The 1951 Iowa Radio Audience Survey discloses that radio-set ownership in Iowa is at a startling all-time high. Multiple-set homes are now in the majority in Iowa, whereas in 1940 less than one home in five had two or more sets!

The following chart graphically illustrates why it is no longer valid to assume a single, "family radio" within the house—a premise on which much radio audience research has heretofore been based.

<table>
<thead>
<tr>
<th>PERCENTAGE OF HOMES OWNING</th>
<th>1940</th>
<th>1945</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 or more radios . . .</td>
<td>91.4%</td>
<td>97.9%</td>
<td>98.9%</td>
</tr>
<tr>
<td>2 or more radios . . .</td>
<td>18.2%</td>
<td>38.5%</td>
<td>50.3%</td>
</tr>
<tr>
<td>3 or more radios . . .</td>
<td>4.4%</td>
<td>9.1%</td>
<td>15.0%</td>
</tr>
</tbody>
</table>

In addition, the 1951 Survey shows that 88.2% of all Iowa families own automobiles, of which 62.7% have radios. Iowans also own thousands of other "non-home sets"—in barns (14.6% of Iowa barn owners have barn radios) and in trucks (9.7% of all Iowa's family-owned trucks have radios, according to the 1949 Survey).

Radio-set ownership is only one of many important topics covered by the 1951 Iowa Radio Audience Survey. Its 78 pages of reliable, helpful information make it "required reading" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular. Incidentally, the 1951 Survey again reveals that WHO with its Clear Channel and 50,000-watt voice is by all odds Iowa's most listened-to station. Write for your free copy today!

The Newsweekly of Radio and Television

FREE & PETERS, INC.
National Representatives

The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of the Wichita University and his staff. It is based on personal interviews during March and April, 1951, with sol Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.
Who has the ear of most of Kentuckiana's womenfolk?

WHAS, of course... morning, afternoon and night.*

And a good part of the WHAS popularity is due to Bud Abbott, head MAN of

**LADIES DAY!**

ABBOTT, the area's top platter spinner, (Radio Best, 1949) sings, plays drums, jokes, cues records... to 25% of the afternoon listenership! And those same wonderful women hear Johnny Schrader as he jumps from organ to celeste to piano... on LADIES DAY.

Yes, MORE Kentuckiana women-folk tune to WHAS and LADIES DAY regularly to hear spots before their ears in the Abbott manner.

*Pulse report, Nov.-Dec., 1951

Basic Affiliate of the CBS Radio Network

The only radio station serving and selling all of the rich Kentuckiana Market

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

INCORPORATED ★ ESTABLISHED 1922

VICTOR A. SHOLIS, Director ★ NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
"Sleepy" Hollow was a good time buyer. But he lost his head and bought wrong in the Albany, Troy, Schenectady market.

He didn't buy WTRY—No. 1 station in the market. Paid twice as much for the No. 2 station. But the No. 2 station fails to deliver the market. It offers outside coverage, in secondary markets where 21 other radio stations divide the audience.

WTRY delivers the Albany, Troy, Schenectady market and 8 bonus counties as well for one half the No. 2 station's rates.

It is said that when a low pressure area hits Scarsdale, "Sleepy" Hollow rides down route 9 carrying his head, the one he lost when he missed buying WTRY the lowest cost-per-thousand buy in the nation's 27th market.
The Wilmington, Delaware Junior League recently inaugurated a weekly series of educational programs called TV TOURS, which are designed to give Delaware children a better understanding of the functions of essential community services. Each week, under the guidance of a Junior League chairman, a group of school children are taken on an actual, behind-the-scenes tour of one of the community's essential services such as the police and fire department, the weather station, the telephone exchange, the daily newspaper, and so forth. Following each trip, the children appear before the WDEL-TV cameras to discuss their experiences with a representative of the service just inspected.

Through its public service programs, WDEL-TV seeks to raise the level of community understanding for all the people in the broad area which it serves. This station has thus developed a strong viewer loyalty which is of real importance to community organizations and its advertisers.

WDEL-TV
WILMINGTON, DELAWARE

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles
AT&T RUSHING CABLES TO MEET CONVENTION DATES

AT&T Friday reported special efforts of its Long Lines Dept. to provide live network TV coverage of political conventions to viewers in Miami, New Orleans, Houston, Dallas, Fort Worth and Oklahoma City.

Extension of television network facilities to these cities was originally scheduled for completion during last half of 1952, but is now being rushed so that service may be available by early July, AT&T reported. Further extension to Tulsa and San Antonio "will not be feasible until later this year," however, telephone company said.

AT&T emphasized that priority of construction for national defense plus possible material shortages might make it impossible to meet advanced dates.

Work involved, AT&T said, includes addition of video equipment to existing Jackson-ville-Miami coaxial cable; completion of Jackson-New Orleans cable; equipping coaxials between Jackson and Dallas, Dallas and Houston; adding microwave facilities from Dallas to Fort Worth and Oklahoma City.

Plan calls for one TV channel into each new city by July 1. Per original schedule, two channels will be provided for each Texas city now having two TV stations in operation.

TURNER HEADS NEW FCC FIELD BUREAU

WITH appointment of George S. Turner as chief of new Field Engineering & Monitoring Bureau, plus various other shifts, FCC Friday completed reorganization of its staff which commenced more than two years ago.

New field bureau, recommended last month in McKinsey & Co. final report (1), encompasses present Field Engineering & Monitoring Div. of the Chairman's Office, plus Antenna Survey, Commercial Operator and Conelrad branches. It is due to start functioning March 2, will have four divisions—engineering, inspection and examination, monitoring and field operating.

Among other organizational changes announced Friday: (1) General Counsel's office divided into Litigation Div. and Legislation, Treaties and Rules Div. Los Angeles field office abolished; (2) Chief Engineer's office divided into frequency allocation and treaty, technical research and laboratory; (3) broadcast license functions transferred from Secretary's office to Broadcast Bureau; (4) service, mail and files, messenger and record keeping transferred from Secretary's office to Office of Administration.

TRUMAN RED CROSS PLEA

PRESIDENT TRUMAN, speaking from the White House, will open American Red Cross 1952 Fund Appeal Feb. 28, as climax of dramatic program narrated by Jessica Tandy. Entire production directed by Dick DePew, ABC-Philco-Congressionals, of CBS is producing. Kickoff being kinesco ped for TV and transcribed for radio to enable nine networks to carry program between 8-11 p.m.

BUSINESS BRIEFLY

ANOTHER SPRING CAMPAIGN • Another spring advertiser, Kellogg Variety Package (also see story page 23), will start annual radio spot announcement campaign on 100 stations in non-TV markets April 1. Kellogg & Echardt, N. Y., placing varied 15- and 26-week contracts.

ALTERNATE SPONSORSHIP • Hazel Bishop Lipstick understood to be willing to sign for alternate sponsorship of Cameo Theatre (Sunday, 10:30-11 p.m., NBC-TV), currently sponsored weekly by Regent cigarettes. Later account through its advertising agency, Brockett, Smith & Deems, Fort Worth, had run blind ad in New York Herald Tribune seeking to co-sponsor for half-hour TV show (B&T, Feb. 4).

KIPLINGER DOUBLES SPOTS • Kiplinger Washington Agency Inc., through Albert Frank-Guenther Law, New York, doubling its spot announcement campaign starting Feb. 18 in East and Feb. 25 on West Coast for one week using 120 stations, compared to 60 used last month, as result of radio's pull for Kiplinger Newsletter.

EASTCO TO BUY RADIO • Eastco Inc. (Clear-o-Fil, skin softener for teen-agers), N. Y., through Ruthaff & Ryan, N. Y., preparing to use about 200 radio and TV stations for 52-week campaign. Spots will be used mostly on disc jockey shows in late after (Continued on page 106)

SEN. JOHNSON CRITICIZES NETWORK POLITICS POLICY

SEN. Ed C. Johnson (D-Col.) chairman of powerful Senate Interstate & Foreign Commerce Committee, Friday criticized networks for adopting policy of "treating all candidates for office as clients" rather than granting them time as public service. Senator, whose committee handles legislation governing broadcasting, said networks' announced political policy would bar candidates who were unable to afford broadcasting costs and thus open door to well-heeled special interests and pressure groups.

Sen. Johnson, whose criticism was made during speech at Second Annual Regional Television Seminar at WAAAM (TV) Baltimore studios, treated these other topics: Educational TV—number of universities-colleges capable of supporting non-commercial educational stations "scarce as hen's teeth," reiterated proposal FCC impose condition on all TV licensees that certain time be made available for educational programs; "unrealistic" to say media can fulfill "clear thinking and clean living" since Ten Commandments given to man. Programming—must have family appeal but must also be clean and wholesome, requiring of telecaster "alertness, tact, good taste and unusual understanding."

for more at DEADLINE turn page
NBC MERCHANDISING APPOINTMENTS MADE

FOUR NEW appointments to NBC Merchandising. Brown Stafford Mantz named assistant to Gordon Lane in material unit; James C. Sandner named merchandising district supervisor for California, Nevada, Arizona, and parts of Utah, with headquarters in Los Angeles; H. John Roepke to be similar supervisor for Minnesota, North Dakota, South Dakota, Nebraska, Iowa and Wisconsin, and Stewart Carr, for Missouri, Arkansas, Kansas, Oklahoma and part of Illinois.

EXTEND CMA-TV SERVICE

PLANS for extending service of Radiotelevision el Mundo's CMA-TV Havana, now under construction, to three other provinces via microwave relays announced Friday. Satellite stations to be set up in Pinar Del Rio, Matanzas and Las Villas provinces to rebroadcast CMA-TV programs delivered by what was said to be probably first TV microwave system scheduled for operation outside U. S. Designed and equipped by RCA, CMA-TV will operate on Channel 2. It is headed by Angel Cambo, Cuban radio pioneer.

THREE TV APPLICANTS

THREE TV applications were filed Friday with FCC, making total of seven submitted this week. (For others, see FCC Roundup, page 103). WCXY Bristol, Va., filed for Channel 5, with 100 kw, proposed to spend $314,530 on construction. WBLK Clarksburg, W. Va., asked for Channel 12, with 50.6 kw, proposed to spend $253,283 on construction. WSAU Wausau, Wis., asked for Channel 7, with 200 kw, proposed to spend $270,169 on construction.

DENY ATISS INTERVENTION

REQUEST by Atlass Amusement Co. to intervene in license renewal hearing for WKOW Madison, Wis., was denied by FCC Friday. Commission action followed review of Mooson Comr. Walker's denial of plea for intervention last month [B*T, Jan. 28, 14; Dec. 31, Nov. 12, 1951]. It held that management company, which is headed by H. Leslie Atlass Jr., son of CBS Central Div. vice president, could protect itself as regular witness in hearing scheduled for March 28 in Madison. Commission has questioned whether management contract between station and Atlass company indicates delegation of control of station.

ABC SIGNS THREE

SIGNING of three new radio affiliates announced by ABC Friday, pushing network total to 318 stations. KCLV Clowis, N. M. (1240 kc, with power to go from 100 w to 250 w new), the New Mexico station with Don Boles as general manager, was to join yesterday (Sunday); WKBV Richmond, Ind. (1490 kc, 250 w), owned by Central Broadcasting Corp. and managed by Lester G. Speicher, to affiliate March 1, and WSKI Montpelier, Vt. (1240 kc, 250 w), owned by Montpelier-Barre Broadcasting Co. and managed by Charles W. Grinnell, was to join Saturday.

In this Issue

Some $1 million worth of business has been signed and another $2 million is expected to have been signed since last issue. Some of the big in-season advertising has been concluded. TV agencies report good response during spring and summer seasonal advertising is already all set for big campaigns for radio and television. The planning has started unusually early. Page 28

NARTB boards appoint five-member TV code committee, make total convention plans, work out new membership dues structure, grapple with agenda full of other problems at Texas hideaway. Stories on board action begin on Page 24-25.

Mark March 15 in your datebook as the day the FCC may announce its Sixth Report and Order thawing the television freeze. The Commission is taking extra time to make the document as lawyer-proof as possible. Audience size for operation of UHF was once predicted at 23,000. 1951 network advertising is summarized in PIB reports. Proctor & Gamble spent more than anyone else on both radio and TV networks. Page 27.

The Katz Agency, at conference with its 19 TV station clients, urges that a calculated policy on spot vs. network television be undertaken. TV must avoid the "mess" and fall short of radio, Katz executives say. Page 75.

Paul Raibourn, Paramount Pictures vice president, thinks highly of both subscription and color TV, tells FCC his company wants to thoroughly explore both. Page 75.

Despite some shortcomings it has at its present stage of development, UHF will have a measurable place in television. At a two-day seminar in Washington, RCA explains technical aspects of UHF and reveals complete line of VHF and UHF transmitting and receiving equipment. Page 75.

President Truman wants Congress to repeal a Defense Production Act provision—the Cepahet amendment—that sets up a formula for including advertising expenses in costs upon which price ceilings are based. If Mr. Truman's wishes were followed, it would have a noticeable effect on U. S. advertising. Page 80.

The government will probably continue its ban against color television, but with modifications, if hints dropped by NPA sources can be accepted as an accurate report of NPA's plans. Page 74.

Upcoming

Feb. 20: Georgia Press Institute, 24th annual session, Sumter, Georgia, Atlanta.

(Closed Circuit (Continued from page 5)

change of channels but conclusions can't be announced until FCC makes a disposition of allocations is completed. AM problems were resolved, except as to use of 1550 kc. Possibility of further session in Washington.

WATCH for effort in House by Rep. Walt Horan (R-Wash.) to prod House Interstate and Foreign Commerce Committee action on political broadcasts. Revised Horan bill—fusion of NARTB-FCC thinking—definitely in works, will be introduced, possibly within next two weeks. Question, however, will be how strong this bill will be. Rep. Horan is working diligently while FCC grapples with freeze thaw, Washington engineers and attorneys believe they already have in their shops practically all applications that will be filed during 60 or 90 day waiting period FCC will authorize for filing of new bids for facilities and amendment of pending ones. Number? Roughly 500.

WHAT MAY be record-breaker in acceptance of public service feature has been response to "Your Voice of America" transcription series offered by Associated Broadcasters, Inc., to Weather L. Dumm, less than eight weeks ago. More than 800 stations already have scheduled cycle of transmissions condensed from Voice broadcasting almost with a certainty of audience.

J. N. (BILL) BAILEY, Washington newspaperman and former director of FM Association, soon will be named Public Affairs Officer of Richmond area branch of Federal Civil Defense Administration.

IN EFFORT to avoid pitfalls that befell radio research, an independent U. S. and TV station has activated survey to be conducted by leading university on "Out of Home TV." Breakdown will show in this major market what an estimated 25% of set-owners do when they are not watching TV at home. Results expected to be available in about two months.

While FCC's slow-down on consideration of final TV allocations report stems largely from adjustment of conflicts in voluminous document and desire to sit back and reflect, it's no secret that Commissioner B. H. Horan, chairman, educators' group of Arc, has labored virtually every city-by-city situation that involves educational assignment. It's more question of holding on to original "in the public interest" position than of adding additional channels for educators.

RESIGNATION of H. B. McCoy, NPA assistant administrator, may be announced shortly. Mr. McCoy is member of NPA top hierarchy on policy, as well as chief of textile and leather goods division, and has been color TV issue. He presided at recent agency-industry conference looking toward clarification of regulation. No replacement indicated.

OMISSION of electronics manufacturers from list of twelve which are to receive reserve controlled materials now released may cause some concern in industry quarters. Many manufacturers have received necessary certificates of necessity permitting tax write-offs on new or expanded projects.

PLANS for third roadblock, circuit, theatre TV issue before Federal Civil Defense Administration along Atlantic seaboard. There's one roadblock: Should demonstration be designed as training-orientation or public information experiment? FCC has scheduled summer/'52 pitchers for a second test reaction among CD trainees, to be released in fortnight.

for more AT DEADLINE see page 106

BROADCASTING • Telecasting

Page 6 • February 18, 1952
The Bolling Company announces the appointment of G. Richard (Dick) Swift as Vice President. Dick Swift's 20 years' experience with CBS, and as general manager of WCBS-AM and WCBS-TV, qualifies him for the "team" of experienced Bolling men.

Represented by Bolling . . . Like "Sterling" on Silver
To a radio advertiser who never hears "Dateline Marengo"

In WMTland all the news that's fit to air includes a minimum of bistro battles, a maximum of alfalfa intelligence. What we lack in V-neck verbiage is offset by thorough coverage of the Eastern Iowa scene. Take Marengo, pop. 2,000. It's the county seat of black-soiled Iowa County, a community typical of our market, where about half the retail and wholesale business takes place in towns under 10,000. WMT's special correspondents in Marengo and 37 other Eastern Iowa towns provide local news on a 24-hour basis. Combined with AP, UP, and INS they help supply the news fodder which is edited down to 12,000 words by daily newscasts.

WMT advertisers find news programs powerful sales makers. Killian's Department Store has sponsored the 9 a.m. edition since 1935. Other long-run news sponsors: Iowa Electric, since 1942; Oelwein Chemical, since 1943; Western Grocer, since 1944.

Outstanding news coverage is just part of the WMT story. Add farm service, sports, entertainment, and exclusive CBS programming, and you get the kind of audience interest which maintains WMT's position as the highest Hooperated CBS station in the nation.

**CEDAR RAPIDS**

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

REPRESENTED NATIONALLY BY THE KATZ AGENCY

---

**BROADCASTING**

**TELECASTING**

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:

670 National Press Bldg.

Washington 4, D. C. Telephone ME 1022

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488 Madison Ave., Zone 17, Phone: 2-6681.


Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

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**HOLLYWOOD BUREAU**

Tattle Building, Hollywood and Vine, Zone 28, Hemphied 881; David Glickman, West Coast Manager; Marjorie Ann Thomas.

**TORONTO** 417 Harbour Commerce, Empire 4-0733

James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING * The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

Annual subscription for 52 weekly issues $7.00.
Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.
Annual subscription to BROADCASTING * TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issues 35¢ per copy; 53rd and 54th issues $5.00 per copy.

BROADCASTING * Telecasting
SEE HOW LITTLE IT COSTS
to get inquiries
from 43 MIDWEST COUNTIES

With just one announcement on
WOWO's Jane Weston program,
aired at approximately 8:50 AM, a
prominent hand cream manufacturer
drew inquiries from 43 counties in
Indiana, Ohio and Michigan. Each
inquiry cost only six cents!

That's typical of the results you, too, can expect from
WOWO, with its unique combination of programming
ability and merchandising enthusiasm. Whether you use
a full-hour show on Class A time or an economical participa-
tion on the Jane Weston program, your advertising
dollar does full duty... and then some... on WOWO.
For details, check WOWO or Free & Peters.

WOWO FORT WAYNE

WESTINGHOUSE RADIO STATIONS Inc.
KYW - KDKA - KEX - WBZ - WBZA - WOWO - WBZ-TV

National Representatives: Free & Peters, except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

<table>
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<th>Time</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 hour</td>
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</tr>
<tr>
<td>1/2 hour</td>
<td>24.00</td>
</tr>
<tr>
<td>3/4 hour</td>
<td>36.00</td>
</tr>
<tr>
<td>1 hour</td>
<td>48.00</td>
</tr>
<tr>
<td>1 1/4 hour</td>
<td>60.00</td>
</tr>
</tbody>
</table>

SPECIAL FEATURES

New Service - UP

Minimum word count on commercial
480 words; 10 minutes 160 word
160 words.

CLASS "A" (6:00 p.m. to 10:00 p.m.)

<table>
<thead>
<tr>
<th>Time</th>
<th>Cost</th>
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<tbody>
<tr>
<td>1 hour</td>
<td>103.00</td>
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<tr>
<td>1 1/4 hour</td>
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<tr>
<td>1 1/2 hour</td>
<td>186.30</td>
</tr>
<tr>
<td>2 hours</td>
<td>291.00</td>
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</table>

Participating Programs

Home Forum: Jane Weston 8:00 a.m. to 9:00 a.m.,
Monday through Friday, per participation:

- 1/4 hour 16.00 16.00 16.00
- 1/2 hour 32.00 32.00 32.00
- 1 hour 48.00 48.00 48.00

CLASS "B" (10:00 p.m. to 12:00 midnight)

<table>
<thead>
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<tbody>
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<td>84.00</td>
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<tr>
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<td>118.00</td>
</tr>
<tr>
<td>1 1/2 hour</td>
<td>170.00</td>
</tr>
<tr>
<td>2 hours</td>
<td>272.00</td>
</tr>
</tbody>
</table>

Available to non-competing producers and manu-
facturers. Continually prepared by home forum direc-
tor from material supplied by client or agency.

This listing continued on next p
Ordinarily a capricious little fellow, Shish Kabab is eyeing the Oklahoma City Market with a serious eye. Rightly so, for, cute as he is, he'll soon be some secretary's Mouton coat, somebody else's lamb chops, or a flaming sword dinner. And let that be a lesson.

In examining the Oklahoma City Market, don't let fancy trim or capricious claims divert you. Have a talk with your Avery-Knodel man about the station that can prove results, KOMA... the only 50 thousand watt CBS outlet in Oklahoma... the merchandising minded station in Oklahoma City.

KOMA
Avery-Knodel, Inc.
50,000 Watts • CBS

A. LEO BOWMAN, Pacific Coast manager of Free & Peters, S. F., to Abbott Kimball Co., S. F., as director of radio and television.

MERRITT WILLEY, vice president, Guild Bascom & Bonfigli Inc., S. F., to Telso Norman Adv., same city, as assistant to Mr. Norman and general manager in charge of operations.

ARTHUR GARDNER, production executive King Bros., independent film producers, joins Ruthrauff & Ryan Inc., Hollywood, as supervisor of filmed TV programs.

NORTON B. JACKSON named director of merchandising for Schleidteler, Beck & Werner, N. Y.

Mr. Willey joins agency's Phila. office as art director.

ROBERT LEHMAN, assistant to national sales manager, McEllhenney Co., N. Y., to William H. Weintraub, same city, in the marketing department.

GEORGE R. CHRISTIE JR., vice president and general manager of Robert Enco Inc., also joins agency's marketing staff.

THE "song and dance," according to the cynics, is an invaluable part of the makeup of any successful advertising man. But without dwelling too long on the philosophy of the cynic, "song and dance" is not a description of the executive tactics of Victor Seydel, director of radio and television for Anderson & Cairns, New York. Rather, it is a biographical fact.

Born in New York City in 1909 but brought up in Grand Rapids, Mich., Mr. Seydel began his career of music and terpsichore during a summer vacation from school and never did return to the U. of Michigan.

He started as a juvenile dancer in vaudeville, progressed to production and from 1932 to 1934 produced vaudeville acts, movie shorts, nightclub shows and served as an m.c. in a number of his own productions.

Then RKO sent him to New York. In the big city, for a period of six years, he produced shows for fund-raising purposes for various organizations.

In 1940, he joined the then Blue Network as a staff director, remaining with the company when it became ABC. In 1944, he became the New York Radio and TV director for the Pittsburgh agency, Walker Downey Co. During his term with that organization, he supervised the following network programs: Counter Spy, Fishing and Hunting Club, Still Horizons, Mother and Dad and the Mary Small Junior Miss shows.

Five years later—in 1949—he joined Anderson, Davis & Platte as director of radio and TV, a position he still holds with the recently merged agency now listed as Anderson & Cairns.

He currently handles radio and TV for the following accounts: C. H. Masland & Son (carpets and sports wear), which sponsors Tales of Tomorrow on ABC-TV; Rootes Motors, a radio and TV spot advertiser; Du Maurier Cigarettes (radio spots); National Home Furnishing (radio spots); Sunbeam Talbot Cars (radio), and Rolls Razor (radio and TV spots).

The Seydels—she is the former Harriet Hamm—have been married for 12 years. They have two children, Gregg, 7½, and Victoria, 4½. They live in their own home in Huntington, L. I.

His hobbies are fishing, the legitimate theatre and historical novels.
JOHN L. VAN ZANT named director of public relations staff at J. Walter Thompson Co., Chicago, where he has been account executive. He succeeds C. STUART SIEBERT, who has resigned to study in Europe.

JOHN F. CONNORS, production and promotion staff, KIZ Denver, to Bob Betta Adv., that city, as account executive.

GEORGE BRYAN CURRAN, sales psychology and research counsel, moved office from New York to 1221 California St., Denver.

WILLIAM J. HENNIG to Paul J. Steffen Co., Chicago, as copy chief and research director.

DAVID W. ARCHIBALD, research and sales analysis department of Baumagro Co., Wilmington, Del., to Gray & Rogers, Phila., as assistant research director.

EDWARD B. ROSS has purchased interest of WILLIAM W. SCHWEIT in the Ross, Gardner & White Adv. Agency, L. A., and is now the sole owner. Agency’s name will remain the same.

ROBERT S. BECKHAM, vice president of Moore & Beckham Inc., N. Y., to Richard La Fond Adv. Inc. same city, as account executive.

Mr. Archibald

JEAN WHERLAND, Rhoades & Davis, S. F., to Guild Bascom & Bonfigli, S. F.

SIDNEY GARFIELD, president, Sidney Garfield & Assoc., S. F., and RALPH G. CAHN, head of Ralph G. Cahn Adv., S. F., announce consolidation of their agencies. Name of combined agency will be Sidney Garfield & Assoc. All personnel of both agencies are retained.

LUCIEN BROUILLETTE elected vice president of Marteller, Gebhardt & Reed, Chicago, where he has been an account executive since 1930.

CHERIE LEE, assistant radio-TV director at W. B. Doner & Co., Detroit, promoted to director of the department.


BURTON A. NEUBERGER, Marfree Adv., Chicago, named general manager of that office succeeding SHEPHERD CHARTOC who resigned to open own agency [B*W, Feb. 11].

BETSY ROSS MARTIN, merchandising director of Today’s Woman, to Earle Ludgin, Chicago, as manager of new merchandising department.

CHARLES J. WEIGERT, Benton & Bowles, N. Y., to Foote, Cone & Belding, same city, as space buyer.


EUGENE PILZ and VERNON EWING, account executives, named partners in Arthur G. Rippey & Co., Denver.

EARL R. DUGAN, assistant account executive, Erwin, Wasey & Co., L. A., to Foote, Cone & Belding, same city, to work on Hughes Aircraft account.

HENRY B. GRANDIN JR., American President Lines, S. F., to Richard N. Meitzer Adv., S. F.

GARRETT HOLLIHAN, radio and television director of Brissacher, Wheeler & Staff, S. F., to Foote, Cone & Belding, S. F., as account executive.

ROY A. WASHBURN and ELDEN ROXBURGH to Chicago office of C. L. Miller Co. Mr. Washburn, account executive, is former Chicago

(Continued on page 46)

BEAT

Obviously OUTSTANDING...

World’s Largest Distillery Fills
5,000,000th Barrel—in PEORIA

History was made recently at Hiram Walker & Sons, Inc. when the five millionth barrel was filled with Walker whiskey by General Superintendent Ralph Claassen (left) and President Howard R. Walton (right). No other distillery has ever reached this mark . . . the world’s largest distillery sets the pace.

WMBD Dominates the Rich Peoriarea Market

The people of WMBD also set the pace . . . they fill more Peoriarea homes with advertisers’ messages than the next two stations combined! Top PROGRAMMING backs the nation’s No. 1 network with top rated local shows . . . volume SALES result from such programming . . . vigorous PROMOTION merchandises advertisers’ programs . . . unmatched FACILITIES AND POWER blanket prosperous Peoriarea.

WMBD—The No. 1 Station in the Midwest’s No. 1 Test Market!

CHARLES C. CALEY, President and General Manager

DON D. KYNASTON, Director of Sales

See Free & Peters . . .

February 18, 1952 • Page 11
It Isn't the Heat—
It's the Hide!

Big discussion after the Grange meeting Friday night. Tik Anderson said that hogs were more affected by the hot weather than cattle. Skeeter Morgan declared that it wasn't so—that he never saw any hogs bothered by the hot sun like his cows were.

I was glad when Rusty Robinson stepped in.

"Boys," he says, "don't get so riled up. It all depends on what color the livestock are. Hogs or cattle, those with light-colored coats absorb less heat from the sun than animals with dark coats. You're both right!"

From where I sit, a great many useless arguments could be avoided if a person would simply remember he doesn't always have all the right on his side. Reminds me of folks who insist that coffee, for instance, is the only thing to drink, forgetting that other people have a right to a glass of beer now and then. If we wouldn't get so "het up" about our prejudices—we'd all be better off!

From where I sit by Joe Marsh

Elusive Spot
EDITOR:
... We, like so many other researchers, are always most anxious to include radio and television spot expenditures in our media analyses. However, to my knowledge, such figures are non-existent. I would greatly appreciate it if you would inform me where we could obtain, on a monthly basis, dollar expenditures for spot radio and spot television, together with a breakdown by advertiser and product advertised.

Nathalie D. Frank
Librarian
Geyer, News & Ganger
New York

[EDITOR'S NOTE: There is no source supplying the statistics Miss Frank was asking on a monthly basis. However, yearly totals are available. The most up-to-date (for 1951) are those in the BROADCASTING YEARBOOK, now in the hands of subscribers, and TELECASTING YEARBOOK, which goes in the mail the first of this month. The annual figures are compiled by the FCC, but usually are released about a year later.]

Ante Up
EDITOR:
I am writing in reply... to Dr. Chappell's suggestion that in the interest of the industry Mr. Hooper, Mr. Roslow and KJBS should share equally the cost of demonstrating the truth or fallacy of the hypothesis:

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... with resulting inflation of roster ratings for low rating programs and deflation for those of high rating programs.

Our answer is YES. We welcome the opportunity of contributing our third and do so with no qualifications. No strings, no conditions.

Stanley G. Breyer
Commercial Manager
KJBS San Francisco

[EDITOR'S NOTE: Dr. Chappell's suggestion was made in a letter in OPEN MIKE Feb. 11.]

First Class Furor
EDITOR:
I should like to point out some of the dangers embraced in the petition of the NARTB explained in an article by William C. Grove in the Jan. 28 issue. In the first place has the NARTB considered how much unemployment of radio engineers and combination men will result... Secondly, it will surely result in lower engineering standards... If the FCC accepts this money saving petition by the NARTB...

It would probably allow the average station to fire as many as three first class engineers...

I urge all engineers, all combination men, everybody with a first class ticket to make known this vicious proposal fostered by Mr. Grove and the NARTB threatens, to make known their objections to the FCC, the U. S. Dept. of Labor and to their Congressmen...

Paul Coburn
Logan, Utah

EDITOR:
Mr. Grove... stated that he didn't see any possible degradation of engineering standards if the rules changes are in effect. I wonder if Mr. Grove has given any thought to the possible degradation of the first class operator, both mentally and financially...

If there is anything that the radio stations need at this time, it is rigid qualifications for the station managers. I have nothing against station managers, but after all, the success of the station is on their shoulders, and if the stations were in good financial standing, then they could pay the operators a fair salary.

I would like to see all the first class operators throughout the country follow this fight up with the FCC.

George C. Shurden
WJMB Brookhaven, Miss.

EDITOR:
Mr. Webb's letter in the Feb. 4 issue B & T concerning Mr. Grove's and NARTB's proposal to reduce operator requirements for low power broadcast stations fails to take into account the fact that broadcasting has progressed a long way from the days when the engineer assembled the transmitter at sign-on time every day and operating the 250 w transmitter required more adjustments and controls than the 50 kw of today.

Operating the low power broadcast transmitter has been reduced in complexity to a point where the controls to be adjusted actually number less than on some electric cook stoves, but the FCC license requirements have advanced to such a state that the 250 w transmitter operator must know how many interleaved scanning lines cross the mosaic of a TV camera tube, or how many microseconds long a blanking pulse or sync pulse is.

We can agree with Mr. Webb's statement about the shortage of men who can afford to work for the wages that the small station can pay, but we also believe he would

(Continued on page 14)
Supreme

dependability

... Will Save YOU Time and Money!

Model 300

AMPEX Magnetic Tape Recorders

AMPEX ELECTRIC CORPORATION  . .  .  .  .  Redwood City, California
**Suggestion Box**

**EDITOR:**

An idea if you please: Why not a "National Radio Write-In Week" with plenty of publicity? I suggest the last week in February with spot announcements across the country. Is it worthy of a yearly promotion?

Lee Hollingsworth
President
WKBS Oyster Bay, N.Y.

**Quick Look Misleading**

**EDITOR:**

Was nettled by the heading on a small story in the Feb. 4 issue dealing with sales of radio and television sets in Canada. To one taking a quick look at the story headed "TV Going Up, Radio Down" it would appear that radio was losing out to television in Canada.

Nothing could be farther from reality. In the first 10 months of 1951 less than 29,000 TV sets were sold. In the same time nearly 450,000 AM radio sets were sold. AM radio in still going to be the most potent sales medium in Canada for a long time to come.

A. A. McDermott
Radio & Television Sales Inc.
Toronto

[EDITORS NOTE: The story said that TV set sales in 1951 (38,979) were bigger than in 1950 (15,153) and that, conversely, radio set sales in the same 10 months of 1951 (445,589) were less than in the similar period of 1950 (535,992). Though this publication jointed with Mr. McDermott in believing radio is here to stay, the headline accurately stated the facts.]

**Another Viewpoint**

**EDITOR:**

Why doesn't BROADCASTING & TELECASTING do factual reporting and get both sides of the story.

Feb. 11—"WOW Strike Settled"—WOW, WOW-TV lost 28 minutes on both stations as it was commercial, not "sustaining." Also, 12 NABET technicians are without jobs; the station is being operated by strikes hackers and only a few NABET men—not "a full staff of NABET technicians."

D. Roy Glanton
Ex-WOW Engineer
(After 25 years)
Omaha

[EDITOR'S NOTE: The dem to which Mr. Glanton refers was plainly labeled as management's side of the story. The news arrived so late that WOW had to go to press with it without soliciting NABET's viewpoint. We are glad to publish Mr. Glanton's version.]

**Lips That Touch Liquor**

**EDITOR:**

In the interest of getting the record straight on the KOME-MBS difficulty which you covered in your, which of Feb. 4, here is the rest of the story:

Before we purchased KOME, but after the FCC had approved our application for such permission, I went to New York and discussed the whole situation with the station's relations people. We arrived at what we thought to be a modus vivendi, but the whole thing was knocked into a cocked hat by the sale of the Game of the Day to Falstaff and the need for a Tulsa outlet which we did not feel we could provide because of our ownership by a school organization.

As to the sequence of events, it is true that Mutual put us under a protective cancellation. It is significant that the cancellation was dated Nov. 2, which was before my trip to New York and before our discussion for the purpose of clarifying questions as to our station's policy. At the time of my visit, which was advised by Mutual, I was told about the cancellation but assured that it was routine and for the purpose of making all of us clarify the question.

On Monday, Jan. 28, 1952, Mutual still told us that if we would reconsiderour ban on beer, they would like to do business with us.

While technically the cancellation was by Mutual, our final refusal to carry Falstaff precipitated the action and caused them to carry through the cancellation which was only protective at the time notice was given.

Incidentally, I wonder about the equity of the clause under which this thing was done. After purchasing the station, our network contract has been a 90-day case so the cancellation notice by the network. From our side, however, we couldn't get out under two years. Their standard clause in the contract.

Storm Whaley
Vice President
KOME Tulsa

[EDITOR'S NOTE: Mr. Whaley's letter adds details to a story that was accurately reported in Broadcast Feb. 4. Effective March 2, KAKC Tulsa becomes the Mutual affiliate because KOMO's policies against alcoholic beverage advertising would prevent us from selling beer. KOMO has joined Liberty (see story this issue).]

**Open Mike**

(Continued from page 18)

find a shortage of graduate electrical engineers who would be willing to work for a household cook's salary should the government rule that such skill is necessary to operate an electric range.

It is possible that some operators will lose their jobs, but a man who will sit and read comic books for eight hours a day doing transmitter watch while all that vast knowledge in his head deteriorates for lack of activity isn't very ambitious anyway and we believe a man who knows something and how to use it can always find a place to use it and get paid for it without getting under the wing of the FCC.

T. K. Vassy
General Manager
Chesley Hooper
Chief Engineer
WLBB Carrollton, Ga.

**17 Out of 18 Prefer WDAY, Fargo!**

"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY; 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

**WDAY** was a 17-to-1 choice over the next station . . . a 3½-to-1 favorite over all other stations combined!

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". Here WDAY was a 15-to-1 choice over the next station ... a 6½-to-1 favorite over all other stations combined!

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. Get all the facts. Write us direct, or ask Free & Peters!

**WDAY** NBC 970 Kilocycles 5000 Watts
FREE & PETERS, INC., Exclusive National Representatives

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**Broadcasting** Telecasting
A LA CARTE TELEVISION

Television, sponsors say, can be satisfying fare.

And Spot Program television lets you choose any item on the menu, cooks it to your taste and serves it exactly where you want it. Yet it costs no more than the regular “no substitutions permitted” dinner.

BUY TV BY SPOT and order only the markets you want. Forget “must” cities, “must” stations or minimum network requirements. You’ll get top service from the stations you choose... uniform and pleasing picture quality for your programs. And when you get the bill, you’ll find the savings in station rates are enough to pay for your film prints, their distribution and other costs, if any.

To discover how nourishing Spot Program television can be for your sales curve, just call the salesman at the Katz office and see what he can prepare for you. If you’re like an increasing number of national advertisers, you’ll go for it.

YOU CAN DO BETTER WITH SPOT... MUCH BETTER.

AT TABLE D’HOTE PRICES

THE KATZ AGENCY, INC • NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE • NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

BROADCASTING • Telecasting
LAMOUR HAIR PRODUCTS Inc., N. Y. (Color Comb and Shampoo-O-Pads), effective tomorrow will launch advertising and promotion campaign using both radio and TV participations primarily on women's shows. Company, whose overall yearly advertising budget will reach $150,000, will begin its program on metropolitan New York stations, expanding to Philadelphia, San Francisco, and Los Angeles within next three months. Agency: Kenneth Rader Co., N. Y.

ILLINOIS MEAT Co., Chicago, will sponsor The Johnson Family in three markets effective today. Stations carrying the 45 minute morning strip are WCBS New York, WTMN Cleveland and WXYZ Detroit. Agency: Arthur Meyerhoff, Chicago.


BAUER & BLACK, Chicago (medical supplies), will sponsor a quarter-hour of Howdy Doody on NBC-TV for six weeks from April 16. Agency: Leo Burnett, same city. B & B segment is aired Wed. 4:30-4:45 p.m. CST. Clients renewing portions of the show include MARS Inc., Chicago (candy), through Leo Burnett Co., Mon. 4:45-5 p.m. for 13 weeks from March 3 and Wed. 4:30-4:45 p.m. for six weeks from March 5. KELLOGG Co., Battle Creek (cereals), renews through Leo Burnett Co. the Tues. and Thurs. 4:30-4:45 p.m. segments for 13 weeks from March 14, while INTERNATIONAL SHOE Co., St. Louis, through Henri, Hurst & McDonald, Chicago, renews alternate Wed. 4:45-5 p.m. portion from Feb. 22 for 52 weeks.

KELLOGG Co. (Corn Pops, Rice Krispies, Corn Flakes), Battle Creek, Mich., renews Wild Bill Hickok on 516 MBS stations, thrice weekly, 5:30-5:55 p.m. (each local time zone), for 13 weeks from March 21. Agency: Leo Burnett Co., L. A.


CHEMICALS Inc., Oakland, Calif. (Vano products), signs 52-week contract for sponsorship of Mel Venter's Breakfast Gang, half-hour Monday through Saturday variety program, on full 45 station Don Lee Network. Agency: Sidney Garfield & Assoc., S. F.

GREEN GIANT Co. (Corn and Peas), Le Sueur, Minn., starts Life With Lankletter on ABC-TV on weekly basis, Fri., 7:30-8 p.m. (PST), for 13 weeks from March 14. Show currently seen alternate weeks. Agency: Leo Burnett Co., L. A.

MOTOROLA-NEW YORK Inc., names Getchell & Richard Inc., same city.

ADAM HATS, N. Y., appoints Hirshon-Garfield Inc., same city, for advertising of wholesaler, retail and Adam Hat Agency division.

REHRIG MFG. Co. (Whitehouse dressing, mayonnaise), L. A., names Davis & Co., L. A.

WORSTED DIV. of Pacific Mills, N. Y., appoints Foote, Cone & Belding, same city, effective March 1.

HANSCOM BROS. Inc. (bakers), Phila., reappoints Buckley Organization, same city.

ATLANTIC PRODUCTS Corp., Trenton, N. J. (luggage), names Anderson & Cairns, N. Y.


(Continued on page 52)
ANY Time Is GOOD TIME
On KRNT DES MOINES!

BOX SCORE
MORNING — 22 first (1 tie) out of 22 rated periods.
AFTERNOON — 21 firsts and 3 seconds out of 24 rated periods.
EVENING — 47 firsts, 16 seconds out of 70 rated periods.

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

KRNT...FIRST in morning audience!
KRNT's audience (42.3% share) is 114.7% greater than the No. 2 station, and is 19.8% larger than the combined total of the No. 3, 4, 5 and 6 rated stations...is 24.8% greater than No. 2 and 3 stations combined.

KRNT...FIRST in afternoon audience!
KRNT's audience (46.2%) is 90.9% greater than the No. 2 station, and is larger than the combined total of No. 2, 3, and 4 rated stations.

KRNT...FIRST in evening audience!
KRNT's audience (36.5%) is 39.8% greater than the No. 2 station, and is 112.2% greater than the No. 3 station...is larger than the combined total of No. 3, 4, 5, and 6 rated stations.

KRNT...FIRST in total rated time periods!
KRNT's audience (40.5%) is 73.1% greater than the No. 2 station, and is greater by 17.7% than the total of No. 3, 4, 5, and 6 stations combined.

Represented by THE KATZ AGENCY...SOURCE: C. E. HOOPER DES MOINES AUDIENCE INDEX, OCTOBER-NOVEMBER, 1951
IT ALSO was "with pleasure" that WHK Cleveland's Sales Promotion Manager L. C. Oswald received the following letter from David B. Sankey, sales manager, The Charles A. Peterson Co., processors of nut meats:

"It is with pleasure that we advise you that our sales volume increased 20% in November and December 1961 over the year of 1960 for the same period. We conservatively attribute this increase to the very fine job of selling that both your station and Bill Gordon have done."

The letter goes on to commend the station, concluding that the "service and attention enabled us to break an all-time record for the month of December."

Mr. Oswald explained that the Peterson company used WHK and The Bill Gordon Show for a holiday campaign which relied only upon radio. The firm purchased eight spots weekly for seven weeks, Nov. 5 to Dec. 21. Five spots were placed on the show 8:05-8:20 a.m., Monday through Friday, and three additional spots at 6:15 p.m., Mon-

"It's the nuts," concludes Mr. Gordon (r), in receiving good news from Mr. Sankey.

...day, Wednesday and Friday.

The firm is a saturation announcement user of experience. In 1950, the Charles A. Peterson Co. bought a package on the same show for the month of December. Then, Mr. Gordon delivered a $1,200 order with one spot announcement plus a 25% increase in counter trade with an average of four to six telephone orders per day, Mr. Oswald notes.

strictly business

Howard B. Meyers

This is the bicarbonate year for radio, which is currently relieving itself of indigestion and heartburn caused by the fear of television.

So says Howard (Howdy) Benton Meyers, Chicago manager of the O. L. Taylor Co., who sees a healthier glow in radio now that the TV-flush has gone, replaced by clear thinking and basic planning.

Mr. Meyers, who sells radio by not under-selling television, knows the merits and demerits of any product with which he deals, as well as those of the competition.

He learned this type of comparative salesmanship in high school days on Chicago's South Side when he moved up from potato boy (filling little bags from big ones) to delivery truck driver, topping his grocer apprenticeship by learning how to chop up and form a crown roast. His business inclinations ran counter to the more conventional approach of his father, a professor of geology at the U. of Chicago, and his mother, who had been a grammar school principal.

On his first fulltime job ($25 a week in 1931), he checked ad lineage for Stack-Goble Agency, where he also learned a bit about radio merchandising before studying production and printing at a photo-engraving plant. A switch to the Moe Annenberg organization (Racing Form, Screen Guide, Radio Guide, Action Detective) handling editorial promotion for Radio Guide resulted in half a dozen "permanent" moves to Philadelphia from (Continued on page 68)
On January 22, 1952, WBT's Director of News and Special Events—Jack Knell—celebrated his tenth year as the radio voice of the Carolinas' mammoth and ever-growing Duke Power Company. Jack's 69% Share of Audience at 12:35 P. M. is closely rivaled by his 61% at 6 P. M.—two significant examples of the power of WBT local personalities—and WBT itself.
GLITTERING, GLAMOROUS NEW SHOWCASE FOR YOUR SPONSOR'S PRODUCT!

Here's glamorous GLORIA DE HAVEN—soaring young Hollywood star... Here's sure-fire EDDIE FISHER—one of the top male vocalists in Billboard's latest disc jockey poll! And hit-recording artist HUGO WINTERHALTER as maestro and host!

Put your listeners in the midst of Hollywood for a romantic date with the stars. The pulling power of this sensational young pair more than doubles when they're heard singing duets!

Another big-name THESAURUS show to earn talent fees as well as time charges for your station. A quarter-hour program bringing Hollywood and big-name stars to your sponsors and listening family.
big-name quarter hour...produced to sell for you!

AND

EDDIE FISHER

MAKING MONEY FOR HUNDREDS OF STATIONS AND SPONSORS... AND ALL INCLUDED IN YOUR Thesaurus LIBRARY

Phil Spitalny's "Hour of Charm" "The Wayne King Serenade" "Music by Roth" "The Tex Beneke Show" "Sons of the Pioneers" "Hank Snow and his Rainbow Ranch Boys" "Swing and Sway with Sammy Kaye" ...complete with sponsor-selling brochures; audience-building promotion kits and sales-clinching audition discs.

THE NEW ERA IN Thesaurus recorded program services

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION
630 Fifth Avenue, New York 20, N. Y.
445 N. Lake Shore Drive, Chicago 11, Ill.
1016 N. Sycamore Ave., Hollywood 38, Calif.
522 Forsyth Bldg., Atlanta 3, Ga.
1907 McKinney Ave., Dallas 1, Texas

Phone or write for comprehensive THESAURUS brochure today!
“KWKH for coffee and lumber”

Says Q. T. HARDTNER, JR.
President, Ocean Coffee Co. and Hardtner Lumber Co.

IMPORTANT LOUISIANA MERCHANDISER

As the owner of both a highly successful coffee company and an equally successful lumber operation, Mr. Q. T. Hardtner, Jr. is doubly qualified to judge KWKH's selling power in the important Louisiana-Arkansas-Texas area. This is what he recently wrote us:

“Obviously builders and housewives are vastly removed from each other in their buying habits; however, I have for the past four years used KWKH-built programs to successfully promote both Ocean Coffee and Hardtner's Urania Lumber and have enjoyed considerable sales success with both. I am convinced that KWKH is Ark-La-Tex's as well as Shreveport's favorite radio station. In addition to my regular KWKH programs, I have also used KWKH's Louisiana Hayride on Saturday nights and especially recommend it to reach the big Ark-La-Tex market.

(Signed) Q. T. Hardtner, Jr.”

KWKH
A Shreveport Times Station

50,000 Watts • CBS

The Branham Company
Representatives

Henry Clay, General Manager
A HEALTHY upsurge in radio network business was noted last week, with three networks reporting that already this year they have sold new time and renewed existing contracts representing annual gross billings substantially in excess of $31 million.

In what was taken as further evidence of an increasing advertising swing back to radio, the total estimate of network billings reflected in its renewals thus far in the young new year was reported as follows:

- CBS Radio — Almost $15.5 million
- MBS — Approximately $9.5 million
- ABC Radio — Approximately $6.5 million
- NBC radio, though it did not enumerate either its renewals or its new contracts as signed to date in 1952, early in January had reported renewals of eight evening shows representing $5,798,000 in annual gross billings [B&T, Jan. 7]. It also was known that some of NBC radio's major contracts do not come up for renewal until June.

In a statement announcing CBS Radio's new and renewed business, John J. Karol, vice president in charge of network sales, asserted:

"This outstanding sales report for CBS Radio for the first month of 1952 is further evidence that advertisers, in their re-evaluation of all advertising media, are more and more convinced that radio still is the best buy in terms of cost, circulation and audiences delivered."

Overcoming Resistance

Officials of other networks also regarded 1952's activity in network time sales as further progress in overcoming the resistance which many advertisers were exhibiting toward radio last spring.

CBS Radio's total new sales and renewals thus far this year covered 12 sponsors who bought new time for a total of 13 shows, plus 12 sponsors who renewed 20 existing shows.

The contracts placed by CBS Radio were listed as follows:

- New business since the first of the year includes Campagna Sales Co. for Sunday News Special; Ferry-Morse Seed Co. for Garden Gate; General Foods for Mr. Chameleon and Sanka Salutes; General Motors for two one-time broadcasts of Peg O'Lea Show; the Kellogg Co. for Carl Smith.
- Gillette Safety Razor, for the Orange Bowl game; Lever Bros. for Big Town; Pepperell Mfg. Co. for a one-shot of Red Skeleton Show; MacNeil Morris for Philip Morris Playhouse on Broadway; Wander Co. for 15 minutes of Arthur Godfrey's Time on alternate days; Admiral Corp. for World News with Robert Trout; and American Safe-ty Corp. for 12 programs of the Red Skeleton Show.
- Program renewals were made by Campagna Sales Co. for Bill Shudel and the News; General Foods Corp. for Ren- fro Valley; Thomas J. Lipton Div. of Lever Bros. for Arthur Godfrey and His Talent Scouts; and Lever Bros. for Lux Radio Theatre.
- Other renewals included Longines-Wittnauer Watch Co. for Symphonette and Choraliers, Metropolitan Life Insurance Co. for Allan Jackson and the News; and on the Pacific Coast, Mennen Co. for Frank Goss News' program; North American Van Lines for Fan Mail; and Peter Paul Inc., Dave Valle—
- News.

Procter & Gamble renewed Rose
- mary, Big Sister, M's Perkins, Young Dr. Malone, Guiding Light, and Bright- er Day; Sterling Drug Co., Pursuit; Tosi Co., Grand Central Station; and Wm. Wrigley Jr. Co. Gene Autry Show and Life With Luigi Mutual, which said its $9.5 million estimate represented only the number of weeks involved in each contract, reported the following new business:

- Kraft Foods Co. for half of Bobby Benson Show (for 28 weeks) and for increase from two to three days a week of Queen for a Day (also 28 weeks); Kellogg Co. for Carl Smith (50 weeks); R. J. Reynolds Tobacco Co. for Ken- nion Show (42 weeks); Marine Co. Gabriel Heather News; Benjamin Moore Co. for Your Home Beautiful; S. C. Johnson & Son for Headline News, five-minute morning strip; Capitol Com- positors, 15-minute strip; Headline News, five-minute afternoon strip; Cecil Brown Compos- itors, five-minute strip, and four Saturday news shows (52 weeks).
- Sterling Drug for John J. Anthony Hour (52 weeks); CUNA Mutual Insurance Co. for Merrill Hill Show (52 weeks); American Protec Co. for Health Quiz and three Sunday shows (total 52 weeks); Olsen Rug Co. for Gabriel Heather News (52 weeks); Falstaff Brewing Co. for Come of the Day on 29 2/7 weeks); Buick Motors for Fulton Insurance Co. for Ren- fro Valley, and Coach of the Day on 23 weeks; and Johnson Manville for Bill Henry

(Continued on page 36)

SEASONAL CAMPAIGNS

By FLORENCE SMALL

SURPRISINGLY early and with record-promising outruns, spring and summer seasonal advertisers are feverishly lining up their campaigns, with a major part of the allocations slated for radio.

These were the significant results of a survey conducted by Broad- casting • Telecasting last week:

- Park & Tiford (Tintex dye), New York, for spring and summer advertising by almost double its last spring's campaign when it launches a radio spot schedule from coast to coast in mid-February in more than 175 markets. Contracts range from 10 to 13 weeks. Storm & Klein, New York, places the spring and fall schedules for the product.
- Ice cream accounts are also beginning actively to plan their summer campaigns. Eskimo Pie (ice cream bars) which used 50 radio cities last year, will use this year at least that many markets and perhaps more than that number, W. W. Wade, advertising manager of Eskimo Pie Corp., told Broadcast-

casting • Telecasting. The spots will start in some markets in late March and in others in April, with varying contracts from four to eight weeks. Television spots also will be employed in about 10 mar-
- kets. Buchanan & Co., New York, is the agency.

Another ice cream confection account, John's We Inn (Raisin Pies), Chicago, is planning to start sponsorship of a quarter-hour radio show fea-
- turimg Buster Crabbe, effective early in June, for 13 weeks. Blaine-Thomson, New York, is the agency.

Frostee Schedules

Lipton's Frostee, New York, probably will use a radio one-minute schedule of transcriptions starting June 18 and extending through Aug. 1, using more than 225 stations in 120 radio markets. Ruthrauff & Ryan, New York, is the agency. Television is under consideration.

Another seasonal advertiser— one, in this case, whose budget will be increased by about 30 over last year—is the Fred Pear Co., Brooklyn, makers of Easter egg dye. This season the allocation will go into short-term net-
- work buys. Two programs already contracted for are Stop The Music on ABC radio and Under Arrest on MBS, with a third network show still being contemplated. Last year the advertiser used spot radio. Campaign starts two weeks prior to Easter. Hilton & Riggio, New York, is the agency.

For the 24th successive year, Benjamin Moore & Co. (paints), New York, will turn to radio to promote its products, starting March 1 on Mutual network with its Home Beautiful (Satur-
- days, 11-11:15 a.m.). St. George & Keyes, New York, is the agency.

Another perennial seasonal client, the Ferry-Morse Seed Co., Detroit, is using CBS Radio for the eighth consecutive year during the pre-planting season. Firm sponsors Garden Gate on CBS Radio for 14 weeks effective Feb. 16 (Saturdays, 9-45-10 a.m.). Mac

(Continued on page 36)
NARTB CONVENTION

A VARIETY of subjects ranging from UHF television to problems of small TV station operation as well as highlights on the tentative agenda planned for the sixth annual engineering conference to be held concurrently with the NARTB convention in Chicago March 31-April 2.

Topics were arranged by Neal McNughton, NARTB engineering director, with engineering-management registration slated for Sunday, March 30 at Exhibition Hall in the Conrad Hilton Hotel.

An elaborate cross-section of radio-TV broadcasting subjects has been blueprinted, with delegates of both the engineering and management conferences talcing part in the two luncheon sessions. Television will dominate the engineering meet, with full promise of extensive exhibits by leading electronically manufacturers. Emphasis will be on "heavy" exhibits. Arthur Stringer, NARTB, is again coordinating convention planning.

Top luncheon speaker at the joint engineering-management luncheon on Tuesday will be NARTB President Harold E. Fellows. FCC Chairman Wayne Coy is tentative Wednesday luncheon speaker. The small TV operations symposium will highlight the Wednesday evening luncheon sesion.

Three-day engineering sessions will be kind of one on Monday, March 31, with a TV panel on control room layouts, UHF transmitters, master control and camera switching. J. R. Freimond, chairman, and B. C. Hays, vice president in charge of engineering, WOR-TV New York, will preside.

'Roaring Twenties' Luncheon

Delegates will then break up for a "Roaring Twenties" buffet lunch in Exhibition Hall.

Orrin Towner, technical director of WHAS-AM-TV Louisville, Ky., will preside over the luncheon meeting touching on advances in equipment design, improvements in TV film reproduction, 16 mm film projectors and methods of controlling and improving video signals.

More technical aspects will be broached in the Tuesday morning session under Frank Kean, consulting engineer, with Deacon in charge of engineering, WOR-TV New York, will preside.

Engineering delegates will join in the luncheon session to be held in the Texas Ballroom with the NARTB President Fellows as speaker. A special feature will be "The First Thirty Years Are the Easiest in Engineering.

William B. Lodge, CBS vice president for engineering, will serve as chairman for the afternoon engineering session. Slated for discussions are such topics as TV lighting, broad band transmission, research, construction and operational economics of TV broadcasting, and a talk on planning and installation of Argentina's first video outlet.

Antenna characteristics, UHF propagation and studio equipment planning will be under study in the Wednesday morning conclaves under chairmanship of Raymond F. Guy, NBC radio and allocation engineering manager. Once again engineering delegates will break to join in the joint luncheon.

Plan UHF Session

The afternoon session will be devoted to UHF TV, with Stuart Bailey, Janisky & Bailey, consulting engineers, as chairman. Representatives of Westinghouse Radio Stations Inc., RCA, General Electric Co. and Allen B. DuMont Labs are expected to participate.

Convention banquet in the Grand Ballroom Wednesday evening will be highlighted with the symposium on "Small Television Operations." Col. John H. DeWitt, president of WSM-AM-TV Nashville, Tenn., will preside.

Participating will be Frank P. Bremmer, WATV (TV) Newark; Nevin Straub, WJAC-TV Johnstown, Pa.; R. A. Isberg, KRON-TV San Francisco (tentative), and J. E. Mathiot, WGAL-TV Lancaster, Pa.

Tentative engineering agenda for the convention in Chicago follows:

MONG DAY, MARCH 31, 1952

Morning Session 9:45 a.m.

President: J. B. Poppeke, Vice President in Charge of Engineering, WOR-TV New York

Television Control Room Layouts: By: Rodney Chipp, Director of Engineering, DuMont Television Network

UHF Transmitters and Antennae: By: John E. Young, Manager, Broadcast Transmitter Engineering Section, RCA

Television Signal Switchboard for Studio and Master Control: By: H. Thomas, Federal Telecommunication Labs

Television Camera Switching: By: Allen A. Walsh, NBC

Afternoon Session 2 p.m.

Presiding: Orrin Towner, Technical Director, WHAS, WHAS-TV Louisville, Ky.

Advances in Television Equipment Design: By: L. L. Pourcieau, General Precision Laboratory

IMPROVEMENTS in Television Film Reproduction: By: R. T. Duke and K. W. Mullenger, NBC

A New Television Camera: By: John Roe, RCA

A Synchro-Photo Powered 16MM Film Projector: By: R. E. Putnam, GE

Methods of Controlling and Improving Video Signals: By: R. Betts, Allen B. DuMont Labs

TUESDAY, APRIL 1, 1952

Morning Session 9:45 a.m.

President: Frank Marx, Vice President in Charge of Engineering, ABC

Dynamic Measurement of Ducts and Circuit Operating Impedances in a Directional Array: By: Walter F. Keen, Consulting Engineer

Mechanical and Electrical Design Consideration in Speech Input Systems of the First Field Model: By: Norbert L. Jochem, Chief Audio Frequency Engineer, Gates Radio Co.

New 5 kw and 19 kw Transmitters: By: L. R. Findlay, Broadcast Development Engineer, Collins Radio Co.

New Transmitters to Reappraise: By: John Hilliard, Chief Engineer, Altec Lansing Corp.

12:30 p.m.—Joint Luncheon in Grand Ballroom

Speaker: Harold E. Fellows, President, NARTB

Special Feature: "The First Thirty Years Are the Easiest"

Afternoon Session 2 p.m.

President: William B. Lodge, Vice President in Charge of Engineering, GE

(Continued on page 40)

ET IDENTIFICATION

ELIMINATION of the FCC regulation calling for use of announcements identifying recorded programs and spots was advocated Thursday by the NARTB radio board meeting at Banters, Tex.

In view of the extensive use of recording techniques and broadcasting, the board felt stations and networks should no longer be required to use the cumbersome announcements specifying that programs are electrically-transcribed.

Resolution calling for this board action was taken at the suggestion of Michael R. Hanna, WHCU (thaca, N. Y. It was unanimously adopted by the radio directors.

Only exception would be in the case of news and commentary programs.

Announcements should be identified by an appropriate word such as "delayed" if the newscast or commentaries are transcribed.

Rule Eased Some

The transcription announcement rule has been eased somewhat during the last two but last years because of the FCC regulations.

Dr. Rule—NARTB

Directors felt the present requirement is not in line with progress of the broadcasting arts.

In the news field, the directors adopted a resolution calling on wire services to stop practicing the "Hold for Release" practices. National Assn. for Radio News Directors recently adopted a resolution to this effect and the NARTB board endorsed it, feeling some present release practices discriminate against radio. Harold Essex, WSJ5 Winston Salem, N. C., introduced the resolution.

Removal of FCC discrimination against smaller broadcast stations, as proposed by a special committee headed by William C. Grove, KFBC Cheyenne, Wyo., was favored by the board. Mr. Grove reviewed progress of his committee in working with the FCC on the subject.

He said no other class of stations, including aeronautical beacons, should have a first class operator on duty at the transmitter.

Original Request in 1950

Originally, temporary suspension of the requirement had been asked in 1950 at the time of the Korean outbreak, similar to the section 91 C policy during World War II. Now, however, the board is seeking permanent change.

Extension from 30 to 120 days and cases requiring temporary release was granted in 1950 at committee suggestion.

But it was possible that an FCC hearing would be held within the next six months unless (Continued on page 40)
CODE REVIEW BOARD

By J. FRANK BEATTY

OPERATION of the NARTB Television Code, settled upon by the strongest self-disciplining weapons in American Industry, will be guided by a five member committee of practical telecasters.

Membership of the code review board, which takes office March 1 simultaneously with operation of the code itself, was approved last week by the NARTB combined radio and television board at their joint meeting held at Lost Valley Ranch, Bandera, Tex. (see TV board of directors story page 3). The new board is co-ed, consisting of four men and one woman.

The appointment of a woman, the mother of three children, was an obvious gesture to bring into the code's operation the family and home viewpoint, giving balance to the structure. The members of the review board are as follows:

Mr. Fetzer, owner of WKZO-
TV Kalamazoo, chairman.

J. Leonard Reinsch, vice president of WSB-TV Atlanta and general manager of the Clear Channel Radio-TV properties, vice chairman.

Mrs. A. Scott Bullitt, owner of KING-TV Seattle.

Walter J. Damm, vice president and general manager of WTMJ-TV Milwaukee.

Ewell K. Jett, vice president and general manager of WMAR (TV) Baltimore.

Geographically, this committee is representative of all parts of the country—North, East, West, Southeast, and South.

Wide Experience Cited

Then, too, the review board comprises extensive experience in both radio and television operation. The membership comprises persons who have been active in all phases of radio and television operation. They know station operating problems and they represent knowledge of industry problems and their relation to the nation as a whole.

Harold E. Fellows, NARTB president, selected the review board membership and the board gave its approval Thursday afternoon. All five are first choices since no turn-downs were received when the appointees were contacted.

To this board falls the job of watching operation of the TV code. Its members receive no compensation. They will hold at least five meetings a year. They will carefully watch TV station subsidiaries to the code. They will screen complaints from the public and draw up recommendations for the TV board of directors. This top board has the job of administering penalties.

Three of the five review board members—Messrs. Fetzer, Reinsch and Damm—have served on the association board of directors several years. Mr. Damm is a former NAB president (1930-1931). Mr. Jett served as a PCC commissioner before taking over management of WMAR (TV) Baltimore.

Approval of the code review board membership was only one of a series of actions taken by the combined radio and TV board. Iso- tion of a ranch far in the desert hills northwest of San Antonio, the directors met without the interruptions that mark meetings held in major cities. They caucused and huddled at meal time and into the night, working out industry policy and problems.

The combined boards showed their appreciation of Judge Justin Miller's services to the association and to broadcasting and television in general. When he joined NARTB in 1945 Judge Miller gave up a lifetime post on the federal bench, with salary enhancements. He served until last June at $50,000 a year. At this time his salary became $35,000 under a downward escalator pattern, with his title changed to chairman of the board and general counsel. The plan adopted a year ago provided that he would receive $25,000 in his third year of a three-year contract ending in June 1954.

While details have not been worked out, the directors agreed some form of pension should be set up. Judge Miller is serving as part time chairman of the Salary Stabilization Board in Washington and has been mentioned actively as a Presidential appointee to the Attorney Generalship or a prominent diplomatic post.

Merit Increases

C. E. Arney Jr., NARTB secretary-treasurer, was elected for another year. President Fellows made proposals for general staff merit increases at all levels were endorsed by the finance committee and unanimously approved by the board.

The combined board took a step designed to restrict some of the association's benefits and services to the paying membership. It was decided that only NARTB members may attend the NARTB portion of conventions and district meetings in 1952.

This was interpreted to mean that broadcasters and telecasters attending the Chicago convention and the summer-fall district meetings would be permitted to attend meetings programmed by BAB, for example, but would not be eligible to attend other sessions.

It was decided to permit only NARTB members, including associates, to exhibit at the annual convention.

The combined board gave final approval to the new combination dues structure (see separate story).

An annual budget for the fiscal year April 1, 1952-March 31, 1953, was approved. As now estimated the budget will now total around $540,000. The association was felt to be in sound financial shape after nine months of administration by President Fellows.

Program for the March 31-April 2 convention in Chicago calls for a TV business meeting on the morning of March 31 with parallel FM business session.

The annual show of equipment will be opened with a bang in the Exposition Hall of the Conrad Hilton Hotel, featured by a "roaring twenties buffet" (see story on engineering convention plans, page 24).

In the afternoon the convention will be called to order by James D. Shouse, chairman of the convention committee. President Fellows will take over the business meeting and after brief ceremonies BAB will start its program, occupying the entire afternoon.

Tuesday's program calls for a general session on "Signs of the Times," covering legislation, critical materials and related problems. President Fellows will address the Tuesday luncheon on the topic, "The First 30 Years of the East," symbolical of the thirtieth anniversary theme that will mark the convention. Tuesday afternoon will be devoted to work shop session on rates, management, politics and audience promotion.

The annual Radio Pioneers Dinner will be held Tuesday night.

Wednesday opens with a general session with a discussion theme. A panel of "veteran" telecasters will tell about operating problems, sales, wages, promotion, programming, rates and construction (Continued on page 32)

DUES PLAN

APPROVAL of a combination dues plan for NARTB membership, providing substantial discounts for operators of more than one radio and/or television station, is expected to bring the association's rollcall to the highest level in recent years, board members felt last week as they wound up a joint meeting at Bandera, Tex.

AM membership is already hovering around the 1,000 mark, with another 375 or so FM stations and 84 organizations (including four networks) and 59 firms serving broadcasters and telecasters, bringing the overall membership around the 1,500 mark.

This marks a sharp upturn in membership during the month since Harold E. Fellows assumed the NARTB presidency. The job recruiting new members is in the charge of William T. Stubblefield, director of the Station Relations Dept., and William K. Trenyon, assistant director. Both have been on the road since the first of the year.

The new combination dues plan carves hierarchies ranging from 10% to 25%, provided all units owned and/or operated by the same company are members. The plan does not apply to network dues.

Operators of two stations would receive a 10% discount on their total bill; three units, 15% discount; four units, 20%, five units or more, 25%.

A new Membership Committee

Approved by NARTB at Lost Valley

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Mrs. Bullitt Mr. Reinsch

(-ed, taking over management of WMAR (TV) Baltimore.

Geographically, this committee is representative of all parts of the county—North, East, West, Southeast, and South.

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February 18, 1952 • Page 25
**ZIV SALES SOAR**

To 317 for ‘Communist’ Series

LARGEST individual sale of the Frederic W. Ziv Co.'s transcribed-syndicated "It Was a Communist for for the FBJ series was completed last week when the Jacob Schmidt Brewery of St. Paul, Minn., bought the show for broadcast in 50 markets.

Executed through Ruthrauf & Ryan's Chicago offices, the sale includes every radio market in Minnesota with the exception of Duluth, a transcribed program. Also included are five markets in North Dakota: Fargo, Grand Forks, Bismarck, Minot and Williston; four in South Dakota: Aberdeen, Watertown, Pierre and Mitchell; and eight in Iowa: Dubuque, Mason City, Waterloo, Carroll, Oelwein, Spencer, Pt. Dodge and Estherville.

Sales for 63 new markets were totalled during the week raising to 517 the number of cities for which the anti-communist series is scheduled. Sales goal set by the Ziv Co. in 400 markets by March 30, release date of the first year's program.

Other sponsors signed throughout the week for broadcasts over WDEA Evansville, Ind., WKWF Key West, Fla., WTXA Springfield, Ill., WTHM Jackson, Mich., and WBFB Benton Harbor, Mich. Station purchasers included WINZ Miami, KYAK Yakima, Wash., WOAI Laredo, and KENI Anchorage, Alaska.

In the previous fortnight the Ziv company had announced sales to the McCluggage stations—KRBK Sacramento, KWMZ Stockton, KJMJ Fresno and KERN Bakersfield, Calif.

 Rebel Baking Co., through Leonard Sire Agency, also purchased the program for Cincinnati, home city of the Ziv company. Station purchasers included WRLN Richmond, Va., and WHRP Latrobe, Pa.

Program also has been lined up by Baloil, Johnson & Nichols Co. for WEAN Providence, Missouri Radio Co., over KFSW, Fla., E. J. Gustafson Co. over KCOM Sioux City, Iowa, KBSO Sioux Falls, S. D., and KJUV Huron, S. D., and Gas and Electric Sales Co. over WZD Decatur, Ill.

**Residents Take Over**

RADIO DAY, accenting the industry's place in the community, was celebrated a fortnight ago by WHLB Virginia, Minn., in cooperation with the Chamber of Commerce. Local businessmen and women took over announcing duties at the station from 7:15 a.m. until 11 p.m. on Feb. 7. Residents of Virginia heard 85 fellow citizens make station breaks, read commercials, deliver news reports and spin records on disc. So successful was the outcome that Harold Parise, station manager, predicts the Radio Day will become an annual event.

**THE JOSEPH KATZ Co., New York and Baltimore, announced change and additions to its executive staff. Nat C. Wildman (l), vice president for 14 years, has been promoted to senior vice president in charge of New York office. Perry Schofield (c), formerly with Ruthrauf & Ryan, New York, has joined the agency as creative director and executive vice president in charge of the New York office. Lloyd G. Whitebrook (r), former executive vice president and director, Ben Sackheim Inc., becomes vice president in charge of service.**

**POLITICAL CAMPAIGN EXPENDITURES**

Senate Unit Watches WPLA Court Action

A SENATE committee is keeping close tabs on a unique court case involving WPLA Plant City, Fla., that centers about the Constitutional right of a candidate during election campaigns, it was disclosed in Washington last week.

Titled WPLA v. Irwin (Florida's attorney general, Richard W. Irwin), the suit was filed in Hillsborough County in a circuit court by W. A. Smith, WPLA owner-operator, last Jan. 3. It asks for a declaratory judgment, which in non-legal terms means a declaration of rights.

Florida has a strict campaign expenditures law which in effect makes it a crime for anyone except officially designated campaign treasurers or their deputies to make any campaign expenditure on behalf of a political candidate. Violators are liable to six months in jail and a $1,000 fine.

In practice, it is pointed out, a candidate could refuse permission for a person to make a campaign expenditure although it may not be in the candidate's behalf.

Station May Be Liable

WPLA argues that the law thus prohibits the citizen from buying station time to express his views on the air, unless he can clear the expenditure through a candidate's exchequer. The station also feels that it could be held liable in any action resulting from this prohibition in the law, if it sold time for which payment was not formally approved.

This, the station holds, is a restraint on the station owner's free exercise of his right to express the "normal avenues of trade in his relationship with the citizens of Florida."

Additionally, WPLA asserts that Mr. Smith may attempt to purchase time on other radio stations in Florida to express his own opinions as an elector on behalf of a candidate or non-candidate and paid for "as a free American citizen." This argument brings in the doctrine of free speech—W. A. Smith, as an elector, has the right to express his own opinion.

Motion to dismiss was filed by the state's attorney general Feb. 8. The Senate Elections Committee is giving the case a thorough study and is watching the outcome because of its relationship to the federal problem of campaign expenditures.

The Capitol Hill group has been studying campaign expenditures by candidates leading to its investigation of the Taft vs. Ferguson contest in Ohio and the Butler vs. Tydings battle in Maryland, both Senatorial elections in 1950.

**Florida Statute**

What it likes about the Florida statute is that the candidate or any other person making a campaign advertising expenditure must account for the payment, according to state law, thereby permitting the state to know how much is spent and where it has come from. A similar recommendation for federal law has been made before the committee.

However, staff members are interested in the progress of the WPLA suit in how the constitutionality question is handled—also in a similar newspaper suit in Florida, in order that Senators can be informed of what they might face in any contemplated draft of legislation.

**New BAB Service**

BAB announced last week that it has launched a new marketing information service for its members, to consist of eight one-page product fact sheets a month. Each fact sheet will be devoted to a specific product. The first month's group covers air conditioners, beer, clothes dryers, hair shampoos, mechanical refrigerators, prepared baking mixes, toilet soaps, and watches.

**RTMA EXPANDS**

Govt. Relations Section

CREATION of a new section to consult with government on the expansion of property, and other problems was announced by Radio-Television Mfrs. Assn. last Friday.

The new unit, to be known as the Government Relations Section, will comprise five task committees and operate within the framework of RTMA's Transmitter Division. Ben Dunton, Western Electric Co., is chairman.

Plans are also underway for changing the name of the Transmitter Section to Technical Products Division. RTMA board has approved the plan for the division.

The Edelman group is designed to offer industry members a forum for airing their problems to government officials and to meet the government's growing electronic procurement program.

Mr. Dunton is now better than a $1.5 billion industry, with every indication for a rise to $2.5 billion by mid-52 and $5.5 billion by 1955.

The Government Relations Section consists of task units on patents and copyrights with A. L. B. Evans, Sylvania Electric Products, as chairman; accounting and cost principles, headed by G. T. Scharffenberger, Federal Telephone & Telegraph Co., and termination and renegotiation, Victor DesGrazia, Victor Division; facilities and government property, Ernest Leatham, Raytheon Mfg. Co., and a general group under A. L. Connelly, RCA Victor Division.

Also proposed is a General Communications Section with subsections covering microwave, land mobile, aviation, and marine communications. James D. McLean, Philco Corp., is section chairman.

**FIVE JOIN LBS**

Affiliates Number 448

FIVE stations have been added to the Liberty Broadcasting System by Carlton Adair, vice president in charge of station relations, announced last week, increasing LBS affiliates to 445 including outlets in Alaska and Hawaii.

New group signed by LBS are KOME Tulsa, KUOA SioLoa Island, Hawaii, and KOLX New York, formerly affiliated with MBS [BHT, Feb. 1]. WPEO Peoria, Ill., KTFTY Brownfield, Tex., and KBOP Pleasanton, Tex.

Riley Gibson is manager of KOME; Storm Whaley is vice president of both KOME and KUOA; Roger Livingston manages WPEO; Dave Whorley is manager of KTFTY, and Ben Parker, of KBOP.

**Dunton Term Extended**

A. D. Dunton, chairman of the board of governors, Canadian Broadcasting Corp., Ottawa, has had his term of office extended for another year by Canada's Prime Minister Louis St. Laurent announced last Tuesday.
P&G's $18 Millions
First in Radio

PROCTOR & GAMBLE Co.,
top user of radio network time
month after month, year after
year, during 1951, purchased $18,169,695 worth of time from the
nationwide radio network (at gross
rates), an increase of 16.7% over the
P & G's 1950 radio network work purchases during 1950, according to the rec-
ords of Publishers Information
Bu-
**RADIO REGULATION**

Next Saturday marks the 26th anniversary of unified radio regulation in the United States. On Feb. 23, 1927, the Federal Radio Commission was created.

Before that time, different phases of regulation were performed by the Commerce Dept., the Post Office Dept., the Interior Dept. and the Committee and, to some extent, by the State Dept.

Although there were earlier attempts to deal with telegraph matters, it was not until 1910 that a law was enacted to cover "wireless" telegraph, mostly for marine use.

The Radio Act of 1912 was the first law for domestic control of radio communication in general. It did not anticipate or provide for radio broadcasting, however.

After World War I, the rapid development of broadcasting and a great increase in the number of stations, caused serious interference among stations.

Court decisions held that the Secretary of Commerce could not deal with the situation because the 1912 act gave him no such authority.

Many broadcasters changed frequencies, increased their power and operating time, regardless of the effect on other stations.

This caused bedlam on the air.

To remedy the situation, Congress passed the Radio Act. The act was signed Feb. 23, 1927.

Five Member Commission

The act created the five-member Federal Radio Commission, but the Commission could only assign frequencies, control power and issue licenses. The Secretary of Commerce assigned the call letters, inspected the stations and examined and licensed operators.

In 1927, these duties were absorbed by the FRC.

Much of the earlier activities of the FRC were devoted to eliminating chaos in the broadcast band. It was impossible for the FRC to provide channels for the 732 stations operating in March of 1927.

New rules caused many of them to surrender their licenses. July 1, 1927, there were 882 stations on the air.

The FRC reported in 1928 that "a few" stations were experimenting with television.

By June 1933, the number of stations had dropped to 599, but there were 46,143 other types of radio stations and 30,000 licensed operators, of which about 21,000 were amateurs.

Because the 1927 act did not give the FRC jurisdiction over common carriers, the Communications Act of 1934 was passed which coordinated in the FCC all the broadcasting and common carrier regulations which had been "farmed out" to other government agencies.

Only one of the original commissioners—Paul A. Walker—is still serving the FCC.

The number of radio authorizations of all kinds on the FCC books is now approaching 900,000. There are about 4,700 broadcast stations (including auxiliaries) and nearly 2,000 stations in trans-broadcast radio services. There are about 700,000 authorizations to operate radio transmitters, including 500,000 different classes of commercial radio operators and 100,000 amateurs.

There are 60 different classes of radio stations operating, with 450,000 associated portable and mobile units.

**SPORTS PROBE BENCH**

By House Rules Committee

HOUSE Rules Committee has blocked the way for Congress for a year to probe gambling in sports, as proposed by Reps. Samuel Celler (D.-N.Y.) and L. Gary Clemente (D.-N.Y.).

Such an investigation, if given a green light, could probe the position of sports promoters in relation to the broadcasts and telecasts of races, matches, football, basketball, horse racing and other events. Primary purpose would be to check into illegal fixing of games and other attempts to corrupt the contests. The Rules Committee, after listening to the Congressman's plea last week, side-lined the issue.

**CHICAGO SPACE**

Media Apprise Setup

SPACE requirements of coverage for the national political conventions next July were placed before the Democratic and Republican National Committees in Chicago Feb. 10-11 by representatives from the different media [B* T, Feb. 11].

The two committees will weigh the requests for space and facilities, against availability in the International Amphitheatre, and reach a decision within the next month.

At stake are such aspects as accommodations for TV interview booths, television newsroom and space for radio broadcasting and safety for the delegations.

Following a joint meeting of committee members and industry representatives, the group visited the amphitheater to inspect facilities.

Industry Representatives

Representing industry were Sig Mickelson, CBS public affairs, speaking for television; Thomas Velotta, ABC vice president, for news and special events for radio; William McAndrew, NBC, for TV newswires; and Ray Lahr, United Press, for the press. Radio representatives also were accompanied by engineering personnel.

Also on hand were Bill Henry, commentator, who is coordinating planning for radio-TV correspondents; Caroll L. McGrath, superintendent of the Senate Radio Gallery, and members of the Congressional Periodical Galleries. Tod Genock, Paramount Pictures, represented the theatre newswires.

They met with members of the Democratic and GOP national committees, including Kenneth Fry and Edward T. Ingham, radio-TV directors, of each committee, respectively. Meeting was held at the Conrad Hilton Hotel in Chicago.

**Is Age 25 on Feb. 23**

KWJJ, WDFD SALES Are Approved by FCC

FCC last week approved the sales of KWJJ Portland, Ore., and WDFD Flint, Mich.

The Portland station was sold for $250,000 by Wilbur J. Jerman to Rodney F. Johnson and Mr. Johnson, an engineer at KWJJ, is owner of the Rex Recording Co., Portland.

WDFD was owned by Arthur R. Treanor and WFMJ, Inc., each holding 1,500 out of 3,000 shares of stock. Mr. Treanor sold his half-interest in WDFD for $150,000 to WFMJ, etc., so that he could go into another business. WFMJ is licensed to WFMJ-AM-TV Indianapolis.

The FCC also approved 11 other transfers (see FCC Roundup, page 103).

**NBC SPOT SALES**

REALIGNMENT and expansion of the NBC National Spot Sales Dept. [B* T, Feb. 4] was announced last week by Director James V. McConnell, who attributed the move to increased spot activity in both radio and television.

The reorganization, which includes a separation of the department's radio and television sales, managers, centers around four key executive posts.

"This expansion of our staff and the structural revision of the department will enable us to give our clients and advertisers and their agencies the finest kind of close, personal attention," Mr. McConnell explained in announcing the realignment. "It will enable us to carry on, beginning once, our plans for more intensive sales campaigns in both radio and television."

Built upon four cornerstone positions within the department—three of them newly created—the expansion requires 26 staff additions, mostly in sales personnel, of whom 18 will be in New York and the remainder in the department's other offices throughout the country.

Mr. Reber

The three new positions are: National spot manager for radio, to be held by Robert Leder, formerly eastern sales manager for radio; national spot manager for television, assigned to John H. Reber, sales manager of WNBT (TV) New York; and national manager for represented stations, to be filled by Richard H. Close, who has been eastern spot sales manager for NB.

In addition, a new eastern sales manager for radio and one for TV will be appointed, to report to Messrs. Leder and Reber, respectively.

Separate radio and television sales representatives will be named for the department's Hollywood and out" to other government agencies.

Sports Probe Benched

By house Rules Committee

HOUSE Rules Committee has blocked the way for Congress for a year to probe gambling in sports, as proposed by Reps. Samuel Celler (D.-N.Y.) and L. Gary Clemente (D.-N.Y.).

Such an investigation, if given a green light, could probe the position of sports promoters in relation to the broadcasts and telecasts of races, matches, football, basketball, horse racing and other events. Primary purpose would be to check into illegal fixing of games and other attempts to corrupt the contests. The Rules Committee, after listening to the Congressman's plea last week, side-lined the issue.

**REALIGNMENTS for Expansion**

San Francisco offices where, unlike the Chicago and Cleveland offices, one man currently handles both functions of radio and video sales offices also will report to the newly appointed national sales managers.

Separate radio and television units will be created under the manager of sales development, promotion, and advertising.

Mr. Leder joined NBC as a salesman in the National Spot Sales Dept. in August 1960, and was named eastern sales manager in September 1951. Prior to his affiliation with the network, he served for two years as sales manager of National Television Assn.

Mr. Reber joined NBC television in 1946 as a program assistant and was later appointed to the director of television in March of 1948. The following November he was named program manager of WNBC, and set about at that time to operate autonomously. In August 1950 he was promoted to that station's sales managership.

Mr. Close joined NBC as a page in 1953, and was active in the spot sales-department for the past 15 years. He has served as an account executive in the department, and as manager of the department prior to his appointment as eastern sales manager for television in November 1950.
A Baltimore advertising agency executive writes: "Our client got greater response on WITH than any other station in town. We are very gratified with the results."

Local advertisers must get fast, low-cost results. That's why WITH carries so many local accounts—more than twice as many as any other station in Baltimore!

WITH delivers a huge, responsive audience at low, low cost. You get more listeners-per-dollar from WITH than from any other radio or TV station in town.

WITH will do a BIG job for you in Baltimore for a SMALL appropriation. Get all the facts from your Forjoe man today.
Defence Mobilizer Charles E. Wilson to channel more materials into civilian production as a means of stemming unemployment. This could well be the key to the defense program since more materials are being allocated to the military, than can be absorbed, he said.

President Truman told Congress in his message on the budget that costs and prices obviously do have a relationship to one another. Price increases are sometimes necessary to compensate for cost increases. But it is probable that the amount of every cost increase has to be translated into increased prices, regardless of whether they are needed or not.

"Our stabilization agencies have long held the principle that if an industry's rising costs are eating into earnings and industry cannot be titrated to reasonable price relief. But it must also be remembered that there should be a small pass-through in prices which and sellers are making ample profits..."

Prompt action by Congress "would enable us to prevent the spread of Capehart increases to additional areas where they are not needed" and the longer such action is delayed, "the more completely and irrevocably our whole price structure will be Capehartized," the Chief Executive asserted.

"A great deal of damage has already been done. Much of it can (Continued on page 38)

## VOD WINNERS

**WINNERS of the fifth annual Voice of Democracy contest are off on a whirlwind tour of the nation's capital which culminates next Friday in the official awards presentation at the Statler Hotel in Washington. Complete schedule for Awards Week honoring the four co-equal winners and author of the winning essay, Thaddeus S. Zollikiewicz, Buffalo, N. Y., was presented to Sen. Robert E. Taft (R-Ohio) during Senate Foreign Relations Committee hearings held last Thursday.**

**Three Boys, Girl Take Top Place**

**Mr. Zollikiewicz**

**Mr. Clark**

**Miss Masselfink**

**Mr. Frilott**
ABC Radio

offers stations and advertisers
18 Great Co-op Programs!

245 out of 311 ABC Radio affiliates are MAKING MONEY on ABC Co-op shows! For the past 9 years, ABC has always offered its affiliates and advertisers a full roster of great Co-op shows. Currently, ABC is broadcasting 18 Co-op programs (nearly 18 hours a week) of every type: news, commentary, music, public forums, sports, drama, children’s shows—

Mary Margaret McBride  Big Jon and Sparkie
Headline Edition  Marriage for Two
Paul Harvey  America’s Town Meeting
Rogue’s Gallery  Piano Playhouse
George Sokolsky  Harry Wismer
Mr. President  Bert Andrews
Martin Agronsky  Pauline Frederick
Elmer Davis  Ted Malone
No School Today  Bob Garred

ABC Co-op shows pay off for stations . . . they pay off, too, for 852 sponsors in every field of business: banks, bakeries, dairies, department stores, music stores, appliance stores and in the automotive field. Co-operative programming is one of the most flexible, most efficient, most economical forms of advertising . . . and America’s FIRST network for Radio Co-ops is ABC.

ABC Radio
American Broadcasting Company
BILL SHADEL, CBS commentator, and retiring president and chairman of the executive committee, Radio-TV Correspondents Assn., receives geval from Bob Menough (l), superintendent of House Radio Gallery in Washington. At right is D. Harold McGrath, superintendent of Senate Radio Gallery. Occasion was first formal luncheon meeting of the new executive committee held in a private Senate dining room in the U. S. Capitol.

Dues Plan

(Continued from page 85)

around $12,000 lost under the combination, due, or just short of $14,000. This would cut the monthly NARTB income from station dues from $54,000 to $51,000.

However, if all companies now in either radio or TV membership put all their radio and TV stations in membership, radio income would rise to $42,000 a month and TV income to $14,500, or a total potential income of $56,500. In addition, the combination plan might attract companies now not represented in membership, with a possible $2,300 from radio stations and $950 from TV stations, or a total potential of $3,250 to be added $56,500, or nearly $60,000.

The net monthly gain in NARTB income might run to around $5,500 under the combination plan.

NARTB dues starting April 1 will be 30% lower for members now receiving Broadcast Advertising Bureau membership under the joint NARTB-BAB plan set up in 1950. Stations wanting to belong to BAB after April 1 will pay that bureau half the highest hourly card rate.

Two networks, ABC-TV and CBS- TV, were admitted to membership last week, bringing all four TV networks into that group. Stations admitted were KECA-TV Los Angeles; KGO-TV San Francisco; KNXT (TV) Los Angeles; WCBS- TV New York; WENR-TV Chicago; WJZ-TV New York; WTVT (TV) Bloomington, Ind.; WXYZ-TV Detroit; WEWS (TV) Cleveland and WPTZ (TV) Philadelphia.


REPORT TO NARTB

All-Affiliates Group Plans

MEMBERS of the 13-man all-radio Affiliates Committee were being polled last week on a site and exact date for a meeting to be held in advance of, and probably to prepare a report to, the NARTB convention.

Authorities said the meeting probably would be held Feb. 26-27 or March 11-12 in New York or Chicago [CLOSED CIRCUIT, Feb. 4], depending upon the outcome of the poll. The polling is being conducted by Committee Chairman Paul W. Morency of WTIC Hartford.

One of the subjects for discussion is expected to be CBS Radio's current affiliation contract renegotiation project, designed in part to obtain for the network a clear right with all its affiliates to adjust rates quickly in the event competitive developments made such moves appear wise [B&T, Feb. 4, Jan. 25].

Another likely agenda topic, it was understood, is the renewed aggressiveness exhibited in recent months on radio's behalf. Committee leaders described themselves as heartened by the various special campaigns being undertaken to boost radio's selling power, and expressed a desire to canvass the possibilities and see how the committee itself can best contribute to these activities.

SALARY PANEL

Asks Widcr Membership

SIX-MEMBER Industry panel, named recently by the Salary Stabilization Board to give management-side advice on talent salary problems, decided last week at its first meeting that the group should be more representative.

The group of station representatives urged SSB member Joseph Cooper, who presided, to ask membership for other people associated with talent salaries, such as advertising agencies, independent radio and TV producers, and talent itself, through non-union representatives. Since all other discussion at the introductory session would center on an unresolved DQ question, no other business—including the scheduled election of a chairman—was conducted. Mr. Cooper is to call the next meeting as soon as the panel composition question is settled in Washington, presumably within a week or two.

Panel members, thus far, named by SSB Chairman Just Miller, were: [B&T, Feb. 11], are Omar Elder, ABC; Gustav G. Margraf, NBC; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Henry White, CBS; Donald W. Thorougham, WCAU-TV, Philadelphia; and Harry Freedman, DuMont TV Network. All were present at the "amicable routine" session except Mr. McCollough who was attending NARTB board meetings.

BATH TUB BLUES

Hang Heavy at WWD

NEWS broadcast reporting a humorous incident in President Truman's personally-conducted tour for correspondents through the White House precipitated a mild storm at WWD Washington on Feb. 6.

Passing the site of the old Presidential bathroom, Mr. Truman remarked that the tub once fell partly through the floor, as he asked Mrs. Truman what would have happened if it had fallen through to the Red Room, with him in it, while she was among the entertainers of the American Revolution.

Coincidentally, WWD carried a special DAR public interest program that evening, 10:15-10:30 p.m. After the program, the ladies were abashed to hear a followup news program via loudspeaker on which Newscaster Fred Fiske reported the correspondents' tour in the White House.

The DAR promptly besieged Program Director Norman Reed with protests, charging that the report violated good taste. WWD explained its interest in neighbors' activities and the recent harassment of reporters on news service stories carried earlier and that Mr. Fiske was only reporting the news.

WINS New York will open a new phase of its network Magazine of the Day series by airing first program each month to a study of advertising, with Dr. Robert A. Love of City College Midtown Business Center, which conducts the program, as moderator.

BELLBOY SUIT

Is Heard in Detroit

THE HEARING to decide who owns the title "Jack the Bellboy" and an experienced turn in Detroit's Federal Court Feb. 8 when Fort Industry Co., owner of WJBK there, began a suit for $650,000 against Edward McKenzie.

Mr. McKenzie, the $65,000-a-year disc jockey who is Jack the Bellboy, left WJBK Jan. 18 and began broadcasting on WXZY Detroit Feb. 6.

The suit was filed before Federal Judge Arthur F. Lederle in the form of an amendment to a request for a permanent injunction against Mr. McKenzie's use of the "Bellboy" tag at his new station.

Others named in the suit were ABC and WXZY as well as James F. Hopkins and Richard A. Connell, stockholders in WJBK before its sale to Fort Industry in 1947.

At the hearing, Attorney John Litell for WJBK and Attorney George Trendle Jr. for Mr. McKenzie presented a series of witnesses in support of their arguments.

Mr. McKenzie testified that he gained possession of the name through a "gentleman's agreement" based on the fact that he coined the title.

Messrs. Hopkins and Connell, the complaint contends, entered into an agreement with Mr. McKenzie while the case was in progress. It is claimed that they wrongly agreed to Mr. McKenzie's using the title in violation of the terms of the sale.

Previously Judge Lederle refused to grant two requests for temporary injunctions that would have restrained WXZY from using the title "Jack the Bellboy" over the air or on using the title in advertising.

Last Thursday both sides were to make their final arguments.

In the meantime, Jack the Bellboy left WXZY, using the same program format and many of the same sponsors.

Magazine '51 Gross

LAST YEAR was "by all odds, the biggest year in magazine history," Magazine Advertising Bureau stated last week. Gross advertising revenue of the 94 general and farm magazines took in by Publishers over the Information Bureau totaled $512.2 million in 1951, up 12% from the $458.5 million gross for 1950, MAB reported.

Advertising in January 1952 was up 17.8% dollars and 7.6% in pages of advertising compared with January 1951, despite the fact that three leading weekly magazines had one issue in the first month of this year than last, MAB also reported. Announcement also revealed that Sunday newspaper magazine dollar volume was 17.8% less in January 1952, compared to previous January.
WHEN HOUSTON WANTS THE NEWS... IT'S KPRC FIRST!

1952

"THE YEAR OF DECISION"

Hard-hitting news coverage is more vital this year than ever before. KPRC's nationally recognized news staff is TOPS in the Southwest... in numbers, in sponsored hours, in accurate on-the-spot coverage. Each man combines the duties of newscaster, news writer, and news reporter, under the able direction of Pat Flaherty, the South's most respected newscaster. Nowadays, NEWS comes FIRST... and KPRC is FIRST with the NEWS!

Houston's Only Complete Radio News Staff

KPRC HOUSTON

NBC and TQN on the Gulf Coast
Jack Harris, General Manager
Nationally represented by Edward Petry and Co.

PAT FLAHERTY,
News Director,
11:00 A.M., 12 Noon, 5:45 P.M.

BILL BOLTON
12 Noon, 6:15 P.M.

BRUCE LAYER,
Sports Director,
5:35 P.M., 10:30 P.M.

HARRY AROUH,
Weather Chief,
5:30 P.M., Weathercast, 10:00 P.M. News

BOB GRAY,
On Military Leave,
Serving as Marine Corps Correspondent in Korea

RAY MILLER,
On Military Leave,
On duty with the Submarine Service

TOM FOX
6:15 A.M., 8:00 A.M., 12 Noon

DON HEATH
7:15 A.M., 8:55 A.M., 12 Noon
GOVERNMENT initially manifested a "tardy interest" in the "star" role advertising has played in contributing to the communications field, but gradually has evolved its own techniques for selling programs to the American public, Ralph W. Hardy, NABT's government relations director, declared last week.

Mr. Hardy addressed a luncheon session of the Women's Advertising Club of Washington at the Washington Hotel last Wednesday. Among the guests were Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, and FCC Commissioner George Sterling.

Government Interest

Speaking on "Advertising and Government Relations," Mr. Hardy said government interest in advertising has been generated in a number of fields. He cited these "interest" factors:

1. Advertising as a function and institution has proved itself "indispensable" in contributions to the public welfare.
2. Advertising is a key to the study of production, with government spending dwarfing normal business operations in recent years.
3. Serious question has been posed as to the allowable of advertising costs for tax and price control purposes.
4. Advertising is related to the whole price-wage control structure.
5. There has been increased enthusiasm for "idea" as distincted from product advertising, spilling over into merchandising and other techniques.

Mr. Hardy also cited four problems in advertising relations with government. He said there has been an "inadequate understanding" of its economic role, principally at the lower decision-making strata of government agencies. This has been reflected in agency presentations to Congress during appropriations hearings, he explained, adding that agency departments and departments are cognizant of advertising's force.

There must be a more effective system for directing vital advertising selling points down through channels, Mr. Hardy suggested. It is advertising's obligation to present its arguments to government officials and Congress in the light of its relation to restraints governing all media and the public welfare, he said.

Noting that he is a registered lobbyist on Capitol Hill, Mr. Hardy said that industry has a "legitimate interest" in presenting its case to Congress. He added that the Buchanan Committee took no notice of advertising's role during hearings on the lobbying issue in 1950.

Mr. Hardy also singled out hearing last year before Senate and House Appropriations Committees. He said military authorities had made inquiries on recruiting and were ill-equipped to parry questions thrown out by Sen. Joseph O'Mahoney (D-Wyo.) as to the advisability of allotting funds for this activity.

The function of advertising was not explained, Mr. Hardy continued, nor was it pointed out that specialists could be obtained by the Defense, through media expenditure for an "infinitesimal cost."

Hardy Cited Charges

Mr. Hardy also cited charges raised that advertising constitutes an "economic waste" and that costs should not be allowable for tax computation purposes.

Top government officials familiar with advertising's role now create their own techniques for devising programs aimed at influencing the public, Mr. Hardy observed. He cited White House liaison with the Advertising Council for various projects.

One such example of government-industry cooperation and advertising power was the recent blood bank drive. Through the efforts of all media, a dangerous shortage was averted and 15 million units were collected during the campaign which got underway 17 days after the program began.

Coy Talk in 'Record'

FCC Chairman Wayne Coy's address to the Cleveland Professional Chapter of Sigma Delta Chi at the Carter Hotel Jan. 28 on "The In- telligent Newspaperman's Guide to Some Broadcasting Problems in which he predicted not more than 10 or 20 TV station grants will be made this year, appears in the Feb. 7 Congressional Record [p. 1016, Feb. 4]. Copy of speech was introduced by Rep. Oren Harris (D-Ark.).

NABET Petitions Ottawa

NABET (GIO) has applied to the Canadian Labor Relations Board in Ottawa for certification as bargaining agent for technical employees of CBC's 19 stations for which it claims a majority interest. Application culminates a six-week organizing campaign undertaken by NABET at the invitation of CBC operators, according to Tim J. O'Sullivan, NABET international representative.

WHIL-WMEX Tiff

ORAL argument on whether the FCC should revoke the program test authorization granted WHIL Medford, Mass., was heard last week by the Commission en banc. Protest was made by WMEX Boston, which also petitioned the U. S. Court of Appeals for a preliminary stay and an injunction against the program test authority.

Gist of Boston station's complaint is that 26 mw/m contours of both stations overlap and they are less than 40 kc apart in wavelengths. WMEX is on 1510 kc with 5 kw; WHIL on 1540 kw with 260 kw day power. WHIL asked the Commission to order both stations to operate less than 40 kc apart if their 25 mw/m contour overlap.

At oral argument last week, WHIL claimed that 26 mw/m contours of both stations do not overlap, although it emphasized that it had taken measurements along only one radial. It also pointed out that its grant was made in February 1951 and WMEX did not contest the Commission's action then and therefore it should not be penalized now. The Medford station declared that if the Commission felt dubious about the overlap, it would be willing to be moved to 1550 kc temporarily.

Questions FCC Authority

The WMEX petition to the U. S. Court of Appeals claimed that WHIL is operating illegally because the station does not have a license. It thus called into question the letting of authority to the FCC to issue program test authority.

It also stated that it has received 50 complaints from listeners in its service area that their reception is being interfered with by WHIL transmissions. WHIL in its opposition to WMEX's petition declared that it was willing to put wave traps to complaining listeners' receivers.

The Boston station asked that the court order the FCC to withdraw WMEX's program test authority and to revoke WHIL's. It also asked that the Court issue a temporary stay order, forbidding WHIL from continuing to broadcast.

WMEX on Feb. 8 went to court, which ordered the FCC to act expeditiously on the station's petition for withdrawal of WHIL's program test.

The Boston station asked the Court for an injuction, but the Court held that it was in the nature of a petition for a new action and denied it under its interpretation of the Judicial Review Act of 1950. Opinion of Chief Justice Harold M. Stephens of the U. S. Court of Appeals in Washington is considered of technical significance. He held that the Act applies only to cases asking the court to review the action of an administrative agency.

EFFECTIVE Feb. 11, WBAP-TV Fort Worth, Tex., added a half hour, starting at 5:30 a.m. Station is now on air some 95 hours a week.
In any industry, the leader is always the target. That's true whether you're making shoes, toys... or turning out research reports.

Pulse, Inc. is turning out research reports... the best in the industry. That's why more stations subscribe to Pulse... more agencies use Pulse... than the competitive reports turned out by any other rating service.

Pulse's number one position means that it's the target for a lot of "snowballs." But they're easy to melt. As a matter of fact, let's melt a few of them now.

**Snowball** "Chappell was nominated by Sydney Roslow" to serve on the Special Test Survey Committee.

**FACT** Excerpt of a letter from Ken Baker, chairman of the committee, to Sydney Roslow: "I stepped to the phone and invited... both Larry Deckinger and Matt Chappell..."

**Snowball** Chappell was not qualified for the post... according to Pulse.

**FACT** As an impartial member of the committee, he was acceptable. But as a paid hireling for C. E. Hooper, Inc., he was not unbiased—witness his errors of commission and omission.*

**Snowball** "Pulse," charges Chappell, "uses a quota-type sample. Interviewers select the homes they visit."

**FACT** Pulse uses a probability sample which permits the greatest degree of scientific accuracy. Interviewers have no choice in the selection of homes.

**Snowball** "U. S. Hooperating (now defunct) and national Nielsen showed close correlation in ratings of network programs in 1949. Hooperating and Pulse correlation was not close."

**FACT** Nielsen national ratings and Pulse's Multi-market ratings for March-April, 1951, showed a correlation of... daytime: 82%; nighttime: 83%. If Pulse had been national, rather than Multi-market, the correlation would have been even higher. (If you would like more information on the current picture—or the picture three years ago—ask Pulse to send it to you.)

**Snowball** "Accompanying a Pulse interviewer," Mr. Breyer quotes A. C. Nielsen, "is a revelation. I recommend that you try it."

**FACT** A group of southern stations recently tried it... and concluded: "This type of survey is more accurate than the coincidental method. If all surveys are carried out as efficiently as this, all of us can utilize surveys as they are intended... without reservation."

**Snowball** Test Survey Committee approved and endorsed Chappell report... implied a recent ad. *

**FACT** No member of Committee (except Chappell) approved or endorsed Chappell report. In fact, all members resented use of their names in the ad.

Anybody who wants to know the facts about his show and the audience that's hearing or watching it, can find out by contacting

**PULSE** the number 1 choice of research men who use radio and television ratings.

THE PULSE, INC. • 15 West 46th Street, New York, N. Y.

*Ask Pulse to send you its analysis of Chappell's report.*
NARTB'S CODE

Mechanics Set at San Antonio

THE NATION'S telecasting stations and networks, at least that portion coming under the NARTB's new Television Code, will start operating March 1 under a set of commercial and program standards designed to halt suggestive and official criticism of the visual medium.

Format for operation under the code was set up last week by the NARTB Television board, which met Wednesday and Thursday at the Bayley Ranche Hotel. The board met separately for two days and then joined with the NARTB Radio Board for a combined session Friday (see story page 25).

Less than two weeks remain for NARTB's staff to handle the huge job of signing subscribers to the video code and getting them adjusted to the stiff terms of the self-disciplining document. Even before the code goes into operation, there are signs that legislators and other groups are looking for elimination of practices they deem objectionable.

At the same time the TV industry will find itself under close surveillance from organized interests as well as from the millions of listeners who are to be told by every available promotion means about the code and its provisions. They will be told in the printed terms of the code by means of a propaganda NARTB has prepared film, slides and similar means of displaying the seal.

$40,000 Budget Set

The board set up the $40,000 budget for the first year of operation under the code, which was originally promulgated last December. It set up details of subscription and approved makeup of the Television Code Board, which will review programs, handle complaints, interpret the document and make recommendations to the television boards.

Action implementing the new code was one of the many decisions reached by the video directors. Another important step was to set up nomination procedure since the nine elective board terms expire at the NARTB convention in Chicago March 31-April 2.

Directors representing each of the four TV networks, are appointed by the network themselves.

With 82 of the 108 operating TV stations as NARTB members, plus the networks, the chances for code adherence by most of those belonging to the association were considered bright. There were signs, too, that many non-members were planning to subscribe.

The plan for code financing provides that the networks each pay $1,500 a year for code subscription, it was understood. The special plan was adopted at a presentation of network themselves. All TV networks belong to NARTB.

Basic payment by stations subscribing to the code will be $250 per year if 65 stations subscribe. Stations belonging to NARTB will get a credit of $250 toward the station dues, making the actual payment $270 per year for code subscription.

Non-members will pay $520 for code subscription.

A sliding scale was set up by which each station's code subscription will drop as the number of station subscribers increase. A sliding scale specifies that when the number of subscribing stations reaches 50, the cost of code subscription will be $250.

NARTB-TV members will still get the $250 credit under this scale.

Five meetings are to be held annually by the Television Code board. In addition, the $40,000 code budget, proposed by President Harold E. Fellows, provides for special meetings of the television board itself in connection with administration of the code. The directors have the right to impose penalties for violation of code terms, including lifting of the seal or suspension of the right to display it.

Budget Covers Staff

The budget also covers staff personnel for code administration as well as travel and other expenses along with overhead and seal costs.

The TV board unanimously approved a plan to conduct election of TV board members during the Chicago convention. Five two-year terms will be filled along with four one-year terms. Nominations will be made from the floor at the Chicago convention. First the TV delegates will vote on TV board members. Of these, four will be combination radio-TV station operators and one a television-only operator. After these five have been elected, the rotating list of nominees will be eligible for election to the four one-year terms. Three of the terms will be filled by the full board and one by a TV-only operator.

Annual budget for the TV segment of NARTB's activity was submitted by Robert D. Swezey, NARTB member of KJU-TV New Orleans, on behalf of the TV finance committee of which he is chairman. Mr. Swezey presided at the board meeting in his capacity as board vice-chairman. Eugene S. Thomas, ex-chairman, resigned the post when he left WOR-TV New York to join George B. Hollinger Co. On the finance group with Mr. Swezey are Campbell Andrus, WTVAPRTV Norfolk, Va., and George B. Storer, Fort Industry Co.

Next Year's Money

For the next fiscal year, starting April 1, the board approved a budget of $316,140.80, subject to review at the joint board meeting last Friday. The full board was given a full NARTB budget plan calling for a discount in membership dues for firms or organizations owning more than one outlet, provided all stations of the group are members. This voting promises substantial savings for multiple station membership, it was explained.

A balance of over $18,000 was reported to the board membership and finance committee. Operation of the TV section is in charge of Thad Brown, NARTB-TV director.

The April 1, 1951-March 31, 1952, TV budget of $150,000 includes a flat payment of $50,000 to NARTB for overhead expenses. Salaries in the budget run around $65,000 with the remainder covering printing, contingent items, board expenses, travel and related items. It appeared TV expenditures would increase now that the code administration is getting underway.

The new fiscal budget envisioned an income of $185,700 from membership dues plus $16,800 or a total of $202,500. The dues discount likely would cut income around $14,600 or an adjusted income of around $187,912.

The payment to NARTB rises from $50,000 to $65,125 under the new budget and the salary item rises to $34,540.

Representing the four TV networks at the Texas board meeting were Alexander Stronach Jr., ABC vice president; Herbert Akerman, CBS vice president; Chris Witling, DuMont vice president, and Frank M. Russell, NBC vice president. They serve on the TV board as network appointed directors.

Others Attending

Others attending the TV board meeting besides those mentioned were: W. D. Rogers Jr., REYL (TV) San Antonio; Judge Justin Miller, chairman of the Davenport (Iowa) TV board; C. E. Arney Jr., NARTB secretary-treasurer; and Robert K. Richards, NARTB director of public affairs.

Absent were Harry Bannister, WWJ-TV Detroit; Paul Rainbourn, KTLA (TV) Los Angeles, and Mr. Storer, who was ill.

Blake-Sparks Nuptials

FORMAL ANNOUNCEMENT will be made this week of the marriage of John Blake, owner of KSNY Snyder, Tex., to Miss Minnie Spark, daughter of Assistant FCC Commissioner Rosel H. Hyde. They eloped and were married on Nov. 9 at West Memphis, Ark., by a Justice of the Peace. Mrs. Blake has been on leave from her FCC post since November.

NEWS programs by NBC radio total 119 shows each week, an aggregate of 20 hours and 55 minutes.

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BROADCASTING • Teletesting
In December, 1951, "Farm Opinion Research" conducted a mail survey among dairymen of Oregon and Washington. Nine hundred questionnaires were mailed to determine farm radio listening preferences and early morning work schedules. A return of over 16% was received. Here are the results:

- Over 90% of the dairymen are up before 6:30 a.m.
- Over 70% do their milking before 6:30 a.m.
- 60% have radios in their barns.
- Over half of the farm radios are in use before 7 a.m.
- KEX received more votes for morning listening than any other individual station!

The following figures show KEX preference:

<table>
<thead>
<tr>
<th>Station</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEX</td>
<td>24%</td>
</tr>
<tr>
<td>Portland station &quot;A&quot;</td>
<td>12%</td>
</tr>
<tr>
<td>Portland station &quot;B&quot;</td>
<td>20%</td>
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<tr>
<td>Portland station &quot;C&quot;</td>
<td>14%</td>
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<tr>
<td>All other stations</td>
<td>27%</td>
</tr>
<tr>
<td>No preference</td>
<td>3%</td>
</tr>
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</table>

"OREGON FARM HOUR" TAPS RICH MARKET

Pacific Coast farm income is the nation's highest! Average income per farm in Pacific Coast states in 1950 was $9,483...or $3,644 more than the national average of $5,839.

Sell your products to the 130,000 farms in Oregon and Washington with the "OREGON FARM HOUR"—(NEWS, MUSIC, PRICES, and WEATHER, for the Pacific Northwest's great agricultural industry).

CONSULT KEX SALES OR FREE & PETERS FOR COMPLETE DETAILS.
A comprehensive advertising and merchandising program, geared to support "an increasing sales trend for Mounds and Almond Joy coconut nut candies," was launched last week by John H. Tattgett, president of Peter Paul Inc. Local and regional radio news programs have been scheduled by the engineers in more than 100 key markets from coast to coast, using 15 and 16-minute shows. In some larger cities where additional activity is taboo, types of local program availabilities are being considered. Maxon Inc., New York, is the agency for Mounds.

Mounds Campaign

The year's radio campaign for Mounds marks a shift from network to local and regional news programs. Last year, the company sponsored Ed Murrow on a split-window, syndicated-hour-and-a-half network. Featured among the merchandising material this year for Mounds will be color streamers, shelf talkers and a display decorated in a South Sea tailored motif. The Kesselman & Robbins (Tartan suntan lotion), is giving its 1952 advertising campaign a record budget and will feature the radio and TV family of Tex and Jinx McCravy in a concentrated all-summer drive in the year's summer. Prominent in Tartan plans, as well, is an expansion of the successful tie-ins of past seasons. Tartan has already arranged a joint advertising and merchandising program with Cole of California, Market and Bates fabric, all of whom will feature Tartan lotion and credit in many local advertising campaigns.

Tartan plans a summer saturation job in spot radio, employing short, fast copy. These "Sun-in-Safety spots, correlated with local copy, will be used in 45 major cities in the country, an increase of at least 15 markets over last year—starting May 3 and continuing through mid-July.

In New York alone, Tartan plans to schedule more than 2,000 announcements throughout the summer. Backing up the spot campaign will be participation in programs of top radio personalities, along with television spots in selected areas.

In addition to the advertising schedule, Tartan will feature a full-scale publicity program, with numerous tie-in promotions and publicity stunts scheduled for the summer season. J. D. Tarcher & Co., New York, is the agency.

FOR THE RECORD: New York (Kloets), currently carrying a heavy spot schedule, is understood to have a sizable increase for string expansion under consideration. Tartan's program will be forthcoming week next through Dancer-Fitzgerald-Sample.

Tartan's Edwards and, division of Imperial Tobacco of Lo., Meriden, Conn., is buying a four-week spring campaign for its silverware in 120 major radio cities (B&T, Feb. 1) through Cunningham & Walsh.

Preston-McCain's Coastal TV network show featuring Faye Emerson, and which used a spot schedule on 60 markets during the three-month 1951 summer season, is still in the throes of preparing its summer budget allocation. Blow Co., New York, is the agency.

Champagne Velvet (beer) and Castile Soap online, are planning their summer spots, as are many others.

Third Plane Crash in Elizabeth, N. J., within three months was blanketed by broadcasting releases being announced almost immediately and with first television pictures transmitted at 7 a.m. the following morning.

Occurring at about 12:30 a.m. Monday, the crash was bulbined on wires services at 12:45 a.m. and on the air over ABC and CBS radio at 12:55 a.m., while CBS, through WCBS New York, stayed on the air until 1:30 a.m. to give more detailed news to New York audience.

CBS radio network program for the second time over NBC-TV by Today, which had similarly scored in announcing the death of King George.

ABC radio reporter Yet Hagan went to scene early Monday morning to give on-scene coverage at 6:15 a.m. after the net- and opened at 8:30 a.m. with bulletin reports of the Graham Grove assisted in the eye-witness spot-news reports from Elizabeth at and 8 a.m., with wrap-up coverage by NBC in a special 15-minute program at 1:45 p.m. ESt.

NBC-TV mobile unit was dispatched to Elizabeth at 11 a.m.—even before the news was to broadcast—and took film of the event until a direct video pickup could be made, shot at the scene by eye-witness accounts and Don Godard's stories.

CBS Radio special events department sent Abram Weston and Ralph Paskman to Elizabeth for first-hand coverage while WCCB remained on air an extra 25 minutes. Network news programs gave full details the next morning at 7:45, 8, and 9 a.m. while CBS-TV carried the event on all regular news programs.

A window which took 32 lives—was covered for ABC by Bill Whitehouse, manager of special events, and Gordon Fraser. After the first 12:55 a.m. bulletin, ABC radio in New York and throughout the night on WJZ New York's all-night music show. Next day, Julian Anthony recorded reactions of Elizabeth citizens and network also in New Jersey and New York. egg, Chicago Div. of Conrail Gist, in Washington.

ABC television (via WJZ-TV New York) first bulletin was at 10:30 a.m. the next day, with first comprehensive graphic coverage coming via film and "live" commentary at 7 p.m. Tuesday.

At least two Catholic laymen were killed in the crash as soon as he arrived on the scene from his home, eight blocks away.

Off the air at the time of the crash, WMUR engineers had been working to collect first-hand reports for broadcast at 7 a.m. Monday and later interviewed its advertising and public service members visit- ing Elizabeth to hear the controversy about the airport's location. Station also got fresh report from New York City Airport Monday night in a half-hour round-up of crash news.

WATV (TV) Newark, usually signing on at 11:30 p.m., stayed on the air until 3:30 a.m. giving reports, including an eye-witness account made by a WATV engineer, Glen Lynn, who resides in New Jersey. All special events coverage—including a Monday morning forum among six state and local officials about the airport location—was handled by Nat Stratfield, pool reporter.

WMTR Morristown, N. J., sent newsmen Merrill Morris, Joe Slavin and Frank Fell to the scene for daylong interviews. Taped hourly news broadcasts were aired as a public service by a local clothing store.

ELIZABETH, N.J., CRASH

Radio and TV Again on Job to Cover

Control Laws (Continued from page 50)
never be undone," Mr. Truman remarked.

There was other activity on the price front last week: (1) Approval by the Senate Banking Committee of Ellis Arnall as price stabilizer, to succeed Michael DiSalle, who was asked to seek the Senate nomination in the recent Democratic national primary election by OPS of possible "decontrol" in certain industries. Mr. Arnall favored as much decontrol as possible while held out for strengthening of the law.

One of Mr. DiSalle's final acts was to appoint a decontrol study committee. OPS spokesmen said that, while commercial interests in different industries constitute one factor, it is unlikely that radio-TV manufacturers will be decontrolled in the foreseeable future.

Basic criteria of the relative importance of the products to the economy and the paperwork that would be saved under decontrol.

Upcoming

Feb. 18: Academy of Television Arts and Sciences, installation and dinner, Ambassador Hotel, Los Angeles

Feb. 19: NARTB regional TV tax clinic, Mayflower Hotel, Washington


Feb. 22: Illinois Broadcasters Asso., annual spring meeting, Leland Hotel, Chicago


Mar. 3-4: Institute of Radio Engineers National convention, Waldorf-Astoria Hotel, New York City

Mar. 4: FCC-Theater hearing, Washington

Mar. 17-20: National Premium Buyers Institute, Conrad Hilton Hotel, Chicago

Mar. 2-3: Assn. of National Advertisers spring meeting, The Breakers, Palm Beach, Fla.


Radio & Television

Season Campaigns
(Continued from page 28)

Radio Sales Up
(Continued from page 28)

Page 38 & February 18, 1952

BROADCASTING • Telecasting
Proudly Announces

the APPOINTMENT of

FREE and PETERS, Inc.

as EXCLUSIVE NATIONAL SALES REPRESENTATIVES

EFFECTIVE

MARCH 1, 1952

They'll be working together hand in hand

INDIANAPOLIS BROADCASTING, INC.

PRIMARY NBC  5,000 WATTS
ET Identification (Continued from page 24)

the FCC freezes upsets the schedule. Final decision within a week is possible, Bernard Koteen is special counsel for the committee. Other members of the group are Mr. Essex and Marshall Pengra, KGKB and WIPX, both of Denver, and Mr. Grove for the progress made.

The board, in acting on the Grove committee’s report, adopted a suggestion by Mr. Hanna that no wages or promotion for Negroes beyond the call of duty.

BMI Clinics

Two Week Schedule Set

FOLLOWING last year's successful BMI field clinics, held in 37 states with an average attendance of 82 broadcasters per clinic, BMI has developed a new two-week period in April-May 29-May 12, when the industry-owned music licensing organization has scheduled 40 programs in 28 states and four Canadian provinces.

General format will comprise three speakers traveling with each BMI clinic troupe and three speakers from the state in which the clinic is held. Talks on the major phases of programming, station operation and management will be followed at each clinic by an open forum period in which every one present is encouraged to take part. These “bull sessions” were highly popular during the 1961 clinics, BMI stated.

W. Emmett Brooks, chairman, Committee of Presidents of Four Broadcasters Assn., in a letter to BMI President Carl Haverlin said, “I'm sure stations have found it highly profitable to send several staff workers from all departments to broaden them in all facets of radio operations through clinic presentations, since these one-day refresher courses are a great idea exchange for all of us.”

BMI program clinics so far confirmed as to state, city and date are:

Alabama: (Montgomery) May 3; Atlanta (Little Rock) May 5; Arizona (Phoenix) April 28; Nevada (Las Vegas) May 6; California (San Francisco) May 8; Colorado (Denver) May 12; Georgia (Atlanta) May 10; Illinois (Chicago) May 9; Indiana (Indianapolis) May 2; Iowa (Des Moines) May 1; Kansas (Topeka) May 2; Kentucky (Lexington) May 8; Louisiana (Alexandria) May 5; Maine (undetermined) May 12; Maryland (Baltimore) April 30; Michigan (Detroit) May 4; Minnesota (Minneapolis) May 7; Mississippi (Jackson) May 5; Missouri (St. Louis) May 9; Montana (Missoula) April 28; Nebraska (Omaha) May 1; New Jersey (Atlantic City) May 6; North Carolina (undetermined) May 2; Ohio (Cincinnati) May 1; Oklahoma (Oklahoma City) May 1; Oregon (Oregon City) May 2; Pennsylvania (Pittsburgh) May 1; South Carolina (Columbia) May 5; Ohio (Columbus) May 3; South Dakota (Sioux Falls) April 30; Texas (Dallas) May 9; Tennessee (Nashville) April 28; Utah (Salt Lake City) May 1; Virginia (Charlottesville) April 4; Wisconsin (Milwaukee) May 1; Wyoming (Cheyenne) May 9; and Ohio (Cleveland) May 9.

Dates tentatively set include: Maryland (Baltimore) May 3; Massachusetts (Boston) April 5; Michigan (Detroit) May 1; Minnesota (Minneapolis) May 7; Mississippi (Jackson) May 1; Missouri (St. Louis) May 6; Montana (Missoula) April 28; Nebraska (Omaha) May 1; New Jersey (Atlantic City) May 6; North Carolina (undetermined) May 2; Oklahoma (Oklahoma City) May 1; Oregon (Oregon City) May 2; Pennsylvania (Pittsburgh) May 1; South Carolina (Columbia) May 5; South Dakota (Sioux Falls) April 30; Texas (Dallas) May 9; Tennessee (Nashville) April 28; Utah (Salt Lake City) May 1; Virginia (Charlottesville) April 4; Wisconsin (Milwaukee) May 1; and Wyoming (Cheyenne) May 9.

NARTB Engineering Convention Agenda

“Lighting for Television.—A Film Produced by a Project Directed by WJAC, Johnstown, Pa., and Developed by the National Association of Television Broadcasters and the Engineering Convention. The film will be introduced by W. J. Abbott, NARTB general manager.

Registration Band Transmission

By: Dr. W. H. Hergert, Director of Research in Electrical Communications, RCA. This talk will describe the RCA’s new system for remote control and remote operation of television broadcasting stations.

Construction and Operational Economics of Television Broadcasting Stations

By: Robin Compton, Associate, George C. Davis, Radio and Television Consulting Engineers. A 30 kw television amplifier for channel 7, New York.

By: F. J. Haines, General Manager of the First Television Station in Argentina.

By: M. Silver, Federal Telecommunication Laboratory.

UFH Propagation

By: Dr. George Brown, Research Associate, RCA.

Television Studio Equipment Planning

By: C. A. R. Rackey, NBC.

A new television studio.—By: G. E. Hamilton, Eastern Division, Tektronix, Inc. (Tentative)

Wednesday, April 5, 1952

Morning Session 9:45 a.m.

President: Raymond F. Guay, Manager, Radio and Television Engineering, NBC.

High Gain Loop Antenna for Television

By: A. Kandan, Canadian Telecommunication Laboratory.

Wednesday, April 5, 1952

Luncheon in Grand Ballroom

Speaker: Secretary, FCC chairman (tentative)

Afternoon Session 2 p.m.

Symposium: Ultra-High Frequency Television

Presiding: Stuart Bailey, Jansky and Baugh Consulting Engineers and Television Engineers, Washington Panel:


John Young, Manager, Broadcast Television Engineering Service, RCA.

Robert F. Wakeman, Research Engineer, Allen B. DuMont Labs, Passaic, N. J.

Participation from General Electric to be announced.

7:00 p.m.—Convention Banquet

Grand Ballroom

Symposium: Small Television Operations

Presiding: Col. John H. Dwyer, President, WSM-WTV Nashville Panel:

Frank P. Bremmer, Vice President and Chief Engineer, WAVE Newsowner Nevins Straub, Technical Director, WVII, 686 White Plains Rd.

R. A. Isberg, Chief Engineer, KRON-TV San Francisco (Tentative)

J. S. Rice, Technical Director, WGAL-TV Lancaster, Pa.

CANADA’S RADIO AUDIENCE

Tune to Commercial Shows by 2 to 1 Ratio

MOST CANADIAN radio listeners prefer to tune to privately-owned stations rather than to the government-sponsored Canadian Broadcasting Corp., according to a report issued last week by the Canadian Assn. of Broadcasters.

The CAB report, based on a study by Elliott Haynes Ltd., pioneers Canadian radio research company, said that on the average over 18.5% of licensed fee-use is tuned to CBC-produced programs. The rest of the audience is listening to non-government broadcasting, which, like that in the U. S., is reported by advertising revenue.

CBC is supported by an annual government subsidy from tax funds of $8,250,000 plus $5,500,000 a year from license fees. It also carries some commercially sponsored programs, about $2.5 million worth a year.

Significantly, the commercial stations on CBC, though only 10.2% of CBC schedule, rate far bigger audiences than the non-commercial domestic programming, which takes up 72% of CBC time. (The whole round-up of CBC’s schedules is made up of programs originating outside Canada and was not treated in this study.)

Canadian commercial stations get an average rating of 2.3. The sustaining features, including news and special events, get only 1.65.

The CBC sets-in-use averages quoted by CAB were for the year from Nov. 1, 1950, to Oct. 31, 1951, and include rural and urban audiences and periods between 6 a.m. and 10 p.m. weekdays and 6 p.m. to 10 p.m. Sundays.

The CAB report, commenting on the subsidized nature of CBC, pointed out that “more than 80% of Canadians voluntarily tune in the programs of the independent or non-government stations who do not share in any way either of the subsidies for the government stations.

"In fact," the report added, "they exist solely from their commercial revenue, as do all other forms of publication. In fact, the privately-owned stations, in addition to paying taxes which the CBC does not, are required yearly to pay approximately $160,000 themselves to the Canadian Broadcasting Corp. for what is known as a transmitter license fee.

WAVZ Educators Panel

NEED for closer cooperation between educators and broadcasters was emphasized in a meeting of New Haven, Conn., school principals last Monday in WAVZ New Haven’s auditorium. Panel speakers included Franklin Dunham, radio-TV chief, U. S. Office of Education; Daniel W. Kops, WAVZ vice president and general manager; James Frost, audio-visual consultant, Connecticut State Dept. of Education; Prof. Edward C. Cole, who teaches television at Yale U’s drama school.

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Broadcasting • Telecasting

Ambassador Rogers

MEMBERS of the NARTB combined board last week accused the National Association of Television Broadcasters of discrimination in the case of FM. Ben Strouse, WWDFM-Washington, said the current three-section drive to promote FM set sales and listening is producing results. Both distributor and dealer interest are showing more interest in FM as a result of the North Carolina and Wisconsin drives [BTT, Feb. 11]. He said “it is quite evident that increased sales rates may be expected to follow for several months after the close of FM Marketing.” He said the Washington, D. CFPM meeting starts in March [see story, page 48].

"It is the broadcaster’s program that sells the sets except in places where FM is genuinely needed for decent reception," Mr. Strouse said. He explained dealers should be advised to pay more attention to installation of FM sets. Among results of the three drives, wide FM set sales, are increased FM listening and development of FM’s prestige among local merchants and advertising agencies, he said.

Ask Drive Extension

Requests to extend the drive beyond the three areas now active have been received from upper New York, Alabama, Philadelphia, New York City, West Virginia, Ohio, Kentucky, Tri-State Area; Minnesota, Virgina, Northern Illinois, San Antonio and others. President Harold E. Fellows was authorized by the board to name a special committee to handle radio college matters especially in the music field.

A fund of $10,000 was appropriated to provide for improvements to the NARTB headquarters building in Washington. Realization of Craig Lawrence, formerly with WOC in Boston, as District 1 director, was accepted. Mr. Lawrence has joined within a year is possible. A special election will be held to fill the post.

Four members of the radio board were unable to attend and were excused. They were: H. D. Witt Jr., WSM-Nashville; James D. Shoultz, WLW-Cincinnati; A. D. Willard Jr., WGAC-Augusta, Ga.; Frank White, MBS.

DAILY trans-Atlantic reports on the Olympic Winter Games were scheduled to be broadcast directly from Nore- fjeul, Norway, by NBC starting last Thursday and continuing though the final event on Feb. 18. David Ferguson, program manager of the Armed Forces Network in Germany, will act as special NBC correspondent.
In Bangkok and Sioux City, Johannesburg and Muskegon, broadcasters have discovered that, in any language, the name GATES stands for dependability — low cost operation!

Yet, acceptance of GATES 5/10 KW transmitters is world wide, and for many good reasons.

For example: Whether for standard broadcast or short wave telephone or telegraph service, there is a GATES 5/10 KW transmitter exactly suited for the job to be done. With twelve models to choose from, there is no necessity for making costly adaptations — no need for compromises that cost in efficiency as well as dollars.

LOW INITIAL COST — LOW OPERATING COST

Another prime reason for GATES popularity, everywhere, is that while maintaining the highest standards of quality, GATES 5/10 KW transmitters always cost less to buy and install — and equally important, cost less to operate.

Because over 80% of GATES production is that of radio transmitting equipment, production efficiencies are possible that result in substantial savings of up to several thousands of dollars compared to competitive makes of equal caliber.

Savings, too, are provided by the use of the popular new 3X2500F-3 tubes as both power amplifiers and modulators. This proved tube, an excellent performer at both medium and short waves, operates at lower plate voltage which means greater safety factor and better circuit constants.

Operating costs are lower since power consumption and tube replacement costs are less. One broadcaster reported actual savings of $100.00 monthly in power bill after installing new GATES 5 KW equipment. Because every GATES transmitter is straightforward design, maintenance is easier and replacement components standard throughout the world.

WHEREVER YOU ARE — whatever your transmitter requirements — why not write today for descriptive literature and engineering data on these modern GATES 5/10 KW transmitters? See for yourself why GATES transmitters are the first choice of so many — the world round!
RELIGIOUS RADIO-TV PROGRAMS
National Council of Churches Reports Wide Use

SOME 442 network radio programs and 161 network television productions—plus 455 other broadcasting events—were presented last year by the Broadcasting and Film Commission of the National Council of the Churches of Christ in America. Year-end report has been issued by the Rev. Truman B. Douglas, executive chairman of the board of managers, who emphasized

"many of our radio and television programs go through doors that ordinarily are closed to the church."

By broadcasting to people with no church background at all, the council, he said, "tries to make such persons persuasively aware of the church close by." The total of 1,035 radio and television programs resulted in the council's sending over a half-million pieces of mail to listeners, he reported.

Network radio programs included 155 on ABC, 166 on Mutual and 104 on NBC for a total of 422. WOR New York, with its Radio Chapel, also broadcast 33 programs locally.

Network TV activity included 96 programs on DuMont and five on NBC TV.

Four radio transcriptions were prepared by the commission for a total of 49 programs. Seven television films were provided broadcasters six, 15-minute presentations—of which five were in color—over a 10-minute film.

The rest of the broadcasts were made of special events: 14 programs for national radio networks, prepared by the commission; 61 network commercial radio shows, and 29 local commercial programs. In addition, there were seven network TV programs, completely built by the commission: 46 network commercial television shows, and 29 local commercial TV programs. Sustaining programs numbered 169 for radio networks and six for local radio stations; two for network television and six for local video outlets.

New areas for 1952 programming by the commission will emphasize low-cost, high-interest films for television, which will be produced in quantity for high school and college-age people, Ronald Bridges, executive director of the commission, said. "We plan a new dramatic radio series that will highlight Protestantism's contribution to the very bases of our nation's life," he added.

WWW INCIDENT
Station Dismisses D. J.
SERVICES of Bill Silbert, disc jockey, have been dropped by WWJ Detroit for allegedly repeated violations of a station rule involving discussion of controversial subjects, a WWJ spokesman said last week.

Mr. Silbert conducted a nightly two-hour broadcast from Detroit's Wonder Bar, spinning records and chatting informally with celebrities. A broadcast conversation with ac- cordionist Dick Contino, who served a term for draft evasion climaxed a series of such violations, the spokesman said. WWJ does not oppose controversial discussions but feels they should be aired only by competent authorities, it was explained.

WWJ had asked Mr. Silbert to talk less and play more records, according to the spokesman. After the Contino incident, which evoked a protest from one listener, the station gave him two weeks notice.

SHAWN PROMOTION
Made Official by NBC
FRED SHAWN'S promotion from director of NBC-TV production services to director of radio station relations [B+T, Feb. 11] was officially announced last week by Carleton D. Smith, NBC vice president in charge of station relations.

Mr. Shawn "His long career in the broadcast field and his accomplishments during that career have qualified him well for the position he is assuming," Mr. Smith observed. "His broad range of experience in the problems peculiar to local station and network operations makes him eminently suited to the requirements of the job."

WXEL to the NARTB-TV
WXEL (TV) Cleveland filed membership application at NARTB Feb. 8. Station becomes the 82nd TV station to join association. Four TV networks also belong. The WXEL application was submitted by Franklin Snyder, vice president-general manager.

SPECIAL ten-station New Jersey state network was set up last week by WPAT Paterson for an address by John Dresler, president of New Jersey Gasoline Dealers' Assn., about the current state-wide price war on gasoline. Outlets carrying the broadcast included WWTM Tren- ton, WWNZ Vineland, WOND Pleasantville, WJLK Asbury Park, WFPF Atlantic City, WSJN Bridgeton, WCM Camden, WCTC New Bruns- wick, WNJRK Newark and WPAT.
WBAL's Mighty Advertising-Merchandising Plan!

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

50,000 WATTS

WBAL

NBC IN MARYLAND

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
FREQUENCY POLICY

A POLICY governing the use of radio spectrum frequencies by all U. S. agencies—and the right of transfer from one user to another—is evolving for the consideration of the President.

The policy was drawn up by the Executive Committee of the Technicial Policy Steering Committee, comprising representatives of FCC and the Interdepartmental Radio Advisory Committee for the military, State, local, and other government spectrum users. Mr. Pratt is chairman of the steering committee. Executive unit is a working group charged with implementing commitments reached by the recent Extraordinary Administrative Radio Conference.

The committee recommended that its “frequency management” policy be approved and forwarded to Mr. Pratt for reaching agreement with

YANKEE GAMES

Sponsors Take 23 Stations

TWENTY-THREE radio stations surrounding New York will participate in an unprecedented “Citizens Network” to carry New York Yankees’ 1952 baseball games under sponsorship of Ballantine Beer and White Owl Cigars, it was announced Thursday.

Some 111 days will be carried on the full network (with Ballantine as sponsor), while White Owl will back the complete Yankee schedule over WINS New York, a participating station, according to Arthur E. (Red) Patterson, public director of the ball club, who set up the network.

Contracts, prepared by the Bolling Co., New York, station representative firm, went out about two weeks ago, as Secretary E. A. Pancoast Jr., explained, to form a regional network in New York, Pennsylvania, Connecticut, and Massachusetts.

Stations besides WINS include WAGN Newburgh, WPKP Poughkeepsie, WROW Albany, WMYT Middletown, WAGON Endicott, WKRT Cortland, WCLI Corning, WWHG Hornell, WJET Rochester, WNDR Syracuse, WCRN Utica, WATN-Watertown, WSLB Ogdensburg, WICY Malone, WEAQ Plattsburg, and WBNZ Saranac Lake, all New York. Also WSCW Schenectady, WATS Saratoga, WQAN Scranton, and WVPO Stroudsburg, all Pennsylvania. WAWZ New Haven, WKNB New Britain, both Connecticut, and WHEC Rochester (Springfield), Mass., complete the list.

New stations on the network are WEAQ, WBNZ and WACE, although the same or neighboring markets have been inoculated in previous listings. WXXR Buffalo, formerly a network member, is not on the list this year.

FBI annoucement will carry 111 games, but day games only, it was explained, while WINS broadcasts the full 164-game schedule.

Announcers will be Mel Allen, Bill Crowley and Art Gleeson.

Mr. S. Bassett F. F. Can't

The committee recommended that users of fixed service frequencies be permitted to use new fixed in-band frequencies as rapidly as authorized, with the understanding that the assignment be temporary. They could be cancelled if they cause “harmful interference to exist- ing operations, and subject to redistribution, if not necessary in the national interest.”

The executive committee has undertaken a study of EARC commitments and concludes that present U. S. philosophy is “not compatible with an expedient and adequate solution to problems.” Problems arise in the 4 mc-27.5 mc band in view of growing international broadcasting needs.

Citing traditional policy whereby agencies try to justify their frequency needs, the committee noted:

The recommended communications of this country and of the world in general has caused most of the impact to fall on the shoulders of per- sons of other nations and governments through the spectrums reserved for their exclusive use.

The committee recommended that the frequency management” policy be approved and forwarded to Mr. Pratt for reaching agreement with

MRS. BASEBALL FAN

Is Talked Up

With Figures by WMCA Study

THE COMMON belief that only men are interested in baseball and that the sponsors of baseball broad- casts should give their commercials a strong masculine appeal is batted out of the box by WMCA New York in a new study, “The Forgotten Fifty Per Cent,” which shows that day in and day out half of the baseball audience is made of women, teenagers and children.

Based on a special survey made by The Public Opinion Research Corporation, WMCA’s broadcasts of the games of the New York Giants during the entire 1951 season, the study showed that families (over 18 years old) account for exactly 50% of the at-home baseball audience. Women make up 33% of the total, teenagers (16-19 years old) and children 7%.

“The discovery of this long-existing high-potential market offers a tremendous new source of sales to the food, fashion and people advertisers seeking a market that 24 weeks of virtually guar- anteed consistent listenership, Howard Klirman, WMCA promotion director, wrote in a foreword to the report.

Noting that an estimated 1,000 U. S. radio stations carry Major League games throughout the spring-summer baseball season, Mr. Klirman observed that the findings of the Giants study “should be applicable to any market and to the advertisers supporting game broadcasts adjacent programs.” WMCA is making its full findings available to any station or to any advertiser on request, he said.

The 50-50 ratio of male listeners to others in the at-home baseball audience holds true day or night, the WMCA study shows. Women account for 34% of the daytime audience and 32% at night; teenagers make up 10% of the after- noon and 9% of the evening baseball audience, compared to 4% for 6% of the daytime and 9% of the evening baseball audience.

Out-of-home baseball listening—such as in automobiles and at beaches—comprises 21% of the total baseball broadcast audience, the survey revealed. Men comprise a larger part of this group than of the at-home listeners to the national pastime broadcasts—62%—with women adding 24%, teenagers 16%, and children 5%.

Comparing the feminine baseball audience to the top-rated local woman’s program (Dorothy and Dick on WOR New York) as “the best measure of the women’s audience to baseball,” WMCA reports that in September, “for every 100 women listening to this woman’s show, 1 women listened to Giants baseball.”

WSIL
Shamokin, Pa.
1000 WATTS — FULL TIME
A Mutual Affiliate

*Sources: Standard Rate and Data Service
Seventy-five Network newscasts weekly. Big names with authentic news. More network news than any other San Antonio station.


One solid hour daily of big name kid shows, just for kids. More than all other San Antonio stations combined.

KMAC carries more high-rated mysteries than any other San Antonio station. By far, first in the mystery field.

More quarter-hours of religious programs weekly than all other San Antonio stations combined. Featuring outstanding National, Regional and Local religious leaders.


More BIG dramatic shows weekly, featuring top Hollywood and Broadway stars, than any other San Antonio station. Drama, comedy, love stories, adventure.
Agency Beat
(Continued from page 11)

manager of Calkins & Holden, Carlock, McClintock & Smith. Mr. Roxburgh worked for Fawcett Pub., same city.

JACK REEVES, account executive, KPDQ Portland, joins James Emmett Adv., that city, as radio director.

FRANCIS L. CONDON, director of advertising and merchandising for the Ales Brewing Co., Detroit and San Diego, to Grawold-Ehleman Co., Cleveland, as an account executive.

ALBERT E. PACINI, senior account executive, Malm-Hobbs Inc., Minneapolis, to Bruce B. Brewer & Co., same city, in same capacity.

RICHARD BLAND NALL, named manager of Richmond offices, Courtland D. Ferguson Inc., succeeding H. P. MARTIN who died suddenly several weeks ago.

Mr. Condon

LESTER SABER, Gersthal & Richard Inc., N. Y., to Ray Austrian & Assoc., same city, as production manager replacing HARRY ZEE who moves to Creative Productions for Printographic Offset Corp., N. Y., as director.

VINCENT BENEDICT, associate art director of Gray & Rogers, Phila., named head of the agency's art department. He succeeds GUY FRY, a partner of Gray & Rogers, who resigns to open his own advertising and art consulting agency.

ROBERT S. BECKHAM, Erwin, Wasey & Co., N. Y., to Richard La Fond Adv., that city, as account executive. Mr. Beckham was formerly with J. Walter Thompson Co., N. Y.

REGGIE SCHUEBEL, partner in Wyatt & Schuebel, N. Y., to represent radio and TV on education and public relations committee, New York City Cancer Committee.


It's As Simple As This . . . .
AIM YOUR SELLING MESSAGE
AT LISTENERS WITH PROVED
Buying Power!

WBNS Radio has:

* An Audience Which Spends 1 BILLION Annually
* All Twenty Top-Rated Programs
* Central Ohio's Only CBS Outlet
* Proved Pulling Power (4,663 replies to just 3 minute local spots)
* Local Personalities with Loyal Listeners

Valuable Time Locations Currently Available
Contact Your John Blair-Representative

ASK JOHN BLAIR

WBNS243

PLUS WELD-EM

CENTRAL OHIO'S ONLY CBS OUTLET

NATIONAL NIELSEN RATINGS

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

EXTRA WEEK

December 23, 1954

EVENING ONCE-A WEEK

nieLSON-RATING *

| Rank | Program | Current Rating | Current Rating
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>1</td>
<td>Jack Webb (CBS)</td>
<td>19.2</td>
<td>18.2</td>
</tr>
<tr>
<td>2</td>
<td>Amos 'n Andy (CBS)</td>
<td>19.2</td>
<td>18.2</td>
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<tr>
<td>3</td>
<td>Charlie McCarthy Show (CBS)</td>
<td>19.2</td>
<td>18.2</td>
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<tr>
<td>4</td>
<td>Dragnet (NBC)</td>
<td>18.2</td>
<td>17.2</td>
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<tr>
<td>5</td>
<td>You Set Your Life (NBC)</td>
<td>17.2</td>
<td>16.2</td>
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<tr>
<td>6</td>
<td>Walter Winchell (ABC)</td>
<td>16.2</td>
<td>15.2</td>
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<tr>
<td>7</td>
<td>Mr. Keen, Trooper of Lost Persons (NBC)</td>
<td>15.2</td>
<td>14.2</td>
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<td>8</td>
<td>Lux Radio Theatre (CBS)</td>
<td>14.2</td>
<td>13.2</td>
</tr>
<tr>
<td>9</td>
<td>Our Miss Brooks (CBS)</td>
<td>13.2</td>
<td>12.2</td>
</tr>
<tr>
<td>10</td>
<td>Mr. &amp; Mrs. North (CBS)</td>
<td>12.2</td>
<td>11.2</td>
</tr>
</tbody>
</table>

Note: Number of homes is obtained by applying Nielson's Rating (%) to 41,903,000 -the 1951 estimate of Total United States Radio Homes.

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

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COLUMBUS, OHIO

BROADCASTING • Telecasting

Page 46 • February 18, 1952

WRS POLICIES

Meeting Sets New Plans

SEVERAL program policies were adopted at the annual management meeting of Westinghouse Radio Stations Inc. in Washington, D. C., quarters last week.

Among them were inauguration of 24-hour operation at most of the stations; extension of operation of the "Feature Food" and "Feature Drugs" programs on KYW Philadelphia and WBZ Boston to other stations in the group; completion of plans for new educational series on WBZ-TV Boston; decision to make a detailed study of surveys, research data, market and other factors for application of the findings to both sales and program operations, and completion of plans for a sales campaign to begin soon on the theme of "community relations" for use of industrial and service firms in each station's area.

In the round-the-clock operation, it was explained KDKA Pittsburgh has started the service and WBZ will begin soon with KYW and WOIO Fort Wayne, Ind., to follow. KEX Portland, Ore., is studying program needs in the Northwest and plans a later start.

J. E. Baudino, vice president and general manager of WRS, said the decision to extend the food and drug programs is made as a result of studies by sales groups. The educational series on WBZ-TV will highlight developments in science, agriculture, the social sciences, safety and music.

Attending the two-day meeting in addition to WRS headquarters staff and station management personnel were representatives of Feature Foods Inc.; Gray & Rogers Adv., and the WRS national representative, Free & Peters.

EMERSON STOCK PLAN

Voted at Annual Meeting

KEY OFFICIALS of Emerson Radio & Phonograph Corp. may subscribe to a total of 100,000 shares of authorized but unissued stock, par value $5 per share, over a 10-year option period, as a result of the annual stockholders meeting held in New York Feb. 6.

President Benjamin Abrams said the stock would be parcelled out among scores of employees, but that only one director, Deerman D. Israel, would be eligible to subscribe. Plan is to be made available "to such officers and employees of the corporation as may be determined from time to time," and stock is to be purchased at the prevailing market price.

Stockholders also re-elected five directors, in addition to Messrs. Abrams and Israel. They are: Louis Abrams, president of Emerson New York Inc., distributor; Max Abrams, treasurer of Emerson New York Inc., distributor; Frank R. Eberstall & Co. investment bankers; Richard Abrams, member of the law firm of Chadbourne, Hunt, Jaeckel & Brown, and George H. Saylor, former vice president of Chase National Bank, now retired.
PRESTIGE!

What makes station prestige?

GOOD PROGRAMMING

ADEQUATE POWER

MECHANICAL PERFECTION

WREC

HAS THEM ALL

That's Why

WREC

is

Memphis No. 1 Station

FIRST IN COVERAGE OF ONE OF THE NATION'S GREATEST MARKETS

AFFILIATED WITH CBS RADIO 600 KC 5000 WATTS

REPRESENTED BY THE KATZ AGENCY INC.
FM DRIVE IN D. C.

Stations, Dealers Get Ready

ALL RETAIL and wholesale merchandisers of radio and television sets will take part in the Washington, D. C., area FM Month campaign starting March 1 and running through the entire month.

Final plans for dealer participation were discussed Friday at a joint meeting of distribution and manufacturing representatives, held at the Electric Institute headquarters in the Potomac Electric Power Co. building. The institute is directing the Washington campaign. William G. Hills, executive director of the institute, is directing its participation. Everett L. Dillard, WASH (FM) Washington, is chairman of the broadcasters committee.

Dealers showed interest in a mock FM dial on which call letters are shown. These dials will be placed on all FM sets displayed by dealers and will be distributed to customers and others who want them for home use. They can be slipped over dial controls.

Fifteen stations are shown, by frequencies, 12 of them in the immediate Washington area and the others at Winchester, Va., and Harrisonburg, Va. FM stations will carry spot announcements calling attention to the programs and service offered by the medium.

Quantity lots of a bulletin titled "FM Sales Slates" will be delivered to wholesalers and dealers Feb. 22. Follow-up bulletins will be sent out each week, giving ideas and suggestions to help salesmen close FM sales. Other promotion material will be used by dealers, following the pattern at the FM promotion campaigns in North Carolina and Wisconsin.

The FM promotion idea was set in motion last fall by NARTB and Radio-Television Mfrs. Ass'n. NARTB President Harold E. Fellows and Glen McDaniel, RTMA president, will address the Washington Ad Club March 4. John H. Smith Jr., director of NARTB's FM Dept., is coordinating the three separate promotion drives.

FOSTER, Miller & Bierly Inc., Philadelphia, for its ninth year, has renewed its Monday-through-Saturday evening newscast on WFIL Philadelphia. Cahill Ad. Agency handles account.

Now 1000 Watts on 680 kc

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

*Daytime...500 Watts nights

Serving 381,700 customers with primary coverage in seven counties

Nancy Fleming
NBC AFFILIATE IN THE SOUTHERN TIER
George P. Hollingbery, National Representative

‘51 Network Gross
(Continued from page 27)

fifth. Household equipment advertising was in sixth place both years.

Household furnishings were seventh in 1950, ninth in 1951, when beer and wine took seventh place. Confectionery was eighth in 1950, tenth in 1951. Gasoline was ninth and industrial materials tenth among TV network classes of advertisers in 1950; neither was among the top ten classes in 1951.

Foster, Miller & Bierly Inc., Philadelphia, for its ninth year, has renewed its Monday-through-Saturday evening newscast on WFIL Philadelphia. Cahill Ad. Agency handles account.

TOTAL $14,247,061 $127,989,713 $6,842,395 $40,611,910

*1950 figures do not include time sales of DuMont TV Network.

WINX SALE PROTEST

FCC Denies IBEW Petition

PETITION filed last year by IBEW, requesting that FCC rescind its grant for sale of WINX Washington by Banks Independent Broadcasting Co. to United Broadcasting Co., was denied last week by the FCC.

The union claimed it had a contract with WINX which still had 5% months to run, but that the new ownership had replaced some of the old employees with engineers from another United station. The union asserted this was in violation of "the public interest, convenience and necessity" clause because the change would not affect the public [B&T, Dec. 3, 1951].

In its order, the Commission said it had considered the labor agreement when it was considering the transfer application.
* Weather report on radio

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 and to mix up the important values of each.

The good local radio station is as indispensable a part of its community life as the newspapers, the schools, churches, transportation systems, or whatever. People turn to it for different purposes, of course. But the purpose is no less necessary or laudable than the purpose for which people turn to other channels of communication, information, entertainment or inspiration.

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.

Why, in the light of our repeated experience and our irrefutable evidence with such things, does radio continue to suffer from its widespread inferiority? Perhaps it is because we Americans, possibly more than any other people anywhere, seldom do things half-heartedly. When we buy, we go overboard. When we reject, we do so completely. When our public opinion polls fail to predict a national election, our first instinct is to junk them, once and forever. Four years later we embrace research quietly but a little more faithfully 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 fear against radio, as there once was against research. The sooner the fact ends, the better off business will be. Anybody listening? Sure, millions, most of the time.

* REGINALD COUGH EDITORIAL
TIDE—January 11, 1952
(Reprinted By Special Permission)

Your Editorial, "Weather Report on Radio," is a fine summation of Radio's true value—the answer to needless fears.

Since 1927, the American people have bought almost a quarter of a BILLION radio sets. And, still, there's a remarkable story for Radio in the set sale totals for 1951:

RADIO .......... 12,544,539
TELEVISION ........ 5,251,154

Yes, Radio is still the greatest buy of all. KTUL and KFPW have a larger share of audience than ever before—sales exceed those of any previous period. We think that's true of any ALERT station.

Thanks again, Mr. Clough, for your faith in Radio—WE FEEL THAT WAY, TOO.

KTUL-KFPW
TULSA, OKLA. FORT SMITH, ARK.

JOHN ESAU—Vice President-General Manager
* AVERY-KNODEL, Inc., Nat'l Representative

* Affiliated, Under the CBS Radio Network Banner, with KOMA, Oklahoma City
FCC SCORED

At Calif. Broadcasters Meet

CALLING for a constitutional amendment that will include a “freedom of the press” guarantee to radio and television stations, State Senator John A. Tenney blasted FCC when he spoke at the annual business meeting and election of the California State Radio and Television Broadcasters Assn.

Mr. Tenney declared at the Feb. 8 sessions in Hollywood that the short period for which a radio or television station is licensed permits the FCC to “continually intimidate” broadcasters.

“The Commission may arbitrarily refuse to renew a license,” he said. “It is under no obligation to state a reason, except under broad terms of the act which have to do with ‘public interest, convenience and necessity.’

Citing the case of the late G. A. (Dick) Richards, principal stockholder of KMPC Hollywood, WJR Detroit and WGR Cleveland, as an outstanding example of governmental “persecution and censorship,” Mr. Tenney urged the CSRTBA to immediately launch a campaign for enactment of a constitutional amendment.

California broadcasters at their annual meeting elected Paul R. Bartlett, president KFRE Fresno, president of CSRTBA. He succeeds Mr. McCray.

WJPD Shares Honor

FIRST place in 5,000-10,000 population category of “Clean-Up, Paint-Up, Fix-Up” campaign has been won by Ishpeming, Mich., with WJPD that city sharing in accolade. Station took leadership in drive, with James P. Deegan, WJPD president, serving as chairman for local Chamber of Commerce. City won out in Class 7 on basis of excellent exhibit, completeness of presentation, effectiveness of publicity, and special meetings and accomplishments, according to AP’s Howard Kany, who lauded station’s role in project.

MEMBERS of Associated Press will hear an address by Gen. Alfred M. Gruenther, chief of staff at Supreme Headquarters of Allied Powers in Europe, when they hold their annual meeting in New York April 21. Gen. Gruenther was one of the planners of North African campaign and became chief of staff for plans and operations after World War II.

Radio Hold's Own

McCray Tells AWRT

ALTHOUGH television has a “terrific impact,” it hasn’t by any means taken over radio to the amount claimed by TV enthusiasts.

So declared Thomas C. McCray, western division director, NBC Radio, as guest speaker at the first annual conference of the newly-formed Western division of American Women in Radio and Television. Sessions were held in San Diego’s Minor Hotel Feb. 10.

Radio will go through some major changes, he admitted, but it will never go “out of the picture entirely.” There is a place for both mediums, Mr. McCray said.

“Magazines and newspapers didn’t go out when radio came in, although there was fear that they might” he continued. “Radio has done more to create a demand for good music than any other medium we have today.”

Mr. McCray referred to TV’s stimulating competition to the movies, adding “radio needs television to create better radio.”

Armed with facts and figures to prove his points, Mr. McCray pointed out that there is a definite upswing in the affirmative thinking and action on the successful use of radio by advertisers; the gloom that was so prevalent a year ago is gone, radio business is good.

Mr. McCray said that a recent survey made on radio listening shows that (1) 51% of listening is done outside the living room; (2) radio-TV homes have more radio sets than radio-only homes; (3) the average person listens to radio more than he reads newspapers or magazines; (4) when TV first comes into a home everybody watches; (5) the longer TV remains, the more selective the listener becomes; (6) there is more listening to radio the second year in TV homes than the first year.

Eating services don’t tell you how many bars of soap or how many automobiles are sold or how many people are listening, but they are wonderful to determine program popularity, he said.

“The radio business was started to sell merchandise. We have been trapped into the line of least resistance and sold on ratings. That is one thing that is wrong.”

More than 50 delegates from all parts of California, representing radio and television stations, advertising agencies and allied fields, participated in the conference. Izetta Jewel, KCBQ San Diego, western vice-president of AWRT, presided.

Radio-TV Safety

FOR the first time, a special session devoted entirely to safety problems associated with radio and television will be held this year on the final day of New York’s 22nd annual Safety Convention and Exposition, to be held April 1-4, at the Statler Hotel. Other sessions will be held for broadcasters and theatre-owners on building management, disaster control, home safety, fire prevention, inspection problems, and labor-management cooperation.

BROADCASTING Telecasting
PRESIDENT ... Harry L. Magee of WHLM, that powerful 1,000 Watt daytime station in Bloomsburg, Pa. is also President of the nationally famous Magee Carpet Company. He is reverently referred to by the people of this prosperous community as "Mr. Bloomsburg". WHLM is an affiliate of Liberty Network, and you can depend on good results from your advertising message.

PRESIDENT ... Henry Bauman of WHOL in Allentown, Pa. is also Postmaster of this prosperous, progressive, fast growing, industrial and agricultural community of sturdy Pennsylvanian Dutch. Henry Bauman is a quiet fellow with a lot of grey hair which covers a head full of common sense grey matter. That's one of the many reasons why WHOL is a swell buy to swell your sales.

PRESIDENT ... Vic Diehm of WAZL in Hazleton, Pa. is one of those genuine genial gems that contains a rare sparkle of sales-wise wisdom, sound business ability and a sense of humor equaled only by the professional wit. Vic is the subject of outstanding articles in both "Coronet" and "Pathfinder" magazines. He'll send you a free copy with each new contract for time on WAZL.

WHLM
BLOOMSBURG, PA. LIBERTY
(Owned and Operated by Harry L. Magee).

WHOL
ALLENTOWN, PA. CBS
(Represented by Robert Meeker Associates).

WAZL
HAZLETON, PA. NBC-MBS

BROADCASTING • Telecasting
**TRANSITCASTS**

**PULSE REBUTTAL**

Gives 21-Page Answer

SYDNEY ROSLOW, president, The Pulse Inc., last week fired a 21-page rebuttal at Media Agencies Clients, Los Angeles week's advertising publication which in its Jan. 7th issue commented unfavorably on The Pulse as an instrument of audience measurement [B*T, Jan. 14].

A survey conducted for MAC by Tel-Que showed that Pulse ratings differed from other rating services and indicated that The Pulse was less accurate than the other services, according to the MAC article.

Dr. Roslow said that "The share of audience presented showed that relatively from the average of the remaining four services (Tel-Que, Hooper, Videodex and the American Research Bureau), but that Tel-Que agreed with the average of his same four (Tel-Que included as one of the four). Pulse was not averaged in but, nevertheless, compared with the average of four services, Dr. Roslow pointed out.

**OPERATOR RULE**

Haines Opposes Relaxation

OBJECTION to relaxation of FCC operator rules, as requested by NARTB [B*T, Feb. 4] was voiced by a station owner last week.

In a Feb. 7 letter to NARTB, Homer H. Haines, part owner of WNAE Warren, Pa., said that the primary reason for the request to relax broadcast station operator requirements is that "it will increase their net income."

After citing the work done by broadcast engineers, Mr. Haines, who is also chief engineer of his station, recommended that technical regulations be stiffened if operator relaxation is permitted. For example, Mr. Haines said, permission to use lesser grade operators should be revoked if a station is cited for technical violations. He also suggested monthly proof of performance tests to ensure that stations are operating on frequency.

Complain to FCC

The FCC has already begun hearing from operators about the proposed use of lesser-grade operators, as recommended by NARTB. FCC's general counsel is handling the request. (For other comments, see Open Mike, Feb. 11 and this issue.)

NARTB petition stressed that technical calibre of equipment is such that it is no longer necessary to have a first class radiotelephone operator in attendance at each transmitter. It asked that the rules be changed to permit AM or FM stations operating omnidirectionally with 5 kw or less to use restricted licensed operators or to operate their transmitters by remote control.

Last summer, the FCC relaxed its operator rules to permit stations to run 120 days without a first class operator at the transmitter.

**LEGALITY of transit radio was argued in briefs filed last week with the U. S. Supreme Court in preparation for oral argument scheduled to be heard March 3 [B*T, Feb. 4].**

Arguing that the U. S. Court of Appeals erred last year when it determined that only less than six minutes of commercials are permitted per hour.

**John**

**Ask John Blair man or contact any account executive of...**

**Why WFBR is BIG in Baltimore**

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Last summer, the FCC relaxed its operator rules to permit stations to run 120 days without a first class operator at the transmitter.
... to pay $3,000 for a 1914 automobile. Yet once upon a time some models did cost that much ... and they were worth it — then!

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

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

<table>
<thead>
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<th>NUMBER</th>
<th>COST PER WEEK</th>
<th>TOTAL WEEKLY HOOPER</th>
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<tr>
<td>WEMP</td>
<td>$108.00</td>
<td>57.3</td>
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<tr>
<td>Net Station #1</td>
<td>5 100-Word Spots</td>
<td>$122.50</td>
</tr>
<tr>
<td>Net Station #2</td>
<td>5 100-Word Spots</td>
<td>$116.20</td>
</tr>
</tbody>
</table>

Join other shrewd national advertisers using high-rated, low cost saturation schedules on one of the nation’s strongest independent stations!

*Based on best rated periods, 9:00 a.m. to 6:00 p.m., according to Oct.-Feb., 1951, Hooper Comprehensive.
Pocket money talks too
All you ask of the cash that you carry is to carry you through the day...

But on CBS Radio, the pocket money of the average businessman ($30.15*) can do much more. *It delivers advertising to 27,400 actual listeners—8,400 more than on any other network.* (Based on average CBS Radio program, NRI, Nov. 4-10, 1951.)

Among costs of doing business today, the low cost of radio is in a column by itself... and among networks, so is the low cost of CBS Radio.

The cost-per-thousand listeners on CBS Radio — $1.10 — is 30% less than on any other network. And whether you compare it with Medium “B” (a certain daily) or Medium “C” (a certain weekly) or with any other through Medium “Z”— CBS Radio delivers more circulation for the money and more advertising attention.

Let your advertising talk where your customers listen most—on

The CBS Radio Network

*According to a survey of 16,000 businessmen.*
Editorial

25 Dizzy, Busy Years

ON FEBRUARY 23, FCC notes, the silver anniversary of "unified radio regulation" will occur. The date marks the creation of the Federal Radio Commission, which was set up as a temporary trouble-shooting outfit by Congress to "bring order out of chaos" in radio.

Before the Dill-White Bill creating the five-man FRC was enacted in 1927, there was no licensing of one-thousand odd broadcasting stations, and the law of 1912 had occurred in 1926. Stations, which had mushroomed following the first World War, wave-jumped, stepped up their power and operated catch-as-catch can. That was the "chaos" that had to be rooted out.

So the FRC was authorized to operate for a year. Its mission was to get broadcasting back on the track. The infrequent news stories called it the "traffic cop of the ether." It was to regulate assignments, power and hours. The watch-word was "electrical interference."

The FRC was continued temporarily with borrowed people, clerical help and cutrements for a couple of years with the thought that the regulatory or "traffic cop" functions would revert to the Department of Commerce. Instead, the FRC was made permanent and it absorbed the Radio Division of the Department of Commerce. Then in 1934, the FCC was created and, in turn, absorbed the communications functions of the Interstate Commerce Commission.

Throughout those 25 years, the fundamental law, as it pertains to the radio broadcasting services as distinguished from the common carriers, has remained virtually unchanged in its substantive provisions. This is particularly true of such functions as assignment of frequencies, to the Department of Commerce. Then in 1934, the FCC was created and, in turn, absorbed the communications functions of the Interstate Commerce Commission.

The Vidiot

TODAY let us take up the lesson of the wise men and the vidiotics. It is well known that when television came along, a cry went up—and sometimes it may still be heard—that radio was as good as dead. A few radio men even joined in the funeral planning. The most, fortunately, went about their business, which is the business of building and selling radio.

Let us look at some of the things that have happened to this medium in its death throes. First, during the television burial surf, the deterioration of radio's condition was evidenced by a gain of almost $32 million in time sales, which reached the record total of $485.4 million [BT, Jan. 21]. In the same year, some of those same people who had predicted the grave by picking up 9.3 million receivers to go with the 96 million it actually had.

We find it hard to detect death rattles in the recitation of such statistics.

Further evidence of radio's resurgence came last week from the networks. A survey, reported elsewhere in this journal, showed that they are in a healthy start in the new year, with new and renewed business already well up in the eight-figure millions. The fact that much of this business is in renewals demonstrating, at least to the extent of depressing rates, are still convinced that radio brings a good return. Local business continues to stride forward and national spot still moves ahead. Another story in these pages shows how seasonal healthy start in the new year, on both network and spot radio. These facts pay tribute not alone to a good medium, but also to the men who operate it, building and selling radio with faith in their own medium and standing on its own feet alongside any other medium. It is such work that in the long run will make the vidiotics—dooom-callers not to be confused with televizers, who see radio and television as strong, complementary media—wish they had held their tongues.

Our respects to:

WALTER ESDRAS BENOIT

WHEN Walter Benoit tells a funny story, it is usually about himself.

One of his favorite stories is about the time he rode the Passenger train in Fort Wayne, Ind., for 10 minutes.

Mr. Benoit is manager of the new Westinghouse Air-Arm Division, only recently transferring from his post as general manager of Westinghouse Radio Stations Inc. Joseph E. Baudino succeeded Mr. Benoit as head of the station group.

In his WRS capacity, Mr. Benoit visited the Westinghouse stations. These activities concern a trip to WOWO-AM-FM Fort Wayne.

The delay in departure was caused by the disappearance of Mr. Benoit's shoes. The night before he had carelessly placed them in the shoe compartment of his roomette, but in the morning the shoes were nowhere in sight.

Passengers were impatient to reach Chicago, but Mr. Benoit, usually an amenable man, was not going to leave the train in his stocking-feet.

After what seemed like much longer than 10 minutes, it was discovered that the bottom of the shoe compartment had dropped between the wall panels. A workman with a screwdriver soon retrieved Mr. Benoit's shoes.

Today at 58, Mr. Benoit reflects on a very pleasant career with Westinghouse which began 36 years ago.

Born in Ludlow, Mass., July 21, 1894, Mr. Benoit joined Westinghouse after being graduated from Ludlow High School. His first job was in the accounting department of the Chicopee Falls (Mass.) plant of the Westinghouse Co.

A year later he responded to a World War I bugle call and spent two years in the Army Air Corps. Mustered out in 1918, he became an auditor and accountant with the Bureau of Internal Revenue of the U. S. Treasury Dept., with headquarters in Boston.

Mr. Benoit's radio experience dates from 1922 when he rejoined Westinghouse as a radio department cost accountant in the East Springfiled (Mass.) works.

In 1926, six years later, radio production returned Westinghouse East Springfield facilities and these activities were transferred to Chicopee Falls. Mr. Benoit was made supervisor of works accounting for the new division.

In 1934 he became division auditor. In this capacity, he was responsible for transferring (Continued on page 58)

Newspaper Circulation
Hits Its All-Time High

THAT was a typical headline in almost any newspaper you happened to pick up a few days ago. The press association wires carried it—a time-honored custom even before the advent of the radio wires.

Another frequent headline reads: "Newspaper Circulation Hits Its All-Time High." Whether or whenever some outfit gets out an opus or totes up a few one-time projections. Yet another perennial is "Newspapers Join Ad Council for New Public Service Aid:"

These are 18-karat examples of how an advertising medium helps itself. It is done in the news columns. It's legitimate news too. Never a line when circulation of advertising value goes up. A day it's onward and upward; nothing succeeds like success, and to the victor goes the spoils.

Now about radio. Did any station or network bother to tell its audience that there are 105,300,000 radio sets in America—as against the 54,000,000 total circulation of dailies? Or that 96.6% of all U. S. homes are radio-equipped? Or that radio business was up 1% in the last fiscal year? It is heralded as a bad year? And what about the TV boom being told over TV stations? How about those uncounted billion "listener impressions" through the Advertising Council in "public service programming"?

If it's news to publicize the business of newspapers in print, it's certainly just as legitimate news to publicize the business of radio and television on the air.

Broadcasting • Telecasting
If you have the time

...we have the bonus

When you buy time on WGBI, you get a preponderance of the Scranton market (61.1% in the morning, 53.6% in the afternoon, 71.6% in the evening)*...plus a very neat slice of the Wilkes-Barre-Hazleton audience. Actually, WGBI has a larger percentage of Wilkes-Barre-Hazleton listeners than any other radio station in the 1:00 to 2:00 p.m. period, and has exceptionally high Wilkes-Barre-Hazleton ratings between 10:00 a.m. and 12:30 p.m. and consistently good ratings in the other time segments.**

Although WGBI heads all CBS stations in the morning, afternoon and evening... although WGBI is by far the favorite station among Scranton-Wilkes-Barre's 694,000 people... although WGBI offers an impressive bonus in Wilkes-Barre-Hazleton... still, time costs are low. Low enough, in fact, to make it worth your while to call your John Blair man today!

*Figures from Scranton Hooper Radio Audience Index, March-April 1951.
**Figures from the Pulse of Wilkes-Barre-Hazleton, November 12-16, 1951; 7 a.m. to 7 p.m.

WGBI

Mrs. M. E. Megargee, President
George D. Coleman, General Manager
CBS Affiliate  910 KC  1000 Watts Day  500 Watts Night

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

February 18, 1952 • Page 57
Our Respects To
(Continued from page 56)

American Tobacco

Dollar Volume Increases

OPERATIONS of the American Tobacco Co. during 1951 were reviewed Wednesday by President Paul M. Hahn, who reported that cigarette sales in units as well as in dollar volume reached a new peak during the year.

Assembling that the company's increased output of cigarettes is being accomplished in units as well as in dollar volume reached a new peak during the year.

Accepting a temporary assignment in April 1947, Mr. Benoit spent one year in Mexico City. He served during the organization of Industria Electrica de Mexico, returning to the radio station headquarters in Philadelphia in 1948.

Washington Move

Under his direction, plans were completed to move the stations' headquarters office and staff to Washington. This was completed in 1953.

In addition to WOWO, Westinghouse stations include WBZ-AM-FM-TV Boston; WBOS Boston, international short wave outlet; WSPA-AM-FM Springfield, Mass.; KYW-AM-FM Philadelphia; KDKA-AM-FM Pittsburgh, and KEX-AM-FM Portland, Ore.

In his new post, Mr. Benoit is responsible for the design, manufacture and sale of specialized military products of an electronics nature. Plant of the Air-Arn Division will embrace 400,000 sq. ft. of manufacturing space and is now being built at Baltimore's Friendship Airport.

Scheduled completion date for the new plant is July 1. It is hoped that production for the Navy and Air Force of automatic computers to direct gun and rocket fire, radar and autopilots for fighter planes and guided missiles and complete airborne armament systems will be underway before the end of the year.

Although Mr. Benoit may be considered a foundation stone of the Westinghouse expansion, he is by nature an unobtrusive man.

His mild manner of speaking makes him a quiet taste in clothes. He is not given to small talk, yet his associates do not consider him uncommunicative. He is an excellent listener and, as one associate said of him, when he does say something, he usually has the right answer.

Mr. Benoit doesn't play golf. His hobbies include movie photography in which he excels. He also admits he considers himself a pretty fair cook.

Association with Mr. Benoit engenders deep admiration. One Westinghouse secretary commented that one of the things that impressed her most about him was the fact that his door was always open when fellow employees had a problem, so be mild or otherwise.

"He always had the time to listen and he was the kind of a man that you weren't afraid to approach," she added.

Mr. Benoit has a son, Army Lt. Walter Edward Benoit, now stationed at Fort Belvoir, Va. The first Mrs. Benoit, Edward's mother, died 21 years ago. Last October Mr. Benoit married the former Eugenia Hoppenstahl, whom he met in Mexico.

Not a "joiner," Mr. Benoit has few associations outside of Westinghouse. He is a Roman Catholic. In the broad field of knowledge, his interests are centered in economics and accounting, as the books on his office shelves attest. It has become a ritual with him to read the Wall Street Journal.

One of his very few weaknesses is Dijon mustard dabbed on sharp cheese. But when eating this mustard, Mr. Benoit advises friends to keep a glass of water handy.

Flood Coverage Across the U.S.

Stations Give Aid to Flooded Communities

Swellen Rivers overflowed banks and swept through towns and cities causing untold damage as broadcasters proved again that for providing emergency service there is no adequate substitute for radio.

Among reports of station's activities which reached broadcasting last week were the following:

WMOA Marietta, Ohio, remained on the air 66 consecutive hours to broadcast bulletins and instructions and serve as liaison in rescue operations.

The relentless waters forced WMOA to move its operations from the ground floor of Marietta's Hotel Lafayette. At the height of the flood, the hotel was in the middle of the rampaging Ohio River.

To combat the near-zero weather, staffmen had two electric heaters but, otherwise, all heat was off in the hotel. Once the waters had receded, listeners flooded the station with heartfelt gratitude.

WHIZ in neighboring Zanesville, Ohio, gave the nation a first-hand account of the errant Ohio River. Curious Allans Land, WHIZ newscaster, was heard over the NBC radio network and gave reports twice daily.

Our Regards To To

letters.

Mr. Land were Bob Malley, WHIZ program director, and Jack Armstrong, WHIZ engineer. WTIP Charleston, W. Va., provided listeners with "keep-recorded" accounts when nearby Wheeling felt the impact of the swollen Ohio.

WLWT (TV) Cincinnati kept viewers informed when for several days that city was threatened. Station also fed the NBC-TV network and NBC radio network.

Pittsburgh's business district, the Golden Triangle, narrowly escaped serious flood damage when two inches of rain fell within 48 hours. The rain caused the Monongahela and Allegheny to overflow their banks. WWSW there aired hourly reports of the rising waters throughout the emergency period.

KDB Santa Barbara, Calif., what is described as the "biggest local news in 40 years..." KDB staffers worked for hours without relief, meals or dry clothes to keep listeners up-to-the-minute on critical areas, school closings, road conditions and relief agency locations. Coverage was made direct from the field via telephone and KDB mobile unit.

As reports persisted of flood devastation in southern California, Gene Emerald, disc jockey, KRTN Des Moines, made arrangements for Bill Bendly, movie personality, to give a recorded account of the scenes of disaster.
CHIEF SAYS:
Smart advertisers agree; top local talent moves the merchandise!

CLEVELAND'S Chief STATION

5000 W.
WJW BUILDING
CLEVELAND 15, OHIO
BASIC ABC
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

—and Cleveland's top personalities are heard on WJW!
front office

EUGENE D. HILL, general manager of WORZ Orlando, Fla., elected vice president of the station and named to the board of directors of the Central Florida Broadcasting Co. at their annual meeting in Orlando Feb. 11.

LT. HARRY PENFRO returns to his position as executive assistant to the general manager of KXOK St. Louis after serving 18 months with the Marine Corps.

ALBERT F. SCHNEIDER, New York radio salesman, to WBNS Columbus, Ohio, on the station's national sales staff.

STANLEY GORDONI, account executive at WTVJ (TV) Miami, appointed assistant sales manager at the station. MARY FORD, account executive, who has been made executive director of United Defense Fund.

GENE SPRY appointed station manager at WKAI Macon, Ill., and GENE LARSEN, assumes duties of commercial manager at the station.

HARRISON M. DUNHAM, formerly counsel for the Los Angeles Times and general manager of KTTV (TV) announces his association with law firm of EDWARD M. RASKIN and MAURICE J. HINDIN in L. A. Firm deals with motion picture industry, radio and television.

ISABELLE MCCUNO appointed manager of KVOR Colorado Springs, Colo., replacing JAMES B. RUSSELL, president and general manager, who will devote full time to preparations for television.

RAYMOND W. BAKER, vice president and general manager of WARL Arlington, Va., to WSAL Logansport, Ind., as general manager.

GEORGE P. HOLLINGBERG CO. N. Y., appointed station representative for WQXI Atlanta, Ga.

HOWARD CLAYPOOLE to ABC Chicago network radio sales from MacFarland-Aveyard agency, same city, where he was senior account executive.

DONN SCHNEIDER joins sales staff of WENR Chicago after working in the same capacity at WNMP Evanston, Ill.

EVERETT-McKinney Inc., N. Y., appointed station representative for KUNO Corpus Christi, Tex.

ED NEIBLING, night news editor, KTUL Tulsa, Okla., transferred to sales staff.

PHIL S. BRADFORD, program director, WCOL Columbus, Ohio, moves to station's sales department as an account executive.

PHILIP M. BAKER, Washington broadcast attorney, has moved his office from 1411 Pennsylvania Ave. N.W. to Suite 700, Woodward Bldg., effective Feb. 15. Telephone: Republic 8040.

THE FORJOE Co., N. Y., appointed by WLOU Louisville, Ky., as its station representative. DORO CLAYTON AGENCY, Atlanta, Ga., will represent the station in the south.


CHUCK JOHNSON, sales staff, KVSM San Mateo, Calif., and DICK NASON, Detroit radio salesman, to KROW Oakland, Calif., as account executives.

JOHN BLAIR & Co. and Blair TV, national radio and video station representatives, move New York offices to Chrysler Bldg., 150 E. 48rd St.

ROBERT KOCAB to WGBR Cleveland as assistant to ELMER KRAUSE, secretary-treasurer.

FRANK DOUGHERTY, radio and television manager of Keenan, Hunter & Dietrich, L. A., to Harrington, Righter & Parsons, national television station representative, as West Coast manager with offices in the Russ Bldg., S. F.

JOHN C. MOLER and BILL STRAIN to WKY Oklahoma City as radio time salesmen.

CHARLES W. PARKER, sales manager of WICC Bridgeport, Conn., has been named business manager of WPAT Paterson, N. J., not general manager as erroneously reported [B&T, Feb. 11].

JOSEPH WOLFMAN, WOKY Milwaukee, named station's sales manager.

BENEDICT GIMBEL Jr., president and general manager of WIP Philadelphia, appointed to serve on the committee of Price Stabilization.

ROBERT SCHMID, vice president of MBS, vacationing in Puerto Rico for a month. HARRY C. KOPE, NBC vice president and general manager of the network's Chicago stations, named local chairman for radio and TV activities for National Brotherhoood Week, Feb. 17-24.

S. CARL MARK, general manager, WTWI Trenton, N. J., father of girl, Feb. 4, FRANK PARRISH, salesman at WIRE Indianapolis, has received a certificate of appreciation from the Leader Dog League for the Blind for his work in rehabilitation of blind persons and in training dogs.

JAMES E. STANTON, general manager of KFPLD Floydada, Tex., elected vice president of the city's Chamber of Commerce.

L. E. RICHARDS, station manager of KIWW San Antonio, Tex., and BILL MICHAELS, manager of KABC same city, commended by Tracy- Locke Adv., Dallas and Houston, for cooperation in recent Maryland Club Coffee spot campaign held in the Southwest.

JACK GROSS, former owner of KFMB-AM-TV San Diego, has acquired 40% interest in San Diego Padres, Pacific Coast League baseball team.

FRED PABST, former general manager of KFRC San Francisco, named by Gov. Earl Warren of California to State Horse Racing Commission, and his son, WILLIAM D. PABST, vice president of Don Lee Network and general manager of KFRC San Francisco, has been named executive secretary for the Salvation Army, S. F., for second consecutive year.

ROBERT D. SWEZEN, general manager of WDSU-AM-TV New Orleans, will address members of the Chicago Television Council at the Hotel Sheraton, Chicago, Feb. 20.

Page 60 • February 16, 1952
YOU MIGHT GET A 12' 8" BLACK MARLIN*—but...

YOU NEED THE FETZER STATIONS TO LAND BUSINESS IN WESTERN MICHIGAN!

WKZO-WJEF in radio and WKZO-TV in television—that's the unbeatable Fetzer line-up for Western Michigan advertising!

RADIO—WKZO, Kalamazoo, and WJEF, Grand Rapids, offer sure-fire radio coverage of Western Michigan. Each is consistently top station in its home city; and bought in combination, they deliver about 57% more listeners for 20% less money than the next-best two-station choice in Kalamazoo and Grand Rapids! WKZO-WJEF also get big circulation outside Kalamazoo and Grand Rapids. BMB Report No. 2 credits WKZO-WJEF with tremendous increases since 1946 in their unduplicated rural audiences—up 46.7% in the daytime and 52.9% at night. In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage, day and night, of more than 60,000 families!

TELEVISION—WKZO-TV is the official Basic CBS Television Outlet for Kalamazoo and Grand Rapids. WKZO-TV's area includes five metropolitan cities representing a net effective buying income of more than two billion dollars. A new 24-county Videodex Diary Study made by the Jay & Graham Research Corporation proves that WKZO-TV delivers 54.7% more of this area's 178,576 television homes than Station "B"!

Yes, AM or TV, the Fetzer stations are Western Michigan's greatest advertising values. Get all the facts, today!

* In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.
FLOATING VOICE  

Ceremony Feb. 24 in D. C.

VOICE of America's first ship-borne transmitter was unveiled Feb. 24, with the commissioning of the U. S. Coast Guard Courier at Hoboken, N. J., before members of Congress and other dignitaries.

The Courier's transmitter, designed to lend mobility to VOA broadcasts in the European area, will be pressed into action after a shakedown cruise in the Caribbean and North Africa.

Ceremonies were limited to commissioning, with a full-dress dedication slated Feb. 24 in Washington, D. C., in connection with VOA's 10th anniversary the following day. It is expected that President Truman will speak at the ceremonies, addressing his remarks to the significance of the U. S. Campaign of Truth (Closed Circuit, Feb. 4).

For this occasion, additional members of Congress and various government departments, including the State and Treasury Depts., will be invited to attend and inspect the ship's facilities. Site has not been definitely set.

Dr. Wilson Compton, chief of the new International Information Administration, under which VOA now operates, said that the Courier is "designed to provide another electronic weapon for combating Soviet Jamming and to enable the Voice of America to cover areas beyond the reach of present broadcasts."

Transmitting equipment is the most powerful of its kind ever installed on a ship, according to the State Dept. It comprises one 150 kw medium wave and two 35 kw short wave transmitters, plus supporting communications facilities which will permit shipside broadcasts and transmit them to target areas. It will not originate programs under normal conditions.

Commanding the 388-ft. vessel is Capt. Oscar C. B. We (USCG), under whom will be a crew of 80, including ten officers trained in radio. VOA engineers will supervise transmitting operations.

The floating transmitter is known as "Operation Vagabond," a project supervised by the President and Joint Chiefs of Staff and announced by the State Dept. last April. Congress has been asked to authorize funds for similar projects.

Mae MacNair Wiggin

MAE MacNAIR WIGGIN, veteran CBS Radio Network employee and the widow of Lewis Wiggin, died Tuesday in Roosevelt Hospital, New York, New York, after a long illness. Mrs. Wiggin joined the network 23 years ago and subsequently became assistant casting director. She remained with CBS Radio until she became ill last October.

LEO BURNETT (r) checks blueprints with some of his executives preparatory to moving broadcast division of Leo Burnett Inc., Chicago, into floor space occupied previously by WAIT (8-97, Jan. 28). L to r are David Dale and Lee Bledsoe, radio staff; R. N. Heath, executive vice president; Ross Gumble, vice president and treasurer, and William L. Waddell (behind Mr. Burnett), vice president in charge of broadcasting operations.

milestones . . .

> WROL Knoxville, Tenn., celebrated 25 years on the air last Tuesday, having broadcast its first program Feb. 12, 1927, under the call letters WNBJ. First owned by the Lonsdale Baptist Church, the station was built by S. E. Adcock, who purchased it from the church in 1930, the year the call letters were changed to WROL. Current owner is Mountcastle Broadcasting Co. The NBC affiliate scheduled a special celebration involving network stars as well as local personalities throughout its silver anniversary day.

> In January 1932 Murray Arnold auditioned for and won a part-time announcing post at WIP Philadelphia. Mr. Arnold is now busy accepting congratulations on his 20th anniversary at the station. He moved to full-time staff announcer, then chief announcer, night manager, program director, publicity director, assistant program director and finally to his present post of program director. Mr. Arnold, well-known in the industry for his efforts on behalf of BMI, was presented a gift by WIP President Benedict Gimbel Jr. at a dinner in his honor.

> "Uncle Nate" m.c. of the KEX Portland, Ore., Stars of Tomorrow, begins his 25th year on the show this season. During his quarter-century of developing young talent, "Uncle Nate" has built many stars of national prominence, among them Johnny Ray, current leader among popular male vocalists.

> Official tribute has been given to Herbie Mintz, WBNQ-TV television personality who celebrated his 30th anniversary in broadcasting last Tuesday, by the Chicago City Council, which set aside the week unofficially as Herbie Mintz Week. The measure was introduced by Alderman Robert E. Merriman, who congratulated Mr. Mintz for Chicagoans' congeniality on the air, his combatting of "false news" by telecasting in a positive manner, and his service to the industry in announcing the career of J. A. K. C. Chicago television manager, who gave Mr. Mintz an early radio microphone trophy, and A. W. Kaney, NBC Chicago supervisor of production services and a Chicago radio veteran who was chief announcer at KYW when Mr. Mintz made his first radio appearance.

> Marty Marget, vice president-general manager, KVOX Moorhead, Minn., is entering his 21st year as sportscaster-broadcaster. Very active in the industry, Mr. Marget is president of the Great Northern Broadcasting System, of which KVOX is a member, and is secretary-treasurer of the Minnesota Broadcasters Assn. Mr. Marget's commercial radio career began Jan. 1, 1931, at WDAY Fargo, N. D., where he was an announcer. After a record of well over 2,000 sportscasts, Mr. Marget is still one of the most active members of the KVOX staff.

> KWOS Jefferson City, Mo., on Jan. 30 celebrated 18 years of operation. Among observances was an hour-long documentary tracing the station's growth and subsequent migration to the area.

> Bob Prince, sportscaster and commentator for WJAS Pittsburgh, is commemorating his 20th year on the air with a double anniversary. He began his ninth consecutive year at the station and under the same sponsorship, the Fort Pitt Brewing Co., and has been selected a Super Star by the Western Mass. Broadcaster's Assn.

> Third birthday celebration was held fortnight ago for National Amateur Time, seen each Saturday on WMAR (TV) Baltimore and starring Bailey Goss. Show is sponsored by National Brewing Co., Baltimore.

VOICE DRIVE Seeks More Engineers

VOICE of America is campaigning for additional engineers on the strength of recently acquired Congressional authorization for construction of new overseas bases and increased programming. Voice is currently programming over 50 hours daily in 45 languages, with a number of high-power medium wave and short wave overseas relay bases already in operation. Further installations of very high power plants, now under construction, will be launched in the next few months.

A typical Voice Drive comprises at least one very high power (300 kw plus) transmitter, two high power short wave transmitters, communications transmitters, high gain transmitting and receiving antenna systems, modern triple diversity receiving units and Diesel-powered generating equipment.

Some 60 vacancies now exist—and 125 more are expected over the next few months—for engineers who can operate either radio or Diesel-driven power. Equipment. A CC radio telephone first class licenses are required for all except Diesel positions. They would be used for regular maintenance at stations located at these typical base installations.

Salaries for New York positions range from $4,507 to $7,040 annually and overseas pay from $4,719 to $9,258 per year, with additional sums ranging from $600 to $5,300 for quarters and post allowances. Transportation would be furnished overseas for engineers, their families and household effects. Provision also is made for retirement and vacation plans.

Details of the campaign were spelled out in a letter from James F. Thompson, Chief, Division of Radio Services Operations, Dept. of State, to NARTB Engineering Director Robert D. Stencil.

Construction and other phases of Voice expansion have been under continued study by the Voice of America Radio Advisory Committee, headed by Theodore Strelbist, president of WOR-AM-FM-TV New York, one of the industry consultants to the State Dept.
Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)

Over 1/3 greater than the combined audience of the area’s next ten top-rated stations.

WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.

THE CAPITAL OF THE 17TH STATE: Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.

WGY
50,000 Watts

REPRESENTED NATIONALLY BY NBC SPOT SALES

A GENERAL ELECTRIC STATION • SCHENECTADY, N. Y.

BROADCASTING • Telecasting
TELEVISION dominated the first all-day conference of the New York chapter of the American Women in Radio and Television, but radio got a resounding defense when one speaker forecast that TV will put it into eclipse.

Albert McCleery, NBC-TV executive producer, touched off the controversy when he declared flatly that in the future "there will be nothing else but television"—especially when color TV comes into play—and that "there will be no room for anything else."

His predictions were vigorously challenged from the floor during a subsequent question-answer session.

Another theory advanced by Mr. McCleery—that "cost means nothing as long as you put your ideas across"—also drew considerable argument, with a large portion of the gathering dissenting.

The meeting, held Feb. 9 at the New York chapter's night club for American women members and guests and included a morning business session, a luncheon and an afternoon workshop.

Edith M. Mercer, assistant director of special events for WOR-TV New York and national president of AWRT, opened the luncheon session with a brief address urging women to assert and assure their positions as individuals.

Robert Saudek, director of the Radio and Television Workshop of the Ford Foundation, in a speech on "How Wide Are Television's Horizons?", compared TV with "South Pacific" as an example of television's fast-spreading national influence. In order to reach the same number of people reached by a single 15-minute television show with a 5 rating seen on a 60-station network, he said, the stage show "would have to run steadily for 11 years."

In a speech on "The Social Impact of Television News," J. A. (Abe) Schechter, general executive for NBC-TV and currently in charge of the network's Today (7-9 a.m. EST and CST, Mon.-Fri.), pointed out that first radio and now television have succeeded in changing the nation's social habits.

"At first," he observed, "nobody could sell radio before 10 or 11 a.m." Then came the disc jockey, and early morning programs became subjects of competitive bidding from prospective sponsors. The same thing can be done with TV on a large scale, Mr. Schechter asserted, if those in charge of television programming will give the people "anything that will interest them."

It is possible, Mr. Schechter observed, to educate people by tagging a program "educational" and trusting it to sell itself. But NBC-TV has chosen "the other way" with Today, Mr. Schechter stated. He said education leaders already have reported that young children are better served in current events since they started watching Today. The prevailing tone of letters received by the network indicates a lasting interest on the part of Today's listeners, he asserted, concluding that if a single program can make such a mass impression, the social impact of the industry as a whole is unlimited.

"Ulcer-Forming Habit"

Speaking on "Why Is Television Such an Ulcer-Forming Habit for the Performer?", actress Anne Seymour compared the TV performer to the swimmer who braves the high diving board for the first time: when nobody is watching the dive is often perfect, but when there is an audience the divers effort usually results in a "belly-flop." However, in overcoming the trend toward "ulcers," Miss Seymour held that the filmed show—like its cousin, the taped radio program—is of less value in the long run for the actor because the sense of security if offers makes for an over-relaxed performance and a lack of vitality. She concluded that the best way for the TV performer to avoid "forming ulcers" is to take each live show as an event and so familiarize himself with it.

Moderated by Doris Carwith, NBC supervisor of talks and religious programs and national vice president of the radio workshop session included speeches by Mr. McCleery; Harry Junkin, free-lance radio and TV writer; Philip Cohen, vice president of Sullivan, Salkow, Colwell & Bayes, New York; Carol Irwin, independent producer; Jean Harrison, producer-director for Frederic W. Ziv Co.; Gloria Lesser, assistant to supervisor of film procurement, CBS; Martha Rupprecht, supervisor of television recording distribution, CBS; Helen Parkhurst, permanent panelist on NBC-TV's "It's a Problem"; Caroline Burke, NBC-TV producer-director; and Mary Jane Barry, radio-TV publicity, Young & Rubicam. The panelists spoke on "New Techniques in Radio and Television," each one dealing with his particular field. "Tales were followed by a question-and-answer period.

Speaking on the cost of television material, talent and time, Mr. Cohen observed that radio and television now lack but one thing: "Something which hurles the sponsor's product out of the receiver—in color." The client's problem basically are two, Mr. Cohen asserted: "Selection of the best vehicle and atmosphere for his product, and the cost." How to control costs—especially talent costs—remains something of a mystery, he added, claiming that "the ceiling has yet to be reached." If a program or series of shows has "heart, continuity and simplicity," he concluded, the problem of finding a sponsor can be, and is, minimized.

"The basic service and entertainment fields in the broadcasting industry look for the better things," asserted Miss Burke. She reviewed her work with NBC-TV, "Operation Front Lobes," pointing out that network officials suggest sponsoring programs for which they have had repeated requests. If the sponsor desires, the network asks for a program for one time period and shows it to the advertiser for approval.

Gloria Lesser described the growing uses which television has found in WOR-TV, NBC. Lesser explained, maintains a complete film library stocked with film footage for use with documentary programs, short subjects, dramatic sequences, and strips for title backgrounds.

Kinescopes and their uses were discussed by Miss Rupprecht, who noted that 40% of all TV shows use kinescopes on film in one or another. To illustrate the rising trend, she reported that in 1951, 4,576,900 feet of film were used by CBS Television, as opposed to 3,023,000 feet used by Hollywood studios in the same year.

In a summary of the all-day session, Pauline Frederick, ABC radio newswoman, who warned that "television's greatest power [its influence on the public] is also its greatest threat."

Miss Frederick felt that while the all-day meeting had emphasized television's bright future, it certainly had not sealed radio's doom.

"In spite of what Mr. McCleery says," Miss Frederick pointed out, "there are still, and will continue to be, great numbers of people employed in keeping radio at its present height.

NEGO SERVICE

WLIB Offers Disc Series

STEPS which may lead to the formation of a Negro program trans-

The programs are produced by Poppy Cannon Presents, a food and nutrition program with Poppy Cannon (Mrs. Walter White, wife of the head of the National Association for the Advancement of Colored People); Charlotte Hubbard's Washington By-line, an interview program featuring the daughter of Booker T. Washington's successor as president of Tuskegee Institute, and The Ruth Ellington James, present-
JUST READ WHAT
THESE INDEPENDENT
THINKERS SAY:

"We believe this type of promotion (promoting Standard Oil's 'King Size Gas Buy') is excellent, and the dealers . . . have expressed their appreciation. Thank you again for this splendid cooperation."
—To Radio Station WMIN
St. Paul, Minnesota
From Standard Oil Company (Indiana)
Minneapolis, Minnesota

"To say thanks (for excellent results obtained from WKYW spot radio) is putting it mildly. Dollar for dollar expenditure, your station is getting the larger portion of our advertising from this date on."
—To Radio Station WKYW
Louisville, Kentucky
From United Vacuum Cleaner Stores
Louisville, Kentucky

ANOTHER REASON WHY
INDEPENDENT RADIO PAYS OFF FOR ADVERTISERS

In one city, folks prefer hill-billy . . . in another, the choice is long-hair. Independent Radio programming caters to "home town" tastes . . . gives the folks just what they like . . . not whatever the network happens to supply. Result: Independent Radio builds listener loyalty . . . which, in turn, becomes product loyalty for Independent advertisers. It will pay you to schedule the leading Independent Radio Stations. Write to any AIMS station for all the facts.

THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

<table>
<thead>
<tr>
<th>Station</th>
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<td>WCUE</td>
<td>Akron, Ohio</td>
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<td>WJMO</td>
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<td>KMVR</td>
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<td>KCBC</td>
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<td>KSTL</td>
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<td>WNEB</td>
<td>Worcester, Massachusetts</td>
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<tr>
<td>WBBW</td>
<td>Youngstown, Ohio</td>
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</tbody>
</table>

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

Aim for BULL'S-EYE results...with the AIMS GROUP
WKAQ ELECTION

Is Ordered by NLRB

ELECTION has been ordered by the National Labor Relations Board to determine the bargaining representative for certain talent employed at WKAQ San Juan, Puerto Rico. The union involved is the Gremio de Prensa, Radio y Teatro de Puerto Rico. WKAQ is licensed to El Mundo Broadcasting Corp.

The board set aside a unit comprising all radio artists, actors and actresses, sound men, comedians, narrators and commentators employed by WKAQ, as well as talent appearing on programs produced by El Mundo Broadcasting Corp. The unit excludes, however, talent on programs produced by sponsors or independent producers and broadcast under a leased time arrangement.

Among sponsors leasing WKAQ time are Procter & Gamble, Commercial Co., Colgate-Palmolive, Pepsodent, the ruling said, El Mundo sought to exclude talent appearing on all sponsored programs.

Any amateur or amateur group such as a high school band, glee club, church choir, hillbilly unit or similar group is to get underway this month.

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CITIES SERVICE BAND OF AMERICA

Marks Silver Radio Jubilee on NBC Feb. 18

RADIO'S oldest continuously sponsored series will complete 25 broadcast years when the Cities Service Band of America presents its silver jubilee 100 the NBC at 9:30 p.m. EST Feb. 18.

The 1,301st Cities Service program in the series—broadcast without missing a week since Feb. 18, 1927—will be the special full-hour program originating from Carnegie Hall, New York, with Paul Lavalle directing the 48-piece "Band of America" from the same podium that Edwin Franko Goldman used during the first Cities Service concert a quarter of a century ago. Former stars of the series—names familiar to a whole generation of radio listeners throughout the nation—will return for the silver anniversary concert. The Green and White Male Quartet and Announcer Ford Bond, program regulars, also will be on hand.

NBC radio scheduled a preliminary observance of the anniversary with a special program, Salute to Cities Service, at 11:15 p.m. EST Saturday. Mr. Bond offered first-hand memories of program highlights and featured personalities as he recalls them from the 25 years of Band of America concerts.

Expansion from 16 Stations

Originally carried by 16 NBC affiliates, the program has expanded until it is now heard over 107 stations. Network officials point out that the series was the first sponsorship contract signed by NBC's first president, M. H. Aylesworth, who still serves as broadcasting consultant to the Cities Service organization.

The program started with Mr. Goldman's band in February 1927, with format being changed to a 38-piece concert orchestra conducted by Rosario Bouren a few months later. "Band of America" with its piano accompaniment, was an added attraction, setting the now long-standing practice of having a featured vocal group.

Soprano Jennifer Dragonette and Mr. Bond joined the program Jan. 3, 1930, with the singer's presentation of Victor Herbert melodies being a principal feature of the series. Differing selections presented during the succeeding eight years. Soprano Lucille Manners replaced Miss Dragonette Feb. 5, 1937, but continued the Cities Service tradition of singing "music with a melody" for the following years.

The now-famous Revelers Quartet—saxophonist James Melton and Frank Parker, first appeared on the program Nov. 17, 1933, with their immediate popularity assuring them of a five-year run. During this period, sportsman Grantland Rice was a frequent intermission speaker with comments on sports events and games. Out Louis McCarthy Howe, secretary to then-President Franklin D. Roosevelt, occasionally spoke briefly on major national issues.

After more than a decade as conductor of Cities Service Concerts, Mr. Bond transferred his baton to Dr. Frank Black early in 1940, who directed the increased orchestra, Miss Manners, Baritone Ross Graham and a chorus led by Ken Christie for the next eight years.

On Oct. 27, 1944, Mr. Lavalle became conductor of the program, leading a 36-piece string orchestra in a new format called Highs in Melody. Operatic singers were presented on a rotating basis at that time with such people as Vivian della Chiesa, Annamary Dickey, Dorothy Kirsten, Robert Merrill, Thomas Thomas, Earl Wrightson and Conrad Thibault becoming regulars. Two years

PLANE HITS CBW TOWER

Crash Results in Six Deaths

SIX MEN died as the result of an airplane crash into a guy wire of the 570 ft. transmitter tower of CBW Winnipeg at Carman, Mani- toba. Three others flying a Royal Canadian Air Force Beechcraft trainer struck the tower Feb. 4 and were killed in the fall and burning of the plane. The next day, three remote control pilots who had been flying near the tower of the tower and high wind struck the tower and sent it crashing to earth, killing the three. The tower went crashing to earth, killing the three. The tower was under construction at the time.

The crash of the aircraft had left the top 80 feet of the tower so that it swayed as much as 30 feet off course. The tower was still working in this section under the glint of powerful searchlights when the wind struck. The bent section was hurled to the ground. The rest of the tower wavered, girders snapped and it crashed to earth.

KFGC Los Angeles, issuing new rate card No. 19 on Feb. 15, increased station rates on average of about 15%, according to Calvin J. Smith, president and general manager.
Nobody wants to miss a word when George Burns and Gracie Allen put on their hilarious CBS-TV network show. And thanks to “Scotch” Sound Recording Tape every word, every inflection comes through with lifelike fidelity.

The sound track is recorded on standard 1/4" magnetic tape synchronized with the cameras; after editing, dubbing and other operations are completed, the finished dialogue is transferred to the optical sound track. This results in far greater fidelity of reproduction since there is hardly any loss of quality during repeated re-recordings. Considerable savings result, too, because the same tape can be re-used any number of times.

HERE’S WHY RECORDING ENGINEERS USE MORE “SCOTCH” SOUND RECORDING TAPE THAN ALL OTHER BRANDS COMBINED
- Lower noise level than any other tape
- Greater output sensitivity than any other tape
- Better reel-to-reel uniformity than any other tape
- Erases cleaner than any other tape
- No curling or cupping—always lies flat on head
- Lubricated for longer tape life

IMPORTANT: There’s more than one brand of sound recording tape. Insist on the “SCOTCH” brand, the lubricated tape that gives matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major networks and for master recording by leading record companies.

THE WAYS "SCOTCH" ACHIEVES "SCOTCH" DIRECT RECORDING
- Lower noise level: "SCOTCH" Sound Recording Tape has a lower noise level than any other tape, ensuring clear and crisp audio.
- Greater output sensitivity: "SCOTCH" Tape offers greater output sensitivity, allowing for better reproduction of sound.
- Better reel-to-reel uniformity: "SCOTCH" Tape maintains uniformity in its reels, ensuring consistent playback.
- Erases cleaner: "SCOTCH" Tape erases cleanly, leaving no residue on the recording surface.
- No curling or cupping: "SCOTCH" Tape is engineered to lie flat on the recording head, reducing distortion.
- Lubricated for longer tape life: "SCOTCH" Tape is lubricated for extended use, preserving its quality over multiple recordings.

Strictly Business

(Continued from page 18)

Chicago. Relinquishing the former, "a cemetery with lights," he returned to Chicago and joined WGN as public relations and special events man.

The events became more specialized as he took leave to handle radio activities for the Office of Civilian Defense in 1942. He ended up writing scripts and political speeches for then Mayor Ed Kelly. Inasmuch as young Howard had never seen duty as a patrol boy in grammar school, it was logical the Army would enlist him as a military policeman in 1945. Taking a dim view of this, Pvt. Meyers' disgruntlement abated somewhat when he was elevated to the rank of corporal because he was the only voice in the platoon which could be heard in a high wind. He used it in high winds of other kinds when transferred to a special services motion picture unit with such artistic temperaments as William Saroyan and Michael O'Shea.

The next couple of years were a checkered board of travel, "all I ever dreamed of and anyplace I wanted to go." Commissioned a lieutenant in the field, he took over management of special events for the Armed Forces Network in Paris after the armistice, covering troop festivities throughout Europe. He whipped around in his own jeep or by plane, skiing in the Bavarian Alps, swimming in Italy and counting fiords of Norway.

Divorced from the Army in 1946, he was married a week later to Lucia Perrigo, currently press agent for the Ambassadors East and West Hotels. During their Nantucket honeymoon, Mr. Meyers received a wire asking him to join NBC Chicago as assistant news and special events director.

A series of verbal presentations from the head of spot sales some time later moved his name into the business column of radio. In December of 1950, he became general manager of NBC's O and O outlet, WMAQ Chicago, at the age of 37.

He went to the Taylor Co. station representative firm last January.

A devotee of polo for many years, Mr. Meyers has given it up in favor of domesticity and suburban living although he and his wife still are members of the North Shore Polo and Hunt Club.

They live in a 10-room, three-story house in Evanston, where they moved last summer, and are in the throes of choosing a name for it. Leading the field are Storybroke, Financial Bluff, and Rancho Escrow.

The Meyers hope to go to Banff and Lake Louise this year, a three-postponed ambition. Last year it was superseded by a free trip to Bermuda, which Mr. Meyers won during a Travelers Aid Raffle at which he was the raffle— for the third year. The job has not been tendered again, as—coincidentally—he managed to win something in the raffle during each of the three years he was m.c.

He is president of the Chicago Radio Management Club and a charter member of the Chicago Television Council.

McNAUGHTEN NAMED

Heads New Standards Unit

NEAL McNAUGHTEN, NARTB engineering director, was named head of the Sound Recording Committee of the American Standards Assn. at a meeting held in New York last Wednesday.

Committee was reactivated on the basis of the need for domestic or U. S. coordination of requirements in international standardization. This work is being carried out by the International Radio Consultative Committee (CCIR) through its broadcasting study group, of which Mr. McNaughten also is chairman. The committee has been sponsored by the Audio Engineering Society since its reactivation. Previously it functioned under the Joint auspices of the Institute of Radio Engineers and the Society of Motion Picture and Television Engineers.

Blue Skies

... don't fool little Bismarck. He knows it doesn't take long for a few grey clouds to change the picture. In your case, KFYR can be the key to rich new markets which help you weather changing conditions. Any John Blair man will tell you How and Why.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

GE's Winne Named

HARRY A. WINNE, vice president in charge of engineering policy, General Electric Co., was appointed last Thursday a member of the Committee on Atomic Energy, Research and Development, Dept. of Defense, by Dr. Robert F. Bacher, committee chairman.

TOPS RADIO SERIES

To Fight Inflation

SERVICES of name talent in the radio, TV, motion picture and recording fields have been enlisted by the Office of Price Stabilization for a series of radio programs designed "to help inform the public about inflation."

Titled "Stars for Defense," the programs will be made available through OPS regional and district offices to stations "that wish to... broadcast the programs as a public service."

"OPS does not pay for radio time," the agency said in its announcement, "but will furnish transcriptions of the fifteen-minute shows "without charge." Thirteen nationally known celebrities have volunteered their talent as a "public service." The musical portions of each program are built around a central message from the guest star, exhorting the American citizen to help hold prices down.

OPS embarked on the anti-inflation drive last fall when plans were revealed for radio spot announcements, TV slides and transcribed radio programs. At that time, OPS denied charges it was spending lavish funds "to convince the public with its own money that price control is good." Production costs for radio shows are borne by OPS, it was revealed [B&T, Nov. 26, 1951].


Billion Dollar Market

KFMB Gets Facts, Promotes

KFMB-AM-TV San Diego, Calif., engaged in a "promotion rampage" when it learned the city in which it is located is now a billion dollar market. Publicity of the new-found fact stirred inquiries from all over the nation, the station asserts.

Billion dollar figure (after income taxes) was delivered by Dr. J. M. Gould, managing director of Market Statistics, in answer to a query of John A. Kennedy, the station's chairman of the board. Mr. Kennedy and General Manager Howard L. Chernoff designed full page ads announcing this information in such newspapers as the New York Times, U.S. and foreign editions, New York Herald Tribune, Wall Street Journal and the Los Angeles Times. Mr. Chernoff appeared on KFMB-TV's News with "editor" Harold Keen and explained the story to San Diegans. Tear sheets of the New York Times' foreign edition were mailed to agencies, media and business leaders.

Opens Law Office

STANLEY BAITZ, formerly information officer with the Office of Defense Mobilization and National Security Resources Board, has announced the opening of law offices in Washington, D. C. Mr. Baitz, who served as assistant to ODM Public Information Director Andrew Bird Jr., will engage in the general practice of law with Milford F. Schwartz. Office is in Suite 1106, Investment Bldg., 1511 K St., N. W., Washington 5. Telephone: Sterling 1815.
STEEL SALESMA N S AT WORK IN
WORLD'S BIGGEST SCRAP HUNT

1. TO KEEP the constantly growing steel mills supplied with scrap, 334 local task forces have been organized by the makers and distributors of steel. They help persuade industry, farmers and local government people to part with obsolete machines, structures and equipment. 34 1/2 million gross tons of purchased scrap were needed in 1951. Even more will be needed this year.

2. MILES OF STREETS, thousands of factories, shops, farms and storage yards are being covered regularly by approximately 9,000 steel salesmen, in their campaign to feed their growing mills. Machines, structures and equipment of doubtful value (that can be scrapped) are their goal.

3. "A YEAR without earning its keep should put any machine on the scrap list," a member of a local Scrap Hunt Committee tells plant engineer (above) . . . One plant cleared 10,000 feet of valuable space by organizing to get rid of "doubtful value" equipment.

4. YOU CAN SCRAP HUNT, TOO. If you own, or manage a farm, shop or factory and want to organize a scrap appraisal plan, your local Scrap Mobilization Committee will help you. Your local Chamber of Commerce will put you in touch with the committee. American Iron and Steel Institute, 350 Fifth Ave., New York 1, N. Y.
RADIO SELLS TV IN CHICAGO
Tele-Tronics Cites Success Via Three Stations

RADIO has sold television so successfully for a Chicago appliance retailer that the company has added a schedule of 280 quarter-hour shows, bringing the weekly total to 48 quarters weekly over a 13-week period.

Tele-Tronics, comprised of four retail outlets spotted throughout the city, is spending about $3,600 weekly on time alone for programming on three local stations, WFL, WIND and WJJD. The new series of 280 quarter-hour shows will cost about $80,000 for the 13 weeks, including time, talent and production costs.

Although consistent use of radio and television programming has paid off in telephone requests for a television set demonstration within the hour, as well as in sales and in store traffic, Wright & Assoc., agency for Tele-Tronics, devised a new format which it believes will bring an even greater response.

It contracted with Johnnie Ray, the 16-year-old singing sensation who hit the top in popularity with recordings of "Cry" and "The Little White Cloud That Cried," for a star disc m.c. series. Segments for all 286 shows were recorded with Announcer Howard Miller interviewing other leading song stylists, and with Singer Ray handling introductions and closes and also singing some 60 standard tunes and several of his own.

Capitalizing on the rising tide of Johnnie Ray fandom, the Chicago retailer introduced its radio series with a one-shot television show on WGN-TV starring Mr. Ray. Three hours before show time the scheduled half-hour was expanded to 45 minutes. Although the program was designed only to promote the new Ray series on radio, Tele-Tronics received enough requests for TV home demonstrations that it sold more than $10,000 worth of appliances.

On the air since Jan. 21, 1951, when four programs were aired on the same three stations, Tele-Tronics now has four shows a day on WFL, three on WIND and one on WJJD, all independent outlets. It also has a half-hour show on WIND Saturday mornings.

The Chicago area Zenith distributor is sharing costs for sponsorship and production of the Johnnie Ray programs. Costs of the other programs are shared cooperatively by Tele-Tronics with local distributors for Admiral, Sentinel, General Electric and Motorola.

All planning for the programs, however, is done by Tele-Tronics, president, and Bill Wright, president of Wright & Assoc.

Tele-Tronics grew to a four-store chain in three years, working with a four-year-old agency. Two of the outlets sell only television sets, but these are leading items in the other two general appliance stores. Sets in all broadcast copy are promoted directly, with an offer of a free home demonstration of any set within an hour.

Radio has been more successful than television for the client because it spreads the appeal farther, according to Mr. Wright. Because the client wants direct and immediate response by telephone, calls can be taken over a greater period of time in response to radio shows and representatives can be in homes within an hour.

Television, the response is so concentrated within a short time that the company has difficulty meeting the one-hour time limit. Radio is also "considerably cheaper," Mr. Wright said.

Radio-TV Internship

OPPORTUNITIES for internship in radio and TV stations will be available to college and university teachers this summer, Robert K. Richards, secretary of Council on Radio-TV Journalism, has announced. Applicants can obtain further information from Mr. Richards, who also is NARTB director of public affairs, 1771 N. St., N.W., Washington 6, D.C.

WHIM's Popular Number

TELEPHONE officials have asked WHL Hempstead, L. L., to use the word "radio" whenever the outlet identifies its 1100 kc frequency, as a result of a recent snow and ice storm. Explanation: WHL frequently broadcasts storm information for Long Island commuters. Recently, during what amounted to the winter's first big snowfall, many listeners called the station for information. The City of Hempstead was only recently equipped with dial telephones; however, so many callers mistook the station's announced location on the radio dial—1100—for its position on the telephone dial, and placed calls for Hempstead 7-1100. Latter number was held by a housewife who, after frantically answering many calls that weren't for her, had to leave her telephone off the hook all night. She got her number changed the next day.

WHIM, WORC Business

JANUARY billings of both WHIM Providence, R. I., and WORC Worcester, Mass., show substantial increases, percentage-wise over January 1951 billings, the Inter-City Broadcasting Co. announced last week. Bob Engles, WHIM general manager, reported business up 35% and national spot billings up 25%. George Taylor, president of Radio Worcester Inc., said that WORC billings show an increase of 20%.

DATES & CUSTOMS

Research Arts Will Help

TECHNICAL advice and factual research on dates, customs, superstitions and related subjects will be provided by Research Arts, New York organization founded by Dr. Paul Ilton, archiologist.

Recognizing the lack of any central agency for supplying authentications, Dr. Ilton said he established Research Arts, of which he will act as director, to service television and radio programs, sponsors, advertising agencies and film studios.

The archiologist, described as the owner of a million-dollar collection of antiquities which he excavated himself, has served as research consultant for the radio and television versions of Believe It or Not after the death of Robert Ripley. An occasional technical director for motion pictures, his latest Hollywood project was on the filming of George Bernard Shaw's "Androcles and the Lion," soon to be released by RKO.

WMTJ WORKSHOP

Underway for Civic Groups

VARIOUS community groups are familiarizing themselves with the history and operation of broadcast media at the Radio-Television Workshop launched fortnight ago by the Junior League of Wisconsin in cooperation with WMTJ-AM-TV, the Milwaukee Journal stations.

More than 300 delegates representing civic, religious, educational and other public service organizations in the state attended opening sessions Feb. 4. Russell G. Wimine, manager of WMTJ and WMTJ-AM, reconstructed the history of radio and TV. Other station staff members are covering various operational phases. Curriculum includes organization of station, radio sales, the FCC, programming, production and public service features.

Purposes of the workshop, according to the Junior League, is to acquaint civic groups with station operation "so they can make more intelligent use of these media in the Milwaukee area."

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ANNUAL Western Electronics Show and Convention will be held in Long Beach (Calif.) Municipal Auditorium Aug. 27-29 inclusive. Formerly operated as the Pacific Electronics Exhibit, show is held jointly by Western Electronic Manufacturers Assn. and Institute of Radio Engineers regional convention.

ON-TRACKING

Don Campbell and Mr. Wright of Wright & Assoc., Singer Johnnie Ray and Tele-Tronics President Rodde.

Plays for the new Tele-Tronics radio series are blueprinted by (1 to r.) Don Campbell and Mr. Wright of Wright & Assoc., Singer Johnnie Ray and Tele-Tronics President Rodde.

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FASHIONS, FEMALES AND PHOTO-ELECTRONS*

This spring’s fashion parade will be on the TV screen ... sponsored by the department stores and specialty shops of America.

For each year since TV’s arrival as an advertising medium, hundreds more retailers have found it the most effective way to sell apparel to women. They buy local daytime TV in particular. Its unbeatable combination of sight-and-sound selling, high-housewife audience, and impact through demonstration makes it the greatest sales medium there is.

That combination makes Spot TV the best salesman for thousands of other products as well—including, very likely, the one whose advertising success is in your hands.

*"Electrically charged particles which transmit images."

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

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK - CHICAGO - LOS ANGELES
DETROIT - ST. LOUIS - SAN FRANCISCO - DALLAS
The program: "Community Auditions," a talent-hunt show deftly built with an eye to the special interests of metropolitan Boston.

The sponsor: Community Opticians, experienced advertisers who recognize the influence of the station which introduced television to New England.

The agency: Lasker-Riseman, Inc. Writes Mr. Riseman: "We have just tabulated the unprecedented return of 67,852 pieces of mail in response to our 67th program."

The station: WBZ-TV, of course. Who else?

WBZ-TV

BOSTON CHANNEL 4

Represented by NBC Spot Sales

WESTINGHOUSE RADIO STATIONS Inc

KDKA - WOWO - KEX - KYW - WBZ - WBZA - WBZ-TV

Sales Representatives for the Radio Stations, Free & Peters
FAITH IN UHF was expressed by RCA last week when it held a two-day seminar in Washington's Hotel Statler and also announced a complete line of VHF and UHF station equipment, home converters and receivers.

At the same time, RCA Labs' scientists frankly discussed problems in the way of optimum UHF range and coverage, held out hope that future experiments would show methods of overcoming present shortcomings.

Timed for the lifting of the 40-month-old TV freeze, RCA played host to more than 200 Washington consulting engineers, attorneys and FCC technicians.

Highlight of the sessions was a talk on UHF propagation by Dr. George H. Brown, chief of antenna-transmitter research at the Princeton Labs.

Dr. Brown's talk added up, in the minds of his audience, to this:

(1) UHF stations may someday equal VHF stations in range and coverage, given enough power and height.

(2) Through the use of beam-tailing and directional antenna elements, early UHF stations should be able to render decent service to markets that are not too large in area.

(3) Cities in hilly terrain will find UHF operation spotty. This is because all tests so far indicate that the 470-880 mc signal does not get behind hills and down into valleys.

In experiments at NBC's Bridgeport experimental UHF station, Dr. Brown said, it was found that tilting the radiator about 13 degrees downward gave a significant increase in signal strength out to about five miles. It also showed that range of good reception. This, Dr. Brown suggested, might be a good thing since it would cut down areas of interference and permit closer station spacing for UHF stations. The Bridgeport station has an effective radiated power of from 60 to 70 kw on 500 mc.

Use of Directional Antennas

As a corollary to beam tailing, Dr. Brown told of his success in increasing UHF signal intensity by using a directional antenna.

He pointed out that a beam 60-70 degrees wide covered almost 80% of the Bridgeport population and increased signal intensities to a considerable degree.

For stations with antenna sites away from the main part of their populated centers, "sectoring" might be the answer to usable signals over a substantial range, Dr. Brown said.

For omnidirectional radiation, four such elements could be used, he explained.

Next major tests on UHF propagation, Dr. Brown announced, will be:

(a) additional checks on beam tailing and beam shaping;
(b) tropospheric recordings on the high end of the UHF band;
(c) measurements of differences in range and coverage due to antenna heights.

As of the present, Dr. Brown said, best knowledge of UHF indicates that there will always be a difference between VHF coverage and UHF coverage.

As he put it: "It is the same difference that exists in AM. We all know that 550 kc is better than 1500 kc."

Equipment in Production

Station equipment is in production and some items already being stored, T. A. Smith, assistant manager of the Engineering Products Dept., declared.

RCA is prepared to meet estimated demand for station equipment, he said. His estimates are based on the report of the RTMA task force which two weeks ago predicted that the FCC could grant

(Continued on page 106)
CBS-TV PITCH

"TELEVISION comes in all sizes"—for advertisers with budgets of all sizes—is the argument advanced in a new sales presentation distributed to agencies and sponsors by the CBS Television Network last week.

Emphasizing that television, though often thought of as a luxury medium requiring multi-million-dollar expenditures, can be fitted into modest-scale promotion, CBS-TV explained that package shows are available for less than $4,000 per week and some cost less than $2,000. Circulation costs on CBS-TV, it was pointed out, are getting lower each year, and for further accessibility, some shows can be broadcast on a separate-time basis for special sales.

One nighttime hour on the complete CBS-TV Network, including time, talent, cable charges when necessary, and agency commission, was reported as costing $46,950, an average of $3.91 per thousand viewers.

Sponsors can utilize the CBS-TV basic network—21 stations—and still reach 67% of the total U. S. television homes at a more moderate cost, it was said.

The 21-city basic network covers top markets, it was asserted, where two of every three homes are video-equipped: Atlanta, Baltimore, Birmingham, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dayton, Detroit, Greensboro, Indianapolis, Jacksonville, Kansas City, Kalamazoo-Grand Rapids, Los Angeles, Miami, Minneapolis-St. Paul, New York, Philadelphia, Syracuse and Washington.

Apart from the maximum efficient coverage provided through them, CBS advertisers can also recruit and hold an audience via these outlets, it was argued. "Along with the 'giant-economy' sizes we have the modest dimensions that you can effectively have to devote about 15% of engineers to handle mass production and competition if commercial color TV equipment is to be made.

Another company said it had removed 40 to 50 engineers from color video and reassigned them to other work, including defense projects. Some firms urged the Defense Dept. to set policy on use of engineers for mass color TV production or direct defense projects.

Chief critics leveled at order, NPA told manufacturers, is that it is inconsistent with NPA's general policy of giving them flexibility in producing consumer goods; is not necessarily restrictive on competitive developments in color TV industry, and that conservation of materials and labor can be achieved by other methods. Some representatives urged NPA to let companies use metals for either monochrome or color equipment.

The question of color TV tube production and developmental uses involving black-and-white receivers also cropped up at the Feb. 8 meeting. Industry members stressed the great extent of developmental work in the industry. Such work is permitted under the present order, it was explained.

Barney Balaban, president of Paramount Pictures Corp. whose Chromatic Television Labs. proposes to make the Lawrence tube, noted that the order prevents a manufacturer from producing a receiver capable of receiving both monochrome and color even if that receiver does not use extra materials.

As a result, he said, a manufacturer could make a set containing the Lawrence tube as long as only a black and white picture was produced. Firm also could build a separate chassis with circuitry capable of receiving both, and build the tube, yet be unable to mount the tube in the chassis and offer the complete unit to the public.

Some authorities felt that NPA would modify its present order to apply to small sets, thus removing restrictions on television color TV as exemplified by the 20th Century Fox Corp.-Kodophot unit. 20th Century is a member of the Motion Picture Assn. of America, whose attorneys are Welch, Mott & Morgan, Washinington, and Fly, Shuebruck & Blume, New York.

Theatre Owners of America and National Exhibitors Theatre Television Committee, which also appealed to NPA for clarification, are represented by the law firm of Cohn & Marks, Washington. TCA was erroneously listed as being represented by Welch, Mott & Morgan [B&T, Feb. 11].

As the presentation was being prepared, CBS-TV sales representatives placed Bride and Groom on a four-times weekly basis for research by Miller's syndication, while Hudson Pulp and Paper continued its fifth broadcast of the series. Tuesday and Thursday programs of The Egg and I also became sponsored at week's end (see story, page 23).

Just as newspapers and magazines may be bought by the single insertion, so television may be bought on one-time basis to give special sales and merchandising problems, the CBS-TV studio methods continued.
A CALL for a "calculated, industry policy" on spot television competition with network television was rebuffed by officials of The Katz Agency, a spot network representation firm, in a meeting with their 19 TV station clients in Chicago over the weekend.

"Told that the time to act is "now," that positive and prompt decision by them could speed formulation of "a long-range, industry point of view," the station executives also were slated to hear:

- An appeal for TV stations to establish spot rates competitive with network rates, to achieve and maintain ability to clear prime time for spot advertisers, and to guarantee such station-time clearances against pre-emption by the networks.
- A plea for a single rate for both local and national spot advertising.
- A hint that TV stations may "want" to go to FCC, if necessary, to avoid having "the old AM option-time pattern carried over into TV." (Emphasis on spot TV's flexibility, its higher return to stations and lower cost to advertisers.)
- A review of the importance of film, coupled with a report on The Katz Agency's new TV film directory and a request for station views on the extent to which they would like the firm to be active in the film field.

"With relatively few TV stations in being today and additions delayed by the 'freeze,' now is the time for TV station owners to establish and sustain long-range policies and standards of practice avoiding radio's mistakes and assuring television station independence," George W. Brett, Katz vice president and director of sales policy, said in a speech prepared for delivery at the weekend sessions, slated Saturday and Sunday at a Radisson Hotel in South Chicago Beach Hotel in Chicago.

Spot, Network Competition

"Continuing competition between spot and network television should be calculated, industry policy," he said. "Much can be accomplished by this group of stations alone. In addition, your positive, prompt decisions could accelerate action by all other TV stations for crystallization of a long-range, industry point of view."

While "networks operated in the public interest are essential for television time and new views," Mr. Brett maintained that:

"The networks are endeavors to establish in television a pattern of diversity similar to the precedents of their contracts with radio affiliates. The nine hours daily TV option time allowed by the FCC as network minimum is exploited by networks as minimum."

He said "TV stations are now in a position to resist network pressure and to devise an entirely new approach to renegotiation of network contracts in order to secure (1) modification of TV network option time rates so that station owners are no longer the more financially squeezed; (2) protection of TV stations against network unilateral rate decisions."

He called up upon stations to endorse the principle that TV outlets should be clear and guarantee times for spot advertisers on a basis competitive with times cleared and guaranteed to network sponsors, and to "go on and establish, public policy that you will clear, and guarantee against pre-emption, time up to 52 weeks within the limits of your commitments current when any acceptable network advertiser is ready to buy."

Representative's Part

The spot vs. network competition was brought into focus also by Executive Vice President Eugene Katz in raising the question of the part which a representation firm should play in film distribution. In a speech to be delivered Saturday, Mr. Katz noted that "film will affect your network relations," and said: "As networks depend more and more on film for the conduct of routine network hookups, you will have more and more reason to question their use of your option time to obtain a competitive advantage in the sale of your station for a 50% bid rate."

"TV station owners will not want the old AM option time pattern carried over into TV just because the FCC has not yet altered a 1944 radio regulation to fit TV. You will not want to be required to give networks pre-emption rights on nine hours per day for less than a third of your rate to enable them to sell the other time you have for sale, when that time can produce twice the income."

In another speech Mr. Brett stressed the advantages of having one rate for both local and national spot.

He said it is clear millions of advertising dollars may be gained or lost to television according to the television pattern now in the making.

Scott Donahue Jr., Katz TV sales manager, in a prepared speech on "new opportunities in TV selling," noted that newspapers and magazines, as well as networks, are "major" competitors of TV spot.

Stressing the need for "broadening the base of television advertising prospects," he said the Katz firm is "enthusiastic" in its support of shared sponsorship of programs, but "vigorously" opposed to shared announcements. In the case of shared programs, however, he advocated (1) that the combined commercial time of all co-sponsors be kept within the limits specified by the NARTB Television Code; (2) that each sharing sponsor agree to complete an adequate minimum schedule; (3) that the FCC be made aware of the cost at his separately earned frequency, and (3) that all advertisers and brands be identified in accordance with FCC rules and the "master agreement" wording contract.

Katz arguments on behalf of spot TV were summarized in a presentation, "A Better Approach to Television Advertising," which was prepared for advertising and agencies and was slated to be detailed at the weekend meeting by Robert H. Salk.

To Attend Katz Meeting

Station officials scheduled to attend the meeting included:


David L. Lund and Don J. Feddersen (Continued on page 104)
NCRA IN '52

PRELIMINARY and unannounced plans for telecasts of college football this year were made in Chicago by the committee of the National Collegiate Athletic Association on Saturday, also at the LaSalle Hotel, during which the group selected ASA N. Bushnell of the Eastern Electric Athletic Conference as director of the entire television program. Mr. Bushnell is a member at large on the new TV Committee, and was selected as director by a mail vote among the 17-member executive council. He replaces Edwin Reynolds, New York specialist hired by the NCAA last year to direct its 1951 program of controlled telecasting.

For two days, the TV Committee considered addenda to the survey conducted last fall by the National Opinion Research Center on the effects of TV on attendance at football games. Although it was understood the committee will give more serious thought to telecasting of games locally and regionally this year, no specifics were revealed.

Action of the full membership will follow recommendations of the TV group, and is expected until April when the complete report of the NORC will have been made.

FOREIGN TV

Glen McCarthy Expands

EXPANSION of TV to two more Latin American countries was made known last week when Texas oil baron Glenn McCarthy announced that he had received assurances from the government of Guatemala approving his offer to set up three TV stations there.

It was also learned that Mr. McCarthy, who owns KXYZ Houston, also has made the same bid to the government of Venezuela.

In Guatemala, Mr. McCarthy proposes to build a 60-kW TV station in Guatemala City on Channel 6 (62-88 mc), a 10-kW station in Coban on Channel 2 (54-90 mc), and a 10-kW station in Quetzaltenango on Channel 4 (66-72 mc). Mr. McCarthy said he proposes to spend $1,500,000 building the stations and hoped to have the first station on the air in eight months.

The Guatemalan grant, Mr. McCarthy said, covers only the construction of stations, but also selling of TV receivers and the production of shows.

In Venezuela, Mr. McCarthy is seeking three 50-kW stations—in Caracas on Channel 2 (54-60 mc), in Valencia on Channel 6 (82-88 mc), and in Barquisimeto on Channel 4 (66-72 mc).

In both countries, Mr. McCarthy plans to network the stations from the principal city, relays will be accomplished off the air, it is understood.

Mr. McCarthy, who is owner of the Shamrock Hotel in Houston, is also a TV applicant for Houston.
In Los Angeles...

IT'S THE REACH OF YOUR SPOTS THAT COUNTS!

Powerful KNBH blankets the vast Southern California market...puts your spots in the finest TV company!

It's over 200 miles from Santa Barbara to San Diego. Here lives America's second largest buying population. And here NBC station KNBH is doing one of the most terrific coverage jobs in the short history of TV. In the primary Los Angeles market alone there are now more than 1,100,000 TV sets. Thousands more are in the so-called "fringe area." And with its array of top-talent transcontinental shows, KNBH is now reaching a huge percentage of this audience. For choice spot time, contact KNBH, Hollywood, or your nearest NBC Spot Sales office today.

TO SELL THE BUYING MILLIONS
IN AMERICA'S 2ND LARGEST TV MARKET
Establish shot on Camera 1: Berle reiterating fact that television is today the most profitable medium for advertising ever evolved.

Move in for close-up: or one super example in the automotive field...

Hold on close-up: Texaco gained a 94% customer increase with viewers of "that show" it sponsors.

Cut to close-up, Camera 2: And in today's daytime TV, there's a great new opportunity for advertisers who want those extra customers — at a low, low budget.

Zoom on Camera 1: It's "TODAY" — the startling morning operation that's revolutionizing television's daytime position.
Hold on close-up: That dollar for dollar it delivers more audience . . . more customers . . . and more results than any other means of advertising.

Dissolve to Camera 3: Take the 37% sales increase among viewers for all TV-advertised packaged goods —

Move in on Camera 2: Another fact? There are one-third more TV viewers reached per dollar today than a year ago.

Fade to Camera 3: Today, TV delivers 18.6 extra customers per dollar in the evening —18.7 in daytime.

Cut to long shot: And of course, it's on NBC — where advertisers get the biggest stars on the biggest shows . . . the biggest audiences to the biggest network . . . for the biggest results.

The sales facts noted here are taken from "Television Today," the remarkable study which will influence your advertising plans for years to come. Copies available from NBC-TV Sales.

Poses by Mr. Television.
Photography by Philippe Halsman.
Sponsorship opportunities on "TODAY" and a few more shows, program segments, and time periods are now available. Contact NBC-TV Sales.

NBC

The network where success is a habit
YESTERDAY and TODAY in Central Indiana at WFBM-TV
"First in Indiana"

Yesterday . . . .
On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . . there are 212,350
Sets in use in WFBM-TV's coverage area

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

Represented nationally by The Katz Agency Inc.

WFBM-TV
Channel 6
"First in Indiana"

## COMPREHENSIVE preliminary employment survey prepared by NARTB was released at the first meeting of the Second Annual Regional Seminar at WAAAM (TV) Baltimore, Feb. 15-16.

The survey states that there may be 100,000 persons employed in TV by 1962.

On Jan. 15, 1962, the 108 TV stations in operation in the U.S. had a total employment of 7,000.

It was estimated that in 10 years 2,500 stations will be in operation. Regarding employment in the industry, the survey stated "the road to the top is through successful specialization." Small TV stations, as in the case of radio, will serve as the training ground for those who aspire to a career in television. Network production depends on experienced specialists. Again, as in radio, jobs fall into four major categories: programming, engineering, sales and general management.

Television will be a boon to announcers, the study predicts. "The big bulk of new opportunities in TV announcing will come from the new TV stations which will go on the air during the next five years... . there will be some openings for people without prior broadcast experience."

The actor, unlike the announcer, will not, in most cases, be able to serve his television apprenticeship in a local station, since most live network programs requiring dramatic talent originate in New York and experience is a vital necessity.

"In New York, it is estimated that at least 10,000 actors or would-be actors are trying to get dramatic roles in television every week. At most, there are probably no more than 800 jobs in any given week," the report stated.

There are openings in small TV station for directors. The largest stations may have six or eight on the staff, but typical stations employ between two and five. Most of these openings are filled by promotion from within. In cases where a director is hired, it is essential that he have previous experience in TV, legitimate theatre or in motion pictures.

### Behind-the-Scenes Jobs

Behind-the-scenes personnel such as floor managers, production assistants, stage hands and artists also must learn their trade at a local level, the report said. Specialization in any one of these fields is required by a network. Concerning openings: "Even the largest TV stations have no more than one or two openings a year. This number will be increased as the more experienced personnel are absorbed by new television stations coming on the air."

Openings in the engineering field are gauged largely by union activity in a station. Experienced personnel is required on the station's technical staff. The employment possibility will expand when more TV stations go on the air, the NARTB study said.

Salesmen at the largest TV stations usually number from four to six. A typical small station may have only one or two in sales. These may break in at local station level but networks require men experienced, if not in radio, in agency selling or a similarly allied field.

Jobs for women do exist in TV although they are still limited, the report noted. The industry can utilize their talents as actresses, writers and as directors of women's and children's programs. Largest stations will hire only experienced women to do on-the-air work while small stations afford women the opportunity to break into broadcasting.

Role of "Television in Elections" topped the agenda Saturday for the second annual seminar. Short talks on TV's expected role this election year were scheduled for Kenneth D. Fry and Edward T. Ingle, radio-TV directors of the Democratic and Republican National Committees respectively. WAAAM scheduled the telecast Saturday, starting at 1:30 p.m. Invited to appear with Messers. (Continued on page 86)

### Weekly Television Summary—February 18, 1962—Telescasting Survey

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<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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<td>Albuquerque</td>
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Total Markets on Air 64*  
* Includes KELD-TV, Metamora, Mexico

100,000 Jobs in Television By 1962, NARTB Reports

BROADCASTING • Telescasting

Page 80 • February 18, 1952
It's a SALES angle too

Next to meals prepared at home, nothing seems more real than food prepared on television. Sometimes you can almost taste it; you can always seem to catch its fragrance. Daily on "The Woman's Angle," Ann Mar concocts tempting dishes using your products. The most powerful visual medium in the world works to get your food label into many of the more than 390,000 Baltimore kitchens.

That's why we say, "The Woman's Angle" is your best Sales Angle.

WMAR-TV
CHANNEL 2 * BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK * DETROIT * KANSAS CITY * SAN FRANCISCO
CHICAGO * ATLANTA * DALLAS * LOS ANGELES * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
HE OUTBUFFALOES BUFFALO
The Range Rider, in fact, outscouts 'em all—Buffalo Bill, Dan'l Boone, Kit Carson, any of the other heroes of the early American frontier. Fringed buckskin, moccasins and all, he's as ready with his wits as with his six-guns and fists.

This six-foot-four-inch pioneer is just the man to bring down your television cost-per-thousand ...to give you a top-dollar viewing audience at a cost in nickels.

The Range Rider's first series of half-hour films for TV has been sure-fire. (We'd be pleased to show you the score to date in 21 of the nation's major television markets.)

Now a total of 52 films is available to advertisers, all of them made especially for television by the same production unit responsible for Gene Autry's topflight TV series.

If you act quickly, your competitors' chances aren't worth a plugged nickel. First-run rights are still available in many of your best television markets. Just ask your CBS Television Film Sales representative about The Range Rider today.

**CBS TELEVISION FILM SALES**

FILM PAYMENT

SAG, IMPAA Make Pact

FOLLOWING several months negotiations, Screen Actors Guild and Independent Motion Pictures Producers Assn. last week worked out agreement providing for additional salary payment to actors in 70 Monogram theatricals movies later shown on television.

Covering these specific films only, the agreement runs for seven years and provides that none of the films in question shall be released to television until at least three years after their first showing in theaters.

Each actor under agreement is to receive additional payment of 12½% of his total original theatrical film salary earned in movie in question. Percentage is predicated on selling price to TV of less than $20,000 per film, should producer receive $20,000 or more per film. Actor will receive 15% of original earnings in movie.

Films involved have been made since Aug. 1, 1948 "cutoff date" in SAG’s basic agreement with all movie producers.

WELI UHF SEMINAR

Is Held in Carolinas

ADVANTAGES of UHF television were discussed in a two-day seminar conducted at Hendersonville, N.C., by Fred King, chief engineer of WELI New Haven, Conn., and Rudy Frank, WELI promotion manager.

Before some 200 men attending the meeting, Mr. Frank pointed up the many advantages of the UHF service: the absence of man-made interference; stability of transmission and the relatively low cost of getting into operation in small markets.

Mr. King discussed propagation characteristics, antennas, converter performance, availability of UHF converters and combination UHF-VHF receivers after the freeze is lifted.

Mr. Frank explained that the seminar was conducted for prospective UHF TV applicants in North and South Carolina and for servicemen, technicians and engineers of the two states. It is the first of a series of seminars which WELI plans to conduct in various parts of the country, Mr. Frank added. Seminar was arranged by B. M. Middleton, president, WHKP Hendersonville.

CBS-TV Studio 62

CBS-TV announced acquisition of its 35th New York studio with the leasing, last week, of the Biltmore Theatre on West 47th St. To be known as CBS-TV Studio 62, the theatre will be originating point for the afternoon Bert Parks Show and the new Thursday daytime program, Give and Take.

IATSE WALKOUT

Faces TV Film Producers

FACED with the penalty of a walk-out by union workers, Hollywood TV film producers who have failed to cooperate have been given until today (Monday) to sign the new IATSE increased scale and working conditions agreement covering members of various studio crafts as recently signed by the major motion picture producers.

Hollywood AFL Film Council, after approximately four months negotiations with Alliance of TV Film Producers, last week unanimously voted to withhold workers from services to those TV producers who have not agreed by today to pay the same wage scale now prevailing in major studios.

Alliance maintained that members were unable to comply with wage demands, which also include provisions for health and welfare fund and holiday pay for daily workers. A spokesman pointed out that the TV industry is not in position to pay such increases which “amount to 17% with fringe benefits.” Alliance offered 5% increase, effective next Oct. 26, with another 5% increase a year later, but with no fringe benefits.

Coy Speaks Today

FCC CHAIRMAN Wayne Coy will address the Fort Wayne, Ind., Rotary Club at a luncheon and the Muncie, Ind., Junior Chamber of Commerce at a dinner today (Monday). He will talk about television laws by Wednesday, Mr. Coy spent the morning before a House Appropriations Subcommittee on Independent Offices justifying the Federal's request for $6,000,000 for FCC. He was accompanied by Joseph M. Kittner, assistant chief, Broadcast Bureau; Edward W. Allen Jr., chief engineer; Dee W. Pincock, assistant to general counsel; Edwin L. White, chief of Safety & Special Radio Services Bureau; Jack Werner, chief of Common Carrier Bureau; William J. Norfleet, chief accountant; George S. Turner, chief of Field Division; W. K. Holl, executive officer, and Robert W. Cox, assistant executive officer.

CONVENTIONS

Westinghouse Adds 4 Outlets

(Also see convention story page 88)

WESTINGHOUSE Electric Corp. last week added a four-station DuMont TV network hookup to its previously announced for CBS Radio and Television Network facilities to cover the national political conventions in July and the election night coverage Nov. 4. The DuMont stations also join CBS in broadcasting the Westinghouse "get out the vote" series of 13 weekly programs starting Aug. 11.

Announcement, made jointly by Westinghouse and DuMont, said that the arrangement "was made in an effort to secure maximum impact for Westinghouse coverage of all major political events up to and including the election.

Stations scheduled to carry the Westinghouse political telecasts under the arrangement with DuMont are WABD (TV) New York, WTG (TV) Washington, WDTV (TV) Pittsburgh and WGN-TV Chicago. First three are owned by DuMont. WGN-TV is the Chicago Tribune video outlet.

DROPS 'LIGHTS OUT'

Admiral Buys News, Sports

ADMIRAL Buys News, Sports

Our prices and conditions of sale are identical to those of the manufacturer, look to ALLIED to supply all your needs for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.

RCA-833A, Air-Cooled Power Triode—in stock for immediate delivery. RCA-833A, $149.50
RCA-4527A, In stock for immediate delivery. RCA-4527A, $35.75

Immediate Delivery

IN STOCK AT ALLIED!

RCA-833A, Air-Cooled Power Triode—in stock for immediate delivery. RCA-833A, $149.50
RCA-4527A, In stock for immediate delivery. RCA-4527A, $35.75

Our prices and conditions of sale are identical to those of the manufacturer, look to ALLIED to supply all your needs for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.

Refer to your ALLIED Buyer's Buying Guide for detailed specifications and prices. Get what you want when you want it, with our "Broadcast Rate" policy, giving you 25% off just as soon as we are informed of your purchase order.

ALLIED RADIO

Broadcast Division

833 West Jackson Blvd., Chicago 7
Call: Haymarket 1-7619

Broadcasting • Telecasting
That is the personalized selling technique for 20-second station-breaks which Station WNBQ, Chicago's television leader, developed for the industry, thus making the greatest advertising medium yet devised available to MORE advertisers.

No more costly films. No more slides! Here is program sponsorship privilege at station-break rates!

Because of this new service, a product now can be sold by an announcer appearing “on camera” while showing or demonstrating the object of his commercial message. All of the intimate visual selling effectiveness of television at less cost.

And it brings real scheduling flexibility to television for the first time!

Products and messages now can be changed from day to day—or even from hour to hour if desired—without waiting for films or slides or other heretofore necessary materials to be produced.

It all adds up to genuine television selling in a new area. Your WNBQ or NBC Spot salesman will be glad to tell you the complete story NOW.
Fry and Ingle were Sen. Herbert R. O’Connor (D-Md.) and John Butler (R-Md.) and Rep. Richard Belling (D-Mo.) and Harold C. Oertertag (R-N.Y.). Question and answer session among students and educators followed the talks.

Sen. Ed. C. Johnson was scheduled to address the seminar dinner Friday night.

Seminar is sponsored by WAAM, American U., Johns Hopkins, Temple U. and the U. of North Carolina. Some 100 students and teachers attended.

**Skleton Tops ARB January Listing**

MOST popular TV program throughout the nation last January was the Red Skelton Show, but Milton Berle’s Star Theatre topped the list for number of homes reached, according to data compiled by American Research Bureau. Rating week was Jan. 7-13.

The Skelton program drew a 49.5 rating, jumping from third place in December. The Berle program came up with a 46.2 rating. In terms of homes reached, Star Theatre was seen on 7.2 million sets and Mr. Skelton on 7.1 million. Differences is listings lies in the fact that the Berle show is seen on 61 stations and Skelton on 54, ARB Director James W. Seiler pointed out.

Following are ARB ratings:

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Homes (Add 000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Star Theatre (Abbott &amp; Castello)</td>
<td>NBC</td>
<td>12,561</td>
</tr>
<tr>
<td>2. Red Skelton</td>
<td>NBC</td>
<td>7,100</td>
</tr>
<tr>
<td>3. Show of Shows</td>
<td>NBC</td>
<td>6,200</td>
</tr>
<tr>
<td>4. I Love Lucy</td>
<td>CBS</td>
<td>5,900</td>
</tr>
<tr>
<td>5. Comedy Hour</td>
<td>NBC</td>
<td>5,600</td>
</tr>
<tr>
<td>6. Cavalcade of Sports</td>
<td>NBC</td>
<td>5,500</td>
</tr>
<tr>
<td>7. Forcade Theatre</td>
<td>NBC</td>
<td>5,200</td>
</tr>
<tr>
<td>8. Godfrey &amp; Friends</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>9. Tallents (Talent Scouts)</td>
<td>CBS</td>
<td>5,000</td>
</tr>
<tr>
<td>10. You Bet Your Life (Abbott &amp; Castello)</td>
<td>NBC</td>
<td>5,000</td>
</tr>
</tbody>
</table>

**Rorabaugh Supplement on TV Ads Issued**

“REPORT on Television Advertising” for the fourth quarter of 1951 has been released by N. C. Rorabaugh Co. of New York.

The report lists all of 5,162 local retail advertisers active on 103 TV stations during the weeks of Oct. 7-13, Nov. 4-10 and Dec. 2-8. Accounts are listed in the report alphabetically and by individual TV markets.

Listings give the name of the advertiser, of the product or description of service, number of telecasts weekly per station and the time and type of telecast. Report is supplemental to the main Rorabaugh TV Report which covers television activities of national and regional advertisers on network and spot, the company explained.

**Morning Shows Boost Daytime Share of TV**

DAYTIME share of all television time is up to 47% since the addition of several early morning network programs, according to Multi-pulse TV program trends, released last week, based on the week of Jan. 2-8. Top ten television programs, from types in the Multi-Market TelePulse:

<table>
<thead>
<tr>
<th>Avg.</th>
<th>Rating</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>22.5</td>
<td>Comedy</td>
<td>Variety</td>
</tr>
<tr>
<td>21.3</td>
<td>Western</td>
<td>Comedy</td>
</tr>
<tr>
<td>17.1</td>
<td>Strams &amp; Mysteries</td>
<td>Talent</td>
</tr>
<tr>
<td>15.6</td>
<td>Musical Variety</td>
<td>Basketball</td>
</tr>
<tr>
<td>10.3</td>
<td>Basketball</td>
<td>Kid Shows</td>
</tr>
<tr>
<td>9.8</td>
<td>Wrestling</td>
<td>Wrestling</td>
</tr>
</tbody>
</table>

**Shipmenet Sets Is Under Estimate**

TV SET shipments to dealers during 1951 reached 5,095,562 — over 1.5 million short of the 1950 mark — Radio-Television Mfrs. Assn. reported last week in releasing a breakdown by states.

This figure falls short of the 5,384,789 TV sets previously estimated for industry production in 1951 because of the delay in distribution of receivers by manufacturers, RTMA pointed out.

During December, shipments reached 680,141 compared to 409,- 661 for the previous month. The December 1950 figure was 891,000.

Number of TV set shipments in 1951 by states:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calif.</td>
<td>527,771</td>
<td>Mich.</td>
<td>4,972</td>
</tr>
<tr>
<td>N. Y.</td>
<td>776,419</td>
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</tr>
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</table>

**Dann Promoted**

MICHAEL DANN, coordinator of program package sales for NBC, has been promoted to supervisor of sales for NBC’s TV network, Frederic W. Wile Jr., vice president in charge of NBC-TV production, announced Thursday.
NEW IDEA believed to have possibilities for reviving the popularity of projection TV sets—as well as for theatre TV—was disclosed last week by Dr. Lee deForest.

Principle involved is the use of a small cathode ray tube, with the picture magnified and then projected on a large light-sensitive screen, the brightness of which can be controlled electronically.

Application for a patent on this system has been filed by Dr. deForest and Dr. William Rhodes, a Phoenix, Ariz., inventor.

Advantages of the new system were described as (1) low cost of small tube, (2) use of low-powered electrostatic focusing in tube in place of more expensive high voltage electromagnetic focusing, (3) sturdiness of smaller tube.

Brightness and contrast of the magnified picture were said to be controlled by varying the voltages across the light-sensitive screen. No details were given.

WEINBACH NAMED To ABC-TV Post

MORT WEINBACH, business manager of ABC radio program department, was named last week as national director of television operations for ABC-TV, effective Feb. 16.

In his new capacity, Mr. Weinbach will report directly to Harold L. Morgan Jr., vice president of the ABC television program department and last person to hold the post of television operations director, which is being reactivated with Mr. Weinbach's assignment.

Prior to joining ABC in January 1961, Mr. Weinbach served primarily in legal capacities for the government, having served as member of the general counsel's office with such Washington agencies as the Securities and Exchange Commission and the Office of Aeronautics Board. Subsequent to his government service, he was associated with the legal department of Music Corp. of America from 1945 to 1966, and then joined CBS as talent and program negotiator, a position he left in moving to ABC.

WAAM FELLOWSHIP Set Up at Johns Hopkins

A FELLOWSHIP fund set up by WAAM (TV) Baltimore for postgraduate study at Johns Hopkins U. of a professional person engaged in television activity was announced last Friday by Dr. Detlev W. Bronk, president of the university. The new system of directors have pledged themselves to support the fellowship for the next five years. The fund is in addition to a $10,000 grant to the university announced earlier by WAAM-TV for the purpose of developing television activities at Johns Hopkins.

The newly-announced grant will be known as the WAAM Fellowship. It will offer nine months of study free from professional duties of the person selected. Any professional person engaged in the pursuits of television can apply. Dr. Bronk said no advanced degree will be awarded and no credits given and no requirements made except that the fellow must be "diligent in carrying out his individual pursuit of knowledge in a chosen field." Fellowship will carry a stipend of $4,500-$6,000 for the nine months period.

Applications may be obtained from the WAAM Fellowship Committee, The Johns Hopkins U., Baltimore 18.

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According to scientific survey made by Dr. Raymond A. Kemper, Head of the Psychological Services Center, University of Louisville, in WAVE-TV area, June, 1951

Keith O'Fallon suggests Plan

GENE O'FALLON, manager, KFEL-AM-FM Denver, has suggested to area TV applicants the advisability of all local TV stations locating their towers atop nearby Lookout Mountain.

KFEL, Mr. O'Fallon explained, is developing a TV transmitter site on Lookout Mountain, more than 2,000 feet above, and 13 miles west of Denver. Mr. O'Fallon says he hopes "all the Denver TV stations will see the wisdom of locating their transmitters in this area."

Advantages were listed by Mr. O'Fallon as:

- Coverage of not only Denver, but the outlying rural area and smaller cities distant in most directions as 15 miles.
- Lacked opposition from the Civil Aeronautic Administration.
- All antennas mounted on single tower.
- All utilities are available-water, abundant electric power and telephones.
- Living facilities available nearby.
- Tourist attraction, resulting in good publicity and public relations.

Mr. O'Fallon cited success of certain operating TV stations already operating from one central community transmitting point.

WAVE-TV First in KENTUCKY

TV ADVERTISING IS 152.2% MORE EFFECTIVE THAN NEWSPAPERS, IN METROPOLITAN LOUISVILLE!

(And TV was WAVY-TV last year, too, of course.)

Harold Lloyd Sues NBC and KTTV Hollywood

NAMING NBC and KTTV (TV) Hollywood defendants and asking $300,000 for statutory and general damages, Harold Lloyd, former movie star, last week filed a suit in the Federal Court of Los Angeles charging copyright infringement through unauthorized telecasting of portions of his Safety Last motion picture, made in 1929. The two separate suits were filed by Harold Lloyd Corp.

NBC, through its owned and operated KNBH (TV), is being sued for $250,000 for allegedly telecasting eight minutes of the film in early February. Named in suit is Film Classic Exchange from which KNBH reportedly rented the old movie for $20.

KTTV, charged with telecasting portions of the movie last June, is being sued for $50,000. City was reportedly telecast a You Asked It program packaged by Oxnard & Steffner Inc., Hollywood.

Film Copyright List

LIBRARY of Congress has issued a 1,256-page catalog listing more than 60,000 motion pictures registered in the Copyright Office from 1912 through 1939. Entitled Motion Pictures, 1912-1939, the catalog supplies information hitherto available only after prolonged research. The volume is for sale by the Copyright Office, Library of Congress, Washington 25, D. C., for $18 a copy.
ANTENNAS
NPA Hears Needs for '52
SLOW public acceptance of antennas made from substitute materials has placed some manufacturers on an unequal competitive footing in the drive to meet 1952 TV industry demands, the National Production Authority was told last Tuesday.
Total '52 demand for antennas is placed at between 8 and 11 million antennas, counting from six to eight million new units and at least another two million for replacement of antennas installed before 1952.
These estimates were placed before NPA by the Antenna Manufacturers Industry Advisory Committee which met with government allocation authorities last Tuesday.
The industry group told officials that a competitive disadvantage will continue unless NPA issues a conservation order imposing limitations upon industry. NPA held out no such prospect. Agency authorities noted present conservation progress and said that if TV dealers buy antennas made from substitute materials, the goal can be reached.
The demand for antennas is due partly to the growing popularity of television in fringe areas where reception requires the use of two to five days for good images. Committee members noted a trend in such communities away from all-band antennas to buy antennas tuned to specific TV channels.
NPA authorities feel that at least three to four million TV receivers can be produced out of anticipated 1952 allotments—an estimate more conservative than the industry forecasts of the demand for new antennas.
Radio-Television Mfrs. Assn. has been seeking assurance from NPA that sufficient controlled materials (aluminum and copper) will be allocated this year to meet expected video set output. Committee members said antenna production is three or four months behind set output.
NPA came up with a set of statistics showing that for all TV antenna production, 60% is built for outdoor installation, 30% for indoor use and the remaining 10% for incorporation within receiving sets. Production figures of the past two years were recited by J. A. Milling, chief of NPA's Electronics Products Div. and the Electronics Production Board.
The public has been slow to accept such functional substitutes as wood masts and cross bars, plastics, fibre glass rods and steel, NPA was advised. Thus, some manufacturers are at a disadvantage.
Industry was praised for showing ingenuity in finding alternatives for aluminum and copper and members were told that aluminum will remain scarce through 1952. Other possible conservation measures were discussed.
Agency authorities conceded that lifting of FCC's ban on new TV station construction would increase the antenna demand in new areas. Industry advisory meeting was presided over by Leon Golder of NPA's Electronics Product Division, with Mr. Milling also attending.
There were echoes of the materials shortage on other fronts. Some firms have failed to file 1952 requirements for nickel and selenium, which threatens to hamper their allocations. Both materials are under allocations. Manufacturers of radio communications equipment, also faced with shortages, plan to meet with NPA this week.

LUTHERAN FILMS
$750,000 Series Approved
PLANS for a $750,000 television project of The Lutheran Church-Missouri Synod have been approved by the church's board of directors. Approval came after the board viewed two pilot films produced by Lutheran Television Productions, the church's agency which will produce and distribute the program.
Twenty six programs of 30-minutes length will be filmed, using a family setting designed to portray "typical Christianity in an average American home," the church body announced last week. Series, called This Is The Life, has an executive producer, Don Smith, Beverly Hills, Calif., formerly in charge of institutional advertising for the Ford Motor Co. Aided in staffing the Lutheran agency will be obtained as a first step toward production and distribution.

IATSE DRIVE
Wants Insignia Shown
CONCENTRATED campaign has been started by IATSE Hollywood studio locals to require TV film and commercial movie production units to carry the IATSE insignia on the main title of all product.
Besides aiding in unionizing entire television field, purpose of move is to require hiring of IATSE members in out-of-the-country film production assignments which have increased during the past few years.
Herb Aller, business representative of International Photographers Local 683, has been made chairman of the label committee that is policing the various studios to make certain that crews used on all production are 100% IATSE.
As a further step, members of IATSE Lab. Technicians Local 683 who are employed in commercial process laboratories will be notified as to films failing to qualify for an IATSE label. IATSE projectionists throughout the country also will be kept advised through their international and local unions it was said.

Adds TV Award
RECOGNITION of television as a news medium has come from the Overseas Press Club, which announced that, for the first time, its annual awards this year will include one for "best consistent television presentation of foreign affairs." Television Presentation — hitherto lumped together with radio—is now a full-fledged news medium and the time has come for the club to extend its accolades to it as a separate medium," John Bortham of Coronet, chairman of the club's awards committee, explained. One of seven honors the club will bestow at its annual dinner in April, the TV award will replace that for "best war reporting."

WASHINGTON WATCHES
Kid Shows
“A KID AND A DOG”
3:30 p.m.—Saturday
Dog expert Jack Hawley and sports announcer Steve Douglas present a half-hour program on canine care for dog lovers young and old.
NOW AVAILABLE FOR SPONSORSHIP

Washington Watches
Watch

WNBW
Channel 4

Page 68 • February 18, 1952
HEARING RIGHTS
Gossett Gives Opinion

RIGHTS of the litigant are paramount to the rights of the public in telecasting Congressional committee hearings or criminal trials, according to William T. Gossett, vice president and general counsel of Ford Motor Co., Detroit. "It is the right of the litigant to a public trial which makes trials public, not the right of the public at large to attend," he said.

"This concept is firmly grounded in our law; to protect defendants against overt miscarriage of justice by the public presence, particularly that of their family and friends."

In Congressional hearings ordinarily, the defendant is not informed in advance of the charges against him, he is unable to cross-examine witnesses against him, he is unable to compel witnesses to appear for him, and he is sometimes prohibited from testifying immediately in his own defense. Mr. Gossett conceded Congressional probes into questions of broad public policy, such as the St. Lawrence Waterway or Economic Aid to Europe, could well be televised because it is unlikely that rights of individuals, as guaranteed in the Bill of Rights, would be impaired.

LACK OF TELEVISION
Citizens Protests to FCC, Congress

PROTESTS against the 40-month-old television freeze, which have filed two heavy volumes attached to FCC Docket 8736, on TV allocations, finally have been heard in the halls of Congress.

FCC has received more than 160 letters, telegrams and petitions protesting or asking about the freeze, but it was two advertisements in Kansas newspapers, addressed to Senators and Representatives, that brought about the Congressional concern. The ads rapped legislators for having "mainly neglected their duty to provide television for your own state and the people you represent."

Last December full-page advertisements appeared in various Kansas newspapers, according to Sen. Andrew F. Schoeppel (R.-Kan.).

The first, headlined "Kansas Gets the Brush - Off Again," claimed: "There has never been a logical explanation from Wayne Coy and members of the Federal Communications Commission as to why Kansas has been pushed aside in its efforts to have television. . . ." The ad continued: "The FCC has managed its affairs in such a way that Kansans have been denied the rights which have been granted practically the entire nation."

The second ad alleged that members of FCC and Congress all had TV sets in Washington but didn't care what happened to TV in Kansas. It closed with the reminder, "Buy your television set now! It will cost you more in 1962." Both ads were signed by 'Citizens of Wichita and Kansas' and otherwise unidentified.

The advertisements induced Sen. Schoeppel to question FCC Chairman Wayne Coy about the lack of Kansas television and last Monday the Senator read to Congress the Chairman's answer.

FCC's table of TV assignments must be considered on a nationwide basis to retain "an element of flexibility," Chairman Coy said. He outlined the interference problems leading to the freeze and brought the Senator up to date by repeating the speculation that the thaw would come "in the early part of this year."

Schoeppel's Belief

Sen. Schoeppel told the Senators he was sure the FCC is attempting to make a "very careful analysis" of a "technical situation" and criticized the newspaper ads' efforts to "place responsibility upon Members of Congress."

Chairman Coy's letter to Sen. Schoeppel was similar to most of the other letters that the Commission has written to people asking about the freeze. Sen. Schoeppel was not the first Congressmen to write FCC, however. About a third of the letters in the FCC file are from Senators and Representatives.

In answering the letters, FCC was careful not to reveal when the freeze might thaw and when applications might be granted.

To persons who asked that the freeze be partially lifted in their immediate area, the Commission explained that the table of assignments must be considered on a national-wide basis. It pointed out that crystallization of channel assignments prior to completion of the current proceedings would remove the element of flexibility needed by FCC in adopting assignment tables based on sound engineering principles.

Several petitions were submitted to the Commission, signed by a total of about 2,000 people. Two of the petitions, with more than 800 names on each, were from Al- bany, N. Y., and Salt Lake City, Utah. Both asked for an additional TV channel for their cities.

REVISING the trend, WGN Chicago and Mutual are translating the Dumont-WGN-TV feature Down You Go into a radio format. Show is aired Sat. 6:30-6:55 p.m. CST.

FEATURE FILMS

WCBS-TV Leases More

WCBS-TV New York has exclusive lease on two groups of Hollywood-produced motion pictures for showing on video.

One package, leased to the CBS key station by Television Exploitation Inc., includes 10 films, some of which were initially financed by Chemical Bank and Trust Co., New York, but obtained directly from the Hollywood producers, according to a Television Exploitation spokesman. Video release of the properties was construed as recognition by banking authorities that television can be an added source of motion picture revenue.

The second package includes 26 Edward Small films. Appearing in the collective features are such film personalities as Robert Donat, John Payne, June Havoc, Madeleine Carroll, George Raft and Victor McLaglen.

Deal marks second time in a month that WCBS-TV has acquired newer feature films. The station acquired 16 Alexander Kor- da films plus one produced in the United States—10 of which had not been released to movie exhibitors—in a contract announced Dec. 24.

there isn’t time to read them all

Let's not kid ourselves. No advertiser, account man or agency time buyer has the hours or physical stamina to read all the trade press.

In radio-TV they concentrate on one — BROADCASTING TELECASTING. (We’ve a hat-full of statistics to prove it.) It doesn’t take five, three or even two publications to woe the attention of the people who really count. One does it — BROADCASTING.

They may not read the others (and paid circulation figures show they don’t).

but they always read

February 18, 1952 · Page 89
**Film Report**

**Television Commercials.** Package video programs and industrial motion pictures will be the primary products of Lailey and Love Inc., new motion picture firm founded in New York last week by James A. Love and John B. Lailey, president and secretary-treasurer, respectively.

In the motion picture field for more than 14 years, Mr. Love was production director for Cinefects Productions, chief film editor for Princeton Film Center, and with Warner Bros. studios for three years. Mr. Lailey has served as sales manager at Cineffects Productions, sales and publicity director at the Princeton Film Center and was associated for seven years with RCA. The Lailey-Love offices will be located at 3 East 57th St., New York 2.

* * *

Alta Loma Pictures Inc., Hollywood, formed by Harold Nebenzal, son of film producer Seymour Nebenzal, for production of TV films.

* * *

Long-term contract for exclusive TV film rights has been signed by WGN-TV Chicago and the Chicago Zoological Park in nearby Brookfield. Close-up action films will be shot on location in the park, intercutting the segments into syndicated programs for release to other video stations throughout the country.

Two test films will be shot within a week, according to Frank P. Schreiber, manager and treasurer of WGN Inc. In December, the x-ray house 2,931 animals, mammals and reptiles in habitats similar to their natural ones. J. E. Faragahan, station program director, will handle production on the new series, working with Robert Bean, zoo director.

* * *

Name actors will not be used by Este Productions Inc., head-up the TV film casts of "Orphan Annie" and "Gasoline Alley," which company will bring before television cameras on July 1. In stead, Este reported that it will expend "considerable cash in advertising and publicity, building up our own TV series stars as a means of selling our product to the public."

Veteran radio, TV and film writer Enea Lazarus has been signed to script the "Gasoline Alley" series. The company has appointed Na-...
**TV FILMS AND FEATURES**

**Specialty Television Films, Inc.**
1001 BROADWAY
NEW YORK CITY
LU 2-4717-LO 4-5892
JULES B. WEILL, PRES.

**Screen Gems, Inc.**
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 3-5044
Write • Wire • Telephone
For Audition Prints

**Telecast Films, Inc.**
112 W. 41st Street
New York 36, New York
Judson 6-5480

**Explorer Pictures Corp.**
1001 BROADWAY
NEW YORK CITY
Ongacre 4-5592
JULES B. WEILL, PRES.

**Post Pictures Corp.**
113 W. 43rd STREET
NEW YORK 19, N. Y.
LUXEMBOURG 2-4870

NEW TV FIRSTS... Hollywood features with well known stars are now available. CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, DOUBLE, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE Butler SAW, CONGORILLA, BORNEO, BABOONA, I MARIED ADVENTURE.

WORLD'S GREATEST MUSIC: A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of TCHAIKOWSKY, BEETHOVEN, SCHUBERT, WAGNER, MENDELSSOHN, GRIEG. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station's film budget.

FOR YOUR TV VIEWERS
• THRILLS
• EXCITEMENT
• ADVENTURE

A SERIES of 25 mystery and crime detection features, starring such names as Dean Jagger in "Revolt of the Zombies," Ginger Rogers in "Shriek in the Night," Melvyn Douglas in "Vampire Bat" plus other titles with Lyle Talbot, Donald Cook, Ralph Graves, Poul Lukas & Dorothy Stone.

BASHFUL BACHELOR... another of the 6 BIG FEATURES in our success-tested LUM 'N' ABNER series. 17 years of radio roars means your TV audience is all set for a frolic. Zazu Pitts supports this fun-and-romance film that goes from a phony accident to a genuine kidnapping situation to a horse race to a climax that hits the top of comedy thrills.

TV DISC JOCKEY TOONS: Now it is possible for television stations to make use of radio's most profitable format: the record show! TV DISC JOCKEY TOONS are films that can be used with top current records of RCA VICTOR • DECCA • COLUMBIA • CAPITOL • MERCURY. A perfect library service for TV broadcasters everywhere!

For more information please write direct to the distributors.
**Tax Clinics**

First of a series of nationwide clinics covering application of new tax laws and Internal Revenue Bureau rulings to television stations, the Second Clinic will be held tomorrow (Tuesday) at the Mayflower Hotel, Washington, for eastern stations.

George B. Storer, president of the Fort Industry stations, announced that he was resigning as committee chairman now that the clinics are underway. He said the committee’s studies already have made possible substantial savings on 1950 tax returns. He recommended that the committee’s work be carried on so further savings can be made, explaining the advantages of a uniform front in working out tax procedure and in contacting government officials and legislators.

The relatively new television industry has been forced some of the hardships originally proposed, he said.

John Poole, counsel for the committee as well as Fort Industry tax counsel, reviewed tax problems involved in the relief amendment (Sec. 459d, Internal Revenue Code). He recalled the original Treasury draft which suggested a tax formula for TV could be applied to television. Crux of the whole problem, he said, is interpretation of Section 5b.

W. Reighard Littrell, CBS chief tax attorney, discussed the relief amendment in detail, going into reconstruction of radio income and apportionments of assets. John Costelloe, RAC tax director, explained applications of Section 5b in adjustments.

C. Rudolph Peterson of the WABC medical board of Lee, Toomey & Kent, covered Treasury regulations and filing of returns by television stations. Lovell H. Fernandez, legislative counsel for the all-industry committee, outlined prospects for further legislative relief.

Among others taking part in the clinic were: Thad Brown, NARTB Television, Arlington, Va.; Carl DuMont Television, New York, New York; Arnold T. Bax, Seattle; and John M. Blake, Building, Washington, D.C.

**Protect Yourself, Your Staff, Your Clients**

from the daily hazard of

**Libel, Slander, Infringement of Copyright, Invasion of Privacy**

Airing from Editorializing, Speeches, Newsfeatures, Ad Libs, Financial Comment, Mystery Plots, Geougs Announcements. Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continu-

ous hazard with our special, tailored-to-the-risk Insurance.

**Use Caution—Lady Luck is a Deserter!**

IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

**EMPLOYERS' REINSURANCE CORPORATION**

Insurance Exchange Bldg., Kansas City, Mo.
You who use Standard Rate and CONSUMER MARKETS as tools of your trade are thoroughly familiar with the standard listings of media statistics and market data.

But do you realize the extent to which publishers and station operators supplement the standardized data with additional media information—in the form of Service-Ads?

They are realistically aware of your need for information about things that make each station or publication different from its contemporaries—information that you cannot expect to find in the standard listings.

They know, too, that you don’t always have the time you need to call in all of the media under consideration to get answers to all the questions that arise in the course of selection.

So, last year, approximately 1,030 publications, radio and TV stations used space in SRDS publications. They supplemented the information in their listings in Standard Rate (or their markets’ listings in CONSUMER MARKETS) with Service-Ads that reminded buyers of the important differences about their media values that they’ve been registering through their promotion and their representatives’ contacts. Thus they keep wanted information instantly available—on the spot—to help the busy media buyer buy.

NOTE: To Station Managers

Service-Ads have become such a valuable part of SRDS publications that we want all advertising executives to know more about them. That’s the story behind the advertisement reproduced here; appearing currently in Advertising Agency and Printers’ Ink.

The information found in the SRDS monthly books and CONSUMER MARKETS is often the last word about your station and your market ... the last word seen by agency men when they’re under pressure; building a list or defending a list.

To help you make it the last word in effectiveness, SRDS has interviewed research and media men, account executives, time buyers, advertising managers. An analysis of their viewpoints, practices and needs is available in the “Spot Radio Promotion Handbook” (at cost: $1.00). Then, to help you convert these viewpoints into Service-Ads that will really “sell by helping buyers buy,” we have condensed this information into another handy booklet, “Copy Organizer for Service-Ads in Radio Rates & Data.” Available at cost, $1.00.
STAFFSHIRE PENDLETON, manager of the Allentown, Pa., affiliate of the West-Michigan Sales Division, Allen B. DuMont Labs, announces the following promotions to key positions within the division effective immediately: Dr. F. S. Christaldi, managing engineer, and Robert Mezger, technical sales manager.

Mr. Daker, March of Time Forum Films, N.Y., to Seminar Labs, same city, as executive vice president.

Mr. Saxon appointed general sales manager of RCA Victor, Camden, N.J., succeeding Allan B. Mills, who becomes manager of merchandising division of the department.

PUBLICATIONS Inc. has opened new Cleveland offices at 609 Union Commerce Bldg.

S. D. CONLEY named merchandise manager of air conditioner department, RCA, Camden, N.J.

Mr. John Hovorka, Wilson Easy and Co., of New York City.

Mr. Chambers, station manager of WKNV, New Haven, Conn., named assistant sales manager for Receiver Sales Division, Allen B. DuMont Labs.

Whol. sales up

No TV Affect, Dickh Says

PROOF that "TV penetration" is a misnomer is claimed by Vic Dickh, vice president and sales consultant of WHOL Allentown, Pa., who reports that the CBS affiliate showed a 55% increase in gross sales in 1951 as compared with 1950. Allentown, he said, is 50 miles from Philadelphia and 75 miles from New York—getting TV service from both markets. In addition, the 250 w outlet competes with three regionals and an FM station in the immediate market and a daytimer in nearby Bethlehem, he noted.

Mr. Dickh attributed the 1951 sales record to local programming and public service under the direction of James F. Chambers, station manager. Mr. Dickh, who owns and operates WAZL Haslet, was elected a director and vice president of WHOL in December 1948.
How “big” should government be?

Lincoln was President at a time when the federal government had to take away from its citizens more rights and responsibilities than ever before.

But he didn't like it. He believed, with the writers of the Constitution and the Declaration, that our government should protect people's independence, not push people around.

"In all that the people can individually do as well for themselves, government ought not to interfere," Lincoln once said.

Lincoln never let Americans forget that. He kept reminding the nation that the government's vast wartime powers must be only temporary.

He made powerful enemies. For there are always those who want to see government run things—and run people—permanently.

We have them today. They think up all kinds of reasons why the federal government should take over this or that business, industry or service. They never say they want socialism. Maybe they don't even realize it. But that's actually what they propose.

Most Americans don't want socialism any more than you do. The job is to recognize it—and halt it—no matter what disguise it wears.

The people who plan and work for a socialistic U. S. A. know that permanent control of a few key industries and services will give government the power to take over just about everything. One of the key industries that they're trying to take over is electric light and power. That's why this warning is brought to you by America's business-managed, tax-paying Electric Light and Power Companies.*

Electric power is the key to U. S. production strength. We need more and more of it to produce more steel, aluminum and other materials, and to make them into more planes, ships, tanks and guns.

America's electric light and power companies have planned ahead to have enough electricity ready on time to meet foreseeable demands.

They'll have it ready... if their suppliers can get the steel and other materials they need to finish the new power plants, lines and equipment they've started.

* “MEET CORLISS ARCHER”-CBS—Sundays, 9 P.M., Eastern Time.
* Look for “THE ELECTRIC THEATRE” on Television.
NEWS SESSION

Selection of KYSM Mankato, Minn., as winner of an award for excellence in community service by a radio newscaster was one of the highlights of the Sixth Annual Radio News Short Course held at the U. of Minnesota's School of Journalism Feb. 8-9.

Some 78 radio and TV newsmen from Minnesota, the Dakotas, Iowa, and Wisconsin attended the two-day sessions, with discussions centering on television news, controversial subjects, aggressive reporting, and problems arising from broadcast coverage of court and legislative proceedings.

Friendliness and support for TV news were emphasized during the discussions. Radio newsmen were implored not to make the same mistake with regard to television as newspapers did on radio's news coverage in the mid-30's.

The trophy for excellence in community service was given to KYSM by the Northwest Radio News Assn. for its round-the-clock coverage of the 1961 flood disaster and other achievements.

Second and third place awards were made to KROX Crookston, Minn., for a daily half-hour of newscast during 1961, by radio broadcasters in its area, and to KNUJ New Ulm, Minn., for a series of notable special events programs.

Julian Hoshal, KSTP-AM-TV Minneapolis-St. Paul news editor, was elected NRRA president for 1952, succeeding Glenn Flint, WDAY Fargo, N. D., as retiring head. Dick Anthony, 75 Radio-TV newsmen At Minn. U.

Media Tribute

TRIBUTE to the broadcast media has been paid by H. J. Heinz II, national chairman, United Red Feather Campaigns of America. Said Mr. Heinz, "half of the nation's 1,600 Community Chests and the United Defense Fund I want to express appreciation to the network and one radio station in the Dakotas, Minnesota, and other states in the Northwest for the efforts of the radio and TV industry as well as the sponsors and their advertising agencies helped make possible the record total of $250 million raised for the 16,000 Red Feather health and welfare services."

McGovern, William KSTP Twin Cities; McGovern, James, WDGY Minneapolis; Mickley, Doug WMXE Menominee, Wis.; Miller, Roger KUSD Vermillion, S. D.; Miller, Sandy National Association of Women's Press Clubs; Monroe, Ken KJIV, Huron, S. D.; Morgan, Howard AP, Minneapolis; Moses, George AP, Minneapolis; Padilla, Don WTCN Minneapolis; Pauleen, Monroe C. Law School; Paynter, Loren WBBX Duluth; Prasser, Marie KATE Albert Lea; Ranken, Jim WCCO Minneapolis; Smith, John WDAY Northfield; Spann, William WDGY Minneapolis; Riley, Rikk KFLO Grand Forks, N. D.

Robbins, Francis KOHL Faribault; Sarjeant, Charles WCCO Minneapolis; Schwartz, Jim WOI Ames, Iowa; Seehater, Gene School of Journalism; Severson, Richard KDIX Dickinson, N. D.; Shelley, Jack WHO Des Moines, Iowa; Simon, Maxo Fund for Adult Education, WHO Ames, Iowa; Smith, Art, WNAI Sioux City, Iowa; Steens-Loomis; KANS Atchison, S. D.; Stemberg, Edmund UP, Chicago; Stoguard, Ray KSTP-FM Minneapolis; Talman, George KSDK St. Louis, Mo.; Van Dyke, Russ KRTN Des Moines.

INDUSTRIAL LEADERS

Henle to Interview Five

RAY HENLE, editor-in-chief, Three-Star Extra, will interview five of the nation's leading industrial executives January 20. Guest today (Monday) will be Benjamin F. Fairless, president, U. S. Steel Corp.

Other special guests, to be interviewed on the program, will be: Philip D. Reed, board chairman, General Electric Co.; Crawford H. Greenewalt, president, duPont & Co.; Milton Fairman, of The Bond Co., and president of the Federation of Women's Press Clubs; and E. H. Humphreys Jr., president, U. S. Rubber Co. Mr. Henle believes that never before has anyone brought into such quick succession such a group of top-flight industrial leaders to the microphone.

LEE HART NAME

Joins Standard Rao

LEE HART, former retail salt and advertising specialist for BAB, has been appointed sales and advertising consultant for Standard Radio Transcription Services Inc., it was announced last week by Gus Hanish and Lewis TeEGarden, managing directors of Standard.

Hart resigned last month from BAB after an eight year association with that organization and its predecessor, Broadcast Advertising Dept. of NAB [BT, Jan. 21]. She was responsible for many of BAB's plans for retailers, conducting the famed radio's "on-the-spot" and "mail-in" copy. She has been designed to help advertisers sell Sponsored-Tailored programs and advertising campaigns that are productive for the advertisers.

Content Returns

EDWARD J. CONTENT, acoustical and radio engineering consultant, returned to the United States last week after serving as senior engineer on broadcasting installations for the Arabian government and Moza. Currently under contract to International Standard Electric Corp., Mr. Content was assistant chief engineer for WGBH New York prior to establishing his own consultation business in 1946. He planned acoustics for the UN buildings at Lake Success and Flushing, N. Y., including basic designs for broadcast and TV sound pickup microphones.

“MAGIC NUMBERS”

The New Quiz Program Game with mystery and suspense!

------

Nothing to print!

Easy to ask and answer!

"Magic" Numbers - Exclusive rights! $300 in five payments = $50 a month!

Ray & Berger

“Best in the West!”

1471 S. Tamarrind Avenue

Hollywood 28, California

Hudson 24202

Page 96 • February 18, 1952

BROADCASTING • Telecasting
programs promotion premiums

TEN TH anniversary issue of the KVOO Tulsa, Okla., farm department magazine has been issued to all people concerned with farming broadcasting. Magazine contains a history of the station's interest in farm activities and of its farm project programs in addition to a seller's guide map of the things a KVOO audience buys in relation to the area the station influences.

ON-THE-SPOT REPORTS

SPECIAL events director of WJPS Evansville, Ind., Verne Paul, has been assigned by the station to trace a shipment of blood to Korea from its donation point in Evansville, in an effort to make town people more conscious of the need for building the nation's blood bank. Trip began Feb. 4 when Mr. Paul interviewed the donor, Mrs. Leslie Sutherland. Reports will be made by Mr. Paul on each important happening on the journey and broadcast every day on station news programs.

AUDIO MUSIC LESSONS

SECOND term home study course in symphonic music conducted by Brezina College and aired by WQXR New York, began Feb. 15 and will run through May 9 every Friday evening. Students in the radio audience are required to listen to 13 broadcasts and complete five written assignments. Encouraging response to the first term from listeners in 15 states prompted the program's continuation.

TV EXHIBIT

LATEST in TV equipment will be exhibited by WHEN (TV) Syracuse at the 1952 Automobile show in that city from Feb. 19 through 23d. "See Your Self on Television" demonstration will be a highlight of the exhibit.

W GAR BOOKLET

NEW OVERALL station presentation has been prepared by W GAR Cleveland. The 25-page booklet now being distributed to agencies and advertisers contains data on the market, general station information and result stories on available programs.

immediate revenue produced with regional promotion campaigns

HO WARD J. McCOLLISTER COMPANY

66 ACACIA DRIVE

ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

ECONOMICAL ADVERTISING

FIRST RATE card of the new three-station sales package known as the Texas Plains Stations, involving KPAK Hereford, KFLD Floydada and KVMC Colorado City, has been sent to advertising managers and agency timebuyers. Promotion explains economic value of using the TP stations because of 20% lower rate than the sum of the three individual rates.

DOUBLY HAPPY

K DYL Salt Lake City succeeded in killing two birds with one stone during the last month. Station in cooperation with Federal Reserve Bank officials helped alleviate an acute copper penny shortage and contributed to the polio fund at the same time. For a week, announcers suggested listeners send in copper pennies to be turned over to the drive, 13,150 were received and exchanged for currency to help the March of Dimes [BWT, Feb. 11].

ECONOMICAL ADVERTISING

REGISTRATION REMINDER

QUARTER-HOUR programs are being dedicated to civic minded citizens by WHM Prestons, in their campaign to get Rhode Island residents out to register for the coming elections. Several phone calls are made each day to people picked at random. Those who have registered are mentioned by the station on the air and those who have not are reminded that the campaign's not far away. Between now and registration deadline, WHM hopes to complete 1,000 such calls.

BUSINESS IS FINE

MUSIC business has doubled in four months time for Henning J. Hansen, owner of The Joplin Piano Co., Joplin, Mo., and the super salesman has been radio. On Oct. 15, he signed with JBS Joplin and Sam Babcock, station disc jockey, to do a show from his music store five days a week. Studio for the production has been the store's large window which has proven an effective way of attracting customers.

OWL'S BEST BUY

MAILING piece showing that night owling pays off has been issued by WBAL Baltimore promoting Key to the Missing, show scheduled daily from 1:30-4:45 a.m. featuring Archdale Jones, tracer of missing persons. Copy is supplemented with cartoon illustrations explaining how the program operates, the audience it reaches, and a price list on available time for prospective advertisers.

DANCE FESTIVAL

SQUARE DANCE festival backed by WNAX Yankton-Sioux City, Iowa, fortnight ago drew 3,600 midwesterners to the Sioux City Municipal Auditorium, some from 200 miles away. Santa Fe Trailers, WNAX broadcast group, put 1,100 dressed dancers through the paces for spectators to watch. Comments were favorable enough to encourage the station to make the festival a semi-annual affair.

SUCCESSFUL SHOWING

RADIO and the automobile industry got together in Louisville, Ky., fortnight ago when WHAS-AM-TV there combined with Greater Louisville Ford Dealers to put on a three-hour show at Jefferson County Armory. Western and hillbilly music was featured on the program and Ford unveiled its new cars to an approximate crowd of 8,500.

Self promotion using radio to further the interests of radio has been inaugurated by WTAG Worcester, Mass. Station airs seven promotion programs a week on its own behalf. Let's Listen, heard Monday through Friday, lists the evening's features with recorded excerpts from the previous week's shows. On Sunday morning station presents Hear Today with accent on musical, cultural and educational shows to be heard.

PAGE 97

BROADCASTING * Telecasting

February 18, 1952
February 11 Decisions

**ACCTIONS ON MOTIONS**

By Hearing Examiner J. D. Bond, Washington—Granted petition to amend application to delete reference for change of map, location, change location of proposed transmitter, and incorporated same engineering data.


By Hearing Examiner D. J. Daniels, Washington—Denied for continuation of hearing for about 10 days only imparted as it requested to a day certain for petition for continuance, being construed upon Commissioner's own motion, to effect a request for indefinite continuance is not so interpreted; hearing scheduled to have been commenced on Feb. 7 continued to date to be fixed by further order to set in ownership.

"The United States . . . owns half of the world's radio transmitters and 40% of the television stations," the survey reports. "Television . . . is now operates in 10 other countries—the United Kingdom, Soviet Union, France, Denmark, Netherlands, Norway, Cuba, Mexico, Brazil and Japan—and is being developed in eight others." UNESCO has been continuously surveying facilities for mass communications since its establishment, as part of a campaign to help greater numbers of people to obtain an easier access to information. World Communications, UNESCO Publication 942, 1951, can be obtained from the International Documents Service, Columbia University Press, New York. The aforementioned data was contained in the February review of Economic and Social Problems in the United Nations, published by the State Dept's Office of Public Affairs.

**WNYC ANSWER**

Siegel Upholds Station

DISTINCT cultural contribution to New York was claimed for municipally-owned WNYC last week by Seymour N. Siegel, director of communications for New York and head of WNYC, in answer to charges by Thomas J. Mailley, executive vice president of Columbia & Industry, Inc., of New York, that operation of the station was a needless burden to taxpayers [B*T, Feb. 11].

Asserting that the station provides "adult, literate and cultural" programs, Mr. Siegel pointed out a few: A city food guide, public health program series, a lawyers' program, civil defense programs and audio-visual aids for educational use throughout the city.

Since everyone benefits from the local station, everyone should bear the cost, Mr. Siegel argued, citing letters to support his stand.

**Allocations Supplement**

**BROADCASTING • TELECASTING** will publish in complete text the **FINAL TELEVISION ALLOCATIONS REPORT**. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at $5 each.

**Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.**

Give applicant ample time to complete and present planned amendment to application.

By Hearing Examiner Basil P. Cooper, WHCN, Huntingdon, Pa.—Grant petition to amend application to delete requested changes in frequency, power and hours of operation but in lieu thereof, to specify top loading of present ant. system for purpose of improving signal strength over area it now serves; application, as amended, removed from hearing docket.

By Hearing Examiner Leo Resnick, Chief, FCC, New, Bureau—Grant petition for continuance of further hearing in proceeding re application for West Side Radio, Tracy, Calif., from Feb. 11 to March 17.

By Hearing Examiner Elizabeth S. Smith, WYOP, Valdosta, Ga.—Grant petition for continuance of further hearing in proceeding re application for West Side Radio, Tracy, Calif., from Feb. 11 to March 17.

**February 11 Applications . . . ACCEPTED FOR FILING**

KDKD Clinton, Mo.—CP to change frequency from 1350 kc to 1390 kc.

WLIN Merrill, Wis.—CP requesting power increase from 1 kw-D to 3 kw-D, 1 kw-N, and change from DA-N to DA-DN, AMENDED to change power to 5 kw-unl., and change trans., and studio location from Merrill, Wis., to Wausau, Wis.

License for CP

WTAD Quincy, III.—License for CP, authorizing daytime power increase.

License Renewal

Following station request renewal of license:

KVCH Redding, Calif., KOJN Havre, Mont., KMHM San Antonio and WMPH Wilmington, N. C.

**Modication of CP**

KFVS-FM Cape Girardeau, Mo.—Mod. CP, as modified, authorization daytime power increase.

License Renewal

Following station request renewal of license:

WVBN Montgomery, Ala.—Mod. CP to change trans., and studio location.

**APPLICATION RETURNED**

WLBX Leesburg, Fla.—RETURNED application requesting transfer of control from R. H. Hunter to Paul A. Husebo and Wendell F. Husebo.

**February 12 Decisions . . . BY THE SECRETARY**

Granted License

WOHP Bellefontaine, Ohio—Granted

**JANUARY BOX SCORE**

STATUS of broadcast station authorizations at the FCC on Jan. 31 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2340</td>
</tr>
<tr>
<td>Total on the air</td>
<td>2123</td>
</tr>
<tr>
<td>Licensed (all on air)</td>
<td>166</td>
</tr>
<tr>
<td>Construction permits</td>
<td>91</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>95</td>
</tr>
<tr>
<td>Total applications in hearing</td>
<td>50</td>
</tr>
<tr>
<td>Requests for new stations</td>
<td>311</td>
</tr>
<tr>
<td>Requests to change existing facilities</td>
<td>205</td>
</tr>
<tr>
<td>Deletion of licensed stations in January</td>
<td>3</td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>0</td>
</tr>
</tbody>
</table>

**SERVICE DIRECTORY**

Custom-Built Equipment

U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-7205

<table>
<thead>
<tr>
<th>TOWERS • AM • FM • TV • Complete Installations</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOWER SALES &amp; ERECTING CO. 6100 E. Columbia Blvd. Portland 11, Oregon</td>
</tr>
</tbody>
</table>

**COMMERCIAL RADIO MONITORING COMPANY**

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037
Kansas City, Mo.

**VACANCY**

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 readers—station owners and managers, chief engineers, and technicians—and not for AM, FM, Television and telecast facilities.

Page 98 • February 15, 1952
February 13 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 12
The Metropolis Co., Jacksonville, Fla.—AMENDED application for new TV station to change from Ch. 6 (82-88 mc) to Ch. 12 (205-210 mc).

Modification of CP
K8BR (FM) San Bruno, Calif.—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

WGMS-FM Washington, Mod. CP, as mod., authorizing new FM station, to change name from Radio Station WQWQ Inc. to The Good Music Station Inc., and specify studio location as 1123 Vermont Ave. N. W., Washington.

WUNC (FM) Chapel Hill, N. C.—Mod. CP, authorizing new non-commercial educational FM station, to change operating power from 250 w to 1 kw.

Amend Application
KGLN Glenwood Springs, Co.—CP to change from 1560 kc, 250 w, to 770 kc, 1 kw. D. 500 w. N. change ant. etc., AMENDED to change name of applicant to R. G. Howell, individually and as executor of estate of Charles Howell, deceased, d/b/a Western Slope Blast Co.

License Renewal
WGST-FM Atlanta, Ga.—Renewal of license.

TENDERED FOR FILING

AM—1370 kc
WQMD Moundsville, W. Va.—CP to change frequency from 1240 kc to 1270 kc.

APPLICATION RETURNED
WLJX Sparta, Wis.—RETURNED application for assignment of license from Victor J. Tresco to Sparta-Tomah Blast Co.

(Continued on page 108)
HELP WANTED

COMMERCIAL MANAGER

A Phoenix, Arizona station is expanding and needs a commercial manager. Responsibilities include development of new advertising techniques, supervision of copy, rate, and closing, and other duties as required. Good salary and vacation at owner's rate. No phone calls. Send application and references to Box 246M, BROADCASTING.

SALESMAN

Full-time position open at WYTD, Tuscaloosa, Alabama. Good salary and good chance for advancement. Send resume to Box 246M, BROADCASTING.

HELP WANTED (Cont'd)

Engineering Announcer - WLSM, Louisville, Kentucky.

Selling Announcer - WNLA, Las Vegas, Nevada.

Sales Promotion Director - WLSM, Louisville, Kentucky.

Help Wanted (Cont'd)

Engineer - WJAL, Arlington, Texas.

Announcer - WIMP, Atlanta, Georgia.

Advertising Manager - WJDL, Dallas, Texas.

FEATURE EDITOR

Send box number for full details, including salary and other classifications. Box 424, BROADCASTING.

HELP WANTED (Cont'd)

WANTED: Experienced Engineer-Announcer, WLRM, Kansas City, Missouri. Must have full -time experience in combination work and should be able to make believable commercials. Good salary plus expenses. Resume to Box 246M, BROADCASTING.
Successful manager available. Widely known as station manager, sales manager, program manager in local and regional TV stations. Current operator with proven record of profitable operations. High status in radio-television; well known throughout all phases—commercial, merchandising, engineering, sales, and management. Married, age 44. Full information upon request and interview arranged. Box 176M, BROADCASTING.

Vice president and general manager highly experienced. Thorough background in sales, programming, and operations. Has sold station to network and has operated it as a high profit center. Familiar with all aspects of station operation. Box 224M, BROADCASTING.

General manager, 8 years experience in sales, program, research, engineering, news. Excellent references. Box 269M, BROADCASTING.

Commercial manager must sacrifice high paying job because climate adversely affects health of family. Doctor recommends transfer to southern locality. 15 year’s experience in administration, sales, programming. Box 221M, BROADCASTING.

Hard worker? Look! 100,000 market. 6 stations—2 man staff. Personally engaged in every operation. In new job in November, $925 per week. Will accompany company and spouse for home and schooling. Send resume, disc. Box 277M, BROADCASTING.

Manager—successful background, proven ability, excellent references. Desire similar position with large company and family man. Write Box 257M, BROADCASTING.

Successful sales manager, ready to advance to station manager. Over six years experience in all phases station operation. Twenty years experience sales management. South coastal area preferred. Best references. Box 259M, BROADCASTING.

General manager—looking for advancement. Can bring wealth of sales ideas, practical experience. Capable of sound, profitable operation. Write Box 258M, BROADCASTING.

Station manager. Strong on sales. Matured; experienced. Prefer central states. Box 258M, BROADCASTING.

General, commercial manager. Ten years experience with ideas that have been successful. Must be given track record. Now employed but available soon. Box 258M, BROADCASTING.

Manager, salesman: desire good potential and right percentage agreement. Conditionally, have records that will make you money. Box 260M, BROADCASTING.

Manager-sales manager. Strong sales leadership and direction, presently sales manager very successful independent in highly competitive, major TV market. Preferer to TV. Incentive must be big. Box 265M, BROADCASTING.

General manager; sales manager, with proven record. Top references. Over 15 years experience all phases. Box 265M, BROADCASTING.

SALESMA N

Five years experience, top salesman. Strong news delivery. Frequently employed. Box 155M, BROADCASTING.

Versatile, experience, draft exempt announce r: commercial, news, music. Sorry but no DJ work. Excellent references covering 5-year background in major market west coast. Box 46M, BROADCASTING.

Newscaster, network experience: tops in each area. Higher salary than all other newscasters combined in same city. Box 154M, BROADCASTING.

General


Experienced sportscaster, newsmen, staff announcer. 25 years combined, single, draft exempt, Chicago network affiliate. Box 242M, BROADCASTING.

Experienced sportscaster and announcer. Top morning man; wants sports minded station. Too old for the future. If you want a man presently employed, consider this. It’s my job on the line. What’s the worst you can do me? Box 243M, BROADCASTING.

College grad, 20, seeks first announcing job. Courses announcing, writing, disc jockey ideas. Disc. Photo. Box 251M, BROADCASTING.

Versatility is my selling point! Outstanding experience in staff play-by-play plus, radio, TV, and voice-over work. Most preferred Box 252M, BROADCASTING.

Announcer-disco jacke, control board operator. News, commercials, all talents signature. Reliable, married, draft free. Sells small community. Resume, disc on request. Box 258M, BROADCASTING.

News specialist. Long experience, extensive knowledge of all news with exceptional authority. Regularly handles national and local forums, public appearances. Seeking one major city with large management and boss. Credit to your station and community, long established, employed. Excellent references. Box 260M, BROADCASTING.

Prove that it pays to advertise. Inquire of announced with three years experience. It may prove interesting. Disc, resume, please. Box 277M, BROADCASTING.

Announcer-PD, employed 28, veteran, college graduate. Radio background; desires relocate as announce progress. Four years experience in professional climate. Pleasant, mature, versatile voice; singer, experienced all phases. No sports, finest references. Box 262M, BROADCASTING.

Announcer, strong on news. Degree in speech. Can write copy. Limited experience. Box 264M, BROADCASTING.

College graduate, 23 years old, two years commercial experience. desires permanent position as newscaster or staff announcer in Detroit. Box 258M, BROADCASTING.

Television

Network sportscaster operating developmental television football, basketball. Network references. Market: New York or similar. Box 265M, BROADCASTING.

Announcer, veteran, free to travel. Desires one-way ticket, travel, good pay on news and DJ. Disc available. Box 258M, BROADCASTING.

Disc jockey: 4 years, age 25. Commercial, Collin, seven years experience, newscaster and DJ combo. Have held PD-chief’s position. Single, strong will, travel, Sober and reliable. Wire or write Joe Brand, P. O. Box 31, Glendale, Arizona.


Announcer with initiative specializing spot and news. 20 years experience. Desires moving of limits of local operation. Prefer non-network market. Prefer national. Box 276M, BROADCASTING.


Announcer with initiative specializing spot and news. 20 years experience. Desires moving of limits of local operation. Prefer non-network market. Prefer national. Box 276M, BROADCASTING.


Announcer with initiative specializing spot and news. 20 years experience. Desires moving of limits of local operation. Prefer non-network market. Prefer national. Box 276M, BROADCASTING.

Announcer with initiative specializing spot and news. 20 years experience. Desires moving of limits of local operation. Prefer non-network market. Prefer national. Box 276M, BROADCASTING.


Announcer with initiative specializing spot and news. 20 years experience. Desires moving of limits of local operation. Prefer non-network market. Prefer national. Box 276M, BROADCASTING.

Production-Programming, Others

Shirt sleeve executive with extensive radio- television background; experience capable of independent judgment. Well versed in sales tools and knowledge of national markets, looking for position to operate highly profitable syndicated radio station in south or southwest. Person who can combine editing toward a permanent connection that has a stable income potential is developed. Presently employed as account executive in large agency in south. Formerly manager two radio stations, manager Milwaukee radio stations, trade magazine and newspaper. Has developed two children, own car, debt free. Address: Follow this, please. Box 278M, BROADCASTING.

Program-sports director. Knowledge entire station operation. Consciousness, management experience. Box 283M, BROADCASTING.

Traffic girl or stenographer, 4 years experience. Desired to so to southern market. BROADCASTING or call Detroit, WA 2885, or write Box 285M, BROADCASTING.

Continuity, traffic women’s shows. Presently employed. Excellent references. Box 287M, BROADCASTING.

Radio License

For sale: New Mexico station. License. Four years experience. Amatuer radio, DX, QSL cards, certificates, etc. Box 289M, BROADCASTING.

5 kW TV license for sale. Excellent call. Will provide all information. Box 290M, BROADCASTING.

... continue
WGY HOLDS BIRTHDAY OPEN HOUSE
Pioneer Station This Week Marks 30th Year

IT WAS 30 years ago this week that WGY, the first radio station to present ten commercial radio stations took the air and began broadcasting to some 300 amateur radio operators. The time was 7:47 p.m. on Feb. 10, 1924. Two days later the pioneer outlet originated its first remote broadcast from the gymnasium of Union College in Schenectady. Later, that summer, S. Marconi delivered a special address using a Pallophotophone pickup — a microphone development by General Electric Co.

That was 30 years ago.

Today (Monday) WGY Schenectady, the GE station, will open its doors and throw out the welcome mat for loyal listeners and numerous celebrities in a week-long open house to commemorate the 30th anniversary.

The actual anniversary date will be Wednesday—mid point in open house week ceremonies. Special programs, free door prizes, special exhibits and displays will mark the festivities.

Provision has been made for origination of most live broadcasts in WGY’s auditorium Studio A, assuring seating capacity for guests. The lobby will feature a broadcast equipment exhibit. And displays will point up the celebrities who have entertained WGY audiences over the years. A special anniversary program will be aired each evening through Friday.

All-Out Promotion

WGY has taken promotional pains to assure fitting celebration of the occasion, utilizing nearly every advertising medium—spots and spots, newspapers, large and small, weekly and daily, radio announcements preceding and following ball games have been sold to the Croesus & Carey Co., men’s clothing; Koolvent Awning Corp.; Kasa-to’s Model Bakery, and Wyan Nurseries. A five-minute spot has been sold to the A. A. Brown and Schenectady, in Noonan Sons, tonetly manufacturers, the station reported. Announcements showing the sports round-up have been sold to the Boston & Maine Railroad. Other accounts signed for related programs or announcements include Community Opticians, the F. B. Washburn Candy Corp.; Window Sales Co., White Rock Bottling Co. of America, Supreme Wine Co., Hug Food Co., First National Bank of Boston, Charles Charters, Paparella Bros. Inc., E. B. Hanlon, Men’s Shoes and Eseem Pack Co.

WHDH BASEBALL

Draws $140,000 in Accounts

IN CONNECTION with the airing by WHDH Boston of the complete 1922 schedule of Boston Red Sox baseball games, the station announced last week that it had contracts with a total billing of more than $140,000 with firms which will use adjacencies and associated sportscasts.

WHDH reported that this is the earliest date on which all programs and availabilities pertinent to base- ball have been contracted for. Subsequent contracts will be announced and that it considers it an indication that summer radio advertising could be headed for an all-time high in 1923. WHDH listed accounts as:

Announcements preceding and following ball games have been sold to the Croesus & Carey Co., men’s clothing; Koolvent Awning Corp.; Kasa-to’s Model Bakery, and Wyan Nurseries. A five-minute spot has been sold to the A. A. Brown and Schenectady, in Noonan Sons, tonetly manufacturers, the station reported. Announcements showing the sports round-up have been sold to the Boston & Maine Railroad. Other accounts signed for related programs or announcements include Community Opticians, the F. B. Washburn Candy Corp.; Window Sales Co., White Rock Bottling Co. of America, Supreme Wine Co., Hug Food Co., First National Bank of Boston, Charles Charters, Paparella Bros. Inc., E. B. Hanlon, Men’s Shoes and Eseem Pack Co.

KYWO ON AIR

Kemp Heads New Outlet

KYWO Cheyenne, Wyo., new 1 kw outlet affiliated with MBS and the Intermountain Network, was scheduled to begin operation officially last Thursday. President and general manager is William T. Kemp, formerly associated with KVER Albuquerque, N. M.

Frank Toomey, formerly manager of KOVE Lander, Wyo., is the station’s assistant manager.

KYWO transmits to Great Western Radio Co. for fulltime on 1370 kcs., is located on West Lincoln Highway 30. Station is represented nationally by Avery-Knodel Inc.

OFFER OF $200,000 by Texas cattleman for purchase of Trigger was rejected by horse’s owner, Roy Rogers, star of NBC radio-TV Roy Rogers Show. Protest letters showing that Trigger also belonged to fans.

ATTENTION

New York, Chicago, Philly, Boston or Los Angeles

Present your clients with a new name, face and selling voice.

If you are in the market for an intelligent AIR SALESMAN instead of just a disc-jockey, contact me at once.

Available April 1, 1952. Minimum $25 a year. Box 245M, BROADCASTING.

TOP MORNING MAN

CBS Affiliate in midwest metropolitan area of one quarter million people offers above average opportunity for above average men. Salary and talent arrangements will enable good man to make $600 - $650 monthly.

Send full particulars and samples of work on tape recording.

Employment Service

EXECUTIVE PLACEMENT SERVICE
for competent managers, commercial managers, program directors, engineers, disc jockeys. Reliable, confidential, nation-wide service.

Send for full information today. HAMIL S. FRANK

TF & Radio Management Consultants
120 S. Cadillac Ave. Chicago, III.

BROADCASTING  Telecasting

For Sale (Cont’d)

For Sale—All New 5 KW AM
TRANSMITTER
Three-200 towers and complete coax
BOX 183M, BROADCASTING

Help Wanted

ANNOUNCERS

DISC JOCKEY WANTED

Must have proven record of success in competitive market. A real opportunity awaits the man who can deliver. 5 kw. network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential. Box 450K, BROADCASTING

Situations Wanted

MANAGER

OUTSTANDING SUCCESSFUL MANAGER OF SMALL MARKET STATION IS SEEKING OPPORTUNITY TO INCREASE RESPONSIBILITY AND INCOME. PREVIOUS EXPERIENCE INCLUDED 3 YEARS WITH A Top Class Station Prior to Present Position. Willing to transfer immediately to large market station with opportunity for advancement. Young man, 25 years of age. Box 225M, BROADCASTING.

WANTED TO BUY

STATIONS

I’m a bargain hunter! Want a low power station champ. Don’t care about previous success or lack of it, south or east preferred. Anywhere considered. What have you got for cash? All replies answered quick and quiet. Individual. Box 204M, BROADCASTING.

ENGINEERING SUPERVISOR

10 KW • 740 KC

Must have extensive transmitter and studio experience. Live in Avalon. Population 1800, on Catalina Island, 30 minutes by air from Los Angeles. Salary commensurate with metropoli
to L. A. 10 kw scales. Air mail full details

K B I G

6540 Sunset Boulevard
Hollywood 38, California

EASTERN MAJOR MARKET

$35,000.00 — Down Payment

Due to favorable circumstances an unusual tax saving plan of financing can be worked out in connection with the purchase of this regional facility. Located in one of the East’s top markets.

Appraisals  Negotiations  Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKER
WASHINGTON, D. C. CHICAGO SAN FRANCISCO
James N. Blackburn Ray V. Hamilton Leonard M. Smith
Washington Bldg. Tribune Tower
Sterling 2341-2 Delaware 7-5155-6
225 Montgomery St. Exhobrk 2-5612

Page 102  February 18, 1952

HELP WANTED (Cont’d)

BROADCASTING  Telecasting
February 14 Decisions

BY COMMISSION EN BANC

WKSR Pulaski, Tenn.—Granted CP to change from 1,050 to 1,240 kW, 1 kW fulltime, DA-N, cond.

WMFT (FM) Clingman’s Peak, N. C.—Denied CP (inexpensive station), changed CP to 980 kW, 325 kW.

WWBY-FM Wheeling, W. Va.—Granted CP to change ERB from 2.7 to 1.8 kW, and 245 kW ant.

WMMW-AM Mobile, Ala.—Denied CP to change WMMW-AM from 1,210 kW to 1,790 kW.

KTVB Coldwater, Mich.—Upon petition, removed from hearing dockets and granted application for CP to change WTVB from 520 kW to 252 kW.

KXDD Denison, Tex.—Granted authority to use March 27, 1952, non-commercial CP.

PKCZ Chippewa Falls, Wis.—Granted CP to change ERB from 140 to 14 kw.

Granted Modification of CP

KCLV Clovis, N. M.—Granted CP (as mod., which authorized it station), to increase power from 100 to 230 w on 1,046 kc, fulltime.

KCLR-AM Clarksville, Ark.—Granted CP to change WCLR station, convert to WCLR trans., and operate with 14.7 kw on 192.7 mc. (Ch. 274); ant. 550 ft.; and granted special experimental authority to operate with CP through June 30, 1952, WCLR, station on site of present WCLR station until in attendance at WSAI-FM trans. for period ending Feb. 14.

KSDX Denison, Tex.—Granted authority of changes in DA-N.

Denied Petition

International Brotherhood of Elec—
trical Workers, Local 111, Denver, Colo.—By order, denied petition for change of WZIP-FM, 900 Washington—By order, denied petition filed by Messrs. George H. Bemis, controller; and Richard O. O’Hare, secretary; and Rodney C. Stafford, treasurer; and William J. O’Hara, business manager; of the International Brotherhood of Electrical Workers, Local 111, Denver, Colo., for license to station WZIP-FM, 900 Washington, D. C., as a CB radio service.

KWSH-AM Hollywood, Calif.—By order, granted temporary license and hearing was continued pending hearing on request of WSAI-FM trans. for period ending Feb. 14.

When VEB Picks Your Name


WFBF-AM, Mich.—Granted consent to WFBF-FM to acquire positive control by purchase of ownership interest from Arthur R. Treason; consideration of $25,000.

WBBB-AM -FM Indianapolis, Ind. —Granted.

KVEN Ventura, Calif.—Granted transfer of control from Charles E. Stuart, et al., executor of estate of Jesse Dodge, deceased, to Carroll A. Hauser, R. M. Werner, Dana Marble, Margaret Marble and Harry H. Leja; consideration of a convertible debenture of $50,000, interest 5%.

KZWX-AM -FM West Palm Beach, Fla.—Granted order, denied petition to transfer station from Robert L. Johnson to William E. Simpson.

In connection with the above application for change in control, granted consent to WFBF-FM to acquire positive control by purchase of ownership interest from Arthur R. Treason; consideration of $25,000.

WFBF-AM, Mich.—Granted consent to WFBF-FM to acquire positive control by purchase of ownership interest from Arthur R. Treason; consideration of a convertible debenture of $25,000, interest 5%.

WPAC-Pittsburgh, Pa.— Granted assignment of license to Pennsylvania Broadcasting Co., to new corporation composed of five persons, three of present stockholders with half interest, and two new stockholders, who are presently creditors of partnership.

KGMO-AM -FM Cape Girardeau, Mo.—Granted application of WMOG-FM, licensee of KGMO-AM and KGMO-FM.

KTSM El Paso, Tex.— Granted consent to KTSR by WJAT to acquire positive control; he presently owns 25% of licensee’s stock as individual stockholder, and is acquiring 58.6%; pursuant to WJAT’s application.

WUSD Charleston, S. C.—Granted consent to WCCO to acquire 50% interest in 35% stockholders.

WGBK McCobb, Miss.—Granted involuntary assignment of license to H. A. King for failure to make required payment.

WBBB-AM -FM Indianapolis, Ind. —Granted.

New Applications

Applications filed by Mr. —David Roberts, director of radio, on behalf of Temple U. Filed Feb. 6.

by Duchess

Another BMI “Pin Up” Hit—Published by Duchess

AT LAST! AT LAST!

On Record: Bing Crosby—Decra; Tony Martin—Victor; Ted Strasner—MGM; Teddy Johnson—Columbia; Ray Martin—MGM; Sidney 郭电; Comil; Emil Sterling—Ko.


connection with other 1000 kc applications and with other applications with which it might then be used in practice.


Radio Norris Inc., Norwich, N. Y., The Montrose Bcst. Corp., Montrose, Pa., and WATAS, Sayville, N. Y.—Designated for consolidated hearing at time and place to be specified by subsequent order, following applications: Radio Norris Inc., for new AM station on 970 kc, 500 w daytime; The Montrose Bcst. Corp., for new AM station on 960 kc, 1 kw, daytime, and Thompson K. Cas- sel in change station WATS on 1470 kc, 1 kw day, to 960 kc, 1 kw, day.


Mid-State Bcst. Co., Chehalis, Wash., and Leroy E. Parsons, Chehalis, Wash.—Designated for hearing in consolidated proceeding application of Mid-State and that of Parsons, each requiring a new AM station on 1550 kc, 1 kw, daytime.

February 14 Applications

ACCEP TED FOR FILING

Amend Applications

WHIN Huntington, Pa.—CP to change frequency to 1650 kc June 30, to change power from 250 w to 1 kw July 31, to change power from 1 kw to 1000 kw August 31, to change operating hours from full-time to daytime only August 31, and to be permitted to operate night-time only in the event that their tower antenna is damaged by a lightening storm.

WFBE Westfield, N. J.—CP to change frequency from 973 to 1010 kc. 

WDST Brooklyn, N. Y.—AM 2490 kc to 2500 kc.

KFYR Minot, N. D.—AM 1230 kc to 1240 kc.

KBUR Bridgeport, Conn.—FM 91.9 to 92.3.

KBZK Missoula, Mont.—FM 88.5.

KCMR Marshfield, Wis.—FM 90.1.

WCBO-AM Flushing, N. Y.—FM 93.9.

KZBB-B (KZBB-TV) Arkansas City, Kansas.—FM 89.5.

October 31 Application

Aired Application

WAGE-FM Atlanta, Georgia—FM 106.7.

License Renewals

Following stations request renewal of license;

KOY Phoenix, Ariz., KNGS San Francisco, Calif., KFLD Panama City, Fla., WCAC Baltimore, Md., KFAG Kansas City, WDAF Kansas City, KMBC Kansas City, KCCH Kansas City, WJZ Baltimore, WJW Cleveland, WBBM Chicago, WNAC-TV Boston, KGKEAZ (experimental TV) licensed to Associated Bcstors. Inc. Easton, Pa., and KXKIX and KXKLXS (experimental TV’s licensed to Zenith Radio Corp.) Chicago.

Spot vs. Network

(Continued from page 75)

Anderson, KLAC-TV Los Angeles; Alde Dedemstien, WNNH-TV New Haven; P. A. Sugg and Hopt Andrews, WKTU Oklahoma City; Owen Saddafi and Howard O. Peterson, KTMF Omaha; Roger W. Cope and Kenneth W. Stowman, WFLP-AM Philadelphia; George B. Storer Jr. and William E. Kelley, KEYL San Antonio; Paul H. Burke, G. Laskey and Lou Simon, KPIX San Francisco; Paul Adanti, Payson Hall and William H. Bell, WHEN Syracuse; Allen L. Haid, WSPD-TV Toledo; Kenneth Berkeley and Ben B. Baylar Jr., WMAL-TV Washing- ton; Tom Harker, Lee R. Walles, and Robert C. Wood, Fort Industry Co. Kats personnel slated to be on hand included, in addition to Messrs. Katz, Brent, Donahoe, and Salz, the following:

Edward Codel, Margaret Alcott, Dennis W. T. Court, Philip R. Harker, William J. M. Donahoe, and Salz.

Paramount Case

(Continued from page 75)

NPA, which has banned all color TV production except a mile [for experimental purposes [RF- Feb. 11]. Paramount owns 50% of Chromatic.

Mr. Raibourn was asked about Paramount's interest in British-owned Scophony Corp. He replied that during World War II, Scophony set up an American branch half owned by the British company with Paramount as General Precision Laboratory Inc. each owning 25%. Through agreement, Paramount and GPL shared the Western Hemisphere market for the Skiatron system—with Paramount responsible for home TV developments and GPL large screen theatre TV. British company held rights to Eastern Hemisphere.

Scophony system used magnification principle to get large TV pictures. It used what was called a "light lens", the high magnification obtained by putting the beam through a liquid-filled tube.

Agreement between the American companies and British selection of Diageo 1946 under consent decree entered into with the Dept. of Justice. Justice Dept. sued Scophony under the anti-trust laws.

Uses Coded Cards

Successor company in U. S. is Skiatron Corp. which has been testing a system of subscription TV based on coded cards. Tests have been run over WOR-TV New York and the company has asked motion picture firms to furnish them with film product so it can run a test similar to the one Zenith ran on Phonevision in Chicago early last year. So far it has received only respond- able replies from Paramount and RKO, conditional approvals from United Artists and Republic. Only one definite turn-down from film studio, but other big producers have not answered.

Skitron has not yet asked FCC to sanction New York consumer tests. Its recent tests over WOR-TV have been under experimental FCC authority and were run after the regular WOR-TV program day ended.

Nor has Skiatron yet gone to the Dept. of Justice. There have been reports to that effect, but they have no basis in fact, it was learned.

Mr. Raibourn spent a good part of his time answering FCC counsel Frederick W. Ford's inferences about the Paramount Television Network.

Kinescope Syndication

This is a kinescope syndication of programs produced at KTLA. Paramount advertising has been referring to it under the network term and also calling stations which bought the series "affiliates."

Mr. Ford's purpose seemed to be that Mr. Raibourn can indicate to Paramount that intended going into the Fieldlit-in one opposition to DuMont and the proposed ABC-UPT company.

That Paramount was selling the kines in "blocks" was also brought into the question. T he basis for this practice and the now illegal practice of "block booking" of motion pictures to exhibitors was apparently Mr. Ford's aim.

Dutch Royal Visit

MORE THAN 600 radio stations are to be served with a series of programs in connection with the April visit to Washington of Queen Juliana and Prince Bernhard of the Netherlands, it was announced last week. The four programs in the series include a feature about the royal family, a dramatization of the Dutch-British and Dutch-Dutch Wage-Labor agreements, and an exclusive broadcast by WNYC and WQXR New York. Further information may be had from Ann Buerman, radio officer, Domestic Broadcasting Div., The Netherlands Information Service, 10 Rockefeller Plaza, New York, 20.
AT THE RCA seminar in Washington last week, Dr. George H. Brown (l), director of antenna and transmitter research, RCA Labs., and Dr. C. B. Jolliffe, vice president and technical director, RCA, examined the newly developed UHF antenna. To their left is a "butterfly" directional UHF receiving antenna, one of several types recommended for consumers when the new 470-890 mc wavelengths are put into TV service.

**RCA Seminar**

(Continued from page 73)

140 stations this year and 190 next year and that materials for building the stations would be available [B&T, Feb. 11].

RCA line ranges from 500-w low band VHF transmitters to 10-kw UHF transmitters. Included are antennas, transmission lines, monitors, control apparatus, etc. Complete line of studio, film and remote equipment is also available (for transmitter costs, see table). Mr. Smith foresaw some problems in constructing full-scale stations due to defense claims on scarce materials but he thought that stations would find ways to use temporary expedients.

In discussing costs of VHF operation, C. D. Kentner, transmitting engineer group manager, revealed the following figures:

A 2-kw transmitter for Channels 2-6 costs 20 cents per hour to operate; on Channels 7-13, 34 cents. A 10-kw transmitter costs 88 cents per hour for low band operation, $1 for high band operation. A 20/25 kw costs $1.85 per hour to operate on all VHF channels. A 50-kw transmitter costs $4.70 per hour to operate on all VHF bands.

Figures were calculated on a power cost of 1.5 cents per kilo-watt-hour and tube life of from 6,000 to 7,000 hours.

New in the station transmitting equipment line were the 1 and 10 kw UHF transmitters and high gain antennas with which stations can generate 200-kw effective radiated power.

Also shown was a new image orthicon camera which was said to give better picture quality than those now in use. Also new is a master monitor, built for simple, small-scale station operation but capable of handling the addition of film, live and remote operations.

An improved film camera, which RCA has been testing at Philadelphi TV stations for the past several months, was also reported.

Ready by late August or early September will be three types of converters for present TV sets, Allen Mills, merchandise manager, Home Instruments Dept., announced. Also available when needed, will be a combination 18-posi-

**TYPICAL EQUIPMENT COSTS IN THOUSANDS OF DOLLARS FOR VARIOUS RADIATED POWERS FOR FILM AND NETWORK OPERATION ONLY, AND INCLUDING LAND, BUILDINGS, OR SUPPORTING TOWER FOR ANTENNA**

<table>
<thead>
<tr>
<th>EQUIPMENT</th>
<th>Channels 2-6</th>
<th>Channels 4-5-6</th>
<th>Channels 7-13</th>
<th>Channels 14-69</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RCA500 Watt Transmitter</strong></td>
<td>24.7</td>
<td>27.5</td>
<td>32.5</td>
<td>32.5</td>
</tr>
<tr>
<td><strong>VHF: 2 KW Transmitter</strong></td>
<td>44.4</td>
<td>44.4</td>
<td>49.2</td>
<td>49.2</td>
</tr>
<tr>
<td><strong>VHF: 10 KW Transmitter</strong></td>
<td>79.3</td>
<td>79.3</td>
<td>84.8</td>
<td>84.8</td>
</tr>
<tr>
<td><strong>VHF: 20 KW Transmitter</strong></td>
<td>155.5</td>
<td>155.5</td>
<td>165.6</td>
<td>165.6</td>
</tr>
<tr>
<td><strong>VHF: 50 KW Transmitter</strong></td>
<td>771.5</td>
<td>771.5</td>
<td>795.5</td>
<td>795.5</td>
</tr>
<tr>
<td><strong>VHF1: 1 KW Transmitter</strong></td>
<td>44.7</td>
<td>44.7</td>
<td>55.0</td>
<td>55.0</td>
</tr>
<tr>
<td><strong>VHF1: 10 KW Transmitter</strong></td>
<td>15.5</td>
<td>14.5</td>
<td>15.5</td>
<td>15.5</td>
</tr>
<tr>
<td><strong>VHF1: 50 KW Transmitter</strong></td>
<td>31.5</td>
<td>31.5</td>
<td>38.8</td>
<td>38.8</td>
</tr>
<tr>
<td><strong>VHF2: 50 KW Transmitter</strong></td>
<td>31.5</td>
<td>31.5</td>
<td>38.8</td>
<td>38.8</td>
</tr>
<tr>
<td><strong>VHF2: 100 KW Transmitter</strong></td>
<td>31.5</td>
<td>31.5</td>
<td>38.8</td>
<td>38.8</td>
</tr>
<tr>
<td><strong>VHF2: 500 KW Transmitter</strong></td>
<td>31.5</td>
<td>31.5</td>
<td>38.8</td>
<td>38.8</td>
</tr>
</tbody>
</table>

**Note:** For Channels 2 and 4 the transmission line run for 15 kw and 40 kw radiated power is limited to 250 ft. of 1" line. 4/6 inch line must be used for longer runs or the Universal Superantenna replaced with the nineteen antennae above full UHF.

Call Radio Representatives, Inc.

**APPROX. PRICES OF VERY SIMPLIFIED TV STATIONS**

<table>
<thead>
<tr>
<th>SMALL CITY</th>
<th>MEDIUM CITY</th>
<th>LARGE CITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>(below 100,000 pop.)</td>
<td>(100,000 to 375,000)</td>
<td>(750,000 and higher)</td>
</tr>
<tr>
<td>VHF</td>
<td>UHF</td>
<td>VHF</td>
</tr>
<tr>
<td>$137,500</td>
<td>$14,500</td>
<td>$17,000</td>
</tr>
<tr>
<td>$250,500</td>
<td>$100,000</td>
<td>$173,000</td>
</tr>
</tbody>
</table>

**GRAPHIC DATA**

**BROADCASTING • TELECASTING**

**BROADCASTING • TELECASTING**

February 18, 1952 • Page 105
WOULD LEAVE INFORMATION PROGRAM AT STATE DEPT.

U. S. INFORMATION Advisory Commission Friday asked Congress to keep this nation's global information program within State Dept. Commission is headed by Erwin Canham, editor, Christian Science Monitor. Other members are Justin Miller, NARTS board chairman; Phillip Reed, board chairman, General Electric Co.; Mark A. May, Yale U., Ben Hibbs, editor, Saturday Evening Post. Commission feels arguments for a separate agency (as Sen. William Benton (D-Conn.) proposed) are outweighed by "desirability of retaining a close connection between foreign policy formulation and the administration of the information program."

WHGB REHEARING DENIED

NO CONFLICT exists between its decision in Harrisburg-Lemoyne, Pa., case and Lubbock, Tex., case, FCC announced Friday in denying petition for rehearing filed last October by WHGB Harrisburg (BPT, Nov. 12, 1951). WHGB had denied "arbitrary and capricious action" by the FCC, when it granted WCMB Lemoyne, Pa., permission to change to 1460 kc with 5 kw directional facilities and had denied Harrisburg station same facilities. FCC's decision emphasized that WCMB was independent station, promised more local programming than did ABC-affiliated WHGB. This day later, FCC granted ABC-affiliated KFYQ Lubbock, Tex., authority to change to 790 kc with 5 kw day, 1 kw night directional, and denied new applicant Lubbock County Broadcasting Co. same facilities. Since two decisions apparently conflicted, WHGB asked for rehearing in light of Texas decision.

Commission, in opinion last Friday, declared that Lubbock decision was based on "preferred standing of an existing station, with a history of meritorious service to the community. . . . " It also pointed out that Pennsylvania case was decided on "superior programming of WCMB. " "Each decision is grounded on its facts, and their rulings do not . . . conflict with each other," the Commission said. Chairman Coy and Comr. Jones did not participate.

ABC FIRINGS PROTESTED

RADIO Writers Guild, protesting firing of two ABC Hollywood newsroom writers, last Thursday wired ABC President Robert Kintner that it would file unfair labor practices charges with NLRB unless writers remain on job. Firings occurred Feb. 5. Guild charges layoffs was reprisal against union now in contract negotiations. ABC executives, admit only "informal negotiations," adding that dismissals are simply governmental revisions in O & O stations.

WGN-TV SIGNS FOR FOX

EXCLUSIVE contract for daytime home games of White Sox during 1952 season signed last week by WGN-TV Chicago. Station also will carry Cubs games on exclusive basis. This is fifth consecutive season for White Sox games, first for Cubs.

PEARSON FOR WXLW

WXWL INDIANAPOLIS has named John E. Pearson Co. as its station representative.

BROTHERHOOD WEEK

FULL BROADCASTING participation by both radio and television in Brotherhood Week, sponsored by National Conference of Christians and Jews, and scheduled for Feb. 17-24 observance this year, was assured Friday by Joseph H. McConnell, NBC president and chairman of radio-TV committee for Brotherhood Week. All three networks plan brotherhood tributes on many regular and special programs throughout week. In addition, Mr. McConnell said each network will carry 20, 30, 40, 50 and 60-second spots to influence public opinion towards good will and understanding of information among Protestants, Catholics and Jews.

Business Briefly

(Continued from page 5)

noon, early evening time. In television only 50 major stations will be used.

GENERAL MILLS BUYS ABC • General Mills, Minneapolis, through Knox-Reeves Inc., same city, to sponsor Whispering Streets, drama, from 10:25-10:45 a.m. EST, ABC radio, starting March 3. On same date General Mills' Betty Crocker Magazine of the Air moves from 10:30-10:46 a.m. time slot to 4-4:15 p.m., still on ABC radio.

MARFRED NAMED • Allied Home Products, Beloit, Wis., last week named Marfred Adv., Chicago, to handle advertising for its cosmetics line which is distributed nationally in supermarkets. Radio will be used. Burton Neuberger, Chicago manager of agency, is account executive.

FCC ON BLACKLISTING

PROTEST by Authors' League of America to FCC about broadcasters who use "political screening" of talent was answered—at least temporarily—in exchange of letters released Friday. Parent union of all writers' guilds had instructed its president, Rex Stout, to ask for FCC hearings on blacklisting, insisting that this was a contravention to public interest under which licenses are granted. ALA action [B/T, Jan. 28] was part of turmoil surrounding dismissal of Philip Loeb from The Goldbergs television program.

In reply, FCC Chairman Wayne Coy, Feb. 8, that question was "not properly the subject for a general hearing of the commission" since judgment of talent by station operators falls into scope of day-to-day operations, cede to licensees by Communications Act.

UCP LAUDS RADIO, TV

RADIO, TV industries were lauded by United Cerebral Palsy for aid given in UCP's 1951 fund campaign. Telethons credited with raising $972,105, since first successful effort over WBBF (TV) Chicago in May 1950. Other stations which conducted UCP telethons listed as WJZ-TV New York; WFIL-TV Philadelphia; KGO-TV San Francisco and WLWT (TV), WFBT and WCPO-TV Cincinnati, which staged "pooled" telethons.

HERBERT BULL to Needham, Louis and Brorby, Chicago, as TV art director after working at McCann-Erickson, New York, in similar capacity.

GORDON HUGHES, manager of market research for General Mills, will discuss "attitude measurements and the memory factor" at the meeting of the American Marketing Assn., Chicago chapter, Feb. 27. Luncheon session is scheduled for noon in the English room of Marshall Field & Co.

MELVIN A. SINGER, Biro Co., N. Y., to Grey Adv., N. Y., on account executive staff.

ALEXANDER KLEIN, Caravel Films, to J. D. Tarcher & Co., N. Y., as director of television and motion pictures.

FRANK KLEIN, formerly on publicity and public relations staff at WFDR(FM) New York, to Hoover Manufacturing and Sales Co., N. Y. (Hoover uniforms), as assistant director of sales promotion.

JAMES WEBB YOUNG, consultant on mass media to the Ford Foundation and J. Walter Thompson Co., will speak "Thoughts on Your Future in Radio and Television" Thursday, Feb. 27 at luncheon meeting of the Radio Executives Club of New York at the Waldorf-Astoria Hotel.


WMEX vs. WHIL PETITION

PETITION for revocation of program authority by WHIL Media, handled by WMEX Boston two weeks ago [see story, page 34], was denied by FCC Friday. It also denied request for hearing on WHIL's license application. Commission held that no proof was presented that 25 mv contours of both stations overlap, as alleged by Boston station. At same time, Commission pointed out that no protests were made in 1950 when WHIL was granted CP for 1540 kc with 250 w, daytime, nor following two years when amendments were filed and granted. WMEX (on 1510 with 5 kw) claimed that WHIL transmissions were interfering. A possible order to cease and desist, that FCC rules prohibit two stations less than 40 kc apart if 25 mv contours overlap. It has pending in U.S. Court of Appeals petition for review and a hearing on Commission's grant of program test authority to WHIL. Court has set case for hearing Feb. 21. Comrs. Hennoch and Jones dissented from FCC's decision, claimed that program grant should be withdrawn until question of overlap determined. Comr. Hyde dissented in part, held that hearing should be given on license renewal.

ADDITIONAL WITNESSES

ADDITIONAL witnesses in the theatre TV hearing, scheduled for March 10, were submitted to the FCC Friday by the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee. Among names included (see earlier story, page 2, and see AT DEADLINE, Jan. 28) are: Guel Sullivan, Theatre Owners of America executive director; Arthur Mayer, Council of Motion Picture Organizations executive v.p.; Cecil B. DeMille, independent producer; Harry C. Zanuck, 20th Century production chief; Frank Freeman, Paramount Pictures production chief; Ronald Reagan, actor and president of Screen Actors Guild; George Murphy, actor and past president, SAG.

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January 21, 1952

Mr. John A. Kennedy
Chairman of the Board
Station KFMB-TV
San Diego 1, California

Dear Mr. Kennedy:

The answers to the questions raised in your letter of January 21st are as follows:

(1) -- feel that the 1952 estimates of San Diego, to appear in the 1952 Sales Management Survey of Buying Power accurately depict the growth of the area.

(2) -- Both with respect to population and income, there has been a very appreciable change in the rank of San Diego among the top 35 markets.

(3) -- The income change credited to the San Diego market in 1951 as opposed to 1950 was the largest accorded to any of the leading 30 metropolitan areas of the nation.

In general, I can say that in the past we have considerably understated the San Diego market, but we now credit it with a billion dollar income, (after income taxes.)

Cordially yours,

Jay M. Gould
Managing Director

JMG/zb