want to see a "shocker"
that’ll help you double every
dollar you spend in radio?

Here, then, without any grammatical garlands, is the first page
from an ice-cold statistical study just released
by WOR's research department...

a wor case history

COMPANY "H"

.... used "Rambling with Gambling" (6-7 AM) on Tuesdays and
Thursdays only for a six-week test campaign.

In order to compare the audience response on this show with other
radio and TV programs it had used, the company offered listeners a free
booklet of lipstick tissues. This offer had been made in all of its
previous broadcast advertising.

Here are the results...

1. Within two weeks John Gambling pulled more requests than
had ever been received over a 13-week period on any other radio
or TV program.

2. Over the six-week period, the audience response to the John
Gambling offer was 10 times greater than anything the company
had previously experienced over a 13-week cycle.

Said the company's vice-president,
"The results of our test campaign were amazing."

Day in and day out WOR does fantastic, money-saving jobs
like this for hundreds of advertisers. Like to have us do the
same for you? Just call or write

WOR

-- that power-full station at 1440 Broadway, in New York
James Monroe's Doctrine

Although the "Monroe Doctrine" has been written indelibly into history, James Monroe had a personal doctrine that was just as vital to a fledgling nation. This fifth president of the United States believed in honesty, initiative, progress, foresight. That these qualities are characteristic of the growth of Virginia isn't odd—for Monroe was a Virginian, born in Westmoreland County.

Present-day Virginia follows the Monroe pattern. Havens and Martin Stations WTVR(TV), WCOD(FM), and WMBG (The First Stations of Virginia) get daily evidence that listeners and viewers—and advertisers, too—find them in tune with Virginia's tradition of progress.

WMBG AM WCOD FM WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company
You time buyers hear plenty of "fairy tales"... but this is a true story! Once upon a time (just recently, in fact) an advertiser bought a one-minute announcement and received 1400 replies!

Yes... Hoffman's Candy Kitchen, wanting proof of listeners, offered to send a box of candy to anyone celebrating an anniversary. ONE spot announcement started a deluge of mail that totaled 1400 replies! (The spot cost $17.75)

MORAL: WHK is your "sweetest" buy in the Northeastern Ohio Market! WHK's 5,000-watt salesmanship covers 17 counties and ONE MILLION radio families!
OBJECTIVE: BETTER LIVING FOR THE FARMER

The Pennsylvania State Farm Show provides farmers throughout Pennsylvania an opportunity to learn about newest developments in agricultural methods. It gives them a close-up view of latest advances in the production of crops and livestock; time-saving home and farm equipment, and comparison of the results of their efforts through competition.

The January 1952 Show had a record attendance of 135,000 — 30,000 more than ever before! A significant reason for the increase was the dual role played for the first time by WGAL-TV. For several weeks, on TELEVISION FARMER, weekly program, and on news shows throughout the day, WGAL-TV presented advance Show news to many thousands of farm viewers in the wide central Pennsylvania area served by WGAL-TV. During the Show, on-the-spot interviews were presented on TELEVISION FARMER and various news telecasts.

Through its many continuing public service programs, WGAL-TV seeks to bring better living to the farmer . . . and to the thousands of viewers in the broad mid-central Pennsylvania area it covers. Viewer interest and loyalty thus developed become powerful adjuncts to community organizations and advertisers.

WGAL-TV
LANCASTER, PENNSYLVANIA
A Steinman Station • Clair R. McCollough, President

Represented by
ROBERT MEEKER Associates • Chicago • San Francisco • New York • Los Angeles
CLOSING CIRCUIT

DuMONT MAY yet evolve sponsorship arrangement for political convention-election coverage to replace Life deal which went down drain by mutual consent (see story page 64). Currently negotiating with network is Newsweek, principal competitor of Time, Life's sister publication. One of difficulties on Life deal was inability to clear Chicago (WGN-TV) in view of Life's endorsement of Eisenhower and partisan political connotations stemming from it.

MYSTERY continues to surround movements of Anti-Trust Division of Dept. of Justice in electronic manufacturing field. Last week a "grand jury authority" was investigating a grand jury scheduled to meet Feb. 19. Authorization, however, contained no explanation. Previously [CLOSED CIRCUIT Feb. 4] it had been established that Anti-Trust operatives had procured subpoenas covering certain records of manufacturing companies. That inquiry covers color TV and that RCA is involved has not been denied.

UPCOMING FINAL TV allocations by FCC may cause four-year allocation term "zone" which went into limbo in early 30's. Commission, in considering principles of TV allocations, is talking in terms of two or possibly three "zones" which would have some variations in propagation occasioned by interference. One zone definitely will be in Gulf area, stretching from Florida through Texas, where troposphere-interference is heaviest and will probably mean minimum separations of 220 miles transmitter-to-transmitter. densely populated New England area expected to have 170 mile separation and FCC's present intention is no variation from minimum.

DEAL CLOSED Friday, subject to FCC approval, for acquisition of Edward Lamb of WIKK Erie, Pa., from publisher-broadcaster Don Reynolds and Keith Kiggins for $150,000. Mr. Lamb owns WICU (TV) Erie, and Erie Dispatch. Other holdings include WTVN (TV) Columbus, WTDAM and WTRT (FM) Toledo, Ohio, and WHOO-MF Orlando, Fla., latter recently acquired. Mr. Reynolds is publisher of several southwestern papers and owner of stations in Arkansas and Oklahoma. Mr. Kiggins in California, sold because of his health. WIKK, 5 kw established in 1948, operates on 1380 kc and is on ABC. Transaction through Blackburn-Hamilton.

TO APPRAISE network-affiliate contractual relations stemming from rate adjustments of last year, meeting will be held late this month or early next of Full Affiliates Committee at call of Chairman Paul W. (Fritz) Morency, WTIC Hartford. Site will be either New York or Chicago.

SHORTLY to be announced: acquisition of WWOQ Waterbury, Conn., by three-way partnership for $75,000. Furchaer, William G. Wells, Washington business man and owner WMOA Marietta, Ohio; R. Sanford Geyer, manager WMOA, and Marinus Kosta, Wash.

(Continued on page 8)

NATIONAL WINNERS NAMED IN 'VOICE' COMPETITION

FOUR national winners in annual Voice of Democracy broadcast script contest announced Friday by NARTB. Scholarships and other prizes will be given winners at awards dinner to be held Feb. 22 at Hotel Statler, Washington. Sen. Margaret Chase Smith (R-Me.), one of contest judges, will make presentations.

Four winners are Miss Mary Gay Masslink, 16, Burlington High School, Burlington, Iowa; George A. Fritol 3d, Jesuit High School, New Orleans; Thaddeus S. Zolikiewicz, Canisius High School, Buffalo; Dwight Clark Jr., Fort Collins, Colo.

Mr. Clark, 18, is announcer at KCOL Fort Collins. He has been on station several years, taking up announcing in effort to cure speech defect. He handled all types of programs and has teen-ager series, A Date With Dwight. Over million high school students entered annual contest, sponsored by NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce.

Minor league games to be covered on days when no major league contests are scheduled.

Five-minute warmups and summaries to be presented before and after each contest, reportedly determine arrangements of Gillette and Camelies, respectively (see story page 28). Teams to whose games MBS has acquired rights were not listed, but network said details and schedule of games "will be announced shortly."

(Continued on page 96)

BUSINESS BRIEFLY

82 MARKETS FOR COFFEE • Pan American Coffee, N. Y., planning spot daytime-only schedule using 75 radio markets, plus Don Lee and Inter-Mountain networks, for spot campaigns, gradually expanding 52-week schedules each month. Five new markets assumed in January and two more will be added on Feb. 11. In three other markets, effective March 3. N. W. Ayer & Son, N. Y., is agency.

HILLS BROS. EXPANDING • Hills Brothers Coffee, San Francisco, currently using 75 radio markets, plus Don Lee and Inter-Mountain networks, for spot campaigns, gradually expanding 52-week schedules each month. Five new markets assumed in January and two more will be added on Feb. 11. In three other markets, effective March 3. N. W. Ayer & Son, N. Y., is agency.

ATLANTIC BUYS NEWS • Atlantic Refining Co., Philadelphia, buying five-minute news shows, morning and evening, in five radio markets starting Feb. 11 and in three other markets, effective March 3. N. W. Ayer & Son, N. Y., is agency.

RADIO CONSIDERED • Seabrook Farms, Bridgeton, N. J., through Hilton & Riggio, N. Y., considering using radio—either network or spots—with actual decision expected middle of February.

HUDSON MAPS DRIVE • Sales drive being mapped in Midwest by Hudson Pulp & Paper Corp., spreading out of St. Louis and including spot radio. Blow Co. is agency.

SNUFF SPOTS • Brown & Williamson Tobacco Co., Louisville (Tube Rose snuff), through Ted Bates Inc., N. Y., understood to be looking for daytime spot radio opportunities in 42 southern markets.

LISTERINE CAMPAIGN • Lambert Co., Jersey City (Listerine antiseptic), looking for

Color Strife Renewed at NPA Parley

CHARGE by RCA Board Chairman David Sarnoff that CBS maneuvered NPA color TV production ban to get "off the hook" drew heated denial from CBS President Frank Stanton as aftermath of agency-industry conference Friday.

Gen. Sarnoff told conference, called by NPA to discuss color prohibition order (M-90), he is "convinced that CBS already has learned that the fatal defect of incompatibility, coupled with other limitations of its system, make CBS color commercially impractical and not acceptable to the American public."

Dr. Stanton said such a charge is "to ignore the truth" and charged that "the inaction of the industry has put the full burden on manufacturing color television receivers on CBS." He said CBS sought materials but request was denied "because of the defense requirements and hence we could not go forward with our plans."

Letter from Sen. Ed C. Johnson (D-Col.) was released by Dr. Stanton praising CBS president for "the courageous and unrelenting fight you have made on behalf of color television." Sen. Johnson was quoted as telling Dr. Stanton that "every conceivable roadblock was thrown across your path, but you proved beyond dispute that a better television image is now ready for public enjoyment." Letter was dated Oct. 30.

Gen. Sarnoff took no position on possible lifting of rescinding of ban but said RCA would "offer no objection" if NPA rescinds order and CBS and other manufacturers are permitted to proceed with color TV output.

H. B. McCoy, NPA assistant administrator, called meeting in attempt to resolve misunderstanding surrounding color order. Officials emphasized that even if ban is lifted, no additional materials would be allotted to

for more AT DEADLINE turn page

February 11, 1952
DuMONT PICTURES SEVERANCE FROM CASE

PETITION to sever its application from the Paramount case was submitted to FCC Friday by Allen B. DuMont Labs. Broadcasting-manufac-
turing and sales commission and it is not controlled by Paramount Pictures and that license be renewed for WABD New York and issued for WTTO Washington and WTVT Philadelphia.

Forty-page document asserted Paramount Pictures could not be considered controlling DuMont (as FCC has held in 1946 decision and 1948 proposed decision) because: (1) Management solidly in hands of Dr. DuMont. (2) Power of Paramount to veto corporate action on matters requiring consent of stockholders (amendment of charter, reduction of capital, distribution of dividends, etc.) have no relation to managerial policies. (3) Paramount's right to elect three out of eight directors has no effect on policy of company since quorum of board is four directors and there has never been majority of Paramount directors present at any board meeting.

NEW YORKCASTERS ASSIGNED FOR ELECTION COVERAGE

DEPLOYMENT of newscasters for complete campaign-election coverage by NBC Radio resulted in Friday announcement of several New York staff changes: William Sprague, formerly with KPRC Houston, to replace Lockwood Doty on weekday World News Roundup while latter continues Sunday broadcasts, Mike F and local New York show. Mer-

The New York Times, also to Today, replaced in newscast by William Bill, newscaster, with two more writers to be added shortly. NBC Washing-

When Arthur F. Barriault was named Washing-

John Gerber, news production staff, becomes assistant editor, post held by Burroughs H. Prince, now on Today staff. Paul Cunning-

Fairbanks expansion

NEW and expanded sales and service offices are scheduled for opening in New York this week by Jerry Fairbanks Inc. to concentrate on distribution of producer's TV film prop-

Fairbanks President and general sales manager, signing new staff and is slated to take over as executive sales manager sometime this week. Robert Lawrence, vice president and eastern manager for past four years, will continue to manage eastern Fairbanks production through new company, Robert Lawrence Productions Inc.

WOW STRIKE SETTLED

STRIKE of engineers at WOW-AM-TV Omaha settled, according to station manage-

WOW Strike officials sanctioned by NABET.

In this Issue—

In two months the big league umpires will holler, "Batter up," and radio and television baseball coverage will be off to another season that promises to equal and perhaps exceed the volume in 1951. Page 63.

An RTA task force comes up with cheerful news: There'll be enough ma-

Robert Lawrence, vice president and eastern manager for past four years, will continue to manage eastern Fairbanks production through new company, Robert Lawrence Productions Inc.

Upcoming

Feb. 10-12: District I, Advertising Federa-


Feb. 14: Annual convention of the National Association of Television Artists and Sciences.

Feb. 16: San Francisco chapter, Academy of Television Arts & Sciences, annual award dinner, Mark Hopkins Hotel, San Francisco.

(Other Upcomings page 36)

Closed Circuit

(Continued from page 5)

ington CPA. Sellers, Municipal Judge Mitchell G. Meyers, his brother Newton H. Meyers, attorney, and Reuben F. Aronheim, Spring-

LOGICAL successor to Max Goldman as as-

In ELECTION to good regional and local spot availability for post-convention radio time, the Democratic National Committee is thinking along lines of Mutual and Liberty Networks. Both MBS and LBS will be sounded out in non-TV markets, it's understood. (Also see story page 27.)

ACCORDING to inside reports, it was hammer-

ACCORDING to inside reports, it was hammer-

LATEST COUNT from CBS on its new form of affiliation contract, substituting percentages for actual dollars in affiliate station compensa-

JOHNSON TO SPEAK

SEN. Edwin C. Johnson (D-Col.), chairman, Interstate & Foreign Commerce Committee, is scheduled to speak at Second Annual Regional Television Seminar dinner, at studios of WAAM (TV) Baltimore Feb. 15 (Friday). Seminar is continue on Tuesday, with special session on "Television in Elections." Registra-

MEN'S FEATURE

NEW WEEKLY MBS presentation to be available for local and regional sponsorship is radio adaptation of Stage Lines, syndicated column on men's fashions written by Bert Bacharach. Becomes regular Mutual co-op feature from 7:15-7:30 p.m. EST, Feb. 26.

for more at DEADLINE see page 96
Coming into New Haven?

NETWORK PROGRAMMING with LOCAL INFLUENCE!

WNHC IS NOW NBC
IN THIS IMPORTANT NEW ENGLAND MARKET

$4.50
(260 TIME RATE)

WILL BUY NIGHTTIME OR DAYTIME ADJACENCIES TO THE IMPORTANT NBC PROGRAMS NOW SCHEDULED OVER THIS AGGRESSIVE RADIO OUTLET

Owned and Operated by
The ELM CITY BROADCASTING CORP.
NEW HAVEN, CONN.

Also Operating
WNHC-TV
CHANNEL 6
Connecticut's Only TV Station

REPRESENTED BY THE KATZ AGENCY
"...mentioned by new customers more than any other advertising."

That's what the Wyatt Agency of San Antonio, Texas, says about the Fulton Lewis, Jr. program on KMAC, sponsored by their client, the San Antonio Building & Loan Association.

Mr. W. W. McAllister, President, states that a well-coordinated advertising program has built the Association into one of the first hundred of the nation's savings and loan institutions. Mr. McAllister earmarks a large portion of his ad budget for sponsorship of the news analyses by Fulton Lewis, Jr., because "of comments which are constantly received commending this public service for San Antonio." Mr. McAllister feels that the interest which the Fulton Lewis, Jr. program arouses has played a substantial part in making 1951 the greatest in the history of the Association.

For network prestige and a ready-made audience, investigate the locally-sponsored Fulton Lewis, Jr. program. Though currently presented on more than 370 Mutual stations by 572 advertisers, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Proved Performance

IN 1000 WATT STATIONS FROM COAST TO COAST!

the Collins 20V Transmitter

The Collins 20V has taken its place in the broadcast industry as the most advanced thousand-watt transmitter in the field. A product of intensive research and new engineering techniques, the 20V is now setting the pace in design, performance, economy and reliability.

The 20V is entirely contained in a single, ruggedly constructed, smartly modern cabinet. The tuning and operating controls are conveniently located on the front. Blower-cooled tubes, components and terminals are quickly accessible from the rear.

Be ready for that "long run" that may be just ahead. Equip your station with the reliable, performance-proved Collins 20V one-kw transmitter, still available for immediate delivery. Get in touch with your nearest Collins office for complete information.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. 1937 Irving Blvd. 2700 W. Olive Ave.
NEW YORK 18 DALLAS 2 BURBANK

Dogwood Road, Fountain City
KNOXVILLE

BROADCASTING • Telecasting
As an agency or advertising man, you probably think of national spot radio as a form of advertising which permits you to pin-point your radio efforts—to put added pressure on some markets... to ease up on others, as circumstances demand.

As station representatives we go along with that basic definition. But here at Free & Peters we add other ingredients, too:

- A geographically national list of stations.
- An efficient national system of offices.
- A constant national exchange of information, ideas and case histories... of market comparisons, programming techniques and merchandising opportunities.

- A policy of nationwide travel... of F & P Colonels spending hundreds of days "out in the field" where spot radio becomes point-of-sale reality.

- A research program that's national in scope, to help us keep abreast of all media, of advertising trends, of significant new advertising developments in every part of the country.

This policy of "thinking big and working big" pays off for you, for the stations we represent and for us, here in this pioneer group of station representatives.

FREE &
Pioneer Radio and
NEW YORK
ATLANTA  FT. WORTH
Why We Call It

PETERS, INC.

Television Station Representatives
Since 1932

CHICAGO DETROIT

HOLLYWOOD SAN FRANCISCO

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

MIDWEST, SOUTHWEST
Des Moines WHO
Davenport WOC
Duluth-Superior WDSM
Fargo WDAY
Fort Wayne WOWO
Kansas City KMBC-KFRM
Louisville WAVE
Minneapolis-St. Paul WTCN
Omaha KFAB
Peoria WMBD
St. Louis KSD

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

February 11, 1952 • Page 11
William H. Weintrab & Co., N.Y., has elected three new vice presidents. New officers are Frederick C. Bruin, vice president and account supervisor; Dr. Leon Arons, vice president in charge of research; and John Barton Morris, vice president in charge of marketing.

John Weiser named manager of Detroit office of Ruthrauff & Ryan. Ted Reed moves to Los Angeles as head of agency's Pacific Coast operations. Both are agency vice presidents.

Charles A. Pooler, vice president in charge of research, Benton & Bowles, N.Y., promoted to vice president in charge of marketing. Alfred A. Whitaker, agency's director of research, appointed his successor.

Joe Grat, CBS Television New York, to Warwick & Legler, same city, as radio-TV producer-director.


On all accounts

"Chet is a man who can't hold a job; he always gets promoted."

Thus did one of his colleagues characterize the career of Chester MacCracken, vice president of radio and television production, Doherty, Clifford & Shenfield, New York.

In the advertising field, Mr. MacCracken has gone on "getting promoted" for 25 years, since the day in 1927 when he moved up from the telephone and direct mail division of the Skelly Oil Co. to the post of assistant advertising manager of that firm.

Three years later—as full manager—he left Kansas and the oil company to join the Scott Paper Co. in Chester, Pa., as assistant to the chief of advertising there.

Two years of absorbing experience in Chester and Mr. MacCracken was ready for the "Bignow" and the "Big Town." He became a member of the copywriting corps of J. Walter Thompson Co. in New York. A year later he moved to Benton & Bowles in the radio copy department, from which job he was elevated, in 1937, to the post of business manager of the entire radio division. In that capacity he helped set up the new Benton & Bowles' Hollywood office and supervised the Gangbusters and Nick Carter shows. He also oversaw the writing of the nine daytime radio serials then produced by the agency. In 1941 he received and accepted an invitation from Pedlar & Ryan, New York, to supervise the Mr. District Attorney show. He accepted.

In 1944, when Doherty, Clifford & Shenfield agency was formed, Mr. MacCracken enlisted as a charter member in charge of radio production and on Jan. 1, 1949, was named vice president.

Among the shows the agency handles are Break the Bank, on ABC radio, five half-hours weekly, and Break the Bank on CBS-TV, both sponsored by Bristol Myers; Treasury Men in Action for Borden's Instant Coffee on NBC-TV; one segment of NBC-TV Howdy Doody for Welch Grape Juice; plus radio and TV spots for Ipana, Borden and Vitalis. Latter product also sponsors a quarter-hour TV Sports Review on a regional basis.

The MacCrackens—she is the former Icy Purcell—have been married for 24 years. They have their own home in Bronxville.

Mr. MacCracken's hobbies are reading mystery and adventure stories and growing prize roses in his garden.

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Mr. MacCracken always gets promoted.
Weather Report on Radio...

Condensed and Reprinted by Permission of Editor Reginald Clough's "footnotes"

January 11, 1952

Just recently we visited a radio station manager in an eastern city and, while we were talking, the Weather Bureau called. It was 2:30 p.m. and a sleet storm was moving in from the midwest. The stores were supposed to stay open that night until 9:00, their last evening shopping day before Christmas. But the Weather Bureau figured that the storm would disrupt the city by late afternoon and that by nightfall no traffic would move.

The question was whether to go on the air with announcements of the impending storm, urge people to stay home and the stores to close early. The Weather Bureau, the Chamber of Commerce, the stores and the station people all realized that the radio could close down the city in 30 minutes. They also realized that it was the only medium, even including the telephone, that could do so in that time.

Radio — at least good radio — has become an intrinsic part of our national living habit. There never has been a medium, and perhaps there never will be one, which can reach so many people so fast and, for certain purposes, so effectively. That is not to write off, or even to compare it with, any other medium. All of them — newspapers, magazines, television and the others — serve important individual purposes. But they must be judged and appraised individually; general comparisons of the media only serve to confuse our thinking of them all and to mix up the important values of each.

It is sheer naiveté, to put it mildly and nicely, to believe that, because of television, radio will disintegrate or disappear. It will serve a purpose of its own indefinitely, just as surely as phonographs and records, books and pianos, movies and magazines (and all the other things radio was supposed to "crowd out") are still serving and, in many ways, more importantly than ever.

Radio is suffering from a quaint business psychosis. The public is buying radio sets today at a faster rate than it is buying television sets. Yet among some business people, there is a fad against radio, as there once was against research. The sooner the fad ends, the better off business will be. Anybody listening? Sure, millions, most of the time.
HOW TO GET THERE...

“fustest with

MUTUAL clients have a consistent record for getting there “fustest”—in a sense never dreamed of by the late Nathan Bedford Forrest. And they consistently get there with the “mostest”—in a way the old general would heartily approve.

First in homes per time-and-talent dollar among all kid-show sponsors in network radio is Derby Foods, Inc., with “Sky King” on 525 MBS stations for Peter Pan peanut butter.* (And Mutual presents the most kid shows of any network.)

First in homes per dollar among all mystery sponsors in network radio is the Williamson Candy Co., with “True Detective Mysteries” on 515 MBS stations for Oh Henry bars.* (And Mutual has the most mystery shows of any network.)

In fact, first-in-homes-per-dollar applies to the average of all once-a-week programs on MBS compared with the average on each of the other networks!

*N.R.L.OCT.-NOV. 1951  F.I.B. VARIETY "NETWORK PROGRAM COSTS"
*N.R.L.JAN.-SEPT. 1951
the mostest

...WITH
MISTER
PLUS

Over-riding all these "fustest" facts—and helping to explain them—is a strategic "mostest" which no other network has matched for the past 12 years:

The Mutual Broadcasting System provides a field force of 550 affiliated stations in markets of all sizes throughout the 48 states...nearly double the next network's total...and with a selective deployability in hookups that can assure a matchless fit to your marketing needs.

Wherever your battle-lines are mapped out in the sales-struggle for 1952, Mutual's General PLUS can get you there "fustest with the mostest" for sure.

MBS

the MUTUAL broadcasting system of 550 affiliated stations
KLZ - 30 YEARS OF SERVICE

"Every Denver motorist owes KLZ his gratitude..."

R. Brandon Marshall, managing director, Denver chapter, National Safety Council, says "every Denver motorist owes KLZ his gratitude."

KLZ—three-time recipient of the National Safety Council's public interest award—tailors its highway safety programs to the special needs of Rocky Mountain driving. Supporting the cause of safety is but one more example of KLZ's continued sense of responsibility to the people of its community.

R. BRANDON MARSHALL
Managing Director
Denver Chapter
National Safety Council

Spot • • •

BYMAHT-TINTAIR INC., N. Y., launching saturation campaign on approximately three Miami radio stations to introduce new Clo Shampoo effective today. Campaign will be extended to other markets on both TV and radio eventually on a national scale with rate of expansion determined by success of initial campaign. Agency: Cecil & Presbrey, N. Y.

MYSTIK ADHESIVE PRODUCTS, Chicago, expands TV spot schedule for new Freezer Tapes into 6 more markets from its present 29 for remainder of the month as well as in March. Agency: George H. Hartman, Chicago.

KELLOGG CO. of Canada, London, Ont. (Rice Krispies), has started half-hour Wild Bill Hickok transcribed show twice weekly on 16 Canadian stations. Agency: Kenyon & Eckhardt, Toronto.

Network • • •

C. A. SWANSON & SONS, Omaha (canned and frozen poultry and margarine), renews alternate week sponsorship of The Name's the Same on ABC-TV, Wed. 7:30-8 p.m. EST, for 52 weeks effective March 5. Agency: Tatham-Laird Inc., Chicago.

CHRISTIAN SCIENCE Publishing Society, Boston, renews sponsorship of The Christian Science Monitor Views the News on ABC radio, Tues. 9:45-10 p.m. EST, for 52 weeks, effective Feb. 26. Agency: Walton Butterfield Adv., N. Y.

RALSTON PURINA CO., St. Louis, renews alternate-week sponsorship of Space Patrol on ABC-TV, Sun. 6-6:30 p.m. EST, for 13 weeks, effective March 9. Agency: Gardner Adv., St. Louis.

CHURCH OF CHRIST, Abilene, Tex., to sponsor half hour Herald of Truth on 145 ABC radio stations for 52 weeks effective Feb. 10. Agency: Ross Roy Inc., Chicago.

FLORIDA CITRUS COMMISSION buying five minute section, five days a week for 10 weeks on NBC-TV's Today effective immediately. Program will be seen in 30 cities in U.S. Commission will spend $100,000 for total 10 week promotion in radio, trade publications and newspapers. Agency: J. Walter Thompson Co., N. Y.

PACKARD MOTORS, Detroit, adding five more markets to its sponsorship of Rebound, dramatic TV series handled by United Television Programs, already lined up for 19 markets (Nov. 10, Jan. 28). Agency: Maxon Inc., N. Y.

BURPEE CAN SEALER CO., Barrington, Ill., to sponsor three five-minute local news inserts each day on NBC's Today. Agency: Buchanan & Co., Chicago.

WINE CORP. Of America, Chicago (Mogen David Wine), moves Charlie Wild, Private Eye, from ABC-TV to DuMont TV March 13. Show will be telecast Thurs. 11:15-11:30 p.m. Agency: Weiss & Geller, N. Y.


Agency Appointments • • •

JOHN ROBERT POWERS PRODUCTS CO., N. Y. (cosmetics), names Cecil & Presbrey, same city, as its advertising merchandising counsel.

O'CONNELL HAT CORP., N. Y., names Curtis Adv. Co., same city, to handle promotion of spring line of Veola Modes.

AMERICAN BEVERAGE CORP., Brooklyn, N. Y., appoints Moss Assoc.

(Continued on page 92)
BROADCASTING

HERE'S WHY
WJBK IS SO POPULAR
WITH DETROITERS...

FOLKS HEREABOUT LOVE TIGERS...
and WJBK, for 3 straight years, has
been the key station for the Tiger
baseball network... the largest ever
built for baseball broadcasts. The
enthusiasm of the Detroit fan club—some
2½ million strong—and the whopping
Hoopers, prove the overwhelming pop-
ularity of WJBK... and the Tigers.

DON McLEOD TIME... Music,
news and chatter with an appeal
to the housewife—that's
"Don McLeod Time." Considered
one of Detroit's top commercial
men, Don McLeod is a natural
at blending announcements into
the general patter... for sure-
fire sales results.

THE GENTILE
AND BINGE
SHOW... Early
morning festivi-
ties of music and
fun as only Joe and Ralph can
dish it up. For years the chief
attraction for listeners to the
"G and B Show" has been their
unconventional—and highly
successful—rendition of com-
mercials. "Zaniest twosome in
radio," says Liberty magazine.

WJBK HEADS HOCKEY NET! Exclusive
Detroit outlet for the Red Wing hockey
games, and key station for the nation's
largest hockey network, WJBK broad-
casts all home and important away
and play-off games for the champion
Red Wings. Al Nagler, play-by-play Red Wing announcer since
1935, is thrilling WJBK hockey fans for the 3rd consecutive year.
No wonder WJBK is considered Detroit's greatest sports medium.

THE BOB MURPHY
SHOW... "Tall Boy,
Third Row" Murphy
is a real favorite
with listeners and
sponsors alike. His
tremendous following is a tribute to
his jazz and popular platter savvy... to
his free and easy manner of delivering commercials that
pack a wallop.

LARRY GENTILE'S
HOUSEPARTY... The
pioneer disc jockey
in Detroit, Larry
Gentile has been a
popular radio per-
sonality for 19 years,
doing a fabulous
selling job for a
great variety of products. The
"Houseparty," from 10 P.M. to
1 A.M., is an all-request music
program conducted in Larry's in-
formal, irresistible style.

The "Ralph Binge Show" and
"Ken Cline Show" are other top
WJBK programs which spell the
answer to your selling problems
in this 5-billion dollar Detroit
market. A check with your KATZ
man will show you that the way
smart advertisers spell success in
Detroit is W-J-B-K.

WJBK DETROIT
The Station with a Million Friends
NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, KELORADO S-2455

Page 17
William B. Ryan, BAB president (standing), makes the BAB radio promotion award to WSAM. Seated are (l to r): Messrs. Greenebaum, Dodge and Wismer.

WEEK of Jan. 21st will be one to remember for the staff and management of WSAM, NBC affiliate in Saginaw, Mich.
In addition to operating the station for its full 132-hour commercial schedule, staffers squeezed these activities into the agenda for that week:
Moved entire studios, offices and all equipment to a newly-constructed building at 2435 Holland Ave., Saginaw.
Received a national first-place award in Broadcast Advertising Bureau's industry-wide "Radio Gets Results" contest.
Gave a banquet for local retail businessmen on one night, feted regional distributors and national salesmen.

A HAPPILY transplanted Canadian, Lois Thompson, saleswoman for Robert Meeker & Assoc., station representative firm in Chicago, has been eye-deep in radio since 1934. That year her boss, Harry Sedgwick, took over management of CFRB Toronto after leaving the Famous Players Canadian Corp., where Miss Thompson had been his secretary.
Working with Mr. Sedgwick on all of his projects, Miss Thompson helped organize the Canadian Assn. of Broadcasters and took minutes at the first meeting. She has been working primarily at management and sales levels ever since.
Born in Guelph, or "the Queen's City," a short distance from Toronto, she worked a year before attending the Collegiate Institute there. Business was more appealing than academics, however, so...
(Continued on page 88)
There's no ill-wind in Texas...

Like Amarillo, it's big and healthy

You may have heard about a Panhandle wind-gauge—a concrete block at the end of a ten-foot chain anchored to the top of a ten-foot iron pole. If the chain and block are blown parallel to the ground, it's too windy to work. There isn't much need for paint-removers hereabouts, either. Folks just put the woodwork outdoors, fasten it down, and let the wind blow the paint off.

Citizens of Amarillo, in common with most other Texans, have a fondness for tall tales. Actually, the biggest wind on our records was a 75-mile-an-hour gale. Cotton John, KGNC's farm editor, says it disrobed a young lady crossing Polk Street at Sixth (our Broadway and 42nd). She was spared embarrassment, though, because the same wind blew sand in men's eyes, opened a store door, and sailed her right up to the dry-goods department, where it wrapped her in a piece of calico. Cotton John's got a piece of sand to prove it.

Cotton John also has a passel of surveys which prove he and KGNC have a loyal following of farmers and ranchers. Because he was born and raised on a Texas farm and knows about 80% of the farmers in the Panhandle by name, he is personally familiar with their problems. His early morning and early afternoon farm, weather, and market broadcasts provide information for farmers and ranchers throughout Amarillo's trading area. The programs typify the way KGNC serves its wealthy agricultural and industrial market.

As the head of Amarillo's Atlas Welding & Metal Works puts it, "We know what wonderful service you are giving us, as people from as far as 300 miles away are stopping to tell us they have heard Cotton John. And they usually buy something."

The market is well worth the attention of an advertiser interested in business, well covered day and night by KGNC's 10,000 watts of power. For further information, please check with our national reps.

- 710 KC • 10,000 watts
- Represented Nationally by the O. L. Taylor Company
here's how pays off in...

Hundreds of the country's finest stations announce with pride "THIS STATION IS A MEMBER"
"290 Sponsored AP Newscasts per Week"

John T. Carey, Sales Manager, WIND, Chicago, Illinois

Says Sales Manager Carey: “I believe that WIND carries more sponsored newscasts daily than any other station in the country. We carry 42 newscasts every day but Monday. On Monday we carry 38, for a total of 290 per week. Our main news sponsor is the Chicago Daily News with 164 newscasts weekly. We find The Associated Press to be an excellent service and we invariably secure renewals from news sponsors. As a matter of fact, there’s a waiting list to purchase our 5-minute AP newscasts.”

"110% Increase in Sales for Sponsor"

Bob A. Roth, Sr., Commercial Manager, KONO, San Antonio, Texas

Reports Commercial Manager Roth of KONO: “KONO continually shows extremely high Hooper Ratings against 4 networks and 3 other stations. This speaks for the quality of AP news service, supplemented by our own local coverage. AP meets our every need for national and regional coverage.”

Sponsor results? Says George W. Delavan, Jr., General Manager of Home Appliance Distributors, Inc., biggest KONO AP news sponsor: “AP news on KONO has produced results from the first day our commercials hit the air—increased our distribution, built consumer acceptance and confidence in our product. In one year’s time our sales volume increased 110%!”

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

Whether it’s Chicago or San Antonio, Associated Press news DELIVERS—delivers RESULTS for station and sponsor! Prompt, unbiased news coverage pyramids volume audiences — eager audiences tuned to the news and to the sponsor’s message.

For complete information on how Associated Press news can provide payoff RESULTS for YOU, contact your AP Field Representative... or write...
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State. More North Carolinians Listen to WPTF Than Any Other Station.
SPONSORSHIP of baseball broadcasts and telecasts during the 1952 season promises to equal or perhaps exceed 1951 revenue, judging by present negotiations between clubs and advertiser-agency bidders.

With the opening game just two months off, contract dickering is going on all over the nation with such sports stalwarts as Atlantic Refining Co., Chesterfield, Gillette, several breweries and other firms in the picture.

Already many pacts have been signed. Most of them provide protection for minor league clubs from concurrent broadcasts or telecasts of major league games. This protection is in the form of some sort of policy backed by NARTB and Radio-Television Mfrs. Assn.

When the final lineup is ready in April, 1952 sponsorship revenues are expected to match the 1951 total. At the same time, many of the schedules will provide that special baseball network broadcasts be denied interfering stations in minor league areas during the hours when local games are in progress. In a factor in the 1952 negotiations is the constant eye of the Dept. of Justice's Anti-Trust Division, which already has put professional football in the legal doghouse and has kept a close watch on the college football control exercised by National Collegiate Athletic Assn.

Because of the anti-trust angle the individual clubs are not discussing their radio-TV plans with each other. However the majors are being choosy about their sponsors in an effort to avoid government trouble and to aver undue interference with the gate at minor league games.

Dizzy Dean To Cover Mutual network was prepared to resume its Game of the Day series, with Dizzy Dean and Al Helfer announcing. MBS would not divulge how many teams had granted broadcast rights. Falstaff Beer, St. Louis, which sponsored daily games on Liberty Broadcasting System last year, is to carry daily MBS games on around 125 stations though actual clearance of some stations and games is not definite.

MBS has followed a policy of avoiding interference with minor league teams. The network has been negotiating with Gillette Safety Razor Co. through Maxon Inc. for five-minute warmup broadcast before the daily ball games and with R. J. Reynolds Tobacco Co. for five-minute post-game summaries.

Liberty again is expected to be a leading figure in the national baseball picture with its "AllSports Package" [B&T, Jan. 28]. At that time the network indicated its package would include games of at least six major league clubs. It mentioned the Cincinnati Reds, Brooklyn Dodgers and Chicago White Sox.

Final Pact Not Set

In this connection spokesmen for the Reds and Dodgers denied they had concluded final negotiations with Liberty. Paul Munroe, LBS vice president and director of national sales, said the network was saying it had made an offer to these clubs and they had not rejected. It was understood the White Sox had definitely signed with Liberty.

Atlantic Refining again will set up special baseball networks in its Eastern Seaboard territory through N. W. Ayer & Son. In some cases Atlantic will share sponsorship with other advertisers but all negotiations have not been completed. Atlantic is expected to have networks centered around Boston, New York, Philadelphia and Pittsburgh as well as smaller local projects in its marketing territory.

Daytime home games of the Philadelphia Athletics and Phillies, with the exception of second games of doubleheaders, will be telecast from Shibe Park by WCAU-TV, WFIL-TV and WPTZ (TV) Philadelphia, the trio covering on a rotating schedule now set for completion.

Thirty daytime games scheduled by the Athletics and 28 by the Phillies are on the agenda in addition to two pre-season contests at Shibe Park between the clubs. Adam Scheidt Brewing Co. is expected to co-sponsor with Atlantic.

Doggies on Two Stations

F & M Schaefer Brewing Co., through BBDJ, again has signed to cover Dodgers home games on WOR-TV and WMGM New York. This plan is based on the assumption the Dodgers grant rights to the two stations. As of Thursday the Dodgers said the club hadn't yet decided definitely about broadcasting and telecasting games.

WPX (TV) New York announced Thursday it had signed a contract with the Giants to telescast all home games with Chesterfield cigarettes as sponsor. Cunningham & Walsh, New York, is agency. WPX also will telescast Yankee home games under a five-year contract signed with the club last year. This year's sponsor of Yankee games isn't set. Last year Ballantine's beer was sponsor.

Yankee radio will be carried again over the regional network now being lined up. It will be the fifth straight year Chesterfield has sponsored Giants games on WPX. Russ Hodges and Ernie Harwell will handle the games.

Liggett & Myers, also for Chesterfield, will sponsor the New York Giants for the sixth consecutive year on WMCA New York plus a Giant baseball radio network. Latter network is still

Sponsorship to Equal or Exceed '51

Dr. Bill Plastering

By DAVE BERLYN

ALIGNMENT of alcoholic beverage, advertising and radio-TV industry forces opened up on the "dry"-supported Johnson-Case Bill (S 2444) last week.

Chief points of the opponents' arguments were as follows:

- The bill is discriminatory against (1) the radio-TV industry as distinguished from other media and (2) the distilled spirits industry as distinguished from other alcoholic beverage firms.
- Constitutionality of the bill may be questionable because the 21st Amendment, which repealed the prohibition act (18th Amendment), gives to the states the power to control or regulate the sale and manufacture of the beverages. Thus, they argue, the advertising of these products would also come within state jurisdiction, not federal.
- The "rights" of minority groups—the "drys"—are not invaded, for radio and television need not be heard nor viewed. As one witness noted, "the television or radio set has a switch which turns the set on or off."
- If one special interest is accommodated by legislation in barring a legally manufactured or sold product from the airwaves, what will hold other special interests or minority groups from asking that cigarettes, pharmaceutical and meat companies refrain from advertising their products on radio and television, and even other media?

The Johnson-Case Bill—"preventive legislation" as labeled by its co-author Sen. Edwin C. Johnson (D-Col.)—would forbid liquor advertising on the airwaves. Hearings were held before the Senate Interstate & Foreign Commerce Committee last Wednesday and Thursday, a repeat in hearing days of the prior week [B&T, Feb. 4].

They were concluded mid-Thursdays afternoon, but not before the "drys" appeared for "rebuttal."

Next big roll will come with the convenes of the Senate Commerce group, of which Sen. Johnson is chairman. The 13 committee members must vote in closed session on whether to report the bill to the Senate floor for action.

Surprise suggestion came from Sen. Owen Brewster (R-Me.), who asked both the distillers and broadcasters if a plan could be set up whereby the Congress could be given at least one year's "notice" of any contemplated change in the industries' respective codes which discourage liquor advertising on the airwaves.

Among those testifying during the two-day airing last week were:

- Harold E. Fellows, NARTB president;
- P. W. Allport, secretary, Assn. of National Advertisers (ANA); Richard L. Scheitker, American Assn. of Advertising Agencies (AAAA); John Dwight Sullivan, general counsel, Advertising Federation of America (AFA); William L. Daley, National Editorial Assn.

Edward F. O'Brien, chairman of Dis Advertising Committee, gave up the floor. The bill was assigned to the Commerce Committee. It was expected to come before the Senate floor for a vote before the session adjourned.

(Continued on page 36)
**SPIVAK, ROUNTRE**

Name Don Lee in Suit

HALF-MILLION-dollar suit was filed by Lawrence E. Spivak and Mrs. Rountree, last Friday against the Don Lee Network (Thomas S. Lee Enterprises Inc.), charging Don Lee is broadcasting a Reporters Roundup program that is a misappropriation of their own Meet the Press radio show.

The suit was filed in the Superior Court of California for the County of Los Angeles. It relies only on the Spivak-Rountree Meet the Press radio program, which is not now on the air, and not to the television version, which is carried Sundays over NBC-TV.

Spokesmen for Mr. Spivak and Mrs. Rountree noted that they filed a suit—still in litigation—in 1950 for $1,250,000 against Mutual and WOR New York in a case involving a Reporters Roundup program which they charged was a misappropriation of their Meet the Press show.

"Illegal Replica"

A joint statement issued by the plaintiffs at that time was reissued in connection with the Don Lee suit: "We have spent six years and large sums of money in originating and developing the format of Meet the Press. . . We cannot, in all conscience, stand by while a network ruthlessly proceeds to appropriate the fruits of our labor by canceling a contract that had two years to run so that they might replace Meet the Press with an ill-fated program.

Counsel for the plaintiffs are Stanley N. Gleis, Beverly Hills, and Fischer, Willis & Panzer, Washington.

**Wherever You Go . . .**

LAST Wednesday morning, a BROADCASTING • TELECASTING reporter overheard a conversation between two friends who met at the corner where the reporter was waiting for a trolley.

One said: "It's a shame about King George, isn't it?"

"What about him?" asked the other.

"He's dead."

The other one opened the late edition of the morning newspaper he was carrying under his arm. "I don't see anything about it here," he said.

"It just happened," said the first one. "I heard it on the radio."

"You know, it's a funny thing," said the other. "For once I didn't listen to the radio this morning. I guess you don't know what you miss when you don't."

**NBC POST**

FRED SHAWN, NBC director of the week will be announced as NBC's week director, where his first major assignment will be with the thus-far-slow process economic plan to its affiliates.

The radio stations relations post has been vacant since Norman Cash resigned last November to become Crosley Broadcasting Corp.'s assistant general sales manager for radio [B•T, Nov. 12, 1951]. Mr. Shawn, who presumably will move into his new post as soon as his successor on the television side has been selected, will report to Carl- ton Smith, NBC vice president in charge of station relations.

**Project Progress Slow**

In attempting to persuade radio affiliates to accept the network's "Basic Economic Plan"—particularly its rate-adjustment features and provisions for expansion of morning network option time—Mr. Shawn will join in a project in which ten network officials, including Executive Vice President Charles R. Denny as well as Mr. Smith, have found the progress notably slow.

The original July 1 target date for making the rate adjustments effective anticipated early acceptance of the plan by affiliates. Letters telling the stations how they would be affected by the new rate formulas—most would get reductions, but overall these would be approximately balanced by increases for others—had been expected to go out by Jan. 1. Then the expected date was moved to Jan. 15 and finally it was reported that resistance among key affiliates was holding up the letters for the present.

There was no indication last week as to when authorities now television production service, next director of radio station relations, will presumably be to pitch in and of selling the radio network's new rate plan, to see that the stations make Dolores. . . make Dolores . . make Dolores . ."

**Shawn To Direct AM Station Relations**

**FINLEY TO RAYMER**

Join in N. Y. Office

MARK FINLEY, Hollywood radio-television executive, has been named to head an expanded department of advertising, research, promotion and public relations for Paul H. Raymer Co., national radio litigation. . .

Announcement, made by President Paul H. Raymer Thursday, followed the resignation of Arthur C. Schofield as Raymer director of promotion and research to become head of sales promotion, advertising and research department of PACE Press, Inc. (B•T, Feb. 4).

Mr. Finley, who will assume his new duties in the Raymer New York office immediately, is former public relations and research chief of Mutual-Don Lee network radio and television enterprises on the West Coast. He has just completed a series of special production assignments for major accounts of the D'Arcy Advertising Co., Cleveland.

**HELME PLANS**

Ala. Radio Campaign

GEORGE W. HELME Co., New York (Top's Sweet Snuff), will sponsor a quarter-hour hillybilly radio show featuring Curley Williams and His Crew on three Alabama stations, live, and on one station transcribed, effective Feb. 16. In addition the firm will use a similar promotion campaign in the same area.

This marks the first time in the past five years that the Helme Co. has sponsored programs. The company has been using a spot schedule on WCCO Minneapolis.

The quarter-hour program will originate on WHMA Anniston, and be carried live on WAPI Birmingham and WCOV Montgomery. Transcribed version will be on WAGF Dothan, Ala., one week later. Spot series will be carried on WAPI, WJJJ Montgomery, WAGF Dothan, and a station in Dothan, not yet selected.

Frank Best & Co., New York, is agency.

**Abbott Kimball Names**

ABBOTT KIMBALL Co. Inc., New York, TV agency, last week appointed two new members to its board of directors. G. Lynn Summer, vice president, was named chairman of plans board and a director, and Malcolm Andreassen also became a director. Mr. Summer joined Abbott Kimball last year after having headed his own agency for advertisers, M. agency, last a member of the law firm of Davis, Wagner, Hallett & Russell.

**CBS Dividend**

CBS board of directors last Wednesday declared a dividend of 40 cents per share on its class A and class B stock. Dividend is payable March 7 to stockholders of record at close of business on Feb. 21.
RECRUITING FUNDS

THE PENTAGON last week was the focal point for a series of developments of especial interest to radio-TV broadcasting and other advertising media.

Chief among the highlights were these:

- Official announcement of an interim advertising program through Grant Adv. for U.S. Army and Air Force recruiting to be sustained through unexpended media funds.
- Allocation plans for a paid radio spot campaign which would give the industry a 26% share of all funds expended since July 1, 1951—or at least 15% of remaining monies.
- Allotment of expenditures for TV spot films to bolster WAC enlistments and recruitment for the Air Force.
- A broad reappraisal by the Defense Dept. of all public information network programs, aside from the recruiting issue.

Preparation of data to convince Congressmen that television might thaw its freeze on current 1951-52 recruiting fund uses, or at least abandon any intent to saddle fiscal 1953 with unfunded allocations.

Media plans for the immediate interim period ending next June 30 were outlined last Thursday by the Dept. of Defense, which announced that $550,000 of unexpended 1950-51 funds are being made available for U.S. Army and Air Force advertising for volunteers.

Leftover From Fiscal '51

This $500,000-plus represents the amount left over from fiscal 1951 monies after military authorities cancelled or deferred plans for network programs. The cancellations were requested in deference to Congressional protests. Cancelled were programs featuring Frank Laine, Bill Stern and Doris Day, with commitments undertaken from 1950-51 funds. As a result, Congress attached the Defense Dept.'s fiscal '52 advertising budget. Grant Advertising has been instructed, however, to proceed with allocation plans [B'T, Jan. 28].

Under the first phase recruitment advertising will be directed at women, aviation cadets and specialists, with provision for radio time purchases, and space in Sunday supplements, technical applications, professional journals, newspapers and college periodicals. Radio will derive 18% of monies during the coming campaign, bringing its total for fiscal 1951, 1952 to $1,200,000, for network programs. This phase will account for about $302,500 — or 55% of the $550,000. The remaining funds (second phase) will go into point of sale literature, direct mail and sales and training aids to assist Army and Air Force field recruiting personnel.

On the basis of forth coming allocations, radio's 18% compares to 33% for newspaper and Sunday supplements, and 4% for "target" magazines.

But the Defense Dept. emphasized that radio's share actually was a little higher than the basis of expenditures for time since July 1, 1951, and including the new campaign. This compares to 26% for newspapers and Sunday supplements, and 28% for magazines.

Pentagon Spot Spending

Military Personnel Procurement authorities explained it this way:

During the period from July 1, 1951, to Oct. 18, 1951, when Congress imposed its ban, the Pentagon had spent $362,568 for spots and national radio (four Frankie Laine shows and the Big Imming).

An additional $54,000 was siphoned off to local Army branches for spots and national radio, plus $69,600 earmarked for the upcoming drive, brings radio's share to $511,568 — or 46% of a total $1,109,672 spent or allocated since July 1, 1951.

Actually, the military paid $57,000 for the Laine programs, and another $85,000 for WAC spots on 70 independent stations, plus $29,300 for Big Imming and sums for other activities before the Congressional freeze.

New campaigns for the U.S. Army and Air Force will be handled through Grant Adv., Chicago, whose contract expires June 30, end of the interim campaign.

Perhaps the most ambitious broadcast activity is the proposed Air Force spot campaign aimed at recruiting WACs and nurses. Sum of $65,000 is planned for national coverage of 56 one-minute spot announcements (25 WAC, 11 nurse) on some 500 independent stations of the Keystone Broadcasting System, plus 13 key 50-kw outlets [BT, Jan. 21].

Grant estimates that production charges will run about $1,200, covering cost of preparation of disc recordings. All spots will be aired in a uniform and effective manner through this expenditure.

The Air Force program, with another $80,000 earmarked for radio, envisions a schedule of 16 one-minute spots on a similar number of independent KBS and other 50 kw outlets. They would be aimed primarily at recruitment of aviation cadets and WAF enlistments. Production costs here are placed at roughly $800.

Grant also will prepare a 20-second TV spot to cover WAC general enlistment and, if time permits during the commercial plug for Officers Candidate School. Interested applicants would be asked in the announcement to write the WACs for a booklet and additional information. This project is allocated $1,800.

The Air Force TV program is more extensive, calling for production of a 60-second and 20-second pilot training films, plus another 20-second aircraft observer film. This is planned as a public service feature, with video outlets presumably being asked to furnish airtime without charges. The three prints will cost the military about $7,000.

This means that out of the $550,000 yet to be spent, radio will command about $55,000 for time and an additional $2,000 which Grant has earmarked for actual production. TV will draw $8,800, with the

RESULTS of a confidential survey of radio station managers in the six U.S. cities with heaviest TV penetration were unveiled by BAB last Wednesday, coupled with a prediction by President William B. Ryan that radio advertising totals may reach an all-time high in 1952.

For "many" of the radio stations surveyed—in Boston, Chicago, Detroit, Los Angeles, New York and Philadelphia—1951 was shown to have been "the best year in their history," BAB reported.

The six-city findings, first of a series of twice-yearly checks BAB plans to make in key cities (TV cities especially), were broken down as follows:

- 55% of the respondent radio stations registered gains in billings in 1951 as compared to 1950, with the increases ranging up to 45%.
- 30% had less business than in 1950, with the drops ranging to 24%.
- 15% reported no appreciable change in billings for the year (no more than 2% gain or loss). The remaining stations, with various degrees of newspaper advertising lineage in five of the six surveyed cities was less in 1951 than in 1950.

For the most part, stations reporting gains or declines came within 5 to 10% of their 1950 totals, BAB asserted. Virtually all of the stations were said to have experienced a "substantial" increase over the final quarter in 1951 than in 1950, with many also forecasting a better first quarter this year than in 1951, on the strength of business already on their books.

"This survey proves again that radio has not been affected substantially by TV even in the areas where there are many TV stations and relatively deep TV penetration," President Ryan concluded.

Radio Holds Fast

"The results disclose that advertisers began to re-invest substantially in radio about mid-summer. Evidence is also piling up that radio is more than holding its own audience-wise in these six cities and in the other cities where there are TV stations. It appears that radio advertising totals may reach an all-time high in 1952."

"As for the continuing competition of other media, it appears that newspaper managers suffered more than radio in the six cities studied. The Media Records lineage figures indicate that newspaper lineage was less in five of these cities in 1951 than it was in 1950."

In "several" instances where overall revenue dips were reported by stations, BAB said, the station managers attributed the decline not to competition of other media, but to other factors, including local labor conditions and problems within the stations' own physical plants.

The survey found no geographical pattern in gains and losses and no pattern occasioned by depth of TV penetration, BAB officials said. They reported that in several cities where some stations registered gains, others of equivalent standing took losses, compared to 1950, while gains also occurred in areas where television's penetration was deepest.

One pattern was observed. Independent stations showed greater 1951 gains than did network affiliates in the six cities studied. But it also was found that a majority of network affiliates which had network revenue losses were able to overcome them and showed overall gains for the year.

Additionally, it was pointed out, all stations reported increased local business (especially retail) and most of them enjoyed more national spot business than in 1950.

The survey covered stations within the corporate limits of the six cities involved.

BAB Finds Radio Strong

JOHN A. KENNEDY, chairman of the board, KFMB-AM-TV San Diego, and Mrs. Kennedy called on President Truman at the Executive Offices last Wednesday morning. Mr. Kennedy said the call was purely of a social nature and that politics were discussed only incidentally. He was a Truman supporter in 1948.
The professional language of the airways is never heard on the street. Where do radio announcers learn it? From other radio announcers, of course. This account is fiction, but it’s not far from the truth.

The Pear-Shaped Tone

By WADE BARNES

Now as I look back, perhaps my greatest triumph was the part I played in a CBS presentation of a New York Philharmonic Orchestra broadcast. The network had switched to Philadelphia for an intermission talk by a man of great importance whose name I forget.

Then at the end of his talk—a tremendous moment for me—I had the extreme honor to say, "We take you now to New York."

I went home beaming that day, knowing that each person I met on the street mentally applauded my well modulated words.

"Wonderful voice, wonderful diction, marvelous delivery," they were saying.

It was the proper thing to do—end my announcing career when I did. The mistake that many great men have made is to keep on living after they have won a battle or delivered a Gettysburg address. And many a radio announcer has made the same mistake.

Sixth Ave. in New York reeks with the sound of broken down radio announcers who keep asking the man on the street, "Did you hear me when I made the station break after war was declared?" or, "That wonderful Bulova time announcement after Joe Louis beat Jack Whatastimate?" Yes, it was best for my entire career that I ended my announcing days with the eventful words, "We take you now to New York." Let us dwell on this historic announcement for a moment.

The word "we" was pronounced in a modified American accent which is practiced by all American radio announcers. This accent is gained through listening to other radio announcers. The original announcer who invented the accent has long been forgotten. Needless to say, since you are very familiar with this type of accent, you know the word "we" was not pronounced as "wee" which is the usual sound to it, but rather as "wh." Another method of pronouncing it is considered barbaric by all announcers.

Out of This World

The words "take you now to New York" were, to coin a phrase, out of this world. Take "take" for instance. There is a divided opinion on the pronunciation of this familiar word, but the official, recognized American announcer accent pronunciation is "taeyk" as against "tayk," which is the pronunciation of the man on some streets.

"You" is a word hard to pronounce, but in this instance it became a syllabic symphony. I said "yough" which is completely correct.

The word "now" has a connotation with erudite listeners as being a word that places the speaker; that is, places him in the place where he learned to talk. My pronunciation was not southern, western, northern, or eastern. Here again the American announcers' accent came into play. This was extremely difficult, because I originally came from Ohio where the accent of the mob is one of high shrillness.

The word "now" contains a diaphon, the thing in our speech which is so hard for Europeans to master. It is also hard for the American. It is extremely difficult for the Ohioan. But as in the previous words, I resorted to the American announcers' accent which gave the word the "new" sound with a very short emphasis on the "re" part.

The word "to" is difficult to translate into announcers' pronunciation, since it is inherently a short word with only two letters. The best that could be done with it was to add an "ih" to the pronunciation which gave it the "toh" sound. If there was any weakness at all in the entire announcement, it might possibly be found in this pronunciation, but as I said, there is very little that can be done with this word.

The highlight in the whole announcement was in the pronunciation of the word "New." In the first place, it was strategically placed in the sentence, coming next to the last word. As in vaudeville programs, the next to last act, so to speak, is the very highest spot in the show. So it was with "New."

The word itself lends great possibilities to both the novice and experienced announcer, and because that is true, there have been many arguments concerning its sound among men of the trade. Here again I resorted to the official pronunciation of the "American Announcers Guide," which seemed to be the only safe way to play it.

Those in the profession who say "yoo" are definitely not "high church," as one might say (and I say it).

But then those who say "nee-00" are considered to be in the novice stage and are definitely frowned upon by announcers who have been in their profession for longer than six months. Those who try to play politics feel that the only correct way to say it is to combine these two pronunciations into "nyue," thus winning the support of both parties. I’m not one to play politics if I can help it.

Because the "American Announcers Guild" is divided on the pronunciation of this word, I felt that I couldn’t possibly be breaking any rules if I came fairly close to any of the three pronunciations. After a great deal of deliberation and consultation with myself, I came to the decision that the only pronunciation I could give it and still be able to look myself in the eye was as follows: "Neyuo," which is really "Neu-You," said at a rather fast rate of speed. I have never regretted it.

"York" was a fairly simple problem since the "American Announcers Guide" is rather adamant about the word. I did have a slight (Continued on page 38)
Radio-TV Plans Shape Up

Radio-TV planning for party nominating conventions in Chicago next July is being geared to political fever pitch at Democratic and GOP national committee headquarters.

Officials are outspoken in their conviction that, with the full-blown emergence of television on a more national level, the 1948 Presidential conventions were merely a "warmup" for the elaborate and extensive coverage blueprinted for next summer's sessions.

Despite the surge of enthusiasm for television and its role of bringing the conventions into the televiewer's own parlor, radio will not be overlooked by either committee.

Groundwork Already Laid

The groundwork for radio and video sponsorship of conventions coverage has been laid already by the major networks. Industry representatives have conferred frequently with committees to plan a recommended code governing sponsorship and other phases of coverage.

Discussion on actual physical facilities also have been explored in recent weeks on an informal basis. The time has arrived for weighing actual facility requirements of the networks and stations against available space in the International Amphitheatre.

The opening gambit on requirements was to have been taken at the first official meeting of committee radio-TV publicity authorities with representatives of all media in Chicago yesterday (Sunday).

Media plans figured in discussion of the executive heads of the Democratic National Committee, who conferred in Washington last Tuesday. Among those explored were the '95 campaign budget, convention plans and reorganization and streamlining of the national headquarters.

The executive committee discussed POLITICAL PLANS

LBS Announces Coverage

COMPLETE on-the-spot coverage of the Democratic and Republican conventions in Chicago next July will be offered by LBS to its over 440 affiliates, James H. Foster, Liberty executive vice president, has announced.

This is believed to mark the first time in broadcasting history that five major networks will carry highlights of political figures all over the world, Mr. Foster observed. LBS also has affiliates in Alaska and Hawaii. LBS schedules will include from those three to five hours coverage daily, he added.

LBS convention coverage plans are being coordinated under the direction of Mr. Foster, as well as Glenn Ingle, Callison's president in charge of engineering, and James Kirksmith, vice president for special events.

AVERAGE PAY UP

Labor Dept. Issues '50 Data

AVERAGE pay for full-time radio and television station employees was over $73 for a 40-hour scheduled workweek in October 1950, $3.50 above the same period in 1949, according to statistics compiled by the U. S. Dept. of Labor from FCC reports.

Number of hours worked did not change appreciably during the year. Employment increased from 41,000 to about 47,000.

Both pay raised and an increased proportion of higher paid employees accounted for the higher earnings, it was found. In stations of 18 or more employees the studio engineers, enjoying average 1950 weekly earnings of $55, increased around 50% in a year. The lowest-paid group, clerical employees, averaged $45.50 a week, an increase of 13%.

The department's Bureau of Labor Statistics found that networks and their operated stations, with about 20% of total industry employment, had averaged scheduled weekly earnings $17 above those of 15 or more employees. The network-owned station employees averaged $90 a week compared to $73 at other stations. Most stations with fewer than 15 employees, having around a fifth of the industry's workers, average scheduled earnings were $65.50.

Largest occupation group, staff announcers, averaged $92.50 a week at network-owned stations and $78 at other stations with 15 or more employees, or an overall average of $74 for announcers.

Greatest differences in average weekly earnings were found in the three highest paid occupational groups. The difference was over $50 in the case of chief engineers and supervisors, staff musicians and salesmen. Chief engineers and supervisors were the highest-paid group of radio and television station employees, averaging $110.50 a week.

At networks and their owned stations the average was $160 a week, compared to $103.50 at other stations. Salesmen and staff musicians had weekly averages of $145 in the networks and their owned stations.

Scheduled hours averaged 38.5 a week.

(Continued on page 30)

CONVENTIONS

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(Continued on page 30)
FM OPERATION

Boon Seen If Unattended Operation Is Official

HELP for hard-pressed FM station operators may be on the way if the current FCC practice of permitting unattended operation is made official.

At least it is believed to be one way to overcome high operating costs, the reason given by Frederick F. Umhey, executive secretary of the International Ladies Garment Workers Union, whose showpiece WFD.R (FM) New York boasts of among its regular features, operable on a remote control system.

Since March 1961 the FCC has authorized eight FM stations to be run by remote control. In reports which the Commission has received the reliability of unattended operation seems to have been proven.

WGUY, Bangor, Me., reported that the reliability of the system is 99.73%. It got special experimental authority to remote control its FM outlet Jan. 13, 1961.

WHYN-FM Holyoke, Mass., has been running unattended since the August of last year. In November it reported that of 1,364 hours on the air, it had lost 68 minutes due to commercial power failure, six hours and 57 minutes due to faulty telephone circuit, two hours and 55 minutes because of tube failure, and 86 minutes when a maintenance operator failed to set the time switch from daylight to standard time.

AVCO REPORT

Crosley AM Rates Noted

CONSOLIDATED net income of $10,085,000 for its 1951 fiscal year was reported last week for AVCO Mfg. Corp. by its president, Victor Emanuel, in announcing the corporation’s annual stockholders report.

No breakdown of the various subsidiaries of AVCO was given in Mr. Emanuel’s summary. However, a portion of the report dealt with Crosley Broadcasting Corp. (WLW and WLWT (TV) Cincinnati, WLW (TV) Dayton, WLWC (TV) Columbus and WINS (New York), a wholly owned subsidiary. Report noted that WLW and WINS "have been able to maintain their rate structures" despite "generally prevalent reduction of rates in the standard broadcasting industry."

Also reported: "Fiscal 1951 marked the full emergence of television as a substantially profitable operation for Crosley.

TWO LEAVE FCC

Goldman, MacClain Resign

FCC lost two top attorneys from the General Counsel’s office last week with resignations of Assistant General Counsel Max Goldman and General Attorney George MacClain.

Mr. Goldman, whose resignation is effective Feb. 29, will become director of the Office of Industrial Tax Exemptions of the Puerto Rico Insular Government. That office deals with tax exemptions for businesses which the Puerto Rican administration is seeking to encourage to locate there.

Mr. MacClain, who is expected to join the National Security Resources Board this week as assistant general counsel.

For a period in 1944-45 when he was law clerk to Judge Learned Hand, then sitting on the U. S. Court of Appeals in Washington, Mr. Goldman has been with the FCC since August 1941. As chief of litigation, he represented the Commission in all cases where its decisions were appealed to the courts.

No successor to Mr. Goldman has been named. His two immediate subordinates are Richard A. Solomon, assistant chief of the division, and A. Harry Becker, chief of the Administration Branch.

Since last May, the FCC has lost six attorneys, including Mr. Goldman and Mr. MacClain. They were Hearing Examiner Jack P. Blume, who joined former FCC Chairman James Lawrence; then R. B. Smith, who is now of Cable, Shubebruk & Blume; Assistant General Counsel Harry M. Plotkin, now with Arnold, Fortas & Porter; Chief of Office J. Edward Hagan, now with Parker D. Hancock, now with Hogan & Hartson; and Renewal & Transfer Chief Dwight Doty, now with Hailey, McKenna & Wilkinson.

L. A. Time Capsule

FOR inclusion in a time capsule to be placed in underground concrete garage in Pershing Square, Los Angeles, Education Committee of Southern California Broadcasters Assn. has nominated stills of KMPC Hollywood facade, broadcasting studio, engineering controls, newsroom and music library; tape recordings of KNX documentary "This Side of a Million," an NBC daytime serial, "Kения" of Reporter and KPAC Evening Concert, sponsored by Southern California Gas Co. Capsule’s sponsors, L. A. Downtown Business Men’s Assn. has suggested including a drawing of a playback machine. This will insure perpetuity of 1962’s auditory habits for citizens of tomorrow.

BARRY RYAN (r. foreground), president of Ruthrauff & Ryan, accepts cup from C. R. Smith (l. foreground), president of American Airlines, commemorating Ruthrauff & Ryan’s 40 years in advertising and 14 years as airline’s agency. Rear row (l. to r.) are T. J. Ross Jr., R&R; F. B. Ryan, R&R board chairman; C. L. Smith, R&R vice president and account executive, and James A. Dearborn, AA advertising director.

BROADCASTING • Telecasting

Page 28 • February 11, 1952
KALAND NAMED
As WNEW Program Director

WILLIAM J. KALAND's appointment as program director of WNEW New York was announced last Thursday by Executive Vice President and General Manager Bernice Judis.

Mr. Kaland, recently named manager of WNEW's combined script and production departments, assumes his new duties immediately. He joined WNEW as continuity chief in May 1951.

The new program director's 15 years of radio experience include service as radio script writer for Young & Rubicam on the Borden accounts and as news editor of WHOM New York.

He also has held script and production positions with NBC, CBS, and local radio stations, and has done freelance writing. During the war, he was a program director for the Office of War Information afterward joining the Record Guild of America as recording and continuity manager.

NEW MIC. OUTLET

WCLC Staff Announced

STAFF of WCLC Flint, Mich., was announced last week. WCLC is to go on the air this month, according to Adelaide L. Carrell, managing director and commercial manager.

Other staff members were listed as Charles R. Carr, promotion and publicity manager; Richard Hallwood, program director; Cal Darnell, sports director; Kenneth Wright, local account executive, and James Robertson, chief engineer. Russell P. May is engineering consultant.

The new station is assigned 1470 kc with 1 kw unlimited, directional day and night. An affiliate of LBS, it subscribes to SESAC Library and AP news service.

Miss Carrell for 20 years operated WBBZ Ponca City, Okla., but sold it to Ponce City Pub. Co.

WCBS-TV

APPOINTMENT of Craig Lawrence, Boston, to the general managership of WCBS-TV was announced last Thursday coincident with the resignation of G. Richard Swift as head of the television station's representation firm, as vice president in charge of television.

Merle S. Jones, CBS Television vice president in charge of stations and general services, said Mr. Lawrence would assume his new duties Feb. 18. Mr. Lawrence has been NARTB district director representing the New England area.

Mr. Swift's new appointment is being announced by George W. Bolling, president of the representation organization.

Mr. Swift's new appointment is to take over immediately.

Takes Over Immediately

Mr. Swift, who is slated to take over his new duties immediately, joined CBS in 1932 shortly after graduation from high school. He started in programming, becoming director of popular music and, later, a producer-director. He then transferred to WCBS where he served first on the business side and then as assistant program director before he was named in 1946, after a voluntary tour of duty on the sales staff, as assistant general manager and program director.

He was appointed general manager of WCBS in 1946 and the following year assumed the same post for WCBS-TV, serving in the dual capacity until CBS effected divorce of radio-TV operations.

Mr. Lawrence, a veteran of 19 years' service with the Cowles radio station, his last assignment being as general manager of WCOP from November 1946 until the station's recent sale.

He entered the advertising agency field in 1926 while a student at Iowa State College and moved to KHKO Des Moines when it opened its studios in 1932. With the founding former general manager of WCOP of WCBS-TV New York was announced last Thursday coincident with the resignation of G. Richard Swift as head of the television station's representation firm, as vice president in charge of television.

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WBBZ

JOINS NARTB

Allerton Succeeds Baker

RICHARD M. ALLERTON, for many years connected with New York agency and marketing organization as a research executive, will join NARTB Washington headquarters as director of research. He succeeds Dr. Kenneth H. Baker, who resigned last summer to organize Standard Audit & Measurement Co., New York.

Mr. Allerton, 54, is a graduate of Union College, Schenectady, class of 1921. Until 1937 he was a bond salesman in Wall St. After that he did market research for Koppers Coke, Gulf Oil, First National Stores and others. During the 1942-44 period he was a management consultant to the Quartermasters Corps, War Dept.

In 1944 he joined Crosley Inc. as radio research director, holding the post two years. Later he became director of marketing and radio research at Free & Peters, station representative, and then Abbott Kimball Co., New York.

Acquires WBGE

SALE of WBGE-AM-FM Atlanta for $90,000 from Mike Bentley to Edgar B. Poole and Robert N. Pinkerton was announced last week. Sale is subject to FCC approval. Mr. Poole is 25% owner and chief engineer of KIPN Phoenix, Ariz. Mr. Pinkerton is a sales representative in the United States for Mexican radio stations.

WBGE is on 1340 kc with 250 w.

Parker Heads WPAT

CHARLES W. PARKER, sales manager of WICC Bridgeport, Conn., for the past three years, has been appointed general manager of WPAT Paterson, N. J., manager of KVVO Tulsa, Mr. Dennis joined the public relations department of NAB (NARTB predecessor) and in the early 40s. From NAB he moved to New York (now WMGM) as director of special events and public relations.
Conventions Radio-TV Plans
(Continued from page 27)

understood at least one representative from each medium, engineering personnel and perhaps special events and public affairs officials from the radio-TV networks, would attend.

Network radio-TV sponsor agreements (Westinghouse, Philco and Admiral) and the code itself (handled at GOP headquarters by its Arrangements Committee under Mr. Gabrieson. Question of local or co-op sponsors has not been broached on these quarters yet, it was reported.

The code probably will be released momentarily by the Democracy of Automobile Radio. Not for Committees, which reportedly have approved them in principle. It will take the form of a joint release.

Radio-TV planning at GOP headquarters was outlined by Mr. Ingle. He predicted that the "biggest single audience in the world's history" for much of 1952 will watch and hear the July conventions. He described the '48 campaign as a mere "warmup" on the basis of planning for the sum- mer. The earlier cities were estimates of 60 million people expected to hear or watch the proceedings.

Mr. Ingle held out a number of revolutionary possibilities, among them train-back-platform appearances of candidates at key cities along the campaign routes. Candidates may even seek to schedule their train routes along existing coaxial cable routes with an eye to television, he felt.

Despite the enthusiasm for video, Mr. Ingle stressed that GOP political are not selling radio short, in view of the lesser coverage of TV, in the coming conventions and following campaigns.

Not Overlooking Radio

"We're not overlooking the importance of radio and won't be carried away with the glamor of television," he said. "It must not be forgotten that radio opportunities won't be able to see the conventions and other events on television."

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Turning to campaign funds, Mr. Ingle wouldn't hazard a guess on how much the Republicans will spend this year for radio-TV. The $3 million limitation on committee campaigns and a pending question in view of the expensive nature of TV, he noted.

He offered a tentative ratio of 4 to 1 as between TV and radio funds, but emphasized that was merely a guesswork. The radio budget called for $700,000 in '48.

These details will be decided by the GOP Convention and the price for purchase of network time after the conventions also is undecided. Traditionally, the GOP Convention is an advertising agency later after the Republican candidate is selected.

"We will welcome any step which will present more information to the people on the issues involved, whether it is free or paid time," Mr. Ingle observed. Conforming to custom, the national committee is taking no active part in the campaign, avowed GOP candidates and their representatives or in the primaries. It merely provides service information on contacts and other aspects when candidates request it, and lines up speakers for panel and other radio-TV public interest shows.

That connection, the committee is preparing a brochure on suggested techniques for using both media. It will be offered to all GOP candidates now familiar with the Congressional, state and local candidates and campaign managers.

The funds situation is not nearly as acute in Democratic quarters, partly because it represents the administration in power and also because of the extra contributions from such traditional sources as labor groups and various independent Democratic organizations throughout the country.

Evidence of the difference in fund recruiting is partly shown up in the fact that Democrats maintain an advertising agency each election (Presidential and Congressional) year. The committee is preparing to announce its agency selection for the '52 campaign shortly, with the choice now narrowed down to two organizations.

Radio will play an important role in the Democrats' plans to reach cities and communities throughout the nation not along the coaxial cable or radio relay routes, according to Ken Fry, radio-TV chief.

Like the networks themselves, the committee is attempting the radio-TV audience picture in terms of coverage or "mileage for the political dollar." Regional and some network radio are slated to be given a hand in this sort of pinpointing this activity.

Committee headquarters also are negotiating with a film company to handle background material for the campaign at grass root levels. Clips and other materials would be used by local groups to point up issues rather than personalities in time for post-convention action.

A manual similar to that under preparation by the Republican committee also is planned by the Democrats.

Simple Standard of Practice

The code question has been pretty well thrashed out in a series of conferences between committee and industry representatives the past few months. The code actually is simple. It states that practice generally agreed upon in principle by committee officials and upon it are premised the series of joint conventions coverage or in- sumated by CBS, NBC, and ABC radio and television networks.

The two national committees have reserved the right of veto over type of sponsor and prescribed other conditions for sponsorship of convention coverage.

The veto power is designed to assure advertising consistent with good taste and dignity and coverage of key proceedings without interruption. It extends over the TV campaign of sponsors, flooding on beer and wine, deodorant and laxative advertisers, and inherent in approval is the agreement that networks will submit lists of commit- tees to committees of the networks.

The burden of responsibility will be placed, however, on the industry's shoulder, including independent stations which held on camera under cooperative or local arrangements. Details spelled out in network-advertiser contracts are to be worked out without committee intervention, officials stress.

This hands-off policy also will extend to, a certain degree, requirements for booths, studios and the costs. Committee officials, with the committees refraining from taking sides unless discussions result in controversy.

Cost Question Is Issue

Question of installation costs still hang fire, it is agreed that a phase of the code itself. There's no serious issue, although presumably the committees prefer that networks sustain the cost of TV studios and equipment as one of the prerequisites of approving the code. No such studio problems exist for the press and some other media.

This factor is complicated in the '52 picture by the emergence of television on a large scale, and the fact that TV networks are in the profit columns.

In previous Presidential con- vention campaigns, the networks and the majority political parties split the costs. Committee authorities have consistently pointed out that they desire the complete coverage radio-TV can provide while also noting that it is denying network coverage and not sponsoring the conventions as such.

Neither national committee will profit from the sale of coverage to advertisers. Radio broadcasters will operate with the disclaimer that neither party necessarily endorses the product being advertised.

Other factors evolve around the continuity of coverage of proceedings. This raises the question of the time element for nomi- nations and conventions and for demonstrations. There will be an effort on the part of both committees to limit the time on these proceedings in the knowledge that the broadcasters or telecasts could become quite boring if continued indefinitely irrespective of importance.

A policy could be adopted as a "convenience" to the broadcast industry, with networks given leeway to cut lengthy demonstrations as they see fit. But no commer- cial media, it's pointed out, would be permitted to interrupt keynote speeches, bal- loting and other top proceedings.

The Republicans already have

WHOPPING sailfish on the left is the proud possession of Al Epstein of the Alivin Eng. at Washington, D.C. proving that there are good sportsmen in the ad field too. The 8½-ft. fish weighed in at 92 pounds, giving the goodight after 30 minutes in the Pacific waters. Mr. Epstein made his prize catch about eight miles out from the Bay of Acapulco, Mexico.

Average Pay Up
(Continued from page 27)

week for salesmen and only 22 for musicians. In all radio stations, with 15 or more employees, salesmen averaged $97.50 and musicians $109.

Variations in earnings varied more by size of community than by the type of broadcasting station, it was found. As a rule, earnings for each occupational group increased with the size of the community. At stations with 15 or more workers and not owned or operated by networks, average weekly pay for all employees was $55.60 in communities under 50,000, ranging up to $85 in cities over 600,000. Scheduled hours declined by size of area, ranging from 38.5 hours in the largest group to 40-41 hours in the others.

In the 1948-50 period average earnings of chief engineers and supervisors rose from $108 to $110.50, becoming the highest-paid group. Musicians topped the scale in 1949. Average weekly increases of $5 or more were recorded for building-service employees, $5; salesmen and transmitter engineers, $4, and studio engineers, $3.50. Musicians averaged $100 in each year.

Earnings in the report were computed by dividing weekly scheduled pay by number of employees, thus including premium rates for any regularly scheduled overtime. Data do not include general officers and assistants, non-staff program and part-time employees.

adopted limitations on nominating speeches (to 15 minutes each) and seconding talks (to five minutes each). The Democrats are expected to follow suit.

The consensus is, however, that the question of studio cut-ins will be resolved best over the range of future conventions, a possibility being the good intentions of the convention chairman to curb prolonged demonstrations and other cut-ins.
FOR TWO months, Texas' Lower Rio Grande Valley has seethed with one of the most violent radio-newspaper controversies of recent times.

The argument has been between two newcomers: Roy Hofheinz, Houston station owner (KHTV) who put the 50 kw KSOX on the air last Dec. 1 in Harlingen, one of the three principal cities in the valley, and R. C. Holies, 73-year-old Californian newspaper publisher who bought out the valley's three main dailies (Harlingen Morning Star, Brownsville Herald and McAllen Evening Monitor) last Oct. 1. Mr. Holies set the stage for the dispute when, within a few weeks after taking over his new properties, he turned them loose on his favorite crusade: a relentless campaign against tax-supported schools which he believes violate the Ten Commandments, the Golden Rule and the Declaration of Independence. (He also believes that Herbert Hoover has dangerous leftist tendencies and that all taxes which support highways, hospitals, post offices, armies, navies and police departments are socialist and immoral.)

Residents Boycott Newspapers

By the time Mr. Hofheinz got his new station into operation, valled residents were already up in arms over the newspaper editors. A boycott of the McAllen Monitor was declared by the McAllen City Council of Parents and Teachers, and within a few days, 1,200 subscriptions were cancelled. But the anti-Holies reaction did not reach its full proportions until Mr. Hofheinz began broadcasting in each night a series of free-switching editorials lambasting Mr. Holies as a man of "medieval, barbarous views." As he was an urging citizens not to support his papers.

Last week, Messrs. Holies and Hofheinz met face-to-face in two debates. The first, on Tuesday night, was held in the McAllen High School football stadium before more than 3,600; the second on Wednesday night in the high school auditorium before a turn-away crowd of 1,200.

Mr. Holies took the affirmative, Mr. Hofheinz the negative, on the questions: "Should Public Schools be Abolished?" the first night and "Resolved that Tax-Supported Schools are in Violation of and Incompatible with the Ten Commandments, Golden Rule and Declaration of Independence" on the second meeting.

Principal points made by Mr. Holies: If government schools are continued, our future and that of our children is very, very dark." Taxation to support them violates the teaching and covening Commandments. Schools supported by taxation are socialist because the Communist Manifesto of Karl Marx advocated government schools.

One admission made by Mr. Holies was that he had attended public schools himself and had sent his three children to them.

Mr. Hofheinz entered the obvious defense of public schooling—that it gives more children the opportunity to learn than any other system could.

The crowds at both debates cheered Mr. Hofheinz, gave Mr. Holies polite applause. That is the way sentiment seems generally to be running in the valley since radio began calling Mr. Holies' hand.

Circulation of the McAllen Evening Monitor was 15,000 in January, 1961. In January, 1962, it was down to 10,200.

Louella Parsons Pact

FIVE MINUTE Hollywood movie-land commentary agreement has been drawn up between Louella Parsons and the Colgate-Palmolive-Peet Co., manufacturer of Lustre Creme shampoo. Show will begin March 2 for 13 weeks with options on NBC or CBS dependent on available Sunday time. Agency is Lennox (WNBT, New York, which also optioned her TV pilot film [B&T, Jan. 14] with view toward ultimate Colgate sponsorship.

ROBINSON SIGNED

By WNBC, WNBTV(TV)

JACKIE Robinson, second baseman with the Brooklyn Dodgers, has signed a two-year contract with NBC's WNBC and WNB TV New York to serve at a salary reportedly as high as $12,000 a year, as a performer - public relations director with the title of director of community activities.

In an executive assignment unique in the field of broadcasting, Mr. Robinson will supervise over 50 new and ongoing programs, with particular stress on sports events, working with cooperation with city school boy, Scooter, YMCA, YWHA, Police Athletic League, and the Catholic Youth Organization. He will also be available for speaking engagements and community organizations, especially those concerned with child welfare.

Extent of the athlete's participation in NBC's network broadcasts is yet to be decided, although it is practically certain he will make more broadcasts than his current assignments with the WNBC, Saturdays, 9:30-10 a.m."

In addition to programming, Mr. Robinson will play an important role in the increased merchandising operation.

Mr. Robinson signed a one-year contract with NBC Network basketball coverage in 1962.

Mr. Robinson will continue playing with the Dodgers with broadcasting labelled as second choice.

ZUCKERT CONFIRMED

Senate Approves for AEC

THE SENATE last Monday confirmed the nomination of Eugene M. Zuckert, stockholder in KFBX Beaumont, Texas, as a member of the Atomic Energy Commission for the remainder of a four-year term ending June 30, 1962. He was confirmed without opposition.

Mr. Zuckert, who will fill the post vacated by Sumner T. Pike, was Assistant Secretary of the Air Force under President Truman. He was nominated to the AEC by the President.

A native of Stamford, Conn., Mr. Zuckert holds 10,000 out of 67,862 shares of common voting stock in the Beaumont radio station, of which he also is a director. Before his Air Force appointment in 1947, he was a member of the Securities and Exchange Commission.
Recruiting Funds

(Continued from page 25)

greater portion going into production at the agency.

The radio has gained $11,568 out of all funds since July 1, 1951, newspapers and supplements are receiving $287,239 and magazines $310,564.

Other breakdowns:

(A) -- Sunday supplements--American Weekly, $10,949; This Week, $15,120; Pets' World, $25,000.
(B) -- daily newspapers--$18,028.71; WAC Folders--$4,000.
(C) -- college newspapers--$7,500.12; daily general circulation Section--$11,211.25.

--- Direct-by-mail advertising--Radioっくり

scrolls--$5,600. Reserve and miscellaneous--$5,000. (Films) -- $18,000.

Total (with other unlisted supplements) $287,239.

(Air Force)--Sunday supplements--$7,600. Reserve & Protection--$4,000. Restitution--$2,000. Sales Aids--$2,150. Preparation & Production--$287,239. Reserve--$7,266.70 Joint Sales Aids (Films)--$1,000. Reserve (with other unlisted supplements)--$287,239.

The Army's $321,000 and Air Force's $206,000 plus $30,000 for joint sales aids account for the $550,000.

The question of whether Congress will lift its ban on the use of 50-cents funds ($3.1 million for all radio activities including $2.1 million for national advertising) is expected to be resolved in the near future.

Military authorities explain that the issue may be threshed out when Mrs. Anna Rosenberg, Defense Dept. manpower specialist, testifies before the Senate and House Appropriations Committees on the personnel procurement problems.

A Senate Appropriations subcommittee, headed by Sen. Joseph O'Mahoney (D-Wyo.), who spearheaded the paid-recruiting ban last October, began hearings last week on the department's fiscal '53 budget.

Whether the Pentagon is successful in convincing Congress to remove the freeze on 50-cents funds—or at least, desist from taking similar action on '53 funds—remained conjectural. However, it is learned that the Defense Dept. is seeking $1,060,000 for recruiting after next July 1. No breakdown was given.

Problem Needs Review

In the interim period since October, the Defense Dept. directionalized the $550,000 allocation, abandoning any plans for future network programs.

Part of this problem is a sweeping re-evaluation by the military of its whole policy on use of funds not only in recruiting but also for its informational or "prestige" network shows.

The need for such an analysis is prompted by the knowledge that Congress will want all the facts in the matter before it decides on the recruitment advertising freeze.

In that light, Pentagon authorities under a Management Committee have initiated a review hearing on all radio-TV programs, including a study of ratings enjoyed by current Defense Dept. programs in competition with commercial network fare.

At stake in the broad Defense Dept. study is the fate of a number of Defense Dept. informational and/or semi-documentary programs. Included is Time for Defense on ABC, Armed Forces Review on MBS, Defense Report on LBS, Pentagon, Washington on DuMont TV Network, and Big Picture, offered to radio and TV stations by the Army Dept.

These programs are distinct in character from those previously aired by the Defense Dept. for recruiting purposes and are tailored to keep the American public apprised of developments in Korea and elsewhere.

Public Information Funds

The costs of producing these programs for network broadcast as public interest sustainers are provided through funds allocated to the department's public information activities.

This review of overall broadcast activities has been going for at least a month, and reportedly is only one phase of a broad analysis looking at the entire public information picture. It also may be regarded as the relation of public information activities for service to the centralized Defense Dept. Public Information Division had been under scrutiny in recent years.

There is no suggestion in any quarter that the Defense Dept. would cancel any of its prestige or information programs, since the costs involved are infinitesimal compared to outlays set aside for the networkized Sunday Loose & Laine and football Game of the Week programs.

But Pentagon authorities hope to anticipate the extension by members of Congress of any discussion on recruiting to public information activities.

It was pointed out that since dropping the network programs last fall, top officers of the Military Personnel Procurement Service (recruiting) have entertained a change in thinking a visible switch of emphasis from work shows to spot radio or "directional" campaigns.

Whether the Pentagon's information programs would be required to conform to these standards was a matter of speculation.

The cost of producing the shows varies in that the actual audience and weighed against the question of whether the services are receiving their money's worth.

A question has arisen whether these Defense Dept. network shows can pull their weight ratingswise against commercial fare aired in similar time periods by the major networks.

It is presumed that there is less of a problem involved in those instances where competing commercial network programs do not enjoy better listenerware as evidenced in the ratings compiled by such national research organizations as The Pulse, and A. C. Nielsen Co.

Competing Shows

According to the latest Telecasting sheet, Time for Defense is spotted on ABC at 10:30 Mon., and the Stern Show on CBS and Dangerous Assignment on NBC, among others.

The Armed Forces Review is carried by MBS at 9:30 p.m. Friday, opposite Mr. District Attorney on ABC, Robert Q's Waxworks on CBS and the sustainer Short Story on NBC.

In television, Pentagon, Washington on DuMont ties for televiewers each Monday at 8 p.m., with competition from NBC-TV's Full Frontal Show, and DuMont's The Wonders of the Century, for network TV stations in the Armed Forces areas.

On network TV stations for institutional sponsorship or public interest telecasts.

About 62 TV outlets, including WOR, NBC's New York, are currently carrying the field, which reportedly enjoys a high rating for afternoon programs.

The Armed Forces Radio-TV Branch, under Col. Ed Kirby, embroils the film with opening and closing commentary as part of its production activities.

Feature is made to stations which, in turn, offer it to sponsors of institutional advertising.

Lack of funds has hampered widespread distribution, with the actual number of films broadcast limited to 18 for the 60-plus stations.

Overall Army budget for PIO activities is approximately $333,000, sum comparable to that for the Air Force and Navy.

Asks Suspension

REQUEST for permission to suspend operation temporarily was filed last week with the FCC by WWXL Peoria, Ill. Station, which operates on 1590 kc with 1 kw, indicated financial difficulties.

Joseph Giddan is principal stockholder of the LBS affiliate.

OPENING salvos in economic control warfare was fired on Capitol Hill last week by anti-administration groups.

Sen. Burnet Maybank (D-S.C.), chairman of the Senate Banking & Currency Committee, drew a Pentagon plan last week for introducing a new bill (S 2594) to extend the Defense Production Act only one year beyond the present June expiration date.

The size of the measure will serve as the basis for an all-out fight during committee hearings, which Chairman Maybank promised would begin March 4. He urged that all amendments now under study be introduced this month.

President Truman was expected momentarily to send up his own plan for stronger economic controls, including a recommendation that the act be extended two years and that the Capehart cost allowance formula be retained at the July 26, 1951 level. [B&T, Feb. 4.]

For Air Force, offered by Sen. Maybank, a member of the Southern Democrat and anti-Truman bloc, does not touch on the Capehart formula and concerns itself only with minor amendments far afield from this radio-TV space advertising provision, written into the production act last summer.

In sponsoring the bill, Sen. Maybank quoted Roger Putnam, Economic Stabilization Administrator, as testifying that the American economy has achieved reasonably good balance under the present act.

Under the current Defense Production Act as amended, manufacturers may elect to take advantage of the formula by increasing price ceilings on the strength of media advertising, selling, research and administration costs. Radio-TV set makers generally favor applications for boosts, awaiting tailored regulations from OPS.

Manufacturers are permitted to file with OPS for price hikes on the basis of costs for these categories from June 24, 1950—or the start of the Korean war—to July 26, 1951. Costs apply to the highest price achieved during the period—Jan. 1, 1950, to June 24, 1950.

Signs RCA Series

McCORMICK BISCUIT Co. has purchased RCA's syndicated series, Dr. Paul, for sponsorship by 20 Canadian radio stations, it was announced last week. One of 25 syndicated programs produced by RCA Recorded Program Services, Dr. Paul is a six-week serial of a young general practitioner and his meetings with human nature in everyday life. Sale for the 20 stations, described as located in the highest annual and through All-Canada Radio Facilities.

BROADCASTING  •  Telecasting

Maybank Would Extend

CONTROL LAWS

Page 32 • February 11, 1952
A Baltimore retailer of television sets started three years ago spending 90% of his budget on television stations. Today he is spending 90% of his budget on WITH! And here’s what he writes us:

“Three years ago we had only one store in Baltimore; today we have eight. Our advertising on WITH has been tremendously successful and it is largely responsible for our phenomenal growth.”

Take a tip from the local folks! They know advertising media best! In Baltimore, WITH carries the advertising of more than twice as many retail merchants as any other station in town. Call Forjoe for the whole WITH story.
PLANS for public service allocation to assist charitable and civic groups were reviewed by executives of newly-formed Philadelphia Radio & Television Broadcasters Assn., with program directors from 12 of city's radio-TV stations. Presiding at meeting was Benedict Gimbel Jr., president of association and WIP Philadelphia. Seated (to r): Felix Meyer and Richard Paisley, WFIL; Jack Steck, WFIL-TV; Donald W. Thornburgh, president-general manager, WCAU-AM-TV; Mr. Gimbel; Ruth Clifton Burns, PRATBA executive secretary; Dorothy Wolff, WFLN; Joseph Connelly, WCAU; Rupe Worling, WIBG; Michael Deegan, WMJ. Standing (to l): Doug Hihbs, president, WTEL; Len Stevens, WHAT; Murray Arnold and Sam Seroto, WIP; Julius Rind, WPEN; John McClay and Charles Vanda, WCAU-TV.

Dry Bill Plastered (Continued from page 23)

...Spirit Institute's advertising committee; Clinton M. Heeter, United Brewers Foundation; John E. O'Neill, center counsel, Small Brewers Assn.; Frank Braucher, Magazine Advertising Bureau; Edward W. Wootton, Wine Conference of America and Wine Institute.

Statements were filed by William B. Ryan, president of Broadcast Advertising Bureau (BAB) and Murray Grabhorn, managing director of National Assn. of Radio & Television Station Representatives (NARTSR).

Sen. Brewer's suggestion came during the testimony of Mr. O'Brien of the distillers. Mr. O'Brien said he could not hold the distillers to any such agreement before they, themselves, were acquainted with it and formulated action. However, he said he would forward the Senator's proposal to the industry.

Sen. Johnson also showed interest in Sen. Brewer's proposal. The Coloradan had earlier asked whether Congress could be "guaranteed" that liquor advertising attempts on radio and TV would not be made.

Need Year's Notice

The question via Sen. Brewer came up again when NARTE's President Fellows testified. Mr. Fellows, noting that the TV Code (which contains a ban against liquor advertising on television) is "100% voluntary," said there'll be better than a year's notice ... the code could not be changed or altered without more than a year's notice.

Among objections to the bill raised by Mr. Fellows, were the provisions which would make liquor advertising a subject to take into consideration in the granting and renewal of licenses. "Broadcasters," he declared, "feel that further special conditions attached [to license grants and renewals] confuse the relative status of various governmental bodies who will have a part in the regulation of broadcasting.

He didn't think the legislation was necessary either—"voluntary self-regulation ... has resulted in a convincing demonstration" of the soundness and effectiveness of the approach.

According to Mr. Fellows, broadcasters agree with the "drys" on the undesirability of liquor advertising on broadcast media but disagree in the methods undertaken to achieve the result. NARTSR would use the voluntary method, the "drys" would write into a law a highly discriminatory piece of legislation, singling out the broadcast media for advertising restrictions not applied to other mass media.

Sen. Johnson expressed deep interest on how binding the TV Code will be on future TV stations—"there will be more newcomers in the field ... and more competition for advertising."

His question: What happens when there are many more stations; will those operators be inclined to accept liquor advertising now banned under the code?

In answer, Mr. Fellows stated flatly: "I expect this code will be in effect as long as there is television and after there is no more Sen. Johnson or Mr. Fellows." He added, countering a statement by Sen. Johnson that two years ago "radio operators felt ready to accept liquor advertising and two networks [CBS and NBC] were ready to accept," that as a practical broadcaster he felt the negotiations were "pseudo" and that actually the broadcasters did not make up their minds to put liquor advertising on the air.

He also reminded the Senator that the contemplated advertising was to have been "institutional ... to preach moderation. ..." He said he thought whether the liquor advertisers would ever attempt, nor would the broadcaster want to carry, liquor advertising "as such."

Explaining further the binding aspect of the TV Code, Mr. Fellows cited Chairman Wayne Coye of FCC who "told us it was up to the 108 stations to set the pace and form the pattern for new stations."

Mr. Wootton (Wine Institute):—"It is our firm belief that this bill is based on a wrong principle and that it represents a backward step rather than a forward step in the connection of the federal government with the field of industry public relations."

Referring to a code on advertising that his industry has set up, Mr. Wootton said: "The television broadcasters in adopting their own code have done the same thing, not only in the alcoholic beverage field, but in many other fields of advertising."

Mr. Grabhorn (NARTSR):—"... broadcasting and television stations will be required by the complex of such a bill to produce and distribute and market at their own expense an important enterprise, to the detriment of the small fraction of the public that is of the opinion that the beverages should be regulated by the federal government."

Mr. Wootton added: "... the broadcasting and teletasking of all distilled spirits. ... therefore ... no encouragement of such legislation. ..." But the bill could set "precedent for the encouragement of various pressure groups to attempt, through legislation, to broaden the base to include many other products. ...

But more important there is some fear that the broadening phases apparent in the bill, he asserted. While permitting a legally manufactured or produced product on any other medium, the bill would prohibit the advertising on broadcast media, Mr. Grabhorn added. Mr. Hexter (Brewers Foundation):—"Beer industry brings in an excess of $700 million annually in excise tax, and J. S. Teagarden, chairman, closed on Capitol Hill to talk about their bill (see adjacent story)."
Third of a series telling why sponsors and stations are SOLD on ABC

ABC Radio’s
daytime programming
pays off!

The programs on this page (and many of their sponsors) are new on ABC Radio. They’re part of the network’s exciting new pattern of daytime programming ... a plan that is paying off for sponsors, for stations, for listeners. First, ABC scheduled a series of daytime dramas on weekday mornings. The shows were given the best production possible (Elaine Carrington, Hector Chevigney and the Hummerts are magic names in radio drama) ... and they were programmed in a block to attract and hold audiences.

The results: affiliates are delighted because all the shows are sold; sponsors are delighted because housewives are tuning in.

The same success in the morning is now being repeated in the afternoon: another block of dramatic programs with low budgets and top production. Already two of the new shows are sponsored ... with more new shows (and sponsors) on the way.

ABC Radio
American Broadcasting Company
Baseball Planning  
(Continued from page 23)

being put together. Chesterfield also will sponsor the Chicago Cubs for the second year on WIND Chicago and on a Midwest baseball network, which on WHDH Boston and from 25 to 50 stations. The cigarette firm is considering TV sponsorship of the Cubs.

In addition to this schedule, Chesterfield will add to its baseball coverage by sponsoring on television and radio the Boston Red Sox for the first time. Announcers will cover WHDH Boston and feed to 30 New England stations and will be shared by Atlantic Refining Co. (through N. W. Ayer), and for 1952 (through Cunningham & Walsh, New York, also agency for Chesterfield).

Staff beer for the second year will sponsor the St. Louis Browns on a regional radio network in St. Louis, Illinois, Iowa and Mississippi. Dancer-Fitzgerald-Sample, New York, is agency for Falstaff.

Gulf Oil, through Young & Rubicam, New York, is still contemplating sponsorship of one-quarter hour long sports packages, including baseball games, being offered by Liberty.

Ballantine To Continue
P. Ballantine & Sons through J. Walker Thompson Co., New York, will continue to sponsor the Network of Champions on a regional radio basis in upper New York. Ballantine is cutting its radio sports budget somewhat to put more into television. Confirming the letter point, the firm announced this week that it had renewed its contract to sponsor the half-hour TV adventure series Foreign Intrigues in 11 cities in the East from Ballantine to Miami.

At cost of $150,000 Don Lee Broadcasting System, Hollywood, last week acquired exclusive television rights to all Hollywood Stars and made preliminary agreements for baseball games for KJH-TV starting April 1. Total of 180 games will be televised.

Money derived is to be split between the two baseball clubs, with each receiving $75,000, it was said. This is the first time in Southern California TV that a single station has acquired the broadcast rights to a complete home schedule of both clubs.

Deal was negotiated by Ward Ingrum, executive vice president of Don Lee, with David C. Barlow, president of Los Angeles Angels and Robert Cobb, vice president of Hollywood Stars.

KFWB Hollywood has exclusive radio rights to Hollywood Stars games. KMPG holds similar rights to all Los Angeles Angels home contests.

George Whitney, Don Lee vice president in charge of TV sales, was offering national advertisers and agencies in eastern key cities a 180-game baseball package including KFWB-TV Los Angeles time and pickup charges of $425,000 for games of either or both Los Angeles area teams, or fractional contracts.

Dry Bill Plastered  
(Continued from page 4)

ment and sports programs." (Sen. Tobey noted that the boxing matches he watches on television are sponsored by a razor blade company.)

Mr. O'Brien (Distilled Spirits Institute): "If the drys succeed, he said, distillers will be limited by expired licensees and there is no legal way to find out how many of those distillers are in the business. If the drys succeed, he said, they have the right to do so.

Mr. Sullivan (AFA): AFA "stands for the principle that any product can be lawfully made and sold should be allowed to advertise. The federation believes that if this right to advertise is limited by an statutory prohibition directed to a particular product or a particular industry, then this limitation can be extended to other products and other media."

Mr. Scheiderer (AAA): "Is it not with any idea of using radio and television advertising for distilled spirits? Measure is not warranted, it would penalize both distilled spirits and broadcasting industries in working for voluntary self-regulation, would set a dangerous precedent, and would be needless breach of a fundamental principle."

Mr. Alport (ANA): "Similarly, bill would "discourage other individuals and industries from regulating their own conduct and lead to unwholesome reliance on government supervision." This regulation has kept such advertising off the airwaves, he declared.

Mr. Brauchler (Magazine Adv. Bureau): "We are [leading national magazines] who would represent a public policy, and set an inkylawable precedent, for the Congress to enact any law that differs just a bit from the advertising of one class of legitimate product as against another."

Mr. Delcy (Editorial Assn.): "The protection which this proposed legislation other than a statutory prohibition against distiller's advertising is necessary. We believe that the precedent for the extension of federal control over other media." Others of the bill echoed these sentiments. A U. S. Chamber of Commerce protest statement was filed [B•T, Feb. 4].

At one point during the hearings, Sen. Johnson asserted he wanted "to help them [distillers] and prevent government from enforcing their code" via legislation.

Mr. O'Brien told the committee the distillers have "no intention of using radio or television" to advertise.

As one observer noted as the hearings closed, Sen. Johnson wants to stop the distiller from "getting his foot in the door of the house by stopping his potential advertising via radio and television; the bill's opponents want to deter Congressional action in getting his foot in the door, barring legitimate product advertising from all media.

FAIR TRADE’ ACT

House Hearings Begun

A SECOND committee in Washington is delving into the "fair trade" practices picture. The House Interstate & Foreign Commerce Committee has begun hearings on a bill by Rep. John A. McGuire (D-Conn.) to override last year's Celler-Cigar Act decision which threw fair trade laws out of the state. If the legislation was passed it would permit a manufacturer to sign contracts with retailers fixing the minimum resale prices on their products.

Another group, the House Judiciary Committee, begins hearings on a similar measure this Wednesday [B•T, Jan. 26]. McGuire bill would amend Federal Trade laws; the Celler bill (Rep. Emanuel Celler, D-N.Y.) would amend anti-trust laws. The Commerce group is understood to be more favorable toward such measure.

Samuel Gompers Trade School in San Antonio, Tex., has opened classes in radio and television last week. Technical operators, combination men and announcers are trained without cost. Every member of last year's class placed in radio-TV work on completion of course, school reported.

Libby Leaves WIS

STEVE LIBBY, promotion-publicity manager at WIS, San Francisco, Cal. S. C., for six years, has resigned to join the publicity-promotion advertising staff of Fred Waring's Pennsylvanians. Now on the air since WIS, while on tour with Waring organization, Mr. Libby becomes a permanent Waring staff member about March 1.
Cities Service celebrates its Silver Anniversary on radio—1927 to 1952—25 years of the finest in musical entertainment on Radio NBC.

At this time, Cities Service would like to salute...and thank...all the people who have made this 25th Anniversary a happy reality. Messrs. Goldman, Bourdon, Black, Lavalle, MacNamee, Bond, Dumont, Haupt, Misses Dragonette and Manners, et al...from conductor, director, announcer to page boy...our thanks.
Radio Campaign Produces $8 Million In Sales

Details of Perfume Sales Co. success told in Printers' Ink


The hottest thing in radio today is a mail-phone perfume offer by the Perfume Sales Company that has the whole broadcast industry talking.

In a little more than 3 months, four million people have each put up $2.00 to buy the company's 24-bottle package of perfumes. And this $8,000,000 worth of sales was produced almost exclusively by radio advertising!

So far, about 50 stations in most of America's major markets have been used. And sales are still growing.

You'll get the details of this radio advertising success story on page 29 of your copy of the February 8 Printers' Ink. It gives actual sales figures, the marketing strategy, the plans for the future - straight from the advertiser's mouth.

The Perfume Sales Company story is one of the best, current examples of how radio can do a real selling job for advertisers.

As such it's a current example of the kind of attention our editors give to radio activity throughout the year. That's because our readers are directly concerned with choosing markets and media that will boost their sales.

We publish Printers' Ink every week for the advertising, management, sales and agency executives who make the important media decisions. In our 23,475 net paid circulation you will find the executives who buy a large part of the national, regional and local radio advertising bought today.

That's why the Perfume Sales Company story was a natural for us to publish.

You'll probably want to have a copy of this success story in your sales kit. So, if you're not now a Printers' Ink subscriber (or if somebody snatched your copy), ask your secretary to send us 25 cents in stamps or coin today, and we'll rush your copy of our February 8 issue back to you by return mail.

With it we'll include a list of articles we've published within the last 12 months of direct interest to your customers (our readers) - and to you.

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

GATINGS BILL

Asks 'Offensive' Program Probe

CALL for a study of radio and TV programming was made in the House last Thursday by Rep. E. C. Gathings (D-Ark.), with introduction of a House Resolution to create a committee.

The resolution (H Res 520) would set up a 15-man select committee—four from the Interstate & Foreign Commerce Committee, a like number from the Judiciary Committee and also from the Civil Service Committee and three members-at-large.

Special group would make an investigation and study into the "extent with which radio and television programs currently available contain immoral or otherwise offensive matter or place an improper emphasis on crime, violence and corruption." Also studied would be conduct of current books.

Study would be made to "determine the adequacy of existing law to eliminate offensive and undesirable radio and TV programs and to promote high standards of such programs." Committee would report results of the inquiry to the House with recommendations if further legislation is needed.

The committee, which would make use of the three standing committees' staff, would have the power of subpoena, with hearings to be held in Washington. Rep. Gathings, who has introduced similar legislation in the past, said he has been "working on this matter for years." The resolution was put before the House Rules Committee, subject to Senate confirmation.

The reorganization of information activities got underway modestly last week with physical transfer of some Washington State Dept. personnel. Two of Mr. Gathings' special assistants—Joseph Stitick and Ben Crosby—moved the seat of their operations from the new Washington State Building to 1475 Pennsylvania Ave., N.W., where Dr. Compton will headquarter.

Functional operations of International Broadcasting Division will remain in new State, subject to Dr. Compton's jurisdiction.

Messrs. Stitick and Crosby thus will handle radio-press relations for Dr. Compton, who is taking over the offices of Thurman Barnard, former general manager of information activities. Other changes follow.

Dr. Compton, former president of Washington State College (KWSO Pullman, Wash.) who assumes full radio-direction and responsibility for VOA, is expected to hold a news conference in the next few days, probably announcing key appointments for VOA. He has been active the past two weeks making arrangements for VOA's move to a new complex of 28 buildings.

Sen. Barrett's resignation and establishment of VOA, Sen. Benton told his Senate colleagues on the floor that the government "is now losing one of its most valuable servants," and recommended his own re-election.

Vice Chairman Sargent's nomination was quickly approved by the subcommittee. He added, however, that he expected Mr. McMahon to win the Senate race. He would soon order the inquiry of the entire Voice operation.

STATE DEPT.'S IIA

Hill Group May Study

A SENATE subcommittee may soon begin a wide study of the State Dept.'s new International Information Administration, under which the Voice of America now functions, if Mr. McMahon's recommendation.

The inquiry is headed for a Senate Foreign Relations subcommittee headed by Sen. Brian McMahon (D-Conn.). Last Friday, it cleared the nomination of Howland Sargent to be Assistant Secretary of State for Public Affairs for the full committee.

Mr. Sargent was nominated to succeed Edward W. Barretts, who resigned to return to private life after two years in the public affairs post. He is expected to be returned, however, as a consultant.

Hearing testimony from Mr. Sargent's State Senate sponsors on Friday, in addition to Chairman McMahon, were Sens. Theodore Green (D-R. I.), William Fulbright (D-Ark.), Henry Cabot Lodge (R-Mass.) and Owen Brewster (R-Me.).

Full Scale Inquiry

Sen. William Benton (Conn.) has asked for a full-scale inquiry into VOA operations. Desirability of the new IIA setup in preference to full devolution of the shortwave radio arm from the State Dept. has been raised in some Congressional quarters.

The McMahon subcommittee has discussed the issue for some time, and is expected to hold a public hearing this week.

In taking notice of Mr. Barrett's resignation and establishment of VOA, Sen. Benton told his Senate colleagues on the floor that the government "now faces a serious challenge" and recommended Mr. Sargent's appointment as the "splendid choice" to succeed him.

But Sen. Benton, a former Assistant Secretary of State for Public Affairs and Senatorial guardian of the Voice which he helped launch, has some reservations. Specifically, he noted that the administrator of IIA (Dr. Wilson Compton) is not a Presidential appointee.

The Pear Shaped Tone

(Continued from page 28)

amount of trouble, however, because the Ohio pronunciation definitely stresses the "er" while the New York and Georgia pronunciation omit it entirely.

You must remember, too, that the word was followed by a period which meant that the listener would have time to cogitate on what he heard.

The very correct pronunciation was necessary to give the entire announcement a finished sound. It was also necessary, because it was on this word that the men at AT&T depended for their switching cue. There was really no deliberation necessary since the "American Announcer's Guide" gave no alternatives. Obviously, then, in keeping with their recommendations, I modified the "er" just a bit so that the word came out "York."

As I look back on this great performance, I feel proud that I had the courage to stop literally at the zenith of a great announcing career. There have been many temptations: The sound of the NBC chimps, the dulcet tones of a CBS cue, the screams of an NBC mystery and the clearing of a Mutual commentators' throat—all have asked me at times to return to my first love, the microphone.

So far I have not succumbed, because truthfully, deep down in my heart I know that I could never better the performance of that imortal Sunday.

I want the world to remember me as the greatest voice who ever said, "We take you now to New York," or as it sounded that day, "When tayek yowh now tewl Neew-YUR-k."
NEW STUDIO CONSOLE, TYPE BC-2B

“Color-coded” controls tie related functions together. 30 sloping front and top provide maximum studio visibility. Zero-rear-clearance feature makes it practicable to install the BC-2B tight against a studio window. Less operating space required. Type BC-2B is six inches shorter than previous models! See next page.
The new consolette BC-2B provides all the essential audio facilities needed by most AM, FM, and TV stations — plus many extra operating advantages not previously available in a standard consolette. It speeds up switching operations substantially over previous designs. It provides for complete control of all studio operations. The BC-2B gives your station "deluxe" features at a "standard" price.

Read the list of exclusive "extra" features the new BC-2B offers you. Then ask your RCA Broadcast Sales Representative for complete details. His service is as near as your phone.

NEW DESIGN consolette
Color coded for "error-proof" control

11 extra features!

- "Color-coded" controls quickly identify and tie related functions together.
- New, "leaf-type" cam-operated interlocking, push-button switches.
- New hinged front panel for easy access to switches, gain controls, and contacts.
- Amplifiers mounted on "swing-up" frame; chassis easy to remove.
- New 30-degree angled top panel for maximum studio visibility — styling compatible with modern AM and TV practice.
- New compact amplifiers use low-noise, long-life, miniature tubes.
- Improved, faster-operating speaker relays eliminate key clicks and audio feedback.
- Lamp dimmer for VU meter (ideal for TV service).
- 8 high-level mixing channels, separate gain controls for network and remote.
- Turntable mixers with "built-in" cueing switches.
- No clearance required at rear — can be installed up against walls and control room windows. Uses less desk space, too.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN N.J.
NPA ALLOTMENTS
Clarifications Reported

ALLOTMENT of materials for a broadcast facility project involving an application of the United Steelworkers (CIO) at McKeesport, Pa., has been partly clarified by officials of the National Production Authority.

The union's Local 1408 received an allocation of materials for the first quarter of 1952 covering a "union hall and radio broadcast station" with construction valued at $66,605 [B&T, Jan. 28].

NPA explained that materials were allotted because a studio facility was listed as 35% complete. Officials said that WEDO, licensed to Tri-City Broadcasting Co., presumably rents facilities to the steelworkers' union. The station was listed under the name of McKeesport Broadcasting Co. in the union application filed with NPA.

WEDO has been on the air since 1946, operating with 1 kw day on 810 kc. President and general manager is Edward J. Hirshberg.

Another case upon which NPA shed some light involves Blue Ridge Televisors, Inc., Asheville, N. C. Its bid for a "TV antenna" project, with estimated cost of $25,000, was rejected for first-quarter materials.

Blue Ridge is the name of a firm which proposes to set up a TV antenna "distribution system." NPA said the application was denied because construction was not yet underway, though requested materials were not large (three and a half tons of steel and 1,500 pounds of copper).

The applicant also filed for the second quarter, but denial was anticipated by NPA authorities because of severe allotments cuts and the fact Blue Ridge had not begun construction.

Telford Taylor Lauded
Rep. Patman Cites 'Post' Story

ARTICLE on Telford Taylor, former FCC general counsel and now Small Defense Plants Administrator, printed in the Dec. 23 New York Post, was placed before the House Jan. 31 by Rep. Wright Patman (D-Tex.).

Rep. Patman is chairman of the House Small Business Committee. Article points up Administrator Taylor's background, which included his FCC stint in the period 1940-42, as associate counsel of the Senate Interstate and Foreign Commerce Committee, 1945-39, and as a top assistant to Robert Jackson, chief prosecutor of the Nuremberg war criminals. Mr. Taylor also was actively in support of educational TV channels.


FM AUDIENCE
KITE-FM Cites Rapid Growth

Rapid growth of the FM audience in San Antonio is claimed by KITE-FM, still several months away from its first anniversary. The station took the air last June, catering to better-income brackets.

A survey made last August among 10,000 better class homes showed 45% having radios equipped for FM reception. Listening surveys since that time have shown the nighttime audience moving upward at a rapid rate.

Charles W. Balthrop, president-general manager of KITE-FM, stated 40,000 homes in San Antonio have FM reception. He said a "select but fat-pocketed audience" not covered by any other medium can be reached at low cost. The August survey of higher income homes showed 64% would consider a radio with FM the next time they bought a radio set.

Mr. Balthrop said KITE gained more AM listeners "by advertising on TV."

SEVEN SIGN ABS SPOTS
Two Take Program Series

ALASKA Broadcasting System, through its representative, Alaska Radio Sales, New York, last week announced signing of seven advertisers for one-minute spots on the six ABS stations during 1952, effective immediately.

New advertisers are: Miller Brewing Co., through Mathisson & Assoc., both Milwaukee; Block Drug Co., Jersey City, for Ammiident tooth paste and powder through Cecil & Fresney, New York; Lincoln-Mercuery Div, of Ford Motor Co., Detroit, through Kenyon & Eckhardt, N. Y.; Pillsbury Mills Inc., Minneapolis, through Leo Burnett Co., Chicago; Borden Co., through Young & Rubicam, both New York; Union Oil Co. of Calif., Los Angeles, through Foote, Cone & Belding, same city, and Superior Biscuit Co. of Seattle.

ABS also announced Carnation Co. sponsorship of Stars Over Hollywood. Sunday, heard in the U.S. on Saturday afternoon on CBS Radio through Erwin, Wasey & Co., Los Angeles, and Philip Morris Co., New York, through Bow Co., same city, for The Sports Newspaper of the Air, Saturday. Latter two shows have been heard on Alaska stations since the end of December.

NBC Subscribes

NBC, already a subscriber to the Nielsen Radio Index, has also subscribed to the Nielsen Television Index and to the company's market testing service providing special use of the Nielsen food and drug market data, it was announced last week by Edward D. Madden, NBC vice president in charge of TV network operations and sales.
STOP ‘TRICKS’

Hooper Urges Media Raters

CALLING for an “end to racketeering” in the broadcast rating field, C. E. Hooper of C. E. Hooper Inc., New York, Jan. 30 described research tricks which “make shoddy merchandise look good” and charged broadcast buyers are being “defrauded” because of rating services which make “radio look stronger than it is, weak ratings look stronger and small stations look bigger.”

Speaking at a closed session to more than 100 agency and advertiser representatives at the Hotel Sherman in Chicago, Mr. Hooper for two and one-half hours asked their cooperation in “reversing the trend” of the industry to substitute total radio circulation for individual ratings.

He urged them to set “individual policies,” insisting, first, that “each station and network accompany each local or time availability with local proof of audience for both radio and television” and secondly, that the buyer group transfer the “burden of report costs” to the stations, “where it rightfully belongs and where it was five years ago.”

Today, Mr. Hooper said, agencies are paying two-thirds of ratings costs.

Immediate Action Needed

“Traditionally, media has paid for its own research,” he said, warning buyers costs will go up 300 per cent “if you don’t take steps now to protect yourself.”

Lambasting the proposed sale of radio on total circulation figures, the research firm head said circulation is no substitute for ratings, “which show exactly what you are paying for. This system is being discarded by the industry in terms of this active movement toward total circulation.”

Charging station men want ratings which make them look good, and asking the advertiser to pay for any research he wants, Mr. Hooper said 1948 was the last year “before accurate measurement of radio became distasteful to stations in television cities.”

FARM RECRUITING

Tobin Commends Radio Aid

RADIO advertising played a prominent part in the recruiting of farm workers last year, according to Secretary of Labor Maurice J. Tobin. Local offices of state employment services made a million more agricultural job placements last year than were reported for 1950, he said.

Secretary Tobin said the Farm Placement Service reported state units filled 3,776,000 job openings in the year. He listed radio advertising with day-haul projects, youth recruitment plans, newspaper and door-to-door as most effective means of placing workers.

Serving 381,700 customers with primary coverage in seven counties

WINR

BINGHAMTON, N. Y.

Now 1000 Watts on 680 kc

with COMPLETE coverage of the Southern New York – Northern Pennsylvania trading area . . .

STOP ‘TRICKS’

George P. Hollingbery, National Representative
Charges Slander in N. Y. Suit

ABC AFFILIATES
Five A dded; Total Is 315

ABC radio's recruitment of affiliates continued last week, with the addition of five stations announced Wednesday by William Wylie, director of radio stations.

The five new stations, which will make 26 added since last August and bring the network total to 315, were listed as:

WMGW Meadville, Pa. (1490 kc, 250 w), owned by Meadville Broadcasting Service Inc., with Robert Trace as general manager, joins Feb. 15.

WDS C Dillon, S. C. (800 kc, 1 kw daytime), owned by Border Broadcasting Co., with Joseph Martin as general manager, also joins Feb. 15.

WLOH Princeton, W. Va. (1490 kc, 250 w), owned by Mountain Broadcasting Service Inc. with Melvin Barnett as general manager, joins March 1.

KW SH Holdenville - Seminole-Wewakca, Okla. (1260 kc, 1 kw), owned by KAD A Broadcasting Inc. with Bill Hoover as general manager, joins March 1.

KKBW Aberdeen, Wash. (1450 kc, 250 w), owned by KBBW Inc. with Donald Bennett as general manager, joined the network on Feb. 1 [B T, Feb. 4].

that he paid out "large sums of money, under fictitious names" to two sisters and a brother, plus four others, for services "in truth no such services as were rendered."

They also counterfiled the accusation that the plaintiff—in addition to his $100,000 per year salary—had an expense account totaling about $40,000 a year, "for which he either gave no accounting at all or only fictitious and highly questionable vouchers."

The defendants also explained they had offered to buy Mr. Jones' interest in the agency, for first $500,000 plus $200,000 to be paid as an annual $25,000 salary for the next eight years. In addition, it was understood that Mr. Jones could lend the purchasers $100,000 or $150,000 at 8%.

Their second offer, they said, was to pay $700,000 in installments over a five-year period, with the primary $200,000 due in January 1952. The agency president was said to have received half of 1% commission for five years—about $45,000 per year—and a quarter of 1% commission for the succeeding five years—about $22,500 annually, it was claimed.

Trip to Europe

They said he had accepted the first offer July 6, announced his departure to the office staff and had given the news to the press, saying that, after a European trip, he would study international trade in relation to the North Atlantic Treaty Organization. The plaintiff was said to have repudiated his acceptance July 10, however, and subsequent negotiations resulted in the final $700,000 offer, which he refused.

"The plaintiff thereupon resigned the accounts," they said, adding, "our clients had no contract with plaintiff and on their own initiative and influenced to do so solely by Mr. Jones' conduct and behavior, transferred their business to other agencies."

The intra-agency difficulty, Mr. Jones' suit said, occurred chiefly between Jan. 2, 1951, and July 3, 1951.

‘MRS. AMERICA’
Grand Finals on Sept. 7

EXCLUSIVE franchises for local promotion of 1952 ‘Mrs. America’ contests are being offered department stores throughout the country, according to Mrs. America Inc., New York.

Radio and TV stations in the past have conducted ‘Mrs. America’ preliminaries exclusively in their territories, it was pointed out. Information can be obtained from the Mrs. America Contest Committee, 132 W. 42d St., New York 18.

Grand finals of the 14th annual contest will be held at Convention Hall, Asbury Park, N. J., Sept. 7.
WBT APPOINTMENT
Crutchfield Commended

ELECTION of Charles H. Crutchfield as executive vice president of Jefferson Standard Broadcasting Co., operating WBT, WBT-FM and WBT-TV (TV) Charlotte, N. C., "is an expression of appreciation of the effective job he has done for the stations since becoming manager of WBT in 1945," according to Joseph M. Bryan, president of the broadcasting company [B+T, Feb. 4].

Mr. Bryan was elected chairman of the board of Pilot Life Insurance Co. In addition, he is first vice president of Jefferson Standard Life Insurance Co. of Greensboro. He commended Mr. Crutchfield's service as a special representative of the State Dept. in Europe and the Middle East. At present Mr. Crutchfield is serving in an advisory capacity with U. S. information programs.

In the Jefferson Standard broadcast realignment, Larry Walker was made vice president, secretary and treasurer. J. Robert Covington and Kenneth I. Tredwell Jr. were named assistant vice presidents. Mr. Crutchfield is general manager of the three stations.

Mr. Bryan is well-known throughout the Carolinas and the nation. He is a member of the Joint Committee of U. S. life insurance companies on federal income taxation; member of Radio Executives Club of New York; Shriner and past potenteate of Oasis Temple; member, board of governors of Shriners' Hospitals for crippled children and vice president of Southeastern Shrine Assn.

Mr. Bryan Mr. Crutchfield

N. Y. AWRT MEET
Hears Saudek and Schechter

SPeakers for luncheon and discussion sessions at the first all-day conference of New York Chapter of American Women in Radio and Television, scheduled for last Saturday at the Astor Hotel [B+T, Jan. 28], were as follows:

At the luncheon session—Robert Saudek, director of Television and Radio Workshop, Ford Foundation, on "Widening Horizons for Adult Education"; A. A. (Abe) Schechter, general executive, NBC television, on "The Social Impact of TV News"; Anne Seymour, radio and TV actress, on "Why is TV such an ulcer-forming habit for the performer?"

Discussion leaders at the workshop session were to include Gilbert Seldes, author of The Great Audience; Harry W. Junkin, radio and TV writer; Albert McCleery, NBC-TV producer; Carol Irwin, independent TV producer; Louise Fegarty, NBC's only woman engineer, and Martha Rupprecht and Martha Lesser of CBS-TV.

WTNB ANSWER
Denies Call Confusion

WTNB Birmingham, Ala., doesn't think the calls WILD and WJLD are a bit confusing. It made that observation in a statement filed with FCC in answer to a petition from WJLD Bessemer, Ala., which asked the FCC to rescind a grant of the WILD call letters to WTNB [B+T, Jan. 28].

WTNB and WJLD are 12 miles apart and in the same metropolitan area. After WJLD heard that its neighbor was going to use a new call—WILD—when WTNB moves to 850 kc, it requested the station's president to choose another call. When he refused, WJLD filed the petition with the FCC on the grounds that the similarity of the calls would be confusing to listeners.

WTNB said the two calls will be far apart on the dial (850 kc and 1400 kc), and that there are lots of cities with stations that have similar call letters. It cited Oklahoma City, with its K7OK and KTOW, San Francisco's KCBS and KJBS, Los Angeles' KFAC and KLAC, and Toloedo's W7OTL and W7OTD.

WTNB Detroit, Mich., is heard on Mutual and, locally, on both radio and television.

SCRANTON REQUEST
FCC Examiner Would Deny

APPLICATION of the Scranton Radio Co. for a new station on 1400 kc with 250 w fulltime at Scranton, Pa., was proposed to be denied in an initial decision released fortnight ago by FCC Hearing Examiner Hugh B. Hutchison. The 1400 kc frequency is now used by WARM, same city, which soon is moving to 500 kc.

In his proposed decision, Examiner Hutchison found that engineering rules—which require a station's interference free contour covering 91% of a metropolitan area—would not be met. The proposed station could cover only 43.5% of that area at night, the examiner said.

The examiner decided that the Scranton Radio Co. should make its station a fulltime 1400 kc station during the daytime and a 500 kc station at night.

Signs Five Years

A FIVE-YEAR contract for sponsorship of the Gordon Kibby Anything Goes morning record show on WFWU Grand Rapids by the Hub Clothing Co., Grand Rapids, was announced last week by the station, whose spokesmen said it is "the first contract of its kind in Western Michigan radio history." Mr. Kibby, formerly with WWJ Detroit, also is heard on Mutual and, locally, on both radio and television.
NCCJ AWARDS

Radio-TV Winners Announced

WINNERS of the National Conference of Christians and Jews' radio and television awards for "outstanding contributions during the past year to mutual understanding and respect" among religious, racial and national groups were announced last Wednesday by Dr. Everett R. Clinchy, conference president.

The winners:

Radio network series—"Life With Luigi" and CBS Radio, which carries the series.

Television network series—"Paul Whitteman TV Teen Club" and ABC-TV, which carries it.

Radio network single program—"Should More People Read the Bible?" and Mutual, which presented it.

Television network single program—"The Lottery" and NBC radio, which presented the program on "Fireside Theatre."

Individual radio-TV personality—Ted Mack of "The Original Amateur Hour" (on ABC radio and NBC-TV).

Individual television personality—Nancy Craig, ABC-TV personality.

Individual radio stations—KNBC San Francisco, for consistent broadcasting of programs dealing with human relations, and KOIN Portland, Ore., for a program, "Who Killed Dr. Drew?" telling the story of the Negro scientist who pioneered in blood plasma research.

Individual television station—WAAAM (TV) Baltimore for day-in, day-out campaigning for brotherhood.

Presentations Next Week

Dr. Clinchy said the winners will receive their awards during Brotherhood Week, Feb. 17-24, except in the case of the Paul Whitteman TV Teen Club, which received its award in Detroit last Wednesday.

Radio and TV networks, stations and writers were commended generally by Dr. Clinchy for increasing use of ideas and materials that contribute to improved group relations.

Awards to RCA

TWO AWARDS were presented RCA Victor last week by leading American Red Cross and Defense Dept. officials for outstanding contributions made last year to the blood donor program by employees of the firm's Camden plant and offices. Awards were accepted by E. Dorsey Foster, vice president and director of planning for RCA Victor, "Industry of the Year Award," signed by President Truman and E. Roland Harriman, national Red Cross chairman, was presented by Maj. Gen. David N. W. Grant, M.D., USA (ret.), director of the nationwide Red Cross blood program. Guest speaker was Brig. Gen. A. Robert Ginsburgh, special assistant to Defense Secretary Robert A. Lovett. Gen. Ginsburgh presented a plaque honoring the company for its efforts on behalf of the blood program.

Salutes Eddie Cantor

"THIS little dynamo of energy bottled up in the human container so well known throughout the world as Eddie Cantor" was the way Rep. John D. Dingell (R-Mich.) referred to the radio and television comedian on his 60th birthday celebration held a fortnight ago. The Congressman's remarks were printed in the Jan. 31 Congressional Record.

ANN SOTHERN

CBS Negotiating

ALTHOUGH Ann Sothern, film and stage actress, reportedly is holding out for a capital gains agreement, negotiations are under way whereby she would be put under exclusive long-term CBS Radio and Television contract. Contract would be similar to one negotiated with Ginger Rogers some months ago.

CBS and Cass Daley, comedienne, worked out a long-term contract this past week committing her exclusively to the network for radio and TV. Contract was negotiated by Hubbell Robinson Jr. and Harry Ackerman, CBS-TV vice presidents in charge of network programming, with William Morris Agency representing the comedienne.

With Phil Harris' current contract expiring at season's end, NBC is negotiating for his continued services on a long-term exclusive basis. Besides radio, deal would include TV guest appearances for his first year.

Joan Davis, comedienne having been signed by NBC-TV, a situation comedy series will be built around her. Lyn Murray has been signed as musical director for the pilot film that will be made. Norman McLeod, one of the top motion picture comedy directors is being negotiated to direct as well as write story lines for the series.

FIRST copy of WLAC Nashville's new illustrated booklet, In the Public Interest, is presented to Gov. Gordon Browning (r) of Tennessee by F. C. Sowell, station's general manager. Volume is fourth in series and recalls WLAC public interest activities in 1951. The 50-page booklet also pays tribute to long-standing WLAC advertisers.

COVERAGE ALONE ISN'T ENOUGH

There's no need to bump your head against sales resistance in the Atlanta market with WGST on hand to deliver the coverage and audience you need to make the cash register ring. WGST's offering of the top ABC shows plus high-rated local programs plus top drawer merchandising support keeps your sales bar swinging on top. Let us make your product a feature attraction—simply contact WGST or our national reps for topflight billing.
Note in Passing
EDITOR:
... As I leave this spot, I ... want to thank you for what ... Broadcasting * Telecasting has done to try to help make Americans realize the tremendous job to be done on the psychological front and the great efforts that are going into it. I know you will continue to give your help, support and advice on this front, and I know my successors will greatly appreciate it.
Edward W. Barrett
Asst. Secretary of State
Washington, D. C.

Forever Amber
EDITOR:
We were very interested in your story in the Jan. 21 issue regarding our PI offer for Amber Liquid. We are in our fourth year of buying straight time on WIBW [Topeka, Kan.] and also have bought time on six other stations.

Radio has done a terrific job for us. As a matter of fact, we are now using nothing but radio. We love it and have spent many thousands of dollars.

Unfortunately, last summer we bought time on a large, expensive station with absolutely no results or cooperation. Our client decided it was impossible to run such expensive tests to find out the stations which could produce results; hence, the 100% PI. From it we have found several productive stations which, of course, we will stay with on and on ...

We just wanted you to know that this is not a flash-in-the-pan on just another PI mail order offer. Twenty-five wholesalers stock Amber Liquid and thousands of retail druggists. Our only aim is to find productive radio stations throughout the country without spending a fortune which our client does not have.

Can you blame us?
George F. Anderson
Radio Sales & Adv. Agency
Topeka, Kan.

[EDITOR'S NOTE: Despite Mr. Anderson's one unfortunate experience, most of the really productive stations in the U. S. reject PI. His system of finding productive ones strikes us as a poor substitute for discriminating time-buying.]

* * *

Who Said That?
EDITOR:
Re your article on page 28 of your Jan. 28 issue headed "Rate Change Dates—Gamble Speaks at NAEA":
The article is correct, but I think it gives an unfair impression. Putting it in the third paragraph where it is, and as it is, makes it look as if Gamble made the recommendations that newspapers use television's "quotas" to regain lineage lost to the broadcast medium. It takes very careful reading, indeed, to see that that lies in your fourth paragraph and was said by Mr. Cochrane.
I am afraid it is going to lose me some friends in the broadcasting business which I am loath to have happen. I just don't know that there is anything that can be done about it now except, perhaps, to take special precautions to prevent this sort of thing from occurring again. Do you agree?
Frederic R. Gamble
President
American Assn. of Advertising Agencies
New York

[EDITOR'S NOTE: But had no intention of putting in this third paragraph. 
Frederic R. Gamble, advertising director of the New York World, in his Gamble's mouth, regrets any confusion that resulted from the construction of the story.]

* * *

Comparisons Are Odious
EDITOR:
May I comment on two articles which have appeared in Broadcasting * Telecasting since you published (Dec. 17, 1951) the excellent summary of parts I and II of my report to C. E. Hooper on comparison of ratings.

In the Dec. 24, 1951, issue of Broadcasting * Telecasting, there appeared "Correlations," a report of Dr. Roslow's "answer" to my report to Hooper. This "answer" was clearly and obviously penned before Dr. Roslow read the report. It contained a hysterical charge that I had used "a cute psychological trick" with the correlation technique. This charge I do not take lightly.
I assume that Dr. Roslow would read my report subsequently and publish a retraction. None has appeared so I would like to take this opportunity to correct an impression he may have made.
The facts are these: I correlated the whole range of coincidental and roster ratings and found them fairly high. Dr. Roslow's statement that I did not do this is a sheer fabrication. Because of the peculiarities I found in the distribution of the ratings plotted on what is sometimes called a scattergram, it became obvious that separate correlations on three parts of the scattergram might be made to great advantage. Dr. Roslow seems to be contending that I had no right to make correlations which revealed existing differences. It is axiomatic in science that breakdowns may show facts hidden in the analyzed total.
Dr. Roslow is also reported in this article as taking exception to my use of the term "quota sample"
in connection with his roster. Both in this article and in his Pulse reports, Dr. Roslow states that he uses a "probability sampling-cluster design." I feel sure that in stating he uses "probability sampling-cluster design," Dr. Roslow has no intention of leading the uninitiated to believe that his roster ratings are based on a probability sample of homes. However, without some clarification of the meaning of the phrase "probability sampling-cluster design," readers, of the article and of his reports may be mildly confused.

What Dr. Roslow says when he uses this phrase is that he has drawn up a group of areas into which he sends his interviewers and that he had chosen these areas using the probability method of selecting areas in which to collect interviews has no bearing on my statement that he employs a "quota" sample. I used the term to indicate the kind of sample where the interviewer gets a certain number of interviews, makes no call-backs of homes where no one is found at home on the first visit and throws out of the sample all dwelling units in which no one is home.

So long as Dr. Roslow does not try to crawl under the blanket of samples of known probability, I won't argue about the name he gives his alleged sampling procedure.

The second item on which I wish to comment is the two-page advertisement which appeared in the Jan. 14, 1952 issue of Broadcasting • Telecasting [sic] signed by Stanley G. Breyer of radio station KJBS. I object to this advertisement for the following reasons:

1. The "great capacity and integrity" cannot be established by advertising, nor do they require such support.
2. The advertisement states, among other things, that I demonstrate that the big reason for differences between roster and coincidental ratings is confusion caused by presenting in the roster many names of programs not heard by the respondent. I did not demonstrate this. Rather I developed such an hypothesis. To demonstrate that the hypothesis is true or false requires certain experiments which I also outlined in the report.
3. There appeared at the bottom of the advertisement, the names of all the members of the Test Survey Committee. This may have confused some readers. I should like to make it clear that I had no knowledge of this advertisement until after it appeared in your magazine.

In closing May I suggest that instead of a trial-by-press of how I was appointed to the Test Survey Committee and defenses of my report by advertising, we follow the suggestions made in the report and do some experiments.

Roslow and Hooper both committed themselves at one time to a research test in the San Francisco area. I objected to that test as inadequate, as did other members of the Test Survey Committee.

May I suggest that the funds which might have been used in the San Francisco study be used for an experiment designed to test my hypothesis 6: That the roster may produce confusion in the minds of respondents which results in inaction of roster ratings for low rating programs and deflation for those of high rating programs.

I have consulted Mr. Hooper on this matter and he is willing to bear his share of the cost. Since Mr. Breyer is so deeply interested in this subject, perhaps he, too, will contribute a third.

Matthew N. Chappell
Head of Dept. of Psychology
Hofstra College
Hempstead, L. I., N. Y.

Back to the Farm
EDITOR:
Those of us in farm radio appreciate the stress that you have put on farm broadcasting within the past couple of months.

As we follow the trend in radio, with Class A time turning into Class C time and vice versa, plus the impact of television, we believe that this kind of service to the industry is mighty valuable.

Mal Hansen
Farm Service Director
WOW-AM-TV Omaha

Will Dis-employ 60%
EDITOR:
Your article in the Feb. 4 issue of Broadcasting • Telecasting by William C. Grove was read here with great interest. Your description of Mr. Grove as a man of ingenuity, however, is hardly complete.

Mr. Grove and the NARTB, if successful, will put 60% of the licensed first class operators out of jobs. This is just another move to enable the broadcasters to get out cheaper.

In the previously successful effort, by NARTB, to get the FCC to amend the rules so that other than men with first class license could be employed, NARTB pointed to a shortage of operators. However, there was no shortage of operators, nor is there at this time, a shortage of first class operators. There is a shortage of men who will work for the starvation wages being offered by these same stations who cry "shortage."

George E. Webb
Greenville, N. C.

Labor Troubled
EDITOR:
For the past seven years I have thrilled to the excellence of reporting achieved by Broadcasting • Telecasting magazine; therefore I was shocked at your false report of the current WBIG [Greensboro, N. C.] labor dispute. . .

In your report of the WBIG strike on page 38 in the issue of (Continued on page 48)
Open Mike
(Continued from page 47)

Jan. 28 BROADCASTING • TELECASTING stated that NABET struck "without warning." This statement is false. NABET notified management 170 days ago that it was prepared to strike, but that no strike was planned or contemplated "at that time." And in compliance with law, NABET issued a notice to the Federal Mediation and Conciliation Service and the North Carolina State Conciliation Service in August 1951 that a serious dispute existed. Such notice authorized the union to strike 60 days thereafter if the dispute had not been settled. We negotiated 150 days before striking.

BET reported that "substantial agreement had been reached on increases." This statement is false. No idea even resembling an agreement has been reached. Wages for most of the employees have not been raised one penny since 1946.

The WBIG dispute developed when Mr. [Mortimer H.] Freeman [Atlanta attorney representing the station] asked the announcers to assume the extra duties of a control board operator, transmitter technician, evening receptionist, local news reporter, traffic manager and copy writer—all operations to be performed simultaneously. Also the announcers were ordered to handle the recording and control board operations and announce while recording two programs for future programming and running one program live—all operations to be performed by one announcer at the same instant.

Such an operation began driving us stark, raving mad.... These are facts which prove that NABET issued ample notice of a strike potential, contrary to the WBIG report. Also it should be clear that no agreement about any wage increase ever was reached, equally contrary to the WBIG report.

Frank M. Lokey Jr.
Announcer-Disc Jockey
WBIG Greensboro, N. C.

Burned Out, Burned Up

EDITOR:

On Friday afternoon, Jan. 25, WARA Attleboro, Mass., had a regional scoop in their hands, but couldn't get rid of it. Minutes after a $3,500 holdup, the story was reported as an initial bulletin, but it died right there.

The news editor went to the scene of the holdup and sent back a blow by blow report of the police chase of the gunmen. He reported also to the UP wire in Boston which immediately sent it out as a regional bulletin.

What the editor didn't know was that back at the studios everyone was pulling their hair watching their story come in over the UP wire. They were unable to do anything about it. A burned out condenser in the transmitter had put the station off the air for an hour and a half... while every other station in the area scooped WARA on its own story. Who invented condenser microphones?

Henry J. Ottmar
WARA Attleboro, Mass.

Brotherly Love

EDITOR:

This is the first time I have written a fan letter to BROADCASTING • TELECASTING because of an advertisement. It is a very encouraging sign to us FM-only broadcasters to see an AM station buy a full-page advertisement, Jan. 22, page 3, for the purpose of telling the virtues of their FM affiliate.

I would like to congratulate WSGN and WSGN-FM in Birmingham for recognizing the value of their duplicating FM station. Those of us only in FM have some wonderful audience response and sales success stories, too, but an FM success story always sounds a little bit more impressive coming from an AM station.

Edward A. Wheeler
President
WEAW (FM) Evanston, Ill.

Required Reading

EDITOR:

In the rush of winter quarter duties, I have neglected to tell you how much I appreciated the Nov. 19 article, "How To Stay Out of Jail."

This article has been most helpful in my Laws of Communication class which I teach here at the U. of Georgia.

Tyz Butler
Associate Professor
Henry W. Grady
School of Journalism
U. of Georgia

'Tain't Funny

EDITOR:

Radio is not on its last legs by a long shot, that's for sure. Then why do so many radio "luminaries"—and their writers—insist on biting the mike that feeds them?

I refer to remarks such as "Our guest star next week will be Miss Superhet Decibel, if radio lasts that long." Crosby, Hope, Marx and others have been guilty. If people hear such "jokes" often enough, they soon stop laughing and start believing. If entertainers persist in such prattle, they're likely to talk themselves right out of a job.

Don Anderson
Special Program Writer
WOI-AM-FM Ames, Iowa

Radio Still Domina

Radio delivers MORE sets-in-use in the South Bend market than before TV!... Hooper Surveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air

WSBT
SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Page 46 • February 11, 1952
how "consumer markets"

... can help you sell more national advertising

this is the place your prospects look when they want facts about your market.
The facts about your market are in CONSUMER MARKETS.
Every day, all year 'round, they help busy men make important market and media decisions—
Advertising managers with campaigns to make out, or revise.
Account executives drafting original proposals ... or defending recommendations.
Research directors making comparative market studies.
Media directors with lists to plan and prepare.
Sales managers with market development plans to work out.
The data in CONSUMER MARKETS tell what your market is.
Population. Retail sales. Income.
To connect these facts with your station, you can take space next to your market data to talk coverage ... to show how your station serves the trading area, why it does a job in its market.
CONSUMER MARKETS users call these advertisements Service-Ads, when they serve the ultimate aim of the users —which is to pick the stations that best cover the people who can buy their products.
Your market story is already in CONSUMER MARKETS. Isn't that the natural place for your coverage story, too?
More than 450 station managers and publishers placed Service-Ads in the 1951-52 edition.

CONSUMER MARKETS

The comprehensive single source of authoritative market data
PUBLISHED BY STANDARD RATE & DATA SERVICE, INC.
WALTER E. BOTTOF, PUBLISHER
1740 Ridge Avenue, Evanston, Illinois
New York - Chicago - Los Angeles

Here's how advertisers USE it.

Owner of Advertising Agency Service: "We always start with CONSUMER MARKETS; and most of our work is analyzing markets and organizing marketing plans which, to us, means detailing management of sales, sales promotion and distribution."

Research Manager: "A great deal of information packed into one place, ready to use, and a good map right there to go with it."

Assistant Director of Research: "We are constantly developing new yardsticks of measuring sales and performance and advertising performance. CONSUMER MARKETS helps in what we call market diagnosis."

Agency Vice President: "A magnificent collection of data to gladden the heart of any researcher interested in gathering market facts. Your data and maps most helpful."

Assistant Research Director: "We tend to go first to the data book that has the more comprehensive data, and we find that CONSUMER MARKETS does, in fact, supply the most complete data."

an important fact — CONSUMER MARKETS is used almost continuously by men seeking market information ... but it is never used without an underlying purpose—the purpose of finding the best way to reach the right people in the markets selected.

Your Service-Ad can serve the CONSUMER MARKETS user by helping him see how your audience represents the people he wants in your locality. This is truly point-of-purchase advertising.
Here are a few of the many fine

Stations are adding their signatures

JOINING THE FIGHT
to drive Communism from our shores!

HE FOUGHT COMMUNISM!
For nine agonizing years MATT CVETIC listened in on the communist top secrets and pipelined them to the F.B.I.!
Starring
DANA ANDREWS
who lives this dynamic role!

He learned a hundred
secrets and each one
worth his life!

EACH HALF-HOUR A
COMPLETE EPISODE!

WRITE, WIRE OR PHONE FOR LIST OF
SPONSORS WHO ARE AIDING STATIONS
IN THIS DRIVE!

NEVER BEFORE
IN HISTORY
HAVE STATIONS HAD OPPORTUNITY TO
RENDER SUCH PATRIOTIC SERVICE!
AUTHORITATIVE! POWERFUL! COMPPELLING!

February 11, 1952 • Page 51
Intoxicated by Politics

MOST BUSINESS men, including broadcasters, appear to be oblivious of the cruel fact that their very business freedom is on the line in Congress.

The Johnson-Case Bill (S 2444) to prohibit the advertising of hard liquor on the air. Because the substance of the bill is so narrow, hitting only distilled beverages and only advertising on the air at that, it is being given but little attention.

There is some ominous caution from the trade association areas. Either they do not recognize the lethal charge behind this loaded bill, or they are unwilling to risk the ire of its authors at this stage.

There's apathy and inertia in the ranks of broadcasters, who may seem to think that's the same old story of the blue-nosers in quest of a will-o'-the-wisp.

We wish that were so. The stark truth is that American broadcasting is confronted today with the most dangerous legislative assault upon its sanctity in many years. And all other media as well as many advertisers are directly in line for similar treatment.

The reasons for alarm are several. First, this is an election year. Whether Republican or Democrats win the battle in terms of the vote next November, Second, the drys are organized. They are swarming over the Capitol ringing doorbells, filling petitions, threatening cajoling, extorting. Third, the opposition hasn't even gotten off the ground.

Any informed observer, who knows the political ropes, will tell you that there are ample votes on the Senate Interstate & Foreign Commerce Committee to report the Johnson-Case Bill favorably, as things stand today. The drys have served notice that this is only the beginning. They want to ban all alcoholic beverage advertising from all media. More than that, they want to ban all alcoholic beverages. In a word—prohibition.

One has but to read the testimony before the Johnson committee to get the drift. It is directed almost entirely against beer, since liquor advertising is non-existent.

If the battle is lost in committee, the drys will be well on their way toward winning the war. Less than two years ago, a vastly stronger bill to ban all alcoholic advertising in all media—was defeated in committee by the narrowest of margins, seven votes to six.

Here the approach is to single out radio and TV as the easy marks and to ban liquor from the air only. The strategy is about as opaque as a chief's glass window.

If the reformers succeed, Congress then would be in the position of picking the pockets of broadcasters to the tune of an estimated $25 million. But that's a bagatelle as against the hundreds of millions that would be lost to other media when the ban is extended. And if the prohibitionists should achieve their ultimate goal, Uncle Sam's exchequer would be robbed in billions in taxes and state treasuries would suffer in ratio.

A frontal attack at this late date and in an election year appears to be the only way to convince the Senate Committee that it is playing with dynamite. A proacis presentation on the plains can't possibly lick the drys.

Every broadcaster, publisher, advertiser and agency should exert every effort to defeat the discriminatory Johnson-Case Bill vs committee. The demand must be for an open ballot (mail in or sun bon) in committee.

If you are concerned about freedom of the media of information, if you are interested in preserving free enterprise, if you value the future welfare of your own business, you will call the Senator you know best NOW. And you'll write, wire or button-hole all others.

Paul Dobin

I F ANYONE is to be considered the architect of the nation-wide TV allocation system soon to be announced, it is Paul Dobin, chief of the Rules and Standards Division of the Federal Communications Commission.

An ordinary man might buck under the combined weight of Mr. Dobin's title and the monstrous paper work entailed in preparing the allocations plan, but Mr. Dobin, who weighs 230 pounds and is 6 feet 1½ inches tall, walks easily beneath his burdens.

During the height of last fall's "paper" allocations hearings—when legal briefs were flooding into the FCC—the hulking Mr. Dobin was seen one evening in the halls of the New Post Office Bldg. (where the FCC has its offices). He was on his way home, carrying a bulging brief case and an armful of bright-jacketed mystery novels.

Two of his colleagues saw him encumbered this way. One turned to the other.

"There goes Dobin," he said, "with a case full of TV papers. And, after he's through with those, he'll probably sit up half the night reading those books.

For weeks now, Mr. Dobin and his staff of lawyers-engineers-accountants have been working nights and weekends, pushing to get the Sixth, and final, TV report out—before March 1.

He's been driving himself. And, he's been driving his men.

That's bound to make him, if not disliked, not exactly loved.

And, because he's kind of a guy he is, he doesn't give a hoot. It's the job that counts.

In his brief 34 years—he'll reach that age Feb. 20—it has always been the job that counted.

Scholastically, he rang the bell when he attended the only public preparatory school in the U. S.—Townsend Harris High School in New York City. In scholastic circles, Townsend Harris (which is no longer in existence) was considered the equivalent of such top level secondary schools as Boston Latin, for example.

In 1938, Mr. Dobin got his B.A. from New York's City College and in 1941 his law degree from Harvard Law School. He was graduated from both eum laude. And Phi Beta Kappa, of course.

At City College, he won honors in government. At Harvard, he was note editor of the Harvard Law Rev.

In 1941, he was admitted to the New York Bar. He was ready to begin as most young

(Continued on page 84)
The Food Station in the Philadelphia Market!

The track's clear for food advertisers interested in the Philadelphia market-area. Route your advertising dollars through KYW...open the throttle...and you'll soon arrive at the results you want!

Plenty of conductors—with a punch that's proved! To make sure of a safe arrival, you can count on the experience of favorites like Ruth Welles (9:30 AM and 1:30 PM, Monday through Friday), or Anne Lee (whose "Notebook" attracts a growing audience from 1:00 to 1:30 PM), or several others on the talent-list of this dominant Philadelphia medium.

You travel in good company. More than a hundred leading food advertisers make KYW their regular ticket in the Philadelphia area. Like you, they're interested in a gorgeous hunk of scenery...$1,832,000,000 in food sales, within the counties from which mail is regularly received by KYW!

Make reservations now at KYW, or through Free & Peters. The signal is in your favor all the way!

KYW PHILADELPHIA 50,000 WATTS NBC AFFILIATE

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

RADIO—AMERICA'S GREAT ADVERTISING MEDIUM
**The new ALTEC 220A**

This new portable mixer has been designed specifically to fulfill all the requirements and desires for the ideal broadcast mixer for field use. Wonderfully compact (no larger than a portable radio) the 220A has four microphone preamplifier mixer channels, a master volume control and a large illuminated VU meter. The black luggage case has provision for the storage of headphones and cables and a rack for a complete set of spare tubes. No other portable mixer incorporates all the features of the ALTEC 220A, yet no other portable mixer gives as much for the money as the ALTEC 220A.

- **Broadcast Quality**
- **Low Cost**
- **Compact**
  
  (23" x 12" x 6")
- **Light Weight**
  
  (less than 27 lbs.)
- **AC or DC**
  
  (can be operated from battery supply)
- **Output impedances of 150 or 600 ohms**
  
  (switch controlled)

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**MATERIALS**

RADIO-TV station and related projects valued at $13,105,721 and covering 28 applications seeking building 1952 were filed with NPA through the first quarter of December last year.

Of the 28 applications, five were from NPA control and 18 others were denied, as reported in the agency's first official compilation of construction action released last Friday.

The $13 million-plus figure confirmed unofficial estimates reported in previous issues of Broadcasting *Telecasting* in which the grants and denials were listed [B&T, Jan. 28; Dec. 24, 1951]. Community TV antenna projects were included. (Also see separate story page 41.)

The breakdown noted that 74.4% of all construction bids were denied for the first quarter compared to 63% for the last quarter of 1951. At the same time NPA authorities said that broadcasters and other firms receiving allotments in this quarter would be given sufficient materials to complete projects already underway, provided copper, aluminum and steel are available after fulfillment of military needs.

Allotments now are being made on project rather than quarterly use basis. Thus, when a broadcaster indicates his requirements for each quarter, he will be given advance quotas for succeeding periods, with delivery in each quarter for which allotment is made.

**Hardship Only Exception**

In other instances, where construction, remodeling or alteration requiring NPA approval had not started and was not "either directly or indirectly involved in the defense effort," authorization was withheld. Sole exceptions were hardship cases where a facility had been destroyed by fire, flood or other disaster.

Despite this factor of construction not yet commenced, early recipients of TV station grants, once FCC lifts the freeze this year, are expected to face no difficulty in starting construction or obtaining equipment preparatory to going on the air [B&T, Feb. 4].

Of particular significance in the NPA breakdown is the observation that no aluminum was allocated in the approved quotas. Many of the 28 applications requested this metal.

The official construction breakdown for January-April is based on applications submitted to NPA's Construction Controls Division, which retains jurisdiction over radio and television cases as a housekeeping measure. Broadcasting is lumped with commercial, religious, entertainment and community fields, though the industry actually is classified as industrial.

This entitles broadcasters to write their own orders for smaller quantities of materials—25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum in any one quarter. In cases involving lack of a component to complete the project or "minor capital additions," two tons of carbon steel and 300 pounds of copper may be obtained on priority.

The NPA compilation listed radio and TV projects in the social and recreational building category. The five approved cases involved construction of a 39,561,500, five exempt, $172,500, and 15 denials, $2,969,416.

In the 28 radio-TV applications filed, requirements called for 4,216 tons of carbon steel and 1,954 tons of structural steel, used in broadcast towers. Total copper sought amounted to 80,780 pounds. Other allotment figures for radio-TV:

- Five approvals—Total carbon steel, 3,552 tons including structural, 1,945 copper, 26.5 pounds.
- Eighteen denials—Total carbon steel, 494 tons including structural, 103 tons; copper, 34,520; aluminum (rejected), 1,600 pounds.
- Copper category was broken down into brass mill, wire mill and foundry products. Overall, the Construction Controls Division allotted 35,383 tons of carbon steel, including 7,522 tons of structural, and 1,600 pounds of copper.

There were other developments last week on the materials front involving applications by radio-TV set manufacturers for controlled materials. NPA said it would mail out CMP-4B forms for use during the third quarter of 1952. Broadcasters may file for materials to make radio-TV receivers, transmitters and other broadcast equipment with the office from which they obtained second-quarter quotas.

Like broadcasters, manufacturers also may self-authorize limited quantities of steel, copper and aluminum. Firms have been slow to take advantage of this provision, however, for two major reasons: (1) The small amounts which they could authorize (2) the production-inventory situation in the receiver industry.

Manufacturers are not permitted to receive more than their respective average quarterly use during 1950 to take advantage of self-authorization procedures, or if they do not compute on the 1950 basis, are limited still further on materials.

Forms must be filed not later than March 1, NPA emphasized.

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**NPA Issues Report On Project Actions**

**New Coastal Studios**

COASTAL RECORDING Co., New York, has rebuilt its studios and control room, designed expressly for use of advertising agencies and radio producers. An independent work bench and "talk back" for directors and their staff has been established plus additional musical treatment. Arthur Shaer is managing director of the company.
HERE'S A

SAMPLE SCRIPT:

WOMAN BROADCASTER: (local)

At a swish Washington dinner the other night, Senator James Duff was asked: "If the Republicans lose in 1952, will THAT be the end of the Republican Party?" The Pennsylvania Republican (who is convinced General Eisenhower will be both NOMINATED and Elected) answered... with a grin, "No, but it’s the last call for dinner."

Three other Senators had a lot to say at that same dinner.

The Republican Senator from Maine, Owen Brewster, a "Taft man," said: "I don't think Eisenhower is qualified to be a good President any more than I think Senator Taft would make a good Chief of Staff."

A Democratic Senator from Connecticut... Brien McMahon... was asked: "Is 20 years too long for one political party to stay in power?" The answer came quickly... "THAT depends on whether you are in or out... The American voters are like stockholders in a corporation and if their Board of Directors is doing a good job, they keep it... and, at least, before making a change, they take a look at the awful alternative."

Senator Paul Douglas of Illinois was put on the spot as a Democrat-for-Eisenhower by the question: "Do Generals make good Presidents?" He said... "It depends on the man... One of the big problems in politics is getting discordant parties to work together and Eisenhower has proven himself a genius at THAT."

The French Foreign Minister... Robert Schuman... can talk humorously... when he’s not discussing his famous Schuman Plan.

A bachelor, he had an answer when someone in Washington dared ask: "Why aren’t you married?"

He said... "When I was young I decided NOT to get married UNTIL I found the ideal woman. Then I found her. Regrettably, however, she was looking for the ideal man!"

more...

(IF you write "The Duchess"—ESTHER VAN WAGONER TufTy—for her five minute, five days, five dollars—weekly script service.)

ESTHER VAN WAGONER TufTy

NEWS BUREAU

NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.
NATIONAL 3333

Covering Washington Since 1934

BROADCASTING • Telecasting

---

FRONT OFFICE

MON CARTER Jr. elected president of Carter Publications Inc., Fort Worth, owner of WBAP-AM-FM-TV same city. He succeeds his father, AMON CARTER Sr., who was elected chairman of the board and continues as publisher of The Fort Worth Star-Telegram.

WALTER DENNIS, radio-TV director of Allied Stores Corp., N. Y., to WJIM Lansing, Mich., as sales manager replacing ROGER UNDERHILL, sales manager for WJIM-AM-TV, who will devote full time to the television station in same capacity.

BILL LARIMER, account executive, KECA Hollywood, promoted to manager of national spot sales, ABC Hollywood.

H-R REPRESENTATIVES Inc., N. Y., named by WOR-AM-TV same city to represent the two stations on the West Coast. HAROLD LINDLEY and JAMES AALSPAUGH of H-R Reps.’ Hollywood and San Francisco offices, respectively, will act as representatives.

RICHARD L. LEVY, sales staff, KXL Portland, Ore., to KEX same city as account executive.

KENNETH COOPER, WDRB Hartford, Conn., to WORC Worcester, Mass., as commercial manager.

WARREN STOUT, sales manager, KSEE Pittsburgh, Kan., appointed sales manager at KRES St. Joseph, Mo. CHUCK QUILLIAN, KHMO Hannibal, Mo., to KRES sales staff.

ROBERT J. RICH, commercial manager, WREX Duluth, Minn., named general manager and W. LOUNSBERG appointed assistant treasurer.

NATIONAL TIME SALES, N. Y., appointed by WARL Arlington, Va., as station representative.

H. P. NESBITT, general manager and director of engineering, WNAV-AM-FM Annapolis, Md., has resigned. Future plans have not been announced.

DON D. CAMPBELL, sales manager of WBCA-AM-TV Birmingham, Ala., resigns after 17 years with organization. Future plans were not announced.


FREE & PETERS, N. Y., appointed national representative for WIRE Indianapolis, effective March 1.

JOSEPH M. WEISENBERG to spot sales staff, ABC O&O radio stations.

DICK CARTER, Detroit TV disc jockey, named general manager of WJIL (FM) Flint, Mich.

DAVID GROSS, DuMont Network account executive, to CBS Television Film Sales, N. Y., in similar capacity.

DANIEL RUGGLES III, WCCM Lawrence, Mass., account representative, named commercial manager. JOHN O'LEARY will assume the representative position.

McINTOSH & INGLIS, consulting radio engineers, announce removal of their offices to the Wyatt Bldg., Washington.

ERIK PAIGE, WCAV Norfolk, Va., announcer, transfers tosales force as account executive.

RALPH GLAZER, assistant sales service manager, KNX Hollywood and Columbia Pacific Network, named manager replacing DICL JOLIFFE, who becomes account executive.

ROBERT L. OWENS, commercial manager of KVOX Moorhead, Minn.,

(Continued on page 86)

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wrote you a letter this week about her $1-a-script service that gives the smart woman on your staff spritely, exclusive copy to lure sponsors, and keep them sold.

[See sample script—]

writes BIG news for women—

Politics... a million more eligible women voters than men.

Taxes... Family budget.

Korea... her son.

Inflation... thrift at home.

writes the LITTLE news, too... Anecdotes... about front page personalities—(the Duchess calls ‘em by their first names.)

[See sample script—]

has sponsor-tested "The Duchess Series" in three markets and it’s called "a lot for a buck in 5 minutes." Send $15.00 for 15 daily scripts.

[See sample script—]

---

ESTHER VAN WAGONER TufTy

NEWS BUREAU

NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.
NATIONAL 3333

[See sample script—]
WCFM (FM) CHANGES

Loeb Succeeds Bernstein

RESIGNATION of George A. Bernstein as general manager of WCFM (FM) Washington and appointment of Leon Loeb as his successor was announced last week.

Ray Wilson, the sales and program department of WCFM, named WCFM as general manager. Bernstein, WCFM manager since April 1949, has accepted the post of assistant to the vice president and general manager of People's Broadcasting Corp., licensee of WERD Washington, Ohio, and WOL Washington. He will continue to manage the WCFM Recording Corp., producer of long-playing classical discs, which is affiliated with the station.

Loeb owns and manages Sound Studios Inc., Washington, D.C. James Hobson, president of the Cooperative Broadcasting Corp., filed a petition to dissolve a joint venture of facilities and personnel by WCFM and Sound Studios Inc. Washington will continue to manage WCFM to operate at approximately $1,000 less a month than it now does.

NEW STUDIOS for CBW Winnipeg and Canadian Broadcasting Corp. regional headquarters Winnipeg are being built in a building at Portage and Young Sts., recently purchased by CBW. Present lease in Manitoba Telephone Bldg. expires in June 1953 and CBC will move into own Winnipeg building.

a million dollars worth of talent for $40 to $57.50 a month

based on advertising rates

the honey dreamers

A singing group that's rocketed into radio and TV skies. They're featured on hit shows like Cavalcade of Stars, Stop the Music, Wondervful Town, and the Bill Goodwin Show. The Honey Dreamers are the latest stars to join the many great artists in the

SESAC Transcribed Library

including Jazz, American Folk, Concert, Hawaiian, Novelty, Band, Barbershop, Polka, Religious, and Latin-American Music.

SESAC, Inc. 475 Fifth Avenue New York 17, N.Y.
"BELLBOY" SUIT

Court Hears WJBK Plea

LEGAL battle for right to use the title "Jack the Bellboy" was waged in federal court last week between WJBK and WXYZ Detroit. The title is used by Edmund T. McKenzie, disc jockey who worked as a "Jack the Bellboy" before joining WJBK in January after Richard Jones resigned as general manager, moving the program to WXYZ.

Third court session was scheduled Friday before Federal Judge Arthur Lederle, with WJBK asking a permanent injunction to restrain Mr. McKenzie from using the name "Jack the Bellboy." Mr. McKenzie started broadcasting on WXYZ Feb. 4 in the 4-6 p.m. period, Monday through Friday, with a 15-minute extension quickly added. Other extensions plan a weekend period are planned.

WJBK claims it owns the title "Jack the Bellboy" and spent $100,000 in promoting it. Mr. McKenzie says the title is actually a corporation owned by himself; Mrs. McKenzie; Richard A. Connell, Detroit auto dealer; J. Jack Hopkins, publisher (who owned WJBK before selling the station to Fort Industry Co.) and Mrs. Hopkins.

Judge Lederle denied WJBK's first request for a temporary injunction which would have prohibited WXYZ from advertising Mr. McKenzie as "Jack the Bellboy." A second petition of a similar nature, designed to restrain WXYZ from using the name on the air, also was denied.

WJBK told the court Mr. McKenzie's pay had risen from his $6,500 salary as an engineer in 1945 to $69,000 in 1950 and $64,000 in 1951 when he was station vice president. Most of the income came from a perennial announcement arrangement. Last year "Bellboy" is reported to have brought in $500,000 to the station.

WXYZ argued that George B. Storer, Fort Industry president, had been told at the time he bought WJBK in 1947 that "Jack the Bellboy" was a separate corporation and not included in the purchase. WJBK contended Mr. Storer had been told the corporation had been formed six months before the deal was closed when actually it was formed during the negotiation period.

WJBK last week used other disc jockeys to fill in time vacated by the "Bellboy."

FIFTEENTH anniversary of KGLO Mason City, Iowa, also was the occasion for two new additions to station's 10 Year Club, Jan. 17. New members are Glenn A. Wright (l), studio engineer, and Herbert R. Ohrt (r), executive vice president of Lee Stations (KGLO; WTAD-AM-FM Quincy, Ill.; and WTAD-AM-FM Quincy). L to r: Mr. Wright; Roger Sewers, chief engineer; Henry B. Hook, KGLO manager who resigns Feb. 25 to become publisher of Lee Newspapers' Davenport Democrat & Leader effective Feb. 25.

Mr. Hook, who served as manager of KGLO for three years, returns to the newspaper field with which he was actively associated prior to joining KGLO. The appointment was announced by Lee P. Loomis, president of Lee Newspapers. Mr. Hook succeeds L. M. Turnbull, resigned.

KGLO is licensed to Lee Radio Inc. with Mr. Loomis as president. Lee Newspaper enterprises, includes the Democrat & Leader, Mason City Globe-Gazette and other papers. Mr. Hook originally joined KGLO from the Globe-Gazette, which then owned and operated that station.

Mr. Hook plans to retain stock interests in KGLO and WTAD. Latter is licensed to Lee Broadcasting Co. The Democrat & Leader also owns a few shares in WOC Davenport, Iowa.

Mr. Ohrt praised Mr. Hook's success in Mason City during a 15-year period in which both had been associated in radio and newspaper work.

BENTON PLAN HIT

NBA Votes Opposition

MEMBERS of the Nebraska Broadcasters Assn. have unanimously opposed enactment of the Benton legislation (S 1670), according to Bob Thomas, WJAG Norfolk, NBA secretary-treasurer.

The association took the position that the Benton measure, including an 11-man citizen program board, "would have the effect of further regulating program content and would involve government censorship and would, in fact, violate the First Amendment to the Constitution."

Copies of the resolution were sent to all Nebraska Representatives and Senators as well as Interstate & Foreign Commerce Committees, to presidents of broadcaster associations in neighboring states and to NARTB officials.

CALIF. CIVIL DEFENSE

Takes Over Mt. Lee Site

STATE Office of Civil Defense, on yearly leasing arrangement made with Don Lee Broadcasting System, has taken over the old television studio and transmitter building atop 1,800 ft. high Mt. Lee overlooking Hollywood.

The structure is being remodelled as a regional center of defense operations headquarters. Transmitter tower will be the sending point for Los Angeles and Orange county defense messages.

The mountain top on May 31, 1931, became site of what is claimed the nation's first experimental TV station. W6XAO, owned and operated by Don Lee Network, transmitted at that time its first TV image and eight months later inaugurated regularly scheduled programs. When W6XAO went commercial and became KTSL (TV), Mt. Lee continued as transmitter site. With CBS acquiring KTSL, operations continued from that site until last Oct. 28. Simultaneously with change of call letters to KNXT, transmitter was moved to Mt. Wilson overlooking Pasadena.
S. D. CONLEY, sales and engineering department RCA Victor, Camden, N. J., appointed merchandise manager of the company's new air conditioner department. H. M. MITTELHAUSER and R. M. REED named sales representatives for RCA air conditioners in eastern and southern regions.


CHARLES K. CLARKE, assistant general sales manager in charge of field sales for American Kitchens, named to succeed Mr. Duggan.

Mr. Duggan
Mr. Clarke

CAPITOL RECORDS Inc. and Capitol Records Distributing Corp., N. Y., moved executive offices to 1730 Broadway, Y. 19, Phone Plaza 7-7470.

AL MOREY, Schwimmer & Scott, Chicago, has opened his own writing and production offices at 203 N. Wabash.

FRITZ P. RICK, assistant manager, cathode-ray tube division, Allen B. DuMont Labs., named manager of division, effective immediately.

WILLIAM E. FERRAGHEL, Arthur Towell Agency, Milwaukee, to Magnecord Inc., Chicago, as assistant advertising manager.


EMERSON WEST COAST Corp., San Francisco, subsidiary of Emerson Radio and Phonograph Corp., N. Y., formed as northern California distributor of all Emerson products.

DAVID J. HOPKINS, West Coast factory sales manager, adds duties of president.

Hugh P. McTeague, manager of training for RCA Service Co., Camden, N. J., appointed to direct company's accelerated military electronics training program.

HAL SECH, scriptwriter at Chicago Film Labs., Chicago, to Atlas Film Corp., Oak Park, Ill., on creative staff.

RCA TUBE Dept., Camden, N. J., announces it will soon put into production two newly developed high-frequency sweep generators, WR-206A designed for engineers developing UHF circuitry for home TV receivers, and WR-41A, intended for use as test equipment in factory production of UHF equipment.

GENERAL ELECTRIC Tube Dept., Schenectady, announces manufacture of new tube, type number 6RQ7. Tube is a triode designed for the vertical output stage of television receivers as a combined vertical deflection amplifier and vertical oscillator.

WARD PRODUCTS Corp., division of Gabriel Co., Cleveland, announces a new log on auto aerials giving complete description of Ward line including "B-ball," "Phantom" and "Air-Ring" aerials.

WORKSHOP ASSOC., division of Gabriel Co., Cleveland, announces design of fully pressurized feed for its 2900 mc parabolic antennas. New feed is designed to mate with 5/16 inch Teflon flexible copper air line, having 0.045 inch wall and 11/32 inch conductor.

METEK & INSTRUMENT Dept., General Electric Co., Schenectady, announces revised edition of guide booklet containing basic information on the complete line of GE instrument transformers.

HERLEC Corp., subsidiary of Sprague Electric Co., Milwaukee, announces manufacture of new Type AOS ceramic trimmer capacitor for use in circuit applications where maximum stability of capacitor characteristics is important.

RAYTHEON MFG. Co., Waltham, Mass., announces demonstration of new "handle talkie," a 6 1/2 lb. unit held in the palm of the hand. The one package transmitter, receiver, battery power source and antenna was developed with the Signal Corps Engineering Labs. in 1948 and is said to be first communication equipment to use subminiature tubes on a mass production basis.

ERCONA CAMERA Corp., N. Y., announces manufacture of new line of lenses for TV cameras and receivers. The lenses were made for RCA cameras only but mounts to fit others soon will be put into production.

ASTATIC CORP., Conneaut, Ohio, announces manufacture of single button carbon microphone of high sensitivity, model 1038. Designed for convenience hand use, new unit has a double pole, single throw switch, with relay and microphone circuits normally open.

Technical...

CHARLES WALTERS, substation operator for Knoxville Utilities Board, Knoxville, Tenn., to engineering staff of WSB Atlanta.

DONALD HAM, KAPP Petaluma, Calif., engineer, joins WCBS San Francisco in same capacity.

HERBERT H. ECKSTEIN, chief engineer, WAKS Wilmingon, Del., joins the Poller Stations, WPFW Chester, Pa., and WARL Arlington, Va., in similar capacity.

Godfrey on Air in Air

WHEN inclement weather delayed Arthur Godfrey's flight from Florida, the CBS radio and television star broadcast from the airplane, 4,000 ft. up. TV viewers heard his voice but saw only his headphones in New York City studios. The in-the-air on-the-air feat was described proudly by CBS as "the first time that an hour and a half commercial radio broadcast originated under such unusual conditions." Mr. Godfrey, of course, enjoyed the whole operation. He sang "Candy and Cake" and received vocal and instrumental accompaniment from the studio.

WBAL FOOD SHOW

Lunchtime Program Popular

WBAL Baltimore's Kitchen Karnival has completed its first year with 14 advertisers currently using 29 spots a week on the lunch hour food show. With participation offered in 16 week cycles, the record shows that 75% of advertisers renewed for one cycle and 40% renewed for two cycles.

Kitchen Karnival is heard 12:30-1 p.m. Monday through Friday. It is especially popular among area women who flock to see the show, presented at various locations throughout the city, WBAL reports. Sponsor's products are displayed at the show's point of origin.
Truscon Engineers have the answer...

Get the advice of men who know... men who have practicable working knowledge in tower design... when planning your new or expanded tower needs.

Truscon engineers have designed and built radio towers for all types of duty throughout the world.
They have a background of information and skill that is unexcelled in the industry.

Truscon Engineers can design towers to meet every kind of topographical and meteorological conditions.
They can assure tower strength for every contingency.
Delivery schedules are set to meet your needs (dependent, of course, upon governmental regulations).
Guyed or self-supporting towers... tapered or uniform in cross-section... for Microwave, AM, FM, or TV transmissions.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance.
Call or write today. Truscon® Steel Company, 1074 Albert Street, Youngstown 1, Ohio, Subsidiary of Republic Steel Corporation.
**RURAL MARKETS**

**Merit Attention—Duvalle**

ADVERTISERS were urged to pay greater attention to rural and small town markets by Robert E. Duvalle, president, Crosby Broadcasting Corp. Mr. Duvalle released a series of reports showing that a greater percentage of small town and rural residents are in the market for products than are city dwellers.

For example, Mr. Duvalle cited figures showing that 95% of farm families purchase gasoline as against 84% of urban families. The Crosby survey showed also that the rural-small town market was a good field for prepared cake mix, smoking tobacco, dog food, home permanent wave kits, headache remedies, soaps, cleaners, baby foods and frozen foods.

**Scrap Drive Aid**

**NATIONAL Production Authority** through its local agent, has credited WMP's Memphis with supplying “even more help than we'd hoped for” in NPA's scrap drive. The drive has ended the last of February to show final results, the station reports. Another NPA official—Director Edward W. Greb, of the Salvage Division—told the station his national board of directors requested that the WMP's series be shipped to them for re-broadcast in their respective areas.

**CAMELS CASE**

**CEASE and desist order prohibiting certain advertising claims by R. J. Reynolds Tobacco Co. (Camel cigarettes) has been modified by the Federal Trade Commission and affirmed by a decree of the U.S. Court of Appeals for the Seventh Circuit.**

The FTC order was affirmed with two reservations:

1. The order is now directed at the tobacco company and does not cite, as parties to the order, the “officers, agents, representatives and employees.”

2. Provision that Camel testimonials be forbidden to contain any representations cited as factually untrue in the original FTC order is deleted.

The Circuit Court ruled that the Commission has no authority to cite unnamed individuals in its order, handed down nearly two years ago [B & T, April 10, 1950], “in the absence of any finding other than those directed solely at the corporation.”

The second modification, relating to Camel testimonials, also represents a departure. The Commission originally required Reynolds to stop using in any advertising media certain testimonials of smokers “or purported smokers.” These are testimonials which contain any of the “misrepresentations” prohibited by the cease-and-desist order, “or which are not factually true in all respects.” This phrase is omitted from the order.

As modified, the order, announced by FTC fortnight ago, prohibits various false and misleading representations concerning Camel cigarettes, including the content of nicotine. The claims were made in broadcasts and published continuations.

**BASKETBALLCasts**

Station Levy Attacked

NEW MEXICO High School Athlectic Asan. plans to charge radio stations $26 each to broadcast an upcoming state basketball tournament encouraged at least one New Mexico broadcaster to put up a fight.

Ernest W. Thwaites, president-general manager, Southwest Broadcasters Inc., licensee of KFUN Las Vegas and KRTN Raton, has attacked the FTC order as discriminatory, a breach of the principle of free access to news sources and an interference with communications in interstate commerce.

In a letter to the athletic association, Mr. Thwaites asked, “... please advise what comparable charge you make to newspapers for continuing to publish advertisements without the complaint or charge radio stations $26 each to broadcast an upcoming state basketball tournament encouraged at least one New Mexico broadcaster to put up a fight.”

The case has been referred to the Federal Circuit Court of Appeals.

**Philip Morris**

To Appeal to FTC

INITIAL decision by an FTC hearing examiner questioning certain advertising claims made by Philip Morris & Co., New York, for its cigarettes will be appealed to the Federal Trade Commission, the firm announced last week.

The FTC has recently ruled. The case has been referred to the Federal Circuit Court of Appeals.

Smoke from all cigarettes is an irritant, Mr. Kolb ruled. The extent of irritation depends upon the individual smoker's tolerance, frequency and rapidity with which cigarettes are smoked, length to which they are smoked and the degree smoke is inhaled, he held. Claim that the "superiority of Philip Morris cigarettes is recognized by eminent medical authorities" also was scored.

Philip Morris claimed that the examiner "did not consider or have before him any independent re-search undertaken or supervised by the commission to substantiate the complaint or to support the evidence supplied by our commercial competitors." Philip Morris also noted it had offered results of "thousands of experiments and tests conducted at leading scientific institutions" to back up its claims.

**FTC Stipulation**

STIPULATION has been signed by American Family Life Insurance Co., San Antonio, with Federal Trade Commission that it will cease and desist from making any representations in radio broadcast and circular copy. Firm had claimed that a preliminary medical examination is not required for issuance of certain insurance policies. The policies are sold by mail order and were advertised by radio in Del Rio, Tex., Tampico, Mexico and in Panama, according to FTC.

**Self Winding Clocks keep time with WOR-TV**

The same clocks that keep time for major networks and stations all over the country ... now insure dependable, split second accuracy in New York's "Television Square" ... available with or without Western Union synchronization ... one clock or a complete system ... for your own timing requirements.

Write for full particulars.

SELF WINDING CLOCK CO. 205 Willoughby Ave. Brooklyn 5, N.Y. Manufacturers of Standard and Specially Designed Clocks and Clock Systems for Over 60 Years.
Here is a comparison of 3 different TV rating services for Los Angeles, 6:00-10:00 p.m., Sunday through Saturday, November 1951.

**KTLA** leadership is built on community service.

**KTLA** has created its own top-rated programs, developed its own star "announcer-personalities." When these announcers speak, audiences have confidence in what they say. They get results!

KTLA Studios · 5451 Marathon St., Los Angeles 38 · Hollywood 9-6363
Eastern Offices · 1501 Broadway, New York 18 · BRyant 9-8700
PAUL H. RAYMER COMPANY · NATIONAL REPRESENTATIVE

KTLA - THE BEST ADVERTISING BUY IN LOS ANGELES
Get this...he wants a "reasonably priced show with real big-time Hollywood production values."
What shall I say?

Say yes...then call Consolidated and ask them to airmail us a print of "The Best Things in Life."

Right! "The Best Things in Life" does have the distinction of being a realistically priced telefilm series with major-studio quality.

And why not! Scripts are by Bill Roberts...a motion picture writer with two Academy Award nominations to his credit. Direction, casting and camera work are all supervised by top Hollywood craftsmen.

Story line? Emotional conflicts that sidetrack our pursuit of happiness. Adult drama to keep your viewers - or customers - at rapt attention from beginning to end.

"The Best Things in Life," a New World Productions release, is available as a 15 or 30 minute show...with a complete story in either case. An audition print and full information may be had by calling

Consolidated Television Sales
A division of Consolidated Television Productions, Inc.

Sunset & Van Ness, Hollywood 28, HO 9-6369
25 Vanderbilt Ave., New York 17, MU 6-7543
612 Michigan Ave., Chicago 11, MI 2-5231
PARAMOUNT TV AIDS

PARAMOUNT Pictures is interested in TV station ownership, theatre TV and subscription TV, Barney Balaban, president of the Hollywood producing company, made known during four days on the witness stand during last week's FCC hearings on Paramount's qualifications to hold broadcast licenses.

Mr. Balaban also declared that his company would rent its feature films to TV stations when there are enough outlets to afford the kind of money such films usually return to the producing firm. He was exhaustively cross-examined by FCC Counsel Frederick W. Ford and DuMont Counsel William A. Roberts.

Mr. Balaban was the first witness in the Paramount Pictures phase of the FCC hearings which also are to determine whether to approve the merger of ABC with United Paramount Theatres Inc. First phase, which ran for two weeks in mid-January, was concerned with Paramount Pictures' "control" of DuMont (B+T, Jan. 28, 21).

Griffiss Is Witness

Only other witness last week was Stanton Griffiss, retiring Ambassador to Spain, chairman of Paramount Pictures' executive committee.

Hearing resumes today with Mr. Balaban back on the stand. He will be followed by Paul Raibourn, Paramount Pictures vice president in charge of TV activities.

With many important issues still to be covered, attorneys feel the hearings will take at least another four weeks.

Some are estimating that study of the record, which is bound to be voluminous, will take Hearing Examiner Leo Resnick at least a year.

Decision will have vital significance for motion picture companies' future in TV station ownership, as well as for their interests in theatre TV, it is felt.

The Paramount Pictures president saw no conflict with FCC rules or anti-trust laws in one company having interests in stations, theatre TV and subscription TV. He said he could not now tell how many stations Paramount would file for—if the Commission found that DuMont was not controlled by Paramount and thus freed both companies to apply for additional stations. Paramount Pictures, which now has KTLA Los Angeles, could have four more under the Commission's five-to-a-company limitation.

Subscription TV was a coming force in the art, Mr. Balaban declared. "The future of television may depend on a subscription form of TV," he said.

He said he came to that decision after hearing sponsors complain of the high cost of TV programs.

The type of program for each system of TV, he said, would depend on the economies of the business. "What the audience will pay and what the sponsor will pay will decide," he said.

Press for a more concrete answer, he guessed that "art" pictures might be telecast for home consumption, while public service events might go to home TV and theatre TV. Big feature films, he thought, would be for "pay-as-you-see TV."

Paramount owns 50% of International Telemeter Corp., developer of a coin-meter system of subscription TV.

Paramount is not releasing its feature films to TV, Mr. Balaban said, because not enough stations are on the air yet to make it profitable.

The average cost of a Paramount Grade A feature as paid, in 1950-51, was $140,000. Mr. Balaban estimated the return that can be expected from the present 108 TV stations as $35-$60,000 per picture. That doesn't even begin to approach the returns Paramount gets from reissuing films that have completed their original runs—$125-750,000 per picture, he said.

However, Mr. Balaban acknowledged that he was ready to talk business with anyone who had enough money.

"I assure you," he said, "that nothing would please me more than to see the day when we can begin to liquidate our inventory."

Place of motion pictures in TV was discussed by Mr. Balaban along these lines: (1) Features are made for large screen theatre showings. They are not right for "small-tube" TV reception. (2) Perhaps Paramount will make special films for TV. He did not know, he said.

Old Shorts Dropped

Offer to buy up all of Paramount's old shorts was made by a group he did not identify, but the deal fell through when the would-be purchasers could not raise the money, Mr. Balaban revealed.

Color TV will give a boost to today's lagging TV set sales, Mr. Balaban declared. Paramount owns 50% of Chromatic Television Laboratories Inc., which is making the Lawrence color TV tube.

Referring to the divorce of Paramount-owned theatres from the producing company, Mr. Balaban said that Paramount Pictures and United Paramount Theatres Inc. were like a divorced husband and wife—"they don't talk to each other."

He pointed out that the Paramount Theatre in New York used to show nothing but Paramount pictures. During the last six months it has not shown one, he said.

In answer to a question, Mr. Balaban said that Paramount had no plans for making pictures for the merged ABC-UPT broadcasting company. Merger is also one of the issues in the FCC hearings.

Several times during cross-examination of Mr. Balaban, opposing counsel clashed. At one point, Paul A. Porter, Paramount counsel and former FCC chairman, accused FCC counsel Frederick W. Ford of having an "unsophisticated" view of anti-trust violations.

Mr. Balaban's views of anti-trust violations were that certain practices grew up with the motion picture business and when they were declared illegal the movie companies stopped using them.

At another point, Mr. Porter and DuMont counsel William A. Roberts wrangled when the latter sought to delve into Paramount-DuMont relationships.

Among spectators during last week's sessions were Leonard Goldenson, Robert O'Brien, John Balaban and David Wallesteen, UPT executives; Edward Noble and Robert Hinckley, ABC executives; Edwin Weisl, Austin Keough and Louis Novins, Paramount Pictures executives.

DEFENSE production restrictions will not delay expansion of TV into new areas when FCC finally lifts its long-standing television license freeze, a special "task force" of the RTMA Television Committee reported to the association's board of directors last Thursday after a three-month study.

The group's report said that on a "realistic schedule" FCC would issue grants for 140 new TV stations by the end of this year and for 190 others next year, with the permits divided half-and-half between VHF and UHF.

By the end of this year, the group predicted, 22 new stations—all VHF—will go on the air, all but one in cities currently without television, while the forecast for 1953 was for 171 new stations—107 VHF and 64 UHF—to commence operations.

The task force's findings and predictions were submitted near the end of RTMA's three-day mid-winter conference, during which Dr. W. R. G. Baker, General Electric Co. chairman of the Television Committee, reported that a series of full-dress field tests of the National Television System Committee's "composite" system of compatible color TV would get under way Feb. 12-21, with an "official" showing for the FCC on Feb. 16 and another "official" demonstration Feb. 21.

The Feb. 12-21 tests will be held in Philadelphia under the direction of the Philco Corp. and will be followed on Feb. 25 with tests to be staged in New York through the cooperation of RCA, Allen B. DuMont Labs. and Hazeltine Corp. One or two weeks later, similar tests will be held in Syracuse under the direction of General Electric, according to Dr. Baker, who was described as "encouraged" by results thus far and satisfied that a compatible color system is practical.

Other developments during the (Continued on page 94)
PLANS for Life magazine’s collaboration with the DuMont Television Network in covering the Republican and Democratic national conventions [B°T, Jan. 28] were cancelled last week on grounds that DuMont had not been able to clear enough stations to make it feasible in view of the financial expenditures required of both Life and the network.

As a result, DuMont withdrew its offer to provide Life-assisted coverage for local sale by stations.

Prior Commitments

Prior commitments to other networks were found by DuMont to have been made in many one-station markets—NBC-TV claims a clear lead over all other networks in this area—and in addition a number of stations reportedly objected to Life’s participation because the magazine has endorsed Gen. Dwight Eisenhower. Life’s support of the General was also blamed for previous delay in getting the two national political committees’ approval of the DuMont-Life coverage proposal.

With cancellation of the joint-coverage arrangements, James L. Caddigan, DuMont’s director of programming and production, was scheduled to make a trip to Chicago, where the conventions will be held in July, to work out new plans for DuMont coverage. (See separate story, page 27.)

Late last week, it was uncertain that one of DuMont’s three owned stations — WDTV (TV) Pittsburgh—would carry DuMont’s convention programming. The station was getting strong local pressure to carry Westinghouse-sponsored coverage on CBS-TV, and spokesmen said no decision had yet been reached.

DuMont in the meantime did, however, sign up another one-time political broadcast. The Stassen-for-President Committee, which sponsored its candidate on the same network the preceding Saturday evening, bought the 11:03-11:18 p.m. EST spot between wrestling matches for last Saturday night. Fifteen stations were to carry the broadcast live and five by delayed telecast.

Informally Discussed

A spokesman for the GOP National Committee said that, while DuMont had informally discussed details of the proposed coverage plan with committee officials, the network had not submitted the completed arrangement to GOP headquarters for approval. Additionally, it was pointed out that under the proposed plan, Life would not participate as a sponsor but in a reporrtorial capacity.

Democratic headquarters declined comment on the coverage plan.

CHATTING at The Cottage, Hampshire House, New York, after premiere presentation of Royal Showcase Jan. 13 over NBC TV Network are (l to r) Sylvester L. Weaver Jr., NBC vice president in charge of TV; Niles Trammell, NBC board chairman; E. M. White, vice president and director, U. S. Rubber Co., and Fletcher D. Richards, president, Fletcher D. Richards Inc., ad agency.

PRESIDENTIAL ASPIRANTS

Set for ‘Author Meets Critics’

THREE leading candidates for the Presidential nomination will appear in person and the views of a fourth will be discussed on successive weeks of the same television program—reportedly for the first time in broadcasting history—in scheduling arranged for the DuMont Network’s Author Meets the Critics.

What Eisenhower Thinks, a collection of the general’s papers, speeches and comments edited by Allan Taylor of The New York Times, was discussed from 10:10-10:30 p.m. EST Thursday by Mr. Taylor. Harold E. Stassen, president of the U. of Pennsylvania, will be the program’s defending author this week, with Sen. Robert A. Taft (R-Ohio) to discuss his new book, A Foreign Policy, Feb. 21. The last to appear will be Sen. Kefauver (D-Tenn.), who is scheduled for DuMont’s program Feb. 28.

LEE TO WFAA-TV

Becomes Sales Manager

TERRY HAMILTON LEE has joined WFAA-TV Dallas in the newly-created position of sales manager of that station. For the past year, Mr. Lee had been with Young & Rubicam, Chicago, as radio and TV supervisor of several large national accounts. Previously, he was with KRPC-TV Houston as assistant station manager for a year, following two and a half years with KXYZ Houston as vice-president and commercial manager.

In World War II, Mr. Lee supervised several Armed Forces radio stations, while serving as a captain in Air Force public relations in the China-Burma-India Theatre.

ESSO NEWS TO TV

Fire Stations Scheduled

ESSO STANDARD OIL CO, which has been sponsoring Your Esso Reporter in radio for more than 16 years, will sponsor a TV version of the program on five stations in as many cities starting March 5.

Under the radio formula, the headline news is assembled and presented by the station without bias and without comment. The same formula is being carried over into television. News services will be selected by the station.

“The public has demonstrated its interest in headline news,” said R. M. Gray, advertising and sales promotion manager of Esso Standard Oil Co. “It is logical that Your Esso Reporter formula be carried over into television. As always, our company will maintain a strict ‘hands-off’ policy on the news. We intend that Your Esso Reporter, as a news service, shall be a worthy example of American free press—in action.”

The TV news show will be carried on the five stations in accordance with the following schedules: WPIX (TV) New York, Monday through Friday, 7:15 p.m.; WBAL-TV Baltimore, Monday through Friday, 6:45-7 p.m.; WTOP-TV Washington, Monday through Friday, 6:45-7 p.m.; WTVR (TV) Richmond, Monday, Tuesday, Wednesday and Friday, 6:45-7 p.m., and WDSU-TV New Orleans, Monday, Wednesday and Friday, 6:45-7 p.m.; Marschalk & Pratt Co., New York, is Esso’s radio and TV agency.

K-F Buys Segment

KAISER-FRAZER Sales Corp, Willow Run, Mich., will pick up 10:00-10:30 p.m. EST, sponsorship of Your Show of Shows on NBC-TV on alternate Saturdays starting Feb. 15. Lehn & Fink Products will continue its sponsorship of the same time on the other weeks. William H. Weintraub & Co., New York, is agency for K-F.

PACK NAMED

Mr. Pack has been with WNEW for 36 years, serving first as director of publicity and special events, then as vice-president and program director, and, most recently, as assistant program director when Mr. Cott left that post to move to the NBC stations. Before joining WNEW, Mr. Pack served seven years with WOR New York, where he was director of publicity and a member of the program policy committee.

In his new assignment he will succeed Ivan Reiner, who becomes supervisor of TV production.

Mr. Pack, now 56, entered radio 20 years ago as an actor and interviewer. He moved into his first executive position as director of publicity and continuity at WNYC New York. There he wrote and produced some of the first documentaries broadcast in the United States. He also is the creator of the annual American Music Festival, has written two college textbooks, Opportunities In Television and Opportunities In Radio, and served for three years on the faculty of New York U., teaching at its Radio and TV Center.

Mr. Lee has joined KPRC-TV Houston as assistant station manager for a year, following two and a half years with KXYZ Houston as vice-president and commercial manager.

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OFFICIAL announcement of a separate unit to handle the film-distribution activities of CBS-TV [B°T, Dec. 24, 1951] was announced last week by Merle S. Jones, CBS-TV vice president in charge of stations and general services.

The unit will be known as CBS Television Film Sales and ‘will represent all film series formerly represented by CBS Radio Sales and, more recently, by CBS Television Spot Sales,” Mr. Jones reported.

Fred J. Mahlstedt is in charge of these activities.

CBS Television Film Sales will maintain selling offices at its New York headquarters, 36 Madison Ave., and at 410 North Michigan Ave., Chicago; Columbia Square, Hollywood; Palace Hotel, San Francisco; 63 South Main St., Memphis, Tenn.

As the new organization takes shape, Mr. Jones reported, “additional assignments will undoubtedly be made—new personnel, new offices, and new film series.”
THAW DATE

FCC COMMISSIONERS, who took a breather last week, did not re-
sume TV allocations study until Thursday. On Friday they con-
cluded a full day session.

Reason for break in almost continuous meeting for the past two
weeks was to give the staff time to check back on separation criteria
to make sure they jibed with extra VHF allocations in several cities.

Interviews during the past two weeks—two days the week be-
fore and three days last week—have begun to put in the doubt the February 14 deadline that is the is-
surance of the final report.

Staff is pushing hard, but one now hears more of getting out a
"good" document than of beating the February 29 deadline.

However, possibility that Com-
mision might break through de-
tailed studies and surge to final
approval in matter of a week or
two is not discounted by some FCC
officials.

Although there has been much discussion at staff level of pro-
dures to be followed after the
40-month-old TV freeze is lifted, the
Commission itself has had no discussions on the subject.

Procedural methods will be forth-
coming at the same time as the final TV report, it was learned.

Most likely is that the station-by-
channel processing will be selected as the most fair and expeditious
formula to follow [B+T, Jan. 21].

Also to be determined are length waiting periods for applications
and revisions of pending ones—60
or 90 days—and whether there should be a cut off date to permit the
FCC to process applications without constant revisions when new ones come in.

Want Limit Lifted

Not due for consideration until
after the final TV report is issued is the Commission's attitude toward lifting
the 40-week freeze-topomer limit on TV station owner-
ship. NBC, ABC and Fort Indus-
try have recommended that the line be lifted for additional UHF station ownership, with only
WWVW Fairmont, W. Va., opposing
[B+T, Feb. 4, Jan. 21, 14, 7].

Press & Radio Club of Montgomery,
Ala., in a Feb. 4 letter to FCC
Chairman Wayne Coy, urged that post-freeze TV grants go first to
cities and towns not now TV-
severed, rather than to addi-
tional stations to communities now
with TV service.

In much the same vein as pre-
vious communications from S. A.
Casier, WKYW Louisville [Open
Mike, Dec. 31, 1951] and William
E. Ware, KSTL St. Louis [B+T,
Jan. 28], the Alabama group opposes the one pot hearing recom-
mendation made by the Federal Communications Bar Assn. last
November [B+T, Nov. 26, 1951].

Instead, they suggested that applica-
tions be processed on a fre-
quency-by-frequency basis, thus
permitting quicker grants in many
instances and encouraging applica-
tions for UHF.

Regardless of the method finally

BROADCASTING • Teletcasting

Checking, Interruptions
Put March 1 in Doubt

NEW STUDIOS for KSFO and KPIX (TV) San Francisco were completed last
week. Three story building, specifically designed for television, was con-
structed at a cost of more than a half million dollars. Three TV studios
accommodate current weekday and weekend TV programs.

Technical area is centrally located in the main structure extending upward
from the basement to the third floor.

GE Mulls 'Information'

GENERAL ELECTRIC Co., Sys-
tem, sponsor of Fred Waring Show on CBS-TV, Sunday, 9:30-10 p.m., was reported last week to be planning to buy the television version of "Information Please" as a summer replacement. Latter program had been on radio for about 15 years. If summer session is successful, it is understood that the sponsor wants to sponsor it during the following fall season.

BDDO, New York, is agency.

TV PRODUCERS

CBS, NBC Switch Talent

NBC and CBS television networks, not unnaturally, invited right talent into their houses, maneu-
vered last week into a seemingly unintentional free-for-all change of pro-
ducers: CBS-TV's W or thin gton j oin er and NBC-TV, whose Charles F r ied-
man moved to CBS.

Mr. Miner

One of television's best known producers and cur-
cently in charge of CBS-TV's Studio One signed a long-term contract with NBC, effective in
April, with his first major assign-
ment to be a one-hour dramatic series to be called "The Fall." The next day, CBS-TV officials announced that Charles Friedman, producer-director-writer who had been in charge of NBC video shows of Eddie Cantor, Ed Allen, Abbott & Costello, had been signed as staff director-producer.

Donald Davis, executive producer of CBS-TV dramatic programs, was named to succeed Mr. Miner on Studio One when he leaves in
April. Mr. Davis' wife, the former Dorothy Mathews, who was co-pro-
ducer with her husband on Actors' Studio and Prudential Family Playhouse, will again assist her husband on Studio One.

Mr. Miner, who has directed some 30 Broadway plays, including "Both Your Houses," for which he won a Pulitzer prize, has been closely associated with television since he first entered the field in
1939. He developed and produced the previous TV version of The Goldbergs, the early Toast of the Town program, and Mr. J. Mag-
ination as well as Studio One.

Mr. Friedman's first Broadway production was "Pins and Needles," the garment union revue which ran for four years con-
eiving, producing, directing and,
and, in part, writing that show, he directed such productions as "Car-
men Jones," "Sing Out the News" and "Street Scene." In Hollywood, he supervised musical sequences in films made by Betty Grable, Rita Hayworth, the Marx Brothers and others.

February 11, 1952 • Page 65
First radio broadcaster to go into community TV, bringing television to a non-served market, will be Frederick Allman, owner of WSVS Harrisonburg, Va.

Mr. Allman plans to install a high-gain master TV antenna some miles outside Harrisonburg and feed signals from Washington and Richmond TV stations via coaxial cable to Harrisonburg.

Although there are a number of TV set owners in the city getting signals via elaborate receiving arrays, the pictures are considered below normal service area quality.

Basically, Mr. Allman feels that it is to his interest to help build up a TV audience in his station's area for the day when Harrisonburg will have its own TV station. He is planning to spend $100,000 on the community TV system.

Mr. Allman doesn't think he will lose his investment once Harrisonburg has its own TV station (FCC's proposed plan locates one UHF channel there).

"Even though set owners will be able to pick up the local station's teletcasts directly, they will still want a choice of programs, therefore, will want to continue the connection to our master system," he said.

Neither does he see any conflict with his radio station interests (WSVS serves close to 300,000 people with 1 kw at 850 kc). First, because he intends only to serve the population in the city proper with TV. Secondly, because he feels that TV viewing will not decrease his radio audience—except for the first few months when its "novelty" effect is high.

In WSVS's service area, the Commission's proposed allocations include assignment of one UHF channel each to Lexington, Staunton and Harrisonburg in addition to Harrisonburg.

Meanwhile, the board of directors of the newly-formed Community Television Assn.—national trade group organized several weeks ago under the leadership of Martin F. Malarkey Jr., president of Trans-Video Corp., Pottsville—met last Monday to prepare to fight a Federal Bureau of Internal Revenue ruling that subscribers of community TV systems are liable to an 8% tax on their charges. This is based on the assumption that community TV systems are the same as "leased" wires.

Face Other Problems

Among other problems faced by community TV operators, according Mr. Malarkey, are material shortages and technical improvements.

The former is a real problem, Mr. Malarkey said, although it is not considered an insurmountable one. In a report on first quarter 1952 allotments for building materials, NFA listed only one community TV approval—formerly Pennsylvania Relay Stations, Inc., Shamokin, Pa.

The same list showed denials for TV Antenna Systems Inc., for the Ohio cities of New Philadelphia, Dover, Midvale, Uhrichsville and Dennison; and for Blue Ridge Telecasting Corp., Asheville, N. C. [B+T, Jan. 28].

Community Television Assn. was organized last November, held its first meeting Jan. 3 and appointed seven officers and board of directors Jan. 16. It counts 40 members (out of the 100-plussuch entrepreneurs believed in operation in the planning stage).

Officers of the organization are: Mr. Malarkey, president; C. E. Reinhard, TV Signal Corp., Palmetron, Pa., vice president; G. H. Brown, Warner Valley TV Co., Lansford, Pa., secretary; M. L. Boyer, Tamaqua TV Co., Tamaqua, Pa., treasurer.


IND. EXPERIMENT

Will Aid Gate Policy

TELEVISING of Indiana U.'s basketball game with Illinois in Bloomington, Ind., on Feb. 18 will be handled as an experiment by WTTV (TV) Bloomington to determine the effect of live TV on gate attendance.

To correctly determine the effect of the coverage, the university has offered to refund all unwanted non-student tickets. WTTV will assume financial responsibility. Game has been a sell-out for more than a month. Outcome will help the school formulate a policy regarding TV coverage of Indiana home games.

FILM CONTRACTS

WBAI-TV to Exceed $100,000

WBAI-TV Baltimore announced last week that it has completed film contracts for a total of 162 features, 92 western, 240 serial episodes and 100 cartoons for use this year.

Leslie K. Peard, Jr., station manager, said that WBAI-TV would spend in excess of $100,000 on its 1952 film schedule. Thirty-nine British films, in addition to other features, were obtained from the Atlas Television Corp. Other films were obtained from Unity Televising Corp.

WANTED!

TV WRITER-PRODUCER

By Detroit Agency

Agency with top TV billing in the market wants experienced writer-producer for all types of commercial. Expanding staff offers steady employment, excellent opportunity. Private projection and screening room. Give full details, references, salary required.

Broadcasting • Telecasting, No. 23-44
This tremendous undertaking, the biggest television news operation in the South, will be handled by WBAP-TV's 22-man newsroom staff. Camera crews and stringers will cover the entire Lone Star State.

"This Week in Texas" will run in Fort Worth, Dallas, Houston and San Antonio on Monday nights. The half hour package, produced entirely by WBAP-TV personnel and equipment, will be sound-on-film ... complete with commercials.

This operation is just another reason why WBAP-TV, the pioneer television station in the Southwest, is the top TV news station in Fort Worth-Dallas, the South's No. 1 market.
you can't get a tan
on television

A peculiar summer, last summer. Hard to see how anybody got a sun-tan. Judging by statistics, most people spent the summer indoors, looking at television, just as they'd spent the winter, and autumn, and spring.

We know you can do almost anything, with television, but the fact is that nobody ever got a tan from a cathode tube.

But it's just as true that summer sponsors didn't get burned, either.

Most CBS Television advertisers who kept their names and products selling all last summer (and most of them did) found that...they were reaching big audiences—often larger than their October-April average...they reached those big audiences at a low cost per thousand—frequently lower than their October-April average.

Summer's going to be hot again this year—in CBS Television. And the people who are going to stay coolest and most collected—and collect most—are the advertisers who see to it they stay in that picture.

CBS TELEVISION
RATING MERGER

Tele-Que, ARB Fuse Reports

MERGER of American Research Bureau and Tele-Que monthly television reports on the West Coast, effective Feb. 1, was announced last week [CLOSED CIRCUIT, Feb. 4].

The Los Angeles and San Francisco reports of both services will be combined. Field work and tabulation of the information will be handled by ARB.

Coffin, Cooper & Clay, originator of the Tele-Que service in Los Angeles and San Francisco, will distribute the combined ratings on the West Coast. They also will offer clients in the area the other ARB city reports and national services.

The two firms will, however, continue market research and special reports activities separately. It was emphasized that the merger pertains only to the regular monthly rating service.

ARB initiated its television ratings for San Francisco and Los Angeles last fall. The monthly service covers ratings, audience composition and viewers per set for all stations in both cities. In addition, it provides cumulative rating figures on daytime programs.

The Tele-Que report offered nearly identical service and both organizations used personal view diaries as the basis for their statistics.

WFIL-TV 'University'

ELEVEN diversified courses, prepared by faculty members of colleges and universities in Pennsylvania, New Jersey and Delaware, are being offered by WFIL-TV Philadelphia for the second consecutive year. WFIL-TV University of the Air, which began Feb. 4, will continue through the middle of May, and will be telecast weekdays from 11:30 a.m. to 12 noon.

WTMJ-TV SERIES

10 Colleges Cooperating

WTMJ-TV Milwaukee is carrying out its most ambitious series of educational television programs.

The series is being presented in cooperation with 10 colleges and universities in Wisconsin.

"Titled Education on Parade, the series covers a wide variety of subjects. Programs are telecast 2:25 p.m. Saturday.

Programs are prepared, produced and presented by the schools. Rehearsals are held on the campus of each school with a WTMJ-TV staff director attending the final dress rehearsal.

Schools participating are Marquette U., Milwaukee Downer College, Wisconsin State College in Milwaukee, Mount Mary College, the U. of Wisconsin in Madison, Carroll College, Milwaukee School of Engineering, Lawrence College, the U. of Wisconsin Extension in Milwaukee and Beloit College.

RESULTS...where they count

Most result stories come after the advertiser has been on the air.

Here's a WGN-TV advertiser's result story that happened before he went on the air:

A salesman for a Chicago food broker, who had already been given an order for one of his products by a grocery buyer, mentioned that the product was to be advertised on a WGN-TV daytime program.

When the buyer heard of this, he ordered an additional 100 cases of the product.

We've shown you direct proof of the pulling power with viewers... and here's proof of WGN-TV's acceptance with buyers.

If you want results... you need WGN-TV in Chicago

CHICAGO CODE

NTRB Hopes for Local Use

CODE of television standards was released last week by the National Television Review Board, Chicago, which hopes the industry locally will use it as a guide. The board, comprised of persons outside the TV industry, cited 12 instances of engineering programming it considers "objectionable"—"completely harmful or offensive, or sufficiently harmful or offensive as to dominate the program theme."

Rejecting the idea of "absolute censorship," the board believes "the dynamic and tremendous influence of television should be directed toward information and education as well as entertainment. We believe that laughter and fun are necessary to the enjoyment of life, and we prefer a sense of responsibility on the part of those who present TV programs."

Termed objectionable were (1) immoral, lewd and suggestive words and actions, as well as indecency in dress; (2) deliberate presentation of vulgar and sordid situations; (3) irreverence toward religion or patriotic symbols where it is not essential to a dramatic situation; (4) excessive bad taste in words and actions, deliberately projected for their effect; (5) excessive frivolity concerning established traditions of family, security and customs; (6) malicious derision of racial or national groups; (7) undue glorification of criminals and undesirable; (8) excessive violence, bloodshed and cruelty; (9) excessive noise, confusion and tumult in a point where it disrupts normal family situations; (10) any idea situation or presentation that can basically injure the dignity of God and mankind and the inalienable rights of human integrity; (11) shows which tend to glamorize false values, and (12) displays or offensive sentiments which might injure the U. S.

O&O SEPARATION

ABC-TV Effects on Coast

IN LINE with long-range overall policy of separating ABC owned TV stations from ABC-TV network, Robert Kintner, president, announced that KDKA-TV Hollywood has been set up as an independent unit. Phil Hoffman, station manager, reports directly to William Phillipson, director of ABC Western Division. Donn B. Tatum, director of TV for Western Division, continues in that capacity.

KDKA-TV will have its own sales manager, allowing Robert Laws, KDKA-TV and division TV sales manager, to concentrate efforts in the division.

Plans for additional construction of office and technical facilities space at ABC Television Center also were disclosed by Mr. Kintner.

NARTB TV's 81

TELEVISION membership of NARTB will comprise 81 of the 108 operating TV stations when the TV Board meets Wednesday in San Antonio. Latest to apply for membership is WPTZ-TV (TV) Phila delphia. The application was signed by Ernest B. Loveman, vice president-general manager of the Philco outlet.
Now 14,000,000 families can watch the show

In the short time television has been on the road, it has come a long way. Only six years ago, intercity broadcasting was in the experimental stages. When the 1945 Army-Navy game was sent to New York from Philadelphia through 95 miles of coaxial cable, it was the first time in history more than one city could watch the same event at the same time with today's method of telecasting.

Today 94 television stations in 54 cities—representing more than half the country's population—can present the same show... and coast-to-coast transmission is accomplished with great success.

Broadcasting facilities, provided by the Long Lines Department of the American Telephone and Telegraph Company, and the Bell Telephone Companies, total 24,000 channel miles. Planning and providing these facilities is a big job. It takes special equipment and personnel, made possible only by large investments. The present value of coaxial cable and Radio Relay facilities used by the Bell System for television is $85,000,000.

Yet the cost of the service is low. The Telephone Company's total network charges average about 10 cents a mile for a half-hour program.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR THE RADIO AND TELEVISION INDUSTRIES TODAY AND TOMORROW
AWARDS PROTEST

PROTESTING the new "national" television Arts and Sciences, in its seven Los Angeles TV stations and/or memberships" and announced the newly-organized Hollywood Society for Television Achievement.

Resigning as both "individuals and station managers" were Don Fekerson, vice-president and general manager, KLAC-TV; Richard A. Moore, vice-president and general manager, KTV; Klaus Landberg, vice-president and general manager, KLTA; Don Tatum, ABC Western Division Director of TV (KECA-TV) Ward Ingraham, executive vice-president, Don Lee (KHH-TV). Mr. Fekerson also resigned as first vice-president ATAS. He was to be installed at awards dinner next Monday (Feb. 18).

New Group More Local

In a joint statement they said ATAS "is no longer primarily concerned with the progress of television in Hollywood, as distinguished from television in other areas" whereas the newly organized HSTA will be devoted exclusively to "the achievements of all programs released from Hollywood, whether of independent or network origin."

KNXT (CBS-TV) and KNBH (NBC-TV) executives will continue their ATAS membership for the time being at least. Majority of programs and personalities to structure of the Academy of Teleannual "Emmy" awards, five of the seven Los Angeles TV stations and/or membership" and announced the newly-organized Hollywood Society for Television Achievement.

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For a better picture—now you can minimize jitter, roll, tearing, humbars!

Your customer—the viewer—deserves a received picture that’s sharp, stable, free of the ailments that go with a poor incoming signal. The new G-E type TV-16-B, different from all other stabilizing amplifiers, will do much to eliminate these nuisances.

New General Electric circuitry wipes out hum. Old sync is taken off, reshaped and reinserted in the proper amount to assure a standard signal and to diminish jitter, roll, and tearing. Examine the comparison chart at lower left. It tells the complete story.

Your G-E broadcast representative...

... is loaded with information on the new General Electric television station equipment line. A phone call to the G-E office near you will get quick action; or write General Electric Company, Section 222-11, Electronics Park, Syracuse, N. Y.

You can put your confidence in—

GENERAL ELECTRIC
NUMBER of foreign countries offering regular TV service increased from five in 1950 to 16 last year and will increase an estimated 24 for 1952, 28 by 1953, and 42 by the end of 1956, it is calculated by Richard W. Hubbell, chief of the TV unit of State Dept.'s International Information Branch.

Estimated TV sets in use abroad were less than 500,000 in 1950, rose to 1,600,000 in October 1951 and will hit the 2.5 million mark next October, Mr. Hubbell reported in an analysis of the foreign TV situation distributed a fortnight ago at the third national conference of the U.S. National Commission for UNESCO (B+T, Feb. 4).

Estimated regular TV viewing audience abroad was two million in December 1950, 12 million last October and is reaching 24 million by next October, Mr. Hubbell reported.

In a country-by-country breakdown, the report names England as having "the largest foreign television service now in operation, with over one million sets in use." Situation in other countries is as follows:

Argentina—Began Oct. 17, 1951, 3,500 sets in use. Six more stations under construction.

Brazil—Three stations on air, 40,000 receivers (seven more sets under construction).

Canada—70,000 sets in use (receive programs from U.S. stations).

Australia—11,000 sets in use.

Many other countries have experimental TV sets as ample facilities for making television reception are not available. The TV service is not yet in mass production, however.

It is estimated that 21,500 sets are in use in Moscow and Leningrad. A third station reported is now operating in Kiev.

In Czechoslovakia (Prague) there reportedly is an experimental TV transmitter.

American and European—Dutch, British, French—manufacturers have also demonstrated TV in many European and Latin American countries to large audiences. Berlin demonstrations staged by CBS and RCA were viewed by 1.5 million to 2 million persons, Mr. Hubbell estimates.

He lists the following countries as expected to begin TV service within the next year or two: Chile, Colombia, Dominican Republic, Peru, Uruguay, Venezuela, Belgium, Cyprus, Australia, India, Morocco, Nigeria, Tanganyika.

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**Weekly Television Summary**

**February 11, 1952—TELECASTING Survey**

**City** | **Sets in Area** | **City** | **Sets in Area**
---|---|---|---
Albuquerque | 12,500 | Louisville | 116,000
Anchorage | 15,000 | Minneapolis (Minne.) | 170,560
Atlanta | 160,000 | Baton Rouge, La. | 120,000
Baltimore | 216,000 | Boston | 195,000
Blipingham | 50,150 | Miami | 160,000
Birmingham | 81,552 | Montreal (Que.) | 202,000
Bloomington | 125,000 | Minneapolis (Minn.) | 201,500
Buffalo | 86,344 | New York | 227,000
Charlotte | 247,503 | Los Angeles | 329,000
Chicago | 127,120 | San Francisco | 165,000
Cleveland | 567,672 | Seattle | 113,000
Cincinnati | 200,000 | St. Louis | 138,000
Columbus | 346,200 | Tampa | 56,000
Denver | 1,077,817 | Toronto | 224,000
Detroit | 305,537 | Washington | 72,924
Erie | 81,100 | World | 7,600
Flint | 154,329 | WNYC | 7,000
Gray | 52,100 | KAOS | 3,750
Dayton | 227,000 | KDKA | 10,100
Des Moines | 705,233 | WBBM | 2,750
Des Moines | 87,888 | WWIP | 20,833
Deerfield | 64,000 | Seattle | 7,600
Dublin (Ohio) | 116,000 | WRC | 2,000
Dublin (Ohio) | 154,124 | WLW | 2,000
El Paso | 135,500 | WIF | 2,000
Erie | 154,124 | WLS | 2,000
Galveston | 154,124 | WLW | 2,000
Grand Rapids | 135,500 | WSB | 2,000
Green Bay | 70,000 | WBBM | 2,000
Huntsville | 97,050 | WGN | 2,000
Jacksonville | 97,050 | WRGB | 2,000
Kansas City | 73,500 | WRJ | 2,000
Kensington | 73,500 | WQRF | 2,000
Kirkwood | 73,500 | WQX | 2,000
Kleen | 73,500 | WQX | 2,000
Los Angeles | 116,000 | WQX | 2,000
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Total Markets on Air 64* | Stations on Air 109* | Estimated Sets in use 15,650,294

* Includes XELO-TV Matamoros, Mexico.

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**Editor’s Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be duplicated. Coverage maps of set estimates are distributed to TV industry committee, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
On Top with Old Smokey
Or—Sales by the Bucket on WHIO-TV

Smokey Ward's a fiddler man
—He's a hill-type billy—
And folks tune in from near and far.
You think this claim is silly?

Five Sunday morns, at 10 a.m. —
A time, they say, when viewers ain't—
Smokey's Gang got off one plug
About a local merchant's paint.

How many gallons would you say
A pitch like this would move?
Best you let us tell you first—
TEN THOUSAND we can prove!

Hillbillys, yet! On Sunday morn!
No other sales publicity!
And product sales like this racked up!
Not claims—real authenticity!

Come on along and make your sales
On WHIO-TV!

When it comes to figures, sales figures
talk loudest. See National Representative
George P. Hollingbery for full information.
KIRBY Grant, film actor-singer, signed by Jack Chertok Productions, Hollywood, for leading role in *Sky King*, 26 half-hour TV film series sponsored by Derby Foods Inc. Series, starting on NBC-TV about April 1, is in production at General Service Studio [B+T, Dec. 31].

Ralph Cattell, vice-president and general sales manager Jerry Fairbanks Productions, Hollywood, in Atlanta to establish branch office for company.


**GOLDBERGS' STATUS**

Three Sponsors Listed

AFTER an in-again, out-again interlude, *The Goldberg* got started on NBC-TV last week (Mon., Wed., Fri., 7:15-7:30 p.m. EST) with sponsors lined up for all three weekly periods [B+T, Jan. 14]. American Vitamin Corp. apparently did not have a contract about its sponsorship of the Monday shows, but Ecko Products developed a claim about the number of stations the network could deliver to and decided against sponsorship of the Wednesday segment, while Necchi Sewing Machines Sales Corp. appeared to waver in its original decision to back the Friday night period.

At the last minute, however, Ecko reconsidered and started its sponsorship last Wednesday as scheduled, explaining through spokesmen that it had decided to go along with the present station lineup and add new outlets as they become available. Necchi, meanwhile, was reported to have reaffirmed its sponsorship of the Friday period, beginning March 7.

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CBS TV CITY
First Phase Set Oct. 1

SIX-STORY engineering building and four studio unit of CBS Television City in Los Angeles will be ready for occupancy by Oct. 1, Jack L. Van Volkenburg, the CBS TV president, announced last Monday. This is the initial unit of the center, now under construction and more than 50% complete at Beverly Blvd. and Fairfax Ave.

Mr. Van Volkenburg revealed details for the first time at a Hollywood news conference. Among the details: Cost of the initial plant reportedly will be $8 million un-equipped; it will cover 15 acres of a 35 acre tract; each studio will measure 12,100 square feet with two equipped for audiences of 350 each; walls separating audience and non-audience studios will be flexible to permit conversion to any size to meet programming demands.

The entire project, when completed, will be the first of its kind ever built for television and will represent an investment of more than $35 million. The CBS Television City will cover 25 acres and include a 13-story permanent administration building of 600,000 square feet.

Administration building of the initial plant will have 35,000 square feet of floor space with conference rooms for writers, directors, producers and other craftsmen. Adding to spacious dressing rooms, there will be three rehearsal halls, measuring 4,580 square feet each. The new-look "sandwich loaf" structure of the initial unit was blueprinted after more than 50 attempts by architectural engineers William Pereira and Charles Cloughman, to come up with a Television City design acceptable to network executives, it was pointed out.

The stress on flexibility, according to Mr. Van Volkenburg, is to permit expansion or change along with the "growth and development of television without even losing its advantage of rapid, economic production."

EFFECT ON PUPILS
Ills Often Parents' Fault

AFTER the novelty of television has worn off, some children choose programs more carefully and turn to other pursuits. This was brought out by Ed Weston, program director of WCPQ-TV Cincinnati, in a talk before Ohio professors.

Speaking on the subject, "The Effect of Television on School Children," Mr. Weston emphasized that parents are to blame for many of the ills being placed on television. Video is only "something to see; it's not a way of bringing up children," he said.

STANDARD CAPITAL
Forms New TV Subsidiary

FORMERLY concerned with financing of theatrical motion pictures only, Standard Capital is expanding operations to include television through a wholly owned subsidiary, Standard Television, with headquarters at 307 S. Hill St., Los Angeles.

Nate Wallach, parent company president, said that besides distributing its product, the firm has initially earmarked $1 million to finance TV film production. Under the new plan, Standard Capital will put up the first money on suitable TV deals. Company in the past has made only secondary financing on movie deals.

Marcus Loew II, grandson of Marcus Loew, founder of Loew's Inc., heads Standard Television as president and is currently setting up representatives in key cities to handle company product.

Standard Capital has sold 50% financial interest in Quality Films and withdrawn 14 movies from that firm for release under the new setup, according to Wallach. W. E. (Billy) Chalkin, Standard Capital director. Mr. Wallach also resigned from Quality's board.

LEO DUROCHER SERIES

Acquired by United Television
UNITED TELEVISION Programs Inc. has acquired a new feature series, Double Play, with Leo Durocher and Laraine Day, to be released for local and regional sponsorship just as spring baseball practice begins, President Gerald King said last week.

Format centers around the Durochers who interview and argue with major sports personalities. Some 26 of the 15-minute telecasts will be filmed this spring, with Mr. Durocher under contract to do a total of 104. One being produced in Hollywood, the first six are scheduled show such sports guests as Casey Stengel, Chuck Dreesen, Bob Lemon, Ralph Kiner and Nancy Chaffee.

Next series in schedule is for production at the Giants training camp.

Okla. GOP Convention

WKY-TV Oklahoma City will televise the Oklahoma State Republican convention direct from the city's Municipal Auditorium today (Monday). Station will televise debates and the voting on any resolution endorsing a particular Presidential candidate if such a resolution is introduced.

CEREAL PALSY AID

WTJV (TV) Stages Telethon

CASH and pledges aggregating more than $65,811 were chalked up for cerebral palsy victims in the Greater Miami area in a 15-hour telethon over the facilities of WTJV (TV) Miami Jan. 19-20, the United Cerebral Palsy Assn. has reported.

The telethon, described by UCP as the South's first, was staged in the Miami Beach Auditorium and featured name entertainers including Jack Carter, Martha Raye, Benny Davis, Sid Franklin, Nancy Donavan, the Vagabonds, Paul Brun and George Hopkins.

Scheduled to run from 10:30 p.m. Saturday to 12:30 p.m. Sunday, it was extended to 2 p.m. Sunday because of "overwhelming response from TV viewers," UCP reported.

you can "see" the difference on WBNS-TV

There's no question about the quality of telecasts on Channel 10. Better technical facilities make for better programs and commercials. WBNS-TV is one of the most modern television centers in the country, providing advertisers with complete facilities, equipment, and technical skills for highest quality production.

Compare facilities and you'll see why Central Ohio viewers prefer WBNS-TV* and why it offers more sales impact for your money.

Ed Sullivan introduces McGeary sports wear Utilizing the excellent production facilities of the F. & R. Lazarus Company have developed a unique but highly successful merchandise show.

Complete 16 MM Film Production and laboratory facilities.

*Telecasts December, 1951, WBNS-TV carries 8 out of 10 top once a week shows, 6 out of 10 top multiple-shows, three of which are locally produced.

BROADCASTING • Telecasting

COLUMBUS, OHIO
CHANNEL 10

wbns-tv

CBS-TELEVISION NETWORK • Affiliated with Columbia Dispatch and WBNS-AM • General Sales Office: 32 North High Street

February 11, 1952 • Page 77
"I DON'T think there was a program that didn't give us time."

That is the report on radio and television participation in the 1952 March of Dimes campaign as made by one speaker for the National Foundation for Infantile Paralysis in New York.

"Networks, stations and sponsors gave us the most gratifying cooperation," another worker added. "Broadcasting people were simply wonderful."

Results of radio spots and station break announcements were most evident in the final day of the month-long drive, when the Mother's March was held in many metropolitan areas. Women in New York seeking last-minute, door-to-door contributions were surprised to be greeted with, "Oh yes, we're expecting you," it was reported.

Radio and television were credited, in particular, with laying a solid groundwork for the ultimate welcome given fund workers. Financial reports will not be complete for some time, it was said, but the value of the "welcome groundwork" was heavily emphasized by foundation officials.

Network Efforts

Major radio broadcasts given exclusively on behalf of the foundation—when with program contributed by the networks—started on ABC Jan. 2 when Basil O'Connor, foundation president, inaugurated the 1952 campaign. Gov. Earl Warren of Calif. and his daughter, Nina, herself a polio victim, were principal speakers.

CBS Radio produced My Best Five Minutes for the March of Dimes as a 55-minute late evening benefit on Jan. 19. With Helen Hayes as m.c., stars of the legitimate theater—such as Alfred Lunt and Lynn Fontanne, Jennifer Warren of Calif. and Gertrude Lawrence—gave what they considered their outstanding material, performances on which dramatic reputations are founded.

Mutual carried The Girl in the Queen Elizabeth, a drama of a girl in an iron lung, from 10:30-11 p.m. EST Jan. 20 on all stations except WOR New York. Film Actress Teresa Wright contributed her performance to the foundation.

Completing a sentence, "Why I should contribute . . ." was also asked of audience for ABC's Stop the Music, with best entries scheduled for participation in the give-away series during February. The mail response totalled some 80,000 pieces.

Ralph Edwards, NBC Radio-TV star of The Ralph Edwards Show, inaugurated another mystery contest. His mystery man was known as "Mr. Dimes," and the guesser of his identity won a new Cadillac. All-Star March of Dimes From Hollywood was broadcast by NBC radio Jan. 31, with major broadcasting personalities including Alice Faye and Phil Harris, Bob Hope, Dennis Day and other RCA Victor talent, with Molly appearing on behalf of the campaign.

Although there were no special, national television shows for the March of Dimes, announcements and pleads were carried on virtually all major programs some time during the month. The Robert Montgomery professional show on NBC-TV Feb. 4 was "Rise Up and Walk," a drama about infantile paralysis adapted from the Book-of-the-Month Club selection.

If cooperation offered by local New York stations and sponsors was an indication of national effort, the broadcasting of appeals was a magnificent success, officials said.

"They just about cleared all public service time for us," one campaigner explained. "I couldn't attempt to estimate the number of spots and stations we had." The final day of the campaign, he added, provoked almost total effort, with words about the March of Dimes being broadcast at least every 15 minutes on some station within the city.

Transcriptions of programs dedicated to the March of Dimes were heard throughout the world. It was estimated that 41,902,700 radio homes in the U. S. were reached, plus over 850,000 set owners and their families in the U. S. territories and 90 million servicemen and civilians reached by Armed Forces Radio Service.

Special TV films in which noted persons appeared were sent to all 108 TV stations in the U. S. and selected films were sent to armed forces overseas.

Station Drives

Individual stations spared no trouble or expense in supporting the campaign. Among individual efforts reported to BROADCASTING was TELECASTING last week were the following:

WTIC-Hartford Courant "Mile 'O Dimes" ended on February 1 with a high record of contributions. This was the 12th annual fund-raising drive by the station and newspaper. Total of nearly $676,000 was raised in previous 11 drives.

WDBC Hartford during January devoted all available day and night station breaks and spots to the drive.

At WKNE Keene, N. H., Dimes For Dollars telephone marathon for March of Dimes was conducted by Dick Jockey Don Roberts, resulting in pledges "almost double that of 1951." Listeners pledging money by telephone were granted record requests with album or records going to the highest contributor.

WTWN St. Johnsbury, Vt., through varied efforts, raised about $400 for the MOD drive.

For the sixth year, WAGE Chico, Mass., exchanged musical requests for pledges on its Musical Grab Bag, 2-4 p.m. $4,600 has come in with contributions still mounting even though station announced end of its drive. Last year WACE raised more than $3,200.

Shirley Maclaine and Pen Brown, WTAG Worcester, led that station's drive. On their Shirley and Pen show, they asked listeners to send in their names, phone numbers and a contribution. Two winners will receive an expense-paid trip to the Laurentain Mountains.

Mondays during January on Domestic Diary with Polly Huse over WBZ-TV Boston were devoted to the drive.

March of Dimes got a boost from 15 Boston U. students. With a limited radio budget, MOD officials went to the school for an assist. In less than a month, the students produced 150 announcements which were aired by Boston stations, conducted remote pickups and interviews. Especially helpful, said university officials, was the local network support, Stations Help
chapter of Alpha Epsilon Rho, national honorary radio fraternity.

Jerry Gaines, chief announcer, WHAT-AM-FM, Philadelphia, asked listeners to send in a dime contribution. This would entitle them to receive a phone call from Mr. Gaines during his morning or afternoon show. Mr. Gaines would call in a "mystery" voice. If the listener could identify the voice, he or she would receive prizes, donated by sponsors.

WWPA, WRAK and WLTC Williamsport, Pa., cooperated in a highly effective stunt to boost campaign contributions. Station trio simultaneously aired the weighing of dime donations in a remote broadcast from the window of a downtown department store. On hand for the Saturday broadcasts was a 10-year-old victim of polio who was interviewed over the air.

Lowell Cartwright, WRUN Utica, N. Y., invited sports personalities to participate in a panel discussion. Sports panel or panel, whichever failed question, would have to make a contribution. Another WRUN staffer, Disc Jockey Carl Swanson, raised $5,000 during an 18½-hour marathon.

Roger Clipp, general manager of WFIL-AM-FM-TV Philadelphia and chairman of the 1963 March of Dimes Campaign in that city, said he expected the total of contributions resulting from telecasts by WFIL-TV, WCAO-AM and WFTP (TV) there to reach $21,000.

WDTV (TV) Pittsburgh preempted commercial time Jan. 31 to present a special show, March of Stars, which brought in pledges of $47,508.

WPIC Sharon, Pa., did a special show from Sharon General Hospital. The show's dramatic impact stimulated donations.

WARD Johnstown, Pa.'s Larry (Turtle) Welch raised $5,000—approximately $50 an hour—in a 180-hour marathon from a window of a downtown store.

WEST Easton, Pa., put on an accelerated 10-day drive and brought pledges totaling $10,000 and some 2,725 phone calls.

In a special Mothers' March Marathon which ran until 5 a.m. Jan. 31, WATT (TV) Baltimore raised more than $7,500 cash and solicited 360 volunteers for the "March" held Jan. 30.

Personalities from nearly all of the Baltimore radio and television stations went to the WAAM studios to participate in the marathon. WAAM's Nick Campo-Pedra was m.c. of the show during its entire nine hours.

In addition to WAAM, other Baltimore stations participating in the marathon included WCAO-AM-FM, WFBR, WSID, WBMD, WHTH-AM-FM, WMAR (TV) and WCBM.

In Nation's Capital

Donations received through the Mother's March in the nation's capital were counted over Milton Q. Ford's late program over WMAL-TV Washington. WWDC also reported strong support for the March.

WWDC conducted a contest in which Disc Jockeys Ford, Art Brown, Willis Conover, Jon Massey and Felix Grant competed to see who could raise the greatest amount. The station planned to contribute $50 in the name of the winner. Carl Berger, WWDC government news reporter, not to be outdone, had collected more than $1,000 in dimes.

On Jan. 18, WTVR (TV) Richmond, Va., featured young polio victims to point up the need for expensive equipment.

WDVA Danville, Va., conducted a contest designed to generate money for the campaign. Listeners were asked to write in 50 words or fewer why they like a particular program. Winner received a $100 savings bond. Campaign contributions were submitted with entries.

WTON Staunton, Va., raised over $4,000 in a concentrated 10-day drive, put on largely by Fulton King, WTON program director, and Bob Sterrett, announcer.

WESC-AM-FM Greenville, S. C., LBS affiliate, on Jan. 12 fed the 450-station network the story of an Air Force mercy flight in connection with the polio fight.

Alfred Vaden, sales staffer at WEIR Weirton, W. Va., pushed a wheelbarrow carrying a replica of an iron lung across the state of West Virginia. The trek, from the Pennsylvania border to the Ohio border amounted to only seven miles but Mr. Vaden's stunt spurred contributions.

WIFIC Somerset, Ky., along with the Rotary Club of Somerset, raised $6,000 through auctioning goods contributed by local merchants and private citizens.

WROL Knoxville spurred contributions with a popularity contest between Archie (Grandpappy) Campbell of Country Playhouse program and Bill Johnson, disc jockey. Both men urged listeners to "vote" for them by sending a dime to local March of Dimes headquarters. Climax came Jan. 31 when winner (Mr. Johnson) in a new convertible led mule down Knoxville's main street in a civic parade.

WCBA Montgomery, Ala.'s disc jockey, Ray Hardin, got into the iron lung on display in downtown Montgomery, told his listeners he would remain there until $1,000 had been donated. He was released the same day.

WLWT (TV) Cincinnati, raised about $2,700 for the fund during a three-hour telecast of the finals of the local Golden Gloves Tournament on Jan. 24.

WLDW (TV) Dayton, during a wrestling telethon Jan. 17, drew $19,227.45 in pledges. For the telethon, 300 tickets were given (Continued on page 82)
DISPERSION

PROBLEM of dispersion vs. decentralization of government agencies has been projected in sharper focus by federal security planners the past fortnight.

The issue is posed anew in the the White House—President Tru- man and the National Security Resources Board—on the one hand, and members of Congress, on the other.

As presently envisioned, howev- er, the FCC does not appear to figure either in plans for dis- persal—moving of certain employees to cities like Maryland or Virginia—or decentralization, which would involve the transfer of offices to other cities.

The Senate has approved legis- lation providing for decentraliza- tion of some 50,000 federal bureau employees to other cities. But the administration, acting through NSRB, is prepared to ask the upper chamber to sidetrack the proposal in favor of its dispersal plan. NSRB is charged with dis- persal, manpower, censorship and other security planning.

A House Executive Expenditures subcommittee has set hearings on the controversial suggestions for Feb. 14-16.

Over 30 industrial areas in the U. S. already have launched dis- persion programs in line with President Truman's recommendations last year. By this plan, new plants would be constructed at

continuing conflict of views between least 20 miles from city centers (AP, Nov. 19, 1951).

Radio-TV electronic manufactur- ers along with other type com- panies, are encouraged to estab- lish new or expanding plants with- in reasonable proximity to supply- ing industries in the present market- ing areas. Existing manufacturing facilities are not affected.

Radio-TV broadcasters are not directly involved in the current controversy beyond the implied suggestion that they set up emer- gency power facilities on the out- skirts of cities in connection with the FCC-Defense Dept. Conelrad alert plan.

In his budget message, the Chief Executive told Congress he is con- vinced that "any program which fails to place primary emphasis on dispersal to nearby areas would not be in the interest of security, the administration or good area planning."

Any ultimate dispersal plan, if it is adopted, would have to take into account FCC's vital liaison with the Defense Dept. and the Federal Civil Defense Administra- tion, it was pointed out. More- over, many of the Commission's

activities, particularly monitoring, are already dispersed.

There is virtually no possibility that the FCC, FCDA or Pentagon would come under any blueprint for decentralization to other cities. Some of the lesser agencies might be decentralized, however, authorities concede. Identity of these agencies has never been confirmed.

NSRB planners hold that disper- sion would remove key government units out of enemy bombing range in Washington and still permit efficient government operation.

Widely scattered units envisioned under decentralization, they point out, would impair essential mili- tary operations and also be costly.

The administration originally submitted dispersion legislation last year, but Congress rejected the proposal. Mr. Truman issued an Executive Order last August, laying the groundwork for planned dispersal of industry.

NSRB Ready Plan For Capital Hill

Signs Stipulation

STIPULATION has been signed by Cleveland Institute of Radio Elec- tronics, Cleveland, agreeing to cease representations that persons completing its correspondence course are assured of obtaining an FCC commercial radio telephone op- erator's license. Stipulation was signed with the Federal Trade Commission and announced Thur- day.

CARE, American Heart Assn., National Foundation for Infantile Paralysis, United Negro College

JOEL W. STOVALL

WKRC Executive Dies

JOEL W. STOVALL, 48, local TV announcer for WKRC Cincin- nati, died last week at his home after an illness of several months.

Mr. Stovall was recovering from a serious opera- tion but had been back at his job a month when stricken.

Prior to join- ing WKRC eight years ago, Mr. Stovall was mus- ical director at KMOX St. Louis.

In eight years with WKRC, he served as program director, promo- tion director and had taken over the local sales management about 18 months ago. Surviving are his widow, a son and a daughter.

'LULU' AWARDS

Set for Coast Advt.

SIXTH ANNUAL Frances Holmes achievements awards of Los An- geles Advertising Women Inc. will be presented April 20 at Los An- geles, Ambassador Hotel.

Awards in the form of gold trophies called "Lulu" will be given in 15 different advertising cate- gories. In addition a grand award will be made for the most outstand- ing entry of all, regardless of the fact that winner may have earlier been presented a "Lulu."

Classifications in which awards will be given include: radio spot commercial campaign, sponsored radio program series, television spot commercial campaign, spon- sored TV program series, com- mercial film, copy, layout, mechan- ical production, research project, direct mail campaign, complete campaign, finished art, publicity campaign, public relations cam- paign and any unique method of advertising not falling into the usual classifications.

Offered with cooperation of Ad- vertising Assn. of the West, con- test is open to any woman in the advertising profession or allied fields, living and working in the area serviced by AAW. It in- cludes Washington, Oregon, Cali- fornia, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming and British Colum- bia. Deadline for receipt of contest entries is March 20. Norma Jean Wright is the awards competition co-ordinating director with Helen Edwards, president of LAAW Inc.

JOSIAH MARVEL CUP

WDEL's Walsh Gets '51 Leadership Award

PRESENTATION of the Josiah Marvel Cup has been officially made made to J. Gorman Walsh, gen- eral manager of WDEL-AM-FM-

TV Wilmington, Del., for his leadership in a variety of com- munity affairs during 1951.

The award was presented at the 115th annual meeting of the Dela- ware Chamber of Commerce by Judge Daniel L. Herrman of the Superior Court of the state. Mr. Walsh was the unanimous choice of the board of judges for the award, presented annually to the Delawarean who has rendered out- standing service to the state, com- munity and his fellow citizens.

Mr. Walsh, who assumed man- agerial duties at the Wilmington outlet in 1944, was described by a num- ber of community activities, elic- iting warm praise from the local Journal-Every Evening and Wilming- ton business leaders upon re- ceiving the cup.

The award is presented in honor of the Hon. Josiah Marvel, first president of the Delaware Chamber of Commerce and late father of the former ambassador to Den- mark, Josiah Marvel Jr. First presentation was made in 1950.

Among the activities in which Mr. Walsh participated last year were the United Community Fund, CARE, American Heart Assn., National Foundation for Infantile Paralysis, United Negro College

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YOU CAN'T TELL OUR ADVERTISERS we're wrong doing things differently Emphasizing the LOCAL News! Music! Sports!

Giving more people, more reasons, to listen more often!

Our time is our own, and we can take our listeners to places they'd like to be—things they'd like to hear—we can feature on-the-spot coverages! Because our listeners know why, WPIC is the NATURAL station to tune to keep on top of everything that's going on.

There's an "intimacy" between this rich, prosperous, good-living market and WPIC. That's important to our ad- vertisers, because the GREEN BAY MARKET HAS A GREATER PER CAPITA SPENDABLE INCOME THAN THE NA- TIONAL OR WISCONSIN AVERAGE.

Or write us for any specific things you'd like to know about this "local station makes good" startling success story.
Teletstatus

(Continued from page 74)

tune changes. Offices will occupy the third floor.
A 500-foot steel tower for Channel 9 will stand in front of the CBC-TV building. Immediately below the TV antenna will be an FM antenna for CBL-FM when the station is moved from its present location in the Canadian Bank of Commerce Bldg. Platforms will be built at the 200 and 300 foot levels of the TV tower for microwave relay equipment. The tower will withstand 95 miles per hour winds, and will be fitted with de-icing equipment.

That CBC expects independent TV stations will be licensed is seen in the fact that facilities have been included in the new TV building at Toronto to record on kinescope all CBC productions so that independent stations will be able to use the films.

While CBC has rallied against the types of programs coming from U. S. TV stations, facilities have been included in the new buildings to pick up U. S. programs by way of Bell Telephone microwave relay stations from Buffalo, N. Y. Also, CBC-TV officials have found, when the U. S. TV stations for ideas now being incorporated in their new building.

Non-Televiewers
Give TV Preferences

NEWS, special events, sports and concerts are preferred TV program fare among families in non-television areas, according to a survey conducted by Scott Radio Labs., Chicago.

The company tabulated answers to questionnaires from 168 families selected at random in Denver, Fort Wayne, Portland, Tampa and Tucson. All at least 100 miles from the nearest television outlet. Answering what kind of programming would interest them most when TV becomes available, 52% of the families said news and current events, with sports favored by 34%. Concerts appealed to 49%. Other program preferences, in order, were public affairs, comedy, variety, dramatic and music. Fifty-one percent of the families believe television will help their children to become better informed on science, history and current events, while 44% believe TV could help them form better opinions of candidates and political issues in the upcoming elections. Television will help establish closer family ties, in the opinion of 36%.

WFIL-TV Issues Rate Card No. 10

WFIL-TV Philadelphia last week issued rate card No. 10, effective Feb. 15. Class A time was delinquent as 7-10:30 p.m. Monday through Friday and 1-10:30 p.m. Saturday and Sunday; Class B time, 5-7 p.m. Monday-Friday and 10:30-11 p.m. Monday - Sunday, and Class C time, all other times. One time rates were given as follows: One hour - Class A, $1,500; Class B, $1,125, and Class C, $750. Half-hour - Class A, $900; Class B, $750, and Class C, $450. One-minute announcements (film or side) - Class A, $300; Class B, $210, and Class C, $135.

Skelton Tops Berle
In January Nielsen

RED SKELTON, star of his own NBC-TV show, nudged Milton Berle, also NBC-TV, out of first place in the national Nielsen ratings for the top 10 TV programs in a report covering the two weeks ending Jan. 12. Mr. Berle has consistently held first place in ratings heretofore. "Uncle Miltie" captured second place in the number of TV homes reached but was third, behind Arthur Godfrey and "Petticoat Scouts," in the percentage-wise ratings. The Nielsen report for the two weeks ending Jan. 12 follows:

NUMBER OF TV HOMES REACHED

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Red Skelton (NBC)</td>
<td>7,471</td>
</tr>
<tr>
<td>2</td>
<td>Texaco Star Theatre (NBC)</td>
<td>7,362</td>
</tr>
<tr>
<td>3</td>
<td>Your Life (NBC)</td>
<td>7,058</td>
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<tr>
<td>4</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>6,999</td>
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<tr>
<td>5</td>
<td>Arthur Godfrey &amp; Friends (NBC)</td>
<td>6,755</td>
</tr>
<tr>
<td>6</td>
<td>Lipton &amp; Wyers Tobacco (CBS)</td>
<td>6,755</td>
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<tr>
<td>7</td>
<td>Love Lucy (CBS)</td>
<td>6,978</td>
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<tr>
<td>8</td>
<td>Your Show of Shows</td>
<td>6,617</td>
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<tr>
<td>9</td>
<td>Cigarette Commercial (NBC)</td>
<td>6,588</td>
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<tr>
<td>10</td>
<td>Cigarette Commercial (NBC)</td>
<td>6,549</td>
</tr>
<tr>
<td>11</td>
<td>Rose Bowl Football Game (NBC)</td>
<td>6,076</td>
</tr>
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</table>

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Red Skelton (NBC)</td>
<td>55.4</td>
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<tr>
<td>2</td>
<td>Arthur Godfrey &amp; Friends (NBC)</td>
<td>45.5</td>
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<tr>
<td>3</td>
<td>Texaco Star Theatre (NBC)</td>
<td>49.6</td>
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<tr>
<td>4</td>
<td>I Love Lucy (CBS)</td>
<td>49.5</td>
</tr>
<tr>
<td>5</td>
<td>Lipton &amp; Wyers Tobacco (CBS)</td>
<td>48.8</td>
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<tr>
<td>6</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>48.5</td>
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<td>Your Show of Shows</td>
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<td>Cigarette Commercial (NBC)</td>
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<td>9</td>
<td>Cigarette Commercial (NBC)</td>
<td>46.4</td>
</tr>
<tr>
<td>10</td>
<td>Rose Bowl Football Game (NBC)</td>
<td>44.6</td>
</tr>
</tbody>
</table>

JOHNSTOWN'S OUTSTANDING PERSONALITY SALESMAN

...is ready to sell your products and services weekday mornings 7:00 to 9:00 A. M.

Mr. Cavanaugh received the Pennsylvania Jaycee Service Award and the Johnstown Jaycee Award as its most outstanding citizen in 1951.

JOHNSTOWN'S OUTSTANDING PERSONALITY SALESMAN

JOE CAVANAUGH

1st
CBS RADIO NETWORK
AND ONLY MORNING PERSONALITY
WEED & CO., Representative

MARKET IN WESTERN PENNSYLVANIA

BROADCASTING  Telecasting

Dunton Gives TV View

LITTLE likelihood for any privately-owned Canadian station to have a TV outlet was expressed Friday by D. Dunton, chairman of government's Canadian Broadcasting Corp. He stated that as the CBC plans to start a TV station at Vancouver soon but that requests of CKNW New Westminster and other private stations for TV outlets will not be granted until the CBC's system is completed. There is to be no link for CBC-TV Vancouver with Seattle or other U. S. TV cities, Mr. Dunton intimated.

INSIDE SCHOOLS

Locally-produced TV series inaugurated by Life magazine, titled Inside Our Schools, will be extended to the top 20 video markets as a result of its three-day tryout in St. Louis Jan. 24-26 on KSD-TV, it was announced last week.

Dick Krolik, March of Time TV producer-director who handled the St. Louis project, will work full-time on the remaining cities. He left New York last week to make arrangements in Washington, Philadelphia, Boston and Baltimore. Cleveland, Cincinnati, Columbus and Indianapolis are to be contacted simultaneously by his assistant, Dave Ruley, technical director for March of Time television. All 20 of the top markets are to be contacted by the end of the month so that local series can be produced before school vacations in June.

Inside Our Schools operates as a sustaining, public service series of programs over a period of a week or more, using live TV remotes to report on the state of local education to parents and taxpayers. Life magazine contributes promotional blanketing of the station's audience.

Series was first tested via WGRB (TV) Schenectady, followed by 28-hours of programming by WHAS-TV Louisville, during National Education Week.
March of Dimes
(Continued from page 79)

out to contributors of $10 or more. From a series of three amateur contests over WXTN Portsmouth, Ohio, 36,328 votes at 10 cents each were contributed to the county campaign fund.

Listen to the record playing, then name the band. That was the way to play Tele-Band, musical quiz game brought by the March of Dimes campaign to viewers of WTVN (TV) Columbus, Ohio. Jim Lawler, Tele-Band m.c., awarded $1,000 in prizes. Idea was originated by Bill Ellis, WTVN staffer. Program, seen five nights weekly for three weeks, stimulated campaign donations.

WCSI-AM-FM Columbus, Ind., joined forces with a local newspaper to meet the local city police in a basketball game. The contest was played Jan. 30 in the high school gymnasium before a capacity crowd, with proceeds going to the March of Dimes. Advance interest was built up by WCSI staffers who appeared at downtown meetings dressed as Arab sheiks.

An unusual Valentine contest was conducted by WHBC Canton, Ohio. Valentine's had to be hand made and accompanied by a contribution to the March of Dimes fund.

Cleveland's radio and video stations were credited with 99% of the success of that city's "Mother's March" by the drive chairman.

"Thanks to our 'US' Electric Plant we're on the air!"

In choosing a stand-by electric plant, more and more stations are turning to "U. S." units because of their reputation for dependability. U. S. specialists in standby power. We'll gladly send you information on U. S. electric plants suitable to your needs.

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Benefit show in the fading hours of the campaign.

KGLO-AM-FM Mason City, Iowa, attracted $1,542.50 from nearly 600 persons who phoned in pledges during a 4½ hour show.

KODY N. Platte, Neb., used interviews and personal appeals of pollen patients to promote the campaign and was instrumental in the city's reaching its $27,000 goal.

Jack Hunt on KARK Little Rock, Ark., aired a special two-week appeal. He offered a picture of himself, iff and Millionairess to listeners who sent in their request with a dime.

KYSO Ardmore, Okla., in cooperation with the Ardmore Kiwanis Club, conducted a highly successful radio auction for the MOD fund.

KRBK Farmersville, Tex., raised $450 for the county drive through its own month-long fund-raising drive.

The campaign fund received $5,000 and the Infantile Paralysis Chapter of Fort Worth received one day's secretarial services from Marie Wilson, star of CBS Radio, TV My Friend, Irma. This resulted from the Coca Cola Bottling Co., Ft. Worth branch, donating 50,000 dimes.

KDSX Denison, Tex., through its third annual March of Dimes Fun Show, raised $1,205.57.

Len Allen, KLO Ogden, Utah, on his morning disc jockey show offered to shovel snow for the person making the highest contribution.

His offer was taken up by personnel at the Hill Air Force Base near Ogden. The base has 180 miles of runway. After Mr. Allen pushed through the first drift, officials relayed and brought out help. Base officers sent him a $100 check.

Mike Roy, star of KLCAT-TVS Los Angeles' Mike Roy's Kitchen, had a fifty-cent lunch Jan. 17 for KLCAT staffers and asked them to donate the difference between fifty cents and the usual cost of their lunch.

KNBC and KRON-TV San Francisco joined forces last Thursday night to climax efforts on behalf of the March of Dimes. Stations in both stations maintained the promotion as long as contributions kept rolling in by telephone, telegram or personal delivery.

AAA Meeting
Scheduled April 3-5

AMERICAN ASSN. of Advertising Agencies will hold its 34th annual meeting April 3-5 at the Greenbrier Hotel, White Sulphur Springs, W. Va., it was announced Tuesday.

Limited by facilities available at the hotel, this year's registration again will be restricted to no more than 375 persons, it was pointed out by the operations committee. Because of this ceiling on attendance, the decision as to whether media and advertiser guests can be invited is being held up to await reservations made by people from AAAA member agencies.

AAA council and chapter governors will meet at the Greenbrier April 2, before the general membership meeting starts the next day. Annual dinner this year is scheduled April 4.

Plans and arrangements for the annual meeting are being managed through the operations committee of the AAAA board of directors and are under chairmanship of Louis N. Brockway, Young & Rubicam, New York.

WCCO Business

BUSINESS activity continues to bear up prospects for a bright '52 first quarter, it has been reported by WCCO Minneapolis-St. Paul. Purities Bakeries Corp. Jan. 29 marked its 13th year of sponsorship of Cedric Adams' Nighttime News, three weekly, 10:15-11:15 p.m. Other news business included Minneapolis Brewing Co. (Grain Belt Beer), which renewed Bob DeHaven's Friendly Time, half-hour disc show, three weekly, with Twin City Federal Savings & Loan picking up three other nights; Twin City Ford Dealers Assn., which bought coverage of Minnesota State high school basketball tournaments March 19-21; Northwestern Bell Telephone, which bought six announcements per week through 1952, and Archer Daniels Midland, which increased schedule of Rolf Hertsgaard's five-minute newscasts from three to four per week.

Gates

Quincy, Illinois

Your ONE SOURCE Supply for ALL Broadcasting Equipment Needs

These Offices to Serve You

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Broadcasting • Telecasting
NORTHWEST Equipment Inc., Fargo, N. D., signs contract for MBS's Fulton Lewis Jr. news commentary, which started an KVOX that city Feb. 4. Standing (l to r): C. L. Owen, KVOX assistant manager. Others, all from Northwest Equipment, include N. O. Jones (seated), gen. mgr.; S. P. Laskey (2d l), pres., and C. C. Putnam, adv. mgr.

FOUR DAILY newscasts on WQAN, Scranton (Pa.) Times station, are ordered by Maggares Bros., largest paper distributor in northeastern Pennsylvania. Seated (l to r): James P. O'Connor, firm's sales mgr.; Cecil Woodland, WQAN gen. mgr.; standing, Bernard Swarts, station's account executive; Jack Hawkins, field representative for firm.


WOAI San Antonio's library facilities are enhanced with signature of Arden X. Pangbears (l), gen. mgr., to contract with World Broadcasting System, producer of library programs and features. World sales representative Hugh Grauel witnesses signing.

GEORGE HUNT, Mohawk Chevrolet, for Tri-State Adv. Co., signs for newcasts on WGY-WRGB (TV) Schenectady. (l to r) are Ted Boughn, WRGB prog. dir.; Gulian V. Smith, v. p., Livermore Chevrolet; Mr. Hunt; Robert F. Reid, station Asst. sup.

RENEWAL of Calso Sports Round-up on WWON Woonsocket, R. I., is consumed by WWON sports announcer Gene O'Neill (l), signer Olinda Gallaccio, pres. of Preferred Oil Co., and Gene Malloix, station's sales director.

ERNEST D. WALEN, v. p., Pacific Mills' worsted div., applies ink to contract with WLAB Lawrence, Mass., for fifth straight year sponsorship of This Is Your Community, Thur. 6:30 p.m., as David M. Kimel, account executive, approves.

WNYC OPPOSED

Use of City Funds Hit

THE MAYOR of New York was urged last week by Thomas J. Miley, executive vice president of the Commerce and Industry Assn., to shut down the "costly operation" of municipal station WNYC.

"I think the answer to it," Seymour N. Siegel, director of WNYC, said, "is that the Board of Estimate will consider a resolution authorizing us to apply for a television license when the freeze is lifted." Forwarded to the board by Robert F. Wagner Jr., borough president of Manhattan, the question was due to be raised Thursday.

Attacks by would-be economizers upon the local station have been recurrent enough to be considered routine, Mr. Siegel explained, saying that when the city's first billion-dollar budget was proposed about five years ago, the Citizens Budget Committee could suggest only one deletion: Operation of WNYC, then budgeted at $165,000. The station operates on $510,000 a year at present.

Request for expanding from AM to FM to television as well, Mr. Siegel said, may be ill-timed in light of the city's request for more state funds, but the imminence of lifting the TV freeze has made it necessary. Not anticipating any other objections from the board, Mr. Siegel is "hopeful" of receiving the permission.

Also under fire last week was the film-television unit at WNYC, whose legality was questioned in Mr. Miley's letter to the mayor, since "no public mention" has been made of the activity. The eight-man section has been operating for three years, Mr. Siegel pointed out, to produce city government films, training films and even some public service spots for use on commercial stations.

As for the station's service to its municipality, Mr. Siegel explained Tuesday that when the City Finance Committee met the previous week, only one outlet in New York broadcast the session: WNYC.

'Silent' Spots

IN ORDER to sell time, most station sales executives develop and deliver tested formula to buck the competition. But this was clearly unnecessary in one instance for Francisco King, owner-manager of KXO El Centro, Calif., couldn't take accurate field intensity tests because of WSEA interference. Result: he bought 14 silent spots from Mr. King.

MUSIC AWARD

WNYC Cited by Foundation

FIRST AWARD for "public service in music" will be presented tomorrow (Tuesday) to WNYC New York by the Koussevitzky Music Foundation—organized in 1942 by the late Boston Symphony conductor—during opening concert of WNYC's 18th Annual American Music Festival at Town Hall, New York. Award will be presented to Mayor Vincent R. Impellitteri by Mrs. Serge Koussevitzky, Foundation's president and widow of the conductor.

Authorized in a resolution passed by the foundation's board of directors, thescroll cites WNYC's "distinguished service to American composers and its outstanding contribution to the cause of contemporary music." Station's Music Festival will run Feb. 12-22.

Pentagon Meeting

ELECTRONICS manufacturers conferred with representatives of the U. S. Air Force and Navy on current production problems at a meeting held in the Pentagon Jan. 30. Discussions evolved around aircraft problems, including those involving flow of component parts, as they apply to the field of aero-nautical electronics equipment in the Air Force and Navy. Existing production bottlenecks were explored. The meeting was called by R. L. Gilpatric, Under Secretary of the Air Force, and John F. Floberg, Assistant Secretary of the Navy.
REALIGNMENT of duties brought smiles to these Don Lee Broadcasting System executives. Standing (l to r) are Joe Parsons, new radio account executive; Art Mortenson, new national sales manager, Don Lee Radio; Marion Harris, new radio account executive. Seated (l to r) are Jack Jennings, KHJ-TV Los Angeles account executive; John Bradley, new national sales manager, Don Lee-TV and John Reynolds, new KHJ-TV sales manager.

In Canada more people listen* to CFRB

Toronto regularly than to any other station

*THE 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 night time—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

Our Respects To (continued on page 52)

Lawyers do—as a law clerk.

But Jason bomed Pearl Harbor that December and Mr. Dobin had the unique experience of “clerking” for four years with the U. S. Army. Literally.

After going through the basic training mill, he wound up eventually a master sergeant in the office of the Judge Advocate General at Aberdeen Proving Grounds, in Maryland. His work involved reviewing claims against the government and decisions of Army boards.

He became, without half trying, indoctrinated with Army rules and regulations. [And now, six years later, rules and regulations are his forte.]

As World War II came to a close, Mr. Dobin began to spend part-time in the nation's capital—an hour's bus trip from Aberdeen.

Through friends at Justice Dept., he was steered to the FCC. [Late in December 1945, he ran the interview gamut at the Commission. He saw then General Counsel Rosel H. Hyde (now a Commissioner), Assistant General Counsel Harry Plotkin, then in charge of litigation and administration, and Assistant General Counsel Vernon Wilkinson, then in charge of broadcasting. Both Messrs. Plotkin and Wilkinson are now in private practice.]

In January 1946, Mr. Dobin started with the FCC. His first work was the routine hits and pieces a young attorney handles in the litigation and administration division of the Law Dept.

But, for the broadcasting industry, his early experience has meaning. He was Mr. Plotkin’s assistant at the Washington TV application hearings in 1946, the first postwar TV hearings held.

During those first years, Mr. Dobin also got his fingers in the Churchill Tabernacle case, the daytime skywave imbroglio, and, as part of his job of reviewing complaints against stations, the Richards case.

Churchill Tabernacle, a religious group, had owned WKBW Buffalo, N. Y. When it sold the station to its present owners, it had reserved time for itself under the terms of the sale contract. This, the FCC considered a delegation of responsibilities, and as such unlawful. The case was straightened out when the present WKBW owners proved that they could eliminate this special tie-in deal.

As to daytime skywave, the Commission never officially recognized that there is any such thing. Therefore, it had been granting stations on clear channels for daytime operation.

Encroachment Charged

To the powerful clearers, this was an at-first-sight case of encroachment, particularly important inasmuch as before sundown and before sunup, it was claimed, the daytime stations' signals fooled up the transmissions of the clear channel stations—in their own backyard, so to speak.

At one time there were 10 appeals to the U. S. Circuit Court of Appeals to stop the Commission from granting daytime stations on Class I wavelengths without protection to the dominant stations. Mr. Dobin assisted in the preparation of those cases.

The situation was resolved by the Supreme Court in the landmark WJR Detroit litigation, which found in part for the Commission and in part for the clearers.

In the Richards case, Mr. Dobin's part was purely fortuitous. He was responsible for checking all complaints about stations and it was through his hands that the initial charges of the Hollywood Studio Chorus passed.

There's a side to Mr. Dobin that, to the uninitiated, is likely to be put down to brashness, but actually reflects his love of a job.

In 1949 Mr. Dobin was Commission counsel in the hearings on the license renewal of WTUX Wilmington, Del. That station was accused by the FCC of overdoing its horse-racing broadcasts.

Several times before the hearing Mr. Dobin spent a day or two at a time in Wilmington. He enjoyed himself hugely—"playing the horses." When the FCC hearing began, astounded Wilmington books found themselves subpoenaed to tell what use they made of racecasts from WTUX in running their hand-books.

There have been other cases which bore the mark of Mr. Dobin's thoroughness in preparation.

It was Comr. Robert F. Jones, during the 1960 TV hearings, who needed such giants of the broadcasting world as Brig. Gen. David Sarnoff and Dr. Allen B. DuMont with references to views and recommendations on dual standards and color they had expressed in 1941 when the first TV standards hearing was held.

But, it was Mr. Dobin who had in conjunction with the Ohio commission, dug up their testimony from old, dusty transcripts of that hearing nine years before.

In May 1949, Mr. Dobin was named legal assistant to Comr. Jones. He thus won a niche for himself in the FCC's legal history by becoming the first legal assistant to a commissioner.

Comr. Jones' admiration for Mr. Dobin is high. When Comr. Jones appeared before the Senate Interstate and Foreign Commerce Committee last year, testifying in favor of the McFarland Bill to reorganize the Commission, he used his association with Mr. Dobin to point up the practical benefits of a staff assistant. At the same time, he cited their association to emphasize how the Commission can work together in the public interest—referring to his Republican Party affiliation and Mr. Dobin's Democratic Party leanings.

In July of last year Mr. Dobin was made chief of the rule-making division of the Broadcast Bureau. He was immediately submerged in the TV allocations proceedings.

It was he who was responsible for the idea of a "paper" hearing.

Had normal, oral hearings been held before the Commissioners, it is his view that they would have run at least 18 months—instead of the three months they actually did.

Come March 1, when Mr. Dobin hopes to be able to wash his hands of TV allocations, he's faced with a number of other critical issues.

As chief of the rules and standards division, he will be concerned with the clear channels, daytime skywave, transit radio, functional music, subscription TV, multiple ownership, duopoly, network rules, NARBA, theatre-TV and all legislation affecting broadcasting.

Mr. Dobin is a heavy reader of non-fiction. (Those mystery books his associates saw him carrying last fall were en route to his wife.) But lately he has discovered the stories of F. Scott Fitzgerald and he will start a dissertation on the "lost generation" at the drop of a hat.

He is married to the former Edith Mazer of New York City. When 4½-year-old Kenneth gets on the phone these days, he's likely to answer a call for his father with, "Daddy's still at the office. He's working hard."

To keep Kenny company, there's another little Dobin on the way.

In fact, in Mr. Dobin's mind it has been a race to see which will be first—the new Dobin or the TV allocations cleanup.

Both are due any day.
PurCHASE WDGY

Hagman Group Acquires

BROADCASTING

GROUP of four Twin Cities business men, headed by Clarence T. (Swane) Hagman, last week purchased WDGY Minneapolis from the Stuart Investment Co., Lincoln, Neb., for an estimated half-million dollars. Mr. Hagman, an executive in broadcasting since 1934, left WLOL Minneapolis Friday, where he was general manager five years.

The stock transfer of Twin City Broadcasting Co., which operates WDGY, is subject to FCC approval. The four new owners, who would share the stock equally, include Mr. Hagman, who will act as general manager; George Lau, who owns a chain of restaurants in St. Paul and Minneapolis; Clarence W. Levi, proprietor of furniture stores in both cities, and a fourth person whose identity was not revealed. He was described as a local manufacturer.

New to Radio

None of the quartet except Mr. Hagman has been in radio previously, but members of the group have been friends for 20 years. Mr. Hagman, before joining WLOL, was general manager of the ABC Central Division and was at one time vice president and general manager of WTCN Minneapolis.

WDGY, which took the air in 1923 and is assigned 50 kw day, 25 kw night on 1130 kc directionally, is owned by James Stuart, Stuart Investment Co., Lincoln. Other Stuart radio properties are EPO Lincoln and KOIL Omaha. Negotiations were handled direct. WDGY is affiliated with LBS.

If the transfer is approved, the new owners will participate actively in its management as board members of the Twin City firm. Management of WLOL is expected to be taken over temporarily by Marvin L. Rosen, general manager of KIOA Des Moines. Both stations are owned by Independent Broadcasting Co., of which Ray Atlaas is president. Mr. Atlaas is general manager of WIND Chicago.

Sharp Business

IF YOU have in your possession a safety razor with an oddly shaped head, Archdale J. Jones, radio detective and star of an all night show on WBAL Baltimore, would like to hear from you. Mr. Jones, who built his reputation by locating missing persons, has other talents too. One time he patented and marketed a new device called the "Archdale Razor." Last week, curiosity triumphed and Mr. Jones asked listeners if any were still in existence. Two days later he received a letter from a man in East Braintree, Mass., who offered to send his Archdale.

WCCO DINNER

Congress Group Honored

WCCO Minneapolis-St. Paul last Wednesday held its annual dinner in honor of the Minnesota Congressional delegation at Washington's Mayflower Hotel.

Among those WCCO officials attending were Gene Wilkey, general manager; Jim Bormann, director of news and public affairs and president of the National Assn. of Radio News Directors, and Larry Haeg, farm director. Other broadcasters included Earl Gammons, CBS Inc. vice president in Washington, and Carl Buckland, director of CBS Radio O&O stations.

The Congressmen and broadcasters recorded an hour of roundtable discussion which will be edited to a half-hour for use on WCCO.

Illness Halts Talks

NEGOTIATIONS between CBS Hollywood and the Publicists Guild have come to an abrupt halt. Ned Marr, chief counsel, CBS, and Lloyd Brownfield, director of the network's press information bureau in Hollywood, are both victims of the flu. Eugene Purver, labor relations attorney, has been hospitalized and surgery may be necessary.

 KC MO reaches eleven radio homes for every ten reached by the next closest Kansas City station. That's a bonus that adds up. Get proof—get the facts on Mid-America radio coverage from the Conlan "Study of Listening Habits" in the Mid-America area. Parts 1 and 2 of the 3-part continuing study are ready. Write on your letterhead to

Write on your letterhead to

MANPOWER ORDER

Stirs Hill Dispute

IN A MOVE to alleviate the pinch in certain areas hard hit by curtailment of consumer durable goods and resulting unemployment, Defense Mobilizer Charles E. Wilson last Tuesday issued a new manpower order designed to spread defense contracts more evenly.

Known as Defense Manpower Policy No. 4, the order would lay the groundwork for placement of additional government contracts in existing or potential areas of industrial labor supply. The Dept. of Defense and General Services Administration would be instructed to give preference to such areas—Detroit, New England and others.

The new policy was explained to members of the Joint Committee on Defense Production in open hearing last Thursday. Officials of the Office Defense Mobilization testified on the plan which would allow placement of such contracts at higher cost than the bid or negotiated price.

The price provision promptly evoked protests on Capitol Hill, particularly among southern congressmen who contend it would hurt the economy in the wake of the S. Sen. Burnet Maybank (D-S.C.), chairman on the Senate Banking and Currency Committee called on ODM to "correct" its practice and defense officials promised to "re-examine" it.

WMOR(FM) SILENCE

Questioned by Stockholders

MINORITY stockholders of WMOR (FM) Chicago are planning a meeting of inquiry into the reasons for the station's being taken from the air a fortnight ago. Operated by the Metropolitan Radio Corp. of Chicago, the station was reportedly taken off the air "temporarily" by Abraham Teitelbaum, attorney who owns 49% of the stock.

Legality of such a move without stockholders consent is being questioned by several principals who are attempting to get proxies from out of state stockholders in an effort to settle the matter. Mr. Teitelbaum, unavailable for comment, is understood to have purchased the stock of restaurant-owner Dario Toffenetti after a policy split at the station. WMOR went on the air in March 1949 and was founded by a group of young veterans.

KLAC Signs Norman

GENE NORMAN, disc m.e. at KFWB Hollywood for five years, changes to KLAC there on a long term contract with a $26,000 per year guarantee plus percentage on participating spots. Beginning Feb. 18, he will handle a four-hour show six nights a week at KLAC, both live and recorded. He will continue four shows weekly on KNBH (TV) Hollywood.

FM PROMOTION

Wis. Drive Underway

SECOND series of FM promotion campaigns under N A R T B and Radio-Television M. F. A. auspices was set in motion last week in Wisconsin. First of the joint station-manufacturer-distributor-dealer promotions started Jan. 21 in North Carolina [B T, Jan. 21].

Gov. Walter J. Kohler of Wisconsin was featured speaker last Sunday on a statewide FM hookup. He praised FM broadcasting for its static-free reception and said many areas in Wisconsin depend on FM for their only interference-free signals at night.

Madison Stations Originate

The kickoff program originated of WHA-FM and WIBA-FM Madison. After the joint program each station followed with its own program reviewing progress of FM service in communities. A similar program is planned later this month.

Third of the three test drives opens March 1 in District of Columbia. The test promotions are expected to demonstrate that teamwork by broadcasters, distributors and dealers can increase the sale of FM receivers and stimulate FM listening as well to increase public interest in the medium.

WDEF

1ST in CHATTANOOGA in the morning

1270 KC :: 3000 WATTS

Source: March, April, May—Hooper

Represented by BRANHAM
Front Office
(Continued from page 55)
appointed assistant manager. HOWARD GURNEY, KLPM Minot, N. D., succeeds Mr. Owens as KVOX commercial manager.

JOHN ROY WOLFE, WINZ Hollywood, Fla., and MARTIN MUSKET, WAEB Allentown, Pa., to WMBMW Miami Beach as account executives.

Persons...

JIM MAYNES, manager of WFAI Fayetteville, N. C., awarded plaque by city's USO Center for the station's outstanding cooperation with that organization.


RAYMOND W. BAKER, vice president and general manager, WARL Arlington, Va., elected president of Arlington Chamber of Commerce.

EDWIN S. FRIENDLY Jr., national director of TV sales, ABC New York, and Natalie C. Brooks were married Jan. 31. . . . FRANK STANTON, CBS president, will be guest speaker at the San Francisco Press and Union League Club’s dinner Feb. 15. Host at the meeting will be ARTHUR HULL HAYES, CBS vice president and general manager of KCSB San Francisco. . . . LOUIS HAUSSMAN, administrative vice president of CBS Radio, is taking a three week holiday in Mexico. . . . R. J. ROCKWELL, vice president in charge of engineering, Crosley Broadcasting Corp., Cincinnati, to discuss TV problems before the Gallipolis (Ohio) Kiwanis Club March 18. . . . L. O. FITZGIBBONS, general manager of WBEI Beloit, Wis., recovering from an ailment at Beloit Municipal Hospital. He will be away from station for indefinite period.

FREC ‘Teachers’ List

A FEDERAL Radio Education Committee teachers’ list of selected network radio programs for student listening was released last week. The list prepared by Mrs. Gertrude G. Broderick, radio education specialist, Office of Education, and REC Secretary, was made in cooperation with the broadcast industry, and the States that cooperated. Programs were selected to measure up to educational significance, quality of overall presentation and instructional adaptability.

‘REMOTIN’EST’

WPFB Claims Unusual Title

WPFB Middletown, Ohio, 1 kw daytime, 100 w nighttime, is proud claims to be the ‘remotin’est’ station in the nation. Station reported that a conservative estimate of 1851 WPFB remote broadcasts were about 7,000.

In presenting an average of more than 18 remote broadcasts per day, WPFB is giving coverage to small towns and rural areas of the Miami Valley.

A typical day’s log would show remote coverage from such area towns and cities as Vandalia, Leesburg, Cincinnati, Eaton, Middletown and Middletown, all in Ohio, and other remote broadcasts from Richmond, Ind., and Butler, Pa.

Plumb to H&H

WILLIAM T. PLUMB Jr., formerly assistant head, Civil Division, Office of the Chief Counsel, Bureau of Internal Revenue, is now associated with the national law firm of Hoge, Foss & Hartson, Colorado Blvd., Washington. Mr. Plumb will specialize in tax matters.

VIEWERS’ CHOICE

Top Programs Honored

FIRST annual awards selection of best radio and TV network programs in 1951 was reported last week by National Assn. for Better Radio and Television (NABFRAT). The award certificates, announced by NABFRAT President Mrs. Clara S. Logan of Los Angeles, are to be the first presented by a national listener-views association.

Winners were selected in 10 television and 12 radio program categories. Special citation was included to the National Assn. of Educational Broadcasters for its New York and Los Angeles TV monitoring studies.

Winning TV programs are listed by category, not preference:

(1) CBS-TV Studio One, drama: (2) ABC-TV The Ruggles, family situation; (3) Dumont TV Hopkins Science Report, education and information; (4) CBS-TV I Love Lucy, comedy; (5) Frank D. Johnstone, variety; (6) CBS-TV See It Now, reporting and newsmaking. . . . (7) CBS-TV Fred Allen Show, music; (8) CBS-TV United Nations, public service; (9) NBC-TV Zoot Sims, children’s program; (10) ABC-TV Date With Judy, teen-agers program.

Best network radio show and their categories according to NABFRAT selections are:

(1) NBC Theater Guild, drama; (2) ABC Gertie & Harrison, family situation; (3) NBC Hall of Fame, comedy; (4) CBS The Benny Show, comedy and variety; (5) Edward R. Murrow, reporting and interpretation; (6) CBS’ The War of the Worlds, news; (7) NBC Chicago Round Table, education and information; (8) CBS New York Philharmonic, music; (9) CBS Invocation to Learning, literature and/or philosophy; (10) CBS Let’s Pretend, children’s show; (11) NBC Mind Your Manners, teen-agers’ program; (12) ABC Metropolitan Opera, public service.

Plumb carries the weight in the Oregon Market Day or Night

BROADCASTING • Telecasting
FOOD selling campaign termed "Operation Chain Action" will be aired by WBAL Baltimore in cooperation with 217 American, A & P and Food Fair stores in the city. In addition to on-the-air selling of their products, sponsors will be guaranteed feature displays in all participating grocery stores for a full week during the 13-week cycle.

PROGRAM PLANS

DETAINED outline of 1952 plans for broadcasting was sent by WAVE Louisville, Ky., to all clients, prospects, agencies and national representatives. Presentations of both tentative and definite programming covered public service, promotion plans, news and special events, sports coverage and farm broadcasts as well as women's programs and disc shows. Accent was placed on fact that WAVE's local programming is designed to suit the community where it is located.

ON-THE-SPOT EDUCATION

DENVER's first classroom on the air has been inaugurated with KFEL-FM broadcasting a U. of Denver course featuring faculty members delivering student-attended lectures. Class activities—on-the-spot—will continue to provide the format of the program. The telecasts, designed to aid the university's adult education program, have been arranged by R. Russell Porter, chairman of the radio department, for presentation Monday through Friday, 12:45 to 1:15 p.m. Student Dick Thompson is engineer-producer for the broadcasts.

FOOTBALL BANQUET

TURKEY dinner was served to 220 guests at the first annual collegiate football honor roll banquet sponsored by WTHI Terre Haute, Ind., to honor 33 outstanding football players. Players and their families, as well as educational and business leaders in the community, saw a film presentation of the 1952 Rose Bowl game and heard transcripts of greetings from several college coaches. Dave Martin, sportscaster at WTHI was master of ceremonies.

TABLES TURN

DISC jockey contest originated by Mark Sheeler, comic on the Blues Chaser Club, aired daily on KSJO San Jose, Calif., gave the fellow on the other side of the mike a chance. Ten contestants were selected from applications sent in by listeners. These contestants acted as disc jockeys in a two week promotion of the Blues Chaser Club. Listeners voted for their favorite by mail. Winner got $100 in merchandise from show's sponsors.

THUMBNAIL SKETCH

TELEVISION program news in form of a television column of the air is presented by KYA San Francisco on new daily entitled National TV News and sponsored by the National TV stores of San Francisco. Program reports what is being done on TV each night and gives story outlines, behind the scene sketches, biographical material on TV stars and similar news.

GUEST STATION BREAKS

PERSONALIZED station breaks have been programmed by WHAY New Britain, Conn. Instead of having the announcer on duty give the call letters and station slogan, local business men, city officials and state figures deliver the identification and mention their favorite program aired on the station. Breaks are all tape recorded in advance of the announcement.

LUNCHEON NEWS

PROMOTION tie-up between Hotel Brunswick and WLAN Lancaster, Pa., was executed fortnight ago when the station began supplying the hotel with copies of its news bulletin. Releases are placed on the luncheon tables. Hotel management also places WLAN's weekly program log in its guest rooms, all of which are equipped with radios.

‘MEET THE TROOPS’

NEW Army TV show, Meet the Troops, premiered over WTOP-TV Washington Feb. 3. The 13-week series is designed to give the public a close-up view of Army life. Each Sunday show will feature film footage of troops in training and combat, in work and recreation, as well as in schools and on the job. Films will be supplemented by interviews with a soldier whose Army career parallels that shown on film.

RADIO TEACHES MUSIC

MUSIC LESSONS by radio for the rural school children of San Saba, Texas. show will be aired weekly on CKCK Regina and five other independent stations in that province to reach boys and girls from the Canadian-American border to the Northwest Territories. Simple instruction booklets are mailed to the 70,000 pupils in rural schools to supplement the radio music lessons for such instruments as rhythm instruments, harmonicas, autoharps.

‘WOMAN OF THE YEAR’

KNBC San Francisco promotes the daily Judy Deane Show with a re-prize winner got Miss Deane "Woman of the Year" in San Francisco radio and TV. Single, glossy sheet mailed to trade declares: "San Francisco's number 1 critic confirms the selection of America's number 1 advertiser." Long list of participating sponsors on Judy Deane Show are listed along with invitation to join sponsorship.

PRACTICAL CIVICS

PRACTICAL lessons in city government and court procedure are being broadcast by WBYA Canton, Ill., as they originate in the Canton High School auditorium for 900 students. Principal Alvin Felts and Mayor W. Paul Woods are cooperating in the series, which includes a regular, city council session. Station News Editor Al Harrigan handles arrangements for the station and currently is planning a session with the police magistrate, Don MacPhee.

PHILA. NEGRO MARKET

BOOKLET giving detailed information on the purchasing power of the Philadelphia Negro population has been issued by WDAS there, promoting effectiveness of radio as an advertising medium. Statistical breakdown of products purchased is based on findings of the Associated Publishers Inc., N. Y., and a Philadelphia Chamber of Commerce survey.

EVENTS IN EUROPE

CITIZENS of New Ulm, Minn., will get a glimpse of going-on in Europe through Walter K. Mickelson, owner of KNJU there. Interviews are being tape recorded by Mr. Mickelson on his trip to Norway, Finland, Sweden, England and Germany. He airmails three-quarter hour tapes weekly for broadcast on the station.

TIME SIGNALS ON TV

TELEVIEWING public of Salt Lake City now looks to KSL TV for the correct time. The station has inaugurated the use of Western Union time signals. Every hour on the hour the "beep tone" familiar to most radio listeners gives viewers an accurate time check.

BLOTTER PROMOTION

IN AN EFFORT to increase the time sales on WSIC-AM-FM Statesville, N. C., station's promotion staff has attracted attention of potential customers with a nifty desk blotter. Copy gives call letters, Mutual affiliation and location on the dial. Accompanying the blotter is a fact sheet telling how and why WSIC gets results.

COLLEGE FM EXPANDS

LIVE broadcasts have replaced tapes and transcriptions at WITJ (FM) Ithaca, N. Y., the Ithaca College outlet. All phases of programming are handled by the students.
Strictly Business

(Continued from page 18)

she became secretary to Mr. Sedgwick.

At CFRB, as a contrast to her main duties, she broadcast Beautiful Lady for Nu-Back foundation garments ("They will not and cannot ride up!") with a variety of sentimental records, which probably got her the part of the idol disc jockey in Canada. Her most loyal listener was her mother, who kept a check on her daughter's health by the sound of her voice.

Coming to the U.S. in 1927 (she is now a citizen), Miss Thompson was Chicago office manager for Joseph Hershey McIlvira Inc., which represented CFRB and other Canadian stations. Later, at Howard H. Wilson Co., representative firm, she handled sales assignments via telephone until 1947 when she joined Meeker as a full- time salesman.

"My worst sales job was selling myself on Mr. Meeker's offer—I was plain scared," she recalls.

Europe or Hawaii Next

Just back from a three-week flying trip to Mexico, where she lost "several blouses" betting on the bull fights, she hopes next year to see Europe or Hawaii. In the meantime, she will make selling trips to Milwaukee, St. Louis and Kansas City for three TV and 30 AM stations. She is believed to be the only women spot salesman in Chicago.

Miss Thompson has an apartment on the North Side, a large collection of records and a pantry stocked with ingredients for Yorkshire pudding—a favorite dish with roast beef. She is a much- counted-on regular at Radio Management Club and Television Council meetings.

BARRETT SPEECH

Set for Atlanta Feb. 20

MAJOR address will be delivered by Edward W. Barrett, resigning Assistant Secretary of State for Public Affairs, before the 24th annual session of the Georgia Press Institute at the U. of Georgia Feb. 20-23.

Mr. Barrett, whose resignation was accepted by President Truman last month, will appear as guest of the Atlanta Constitution and Journal, licensee of the Cox stations (WAB-AM-FM-TV). A program was made by Dean John E. Drewry, Henry W. Grady School of Journalism, and Stanley Parkman, Carroll County Georgian.

The institute, of which Mr. Parkman is chairman, is a regular feature of the U. of Georgia's winter program, co-sponsored by the Grady School of Georgia Press Assn. Georgia newspaper editors and writers are expected to attend.

Mr. Barrett is scheduled to speak on progress of the U. S. information and educational exchange program, including the Voice of America operation, with which he has been largely credited the past two years.

Other speakers will include William T. Miller, national director of the U. S. Chamber of Commerce and prominent Columbus, Ga., businessman and civic leader. He will speak at a luncheon sponsored by the Columbus Ledger and Enquirer newspapers (WGBA-AM-FM). Mr. Miller also is president of the city's Americanism Information Assn.

BOTTLE APPEAL

WFCB Aids Milk Dealers

A CRITICAL shortage of milk bottles, because of customers' desire to return them to dealers, laid the groundwork for a paid spot campaign on WFCB Dunkirk, N. Y., and another example of radio's pulling power.

When dairies in Dunkirk, Fredonia and Silver Creek, N. Y., were confronted with the shortage of bottles and no prospects of future supplies, they called on WFCB to appeal to listeners.

At the outset the station aired three paid spots each day for a week. Dealers reported such an amazing increase in the number of empties returned to route men and stores after one week, the campaign was curtailed. The spots were simple reminders and requests for returns and no high pressure copy was used, the station reports.

February 4 Applications

ACCEPTED FOR FILING

AM—460 kc
KSTL St. Louis, Mo.—CP to increase power from 1 kw to 10 kw, new DA.

AM—1360 kc
KCLS Flagstaff, Ariz.—CP to change frequency from 1360 kc to 1366 kc, increase power from 250 w to 4 kw, change operating hours from full-time to daytime, change antenna etc.

License for CP

WTMJ Taylorville, Ill.—License for CP which authorized AM station.

Modification of CP

WDMJ Marquette, Mich.—CP as mod., which authorized frequency change,

METER CALIBRATION

Booklet is Issued by NBS

STANDARDS and methods used in the calibration of certain types of radio field-strength meters in the 10 kc-100 mc frequency range are described in a new publication by Frank M. Greene of the National Bureau of Standards.

Calibration consists in measuring the overall linearity of the instrument at one or more frequencies and radio-frequency levels, as well as the internal attenuator ratios and the antenna coefficient or correlation factor relating field strength to the output reading under specified conditions.

The circular, titled Calibration of Commercial Radio Field-Strength Meters at the National Bureau of Standards, is No. 517 comprising five pages and is available for 10c from the U. S. Government Printing Office, Washington 25, D. C.

change, power increase, DA-N, change trans. location, etc., for extension of construction permit.

License Renewal

WAEI Marie Azota, Mayaguaz, P. R.—Renewal of license.

License Renewal

WNAO TV-Brattleboro—Denied application.

February 6 Decisions

COMMISSION EN BANC

To Remain Silent

KPAB Banning, Calif.—Granted authority to remain silent additional thirty days from Jan. 22 pending reorganization. Station not to resume broadcasting until prior Commission authorization if reorganization results in transfer of control.

February 6 Applications

ACCEPTED FOR FILING

License for CP

KDOM (FM) Seattle—License for CP, as mod., which authorized non-commercial educational FM station.

License Renewal

LOL License extended.

WPRF Mayaguez, P. R.—License extended on temporary basis to May 1, 1952.


Granted License

WBAP Fort Worth—Granted license

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vernon Ave., Wash., D. C. Lincoln 3-2765

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037

Kensico City, Mo.

DAVID & BARBEAU

TELEVISION PROJECT CONSULTANTS

STATION PLANNING AND OVER-GUIDANCE

P. O. Box 996

BUFFALO, NEW YORK

FCC actions

FEBRUARY 1 THROUGH FEBRUARY 7

CP-construction permit

DA-directional antenna

ERP-effective radiated power

STL-studio-transmitter link

STA-special temporary authorization

D-day LS-local sunset

N-night mod-modification

aur.+aural trans-transmitter

visa-visual

unl-unlimited hours

cond.-conditional
<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Contact Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>James C. McNary</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash., D.C. 20555, Member AFCCE</td>
</tr>
<tr>
<td>William L. Foss</td>
<td>Formerly Calton &amp; Foss</td>
<td>927 15th St., N.W., Washington, D.C.</td>
</tr>
<tr>
<td>Lynne C. Smeby</td>
<td>Registered Professional Engineer</td>
<td>1311 G St., N.W., Washington, D.C.</td>
</tr>
<tr>
<td>John B. Heffelfinger</td>
<td>Consulting Radio Engineer</td>
<td>815 E. 83rd St., Milford, Mo.</td>
</tr>
<tr>
<td>A. D. Ring &amp; Co.</td>
<td>Consulting Engineer</td>
<td>MUNSEY Bldg., REPUBLIC 2347, Washington, D.C., Member AFCCE</td>
</tr>
<tr>
<td>Russell P. May</td>
<td>Consulting Engineer</td>
<td>1422 F St., N.W., Washington, D.C., Member AFCCE</td>
</tr>
<tr>
<td>Kear &amp; Kennedy</td>
<td>Consulting Engineer</td>
<td>1302 18th St., N.W., Washington, D.C.</td>
</tr>
<tr>
<td>Walter F. Kean</td>
<td>Consulting Engineer</td>
<td>AM-FM BROADCAST ALLOCATION, STATION KJFN, Chicago</td>
</tr>
<tr>
<td>George C. Davis</td>
<td>Consulting Engineer</td>
<td>501-114 Munsey Bldg., Wash., D.C., Member AFCCE</td>
</tr>
<tr>
<td>Weldon &amp; Carr</td>
<td>Consulting Engineer</td>
<td>1605 Connecticut Ave., Dallas, Texas</td>
</tr>
<tr>
<td>A. Earl Cullum, Jr.</td>
<td>Consulting Engineer</td>
<td>HIGHLAND PARK VILLAGE, DALLAS 5, TEXAS</td>
</tr>
<tr>
<td>William L. Benne</td>
<td>Consulting Radio Engineer</td>
<td>3728 Konowas St., Wash., D.C. Phone 8071</td>
</tr>
</tbody>
</table>

**Covering change from DA-N to DA-DN and change in terms, location, cond.**

**WFAA Dallas—Granted license covering change from DA-N to DA-DN and change in terms, location, cond.**

**Wade-FM Wadesboro, N.C.**—Granted license for FM broadcast station: 96.9 mc. (C_bs) 388 W, alt. 440 ft.

**Change Name**

KVA San Francisco—Granted mod. of license to change name to KVA Inc.

Extend Completion Date

WDMJ Marquette, Mich.—Granted mod. CP for extension of completion date to 3-31-52; cond.

KCBS-FM San Francisco—Granted mod. CP for extension of completion date to 9-1-52.

**WWSW-FM Pittsburgh**—Granted mod. CP for extension of completion date to 8-32-52.

**Granted Authority**

KMPG Los Angeles—Granted authority to rebroadcast to 730 and 740 p.m.; Jan. 28, the tape recordings made of emergency communications of amateur station W6FPL.

**Dismissed Application**

WRH-FM Rock Hill, S.C.—Dismissed application for CP to reduce power of Station WRH-FM for lack of prosecution.

**ACTIONS ON MOTIONS**

By Comr. Rosel H. Hyde Eastland County Regt. Co., Eastland, Texas—Supported petition insofar as it requests dismissal of its application and denied insofar as it requests that application be dismissed without prejudice.

By Hearing Examiner J. D. Bond KGBS Harlingen, Texas—Supported in part; motion for further hearing on Feb. 6 re its application; application assigned for hearing at Washington on Feb. 25.

By Hearing Examiner Basil P. Cooper WALB Tampa, Florida—Supported petition to amend application to change ant. site.

**February 5 Applications**

**ACCEPTED FOR FILING**

Modification of License KOAK Lake Charles, La.—Mod. li-
Help Wanted

Managerial

Sales manager, upstate New York, large market, 1000 watt independent station. Must be capable of maintaining profitable operation and able to prove sales management ability. Must have own automobile. 50% of sales income. Box 15BM, BROADCASTING.

This is 250 watt network station in south midwest established six years is looking for a good efficient manager. Pare-meter is good, cashed in and all time. Will want to live in area. Apply. Box 19BM, BROADCASTING.

Salaried, hard hitting, aggressive, for high Hoopされた station half million market. Car necessary. Top compensation. Must have a year's experience. Box 15BM, BROADCASTING.

Salaried, experienced, with ideas, for high class market. Good Commission with guarantee. Must have first class license. Send photo and personal references, first letter. Box 200M, BROADCASTING.

Salesman to sell own show. High commission with accent on sales. Must have first class license. Will pay well for good time selling. Send photo and full details please. WRUN, Utica, N. Y.

Immediate opening for reliable salesmen to handle salesmen in Chicago area. Splendid opportunity. Contact Bill Thomas, Station Manager, WORZ, Allentown, Ills.

Will pay well for good time selling at CBS. Full details please. WRUN, Utica, N. Y.

Classified Advertisements

Payable in advance. Checks and money orders only.

Situation Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum

All other classifications 30¢ per word—$4.00 minimum • Display ads $1.50 per inch

No charge for blind box number. Send box replies to BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

Applicants: If transcription or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent in for free news ad are sent as own risk. Station reserves express repudiate any liability or responsibility for their custody or return.

Help Wanted (Cont'd)

Engineer or announcer-engineer, immediate opening. WHOS, Liberty, N. Y.

Production-Programming, Others

Impeccable voices well known celebrity type. Do quick-witted non-stop imaginative DJ pattern? Seek instantaneous opening. Send resume and rates. Station 110BM. BROADCASTING.

Wanted-Radio, commercial direct-economy stock for Pennsylvania station in unusually interesting territory. Good opportunity for man. Write to Box 115M, BROADCASTING.

Iowa station wants good all-round man with sales and programming experience and when available. Salary in line with ability and experience. No experience not essential. Box 19BM, BROADCASTING.

Need fulltime promotion-management man for medium station, medium market. Application considered only from promoters having good knowledge of radio, newspaper, out-of-town competitive and various promotional media. Some merchandising ideas if not extensively used. Box 180M BROADCASTING.

Television

Help Wanted

Salesman

Topflight salesman for television station in important market, offering standing opportunity for man of proven ability. Must have first class license with ability to move up to bigger job. Send photo and full details. First letter, character and references. Forward full specifications and refer- ences. Box 190M, BROADCASTING.

Technical

Engineer for expanding TV station 1st class license required. Must have TV experience considered. Please state TV experience. Salary $750, Box 70BM, BROADCASTING, and TV-700.

Situation Wanted

Managerial

Successful manager available. Widely known manager offers 11 years manage- ment experience in radio and TV operation in major markets. Thoroughly grounded in the business of radio and TV merchandising, promotion, Married, age 44. Excellent salary and advancement opportunities. Box 18BM, BROADCASTING.

I have over 10 years of radio experience, would like to put to work for you. Have had experience in every phase of radio. Proven sales record if yours is in need of improvement. Manager who is capable of producing a 100% increase in profits. Have ability to sell, work for a winner. Would prefer salary and override. Secure and complete information on important position. Box 18BM, BROADCASTING.

Vice president and general manager having sold his interests seeks man- agement position in radio or TV co-owned or other station co-owned or TV or allied business. Must have operating experience or proven ability. Twenty-five years experience in national and regional market, with experience in major stations and markets. Finest references. Box 19BM, BROADCASTING.

Not a justic. A good five years man looking for station which can use both his management and better returns on capital. Prefer situation with in- dependent company. Box 18BM, BROADCASTING.

Manager of engineering team: husband, wife; ten years radio, Seek positive working atmosphere, Will consider market location. Excellent opportunity. Box 19BM, BROADCASTING.

WANTED - Radio - CATALOGS

Cable 250 for catalogs. Send entertainment, equipment, and more to Adrian White, KPCO, Pochonias, Minnesota.

Classified Advertisements

Payable in advance. Checks and money orders only.

Situation Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum

All other classifications 30¢ per word—$4.00 minimum • Display ads $1.50 per inch

No charge for blind box number. Send box replies to BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

Applicants: If transcription or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent in for free news ad are sent as own risk. Station reserves express repudiate any liability or responsibility for their custody or return.
Situations Wanted (Cont'd)

Manager, twelve years bottom-to-top growth skil in radio sales and management including announcing, production, sales, and management experience. Box 203M, BROADCASTING.

Manager-sales manager, strong sales leadership and direction, presently sales manager for a very highly competitive, major TV market. Ken's experience and enthusiasm must be big. Box 207M, BROADCASTING.

General manager, successful back-ground in all phases of radio. Dependent and affiliate station opera-tions. Stron in sound pro-gramming, ad sales, and merchandising. 40 years old; good health and physical condition. Not interested in just any connection but looking for a position where experience and hard work will pay off. Please don't answer for right opening when desired. Box 268M, BROADCASTING.


Commercial manager must sacrifice good job because climate adversely affects hearing. Will locate in any sizable market. Excellent references available covering national market. Looking for position as sales and station manager of progressive radio station in south or south-west. Person with vision and ability to work toward a permanent connection that has a very sizable potential with in-creased income as potential is de-veloped. Will work where you think it feasible. Box 222M, BROADCASTING.

Top local newsman in major city desires advancement. Experienced. Box 168M, BROADCASTING.

Newscaster, network experience; top agency references. Maintaining house is a necessity. Excellent opportunity in combined in state's largest city. Box 211M, BROADCASTING.

Experienced sportscaster, 29, single, desire play-by-play position. Will go anywhere in the country. Box 188M, BROADCASTING.


Announcer - control board operator, 36, single. Excellent broadcast experience. Desire change to develop career. Will travel. Disc available. Box 215M, BROADCASTING.

Sportscaster: Network caller play-by-play all sports. Desire full sports schedule. Ex pro ball player, married. Box 214M, BROADCASTING.

Mr. and Mrs. combination available for major market. Fresh approach—ad 10 start with fresh ideas and health of earth commercials that really sell! A combination who want to start anyth-ing appealing a neighborhood visit backed by four years of proven commercial experience. Thorough knowledge all phases radio—picture—radio interactive business yet not "It-all"—just plain folks. Prefer medium size market (city where there is no permanent home money. Separate consideration. Presently employed large western New York station. Write Box 215M, BROADCASTING.

Major league sportscaster available immediately for all phases radio and TV handling of major league and college baseball. Two years experience. Box 204M, BROADCASTING.

Announcer, college graduate mid 20's, all phases, 5 or 6 k's, all phases available immediately. Box 208M, BROADCASTING.

Annoncer-engineer available. First class license, experience since '47. Self-employment dependent on full time position one. No draft, mar-ried. Box 212M, BROADCASTING.

Announcer-engineer-mid 20's, all phases. Box 216M, BROADCASTING.

Publicity-promotion gal. Fresh ideas, good execution, solid know-how. Enjoy publicity director of top network major market affiliate. Consitutions, programs, sales. Exempt. Box 221M, BROADCASTING.

Announcer, college graduate mid 20's, all phases available immediately. Box 205M, BROADCASTING.

Engineer, on job, 11 yrs experience. AM-FM-TV. Prefer northeast. Box 212M, BROADCASTING.

First phase: 11 yrs experience in communications. Graduate radio-televisio school, single. Box 225M, BROADCASTING.

Engineer, experienced all phases AM-FM. One year chief. Desires permanent position. Available two weeks. Box 209M, BROADCASTING.

Experience combination man avail-able now. Excellent, knows how to handle all phases. Minimum salary $75.00 weekly. With first letter please Box 233M, BROADCASTING.

Experienced announcer, radio, television graduate, 2200 hours. Theory-practical, good recall, no contract. Box 202M, BROADCASTING.

Experienced sportscaster, all sports, heavy on baseball, also strong ad on big time, news, sales. Good in all areas. Want good eastern sports town, permanent. Now employed. Guaranteed to match any offer shown in this issue. Please don't answer for right opening when desired. Box 188M, BROADCASTING.

Announcer-newscaster. Three years still employed University of Wisconsin. Top references. Photo, disc on request. Box 187M, BROADCASTING.

Situations Wanted (Cont'd)

Production-Programming, Others

Program director-announcer-salesman for five kilowatt radio or television station. 20 years professional experience. Box 229M, BROADCASTING.

Announcer - control board operator, 36, single. Excellent broadcast experience. Desire change to develop career. Will travel. Disc available. Box 215M, BROADCASTING.

Program director, announcer. Top broadcasting background. Excellent knowledge music, smooth programs. Young, draft exempt. College degree. Employed. Box 201M, BROADCASTING.

Girl copywriter experienced and roughly trained, good commercial copy. Can audition. Small rate, free copies of past work. Box 200M, BROADCASTING.

Program director, announcer. Top broadcasting background. Excellent knowledge music, smooth programs. Young, draft exempt. College degree. Employed. Box 201M, BROADCASTING.


Program-sports director. Knowledge entire station operation. Consciousness, major market. Box 229M, BROADCASTING.

Television

Announcers

Young man wants job in tv station. Experience as announcer, director, engineer, telecasting. BOX 228M, BROADCASTING.

TV stations—attention! Give a guy a chance. First class radio experience, for four years, announcing, acting, producing. Excellent refer-ences. Single, veteran, 23 years old. Presently employed as day announcer with CBS kilowatt. All replies will be treated confidentially. Box 216M, BROADCASTING.

Program-sports director. Knowledge entire station operation. Consciousness, major market. Box 229M, BROADCASTING.

Radio

For sale—One 160 foot guyed Win-charger tower, can be built to 225 feet. Complete with guys, lighting equipment, lighting choke and conduit. Ready to ship. You pay freight. Box 160M, BROADCASTING.

Wanted: 5 kW transmitter. Will buy anything. Will pay freight. Box 150M, BROADCASTING.

Wanted: Old radio broadcasting equipment, pre 1920 microphones, amplifiers. What have you? Send lists and prices to Box 185M, BROADCASTING.

Wanted: will pay cash for General Electric 250 watt, or TV, AM, FM transmitter, or monitor. WJOC, Jamestown, New York.

Equipment

Disc Jockey Wanted

Must have proven success rec-ord in the major market. Real opportunity offers the man who can de-serve it. Top 5, downtown station, metropolitan north central market. Give full particulars about previous experience, salary wanted and expected, and at-ch each small photo. Confidential. Box 540K, BROADCASTING.

Situations Wanted (Cont'd)


Complete RCA 5 kw model 5-C AM transmitter, spare tubes and Western Electric 1-C frequency monitor model 960. $600. Excellent service, full price for shipment. Reasonably priced. WDEJ, Box 106, Rome, N.Y.

Complete 10 kw BTF-10B RCA FM transmitter, spare exciter and power tubes, not used. $1250. Willing to take trade in for another exciter with a change-over panel. See WDEJ ad. Complete General Electric frequency and modulation monitor, band exciter, and harmonic filter, external blower and power trans-former. 2 Colvard tubes and one 8M Collins program amplifier. Complete. Willing to take trade for a program "Kolm" guyed tower, $250. Lot of spares. This equip-ment listed in the American Radio Relay League Radio Scope. Contact William C. Ellis, WFFA, 1122 Jackson Street, Dallas, Texas.


Wanted: 5 AM transmitter. Also: 1 3000 watt transmitter, Cary equipment. Description, price, please. Box 513M, BROADCASTING.

Wanted: Old radio broadcasting equipment, pre 1920 microphones, amplifiers. What have you? Send lists and prices to Box 185M, BROADCASTING.

Wanted: must have proven success rec-ord in the major market. Real opportunity offers the man who can de-serve it. Top 5, downtown station, metropolitan north central market. Give full particulars about previous experience, salary wanted and expected, and at-ch each small photo. Confidential. Box 540K, BROADCASTING.

King – Seattle

With problems of SEATTLE POST-INTELLIGENCER

MANNED BY THE PUGET SOUND POST-INTELLIGENCER

Situations Wanted (Cont'd)

Television

Radio

For sale—One 160 foot guyed Win-charger tower, can be built to 225 feet. Complete with guys, lighting equipment, lighting choke and conduit. Ready to ship. You pay freight. Box 160M, BROADCASTING.

Wanted: 5 kW transmitter. Will buy anything. Will pay freight. Box 150M, BROADCASTING.

Wanted: Old radio broadcasting equipment, pre 1920 microphones, amplifiers. What have you? Send lists and prices to Box 185M, BROADCASTING.

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Must have proven success rec-ord in the major market. Real opportunity offers the man who can de-serve it. Top 5, downtown station, metropolitan north central market. Give full particulars about previous experience, salary wanted and expected, and at-ch each small photo. Confidential. Box 540K, BROADCASTING.
HELP WANTED
EXPERIENCED NEWSCASTER
Must gather, write, edit wire, deliver on air. Contact RADIO STATION KSTT Davenport, Iowa

NEEDED IMMEDIATELY
By 50,000 watt network outlet in major market a radio personality with thorough MC experience to handle LIVE TALENT & RECORD PROGRAMS. Must be experienced. Send photo, biography, references, expected salary and tape or disc to Box 235M, BROADCASTING.

SERIES of concerts by the Seattle Symphony Orchestra has been purchased by Frederick & Nelson, department store, for airing on KJR Seattle during the current season. Discussing broadcasts are (1 to 1): Arthur E. Gerbel Jr., assistant general manager of KJR, which has scheduled seven of the eight concerts; Arthur Fisk, guest conductor of the Seattle Symphony, and Alexander Hull, radio director of Frederick & Nelson and announcer for the series. One broad- cast will be heard on another station because of conflict in time schedules.

SITUATIONS WANTED
Announcers
PERSONALITY AVAILABLE
D.J. or LIVE
(informal style)
Must have written success stories. Disc, photo, references, Stabil. Prefer N. Y., Chicago, L. A. or similar markets.
Box 260M, BROADCASTING

FOR SALE
5 kw AM model 355-5-1 Western Electric Transmitter in good operating condition. KHQ Spokane, Washington

EXECUTIVE PLACEMENT SERVICE
We have selected General, Commercial and Program Managers: Chief Engineers, Disc Jockeys and city specialists. Delays are costly: tell us your needs today.
Howard S. Hazen
TV & Radio Management Consultants 728 Bond Bldg., Washington 5, D. C.

HELP WANTED
Skilled publicity writer by large midwestern radio-television organization. Give resume of background and experience; state salary required. Address Box 99M, BROADCASTING - TELECASTING.

FOR SALE
Equipment etc.

New Business
(Continued from page 16)
same city, to handle Dr. Brown's Cel-ray, True-Fruit and Schultiz's Beverages accounts.

SARDEAU Inc., N. Y. (Suspicion Perfume), names Wexton Co., same city.

ROBERTS, JOHNSON & RAND DIV. of International Shoe Co., St. Louis, names Henri, Hurst & McDonald, Chicago, to handle entire line replacing contract with same agency to handle children's and men's shoes only.

MOTOROLA Inc., New York (television, home, portable and automobile radios), appoints Getschal & Richards, same city.

HOUSE OF MAPLE, S. F. (furniture), appoints Lee Wenger Co., same city.


THE FURNITURE FOUR, Portland, cooperative buying and promotion organization of retail furniture stores, appoints Jack Clegenah Adv., same city.

P. S. HARMON Corp., Tacoma, Wash. (furniture manufacturers), names The Condon Co., that city, to direct advertising and public relations.

SCIENTIFIC BRAKE SERVICE LABS. and HOLWIN Corp. (electronics, refrigeration defrosters), both Chicago, name Schoenfeld, Huber & Green, same city.


MILES LABS., Toronto, names Robert Otto & Co. to handle its extensive campaign for Alka-Seltzer and One-A-Day multiple vitamin capsules.

Adpeople . . .

EDWIN W. EBEL, director of sales and advertising for Post Cereals, named advertising director of General Foods Corp., N. Y.

JOHN MOORE, former partner of Aubrey, Moore & Wallace, Chicago, has started 17-week free evening course in advertising at Pasadena (Calif.) City College.

W. D. HOGUE to Procter & Gamble Co. of Canada, Toronto as advertising director and member board of directors.

Feature of Week
(Continued from page 18)
brand representatives the following night.

Played host to Fred Dodge, head of the NBC Merchandising Dept., who was accompanied by Matt Barnett, Chicago office manager for NBC Merchandising Dept.
Filmed and narrated a 20-minute sales promotion movie, complete with color and sound.

Showed new station facilities to Sterling Beeson, vice president of Headley-Reed Co., New York; Harold Barrett, Headley-Reed Co., Detroit; Fred Knorr, president-general manager, WKMH Dearborn; John Wismer, president-general manager, WHLS Port Huron; William Porter, attorney and ex-president, Federal Communications Bar Assn., Washington, D. C.

 Held a staff dinner party for those WSAAM employees "still able to navigate." Promotion was planned by Milton Greenebaum, president, Saginaw Broadcasting Co., and Jack Parker, WSAAM vice-president-general manager.

FIFTH year as announcer on WSPB Sarasota, Fla., has been started by Bob Swan, featured Mon. through Sat. 5-6:45 p.m. Show still retains three of its original sponsors.

WPPA & JOURNAL
Unite in Promotion

WPPA Pottsville, Pa., and The Pottsville Journal are cooperating in a joint promotion venture to bring listeners up-to-the-minute local news.

Monday through Friday, a newspaperman is heard over WPPA at 4 p.m. in a five-minute local news summary. Voice recordings of newspapermen are heard all morning, promoting the afternoon newscast.

Ed Romance, WPPA program director, believes that such cooperation is a forward step for the station. He said, "We have been in operation almost six years. In all that time the newspapers were cold in their relations with this new medium. However, we never did antagonize them figuring that we are all in the same boat, and as long as people advertised, we should be happy. Our theory is that all media should be used, whenever possible in advertising. We hope that our arrangement with the newspaper sets an example in all markets where newspapers try to above radio or vice versa."

Major Market Opportunities With Favorable TV Potentials

California
$225,000.00
A very successful and well established network station located in one of California's most desirable larger markets. Ideal living conditions.

New England
$100,000.00
Controlling interest in a splendid 5,000 watt network facility located in one of the fifty markets in America. Showing consistent increase with unusual TV situation.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
CHICAGO
SAN FRANCISCO
James W. Blackburn
Ray Y. Hamilton
Tribune Tower
Sterling 494-5
235 Montgomery St.
Delaware 5-7755
Los Angeles 8-5672

BROADCASTING • TELECASTING
STREIBER COMmitted
By Macy's Straus

COINCIDENT with completion of the merger of R. H. Macy & Co.'s WOR New York radio and television properties with Dayton Tire Co. [BT, Feb. 4, Jan. 21], Macy's president, Jack I. Straus, sent a letter to WOR President Theodore C. Streibert commending him and "each individual in your organization" for "all your effort and accomplishment over the years of Macy ownership."

The letter, released last week to Mr. Streibert, president of WOR and Dayton Tire Co., said his organization may well take great satisfaction and pride in achieving the position of prominence in your industry which is enjoyed by WOR. "And, more important, you have also established WOR in the hearts and minds of the vast population which you serve as a faithful and important influence in their lives."

Under the merger, General Tire owns 90% and the Macy company 10% of the newly-unified radio-TV operation, which includes the Yankee and Don Lee networks and almost 60% of the stock of Mutual, in addition to the WOR stations. Mr. Streibert, President of WOR stations and Macy ownership, continues in that capacity under the merger.

WKRC Improves Signal
WKRC Cincinnati has installed a new type limiter amplifier on its transmitter to assure its listeners better reception. A clearer signal and minimum of static and interference comes from the station in modulation percentage, WKRC Manager Herman Fast explained.

BROADCASTING • Te lecasting
three-day conference, attended by an estimated 100 manufacturers and held Tuesday through Thursday in New York were:

- A mixture of faith in radio's future was noted by observers, and plans to issue a report covering 1951 and part of 1952 radio set shipments according to area, similar to those on TV sets, were reported by officials.
- The board approved a plan to establish a system of honorary directorships, to give recognition to former directors and to companies not represented on the active board.
- The Trade Practice Conference Committee was reported virtually ready to submit to the Federal Trade Commission's final recommendation on trade practice standards, consisting of some 34 proposed rules described as having general industry support.
- The board approved a proposal that RTMA join the Institute of Radio Engineers in financing publication of a book-length report prepared by the Joint Technical Advisory Committee (JTABAC) dealing with conservation of the frequency spectrum.
- The board approved the issuance of an annual award to be presented during RTMA conventions to the individual or company adjudged to have made the year's outstanding contribution to the industry.
- H. J. Hoffman, Machlett Labs., Springdale, Conn., was elected an RTMA vice president for the Transmitter Division to succeed W. J. Bassett, Collins Radio Corp., who had resigned for personal reasons.

**Report On Prospects**

The Television Committee's task force report on the prospects for TV expansion following the freeze held that present inventories and current accounts of materials are sufficient to meet the material requirements for transmitters, studio equipment and antennas through the middle of 1953. The report showed 28 TV transmitters already delivered to prospective broadcasters, 20 in stock, and 154 in process of manufacture with the necessary materials assured.

Use of existing structures, the report continued, should reduce the demands for construction materials to a point where a portion of materials can be met under existing NPA regulations.

It was felt, however, that the anticipated post-freeze demand for new TV sets may exceed currently programmed production, though continuation of first-quarter NPA allocations would make possible an extension of TV service to "more persons in more areas," spokesmen reported.

"Optimistic" and "pessimistic" projections advanced by the group estimated that consumer demand for TV sets would be boosted by 750,000 to 1,600,000 sets in the second half of this year and the first half of next, as a result of the anticipated freeze-lifting. It was felt increased demand could be met, though perhaps not completely satisfied by the current rate of production and consumption of critical materials.

The investigating group said that "national policy gives recognition to the essentiality of complete national communications system . . . that television potentially is the most powerful system of communication yet devised . . . that implementation of the national policy on preparation for defense is to develop all components essential to defense as rapidly as is consistent with availability of materials."

**Lista Materials**

The report included detailed analyses of amounts of such materials as carbon steel, alloy steel, stainless steel, copper and brass and aluminum needed for construction of transmitters, studio equipment and antennas. Though steel for antenna towers is a critical item, the committee felt needs could be reduced by placing antennas atop existing buildings.

Members of the task-force group are William H. Chaffee, Philco Corp., chairman; Keeton Arnett, DuMont Labs; Admiral Edwin D. Foster, RCA, and C. W. Michaelis, General Electric.

In other activities during the conference, the name of the recently recognized Transmitter Division was changed to Technical Products Division and it was reported that an intricate government relations unit, designed to ease the complexities of doing business with the government, is in process of formation (B&T, Jan. 28).

The Advertising Committee explored the question of a broad, long-range public relations program on behalf of the manufacturing industry and also reported "very encouraging" preliminary results from the FM-promotion test campaigns being conducted with NARTB in North Carolina and Wisconsin and slated to start in Washington, D.C., in March. Possibility of extending the FM campaign into other areas was foreseen.

It also was pointed out that manufacturers had agreed to donate space for radio phonograph combinations to be awarded to state winners of the Voice of Democracy contests, also sponsored by RTMA and NARTB.

Los Angeles was designated as site for the 1953 joint meeting of RTMA and its Canadian counterpart (this year's is to be held in Canada) and spokesmen said various locations throughout the country would be picked for other meetings.

RTMA officials at the conference were led by Robert C. Sprague, Sprague Electric Co., RTMA board chairman, and Glen McDaniel, president.

**OVERSEAS JUNKET FOR NEWSMEN**

To Include Approximately 23 Broadcasters

**PLANS now are complete for an overseas flying trip which will take some 50 newsman, including about 25 broadcasters, to approximately 15 countries of Europe and the Near East.**

**Trip is being organized by James L. Wick, newspaper publisher with offices in New York, who explained that every time he has returned from abroad, he has had newsman say to him, "Let me know next time, so that I can go along."**

**Entire journey will be made via Pan American World Airways. The group will gather in Washington, Feb. 28 for a briefing by the State Dept. and reportedly a chat with President Truman.**

Mr. Wick will be host at a party in New York Feb. 29. On March 1, the newsman will take off for Frankfurt, Germany.

**Itinerary includes Berlin, Vienna, Belgrade, Athens, Istanbul, Ankara, Tel Aviv, Jerusalem, Tehran, Rome, Paris and London. The group is slated to return about April 1, although members of the party can make private arrangements to remain abroad longer.**

**Interviews already have been arranged with Marshall Tito, Mossadegh, Adenauer, Anthony Eden, John McCloy, Pope Pius XII, Gen. Dwight D. Eisenhower, U. S. ambassadors, ECA officials and other civilians.**

**For expenses other than meals, the cost per person is reportedly $1,500-$1,600. Among the broadcasters to be aboard is R. C. (Jake) Embry, vice president of WITI Baltimore. Mr. Embry will send daily tape-recorded reports and interviews to WITI for use in the station's overall news coverage.**

Mr. Embry said Mrs. Embry was accompanying him on the trip and that she will tape-record the "women's angle" for use over WITI. He added that he and his wife plan to remain in Europe a little longer than April 1 and tentatively plan to visit Switzerland.

Among other broadcasters making the trip will be Mr. & Mrs. Frederick L. Allman, WSYA Harrisonburg, Va.; Mrs. W. F. Stearns, KOCK Tucson, Calif.; Hugh Boyd, WDHN New Brunswick, N. J.; John F. Corcoran, Philadelphia; Tim Elliott, WCUE Akron; Mr. & Mrs. John E. Fetzer, WZKO-AM-TV Kalamazoo, Mich.; James E. Graham, WGWS Tifton, Ga.; Rebecca F. Gross, WPHZ Lock Haven, Pa.; Mrs. Eloise H. Hanna, WHRC-TV Birmingham; Mrs. Jerene A. Harsh, KOCS Ontario, Calif.; Fred Hartman, KRE Baytown, Tex.; Mrs. Alice C. Holles, Mrs. Arthur Holien, WFAH Alliance, Ohio; David W. Howe, WWJY Burlington, Vt.; Mr. & Mrs. Elmer S. Hubbard, WGNX Middletown, Conn.; Paul A. Jenkins, KKO El Centro, Calif.; William H. Kreuger, KDAL Duluth; Mr. & Mrs. Richard Field Lewis Jr., WINC Winchester, Va.; Harold McWhorter, WJAW West Palm Beach, W. Va.; Jack Neil, KTRM Beaumont, Tex.; Roy Palmater, KCKG Centerville, La.; Mr. & Mrs. John K. Pepper, WDIA Memphis; Mr. & Mrs. Daniel H. Ridder, WTCN-AM-TV Minneapolis; Mr. & Mrs. V. J. Steele, WVJS Owensboro, Ky.; Ronald B. Woodard, WONE Dayton, Ohio.**

**KLRA Little Rock, Ark., to focus attention on dangers of highway accidents, interrupts programs to report traffic fatalities in the state.**

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**BROADCASTING • Telemetering**
KING'S DEATH

Radio, TV Flash News to U. S.

EIGHT MINUTES after the death of King George VI of England was reported at Sandringham Castle (5:30 p.m., EST), news was broadcast throughout the United States by radio, with WCBS New York reporting the first clocked announcement at 5:53 a.m. Wednesday. Television stations also heard and read the first reports on NBC-TV's Today at 7 a.m.

Broadcast pickup of the unex- pected announcement filled all major networks as well as stations giving spot announcements at the start of their broadcast days and interrupting programs to publicize details as they became available.

By evening, American audiences were hearing special programs dedicated to the King and the royal family and describing the tradi- tions of the British monarchy.

The next day, all major networks were carrying Winston Churchill's eulogy to the King at 4 p.m. EST, with recordings and rebroadcasts scheduled throughout the evening by individual stations.

NBC radio first broadcast the news at 6:10 a.m. with Romney Wheeler speaking from London, plus a man-in-the-street reaction directed to the King by the NBC on the 8 a.m. World News Roundup. The network followed with an obituary at 1 p.m. with Leon Pear- son narrating the special, composed of the King's speeches and taped private interviews.

Pickups from Buckingham Palace; Paris—where Mrs. Roosevelt mourned the monarch; Ottawa, Tokyo, Korea and back to New York, were carried by NBC radio on Morgan Bay's two evening programs. A 29-minute eulogy, Memorial to the King was broad- cast at 10:35 p.m.

After breaking the news at 5:53 a.m., CBS Radio followed with special bulletin packages throughout the hour, with reports directly from London—including a record of the original BBC announce- ment—on the 8 a.m. World News Roundup and the 9 a.m. CBS Radio News of America. By 4 p.m., CBS Radio correspondents in capitals around the world were giving global reaction to the King's death in a special 18-minute broad- cast.

ABC radio listed its first bulletin at "approximately" 5:54 a.m., but had London Correspondent Frederick Oppen in front of the mike for a 7:45 a.m. report from the scene, followed by excerpts of the King's Last Speeches. Buckingham Palace, the birthday speech of then-Princess Elizabeth and a recorded statement from the Queen's Press Secretary. A special dramatization of the King's life, The People's King, was prepared in time for a half-hour broadcast at 10:30 p.m. Wednesday afternoon. Another special event, Royal Occasion, an hour-long doc- umentary on Elizabeth II, was scheduled the following evening.

Mutual's Norman Michie short- waved stories of British and inter- national developments, resulting from the King's death, starting at 9 a.m. and continuing throughout the week, with special attention given to Queen Elizabeth II's re- turn Thursday morning. A kaleido- scope radio-picture of the King's life and times was broadcast early Wednesday evening via MBS.

Voice of America, currently scheduling 50 hours a day in 46 languages, transmitted the initial news, then commentaries and fi- nally press quotes in every tongue, shifting into the story immediate as part of VOA's around-the-clock activity. In English, swing, one-time U. S. interpreter for the BBC, gave a combined Anglo-American report.

Local Stations Air News

Local stations, without the ad- vantage of their own overseas cor- respondents, emphasized straight news reports.

Although slower in initial de- liveries, television networks were also there with special stories. Special films of the late King's reign, news stills of his last public appear- ance and pictures of Elizabeth II were used as visual as well as audio reports.

Video beat was achieved by the early morning Today on NBC-TV with Romney Wheeler reporting from London a few minutes after M.C. Dave Garroway made first announcement of the news at 7 a.m. Coverage included telecasts from New York and Washington, remote from Paris and London and special films, arranged in an hour's time.

On stations from BBC were shown on NBC-TV at 11:45 a.m., including last pictures of the King before his death. Two special video obituaries, produced by Francis C. M. Thorpe, director of news and special events, were on the air at 6 and 11:15 p.m. the same day.

CBS-TV telecast a special bi-ography of the late monarch from 10:10-1:55 a.m. and the Douglas Edwards program at 7:30 p.m. feat- ured pictures of Queen Elizabeth II in Kenya, background shots of the King's life and rule and Dean Acheson's statement of American

WJLB Spots

WJLB, Detroit independent, aired the following promotion announcement between an all news foreign, Negro and English hours eight times a day through Feb. 9: "Again radio and WJLB CBS-TV New York, in memoriam the death of King George VI, hours ahead of any news- paper." Coverage was given greater detail in WJLB CBS-TV New York.

WJZ-TV, ABC's key TV outlet in New York, carried a full report of the death with still pictures and commentary at 10:30 a.m. Station arranged for steady coverage from UPFox Mvotienome News, ABC News bureau around the world, graphic arts aids and still pictures on the John Daly show at 7 p.m.

Announcing the King's passing as soon as the broadcast day started at 10:15 a.m., the DuMont network gave minutes to details during its 12:15 p.m. news roundup. Special documentary, Heir to the Throne, was prepared for news reporting, and when Lady Crossfield, close friend of the royal family, was interviewed by Juliane Caffrey of DuMont's Wom- en's Club.

WPIX (TV), Daily News TV station in New York, carried 90 seconds on the news at its 11:42 a.m. sign-on with 10 minutes of details. DuMont's Neuwserel. Roundups of further de- velopments were carried for five minutes at 3 and 4 p.m., plus other coverage on regular news shows.

Canadian stations cancelled all commercial programs the day King George VI died and plan to cancel all sponsored shows the day of his funeral. For Feb. 18, this policy applies to individuals as well as the networks. Sta- tions aired special musical pro- grams, news commentaries and re- reads. Pickups of various ABC and U. S. net- work programs were also aired.

Duncan to MBS

WALTER DUNCAN, in radio sales for more than 25 years, has been named an account executive with Mutual Broadcasting System, Sales Vice President Adolf H. Hult an- nounced last week. Mr. Duncan's career in radio, starting in 1926, includes eight years as an account executive with the ABC network sales department; 10 years with WNEW New York, where he rose from sales executive to vice presi- dent in charge of sales and was credited with helping in the de- velopment of the station's block programming formula. Leaving WNEW in 1948, he became radio consultant for WSNY Schenectady, then moved to New York in 1956 as sales manager of WPIX (TV), which he left last year to become assistant to the president of Paul H. Rayner Co., station representa- tion firm.

BROADCASTING • Telecasting

TRANSCASTING

Arguments Set March 3

ARGUMENTS on the constitutionality of transcasting will be heard by the Supreme Court March 3, it was announced last week. At stake are the 18 operations by FM stations associated with Transit Ra- dio Inc. in as many cities.

The case before the Supreme Court involves WWDG-DC-FM Wash- ington, and the District of Colum- bia Public Utilities Commission. Last June the U. S. Court of Ap- peals held that commercial transit- ing, which carried signals ilelegally pirated from off-air transmitters, proved objectsing passengers of Cap- ital Transit vehicles of liberty without due process [B+T, June 18, 19, 1961].

HOLLYWOOD PROBE

Pomerance Declines Answer

HOUSE Un-American Activities Committee skirted the broadcasting business last week in its current probe of alleged communist ac- tivity in motion picture industry. Mr. William Pomerance, identi- fied as a former executive of the Hollywood Screen Writers Guild, refused to say whether he had been a member of the Communist Party in his appearance before the committee last week. Mr. Pomer- ance said he now sells television commercials in New York City.

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manufacturers. NPA made no commitment that it will revive the talks, which stirred protests of theatre color TV interests and others.

Predominant view of industry representatives was that regulation should be retained to prevent diversion of skilled technicians. A few manufacturers said for rule, that grounds no substantial amount of materials or manpower would be saved. Others suggested midlevel course—amending order to limit prohibition to home color receiver production only. This is an open way for theatre and other applications.

Gen. Sarnoff's 10-page statement listed CBS "promises" for its color TV service and equipment and then described performance this way: CBS said it would install its color system. But instead of offering them for about $300, CBS offered color sets--will be available to customers at a price of more than $500 for the set including installation, plus sales taxes. CBS said a color television set in a market price in which prices were dropping rapidly and that CBS of its parts and white sets by 20%, CBS more than doubled the price of its mechanical color television set.

As for adapters which the CBS promised, it never put any of them on the market. Instead, they were selling at $110 to $150 as it promised the FCC, CBS announced in July of 1953 that it would sell converters on the market which would sell for about $250. These converters have never reached the market.

CBS committed itself to the FCC and to the public in the number of weekly hours it would broadcast its incompatible color programs. President Stanton said in 1956 that, under the FCC, that such broadcasts would be immediately available for color TV. Mr. Stanton promised that, as a minimum, a weekly schedule of 20 hours would expand its network color broadcast schedule of a week and that these 20 hours would include half-an-hour a day, five days a week between the choice broadcast hours of 6:00 and 9:00 p.m.

How do these promises compare with the performance of CBS never broadcast even half of its promised regular schedule of 20 hours of color a week by Sept. 1959, 1960 or 1961?

What little color CBS did broadcast was confined almost exclusively to network programming as I know, CBS never broadcast any schedule of color problems during the choice hours from 6 to 9 p.m.

Partial text Dr. Stanton's rebuttal to Gen. Sarnoff's statement.

Everybody knows that CBS has been the leader in the long and difficult struggle to bring color television to the homes of America. The opposition of Mr. Sarnoff. The contributions which CBS has made to the advancement of color cannot be obscured by unprincipled attacks.

1. RCA has been promising various compatible color systems for six years. In fact, the date has long been past which RCA promised at the time when its system would be ready and perfected.

If Mr. Sarnoff really believes that the RCA color system is now ready to be adopted, he well knows that the FCC, and not the RCA, is the body to do so. He himself has repeatedly pointed out that the FCC has left the door open for reconsideration of his system. In the interest of the public, manufacturer and consumer alike would be well advised to put an end to the doubts and confusion which he has created by statements that new color television standards are forthcoming and to make definite before the FCC where they can be resolved by testimony under oath and by actual demonstration of performance.

2. Dr. Stanton, in his first statement, told NPA earlier his understanding of October, agreement was that RCA did not require additional allocations to make color receivers, he was free to make (them).

While order effectively carries out agreement to suspend mass color TV production, "it is nothing but an operator because it goes beyond the conservation of materials," Dr. Stanton said, adding that no more materials are saved by order than by refusal of NPA to issue greater allocations.

Dr. Stanton also questioned application to non-home color TV receivers, and said clarification is needed governing non-broadcast use and for question of "facilitating future reception of color."

Sen. Johnson, who attended as observer, said he was satisfied with meeting but would not comment on "every conceivable viewpoint" was thrashed out, and hailed meeting as "significant."

Barney Balaban, president of Paramount Pictures Corp., appearing on behalf of Chromatic Television Labs (Paramount subsidiary for Lawrence tube) stated "there is no defensible position" for order, and declared it "penalizes efforts made to advance the electronic art under a system of free competition."

Moreover, he said, it "needlessly frustrates progress in TV."

Order regulates end products and bars manufacturers from making set capable of receiving color in addition to black and white even if such sets were to use less material than monochrome, he said. Chromatic Lawrence tube now only pointed to a point where set having tube can produce monochrome picture and yet not use more materials.

Attorneys at NPA, Mott & Morgan, representing Motion Picture Assn. of America and Television Owners of America, said NPA has agreed to call separate conference for theatre interests if results of Friday morning and ultimate NPA-DPA decisions are not "satisfactory." 20th Century-Fox deferred to MPAA and TOA on action involving its proposed Ediphor color theatre TV system, to be manufactured by General Electric. Attorney for the FCC, Mr. NPA, informed them that M-90 does apply to theatre color TV at present.

James B. Carey, IUE (CIO), cautioned against changing order, holding consumer, public and industry problems which could be served. He said injection of color TV in video picture would bring these results: (1) declines in sales, with public putting off purchase of black and white sets until rival color TV claims are realized; (2) consumption of more materials; with fewer sets from same materials; (3) monochrome TV set prices would decrease further and color TV sets would become more expensive.

EDUCATION SERIES EXTENDED BY SLOAN

ALFRED F. SLOAN foundation has appropriated $140,000 to extend for 39 weeks its adult education series, American Inventory, presented in conjunction with NBC-TV at 1:30 p.m., EST, Sundays, Raymond P. Sloan, foundation vice president, said Friday.

Innovation in format will be block booking with two or more telecasts presented successively on single theme to emphasize, among other things, the educational difference. Schedule calls for 10 programs on economics, 10 on public issues, four on special events, and five on the future of the arts and humanities, science and technology, and public service. First show in new cycle, Feb. 17, will feature Kudla, Fran and Ollie in economic story showing value, especially to nation's productivity, of savings.

P E O P L E . . .

ROBERT LILJEN, radio-TV department, Procter & Gamble, Cincinnati, understood to be joining Whitehall Pharmacal Co. in executive advertising capacity.

CHARLES H. WOLFE, radio-television copy director for McCann-Erickson, N. Y., being transferred to panels with sales office. He will serve in dual capacity there, working both for West Coast office and radio-television department of New York bureau. Succeeding Mr. Wolfe in New York will be RALPH ROSEN, copy group head and agency vice president, who will be in charge of all radio-TV commercials, effective immediately.

DESMOND F. MARQUETTE named director of film production at Foote, Cone & Belding, Chicago, starting March 1. Just returned from India where he handled a directorial assignment for the State Dept. PERRY THOMAS, sales training director at Bell & Howell, Chicago, since 1947, joins FC&B as technical and administrative assistant in broadcast operations.

ROBERT E. HARRIS, editor of former Televiser magazine and director of promotion and publicity for TV Workshop in New York, joins CBS's local promotion department. Effective today (March 1), to assist in production and publicity and handle writing assignments on specific BAB sales-aid publications.

Business Briefly

(Continued from page 6).

avaiabilities for 17-week spot radio campaign in nine west coast markets, starting early March. Lambert & Feasley, N. Y., is agency.

SHOE FIRM INCREASES • Friedman-Shelby Division of International Shoes, St. Louis, increasing from 13 to 27 Dublin stations, effective March 1, for Kids' Co., Saturdays, 11-11:30 a.m., produced by Wyatt & Schueler, N. Y. D'Arcy Adv., St. Louis, is agency.

INTRODUCE NEW PRODUCT • Venice Maid Co., Venice, N. J., uses radio advertising to introduce its new product, Chili Mac meat, macaroni and bean sauce. Campaign begins shortly in Chicago and will expand into other markets as distribution increases. Agency—Kendall, Chicago.

HOWDY DOODY SOLD • Bauer & Black, Chicago, will sponsor the 5:30-5:45 p.m. Wed. portion of Howdy Doody (Mon.-Fri., 5:30-6 p.m.) on NBC-TV, effective April 16, through Leo Burnett Co., Chicago. Three previously reported renewals by Howdy Doody sponsors also announced, Mars, Kellogg Co., and International Shoe Co.

CANNON BUYS TV • Cannon Mills, N. Y., will sponsor television version of Give and Take (C.B.C. Sunday morning TV, effective immediately. Advertiser has been underwriting the radio version heard on CBS Radio Saturdays, 11:30-12 noon for past five years. Young & Rubicam, N. Y., is agency.

HOLMES & EDWARDS BUYS • Holmes & Edwards, division of International Silver Co., Minneapolis, will sponsor four spots on NBC and one on a Chiness radio station, San Francisco; Radio stations, effective March 1, for Kids' Co., Saturdays, 11-11:30 a.m., produced by Wyatt & Schueler, N. Y. D'Arcy Adv., St. Louis, is agency.

BASEBALL RECOMMENDED • BBDO, New York, agency for Lucky Strike cigarettes, has recommended firm co-sponsor with Schaefer Bottling Co. for NBC's home games on WOR-TV New York (see story page 28).

Another advertiser interested in sponsoring local baseball broadcasts is Pal Razor Blades, N. Y., through Al Paul Lefton Co., same city.

BROADCASTING • Telecasting
"IN THE HEART OF AMERICA . . .

It's The

KMBC
KFRM
Team and It's

Wholehearted"

COMPLETE . . . EFFECTIVE . . . CONSISTENT!

The KMBC-KFRM Team is still making broadcast history in the Heart of America. According to the 1951 survey of 2,672 interviews with rural and urban listeners from 141 counties in the area served by The Team, made at the State Fairs in Missouri and Kansas, and the American Royal in Kansas City, KMBC-KFRM personalities and farm program services remain at the top—and by a wide margin.

Year after year, survey after survey turns up the same story—KMBC-KFRM superiority in all categories. The best in radio programming combined with the finest of facilities, has built for The Team a more-than-average share of the radio audience in the Heart of America. It is this loyal audience that insures Team advertisers day in, day out, complete, effective and consistent coverage of the great Kansas City primary trade area. Now, With KFRM An Affiliate of the CBS Radio Network, Audiences Will Be Greater Than Ever Before—As Will Sales of Team Advertisers’ Products!

TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

The KMBC-KFRM Team

CBS FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
Multiply this 501,900 times

**Detroiters are as accessible** to advertisers in their cars as they are in their homes... through 501,900 auto radios.

**That's the bonus audience delivered by WWJ,** Detroit's most-listened-to station. Add that to the 1,262,500 radio homes in the WWJ primary coverage area—728,000 of which are radio ONLY homes—and you'll realize why WWJ sells so effectively. And so economically, also... because WWJ's average cost-per-thousand listeners in the Detroit market is 14.5% less than the average cost-per-thousand for radio time in Detroit.