
KYA — San Francisco, California
KING — Seattle, Washington
KREM — Spokane, Washington
WACE — Springfield, Massachusetts
KSTN — Stockton, California
WOLF — Syracuse, New York
KFBM — Tulsa, Oklahoma
WNEB — Worcester, Massachusetts
WBWB — Youngstown, Ohio

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

Aim for BULL'S-EYE results...with the AIMS GROUP
Front Office

(Continued from page 58)

WFIL Philadelphia, appointed for second successive year to serve as radio representative on the Committee on Nursing Resources to Meet Civil and Military Nursing Needs, group sponsored by the Pennsylvania State Nurses Assn.

DONN B. TATUM, director of television, ABC Western Division, named volunteer TV chairman for 1955 Los Angeles Red Cross fund raising campaign.

ALLEN M. WOODALL, president of WDAK Columbus, Ga., elected president of 1955 board of directors of Columbus Chamber of Commerce.

COLIN M. SELPH, vice president and general manager, KDB Santa Barbara, Calif., appointed general publicity chairman for 1956 Red Cross Campaign in Santa Barbara.

JOHN H. L. TRAUTFELTER, vice president and treasurer, WFBX Baltimore, elected president of Executives Assn. of Baltimore Inc. for one-year term.

Feature of the Week

(Continued from page 16)

die graduation, paid tribute to the "ability, persistence, and courage" of the graduates.

Also complimenting the station for its work, Mr. Ernst reminded the Friday TV audience, "through television more friends can be present at the graduation of these boys and girls than can be packed into the auditorium of any high school in the country."

WPIX first offered its facilities to the New York Board of Education in the fall of 1956, with an ultimate plan for Living Blackboard devised and inaugurated at 10:45 a.m., Oct. 15, 1951, to give lessons to city students confined to their homes.

The 15-25 minute series—telecast Monday, Wednesday and Friday—was divided into three categories, "Science at Your Fingertips," "Make It Your Business" and "Adventures in Understanding" for ultimate broadcast directly to classroom viewers but primarily for pupils unable, because of illness, to attend regular high school classes.

The video lessons were coordinated with regular instruction the students received from visiting teachers and by radio from New York's education outlet, WNYE (FM) with some of the same instructors also appearing on the telecasts.

OPENING the series last October, Superintendent of Schools Dr. William Jansen explained the delighted educator's point of view when he told the confined students, "through the magic of television, we can literally give you a picture."

Success of the series was immediate, with support coming from several city agencies and over a dozen business organizations in New York. WPIX was even tuned in by hospitalized veterans who wanted to finish their high school educations, and nine other cities in the area asked to coordinate their projects for confined students with the TV program.

Educators visiting New York from other states and countries appeared to help the sick in body grow in mind and learn adjustments to their handicaps. Voice of America beamed audio versions of the program to European audiences.

And today (Monday), any questions that might have been raised about a commercial video station's wisdom in scheduling educational programming are overwhelmingly answered; WPIX begins the second semester of Living Blackboard at 12 noon.

New York Judgship

PRESIDENTIAL nomination of FCC Comr. Frieda B. Hennock to a New York federal court post last year is now officially a past issue. Miss Hennock's nomination was pigeon-holed in the Senate Judiciary Committee after extensive hearings were held. Last Wednesday, President Truman nominated David N. Edelstein as U. S. Judge for the Southern District of New York, the judgeship which had been earmarked for Miss Hennock. Judge Edelstein received a recess appointment last Nov. 1 after the President announced that the recess appointment had been offered to Miss Hennock and that she had declined the offer.

SCHILE NAMED

Elected President of UBA

FLEDDING Utah Broadcasters Assn. last week more firmly established its operating structure and elected S. John Schile, vice president, Rocky Mountain Broadcasting Sys- tem, as president.

Operating on a temporary basis the past year, the first annual meeting in Salt Lake City last Tuesday took steps to strengthen the organization. Of 20 stations in Utah, 17 were represented.

The meeting completed Articles of Incorporation which were filed with the Secretary of State; also drafted and approved a constitution and by-laws.

During the past few months, C. Richard Evans, vice president and general manager, KSU-AM-FM-TV Salt Lake City, has been serving as president. A new slate of officers was elected and installed. In addition to Mr. Schile. They are: Emerson Smith, KDYL-TV Salt Lake City, vice president, Northern Div.; Harold Van Wagener, KCUP Provo, vice president, Southern Div.; Arch Webb, KVOD Ogden, secretary-treasurer and member of the board of directors. Other board members were listed as Bob Davies, KMUR Murray; Jack Richards KOAL Price, and Harold Tolbo, KOVO Provo.

Wooley Named

In addition, several committee appointments were made, the most important of which was that of the legislative committee, headed by Easton Wooley, KDYL.

Among resolutions passed was an emphatic vote against the Benton Bill "as unjust censorship of the broadcasting industry."

UBA plans to have full membership meetings twice a year and meetings of directors as often as "is necessary to insure complete cooperation in solving the problems of the industry within its jurisdiction."

Page 56 • February 4, 1952
How to catch an atomic killer!

Today, there's a potential killer in labs and factories — radioactivity!

But atom workers are safe — thanks to the weapons of science.

Besides every precaution, workers get daily check-ups with ion-chamber "guns" and other radiation-detection instruments. They catch the killer before it strikes!

With atomic industry booming, demand for nuclear instruments is great.

Delivery must be certain — and it must be fast.

That's why, when shipping these and other precision instruments, both shipper and receiver stamp their orders: via Air Express!

The world's fastest shipping service brings this vital equipment safe, sound and soon to laboratories and defense production centers everywhere.

Whatever your business, you can profit from regular use of Air Express. Here's why:

IT'S FASTEST — Air Express gets top priority of all commercial shipping services — gives the fastest, most complete door-to-door pick-up-and-delivery service in all cities and principal towns at no extra cost.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE — Air Express service costs less than you think, gives you many profit-making opportunities.

For more facts, call Air Express Division of Railway Express Agency.
On All Accounts
(Continued from page 18)
media department has already given you a bad name throughout the business.

3. The representative is entitled to an honest answer as to why he was late off a schedule, if he was. No reasonable refusal can cause hard feelings, but evasions can.

He is confident of radio's ability to weather the TV impact and re-assume its proper place in the media picture, but feels that much thinking must still go into the problem of radio flexibility.

"Many national advertisers now have the dilemma of wanting network radio, but of already having heavy TV expenditures in some of the same markets. Obviously, some way must be found to enable them to use all the markets they want, without having to duplicate in many. Right now, spot radio seems to be the best solution," he observed.

"Strong, imaginative local programming is the best sales aid a station can have. National advertisers are always interested in the local show which has built up attention."

Just before the war, Norman Strouse was account executive for six years on the Shell Oil accounts. He was assistant Pacific Coast manager for the agency when he "accepted a position" with Uncle Sam in 1942.

Rises Through Ranks
Enlisting as a private, Mr. Strouse went through the Medical Administrative Corps officer school and was commissioned in October 1942. After a few months with the War Dept., he went to General MacArthur's headquarters for more than two years. His big job was organizing and directing information and educational activities. The end of the war found him a major and he was awarded the Legion of Merit and an award from the Philippine government.

Mr. Strouse never got far from radio even in the Southwest Pacific. His group set up Armed Forces Radio stations from Milne Bay to Manila.

Returning to JWT in 1946, he was made account executive on the Ford account. He was made a vice president in 1947 and Detroit manager in 1948.

An interesting sidelight on this busy executive is his love for rare books and fine printing. For 25 years he has been collecting books and has a connoisseur's assemblage. But he's not content just to gather books of others. He prints his own. He has a hand printing press and over 30 fonts of type for small books and pamphlets.

Mr. Strouse is a member of the Detroit Athletic Club, Oakland Hills Golf Club, Bloomfield Hills County Club and the Bloomfield Open Hunt Club. In addition, he also belongs to Detroit's Aedcraft Club.

Texans Notice Weather
THEY DO things big in Texas—even early in the morning before the sun rises. KFJZ Fort Worth offered a free thermometer to listeners of George Erwin's Dawn Patrol at 5:40 one morning and was deluged with requests from 1,057 persons. The breakdown covered 115 towns, 48 counties and six states. Clyde Pemberton, KFJZ commercial manager, said he always knew Texans were "weather-minded" but described the results as almost unbelievable.

CALIF. GROUP TO ELECT
Session Set Feb. 7
NEW OFFICERS and directors will be elected at day-long annual membership meeting of the California State Radio & Television Broadcasters Assn. in Hollywood Roosevelt Hotel next Thursday.

William B. Smullin, general manager of KIBM Oureka, and state broadcasters' outgoing president, is to preside. Report on past year's activities of CSRTBA is to be given by Paul Bartlett, association secretary-treasurer, and general manager of KFRE Fresno.

RCA SALES SESSION
Promotions Are Announced
THIRTY-TWO salesmen of the RCA Engineering Products Department were named members of the department's Sales Leaders Club for exceeding quotas during 1951.

Eight members were named directors of the club for 1952. They are D. S. Newborg, chairman; J. W. Hillegas, J. C. Fields, O. H. Mackley, H. T. Schrule, R. L. Cleveland, D. R. Davis and E. E. Spicer.

More than 200 sales personnel, including members of the department's Camden office staff and field salesmen from regional offices throughout the country, a fortnight ago attended week-long sessions devoted to 1952 sales planning.

Nineteen field sales appointments, involving promotions or additions to the field staff, were announced as follows:


Communications Equipment—C. J. Hitchcock, Kansas City; H. R. Jones, Cleveland; L. Morrow, Dallas; R. V. Vick, Atlanta; R. C. Newman, New York; W. L. Babcock, Los Angeles; and J. M. Young, Atlanta.


Film Recording—J. V. Leahy, New York.

Clebar
the stop watch of split second accuracy

#650
1/5 second timer for general timing, 7 jewels Clebar quality, nonmagnetic, 30 minute register-start, stop and fly-back from crown.

There is a Clebar stop watch for every precision timing purpose. Write for new FREE catalog which illustrates more than a score of models.
In New York—
America's richest market—
only three tv stations, three
high-priced tv stations, draw
more nighttime audience
than WOR-tv
channel 9

For the third month in a row, WOR-tv's nighttime audience ranks fourth in New York...topping a key network station and drawing more viewers than any other independent tv station in the city. WOR-tv is only a breath away from New York's third television station! And now Channel 9 gives advertisers the best tv facilities available in any market in any country in the world. Now Channel 9 is telecasting from its new home, Television Square... New York's first building erected especially for television.

Everything about Channel 9 is bigger and better than ever! Audiences are larger; power is greater. Studios are the best in television. Only rates have remained the same... still the lowest in television.

*Jan. 1952—Telepulse
In recent years, the American Business Clubs National Organization became interested in the growing problem of cerebral palsy, or spastic paralysis. A nationwide, continuing educational campaign was undertaken at that time to stress the need for special research and treatment. For the year 1952, an intensive campaign was planned. The film "Search" was produced for distribution by local American Business Clubs. To assist the Lancaster club to get the campaign under way in its area the facilities of WGAL-TV were made available. A two-program series with a dual purpose was presented early in January of this year. First, full information was presented regarding the film "Search" and its availability for showing before clubs, fraternal and service groups. Second, the

WGAL-TV programs sought to alert the public to the increasing number of victims; to explain how to detect the disease; to outline means of patient rehabilitation, and to help solve family adjustment problems. In the Lancaster area the campaign has been a marked success. The film has had continuous booking. WGAL-TV is pleased to be a part of this important nationwide activity.

In the photograph—(center) Wayne V. Strasbaugh, president Lancaster Chapter, American Business Clubs, (left) A. H. Spinner, club member, and Dr. James S. Martin, representing the Lancaster County Medical Society.
ECC QUERIES PROGRAMMING

Continued From Page 23

misson did not appraise the reports either quantitatively or qualitatively. The sole yardstick was some degree of programming in education or religion as against none at all in either field, the latter situation resulting invariably in the "temporary."

There was no indication that the Commission attempted to consider in any manner the amount of commercialization of TV stations but rather was guided solely by the stations' own statements as to program diversification.

It was recognized, moreover, that the sample yardstick was used and, whereas during the composite week in question, no education or religion had been telecast, the program schedules for other periods would show otherwise.

All stations will have an opportunity to answer, Mr. Coy said, in response to letters to be sent to each station involved. It was evident that the sample yardstick both types of programs, however small. Where "goose eggs" were shown, the temporary authorization ensued. Where there was some percentage of programming in both categories, renewals for the one-year period were issued.

There were certain exceptions, however. In the case of WRK-TV Cincinnati, it was learned that the Commission issued a temporary authorization because of the tendency before the Commission of policy for specialized FM service operation (Transit Radio, Functional, etc.). WRK-TV Inc. is a Transit Radio licensee and stockholder. Commissioner George Sterling voted for a regular renewal.

In the case of KPHO-TV Phoenix, there was the question of clarification of ownership. KPHO (AM), according to the records, is owned by a different group of stockholders than is KPHO-TV and apparently the Commission records never have been corrected.

A third "temporary," departing from the program balance issue, is that involving KTV (TV) Los Angeles. It was learned that a number of complaints had been received by the Commission pertaining to allegedly unauthorized use of pictures of certain individuals, probably stemming from the panning of large groups at sporting or other events. This poses an entirely new question and the FCC is desirous of looking into it.

Commissioner Robert F. Jones voted for temporary extension of licenses in all cases on the ground that the FCC's action, in his view, was too hasty. He felt that the Commission should give more detailed study to the questions involving each station rather than placing a question cloud those stations which received temporary authorizations merely because of a percentage point here or there on educational or religious broadcastings. He expressed opposition to any interference with programming and felt that inquiries should have gone to the stations in advance of renewal action, rather than afterward.

Stations On Temporary

Among the stations put on temporary were the Crosley outlets in Cincinnati, Dayton and Columbus, NBC stations in New York, Chicago and Washington, and Fort Industry stations in Detroit and Toledo.

ABC stations in San Francisco, Los Angeles, Chicago and Detroit were among those granted regular renewals for one year. (ABC-owned WJZ-TV New York is still a CP-holder, operating commercially under an STA.) Thus, this may be considered the Commission's answer to the petition of Gordon Brown, WSAY Rochester, N. Y., that ABC's TV stations be set for renewal hearing on the grounds that ABC had damaged WSAY by withholding affiliation [B*E, Jan. 28].

Some immediate feeling that the temporary were based on the legalities of FCC proposed changesovers required under the new allocations plans was dissipated when it was noted that the 31 stations involved fell in both parts of the Commission's announcement.

Text of Announcement on the 78 Renewal Applications

FOLLOWING is the official announcement (Public Notice 72774) of the Commission's action renewing for one full year the licenses of 22 TV stations and temporarily extending for three months the licenses of 25 TV stations:

The Commission en banc, all Commissioners present, took the following action on January 30 with respect to applications of 78 commercial TV stations for renewal of licenses:


Extended licenses on a temporary basis to May 1, 1952, for KING-TV Seattle, Wash.; KPHO-TV Phoenix, Ariz.; KTVV Los Angeles, Calif.; WAVE-TV Louisville, Ky.; WBSN-TV Columbus, Ohio; WBTV Charlotte, N. C.; WDEL-TV Wilmington, Del.; WGN-TV Chicago, Ill.; WJAC-TV Johnstown, Pa.; WJAR-TV Providence, R. I.; WJKB-TV Detroit, Mich.; WRC-TV Cincinnati, Ohio; WTVV Utica, N. Y.; WLWC Columbus, Ohio; WLEW Dayton, Ohio; WLCN Cincinnati, Ohio; WUAC-TV New Haven, Conn.; WNBQ Chicago, Ill.; WNBT New York, N. Y.; WNBN Washington, D. C.; WOR-TV New York, N. Y.; WOW-TV Omaha, Neb.; WSPD-TV Toledo, Ohio; WTB-S-TV Norfolk, Va.; WTOP-TV Washington, D. C., and WXEI Parma, Ohio [Cleveland].

The above actions do not in any way prejudice any action which may be taken by the Commission in connection with the presently pending TV allocations proceedings (Dockets 5276 and 5276-A).

Commissioner Jones voted for temporary extension of licenses in all cases; Commissioner Sterling favored a regular renewal for WKRC-TV.

FEBRUARY 4, 1952

STOCK REPORTS

TV Version Packaged

A THREE-TIMES daily television report on all stocks listed by the New York exchange is planned by Morse Productions, New York, in a video package idea announced last week. It was held that Wall St. sees the program as a method for drawing greater investment capital into American business.

Plan calls for alphabetical listing—of only those issues in which there has been trading—over a local New York television outlet three times a business day. First telecast would be at 10:30 a.m. for a five-minute report on the first half-hour of trading. Second report, for 10 minutes, would be aired at 12:30 p.m. for a summary of mid-day activity. Late report, at 2:15 p.m., would last for 15 minutes, finishing a half hour before the market's close, thus giving viewers time to contact their brokers and close transactions.

On Saturday, when the market closes at noon, there would be a single program from 11:20-11:30 a.m. No listing would be given for closing prices or for issues in which there is no trading since these may be obtained daily from the press.

Benjamin W. Morse, head of Morse Productions, described the purpose of the program as being to help the private investor who cannot easily follow ticker tape jargon or catch transactions of lesser issues on the board. All issues would be listed, he explained,

(Continued on page 70)
JOINT TV OWNERSHIP?

CAN RADIO station owners in the same city legally combine through a single new firm to seek a scarce TV channel there? Question stems from FCC staff expressions to Washington radio attorneys that such a course might jeopardise the licenses of the radio stations involved.

Under the FCC's duopoly rule (Sec. 335), more than one station in the same market cannot be owned or controlled by the same person. In various decisions since the adoption of that rule, the Commission has made it quite clear that "control" does not mean what it does in the business-world—majority stock ownership—but "actual working control in whatever manner exercised." In many cases this interpretation has been invoked to deny licenses where substantial minority ownership in one station and majority ownership in another station has resulted in the same control.

Observers who have checked with Commission staff executives believe FCC may very well look at a combination of two or more local radio stations owning a TV station. The XYZ Corp., owned by two local AM operators, gets a TV grant. Subsequently, the Commission holds that the XYZ Corp., through its ownership, has two AM stations in the same market under common control.

In a recent letter concerning just such a proposal, the Broadcast Bureau answered that although there did not seem to be any objection to such a maneuver for the purpose of obtaining a TV grant, it was believed that other problems might arise.

The other problems, it has been learned, are those involving the status of the AM station owners by the owners of the potential TV license.

PROPAガンATION

FCC Debunks New Theory

SCARE was thrown into the TV allocations picture by a release from the National Bureau of Standards last week reporting a new theory of VHF propagation and a statement that the theory "increasingly complicated" TV channel assignments, but it was dissipated rapidly by FCC and out- side engineers.

NHS release told of new hypothesis accounting for greater VHF coverage than line-of-sight limits usually regarded as the rule. Substantiation of the theory is that the bending of VHF signals beyond the horizon, normally considered an aberration, was so frequent and so regular it had to be considered part of the rule governing VHF propagation and not just an exception.

"TV engineers quickly pointed out that all the data was known, and had been taken into account in making up the allocations assignments."

Problem for FCC

One high Broadcast Bureau staff- er warned that prospective TV applicants thinking of using the amalgamation idea better consider all angles first.

Another high staff official expressed the belief that the Commission would certainly object to consolidations if they were for the purpose of "freezing out" a third party.

Problem Long Brewing

Idea of competing AM station owners joining forces for a TV station has been brewing for some time, however, with the potential of TV, and its extension to smaller markets, many broadcasters who fear the heavy financial burden of TV have thought of amalgamation.

Also, in the back of their minds is the thought that consolidations may obviate the necessity of long drawn-out hearings in their commissions.

The Commission itself has not had the subject up for discussion. Nor has the staff formulated any recommendation on this problem.

Only hope held out by those concerned with the subject is that the Commission, after it considers all sides, may decide that consolidations do not conflict with the du- poly rules on a blanket basis, but should be considered on a case-by-case basis.

Only other alternative is for FCC to change its joint ownership rule.

Meanwhile, Commission consider- ation of the TV allocations interrupted last week by two day's sessions on TV license renewals and theatre TV issues (see separate stories, page 25).

The Commission had hoped to complete its consideration of the 600-page report last Friday. Then it was planned to give the staff three weeks to rewrite the entire document, with the Commission giving its final approval next week. Another week was scheduled for the establishment of procedures and policies. With the need for nearly 60 days for mimeographing and collating, issuance of the document was set for Feb. 22 or Feb. 26.

Interruption has thrown that schedule out of kilter somewhat, and it is acknowledged now that it may be nearer March 1 than Feb. 25 when the report is finally issued.

Assignments of the mission of the nation for Color TV, Rosel H. Hyde to Mexico to con- sider various allocation matters [see CLOSED CIRCUIT, the FCC did release the precise developmental pattern across the country originally contemplated. It skipped from the Mississippi Valley to the West Coast and the border areas and, it is understood, collided with a number of allocations problems. Assignments in Texas, New Mexico and Arizona, as well as California, were considered.

(Continued on page 72)

COLOR TV

Wilson to Discuss Output With Industry

PART of the fog hanging over the government's controversial ban on color TV production may be lifted later this week when the Defense Mobilizer Charles E. Wilson meets again with representatives of the manufacturing industry.

The conference, first since industry leaders announced that the fall and color TV went off to war, is set for Friday, 10 a.m. new General Accounting Office Bldg., 6th and G Sts., Washington. Actual meeting place had not been set.

Mr. Wilson will meet with manufacturing representatives at a meeting called by the National Production Authority to "obtain additional advice" on whether:

- Its existing order (M-90) "that the type of control and achieves the objectives of the color TV conference last Oct. 25 and—

- The order requires "clari- fication or amendment."

There were recurring reports last week that NPA, acting under its parent-policy agency, the Defense Production Administration, might consider revocation of the directive.

H. B. McCoy, NPA assistant ad- ministrator, has already indicated, however, that formal lifting of the color TV freeze would still imply for industry a limitation to manufac- ture of monochrome TV equip- ment because of the continuing acute shortage of cobalt and other vital materials. His statement seemed to scotch reports of a possi- ble order lifting.

A more plausible view was that electronic allocation authorities had no clear idea whether or not such a directive was needed.

Chief critics have been that the order conflicts with under- standings reached at last October's session and is ambiguous in its application to theatre color tele- vision and other fields [B*T, Jan. 28, 21, 7].

Charge No Product Ban

Foremost critics have challenged the order on the ground that it was not the intent of the Office of De- fense Production Administration to "product" such as and that it does not spell out whether theatre color projector are to be included along with home receivers.

One critic, Sen. Ed C. Johnson (D-Col.), chairman of the powerful Senate Interstate & Foreign Commerce Committee, branded the edict "nonsensical" and "another example of complacency" on the part of color television.

Sen. Johnson indicated that his committee will maintain a watch- ful eye on Capitol Hill. He told BROADCASTING * TELECASTING:

"The committee is watching that hearing with the greatest of inter- est. I cannot predict what the outcome of the NPA meeting will be. But I am optimistic that the matter will be clarified."

He said the meeting could repres- ent a "means of progress" in this important science in the interests of the civilian and military applications.

Sen. Johnson said he did not feel that production of color TV equip- ment, or the scientific progress in this field, should be curtailed, in the absence of findings that such a curtailment is necessary because of the defense effort.

Presiding with Mr. Wilson will be Mr. McCoy as assistant NPA administrator, who announced the conference a fortnight ago. Members of NPA's Electronic Divi- sion—probably J. A. Milling, division chief; Donald S. Parr, deputy director, and Leon Golder, director of the Radio-TV Section— will also be on hand.

Mr. Golder is formally in charge of the administrative order which laid the groundwork for controversy in industry and even government quarters. Mr. Milling also heads the DPA Electronics Pro- duction Board.

Virtually every firm which sent representatives to last fall's conference are expected to be in attendance. (Continued on page 72)

U. S. BREWERS Foundation held its 76th annual convention in New Orleans Jan. 20-24 with Sylvester Weaver Jr., NBC vice president in charge of television, appearing as one of the speakers. Examining advertising proofs during convention full are (f r): Mr. Weaver; Carl W. Badenhausen, president of P. Ballance & Sons and chairman of foundation's Advertising Committee; and Henry Stevens, vice president of J. Walter Thompson Co.

This week, it is expected, the FCC will double back to the Missis- sippi Valley area and complete its city-by-city consideration.

TV applicants are being queried by the Broadcast Bureau's TV Fa- cilities Division regarding antenna sites specified in applications—some of them almost four years old. Commission staff wants to know whether there have been any

(Continued on page 72)

Page 62 • February 4, 1952

BROADCASTING • Telecasting
**FREEZE LIFT**

**WHAT will thawing of FCC's television station freeze mean to TV broadcasters in terms of scarce materials for facilities?**

This question came to the fore last week on the heels of FCC Chairman Wayne Coy's prediction that not over 20 new TV stations would be granted by the Commissions this year. (See separate story.)

In general terms, the materials picture does not augur for optimism—either by the year's end or in the foreseeable future. Defense Mobilizer Charles E. Wilson has indicated that the mobilization program, which is stretched from three to four years.

Authorities conceded that this could lengthen the shortage period beyond mid-1963—date estimated earlier.

But, getting down to immediate cases, for the 10 or 20 TV broadcasters who are fortunate enough to obtain grants by, say, the fourth quarter, the outlook does not shape up too dimly.

All indications point to the probability that they will have sufficient materials to complete construction or add TV facilities to existing broadcast plants. What will happen

**EARLY TV THAW WOULD PLEASE TRUMAN**

More Stations the Better for Informing Public, He Notes

PRESIDENT TRUMAN unoffi-

cially cast a strong vote for the earliest possible thawing of the TV freeze at his news conference last Thursday.

The Chief Executive tossed a video bouquet to the assembled reporters, assembled in the old State Dept. building adjoining the White House.

Asked if he would like to say when he thought the freeze would be over, Mr. Truman said that he could not answer that since he did not know.

But he asserted that, in his belief, the more television stations we have, the greater likelihood there would be of getting the truth over to the people during the election campaigns.

With a smile, he commented that this was no reflection on his predominantly-newspaperman audience. This brought a laugh from the more than 100 newsmen present.

The President denied, however, that he had urged the radio-TV section of the National Democratic Committee to drop their objections to the freeze.

There was no question as to how Mr. Truman himself felt personally about TV. In a 1948 campaign, the President said he went before the people and that resulted in his winning.

He commented that while he did

**Will Materials Thaw Too?**

not believe television would revolutionize campaigning as we know it today, he unqualifiedly believed it would play a great part in any forthcoming campaign, including the current one.

But TV grants will not be coming too quickly, he added, "unless we are dramatically rescued at the crucial moment and given reinforcements through greatly increased appropriations." The FCC chairman pointed to limited storage capacities for copper and for the entire country"—as being the crux of the Commission's TV problem [B\*7, Jan. 28, 14].

TV will be the dominant broad-
NEGOTIATIONS for 13-week sponsorship on WWJ-TV Detroit of Dangerous Assignment, starring Brian Donlevy, are completed by (l to r): Arthur E. Wible, vice pres., Altes Brewing Co., Detroit; Howard H. Colby, firm pres.; Hubert K. Doening, McCann-Erickson, agency; and Norman Hawkins, WWJ-TV sls. mgr.

SWITCH of Break the Bank from NBC-TV to CBS Television is made final by Robert B. Brown, pres., Products Div., Bristol-Myers. Signing (1 to r): Donald K. Clifford, pres., Dochtery, Clifford & Shanfield, handling account; Bert Parks, program m.c.; Fred Thower, CBS-TV pres. in charge of network sales.


BUYING tickets for Jan. 6 debut of M&M Candy Carnival on CBS Television from Barker Gene Grant are (l to r): Kendall Foster, vice pres., in charge of TV for William Esty Co., agency; Harry Ommore, CBS-TV prog. dir.; John McNamara, pres., M&M Ltd.; and Charles Vanda, vice pres., WCAU-TV Philadelphia, producer of show originated by that station.

THOMAS FRENCH & Sons plans Rufflette draw-drape test campaign on WBEN-TV Buffalo. L. to r.: Mary Jane Abeles; Eric Thorpe, sponsor pres.; Norman Jones, firm publicity dir.; Seymour Abeles; and Mrs. Thorpe. The Abeles conduct WBEN-TV's five mornings weekly Shoppers Guide.

TELEPROMPTER Corp., New York, last week announced it had signed a long-term contract with CBS Television for the use of its cueing service on TV programs, reportedly involving a guarantee of $400,000 for the first two years.

At the time of this announcement, TelePrompTer Director Irving B. Kahn also reported the company has established offices in Washington and Hollywood. Margaret (Mugs) Richardson will act as Washington representative. In Hollywood, company will be represented by Cambell F. DuMont division. Also seated is Jules Leventhal, station salesman. Standing: John A. Haeemle (l), vice pres., Adv. Council Inc., and Phil Haynes, sponsor's man on TV in Cincinnati.

On the dotted line...

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DUMONT SALES

Design for superior sales and technical services has been completed by Allen B. DuMont Labs., Transmitter Div., N. J., which announced Monday a comprehensive, three-point sales organization.

Plan calls for (1) regrouping major sales areas and appointment of many new sales representatives, (2) setting up sales offices in key cities throughout the country, and (3) launching intensified cooperation between the division and its field representatives in order to provide detailed attention to current or potential station customers.

Mr. Shouse advanced this opinion at a meeting of the National Southern Ohio, Northern Kentucky and Southeastern Indiana Educators.

In no other city, declared Mr. Shouse, including New York and Washington, will you find the intense competition, both business and audience, that is found in Cincinnati.

The Crosley executive then referred to the Xavier U. survey on "Television and School Children," and voiced hope that other and similar research be done.

In the Xavier U. survey, it was found that a child's learning in school is not affected by whether he or she has a television set at home.

"Commercial opportunities which accrue to the licensees of the television stations in communities would seem to carry with them equal obligation in this field," Mr. Shouse said. Xavier survey and a similar study earlier in 1951 by the U. of Cincinnati were financed through fellowships granted by Crosley.

CUE DEVICE FIRM SIGNS WITH CBS TELEVISION

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DUMONT SALES

Trans. Div. Expands

Design for superior sales and technical services has been completed by Allen B. DuMont Labs., Transmitter Div., N. J., which announced Monday a comprehensive, three-point sales organization.

Plan calls for (1) regrouping major sales areas and appointment of many new sales representatives, (2) setting up sales offices in key cities throughout the country, and (3) launching intensified cooperation between the division and its field representatives in order to provide detailed attention to current or potential station customers.

Mr. Shouse advanced this opinion at a meeting of the National Southern Ohio, Northern Kentucky and Southeastern Indiana Educators.

In no other city, declared Mr. Shouse, including New York and Washington, will you find the intense competition, both business and audience, that is found in Cincinnati.

The Crosley executive then referred to the Xavier U. survey on "Television and School Children," and voiced hope that other and similar research be done.

In the Xavier U. survey, it was found that a child's learning in school is not affected by whether he or she has a television set at home.

"Commercial opportunities which accrue to the licensees of the television stations in communities would seem to carry with them equal obligation in this field," Mr. Shouse said. Xavier survey and a similar study earlier in 1951 by the U. of Cincinnati were financed through fellowships granted by Crosley.
the TV program that is changing the habits of the nation

20,000 mail requests from an advertiser's announcement at 8:20 AM

in the morning...and among these requests to Dave Garroway for a free issue of Kiplinger's "Changing Times" thousands of statements that people are actually changing their living habits to watch "Today."

See them change—just three pages ahead...
<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Relative</td>
<td>ABC Space Cadet L</td>
</tr>
<tr>
<td>6:15</td>
<td>CBS Space Patrol L</td>
<td>6:15</td>
</tr>
<tr>
<td>6:30</td>
<td>Heighfield Chemicals Town Meeting L &amp; F</td>
<td>6:45</td>
</tr>
<tr>
<td>7:00</td>
<td>Good Friday Show &amp; Stage Entrace L</td>
<td>7:15</td>
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<tr>
<td>7:15</td>
<td>King’s Crossroads F</td>
<td>8:00</td>
</tr>
<tr>
<td>8:00</td>
<td>Lincoln–Mercury Dealers Toast of the Town</td>
<td>8:15</td>
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<tr>
<td>8:15</td>
<td>General Electric Pool Waring</td>
<td>8:30</td>
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<tr>
<td>8:30</td>
<td>Colgate Comedy Hour C-P-P</td>
<td>9:00</td>
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<tr>
<td>9:00</td>
<td>Rosie Peanut Butter You Asked For It</td>
<td>9:15</td>
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<tr>
<td>9:15</td>
<td>Life Begins At 80</td>
<td>9:30</td>
</tr>
<tr>
<td>9:45</td>
<td>General Foods Review</td>
<td>10:00</td>
</tr>
<tr>
<td>10:00</td>
<td>Skippy Peanut Butter You Asked For It</td>
<td>10:15</td>
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<tr>
<td>10:15</td>
<td>Bill Cotton Show (except WJZ TV)</td>
<td>10:30</td>
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<tr>
<td>10:30</td>
<td>Chicago Symphony (except WJZ TV)</td>
<td>10:45</td>
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<tr>
<td>10:45</td>
<td>The City That Never Sleeps</td>
<td>11:00</td>
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<tr>
<td>11:00</td>
<td>Norell Sunday Chronicle</td>
<td>11:15</td>
</tr>
</tbody>
</table>
## THURSDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td>DuMont</td>
<td><strong>The Golden Girls</strong></td>
</tr>
<tr>
<td>6:15</td>
<td>CBS</td>
<td><strong>Charlies Angel</strong></td>
</tr>
<tr>
<td>6:30</td>
<td>NBC</td>
<td><strong>Helen Hayes and Friends</strong></td>
</tr>
<tr>
<td>6:45</td>
<td>DuMont</td>
<td><strong>Zane Grey Theatre</strong></td>
</tr>
<tr>
<td>7:00</td>
<td>NBC</td>
<td><strong>CBS Special</strong></td>
</tr>
<tr>
<td>7:15</td>
<td>DuMont</td>
<td><strong>The Man from the Alibi</strong></td>
</tr>
<tr>
<td>7:30</td>
<td>NBC</td>
<td><strong>The Adventures of Don Murray</strong></td>
</tr>
<tr>
<td>7:45</td>
<td>DuMont</td>
<td><strong>Goodyear Presents the Star Kids</strong></td>
</tr>
</tbody>
</table>

## FRIDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td>DuMont</td>
<td><strong>The Golden Girls</strong></td>
</tr>
<tr>
<td>6:15</td>
<td>CBS</td>
<td><strong>Juno and the Paycock</strong></td>
</tr>
<tr>
<td>6:30</td>
<td>NBC</td>
<td><strong>CBS Special</strong></td>
</tr>
<tr>
<td>6:45</td>
<td>DuMont</td>
<td><strong>The Man from the Alibi</strong></td>
</tr>
<tr>
<td>7:00</td>
<td>NBC</td>
<td><strong>The Adventures of Don Murray</strong></td>
</tr>
<tr>
<td>7:15</td>
<td>DuMont</td>
<td><strong>Goodyear Presents the Star Kids</strong></td>
</tr>
</tbody>
</table>

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**Note:**

- **Time** column represents time slots.
- **Networks** include CBS, NBC, and DuMont.
- **Show Names** represent various television programs.

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**ABC** 1-11:30 p.m., Tues., 5:30 p.m., Wed., 5:30 p.m., Thu., 5:30 p.m., Fri., 5:30 p.m., Sat., 5:30 p.m., Sun.

**CBS** 1-11:30 p.m., Tues., 5:30 p.m., Wed., 5:30 p.m., Thu., 5:30 p.m., Fri., 5:30 p.m., Sat., 5:30 p.m., Sun.

**NBC** 1-11:30 p.m., Tues., 5:30 p.m., Wed., 5:30 p.m., Thu., 5:30 p.m., Fri., 5:30 p.m., Sat., 5:30 p.m., Sun.
"Today"—morning habit-breaker in action...

"so I flew to the TV... to dress, of all places, in the dining room..."

BROOKLYN, N. Y.

"Enjoying firsthand news—neglecting the wash! It's worth it...

WALLASTON, MASS.

"The pleasantest and most interesting 'waker-upper' I've ever seen...

EASTON, PENNSYLVANIA

"glued to my TV set—as I have coffee on the floor...

NEW YORK, N. Y.

"we are two old folks, 74 years... just caretakers on a farm... we'll be there each A.M."

SOUTH LINCOLN, MASS.

"Today" is Network Television for a Song

MARKETS are reached on a national scale, with 30 stations already taking the show live.

RESULTS start the day your first commercial hits the air and is seen by the entire family, before the shopping day begins.

PRICES start as low as $2,000 for a participating sponsor.

NBC television

30 Rockefeller Plz, New York 20, New York
A Service of Radio Corporation of America
not a prohibition bill in any sense of the word. It does not prohibit any legal or prevailing alcoholic practice.

... We are for it because we cannot afford to be against it. ... Also we favor an amendment to include beer and wines for non-alcoholic con-
tent. We favor this to put some teeth, some wisdom teeth, in the proposed law.

George Riley, representing the AFL, told the committee, however, that the union looked at the bill as a rearing up of prohibition. The "ball game," he said, referring to prohibition, was "over" when the 21st Amendment came along.

This bill, Mr. Riley continued, "is the first step to get the men back on base and begin the ball game all over again."

It differs from the Langer Bill only in that instead of all alco-
hol beverage advertising, it would restrict the ban to liquor only, and rather than all channels of media, only radio and TV would be af-
ected. Otherwise, he said, it had the same purpose.

Another witness, Charles A. Sands, representing Hotel and Res-
taurant Employees and Bartenders International Union, said members were against the bill be-
cause it would cast an "inference" against the business in which his 450,000 membership was actively engaged.

Sen. Magnuson pointed up during the hearings that there is no liquor advertising on the airwaves at present and legislation is "preventive" rather than "cor-
rective."

He noted that many wit-
tnesses spoke in terms of liquor adver-
sing now on the air.

Johnson Rebuttal

Chairman Johnson rebutted Sen. Magnuson's comments by asserting that Hawaii and Alaska have liquor firm sponsorship of certain pro-
grams carried there. "Then there are several United States that are indirectly adver-
sisting distilled liquors."

So while for the most part it is preventive legislation, it is not altogether preventive legislation.

Earlier, Sen. Johnson had out-
lined his thoughts on the bill, which he co-sponsored with Sen. Francis Case (R-S.D.), in greater detail.

Congress should protect the American home from an "invasion of whiskey salesmen" through radio and television, Sen. Johnson said. Liquor adver-
sising is getting its "toe in the door" in radio and TV. "Mixed drinks" have appeared in restaurant advertising. He pointed out that a distiller now advertises on television that a beer company is a subsidiary of his firm. (Under-
stood to be international Corp. of which Blatz Beer is a sub-
idiary; program said to be "Amos 'n Andy" on CBS-TV, Thursday, 8:30-9 p.m.).

If such advertising continues, the Sen. said, liquor firms "may get their whole foot, and perhaps their body in the door. ... The first thing you know, we'll have a $10 million

advertising program for liquor on the television and radio." It is up to Congress to protect homes from such advertising, he added.

Sen. Case, who appeared briefly Wednesday, said such advertising could reach the radio-TV "captive audience.

According to Sen. Case, the problem of liquor advertising on the airwaves could not be handled by the states but must be federally regulat-
ed. In radio and television advertising, the Senator said, "we have a different situation in generating advertisements in newspapers or maga-
azines" for in the latter media, the reader can "turn the page" if he is not interested.

John L. Huntingdon, assistant deputy commissioner of the Alcohol and Tobacco Tax Division of the Treasury Dept., told the committee that his unit had asked members of the distilled spirits industry "not to use radio or television for advertise-
ing." Otherwise it took no part in what was a matter of Congress-
ional interest.

Also read into the hearing rec-
ord by Sen. Johnson was the sec-
tion of the NABT TV Code deal-
ing with the "Acceptability of Advertisers and Products — Gen-
eral," particularly that subsection (1a) which reads: "The advertising of liquor should not be ac-
cepted."

The day before the hearing's start, temperature leaders from all states related in the Capitol Rotunda for a worship service. Later a breakfast was held in a Senate dining room, where Sen.

Johnson spoke briefly.

At the outset Sen. Johnson de-
tailed in length certain correspond-
ence which he had with the FCC and Treasury Dept. concerning the advertising of liquor on radio and television.

Correspondence with FCC in brief was: A letter, July 26, 1949, from the Senator to the FCC asking that the distillers were prohibited from advertising alcoholic bever-
gages on American radio stations; an answer from FCC to the Sen-

ator, Aug. 11, 1949, saying in effect the Commission recognized the ser-
iousness of the problems but pointed out limitations of its au-
thority on the subject.

A letter, Oct. 17, 1950, from the Senator was the beginning of liquor advertising on radio stations in Hawaii and Alaska. Answer from FCC, Jan. 9, 1051, saying it had considered their position that the answer to the problem was Congressional legis-
lation.

A further Johnson letter, March 31, 1951, enclosing a statement by the old Federal Radio Commission which set forth a policy against liquor advertising on the air, stat-
ing that FCC had the authority at that time.

 signed to this, May 3, 1951, that the FCC has not had this policy since the passage of the Communications Act of 1934.

Still another letter, Jan. 29, 1952, from Chairman Wayne Coy of FCC, commenting on S. 2444, said the majority of the Commission holds that "this bill presents questions of national policy and it [FCC] does not desire to express any opinion with respect to the merits of the proposal. Comm. [Paul A.] Walker desires to state that he is strongly in favor of the enactment of such a proposal."

WHY ONLY RADIO-TV?

Baylor Asks of Liquor Bill

IF THERE is to be a prohibition of liquor advertising on radio and TV, why not extend it to all newspapers and magazines which ac-
tually do carry such advertising at the present time?

That's the question posed to Sen-
ate Interstate & Foreign Com-
merce Committee Chairman Ed C.

Johnson (D-Col.), whose group now is holding hearings on a bill to prohibit liquor advertising on the airwaves. Questioner was Da-

vid M. Baylor, vice president and
general manager, WFAA (Dallas-

land, Ohio) Broadcasting Co.

In a letter to the Senator last week, Mr. Baylor pointed out that if such a prohibition is to be had, it should be all-inclusive, "other-
wise, it is out and out discrimina-
tion against radio and television, both of which have suffered more than their share of discrimination."

Mr. Baylor said he was in part agreement with the "drugs" in that there has been some "poor taste used in the advertising of beer and wine on radio and television" due to the fact that radio has a greater "resemblance impact on people than has the printed word."

WAVE-TV TOWER

RULED SUBJECT TO CITY TAX

KENTUCKY Court of Appeals in Frankfort last week upheld a lower court's decision that the television tower of WAVE-TV Louis-
ville is not manufacturing machinery and therefore is subject to city tax.

The station had sought to have the 570-ft. tower classified as manu-
facturing machinery, which is ex-
empt from city tax.

Case was argued about the tower but the court held that all WAVE-
TV property is subject to municipal levies. No estimate was given on the value of the WAVE television equipment.

Hubert T. Willis, attorney for WAVE, said he would await a thora-
ugh reading of the appellate court's decision before deciding on future action.

Russell Signed

BERTRAND RUSSELL, philosopher and winner of the 1950 Nobel Prize for literature, has signed with NBC to make one film ex-
pressly for television. NBC has set for early spring release of a half-
hour program, to be called "eighty years of changing beliefs and un-
changing hopes."
HEARING CODE

Broadcast and telecast coverage of any congressional hearing or court trial at which witnesses appear unwillingly was denounced last week by the New York State Bar Assn. when it adopted resolutions proposing a code for all congressional hearings.

The New York State Bar proposed that in an oral vote of in about 200 ayes to several disassenting, was described as being intended primarily to protect individual civil rights, rather than to oppose the function of public media. Louis Waldman, New York labor lawyer who, as chairman of the association's Committee on Civil Rights, presented the resolutions, said that the need for a code to guide congressional hearings exists, even where there is no radio, television or newsreel.

Only one speaker against the resolutions was Stuart Sprague, counsel to the television industry committee to negotiate with the American Society of Authors and Publishers, who pointed out that the Assn. of the Bar of the City of New York, meeting the previous week in the same room, had rejected a similar stand [B*†, Jan. 21].

Stressing that television should not be on trial before the state association, Mr. Sprague asserted that the medium should not be blamed if a legislator intrudes upon a witness’ personal affairs or questions him proceeding to the floor, the state legislature meetings or even city councils, but that he considered cameras focusing on a subpoenaed witness as the “third party.”

Mr. Waldman stated that he was not to bar television but the legislator who abuses his office. The most effective deterrent is exposure of this legislator to the public itself,” he said, asking, “are we, in our zeal to protect an individual, to withhold information from the public?”

Resolutions Listed
First resolution prohibited radio and television from Congressional or executive hearings where a witness is compelled to testify by subpoena. Congressional hearings on pending legislation where witnesses appear voluntarily were specifically excluded, however. The second resolution called for a uniform code at hearings to make protection for the witness, while the third article ultimate statutory prohibition of broadcasting or telecasting.

TV SPORTS AID
Is Cited by Promoters
THEORY that presence of television at sports events is harmful to gate receipts was debunked last week by spokesmen for two Metropolitan New York boxing centers, writing to WOR-TV New York.

Addressing Bob O'Connor, WOR-TV sports director, Andrew J. Keeler, president of Ridgewood Grove, called attention to the Jimmy Herring-Tony Gandolfo middleweight bout of Jan. 19:

This show drew more people and had greater gate receipts than any show we have had for the past three years. The purpose in writing this to you is to impress upon you my conviction that television is not injurious to the attendance of boxing or other sporting events.

H. Jordan Lee, director of Sunnyside Garden, wrote:
There is much to do about television affecting the attendance at box shows, but I believe that at our shows these past few weeks made it evident to us that continual good shows will bring out the public . . . we feel only that weather alone can affect our attendance.

Planning Aide
AN APPLICATION engineer to aid Washington consulting engineers in planning and station for TV applicants has been added to the Washington staff of the GE Electronics Division. He is Jack H. Painter, who will serve under Robert J. Brown, manager of GE Electronics Division Washington office.

There’s a modern Pied Piper charming youngsters in Central New York every afternoon on WHEN.

He’s our Bob Ehle whose personal appearances invariably draw turn-away crowds.

You’ll find Bob Ehle at "The Bunk House" every weekday afternoon at 5:00 P. M. on WHEN.

TO YOUR NEAREST KATZ AGENCY MAN AND PUT BOB EHLE’S "BUNK HOUSE‘ TO WORK FOR YOU!

WHEN TELEVISION SYRACUSE
CBS • ABC • DUMONT
A MEREDITH TV STATION

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N. Y. State Bar Assn. Asks
With the way now cleared, notice of appeal is expected to be filed by Republic Pictures in the U. S. District Court decision handed down in favor of Roy Rogers and Jack H. Painter’s Western to TV without the publicity tendency.

The formal judgment was signed and entered by Federal Judge Peirson M. Hall on Jan. 20. Republic now can proceed with its planned appeal. No action could be taken until Judge Hall had signed the formal judgment.

In his findings of fact and conclusions of law, covering 39 pages, Judge Hall reiterated the view that Republic cannot sell Roy Rogers’ Western movies to TV for commercial or sustaining purposes, maintaining that sustaining use constitutes advertising for the station. If Republic had any rights, the judge stated, it waived them by permitting the star his rights to commercial tieups.

In a precedent-setting decision which, according to several similar deals for video by producers, Judge Hall last Oct. 18, after several weeks of hearing, granted Mr. Rogers a permanent injunction restraining Republic from carrying out its announced release of the films to TV.
thanks to you, your family, your friends, and your neighbors — because during the months of, (Source: The Pulse), September, October and November combined you gave to WPIX the third largest share of audience in the New York market.

thanks to our local and national advertisers — and their agencies — for rewarding WPIX's proven sales ability with an increase this year of over ONE MILLION DOLLARS.

Compare WPIX's potential set coverage and current base rate with any of the other stations telecasting from atop the Empire State Building.

<table>
<thead>
<tr>
<th></th>
<th>Total TV Sets in Metropolitan area</th>
<th>1-hour Class A base rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPIX</td>
<td>2,630,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>WABD</td>
<td>2,630,000</td>
<td>2,200</td>
</tr>
<tr>
<td>WJZ-TV</td>
<td>2,630,000</td>
<td>3,100</td>
</tr>
<tr>
<td>WCBS-TV</td>
<td>2,630,000</td>
<td>3,750</td>
</tr>
<tr>
<td>WNBT</td>
<td>2,630,000</td>
<td>3,750</td>
</tr>
</tbody>
</table>

*Source: NBC estimate as of 11/1/51

Advertisers and their agencies know that once they buy time on WPIX to cover the New York market (which represents nearly 10% of national retail sales) they will not be asked to release their time to a network advertiser.

America's TOP Independent

America's TOP Market
Color TV

(Continued from page 68)

and separate... Assn of America and said:

Own defeated in Cor...

The Lawrence Century of both... and... as well... inv... in... of both... and... work. You'll save time and money if you get our prices first.

Filmack Studios

1331 So. Wabash Ave., Chicago 5, Illinois

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BROADCASTING • Telecasting

Only 10-20 TV Grants

(Continued from page 68)

can stations, as well as the rapidly increasing number of stations in the other North American countries and the resultant interference, work on the side of FM,” he said.

Mr. Coy was bullish on facsimile.Referring to the technological and economics problems in electronics that have been solved, and rising newspaper and other production costs, Mr. Coy stated:

“I am confident that there is a radio newspaper in our future.”

Cites Important Cases

In discussing various Commission policy actions regarding “freedom of expression,” Mr. Coy highlighted (1) the network, duoly and... never... 1941; (3) the newspaper ownership investigation of 1941; (4) the 1945 WHKC Columbus, Ohio, decision which held that stations must give labor organizations the right to buy time to discuss grievances issues; (5) denial of the Mansfield Journal’s application for a radio station in that Ohio city because of the policy of its publisher—recently found guilty of antitrust violations by the Supreme Court [B*T, Dec. 17, 1951]; (5) the Port Huron and WDSU New Orleans decisions in 1945 and 1951, respectively, holding that speeches by political candidates cannot be censored by stations even though the...; (6) reversal in 1949 of the precedent in War II Mayflower decision... to forbade... shows, and (7) the outcome of the Richards decision, which gave the three licenses of the three Goodwill stations renewed [B*T, Dec. 3, 1951].

‘TODAY’ RATES 5.3

NBC-TV Cites ARB Report

AN AVERAGE of 1,129,000 viewers in 588,000 homes watched the new NBC-TV morning effort, Today, according to network spokesmen who last week quoted an American Research Bureau rating.

The 5.3 rating was described as “amazing” considering it was for the first time to be sponsored in a new time segment. Comparative rating for the full 7-9 a.m. program, was 19.0 or 1,890,000 homes reached, which NBC-TV said “puts early-dawn TV clearly in the big leagues.” The average viewing home, it was reported, spent one hour and five minutes with the program.

In a variation of the Sinatra Berle contest, CBS-TV also released an American Research Bureau rating for its major morning entry, Arthur Godfrey Time, seen 10:15-10:30. Although Thursdays, its national rating averaged 12.4 or 2,116,600 viewers in 1,845,000 homes during the week prior to Today.
McFARLAND BILL
House Group Resumes Study

LAWMAKERS on Capitol Hill roll up their sleeves once more on the McFarland Bill (S 658) tomorrow (Tuesday).

This is the legislation which would amend the Communications Act of 1934 by re-aligning the functions of the FCC in its broadcast activities.

The House Interstate & Foreign Commerce Committee, which resumes its executive session study tomorrow by agreement of its members last week, adjourned its task last October as the Congress, itself, adjourned after a prolonged legislative year [B&W, Oct. 22].

At that time, the committee chairman, Rep. Robert Cresser (D-Ohio) had announced that the group would take up the bill first on the agenda upon resumption of business this year.

The Congressmen are only a few sections into the bill, however. Whether there will be a speed-up in their consideration, as has been predicted in the past few weeks, is unpredictable.

The Senate passed the bill twice last year, first in its original form in February 1951 and again a month later as a "rider" to the monitoring bill (which the McFarland Bill had incorporated in its provisions).

SUBSCRIPTION TV
Suggested for Educators

As a means of financing "non-commercial" educational television stations, Bernard B. Smith, New York attorney, suggests that the FCC grant them exclusive subscription TV rights so they could broadcast up to three hours per day of mass appeal programs like top quality movies.

Mr. Smith advances his proposal in an article in Harper's magazine for February. He estimates that revenues from the three-hours-per-day subscription telecasts would support the entire operation of educational stations. Without such revenues, he believes few if any schools will be able to afford TV.

FORD DRIVE
Dealers Buy on WSAZ-TV

There's more than one Ford in the future of WSAZ-TV Huntington, W. Va.—thanks to one of the largest cooperative advertising campaigns in the region's history.

Over 20 Ford dealers have banded together to advertise their 1952 models on WSAZ-TV, the station reports.

Representing the station on the contract were Lawrence H. Rogers II, general manager of WSAZ Inc., and Charles S. Palmer, station account executive.

The idea for the co-op campaign was conceived and arranged by J. C. Rardin, general manager of Galigher Motor Sales Co., Huntington. It was directed and executed by E. W. Wiggert, field manager for the Ford Motor Co., with 23 dealers in West Virginia, Ohio and Kentucky participating.

B&B APPOINTS
Names Kern, Potter, Selby

BENTON & BOWLES, New York, has reorganized its media department, dividing its accounts under the supervision of three directors who will be responsible for all activity of media on those accounts, H. H. Dobberteen, vice president in charge of media, has announced.

The three directors named are George Kern, who has been director of radio and TV time buying since 1941, Dan Potter, manager of publication media since 1948, and Herbert Selby, who has been handling Procter & Gamble media since last year.

Under Mr. Dobberteen's overall supervision, each of the directors is assigned a group of specific accounts, including radio and TV broadcasting, publication and outdoor advertising.

This is reportedly the first complete organization of a media department based along account lines instead of according to media function, it was pointed out.

ROY MAYPOLE, writer-producer-m.c. of KTTV (TV) Hollywood In Our Times, is to receive plaque Feb. 16, commending his special events work and interest in juvenile problems from Roly P. Nall, president, L. A. chapter, Optimists International.

The tube with the "built-in cash register"

This high-power triode literally keeps you putting money in your pocket all its life.

The secret: Its thoriated-tungsten filament takes 60% less filament power than would a pure-tungsten filament—can save $1300 or more a year on filament power alone in 50-kw AM transmitters. In addition, you may obtain even greater savings with the 5671 because of its exceptionally long life. (A case in point: The oldest 5671 at WGAR has passed the 30,000-hour mark and is still in excellent condition.)

These savings represent a handsome bonus, indeed, for any 50-kilowatt station now using older types in the modulator and the power amplifier.

For tube service in a hurry, call your local RCA Tube Distributor

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N. J.
FOREIGN TV

TELEVISION program service on a more or less regular basis is being offered in 17 foreign countries with an aggregate regular audience of some 125 million viewers, according to a report prepared by Richard W. Hubbell, chief of the television unit of the International Broadcasting Division of the State Dept.

Report was released Wednesday at a session on "Mass Media and Community Education" of the Third National Conference of the U. S. National Commission for UNESCO United Nations Educational, Scientific and Cultural Organization, held Sunday through Thursday at Hunter College, New York.

See DuMont Feature

Major feature of this session was a 45-minute telecast, "Television: A Passport to Peace," prepared and broadcast by the DuMont TV Network primarily for the several hundred representatives of education, religious and social and civic organizations who watched the program on six DuMont receivers in the college auditorium.

Tracing the progress of communications from the days of primitive drums and town criers to the present, the program incorporated addresses by Allen B. DuMont, president, Allen B. DuMont Labs, and Thomas T. Goldsmith Jr., research director.

Following the telecast, Lyman Bryson, professor of education at Columbia U.'s Teachers College and a veteran of public service broadcasting, moderated a panel on the use of mass media. Panel participants were Dorothy Lewis, coordinator of U. S. station relations for United Nations Radio; Davidson Taylor, NBC general production director for TV; Sevelon Brown, editor and publisher of the Providence Journal; Arch Crawford, president, National Assn. of Magazine Publishers; Sproats Skouros, president, Twentieth Century-Fox Film Corp.

Questions from the floor were largely critical of newspaper for "planning" news stories in accordance with their publishers' views instead of straight reporting and of motion pictures for presenting a false picture of American life abroad as well as at home. The complete absence of any criticism of radio and television from a 25-year-old audience of a third of a million who in former years was avidly critical of broadcast program content led Mrs. Lewis to comment that "for a representative of radio and television today the millennium has arrived."

In a meeting with the overall theme, "The Citizen and the United Nations," and the purpose of considering "ways to improve our understanding of and participation in World Affairs," broadcast media were discussed or at least mentioned at many of the conference sessions.

At the Monday afternoon meeting on "Communications in the World Community," for example, Robert C. Angell, professor of sociology, U. of Michigan, in discussing "development in international communications," reported "If all is well, Radio Free Europe, Radio Liberation, and the Radio Organization of the United Nations will represent a significant improvement in the world's communication system."

SAG Contracts

Twelve More Firms Sign

TWELVE more film television production companies signed Screen Actors Guild union shop contracts within the past few weeks, according to John Dales Jr., executive secretary. They are Allegro Pictures, Jimmie Allen Enterprises, Commonwealth Productions & Artists Inc., Donlevy Development Co., Fantasy Films, Sam Lerner Productions, Krause-Gross-De Witt, Landmark Productions, Mark VIII Productions, Scripture Films, Visual Drama (all Hollywood), Time Square Productions (New York).


AFM Film Pact

Negotiated by Petrillo

MUSICIAN'S rights to reuse film sound tracks for subsequent television sale and distribution were a two-year agreement was signed Jan. 19 in Miami by Federation of Musicians (AFM) and negotiators for eight major motion picture producers.

Television rights were a subject of the negotiation, which resulted in a 15% wage increase for some 800-800 studio staff musicians and for many other music employees. Effective Jan. 15, expiration date of the previous agreement, contract sets maximum increase at $38.50 per week, with all raises subject to federal wage board approval. Recording sessions of more than six continuous hours will require an extra hour's pay, with all work after midnight drawing time and a half.

Two Night Sessions

Contract was negotiated in two consecutive meetings by James C. Petrillo, AFM president, and officers and members of the representatives of ABC and United Network chain, convening for its annual mid-winter meeting. Amicable discussions, Mr. Petrillo was quoted as saying, were conducted with an eye on the position in which these movie men find themselves—business isn't too hot. We want to keep the business alive.

Pact was described by Nicholas M. Schenk, Metrom-Goldwyn-Mayer president, as "a very equitable deal."

Baptist Telecast

FIRST network telecast produced by the Southern Baptist Radio Commission was slated to be carried over 28 NBC-TV stations yesterday (Sunday) and to be kinescoped over 29 different NBC TV stations next Sunday. The program, "Frontiers of Faith," a half-hour presentation, is a regular weekly feature of the network. Dr. S. F. Lowe, commission director, hoped this telecast will mark the beginning of active participation in TV by Southern Baptist.

in the field of freedom of information. . . . It must try to prevent the incorporation of restrictive principles in draft conventions and codes."

Douglas H. Schneider, director of UNESCO's department of mass communications, reported that during 1951 some 600 radio stations in 74 countries used UNESCO recorded programs in 24 languages, while scripts were sent to stations in 38 countries, including 233 U. S. stations, mostly educational—which use these scripts each week.

Arno Huth, authority on international communications, speaking from the floor, urged the creation under UNESCO of a body of international radio and television (and perhaps films as well) organization to parallel for these media the operation of the International Press Institute, which he stated neither includes nor intends to include them.

GARRICK OPENS

New Chicago TV Center

ADVERTISERS and agency personnel inspected the new Garrick Television Center in Chicago Monday and Tuesday evenings as the Garrick Theatre chain opened its first induct open house. The company, which owns WBKB (TV), uses the audience studio for its own originations and also plans to lease the theatre to other stations and networks for a rental fee of approximately $400 for half an hour air time, plus $100 for rehearsal.

The theatre, converted at a cost of about $350,000, from a movie house owned by B & K, seats 600 persons, is air-conditioned and offers complete video facilities. These include a 92-by-40-ft. stage, three ramps for cameras, three cameras, orchestra pit, individual dressing rooms, loading and delivery-control room from center of the theatre.

CBS, if and when it acquires WBKB under terms of the proposed merger of ABC and United Paramount Theatres, plans network origination at the theatre. The network is understood to be considering use of the Garrick for one or two shows when its stars are in the city.
MR. SPONSOR:
Detroit Women Love "Ladies Day" and SALES Prove it!

WJBK-TV, Detroit's best television buy, has scored again. Their brilliant show, "Ladies Day", is capturing the hearts of women in the nation's fourth market. The ladies go for this mid-afternoon TV participation program, and more than that, they go for "Ladies Day" advertised products. Response and sales are terrific! Just look at these results:

30-piece sets of stainless steel cutlery, retailing for $6.95 apiece, sold 41 sets from the first commercial, 43 from the second. Results were so tremendous the first week that the store ran out of stock. We had to stop the commercials until their supply could be replenished. Net result: three-spot-a-week contract for a year.

Six spot announcements for a rug cleaner resulted in reorders by every department and chain store in Detroit which stocked the product. The Sponsor contracted for a full year.

Detroit's leading department store received more than 1000 phone orders from only two hair curler commercials—sold $2,400 of 25c cards of curlers in one week. After just two weeks on "Ladies' Day," with three spots a week, every Detroit branch of the country's two biggest "five-and-ten" stores reordered from three to five times.

Results like these can be yours, if you take advantage of the alert programming and steady progressive leadership that has made WJBK-TV tops in audience-response and sales results in the wealthy Detroit market. WJBK-TV consistently leads in giving the audience the finest in entertainment and the advertiser the best television buy in town. Check your local KATZ man for all information. You'll find that WJBK-TV really delivers the goods—your goods.

WJBK DETROIT
The Station with a Million Friends
NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2655
Represented Nationally by THE KATZ AGENCY, INC.
Tele Pulse Analyzes Program Types in Use
(Report 201)

Weekly Television Summary—February 4, 1952—Telecasting Survey

City | Outlets on Air | Sets in Area
---|---|---
Albuquerque | KOBR-TV | 13,000
Ames | WOI-TV | 80,407
Atlanta | WNBA-TV, WSB-TV, WTVT | 160,000
Baltimore | WJZ-TV, WMAR, WPTS | 358,052
Boston | WBZ-TV, WGBY | 250,000
Birmingham | WAGM-TV, WSBG | 172,000
Bloomington | WTIJ, WLSI | 123,000
Boston | WBZ-TV, WGBY, WZAP | 250,000
Charlotte | WBTV | 247,000
Chicago | WBBM, WSBG, WGN, WBBB, WNBQ | 1,077,017
Cincinnati | WCPO, WCKT, WCKW, WLYT, WDEB | 325,000
Cleveland | WEWS, WKRC, WRSN, WJW | 507,000
Columbia | WBNG-TV, WLCW, WTVM | 148,000
Dallas- Ft Worth | KRLD-TV, WFAA-TV, WABF | 1,077,017
Denver | WCCO, WCCO-TV, WIBF, WSBG | 148,892
Detroit | WXYZ, WXYZ-TV, WJBV, WMU | 85,134
Erie | WICU | 82,765
Ft. Worth | KRLD-TV, KRLD-FM, WFAA | 148,892
Grand Rapids | WJRT, WIST | 125,000
Greensburg | WMU | 70,405
Honolulu | KHBC, KHBC-TV, KHOM | 116,000
Huntington | WFBH | 52,000
Charleston | WSAT-TV, WGST | 72,649
Indianapolis | WFBM, WUSP, WJTS, WAIU | 212,700
Jacksonville | WJXT | 52,000
Johnstown | WJAC-TV | 122,700
Kalamazoo | WSBG, WSBG-TV, WSCC | 110,000
Kansas City | WDAF-TV | 180,755
Leicester | WAGL | 130,000
Los Angeles | KMEX, KTLA, KDAY | 80,000
Los Angeles (KTLA-TV, KTLA-TV, KMBC) | 1,161,506

Total Markets on Air 64* | Total Stations on Air 109*
15,652,000

* Includes XELO-TV Matamoros, Mexico

Editor’s Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
from 200
to 124,000
in
29 months

On November 9, 1951, Mrs. C. C. Brown of Chester, South Carolina, bought the 100,000th television receiver in the WBTV area. A music teacher and community leader, Mrs. Brown symbolizes 124,000 (February, 1952) select Carolina families—your elite prospects—whose sole source of television is WBTV.

WBTV SERVING THE CAROLINAS' LARGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY
Represented Nationally by CBS Television Spot Sales
film report


Duke Goldstone completing directorial assignment on last six of 26 Dick Tracy, half-hour TV film series to be sold to SnadisTelescriptions Sales, Beverly Hills.

Sammy White to produce and star in 38 half-hour TV series, Tusks of Croke Pacific Can Co., San Francisco. Series concerns song and dance man and will be filmed at Hal Roach Studios, Culver City. Raymond Gayle assigned to write series.

Knob Manning and Kurt Martell signed by Jerry Fairbanks Productions, Hollywood, to narrate TV film commercials for Oldsmobile (General Motors Corp.).


Tom Arnimstead, staff director, KTVV (TV), Hollywood, to Bing Crosby Enterprises, Culver City, as assistant to producer Bernard Girard on Coronet Theatre, TV film series.


Winfred Shank, casting director, Sot M. Wurtzel Productions, Hollywood, to Roland Reed Productions, Beverly Hills, in similar capacity.

Irene Dunne, film star, at overall salary of $84,500, signed to introduce and emcee 26 half-hour as yet untitled TV film series to be made by Edward Lewis Productions, Hollywood.

Additions to the creative and production staff at KLING STUDIOS, Chicago, include Bob Longini, Jack Fenimore, Norman Tolson, John Collura and Mark Gelder.

William J. Lyons, radio and television producer, HBOO, N.Y., to G-L Enterprises, N. Y., TV film producer and distributor, as director of sales.

No Relation

DOREMUS & Co., agency for the Union Trust Co., Washington, hurriedly telegraphed WTOP-TV in that city to shift the time of the Union Trust spot scheduled for 10 p.m. Sunday. The trust company did not want its announcement to follow the CBS TV program, Break the Bank.

Sales . . . .

Two one-hour Biblical television films “That I May See” and “Hill Number One,” produced by Jerry Fairbanks Productions, Hollywood, for Family Theatre, will be released for Easter. Both films are offered to stations for local sponsorship, provided the product to be advertised meets approval of the Family Theatre group. Rates, percentage of program time segment, to aid fund for financing future presentations by religious group.

Seidulls Paint and Varnish Co., Kansas City, Mo., preparing to use TV for first time, is producing a series of 60- and 20-second spots with Sarra Inc., Chicago. Carter Adr., same city, is the agency.

Sarra Inc., New York, has completed a series of films for the Hudson Motor Car Co., Detroit, through Brooks, Smith, French & Dorrance, same city. Open-end commercials will be used by local dealers.

Kling Studios, Chicago, lists following among its current clients for TV assignments: FMC & Co. & TV, Mitchell Mfg. Co., Hollingshead Corp., Milnor, Peter Pan Peanut Butter, Gilden Co. and Admiral Corp.

Peerless Television Productions Inc., New York, TV film distributor, has acquired rights from Joseph Auerbach to feature film, Parade of the Wooden Soldiers, starring Laurel & Hardy. The film—leased by MGM in 1934—formerly was called Babes in Toyland.


Production . . . .


William F. Brolly Productions, Hollywood, adds 26 half-hour film series, Case History, to 1952 television film schedule. Series, based on case histories of doctors practicing in different fields of medicine, replaces previously announced Consultation Room programs. In addition to Wild Bill Hickok, Trail Blazers and Phantom Pirate TV film series, two more 26 half-hour features are planned. These are Hawaiian Paradise, musicals based on folklore and history of the islands, and Starr Dust, built around Hollywood columnist Jimmy Starr.


Rosamond Productions, Hollywood, recently organized by David Chudnow, who is president and executive producer, will make 26 half-hour TV films (as yet untitled) based on case histories of the files of French Sureté, crime detection agency. The first film will be made in Hollywood this month. Remaining 25 programs are scheduled for filming in Paris. Akim Tamiroff, stage and film actor, signed to star in first series. Robert Florey will direct.

Lindsey Parsons Productions, Hollywood, starting 13 half-hour TV films, Jeffrey Jones, to be distributed through CBS-TV Sales. The series deals with cases from files of detectives, portrayed by Don Haggerty, George Blair and Lee Landau; families portrayed are George Bricker, Bill and Bob Raynor and Warren Douglas have been signed as writers.


Dudley Pictures Corp., Beverly Hills, starting three industrial pictures in cooperation with the Philippine Air Lines and Philippine Development Corporation. Films, planned for U.S. television distribution, are aimed at creating broader understanding of Philippine industries. Leaving this week for Manila are Arthur Jones, president, and Herbert Greene, production manager.


Telemount Pictures, Los Angeles, starts 26 half-hour TV film series, Safecrackers, Feb. 15. Written by Henry Donovan, Telemount president, series deals with business investigator who tracks down safecrackers. Planned for local and regional sponsorship.


Consolidated Television Sales, division of Consolidated Television Productions, relocates at 25 Vandenbilt Ave., N. Y. Halsey V. Barrett continues as eastern sales manager.

Film People . . .

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To the housetops comes a new world...

Here is the signpost pointing to a new era—a vast challenge to creative imagination. Hours on end each day it offers a parade of news, tragedy, comedy—life as it passes, in uninterrupted flow.

To help the creative TV producer, writer, and advertiser achieve fuller flexibility in production and greater versatility in programming, the Eastman Kodak Company provides a full line of motion-picture films, motion-picture cameras, projection equipment, and lenses. From its offices in principal motion-picture centers is available a highly specialized staff of motion-picture engineers and technicians ready to assist in any film problem.

For helpful information about your problems, write or phone the Motion Picture Film Department,

**Eastman Kodak Company**, Rochester 4, N.Y.; East Coast Division, 342 Madison Avenue, New York 17, N.Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
BOYD LAWLER, sales manager, WWCA Gary, Ind., to WLOL Minneapolis as program director and director of sales promotion.

ROBERT E. PARKER, news editor, WSBH Creston, Iowa, to direct building of a radio department. Mr. Parker entered radio as winner of WMT Cedar Rapids, Iowa, Farm Radio Scholarship in 1948.

DAVE ALLEN joins announcing staff of KWK St. Louis.

MYRON GOLDEN Otis from radio production staff at Grant Adv., Chicago, to join NBC's Welcome Travelers staff as executive producer.

GRANT VAN PATTER, audio engineer, WHEN (TV) Syracuse, to WEGR (TV) Schenectady as television director.

PAUL DIXON, disc jockey at WCPD Cincinnati, to succeed DENNIS JAMES for 11:30 a.m. to noon program on ABC-TV, Monday through Friday, starting Feb. 18.

RUS TROTST, freelance, to CBS-TV Hollywood as casting director.

ALICE PENTLARGE, production assistant for DuMont Network's Court of Current Issues, named to assist program director BETTY COLOUGHL on America's Town Meeting on ABC radio-TV.

JOHN FRANKENFIELD, WBL-TV Baltimore directing staff, father of boy, John, Jan. 31.

There's More Sell on:...

WRNL

RICHMOND VIRGINIA
910 KC - 5 KW
ABC AFFILIATE

NATIONAL REP. - EDWARD PETRY & CO., INC.
Open Mike
(Continued from page 80)
and, for the sake of argument only, assuming that at all, the
issue of subscription television have been scientifically and impor-
tially conducted, there still remains the fact that the polls con-
ducted are not and cannot be indica-
tive of the public's real atti-
duate to subscription television
because the public has not yet been apprised of the true nature and
overall effect of subscription tele-
vision. The public has not yet been
educated to what is really at stake.
Mr. Leitell claims that among
subscription TV advocates are "Re-
ligious, civic and educational lead-
ers who see Phonovision as the one
method of getting minority appeal
programs on TV."... Admitting, only for the sake of
argument, that there are leaders
who hold such opinion, it must
readily be seen that they are indi-
uling in idealistic fantasy. Is it reasonable that all of the polls on
subscription TV will be conducted
within a view to profit? If profit will be
the moving motive, is it reasonable to
believe that subscription TV will
encourage minority appeal pro-
grams rather than mass appeal
programs? And who is to blame the
subscription people within whom they
gravitate to mass appeal programs
at the expense of minority appeal
programs if greater profits are to
result from such a move?
True our country needs more
minority appeal programs, but sub-
scription TV is not the way to get
them. Subscription TV will not
give us more educational, religi-
ous and civic programs. On the
contrary, it will result in depriving
the public of what it already has... Jerome W. Marks
Chairman
Fair Television
Practices Committee
New York
ROBERT RUSSELL BENNETT, who has
orchestrated "Oklahoma," "South
Pacific" and "The King and I," has
been signed to arrange Richard Rod-
gers' symphonic score for Victory at Sea, NBC-TV's history of the Navy
projected for next fall.

WFAK FORMAT
Stresses 'Good Music'
WFAK Memphis, Tenn., has gone
all out on programming devoted
entirely to classical and
folk music and is cooperating with pri-
ivate and public schools in present-
ing outstanding student musicians.
The station has been operating
with the slogan, "The Good Music
Station," since it first went on the
air last Dec. 1. WFAK operates
with a kw day on 1480 kc, with
Frank J. Keegan as owner-licenc-
er. A program of music apprecia-
tion also is under study, with stress on
education of children in funda-
mentals of serious music. Station
also emphasizes news and forum
programs. Overall programming is
geared to lure those listeners who
keep their sets off much of the
time, station reports.
Mr. Keegan has been active in
radio management and engi-
neering for almost 20 years and cur-
rently operates Keegan's School of
Radio and Television in Memphis.
Other officers include Thomas W.
Enochs, Vinton E. Eades, a band-
master, and Ben
Enochs, chief engineer.

MINUTE MAID DRIVE
Expands Spot Schedule
MINUTE MAID Corp., New York,
has started an "ask your doctors"
campaign using its two network
shows and one local TV program,
as well as adding approximately a
hundred radio markets to its present
spot schedule.
The copy asserts that the
company's fresh frozen orange juice is
better for health than home-
squeezed juice.
The campaign is set for a one-
year period at least and will be
backed by an increased advertising
budget, according to Dr. James
E. Reynolds, advertising manager of
Minute Maid.
Minute Maid, through Ted Bates
Inc., New York, currently spon-
sors on a participation basis the
Kate Smith Show on NBC-TV and
Spade Cooley on KTLA (TV) Los
Angeles, plus its own fully spon-
sored Gaylord Hauser twice a week
on ABC-TV.

THE GEORGIA PURCHASE
only
a combination
of
stations can
cover
georgia's
major
markets

THE GEORGIA TRIO
represented individually and as a group by the KATZ AGENCY, INC.

BROADCASTING • Te lecasting

THE GEORGEAN Purchase

EXEMPTION FEE
Texas Stations Not Liable
RADIO stations have been held not
liable to pay a fee to be exempted
from the Texas chain store tax law.
The ruling was handed down by
State Attorney General Price
Daniel after the Texas Assn. of
Broadcasters and individual sta-
tion owners had protested payment
of the fee.
The chain store tax law carries
a provision specifically exempting
radio stations from the tax. How-
ever, it required some exempt
operations to pay a $5 fee to ob-
tain an exemption certificate.

Bon Voyage!
... little Bismarck doesn't real-
ize that candy and flowers
often lead to engagements
and showers. It's a clear case of
increased sales in a bright
new market when you make
a date with KFYR. Any John
Blair man will tell you why.

RCA Scholarships
RCA scholarships for current aca-
demic year have been awarded to
11 university students from eight
states, Dr. C. B. Jolliffe, RCA vice
president and technical director,
announced last week. Undergradu-
ate students majoring in "various
fields of pure science or in branches
of engineering" are eligible to re-
cieve scholarships of $600 each which
continue until graduation.

February 4, 1952 • Page 81
To Up Budgets Five Times

CHARLES ANTELL Inc. and National Health Aids, New York and Baltimore, plan to multiply their advertising five times in markets where regular distribution is becoming effective. Michael Davidson, newly-appointed advertising manager of the companies, told Broadcasting * Telecasting last week.

In New York, the firms have increased the budget for radio time in the next 12 months on WMGM to the record sum of $250,000 for sponsorship of college, pro basketball and hockey games.

The WMGM schedule will include the New York Knickerbockers' professional basketball games and the New York Rangers' hockey games, both home and away. In addition the advertisers will underwrite 24 other programs a week, composed of their own 15- and 30-minute shows, plus one-minute announcements preceding all the Brooklyn Dodgers' home and away games for the 1952 baseball season.

The two advertisers began on WMGM with three 15-minute and one 30-minute period. Booming sales prompted the advertising agency, Television Advertising Associates, New York, to increase the schedule to 12 quarter-hour periods, effective Jan. 1. Recently, the decision was made to increase the budget to the sum of $300,000 for the spectacular array of sports programs.

“We have made several purchases of sports time out of town, but this venture marks our first major step in the metropolitan area into the more standard type of radio programming,” Charles Kascher, president of Charles Antell Inc., said. “We have no intention, however, of completely abandoning our original advertising format, which has been responsible for our success. Our intention is to continue to supplement our regular programming with sports events, major network shows, spot campaigns, both on radio and TV.”

Mr. Davidson pointed out that this large purchase of sports programs is prompted by the exponential mail order business and dealers' sales achieved over WMGM since the firm's first started using the station last fall.

Mr. Davidson also explained that Boston is the next market in which regular distribution of the products is being started and the advertising subsequently will be increased five-fold.

CKNW Brief

CKNW New Westminster, B. C., has filed a brief with the Dept. of Transport, Ottawa, requesting change in frequency from 1320 kc to 1130. The brief, filed by William Rea Jr., CKNW president and general manager, calls for move to 1130 with present 1 kw and, if granted, beginning of construction on a new 10 kw transmitter on Lulu Island. Completion is set for December 1952. Dept. of Transport must act upon request along with Canadian Broadcasting Corp. board of governors.

January 23 Applications

ACCEPTED FOR FILING

License for CP

KGMO-FM Cape Girardeau, Mo. — License for CP, as mod., authorizing new FM station.

WLFA-FM Lynchburg, Va. — License for CP, authorizing changes in FM station.

CP for CP

WJKC San Antonio, R. C. — CP to replace CP, as mod., authorizing change in trans. loc. and time.

Modification of CP

WAWZ Zarephath, N. J. — CP, as mod., authorizing increase in nighttime power, new DA, change trans. locat., etc., for extension of completion date.

WMN-FM Milwaukee — CP, as mod., authorizing new FM station, for extension of completion date.

Application under consideration

WKVM San Juan, P. R. — RETURNED application for special service authorization to operate on 1380 kc with 2 kw, fulltime, not to exceed present license period or extension thereof.

January 24 Applications

ACCEPTED FOR FILING

Modification of CP

KWTO Springfield, Mo. — CP, as mod., authorizing power increase and change in DA-N, for extension of completion date.

KEID Sidney, Neb. — CP, as mod., authorization new FM station, for approval of ant. and trans. main studio locations.

KVOZ LaReto, Tex. — CP, authorizing new FM station, for approval of ant. and trans. main studio locations.

KCBS-FM San Francisco — CP, as mod., authorizing new FM station for extension of completion date.

CP Amended

WARL Arlington, Va. — CP to change trans. and main studio locations AMENDED. Authorize changes in ant. system to include FM ant.

License Renewal

KGO-TV San Francisco — Renewal of license.

Application RETURNED

WXAG La Grange, Ill. — RETURNED application for assignment of license to Russell M. Seibert and William A. Murphy, d/o as The La Grange Bestig. Co.

January 28 Decisions

BY THE SECRETARY

Granted License

KWTX Crystal City, Tex. — Granted license new AM station: 1240 kc, 250 w, fulltime.

WPMU Cambridge, Ky. — Granted license new AM station: 1400 kc, 250 w, fulltime.

WSRO Nashville, Tenn. — Granted license new AM station: 1470 kc, 1 kw, daytime.

WJAM Marion, Ala. — Granted license new AM station: 1310 kc, 1 kw, daytime.

KOSY Topeka, Ark. — Granted license new AM station: 1380 kc, 1 kw, LS 800 w DA-N; cond.

KRMJ Shreveport, La. — Granted license new FM station: 101.1 mc. (Ch. 261), 11.5 kw, ant. 200 ft.

WJRE-FM Fayetteville, N. C. — Granted license covering changes in FM station: 88.1 mc. (Ch. 281), 14 kw, ant. 200 ft.

WLFA-FM Lynchburg, Va. — Granted license covering changes in FM station: 99.9 mc. (Ch. 248), 2.7 kw, ant. 200 ft.

Grant CP

WTVR (TV) Richmond, Va. — CP to change ERP from 12.16 kw to 14.5 kw, change antenna location and make ant. and other equipment changes (Ant. 800 feet).

WMN-FM Nashville, Tenn. — Granted CP to make changes in ant. system and change ERP from 1 kw to 6 kw.

WMC Memphis, Tenn. — Granted CP to receive FM ant. from top of tower on side of N.W. AM tower; cond.

Extended Completion Date

WENN-FM Milwaukee — Granted CP for extension of completion date to 8-28-52.

KWTO Springfield, Mo. — Granted mod. CP for extension of completion date to 8-28-52; cond.

KWBW-FM Hufhinson, Kan. — Granted mod. CP for extension of completion date to 8-10-52.

WCAR-FM Pontiac, Mich. — Granted mod. CP for extension of completion date to 8-1-51.

WAWZ Zarephath, N. J. — Granted mod. CP for extension of completion date to 2-21-51; cond.

ACTIONS ON MOTIONS

By Comr. Paul A. Walker

WAYS Charlotte, N. C. — Dismissed as moot petition by entry of order in proceeding re application of Lee County Bestig. Co.; Bishopville, S. C. since application was amended and removed from hearing docket.

KIIB Seattle, Wash. — Granted petition for dismissal without prejudice its application.

Monona Bestig. Co., Madison, Wis. — Granted petition for continuance of

FCC Actions

January 23 Through January 31

CP-construction permit

DA-directional antenna

ERF-effective radiated power

STL-studio-transmitter link

-sync. amp.-synchronous amplifier

sta-special temporary authorization

cond.-conditional

ant-antenna

D-day

LS-local sunset

N-night

mod-modification

unlim.-unlimited hours

SERVIE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash., D. C.
Lincoln 3-7205

COMMERCIAL RADIO MONITORING COMPANY

P. O. Box 7037
Kansas City, Mo.

* VACANCY

Your Firm's Name in this "vacancy" will be seen by every listener-employ

engineers and technicians-applicants for AM, FM, Television and facsimile

facilities.
hearing from Jan. 28 to March 28 at Madison, Wis.

By Hearing Examiner J. D. Bond

Chief, FCC Broadcast Bureau-Granted request for corrections in various respects to transcript of testimony in proceeding re application of WFCF Miami, Fla.

WFCF Miami, Fla.—Granted petition for extension of time from Feb. 1 to March 3 to file proposed findings of fact and conclusions of law re its application.

By Hearing Examiner Basil P. Cooper
WIVY Jacksonville, Fla.—Granted petition for continuance of hearing from Feb. 1 to May 5 at Washington, D.C., re its application.

By Hearing Examiner Lee Resnick
Lee County Bstg. Co., Bishophville, S.C.—Granted petition of Jan. 15 to amend application to request 1380 kc., 1 kw. day, in lieu of 620 kc. 1 kw. day, and application, as amended, removed from hearing docket; dismissed as moot petition for leave to amend, filed Nov. 19, 1951.

By Hearing Examiner J. D. Cunningham
KJEF Jennings, La.—Granted motion for continuance of hearing, filed for Jan. 20 in re its application and that of WVOW Logan, W.Va.; hearing continued to time and place specified by order of court.

By Hearing Examiner H. H. Hutchens
Chief, FCC Broadcast Bureau—Granted petition for extension of time from Jan. 18 to Jan. 25 to file proposed findings of fact and conclusions of law in proceeding re applications of Greater New Castle Bstg. Corp., New Castle, Pa., and that of Sanford A. Schaffitz, Farrell, Pa.

January 30 Applications...

ACCEPTED FOR FILING

AM—690 kc
KKTL St. Louis, Mo.—CP to increase power from 1 kw. to 10 kw. and install DA.
AM—1380 kc
KCLS Flagstaff, Ariz.—CP to change frequency from 1340 kc. to 1360 kc. and increase power from 500 w. to 5 kw. fulltime.

License for CP
WMIN-FM St. Paul—License for CP authorizing changes in FM station.

Modification of CP
WWFM-FM Pittsburgh—Mod. CP, as modification authorizing changes in FM station, for extension of completion date.

(Continued on page 91)

February 4, 1952 • Page 83
SAWYER

SUIT against Secretary of Commerce
Charles Sawyer by minority stockholders of Radio Voice of Springfield Inc. (WIZE Springfield, Ohio) was characterized as part of a "consistent campaign of annoyance...to forestall the purchase of their stock at high prices," according to a statement issued in Mr. Sawyer's name by Dayton attorney Hubert Esterbrook last week.

Minority stockholders, in the Court of Common Pleas in Springfield, Ohio, earlier last week, alleged that the radio station made improper salary payments to Mr. Sawyer and his wife, and asked that the court stop the practice and recover $112,080.

Specifically, the minority stockholders claimed that WIZE paid Mr. Sawyer $10,000 a year for the last seven years for services which "were negligible in amount and cursory in nature." It is also charged that the station paid Mrs. Sawyer $16,800 for the same term as secretary although she "performed no duties and rendered no service of any kind whatever to the company."

Stockholders also sued to recover $21,000 paid for rent in Mr. Sawyer's Cincinnati law office and $4,280 for the services of a secretary there.

Mr. Sawyer owns 52% of WIZE. He owns outright WING Dayton and WCOL Columbus, both Ohio.

Plaintiffs in Suit

Plaintiffs include George B. Quatman, president of the independent Lima (Ohio) Telephone & Telegraph Co.; his son, Lima Probate Judge Joseph B. Quatman; Richard B. Davis, restaurant owner; Frank G. Kahle, retired businessman; Louis Kramer of Dayton; Phillip L. Bradstock and Mrs. Simon Maier of Elyria.

Both George Quatman and Mr. Davis are members of the WIZE board of directors.

In addition to Mr. Sawyer, the suit was directed against John Pattison Williams, executive vice president of Mr. Sawyer's radio properties; Charles Evans, WIZE station manager; Adain Karras, assistant station manager; Charles Sawyer Jr. and Abe Gardner.

Mr. Sawyer's statement is as follows:

"Suits by without previous inquiry of the management as to salaries, dividend policies, prospects, competition, etc., a group of stockholders, headed by George B. Quatman, bought a minority interest in Radio Voice of Springfield Inc. The purchase was made with the specific intent of creating a large nuisance value. He persuaded others to enter into the suit, thereby enabling two women. Through his blandishments and through a voting trust, with 25% interest in the minority stock, he has obtained complete control over the minority stockholders. Since Mr. Quatman and friends acquired these shares, he has carried on a consistent campaign of annoyance. New lawyers for Mr. Quatman have moved in and old lawyers have moved out of the picture, creating a confusing regularity.

The object of all this has been to force the purchase of their stock at a high price. No such buyer has ap-

WIZEHoldings Involved

In Quatman Suit

WFAA-AM-TV Dallas-Ft. Worth will sponsor a 7,000-mile farm tour through U.S. and Canada for Southwesterners June 8-22. Murray Cox, WFAA farm director, is in charge. Cost is about $500 each.

SDBA SCHOLARSHIPS

Given in Radio Fields

TWO $100 tuition scholarships have been given to the U. of South Dakota by the South Dakota Broadcasters Assn. for high school seniors entering college to specialize in radio broadcasting and station engineering.

This was reported last week by Bryon McEelligott, general manager of KSDN Aberdeen and president of the broadcasters' group. He said basis for selection will be scholastic standing, speech abilities, personality and character of the broadcasting scholarship applicant, and science activities, personality and character for the engineering student. Applicants must prove a financial need.

Selected to screen applications are Ray Eppel, manager, KORN Mitchell; chairman; Bill Bohn, manager, KSB Sioux Falls; Max Staley, manager, KJLV Huron, and Henry Schmitt, publisher, Aberdeen American News.

Applications will be written to the university registrar or KUSD Vermillion. Winners will be announced June 1.

ZIV IS HONORED

By VFW for Cretic Series

CERTIFICATE of Merit was awarded last week by Veterans of Foreign Wars to Frederic W. Ziv Co., New York, radio production and transcription firm, for its new series titled "I Was a Communist for the FBI," starring Dana Andrews. Series, based on incidents in career of Matt Cretic who, as an FBI undercover agent, joined the U. S. Communist Party, will make its debut on stations coast-to-coast in March.

Certificate is signed by Frank C. Hilton, VFW commander-in-chief, and commends the Ziv Company for "its role in making the American people more aware of the methods and goals of Communists in the United States, therefore more conscious of the menace of Communism to our nation."

Rep. Changes Name

KEEKNAN, Hunter & Dietrich is now name of Keenan & Eickelberg, West Coast station and publishers representative. W. Hubbard Keenan has been elected president and is headquartered in San Francisco.

George G. Dietrich is vice president in charge of Los Angeles operations. Other officers include John W. Banister, vice president; Max J. Hunter, secretary-treasurer, and Laura Moraugh, assistant secretary.

To Address IRE

CHARLES E. WILSON, director of the Office of Defense Mobilization, will be banquet speaker March 5 at the 1952 convention of the Institute of Radio Engineers to be held at the Waldorf-Astoria, New York, March 5-6. In addition to the technical papers to be presented at discussion sessions at the hotel, IRE is sponsoring its largest exhibit of latest developments of electronic equipment at Grand Central Palace, where 356 exhibitors display 57,000 square feet of floor space to show some $10 million worth of apparatus, including newest in transmitting and receiving devices and parts for AM, FM and TV, both VHF and UHF.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 29 OF THIS ISSUE

Page 84 • February 4, 1952
Spotlighting another engineering triumph by Continental

...the new 314-2 1 KW AM TRANSMITTER*

The smart, two-toned gray cabinet features the Transview glass door styling used in larger CONTINENTAL Transmitters, providing greater visibility and accessibility of all tubes and parts. Unified, frameless construction permits vertical members and partitions to serve as panels on which the transmitter components are mounted. This arrangement lends itself ideally to the forced air ventilation system used.

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set. Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

For Equipment above and beyond the usual standards...call on

*Availability dependent upon defense requirements.
Help Wanted

Managerial

Sales manager, update New York, large market. 1000 watt independent station. Must be experienced in broadcast operation and able to prove sales ability. preferably a New York man. Give full experience, picture in resume. Box 413M, BROADCASTING.

Successful 250 watt network station in south midwest established six years is looking for an initial opening experience announcer or commercial manager. Box 146M, BROADCASTING.

Combination announcer - engineer wanted. Forty hour week on Mutual network, GMF Miami, Florida. Must be located in Miami. Send letter with full details and expected position. Box 18M, BROADCASTING.

Good announcer with first phone, permanent position. Friendly eastern Pennsylvania independent daytime. Seventy-five dollars for forty-four hour week to start. Submit resume experience, photo, disc or seven one half inch tape. First reply. Box 167M, BROADCASTING.

Announcer - engineer, looking for dependable technician, no announcing, permanent, working conditions reasonable. Texas, station. Box 99M, BROADCASTING.

Engineer-announcer or operator will be given preference. Twenty-four hour night average opportunity for man who can meet physical standards. First reply. Box 148M, BROADCASTING.

Operator of stable temperament, good character needed by station in Texas. First reply. Box 156M, BROADCASTING.

First class station. Wanted for mix engineer in control room. Willing to train. City of Rutland, Vt.

Help Wanted (Cont'd)

Salesman

If you think sales, breathe sales, sell sales, then you are the man for us. WGEZ, NBC Affiliate, Chicago, Ill.

Immediate opening for announcer. High watt network station. Box 158M, BROADCASTING.

Annenouncer

Secure future for aggressive, responsible man on staff of southern independent. Excellent working conditions. Three years experience minimum with complete operation. National account and audition with disc jockey. News and straight commercials. With first letter. All replies confidential. Box 99L, BROADCASTING.

Winner of a contest for sales management with WJON, Minnesota. Thirty months experience. Box 73M, BROADCASTING.

Wanted: A man with established results in sales. Must have good personal and business references. Good pay. box 1023M, BROADCASTING.

Immediate opening experienced staff announcer for 1000 watt indie full-time station. No experience necessary. Box 133M, BROADCASTING.

Announcer-engineer who can use type writer, write, keep complete traffic, expert in all radio program work and other related work. Small network affiliate for WJCM, Michigan. Send photo, sample of work, and data. State salary expected. Good pay. Box 127M, BROADCASTING.

Wanted-Morning of afternoon man with new ideas to create and sell good salary deal. Excellent opportunity. Box 133M, BROADCASTING.

Some western Mutual affiliate has immediate opening for combo man. Ideal all around man. Prefer hispanic, preferably with some experience with young, congenial staff. Prefer young. Almost any man who will be permanent. Address disc, photo and details to Box 143M, BROADCASTING.

Help Wanted (Cont'd)

Technical


First class station, looking for dependable technician, no announcing, permanent, working conditions reasonable. Texas, station. Box 99M, BROADCASTING.

Engineer-announcer or operator will be given preference. Twenty-four hour night average opportunity for man who can meet physical standards. First reply. Box 148M, BROADCASTING.

Operator of stable temperament, good character needed by station in Texas. First reply. Box 156M, BROADCASTING.

First class station. Wanted for mix engineer in control room. Willing to train. City of Rutland, Vt.

Help Wanted (Cont'd)

Television

Chief engineer for eastern TV network station. Construction experience, and administrative ability essential. One of the largest of its type. Starting salary $8,000 to $10,000, stations operated on full time basis. Excellent future to a man of ability and experience. Must have good background, no recordings. WCBR, Waltham, Mass.

Engineer for expanding TV station 1st class station. Must have Eastern AM experience considered. Please state experience in writing. Starting salary $75.00. Box 730M, BROADCASTING • TELECASTING.
Situations Wanted

Managerial

Can build your station into a paying proposition. Experienced in every phase of radio, television, selling, programming, public relations and announcement. Twenty years experience, married, one child. Qualifications call references. Box 114M, BROADCASTING.

Thoroughly qualified manager 17 years experience successfully operating and developing radio station. Will consider only markets under $100,000. Box 115M, BROADCASTING.

General manager 13 years experience in newspaper and all phases radio sales and promotion and ownership. Married and stable. Want present future fulfillment. Top radio and newspaper references. Box 125M, BROADCASTING.

Situations Wanted (Cont'd)

Experience experienced announcer chances for progressive stations. Announcer, 24, single, vet. Experienced all phases. College degree, board, good voice, on plenty. Minimum $25. Box 134M, BROADCASTING.

Announcer, 24, single, vet. Experienced all phases. College degree, board, good voice, on plenty. Minimum $25. Box 134M, BROADCASTING.

Experienced, college, board, good voice, on plenty. Minimum $25. Box 134M, BROADCASTING.

Experienced announcer, five years experience, including chief. Reliable man required good voice. South or southeast. Box 153M, BROADCASTING.

Licensed engineer, five years experience. Experienced in Electronic, combination, and chief. Midwest or midsouth. Box 165M, BROADCASTING.

Production-Programming, Others

Copywriter, male, experience network affiliate and independent. Looking for progressive station in the east. Box 83M, BROADCASTING.

Women's director! Experienced in writing, production and air work. Successful in both. Have had training. Available immediately. Box 142M, BROADCASTING.

News reporter-writer; idea man for special events, roundabouts, investigation of facts and figures. All types air-work-spot tapes, straight news and analysis, moderating; man for somebody who sees radio and/or TV as another channel of community expression. Employed. Box 135M, BROADCASTING.

Wrote (specialty, humor)—performer (self-accomplishment); radio; TV; newspaper. No fees. Short story, portfolio, young, single. Box 165M, BROADCASTING.

Television

Salesman

Have complete 13 year broadcast in local and national sales for radio and television. Would like to find a steady, well paid future based on percentage. Box 127M, BROADCASTING • TELECASTING.

Announcer. Presently employed. Magnificent voice, personality, appearance, experience. Box 165M, BROADCASTING.

Sometimes available for evening work. Box 165M, BROADCASTING.

Directors—Operations, Others

Controller desires change. Qualifed to set up complete film department, and laboratory your best. Experienced. Box 165M, BROADCASTING • TELECASTING.

For Sale

For sale—Muzak wired music operation at Inventory in western territory of 200 pop. Box 125M, BROADCASTING.

Stations

Western state, 230 watts. Well equipped. $3,500 monthly volume; $35,000 Forms. Box 121M, BROADCASTING.

For sale—broadcasting station, Leonard 1. Same equipment as Champaign. Ill. Phone 5004.


Equipment, etc.

For sale: RCA field intensity meter. 300-A, frequency range 180-1800 kc. Excellent condition. Box 89M, BROADCASTING.

Raytheon 250 watt AM transmitter. Excellent condition. Box 121M, BROADCASTING.

Cox 300 watt transmitter. Two years old. Excellent condition, 300. Box 183M, BROADCASTING.

Mita transmitting condenser new and used. Attractive prices. List on request. Box 155M, BROADCASTING.

For Sale (Cont')

1 Western Electric 2 channel console complete. Price negotiable. Call or write Station KCBJ, Minot, North Dakota.


Complete RCA 5 kw model 5-AM transmitter, square tubes and spares and Western Electric 1C frequency monitor, $960. Write KOIP, Raytown, Mo.

Western Electric 100,000 watt transmitter, xtal 1230 kc, $700, REL 812B, 1 kw FM transmitter 750, REL 600 FM monitor 500, REL 600 audio amp. $50, five new xts 1000 $40 each, three 320 $5 each. Contact 3F9B amp. $15. All equipment in good working condition and supplied with instruction books. WIL, Chase Hotel, St. Louis, Mo.

For sale—One 160 foot guyed Windemere tower, can be shipped to 250 feet. Complete with guys, lighting equipment, lighting, chokes and conduit. Ready to ship. You pay freight. $1500. Contact WMGR, Bainbridge, Ga.

For sale: One RCA BTA-1L transmitter, WLW, Pleasure, Miss. Phone 519.

Wanted to Buy

Equipment, etc.

Wanted: 1 kw AM transmitter. Antenna turning unit. Price reasonable. Box 805L, BROADCASTING.

Wish to buy your 1 kw transmitter. State price, age and condition. Box 137M, BROADCASTING.

Wanted to buy complete 250 or 1000 watt FM equipment. Transmitter, monitoring equipment, transmitter to 3 kw. Will buy new or used, individually. Box 162M, BROADCASTING.

Wanted: 1 or 3 kw FM transmitter. 460 feet 14 inch transmission line, antenna and monitors. State price and condition. KWDA, Worthington, Minn.

Miscellaneous


Help Wanted

Announcers

DISC JOCKEY WANTED

Must have proven success record as DJ. In a competitive market. A real opportunity awaits the man who can delve into a midwestern, metropolitan north central market. Give full particulars about your experience, salaries, etc. been earned and expected, and attach small photo. Confidential. Box 450K, BROADCASTING.

Television

Technical

HELP WANTED

Skilled publicity writer by large midwestern radio-television organization. Give resume of experience, salary required. Address Box 95M, BROADCASTING • TELECASTING.
MAHER IS CONVICTED

In Spivak Assault Case

GEORGE MAHER, executive secretary, National Assn. of Broadcast Engineers and Technicians (CIO), was convicted in New York's special sessions court Monday of third degree assault on Attorney Harold Spivak. A NABET executive was continued on $500 bail for sentencing Feb. 27.

Mr. Mahers was accused of striking Mr. Spivak last June 9 after a National Labor Relations Board hearing at which the latter represented the International Alliance of Theatrical Stage Employees and Motion Picture Assns. (AFL). The two unions were involved in jurisdictional dispute, contesting representation of CBS employees, with hearings held at that time in Los Angeles, Chicago and New York. Elections in the dispute were held early this month, with the NWTE having withdrawn from ballot in favor of International Brotherhood of Electrical Workers, also AFL.

WTAM SIGNAL

Improved With Amplifier

INSTALLATION of a new compression amplifier designed to improve reception of WTAM Cleveland's signal in "fringe areas" has been announced by John McCormick, general manager of the NBC Cleveland O&O outlet.

Developed in conjunction with RCA engineers, the amplifier permits an increase in "effective modulated power" of WTAM's present 50 kw clear channel signal, according to S. E. Leonard, WTAM-NBC engineer. Plans are underway for a similar installation on WNBR (TV), NBC's Cleveland video station.

ABC Radio Hollywood personnel, occupying third floor of NBC Radio City complex at 1500 N. Vine, have moved to new quarters in remodeled ABC studios, 1537-1539 N. Vine St., Hollywood. Developments involved in a remodeling, production, traffic, continuity acceptance, music rights, newspaper and telephone.

SISTER Mary St. Clara, B.V.M., reported the only nun in North America who conducts commercially sponsored weekly home economics radio program, receives a 1951 McCall's Award. She is head of home economics department of Clarke College, Dubuque, Iowa. Present at ceremonies are (l to r): Frank Hogan, director of media relations, McCall's magazine; Sister Mary, and James D. Carpenter, vice president of Dubuque Broadcasting Co. (WKBR and W DBQ). Sister Mary was one of seven women who were awarded gold microphone for outstanding public service broadcasting [BET, Dec. 24, 1951]. Series has been featured for over 14 years on WKBR and WDBQ, which received scroll on occasion.

ROYALTY RIGHTS

On ILO Geneva Agenda

EFFORT of performers unions to promote an international treaty giving them royalty rights on records and sound films will be taken up at a meeting of International Labor Organization, starting Feb. 18 in Geneva, Switzerland. Representing American employers at the meeting will be Richard P. Doherty, NAR jike employee-relations director, and George Jacoby, vice president of General Motors. Mr. Doherty has served as U. S. employer representative at past ILO meetings.

Performers unions tried in 1949 to persuade ILO to set up a treaty under which all broadcasters would have to pay royalties to performers for use of records and sound films. In addition they sought the right to prevent use of such materials. ILO took no action on the matter in 1949 but unions will again submit the matter to the worldwide group. Union musicians are principal backers of the move.

Pacific Northwest

$70,000.00

$40,000.00

Controlling interest in 1000 watt daytime station in one of the largest metropolitan markets in the northwest. Possibility to go full-time with small additional investment. Financing can be arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

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PROTESTANTS

1952 Emphasis on Radio

RADIO—not TV—in 1952 is still the better medium through which to sow seeds of religious thought.

This was counseled by Albert Crews, production director, Protestant Broadcasting and Film Commission, in an address at St. Louis' Claridge Hotel. Mr. Crews spoke before the Synodical Radio and Television Committee and the Dept. of Public Relations, Lutheran Church, Missouri Synod.

As of Jan. 1, Mr. Crews said, 71% of American homes do not have television, as opposed to 95% of homes which are radio-equipped.

"There are more car radios alone in the United States than there are television sets. These figures furnish the answer for us in 1952," Mr. Crews commented. "Program-people, has expanded its radio programs for every one television program."

He emphasized, however, that this is not a static situation. "The trend is toward television. When the time comes that television outstrips radio as an effective medium, we must be ready..."

Mr. Crews urged greater financial support of cooperative broadcasting.

NEW ESU AWARDS

Four Are Set This Year

ENGLISH SPEAKING UNION, which last year offered awards to women broadcasters and journalists who, during 1950, had done outstanding work in developing a greater understanding between the peoples of Great Britain and the United States, has announced that its awards for 1951-52 will go to nine women.

The Union is now accepting nominations for awards which should be sent to the Annual Awards Committee, English-Speaking Union, 19 E. 64th St., New York 22, N. Y. Supporting material should have been broadcast or published during 1951. Judging panels will consider nominations April 14-18.

Nancy Craig of ABC won the 1950 radio award, with citations going to Julia Benel, WPAA Dallas; Evadna Hammersley, KOA Denver, and Mary Wilson, WTTM Trenton.

Paul Gaynor, vice president of Buchanan & Co., N. Y., to CBS-Columbia Broadcasting, is set this year.

Joseph G. Devico, advertising manager, Majestic Radio & Television, division of Wilcox-Gay Corp., has been named director of advertising and sales promotion for the company.

Harry R. Flory, foreign news manager and director of international communications of United Press, named UP's general manager on communications.

Joseph G. Devico, advertising manager, Majestic Radio & Television, division of Wilcox-Gay Corp., has been named director of advertising and sales promotion for the company.

HARRY R. FLORY, foreign news manager and director of international communications of United Press, named UP's general manager on communications,

Post created as result of experiment in UP wire system, including new coast-to-coast wire for scripts in UP Movietone Television Service.

John F. Rohrs, United Television Programs, Chicago, named company's midwest regional sales manager.

Don Richardson, program director, WJEF Grand Rapids, Mich., to production staff of KFRC Enterprises, Springfield, Mo.

Clippard Instrument Lab., Cincinnati, will move April 1 to new plant at 7350 Cederain Ave. between Mt. Airy and Groesbeck, Ohio.


David H. Joseph, assistant production manager, KTLA (TV) Hollywood, to Nat Goldstone Agency, Beverly Hills, Calif., to establish agency and program package as production supervisor for TV View the Club.


Bob Bains, manager radio-TV promotion, Universal-International Pictures, Universal City, Calif., elected chairman of radio TV committee of Assn. of Motion Picture Producers.

Robert Montgomery, one time commercial manager of EKLX San Antonio, Tex., and KOAS Los Angeles, named director of sales staff of World Broadcasting, New York, N. Y.

Dan J. Forrestal, assistant director of advertising and public relations, Monsanto Chemical Co., St. Louis, and Robert E. Hillard, partner, Fleishman, Hillard & Assoc., public relations, same city, elected president and vice president respectively of St. Louis chapter of Public Relations Society of America.

P. T. Scott Assoe., Kansas City, announces release of Bea Jay Show, a quarter hour transcription featuring a woman disc jockey.


Franklin H. Graf, vice president, A. C. Nielsen Co., Chicago, will speak Feb. 6 at all-day Sacramento Marketing Conference in Senator Hotel. Session is under joint auspices of Northern California Industrial Advertisers Assn. and local Chamber of Commerce.

Avery Yudin, member of New York U.'s graduate division of School of Education, named director of audio education of Rec-O-Kut Co., Long Island City, N. Y.

John O. Devries appointed manager of General Electric Co.'s plant in Asheboro, N. C.

JACK H. KLTZ, advertising manager, Majestic Radio & Television, division of Wilcox-Gay Corp., has been named director of advertising and sales promotion for the company.

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is nothing to be computed in ounces or postage rates. The true measure is this: "How much weight does it carry in the field it serves?"

BROADCASTING & TELECASTING carries plenty of weight with readers. Consider this:

1. More people associated with radio-TV pay for BROADCASTING & TELECASTING than for any other Journal.

2. Among radio-TV advertisers and agency people alone (the men and women who decide where advertisers' messages should be aired) over 3500 copies are bought each week with at least 4 readers per copy—over 25,000 impressions.

Behind your message add the weight of . . .

3. In 1951-52 for 20 years past—BROADCASTING & TELECASTING published more radio and more television news and business features than all other industry publications combined.

No, . . . the weight of a magazine can best be determined by the intense loyalty of its readers. That's why it pays to put the weight of BROADCASTING & TELECASTING on your message. It will carry you further, deeper, more productively to your best customers than any other approach.
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**Spiritual Clinic Dumont TV Network** has announced a new series of weekly half hour telecasts featuring Bishop Fulton J. Sheen, who will answer listeners' questions and inform viewers about spiritual subjects. Program, *Is Life Worth Living?* will be aired Tuesday, 8 p.m., beginning Feb. 12.

**Savings Pay** Chef Milani, star of KNBH (TV) Hollywood Chef Milani Show, begins an essay contest for boys and girls, 10-15 years old, on Why I Should Save for My Future. Starting Feb. 11, two winners will be announced each Monday. Prizes will be Security First National Bank passbooks containing ten dollar deposits in each winner's name.

**Two-Way TV** CBS-TV *The Big Hello*, new weekly half-hour public service program scheduled to start by late February, will use microwave relay between L.A. and N.Y. on weekends. The program is designed to give advice to people who call his wife in N.Y. from West Coast and is shown his baby for first time, or L.A. man who calls family in N.Y. to introduce his bride-to-be.

**Way to a Voter's Heart** KFH Wichita, Kan., gave a party at the court house to get Wichita citizens out to register for the coming election. Entertainers broadcast from the corridors where 3,000 people gather for the occasion. In three hours, 1,404 persons registered, an all time record in the city and county. The program, planned by Tom Bashaw, KFH program director, and Marjory Bassett, station's public service director, was produced in cooperation with the League of Women Voters.

**Howdy Doody Honored** Special on-the-air festivities are being planned when NBC-TV's *Howdy Doody* presents its 1,000th telecast Feb. 12 in what the network says is the show's first anniversary in television. Program started on radio in late 1947 with Bob Smith conducting *The Triple B Show*. One of the show's favorite characters named Elmer always addressed the children with "Howdy Doody, kids," thereby keying his own name change as well as that of the subsidiary television show. Video series started Dec. 27, 1947, as an hour-long show of four segments, revised four months later to its present half-hour format.

**Golden Weddings** Celebration for 11 couples from Rose Hill, Kan., who were married 50 years or more, was held last week in Wichita and aired by KFH same city. Program, originating in the Rose Hill school gymnasium, featured songs, poems and readings by the elderly couples. In addition to the main broadcast, interviews at their farm houses were conducted with Tom Bashaw, KFH program director, asking participants to give advice on how to make marriages work.

**TV Sewing Lessons** If there is a woman in central Iowa who isn't handy with a needle and thread a few weeks hence, it won't be the fault of WOI-TV Ames. The Iowa State College station began a nine-week series of telecasts, *Make a Dress*, on Feb. 1. Prior to the show's debut, 1,000 women expressed interest in the show by mail in response to newspaper and radio publicity. Clothing specialists at the college will instruct.

**News Internship** WPIN Findlay, Ohio, has inaugurated a project to enable journalism students at Bowling Green State U. to acquire experience while they are still in school. A two week "internship" in radio news writing is now underway for Henry Turek, a college senior majoring in journalism and speech at Bowling Green.

**Local Talent** As part of its program to develop local talent, CFAC Calgary has started weekly half-hour local talent drama shows, every Monday. Station also has started quarter-hour, two-narrator documentary on the week's news and a morning children's program on Saturdays. A children's theatre of the air will be presented later this year.

**PAPER NAPKINS** SERVETTES with call letters and frequency of the station are being widely distributed by CKX Brandon, Man., to teats, bazaars and other functions throughout central and western Manitoba as part of its promotion campaign for listeners.

**Get Acquainted Series** RADIO-TV workshop meetings for representatives of public service organizations will commence today at WTMJ-AM-TV Milwaukee and continue for seven weeks. Two hour sessions will be held each Monday night. Workshop's purpose is to acquaint the 300 invited delegates with the operations of radio and TV stations. Meetings, sponsored by the Junior League, will include visits to studios and control rooms as well as lectures on various phases of industry.

**Talent Hunt** TALENTED government employees in Washington, D.C., are featured on a new program on WTOP-AM-FM-TV there each Saturday, 4-30 p.m. Appropriately titled Government Talent Hunt, show is produced in cooperation with the Federal Recruiters Committee. Participants are selected by G. Larry Zuch, committee chairman, and presented by Gene Kivarn, m. o. of the show. At the end of the 15 week cycle, winner will be treated to a trip to Paris.

**Report to People** CITY OFFICIALS will report to the citizens on new weekly series starting Feb. 6 on WIP Philadelphia. Mayor, district attorney, president of city council and city manager will rotate on tape recorded Wednesday 10:45 p.m. show.

**Radio Classroom** EDUCATION via radio has been re-introduced over KFJZ Fort Worth, Tex., with presentation of *Texas School Broadcast Air, 12 week series of broadcasts aired three times weekly at 2:05 p.m. The 15-minute public service feature is heard Monday, Wednesday and Friday. This is the second year KFJZ has presented such a series. Nearly every school in the city is equipped to pipe the programs to various classrooms, KFJZ said.
Docket Actions

INITIAL DECISION

Scranton, Pa.—Scranton Radio Co. Hearing Examiner Hugh B. Hinchcliff issued initial decision looking toward denial of application for new AM station on 1450 kc, 550 w, full-time, denied based on engineering considerations. Decision Jan. 28.

Non-Docket Actions

TRANSFER GRANTS

WATG-AM-FM Ashtabula, Ohio.— Granted involuntary assignment of license to Robert B. Reynolds and Fred L. Merrill on basis of separation of interest of Fred R. Doig, deceased. No monetary consideration.

KTRY Bastrop, Texas.—Granted assignment of license to Nathan Holman and A. R. McCloy, Jr., as Morehouse Busc. Co., through liquidation of stock held by Meurs, Bolton and McCloy for equal partnership interests in firm. No monetary consideration. Granted Jan. 28.

New Applications

TV APPLICATIONS

Visalia, Calif.—Sheldon Anderson, Ch. 3 (69-68 mc), ERP 38.8 kw visual, 14 kw audio, antenna height above average terrain 919 ft. Estimated construction cost $296,000, estimated first year operating cost $300,000 and estimated first year revenue $350,000. Applicant is general manager KCOR Telev., Visalia, Calif., and 15% of KYNO Fresno. Filed Jan. 20.

Loganport, Ind.—Loganport Best, Corp., Ch. 10 (190-192 mc), ERP 11.5 kw visual, 5.7 kw audio, antenna height above average terrain 913 ft. Estimated construction cost $136,300, estimated first year cost $160,000 and estimated first year revenue $200,000. Applicant is licensee of WKRL Loganport. Filed Jan. 31.

Year Blytheville, Ark.—Harold L. Sudbury, Ch. 3 (69-68 mc), ERP 6.4 kw visual, 3.6 kw audio, antenna height above average terrain 822 ft. Estimated construction cost $100,000, estimated first year cost $120,000 and estimated first year revenue $160,000. Applicant is licensee of WGBY Blytheville. Filed Feb. 3.

Peru, Ind.—Pikes Peak Best, Corp., Ch. 10 (182-184 mc), ERP 11.5 kw visual, 5.5 kw audio, antenna height above average terrain 625 ft. Estimated construction cost $154,300, estimated first year cost $175,000 and estimated first year revenue $210,000. Applicant is licensee of KGCO Colorado Springs. Filed Feb. 3.

AM APPLICATION

Rumford, Me.—Rumford Publishing Co., Ch. 5 (150-148 mc), ERP 50 kw, estimated first year cost $67,000 and estimated first year revenue $85,000. Applicant is licensee of KFCR Rumford. Filed Jan. 31.

TRANSFER REQUESTS


WRUI-AM Newington, Conn.—Transfer of control to Alex Rosenblum of WBIU-AM Newington. Filed Feb. 3.

KRNA-AM, Kansas City, Mo.—Transfer of control to David Bini and E. E. B. to control stock. Applicant to hold 50% voting rights and Messrs. Blumenthal and Bini will hold other 50% together. Mr. Bernstein was commercial manager WCAU.

Carries the weight in the Oregon Market

Day or Night

TOTAL BMM FAMILY

PORTLAND, ORE.

on the efficient 620 frequency

Represented Nationally by Edward Pitzer Co.

BROADCASTING • Telecating

February 4, 1952 • Page 91

14 IN EFFECT

Buying Income per Capita among Sales, Management's 162 Metropolitan Areas.

If your TV schedule covers the 100 first markets according to Effective Buying Income per Capita, then the Quad-Cities market is on your list. Over 234,000 Quad-Citians have the income to satisfy their tastes to a luxurious degree. And WHBF-TV is the only TV station in Illinois outside of Chicago. On ABC, Columbia and Dumont networks.

Lex Johnson, V.P. and Manager

Quad-Cities' favorite

WHBF

TELEVISION, ROCK ISLAND, ILLINOIS

Represented by Kevin Jayness, Inc.
In Canada more people listen to CFRB

Toronto regularly than to any other station

THE 1950 BBM figures show CFRB's coverage as 69,050 daytime and 653,860 nighttime—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

Representatives:
United States—Adam J. Young Jr.
Incorporated
Canada—All-Canada Radio Facilities Limited

SPECTRUM

JCTA to Issue Its Findings

LONG, HARD look at the radio spectrum has been taken by a subcommittee of the Joint Technical Advisory Committee, which plans to issue its findings in the near future.

Study is considered to be the first overall expression of how the radio spectrum should be utilized to maintain full value to all services. Report, now a 300-page monograph manuscript, is called "Conservation of the Radio Spectrum." It is broken down into parts and traces in layman's language the history of allocations, problems of allocations and what could be done in the future to conserve spectrum space. It also contains a critique of present allocations.

Among the generalized conclusions the 25 allocation experts came to were the following regarding broadcast services: (1) AM should be located in the 200-1000 kc portion of the spectrum and each station should be a clear channel outlet for maximum wide-area coverage; (2) All local broadcasting should be FM; (3) TV should be placed in the 200-400 kc area, 800-1200 kc, or around 100 mc. Conclusion is also reached that all shortwave broadcasting is a waste of spectrum space and should be abolished.

Do Doubt It Can Be Used

It is emphasized that these conclusions are based on what should be done if no other considerations were involved. It is acknowledged that it is probable that nothing like the JCTA recommendations can ever be accomplished among the more well-established services.

Subcommittee which drew up the report comprised Don Fink, editor of Electronics magazine, chairman, Haraden Pratt, IT&T (now Communications Advisor to the President) and Philip Silling, RCA.

They were assisted by Trevor H. Clark, Federal Telephone Telegraph Corp.; Dr. J. H. Dellinger, consultant, (formerly chief of the Central Radio Propagation Labs., National Bureau of Standards); Dr. G. C. Southworth, Bell Labs.; Arthur F. Van Dyck and Jim Vestach, RCA.

Other contributors were Austin
NARTB Boards
(Continued from page 28)

Lawrence has resigned from the board. He will be replaced by J. Witting DuMont's director.

A number of special meetings will be held before the board sessions start Feb. 13. These include the board's finance committee.

The television board opens discussions Wednesday, Feb. 13. Vice Chairman Robert D. Sweeney, WDSU-TV New Orleans, is scheduled to preside. The board's financial pool is expected to be discussed.

Two vacancies exist on the combined board at this time, in addition to the TV chairman of Mr. Thomas. The vacant seats are those of Craig Lawrence, District 1 (New England) director, and Patt McDonald, manager of station WJZ, Baltimore. Mr. McDonald has not been able to attend any meetings, due to a legal problem.

The District 1 vacancy will be filled this winter by a special election in that district. The election is scheduled for March 1. The final decision will be made by the board at its meeting on March 13.

All vacancies on the TV board expire in April. Decision on election of directors will be made at the board meeting scheduled for April 1.

NARTB convention in the spring. The convention is scheduled for April 1-3 in San Antonio. The convention will feature exhibits, discussions, and social events.

The combined board meeting will be held on March 13. The board will be held in conjunction with the annual convention of the National Association of Broadcasters (NAB).

The board will be held in conjunction with the annual convention of the National Association of Broadcasters (NAB).

NARTB member news releases will be distributed to members of the press.

NARTB has announced that it will sponsor a radio and television convention in San Antonio in April. The convention will feature exhibits, discussions, and social events.

The combined board meeting will be held in conjunction with the annual convention of the National Association of Broadcasters (NAB).
THEATRE TV ISSUES AS REVISED BY FCC

COMPLETE TEXT of theatre TV hearing (see story page 25) revised Issue 1 and new Issue K, issued by the FCC Friday, is as follows:

(1) To determine whether, if frequencies are to be allocated for the purpose of providing a theatre television service, such service should be established on a common carrier or non-common carrier basis, and if on a non-common carrier basis the conditions under which such service would be made available shall be designed to maintain competition within a theatre television service, and as between a theatre television service and competitive services.

(2) To ascertain the proposals of the parties with respect to the standards of licensees eligibility in any particular area, and if such proposals are not established, with special reference to such questions as to whether the public interest would be served by granting licenses for stations in such a service to persons also engaged directly or indirectly in the furnishing of network or other programming for broadcast reception to persons not primarily or directly in the business of producing motion pictures or other programs for a theatre television service, or to persons engaged directly or indirectly in the exhibition of television pictures or of the programs of such a theatre television service.

EMPIRE STATE PANEL AT IRE

EIGHT speakers scheduled for technical meeting of Institute of Radio Engineers in New York Wednesday to discuss Empire State Bill project. Participating will be Raymond F. Guy, NBC; John C. Preston, ABC; Thomas E. Howard, WPIX (TV); New York; Rodney D. Chipp, WABD(TV) New York; John B. Detring, RCA; J. W. Wright, CBS; Fred Everett, NBC, and Frank G. Kear, consultant.

WHIL PUBLIC SERVICE UP

WHIL-FM-Hempstead, L. I., had 20.2 percent increase in public service broadcasting during past year, Paul Godofsky, president and general manager, said Friday. Regularly scheduled community service programs totaled 599 during 1951 or 286 hours and 20 minutes air time. WHIL reports another 100 special events shows throughout same year. Schedules included everything from free-time religious broadcasts to on-apron coverage of local news with some 905 Long Islanders appearing on broadcasts.

WMEX PETITION

INTERFERENCE between stations was cited to FCC as grounds for withdrawing program authority and setting license application of WMEX Medford, Mass., for hearing, in petition filed Friday by WMEX Boston. Boston station argued that 25 millivolt contour of Medford station interfered with the 25 millivolt contour of its station's new operation on 1510 kc. and is against Commission's engineering standards relating to stations 30 kc apart. WHIL has grant on 1540 kc with 250 w, daytime.

AUTHORS LEAGUE COMPLAINT

FCC is looking into its legal authority to do anything about the alleged black-listing of Philip L. Roth in national television by The Group [See Jan., 28], following receipt of an official complaint from Rex Stout, president of the Authors League of America. Letter was understood to be against FCC to hold hearing on employment practices of stations regarding writers, actors and directors. FCC General Counsel Benedict P. Cottone was instructed to look into FCC's jurisdiction in matter.

MEDIA ANNOUNCEMENT

REP. ALBERT GORE (D-Tenn.) formally announced his candidacy for U. S. Senate over 82 radio stations and two TV stations in Tennessee at 9-90 p.m. Saturday. He is believed to be first member of Congress to announce his candidacy over both broadcast media simultaneously. Last week Representative Gore taped-recorded 50-second announcement, then mailed copies to Tennessee radio outlets with 9:30 p.m. Saturday release. He also made minute film strip to been shown at same time over WSM TV Nashville, and will appear in live telecast over WMCT-TV Memphis. No stranger to broadcast media, Rep. Gore has been doing daily broadcasts over WSM for 15 years, has also given new commentaries over WSM-TV. In his current venture, he is aiming for the seat held by Sen. Kenneth McKellar (D-Tenn.).

NBC MERCHANDISING HEADS

FOUR MORE merchandising district supervisors announced by NBC Friday: Charles Wallace, previously with Fels Napa and Welch Grape Juice, to cover New York state, Vermont, New Hampshire, Maine, Massachusetts, Rhode Island. Sidney L. Giles, with Standard Brands for 13 years, supervises New Mexico, Texas, Louisiana, Mississippi. Charles R. Garrison, with California Fruit Growers Exchange for past 12 years, to cover Maryland, Virginia, West Virginia, W. L. R. Lee, district sales manager for household division of Armour & Co. for several years, to take charge of Tennessee, Alabama, Georgia, Florida.

CHAMBER HITS LIQUOR BILL

U. S. Chamber of Commerce last week charac- terized one of TV's best, "unfair," proposed legislation to prohibit radio-TV advertising of distilled spirits. Proposal is contained in Johnson-Case Bill (S 2444), pending before Senate Interstate and Foreign Commerce Committee (see story, page 32). Chamber said that bill would establish dangerous precedent, that advertiser should be permitted free choice in selecting advertising channels.

IN THE RED

TELE-TONE Radio Corp., Elizabeth, N. J., radio and television manufacturer, first to start manufacture of adapters for CBS color system, filed bankruptcy petition in U. S. District Court, New York, authorities said Friday, to "reduce unsecured claims by 50 percent." Settlement at annual 100 to 1 debt is beginning one year from confirmation was requested. Liabilities were listed as totaling $2,136,997 with assets at $5,909,306, of which $2,873,000. With Sol W. Gross as president, corporation owns and controls Tele-Tone National and New York Corps. and Rio TV Corp.

PEOPLE...

THOMAS D. MEOLA, manager of public offices and sales of RCA Communications Inc. for past three years, elected vice president in charge of New York district, according to Friday announcement by H. C. Ingles, president. Mr. Meola had previously been European manager where he supervised restoration of disrupted radio circuits after the war and where he had established contacts with leaders to accomplish military operations in Europe. He has been with RCA since 1925.

CHARLES A. POOLER, vice president in charge of research, Benton & Bowles, N. Y., appointed to newly-created post of vice president in charge of marketing. ALFRED A. WHITTAKER, B & D director of research, elected vice president charged of research (also see earlier story, page 73).

JOE GRATZ, CBS-TV, N. Y., to Warwick & Lagier, N. Y., as television and radio producer and director.

RUSS TROST, veteran of motion picture casting, named casting director for CBS Television, Hollywood.

JACK CLISSOLD, recently resigned as sales director for Anahist Co. to Industrial Surveys Co., N. Y., on special assignment with firm's national drug distribution unit.

RUDY BRETTZ, faculty member at School of Radio Technique, N. Y., and director of ABC-TV's Jessie's TV Notebook, on leave of absence to Canadian Broadcasting Corp., in Toronto as special instructor in video production.

FRED GREEN, news commentator, WDS Philadelphia, promoted to program director.

PRIMARY ELECTION COVERAGE

MAJOR networks getting ready to turn mikes toward primary elections, with New Hampshire contest March 11 as starter, spokesmen reported Friday. Mutual plans "extensive reports" from there, with NBC Radio reportedly starting grass roots coverage from the scene week before the vote. CBS spokes- men said, "We'll cover it like a blanket" while ABC has started plan for on-apron radio. Tele- vision coverage not yet worked out by any net- work.

NBC meanwhile was reported to have de- cided definitely that it will only sell time, not make it available free on either radio or TV network, for pre-convention political speeches, though it does intend to provide for airing of political questions via forum programs, etc. ABC already has announced it will follow similar course. Other networks still considering question Friday.

NEW SALES TECHNIQUE

SEEMINGLY new approach to selling of tele- vision program was registered Friday when an unidentified agency sought co-sponsor for "top- grade half-hour limited network TV program" by inserting 2 col. 5 in. "blind" advertisement in New York Herald-Tribune. With "near 20" rating, program was described as follow- ing man said, "We've cover two great TV audiences on one of TV's best nights.

ROPER ON ELECTIONS

ELMO ROEPER, public opinion analyst, to begin Sunday series of 1952 elections over NBC Radio Network, 3:30 p.m. EST Feb. 17. Commentator to start television series at later date.

BROADCASTING • Telecasting
In 1900, a very familiar sign among hundreds of others was this one pictured above. Yes, the metal sign tacked to the tree and the ad painted on a barn were a major part of America's advertising effort in 1900. And in those years it was successful advertising—it reached people!

From this form of advertising, many companies grew to be today's largest manufacturers.

Twenty-five years ago, radio had its beginning and soon had its place next to newspapers and magazines. Radio itself built great companies and made them even greater because it gave the advertisers a new method of reaching more people more frequently and more efficiently.

Today, television has been added and with its added impetus of sight and motion, together with the spoken word, has already taken its place in the American "scheme of advertising." The basis of today's successful advertising is the more modern media... and television is the most modern of them all. Its full potency has not yet been determined.

In WLW-Land we have found, however, that the combination of television and radio reaches more people more often and more economically than any other combination of media. The technique is as new and modern as television itself.
NEW YORK
CHICAGO
BOSTON
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

RADIO AND TELEVISION STATION REPRESENTATIVES